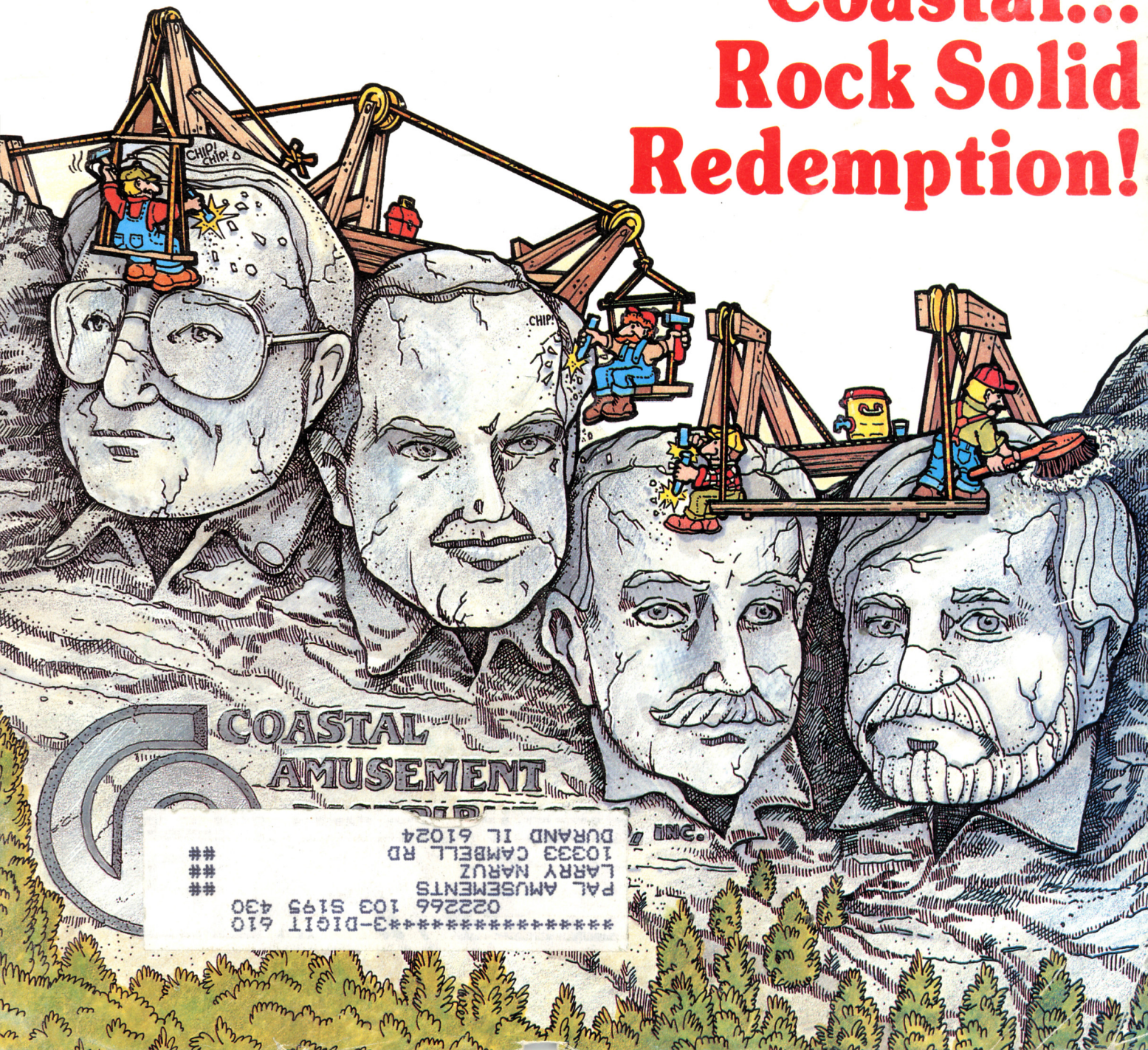
VOLUME 19, No. 7 FOR THE COIN-OP ENTERTAINMENT INDUSTRY JUNE 1993

PLAY METER magazine

Coastal... Rock Solid Redemption!



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NEWS BULLETIN

► **TAX SEMINAR SET...** AMOA will stage an income forecasting seminar on Wednesday, June 23, at the Chicago O'Hare Hilton Hotel. The time is from 1-5 p.m. Registration is limited to 150 participants at a cost of $125 per person.

This important depreciation seminar will explain "how to make money by cutting your video game-buying budget by 12 percent—and buy just as many games." It comes on the heels of a tax victory by AMOA president Craig Johnson and his company, Tataka. He received a private letter ruling by the IRS that allows Tataka to use the income forecasting method for machine depreciation. To learn how this ruling affects all operators, secure your spot in Chicago. Send in the registration form sent by AMOA immediately; registrations will not be accepted over the phone.

► **AAMA ELECTS OFFICERS, BOARD...** At its annual meeting on May 17, AAMA elected the following officers: Steve Koenigsberg of State Sales & Service, president; Rus Strahan of NSM-America, vice president; Frank Gumma Jr. of American Vending Sales, secretary; Dave Patterson of SunBelt Amusement & Vending, treasurer; Marty Glazman of Kaneko USA, assistant secretary; and Rick Kirby of New England Coin-Op, assistant treasurer. Koenigsberg is the first distributor ever elected AAMA president.

Joining these six officers on the board of directors are Rich Babich of Colorado Game Exchange; Frank Ballouz of Fabtek; John Blouin of James Industries; Bill Cravens of Leprechaun Inc.; Ray Galante of Music-Vend/Dunis Distributing; Tom Keil of SNK Corp. of America; Hide Nakajima of Atari Games Corp.; Alan Schafer of Valley Recreation Products; Bill Rickett of Dynamo (past president's council); and Joe Robbins of Sega Enterprises (president's advisory council).

In other news concerning AAMA:

• Director of investigations Bill Kidwell is retiring in July; his replacement is Richard Trindle, who has over 30 years of experience with U.S. Customs. "Trindle's experience with fraud investigations... will make AAMA's enforcement program even more effective," said executive vice president Bob Fay.

During his five years with AAMA, Kidwell worked hard to decrease the flow of counterfeit boards. "Bill's experience and dedication have made him a valuable part of the staff; he will be missed," Fay said.

• The team of Elliott Portnoy, Adam Ruttenberg, and Karin Walsh of Arent Fox Kinter Plotkin & Kahn have been retained to represent AAMA in Washington, D.C. "AAMA's government relations program will be especially enhanced by Portnoy's background and experience," Fay said. "Prior to attending Oxford University, Elliott worked on the staff of the U.S. Senate Democratic Policy Committee, where he was actively engaged in an array of legislative matters.

"AAMA's presence in Washington is maintained, in part, by attending a multitude of coalition meetings. Elliott will effectively represent AAMA at these meetings as well as on the Hill."

• Immediate past president Bill Rickett was named the 1993 recipient of the Joe Robbins Award at the association's annual legislative conference dinner. It's given for outstanding participation in, and contribution to, the coin-op amusement industry. Rickett was chosen unanimously. "Under Bill's leadership the association increased its membership from 70 companies in 1991 to over 115 in 1993," Robbins said. "He's also been instrumental in helping to establish a solid international program and working relationships with other international organizations."

Rickett also presented this year's AAMA President's Award to Frank Gumma Jr., vice president of American Vending Sales. "Frank is a very deserving recipient of this award," Rickett said. "He's a dedicated AAMA member who goes the extra mile to ensure that AAMA programs and events are successful."

► **CHANGES AT MERIT...** David Rubinstein has left his position as Merit Industries' vice president of sales to pursue other interests, according to president Peter Feuer. Dave Myers has been promoted from sales operations manager to fill Rubinstein's position.

► **INCREDIBLE TECHNOLOGIES SETTLES SUIT...** On May 13, after two weeks of trial in the Circuit Court of Cook County, Incredible Technologies obtained a $1.3 million settlement of its lawsuit against Atlas Distributing, Ed Pellegrini, and P & P Marketing Inc. A unique feature of the settlement was the signing of a letter of apology that affirmed the "honesty and integrity" of Incredible Technologies. In the course of the litigation, accusations were made against the company that were retracted by the letter.

Incredible Technologies filed the lawsuit in January 1990 to recover money owed to the company and to protect intellectual property rights to its computer hardware and software. Founded in 1985, Incredible Technologies designs, develops, and produces virtual reality systems, point-of-purchase electronics, engineering development tools, and, most notably, computer-based games that are manufactured and sold through Strata Group Inc. Its line of video arcade games includes *Capcom Bowling* and *Time Killers*.

"Engaging in a lawsuit is a strain on any size company, but it was particularly costly to us in terms of time and money," said Elaine Ditton, president and chief executive officer of Incredible Technologies. "We proved our case and are satisfied with the settlement. Now we want to move forward and concentrate on making excellent computer-based game products."

► **SHOW-ME STATE GETS DISTRIBUTOR...** There's a new distributorship in Missouri: Mandina Distributing in Raytown. The company specializes in vending and amusement equipment, new and used. Bill Mandina is the owner/president; Dan Mandole is the sales manager.

Mandina Distributing currently represents American Laser Games, Amutronics, Coinco, Dixie-Narco, Great American Billiards, Pioneer, Playfair Shuffleboard, and U.S. Games. The address is 9906-A East 53rd St., Raytown, MO 64133; the phone number is (816) 353-7115.

► **SEGA HIRES SHIPLEY...** Doug Shipley is the new national sales manager for Sega Enterprises' coin-operated games division. He's worked previously for Sports Sciences of Ohio and Cleveland Coin International.

► **WILNER PASSES AWAY...** Play Meter would like to extend our condolences to the family of Lou Wilner, who died of cancer on April 5. He was 77.

Wilner's coin-op career began in 1948, when he served as commissary officer at Maryland's Fort Meade. His job included overseeing the operation of slots. After leaving the service Wilner went to school and obtained a law degree, but he decided to bypass the legal profession and instead made the coin machine business his career. In 1968 Wilner started Willow Enterprises Inc., the Glen Burnie, Md.-based company that serves the states of Maryland, Virginia, and Pennsylvania.

"My father was a very well-respected man in the coin machine industry," said son Larry Wilner, who's run Willow Enterprises for the past nine years. "He gave a lot of people their start, and he will be sorely missed."

► **STERN PROMOTED...** And finally, congratulations to Gary Stern, executive vice president/general manager of Data East Pinball, who has been promoted to the board of Data East Pinball and Data East USA. Look for coverage of the company's *Jurassic Park* unveiling party in this issue.

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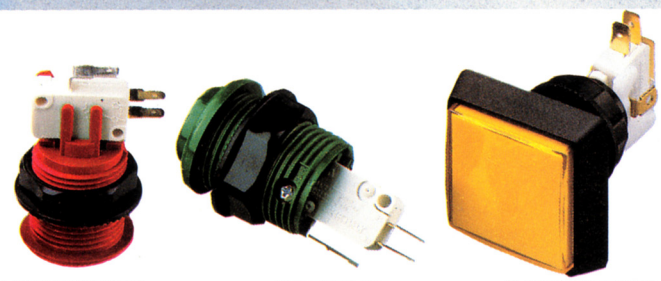

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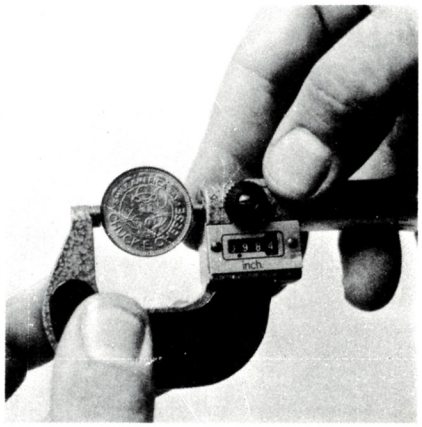

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Volume 19, No. 7 June 1993

FEATURES

Washington Conference WC-1

Members of the coin machine industry converged on Capitol Hill in mid-May to beat the drum for passage of dollar coin legislation. Other concerns brought to the ears of senators and congressmen were the telecommunications issue and Indian gaming, both of which will profoundly affect our industry.

Interview: Charles Keechi 40

Gain a clearer understanding of the Native American Indian perspective on gaming in this insightful article. Features Editor Chris Caire obtained an exclusive interview with National Indian Gaming Association chairman Keechi on the day of his recent appearance on the "Larry King Live" cable TV talk show.

Spring Buyer's Guide 69

Redemption reigns supreme in our spring product catalog, which includes novelties, cranes and rotaries, roll downs and alley bowlers, coin pushers, sports games, non-ticket novelties, specialty machines, and bulk vendors (every giant gumball machine known to man). Peruse at your leisure; a handy index follows.

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COVER

The stalwart crew at Coastal Amusement Distributors says, "Don't take us for granite!" The company has been a longtime supplier of quality redemption equipment and a believer in redemption's rightful place in the industry. Leaders Leonard Dean, Sal Mirando, Bob Keelyn, and Joe Tunney predict a solid future for redemption in the '90s.

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EQUIPMENT POLL

REDEMPTION

GAME	MFG.	POINT VALUE
ALLEY BOWLERS		
1. Skee-Ball	(*Skee-Ball*)	8.28
2. Smartball	(*Smart*)	6.31
SPORTS GAMES		
1. Sonic Blast Man	(*Taito*)	7.60
2. Shoot To Win	(*Smart*)	7.20
3. Full Court Frenzy	(*I.C.E.*)	6.86
4. Slug Fest	(*Williams*)	6.78
5. Around The World	(*UETD*)	6.40
6. Putting Challenge	(*I.C.E.*)	6.27
7. UB-QB Football	(*National Sports*)	6.16
8. Hoop Shot	(*Doyle*)	5.93
9. Pop-A-Shot	(*Pop-A-Shot*)	5.22
10. Arm Champs II	(*Jaleco*)	5.20
11. Hot Shot Basketball	(*Williams*)	5.13
12. Championship Basketball	(*Grayhound*)	5.00
13. Bull Pen	(*Doyle*)	5.00
SINGLE COIN PUSHERS		
1. Rock N' Roll	(*Betson*)	7.60
2. Klondike	(*Betson*)	7.57
3. Wedges Ledges	(*Betson*)	6.13
4. Motherlode	(*BGS. Mfg.*)	5.00
SINGLE CRANES		
1. Clean Sweep	(*Smart*)	7.96
2. Big Choice	(*Betson*)	7.45
3. Skill Crane	(*Grayhound*)	6.65
4. Action Claw	(*Betson*)	6.43
5. Jumbo Crane	(*Grayhound*)	6.42
6. Kramer Krane	(*Kramer*)	6.25
7. Challenger	(*Wedges/Ledges*)	5.91
8. Hollywood Crane	(*Maxwell*)	5.86
9. Top Choice	(*Betson*)	5.71
10. Classic Jumbo	(*CCI*)	5.25
11. Watch Crane	(*CCI*)	5.25
12. Tiger Paw	(*Drews*)	5.17
CHILD-SIZE GAMES		
1. Bozo Basketball	(*Design Plus*)	7.22
2. Shoot To Win! Jr.	(*Smart*)	7.15
3. Super Mario Mushroom	(*Premier*)	7.14
4. Bozo Grand Prize	(*Exit*)	7.00
5. Skee-Toss B.C.	(*Skee-Ball/Betson*)	6.56
6. Kiddie Clown Rolldown	(*Bay Tek*)	6.50
7. Kiddie Whac-A-Mole	(*Bob's Space*)	6.25
8. Jr. All American	(*CCI/UETD*)	6.00
9. Lil' Hoop Shot	(*Doyle*)	5.58
10. Lil' Dump The Ump	(*Doyle*)	5.57
11. Barnyard Babies	(*Skee-Ball*)	5.33
ROLL DOWNS		
1. Spin To Win	(*Lazer-Tron*)	7.33
2. Clown Rolldown	(*BayTek*)	7.08
3. Roll Down	(*BayTek*)	5.71
4. Pokereno	(*Seidel*)	5.50
5. Rock 'N Roll	(*BayTek*)	5.33
6. Bankroll	(*Coastal*)	5.33
NOVELTY		
1. Rock-N-Bowl	(*Bromley*)	7.55
2. Feed Big Bertha	(*Smart*)	7.52
3. Wacky Gator	(*Data East*)	7.50
4. Wheel 'M In	(*Bromley*)	7.50
5. Tic-Tac-Toe	(*Skee-Ball/Vari-Tech*)	7.40
6. Pop-A-Ball	(*Coastal*)	6.90

REDEMPTION

GAME	MFG.	POINT VALUE
NOVELTY (cont.)		
7. Hungry Hungry Hippos	(*I.C.E.*)	6.83
8. Whac-A-Mole	(*Bob's Space*)	6.71
9. Flip 'N Win	(*Planet Earth*)	6.71
10. Dump The Ump	(*Doyle*)	6.70
11. Cracky Crab	(*Namco*)	6.69
12. Robo-Bop	(*Coastal*)	6.67
13. Pop-A-Tac-Toe	(*Coastal*)	6.63
14. Hop-A-Tic-Tac-Toe	(*Data East*)	6.56
15. Bank It	(*Capcom*)	6.36
16. Can Alley	(*Bob's Space*)	6.29
17. Super Bank It	(*Capcom*)	6.20
18. Big Mouth	(*Meltec*)	6.00
19. Pop-A-Slot	(*Coastal*)	6.00
20. Fuddy Duddies	(*Gamco*)	5.75
21. Awesone/Hi-Tension	(*Sega*)	5.56
22. Shoot Out	(*Meltec*)	5.50
23. Digger's Prize	(*Betson*)	5.33
24. Circus Hi-Rise	(*Skee-Ball/Vari-Tech*)	5.33
25. Boogiemen	(*Gamco*)	5.11
26. Knock Down	(*Meltec*)	5.08
27. Body Match	(*CCI*)	5.00

VIDEO & PINBALL COMBINED

GAME	MO. ON CHART	MO. IN TOP 10
1. NBA JAM (*Midway*)	3	3
2. Mortal Kombat (*Midway*)	9	9
3. Virtua Racing (*Sega*)	7	7
4. The Addams Family (*Bally*)	15	15
5. Twilight Zone (*Bally*)	2	2
6. Lethal Enforcers (*Konami*)	8	8
7. Suzuka 8 Hours (*Namco*)	10	6
8. Street Fighter Champ (*Capcom*)	14	14
9. Time Killers (*Strata*)	5	5
10. White Water (*Williams*)	4	4
11. Race Drivin' (*Atari*)	32	31
12. Creature From The Black Lagoon (*Bally*)	4	3
13. Terminator 2 (*Midway*)	20	20
14. Street Fighter II (*Capcom*)	27	27
15. Terminator 2 (*Williams*)	23	23
16. Rocky & Bullwinkle (*Data East*)	3	2
17. X-Men (*Konami*)	5	12
18. Fish Tales (*Williams*)	9	8
19. World Heroes 2 (*SNK*)	1	1
20. Hard Drivin' (*Atari*)	50	47
21. Final Lap 2 (*Namco*)	28	26
22. Star Wars (*Data East*)	8	6
23. Dracula (*Williams*)	2	1
24. Fun House (*Williams*)	29	29
25. Fatal Fury 2 (*SNK*)	4	4
26. Steel Talons (*Atari*)	20	17
27. The Getaway (*Williams*)	14	13
28. Lethal Weapon 3 (*Data East*)	11	8
29. Street Fighter II (*Premier*)	3	0
30. Race Drivin' Panorama (*Atari*)	24	17
31. Three Count Bout (*SNK*)	2	1
32. Elvira (*Midway*)	43	32
33. Whirlwind (*Williams*)	40	29
34. Aero Fighters (*McO'River*)	11	10
35. Cue Ball Wizard (*Premier*)	7	2
36. Mad Dog McCree 35''/50'' (*Betson*)	26	10

EQUIPMENT POLL

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Street Fighter Champ (*Capcom*)	8.43	815
2.	Time Killers (*Strata*)	7.96	248
3.	Street Fighter II (*Capcom*)	7.68	1,478
4.	World Heroes 2 (*SNK*)	7.40	42
5.	Fatal Fury 2 (*SNK*)	7.04	161
6.	Three Count Bout (*SNK*)	6.89	44
7.	Aero Fighters (*McO'River*)	6.79	325
8.	World Heroes (*SNK*)	6.75	366
9.	Road Riot (*Atari*)	6.72	819
10.	Turbo Out Run (*Sega*)	6.68	1,434
11.	Golden Axe-Revenge (*Sega*)	6.63	75
12.	WWF Wrestle Fest (*Am. Technos*)	6.54	843
13.	Art Of Fighting (*SNK*)	6.47	273
14.	Sunset Riders (*Konami*)	6.35	687
15.	Rai Den (*Fabtek*)	6.26	724
16.	In The Hunt (*Irem*)	6.24	8
17.	Super High Impact (*Midway*)	6.13	725
18.	Final Fight (*Capcom*)	6.05	1,196
19.	King Of The Monsters 2 (*SNK*)	6.00	162
20.	Lethal Weapon (*Ocean*)	5.93	24
21.	Clutch Hitter (*Sega*)	5.92	479
22.	Track-Pak (*Leland*)	5.89	693
23.	Fatal Fury (*SNK*)	5.85	324
24.	Skins (*Irem*)	5.76	90
25.	Capcom Bowling (*Capcom*)	5.65	*
26.	Turtles In Time (*Konami*)	5.62	175
27.	Spider-Man (*Sega*)	5.62	1
28.	High Impact Football (*Midway*)	5.50	595
29.	Warriors Of Fate (*Capcom*)	5.50	*
30.	Tetris (*Atari*)	5.45	*
31.	Captain America (*Data East*)	5.44	531
32.	Addams Family (*Ocean*)	5.42	47
33.	Knights Of The Round (*Capcom*)	5.39	164
34.	WWF Super Stars (*Am. Technos*)	5.37	*
35.	Super Baseball 2020 (*SNK*)	5.35	508

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	NBA JAM (*Midway*)	9.46	177
2.	Mortal Kombat (*Midway*)	9.04	532
3.	Virtua Racing (*Sega*)	9.00	387
4.	Lethal Enforcers (*Konami*)	8.76	437
5.	Suzuka 8 Hours (*Namco*)	8.52	430
6.	Race Drivin' (*Atari*)	7.88	1,649
7.	Terminator 2 (*Midway*)	7.71	1,077
8.	X-Men (*Konami*)	7.52	692
9.	Hard Drivin' (*Atari*)	7.36	2,352
10.	Final Lap 2 (*Namco*)	7.32	1,294
11.	Steel Talons (*Atari*)	7.00	953
12.	Race Drivin' Panorama (*Atari*)	6.90	979
13.	Mad Dog McCree 35''/50'' (*Betson*)	6.77	968
14.	Mad Dog II Lost Gold 35''/50'' (*Am. Laser*)	6.73	142
15.	Super Chase (*Taito*)	6.59	97

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	The Addams Family (*Bally*)	8.88	927
2.	Twilight Zone (*Bally*)	8.85	111
3.	White Water (*Williams*)	7.93	192
4.	Creature From The Black Lagoon (*Bally*)	7.73	170
5.	Terminator 2 (*Williams*)	7.68	1,253
6.	Rocky & Bullwinkle (*Data East*)	7.68	121
7.	Fish Tales (*Williams*)	7.45	417
8.	Star Wars (*Data East*)	7.24	300
9.	Dracula (*Williams*)	7.18	78
10.	Fun House (*Williams*)	7.14	1,388
11.	The Getaway (*Williams*)	6.98	628
12.	Lethal Weapon 3 (*Data East*)	6.91	441
13.	Street Fighter II (*Premier*)	6.91	72
14.	Elvira (*Midway*)	6.82	1,507
15.	Whirlwind (*Williams*)	6.80	1,306

Results are based on monthly Equipment Poll ballot returns. Point Value: average of ballot ratings on a scale of 1–10. Longevity Points: determined by standings in Video & Pin Combined column (#1 game receives 60 points, #2 game receives 59 points, etc.) * *Indicates new or reappearing games.*

FROM THE EDITOR

Why should we change?

It's as plain as it could possibly be: we are creatures of habit and just don't like making changes. We don't like it even when it means things will be easier and better.

Think about it for a minute. Can you remember sometime in the not-so-distant past when a change was called for and you swore you weren't about to?

For many of us that time was when our first computer was delivered to the office door. I remember it well. I was perfectly content banging out stories on my innovative Selectric II typewriter. After all, it had been a step up from the manual typewriter I had been using, although basically the same knowledge was needed.

I was shown *exactly* how to use it. The salesman was so enthusiastic about the features that it never occurred to him that he lost me somewhere right after he said, "This is how you turn it on." So I kept using the typewriter. It was inevitable that one day the Selectric would crash on me, leaving me with no other choice than to use that darn computer.

How do I feel about it now? I cannot believe I used to spend so much time typing and retyping stories that I can now edit and move around on my computer. I'm more creative because I can let myself go, knowing how easy it will be to delete, add, or move stuff later. I know that *eventually* I may have changed over in the normal course of things, but when my typewriter broke I was forced to make the change.

I've talked with operators who were reluctant to trade in their manual accounting systems for a computer. They were happy with things and weren't sure if a computer was going to work. Of course, all of you who made that change are kicking yourselves for not doing it sooner! Can you even imagine going back to the old way?

Our office must have been one of the last holdouts for a FAX machine. We could get something overnight, and that seemed fast enough. Our first FAX machine took over four minutes per page and drew quite a few groans from those sending things, but it proved how much we needed to change. We are now on our second machine and, yes, we are asking ourselves, "How did we ever do without it?"

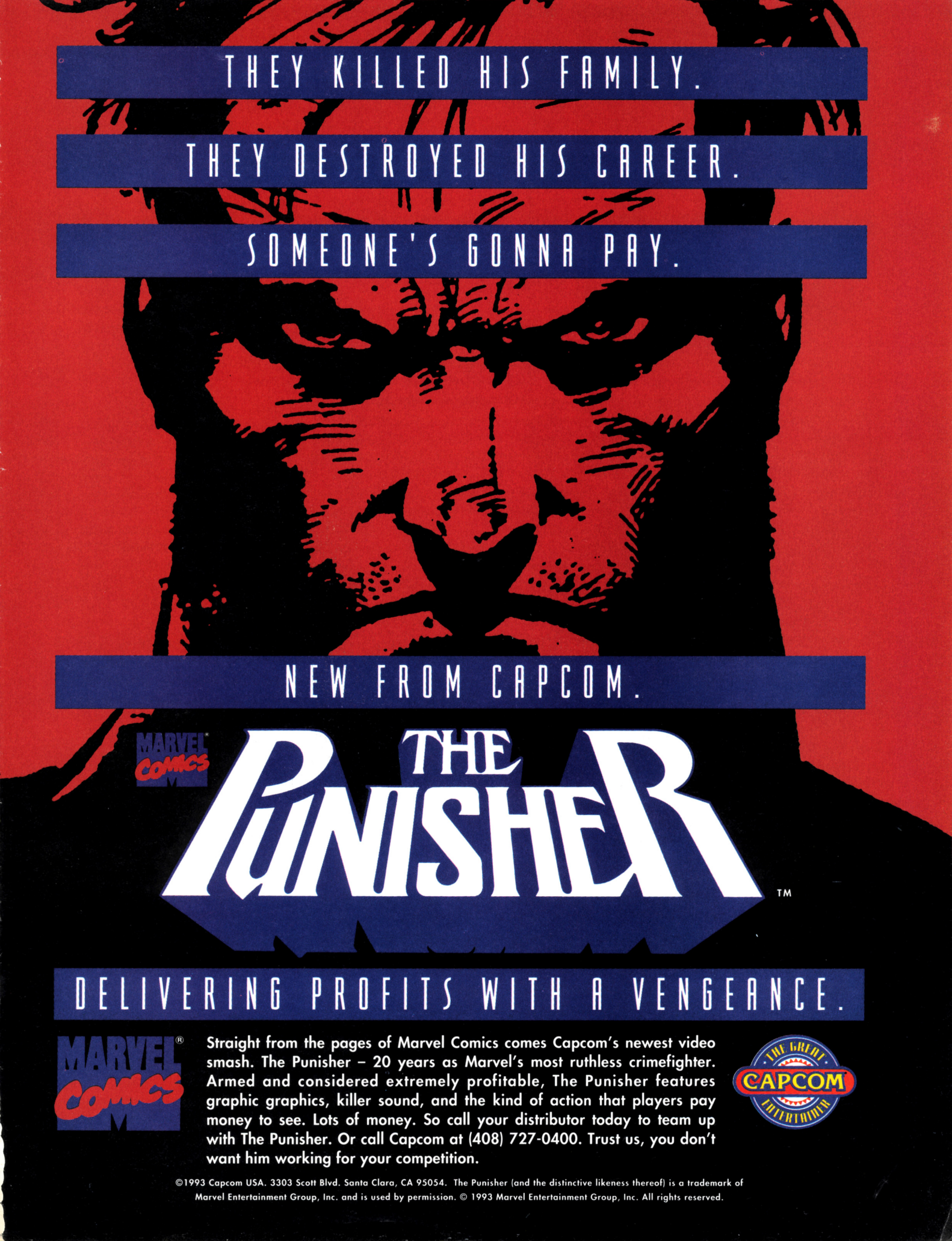
And how could we talk about change without mentioning jukeboxes. When the industry changed to 45s from 78s, there were many who said it would never work. However, once 78s were not readily available, the change was made. Now we're changing to CDs, yet still there are skeptics. However, as 45s become history, the change will be inevitable.

The coin-op industry is now campaigning for a change that we feel is vital—the dollar coin. The list of advantages is impressive, yet it is very difficult to convince the public that it would be a change for the better because no one wants to change if they can help it. The Susan B. Anthony dollar coin was a total disaster, but one of the reasons was that the dollar bill was still being printed. It's even harder to convince anyone to change when the old way remains an option.

We must all push for a dollar coin and at the same time convince lawmakers to do away with the paper bill. The industry will become stronger once there's a reasonable pricing increase option, as there will be with a dollar coin. But we have to admit that it will be hard to make the change and understand the reluctance the public feels. When I'm writing the "Ten Years Ago" column in 2003, I'm sure I'll look back to 1993 and wonder why it took so long to make such a worthwhile change. □

Valerie Cognevich

Valerie Cognevich
Editor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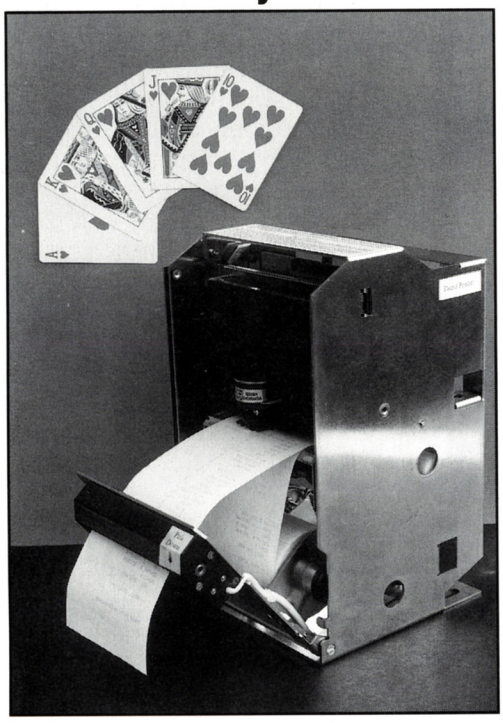

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LETTERS

More than one way to count tickets

In response to the "Ticket Tech" column in the February issue titled, "How to eat your tickets":

The article assumed that there is only one way to count and dispose of tickets. Many new operators look to Play Meter for guidance as they get into redemption and they were not given the whole picture about this part of redemption operations.

Ticket-counting scales are often practical alternatives to the *Ticket Eater* that Vic Fortenbach discussed. While not downplaying this method, I would like to point out that scales are extremely fast in counting and dramatically cut labor time behind the redemption counter. Customers often like to know how many points they have without turning the tickets in for prizes or a receipt at the current time. A device that destroys tickets immediately means the customer can never have their tickets back.

Many times ticket counts are disputed by the customer. Eliminating the tickets allows no way to go back and reconcile the count, while a counting scale provides that option.

Lastly, operators should be aware that more controls are necessary when it comes to printing receipts than simply spitting one out of the shredder. There are situations where the *Ticket Eater* is appropriate, but it is definitely not the only way or the best way to count tickets. Counting scales should be recognized as a viable alternative. □

Rhonda I. Fletcher
National Sales Manager
ARMS Division
Bonita Marie Int.

Ticket handling is an important part of redemption. There are several schools of thought on how to dispose of those tickets. Vic explained one method and Rhonda brought our attention to another. It's best to explore all available alternatives before deciding on the right choice for your business. We welcome any reader input on the subject. □

Moral issue or economic issue?

Time to drag out the tired old arguments against gaming proposals: "increased gambling means increased crime, increased corruption, increased compulsive gambling, and other social ills." The person vocalizing this viewpoint: Attorney General Scott Hershbarger of Massachusetts, who testified with these very words at a mid-April hearing conducted by the Joint Committee on Government Relations. The focus of the hearing: legalizing video poker in the state.

Few issues raise the hair on the back of everyone's neck as quickly as gambling. The cable program "Investigative Reports" turned its attention to present gambling and proposed gambling in an April segment. The reporter/host drew a parallel with another emotional issue, saying, "The lines are drawn; it's like abortion with dice." While such a comparison is a stretch, mention gambling activities and you can brace yourself for the rhetoric.

It's time to stop confusing morals and economics. What's really at issue in Massachusetts, and many other states, is this quandary: how do we raise revenue without raising taxes? Hike taxes and voters could render the equivalent of legislative pink slips at the next election.

Too often the answer is to engage in a political tap dance around the issue; test the waters, rerun the cliches, let the media "have at it," and see who gets excited. Question its validity on moral grounds and pave the way for the only alternative known to politicians: more taxes.

What does Massachusetts have to gain from regulated gambling? Millions in state funds, for starters. Don't forget jobs. This new industry would bring the desirable by-product of gainful employment and an increased sales tax base. With a public/private sector partnership the state wins all the way around: minimal investment in hardware (central computer system only, no game purchases) and support staff (field inspectors and administrative personnel), and a boost to small businesses all over the state (coin machine operators and locations in every county, not just the big cities).

Are the oft-stated fears of gambling ills also applicable to the socially acceptable forms, such as lotteries, race tracks, and charitable gambling that exist in most states? These appear to be shielded from criticism. But legalized video poker is fair game. Any new gambling choices are seen as a threat to the very existence of entrenched gambling ventures. Opposition that originates from these sectors is strictly economic.

While nothing short of a Vulcan mind meld will accomplish a change in attitude, parties on both sides should read between the lines. Things are not always what they seem. Take the phasing out of the CD longbox. All that packaging translates to mountains of trash that will take eons to biodegrade, say manufacturers. They claim the changeover to the 5 x 5-1/2" jewel box without the 6 x 12" longbox exterior is based on ecological grounds. Sounds correct.

Look closer. The jewel box is the world standard. The United States is the last country to eliminate the longbox. Five of the six major manufacturers are owned by foreign companies. Now they can ship product anywhere in the world and save the cost of producing longboxes. Is this a decision based on ecology or economics? Retailers are now faced with added costs to properly display the jewel boxes and protect these easily concealable items from theft. Will consumers ultimately absorb these costs in higher unit prices?

Will low-stakes legalized video poker really test our moral fiber, or will its defeat guarantee a safe respite for existing gambling activities? Gambling is not a moral issue but an economic issue. □

Bonnie Theard

Bonnie Theard
Managing Editor

Leonard Dean, president.

Sal Mirando, executive vice president.

Dan Bennett, research and development.

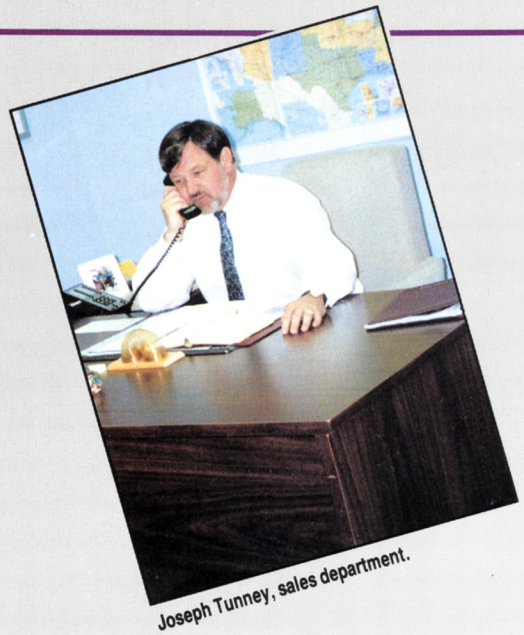
Redemption is their busi

Office staff, (l-r): Heather Ryan, receptionist; Christina Albino, accounts payable; and Amy Meyer Swindell, office manager.

Coastal Amusement Distributors began six years ago in Lakewood, N.J., when Lenny Dean and Sal Mirando collaborated to form a new company. Six years hardly seems long enough to have produced an array of hits like *Pop-A-Ball, Pop-A-Slot, Pop-A-Tac-Toe, Noah's Ark, Robo Bop,* and *Bankroll*, to name some of the company's impressive list of titles.

Although Coastal may be only six years old, its founders have an impressive number of years in the business. Lenny's experience spans two decades, while Sal has been in the industry since 1979. Lenny was working for Universe Affiliated, which was a customer of Sal's. The two men were business associates through their respective companies as well as personal friends living in the same neighborhood.

Robert Keelyn, sales department.



Joseph Tunney, sales department.

ness: their *only* business

When Universe Affiliated closed its doors, Lenny and Sal saw the future in redemption and decided to form a company, building the foundation on redemption. The new venture's main core business was then, and remains today, in redemption.

Sal calls Lenny a true pioneer in redemption. While at Universe, Lenny was the first to introduce a triple crane and a coin pusher into the American marketplace. Lenny's entire focus was on redemption—not part time or as a side line, as some distributors view redemption today, according to Sal. "Many distributors treat redemption like an unwanted stepchild. They are so focused on that new video game that redemption takes a back seat," he said.

Coastal has been leading the way in redemption and is happy

Jan Orrok, parts department, and Perry Brown, customer service.

Technical services/parts/shipping/receiving, (l-r): front row—Tom Hedderman, Ben Johnson, Mike Emory, and Jim Hughes: back row—Meredith Trimel, Al Wunch, and Jeff Fisher.

On the *Robo Bop* assembly line, (l-r): Jason Bixen, Joe Lingelbach, Michael Samuels, Osvaldo Velez, and Kerry Sprague.

with the direction redemption is taking in the market. Sal said, "We feel that redemption is staying on the right path. Of course, I feel that redemption pieces right now are geared toward arcades and not made for bars and taverns. But that could change."

Sal explained that the redemption market is growing because existing arcades are devoting more floor space to redemption, while new arcades are planning redemption as a centerpiece. "We are fighting for floor space in the arcades," he said. "Video games aren't competing for floor space as much because a new video game will replace an existing one in six months or so. However, since a redemption game can last over five years, we are fighting for more floor space all the time."

He added, "We are seeing arcade owners devote more space to redemption pieces than they have in the past. For example, the norm used to be 90 percent video and 10 percent redemption. Today, it's more like 70 percent video and 30 percent redemption. The ROI on a video can't compete with the ROI of a redemption piece.

"Video games have distinct peaks and valleys in earnings. There's a sharp incline, a peak, and then a sharp drop. Redemption, on the other hand, has a relatively slower climb, no sharp peak, and it doesn't have a sharp drop. It more or less flattens out and stays stable for many years. And I'd like to emphasize that word 'stable' because it's an apt description of a good redemption piece."

"Many distributors treat redemption like an unwanted step-child. They are so focused on that new video game that redemption takes a back seat."

Sal and Lenny make redemption sound almost too good to be true, so we asked them about some of the most common concerns they hear from operators. While both admit that there was a lot of confusion about redemption a short three years ago, much of that has been cleared up as more operators take the plunge. However, they find that there is much more emphasis on redemption from larger corporate chain locations than with independents. Why? "It takes money to make money," Sal said. "But show me any other business that is not like that!"

They want to emphasize that redemption is by no means an absentee business. "It is a very serious business that takes an incredible amount of time and effort. But the rewards are there. I truly believe that to run a successful arcade today, you must have redemption," said Lenny.

He added that operators can no longer use price as an excuse not to try redemption. "There is very little difference in the cost of a redemption piece and a regular video game. However, I'll say again that a redemption game will have a much longer life span than even the best video game."

Other concerns from operators include how to value the prizes and the tickets and how much of the gross profits to give away in prizes. While this was a major concern several years ago, according to Lenny, the accepted norm now is between 20 and 30 percent. Of course, he added that traffic, the location, and the region must also be considered.

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Jungle Jive

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More sub-assembly staff: Tracy Montalvo, Lamont Fields, Diane Brown, Pedro Lefebre, Eric Sanders, and Karen Sprague.

From left: Alice Dickens, Mary Pedrosa, Luis Camacho Vega, Christine Wimmer, and Doris Morgan in sub-assembly.

Another concern is local law enforcement misperception. "Redemption is a relatively new concept and given the public's perception of our industry, any new idea is a hard sell," noted Sal. But he added that once law enforcement officials see that redemption is good, clean fun for the whole family, the misperceptions should clear up.

The next logical question to these two redemption experts: What kind of redemption game is the most popular? "Any game must have player appeal and redemption is certainly no exception," explained Lenny.

Sal added, "A redemption piece must be fun for the whole family and have all the traits of any successful game. If that weren't true, I could build a game that was no more than a coin acceptor with a sign saying 'deposit coin here' and a ticket dispenser with one saying 'collect ticket here.' "

We asked Sal if he believed manufacturers thought making a redemption game was easier than it really is. "I don't think anyone thinks it's easy. They're not saying, 'Hey, if Coastal can do it, anyone can do it!' For example, I look in awe at what companies like Sega are doing with video. It's nothing short of magnificent. From the technical standpoint, a $15,000 price tag on one of those games doesn't scare me. By the same token, I'm sure video game manufacturers look at Coastal and wonder how we do what we do."

As if manufacturing some of the top redemption games wasn't enough for this young company, it also is the exclusive importer for two United Kingdom companies: Harry Levy—makers of *Jungle Jive* and *Mardi Gras* coin pushers and novelty games like *Trash Can Alley, Magic Mirror,* and *Sheriff Shoota*—and Whittaker Bros.—makers of a long list of kiddie rides.

Coastal keeps at least 200 kiddie rides and a wide assortment of coin pushers and novelty games in inventory in addition to a healthy supply of its own games, which are constantly in production. "If you call us for a game, *any game*, we don't tell you to wait six weeks. Anything we sell is only a phone call away," said Sal.

It takes a number of devoted people to make a company successful and Coastal has them. Sal and Lenny call many of their employees "lifers" because they were with them at the beginning and jokingly say they will die with them at their desks.

The experience among the ranks of Coastal employees is impressive. Salesman Bobby Keelyn came from Universe with Lenny when Coastal started. He had worked with Lenny for a number of years and prior to his stint at Universe was a route mechanic.

Salesman Joe Tunney, although with Coastal just two years, is no stranger to the amusement business. He was an arcade operator with his family, which is well-known on the seaside boardwalks of New Jersey.

Office manager Amy Meyer Swindell, software expert Dan Bennett, customer service manager Perry Brown, parts manager Jan Orrok, and production supervisors Joe Lingelbach and Alice Dickens are lifers, having been with the company since the beginning. Service manager Al Wunsch has been there a year.

If you ask Sal and Lenny if they fight occasionally, they'll answer in unison, "You bet your life!" But they admit there's also a lot of laughter. Both are integral ingredients for Coastal's unqualified success. □

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Connecticut gets tax relief

Finally, some good news for Connecticut operators: on May 5 the Connecticut Legislature passed a tax bill that includes the abolition of a six percent gross revenues tax on coin-op amusement equipment. Gov. Lowell Weicker is expected to sign the bill into law.

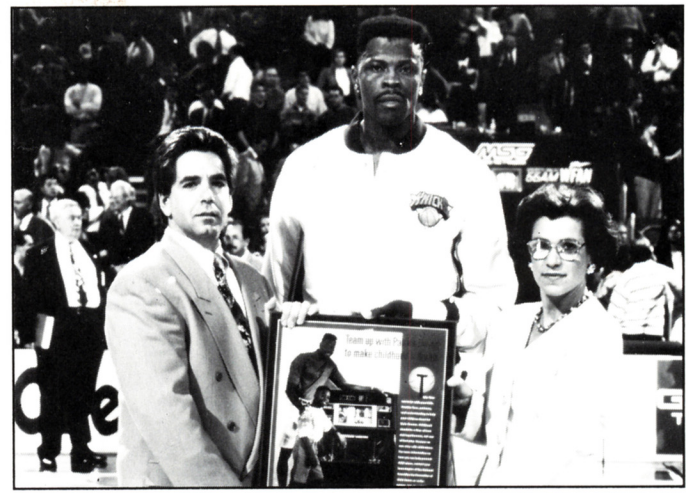
The tax, which also hit bowling centers and golf courses, has been in effect since October 1991. It will be removed on Jan. 1, 1994.

"This is great news," said Tom Riquier of T & M Distributors, president of the Connecticut Coin Machine Operators Association. "The tax has forced operators to lay off people and cut way back on buying new equipment. A lot of routes went on sale because of it. Hopefully we can turn things around now that the tax has been taken away."

To make up for the budget shortfall, the Legislature raised the tax on cigarettes by two cents a pack, effective July 1, with another three-cent raise to come in the near future. It also placed a $2 tax on every tire sold in the state.

Riquier said things were done quietly, behind the scenes, to bring the repeal to fruition—just as the association's lobbyist instructed. And while the news is certainly good, some unfinished business remains: paying off the huge balance left on the lobbyist's bill. "The association will be contacting operators and asking for $1,000 from each one to get the bill paid," Riquier said.

If there are any questions, such as where to send the money, call Riquier at (800) 248-2636.



Presenting a plaque to Patrick Ewing are Mondial's Tony Yula and Jacqueline Leo of the National Committee for the Prevention of Child Abuse.

Ewing on new AAMA poster

NBA superstar Patrick Ewing of the New York Knicks is the latest celebrity featured on AAMA's anti-child abuse awareness poster, the sixth of its kind. The association sponsors the poster on behalf of the National Committee for the Prevention of Child Abuse (NCPCA).

Ewing and his son are seen relaxing at home by listening to music on a CD jukebox. The text accompanying the photo encourages the reader to "take time out to be with your kids" and to "help your children shoot for their dreams."

"We believe more people must become aware of the prevalence of child abuse and ways they can help prevent it," said AAMA executive vice president Bob Fay. "Through education and spending time in family activities, parents and others can learn how to stop child abuse before it ever starts."

The posters are being distributed nationally to schools, libraries, and youth organizations. Free copies of the poster are available in limited supply by contacting AAMA, 12371 Directors Loop, Woodbridge, VA 22192; or NCPCA, P.O. Box 2866J, Chicago, IL 60690.

In recognition of his participation, Ewing was presented with a commemorative plaque at halftime of the April 21 Knicks-Nets game. Making the presentation were AAMA vice president Tony Yula of Mondial Distributing and NCPCA national board member Jacqueline Leo.

Family entertainment center coming to San Antonio

United Land Co. Inc. will unveil a "new generation" family entertainment center, Pear Apple County Fair, in San Antonio on June 26. The center will take up 15 acres and feature a wide variety of both indoor and outdoor entertainment—with no admission charge.

Doug Jividen, vice president/treasurer of United Land Co., said, "The opening of Pear Apple County Fair marks the beginning of a new approach to providing year-round entertainment for the whole family."

A 28,000-square-foot, climate-controlled amusement area will offer visitors games, rides, and food, including over 150 redemption games, an indoor Ferris Wheel constructed by Zamperla, and bumper cars engineered by J.R. Minick & Associates. Among the outdoor attractions are an 18-hole miniature golf course, go karts (one- and two-seaters), a kiddie playground, a picnic facility, and an oak-shaded plaza.

"Pear Apple County Fair will give San Antonio families and visitors a unique, nostalgic, yet thoroughly modern entertainment opportunity that has not been available before," Jividen concluded.

For more information, contact general manager Lars Iverson at (210) 521-9500.

Mondial opens in Rochester

Mondial Distributing opened a new office in Rochester, N.Y., on May 10. The distribution center, located at 739 Linden Ave., is headed by Matt Tarantelli and will serve operators in upstate New York—including Syracuse and Buffalo—and northeast Pennsylvania.

"I'm delighted to have the opportunity to work for such a large and well-respected company," Tarantelli said. "Operators in our area will appreciate the service, fast delivery, and wide selection of equipment that Mondial is famous for."

Said Tony Yula, executive vice president of Mondial International Corporation, "We are lucky to have Matt Tarantelli join our staff. I know he'll do a great job in making upstate operators familiar with the quality of a Mondial distributorship."

The phone numbers are (800) 222-8671 in New York state and (800) 872-5656 outside New York; the FAX is (716) 248-8777.

With the opening of the Rochester branch, Mondial now has five offices in the Northeast: Springfield, N.J.; Pittsburgh and Philadelphia, Pa.; and Norwood, Mass.

Rock-Ola hires Peckels

Dave Peckels, who's worked previously for American Sammy Corp. and Nichibutsu USA, has been added to the sales staff of Rock-Ola Mfg. Corp. He will be primarily based out of the company's new manufacturing facility in Torrance, Calif., but will be working closely with vice president of sales Frank Schulz in Rock-Ola's Franklin Park, Ill., office.

"I'm very happy to be joining a company with the proud history and bright future that Rock-Ola has," Peckels said. "President Glenn Streeter has some exciting plans for the company, and he has assembled a talented group of individuals that I'm pleased to be associated with."

WMS Gaming fills post

WMS Gaming, a division of Williams Electronics, has appointed Dana Waggener to the position of regional sales manager. He will be responsible for spearheading the company's sales efforts in Louisiana, Montana, and South Dakota. Waggener comes to WMS Gaming from Video Lottery Consultants.

"The experience and skills he has in the video gaming business demonstrates our continuing commitment to the video gaming industry," said WMS president Rick Currie.

Honor Gard taps Happ

Honor Gard, which has manufactured collection security systems since 1976, has appointed Happ Controls its exclusive distributor of all products directed to the amusement and gaming industries. Both companies are based in Elk Grove Village, Ill.

Honor Gard enters this new market after already establishing itself as a security systems leader in the bottling and vending industries. "Our coin and dollar bill security systems offer state-of-the-art security in both domestic and international markets," said president Jerry Remien. "Our systems are ideal for the amusement and gaming industries as well."

The company's security systems, through the use of route keys and exclusive counting room keys, maintain security and accountability from the individual machine through the counting room.

"Teaming up with Honor Gard gives us a tie-in with the premier manufacturer of collection security devices," said Happ Controls president Frank Happ. "It should serve the amusement and gaming industries as well."

Pasierb named head of ALG engineering

American Laser Games has appointed veteran game engineer John Pasierb to the position of engineering director. He will direct the efforts of 12 in-house engineers toward creating new cinema action games and modes of interaction for ALG's arcade and CD-ROM home games.

John Pasierb

Pasierb was an engineer with Bally Mfg. for 14 years and held the position of vice president/engineering at Midway Mfg. for five years. He was also vice president of lottery systems development at Scientific Games, a division of Bally Mfg. There he developed the lottery terminals and system that distribute "Pick 6" lottery tickets.

"American Laser Games reminds me of where Bally/Midway was in 1976," Pasierb said. "It's a small company with energy, enthusiasm, and flexibility. I'm looking forward to cultivating the creativity of our engineers and developing additional successful products."

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Bracing for a big show in Mexico City

The fourth AAMA Latin American Amusement, Music & Games Exposition returns to Mexico City on July 21-24, and it's shaping up to be the largest coin-op show ever held in Mexico. An estimated 2,500 Mexican operators and distributors are expected to attend.

"Exhibit space has already matched last year's sales," said Mark Struhs of the Dynamo Corp. and chairman of AAMA's Foreign Business Development Committee. "With this interest and enthusiasm, it is destined to be the largest product exposition for the coin-operated amusement industry in Mexico and our largest show ever."

Exhibits will be set up at Mexico City's Exhibimex, with educational seminars scheduled for the Sheraton Maria Isabel Hotel. Over 90 of the industry's leading manufacturers will display hundreds of the latest products available in Mexico from the United States.

"Every year the growth has been dramatic," said AAMA president Bill Rickett. "This exposition has become the premier vehicle and most prestigious showing of our industry's products in Mexico. It is our annual opportunity to further develop business opportunities in Mexico and solidify business relationships in the Mexican marketplace."

The exposition will also feature a full line-up of seminar programs presented in Spanish, including all-new technical seminars by Randy Fromm. The cost is $25 per person, per session.

For more information, contact Show Management, William T. Glasgow Inc., 16066 South Park Avenue, South Holland, IL 60473-1500; (708) 333-9292; FAX (708) 333-4086.

Don and Janet Shimel at the 50th anniversary party for J-S Sales.

J-S celebrates anniversary

J-S Sales Co., suppliers of amusement and recreation products, celebrated its 50th year in business on April 16. At a party attended by customers, suppliers, and business friends, J-S employees presented principal owners Don and Janet Shimel with a commemorative plaque.

The company was founded in 1943 in New York City by Ben Shimel, Don and Janet's late father. Over the past 31 years J-S has occupied three different locations in Mt. Vernon, N.Y., doubling its square footage with each move. J-S has been at its current headquarters—5 South Fulton Ave.—since 1987.

J-S's product line includes an extensive selection of parts and supplies for coin-op amusement machines, as well as billiard equipment, darts, bowling bags, and table tennis supplies. It ships these goods to all 50 states and more than 30 foreign countries.

Alumni get-together

Twenty-eight alumni of the AMOA Notre Dame Education Program met in Atlanta in mid-April for a three-day seminar on customer service. The featured speaker was John Delves of Southeastern Training and Development, an Atlanta-based training company. For a full report on the seminar, turn to this month's "Street Talk" by Randy Chilton of Chilton Vending.

Kramer closes; Cornick, Kaba move to Xytek

Kramer Mfg. closed its doors on April 30, but key employees Phil Cornick and Ed Kaba have resurfaced at Xytek Industries of Wall, N.J. "We will of course be servicing and providing technical support on all Kramer products, and will honor warranty repair work for all previous sales," Kaba said.

Cornick and Kaba join Xytek president Rip Mohl as national sales manager and customer service manager, respectively. Though the company has designed and licensed games for 20 years, it has chosen to remain behind the scenes—until now. Manufacturing and marketing its own products is now the focus. Xytek is currently marketing *SuperStar Golf*; an arcade/street game will be introduced this year and exhibited at the major trade shows.

Phil Cornick and Ed Kaba (holding the putter) of Xytek playing *SuperStar Golf*.

"I'm absolutely thrilled to be with a company that has the talent and ability to do something with all the great ideas for new products," Cornick said. "In-house engineering is a luxury I'll never do without again. When I saw the products on the drawing board and in the prototype department, I was so excited about the opportunity. It made me completely forget about the fact that the company I had been with for seven years no longer existed."

Xytek Industries' address is P.O. Box 518, 5033 Industrial Road, Wall, NJ 07719. The phone and FAX numbers are (908) 919-7878 and (908) 919-7880.

Dive into Irem's deep sea adventure

Irem America introduced *In the Hunt* at the March ACME in Las Vegas, and the company is proud to announce that it has broken all previous Irem monthly sales records.

The two-player simultaneous submarine battle features enemy submarines, battleships, helicopters, and planes attacking from both above and below sea. Irem's Western sales manager, Matt Davison, said, "The game play is unique. In addition, it has some outstanding graphics, which is exactly what operators have been asking for."

A player enjoying Irem's *In The Hunt*.

The underwater adventure seems to appeal to both arcade and street location customers of all ages. "It's the best *non-fighting* game yet," said Music Vend's Steve Levy.

Operator Sean Layman, owner of City Games, said he's buying one for each of his locations. "This is the answer for all those locations in need of something new and exciting," he added.

Smile and say cheese!

When Capcom introduced its *Instant Photo Booth*, little did the company know how popular it would be among operators. It's just the thing for many locations wanting to offer a special experience to their customers.

Certainly the concept is not a new one, but Capcom's collaboration with photo expert Polaroid makes the product unique. It's the latest in photo booth technology and uses a special film that cannot be bought in your corner drug store.

Capcom's Jeff Walker explained that there has been some misunderstandings about the film used in the photo booth. "The film is different from that used in a typical handheld camera and can't be bought at a local discount store," he said. "It has a larger image area, making it better in the photo booth."

John Callan, director of entertainment imaging for Polaroid, agreed. "The film used in Capcom's photo booth is a special film with a larger image area," he said. "It's not widely distributed and you can't buy it in the store. Capcom buys it in bulk from us and distributes it to their customers at a reasonable price."

Callan explained that this is Polaroid's second entry into the photo booth arena. The first, *The Face Place*, was introduced in 1978 and was rather expensive. "It was state-of-the art at the time but used a smaller image film," he said. "If operators remember that machine they may think the new Capcom booth uses the same film. However, what Capcom is using is much different. We are clearly behind Capcom's photo booth because we realize that we are not boothmakers. Capcom has made a fine piece of equipment."

Capcom has even more good news for its photo booth customers: Polaroid has entered into an agreement with Photozine Co. for pre-exposed film that would allow locations to customize their photographs. For example, an arcade could have a special border that would appear on each photo taken in the booth. "We are excited about this deal," noted Walker. "Locations will have the opportunity to offer their customers a special memory in the photographs taken in the location."

DeBords move on

Richard and Linda DeBord have left Micro Mfg. to join the staff of Kevin Sharp Enterprises Inc. in Murfreesboro, Tenn. Richard is the manufacturing and sales manager; Linda is the general manager. They can be contacted at (800) 624-3779.

What's Hot in Coin-Op

(A monthly survey conducted by AAMA)

Convenience Stores

Video: Street Fighter II Champ (Capcom)
Mortal Kombat (Midway)
Time Killers (Strata)
NBA JAM (Midway)

Pinball: The Addams Family (Bally)

Other: Crane (unnamed)

Pizza Parlors

Video: Mortal Kombat (Midway)
Street Fighter II Champ (Capcom)
Lethal Enforcers (Konami)
NBA JAM (Midway)

Pinball: Rocky & Bullwinkle (Data East)

Other: CD Jukebox (unnamed)

Movie Theaters

Video: Lethal Enforcers (Konami)
Mortal Kombat (Midway)
Street Fighter II Champ (Capcom)
Time Killers (Strata)
NBA JAM (Midway)

Other: Crane (unnamed)

Nightclubs & Sports Bars

Video: Lethal Enforcers (Konami)
NBA JAM (Midway)
Mortal Kombat (Midway)

Pinball: The Addams Family (Bally)
Creature from the Black Lagoon (Bally)

Other: CD Jukebox (unnamed)

Amusement Parks

Video: Lethal Enforcers (Konami)
Virtua Racing (Sega)
Mortal Kombat (Midway)
Street Fighter II Champ (Capcom)
Time Killers (Strata)

Pinball: Star Wars (Data East)
The Addams Family (Bally)
Fish Tales (Williams)

Other: Neck-N-Neck (Bundra Games)

Bowling Centers

Video: Lethal Enforcers (Konami)
NBA JAM (Midway)
Mortal Kombat (Midway)
Street Fighter II Champ (Capcom)
Virtua Racing (Sega)

Pinball: Star Wars (Data East)
The Addams Family (Bally)
Dracula (Williams)

Other: Air Hockey (unnamed)

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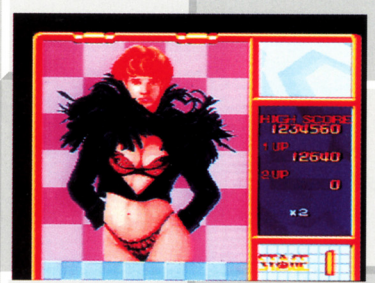

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MOMA elects new officers at show

Dan (l) and Gayle Galvin of D & G Amusement Co. with Glenn Charney of Lieberman Music Co.

Ace Novelty's Paul Gustafson (l) and Rich Rempel (r) with Norm Pink of American Amusement Arcades.

Taking time to chat are, (l-r): Bill Nemgar, Valley Recreation Products; Dick Hawkins, D & R Star; and AMOA president Craig Johnson.

Dave Sandler of Sandler Vending Co. (l) with Chuck Leininger of C.D.L. Co.

The Minnesota Operators of Music and Amusements (MOMA) staged its 21st convention/trade show in Minneapolis on March 26-27. Operators came from across Minnesota and the nearby states of North and South Dakota to check out the latest coin-op equipment and discuss "what's what" in the industry.

Elections were held at the annual meeting, with the following members becoming new officers and board members: Charles Leininger Sr. of C.D.L. Co., president; Paul Dean of Dean-Superior Vending Co., vice president; and Douglas Smart of Northern Amusement Co., treasurer. Dan Galvin of D & G Amusement Co. is the immediate past president. Newly elected to the board were Jack Peterson of Eagle Amusements; Tom Graham of Games Unlimited; Dan Knack of Dahlco Music & Vending; and Linda Winstead of Lieberman Music Co. (distributor representative). She also chaired the convention committee, while Richard Hawkins, a past president of the group, chaired the nominating committee.

Other highlights of the show included a luncheon address by AMOA president Craig Johnson; a legislative update and conference focusing on video lottery legislation (moderated by Mike Anderson, MOMA's director of legislative affairs); a cocktail reception hosted by distributors Hanson Distributing Co. and Lieberman Music Co.; a banquet and fund-raising auction; and entertainment by hypnotist John-Ivan Palmer.

Longtime executive director Hy Sandler handled general management of the trade show and also was responsible for planning and coordinating the event.

NSM-America: how do we narrow it down?

John Margold beside NSM's *Performer-Classic*.

Since distributor sales of NSM-America's CD jukeboxes were all so high in 1992, the company couldn't decide which distributor(s) to recognize for achievement awards. The solution: honor *all* distributors with an "Outstanding Performance" plaque.

"When everyone in the race runs the mile in under five minutes, how do you pick a winner?" asked NSM-America president Rus Strahan. "That's just about what happened this year. All of our distributors did outstanding. Everyone showed a dramatic sales increase in '92—on the heels of a record-setting year in '91. So we are awarding them all a plaque."

Though it'll be hard to select "the top of the tops," Strahan said NSM-America will try to give special recognition to at least several distributors whose sales were "through the ceiling."

Things are going so well that a change of venue is on the horizon. "I'm just about to sign a purchase agreement on a new triple-the-space building near O'Hare Airport," Strahan said. And what's behind the success story? The triple-threat jukebox product: the *Performer-Grand*, the lesser-priced *Performer-Classic*, and the most recent unit, the *Performer-Wall* CD wallbox. All house a sound system that's drawn praise not only from operators but from a half-dozen home stereo magazines.

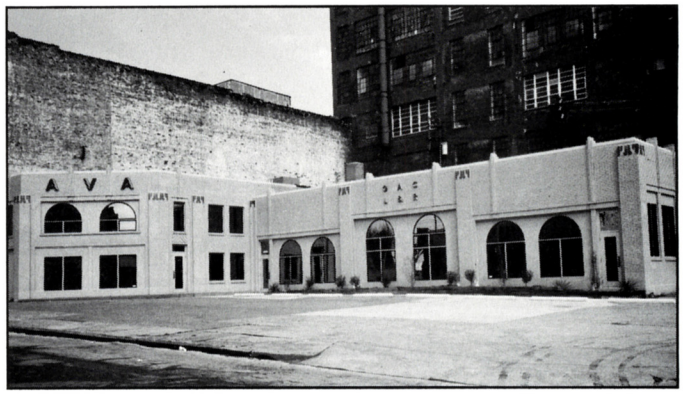
John Margold, NSM-America's vice president of sales and marketing, explained that the *Classic* was intended as an economy model priced $500 to $600 less than the flagship *Grand*. The purpose was to give operators a cost-effective CD jukebox for "B" locations. They've responded to the offer—at the expense of the *Grand*.

"Our sales of *Grand*s are only up 75 percent so far this year over last; they were at a 100 percent increase last year at this time," Margold said. "But we don't feel too bad about that. Our overall '93 sales are going to make last year's record sales look dismal!"

As for the *Performer-Wall*, national sales manager George Haydocy said the first 197 to enter the country (they're manufactured in Germany) were all pre-sold. "And we just introduced them at ACME in mid-March," he said.

Strahan emphasized that NSM is ready to adapt to changes in CD technology. "It's not likely that operators will find their NSM jukeboxes outmoded by advances in technology, because NSM engineers have not only remained abreast of forthcoming advances—they've been part of the advancement themselves!"

AVA welcomes reps



Audio Visual Amusements (AVA) of St. Louis hosted a "customer/factory appreciation get-together" on April 19-20. The event also gave AVA a chance to show off its newly renovated facility (top) at 2301 Olive St. Pictured on the bottom are president Pete Entringer (front row, fifth from left), members of the AVA staff, and numerous factory reps.

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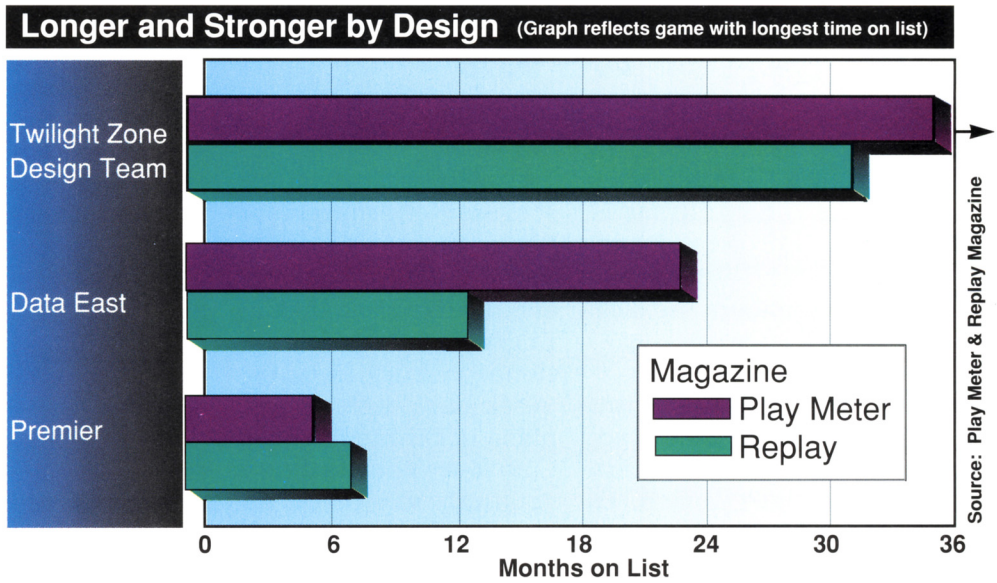

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In other news

• Felicia Burk and Leanna Clanton announce the opening of Games of Shelbyville. The address is 1903 Cherokee Lane, Shelbyville, TN 37160; the phone numbers are (800) 235-KITS and (615) 684-8093.

• Bundra Games/Prism Products has a new address: 1081 Country Club Drive, Lake Zurich, IL 60047. The phone and FAX numbers are (708) 540-6400 and (708) 540-6404.

• The International Association of Amusement Parks and Attractions (IAAPA) will hold its first-ever training seminar in England at the International Leisure Industry Week show, which takes place in Birmingham on Oct. 5-7. The half-day seminar will focus on training amusement park employees.

Gathering in paradise

Thanks to Bill Treger of Betstar Ltd., who sent us these photos from AMOA's mid-year board meeting in Hawaii. Pictured from top to bottom are past president Gene Urso of Madison Coin Machine and Valley president Chuck Milhem; Mr. and Mrs. Doug Gapter of Gapter Amusement Co.; and AMOA staffer Mary Ptacin with Bob Nims of Lucky Coin Machine Co.

Breither retires from Seeburg

In this industry it's common to have someone with five or 10 years of experience referred to as an "industry veteran." On May 1 a true veteran retired after *61* years in the coin-op business: Bob Breither of Seeburg International.

Bob Breither

General manager Jack Kapala says Breither has been suffering from chronic back problems, which likely couldn't be remedied by treatment because of his age. Doctors therefore advised him to take it easy and retire.

"Bob hung on since the first of the year because he wanted to see the *Blast Effect* phonograph take off and become a leading factor in the CD jukebox market domestically and abroad," Kapala said. "He has probably forgotten more about this industry than a good number of people know. Bob's input and help was instrumental in revitalizing Seeburg and getting the new management off on the right foot. We will miss Bob and wish him all the best."

Kapala added that Breither "may be spending some time on the sidelines, but I'm sure he will still make a few calls for us."

Said Breither, "I have enjoyed my association with all the operators, distributors, manufacturers, and various trade press people throughout these years. I will get restless, I'm certain, and try something associated with the industry. I'm not saying goodbye; I'm just going to spend some time on the sidelines and enjoy myself."

Lazer-Tron names two

Redemption game manufacturer Lazer-Tron has promoted Susan Jessee to the position of sales representative, where she will assist vice president of sales Ron Carrara. Jessee, who has been with the company for over a year, will now concentrate on sales processing, working with distributors, and providing customer support to arcade operators.

Also, Jeff Allen is Lazer-Tron's new director of operations; he will be in charge of manufacturing and facilities. Allen, who's worked with Lazer-Tron for more than four years as a consulting engineer, left his position as a senior manufacturing engineer with Conner Periphrals to take the job. □

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Compiled by the editors of EuroSlot

PAN-EUROPE

Europe is due to standardize electrical components. Currently there are at least 20 different kinds of plugs and sockets used across the continent which has proven a headache for companies involved in cross-border trading in coin machines. Details of the single replacement will be announced later this year.

Sega reports continuing success with its multichoice video games system. The majority of PCB games in Europe have a fighting theme and Sega says it will offer greater variety and entertainment.

UNITED KINGDOM

Coin Controls, one of the world's largest coin-handling companies, has been sold to an investment group for $30 million. Gartland and Whalley bought the group at the end of March with investment from the Bank of Scotland, Kleinwort Benson, and Granville Development Capital.

BACTA, the British trade association, is going back to treasury ministers after changes in legislation in the budget. Operators no longer have to pay the gaming machine license duty on AWP machines, but they are calling for more help from customs and excise. The British gaming industry contributes nearly $6 million to government revenues annually.

CZECH

A new trade association has been formed in Prague. The Asociace Ceskych Firem Provozujicich Vyherni a Hraei Automaty has the backing of major Austrian companies like Fun World, TAB, and Impera.

ITALY

Enada '93 will be held at the Rome Fair from October 21-24. Firms producing automatic amusement machines and spare parts and distributors of vending machines will take part.

Italians spent an average of $327 on amusement machines in 1990, according to research by the Performing Rights Society. This represents a 73.3 percent increase in spending between 1986 to 1990. However, during the last two years the growth has slowed down.

PORTUGAL

Burger King in Portugal has signed a deal with jukebox manufacturer Rowe, who will supply the fast-food chain with a number of boxes in the coming year.

SLOVAKIA

Strict laws on the importation of goods continues to affect the Slovakian gaming industry. Purchasers must have proof of goods coming into the country and are not able to pay any money until they have been invoiced. Also, the initial payment can only be 15 percent of the cost of the goods.

GERMANY

East and West have merged to form one operator association in Germany. The Berliner Automaten-Verband and Automaten-Unternehmer AG Ost. agreed to come together after meetings held at the end of March.

Dart matches can be played between players in different locations by telephone. The machine that makes it possible was developed by Augsburg Automatic's machine operation, Harlekin. Using a special video link, the dart matches are transmitted to a television screen indicating the situation at both ends.

A new range of kiddie rides is entering the North American market from Germany's Elektro-Mobiltechnick. The rides, including the *Sky Wolf* helicopter and *Petzy* the brown bear, are being offered to American and Canadian operators through EMT's new American headquarters in Chicago.

Major manufacturers in Germany have managed to survive the worldwide recession. Last year proved a tight one for the automatic machine sector, but figures recently released show Gauselmann, Nova Apparate, Stella International, Bally Wulff, and NSMAG will all be able to maintain production levels and have even reported a more promising start for 1993.

The Bundesrat, which determines price of play/payout on AWP machines, announced an increase in stakes and prizes after 17 years. It is seen as being long overdue by German operators.

JAPAN

A driving game using brand new technology will be unveiled at this year's JAMMA show in August. Sega's provisionally named *Daytona* game will use 900,000 polygons.

HUNGARY

A new association for the amusement industry, Hunomat, has been formed by 12 leading Hungarian companies. Plans are to stage an amusement exhibition in Budapest.

FRANCE

Ambassador gum machines are proving popular on the French market. British manufacturer Barcrest has reported sending out a container a week across the Channel. The machine gives a ball of gum with each play and wins are stored as points in the machine until the player has enough to accept a prize of higher value.

HOLLAND

The Minister of State for Finance, Vam Amelsfoort, called for cooperation among Dutch suppliers to combat foreign competition. At a meeting of suppliers and trade association members, he pointed out that new technological developments opened up unlimited possibilities for international competition and urged them to concentrate on putting out strong products to counter the foreign threat. □

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TODAY TAIWAN IS NOT A COPY KINGDOM

Capcom slams the competition in more ways than one

Capcom's newest video game, *Slam Masters*, will have a unique promotion to launch it on its way. Capcom has veered from the traditional introduction—sending samples and brochures to distributors—and designed a promotion to generate excitement at the player level for the new game.

In late June, the company will begin selling two special versions of the game—an arcade model with a 50-inch monitor and a two-monitor tournament version. Purchasing either of these games will enter operators into the national tournament program. Operators will be provided with all they need (posters, T-shirts, etc.) to promote competition in their locations. Winners from the locations will move on to regional competition and those winners will be flown to San Diego for the National Team Battle Royal Wrestling Tournament.

Capcom will not simply sell the game and bow out. The company will help fuel interest in the competition by placing ads in consumer magazines as well as in familiar coin-op trade magazines. To maintain player interest, there are plans for wild card slots at the finals.

Ironically, the idea for the promotion came from operators of *Street Fighter II* games. Operators found that setting up tournaments and offering prizes along with the challenge of competition created excitement among players. They told Capcom how successful their tournaments had been and, well, Capcom listened.

Successful tournaments on the *Street Fighter II* games fueled the promotion concept for the introduction of *Slam Masters*.

Capcom's Jeff Walker is quick to point out that it's tough to compare *any* game to *Street Fighter II*, but using concepts successful in the game can work on other games. "The *Street Fighter II* series were games that come along once in a lifetime," he said. "However, with the proper promotion, we can take a great game and make it a sensational game. This is our intention with *Slam Masters* and the event we have planned for its introduction."

Walker added that this is not a one-time approach for Capcom. "We like to think of this as a springboard to many more promotions on many more games," he explained. "As manufacturers, we should consider promotional programs to stimulate interest in our games. That way operators will make more money and if they make more money they'll buy more games! We owe it to our customers to look out for their bottom line. In doing so, our own bottom line will look a whole lot better."

Before launching the promotion, Capcom personnel sought valued opinions from operators during the ACME show in March. "We were actually overwhelmed at how enthusiastic operators seem to be about this promotion," Walker said. "They were so positive and that euphoria is contagious. Once operators start hanging up posters and passing out T-shirts, players will be anxiously awaiting their turns to play." □

Brother can you spare a dollar—coin?

GOVERNMENT AFFAIRS CONFERENCE

The chief staffer cast a serious gaze toward the AMOA member and replied cooly, "This dollar coin that your industry is lobbying for needs to commemorate something more vibrant, more '90s than war veterans. That's not going to sell."

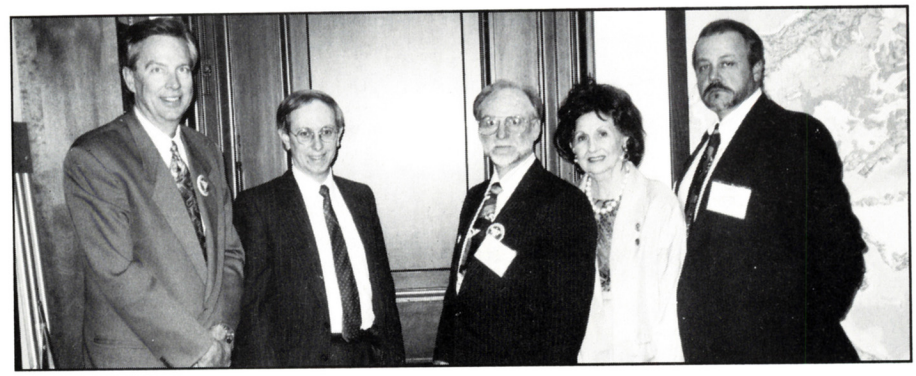
Replied the AMOA member: "Then how about *gay* veterans. That should work." Ah, the concessions that must be made to get a dollar coin bill through Congress.

Passage of a dollar coin was again the focus of the annual Government Affairs Conference in mid-May, sponsored by the Amusement & Music Operators Association (AMOA) and the American Amusement Machine Association (AAMA). The past two conferences devoted a lot of attention to ever-expanding telecommunications technology and fears that it could ultimately decimate the coin machine industry. But with no legislation having been introduced yet during this session of Congress (Rep. Jack Brooks introduced a telecommunications bill last session) and the pressure on that body to save money wherever possible, the time again became ripe to bring the dollar coin issue back to the forefront.

As one operator said, "Saving government $395 million a year (according to a recent study by the General Accounting Office) might not sound like much when you consider the size of the deficit, but I'd hate to be on record as opposing it while supporting a tax increase on the American people."

About 170 AMOA and AAMA members, undaunted by a nagging rain, converged on Capitol Hill on the last day of the conference to lobby their congressmen and senators. Wearing red "I Support the Dollar Coin" buttons and armed with brochures, fact sheets, and a short videotape explaining the myriad merits of a dollar coin, they went out in search of co-sponsors for House Resolution 1322 and Senate Bill 549. (By the end of the

Abernathy: "Seventy percent of Senator Gramm's constituents said they would rather carry $10 in currency than in coins." Courington: "Would you please tell the senator that we're looking for a leader on this issue."

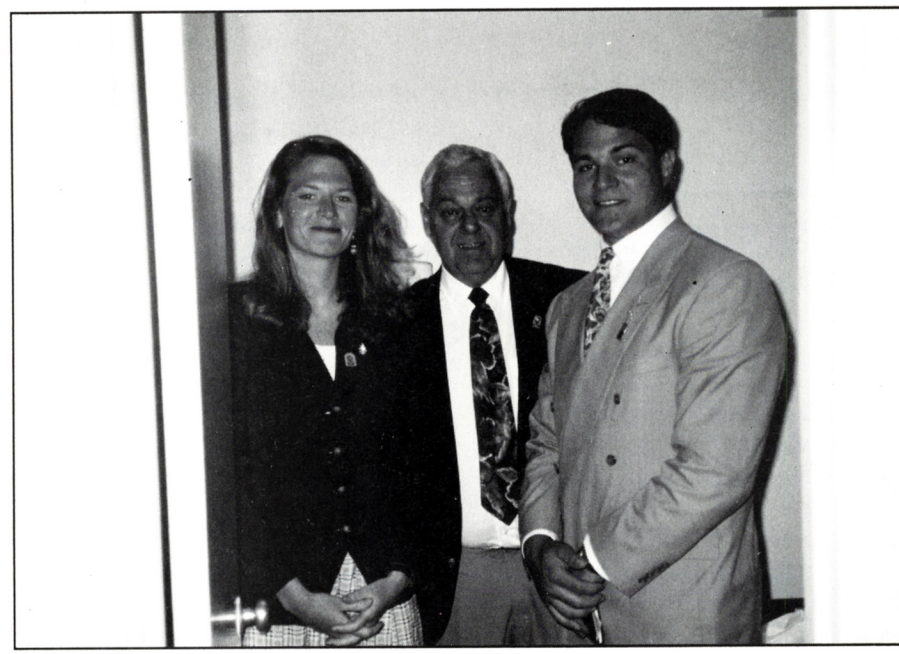


In the office of Texas Sen. Phil Gramm, (l-r): Mark Struhs, Dynamo; staffer Wayne Abernathy; Ed McCloud, Tornado Table Soccer; JoAnn Matranga, Matranga Music Co.; and Dave Courington, Tornado.

conference the count stood at 149 and 3, respectively. If the numbers sound low, don't be alarmed; there's plenty of time left in the session.)

Responses to requests for support were varied. New York operator Robert Herman of Ace Amusement, for example, reported that his congressman, Rep. Charles Schumer (D-N.Y.), remains opposed to the dollar coin because he doesn't want to get rid of the dollar bill. Distributor Rich Babich of Colorado Game Exchange said his senator, Hank Brown, was also against the dollar coin until he saw the body of evidence as to why it's such a good idea, as well as the broad coalition of proponents: mass transit, the blind, environmentalists, chain restaurants, and assorted civic associations and "good government" groups. "By the end of our meeting he was convinced; he agreed to become a supporter," Babich said.

Wisconsin's Wally Bohrer of Hastings Distributing Co. expressed positive feelings about his one-on-one meeting with Sen. Herbert Kohl, who co-sponsored the dollar coin bill in 1992. North Carolina operator Howard Cole of Cole Vending Co. said his state's contingent—operators Garland Garrett Jr., J.B. Reaves, and Jim Thorpe and manufacturer's reps Tom Keil



Melo-Tone's Jack Kerner (c) and Christian Vara with staffer Christine Seyfried of Rep. Joe Kennedy's office.

In the office of Kansas Sen. Nancy Kassebaum, (l-r): David Ptacek, Bird Music and Vending; staffers Susan Brinkman and Cynthia Bushong; and Randy Chilton, Chilton Vending.

of SNK (he's based in Charlotte) and Jack Regan of R.J. Reynolds—received thumbs-up from most of the lawmakers. "And those few who are against the dollar coin will be sent a letter asking them to explain why they don't support it," Cole said. "We want their reasons in writing. It's time to get aggressive."

Sen. Don Riegle (D-Mich.), a member of the Senate Banking Committee and a potentially powerful ally, says he's waiting for the Treasury Department and the Clinton administration to take a stand on the issue before he commits one way or the other, according to Candace Super, executive director of the Michigan Coin Machine Operators Association.

South Carolina operator R.A. Green of Rosemary Coin Machines recalled a humorous meeting with legendary senator Strom Thurmond. Upon seeing Green, sister Elizabeth Green-Moseley, and Randy Flowe of Greenwood Music Co., he drawled, "What ch'all want?" The group explained that they had come to seek his backing for the dollar coin. Did Thurmond engage them in a debate as to the why's and why not's? No. He simply said, "Is that all? I can support that." End of discussion.

Unfortunately, things weren't so cut and dried with Sen. Phil

What's Bozo the Clown doing in Washington? Hmmm...I guess it does make sense.

"The reception gives us a lot of positive exposure, but let's not forget the main reason why we have this conference: to lobby lawmakers on issues important to this industry."

From left: Lou Manolios, P-N-L Vending; Rep. Austin Murphy (D-Pa.), and Rus Strahan, NSM-America.

Jerry Carr of Mars Electronics and his daughter Piper in a huddle with Washington Redskins players Brian Mitchell (l) and Jeff Bostic.

Gramm (R-Texas), another influential member of the Senate Banking Committee. The Texas delegation—Ed McCloud and Dave Courington, Tornado Table Soccer; Mark Struhs, Dynamo Corp.; and JoAnn Matranga, Matranga Music Co.—had hoped to meet with Gramm himself but instead conferred with longtime aide Wayne Abernathy.

When asked if Gramm had changed his position on the issue, Abernathy said that no, the senator still supported the dollar coin—as long as the dollar bill remained in circulation, too. "He's polled his constituents, and 70 percent of them said they would rather carry $10 in currency than in coins," Abernathy said. "Senator Gramm wants to keep both the coin and the currency to see which one consumers prefer."

It was pointed out that countries all over the world have introduced high-denomination coins and phased out the bill of the same denomination. Not doing so caused the Susan B. Anthony dollar coin to flop, contended the coin-op contingent. But Abernathy disagreed, saying its failure was more attributable to confusion created by the size, color, and surface—too much like a quarter. He did concede that legislation calling for a gold coin with a smooth edge were "steps in the right direction."

At the end of the meeting, Courington said to Abernathy, "Would you please tell the senator this for me: we're looking for a *leader* on this issue, and I think Phil Gramm is the one who can carry it and get it through Congress."

But when it comes to the dollar coin, perhaps the most important member of Congress is Rep. Joe Kennedy (D-Mass.), the new chairman of the House Subcommittee on Consumer Credit and Insurance. (It was formerly the Subcommittee on Coinage and Currency, most recently chaired by staunch dollar coin supporter Rep. Esteban Torres of California.)

Melo-Tone Vending's Jack Kerner and Christian Vara met with Kennedy staffer Christine Seyfried to make their case and ascertain the congressman's stand on the dollar coin. She said Kennedy has taken no position yet, that he's essentially waiting to see what the Clinton administration favors.

Kennedy's resting atop the fence on this issue is not what Kerner wants, of course, but at the same time it's understandable, given the

From left: Tami Norberg-Paulsen, C & N Sales; AMOA president Craig Johnson; Alan Deutschmann, A.L.D. Services; Joel Friedman, Rowe International; and Dr. Frederick Green, past president of the National Committee for the Prevention of Child Abuse.

From left: Bill Beckham, Red Baron of Ohio; Wally Bohrer, Hastings Distributing; and Ron Rentz, R & Z Vending.

SNK's Tom Keil (r) with Strata's Elaine Ditton, Richard Ditton, and Steve Jaskowiak.

From left: Ralph Ceraldi, C & C Vending; Norm Pozner, Amusement Vending; and Sharon Harris, Stan Harris & Co.

political realities at play.

"The dollar coin is a tough issue for a young congressman—and the new chairman of a subcommittee, at that—to take a controversial stand on, even though there's no organized opposition to it," Kerner said. "Kennedy doesn't want to stick his neck out and possibly get it chopped off; he remembers the embarrassment that the Susan B. Anthony caused Congress. But we need to keep the pressure on him, keep explaining all the good that the dollar coin will bring."

To that end, staffers Roddy Young (Rep. Torres' office) and Jason Isaak (Arizona Rep. Jim Kolbe's office) suggested swamping Kennedy's office with letters and telephone calls (202/225-5111). "If we can get past Kennedy, things look much better for the dollar coin," Isaak said. "Rep. Henry Gonzalez (D-Texas) is chairman of the House Banking Committee, and he favors the dollar coin, but he doesn't want to be seen as overstepping his subcommittee chairman. That's why Kennedy is so important." (Note: Young and Isaak know what they're talking about; their bosses introduced H.R. 1322, the "One Dollar Coin Act of 1993.")

Set the games and they will come

Feeling that the Congressional Reception and Tournament had outgrown the Longworth House Cafeteria, AMOA and AAMA moved this year's event to the East Hall of fabled Union Station. The change of venue didn't cause any confusion, however: officials from Union Station estimated that over 1,000 people attended the gala.

There may have been a shortage of congressmen and senators in attendance (due, in part, to an earlier-than-usual recess that day), but their staffers more than picked up the slack. They jammed the room to capacity, enthusiastically hopping from videos to pins, darts to foosball, air hockey to redemption. If lawmakers don't have a clear picture of what this industry provides, this industry that badgers them for a dollar coin, their staffers can certainly give them a glowing first-hand report.

And if there was any doubt as to how popular the reception/tournament has become, consider this: according to AAMA's Joyce Weller, there's a book floating around Washington that serves as a primer for new congressional staffers. In the section dealing with "must-attend" functions, coin-op's annual bash rated second—

Rep. David Skaggs (D-Colo.) tests his prowess on a game of pinball.

Namco-America's Tom Siemienic (l) and Mexel's Jacob Shemaria by *Lucky & Wild*.

"The dollar coin is a tough issue for the new chairman of a subcommittee to take a controversial stand on, even though there's no organized opposition to it."

Jim Hayes (r) of Gem Music & Vending with staffer Jason Isaak of Arizona Rep. Jim Kolbe's office.

second. Not bad for a city with a soiree every 6.2 minutes. Oh, and by the way, C-SPAN sent a crew to film the reception/tournament for a program on how congressmen unwind at night (G-rated unwinding, mind you).

Though there was some grumbling about the lack of congressmen and senators this year, one industry member put things in perspective: "The reception gives us a lot of positive exposure, but let's not forget the main reason why we have this conference: to lobby lawmakers on issues important to this industry. As long as that gets accomplished, we'll be OK."

Beyond the coin

The subject of Indian gaming was addressed at AMOA's morning general session on May 17. The featured speaker was attorney and professor Leon Friedman, who's representing Donald Trump in his lawsuit against the Department of Interior and the National Indian Gaming Association. Trump's Atlantic City casino operations are in competition with Indian casinos located not far away.

"He's suing to fight, like you operators, this Pandora's box that's been opened," Friedman said. "The lawsuit is focusing on the weakest constitutional link in the Indian Gaming Regulatory Act: the idea that state governments *must* negotiate state-tribal compacts. It's a state's rights issue."

Friedman wants Congress to amend IGRA in a way that gives

Lazer-Tron's Ron Carrara and wife Carol beside *Jungle Rama*.

From left: reception guest Estee Portnoy; Joel Friedman, Rowe; Ray Galante, Music-Vend Distributing; Cindy Bozman, Reno Game Sales; Bob Fay, AAMA executive vice president.

the states more regulatory discretion. But it's not realistic, he says, to expect Congress to bring Indian gaming to a screeching halt. "The states just want the power to say 'no' in some circumstances, which they don't have now," Friedman concluded. "You operators want something to be done about the Indians' unfair competition. That's an issue that, in the end, will have to be tackled by the states."

Speaking earlier, Patricia Zell, chief of staff for the Senate Select Committee on Indian Affairs, said she doubted that Trump had standing (the right to be heard in a federal court). Friedman, of course, disagreed, but as a general rule "citizen standing" is not available in the context of a suit to assert rights under the 10th and 11th Amendments.

Also on the panel were Bohrer and Minnesota operators Tami Norberg-Paulsen and Gene Winstead. All agreed that Indian gaming was doing damage to the coin machine and hospitality industries in Minnesota and Wisconsin. "I know our states have been hit the hardest by it, and that most of you haven't had to worry about it yet," Winstead said. "But I advise you to keep an eye on Indian gaming. It's coming."

And though it wasn't on the agenda, the telecommunications specter remained on people's minds. On May 16 it was announced that US West Inc. (one of the seven "Baby Bells") had invested $2.5 billion in Time Warner's cable TV, Home Box Office, and Warner

"There's no way a monopoly like US West should be allowed to use taxpayer money to invest $2.5 billion in Time Warner. This is another reason for this industry to be worried."

Florida Rep. Dan Miller is flanked by Frank Seninsky (l) of Alpha-Omega and Stan Seymour of Seymour Music Co.

Brothers movie operations. Among the options that could be offered on their full-service network are video games accessed by the customer from a central computer. They could be played with any user in the system.

According to *The Washington Post*, "One billion dollars of US West's capital will be used to speed up Time Warner's timetable for building an 'information superhighway.' Within five years, instead of a decade, most of Time Warner's seven million cable subscribers will be able to order from among hundreds of movies on demand...and play interactive electronic games."

Said Bill Stone of Stone Amusement Co., a keen observer of the goings-on in the telecommunications arena, "This is just another reason for this industry to be worried. There's no way a monopoly like US West should be allowed to use taxpayer money to invest in Time Warner. When you throw in The Sega Channel and what Nintendo is doing in this area, it should make people mighty scared."

A postscript

Some attendees of the 1993 Government Affairs Conference commented that this edition was "tired" and "lacking in spark." Others believed that no undertaking of this nature could ever be considered anything less than positive—"It's better than staying home and doing nothing," said one. But if a dollar coin bill bogs down again, if it fails to make it out of committee and onto the floor for a vote, what next?

"I'm getting really frustrated with this," said a manufacturer's representative. "We come up here, lobby for a dollar coin, get our hopes up, and nothing happens. If we don't get a dollar coin this year, I think we should just say, 'To hell with it, we gave it our best shot.' I'd quit having these conferences. Why waste the money?"

But an operator who's been to every conference strongly disagreed. "Sure, it get's frustrating, but we can't quit now," he said. "We've got to come year after year, no matter how long it takes, until we get a dollar coin. We've invested a lot of time and money, but more than that, the dollar coin is something this industry must have. I think most of us feel that we'll come to Washington as long as we have to." □

A friend in a high place

Martin Olav Sabo

There's an old saying: "It's not what you know, it's who you know." That adage certainly would apply to the coin-op industry and its fight for the dollar coin. Sure, *we* know what a great idea it is—but where has that gotten us? To turn the dollar coin from a dream to a reality, it will take the support and leadership of influential lawmakers. Luckily, we have one of them in our corner.

Martin Olav Sabo (D-Minn.), chairman of the House Budget Committee, was keynote speaker at the AMOA/AAMA breakfast session on May 18. He has put himself on the front lines of this charged issue, so much so that he added the following views to the end of the "Concurrent Resolution on the Budget, Fiscal Year 1994":

"As we look for ways to reduce government costs, there is one measure not mentioned in this report that I would like to comment on: the dollar coin. There has been considerable controversy over this measure in the past, but as we face increasingly tight budgets the federal government needs to look for every possible method of reducing its costs.

In 1989 it cost the government about $75 million to print 2.9 billion one dollar notes. Although this is lower than the production cost of the dollar coin, the coin would last about 30 years compared to 1.4 years for dollar notes, so total production costs are significantly higher for notes. The processing costs for notes is also significantly higher—$4.38 vs. 27 cents for coins.

The General Accounting Office estimates that the federal government could save over $318 million annually in present value dollars if it replaced one dollar bills with dollar coins. Although the Congressional Budget Office estimates smaller savings than the GAO, it too shows significant savings: $375 million in the next four years if a coin law were enacted this year. There is also evidence of considerable savings that could be realized by state and local governments, as well as various industries in the private sector, if the dollar coin were used.

This will only occur if the dollar coin is widely used and accepted. I realize there were problems with acceptance of the dollar coin when we last tried to do this, but I also understand that its introduction was not managed well. I urge the Banking Committee to re-examine the potential for savings in a well-managed introduction of the dollar coin." □

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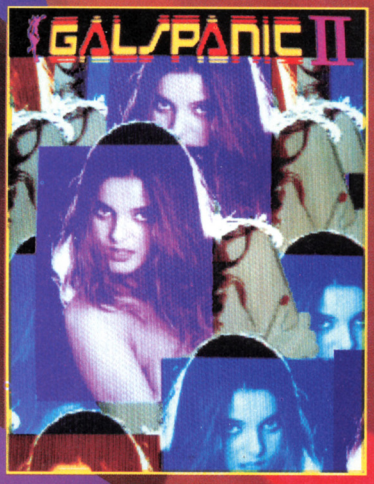

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Data East's president and his wife, Mr. and Mrs. Fukuda, with his translator (r).

Paul Jacobs and Gary Stern by one of the museum's dinosaur exhibits.

Data East introduces *Jurassic Park*

It was impressive! The setting at the National Museum of Natural History or the game itself? Both. Data East invited its distributors to an enchanting evening at the famous museum in the nation's capital city to preview its much-touted new pinball, *Jurassic Park*.

The pinball, based on Michael Crichton's best-selling novel and the recently released movie of the same name, possibly could be the best game yet for the seven-year-old pinball company. That's saying a lot considering its recent offerings: *Lethal Weapon 3*, *The Adventures of Rocky and Bullwinkle and Friends*, *Hook*, and *Batman*.

Dinosaurs roamed the earth during the Jurassic period (among others) in history, as fossils have proven. Paleontologists have unearthed nearly-whole dinosaur skeletons which, along with vivid imaginations, have given us an idea of how these mammoth creatures looked.

Crichton, who also wrote "The Andromeda Strain," has taken his imagination a step further in his fictional story. His main character conjures up a plan to clone the prehistoric monsters from genetic material still existing in fossil remains. These new dinosaurs are to be the main attraction of a family-oriented amusement complex, appropriately named Jurassic Park. Are humans and dinosaurs able to successfully interact in the park? Sorry, we don't want to take away the surprise; you'll have to read the book or see the movie to know the outcome.

Data East has superbly translated the book and movie theme to its pinball. A dinosaur head adorns the playfield; it even gobbles up balls when they land in a certain hole. It was overwhelming to be playing the game in the midst of the dinosaur display at the world-renowned museum, while envisioning what was and what could be.

The introduction of the *Jurassic Park* pinball was perfectly timed to coincide with the movie release. The promotion of the movie and the media hype can only be called splendid. The same could be said of Data East's *Jurassic Park*. □

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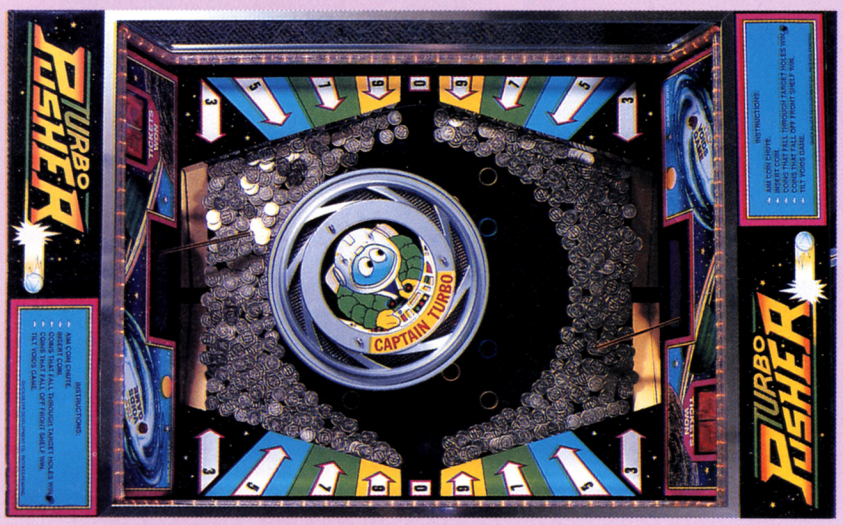

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Mrs. Joe Kaminkow (l) and Mrs. Gary Stern with daughter Erin.

Recently promoted Gary Stern takes the podium to address Data East's distributors.

Colorado Game Exchange's Bev Babich showing just how big one of those creatures really was!

Joe Kaminkow with the next generation of pinballers, Gary Stern's daughter (l) and his own three offspring.

Distributors play *Jurassic Park* at the museum.

Mrs. Jerry Marcus (r) with a friend from the Washington area, Kathy Wilcznek.

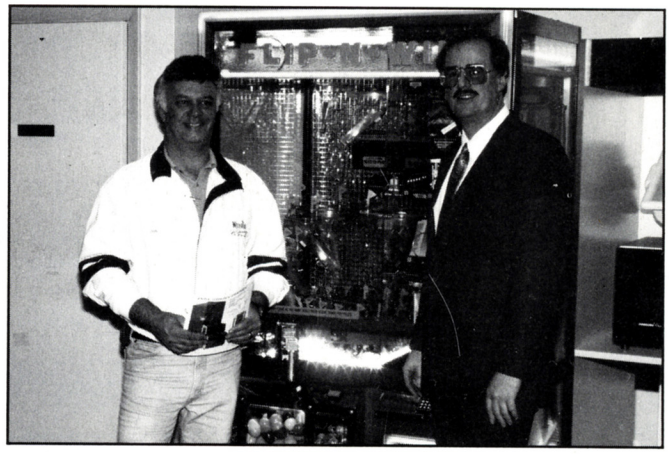
NEW ENGLAND COIN-OP

From left: Art Palter of Woburn Vending; Bob Haim of Jaleco USA; Frank Bundra of Bundra Games; Jim Newlander of Atari Games; and Keith Arnold of Melo-Tone Music.

Atari Games' Mike Taylor (l) with NECO's Dom Caruso.

MONDIAL DISTRIBUTING

Tom Sieminiec (l) of Namco-America with Mondial's Michele Rodriguez and Niki Arakelian.



Don Liberatore (l) of Canonsburg Amusement and Mondial Pittsburgh's Jeff Sullivan beside Plant Earth's *Flip 'N Win*.

ATLAS DISTRIBUTING

Atlas' Ed Pellegrini (l) and Jerry Marcus with their AAMA award for 1992 "Distributor of the Year."

Marc Kahan (l) of #1 Fun with Sega's Ken Anderson.

BETSON ENTERPRISES

Betson's Chris Cirillo (r) with Tony Razzano of Casino Arcade.

Betson's Ben Toro (l) with Jerry Petrini of My Three Sons.

CENTURY VENDING

Leprechaun's LeRoy Hancuff took some time to "clown around."

Century's Mike Robinson (l) with Skip Doyle of Doyle & Associates.

GREATER SOUTHERN

Greater Southern's David Capilouto (l) and Morris Piha (r) with Rowe's Phil Cole (second from left) and an operator.

Williams/Bally's Rachel Davies shows the *Twilight Zone* to these operators.

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INTERVIEW

Christopher Caire

Charles Keechi

There have been recent rumblings in the coin-op amusement industry that Indian gaming is a steamroller whose progress must be impeded. It's feared that a proliferation of casinos on Indian tribal reservations will cripple the amusement game companies who operate nearby.

What is the Indian response to these and other concerns? We found out in an interview with Charles Keechi, chairman of the National Indian Gaming Association (NIGA) and chief of the Delaware Nation in western Oklahoma. Keechi travels the country tirelessly in an effort to educate the public about Indian gaming. In fact, on the day we interviewed him he was preparing for an appearance on CNN's "Larry King Live" show.

The president of AMOA, one of this industry's two largest trade associations, has called Indian gaming the number one threat to the coin machine industry. What do you say to that?

Indian gaming complements the surrounding communities; all you have to do is speak to the business owners to find out that it's true. For instance, a few months ago a motel owner in Oklahoma said, "Charles, if it wasn't for your gaming establishment people wouldn't be staying in my motel, and I couldn't make my mortgage payments." There have been a great number of positive stories like that all over the country, and it's a result of the presence of Indian gaming. Unfortunately, a certain amount of protectionism exists out there; it's one of the reasons Indian gaming gets criticized.

What we've heard from operators in Minnesota and Wisconsin, for example, is, "Give us a level playing field to compete on." They feel the Indian tribes have been given an advantage by the federal government and that the states are virtually powerless to intercede. Is the playing field unlevel?

I would agree that there isn't a level playing field, but the disadvantage lies with the American Indian. Just look at all of the land that has been surrendered to make these United States.

I believe there's a special relationship that exists between the Indian tribes and the U.S. government. Treaties were made with the U.S. government, *not* the states of Wisconsin, Minnesota, or Oklahoma. We tribes look to the "Great White Father" to keep at least some of the promises that have been made. Whatever advantage we have is too little an advantage.

I wish people would explore Indian gaming and see all the good it's doing. The citizens out there must realize that if we didn't have gaming, Indians would become more dependent on the federal government and state governments. That would require higher taxes to take care of the needs of the American Indian. Right now we're a $6 billion industry. That sounds like a lot of income for the

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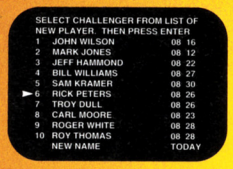

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tribes, but we represent only about six percent of the entire gaming industry. I think *we're* the ones who should be asking for a level playing field.

What's the situation in Connecticut, where Gov. Weicker signed an agreement with the Mashantucket Pequot tribe that lets them operate slots in exchange for a $100 million payment to the state. I heard the Legislature was considering action to undo that arrangement.

Let's first go back and look at Gov. Weicker. Initially he said, "Hell no, we're not going to allow these Indians to expand gaming any more than they have." But it's amazing that when he was offered $100 million guaranteed, or 25 percent of the gross, he couldn't find a pen fast enough to sign on the dotted line!

As for the Connecticut Legislature wanting to undo the agreement, do you really think any legislator in his right mind will be able to go back to his constituents and say, "Look, we've taken away this $100 million—or more—and have no alternative to replace it." They're politically savvy; they won't do anything like that.

How many states now have casinos on Indian reservations, and how many more are on the drawing board for the near future?

There are presently 18 states with Class III gaming (includes all casino-style games, pari-mutuel wagering, lotteries, and video terminal games). All the other states generally are limited to bingo and other games.

And I guess it's safe to say that there are more casinos being planned. I assume there's no intent to pull back.

No. As a matter of fact, I encourage tribes that aren't involved in gaming to become so, even if it's just bingo initially. I'm pushing for the proliferation of Indian gaming throughout the United States, because I see it as truly an economic renaissance for the American Indian. It's very uplifting to see these tribes earning money and providing revenues for their people. These positive things are happening without benefit of federal or state dollars.

Doing radio call-in shows makes me even more encouraged. For the most part citizens say, "You Indians got a raw deal. You should have your gaming; it's something we support." One poll showed that 77 percent of the people who called in supported Indian gaming. I think the problems we have are with the politicians, not the people.

"I'd like to think that the concerns of your industry and what we're trying to achieve with Indian gaming—namely, economic justice—could be balanced so that everyone is satisfied."

What's the latest situation in Arizona, where Gov. Fife Symington seemingly ignored the ruling of a mediator in favor of the tribes and pushed for passage of legislation that ends all casino-style gaming?

The tribes have been collecting signatures to have the issue put back on the ballot this autumn. The mediator ruled in favor of the Indian tribes, but then Gov. Symington changed horses in midstream after everyone had agreed to live by the mediator's decision. He had his cronies in the Legislature vote to eliminate gaming altogether. You don't have to be a rocket scientist to know that they're playing dirty pool. Now we'll have to wait and see what (Secretary of the Interior) Bruce Babbitt says about the mediator's decision.

Do you expect more states to try to do what Arizona has done?

Yes, and as leaders of gaming tribes we must continue to educate the politicians *and* the public, because we need the pressure that the public can exert on the politicians. We're making progress each passing day by doing interviews, talking with the citizens, and contacting the politicians. It's been a very slow process, but we're seeing the results of our efforts.

What legal foundation are the states relying on?

The 10th and 11th Amendments to the Constitution. The 11th Amendment says the state is a sovereign, as is a tribe, and neither one can sue or be sued. The 10th Amendment says, simplistically, that the federal government does not have the authority to force one sovereign to negotiate with another (state/tribal negotiations for Class III gaming compacts). These are problems within the Indian Gaming Regulatory Act that have been raised.

Sen. Daniel Inouye (D-Hawaii) has been holding hearings so that he can listen to all the concerns and, at the conclusion, make some sort of recommendation as to how the problems should be cured.

I thought the states were bound by the Indian Gaming Regulatory Act of 1988 to negotiate compacts, that they weren't allowed to pass laws that inhibit Indian gaming. How then could Gov. Symington and the Legislature do what they did?

Again, that's where the 10th and 11th Amendments come into play. When IGRA was written, I think everyone felt the states would be encouraged to negotiate compacts. We find now that this legal process goes beyond what was expected when IGRA was enacted.

I think the way to solve the problem is to get back to the tribes dealing one on one with the federal government. I've been an advocate of having one uniform gaming

compact for all tribes, because historically tribes have been treated all alike by the federal government regardless of where they're located. There needs to be one uniform compact that would be negotiated with the federal government.

The process of involving the states should be eliminated; they asked to participate, were given the opportunity, but have shown to be in bad faith. I'm afraid that the state governors, who have entree to the White House, are going to lean on President Clinton. They're a pretty close-knit group to begin with, and when you consider that President Clinton and Secretary Babbitt are former governors (Babbitt of Arizona), it's a definite concern. So I think we Indians are still at a disadvantage. All we can hope to do is educate the new members of Congress and the general public about the issues, and get the sympathies of the public on our side. That's what we're working on now.

"I would agree that there isn't a level playing field, but the disadvantage lies with the American Indian."

Has President Clinton expressed any opinions on Indian gaming thus far?

No, he hasn't. American Indians turned out in force to support the Clinton/Gore ticket, but the feeling in Indian country is that a meeting between President Clinton and tribal leaders is long overdue. However, we have to understand that he has other major concerns. I'm encouraged that sometime in the future we'll be able to sit down and talk with him.

You've been quoted as saying that racism has been at the root of attempts to limit Indian gaming.

Yes, I believe it's true. I can't think of any justification for what Gov. Symington has done, which is why I question whether his actions were racially motivated.

You know, we can probably sum up the whole issue of Indian gaming in one word: economics. I think the states should be saying, "If Connecticut can strike a deal like that with the Indians, then our state could do the same thing."

Well, maybe this interview will give operators a different perspective on Indian gaming. Up until now, I think what they've heard about it has only come from other operators, and the picture has been the same: negative.

It's sort of like a feeding frenzy. So often you get somebody on a roll and everyone just jumps in. I think this is why we Indians must continually educate the public—especially the business community. Indian gaming has had a positive impact wherever it's been; there have been no allegations of criminal activity whatsoever.

Overall, I think that Nevada and New Jersey envy the position of the American Indian as regards gaming. We're obviously making a tremendous amount of money where gaming is permitted, yet we still experience Third World poverty where gaming does not exist. It's grossly unfair to deny any citizen of these United States, whether it be an ethnic group or an individual, the right to a livelihood as permitted under the Constitution.

I'd like to think that the concerns of your industry and what we're trying to achieve with Indian gaming—namely, economic justice—could be balanced so that everyone is satisfied. If we're constantly battling one another, nobody wins. It's important to keep dialogue going. As long as we can talk we can avoid confrontation. □

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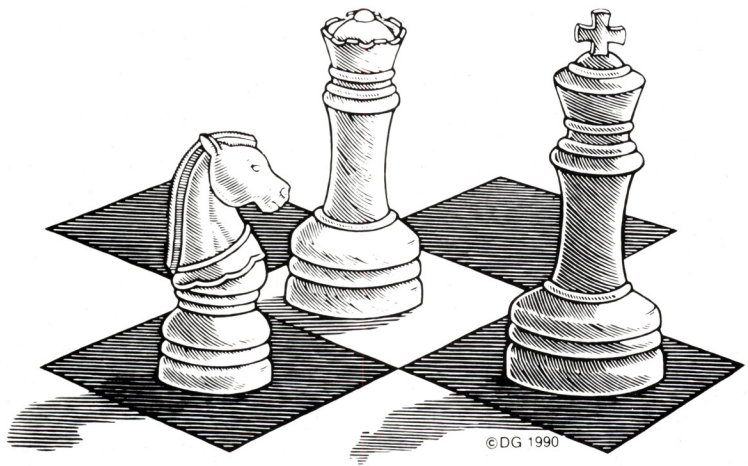
Bonnie Theard

What's the next move?



Will the slow legislative process, combined with anti-gambling sentiment, impede the growth of legal video gaming in the United States? Will the expansion of land-based or dockside casinos, riverboats, and Indian casinos smother other gaming initiatives such as video lottery? In short, what's the next move on the gaming chessboard?

Although enthusiasm for video lottery is down a notch from that experienced during the last two years, the window of opportunity is still open. Living proof can be found in Maine and Indiana, two states actively laboring to pass video gaming legislation this year.

Maine and Indiana are a study in contrasts. The two states have similar land masses (30,995 square miles for Maine and 35,936 for Indiana) but population figures tell a different story: approximately 1,125,030 for Maine and 5,490,260 for Indiana. A large land mass and small population means a smaller revenue base for the state.

Maine

Let's take a closer look at what's happened in both states. Maine has been working longer on its video lottery proposal. Two years ago it passed the House and Senate but Gov. McKearnon let it be known he would veto the bill, causing it to be tabled. This time around he has not voiced his opinion.

The hospitality industry is solidly behind video lottery, having experienced difficult times in recent years. Video lottery would be another entertainment offering for tourists. After all, the state's slogan on its license plate is "Vacationland." Maine has a strong summer season and annually sees an influx of tourists at its campgrounds and along its seashore (remember Kennebunkport?).

"The video lottery bill is about the only revenue bill in the hopper this year," says Ross Furman, president of the Maine Gaming Association and head of Skillful Vending in Portland. The only other bill that would bring in revenue is a sunset tax bill to remove some existing tax exemptions—not a happy thought.

"The state is looking for over $20 million," adds Furman. "We're talking major revenue here. We designed our bill to work for everybody. Jobs are a major consideration today and an increase in jobs means a positive economic impact for the area."

Maine is in a unique position, literally. The state is surrounded by gaming: video lottery in New Brunswick, Canada; a state lottery, race track and Indian gaming activity within the state; video lottery efforts afoot in nearby New Hampshire and Massachusetts; and a bit further away, Foxwoods, the large-scale Mashantucket Pequot Indian casino in Connecticut.

Education has been an important part of the video lottery effort in Maine: legislators have learned more about gaming in general and video lottery in particular, and the coin machine community has learned the ropes in political circles.

"We've been working with our legislators for three years," notes Furman. "Operators in Maine were not involved in the political process before. We're trying to work on a local level to understand how the system works and runs."

Maine's video lottery proposal calls for only three games per liquor-licensed location, where the

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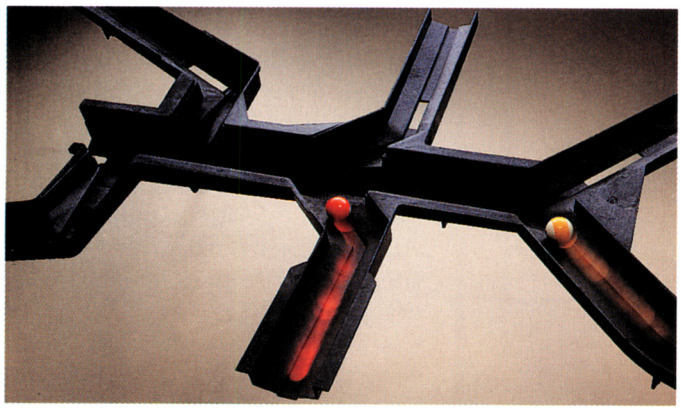

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age requirement is 21. There are nearly 4,000 such establishments in the state. Proceeds after customer payouts would be divided three ways: one-third for the state, one-third for coin machine operators who must purchase and place equipment, and one-third for the locations.

A public hearing on video lottery was held on April 27 in Augusta, Maine. Among those speaking on behalf of the proposal were James Maida of Gaming Laboratories International, Bob Harzer of Premier Technology, and Bill Treger of Betstar.

Members of the Maine coin machine community are facing another pressing matter—a sales tax on gross income from standard amusement equipment. A similar bill was defeated last year but now is back.

Furman explains the broader interests of the association, saying, "We as the Maine Gaming Association are not just involved in a video lottery contest here. We have to address other problems as well."

Indiana

Indiana operators drafted a video lottery bill last year but did not present it until the '93 legislative session. The Hoosier Lottery undertook a video lottery study in 1992, with favorable findings published last winter. In a situation where timing is critical, this year may be Indiana's best opportunity.

Attorney Darrell Felling, executive director of the Indiana Amusement and Music Operators Association and its chief lobbyist, says: "We feel optimistic because we have good support in the House. The governor's staff is also supportive right now and we are working with the Senate leadership."

The bill is patterned after the South Dakota system. One big difference is that Indiana's bill does not allow retailers to own their own machines. Other provisions include up to five games per location for the first two years, then 10 per location; games located only in age-controlled liquor-licensed locations; and a maximum wager of $2 with a maximum prize payout of $1,000.

The bill provides for the Hoosier Lottery to be the regulating body. The program would require a central computer with an "on-line" system instead of "dial-up." Proceeds after customer payouts would be divided this way: 34 percent to the state, 33 percent to operators, and 33 percent to locations. It also provides for a larger number of machines to be allowed at pari-mutuel facilities. Multiple manufacturers would be allowed.

"Our bill calls for the removal of all gray area machines 30 days after passage of this legislation," notes Felling. The Hoosier Lottery anticipates that it could have video lottery operational in a matter of six months.

"The response of the public is by and large favorable," adds Felling. "We're not overly optimistic but we are optimistic. We're going to try these last three weeks to bring it to reality. We've done our homework and it paid dividends this year. We're just a whisker away."

Indiana operators will know by July 1 if their hard work will spell success. The bill moved through the House and was considered in a Conference Committee up to the second to last day of the regular session. Gov. Bey has called for a special session this month and the bill is expected to be brought up again.

If unsuccessful, in all likelihood the association would continue its efforts. The legislature reconvenes in November to prepare for the 1994 session. □

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Enter Amutronics, the Asbury Park, N.J.-based redemption newcomer with industry pros at the helm. Together, president Jim Pietrangelo, vice president Walter Lee, and plant manager Jay Jennings bring over 30 years of coin-operated entertainment experience into play.

The company's first products were unveiled at the recent ACME '93: redemption games *Double Cross* and *Bouncing Bandit*. Each features a similar challenge—to bounce balls for winning symbol combinations—with entirely different graphics packages.

Double Cross has an engaging and simple (there's that word again) little character in a med-

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Vice president Walter Lee in the shop.

President Jim Pietrangelo.

Plant manager Jay Jennings in mid-assembly.

Larry Joscelyn works on game wire harnesses.

ieval setting, encouraging players to try the tic-tac-toe-themed game. *Bouncing Bandit* follows the same general theme but is available in a choice of Western cowboy version or slot version. In all cases, players bounce four balls that land on a field of nine holes, then bounce again for the best possible match-up. Tickets (lots of them) are awarded for success.

The games come from the fertile engineering mind of Lee, whose pre-amusement background includes designing test equipment for Bell Telephone Laboratories. Does he feel there is a niche to be filled in the redemption end of the industry?

Lee answers in the affirmative: "All you read about is operators complaining that games are outrageous in price. We're dedicating ourselves to building games that cost less to the operator and still deliver maximum pleasure to the player. We plan on more good games in the $3,000 or less price range."

Double Cross game in the mix with other redemption units: note prizes displayed overhead and on the back wall.

Once Lee had the design of the first game (*Bouncing Bandit*) completed, sketched on the computer and delivered to the metalworker, a functional prototype was assembled (*Double Cross* followed soon afterward). Pietrangelo's expertise came into the picture at this point and he became convinced of the game's viability.

"In working out the mathematics behind the game I found that the cycle was very short," says Pietrangelo. "This means that every person who walks up to the game has a good chance of pulling that top winner. What makes players get hooked on a game? The

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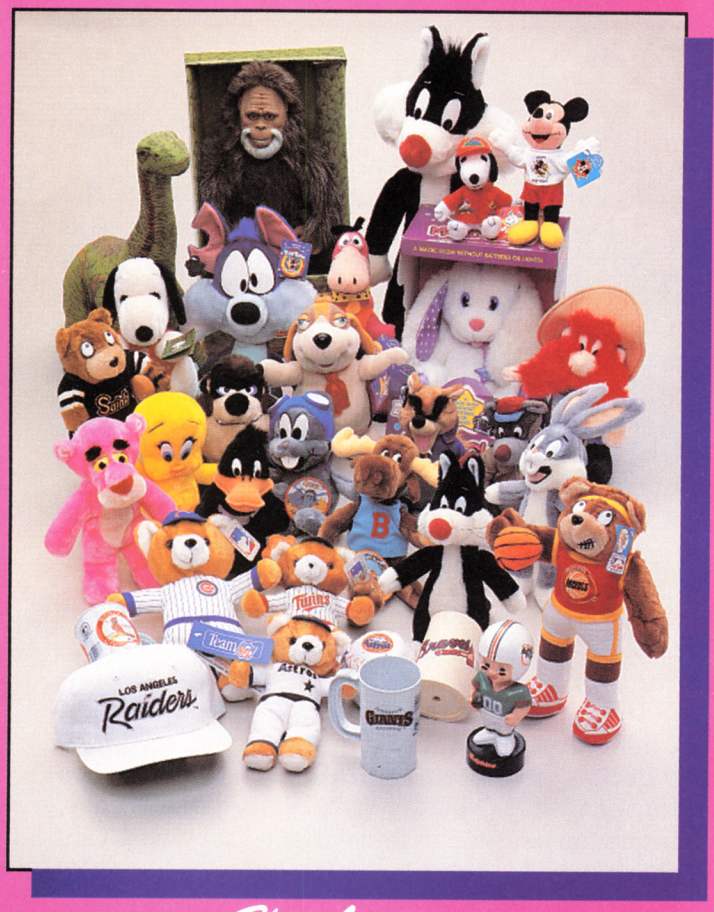

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chance of winning. A high probability of winning makes them feel good. And feeling good is what redemption is all about.

"The game has to be designed from scratch to entertain and that's how our games have evolved. When I saw the results of the math I felt we really had something intriguing. This represents Walter's best work to date."

Pietrangelo is building a strong distributor network for Amutronics. The games are performing well in arcades along the Jersey Shore and are out on test from Oregon to Wisconsin, Arizona to Florida, and Illinois to West Virginia. The Far East market that's opening up for redemption equipment is another target area for the company.

"We started Amutronics with the intent to be in the business for the long haul," notes Pietrangelo. "You have to be in a healthy industry. The only way it can be healthy is if you provide it with good equipment at reasonable cost. Operators expect a good return on investment. If manufacturers keep that in mind when they price equipment, the long-range health of the industry will be assured."

The value built-in at Amutronics includes formica over cabinet-grade plywood construction, flexible percentaging, front- or rear-loading ticket bin, full schematics and wiring diagrams with every operator's manual, auto-feed Coin Controls ticket dispenser, and Asahi Seiko token hopper and dual coin mechs.

In addition, AAMA guidelines were taken into consideration, resulting in two noteworthy features: a handle on the top of the machines for easy moving, and controls and reset buttons located on the front of the games.

The value gets passed on to the consumer, as Pietrangelo sees it. "In today's climate the family is treated with more respect. Family entertainment centers not only offer a way for families to interact together in a fun way, but also give a tremendous value for the entertainment received."

Amutronics will provide more games geared to that specific market, remembering simplicity, universal appeal, player rewards, and affordability for operators at the outset.

Two totally different games are on the drawing board at present, planned for introduction at AMOA '93 and ACME '94, respectively. Lee won't breathe a word in advance, other than to say "they won't involve bouncing balls." □

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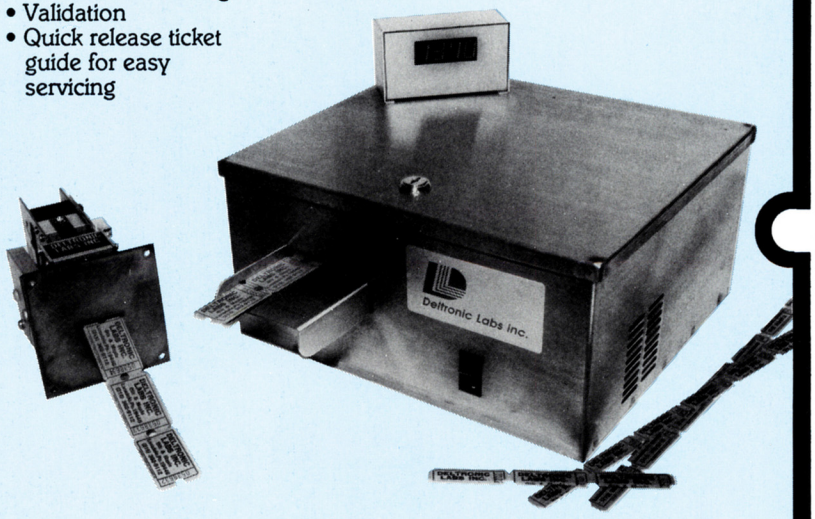

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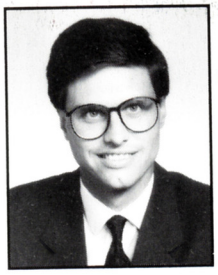

Randy Chilton

Customer service: what is it?

Alumni of AMOA's Notre Dame Executive Development Program gathered at the downtown Atlanta Hyatt Hotel on April 16-18 for a seminar on the topic of customer service. It was a most valuable seminar and I would like to share some of the highlights. I guarantee it will give you ideas that can apply to your business. Before going into the details, here's some background.

In the last 10 years five different groups of approximately 25 AMOA members each have completed the 2-1/2 year Notre Dame program. Since there was no program in place for graduates to continue their education, the AMOA Education Committee came up with the idea of holding periodic seminars (two or three per year), inviting everyone who completed the Notre Dame program.

Rather than have the meetings at Notre Dame University, the committee opted to move it around the country and go outside of the Notre Dame faculty for speakers. The one constant would be Dr. Jerry Sequin, a great friend of our industry and coordinator of the Notre Dame program since its inception in the early '70s.

The committee investigated Career Track, the American Management Association, and other companies that conduct training seminars, then chose Career Track for the first session on customer service. John Delves was the presenter on the first day; Dr. Sequin followed up with case studies on the second day.

Delv-ing into service

Delves is a heavyweight in his field. He conducts seminars over 200 times a year all over the world. He was a contributing writer on the "One Minute Manager" by Ken Blanchard. He's done numerous training programs for NAMA and was familiar with the issues in our industry. Delves' presentation style was surpassed in excellence only by its content. I haven't taken as many notes as I did that day at all the seminars I ever attended combined.

"Prepare a newsletter from you to your customers. It doesn't have to be anything fancy. It provides a forum to say something to all of them at once."

Attendees continued the education process at Aunt Fannie's Restaurant on Saturday evening and proceeded to the new Dave and Buster's. After seeing the unbelievable display of game equipment there, someone said to me: "Randy, you're into redemption aren't you?" I said I thought I was until I saw Dave and Buster's operation.

It is probably safe to say that our industry is not considered to be on the cutting edge of outstanding customer service. We have a long way to go if we're to remain competitive in the next decade.

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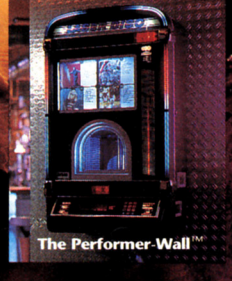
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tage over all who would like a piece of our businesses. That includes cable companies, phone companies, Japanese manufacturing companies that would like to operate in our our neighborhoods, and others. The advantage is that we know our customers and they know us. This is the most important and least utilized form of customer service.

In many companies in our industry the owner is the route manager, if not the route collector, and may just run the entire operation. The customer sees the owner on a regular basis and knows that the operator values his business. I can't say that. Many of my customers see me only when I want something or they want something. Or worse, when they are mad about something that was done or not done and I wasn't even aware of it. I think we all have often felt like fire fighters. And in our business we're really pretty good at it, unfortunately because we get a lot of practice.

Delves feels that you can ask your employees to do a lot, but you cannot expect them to play your role in the company. You must get out and see your customers, shake their hands, and find out how they are doing while not asking for anything. Just listen. Jump in the truck with the routeman. I'm as guilty as the next guy about saying, "I don't have time to do that." Or thinking, "I'm not sure that's the most valuable use of my time." I'm afraid that it may be the most important thing we can ever do. We may even enjoy it.

Delves stressed the relationships with customers and listening to their needs. He suggested that we send periodic questionnaires to our customers after we do something for them. Guess what? You need to ask only one question: "What didn't you like about __?"

The maximum number of questions you should ask on any questionnaire is five. If you prefer, call your customer after you perform the service. Pick up the call sheet and make one or two calls per day.

Try new ideas

Here's a wild idea: do focus groups with a sampling of your customer base. Don't meet them at a bar and have a few drinks. Tell them you value their opinion and would like them to participate in the group. Conduct the session at your office around a conference table, and let them talk openly about your business and what they would like to see changed. Then,

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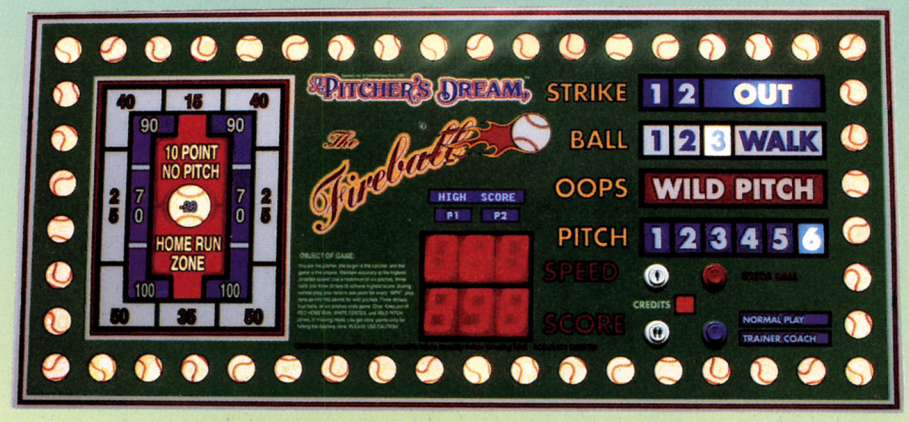

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how about bringing in a sampling of actual players? Aren't they the ultimate customer base?

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I have an idea I've wanted to pursue for at least two years. I actually have it posted on my bulletin board. It's somewhere between updating our computer system and replacing all of our phones with an after-hours automated attendant computer system dispatching our service calls. Delves brought up the idea and reinforced my resolve to do it: prepare a simple newsletter from you to your customers. It doesn't need to be anything fancy. I don't think I would put a picture of an *NBA JAM* on the front; otherwise you would have to buy one for everyone who reads your newsletter. No equipment polls, either.

What I would put is a column directly from you, the owner, regarding what is going on in your business. Let them know what you're doing. Perhaps you're working toward video lottery in your state. Maybe someone in your organization has accomplished something, attended a seminar, or been elected to your national association's board of directors. Maybe just tell them you appreciate their business.

Highlight an employee who has performed exceptionally well this month, or highlight a new customer. My first newsletter is likely to be 25 pages long if I'm not careful. I think it would be a great idea. Your customers hear from you quarterly or monthly, and you have a forum to say something to all of them at once. Have some fun with it. With the desktop publishing software available, you could probably do the whole project start-to-finish for a few hundred dollars.

Bad impressions

Coffee stains. If you get on an airplane and pull down the tray in the seat in front of you and see coffee stains, what does that tell you? Well, Delves says, if you're like most people it not only tells you they didn't think enough of you as a customer to clean the tray before you got there. But it also probably tells you that the bathroom is dirty and the little kitchen they fixed your snack in (that you'll never see) is unsanitary. I wonder if they neglected the jet engine like they

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neglected something as simple as cleaning the tray? I can make a lot of assumptions based on seeing those coffee stains.

Delves asks, "What are our coffee stains?" If the routeman shows up in a Bike Naked T-shirt, does that tell our customer something about our company? More commonly, does a dirty delivery truck tell our customer something about our company? Does an insignificant little light bulb on a crane that has been out for a month tell anything about us? Absolutely. After thinking about it my list of coffee stains is getting embarrassingly long.

Delves suggests that the company that reacts best to the changing marketplace and changing customer wins the game. Variables include the age of uncertainty, the technological revolution, the explosion of new competitors, and the customer's rapidly changing tastes. Depending on how you react to these issues will determine the outcome of your company's future. If you react well, you will win.

Here are some interesting statistics, gleaned from studies conducted to determine why customers are lost. The breakdown: 1% die, 3% move away, 5% buy from friends, 9% prefer your competition, 14% don't like your products or service, and 68% (!) leave due to the supplier's indifferent attitude toward the customer.

I have addressed only about one-third of the notes I took at the customer service session. Perhaps we can continue on this subject at another time. If you find any of this valuable, I suggest you participate in some of the seminar programs that your national operators association offers to its members. The Notre Dame Executive Development Program will start its seventh group in 1994. Call AMOA at (800) YES-AMOA (Delves would love that number).

I would be remiss if I didn't thank David Capilouto and Rubin Piha of Greater Southern Distributing Co. in Atlanta for their help in organizing the entire weekend and for hosting a great golf outing at the Standard Country Club on April 16. As usual, Bill Stone of Stone Amusement Co. in Tullahoma, Tenn., won all the golf money. It's always like that. Even when you win, you lose.

I'll close with a memorable quote from John Delves: "The growth of a company is really the aggregate growth of its individuals." □

VIRTUAL REALITY

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2. Have you contacted your congressman asking for support?

_____

3. Would changing over to dollar coins create coin mech problems on yourgames?_____

4. Could a dollar coin be successful even if paper dollars are still printed?_____

5. Please tell us why (or why not) a dollar coin would benefit the industry.

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The arcade explosion

The focus 10 years ago was on arcades. They had sprung up all over the country and seemed to be gaining in popularity all the time. Unfortunately, many of those who invested their money into an arcade venture did not intend it to be their sole business. Consequently, problems began to emerge. For example, a group of teenagers caught burglarizing homes admitted that they stole to play video games. Where did they meet to plan their crimes—at an arcade, where else? Stories like this were splashed across newspaper headlines all over the country. However, those operating successful arcade operations were in the majority.

Because of the tremendous interest in arcades, traditional equipment like *Skee-Ball* and shuffle alleys were finding their way into locations next to video and pinball games. Both were showing a resurgence in popularity, similar to what is happening now.

Video games, however, still dominated the news. In what Midway's attorney called "the first major ruling on this issue," a court of appeals upheld a lower court ruling that a *Galaxian* speed-up kit was a derivative work of the original Bally/Midway *Galaxian* and is entitled to the protection afforded derivatives of audio-visual works under copyright law. This was the case brought against Artic International in Taiwan by Midway. First, a three-judge panel confirmed the copyrightability of video games under the 1976 Copyright Act, then upheld the right of the manufacturer to maintain control over speed-up kits. The panel said that right was due to the fact that "there is a big demand for speeded-up video games."

Ten years ago Atari filed suit against its founder, Nolan Bushnell, after hearing his claims to make video game once again. Bushnell, who founded the company in 1972, sold it to Warner Communications in 1976. Warner claimed that Bushnell would be violating a non-compete clause included in the $15 million sale.

In Oregon, operators nearly had 4,000 video games unplugged. An acting city electrical inspector had given operators 30 days to have every game safety tested or face expulsion of the games from locations. The association managed to stop the over-zealous inspector from shutting down the games.

In other news, Atari bought 40 Space Ports, owned by Magna/Fun; Sega sold its 13 Sega Center Family Amusement Centers; the American Planning Association, whose members included 21,000 state and local elected officials, issued a planning report called "Regulating Video Games"; the National Association of Elementary School Principals issued a paper defending video games against attacks, calling the games fun and useful in improving coordination and in making computers unthreatening; Bally completed the purchase of Health & Tennis Corp.; the U.S. Justice Department filed suit against business opportunity company Leisure Time Electronics for violating FTC regulations governing the sale of business opportunity franchises; Dallas distributor Games Galore, nabbed by Nintendo for selling copied *Donkey Kong* games, won a suit against Direct Connections, the Los Angeles company that sold Games Galore the games; and Bally celebrated the opening of its new Franklin Park, Ill., offices.

Games featured in Play Meter's "New Products" section included *Grand Slam* and *Kosmik Krooz'r* by Bally/Midway; *Congo Bongo* by Sega; *Time Fantasy* by Williams; *Mazer Blazer* by Stern; *Sky Bumper, Sky Lancer*, and *Xargon* by Venture Line; *Happy Feet* and *Happy Hammer* by Norton; and *Fax* by Exidy.

Here are the top video games in arcade locations 10 years ago: *Pole Position, Time Pilot, Millipede, Q*Bert, Front Line, Baby Pac-Man, Joust,* and *Ms. Pac-Man*. The ones in street locations: *Pole Position, Time Pilot, Mr. Do!, Baby Pac-Man, Q*Bert, Millipede, Bump 'N' Jump, Joust,* and *Ms. Pac-Man*.

The top pinballs were *Grand Slam, Q*Bert's Quest, Eight Ball,* and *Defender*. □

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Bay Tek to its cu

Larry Treankler, president.

Lori Treankler, vice president/sales and marketing.

Carl Treankler, vice president/R&D.

Lisa Basten, sales.

How does a company set itself apart in a field as crowded as redemption? By actively listening to its customers, for starters. Back it with a variety of quality products and good service and you've really got something.

"I don't know if we'd be where we are today if we didn't listen to our customers from day one," says Lori Treankler, sales and marketing vice president for Bay Tek, the Pulaski, Wis.-based manufacturer of roll down redemption games. This one statement sets the tone at Bay Tek, a family-owned company that makes a constant effort to stay in touch with the end user.

"We make our games to the best of our ability," continues Treankler, "but operators are out in the field on a daily basis operating the equipment and their suggestions are important. That's how we learn and make changes."

Underline the word *change* because this 16-year-old company has made a flurry of changes over the last 18 months, including a total revamp of its most popular game, *Clown Rolldown*, and the introduction of four completely new games: *Pizza Roll, Rock N' Roll 4, Kiddie Clown Rolldown,* and *Jungle Picnic* (the last two scaled to child size).

The modest company opened its doors in 1977, with Melvin Treankler and a small staff producing the standard *Roll Down*. The current owners are Larry, Carl, and Lori Treankler, and Terry Hanstedt. Not until 1987 did the Treanklers venture forth into themed roll downs, adding *Clown Rolldown*, then the baseball-inspired *Fielder's Choice*.

1992 was a banner year for Bay Tek and 1993 looks like another one. Tangible evidence can be seen in the physical plant, a new 8,000-square-foot facility that houses the business offices, engineering department, and factory.

"We've been trying to tell our customers and the industry in general that roll down games are a basic ingredient in the variety mix."

In addition, Larry Treankler is now president and involved in the day-to-day business of the company. He was formerly president of MCL Industries, a Wisconsin manufacturer of electrical integration systems geared to the industrial market. He retains his post as CEO of MCL.

Lori will now be able to focus more attention on marketing and sales while Carl handles new product development. Newcomer Lisa Basten recently came on board as a sales representative to assist in the areas of customer support and distributor relations.

"Our strength comes from our electrical background," says Lori. "That's why we consider the most important part of the game to be the brain—the electronics. We designed our electronics in an

listens stomers

Becky Weber, office manager/finance.

in/out control box. If problems arise and cannot be solved by phone or FAX, we send a control box from our repair pool to the customer and he sends the original back to us. This eliminates down time—essential in our business.

"I don't know if we'd be where we are today if we didn't listen to our customers from day one."

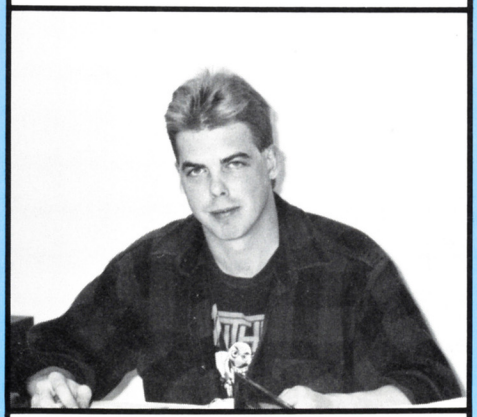
"It's so easy to put an out-of-order sign on a game at the location. We strive to design games that are not complex, games that are easy to keep running."

Does Treankler have any theories on the development of family entertainment centers? "In today's society both dad and mom work. They want to treat themselves and their children to food and entertainment at the same time. To be competitive in the restaurant business you have to be different. Many food outlets find that by adding family fun centers they can truly succeed."

Treankler has a simple philosophy on game theming and design: "We keep it family-oriented because that's where we've always intended to keep our business. We do a lot of international business as well as work towards making games universally appealing."

Only one Bay Tek game has a multiple coin system, jackpot, and

Dean DeKeyser, technical support manager.



Chad Schroeder, production supervisor.

Chris Lemhouse, receptionist/secretary.

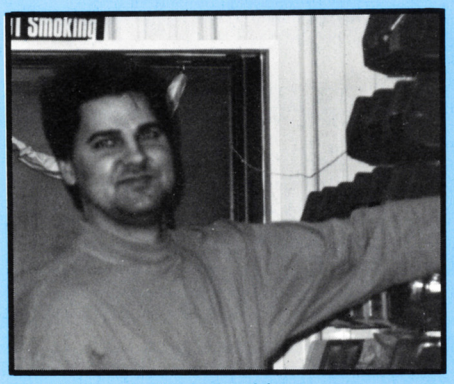
jumbo jackpot system—*Rock N' Roll 4*. It was specifically designed for players who want to be truly challenged. Treankler comments, "In the roll down business I don't know if there's a need to put a multiple coin system on all of our games. The main objective is to make them entertaining, yet simple to understand."

She believes in establishing good lines of communication. "We invite customers to call us with suggestions or complaints," she says. "Any feedback we receive, by letter, telephone, or at trade shows is taken into consideration." Bay Tek also sends out an annual survey to elicit more feedback.

Does anyone still need to be convinced of the merits of redemption? According to Treankler, "Smart business people know they need to make this change. Happy Joe's is a perfect example. One of the franchisees added redemption games on their own. Now the corporate office has embraced the idea and redemption is a big part of the company's annual convention. Redemption requires time and work but the benefits are there."

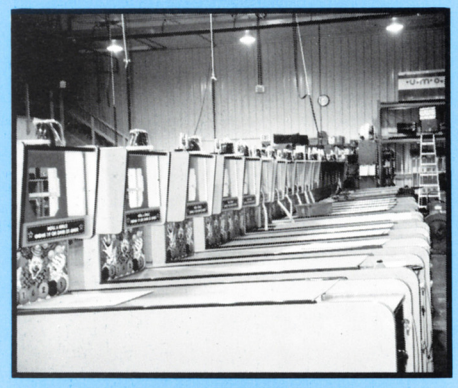
She offers simple advice to the novice: "Do your homework prior to making purchases. Choose reputable games you feel comfortable with—basketball games, whacking games, alley bowlers, knock-down-type games, and roll downs. A successful game room needs variety. One of the things we've been trying to tell our customers and the industry in general is that roll down games are

Danielle Kornhaus, secretary.



Brian Dombroski, shipping/receiving.

Eric Vieau, assembly.



A bank of *Clown Rolldown* games in the factory.

a basic ingredient in the variety mix."

More customers and potential customers are seeking her recommendations. In fact, educating and advising is becoming a bigger part of Bay Tek's business, as is customizing games. "We have open minds and open ears," says Treankler. "If a customer is interested in having games customized, we'll be happy to talk to them."

Pleasing the customer (operator) extends to pleasing the player. In the case of the new child-size games the Treanklers brought in experts—their children Layne (10) and Lance (8), and niece and nephews Ashton (6), Erin (4), and Brock (3), to select the best title for the game that turned out to be *Jungle Picnic*. The children will be asked their feelings on future game themes and playability.

"We want to see if our adult minds have captured the essence of game play that will appeal to children. We've had a tremendous response to *Jungle Picnic*. Roll downs are usually played by young children, women more than men, and grandparents. It's comfortable to sit down and play a game without complicated instructions."

But the games must grab your attention, thus the flashing lights and bright colors featured on most redemption games, including roll downs. "We take the carnival concept and bring it indoors," says Treankler.

What's around the corner for Bay Tek? The only hint: another roll down game that's "very different" and targeted for AMOA '93. Treankler says the company is considering other games and continuing to research the needs of the redemption market.

Bay Tek's business has grown immensely due to its stay-in-touch policy. "In today's world people tend to buy from the folks they can trust and those who do a good job for them," says Treankler. "The industry is small enough that you need to create a positive image and keep it forever because there are so many competitors out there."

In addition to the Treanklers, Hanstedt, and Basten, other Bay Tek employees who contribute to the company's good image include Becky Weber, Dean DeKeyser, Chad Schroeder, Lisa Forstner, Brian Dombroski, Lisa Treankler, Eric Vieau, Danielle Kornhaus, Chris Lemhouse, and Kevin Waskowiak. Together they are responsible for Bay Tek's advancement in the redemption ranks. □

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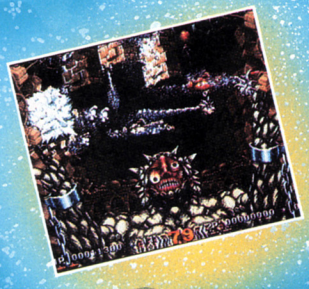

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'93 Spring Buyer's Guide

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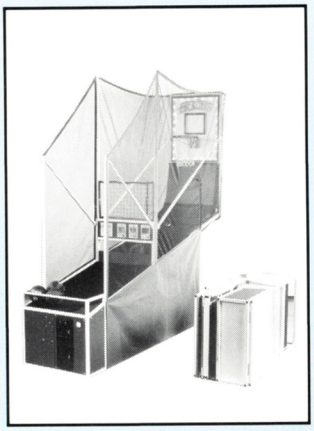

Hoops
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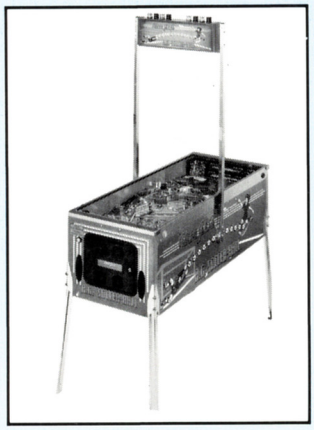
The original fold-up basketball game. One person can set it up in less than 30 minutes. Features include adjustable length and height, welded steel construction, two-player capability, a built-in light chaser, backboard lighting, and photocell scoring.

Perfect Pitch
Adastra
A new, challenging pitching game that asks players to throw balls at lighted goals on a backdrop. An overhead marquee indicates ball, strike, speed, and score. It comes with side netting and green turf. Now available in two sizes: 16'x 6' or 12' x 5'.

Mix N' Match Mini-Golf
Adventure Golf Services
A low-cost portable mini-golf course offering the same challenge as the company's large custom-designed courses. Features a series of interchangeable fairways and greens that can form 108 different combinations. Can be used with coin-operated ticket dispenser or turnstyle to initiate play. Requires 3,800 square feet of space.

U.S.A. Football
Alvin G. & Co.
Play football against another player on this double-ended novelty sports game. Features switch-flippers for simultaneous play and auto-flip automatic flipper scoring system. Players move their teams down the field for a field goal or touchdown by flipping the ball between opponent's flippers.



A.G. Soccer-Ball
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The popular sport of soccer in a mini-size cabinet with new style flippers and a unique scoring system. The one- or two-player novelty allows players to compete head-to-head at the same time. Features total end-to-end playboard action with offense and defense flippers, extensive bookkeeping, and multi-ball action.

Jr. All American
Coin Concepts/UETD
A basketball game designed specifically for kids, featuring a lower hoop and smaller basketballs. A ticket dispenser comes standard. Operators can set a maximum win level to prevent game abuse.

OUT
Coin Concepts
An updated version of the schoolyard game H-O-R-S-E for one or two players who shoot baskets at four different hoops. When an illuminated basket is not sunk, a letter of the word "out" is registered. Features include metal frame, adjustable time and qualifying scores, and adjustable coinage. It's dollar bill compatible.

NO PHOTO AVAILABLE

Bozo Basketball Single Hoop
Design Plus
A youth-sized basketball game named for the famous Bozo the Clown of TV fame. It has flashing lights, snappy circus music, and colorful detailing. The optional ticket system has adjustable ticket settings and a revolving, flashing winner light. The game is 89" long.

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Sports Games

Bozo Basketball Double Hoop
Design Plus

A double-hoop version of the previously mentioned game. The game length and special features mirror the single-hoop version. Though aimed at pre-schoolers to pre-teens, the game is challenging enough for older folks.

Quik Shot 4-Player
Design Plus

This basketball game has a galvanized steel frame with three-digit scoring along with a bonus game score. Other features include large LED readouts, a tamper-proof gate mech, and adjustable game time and bonus. The height is adjustable.

Li'l Piggy Pass
Doyle & Associates

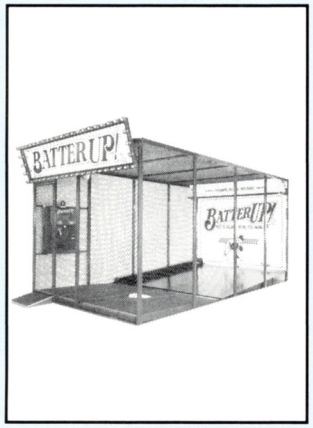
A mini-football toss game designed for children from 3 to 10 years old. Kids will love the little piggies dressed as football players. The football-shaped hole is larger so kids have a better chance of scoring. Features include durable plywood construction, steel components, and state-of-the-art hardware and software. Dimensions: 6'8'' high x 33'' wide x 7' deep.

Goal Post
Doyle & Associates

A football toss game for kids over 10 and adults alike. Features durable plywood construction and steel components. Dimensions: 7'6'' to 9'high x 34'' wide x 10'6'' deep. It requires 31 square feet of space.

Razzle Dazzle
Doyle & Associates

This basketball toss game features a moving hoop for even greater challenge. It features durable plywood construction, steel components, and state-of-the-art game hardware and software. Also available in a child-size version called *Li'l Razzle Dazzle*.



Batter Up
Doyle & Associates

A coin-op baseball batting game to challenge players' hand-eye reaction and batting skills; for use indoors or outdoors; comes with light and sound effects; and uses softball-size polyballs for safety. Features include CPU-control, optional ticket dispenser, and dollar bill acceptor. Dimensions: 22'' deep x 10' wide x 9'2'' high.

BullPen
Doyle & Associates

A baseball pitching game that challenges players' accuracy. The game determines the speed of the pitch by using radar. Scoring is based on balls and strikes thrown. It is operator-programmable with variable dipswitch settings. Dimensions: 19' deep x 5' wide x 6' high.

Dump the Ump
Doyle & Associates

Players use baseballs to knock over umpire figures that appear in three rows on the back of the game. Tickets are dispensed according to which targets get dropped. Dimensions: 8'8'' high x 41'' wide x 10' deep. A smaller version called *Li'l Dump the Ump* is available for youngsters.

Doyle

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Sports Games

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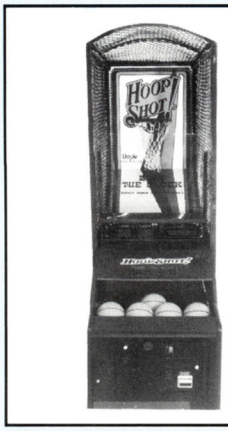


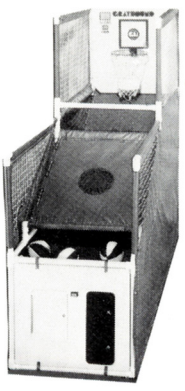
Doyle

Fast Break
Doyle & Associates
A non-redemption basketball game designed for street operators. It's one foot shorter than *Hoop Shot* in depth and uses any size ball. Other features include digital audio sound, adjustable height, and carpet at the bottom for sound control.

Hoop Shot
Doyle & Associates
Features include top grid panels for safety, lighted backboard, a tamper-proof gate design that adjusts for ball size, and high-impact netting grid panels. The steel frame breaks down into eight major parts. Dimensions: 34'' wide x 9' deep; height is adjustable.

Li'l Hoop Shot
Doyle & Associates
This basketball game has all the reliable features found in *Hoop Shot*, but in a size designed especially for children. Players compete against the clock using mini basketballs. It's available in single or two-player models.

Li'l Panda Pitch
Doyle & Associates
A ball-pitching game with special panda graphics that appeal to kids. It's been reduced in size to be simple and fun for small children. Players throw safe, plastic balls at a colorful, appealing panda target.



Pro Pitch
Doyle & Associates
Players are challenged to throw as many strikes as possible within a set time. The game is constructed of steel, plywood, and formica. It's operator-programmable with optional ticket dispenser and dollar bill acceptor. Dimensions: 10'9'' deep x 8'8'' high.

Full Swing Golf Simulator
Full Swing Golf
Players uses real clubs and balls as they play championship courses like Mauna Kea and Pinehurst –2. Uses state-of-the-art tracking device so realistic players see their balls bounce off trees, splash into water, etc. Can be hooked to network TV and standard VCR for live sporting events or videos. Dimensions: 17' x 12'6'' x 10'.

Championship Basketball (Single Player)
Grayhound Electronics
This basketball game features music enhancement, spotlight control for dark locations, a high-score display, a free-game point setting, and adjustable playing time. A sports card or ticket dispenser and dollar bill acceptor are optional. Dimensions: 8' high x 8' long x 3' wide.

Championship Basketball (Double Player)
Grayhound Electronics
This basketball game features music enhancement, spotlight control for dark locations, a high-score display, a free-game point setting, and adjustable playing time. A sports card or ticket dispenser and dollar bill acceptor are optional.

WINNING COMBINATIONS

HIGH ROLLER
MULTI GAME SYSTEM

CASINO GAMES...

• Joker Poker • Black Jack
• Casino Slots • Rolling Bones
• Beat the Spread

ACTION GAMES...

• Horse Racing • Dog Racing
• Wheel of Fortune • Simon Sez

TRIVIA CHALLANGE...

• Sports • Sex • Entertainment
• History • Geography
...and many other catagories

OPTIONS
- Number of Questions per Coin
- Number of Bonus Questions
- Responding Time per Answer
- Answer Displayed or Not
- Advertising Screens

UPS Shippable

CASINO ROYALE

Casino Fun
with an Antique Look for
Home or Special Locations

FEATURES:

• Multiple Games to Choose From
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• Brass Ornamentation • Brass Drink Holders

OPTIONS:

• Coin Mechanism • Bill Acceptor
• Ticket Dispenser

Entertainment with a Touch of Class

Dimensions • Height - 69" • Width - 24" • Depth - 25"

DYNASTY
16 Line ADULT VIDEO GAME

- Electrifying Graphics
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- Quick Stop
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- CHERRY BONUS
- 1 BAR BONUS
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MORE BONUSES MEAN MORE PLAY

AND SPECIAL BINGO BONUS

For amusement only. Not intended for use in states or municipalities where such games are prohibited by law.

JUMBO SKILL CRANE

FEATURES:

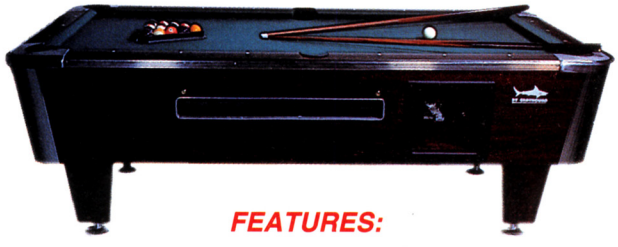
- Modern Design for More Locations
- Chaser Lights Enhances Cabinet
- Redesigned Sliding Glass Door for:
  -Increased Viewing of Prizes
  -Easy to Load Prizes
  -Added Security
- Removable front Console for Easier Entry through Doorways
- Separate Locked Cash Box
- P.C. Boards Mounted on One Board
- Adjustable Claw
- Joystick or Buttons
- Adjustable Cost Per Play
- Adustable Time Per Play
- LED Readout Buttons

OPTIONS:

- Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor

Dimensions
• Height - 76" • Width - 41"
• Depth - 37"

SHARK POOL TABLES



FEATURES:

• High Impact Plastic Ball Track System - *Foreign Objects Won't Get Stuck*
• Superior Ball Action • Professional-Quality Cloth Covering
• Durable All-Plywood Construction • Championship Rail Rubber
• Laser-Cut Ball Traps • Removable Coin Box
• Long-Lasting Triple-Laminated Legs • Heavy Duty Levelers
• Trap Doors for Convenient Clean Out • Adjustable Price Per Play

COMPLETE WITH BALLS AND RACK

DOUBLE PLAYER BASKETBALL

FEATURES:

• One or Two Players Simultaneously
• Music in the Attract Mode
• Programmable Price Per Play
• Programmable Points for Free Games
• Programmable Playing Time
• Lightweight Sturdy Construction
• Space Saving Design
• Easy to Assemble and Relocate
• Family Entertainment

OPTIONS:

• Sports Card Dispenser
• Ticket Dispenser
• Bill Acceptor
• Netted Dome

Dimensions
• Width - 4'
• Depth - 8'
• Height - 8'

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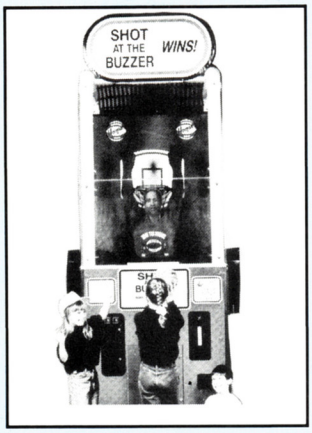
Sports Games

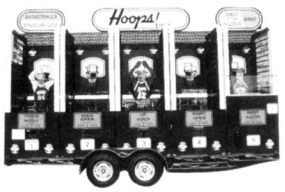
Championship Basketball (mini shot)
Grayhound Electronics

This child-size basketball game has all the features of the other basketballs but designed the right size for smaller players. Features: music enhancement, spotlight control for dark locations, a high-score display, a free-game point setting, and adjustable playing time. A sports card or ticket dispenser and dollar bill acceptor are optional.



Shot at the Buzzer Wins!
Hoops! USA

This scaled-down basketball shooting game features a life-size robotic defensive player, chaser lighted backboard, select-a-ball basketball dispenser, adjustable hoop size, and is suitable for indoor or outdoor use. Dimensions: 4' wide x 4' deep x 9'10" to 13'2" high.



Hoops!
Hoops! USA

Three- and five-hoop trailer models suitable for fairs, festivals, grand openings, sporting events, and more. A portable, self-contained set of basketball games with life-size, arm-waving robotic defenders. At the final hoop players can win big by making the "shot at the buzzer."

Full Court Frenzy
I.C.E.

This one- to four-player basketball shooting game was developed by Sam Kim, who designed *Putting Challenge*. It features a patented multi-positional basket and backboard, rotational and linear movement, realistic sounds, and a Wells-Gardner 19" monitor.

Putting Challenge
I.C.E.

This golf game comes in three modes: a total strokes game that shows average and total putts; a hole-in-one game; and a pick-a-putt practice green that allows players to choose any hole from 18 different configurations. The unit measures 6' x 11'. Ticket dispenser and bill acceptor are optional.

Bicep Buster
Leprechaun/IVM

A one- to four-player arm wrestling game. Features include microprocessor-controlled scoring and readouts, adjustable arm tension, complete control of price and credits, and an all-steel frame. Dimensions: 59" high x 36" wide x 32" deep.

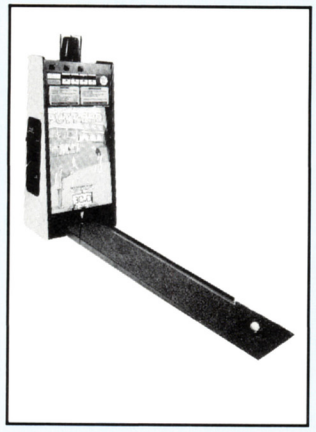
Shot Clock 21
IVM

Shoot a small ping-pong size basketball with a gun, aiming at the basket. If you get 21 points, the machine vends a plush NBA basketball which is held in a hopper right on the machine. It also dispenses a ticket or sports card as a consolation prize for less than 21 points. Also available: *Grand Slam 21* (a baseball theme) and *Pro Kick 21* (football theme).

Arm Champs II
Jaleco

A challenging arm wrestling sports/video game that includes nine levels of play and nine opponents to beat. The cabinet features a robotic-looking arm to grasp. Dimensions: 77" high x 31" wide x 47" deep.

Sports Games

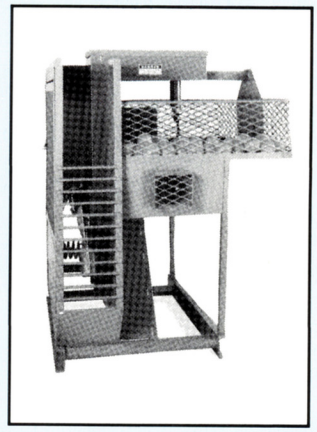


Putt Pro
Jeron

A competitivė putting unit that offers Shootout and Sudden Death games for up to four players. Features include a plywood cabinet with metal putting area, quick ball return, operator-adjustable coinage, and scoring for on-line and distance. Options: ticket dispenser and bill acceptor.

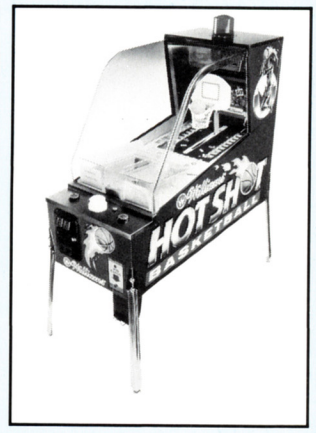
Sluggers Alley
Lazer-Tron

Interactive baseball game; players compete head-to-head; real ball and bat for realistic feel; automatic ball return; player-selectable skills; league play potential; continuation and buy-in; and ticket dispenser available. Dimensions: 12' wide, 12' deep, and 8' high.



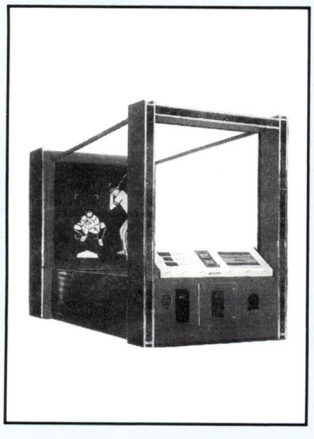
Master Pitching Machine Batting Cages
Master Pitching Machine

Commercial heavy-duty, arm type pitching machine; easy to erect and comes with factory-built fittings, including netting, net rigging supplies, and hardware. Four basic styles, including the original rectangular cage.



Hot Shot Basketball
Midway Mfg.

A novelty basketball game using a simple set of button controls for serving and shooting mini-basketballs. The court playfield is fully lit and the basket automatically moves. Options include collectible card or ticket dispenser capability. Games can be linked for head-to-head competition.

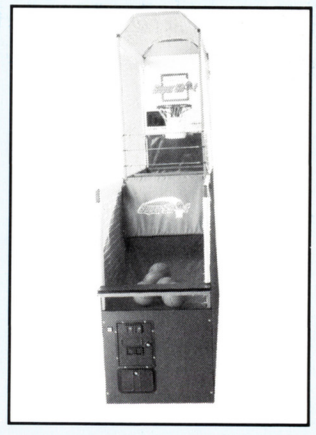


Accu-Toss "Arcade"
MoneyWon

A baseball pitching game with adjustable playing time, adjustable free game setting, self diagnostic trouble-shooting capability, impressive audio and visual effects, state-of-the-art infrared detection system, and adjustable coin setting. Dimensions: 7' high x 10'6" long x 5'6" wide.

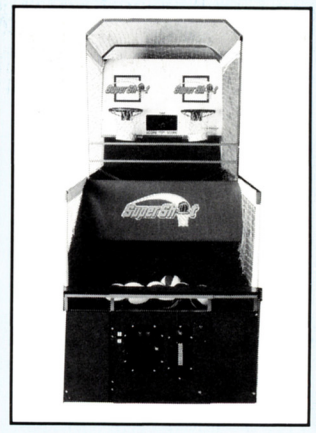
Super Shot Deluxe
National Sports Games

A full-size basketball game with a clear backboard that moves back and forth during game play; players can choose from a variety of games. A lightweight steel frame, with solid-state electronics, orange steel netting panels, wooden basketball flooring, and lighted crowd scene; two to six games can be linked together.



Super Shot
National Sports Games

A lightweight steel frame, sound effects, and a bright scoreboard with solid-state electronics are among the features. Other features: adjustable height and length, easy installation, and steel rim with nylon net.



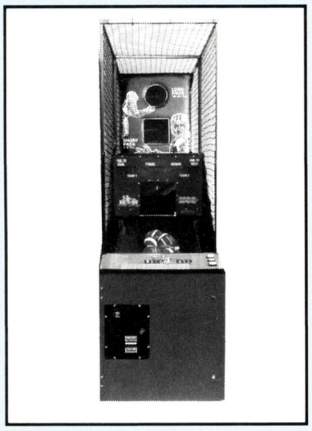
Super Shot Double Hoop
National Sports Games

Two players can compete simultaneously on this game. Features include tri-color scoreboard display, sound effects, 5/8" steel rim basket, all-nylon nets, and pre-wired electronics. Height and length are adjustable. Options: bill acceptor and ticket dispenser.

Sports Games

Pitch Hitter
National Sports Games

One or two players can pitch for hits by throwing balls through holes to earn singles, doubles, triples, and home runs. Base runners advance around a lighted playfield. Price and ticket award is adjustable. A moving message sign instructs and entertains players.



UB-QB Football Challenge
National Sports Games

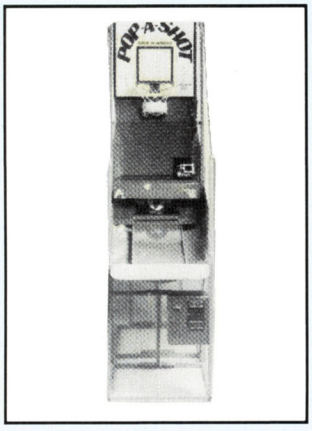
A one- or two-player game where players act as the team quarterback. Footballs 6-1/2" in diameter are thrown through holes for completions; short yardage is gained using the larger hole, and vice versa. Other features include steel construction, a moving message sign, and adjustable price and time settings.

Thumb-B-Ball
Nevis

Players hold a miniature ball between their thumb and forefinger and shoot it like a dart. The "sweet spot" is 1" above the center of the hoop. Among the electronic features are two- and three-point scoring, a cheering crowd with every score, and adjustable volume control.

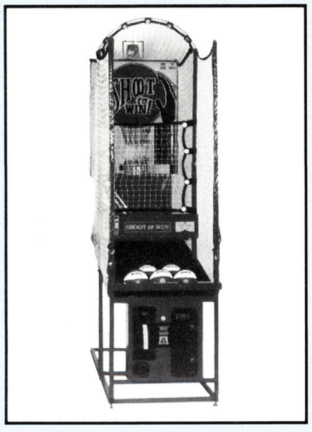
Strike Out
Dave Nutting Associates

A skilled pitching game where players throw real baseballs at an animated batting scene. Full 9-batter line-up so players face different batters each pitching cycle. A dot matrix display shows ball speed and points earned. For one or two players with three game choices—Balls and Strikes, Minor League, and Major League. Dimensions: 60" wide, 10' deep, and 7'8" high.



Pop-A-Shot
Pop-A-Shot

This basketball game features steel construction, tamper-proof gate assembly, 12V power system, digital scoreboard and shot clock, automatic ball release, adjustable timer, and a security system. Dimensions: 32" wide x 10' long. Two adjustable models are available.



Shoot-To-Win Single Hoop
Smart Industries

Features include a photo eye sensor, top net, steel frame, coin mechs, music, adjustable game timer, and high score and number of tickets per basket. Options: bubble winner light, ticket dispenser, CDV-550 card dispenser. Dimensions: 32" wide x 9' long; height is adjustable from 8' to 9'.

Shoot-To-Win Double Hoop
Smart Industries

Look for simultaneous game play and scoring at two points per basket; baskets made during the last 10 seconds score three points. All other features and options are the same as the single; both games have 7" basketballs. Dimensions: 9' long x 48" wide; height is adjustable from 8' to 9'.

Shoot to Win Jr./Chuckles the Clown Single Hoop
Smart Industries

Features include standard ticket dispenser that awards tickets after a coin is deposited. Look for credit/score digital readout and interactive voice board. Scoring is two points per basket. Options: CDV-550 card dispenser and winner bubble light. Dimensions: 33-1/3" wide x 72-1/4" long x 72-3/4" high.

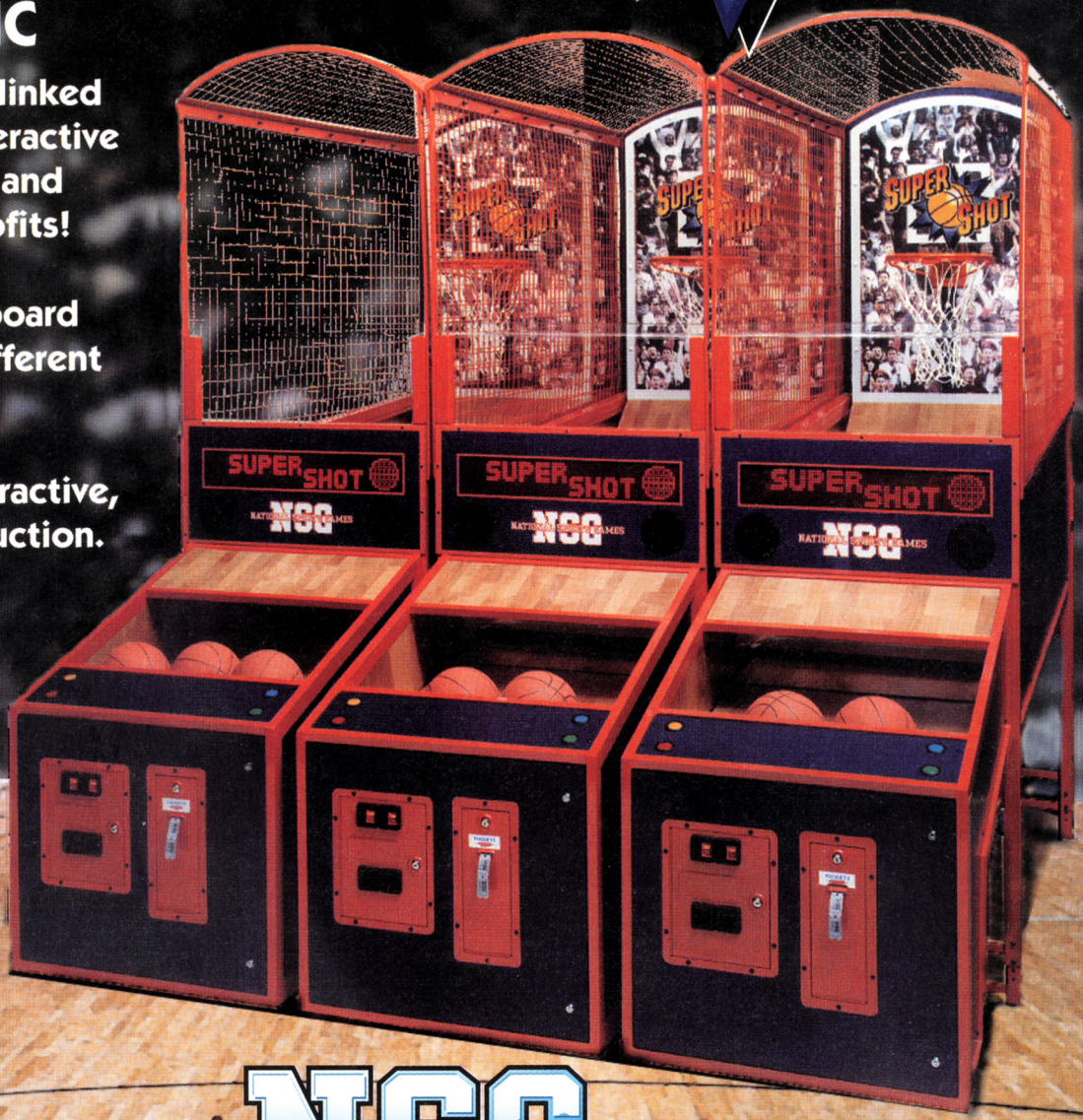
SUPER SHOT

THE NEW BASKETBALL CLASSIC

Up to 6 games linked together for interactive competition and increased profits!

Moving backboard creates four different games!

High quality, attractive, durable construction.



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Sports Games

Shoot to Win Jr./Chuckles the Clown Two Hoop
Smart Industries

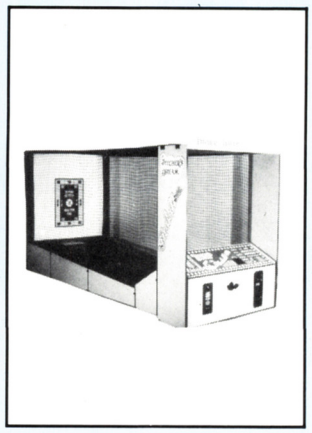
This unit has the same features as the single with a top net, an all-steel frame, interactive voice board, catchy musical tune, rope lights, and 7'' basketballs. Options are the same, including card dispenser. Dimensions: 49-1/2'' wide x 72-1/4'' long x 72-3/4'' high.

Super Pro Quarterback Jr.
Smart Industries

Like the adult model, this one features a moving Lexan target and the same scoring action. Also look for a standard ticket dispenser, interactive voice board, adjustable timer and high score, and optional card dispenser. Dimensions: 33-1/2'' wide x 72-1/2'' deep x 72-3/4'' high with top net.

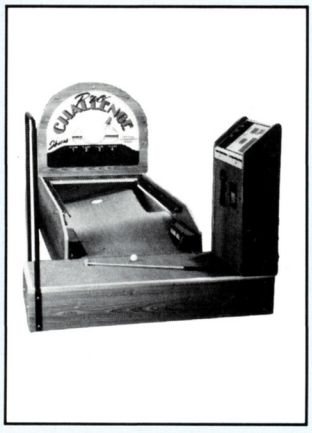
Country Club Golf
Sports Sciences Inc.

A simulated golf game using full video of eight different world class golf courses. Features include bill acceptor, short club for use with regular ceiling heights, lexan barriers and nets. Dimensions: 13' long x 5'5'' wide.



A Pitcher's Dream, the Fireball
Sportech

This pitching game combines pinpoint accuracy with the highest possible speed. Players throw pitches into three different zones to achieve high scores. Features include pitching velocity from 10 to 110 mph, self-diagnostics, and modular frame. Dimensions: 5'10'' wide x 16' long x 7'6'' high.

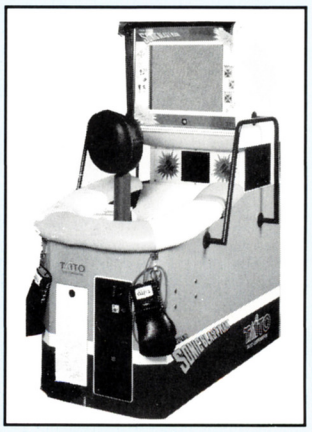


Pro Challenge
Star Mfg.

Golf tournament play with dips, breaks, and a different contour on every hole; games are nine or 18 holes. Features include scrolling dot-matrix display, adjustable pro score, and two courses. The new feature is Skins or Match Play. Dimensions: 8'6'' wide x 4'10'' high.

Star Batters Box
Star Mfg.

Live action baseball cage. Players get 12 pitches and use batting skills to play with the Majors. The object is to hit the ball into the designated areas to move runners around the bases. Suitable for outdoors. Dimensions: 17' long x 8' wide x 8' high.



Sonic Blast Man
Taito

The player selects from a total of five rounds in this punching game, which incorporates a video screen to indicate scoring. He dons a pair of boxing gloves and strikes the punch pad, hoping to defeat the opponent with the three punches allocated.

Around the World
UETD

Five baskets of fun in one 8' cabinet. Players are challenged to sink baskets following a flashing arrow. The first round is regulation play; achieving the mystery score advances to the bonus round. Adjustable elements include time, score, and ticket award.

TAITO

A MACHINE DEDICATED TO PEACE

The arrival of SONIC BLASTMAN!

SONIC BLASTMAN™

PLAYER IS ABLE TO SELECT FROM A TOTAL OF FIVE ROUNDS.

Insert a coin and the selection screen appears. Choose one of the five rounds and begin play.

YOU ARE ENTITLED TO THREE PUNCHES FOR EACH INDIVIDUAL GAME.

After the target appears and the punch pad has risen completely, begin straight-punching into the middle of the pad. You are allowed three punches for each game. When the score at the upper right of the screen shows the remaining target resistance is zero, you have knocked out your opponent.

WILL IT BE A HAPPY OR SAD ENDING?

If you succeed in defeating your opponent with three punches, the winner's ending appears. If you do not, the loser's ending appears. The game ends after three punches regardless of the results.

A RECORD IS KEPT OF THE BEST 100 GAME WINNERS.

A record is kept of the 100 best winners for that day. Now is your chance to get your name in the record list!

- Make sure you don't hurt yourself while playing!
- Always put on the attached gloves before playing.
- Never use hook punches, kicks, or instruments other than the gloves provided.
- Never play while eating or drinking.
- The management assumes no responsibility whatsoever for injuries incurred due to use of incorrect playing methods not designated for this game.

SPECIFICATIONS:

1,810 (H) x 700 (900) (W) x 1,330 (D) mm
Weight: 170 kg
Maximum consumed power:
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- Specifications are subject to change without prior notice.

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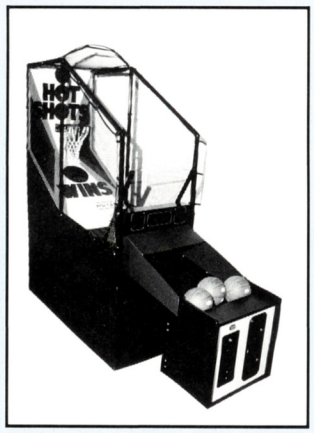


Hot Shot Basketball
Skee-Ball/Vari-Tech

A high quality basketball game in which the player attempts, within a given time frame, to toss as many baskets into the net to win points. Features include new electronics, display timer, win indicator, digital sound effects, bonus ticket payout, and adjustable score and ticket payout.

SuperStar Golf
Xytek

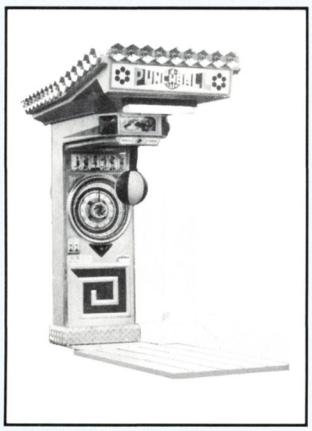
A compact one- to four-player golf game with no stairs or railings, allowing one-man moving and installation. Features include progressive scoring, high score display, course changes, adjustable game speed, free game option, and an illuminated playing area. Options: bill acceptor and ticket dispenser.

Mr. Muscle
Zamperla

Players test their strength against an arm wrestler by taking hold of his outstretched, muscular arm. They can choose the skill level: boy, normal, strong, or superman. The unit comes complete with a detailed scoreboard to measure strength.

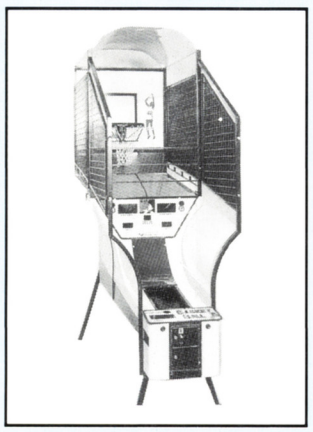
Kiddie Hoop
Zamperla

Has the same features as *Shot Clock Basketball*, but it's made for younger players. Token acceptors and car trailers are available for both games.



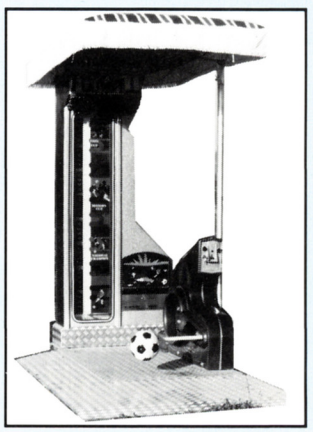
Punchball
Zamperla

Coin boxes can be set for one to three punches for 25 or 50 cents. Players select from several models, including the *Superbox* deluxe model with large, fiberglass canopy roof and special light effects. There's also the *75L, 74N,* and *75LR* reconditioned game.



Shot Clock Basketball
Zamperla

A special shot clock allows for up to 25 seconds of extended play. The newly designed chute allows for better ball feeding. A sound system shouts "Goal," with every basket made. Two-player option, LCD screen, and dual scoreboards are included.



Soccer
Zamperla

This game measures kicking strength. It comes complete with running lights and anti-skid selection buttons to determine the level of resistance. The kicks of youngsters and adults are both registered. The cabinet is bright red.

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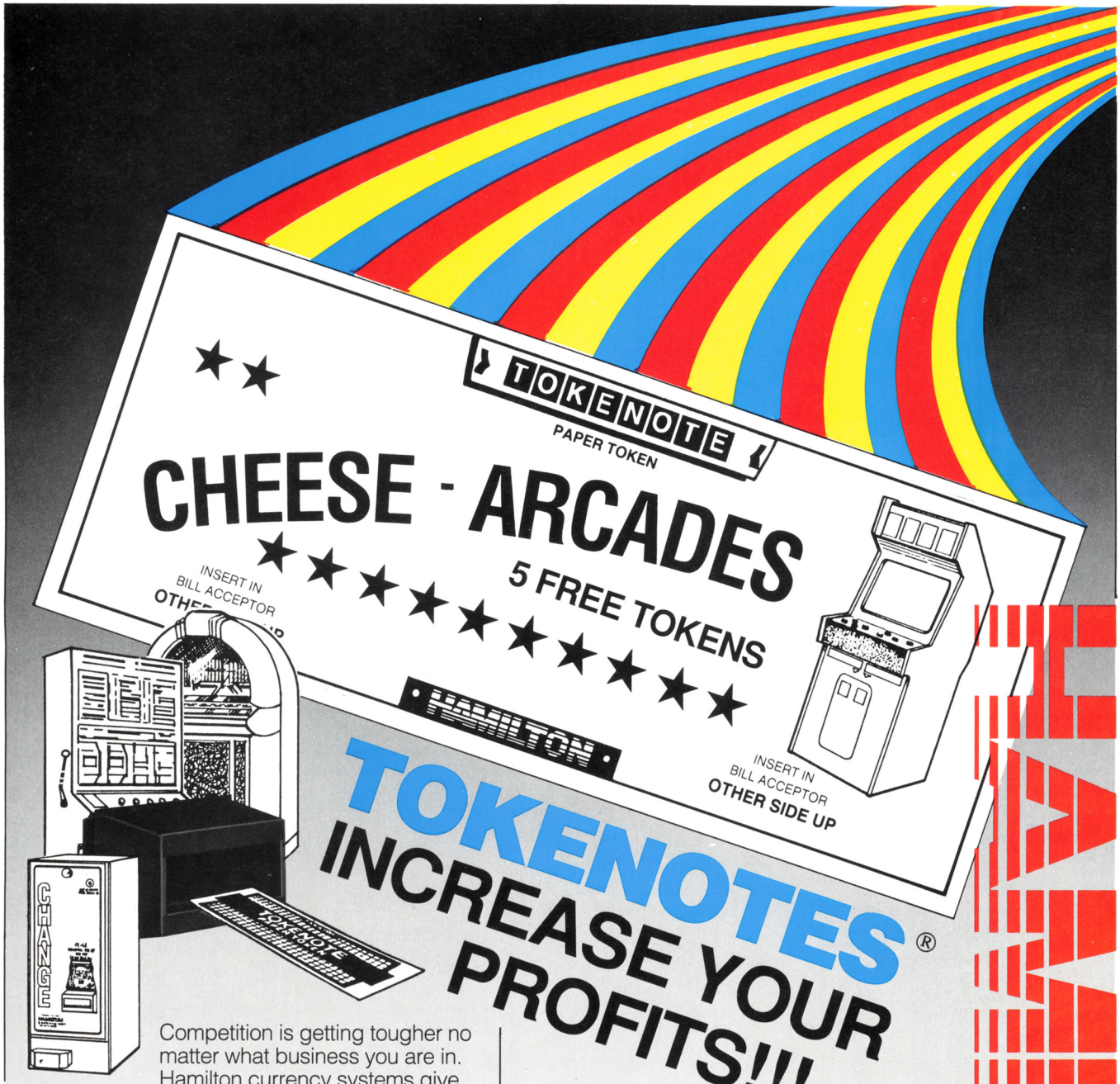

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HAMILTON

Coin Pushers

Clown Around
Betson

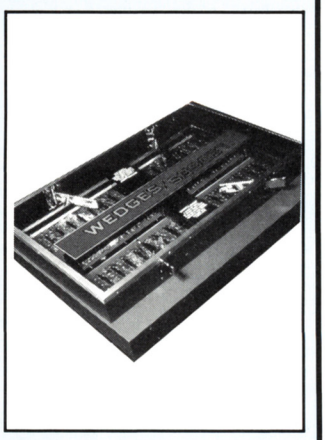
A Crompton game of skill with rapid-fire coin "shooter," operator-adjustable awards, and tickets or tokens with "ticket every play" option available. The game is fully metered, has a tilt alarm, and comes in one-player or four-player configurations.

Klondike
Betson

One-player coin pusher with vibrant graphics, full tilt alarm system, full metering, and jackpot slide feature; also available with skill-stop. Applicable for ticket or token redemption, plus optional "ticket every time" feature. Dimensions: 26" deep x 31" wide x 63" high.

Rock 'n' Roll
Betson

Crompton coin pusher with a classic jukebox theme, available in five sizes: one-, two-, three-, four-, and six-player (round or oblong). Features include full metering and tilt alarm system, exciting '50s-style rock 'n' roll music, ticket or token redemption, plus optional "ticket every time" feature.



Wedges/Ledges
Betson

A four-player machine with "no tilt" inner table unit, music playing during ticket dispensing, and operator-adjustable number of tickets dispensed. It is available with both token and quarter chutes. Dimensions: 40" wide x 49-1/2" long x 37" high.

Jungle Jive
Coastal

A one-, two-, or four-player game from Harry Levy, it has a movable skill coin entry, adjustable playfield channels, anti-cheat package, family-oriented graphics, and sound system. Options: ticket or token dispenser, out-of-bounds area, and "ticket every time."

Mardi Gras
Coastal

An attractive six-player centerpiece, available as either ticket- or token-dispensing. Features include three bonus slides (left, right, center), tilt alarm, and anti-cheat package. It is fully metered and has a musical attract mode and lighting.

Merlin's Magic
Coastal

Hexagon-shaped six-player coin pusher designed around the theme of Merlin the Magician. Features include wide playfield design, attractive graphics, and token-dispensing ability. It is available with or without changers.

Bouncing Buc
Coin Concepts

Two- or four-player coin pusher with family-style graphics and a festive sound package. It has six channeled coin entries, comes fully metered with tilt alarm, and can award tickets or tokens with optional "ticket every time."

Coin Pushers

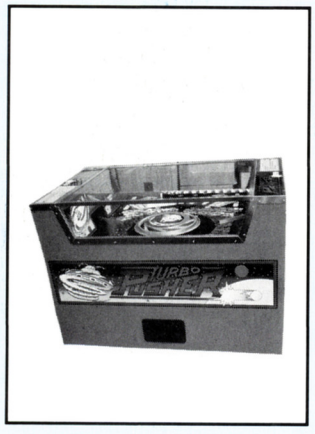
Dream Boat
Coin Concepts
Step back to the '50s with a coin pusher that employs a classic '57 auto moving back and forth on the pusher bar for a 3-D look. Features include a skill slide entry and flashing light system with multi-award bonus that gives up to 20 additional tickets or tokens. Cabinet colors are aqua and pink.

Flamingo
Coin Concepts
Vegas theming, bright colors, and sound add zest to this coin pusher, available in three-, four-, and six-player models. Features include a rotating top sign, security tilt system, optional bonus and changers, and optional "ticket every time."

Gold Rush
Coin Concepts
A Rosie O'Grady party theme highlights this six-player coin pusher with adjustable playfields, rotating top sign, security tilt system, sound effects, and optional bonus and changers. Dimensions: 63" high x 96" high.

The 2001
GaMCO
A coin pusher with full security and alarm, wood cabinet, sliding coin entry, four-tiered coin drop, dual locks, lighted display, and optional ticket dispenser. The game operates on tokens in/out, quarters in/out, and tickets out (option). There's also a new trap door system for more operator security.

Quicksilver II
GaMCO
An updated version of the original *Quicksilver* coin pusher with jam-free dual hopper system, coin lit bar that deflects coins backwards if the game is vibrated, two rotating paddlewheels, gold coin graphics on the playfield with six bright colors, and improved skill features.



Turbo Pusher
Quick Silver Development
A non-violent skill/action game with an engaging Captain Turbo character on the playfield. Features include adjustable game settings by keypad, formica finish over solid plywood cabinet, two player stations, rope lighting, and tempered glass. Dimensions: 48" x 30" x 35".

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Non-Ticket Novelties

Splash Guns
Alter

Mounted guns fire a stream of water at 28 animal targets; when they are lit, flags spin or knights fall down. A plastic covering protects the coin mechs. Animations are snap-on sections and can be changed. Alter also manufactures an extensive line of remote-control cars and boats.

Bio-Rhythm III
Bio-Rhythm Sales Co.

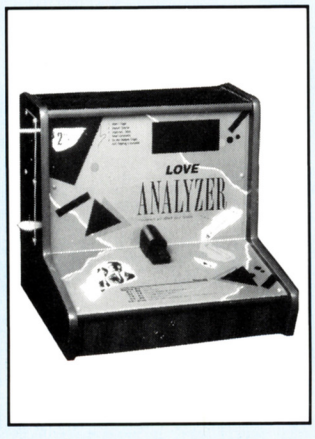
A game that allows players to chart their physical, mental, and emotional cycles for pre-selected days. Features include new cabinet with woodgrain finish, all new graphics, single board mechanism, and solid-state reliability. Dimensions: 20-3/4'' wide x 22'' deep x 53'' high.

Jumbo Elephant
Coin Concepts

This is a toy vendor that features a playful elephant which dispenses a variety of items. It uses a vacuum system to pick up prizes with the elephant's trunk and place them in the prize chute. There's a voice attract play mode, double coin mechs, and a three-sided view of the prizes.

Glendale Monkey
Coin Concepts

As the name indicates, a T-shirt-clad monkey sits inside this unit. It's suitable for eggs or capsules and has a capacity of 1,500. Different jokes are told with each inserted coin. Other features include a talking attract mode, adjustable pricing, and foreign language capability.

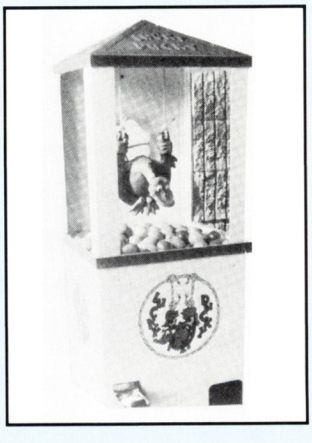


Love Analyzer
Communidyne

A countertop that provides one's ''love quotient'' in six ranges: chilly, romantic, warm vibes and passionate, look-out sexy, sizzling hot, and incredible. The game operates on 25-cent play and is housed in a cabinet of red, blue, and lavender. Also available: *Physical Fitness*.

Lucky Eggs
Innovative Industries

This egg vending unit has the ever-popular Fred Flintstone inside. He talks with players and serves as an attract mode in this brightly colored cabinet. It's decorated with Dino and other familiar inhabitants of Bedrock. A chicken vending unit is also available.



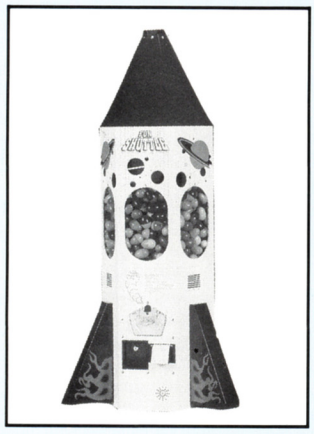
Lucky Ducky
Lucky Associates

This egg vending machine is based on the famous children's story, ''The Legend of Lucky Ducky.'' The unit holds 600 eggs and is constructed of steel, high-impact plastic, and plexiglass. Coinage can be set for 25 or 50 cents or a quarter-size token.

Big Top Mini-Pinball
Mayoni

This game/vendor targets youngsters from four to 15 years old. With each quarter, the customer receives a gumball, one-inch capsule, and pinball game; the hopper holds from 750 to 1,800 pieces. The mechanically operated game has colorful artwork and a circus animal theme.

Non-Ticket Novelties

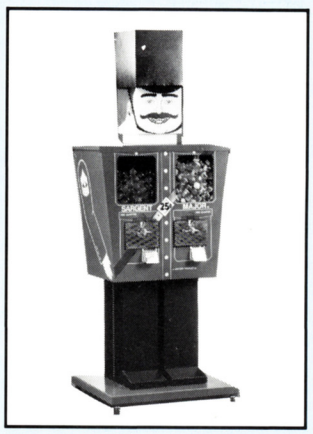


Fun Shuttle
Mayoni

This toy vendor with a space shuttle motif vends most sizes of eggs and capsules. Features include a solid-state voice unit (battery-operated), an extra large toy capacity, all-mechanical operation, and coins collected easily from the front. Dimensions: 66'' high x 20'' wide x 17'' deep.

New Generation Impulse Machines
Mayoni Enterprises

A library of impulse machines can be used as single-, double-, or triple-mount units with or without stand. Choose from *Carmen the Talking Gypsy* (now with an expanded voice), *Personality Analyzer, Perfect Match, Sex Reactor, Bio Rhythm, Love Meter, Memory, Physical Fitness, Lucky Lotto*, and more.



Sergeant Major
Mayoni

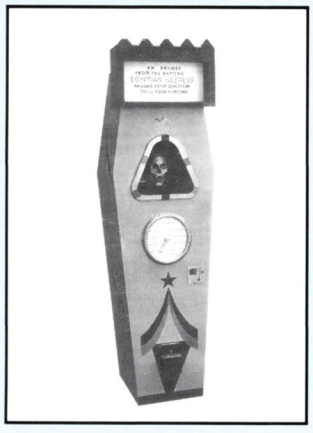
A double vend unit within a soldier-styled cabinet. Features: holds up to 1,000 items per side, all-mechanical operation, rugged steel construction, and battery-operated voice option. Dimensions: 54'' wide x 18'' deep x 20-1/2'' wide.

Ziggy the Clown
Mayoni

The new and improved Ziggy has a large capacity toy bin and will vend any size capsule or egg. Features include music in the sound attraction (new), solid-state audio, product filled from front, rugged steel construction, coins collected in front, and self-cleaning and anti-jamming mechanism. Dimensions: 61'' high x 22'' wide x 22'' deep.

Zord
Mayoni

A two-product choice vendor in a blue and silver robot cabinet (there's also a single-product unit in red and silver). Features: high visibility graphics, all mechanical operation, rugged steel construction, extra-large item capacity per side (2,000), and battery-operated voice option. Dimensions: 56'' high x 19'' deep x 24'' wide.



Egyptian Mummy
Mike Munves

Ramses the Mummy answers questions by nodding his head "yes" or "no." The unit measures 84'' high x 24'' wide x 18'' deep. Options include a fortune card feature and 25- or 50-cent play. Also available from the company are *Artist's Reception, Bat-A-Ball*, and *Grip Test*.

Love Tester
Mike Munves

This novelty machine features solid-state, plug-in boards; a hand-rubbed cabinet; a heavy brass handle with metal castings; ringing bells and flashing lights; and 10-cent or 25-cent play. Dimensions: 24'' wide x 19'' deep x 81'' high.

Antique Style Oak Gypsy
Mr. Vend

This talking gypsy fortune teller machine features a special effects crystal ball with a spectrum of colored lights. When someone touches the ball in curiosity, a human voice asks them to deposit a quarter.

Non-Ticket Novelties

Antique Style Oak Match Maker
Mr. Vend

Nostalgia, flashing lights, and a human voice recorded on a microchip draw players to this impulse machine in a real oak cabinet. The cabinet is colorfully decorated with humorous graphics and a male and female rating chart.

Deluxe Love-O-Meter
Mr. Vend

A colorful talking novelty unit that lovers, young and old, can't pass up. The passion ratings include Romeo, Super Stud, Foxy Lady, Angel, and more. Features include durable steel construction with lights in motion to attract attention.

Talking Grip Test
Mr. Vend

This strength-testing unit is the company's most profitable impulse machine, as it isn't reliant on trends or being in style. Features include microprocessor control with digital voice/sound system and sturdy steel construction.

Nostalgia Console
Mr. Vend

This nostalgia console combines Mr. Vend's Oak *Talking Gypsy Fortune Teller, Grip Test*, and *Deluxe Love Meter* to create an attractive multi-interest impulse center. Other configurations are available.

Ye Olde Fun Shoppe
Mr. Vend

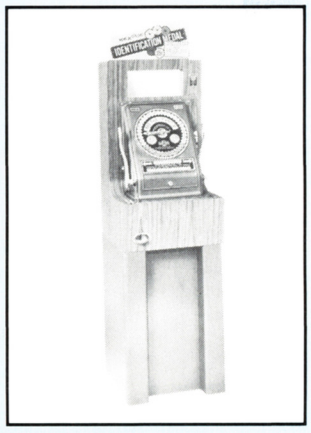
The American Oak showpiece and flashing lights serve as lures for those who pass by. A Talking Gypsy Fortune Teller and Talking Match Maker, combined with six mini-bulk vendors, offers something for virtually every customer. All voices and game features are digital and microprocessor-controlled.

Fun Egg
National Entertainment Technologies

A prize-vending unit with a chicken that clucks as it dispenses desired eggs. Features include heavy gauge steel construction and baked enamel finish, solid-state circuitry, optional push/pull slide, and 25-cent, 50-cent, or token vending available.

EV1 A-MOK
Simulators Intl.

This robot egg and capsule vendor has an extra large egg capacity and infrared sensors for reliable egg dispensing. Different contents are kept in separate display areas. Other features include programmable speech for ad messages, vibrant colors, and hypnotic eyes/speech to attract kids.



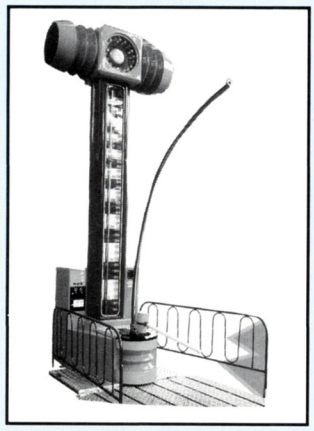
Rock & Roll Model
Standard Metal Typer

This model has been rebuilt with a new "drive-in" laminate cabinet and "tailfin" top sign. It still vends aluminum silver discs for 25 cents. The new Classical Model comes in an antique reproduction cabinet and vends collectible color-anodized discs for 50 cents (blue, green, gold, and red).

Non-Ticket Novelties

Value Card Shop
Star Mfg. Inc.

This unit is capable of vending two selections at different prices, ranging from 25 cents to $99. It comes with a scrolling dot-matrix display and a well-lit marquee. There's a 2,000 card capacity and an optional bill acceptor. A highlight is the "Star Card" redemption feature.

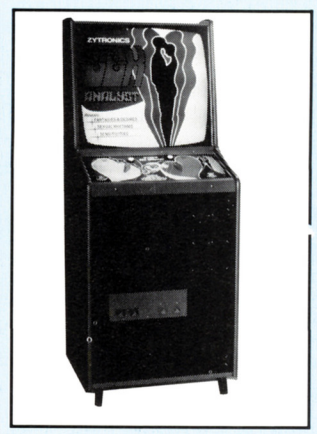


Hammer Hi-Striker
Zamperla

This coin-op hammer game includes a sturdy fiberglass cabinet, running lights for night use, and a bright color finish. It's made for indoor/outdoor use; a trailer model is available.

Gypsy Palm Reader
Zytronics

Bright colors and illumination highlight this upright cabinet game with 50-cent or $1 options for the players. Also available: electronic horoscope and palm reading, and weight and fortune scale.



Sex Analyst
Zytronics

A unit that dispenses comical answers to questions about sexual behavior. Players put one of their hands on the control panel and press the start button. A sex analysis is returned on a computer punch card. It operates on 50-cent play.

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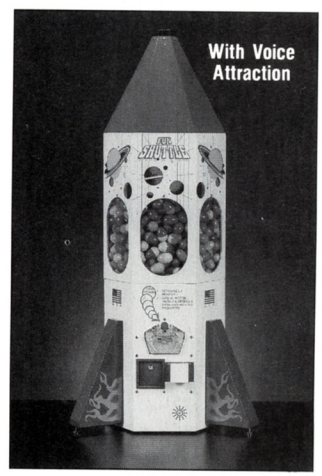

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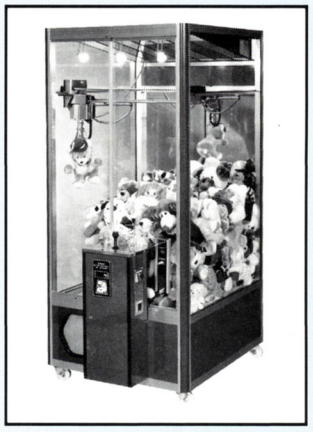
Snack Attacker
Advanced Games
An old fashioned digger with all-steel and acrylic construction, electronic coin meter, adjustable volume sound effects, adjustable levelers, T-handle front door lock, all-steel claw mechanism, and "winner every time" feature. Dimensions: 24" x 24" x 69".

Big Choice
Betson Enterprises
Features include adjustable claw size and prize value, updated electronics, reliable Belgium mechanism, separate locked cash box, optional coin counter meter and bill acceptor; available in one-, two-, three-, or six-player button or joystick control models.



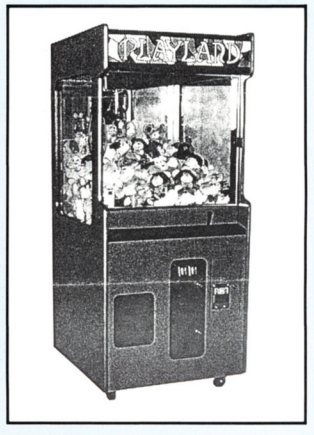
Limited Edition
Betson
Use as a plush crane or watch crane. Features include large display area, oversized 8" claw, mirrored ceiling, credit/timer display, coin counter meters, $1/$5 bill acceptor with stacker, attract mode, and electronic sounds. Dimensions: 36" wide x 46" deep x 77" high.

Top Choice
Betson
A jumbo single upright crane with oversized adjustable claw, button or joystick controls, optional $1/$5 bill acceptor, prize counter, dual coin mechs, and extra large prize-viewing area and door to accommodate larger prizes. Dimensions: 36" wide x 46" deep x 77" high.

Watch Crane Two-Player
Betson
A highly sensitive claw highlights this specialty crane that features an attract mode, electronic sounds, separate locked cash box, deep bay area, $1/$5 bill acceptor with stacker, halogen lighting, and optional prize counter.

Your Choice
Betson
Low boy crane with electronic sounds, adjustable claw, separate locked cash box, coin counter meters, adjustable pricing/custom programming, dual coin mechs, and optional bill acceptor and prize counter. Dimensions: 24" wide x 47" deep x 34" high.

Mirage
Coin Concepts
Four-player upright rotary with skill nudge feature, tilt alarm, sound effects, credit display, multiple coin mechs, lighted display shelves, and neon colors on the cabinet. Dimensions 42" wide x 79" high.



Playland
Coin Concepts
Joystick model economy crane with standard 4" claw or jumbo 8" claw. Features include Belgium mechanism, "prize every time," dual coin mechs, and $1/$5 play. Dimensions: 32" wide x 36" deep x 74" high.

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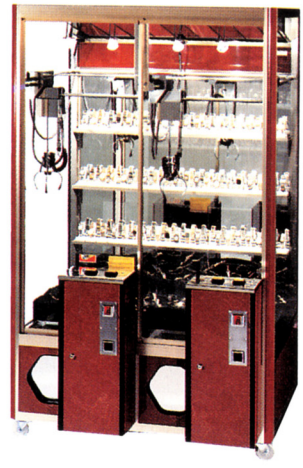

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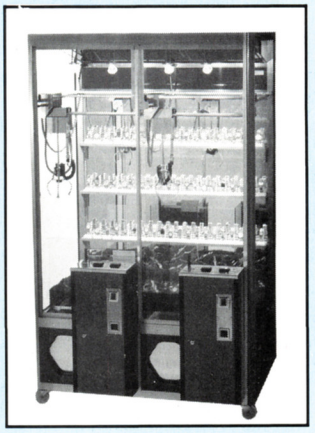
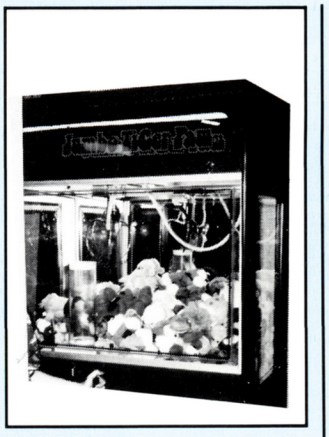


Watch Shoppe Crane
Coin Concepts

Two-player crane with Belgium mechanism designed for watch sensitivity, built-in display, mirrors and halogen lights, adjustable pricing, and optional bill acceptor. It is available in joystick or button control models. Dimensions: 39'' wide x 47'' long x 78'' high.

Tiger Paw
Drews Industries

Single crane with multi-sensory devices for security, tilt, and chute. Features: operator-selectable play settings, separate locking cash box and prize storage compartment, coin-in and prize-out meters, hinged front door, joystick or button control, and locking caster wheels.

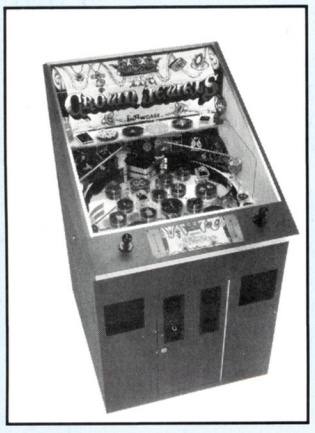


Jumbo Tiger Paw
Drews Industries

A new crane designed for jumbo-size prizes. It has all the same features as the single *Tiger Paw*, including operator-selectable play settings, coin-in meter and prize-out meter, hinged front door, locking caster wheels, and more.

Animal House Toy Vendor
GaMCO

A winner is guaranteed every time with this upright crane. Features: illuminated rotating carousel of prizes and modular electronics. Game play is priced at either $1 or $2 per play; players keep playing until they win a prize. A bill acceptor is standard.



Crown Jewels 30-Cup
GaMCO

A two-player rotary with joystick control, space-saving design, shake and tilt alarm, high visual impact viewing area, plexiglas window for safety, adjustable pricing and timer, modular electronics, extra large coin box, self-stocking, 30-cup reserve model.

Crown Jewels 80/90-Cup
GaMCO

Rotary merchandiser with 80/90-cup reserve, self-loading by gravity. Other features: two-player action, joystick control, directional control of sweep arms, automatic security gates, adjustable pricing and timing, $1/$5 bill acceptor available.

Custom Crane
GaMCO

Single upright crane with adjustable timer and coinage, joystick control standard, rotating playfield that moves toys within the unit and eliminates dead corners, interchangeable marquees available for seasonal emphasis, and formica-covered cabinet.

Music Machine
GaMCO

A new rotary that dispenses cassette tapes, housed in a cabinet with many of the same features as the *Crown Jewels*. A special spring mechanism gives greater control of the tapes and the unit automatically puts a new cassette on the mirrored playfield after one leaves the prize chute.

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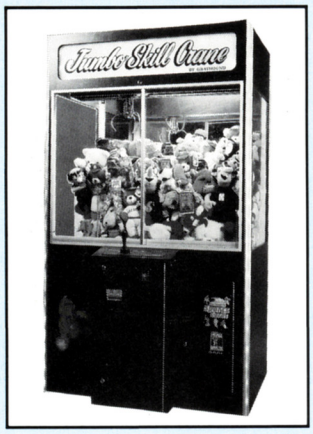
Cranes and Rotaries



Jumbo Skill Crane
Grayhound Electronics
Features include adjustable claw, sliding glass door for better prize viewing and loading, removable front console, separate locked cash box, adjustable time and cost per play, and optional sports card or ticket dispenser and bill acceptor. Dimensions: 41'' wide x 37'' deep x 76'' high.

Kiddie Crane
Grayhound Electronics
A smaller cabinet design is just right for youngsters. Features include chaser lights, one-piece front glass, joystick or button controls, and bill acceptor. Order in black or white. Options: ticket dispenser or sports card dispenser. Dimensions: 63-1/2'' x 25-1/2'' x 36-1/2''.

Single Crane
Grayhound Electronics
Features include all-metal cabinet construction, bill acceptor, rolling/locking wheels, joystick or button controls, and unbreakable viewing glass. Game play options range from 25 cents to $1. Dimensions: 78'' x 24-1/2'' x 34-1/4''.

Standard Jumbo Crane
Maxima
Crane 36'' wide with three-color graphics, adjustable claw, and one-piece door for easy storage and service access. Options: bill acceptor, flash package, and trading card or ticket dispensers. Other models: *Mini-Jumbo* 28'' wide, *Super Jumbo* 48'' wide, and *Maxi-Jumbo* 60'' wide.

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Mayoni Enterprises

Mini-Jumbo Cocktail
Maxima
A cocktail-size crane that's 42'' tall and 28'' wide. It has all the same features and options as the *Standard Jumbo*, including a dual pin locking system for extra high security and three sides of 1/4'' tempered safety glass.

Sweet Factory
Namco-America
Robot-themed game that can be loaded with a variety of prizes: plush, jewelry, capsules, candy, and toys. Features include two player stations with double coin mechs for each, locking caster wheels, and a bright color scheme of blue, yellow, and red. Dimensions: 5'8'' wide x 3'2'' deep x 6'5'' high.

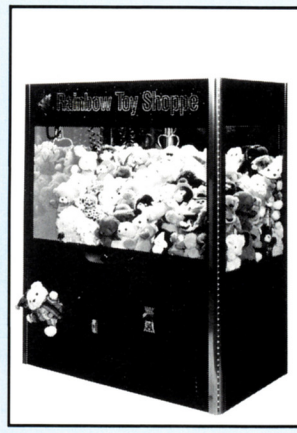
Cranes and Rotaries

NO PHOTO AVAILABLE

Lax Four-player
Noel Industries
Standard features include separate cash box, rotating mirrored playfield, music and sound effects, tamper alarm, prize storage area, double coin mechs, and four fuses for easy troubleshooting. Dimensions: 44'' in diameter x 55'' tall.

Lax Jr.
Noel Industries
One-player rotary merchandiser that automatically dispenses any item that fits into a three-inch tray. It shares the features of the four-player model. Dimensions: 30'' wide x 36'' deep x 72'' tall.

Rainbow Crane
Rainbow Crane
An upscale 42'' wide crane with modular microprocessor electronics, self-diagnostics, tangle-resistant claw design, tempered and scratch-resistant safety glass, and tamper-resistant single door design.

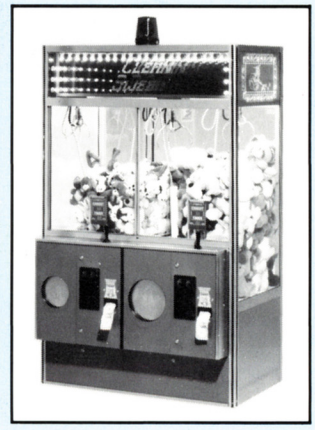


Animal House/Rainbow Toy Shoppe
Rainbow Crane
Choose Toy Shoppe or Animal House header on this 60'' wide crane with adjustable pricing and play time, joystick or button controls, self-diagnostics and self-testing, and single computer board design. Other measurements: 33'' deep x 75'' high.

Fun Shoppe
Rainbow Crane
Just released—a new candy skill crane in an upright red cabinet with double coin mechs, attractive header, and bright yellow claw mechanism.

Classic Watch Crane
Smart Industries
Features a halogen lighting system, mirrored shelves and cabinet, channel rope lights, action sound system, $1/$5 bill acceptor, a credit/timer digital readout, and small claws.

Clean Sweep Single/Super Single
Smart Industries
New cabinet design with gold aluminum trim and tamper-resistant, stainless steel double prize door system, three skill game options, steel frame, and dual coin mechs. Options: $1/$5 bill acceptor with stacker.
Single—26-1/2'' wide x 34-1/2'' deep x 81'' high;
Super—34-1/2'' wide x 32-1/2'' deep x 81'' high.

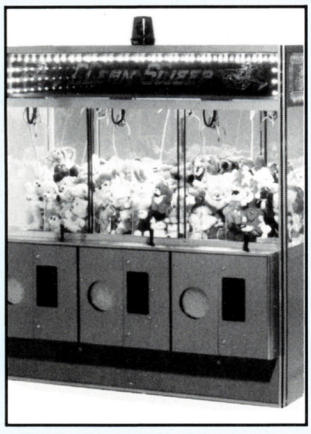


Clean Sweep Double
Smart Industries
Features simultaneous play for two with the same features and options as the single cranes, including the credit/timer readout, joystick control, game bonus, and timer. Options: tilt alarm, prize counter, and winner light. Dimensions: 48-1/2'' wide x 32-1/2'' deep x 81'' high.

Cranes and Rotaries

Clean Sweep Double and 1/2
Smart Industries

A double-duty crane with regular size claw on the left and jumbo on the right; both are fully adjustable. All features and options are the same as other Clean Sweep models, including the optional bill acceptor with stacker and ticket dispenser. Dimensions: 57'' wide x 32-1/2'' deep x 81'' high.



Clean Sweep Triple
Smart Industries

This unit comes with all the same features and options of the double model, but designed for three players. Included are dual coin mechs, solid-steel frame and credit/timer readout. Options: sound system and winner light. Dimensions: 71'' wide x 32-1/2'' deep x 81'' high.

Clean Sweep Jumbo Jr.
Smart Industries

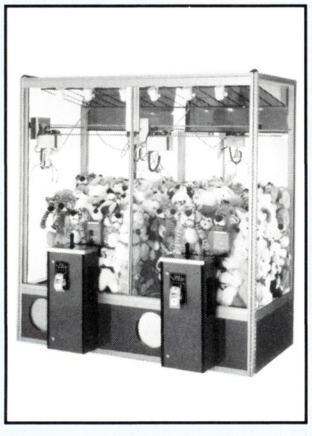
Along with the same features and options as other Clean Sweep models, this crane has a dropped playfield depth with increased side viewing area. A $1/$5 bill acceptor with stacker is standard. Dimensions: 34-1/4'' wide x 32-1/2'' deep x 81'' high.

Clean Sweep Jumbo 42''
Smart Industries

The same features and options as the Jumbo Jr. 34'' unit, including the new cabinet design of the '90s for all Clean Sweep models. Both Jumbo models have credit/timer LED readouts to accommodate the large set of claws. Dimensions: 42'' wide x 32-1/2'' deep x 81'' high.

Clean Sweep Classic Jumbo Single
Smart Industries

Immense viewing area achieved by extra-low playfield and larger window display. Standard are high-tech Halogen trac lighting, ''motion'' sound system, $1/$5 bill acceptor with stacker, credit/timer LED readout, and adjustable claws. Dimensions: 35-1/2'' wide x 41'' deep x 77-1/2'' high.



Clean Sweep Classic Jumbo Double
Smart Industries

The same features and options as the single are here, including gold trim cabinets, side rope lights, joystick control, and three skill game options. Dimensions: 70'' wide x 41'' deep x 77-1/2'' high. The console box on both Classic models can be removed for access through doorways.

Jackpot Four-Player
Smart Industries

A one- to four-player rotary with automatic prize-loading system in the center of a mirrored playfield. It features a double coin mech with separate locked cashbox, ''action'' sound system, tilt alarm, and rotation timer. Dimensions: 45-1/2'' wide x 57-1/2'' high with dome.

Jackpot One-Player
Smart Industries

A one-player version of the four-player with automatic prize-loading system located behind a rotating mirrored playfield, double coin mechs with separate locked cashbox, and two rotating carousels. Options: bill acceptor with stacker and ticket dispenser. Dimensions: 30'' wide x 40'' deep x 70'' high.

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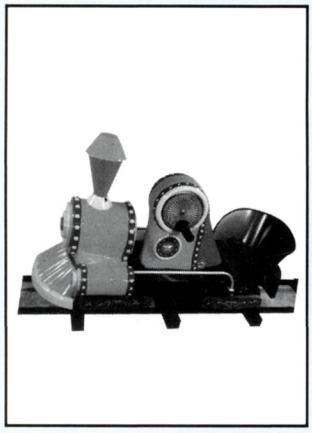
Kiddie Rides



Crank 'N Roll
Alter Enterprises

Kid-powered kiddie car allows each rider to propel his own car through the use of hand cranks. Soft "cow catcher" bumpers protect during collisions. Railroad-style track adds to appeal. There's simple design and very low maintenance; no motors or electricity.

Cruiser
AMTEC

Young sailors love the authentic look of this pleasure craft in red, white, and blue. Nautical detailing on this fiberglass ride with real chrome hardware. Other rides from the company include *Blue Cosmos Rocket Ship, Crown Carousel, Carousel Horse*, and *Pinochio*.

Eva the Milk Cow
American Simulators

Whimsical and brightly colored in two-part polyurethane paintwork. The ride features steel frame construction and all solid-state electronics. Eva plays catchy musical themes to enhance kiddie appeal. Available with dual coin mechanisms.

Pepito the Burro
American Simulators

Friendly Pepito comes complete with saddlebags, water, and a bed roll on his back, ready to take young riders up an imaginary mountain. The motor mechanism has thermal protection, lifetime lubricated gearbox, and ground fault circuitry.

Skyhawk Raider BS3
American Simulators

Kids can simulate an "aerial dogfight" in this ride. They thrust the throttle forward, point the ride's nose toward the sky, and are transformed into a bright yellow blur streaking toward their proving ground. This yellow ride has a fiberglass capsule and base. Available with optional clear-view windshield.

Starfighter BS1
American Simulators

This rocket ship ride has a white exterior, amber-colored afterburners, and flashing lights on the control panel. Other features: a fiberglass capsule and base, fully molded interior, solid-state electronics, resilient mechanical components, and corrosion-protected metal components. available with optional clear-view windshield.

Stealth BS4
American Simulators

With this ride, kiddie pilots can make believe they're piloting Stealth aircraft. The unit is black and blue, with amber-colored afterburners. As with the other rides in this line, the length of the ride time can be adjusted from 30 seconds to four-and-a-half minutes.

Turbochopper BS2
American Simulators

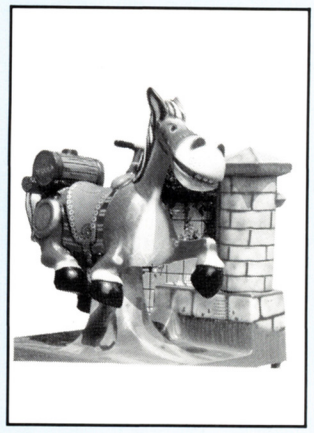
What a mission! Kiddie helicopter pilots must battle wind and a driving rain to rescue a stranded firefighter from the rooftop of a towering inferno. The unit is red and measures 60" high x 84" long x 39" long. The weight is 300 pounds.

Kiddie Rides

Davey Dragon
R.H. Belam (Belita)
The friendliest of dragons awaits youngsters wanting to climb on the back of a most unusual creature. The smiling fellow is all green with a yellow neck and a yellow seat ready to be occupied.

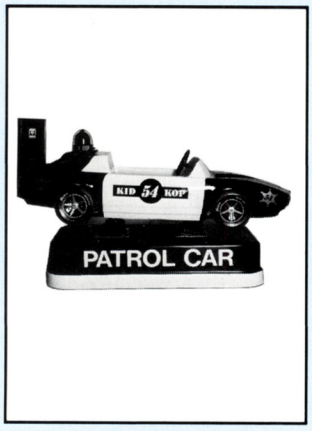
Ferrari Racing Car
R.H. Belam (Belita)
A sleek and shiny red racer with black trim, rear spoiler, and decals that indicate the European racing circuit. The ride is mounted on a silver stand.

Norton Motorcycle
R.H. Belam (Belita)
Young motorcycle enthusiasts will be attracted to this silver racing machine that comes complete with windshield and realistic hand controls. Trim colors are red, blue, and yellow.

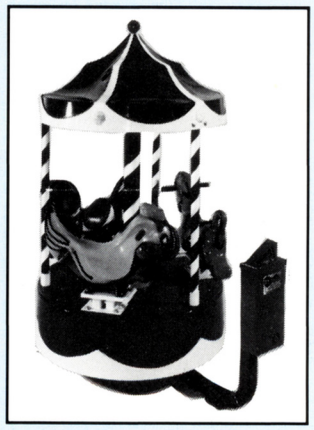


Pepito Horse
R.H. Belam (Belita)
Every little cowpoke will want to saddle up on this colorful ride that features a classic white and tan horse on a bright green stand. The blue saddle adds to the already eye-catching color combination.

Vienna Horse
R.H. Belam (Belita)
Carousel horses of days gone by provided the inspiration for this special ride, available as either a white horse with blue trim or a striking black steed with blue trim.



Kid 54 Kop Car
Carousel
Kids can chase the bad guys in this sleek cop car with flashing red light. It comes on a large step-up base with "Patrol Car" stenciled in large white letters. The car is black and white with a gold badge insignia.

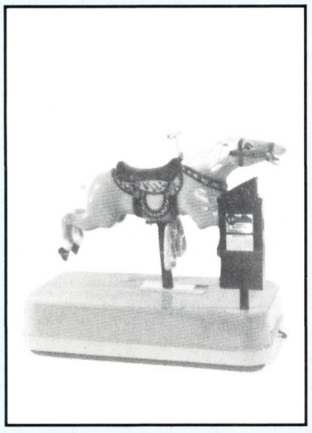


Jr. Carousel
Carousel
Calliope music is played on this three-rider carousel. It's built to withstand constant use. There are candy-striped poles, a red and white canopy top, and a double-guarded cashbox.

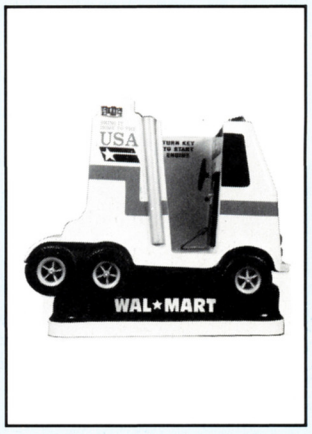
Monster Mudder 4x4
Carousel
A twin rider truck in black with blue detailing along the sides. One of the new contemporary rides, it has attraction lights and user-activated sound effects and controls.

Kiddie Rides

Sky Copter
Carousel
Another in the contemporary line, the bright red copter on its red and white stand is sure to attract young pilots. Flashing lights on the top and the back add to its appeal.

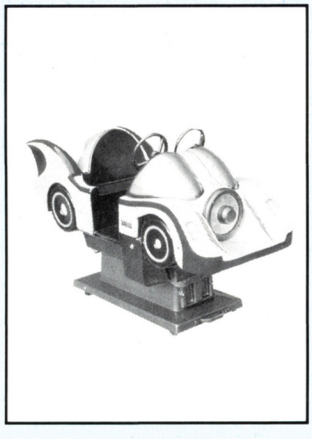


Star Horse
Carousel
One of the company's traditional rides, it is as time-tested as the multi-rider carousel. Here the horse is done in a soft buff color and stands on a sturdy blue and yellow base. The double-guarded cashbox is standard.



Wal-Mart Truck
Carousel
Kids will love to drive the big rig: a semi-cab with steering wheel and foot pedal. It's made for Wal-Mart locations, complete with red, white, and blue Wal-Mart logos.

Happy Hippo
Coastal
This is a two-seater hippo ride with steering wheels for two. Sound and light attractions complete the package. Dimensions: 62'' long x 33'' wide x 57'' high.



Jet-Hawk
Coastal
This is a sleek, eye-catching car ride with two seats. It comes with three different pushbutton sounds and front and rear rotating lights.

Jumbo Elephant
Coastal
A decorative canopy with the name ''Jumbo'' sits atop the ride, which can accommodate two youngsters at once. The ride's dimensions are 68'' x 26'' x 68''. Sound effects and lighting add to the total package.

Teddy Bear See-Saw
Coastal
This is a rocking see-saw kiddie ride with a cute bear across from youngster. Rails and a seat belt are included to keep the young riders in place.

Turbo Car
Coastal
This ride features front and rear flashing lights; authentic colors in a Le Mans-style racing car; engine and horn sound effects; rear castors; and a telescopic handle at the front.

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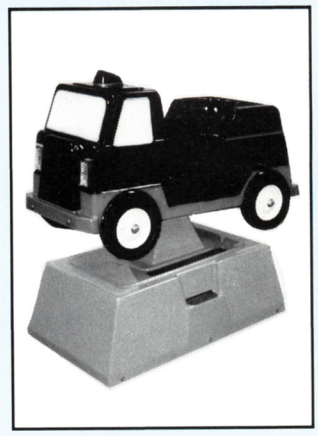
Kiddie Rides

Veteran's Car
Coastal
This is an old-time, two-seater car with dual steering wheels. The ride has electronic tune, horn, and lighting effects.

Dinosaur Jr.
Daemco FunRiders
This prehistoric ride features red fire lights and blue horn lights, an all-metal fabricated frame fitted with castors, and a belt-driven base mechanism for quiet operation.



Mini Fire Truck
Daemco FunRiders
Bright colors and flashing lights are sure to make this fire truck attractive to kids. There are pushbuttons for sound and light actuation. It comes with a standard coin box mounted on a pole or a body-mount coin box system.

Mini Space Shuttle
Daemco FunRiders
This new addition to the company's line of rides has a super quiet base mechanism, interchangeable bodies, different coin box configurations, and fiberglass bases with built-in castors.

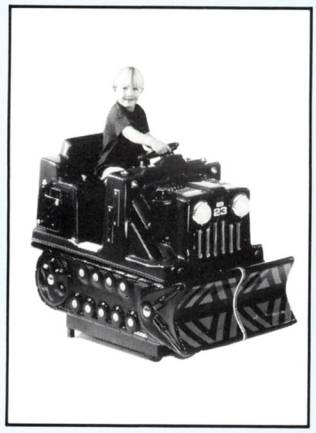
Ranger Pony
Daemco FunRiders
This beautifully crafted ride comes complete with galloping pony sounds. Options include a new speed drive system controlled by the rider.

Airliner
EMT-America
This plane ride is available with either a "Kiddie Airlines" or "Lufthansa" logo. It stands on a space-saving pedestal which rocks backward and forward. The coin box and tester are built into the pedestal. The attract mode comes with sound.

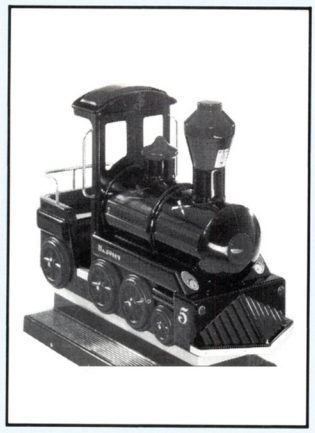
Astronaut
EMT-America
This ride has been awarded the GS seal of quality by the TUV (German Technical Control Association). Children can float through space like astronauts in free fall on this new, attractive model. The back-and-forth movement is accompanied by the sounds of rockets and blinking lights. A joystick enhances up-and-down motion.

Bear
EMT-America
Children ride on the round tummy of this friendly bear. Its paws holds kids securely. The coin tester and coin box are installed in the pedestal column. There's also an attention-getting bear call and music.

Kiddie Rides



Dozer
EMT-America
Steering wheel and joystick controls are provided in this ride that rocks forward and backward. Features include horn, motor sounds, and flashing lights. The coin rejector and cashbox are located on the top of the ride.



Santa Fe Train
EMT-America
This ride gives the impression of genuine driving, which is created by the gliding back and forth on the stationary pedestal. The attraction is increased by an electronically controlled engine and sound effects controlled by pushbuttons or foot controls. It's easily accessible, even for small youngsters.

Sky-Wolf
EMT-America
This helicopter ride gives children the sensation of flying. There's electronically and mechanically controlled up-and-down motion, accompanied by tower/pilot communications and copter sounds. Seat belts and head lights included.

Turbo Car
EMT-America
This car ride is equipped with horn and flashing lights. Sounds can be varied by either pushbuttons or foot pedals. The top section of this series of EMT-America rides is easily interchangeable.

Bully Car
Falgas USA
A colorful kiddie ride available with a choice of several animal figures riding in the back: duck, bear, or rabbit. The ride is red and white with oversized headlights and a front license plate.

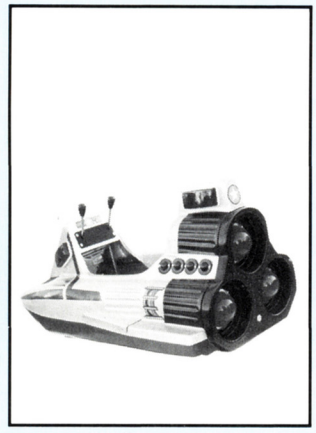
Ferrari
Falgas USA
Everyone is familiar with this famous Italian race car. Here it features a steering wheel, spoiler, four exhaust pipes in the rear, and a collection of racing decals from around the world.

Oldtimer
Falgas USA
This is an early horseless carriage. It features a tubular chassis, metallic paint, a horn, an adjustable timer, and an integrated electronic system. The car's body is red with a black top.

Porsche
Falgas USA
Formula 1 racers offer low-slung seating like this realistic ride, which comes with exhaust pipes, red and white metallic paint job, wire wheel covers, and a padded seat. It includes all the standard Falgas features.

Kiddie Rides

Santa Fe Express
Falgas USA
Return to the Old West in this authentic-looking locomotive in black and red on a bright blue base. Careful detailing duplicates the look and feel of engines from the late 1800s.

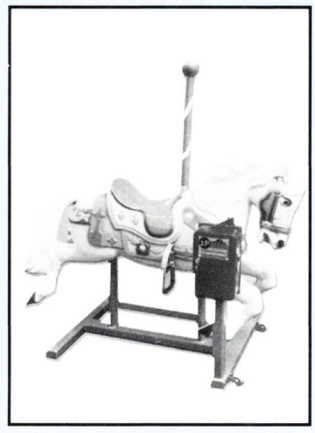


Sputnik
Falgas USA
Young riders can roar into the galaxy in this multi-colored spaceship, complete with flashing lights and padded seat. The rear view of this ride closely resembles the look of real jet-powered spacecraft.

Indy Car
Just Kiddie Rides/KMI
Kids can imagine starting the engine in this sleek, realistic Indy racer. It's a single-seater with steering wheel and rear air foil.

Islander Jeep
Just Kiddie Rides/KMI
This two-seater ride features solid-state integrated sound and head and tail lights. It comes in a light yellow color with oversized tires for just the right effect.

Mall Kiosk
Just Kiddie Rides/KMI
This centerpiece features a canopy top that's done in fancy detail and pastel colors of aqua, pink, and gold. Four posts support the canopy; the baseplate can accommodate four different rides and a change-maker at the center.



Merry-Go-Round Horse
Just Kiddie Rides/KMI
This is a single horse kiddie ride that's reminiscent of the earliest carousels. The white steed has a tan saddle trimmed in pale blue, pink, and green.

Speed Boat
Just Kiddie Rides/KMI
Kids will zip through water in this multi-colored, twin- hulled speed boat. It's a double-seater complete with steering wheel and twin outboard motors.

Eighteen Wheeler
Kiddie Amusements (Dudley's)
Individually molded tires add realism to this ride, which seats two children. It fits on a universal base, has high-security coinbox and post, and heat-treated strips for construction. The ride is also available in a Wal-Mart version. Replacement parts are universal American-made.

Kiddie Rides

Hellcopter
Kiddie Amusements
(Dudley's)

This newly designed helicopter is lightweight, durable, and weatherproof. The mechanics and music are solid-state. It seats two and fits on a universal base.

Kiddie Car
Kiddie Amusements
(Dudley's)

This car kiddie ride, ever popular among young drivers, features a sleek design. As with other Dudley rides, it fits on a universal base and has a high-security coinbox and post.

Kiddie Karousel
Kiddie Amusements
(Dudley's)

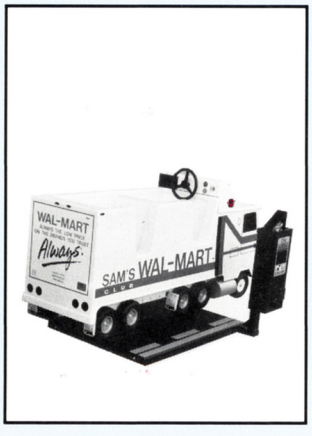
This 42", three-horse ride has an all-new look and increased safety. It still features the high-security coinbox and post, along with solid-state sound and mechanics. Available in several combinations of primary colors or custom pastel shades.

4x4 Big Foot
Kiddie Amusements
(Dudley's)

This classic truck has been redesigned. There are lights, sound effects, and a standard state-of-the-art security box with double coin mechs. The ride seats two children and is also available in the smaller, one-seat 2x4 Truck. A Corvette car is also offered in the space-saving design.

Tug Boat
Kiddie Amusements
(Dudley's)

The foghorn's roar will summon young riders to a magical voyage in the company's newest piece. As with other Dudley rides, it fits on a universal base and has a high-security coinbox and post.

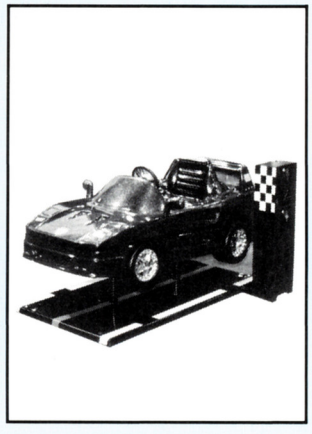


Wal-Mart Truck
Kiddie Amusements
(Dudley's)

Your Wal-Mart managers will love to have this truck welcoming customers to their stores. Children will love to imagine they are "trucking" favorite toys to their local Wal-Mart store. It's available only to authorized Wal-Mart vendors. Also available in the semi-truck style above.

Classic Carousel
Kiddie's Mfg.

Three children can enjoy a ride at the same time on this pastel-colored traditional ride. The canopy top and solid base are elaborately decorated.

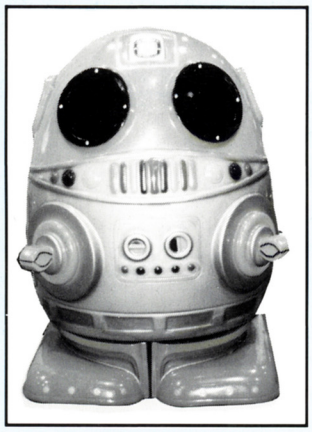


Ferrari Race Car
Kiddie's Mfg.

Potential young drivers will be attracted to this gleaming red sports car with black padded seat and fancy wheel covers. The base is black with stripes; the coin box has the look of a checkered flag.

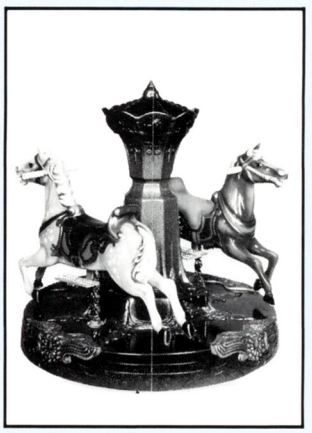
Kiddie Rides

Galactic Fighter
Kiddie's Mfg.
Kids can pretend to fly into outerspace combat with this cockpit-styled kiddie ride. It's brightly colored in red, yellow, and black.



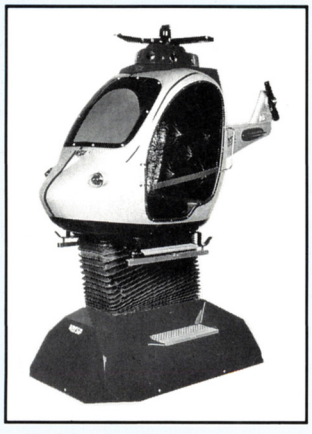
Space Robot
Kiddie's Mfg.
This friendly looking fellow has his own special charm. He talks to children as they go by. It's an attention-getting unit to have in any location. The ride can be programmed to deliver many different messages.

Teen Van
Kiddie's Mfg.
Pile the kids into this two-seater van for lots of fun. It sways and rocks and comes in white, with yellow and black accents.



Carousel
Kiddie Rides International
This is a detailed mini-version of the real thing. The two-horse ride revolves on its own stand and dome and comes— as do all Kiddie Ride International rides—in custom color?

Draakon
Kiddie Rides International
Kids will love flying through ion storms in this highly futuristic ride. It's heavily detailed with multi-colored art-work and features a mechanical rocking motion.



Hellcopter
Kiddie Rides International
Kids can "take off" in this realistic ride, which comes detailed with rotors and has a mechanical lift motion. It also features sound effects and lights.

NO PHOTO AVAILABLE

Hot Rod
Kiddie Rides International
One of KRI's biggest sellers, this model is detailed with separate wheels, lights, and steering wheel. It features rocking motion, sounds, and lights.

Super Car
Kiddie Rides International
This sleek, futuristic car ride features back-and-forth motion, transparent windshield and top, full sound effects, and flashing lights.

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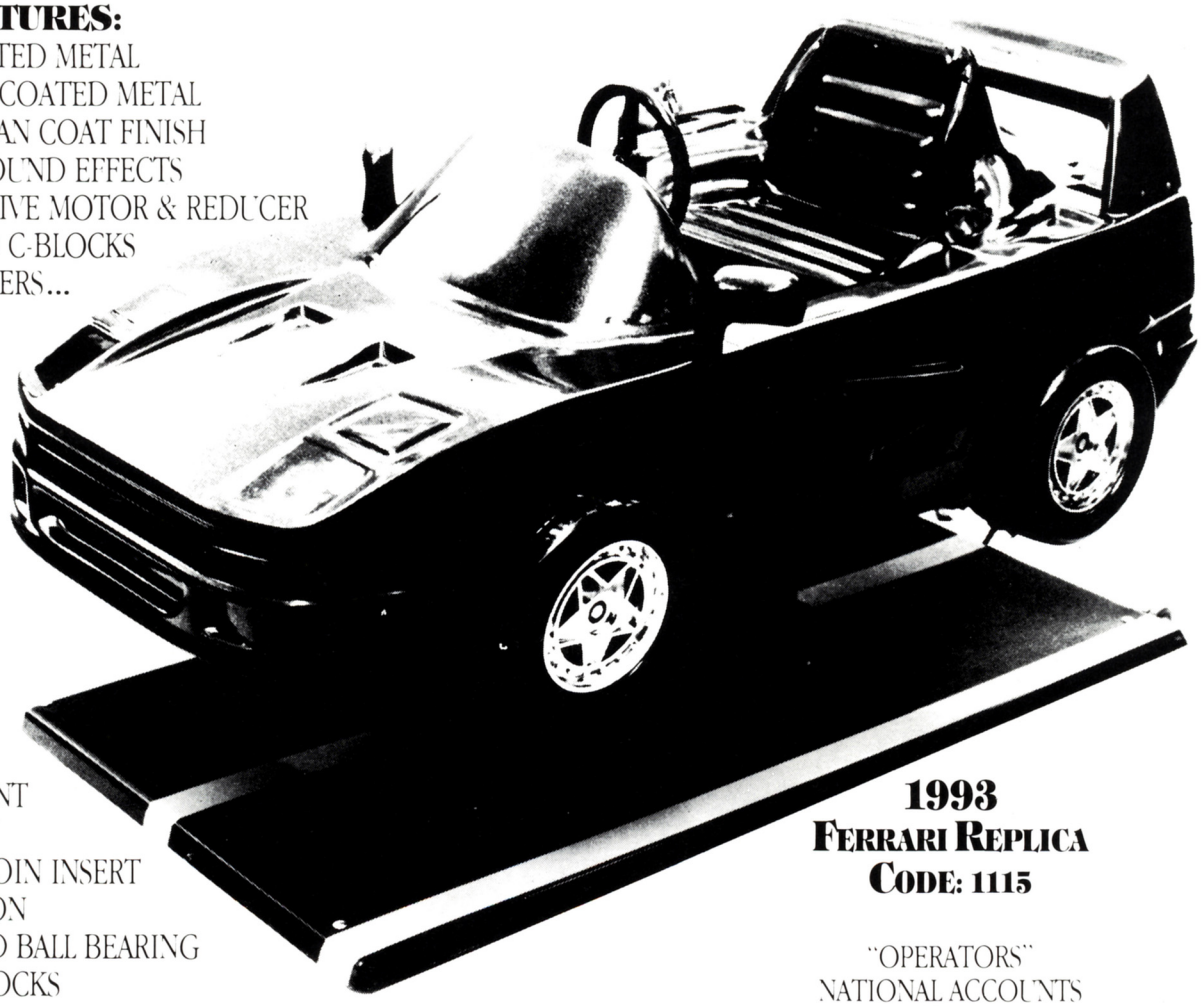

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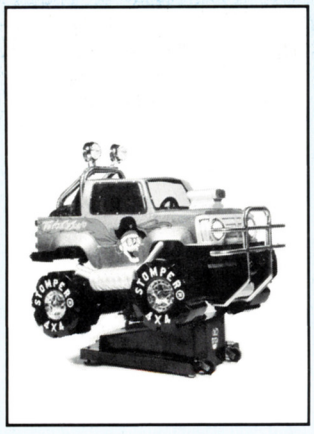
Kiddie Rides

Tow Truck
Kiddie Rides International
This ride is not simply one-piece fiberglass. It features chrome grill, lights, horns, and a realistic tow lift. Rocking motion, sound, and multi-coin/token/combination mechs complete the package.

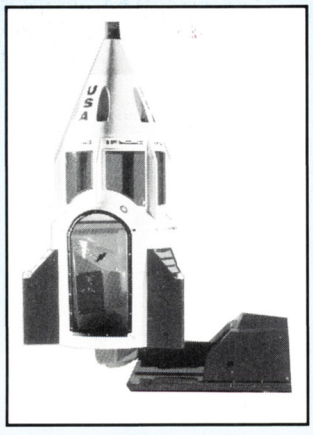
18-Wheeler
Kiddie Rides USA
Get ready to go truckin' in an 18-wheeler replica that holds two children. The white truck's cab has a yellow seat; trim is red and yellow.

Ferrari
Kiddie Rides USA
This new ride is sure to capture attention with its gleaming red body and fancy wheels. A spoiler on the back completes the sporty look.

Jolly Roger
Kiddie Rides USA
''Ahoy, mates '' Climb aboard with a pirate captain and fire the interactive cannon. The boat has its base in a tub of water; there's sound, music, and more.



Mud Truck
Kiddie Rides USA
Kids take a wild ride in this 4x4 with chrome bumpers and overhead lights. There's realistic motor sound effects and interactive buttons.

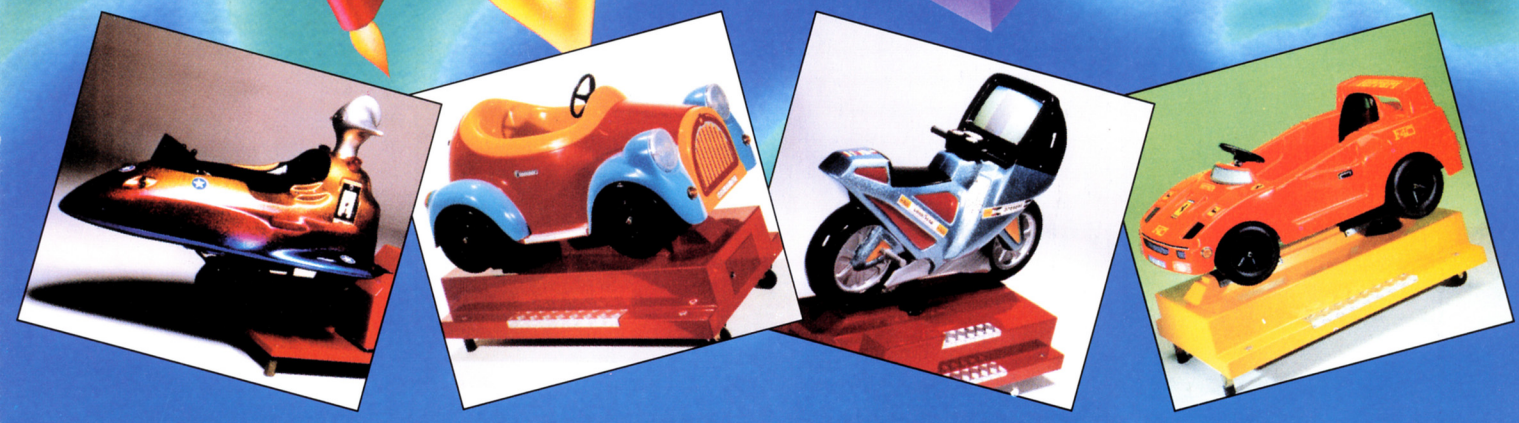


Space Shuttle
Kiddie Rides USA
This is a hydraulic ride with rotation—a real step into the world of outer space. The coloring is all-American red, white, and blue. It stands 6'8'' long x 4' wide x 9'9'' high.

Tug Boat
Kiddie Rides USA
Ride the waves with this mechanical tug boat, complete with sound, lights, and interactive foghorn. The tug has a steering wheel and smokestack to finish the effect.

Elephant Mini
Kiddie World
This newly designed ride is great for places where space is at a minimum. It has all the same features as the company's regular-sized rides, only on a smaller scale. Dimensions are 24'' x 34''; available in all colors.

WATCH YOUR PROFITS SOAR



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Kiddie Rides

Trans-Am Car
Kiddie World
A ride designed for all ages, it has an aerodynamic look, stripe detailing, and buttons on the dashboard. The ride can be ordered in a variety of colors; dimensions are 28'' x 60''.

Search & Rescue Hellcopter
Kiddie World
One of the company's best-selling rides, it has the look and feel of a real helicopter. Features include optional lights, buttons, and gear shifter. Order in several colors; dimensions are 28'' x 60''.

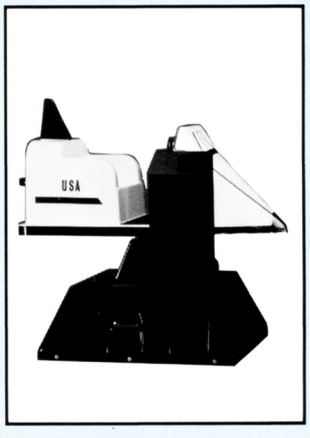
Mini-Quad Runner
Kiddie World
Four big tires support this red and black ride that sounds like a real quad racer. It is available in many colors; dimensions are 21'' x 34''.

Merry-Go-Round
Kiddie World
A two-character merry-go-round with a canopy top and solid base. Two children can enjoy the ride simultaneously; it is suitable for both indoor and outdoor locations. The ride measures 36'' around.

Carousel
Miracle Recreation
A musical, miniature merry-go-round that's built for use inside or outside. It's constructed of sturdy fiberglass and steel. There are computer-generated calliope tunes to attract children. The ride comes in red, white, and yellow.

Dinosaur
Mr. Vend
Dinosaurs are hot, and this one has (as all Mr. Vend rides do) the company's exclusive controller that combines the following into one simple box: timer, attract feature, player participation, digital sound, $500-capacity money box, non-resettable coin meter, lighting control, and an 850-piece merchandise vendor.

Fire Engine
Mr. Vend
This attractive kiddie ride features many flashing lights, sturdy construction, silent V-belt operation, and authentic fire engine sounds.



Rocket Ride
Mr. Vend
This spaced-out ride is both fun and profitable. It features a space shuttle design with an impregnated, gel-coat finish and nearly silent V-belt drive. Countdown and rocket sounds are from an actual Apollo mission.

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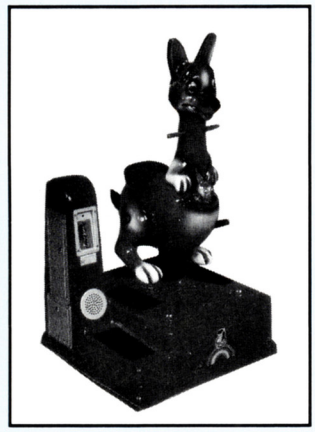
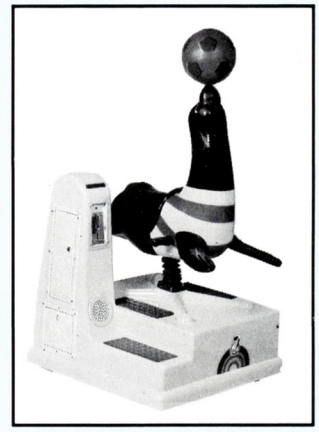
Kiddie Rides

Race Car
Rainbow
A red racer with all the detailing found on the real thing. Features include maintenance-free electronic sound and sturdy construction. Dimensions are 49'' x 31-1/2'' x 37''.



Kangaroo
Rainbow
This cute Australian kangaroo takes youngsters bouncing up and down. All Rainbow rides have back-and-forth and up-and-down movements.

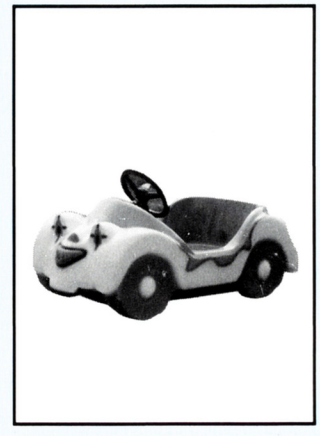


Sea Lion
Rainbow
One of a series of 16 interchangeable kiddie rides, it features belt-driven movement and fiberglass bodies. Other choices include an airplane, speed boat, pony, kangaroo, pelican, donkey, dolphin, and fantasy horses.

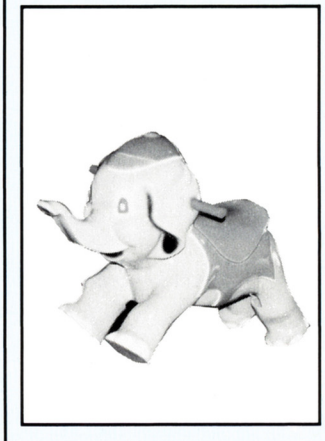
Pony
Rainbow
This attractive pony is sure to attract youngsters. It has all the standard features of Rainbow rides.

Bat Helicopter
Theisen Vending
Holy bat wings! This black and yellow helicopter is just asking for riders. All Theisen rides have a sound system, solid-state coin mechs, adjustable time, and one-year warranty. Also available in camouflage colors and others on request.

Carnival Carousel
Theisen Vending
A colorful carousel that can accommodate three young riders. It comes in pastel colors with a canopy top and has three ponies on board. Appropriate for interior or exterior use.

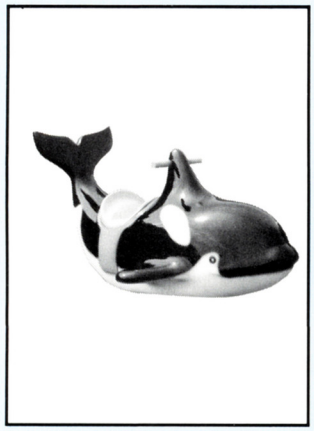


Happy Clown Car
Theisen Vending
This is a kid-sized vehicle with a smiling face and soft colors of blue, white, yellow, and pink. As with all Theisen rides, they are made in the continental USA and have the same standard features.



Happy Elephant
Theisen Vending
This is a smiling elephant that looks like he's straight from a circus animal act. The figure is interchangeable with other Theisen figures and utilizes the same base. The ride time is adjustable from 60 to 90 seconds.

Kiddie Rides



Namu the Whale
Theisen Vending

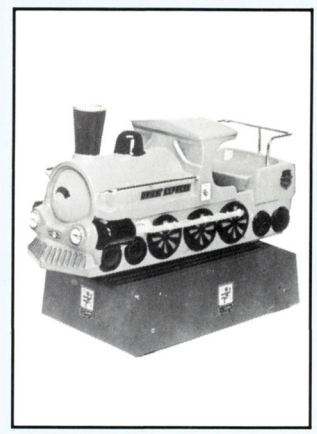
Visitors to water parks across the country will recognize this performing whale figure. He's equipped with a saddle just right for young aquanauts.

Police Patrol Helicopter
Theisen Vending

Choose this blue and white chopper or order other colors on request. Young pilots will take quickly to the joystick controller. The ride time is adjustable; coin mechs are solid-state.

Super Sport Motorcycle
Theisen Vending

Who can resist a red motorcycle poised for a quick takeoff? Young riders will enjoy the motion and the sound effects; operators will like the one-year warranty.



Little Train
Zamperla

Youngsters can take a turn as chief railroad engineer on this mechanical ride. It looks like Tootle, the storybook engine that learned to stay on the tracks.

El Paso Train
Zamperla

Right out of the Old West, this train comes complete with lights, sound effects, and operator-controlled speed. Includes engine, three wagon cars, and a standard oval track; a figure-eight track is optional.

Red Baron
Zamperla

Snoopy's nemesis, the Red Baron, piloted a plane just like this one. It's a hydraulic lift ride of molded fiberglass, with sound and lights. Also available is *Sharp Eagle*, a black and gold hydraulic ride reminiscent of a jet fighter.

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Specialty Machines, Bulk Vendors

Autocard
Applied Computer Technology

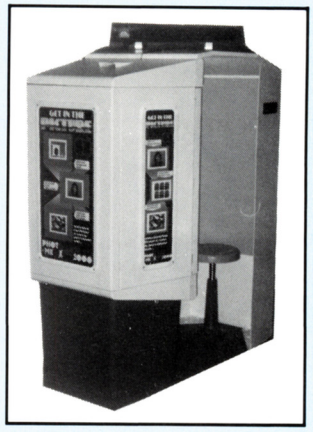
This vending unit prints business cards in a variety of formats. Greeting cards and party cards can also be printed. The machine uses dual ink jet devices and produces 30 cards in two minutes. Cards can be printed in five languages: English, Spanish, German, French, and Italian, with a full character keyboard for language support.

Photo Booths
Auto Photo Systems

A complete range of traditional photo booth products and exterior designs. All units available in color, black and white, passport, or souvenir configurations. New and used equipment available.

Express Card
Auto Photo Systems

The latest in "self-service," print technology, this machine designs and prints 50 business cards or 25 invitations in just 60 seconds. Adjustable vend price and quantity.



Express 2000
Auto Photo Systems

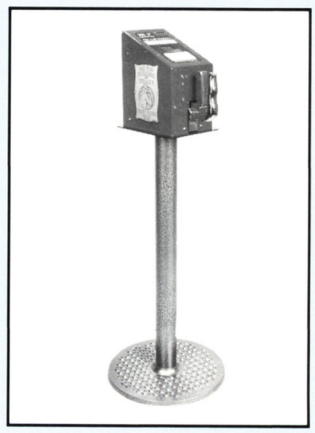
The photo booth of the future—today. Complete solid-state, fully electronic unit (no chemicals) featuring a choice of four different photo options, unlimited background/souvenir potential, and high image quality. All photos printed on souvenir postcard stock.

Photo Magic 1010
Auto Photo Systems

Electronic low-cost, low-maintenance, self-service photo vending in a variety of traditional and celebrity photo options. Features include bill or token operation, six customer scene selections, and a 90-second process time. Dimensions: 30" wide x 36" deep x 96" high.

Auto Print
Auto Print Corp.

This custom card vending machine allows cutomers to print their own business cards, invitations, announcements, and post cards. Features include line-to-line editing, choice of keyboards, four type styles, and a 386 high-speed processor. A color monitor shows exactly how the finished product will appear.



The Gripper
B & B Music

A compact strength tester mounted on a heavy-duty stand, it asks "Are you strong or weak?" Patrons insert a quarter, grip the handle, and see their strength level.

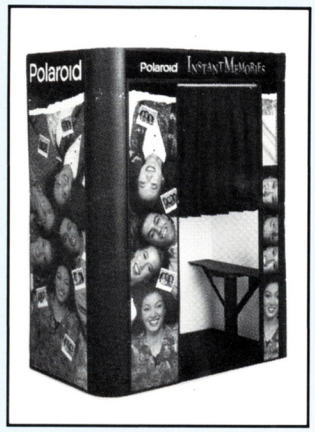
Phantom 1000 Scale
B & B Music

A gleaming white scale that asks, "What is your weight?" Patrons insert a quarter on the side of the unit for an accurate weight reading and lucky number delivered in the process.

Specialty Machines, Bulk Vendors

Super Jumbo
B&E Vending

This 82" tall gumball machine can vend two different products. It fits through a 30" doorway and has easy front mech service; a secure, locking steel bank door; and an optional second mech. The base is red; custom colors can be ordered. The company also makes the *Mini-Super Jumbo*.



Polaroid Instant Memories
Capcom

Two to three people can pose inside this machine, the outside of which is dominated by bold graphics. What they get is a 3" by 4" color Polaroid photo, produced without chemical processing. Factory vend setting: one photo for $2, three photos for $5. Quarters and $1/$5 bills accepted.

Jumbo Dispenser
Classic Inc.

A variety of candy and merchandise can be dispensed from this unit, which stands 66" high and requires little floor space. It can vend more than just gumballs: sourballs and other candy, capsules filled with bulk-type merchandise, and rubber superballs. Refills available through Classic.

Kola Kron
Cofusa Enterprises

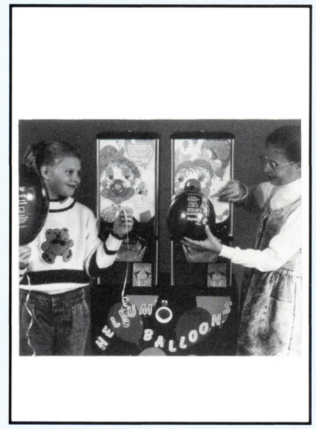
A futuristic novelty drink vendor puts on a continuous show of light, sound, movement, and robotic interaction. It can sell up to 1,400 drinks every 10 hours without operator assistance and can serve two customers simultaneously.

Breath Analyzer
Communidyne

Features include digital LED readout of the percentage of blood alcohol concentration and five visual displays to reinforce audio instructions and results. The machine promotes customer awareness and helps reduce bar liability. Coin-operated, it adjusts from one to seven coins.

2000 Turbo Breath Analyzer
Communidyne

An advanced, computerized breath tester, it is self-diagnostic and self-calibrating. New features include automatic coin credit, unbreakable front panels, and automatic legal intoxication level status. A 15 percent liquor liability insurance discount available to bar owners who install this unit. New from Communidyne: *Hearing Screener*.



Clown-A-Round
Floating Flowers

A balloon vending machine that dispenses helium balloons from a free-standing unit that looks like a traditional bulk vendor on top. It's childproof and meets all safety requirements. The system operates on a lantern battery.

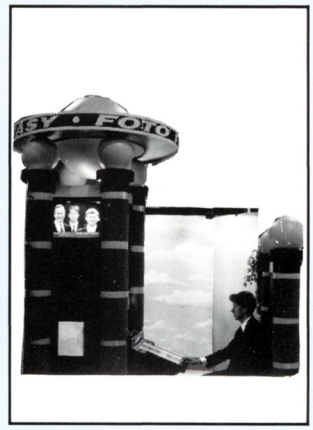
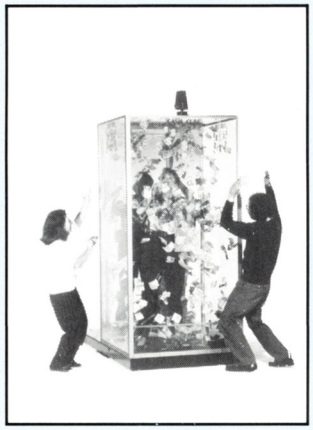


Photo Booth
Foto Fantasy

A unique photo booth that offers instant portraits with a computer-generated fantasy setting. The computer merges the portrait with selected fantasy backgrounds right on the monitor screen, generating a color photo in just six seconds. Various booth designs are available.

Specialty Machines, Bulk Vendors

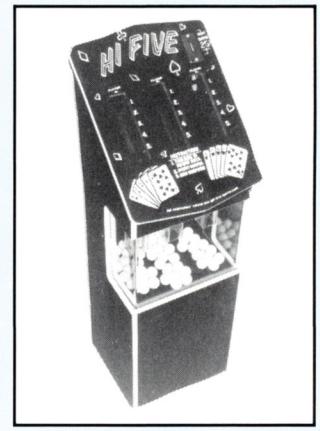


Cash Cube
Fun Industries

The player enters this red money machine and tries to snatch as many swirling dollar bills as possible. An LED timer shows the time inside and involves the outside viewers. Other features include a flashing red top light and optional message board. Ideal piece for special events.

The Grabber
Fun Industries

Another traffic-builder, this machine works with real money, coupons, or special "fun bucks" you print yourself. Features include solid-state electronics with automatic on/off capabilities, Lexan wall construction, an LED timer that's digitally set, a special locking plastic panel to guard arm holes, and an industrial-grade blower.



High Five
GaMCO

An economically priced game that features bouncing balls imprinted with playing cards. Balls come up into tubes and translate to poker hands. Each player gets three hands of poker for 25 cents. The cabinet is upright in black, red, and white.

Lotto Picks
GaMCO

This small, inexpensive lotto pick machine now has a curved coin mech system and optional rope lighting. There are different models available for every state with a lottery. Customers can pick three, four, five, or six numbers. A side pocket houses lottery slips.

Giant Gumball Machines
Giant Gumball Machine Co.

These giant machines stand 64" or 79" tall. Giant PTC globes are supported by sturdy fiberglass bases, available in the standard bright red or custom colors. Up to 16,000 1-1/2" gumballs can be dispensed, as well as candy or capsules. Suggested vend price is 25 cents.

Super Gumball Machine
Great American Billiards

The unit, which measures 59" in height, accommodates up to 8,000 giant gumballs. Features include a Beaver 25-cent coin mechanism, a Lexan sphere 22" in diameter, and an impact-resistant fiberglass base.

Fire Truck
Hot Stuff (division of Vendomatic Network)

This all-fiberglass bulk vendor is built on a steel frame. Colorful computerized graphics depict a fireman and dalmations. It holds up to 18 individual gum, candy, and capsule vending machines (optional).

Vendomatic Giant Vendor
Hot Stuff

There are two model sizes: 5' and 7'. Features include a fiberglass body, a steel-reinforced cash door, 1/4" thick acrylic globe, tubular locks, and a weight-disbursement plate that keeps 85 percent of the weight off the Northern Beaver conversion. Custom colors and logos available.

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Advanced Technology

More and more manufacturers have turned to Asahi Seiko when faced with the need for technologically advanced coin and bill handling equipment.

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Integrity

For over 20 years, Asahi Seiko has served the worldwide needs of a variety of industries that utilize mechanisms that dispense coins, bills or prepaid cards.

Asahi Seiko is dedicated to consistently finding new and innovative ways to respond to the diverse range of industry needs. Not only is Asahi Seiko a leader in the creation of highly reliable mechanisms that are compact in design, provide a speedy response, are tamperproof, but most importantly, have the ability to recognize and handle the myriad shapes and sizes of coins and bills in circulation worldwide.

Reliability

Each Asahi Seiko product is painstakingly checked, one by one, on the production line for quality and craftsmanship. Quality Control then tests each piece for durability. Finally, each product is computer tested prior to shipment. No wonder Asahi Seiko products are rated the best in the industry!

Worldwide Acceptance

Not only are Asahi Seiko coin selectors and hoppers in use around the world, but we have manufactured and exported more than 60 different money handling products, ranging from bill validators and bill/card dispensers to coin timers, switches and accessories to over 45 countries worldwide.

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Specialty Machines, Bulk Vendors

People Postcards
ImageWare Software

Full-color postcards are dispensed in just a few minutes. The customer's image is electronically superimposed on custom backgrounds using advanced photo imaging techniques. No chemicals are used. The booths are constructed of multi-color, high-quality panels and occupy 21 square feet of floor space.

Joke Box
Jackson River Products

This is a comical commentary vendor that broadcasts jokes over a loudspeaker for group enjoyment. It's set at 50-cent play and delivers two to three minutes of rapid-fire commentary on newsworthy topics, as well as famous quotes and one-liners. Countertop or mounted on a stand.

The Fortune Teller
LifeFormations

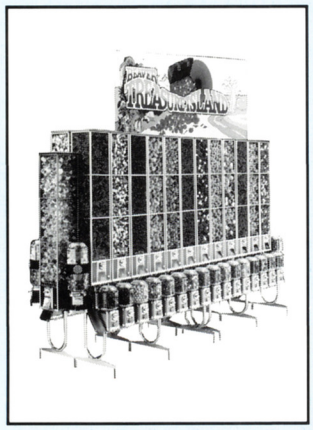
This machine is available in three different configurations, with a choice of characters dispensing the fortunes. The standard unit gives the fortune card after the character displays a motion presentation. The advanced model has a talking character that gestures to the player; the deluxe model lures the player over with dialogue.

King Bubble
Lock America

Kids big and small will be attracted to this bulk gumball vendor. It's suitable for placement in shopping malls, supermarkets, restaurants, food chains, fairs, amusement parks, and campuses. The unit stands 6'6" high and features a 36" globe that holds over 12,000 gumballs.

Beaver Bulk Vendor
Machine-O-Matic

More than a dozen models are available. This one includes gumball, toy, and candy vending available in various configurations. All are made of durable, hand-polished, chrome-plated parts and coin tested six times to insure trouble-free operation.



Beaver Treasure Island
Machine-O-Matic

This multi-vend bulk vendor can accommodate up to 64 individual machines vending gum, candy, and capsules. It's an impressive unit in shopping malls, arcades, and high-traffic areas—the sheer volume and variety of merchandise attracts customers. Can be ordered as small as 4' long and as large as 14' long (64-machine capacity).

Tri Tower
Machine-O-Matic

This tri-tiered bulk vendor holds nine different items arranged at three different heights: 88", 93", and 98". It can vend any capsules, gum, and candy items. The base is constructed of cast metal. Also available is a small, triple chrome-plated stand that can handle single or double bulk vending machines.

Compu-Scale
Mayoni

A scale constructed of durable steel with a modern design. It computes weight and health data based on customer entries. Features include solid-state electronics, a one-year battery for power (though the unit can be supplied in standard AC current if requested), and trouble-free performance.

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For A Touch Of **CLASS**®

Specialty Machines, Bulk Vendors

Multivend
Mayoni

The MV1, MV2, and MV3 offer one, two, and three selections, respectively. Among the features are an adjustable four-coin mechanism, interchangeable cartridges and product display plates, a tamper-proof locking system, and 16-gauge steel construction. Vends condoms, disposable toothbrushes, Tampax, and more.

Vend-A-Snack
Mayoni

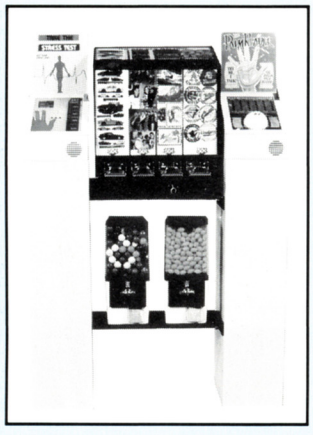
A compact, all-mechanical countertop or free-standing merchandiser for candy, snacks, and cake. It holds nine different selections for up to 82 vends. Construction is sturdy steel. Dimensions: 27-1/2" wide x 20" long x 17" high (without the stand).

Super Fun Station
Mr. Vend

This unit illustrates one optional configuration of Mr. Vend's modulated product line. It can be constructed and expanded, adding one unit at a time. There are hundreds of possible configurations for this equipment.

Scale/Heart Rate
Mr. Vend

This unit includes the Mr. Vend expandable *Scale, Grip Test*, and *Stress Test*. It allows the player to check his/her weight, strength, and stress level in one location. Other configurations are available.



Sticker Fun Station
Mr. Vend

Mr. Vend's modular system creates an appealing fun station that includes a four-selection sticker machine, two bulk vendors, and two impulse machines.

Tobi
National Entertainment Technology

A robot sticker-dispensing unit available in four colors, it features mechanical operation, die-cut quality stickers, flashing face and belly, and floor stand. Stickers are constantly updated to meet demand.

Vend-A-Sticker
National Entertainment Technology

Four columns of stickers stacked two-high are featured on the front of this machine. Eight different selections can be vended. Features include a large coinbox, die-cut quality stickers, and all-mechanical operation (no electricity needed). It can be a floor stand or countertop.

Giant Bubble Gum Machine
O.K. Mfg.

This gigantic bulk vendor holds 16,000 pieces of one-inch gum, jawbreakers, or toy-filled capsules. The machine measures 79" tall with a globe 42" in diameter. Features include a twin security door, a Victor 77 coin mech, an acrylic globe, and a quality capsule wheel.

Specialty Machines, Bulk Vendors

Sticker Mania
Peninsula Vending

One of the models includes a top-quality, six-column sticker vendor, three Eagle candy or gum vendors, and a heavy-duty custom stand. The other is smaller, with a four-column sticker vendor and two Eagle candy or gum vendors.

MK 009 Expresscard Machine
Print-A-Card Inc.

Four styles of invitation-sized cards and 16 styles of business-sized cards are printed by this machine. It's a fully automated, self-service, portable printing unit that only requires four square feet of space. The cabinet is constructed of heavy-duty steel.

Model BG4.5 Gumball
Protect Vending

This machine holds 4,500 gumballs. It's 5'7" high with a globe and base 21" and 20" in diameter, respectively. Features include a quick-release Beaver coin mech, a scratch-resistant color base, and a metal cash door. Custom labeling is available.

Series SC50
Standard Change-Makers

This automatic ticket-dispensing machine can dispense from one to 99 standard fanfold tickets per vend. Ticket prices can be set in increments as low as five cents. Features include the company's System 500 bill acceptor, a single bulk-loading hopper, and a heavy-duty steel cabinet.

Stamp Machine
Steiner Mfg.

Available in one-, two-, and three-column models with coin mechs accepting 25 cents up to $2 (each column has its own coin mech). The machine can vend from one to four stamps at a time in cardboard holders. It can be a countertop or wall unit; chrome floor stands are optional.

Fun Sticker Vendor
Steiner Mfg.

Available in two-, three-, four-, and six-column models. Each features all-steel construction with two high-security locks and a personal key code. Standard price vends are 25 cents or 50 cents. Each column has its own coin mech. It can also dispense peel 'n seal plastic laminate.

Kidstop
Steiner Mfg.

An assortment of items that every child loves can be found in this one machine. The center is a four-column sticker vendor; it's flanked by a giant gumball vendor on one side and a capsule vendor on the other. The stickers vend at 50 cents, the gumballs and capsules at a quarter.

Sports Card Center
Steiner Mfg.

Two basic models come in two-, three-, four-, and six-column versions. It vends two to seven cards per sale in the folderless model or one to five cards with folders. It is constructed of high-quality steel with two locks and personal key code. Placement is countertop, wall mount, or floor stand.

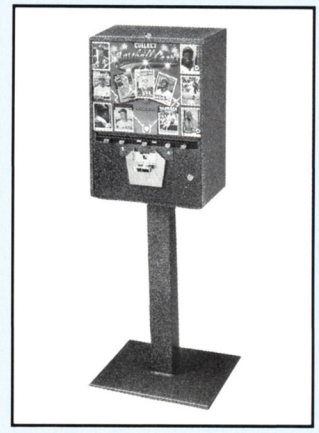
Specialty Machines, Bulk Vendors

BP 5000 and BP 5000DL
Tech Vend

A blood pressure and heart rate computer that gives a reading in less than a minute. It comes with solid oak sit-down booth and a supply of merchandising aids. The unit is best suited to pharmacies, health clubs, malls, and grocery stores. Also available: *Pulse Meter*, an electronic pulse rate indicator.

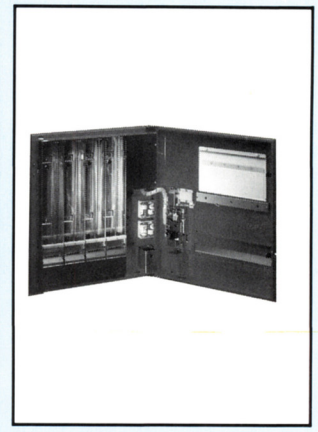
Cigarette Machine
Uni-Vend Distrib.

This single-cigarette vending machine offers four selection columns, 350 cigarettes per column (wall-mounted or on a pedestal). It's designed for smokers who: smoke only when having a drink with friends; are trying to quit; wish to "bum" only one or two cigarettes; or don't carry enough change to buy a full pack from a vending machine.



Baseball/Football Card Vending Machine
U-Seal-It

Little more than one square foot of floor area is occupied with this machine. It stands 44" high and vends trading cards with or without vend folders. Each machine holds over 3,000 cards. There are three-, four-, and five-column machines, with multi-vend capability.



Slim-Line Vender
WADA Metal of America

This vending unit is designed for locations with limited space. It's only four inches deep and can be wall-mounted or placed on a table/counter. An electrical outlet is not required; it can complete as many as 10,000 vends on the power from just four D-cell batteries. Only quarters accepted.

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The fact is, there is much more to family entertainment than video games. If you are ignoring a huge group of your potential customers, you could be passing up substantial profits.

Mr. Vend's Smart Vending System provides entertainment for the ENTIRE FAMILY. This means you serve more customers in each location and make more $$$$$ at each stop on your route.

THE BEST PART is Smart Vending Machines are based on ageless novelties so they seldom need rotation and never go out of style!

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Oak Gypsy Fortuneteller

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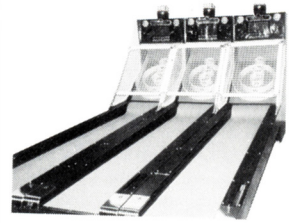
Alley Bowlers

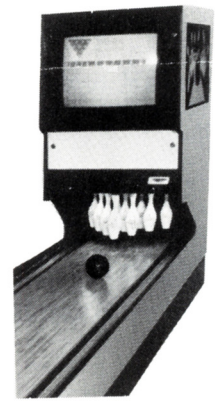
Bowlingo
Capcom
Coin-op bowling lanes with fully automatic 10-pin installation. Games can be ordered in lane lengths starting at 20' and going up; minimum order is two lanes; balls are 4-1/2'' in diameter.

NO PHOTO AVAILABLE

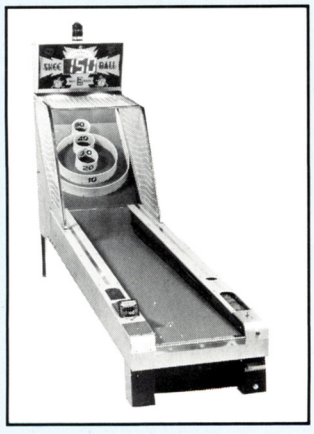
Striker
Design Plus
This bowling/redemption game features real bowling in a compact size. Available in 11' and 14' sizes, the pins are set by cords. An optional progressive jackpot pays accumulated tickets for 10 strikes. Features: electronically controlled game functions and dot-matrix scoring.



Fab-U-Ball
F.A.B. Electronics
An alley bowler with a two-piece cabinet of solid core plywood in 6-, 10-, and 13-foot models. Look for solid-state electronics, infrared ticket dispenser, solenoid ball release, coin mech sensors, and a multiple sound system of 30-plus tunes.



Super-Bowl
Imagination Leisure
A big ball coin-op bowling game that comes in varying lane lengths from 14' long, expandable in increments of 4' up to a maximum of 26'. Balls are 4-1/2'' in diameter and pins operate on an automatic reset mechanism.



Skee-Ball
Skee-Ball/Vari-Tech
The classic alley bowler with cabinet constructed of plywood and laminated hardwood. Features include flashing lights, sound, digital scoring, special netting to contain the balls, coin mechanism adaptable to coins/tokens, and steel coinbox. Available in both 10- and 13-foot models.

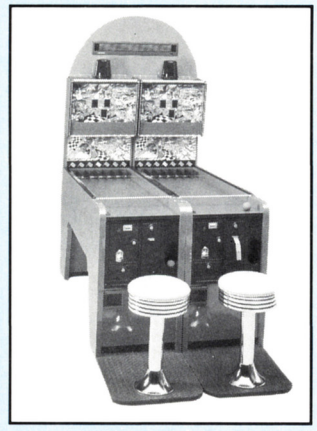
Mini Skee-Ball
Skee-Ball/Vari-Tech
An alley bowler designed especially for children, it's a 6' 3'' version of the original game. Features include pastel colors, nursery rhyme music, digital scoring, steel coinbox, and graphics panel with nursery rhyme characters.

Smartball Skill Alley for '93
Smart Industries
This four-player alley game, the first to incorporate a 64'' by 128'' gas plasma display, introduces a "win extra ball" feature and has a progressive win jackpot and a match score for free game. It includes 100-point bonus pockets, high score to date, super voice action sound, and new audit program with external printer. Custom display panel upon request.

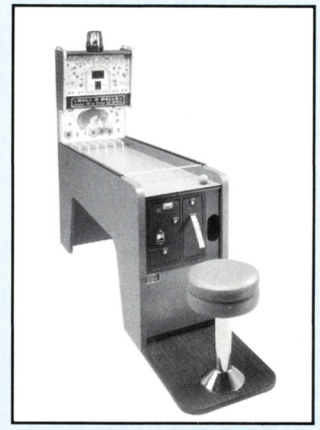
Strike Master
Williams Electronics
A new shuffle alley with a dot-matrix display offering visual prompts and entertaining effects. Included are multi-games: Triple Strike, Regulation, Strike 90, and Flash. The total game high score can reach 98,000 points. Also available: optional ticket dispenser and a mini-version of the game.

Roll Downs

Pizza Roll
Bay Tek
Players roll six rubber balls down lanes to gain ingredients, build a pizza, and earn tickets. Features include a front-hinged door, safety design slide-in plexiglass top, ticket dispenser, ticket and game counter, and winning score sign. Comes with a card dispenser.



Rock N' Roll 4
Bay Tek
This roll down features a progressive ticket award system and multi-coin play, adjustable ticket awards, ticket dispenser, and optional bill acceptor. Players take four shots, rolling racquetballs into the slot with the randomly lit flag. Backglass is covered with hot rods, diners, root beer floats, and other signs of the decade.



Clown Rolldown
Bay Tek
Clowns, balloons, and hearts cover the graphics of this "best seller." A computer-controlled digital display system signals low tickets and ball shortage tract lights, low ball dispenser.

Kiddie Clown Rolldown
Bay Tek
This roll down is designed specifically for smaller children. Players roll six balls down a lane toward seven slots with varied point values. Features include a ticket dispenser and counter and several operator adjustable features. Options include stools, chaser lighting, low-ball dispenser, dollar bill acceptor, baseball card dispenser, and spare parts kit.

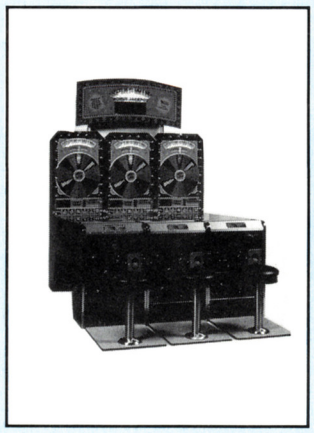
Jungle Picnic
Bay Tek
Designed for smaller customers. Players roll four balls down five lanes and "feed" them into the lighted animal's mouth. Features include a ticket dispenser and counter, ticket award sign, and several operator-adjustable features. Options include stools, chaser lighting, low-ball dispenser, dollar bill acceptor, baseball card dispenser, and spare parts kit.

Rolldown
Bay Tek
The original under/over roll down in this line has been completely redesigned, featuring all-new electronics and themed sound effects with attract mode and graphics. Standard are ticket dispenser, counters, winning score signs, choice coin mech, and cleaning kit. It is operator programmable for winning scores, tickets, and coins.

Fielder's Choice
Bay Tek
Try for a grand slam—roll six balls to get a high score only; now available with optional baseball card dispenser. Identical features as all Bay Tek roll downs. New are the bonus jackpot program and "walk away a winner." Dimensions for all three roll downs: 69" high (free standing) x 22-1/4" wide x 72" long.

Bankroll
Coastal
A skill roll down with a progressive jackpot feature. Larger-than-life graphics on a 25" monitor. Features include an individual game bonus jackpot, adjustable ticket awards, full audio package, ticket dispenser, platform seat, and an optional linked progressive jackpot. Dimensions: 78" high x 24" wide x 82" deep.

Roll Downs

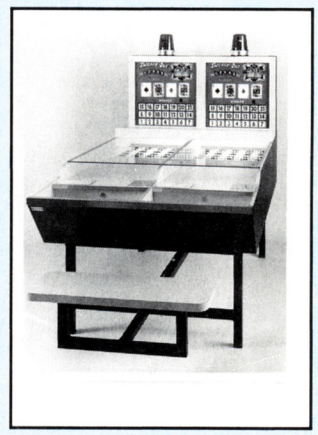


Spin-To-Win
Lazer-Tron

A roll down with a complete-the-puzzle theme similar to the well-known TV show "Wheel of Fortune." Features include multi-coin play, coin and ticket meters, a progressive bonus jackpot, a sound package, and many operator-adjustable features. Dimensions: 24" wide x 72" long x 70" high.

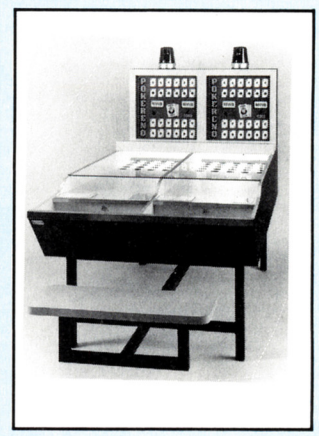
Jungle Rama
Lazer-Tron

Family themed version of *Spin-To-Win*. Players roll 3 balls down the ramp into target holes, triggering specific rotations of the spinning wheel. Each slot has an animal and ticket value. Dimensions: 24" wide x 72" long x 96" high.



Twenty-One
Seidel

A re-introduction of a game introduced in 1959. The challenge of Twenty-One in an exciting game of skill; available in a two-player cabinet of bright yellow. Features include sound added to the attract mode.

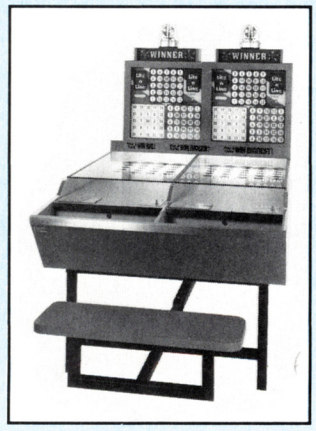


Pokereno
Seidel

A re-introduction of the poker game invented in 1910. Seidel has manufactured Pokereno since 1960. The new look includes bright yellow and black cabinet with complimentary graphics and a 25-hole playfield (instead of 36), new electronics, multi-coin play, bonus tickets during play, and operator-programmable scoring.

Dino Roll
Seidel

Delightful dinosaurs decorate this roll down done in a bright purple color. It has all the same features as *Quackers*, including multiple coin play, new score panel graphics, and many operator-programmable features.



Lite-A-Line
Seidel

A new version of the classic game *Lite-A-Line/Bing-O-Reno*, now with multiple coin play. Players receive multiple tickets based on the number of coins in play. There are clear digital sound during the game and attract sounds when idle. Colorful graphics and Sorbet cabinet color add player appeal.

Quackers
Seidel

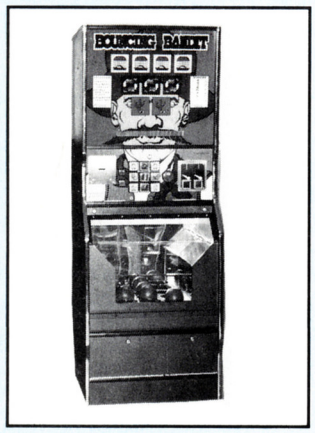
The roll down with cartoon character ducks has new score panel graphics and multiple coin play. Players can deposit up to four coins per game, multiplying winnings by two, three, four, or even five times. Retrofit kits are available for Seidel games purchased prior to the new features.

Tic-Tac-Toe
Skee-Ball/Vari-Tech

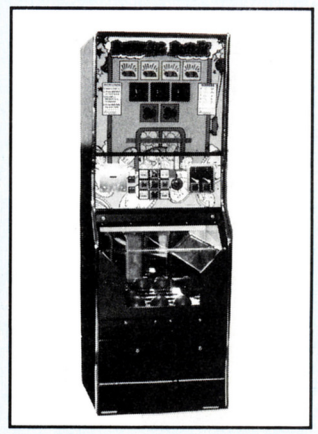
A roll down/redemption game with a tried and true theme: the classic Tic-Tac-Toe. Players roll balls down a lane and onto an elevated grid to register the winning vertical or horizontal lines. Available in sets of two player stations or more, set side by side. Dimensions: 84" high x 26" wide (per station) x 92" long.

Novelties

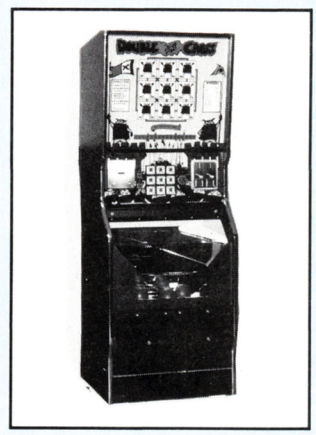
Fireball 2
Alter Enterprises
One or two players take aim from the deck of a battleship to defend themselves from the onslaught of enemy aircraft. Features include a complete sound system, automatic attract mode, electronics and ticket dispensers by Deltronic Labs, and a number of operator-adjustable features.



Bouncing Bandit (Cowboy version)
Amutronics
Players bounce four balls on a grid of nine holes to line up symbols in winning combinations. Features include plywood cabinet, front-mounted volume control, dual entry coin mech, and auto-feed ticket dispenser. Dimensions: 26'' wide x 24'' deep x 73'' high. Options: token dispenser and flashing winner strobe light.

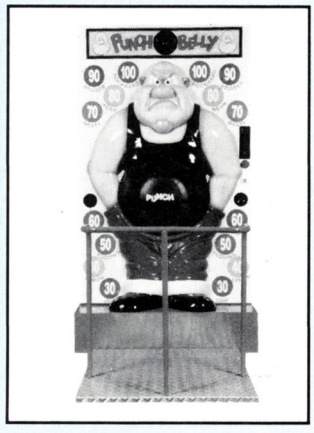


Bouncing Bandit (Slot version)
Amutronics
A different graphics package highlights this game, which has the same goals, features, and interchangeable component parts as the Cowboy version and *Double Cross*. Look for extensive bookkeeping with electronic and mechanical meters.



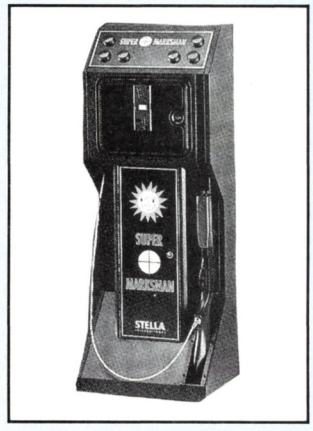
Double Cross
Amutronics
Medieval cartoon soldiers populate the backglass of this tic-tac-toe-style game with front-loading ticket bin, 16-digit alpha numeric message display, and large wooden cash box. It shares many operator-adjustable features with its sister game, *Bouncing Bandit*.

Digger's Prize
Betson
Players gather as many balls as possible with a digger arm and deposit them in a loading bin. Features include adjustable game length and ticket payout, realistic CD-quality sound, and animated attract mode. Dimensions: 39.5'' wide x 45'' deep x 78.5'' high without winner light on top.



Punch Belly
Betson
Test your strength by punching this big guy. Scores range from 30 (drip) to 100 (rock hard). Included: digital readout, updated sound, safety pad and railing, and optional ticket dispenser. Dimensions: 4' wide x 5' deep x 7' tall.

Skee-Toss B.C.
Betson/Skee-Ball
A child's redemption game with a prehistoric theme. Features include synthesized speech, music, and sound. Look for operator-adjustable pricing, payouts, and ball selection. The cabinet is birch plywood; a Deltronic ticket dispenser is standard. Dimensions: 30'' wide x 60'' deep x 78'' high.

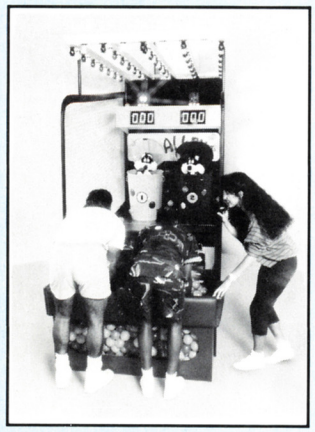


Super Marksman
Betson
A shooting range video that can be used as a redemption piece. Up to four players can participate; a realistic rifle is attached to a stand separate from the video unit.

Novelties

Bowler Roller
Bob's Space Racers

This is a skill-testing game. Players must roll a 12-lb. bowling ball down into steel rails to stop in the pocket area. It comes with winning beacon lights and a ticket dispenser. Both the rods and the ball are in an enclosed lane.

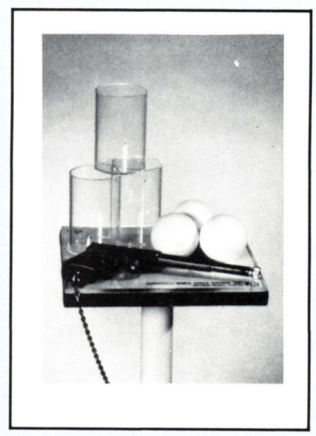


Can Alley
Bob's Space Racers

Players toss balls into colorful trash cans, with lids opening and closing at random. A side netting keeps balls inside the playing area. It comes in four-player size, with a larger model available. Other features include a winning beacon, adjustable scoring, and formica-finished construction.

Crossbow Shoot
Bob's Space Racers

Target practice with low-powered bows that are chained to the base of the unit for safety and security. This fast moving game is available in park or trailer models. Reasonably priced colorful targets on heavy card stock make good consolation prizes.



Gun Ball
Bob's Space Racers

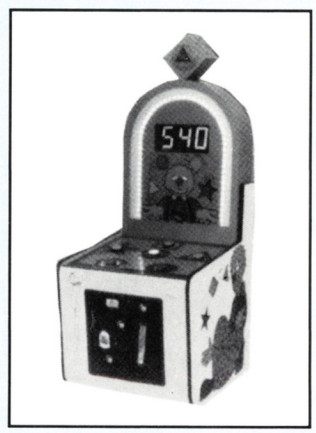
Shoot the ball from the gun to knock over three plastic cups. Sounds easy? Players will keep returning to master the challenge. The gun is chained to the counter for all around safety.

Hot Spot
Bob's Space Racers

Tap the lighted spots as they flash at random. Features include synthesized sound, progressive difficulty levels, locking cash box, selector switch (for beginner, intermediate, or advanced play), unlimited score, high score of the day, and a winning beacon.

Kiddie Can Alley
Bob's Space Racers

Scaled-down version of the original *Can Alley*, it asks players to toss balls into can lids that open and close rapidly. Success is rewarded with tickets. Crated dimensions are 74" deep x 45" wide x 83" high.



Kiddie Pattie Cakes
Bob's Space Racers

Six brightly colored light pads flash on at random; players must touch each one while it's lighted to earn points and tickets. Crated dimensions: 35" deep x 30" wide x 57" high.

Kiddie Whac-A-Mole
Bob's Space Racers

The granddaddy of whacking games that children always enjoy, now more on their level with a simplified three-hole playing surface and three intermittently popping moles. Crated dimensions: 35" deep x 30" wide x 57" high..

Your Ticket to Profit

GREAT GAMES COMPOUND INTEREST

REDEMPTION CENTERS – In family fun centers and arcades the use of redemption centers really compounds the interest of customers. At Bob's Space Racers we are experts in redemption systems, ticket dispensers, tokens, merchandising, stocking, cash control and distribution facilities for redemptions. We will be glad to help you develop the redemption set-up which is right for you.

Roll-A-Ball (Derby)™

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MINI MIDWAYS – A mini midway can compound the interest of long time customers and new customers alike. Why limit your facility to arcade games? You can capture the magical fun and excitement of parks and carnivals with your own mini midway. Group games and individual games such as Water Games, Roll-A-Ball Derby, Super Shifter and Bowler Roller can add new interest and sparkle to your operation. We have developed many mini midways for operations around the world. Let us customize a mini midway for you.

EXPERIENCE – For over twenty years we have played a major role in the games and amusement industry. We are the largest manufacturer of group games in the world and a major producer of arcade games. We have first hand experience from operating to manufacturing and as a result you get popular, dependable games with a proven record of success and profitability.

Whac-A-Mole™

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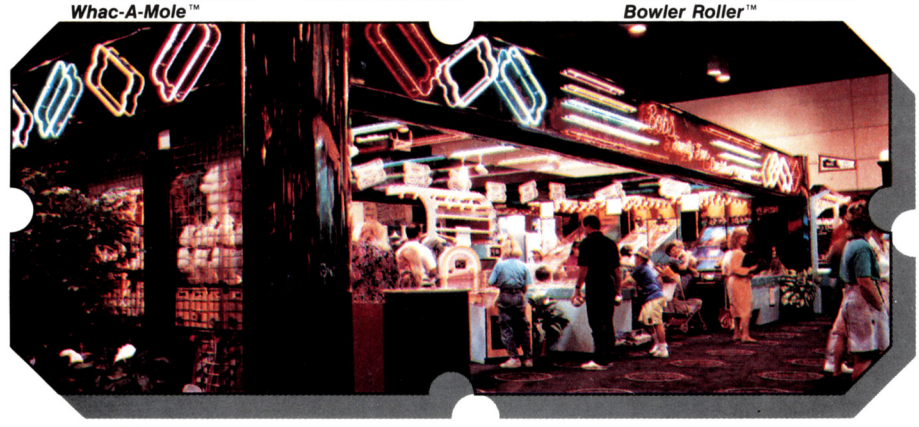
We have become the biggest because we are the best. You can be sure of quality products, dependable service and helpful operations support when you buy or lease our games. Look to us for great games, great new innovations and great operating concepts. We can help you capture **100% OF YOUR CUSTOMERS' INTEREST, AND COMPOUND IT DAILY.**



Family Fun Center/Redemption Center

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Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970

Novelties

Rising Water
Bob's Space Racers

A park model water generated game with attached seats. A redemption model is scheduled for summer release. Game colors are soft pink and blue; lettering is neon.

Roll-A-Ball
Bob's Space Racers

Advance figures on a raised playfield by rolling balls down a lane and into a grid of holes with various values. Choose from several models, all with indicating lights, player counting systems, sound effects, and a long list of optional equipment.

Sidewinder
Bob's Space Racers

Players must use a steering wheel to move a ball along a tilted playfield and into a pocket at the end. Features include adjustable number of balls per game, adjustable difficulty level, and adjustable winner ticket output. Custom sound and lighting are available.

Super Shifter
Bob's Space Racers

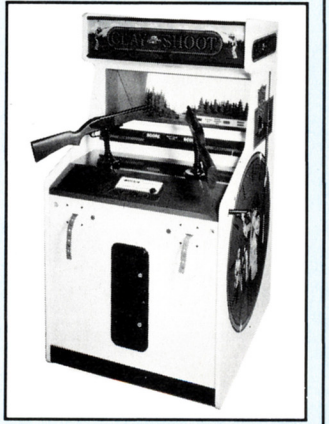
This is a speedway game that challenges players to shift gears with precise timing. Other features include automatic winner lights and bell, Hurst shifters, a coinbox for one or two coins/tokens, drag strip starting lights, and variable ticket dispenser. It is available in models for 2, 4, or 6 players.

Vertical Water Game
Bob's Space Racers

A two-unit water game with player seating, self-contained water system, automatic winner lights and bell, separate locking cashbox, digital message sound effects, and player accounting system. Adjustable features: pricing, difficulty level, and speed and game length. Also available: *Ramped Water Game*.

Whac-A-Mole
Bob's Space Racers

The classic mole-popping game. Players whack clever moles as their heads appear randomly, defying players to catch them. There are safe rubber hammers, along with a sign and beacon on top. Options include a variable ticket dispenser and parts kit.



Clay Shoot
Bromley

Players shoot as many clays (pigeons) as possible; two clays occur in each round. Perfect scores mean extended and double-extended play (operator-adjustable). Two ticket dispensers are standard. Other features: solid-state electronics and low ticket indicator light.

Quarter Mile
Bromley

Players must skillfully "drive" a coin down the playfield, using a steering wheel to control the action. Successfully move the coin to the bottom for an operator-selectable jackpot. A single ticket dispenser is standard.

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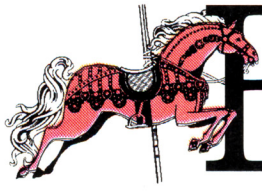

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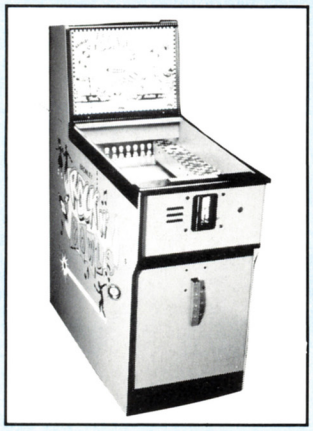
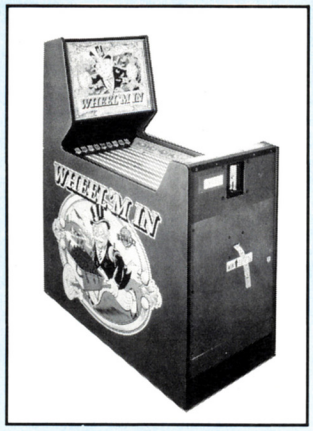
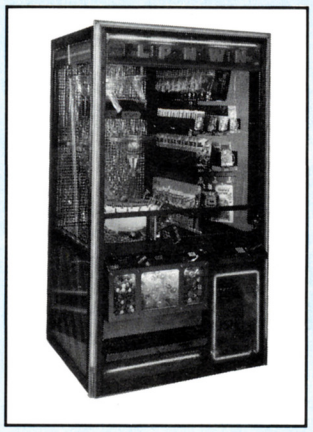
Novelties



Rock-N-Bowl
Bromley
A fast, bowling-themed game in a plywood cabinet with solid-state electronics and ticket dispenser included. Players insert a coin, which rolls on its edge to the end of the playfield to strike pins of varying values. Operators can fine-tune difficulty levels.



Wheel 'M In
Bromley
Players insert coins or tokens in a slot and aim for one of nine colored lanes with varied point values. Coins travel by conveyor belt; tickets are awarded for skillfully landing in high-point lanes. The cabinet is hot pink with green detailing.



Flip-N-Win
Bulldog
Self-contained game/redemption center. Players flip coins at 27 different targets with various score values; total and last coin scores are displayed. Scores can be traded in at any time by selecting one or more prizes. Choose from two models: 39'' wide or 43'' wide x 78'' high.

Crusher
Bundra Games
Crush the soda can and register one of five different strength levels. Available with or without a ticket dispenser. Eye-catching graphics highlight the cabinet. Dimensions: 19-1/2'' wide x 16'' deep x 52-1/4'' high.

Neck-N-Neck
Bundra Games
Unique six-player game with a steeple chase theme. Players press buttons for the best jump and increased speed. There are 16 different tracks and 14 horses. Features include on-screen audits, skill level settings, and double-stack door-mounted ticket tray.

Bank-It
Capcom
Players win tickets by tossing coins through baskets located inside the cabinet. Each coin then falls onto the pusher playfield where players have a second chance of winning tickets. Look for a double value bonus round.

Super Bank-It
Capcom
Upgraded sequel to *Bank-It*. Players skillfully shoot coins into seven stationary baskets to earn tickets. New features include a glass case screen for more light on the playfield, new board design, wood cabinet, bold graphics, flashing scoreboard, and championship round.

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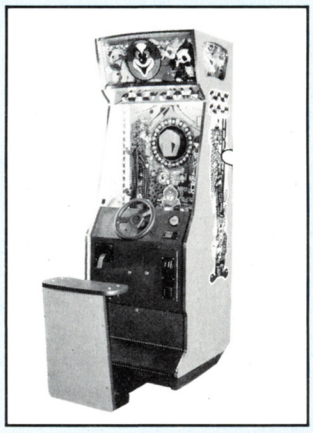
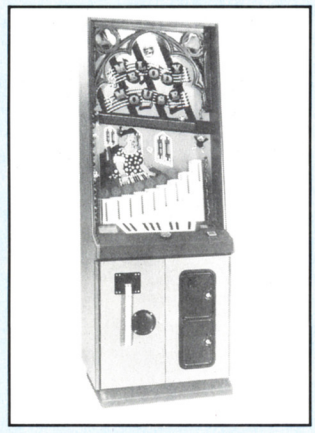
Novelties



Crazy Clown
Coastal

A ticket-vending skill amusement game. Multi-colored ping pong balls are brought to the top of the playfield by a blower, then fall through a pachinko-style playfield. As the balls bounce around the player steers the clown underneath, catching the balls in his basket.



Melody Mouse
Coastal

Release rolling ping pong balls into a row of tubes that are part of a pipe organ. The more consecutive tubes filled the higher the reward. Features include an orange carnival-style cabinet, tuneful attract mode, multi-coin acceptors, ticket dispenser, and ball count determined by photo optics. Dimensions: 29-1/4'' wide x 24-1/4'' deep x 79-1/4'' high.

Noah's Ark
Coastal

Bounce three balls onto a field of 25 animal character target holes, then move them to form a winning pattern. Features include a progressive jackpot, family-oriented graphics, and realistic animal sounds. Dimensions: 26'' wide x 30'' deep x 73'' high.

Pop-A-Ball
Coastal

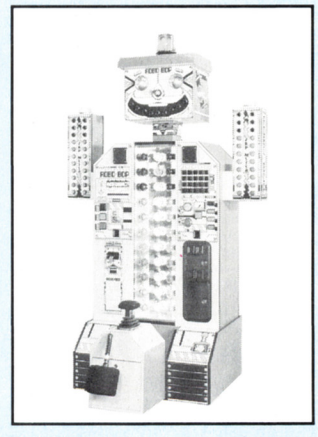
Now a classic game. ''Pop'' five balls around a grid of 25 holes, each labeled with a playing card value. The hand drawn shows on the monitor above; the player can discard cards and ''pop'' again. Tickets are awarded for winning hands. Other non-card themes are available.

Pop-A-Slot
Coastal

Another in the *Pop-A-Ball* series, this game combines high-tech video and dependable mechanical design. Players deposit coins, press the ''pop'' button, and see three bouncing balls landing in target holes with symbols. Players can ''pop'' again if they wish.

Pop-A-Tac-Toe
Coastal

Players ''pop'' four rubber balls into the air and into four of nine holes. Players may save the result or try again for a closer match to the Tic-Tac-Toe pattern. Players are awarded points corresponding to the value of the winning pattern.



Robo Bop
Coastal

Players select male or female gender and age group, then use a mallet to strike the pad and achieve the highest score from 1 to 11. Tickets are awarded for success. Visual and audio prompts direct the player; the number of tickets and strikes per coin is adjustable.

Roosta Shoota
Coastal

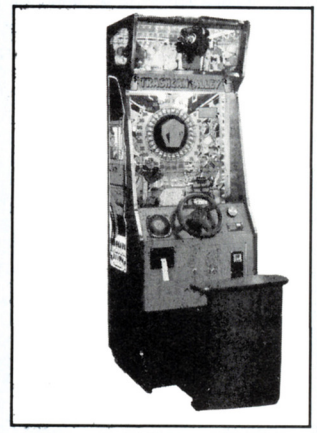
A skill shooting game with illuminated rotating timer, realistic sound effects, and ticket dispenser. Players shoot balls at barnyard graphics featuring a strutting rooster and are rewarded with tickets. Dimensions: 30-1/2'' wide x 42-1/2'' deep x 72'' high.

Novelties

Sheriff Shoota
Coastal
A game similar to *Roosta Shoota* that asks players to shoot lightweight balls into targets below figures of Old West sheriffs. Features include illuminated rotating timer, realistic sound effects, and ticket dispenser.

Spin N' Match
Coastal
Match characters on two spinning wheels moving in opposite directions. After the top wheel stops, press a skill-stop button to control the lower wheel and match the figure with the one above. Six characters appear with progressive ticket values. Dimensions: 41" wide x 23" deep x 78" high.

Top Gun
Coastal
A one- or two-player game that asks players to shoot down planes and beat their opponents with a higher score. Features include a musical attract mode, multi-coin acceptors, and repeat game or ticket or token awards. Dimensions: 33-1/4" wide x 75-1/2" deep x 81" high.

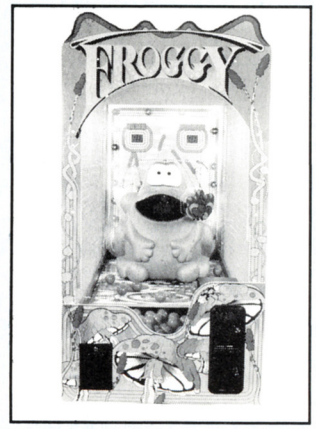


Trash Can Alley
Coastal
Players move a colorful mini-trash can across the playfield trying to catch balls as they drop from above through a pachinko-type board. Captured balls register on a circle of lights and tickets are awarded. Dimensions: 27-1/2" wide x 44" deep x 78" high.

Kron Duel
Cofusa
An unusual and futuristic ticket-dispensing game in which two players control robot combatants. Features include laser targeting and firing, adjustable speed controls, liquid crystal status displays, multi-channel digital sound, and single or multi-coin activation.

Body Match
Coin Concepts
A skill-stop game that invites players to match-up the head, torso, and legs of a seashore character. A horizontal wheel game, it involves the player with starting, stopping, and holding the "second spin" phases of the game. It is available in either ticket or token award models.

Five Card Draw
Coin Concepts
A skill-stop game that allows the player a second card draw to win either tickets or tokens. The game's two coin entries will accept from 10 cents up to $1 per play. Other features include percentaging and hi-lo double-up.

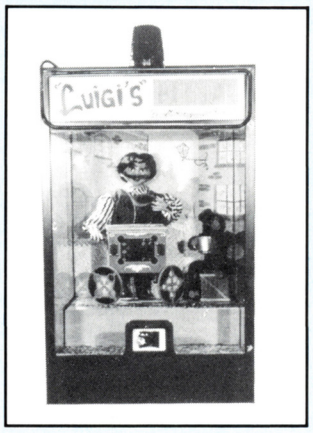


Froggy
Coin Concepts
Pint-sized ball toss game featuring an oversized frog sitting at the edge of a lily pad. Players launch balls into the character's mouth with the help of a mallet, but must beware of flying butterflies that deflect the balls. The game measures a mere 40" in length.

Novelties

Jungle Tumble
Coin Concepts
A child's game featuring bouncing ping pong balls that illuminate a combination of colorful zoo animals. Players can try for a bonus if they land a ball in the monkey's swinging cup. Dimensions: 31'' wide x 18'' deep x 70'' high.

Lotto Fun
Coin Concepts
Completely updated Pick 3/Pick 6 game with new video graphics, sound, and speech. Players select three or six numbers and try to match preselected numbers with those chosen out of the hopper. Winner bells and announcements accompany matching lotto balls.



Luigi's Corner
Coin Concepts
Players must skillfully shoot coins or tokens into two moving targets—the hat of an organ grinder or the cup of his monkey—to win tickets. Dimensions: 26'' wide x 20'' deep x 73'' high. Available in a free-standing, crane-size cabinet or half-size countertop unit.

Ol' McDonald's
Coin Concepts
Players steer the farmer through the hen house collecting balls (eggs) that tumble down an inclined playfield. Available with or without a seat. Dimensions: 21-1/2'' wide x 38'' deep (with seat) x 64'' high.

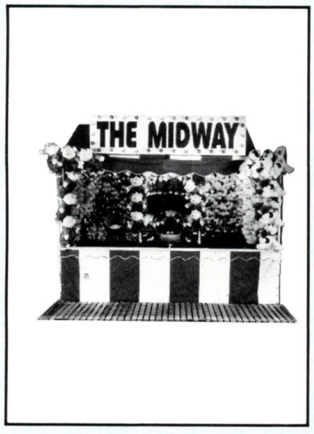
Pig Racing
Coin Concepts
A four-player competitive game with adjustable race speeds and ticket awards. Players use a skill pinball table to advance pigs on the playfield. Option: bench seat. Dimensions: 82-1/2'' wide x 56'' deep x 78'' high.

Teddy's Picnic
Coin Concepts
Use a joystick to steer Teddy across the playfield at his birthday picnic. Along the way he collects bouncing balls that randomly tumble down. The game is available with or without a seat. Dimensions: 21-1/2'' wide x 23'' deep (without seat) x 64'' high.

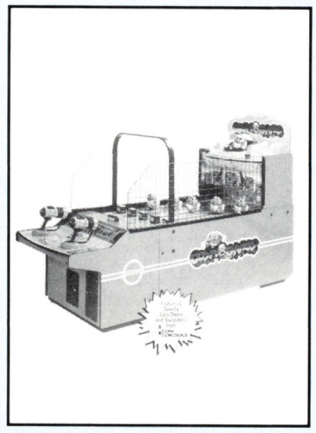
The Dealer
Coin Concepts
Casino-style sit-down video used strictly for redemption. Players have the option of dealer-dealt cards or skill-flip cards; tickets or tokens can be awarded. Price-per-play and award levels are adjustable; wild cards can be added or deleted. It comes ready for a progressive interlink.

Toss 'Em
Coin Concepts/UETD
An easy to play and understand ball tossing game designed for children. Youngsters gain tickets by tossing balls into holes with graduated point values. Operator adjustments can set a maximum win level to prevent game abuse.

Novelties



The Midway
Coin Concepts
Three different instant-win games are housed under one roof where prizes are awarded on the spot. It is fully interactive and self-contained. Dimensions: 12' wide x 13' deep.



Cosmo Gang
Data East
A team game for two players who work for a combined score and tickets. The object: use mounted space guns to prevent five little aliens from stealing energy cubes. Colorful cabinet with seats; mechanized guns use light beams.

Lippy the Clown
Data East
Get the balls into Lippy's moving mouth! Players use lightweight balls and aim them towards Lippy for high scores and ticket awards. The game is bright red and yellow with an oversized clown face; side netting keeps the balls from going astray.

Lizard Command
Data East
A one- or two-player interactive game where players shoot ping pong balls from their tanks in hopes of hitting the lizard target for points and tickets. Features include steel playfield guard grates, easy side door access, dual Deltronic ticket dispensers, and lift-out tank assembly.

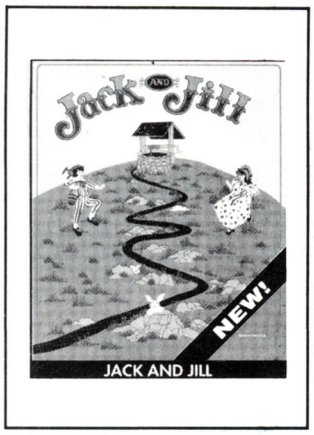
Hop-A-Tic-Tac-Toe
Data East
Players pop balls and try for the classic match-up of Tic-Tac-Toe after skillfully holding some and re-popping others. Features include a bonus jackpot, mini-over/under door, and computer-controlled attraction lights. Dimensions: 27" wide x 34" deep x 81" high.

Wacky Gator
Data East
Players are challenged to "whack those gators" in this colorful game housed in a bright blue cabinet with cartoon-like graphics. Players use a soft mallet to pound alligators that slide out intermittently. The player's score registers on the back panel, along with the day's high score.

Krazy Kurve
Dobco
Skill action carnival game now available in a countertop or upright configuration. Players slide an arrow to the starting spot, then steer along a curved track using a control knob. Success translates into tickets.

Wacky Wire
Dobco
A carnival game that asks players to loop a handle around a moving wire without touching it. Features include operator-adjustable elements, dual coin mechs, LED display, three levels of play, and a progressive payout. Available as countertop or upright.

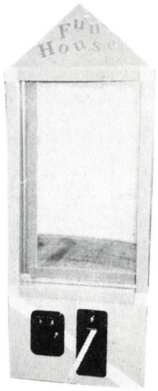
Novelties



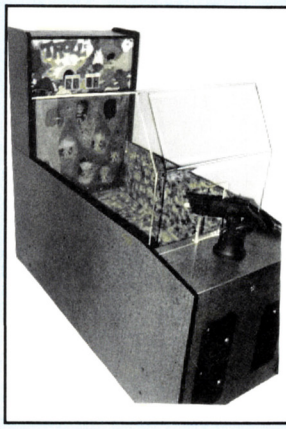
Jack and Jill
Doyle & Associates
Race game for two players who compete as Jack and Jill to see who gets to the top of the hill in record time. Safe balls are tossed into pails for scoring. Also available: nursery-rhyme inspired games *Jack and the Beanstalk, Old Lady in the Shoe*, and *Old Mother Hubbard*.

Doyle

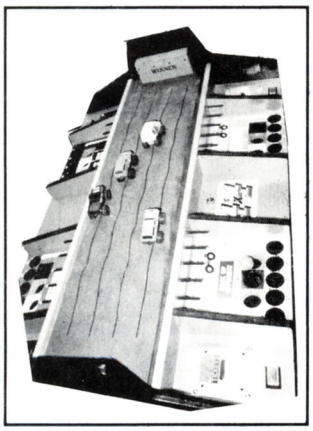
Three Li'l Pigs
Doyle & Associates
Knock over running pigs as the Big Bad Wolf chases them. Features include digital sounds and light interaction. Also available: *Humpty Dumpty*, which asks players to knock as many Humpty Dumpty's off the wall as possible.



Fun House
Exidy
Moving mirror that distorts the images of those who stand before it—with comical effect. Features include rope lighting, double coin mechs, and marine plywood cabinet. Available with optional ticket dispenser.

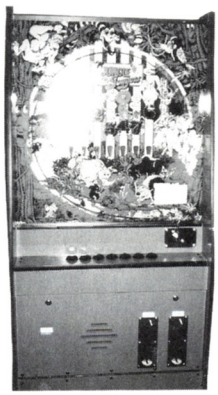


Troll
Exidy
A gun game that challenges players to shoot pellets at trolls who spin around on the backboard. The game time and ticket awards are operator-programmable. Dimensions: 2'6" wide x 6' long x 5'5" high.

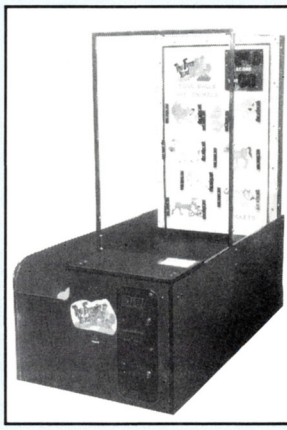


4 x 4 Monster Truck Racing
Exidy
Interactive, competitive fun for up to four players who drop balls into slots that cause the trucks to move across the playfield. Features include progressive ticket program, audio, center arcade design, chaser lights on the marquee, and low-ticket indicator light.

Bozo Grand Prize Game
Exit Entertainment
Bozo's voice and theme song highlight this child's game. Players toss balls into numbered buckets to gain tickets. Features include solid-state electronics, ticket dispenser, and colorful Bozo backboard. Dimensions: 39-1/4" wide x 90-1/2" long x 60" high.



Jungle Jogger
Fabtek
A jungle-themed game with a pachinko-style pegboard. Players must maneuver ping pong balls through the board to gain points and ticket awards. The cabinet is bright orange with an orange, red, and purple jungle scene in the middle.



The Farm Yard
Fabtek
A ball toss game with solid-state targets and original digital sound, designed for youngsters from 3 to 13. Features include adjustable game length and ticket award, LED time and score display, and attract audio and lighting. Dimensions: 33-1/2" wide x 6'4" long x 70" high.

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

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.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000

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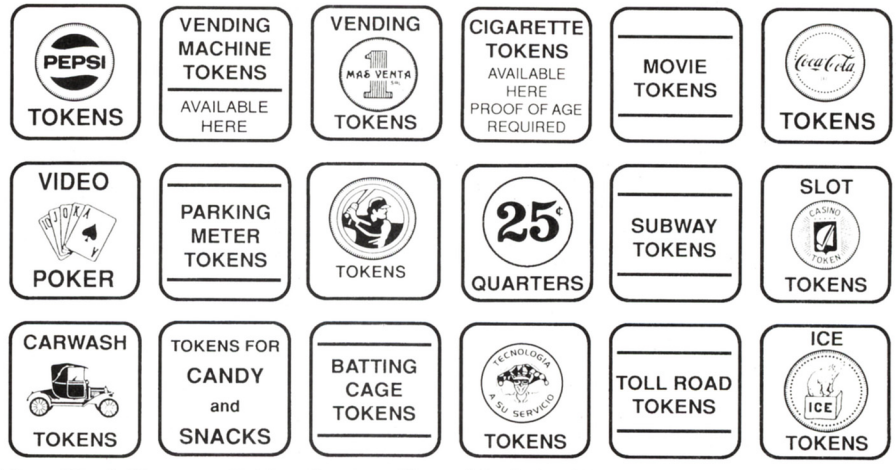


Many Stock Signs available. Custom Signs (black & white or color) designed to order.

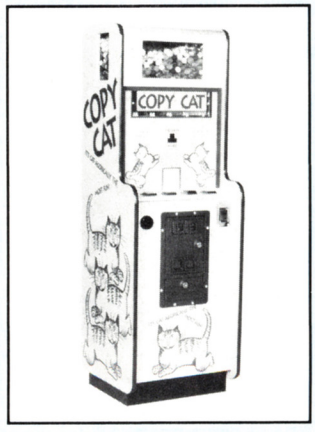
Novelties

Super Mario Bros.
Fabtek
Combination ball toss/roll down game for youngsters. Players toss soft rubber balls into three holes of different sizes; as balls return they roll into one of nine lanes with various point values. Super Mario characters and music are featured.

Battleship
GaMCO
A game similar to the board game of the same name. This machine asks players to sink submarines, battleships, destroyers, or aircraft carriers for tickets. The cabinet is upright, with a playing grid and button controls.

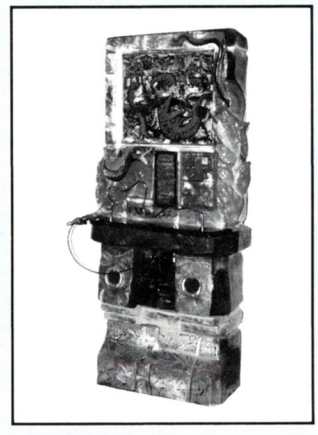
Boogiemen
GaMCO
A shooting game where players aim balls into the opening and closing mouths of monster faces. Scary music plays; the lower playfield even has graves that open and close for a second chance at scores and tickets. Look for new T-molding and a lighter, fancier purple cabinet; a sit-down stool is now available.

Fuddy Duddies
GaMCO
Players aim balls into the mouths of three oversized faces on the playfield. Keystone Cops music plays and the characters laugh as scores are made. Rope lighting is now standard, along with a sit-down stool, triple door ticket dispenser, and separate doors and locks for the coin mech and cash box.



Copy Cat
Fun Industries
Memory tester/prize vendor that asks players to hit four buttons in the same order as they light up. Points are scored for correct buttons hit; extended play can be earned. Features include digital scoring, flashing lights, and sound effects. It vends candy, gum, superballs, and capsules.

Kick 'N Catch
Fun Industries
A combination novelty skill game and prize vendor with double coin mechs and digital scoring to show the number of points scored and shots left. Options: immediate prize with coin insertion, bonus prizes, extended play, free game for any score level, and sports card dispenser. Also available with baseball graphics as *Little League*.



Raging Croc
Golden Branch
Players must save a maiden from being eaten. Move a want along the path where the maiden and a crafty crocodile travel and arrive at the finish line before the animal. Features include digital sound and a cabinet of steel and fiberglass. Dimensions: 1'7" deep x 3'1" wide x 6'6" high.

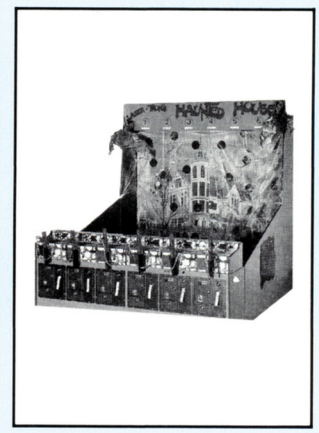
Hungry Hungry Hippos
I.C.E.
A one- to four-player unit named after the popular child's game, it sports happy hippo faces. Features include durable steel cabinet construction, dome top, and coin door and ticket dispenser at each of four player stations. Dimensions: 45" around. Option: capsule dispenser.

Novelties

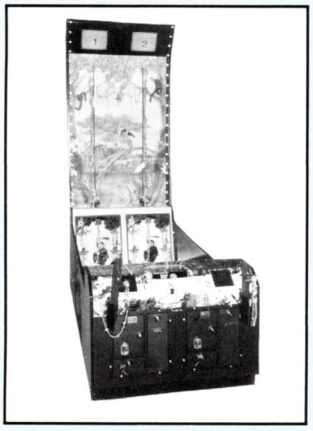
Super Chexx
I.C.E.
An advanced version of the popular *Chexx* ice hockey game with a dome top, brightly colored heavy base cabinet, and double coin mechs. Dimensions: 52'' long x 37'' wide x 51'' high. Now in its 10th season.

Super Kixx
I.C.E.
Soccer excitement under a dome. Two-player interactive with a backdrop of realistic game sounds. The heavy base cabinet is bright green with yellow detailing and has double coin mechs. Dimensions: 55'' long x 29'' wide x 52'' high.

Screen Sports
IGM
Combination sports-themed video/redemption game with skill-stop button controls. Players match up symbols for four different sports (football, baseball, basketball, hockey) and play that sport on video. The game comes with a ticket dispenser and is bill acceptor ready.



Lazer-Tron Haunted House
Lazer-Tron
Players fire laser guns at targets that randomly light up; the first player to hit an activated target causes a dynamic explosion and receives points for tickets. Several backgrounds and game options are available.

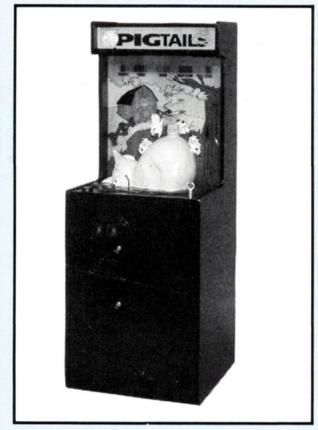


Vine Climb
Lazer-Tron
The newest target-shooting game from this company, it is a one- or two-player game with a jungle theme. The object is to fire laser guns at lighted bunches of bananas to move two monkeys up the vines above. The game is available as a kit to re-theme *Shuttle Launch*.

NO PHOTO AVAILABLE

Cops and Robbers
Leprechaun
A combination pachinko-type game with a Western theme, due for a summer release date.

Egg-O-Matic
Leprechaun
Country sights and sounds combine as players manipulate eggs into waiting egg crates below the roost for points and tickets. Features include an upright cabinet configuration, joystick and button controls, and dual coin mechs. The game is from Kaneko.



Pig Tails
Leprechaun/IVM
Maneuver a wand down a spinning pig's tail without touching it or the pig squeals. Features include Happ Controls coin doors, seven-color graphics, digital audio sound, upright cabinet, and ticket dispenser standard.

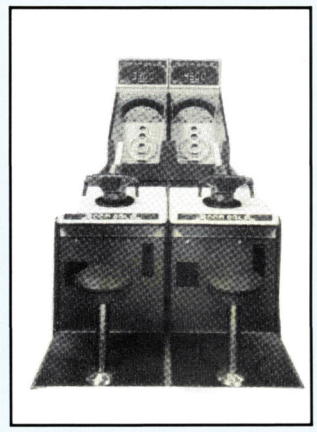
Novelties

Memory King
Mayoni

Vibrant graphics and voice attraction add to the lure of this memory game with rugged all-steel cabinet, versatile ticket-dispensing options, and three game difficulty levels. Dimensions: 22'' wide x 20'' deep x 67'' high.

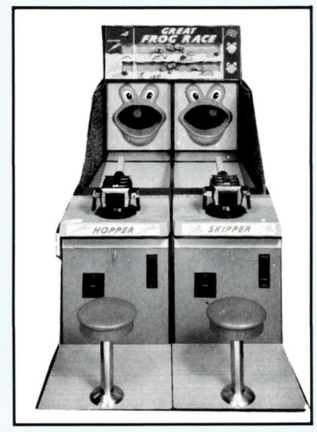
Big Mouth
Meltec

Players try to knock the teeth out of a big clown mouth to win tickets. Features include microprocessor-based electronics, automatic teeth reset, unbreakable Lexan clown, and adjustable coinage, ticket-dispensing levels, and number of balls. It is available in a one- or two-station package.



Boom Ball
Meltec

Players propel balls from a cannon down a lane and into target holes with different point values. A ticket-dispensing game that appeals to all ages, it is available in a cabinet size geared to taverns as well as a regulation length.

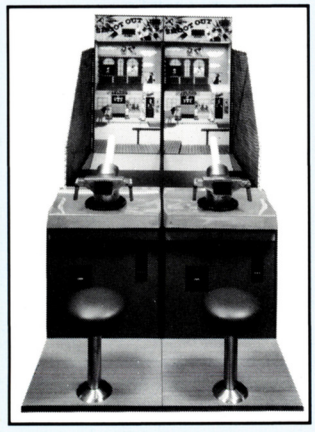


Great Frog Race
Meltec

A new gun-target game that shoots balls into a big frog's mouth to make smaller frogs shown overhead race to the finish line. Two players can compete against each other or one can race against the computer. Included: digital sound and voice, Deltronic ticket dispenser, and many adjustable features.

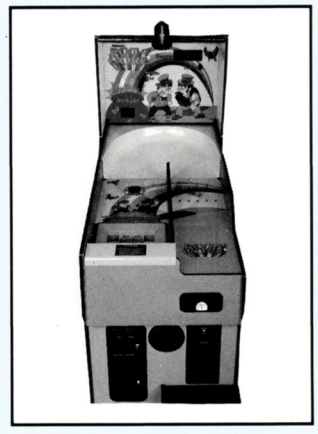
Knock Down
Meltec

Features include auto reset system, double-stitched cat targets, Z-80 microprocessor-based electronics, heavy-duty aluminum castings, and operator-adjustable number of balls, coinage, and ticket-dispensing levels. Available in Little Ace, Little Deuce, or individual units.



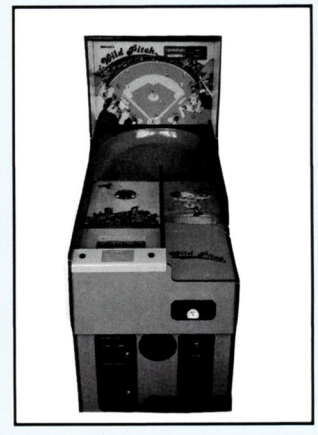
Shoot Out
Meltec

A midway-style redemption gun game featuring a rapid-fire gun mechanism and non-stop pop-up targets. Players race against the clock to gun down Western outlaws as they appear on rooftops, in windows, and in saloon doorways.



Pot O' Gold
Meltec

Players roll balls up the right side of the playfield, around a curved ramp, and back down the left side into a 16-hole scoring matrix. Scores depend on where the ball lands. Look for a jackpot ticket bonus and many operator-adjustable features.



Wild Pitch
Meltec

One or two players roll balls up the right side of the playfield into a 16-hole scoring matrix to score an out, single, double, triple, or home run. A wild pitch pocket advances base runners; coinage and ticket payouts are operator-adjustable.

Strike It Rich !!!

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POT O' GOLD is the first hit of Meltec's new "Roll-O-Round" game system. This system will allow operators to easily interchange play fields for endless profitability.

POT O' GOLD combines the fun and skill of a ball roll game with the action of a pinball machine. Players roll balls up and around the colorful ramp playfield and aim for high score. Hit the "Triple Score Hole" and watch the tickets pile up.

POT O' GOLD'S "Super Ticket Bonus" display allows up to eight games to be linked together to offer a progressive ticket bonus.

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- Infrared Scoring
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- Easy Access "Works in a Drawer"
- Deltronic Ticket Dispenser
- Multi-Ball Reservoir
- Progressive Ticket Feature
- "Triple Score" Hole
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Specifications

Length	74 Inches	Weight	450 Lbs.
Width	31 Inches	Power	4 AMPS @ 115 Vac.
Height	68 Inches		
Height with Display	89 Inches		

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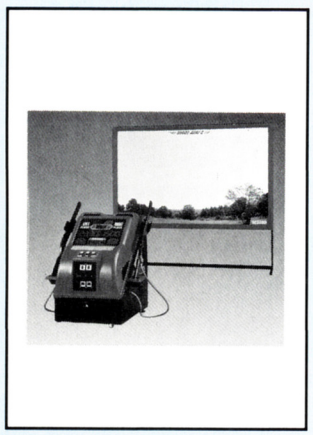
Novelties

Cracky Crab
Namco-America

A game that asks players to crack 'em, smack 'em, and whack 'em. Crazy crabs slide from side to side, evading blows. Game play is simple, ticket settings are operator- adjustable. A low level ticket lamp and ticket counter are included. Dimensions: 45'' wide x 33'' deep x 67'' high.



Shoot Away II
Namco-America

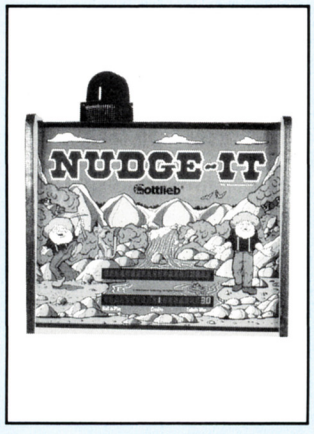
Indoor skeet shooting with a choice of two super-size screens. All levels of expertise are covered, from beginner to marksman. Features include one- or two-player interaction, three difficulty levels, release timing, and target speed. It can be outfitted with a ticket dispenser.

Rock 'N Roll
Pitco

Roll a ball on the playfield, avoiding ''loser'' holes and scoring in yellow or red ''winner'' holes. Now available in coin-op and midway countertop models. Features include low-ticket LED light, over/under coin door, digital sound and speech, and separate meters for coins and tickets.

Bell Ringer
Premier

The midway of a carnival is the theme of this simple game housed in a pinball-style cabinet. Players propel balls with a plunger and score points on a strength tester shown on the playfield. Features include operator-adjustable number of balls per coin and ticket awards, two game leg height adjustments, and more.



Nudge It
Premier

Woodsmen are depicted on the backglass of this game, in which players propel balls onto a pinball-type playfield to gain points and tickets. Features include separate access to the ticket dispenser and coinbox, two game leg height adjustments, dual coin mechs, Deltronic ticket dispenser, sound, and winner light.

Super Mario Mushroom World
Premier

A marriage of pinball and redemption with Mario saving the world by shooting lit drop target blocks. Features include adjustable leg heights and interactive and non-interactive video modes. The game is shipped ready for a ticket dispenser or card dispenser.

Pachinko
Republic Industries

The authentic Japanese machine with flashing lights and sound effects. Players flip balls through wheels and a maze of pins to hit the jackpot. Both adults and children can enjoy the game. Dimensions: approximately 24'' wide x 36'' tall.

Awesome Rat
Sega Enterprises

A skill track game available as a kit to interchange with *Hi Tension*. Players are asked to maneuver a 3/4'' stainless steel ball around the track to gain tickets. It is a solid-state mechanical game. Dimensions: 25'' wide x 31'' deep x 59'' high.

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- They taunt you with their wisecracks.
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- Timed play with extended time for over 40 points.
- Ticket dispenser door for ease of ticket loading.
- Low level ticket lamp and ticket counter.

SPECIFICATIONS:

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Depth:	33"	(82.5 cm)
Weight:	446 lbs	(202 kg.)

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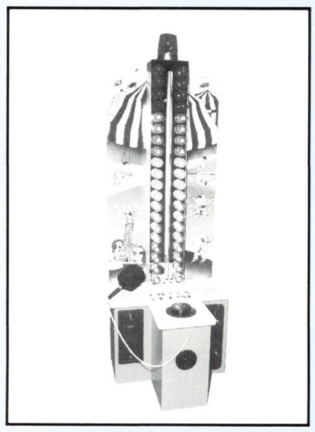
Novelties

HI Tension
Sega Enterprises
A solid-state mechanical game that asks players to guide a 3/4'' stainless steel ball through a maze without it dropping off the playfield. The kit interchanges with *Awesome Rat*.

Saurus Wars
Sega Enterprises
Two-player redemption game in a wildly colorful cabinet with purple, blue, and yellow dinosaur graphics. Players shoot at dinosaurs traveling back and forth under a domed playfield.

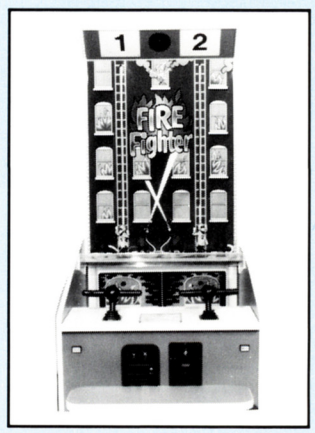
Barnyard Babies
Skee-Ball/Vari-Tech
A redemption game designed for children aged 3-7. Players toss balls into holes next to farm animals to earn points and tickets. Features include a colorful graphic format, barnyard animals, solid cabinet construction, music and audio effects (UL approved).

B.C. Bash
Skee-Ball/Vari-Tech
An ascending race game for one or two players. It features a prehistoric theme and asks players to hit the heads of target characters as they light up, thereby causing a caveman to climb a jungle vine and rescue the Jungle Queen. A brightly colored volcano is on the backglass.



Circus Hi-Rise
Skee-Ball/Vari-Tech
Players use a mallet to advance a puck to the top of the tower. Colored lights simultaneously illuminate as the puck travels to the top. Bells and whistles indicate the winner. Features include background sound, flashing lights, and an attract mode. Available in 8' and 10' models.

Danger Mine
Skee-Ball/Vari-Tech
Use a steering wheel and sharp hand/eye coordination to race against the clock while guiding a ball down a mine shaft and into the winner's hole. To complicate matters, the mine shaft elevator is moving. Dimensions: 30'' wide x 42'' deep x 82'' high.



Fire Fighter
Skee-Ball/Vari-Tech
A one- or two-player competitive game where players rescue a damsel from a burning building. Each player station has a hand control that directs water to a target, causing a fireman to move up a ladder and save the damsel, then win tickets.

New Pinball Truck Race
Skee-Ball/Vari-Tech
Upright model pinball-style truck race in which the player races against a clock or another player to the top of the ramp to win. Features include digital sound effects with verbal instruction, winner bell, and internal timer. A lighting package and display timer are available.

Novelties

Six-Player Killer Beez
Skee-Ball/Vari-Tech

Midway-style shooting game with multiple player stations, track lighting, and coin mech for each station. The object of the game is to shoot down as many of those nasty bees as possible in a given time frame.

Buddy Bear
Smart Industries

A redemption toss game set in a magical forest setting with a fun bear who plays catch. Features include a moving target, interactive voice board, double coin mechs, separate locked cashbox, credit/timer digital readout, ticket dispenser, and top net. Option: CDV-550 card dispenser.

Feed Big Bertha
Smart Industries

Players toss balls into the moving mouth of a hungry 200-lb. cutie who gains 25 lbs. for every ball thrown. Features include a ticket dispenser, interactive voice board, double coin mechanism with locking cashbox, credit/weight digital readout, and top net. Option: CDV-550 card dispenser.

Monkey Mole Panic
Taito America

Players slap buttons on a control panel and see mole-like creatures get crunched on the eye-level video screen. There are six levels of difficulty for one or two players. Games are linkable for competitive play; cartoon character graphics add to the appeal.

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Westpark Business Center
210 West Parkway –7
Pompton Plains, NJ 07444
(201) 616-1111
FAX: (201) 616-1415

Alvin G. & Co.
905 W. North Ave.
Melrose Park, IL 60160
(708) 345-9000
FAX: (708) 345-2222

American Simulators
7370 NW 36th St.
Airport Plaza 433
Miami, FL 33166
(305) 592-5932
FAX: (305) 592-6041

AMTEC
#1 Executive Center
Ocean, NJ 07712
(800) 272-1371
(908) 919-0300
FAX: (908) 918-0501

Amusement Equipment Exchange
1203 5th Ave.
Rock Island, IL 61201
(309) 788-0135
FAX: (309) 788-0148
(kiddie ride refurbishing)

Amutronics
405 Monroe Ave.
Asbury Park, NJ 07712
(908) 988-4499
(800) 945-3224
FAX: (908) 775-3225

Applied Computer Technology
2603 S. Highland Dr.
Las Vegas, NV 89109
(702) 368-0230
FAX: (702) 368-7623

Auto Photo Systems
272 Walnut Ave.
Tustin, CA 92681
(714) 731-3121
FAX: (714) 731-4834

AutoPrint Corp.
1045 Wappoo Rd.
Charleston, SC 29407
(803) 571-3382
FAX: same as phone

B & B Music
2225 St. Clair Ave.
Cleveland, OH 44114
(216) 781-1090
FAX: (216) 781-3331

B & E Vending Co.
3590 Oceanside Rd.
Oceanside, NY 11572
(800) 873-8998
FAX: (800) 68-JUMBO

Bay Tek
1077 E. Glenbrook Dr.
Pulaski, WI 54162
(414) 822-3951
FAX: (414) 822-8936

R.H. Belam
Nassau Plaza
One Fulton Ave.
Hempstead, NY 11550
(516) 292-2670
FAX: (516) 486-0957

Betson Enterprises
303 Paterson Plank Rd.
Carlstadt, NJ 07072
(201) 438-1300
FAX: (201) 438-4837

Bio-Rhythm Sales Co.
2820-A Honolulu Ave.
Verdugo City, CA 91046
(818) 249-2077

Bob's Space Racers
427 15th St.
Daytona Beach, FL 32117
(904) 677-0761
FAX: (904) 677-0794

Bromley Inc.
3231 W. Victoria St.
Chicago, IL 60659
(312) 267-6030
FAX: (312) 509-9508

Bulldog Amusements
18338 Redmond Way
Redmond, WA 98052
(206) 869-6400
FAX: (206) 869-6401

Bundra Games
1081 Country Club Rd.
Lake Zurich, IL 60047
(708) 540-6400
FAX: (708) 540-6404

Capcom USA
3303 Scott Blvd.
Santa Clara, CA 95054
(408) 727-0400
FAX: (408) 496-5720

Carousel Intl.
701 E. Eighth
P.O. Box 307
Eldon, MO 65026
(314) 392-7122
FAX: (314) 392-7125

Coastal Amusement
601 Prospect St.
Lakewood, NJ 08701
(908) 905-6662
FAX: (908) 363-6815

Cofusa Enterprises
649 Anita St. Ste. A4
Chula Vista, CA 91911
(619) 424-9460
FAX: (619) 424-7562

Coin Concepts
16 Edgeboro Road, Unit 5
East Brunswick, NJ 08816
(800) 462-COIN
(908) 390-9009
FAX: (908) 390-3373

Communidyne
636 Anthony Trail
Northbrook, IL 60062
(800) 637-8363
(708) 498-2444

Daemco Fun Riders
P.O. Box 596
Grapevine, TX 76051
(817) 481-3273
FAX: (817) 488-1493

Data East USA
1850 Little Orchard St.
San Jose, CA 95125
(408) 286-7080
FAX: (408) 286-0842

Design Plus
737 E. Marietta Ave.
Peoria Heights, IL 61614
(309) 682-9359
FAX: (309) 682-9394

Dobco Entertainment
54 Bramsteele Rd. Unit 25
Bramption, Ontario
CANADA L6W 3M6
(416) 451-2697
FAX: (416) 455-9519

Doyle & Associates
P.O. Drawer 49467
Sarasota, FL 34230
(800) 237-4263
(813) 366-3735
FAX: (813) 366-5197

Drew Industries
120 Southwest Drive
Spartanburg, SC 29336
(803) 574-0162
FAX: (803) 574-7680

EMT-America Elektro-Mobiltechnik GMBH
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Tokyo, Japan.
Tel.: (03) 3331-7311 Fax.: (03) 3331-7800

Manufacturer

EAGLE CO.LTD

Tokyo, Japan.
Tel.: (03) 3331-7611 Fax.: (03) 3331-7600

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Exidy Inc.
2688 C Middlefield Road
Redwood City, CA 94063
(415) 364-5201
FAX: (415) 364-5286

Exit Entertainment
4520 W. Dickens
Chicago, IL 60639
(312) 292-4499
FAX: (312) 292-4543

F.A.B. Electronics
1 Vanderbilt Ave.
Pleasantville, NY 10570
(914) 769-5104
FAX: (914) 769-0405

Fabtek
8434 154th Ave. NE
Redmond, WA 98052
(206) 881-0900
FAX: (206) 881-6503

Falgas U.S.A.
1559 NW 79th Ave.
Miami, FL 33126
(305) 471-0476
(800) 772-3912
FAX: (305) 471-0381

Farr Scales
417 W. Main St.
Hummelstown, PA 17036
(717) 566-9449
FAX: (717) 566-5721

Floating Flowers
12615 Steele Creek Road
P.O. Box 410667
Charlotte, NC 28241
(704) 588-4358
FAX: (704) 588-5938

Foto Fantasy
302 Winchester St.
Newton, MA 02161
(617) 332-9270
FAX: (617) 969-0291

Full Swing Golf
12315 Oak Knoll Rd.
Suite 210
Poway, CA 92064
(619) 486-4343
FAX: (619) 486-0718

Fun Industries
627 15th Ave.
East Moline, IL 61244
(800) 747-1144
(309) 755-5021
FAX: (309) 755-1684

GaMCO
2153 10th St.
Sarasota, FL 34237
(800) 642-7763
(813) 366-1133
FAX: (813) 366-1134

Giant Gumball Machine Co.
200 Meyers Rd.
Grand Prairie, TX 75050
(214) 262-2234
(800) 634-2855
FAX: (214) 262-3167

Golden Branch Corp.
960 Sivert Dr. Unit E
Wood Dale, IL 60191
(708) 238-8086
FAX: (708) 238-8010

Grayhound Electronics
Rt. 37 & Germania Station Road
P.O. Box 1697
Toms River, NJ 08754
(908) 341-5200
FAX: (908) 341-6560

Great American Billiard Co.
24 Stafford Ct.
Cranston, RI 02920
(401) 463-5587
(800) 831-2011
FAX: (401) 463-6673

Hoops USA
3125 Fiechtner Dr.
Fargo, ND 58103
(701) 280-3054
FAX: (701) 235-6670

Hot Stuff (Vend-O-Matic Network)
216 N. Main St.
Freeport, NY 11520
(800) 767-9059
FAX: (516) 623-2648

I.C.E. (Innovative Concepts in Entertainment)
101 Kensington Ave.
Buffalo, NY 14215
(800) 342-3433
(716) 833-0481
FAX: (716) 833-1342

IGM
725 Lime Ave.
Sarasota, FL 34237
(813) 366-7533
FAX: (813) 366-1134

Imageware Software
4330 LaJolla Village Dr.
Suite 270
San Diego, CA 92122
(619) 457-8600
FAX: (619) 457-8290

Imagination Leisure
251 Dixon Ave.
Amityville, NY 11701
(516) 842-4242
FAX: (516) 842-0532

Innovative Industries
2605 Grand Ave.
Carthage, MO 64836
(800) 344-7467
(417) 358-6891
FAX: (417) 358-1849

IVM
6045 No. 57th Dr.
Glendale, AZ 85301
(800) 659-8363

Jackson River Products
RR 1-800 South Rd.
Kingman, IN 47952
(317) 397-3374
FAX: (317) 397-3381

Jaleco
685 Chaddick Dr.
Wheeling, IL 60090
(708) 215-1811
FAX: (708) 215-2642

Jeron Technology
2029 No. Dixie Hwy.
Pompano Beach, FL 33060
(800) 321-6221
(305) 784-0700
FAX: (305) 784-9888

Johnston Products (See Fun Industries)

Just Kiddie Rides
59-19 Central Ave.
Farmingdale, NY 11735
(516) 293-8129
FAX: (516) 293-1268

Kiddie Amusements (Dudley's)
P.O. Box 939
Florence, MS 39073
(800) 647-6460
FAX: (601) 845-8338

Kiddie's Mfg.
P.O. Box 1146
Lares, Puerto Rico 00669
(809) 897-3180
(809) 897-3605
FAX: (809) 897-3377

Kiddie Rides Int'l
5415 Hobart St.
Pittsburgh, PA 15217
(800) 422-7505
FAX: (412) 422-7606

Kiddie Rides USA
604 Main St.
Davenport, IA 52803
(800) 553-8000
(319) 326-6060
FAX: (303) 771-7567

Kiddie World
Rt. 2
California, MO 65018
(314) 796-4232
FAX: (314) 796-3452
(kiddie ride refurbishing)

Lazer-Tron Corp.
7042B Commerce Circle
Pleasanton, CA 94566
(415) 460-0873
FAX: (415) 460-0365

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- Be endorsed in writing by five (5) other AMOA members.
- Your name must be submitted to AMOA's nominating committee by September 20, 1993.
- Three-year term; ten (10) new directors to be named at AMOA Expo '93, October 21-23 in Anaheim, California.

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Amusement & Music Operators Association

Applications and/or more information can be obtained by contacting AMOA headquarters.

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Life Formations
326 Industrial Pkwy.
Bowling Green, OH 43402
(419) 352-2101
FAX: (419) 352-1402

Lock America
7251 Garden Grove Blvd.
Suite M
Garden Grove, CA 92641
(800) 422-2866
(714) 373-2993
FAX: (714) 373-2998

Lorin Assoc.
216 Meramec Station Rd.
Valley Park, MO 63088
(314) 225-8298
(kiddie ride refurbishing)

Lucky Associates
State Highway W. Route 2
Conway, MO 65632
(800) 468-5825
(417) 589-6700
FAX: (417) 589-3031

Machine-O-Matic
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Newmarket, Ontario, Canada
(800) 265-6772
(416)836-4700
FAX: (416)836-4737

Master Pitching Machine
4200 N.E. Birmingham Rd.
Kansas City, MO 64117
(816) 452-0228
FAX: (816) 452-7581

Mayoni Enterprises
10340 Glenoaks Blvd.
Pacoima, CA 91331
(800) 345-1183
(818) 899-2488
FAX: (818) 899-0152

Maxima Entertainment
23342 Peralta Bldg. -9
Laguna Hills, CA 92653
(714) 859-3826
FAX: (714) 588-1165

Meltec Inc.
1550 B Las Plumas Ave.
San Jose, CA 95133
(800) 356-4777
(408) 923-1302
FAX: (408) 923-0835

Midway Mfg.
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240
FAX: (312) 267-8435

Mike Munves Corp.
P.O. Box 129
Elmsford, NY 10523
(914) 347-3781

Miracle Recreation
P.O. Box 420
Monett, MO 65708
(800) 523-4202
(515) 236-7536
FAX: (417) 235-3551

MoneyWon
125 Royal Woods Ct.
Tucker, GA 30084
(800) 463-6639
FAX: (418) 622-0802

Mr. Vend
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Chatsworth, CA 91311
(818) 718-6061
FAX: (818) 718-0712

Namco-America
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San Jose, CA 95164
(408) 383-3900
FAX: (408) 383-0128

National Sports Games
3669 E. La Salle St.
Phoenix, AZ 85040
(602) 470-1490
FAX: (602) 470-1495

National Entertainment Technology
State Hwy. 38 E.
P.O. Box 648
Marshfield, MO 65706
(800) 458-4116
(417) 468-2900

National Vendors
12955 Enterprise Way St.
Louis, MO 63044
(314) 298-3500
FAX: (314) 298-3500

Nevis Inc.
P.O. Box 2717 Olathe, KS
66062 (913) 764-5554
FAX: (913) 764-0540

Noel Industries
P.O. Box 727
Ozona, FL 34660
(813) 785-7630
FAX: (813) 784-6202

Dave Nutting & Associates
20 Pine Place
Ridgeway, CO 81432
(303) 626-5642

O.K. Mfg.
158 S. State
Orem, UT 84058
(801) 225-7288
(800) 748-5480
FAX: (801) 225-7297

Peninsula Vending
3801 Charter Park Court
Suite C
San Jose, CA 95136
(800) 266-3589
(408) 978-3588
FAX: (408) 978-9694

Pitco Mfg.
12494 Path Valley Rd.
Willow Hill, PA 17271
(717) 349-2858
FAX: (717) 349-2806

Pop-A-Shot
1050 E. Pacific
P.O. Box 1073
Salina, KS 67402
(913) 827-6229
FAX: (913) 827-6336

Premier Technology
759 Industrial Dr.
Bensenville, IL 60106
(708) 350-0400
FAX: (708) 350-1097

Print-A-Card
1810 Boardwalk
Wildwood, NJ 08260
(609) 523-0066
FAX: (609) 822-2148

Protect Vending
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Calgary, AB, CANADA T2H
0M8
(403) 252-9800
FAX: (403) 255-1779

Quick Silver Development
444 Davis St.
San Leandro, CA 94577
(510) 895-9699
FAX: (510) 895-9747

Rainbow Amusements
114 Roseville Road
Westport, CT 06880
(203) 454-2179
FAX: (203) 454-2584

Rainbow Cranes
12850 Brookprinter Pl.
Poway, CA 92064
(619) 748-7157
FAX: (619) 679-3576

Republic Industries
11440 N. Central
Expressway
Dallas, TX 75243
(214) 368-1359
FAX: (214) 692-0914

Sega Enterprises
275 Shoreline Dr. Suite 201
Redwood City, CA 94065
(415) 802-3100
FAX: (415) 802-3120

Seidel Amusement Machine Co.
8436 Washington Pl. N.E.
Albuquerque, NM 87113
(505) 821-6878
FAX: (505) 821-6876

Simulators Int'l
Airport Plaza
7370 N.W. 36th St.
Suite 433
Miami, FL 33166
(305) 592-5932
FAX: (305) 592-6041

Skee-Ball/Vari-Tech
121 Liberty Lane
Chalfont, PA 18914
(215) 997-8900
FAX: (215) 997-8982

Smart Industries
1626 Delaware Ave.
Des Moines IA 50317
(800) 553-2442
(515) 265-9900
FAX: (515) 265-3148

Sportech
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Kansas City, MO 64108
(816) 472-1101
FAX: (816) 842-4913

Sports Sciences Inc.
2075 Case Parkway
South Twinsburg, OH 44087
(800) 860-4PAR
(216) 963-0660
FAX: (216) 963-0661

Standard Change-Makers
3130 N. Mitthoeffer Rd.
Indianapolis, IN 46236
(317) 899-6966
FAX: (317) 899-6977

Standard Metal Typer
3725 N. Talman Ave.
Chicago, IL 60618
(800) 782-1100
(312) 935-8295
FAX: (312) 935-9739

Star Mfg.
125 Royal Woods Ct.
Suite 140
Tucker, GA 30084
(404) 270-2900

Steiner Mfg.
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Brooklyn, NY 11217
(800) 445-4321
(718) 875-0835
FAX: (718) 858-3897

Taito America
390 Holbrook Drive
Wheeling, IL 60090
(708) 520-9280
FAX: (708) 520-1309

Tech Vend Marketing
77 Accord Park Drive
Norwell, MA 02061
(800) 554-4325
(617) 878-7330
FAX: (617) 871-0991

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3800 Nicollet Ave. S.
Minneapolis, MN 55409
(612) 827-5588
FAX: 612) 827-7543

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Santa Rosa, CA 95401
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FAX: (707) 526-0644

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2432 W. Peoria Ave.
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Phoenix, AZ 85029
(800) 959-9880
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UETD
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Gray, TN 37615
(615) 477-4619
FAX: (615) 477-4495

U-Seal-It
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Gardena, CA 90249
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(310) 532-5321
FAX: (310) 532-6543

Val Enterprises
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Houston, TX 77043
(713) 496-2900

Vari-Tech Intl. (See Skee-Ball)

Wada Metal
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Rome, GA 30161
(706) 291- 7410
FAX: (706) 291-7472

Williams Electronics
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Chicago, IL 60618
(312) 267-2240
FAX: (312) 267-8435

Xytek
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Belmar, NJ 07719
(908) 919-7878
FAX: (908) 919-7880

Zamperla Inc.
P.O. Box 5545
Parsippany, NJ 07054
(800) 888-8878
(201) 334-8133
FAX: (201) 334-6880

Zytronics
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Miami, FL 33176
(305) 251-3775
FAX: (305) 254-1763

TICKET MANUFACTURERS

Muncie Novelty
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Muncie, IN 47308
(317) 288-8301
FAX: (317) 288-3434

National Ticket
Ticket Ave.
Shamokin, PA 17872
(717) 648-6803
FAX: (800) 326-9320

TICKET DISPENSERS

Asahi Seiko USA
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Las Vegas, NV 89103
(702) 794-2920
FAX: (702) 794-0644

Clever Devices
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Port Washington, NY 11050
(516) 767-068
FAX: (516) 767-3635

Deltronic Labs
120 Liberty Ln.
Chalfont, PA 18914
(215) 997-8616
FAX: (215) 997-9506

MERCHANDISE SUPPLIERS

A & A Co.
1930 Greenspring Dr.
Timonium, MD 21093
(301) 252-1020
(800) 638-6000
Telex: 4990868 AACOMD
FAX: (301) 252-7137
Product Line: capsules, eggs

A & G Dist. Co.
1321 S 30th Ave.
Hollywood, FL 33020
(305) 923-5815
(800) 228-0925
FAX: (305) 923-5894
Product Line: plush; pre-packs

A.L.D. Services Inc.
519-A & B Rudder Rd.
St. Louis, MO 63026
(314) 349-5050
(800) 77P-LUSH
FAX: (314) 349-5137
Pres.: Alan L. Deutschmann
Product Line: crane and redemption merchandise

Accessories Unlimited Inc.
20526 N Milwaukee Av
Dearfield, IL 60015
(708) 520-4180
Product Line: crane and rotary supplies; jewelry

Ace Novelty Co.
3815 S Ashland
Chicago, IL 60609
(312) 847-2600
(800) 926-1223
FAX: (312) 847-7942
Product Line: crane and rotary merchandise; stuffed toys; full redemption and premiums line including licensed items

Ace Novelty Co.
1855 Industrial St.
Los Angeles, CA 90021
(213) 626-0500
(800) 421-4226
FAX: (213) 625-0743
(800) 621-1570 (Chicago)
(800) 759-1223 (Seattle)
Product Line: crane and rotary merchandise; redemption center merchandise; plush toys

BUYER'S GUIDE INDEX

Ace Novelty Co.
13434 NE 16th St.
Bellevue, WA 98005
(206) 644-1820
(800) 759-1223
Telex: 3729-480
FAX: (206) 641-0195
(604) 299-7511 (Canada)
(800) 421-4226 (Los Angeles)
(800) 926-1223 (Chicago)
Product Line: crane and rotary merchandise

Acme Premium Supply Corp.
4100 Forest Park Blvd.
St. Louis, MO 63108
(314) 531-8880
(800) 325-7888
Telex: 447231
FAX: (314) 531-2106
Spanish Orders: (800) 999-5399
Fax:(800) 999-5799
Pres.: Robert V. Dawson
Product Line: crane and rotary merchandise; redemption items; toys; novelties

Angel's Toys Ltd.
329 W Miraloma Ave.
Glendale, CA 91204
(818) 768-1393
(800) 229-1393
FAX: (818) 768-4043
Contact: Cindy Faith
Product Line: crane and rotary novelty items

Best Mfg. Co.
914 E Moreland Blvd Hwy 18
Waukesha, WI 53186
(414) 547-5051
(800) 962-4486
FAX: (414) 547-0905
Product Line: stuffed toys for crane machines

Betson Enterprises
303 Patterson Plank Rd.
Carlstadt, NJ 07072
(201) 438-1300
(800) 524-2343
FAX: (201) 438-4925
Product Line: crane and redemption items

Bonita Marie Co.
1540 Rt. 37 W Suite 2
Toms River, NJ 08755
(908) 349-1994
(800) 272-6375
FAX: (908) 341-4056
Product Line: novelties; jewelry; licensed merchandise; specially packaged products for cranes, rotaries and dozers

Dan Brechner & Co.
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400
(800) 645-8142
FAX: (516) 352-1744
Product Line: redemption merchandise for arcades, family fun centers, amusement parks and vending operators

Button Master
P. O. Box 129
Bridgeport, PA 19405
(215) 277-1966
(800) 523-1197
FAX: (215) 277-7695
Product Line: slogans, nostalgia, and rock 'n roll artist buttons; assortments for cranes, rotaries and redemption

Chulani Intl.
35 N Middaugh St.
Somerville, NJ 08876
(201) 704-0201
(800) 248-5264
FAX: (201) 704-0205
Product Line: crane and redemption merchandise; gifts; neon goods; and more

Classic Inc.
Rt. 37 & Germania Station Rd.
Toms River, NJ 08754
(800) 833-4667
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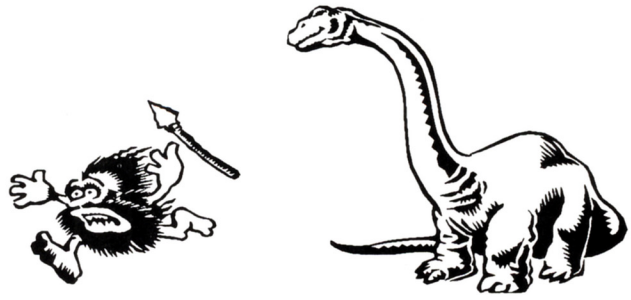

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Greg Reeves
Ray Hepburn

Greg saddles up for an adventure with the *Wild West C.O.W. Boys of Moo Mesa*.

More comic series inspiration, this time in *Cadillac and Dinosaurs*.

Reality check: fighters dominate game themes

There was a character in literature who once said that hope is the denial of reality. If this is true, then our message last month, plus the complaints of numerous operators regarding violence in games, is just a waste of time.

We don't believe that to be true because, like so many other business fields, the amusement game industry must listen to its audience in order to continue making profits. Unfortunately, while the minority talks about game themes the majority plays the fighting games. What we need is a sudden popularity of non-violent games to take the industry in a new direction.

All things work in cycles and history always repeats itself, so that new direction or the return to nostalgic themes from the early '80s would be terrific. Until that happens, we will sample all the new titles as they are introduced. This month's offerings are games released recently by four of the major manufacturers.

Cadillacs and Dinosaurs

Speaking of history repeating itself, the theme of Capcom's latest kit is the return of dinosaurs. Based on a comic book, *Cadillacs* is set 400 years in the future when the world has become a wasteland and evil poachers are capturing and slaying dinosaurs.

The player chooses one of four heroes to battle the hunters and release the captured dinosaurs. Screen action scrolls from left to right and characters and game play strongly resemble Capcom's *Final Fight*. Buy-in and game continuation are now standard features.

Each of the four game characters has his own rankings of strength, speed, life, and different combinations of the attack and jump buttons to produce different moves. Certain objects along the path can be destroyed to obtain food, guns, grenades, dynamite, knives, and extra ammo. Each weapon has a limited use and affects some enemies more than others.

Unusual backgrounds and displays highlight the game, such as pterodactyls flying among ruined skyscrapers and a stegasaurus roaming through the desert. Heavily armored Cadillacs with attached machine guns are also found; they can occasionally be used to plow through unsuspecting enemies. The game is an interesting twist on the fighting theme. The simplicity of the controls makes it fun for all ages.

Wild West C.O.W. Boys of Moo Mesa

Despite the reign of still-screen fighting games, the horizontal scrolling game is always a success, perhaps because of what lies ahead beyond the screen's view. A player can try to get farther every time he plays, rather than just see if he can beat another opponent.

Konami's past games helped begin the "multi-region with boss" scenario seen in many current games. The company's first really popular game with this scenario was *Teenage Mutant Ninja Turtles*. *TMNT* spawned a sequel, and most recently *Bucky O'Hare* utilized the idea. Now, Konami has converted another cartoon into video with *C.O.W. Boys*.

The four-player kit has simple controls with an eight-way joystick and shoot and jump buttons. The attract mode is as smoothly animated as the last three cartoon games, showing the arrival of a comet from space that lands in the Old West and changes a group of grazing cows into lawful cowboys.

Players must progress through a railroad, tavern, ghost town, and coal mine, each stage culminating in a battle with a boss. Several items can be collected by shooting chickens and passing over the flashing symbols.

Although the game can be enjoyed by all ages, it should do particularly well with kids. Malls may be the best locations.

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3-Count Bout

The library of SNK's *Neo-Geo* games is growing in number and popularity, hindered only by the time-frame in which the games are released for the home market. This is the third of the "mega-shock" games, meaning game play is so fast, intense, and viewed from different zoom angles that it shocks the mind.

However exaggerated that sounds, the player does work up a sweat manipulating the joystick and four buttons. As usual, the marquee displays instructions on which moves can be executed: Button A is punch, B is kick, C is jump, and D is fall/pin. The player picks one of 10 wrestler/fighters and progresses through different levels of ring competition.

Two players can battle each other in the ring, on the street, and in a death match, or they can be a tag team against the computer. Strength meters at the top of the screen let the player know if he should pin his opponent. Climbing up poles in the ring or cars in the street is possible to execute a jumping attack. The game is a good replacement title for a single unit cabinet or addition for a multi-unit cabinet.

"The horizontal scrolling game is always a success, perhaps because of what lies ahead beyond the screen's view."

Knuckle Heads

It is a little disappointing to see the company that made the successful *Final Lap* series and the technological breakthrough *Starblade* release a fighting game that is not too different from the others. The premise of this Namco kit is that of a future game show that features six fighters around the world battling for the silver screen.

The idea is reminiscent of the "Running Man" big-screen movie because of the combination of a light-hearted game show host and the contrasting slogan, "win or die." Each of the six fighters uses weapons ranging from a battle-ax to a bo staff. Characters are controlled by a joystick and high/low attack buttons.

If one of the buttons is held long enough, the character's energy aura flares up and is unleashed as an attack when the button is released. The background scenery of different parts of the world is another highlight. Still, it is another fighting game. □

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In California, Arachnid's Marcio Bonilla (c) with Men's Doubles champs Fred Aguero (l) and Fred Miller.

In Alabama, Arachnid's Sally Selner is flanked by Susie Swisher and J.P. Polvinen, winners of the Mixed Doubles Cricket event.

Arachnid dart tour goes cross-country

Arachnid's BullShooter electronic dart tour hopped all over North America January through March, visiting Canada and the states of California, Alabama, Ohio, Wisconsin, and Georgia. Those finishing first, second, and third at each regional qualified for the eighth BullShooter Finals in Chicago on May 28-31.

The California BullShooter regional took place in Long Beach and was co-sponsored by distributor C.A. Robinson of Los Angeles and San Francisco. The action in this tournament, as well as the others, took place on *English Mark Darts* games. Among the winners were Craig Belardes, Pro Singles; Fred Aguero and Fred Miller, Men's Doubles; Sandy Reitan Green and Fred Aguero, Women's Doubles; Larry Markin and Mark Evans, Open Doubles Cricket; Debbie Gates and Larry Markin, Mixed Doubles Cricket; and Craig Belardes, Sandy Frantz, and Brian Howes, Mixed Triples.

The Alabama regional, held in Birmingham and co-sponsored by Birmingham Vending, drew players from Alabama, Georgia, Tennessee, Florida, and Mississippi. They competed for $6,000 in prize money. The winners included J.P. Polvinen, Pro Singles; Susie Swisher, Women's Singles; Vic Martin and Bradley Requet, Men's Doubles; Brenda Carter and Phylis Keith, Women's Doubles; Steve Farrell and Steven Gosnell, Open Doubles Cricket; J.P. Polvinen and Susie Swisher, Mixed Doubles; and Samantha Hodges, Steve Farrell, and Steven Gosnell, Mixed Triples.

Over 750 darters from Ohio, Indiana, Kentucky, Wisconsin, New York, and Pennsylvania took part in the $6,000 Ohio regional. Those capturing first place honors were

"It's Phenomenal. My cashbox has soared."

--Lou Manolios

Candid Comments from English Mark Darts operators about Galaxy and League Master System.

Jim Hayes
Gem Music

Gem Music of Dayton, Ohio operates over 200 dart games with about 1600 league players. Jim Hayes is using modems to automatically transfer stats from Galaxy games to his office.

"I think what the Galaxy represents now is just the tip of the iceberg in what's possible for the game in the future. So, by buying the Galaxy I think you're gearing up for the future. I recommend Galaxy to other operators all the time."

"Darters are very enthusiastic. They like the idea of having their name up there. They were really willing to work with us, they like the idea of Galaxy and the future of darts. Galaxy is the future - to me, the Galaxy represents the future of all coin-operated vending."

Kenny Price of Price Music, West Virginia is third generation in the coin-op business. He was one of the first to purchase Galaxy. His company operates approximately 70 Galaxy games with 400 league players.

Kenny Price
Price Music

"Galaxy games are some of the highest earning machines I have. So far with the system, after the updates, I haven't had very many problems at all. Arachnid is one of the best companies I've ever seen to work with on this kind of stuff. When you've got a problem, you call them and they help you through it. They're very attentive to it."

"The customers like it and the players love it because they don't have to pay that much attention to a piece of paper to tell them when they're up, the machine tells them when they're supposed to be playing. I've got a league coordinator and he likes it real well. He said, 'Any other manufacturing company would be hard pressed to come up with a program that's as easy to use as this one.' "

Lou Manolios
P-n-L Vending

P-n-L Vending of Pittsburgh, Pennsylvania has been a full-line vending service for 13 years. Lou Manolios operates over 500 dart games with 4800 players on his dart leagues.

"I believe in the system ... it's the way of the future. This is definitely the way to go. One of the reasons to get into a new system is to save labor costs. My savings is big money. It's going to save me overall, time in the office where I can utilize my employees to being productive in other areas, not just darts. We only have one girl doing stats from modem retrieval, because that's all it takes and that's all it will ever take regardless of the number of games I have. It's very quick. She thinks it's easy to operate. "

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In Atlanta, mega-titleist Ginny Verner with Arachnid's John Hassett.

In Wisconsin, Men's Singles champ John Kuffer with Arachnid's Anne Bressler.

In Ohio, multi-winners Larry Butler (l) and Bill Nichol Jr. (r) with Arachnid's Gene Harlan.

In Canada, tournament superstars Eric Boudreau (l) and Carol Brassard flank Jeanne Penney, editor of Arachnid's BullShooter Magazine.

Brad Wethington, Pro Singles; Vicki Richards, Women's Singles; Larry Butler and Bill Nichol Jr., Men's Doubles and Open Doubles Cricket; Julie Morris and Ruth Kenney, Women's Doubles; Larry Butler and Julie Sullivan, Mixed Doubles Cricket; Julie Sullivan, Larry Butler, and Bill Nichol Jr., Mixed Triples.

Greater Southern co-sponsored the Atlanta regional, which drew players from Georgia, Texas, Alabama, Florida, South Carolina, Tennessee, and Pennsylvania. Among the division champions were Randy Goins, Pro Singles; Derrick West, Men's Singles; Ginny Verner, Women's Singles; G.R. Verner and Ed Haskins, Men's Doubles; G.R. and Ginny Verner, Mixed Doubles Cricket; and G.R. Verner, Ginny Verner, and Ed Haskins, Mixed Triples.

The Wisconsin regional was held in the city of Brookfield and co-sponsored by Pioneer Sales and Service. The first place finishers included Jimmy Damore, Pro Singles; John Kuffer, Men's Singles; Sharon Sonntag, Women's Singles; Kent and Blake Smith, Men's Doubles; Pam Dischler and Barb Kirchner, Women's Doubles; and Jimmy Damore and Cindy Streske, Mixed Doubles Cricket.

Finally, the Canadian regional in Quebec was co-sponsored by Arachnid's distributor in Canada, Laniel Superieur. The tournament attracted darters from Canada, New York, Vermont, and New Hampshire. Among the winners were Carol Brassard, Pro Singles; Eric Boudreau, Men's Singles; Liz Joyce, Women's Singles; Eric Boudreau and Carol Brassard, Men's Doubles; Terri LeBlanc and Joan Clark, Women's Doubles; and Nathalie Henry, Willie Rainsforth, and Sylvain Bourque, Mixed Cricket. □

Tornado hosts U.S. Open

Doubles action from the 1993 U.S. Open.

The U.S. Open served as the second stop on Tornado Table Soccer's 20th anniversary foosball tour, a $30,000 tournament held Easter weekend in Long Beach, Calif. Nearly 1,000 players from across the United States and Canada turned out for the competition.

The top finishers in the four key categories included the following:

Open Singles: 1st: Louis Cartwright, Maine; 2nd: Terry Moore, California; 3rd: Evan Stachelek, California; 4th: Steve Murray, Texas.

Women's Singles: 1st: Tiff Billirakis, Illinois; 2nd: Liz Hill, Florida; 3rd: Susan Edwards, California; 4th: Christina Fuchs, California.

Open Doubles: 1st: Todd Loffredo, Colorado, and Terry Moore, California; 2nd: Adrian Zamora, California, and Don Swan, Illinois; 3rd: Frank Garbuglio and Rick Miller, Ohio; 4th: Gus Trevino, Colorado, and Gregg Perrie, California.

Women's Doubles: 1st: Liz Hill, Florida, and Melanee Tosh, Oklahoma; 2nd: Kelly Masuda, California, and Tiff Billirakis, Illinois; 3rd: Linda Trujillo and Christina Gordon, New Mexico.

Tornado's third major tournament is the $35,000 Masters Open in Atlanta on May 28-31 (Memorial Day weekend). For more information, call Tornado at (817) 483-6646 or the Atlanta Airport Hilton at (404) 767-9000. □

Neptune's Kingdom played host to the tournament.

Air hockey by the beach

Neptune's Kingdom at the Santa Cruz (California) Beach Boardwalk served as the site for the 1993 National Air Hockey Championships, held March 20-21. Ten thousand dollars in cash and prizes was provided by co-sponsors Dynamo, the U.S. Air Table Hockey Association, the Santa Cruz Beach Boardwalk, and numerous air hockey locations throughout the state.

Players came from all over the nation—and other nations as well, namely Canada and Venezuela. Extensive media coverage was provided by the *San Jose Mercury News*, the *Santa Cruz Sentinel*, and TV stations KNTV and KCBA.

Tim Weissman of Houston won his *eighth consecutive* national title, dispatching first-time finalist Keith Fletcher of Loveland, Colo. Fletcher was the first person to supplant a member of air hockey's "Old Guard" and reach a spot in the finals since 1982. Finishing third through fifth were Vince Schappell, Houston; Albert Ortiz, Houston; and Andy Yevish, Philadelphia.

Kyong Hoon Kim, a native of Korea now living in Boulder, Colo., won Pro B Division and Best New-

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Winners of the 1993 Nationals, (l-r): Argenis Montilla, Albert Ortiz, Brian Accrocco, Keith Fletcher, Tim Weissman, Vince Schappell, and Kyong Hoon Kim.

An overhead shot of the action.

comer honors. Other winners included Kara Klyn of San Leandro, Calif., Women's Division; Brian Accrocco of Houston, Expert Division; and Argenis Montilla of Caracas, Venezuela, Amateur Division.

For more information on air hockey tournaments and promotions, contact Mark Robbins at Dynamo, (800) 527-6054, or the USAA, (303) 444-9164. □

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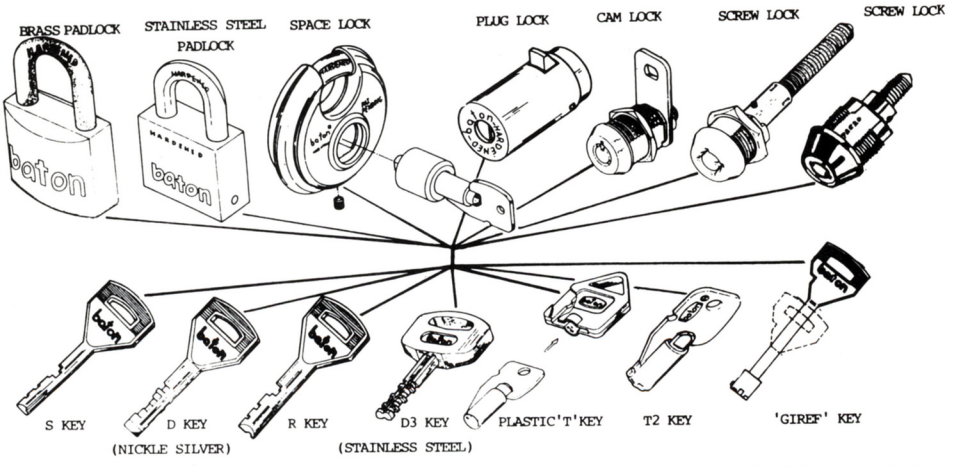

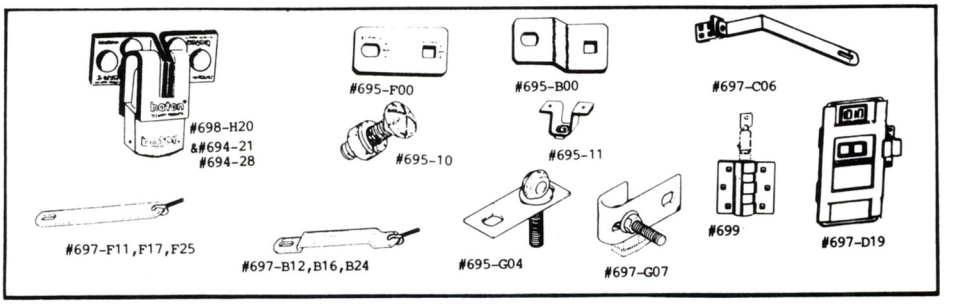

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AMOA Jukebox Top 30

FOR MONTH ENDING APRIL 1993

THIS CHART	LAST CHART	COMPILED FOR THE AMUSEMENT & MUSIC OPERATORS ASSOCIATION'S JUKEBOX PROMOTION COMMITTEE TITLE / SONGWRITER(S)	ARTIST / LABEL/DISTRIBUTING LABEL
		★ ★ No. 1 ★ ★	
1	2	**FRIENDS IN LOW PLACES** D. BLACKWELL, E.B. LEE (BMI/ASCAP)	GARTH BROOKS CAPITOL 44647
2	1	**ACHY BREAKY HEART** D. VON TRESS (BMI)	BILLY RAY CYRUS MERCURY 866522-7
3	3	**THE THUNDER ROLLS** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS CAPITOL 44727
4	4	**BOHEMIAN RHAPSODY** F. MERCURY (ASCAP/PRS)	QUEEN HOLLYWOOD 7-64794
5	—	**I WILL ALWAYS LOVE YOU** D. PARTON (BMI)	WHITNEY HOUSTON ARISTA 12490
6	14	**ENTER SANDMAN** N/A (N/A)	METALLICA ELEKTRA 61113
7	17	**INFORMER** D. O'BRIEN, S. MOLTKEE, E. LEARY (ASCAP)	SNOW EASTWEST 98471
8	19	**I WANT YOU BAD** J. LEAP (BMI)	COLLIN RAYE EPIC 74786
9	23	**IT'S A LITTLE TO LATE** P. TERRY, R. MURRAH (ASCAP/BMI)	TANYA TUCKER LIBERTY 56953
10	24	**WHAT PART OF NO** W. PERRY, G. SMITH (ASCAP/BMI)	LORRIE MORGAN BNA 62414
11	25	**LOVE IS ON THE WAY** N/A (N/A)	SAIGON KICK WARNER 98530
12	27	**ORDINARY WORLD** DURAN DURAN (N/A)	DURAN DURAN CAPITOL 56945
13	20	**UNDER THE BRIDGE** A. KIEDIS, M. BALZARY (BMI)	RED HOT CHILI PEPPERS WARNER 7-18978
14	12	**LAYLA** E. CLAPTON, J. GORDON (BMI)	ERIC CLAPTON REPRISE 7-18787
15	—	**SAD BUT TRUE** N/A (N/A)	METALLICA ELEKTRA N/A
16	28	**MR. WENDAL** ARRESTED DEVELOPMENT (BMI)	ARRESTED DEVELOPMENT EMI 56802
17	5	**RODEO** L. BASTAIN (BMI)	GARTH BROOKS CAPITOL 44771
18	—	**SHE'S NOT CRYING ANYMORE** B.R. CYRUS, T. SHELTON, B. CANNON (BMI)	BILLY RAY CYRUS MERCURY 864778
19	—	**STEAM** N/A (N/A)	PETER GABRIEL GEFFEN 19145
20	26	**LET'S GET ROCKED** P. COLLEN, J. ELLIOT, R. LANGE, R. SAVAGE (ASCAP)	DEF LEPPARD MERCURY 866568-7
21	—	**CATS IN THE CRADLE** H. CHAPIN, S. CHAPIN (ASCAP)	UGLY KID JOE MERCURY 864854
22	—	**JEREMY** N/A (N/A)	PEARL JAM EPIC (N/A)
23	—	**PASSIONATE KISSES** L. WILLIAMS (BMI)	MARY CHAPIN CARPENTER COLUMBIA 74774
24	—	**THE RIGHT KIND OF LOVE** T. FARAGHER, L. GOLDEN, R. NEVIL (ASCAP)	JEREMY JORDAN GIANT 18718
25	6	**SHAMELESS** B. JOEL (BMI)	GARTH BROOKS CAPITOL 44800
26	—	**DOMINO** V. MORRISON (N/A)	VAN MORRISON WARNER 7434
27	8	**WHAT SHE'S DOING NOW** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57733
28	—	**MARGARITAVILLE** N/A (N/A)	JIMMY BUFFETT ABC 12254
29	—	**HEAL THE WORLD** M. JACKSON (BMI)	MICHAEL JACKSON EPIC 74708
30	—	**PARADISE BY THE DASHBOARD LIGHT** N/A (N/A)	MEATLOAF N/A (N/A)

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LATINO Jukebox Top 30

FOR MONTH ENDING APRIL 1993

	THIS CHART	LAST CHART	COMPILED FOR COMPACT DISC JUKEBOX OPERATORS TITLE	ARTIST
REGIONAL MEXICAN			★ ★ No. 1 ★ ★	
	1	2	**CON SANGRE DE INDIO**	BANDA MACHOS
	2	1	**CASMIRA**	BANDA MACHOS
	3	5	**QUE TERARO TIENE**	VICENTE FERNANDEZ
	4	--	**EXITOS**	BANDA MACHOS
	5	3	**QUIEREME**	LOS BUKIS
	6	--	**POR EL MUNDO**	BRONCO
	7	10	**CON NUEVOS HORIZONTES**	LOS HURACANES
	8	9	**ESA CHICA ME VACILA**	BANDA VALLARTA
	9	4	**POR TU MALDITO AMOR**	VICENTE FERNANDEZ
	10	--	**LA PELEA DEL SIGLO**	BANDA EL RECODO
TROPICAL/SALSA	1	--	**SALSA EN GRANDE**	COMPILATION
	2	6	**SOPA DE CARACOL**	BANDA BLANCA
	3	8	**INTENSAMENTE**	EDDIE SANTIAGO
	4	--	**PERSPECTIVA**	G. SANTA ROSA
	5	--	**LLEGANDO AL 100%**	GRUPO NICHE
	6	2	**CUENTA CONMIGO**	JERRY RIVERA
	7	3	**POCHI Y SU COCOBAND**	COCOBAND
	8	5	**MERENBOOM**	COMPILATION
	9	4		J.L. GUERRA
	10	--	**CON CORAZON ABLERTO**	ORQ. GUAYACAN
POP	1	1	**ROMANCE**	LUIS MIGUEL
	2	3	**THE BEST**	ANA GABRIEL
	3	2	**MEXICN HOT HITS VOL. 2**	COMPILATION
	4	9	**OTRO DIA MAS SIN VERTE**	JON SECADA
	5	7	**GREATEST HITS**	ROBERTO CARLOS
	6	4	**CON AMOR ETERNO**	PANDORA
	7	5	**EXITOS**	GLORIA ESTEFAN
	8	6	**AGUA NUEVA**	CRISTIAN
	9	8	**15 EXITOS**	MARISELA
	10	10	**SILUETA**	ANA GABRIEL

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Frank "The Crank" Seninsky

What's new on pinball

With the great success of PAPA III's (Professional and Amateur Pinball Association) worldwide television, newspaper, magazine, and radio coverage, it is quite evident that the public just loves pinball.

The pins designed over the past few years are so good that our customer base has expanded. I would consider the last three years as an important era in the evolution of the pinball machine. One reason is the technical innovations brought to pinball games, which were considered low-tech once video games were invented.

Here are some of the technical advances:

Dot-matrix display

I first saw a dot-matrix display used on Data East's *Checkpoint*. Williams/Bally soon followed and improved on the dot-matrix display by introducing one with a larger (32 x 128 dot display with half-tones) display resulting in picture-like graphics. This display has become the industry standard. Premier finally abandoned its green fluorescent alpha-numeric display and adopted the dot-matrix display.

The use of dot-matrix displays allowed the incorporation of "video mode" as part of pinball game play. This was an important development. These advancements, of course, have slightly in-

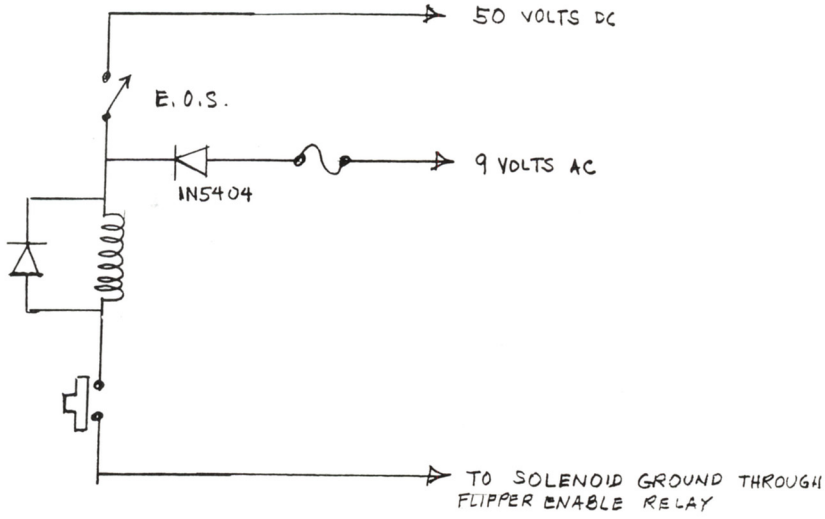

Figure 1: DATA EAST'S OLD FLIPPER SYSTEM

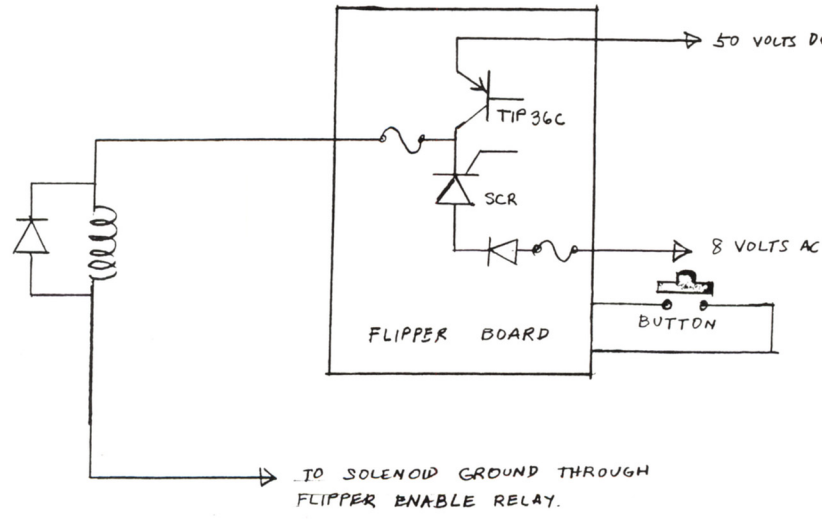

Figure 2: DATA EAST'S SOLID STATE FLIPPER

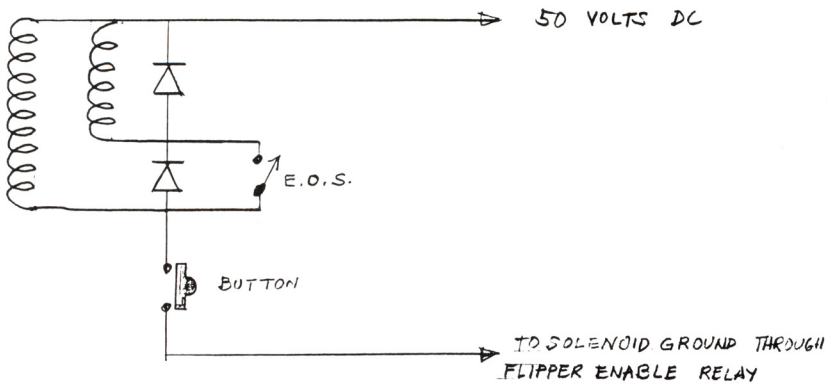

Figure 3: WILLIAMS' OLD FLIPPER SYSTEM

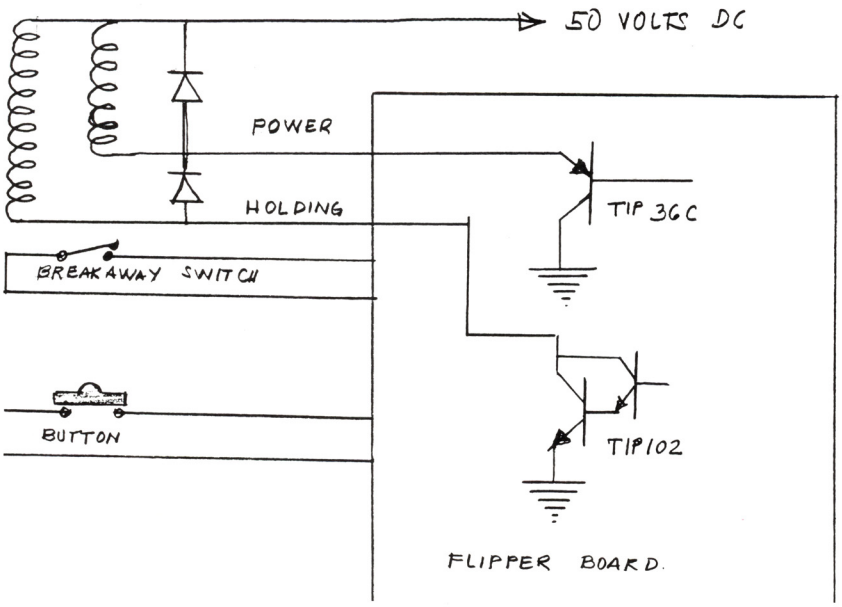

Figure 4: WILLIAMS' FLIPTRONIC FLIPPER

creased the cost. A new dot-matrix assembly is priced at $300. Forget about replacing a bad display glass when it burns out, as we did with the old alpha-numeric displays. It is extremely difficult to replace a display glass in the field and most well-equipped tech shops are hesitant to work on them.

The display glass has more than a hundred legs (130 is my approximation) soldered around the sides of the board. Remember how difficult it was to line up all the 34 legs of a new seven-digit alpha-numeric display glass through the holes in the board after you pulled out the old one? This would now be considered child's play.

On the old glass displays, to desolder and remove any bad chips on the board, you must first remove the display glass which covers most of the back of the board. On the newer display assemblies, the chips are surface-mounted so there is no need to remove the glass to desolder them. Some operators have the proper soldering equipment for surface-mount devices.

With the advent of video mode, many thought that the trend on pinball displays would be the use of video monitors, like on *Baby Pac-Man*. A 13-inch color monitor cost about as much as a dot-matrix display. Some reasoned that a video monitor on a pinball would require more electronic hardware, but the dot-matrix requires a separate controller board.

The video monitor certainly has greater graphic capability, yet the shape of pinball has basically remained constant. I fee that in the future we will see video screens (probably in a flat configuration) utilized in pinball. Many creative scoring features can then be used, perhaps showing graphically exponential equations that can be understood by the player. Who knows, when the public is ready to accept a dollar coin and eliminate the paper dollar, maybe it will be ready for a new type of pinball machine.

Electronic flippers

Even though most of my pinball purchases are Williams/Bally, I think that Data East has had its share of technical innovations when it comes to pinball. It was the first to introduce stereo sound on *Secret Service* and the first with an electronic flipper. Williams/Bally soon came up with its own version of the electronic flipper on *Addams Family*. On *Fish Tales* it put optos on the flipper button in place of the gold-plated blade switches. Data East still uses microswitches for this purpose. Premier and Alvin G. (the new kid on the block) still use the old system with the end-of-stroke (EOS) switches.

The electronic systems used by Williams/Bally and Data East are actually electronic upgrades of their respective old flipper systems. Let's look at each one in more detail.

Data East uses a single winding coil, a departure from the traditional two-winding flipper coil that has been used since the electromechanical pinball machine era. Figure 1 shows Data East's old flipper system. When pressed the flipper button completes the circuit and puts the single-winding coil across the 50-volt DC supply. If the flipper button is held closed, the flipper is held up (plunger held in) by a much lower 9 volts AC supply rectified through the IN5404 diode. This low voltage is just enough to hold the plunger in. If the EOS is not adjusted properly and does not open when the flipper button is held in, the 50 volts stay on the coil and eventually burn it up.

To avoid burnt coils, Data East eliminated the EOS and made the entire assembly electronic. When the flipper button is pressed, a "computer switch" is closed. It tells a transistor (TIP 36C) to turn on and connect the 50 volts to the coil just long enough to achieve the flipping power desired (Figure 2). With split second timing, the transistor turns off and a second transistor (actually a SCR) turns on, putting the 8 volts AC holding voltage to the coil. The timing of the switching from 50 volts to 8 volts is done electronically.

Williams/Bally used the two-winding coil prior to going electronic. The only minor difference is its later coil had the two-windings connected in parallel instead of in series (Figure 3), which gave the flipper a stronger pull.

Figure 4 shows Williams/Bally's "Fliptronic Flipper." When the flipper button is pressed, a transistor (TIP 36C) on the flipper board is signaled to turn on and connect the 50-volt supply across the "thick wire" (less windings) power winding of the coil. The flipper flips and the arm hits the EOS, which is now called the "breakaway switch." The differences here are: 1) the EOS switch no longer carries the heavy current of the coil as with the old flipper system and 2) the breakaway switch closes instead of opens. When the breakaway switch closes, it signals another computer switch that tells the first transistor (TIP 36C) to turn off and then tells a second transistor (TIP 102) to turn on and connect the "thin wire" holding winding of the coin to the 50-volt supply.

If the breakaway switch is out of adjustment the coil will not burn up because the electronic circuitry takes over. If the circuit doesn't see a breakaway switch closure, it will switch over on "timer mode." The use of the breakaway switch gives the same old feel to these electronic flippers. Try it yourself. The Williams/Bally and Data East flip-

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pers have different feels even though the physical dimensions of the coils and plungers are the same. I happen to like the feel of the older systems better, but I'll trade this small benefit for the larger benefit of having fewer service calls for flipper-related problems.

Playfield switches

Williams/Bally actually started the extensive use of optic switches on the playfield. In the near future we will be seeing more of these switches, but a few kinks must be worked out first.

Premier is heading in a different direction regarding playfield switches. It has introduced a playfield switch called "the smart switch." I recall first seeing them used in *Cue Ball Wizard*. These switches look like ordinary blade contact point switches, but if you examine one closely, you will see the difference. On one side is a regular switch blade without the contact point. On the other side is a tiny circuit board with a tiny surface-mounted transistor and other components (resistors) on it.

Mounted at the end of the blade is another blade where a piezo film sensor is laminated on its surface. When this blade is deflected, it induces a strain on the piezo film element. As the blade springs back to its rest position, a tiny amount of voltage is generated, which triggers the transistor on the board and simulates a switch closure. Its main advantage, aside from the fact that these blades don't need gap adjustments, is that performance is not affected by dirt or dust like its optic counterpart. A disadvantage is that moving blades can break.

New systems

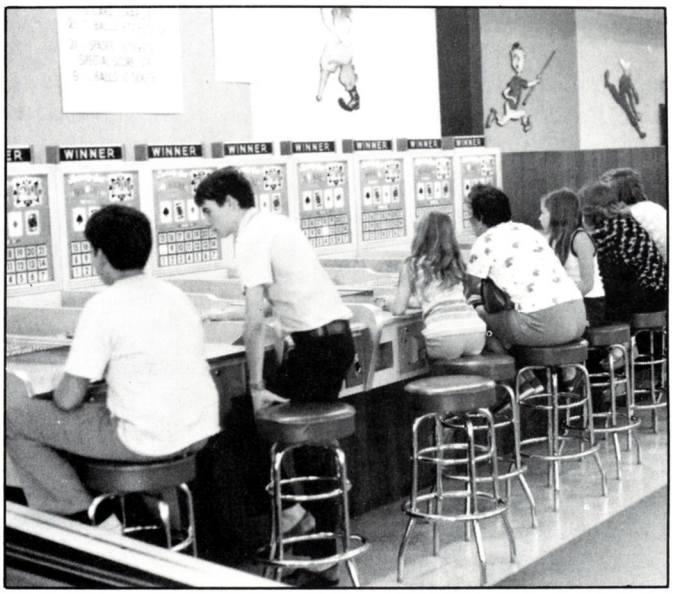
Recently, pinball manufacturers have been working hard to upgrade their electronic hardware systems to newer, more sophisticated technology. Williams/Bally replaced their System 11C with the WPC system (Williams Pinball Controller). Premier replaced its aging System 80C, which was an improved version of its System 80—remember *Haunted House*?

Data East still uses a system that is similar to the Williams System 11. I heard that Data East is about to release an entirely new system very soon. Alvin G. & Co. is also working on a new electronic system.

I am confident that pinball will continue to evolve and remain an important part of our coin-op industry. It is wonderful game and one that cannot be down-loaded to a home system. Yes, the silver ball is a bright spot in our future. As always...keep cranking! □

"Ticket Vic" Fortenbach

A sign of the times



A sign is a sign is a sign. Wrong! Some signs inform while others simply look good. Signs promoting your redemption games do increase play and can stop a possible customer misunderstanding.

A large sign over your bank of *Skee-Ball* games listing ticket award scores looks great, attracts players, and serves a second purpose—freeing your personnel from answering the common questions that the signs answer.

You might think that a sign is a waste of money. After all, an illuminated sign is not cheap. However, it's the questions you don't hear over and over again, and have to take valuable time to answer, that make a sign worth the investment.

Of course, a sign will only assist those customers who read it. But even if a fraction of your customers get the answers they need from a sign, your job will be easier. Maybe not easier, but at least you won't be wasting time. One-third fewer questions are better than a whole lot of dumb ones!

Alright, you're convinced. You're ready to invest in some signs to inform and educate your customers. Where are you going to put them?

Over your *Skee-Balls*, as I mentioned above, is a good place to start. This sign should list the ticket award scores and any special features you have programmed into your games. For example, "*Skee-Ball* lanes one, two, and three require two tokens but pay out triple tickets!"

Other eye-catching signs should be located over your other banked redemption games. Meltec games should have at least one (several would be even better!) sign overhead displaying the ticket award scores.

You prize counter is an ideal spot for some really attractive signs. Your signs should explain how many tickets are needed for each category of prizes, especially the larger items.

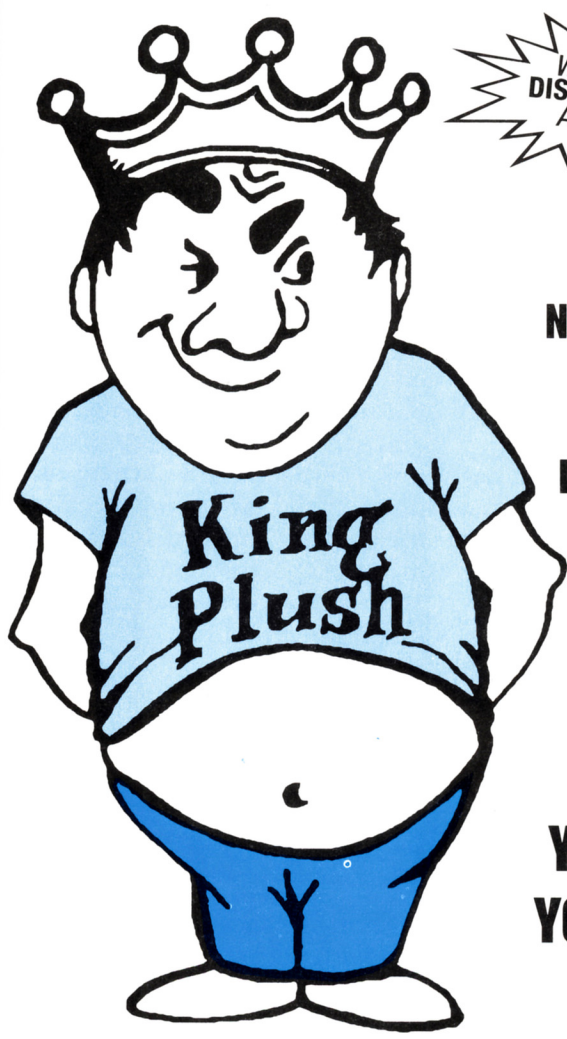
All of your signage doesn't have to be big to be effective. Smaller decals and 8-1/2" by 11" computer-generated signs also can be effective—sometimes even more so. You can put these "signs" right in front of your customer or near the coin entry, thus demanding it be read.

These signs are best if limited to just a few words—"Two Tokens" or "Push lit button to start game." Too many words on a small sign does nothing but confuse your customer. Save the words for the bigger signs.

But on those bigger signs don't crowd your space with words that don't mean anything. For example, "Amazing Prizes" or "Win, Win, Win" are great for temporary signs, but not permanent ones. Your customers already know you have amazing prizes and they definitely want to win, so there's no need to waste their time or your sign on a redundant message.

Lighting your sign is also a consideration. You can shine one or two overhead track lights on it, or add a little style with relativity inexpensive chaser lights around the edge. Of course, you can pay big bucks for a 200-channel lamp driver to spell "SKEE-BALL" in moving lights. Or you can spell it out in neon. But remember that players are armed with wooden balls and neon is not going to withstand a direct hit.

One important reminder: a sign is a reflection of how you want to operate your game center. A cardboard and/or cheap sign reflects just how you feel about your profits and your clientele. A professionally done and well-lit sign not only implies a classy operation, it makes it easy for your customers to know exactly what the ticket awards are. They will know where to go for fun! □



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Randy Fromm

Understanding the oscilloscope

Before I start telling you about the really swell things you can do with an oscilloscope, I want to take a minute or two to try and convince you not to buy an oscilloscope. You heard me correctly!

If you already own an oscilloscope, great! I'm gonna show you how it works. I'm gonna show you what all the knobs and switches do. But if you do not own an oscilloscope right now, you should think again before running out and spending $2,000 or more on one.

Don't buy a scope:

• If you expect the purchase of an oscilloscope to make it easier for you to fix the vast majority of problems faced by operators. It won't. Operators often cannot even obtain schematic diagrams for imported video games. Even with the schematic diagrams, there are often "custom" integrated circuits that cannot be obtained except at tremendous cost from your distributor.

• If you have a reasonably priced, reasonably fast board repair service available to you.

• Because you have just hired a hot-shot technician who says he absolutely must have an oscilloscope before he can fix anything.

• If you are only fixing a few power supplies and monitors.

• Unless you are currently very serious about electronics or plan on becoming very serious about electronics—*very serious*! I'm not kidding here. Knowing how to operate the oscilloscope doesn't actually help you fix anything at all unless you know how the circuits themselves work and how to interpret the oscilloscope display that you've just worked so hard to get up on the screen!

• If you are the monitor specialist for a large operator or at a distributorship and you spend a great deal of time working on the "dog" monitors that other people have tried (and failed) to repair. In situations like this, just about anything is possible. The wrong parts might be installed or a replacement part may be installed inproperly. Component testing alone may not locate a defective part here, so active circuit tracing with an oscilloscope may be the only way to troubleshoot the circuit.

"If you don't own an oscilloscope right now, you should think again before you run out and spend $2,000 or more on one."

Do buy a scope:

• If you plan on repairing microprocessor or other digital electronics systems. This includes video games, pinball machines, bill acceptors and changers, redemption equipment, and novelty pieces.

• If you are working on a large number of jukebox amplifiers. For example, the jukebox specialist at a distributorship might use an oscilloscope to track down distortion problems in an amplifier, problems that would be difficult to locate using just a digital multimeter.

What is an oscilloscope? It's a graph drawing machine that displays a simple graph that shows "voltage" in the vertical direction and "time" in the horizontal direction. The oscilloscope uses two different types of circuits to create the graph on the face of the display. We'll look at the vertical section this month and the horizontal section next month.

The vertical circuit

The higher the voltage, the

greater the vertical movement of the display. The grid on the face of the oscilloscope (called the "graticule") helps you measure the amount of vertical movement of the display (see Figure 1).

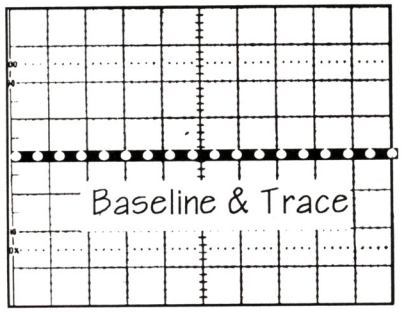
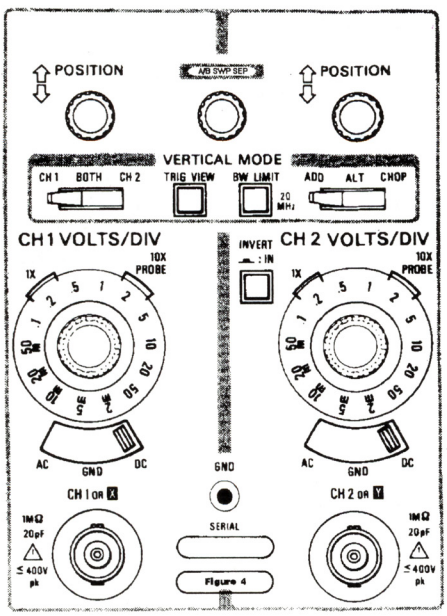


Figure 1

A vertical position control moves the "trace" up or down on the screen (see Figure 4). With the input switch set to "GND" (this grounds the input, making the input voltage to the oscilloscope 0 volts), adjust the position so the trace is exactly in line with one of the horizontal lines of the graticule. This "baseline" position will vary, depending on the signal you're looking at. For the sake of discussion, let's start with the baseline in the exact center of the graticule (see Figure 1).



Applying a positive voltage to the input of the scope will make the trace move up (see Figure 2). Applying a negative voltage to the input of the scope causes the trace to move down (see Figure 3). So, any positive voltage will be shown as being above the baseline while a negative voltage displays the trace below the baseline. Whoopee!

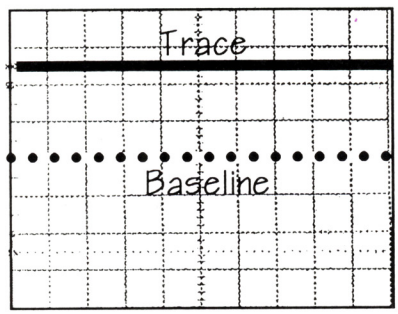


Figure 2 2 volts/div

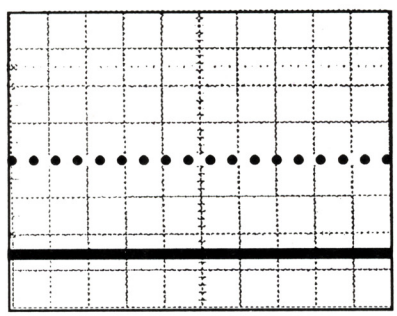


Figure 3 2 volts/div

That's pretty stupid, isn't it? Surely the scope can do something else. Well, you can also measure voltage by using the graticule. The space between two adjacent lines is called a "division." On this oscilloscope, there are eight vertical divisions. To make more precise measurements, each major division is divided into five subdivisions.

A control called the "volts/div" switch or "vertical amplifier" sets the number of volts per division (see Figure 4). For example, if the control is set to 1 volt/div, then one volt applied to the tip of the scope probe will make the trace move exactly one division; +1 volt will make the trace move up one division; and -1 volt will make the trace move down one division. If the volts/div switch on the oscilloscope is set for 2 volts/div, it requires 2 volts to move the trace just one division. If the volts/div switch on the oscilloscope is set for 5 volts/div, it requires 5 volts to move the trace one division. You will see this "1-2-5" sequence repeated elsewhere on the oscilloscope.

For example, let's "scope" the three outputs of a typical video game power supply. I have the oscilloscope ground connected to the DC ground of the power supply and the oscilloscope set to 2 volts/div. The baseline is still set in the center of the graticule.

Let's start by scoping the +5 volt DC output (see Figure 2). Do you see how the trace has moved up 2-1/2 divisions from the baseline? Since the vertical volts/division is set for 2 volts/division and the trace has moved 2-1/2 divisions, the voltage measures out as 5 volts DC. Since the trace moved up, we know that it's positive, +5 volts DC.

If we move the scope probe to the negative output of the power supply (see Figure 3), the trace will move 2-1/2 divisions again, but this time down instead of up to indicate an output of -5 volts DC.

If we move to the +12 volt DC output of the power supply (see Figure 5), the trace disappears! Where did it go? Scoping the +12 volt output with the baseline set to the middle of the graticule and the oscilloscope set at 2 volts/division puts the trace off the top of the display, two divisions higher than the top edge of the graticule.

Many oscilloscopes have a "beam-finder" button. Pressing the beam finder will show you where the trace is regardless of where you have set the volts/division control. In this case, pressing the beam-

finder reveals the trace at the top of the display.

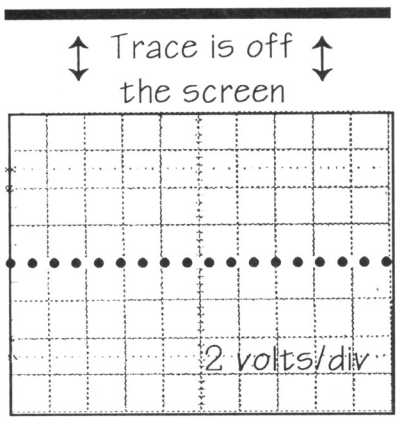


Figure 5.

Let's set the vertical input to 5 volts/div. Anytime you reset the volts/division, you should check your baseline! Set the input to "GND" (see Figure 4) and use the vertical position to pick a convenient line on the graticule. It doesn't have to be the center line. In fact, it often is not. If, for example, I want to scope the +12 volt output of the power supply, I'll probably set the baseline down on the bottom somewhere (see Figure 6). Since I'm not going to be looking at anything that's negative, the trace will not move down, only up in the positive direction! Now we see a little more than two divisions or +12 volts.

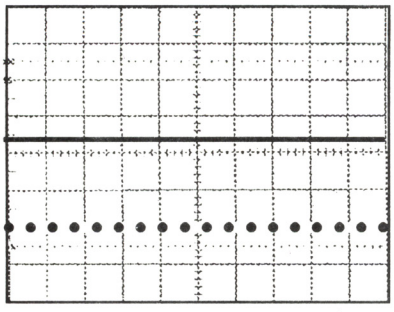
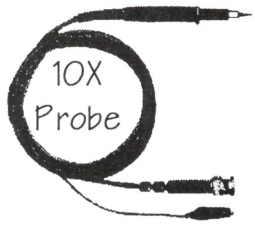


Figure 6 5 volts/div

The maximum is 5 volts/div. That sucks, because even if you use all eight divisions, you're looking at a maximum of only 40 volts.

There are plenty of circuits that use more than 40 volts. This problem is solved by using a 10X (times 10) probe (see Figure 7). For every 10 volts at the tip of the probe, one volt is coupled to the input of the oscilloscope. In general, we do all our work with the 10X probe. With the 10X probe, 5 volts/div becomes 50 volts/div and the oscilloscope can display a signal of up to 400 volts on the screen. Not only does this allow us to measure higher voltages, but it helps to avoid accidentally overloading the oscilloscope with too much input voltage. Circuit loading is also minimized because of the extremely high impedance (internal resistance) of the 10X probe.



For every 10 volts at the tip of the probe: 1 volt comes out here!

Figure 7

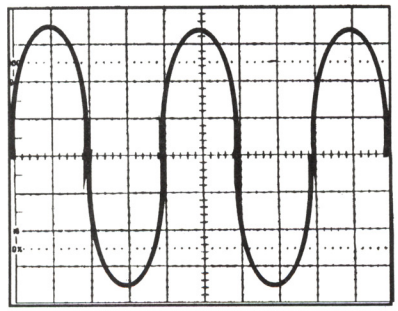


Figure 8 50 volts/div

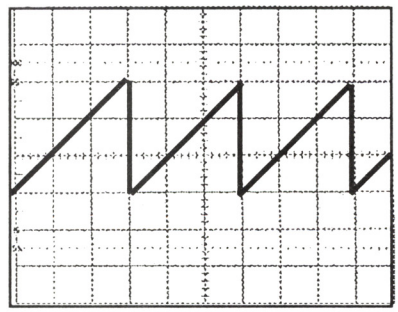


Figure 9 50 mv volts/div

Let's look at some other signals. Figure 8 shows what household AC power looks like on an oscilloscope. It's called a "sine wave." Other waveforms you may observe on an oscilloscope include a "sawtooth wave" (Figure 9) and a "square wave" (Figure 10).

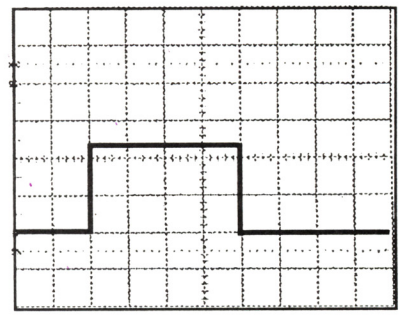


Figure 10 .2 volts/div

Sometimes a fluctuating voltage will "ride" on the top of a steady, DC voltage (see Figure 11). This signal may be only a fraction of a volt but it's riding on top of a much higher voltage. In a power supply, this fluctuating voltage is an undesirable condition called "ripple." If I want to take a closer look at the ripple, I'll need to boost the sensitivity of the vertical input to see it. Unfortunately, lowering the volts/div enough to see the ripple causes the displayed line to disappear off the top of the screen due to the DC component of the signal.

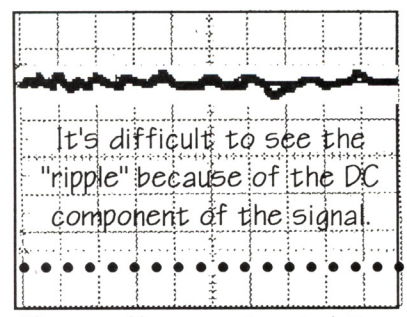


Figure 11 1 volt/div

How can we see the ripple? Easy! Flipping the "input coupling" switch to "AC" does the trick (see Figure 4). Flipping the input coupling switch to the AC setting places

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a capacitor in series with the input to the oscilloscope. The input coupling capacitor blocks the DC component of the signal, allowing only the AC ripple through to the vertical input of the scope. When you flip the input coupling to AC, (see Figure 12). The trace drops back down to the baseline. When you have the input set to AC, you will usually have the baseline set to the center of the graticule.

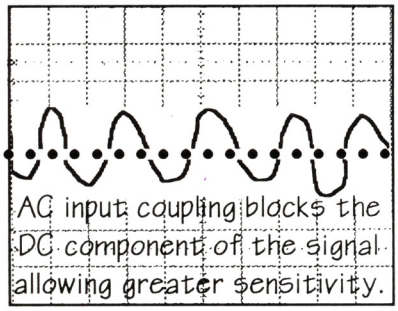

Figure 12 50 mv/div

Vertical mode controls

There are two vertical inputs on this oscilloscope (see Figure 4). It's common; most oscilloscopes are "dual channel" scopes. In this oscilloscope they're labeled channel 1 and channel 2. The vertical mode switch lets you select channel 1, channel 2, or both channels at the same time.

The two channels allow the oscilloscope to display two different signals. For instance, while troubleshooting a digital circuit, you might need to examine an "enable" signal and a "data" line at the same time. Channel 1 can be connected to the look at the enable input of the chip while channel 2 examines the data.

The oscilloscope cannot actually display both signals at the same time. There is only one "beam" in the CRT, so it can only draw one trace at a time. The oscilloscope displays the 2 separate channels by "time-sharing" the beam.

It's done in one of two ways. The first method is called "alternating." First the oscilloscope draws channel 1, then, after the trace has been completed from left to right, the oscilloscope displays the input at channel 2. When this happens very quickly, it appears that there are two simultaneous beams. This setting is best for displaying fast signals.

"Don't buy an oscilloscope because you've just hired a hot-shot technician who says he absolutely must have one before he can fix anything."

The other method of displaying both vertical channels is called "chopped." The oscilloscope will first display a portion of the channel 1 waveform, followed by an equal portion of the channel 2 waveform. The two input signals are chopped up into small bits. The chop rate in the Tektronix 2235 oscilloscope is around 500 kHz. This setting is best for displaying slow signals.

There is another vertical mode setting on this oscilloscope. It's called "add." This setting takes the input at channel 1 and adds it to the input at channel 2. The result is shown on the display.

"Buy an oscilloscope if you plan on repairing microprocessor or other digital electronics systems."

At first glance the two vertical channels look identical, but channel 2 has one extra button. It's called the "invert" function. When the invert button is pressed, the channel 2 input is flipped upside-down.

Why is this useful? There are a couple of neat things you can do by using the invert button along with the "add" setting we just looked at. If these two functions are used together, the "add" function becomes a "subtract" function. It's called "common-mode rejection."

For example, there are two types of ripple in a switching regulator power supply. One is high-frequency ripple at about 40-50 kHz. This comes from the switching action of the transistors. Another is low-frequency ripple at 60 Hz that comes from the 120 volt AC line.

If, for some reason, I want to look at just the high-frequency ripple, I can connect channel 1 of the scope to the output of the power supply and connect channel 2 to the AC line. For the sake of safety, I would probably want to use a transformer or some other means to take just a small sample of the 120 volt AC line. I don't actually need the full voltage; just a sample of the AC power will do.

By inverting the AC input of channel 2, the unwanted AC component will be subtracted from the display, and I can look at just the high-frequency ripple.

This same function can be used to track down distortion in a jukebox amplifier. The input can be connected to one channel, while the output is connected to the other. By subtracting the two, any differences caused by distortion or phase-shift show up on the display. In a stereo amplifier, left and right channels can be compared and balanced the same way.

This oscilloscope has another control called "bandwidth limit." The real world of electronics is not nearly as clean as the theoretical

world. In the real world, all kinds of high-frequency electrical "noise" can creep into your displayed waveform. Some of this noise is generated by the circuits themselves. Some comes from various outside sources. When engaged, the bandwidth limiter cuts the bandwidth or frequency range from 100 Mhz to 20 Mhz. This cleans up the display, giving you a sharper trace. Naturally, you won't use this setting if you're trying to look at high-frequency signals or signals with fast rise or fall times.

Another control in the vertical section is the volts/div variable control. The variable control knob is in the center of the volts/div knob. Normally, you will keep this control in its locked, calibrated position. The variable control allows you to set custom vertical deflection factors in between the calibrated settings. This function is useful if, for example, you're working on an assembly line and you have to set a control on each unit so that a certain voltage is exactly 2.75 volts. Rather than having to count subdivisions, you simply use the variable control so that 2.75 volts is exactly two divisions. Now all you have to do is adjust the unit under test so that the trace is exactly two divisions instead of having to count subdivisions.

Next month we'll look at the horizontal section of the oscilloscope. Also, I have some new Arcade Schools planned for Phoenix, San Diego, Charlotte, and Chicago. For a free information package, call the Arcade School at (800) 484-9892. When the computer asks for your code, press INFO (4636). For technical help, call (619) 593-6131 or FAX 593-6132. □

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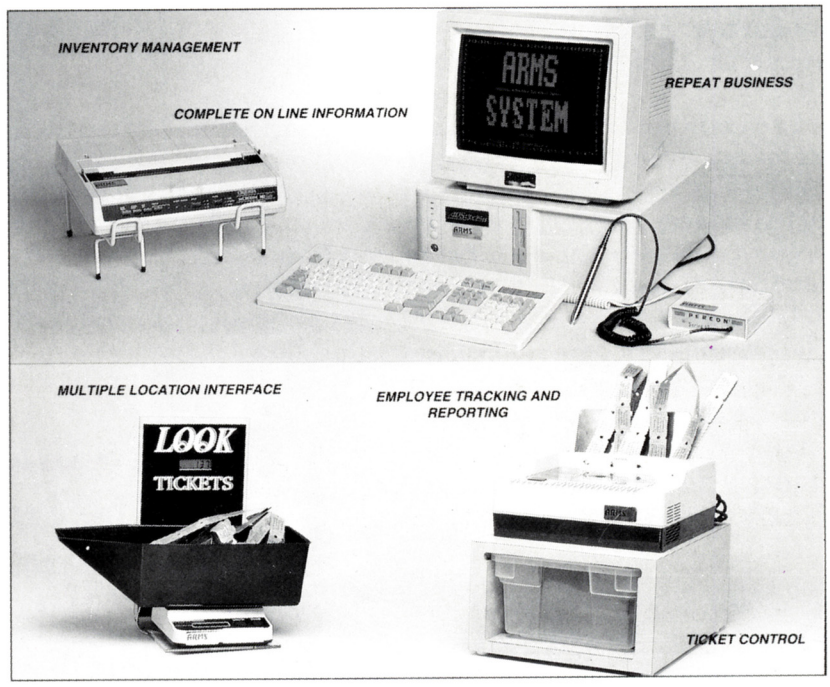

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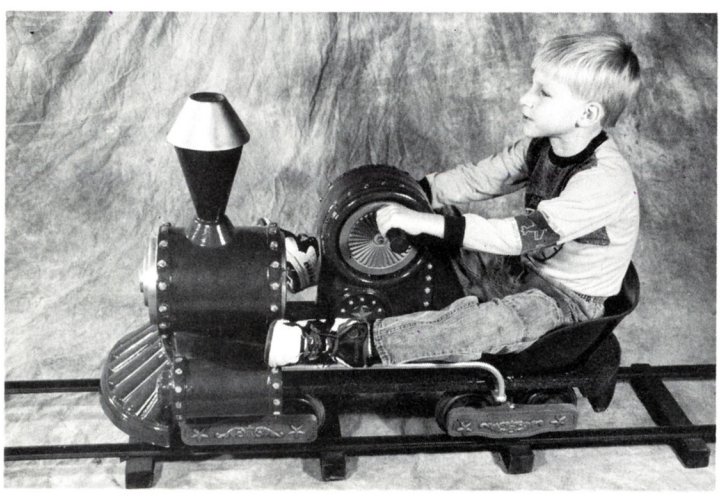
Crank 'N Roll

Alter Enterprises introduces a kid-powered kiddie car that uses a hand crank and a railroad-style track. Aptly named *Crank 'N Roll*, the ride is a joint effort between Alter Ride Co. and custom carousel manufacturer Fabricon Carousel Co. of New York.

The self-powered car is ideal for use indoors or outdoors; it is constructed of steel and fiberglass and has a turning radius of just 10 feet. Other key features include a front cow catcher that serves as a bumper, a molded seat, smokestack, and bell.

Crank 'N Roll is simple in design. Since it needs no electricity or motors, maintenance requirements are kept low. Cars run on a narrow-gauge steel track in a standard layout. Custom track designs can be ordered at a minimum additional cost. The locomotive engine style is the first of many self-powered kiddie car rides planned for the future; custom theme cars are also available.

For more information, or distributor referral, write Alter Enterprises, Westpark Business Center, 210 West Parkway, Pompton Plains, NJ 07444; (201) 616-1111; FAX (201) 616-1415.



The Grabber

Fun Industries debuts a smaller version of its popular *Cash Cube* money machine. The new unit is *The Grabber*; it's as well-suited to location promotions as its big brother.

Instead of stepping inside the machine, as in the *Cash Cube*, players put their hand inside *The Grabber*'s lexan glass enclosure and attempt to grab real money, coupons, or special "fun bucks" within a set time period.

Features include solid-state electronics with automatic on/off capabilities, LED digital timer, industrial grade blower, locking control panel, and locking plastic panel to guard arm holes.

Optional equipment includes a message board with infrared keypad programming. The machine comes with a limited one-year warranty.

For more information, or distributor referral, write Fun Industries Inc., 627 15th Ave., East Moline, IL 61244; (309) 755-5021; FAX (309) 755-1684.

Spin N' Match

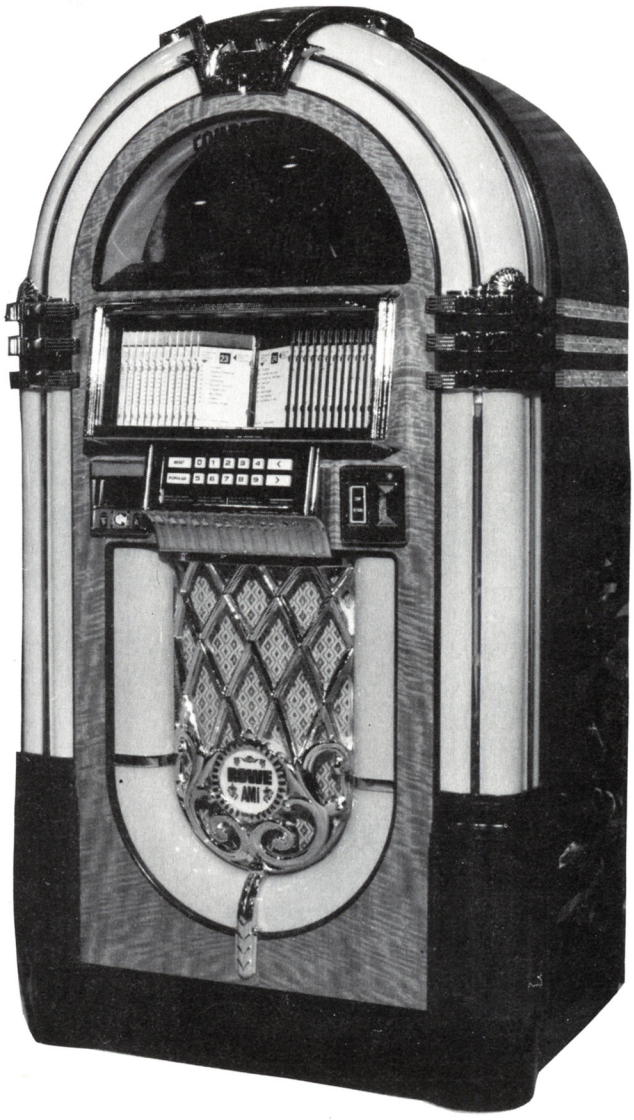
Coastal Amusement Distributors adds a new novelty/redemption game to its extensive line-up in this category of equipment. *Spin N' Match* is a simple two-player game designed to appeal to all age levels.

The object is to match the characters on two spinning wheels. Each wheel spins in opposite directions to make the game more challenging. The top wheel stops independently. Then players press a skill-stop button that controls the lower wheel and try to match the character with the one pictured above.

Six different characters appear on the wheels; each has a progressive ticket value. The game comes with a Deltronic ticket dispenser standard. Dimensions are 41" wide x 23" deep x 78" high.

Spin N' Match is manufactured by Whittaker Bros., the United Kingdom company known for its quality kiddie rides.

For more information, or distributor referral, write Coastal Amusement Distributors Inc., 601 Prospect St., Lakewood, NJ 08701; (908) 905-6662; FAX (908) 905-6815.



LaserStar CD Nostalgia

Rowe/AMi introduces the new *LaserStar CD Nostalgia* jukebox that's crafted in the old world style.

Outside, features include chrome-plated metal castings, hand-rubbed wooden inserts, an abundance of colorful highlights, and rainbows of bubble tubes. Inside is Rowe's touch-button flip page mechanism that moves with the mere touch of a button, a 21st century sound system, 250-watt amplifier, advanced management information system, and Rowe's acclaimed CD mechanism changer.

The *LaserStar CD Nostalgia* offers an interior layout that was designed for easy service and incorporates many operator suggested features. The jukebox is being manufactured at the Rowe plant in Grand Rapids, Mich.

For more information, or distributor referral, write Rowe International Inc., 75 Troy Hills Road, Whippany, NJ 07981; (201) 887-0400; FAX (201) 887-2399.

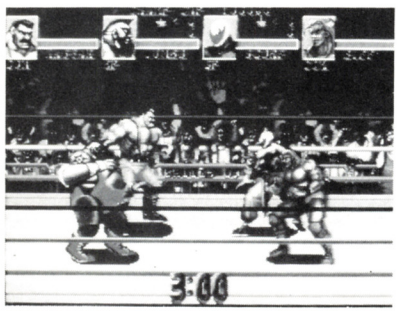
Slam Masters

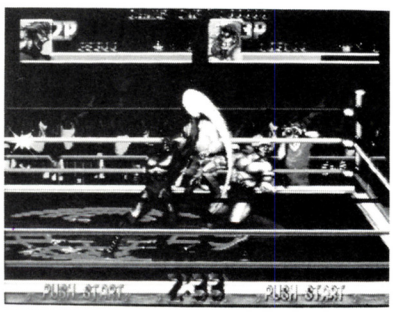
Capcom brings head-to-head wrestling competition to the video arena with *Slam Masters*, a four-player game with 10 intriguing characters.

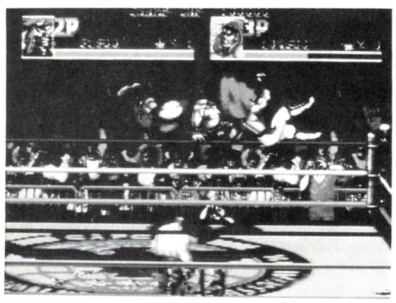
Players choose from a comical lot in this game, from the flying, big-bellied Canadian baddie "Flap" Jack to the wild, raging jungle man King Rasta "Mon" (don't mess with his monkey!).

Slam Masters offers two mode options: one-on-one or team battle royal. The latter allows four players to wrestle brow-to-brow with two teams in the ring at the same time—a new feature for a wrestling title.

For more information, or distributor referral, write Capcom USA Inc., 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400; FAX (408) 496-5720.







Twilight Zone

Bally Mfg. brings the groundbreaking TV series "The Twilight Zone" to the amusement world in the form of a pinball game that captures the quirky appeal of the original.

Billed as a "Superpin," *Twilight Zone* features a larger-than-ever playfield populated with hitch-hikers, a gumball machine, player piano, slot machine, robot ramp, town square madness, dead ends, power field, door panels, spirals, a camera, and super skill shots.

Multiple scoring modes are offered by 14 distinct door panels. Players can test their skills in Fast Lock multi-ball action or three-ball multi-ball for jackpots that award tens of millions of points.

Challenges never end, example: Lost in the Zone, six-ball multi-ball play with staggering rewards. An exclusive buy-in allows players to obtain an extra ball at the end of the game. Name recognition is assured, due to syndication of this famous anthology series from the late '50s and early '60s.

For more information, or distributor referral, write Midway Mfg. Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

World Heroes 2

The eight original characters from the popular SNK *Neo-Geo* game *World Heroes* are back with more muscle power in the sequel, *World Heroes 2*.

In addition, six more players have been added for 14 different approaches and fighting techniques. Look for 32 totally new fighting scenes with a choice of regular story mode or death match competition, all processed with 146 megs of power.

Remember, according to the original game's scenario, a scientist has created a time machine that allows the best fighters in history to compete against each other to capture the title of superior warrior. Characters wear appropriate attire for their time and place in world history. Now the German fighter and Mongolian warrior are joined by a Viking, pirate, and other worthy combatants.

For more information, or distributor referral, write SNK Corp. of America, 20603 Earl St., Torrance, CA 90503; (310) 371-7100; FAX (310) 371-0969.

Blast Effect

Seeburg International introduces *Blast Effect*, an affordable CD jukebox with an easy-to-read automated title display and a modular mechanism that holds up to 102 CDs.

A host of programmable features are included: a play stimulator, next play priority, selection lockout for family locations, and background music with adjustable volume levels.

Also notable are the enhanced audit memory logic for disc popularity and system software that automatically locks out faulty disc tracks and retains data for service analysis.

Among the options are a printer for full data retrieval and a 600-bill, 1,000-bill, or 1,200-bill validator/stacker. Total audio output is 280-watts RMS with three separately adjustable channels for the jukebox and optional accessory speakers.

For more information, or distributor referral, write Seeburg International Inc., 3129 W. 36th St., Chicago, IL 60632; (312) 247-8484; FAX (312) 247-8676.

Tee'd Off

Ready for tee time? Premier creates an appealing tongue-in-cheek golf-themed Gottlieb pinball game in *Tee'd Off*. It even has Gunther the mechanical dancing gopher atop the backglass.

Gunther taunts players as they try to complete pitches, putts, and holes-in-one. In actuality, he is a spinning mechanism used to spot letters. Gunther appears on the backglass as well, along with frustrated golfers.

The game has been designed and produced with great attention to mechanical detail. The playfield is a giant fairway dotted with characteristic golfing challenges and a scoreboard where the Big Score is registered.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; FAX (708) 350-1097.

Title Fight

Sega debuts *Title Fight*, a boxing-themed dedicated video with side-by-side 25-inch monitors. Players choose from four characters and try to "down" their opponents with boxing techniques.

The game matches players against each other or against the computer. There's also a third option: new players may buy-in to compete against others already battling the computer.

Unique glove handle controllers allow extra body English to be put into body blows, jabs, hooks, and uppercuts in an effort to get the upper hand.

The results of poundings show on the face of your opponent for the right touch of realism. If not vigilant, players can find themselves on the canvas looking up at the referee counting them out.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 275 Shoreline Drive, Suite 201, Redwood City, CA 94065; (415) 805-3100; FAX (415) 802-3120.

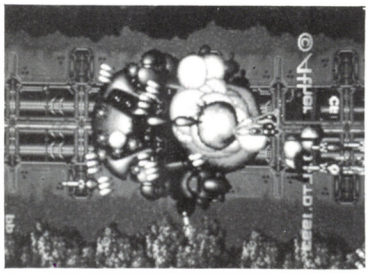
Daioh

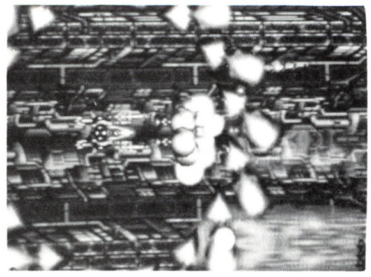
American Sammy introduces an action shoot 'em up in *Daioh*, a two-player video kit for vertical monitors.

The game's control panel features an eight-way joystick, three shot buttons (ion, laser, and missile) and three bomb buttons (fire, mega beam, and atomic) to use in battling enemies.

Seven stages await players as they fight on the ground and in the air, traveling from a floating continent world to the ancient ruins world, sea world, and four different space worlds.

For more information, or distributor referral, write American Sammy Corp., 901 Cambridge Drive, Elk Grove Village, IL 60007; (708) 364-9787; FAX (708) 364-9831.





Crime Patrol

American Laser Games introduces a full-motion, live-action crime fighting video, *Crime Patrol*. It features four levels of skill and is available in a 50" screen model, 33" screen model, and kit.

The kit can refresh older American Laser Games (*Mad Dog McCree, Who Shot Johnny Rock?,* and *Mad Dog II: Lost Gold*). It includes a laser disc, program card, and decorative cabinet decals. No need to return the old discs; use them to build a library of games to rotate.

Players can choose from four specialty jobs (rookie, detective, SWAT, or Delta), each with different storylines. Included are a gang fight, nuclear power plant takeover, stolen car ring chase, airline hijacking, and terrorist hideout.

For more information, or distributor referral, write American Laser Games, 4801 Lincoln Road, N.E. Albuquerque, NM 87109; (505) 880-1718; FAX (505) 880-1557.

Orbiter 1

Amusement Source, a division of Zamperla Rides USA, joins with Coin Racer to debut *Orbiter 1*, a fast-action coin roll redemption game with synthesized voice and sound effects.

Players can use two coin drops for multiple coin play. Coins slide through the launch ramp and travel along the dome-covered playfield, rolling over scoring sensors. Tickets are dispensed for reaching a certain number of points before the coin drops into the black hole at the bottom.

Dimensions are 38" in diameter x 40" high; construction is fiberglass and lexan. Features include a Deltronic ticket dispenser, bright graphics, and the ability to change playfield packages.

For more information, or distributor referral, write Amusement Source Inc., P.O. Box 5545, Parsippany, NJ 07054; (201) 334-1115; FAX (201) 334-6880.

Gumball Machine

Protect Vending introduces a 5'7" gumball machine with a high visual impact. The *Model BG 4.5* vendor features a scratch-resistant colored base, metal cash door, and quick release coin mech.

Custom labeling is available on this giant vending unit, which has a globe and base measuring 20" in diameter. Product capacity is 4,500 gumballs; the suggested vend price is 25 cents. The coin mech is by Beaver.

For more information, or distributor referral, write Protect Vending, #1, 427-51 Ave. S.E., Calgary, AB, Canada, T2H 0M8; (403) 252-9800; FAX (403) 255-1779.

Dream Boat, Lotto Fun, The Dealer

Coin Concepts brings a trio of new games to the market with *Dream Boat*, a '50s-themed coin pusher; *Lotto Fun*, a Pick 3/Pick 6 game; and *The Dealer*, an adult-themed redemption game.

Dream Boat features a classic '57 automobile moving back and forth on the push bar for a three-dimensional appearance. A flashing light system with a multi-award bonus can award up to 20 additional tickets or tokens. There's also a skill slide entry and '50s sound package. The cabinet exterior is done in aqua and pink, favorite colors from the '50s.

Lotto Fun is a completely updated Pick 3 /Pick 6 game with new video graphics, sound, and speech. Players select three or six numbers and try to match those preselected numbers with skillfully chosen numbers out of the hopper. They receive confirmation of matching lotto balls, accompanied by win bells and win announcements.

The Dealer is a casino-style sit-down video unit used strictly for redemption. It affords players the option of dealer-dealt cards or skill-flip cards; tickets or tokens can be awarded. Price-per-play and award levels are completely adjustable; wild cards can be added or deleted. The game comes ready for a progressive interlink.

For more information, or distributor referral, write Coin Concepts, 16 Edgeboro Road, Unit 5, East Brunswick, NJ 08816; (800) 462-COIN or (908) 390-9009; FAX (908) 390-3373.

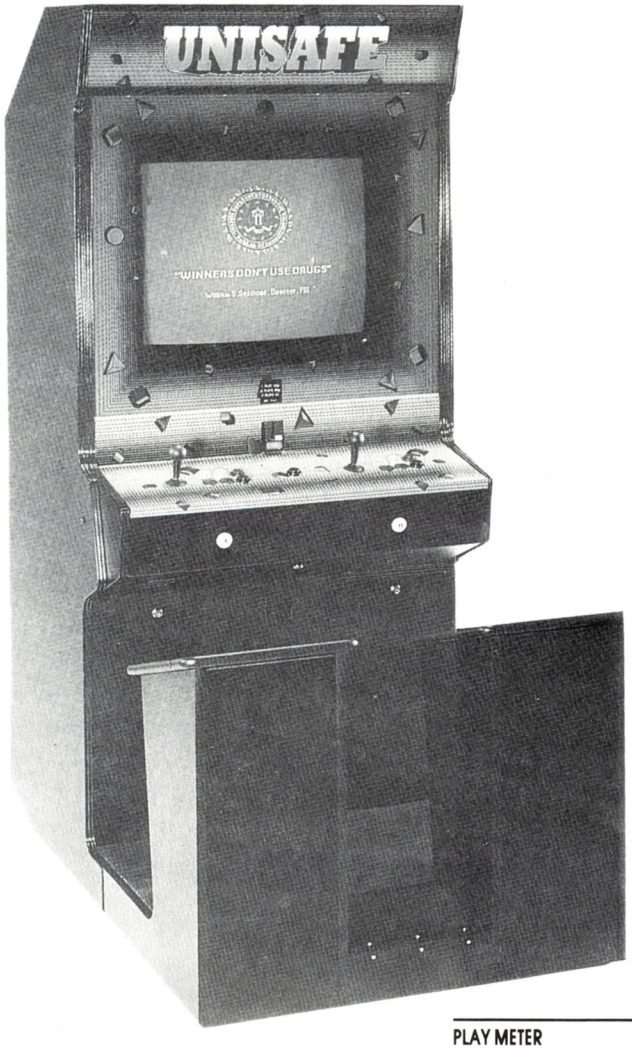
Unisafe Cabinets

Deith Distributing offers a series of *Unisafe* cabinets in a variety of sizes and models, from standard upright to deluxe sit-down.

Cabinets are fully compatible with both JAMMA and Neo-Geo multisystems without any changes. Features include front access to all components, choice of monitor, stereo sound, and up to six buttons per player to accommodate the latest software.

Other noteworthy features include a Mars coin mech, easily turnable monitor for both vertical and horizontal games, security bar, and toughened monitor safety glass. The upright model has either a 20" or 25" monitor; the sit-down has a 28" monitor.

For more information, or distributor referral, write Deith Distributing Inc., 84 Mineola Ave., Roslyn Heights, NY 11577; (516) 621-1234; FAX (516) 621-1238.



Gumball Machines

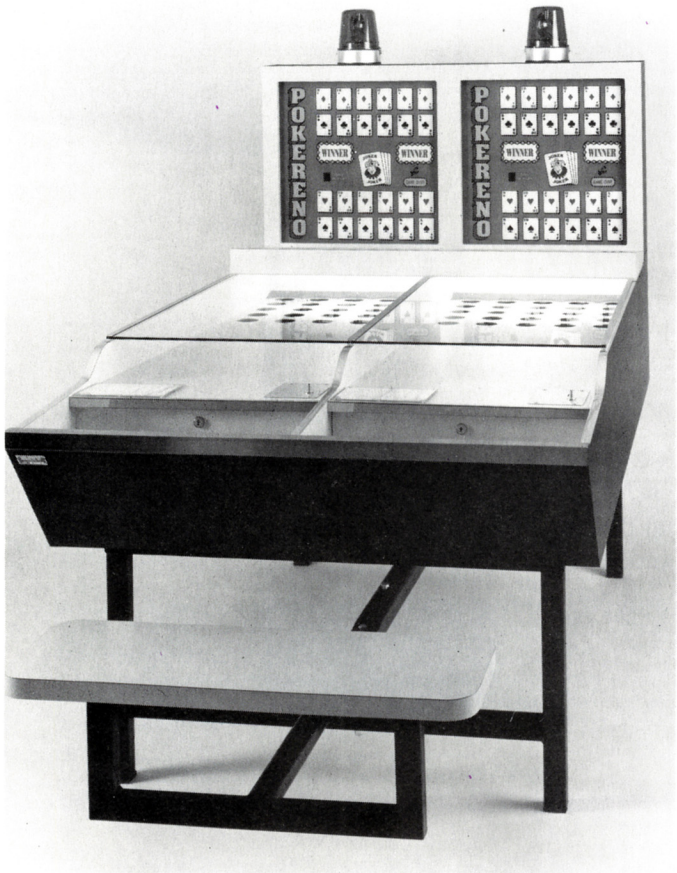
Hazeco International has developed an extensive line of giant gumball machines available in two sizes, as well as giant and small split half machines that can be placed against a wall.

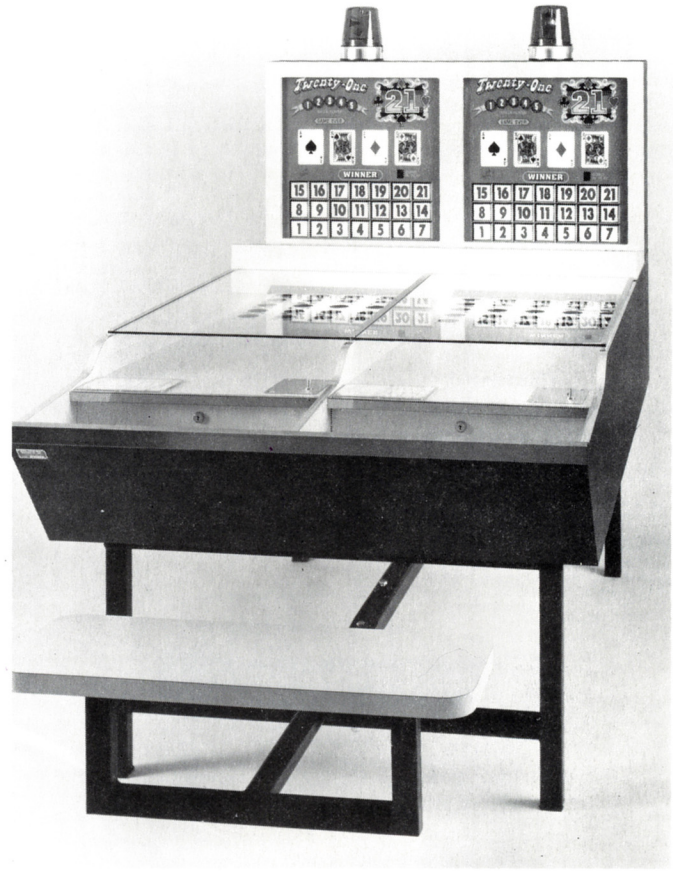
Single item units include the Giant Classic Red 7-1/2' tall (or order with optional white base and logo upgrades) and the Small Classic Red 5-1/2' tall. The attractive design is reminiscent of the '50s.

Among the options and upgrades are double coin mechs, logo application, and a $1 bill changer. Gum and capsules may be vended from all the machines.

Suitable locations include theaters, department stores, wholesale clubs, swap marts, grocery stores, pizza parlors, arcades, and any store front with walk-by traffic.

For more information, or distributor referral, write Hazeco International Inc., 1540 E. University, Suite 500, Mesa, AZ 85203; (602) 827-0377; FAX (602) 827-0355.





Pokereno, Twenty-One

Seidel Amusement Machine Co. re-introduces two of its classic redemption games, *Pokereno* and *Twenty-One*. Both have new exterior designs along with new electronics and multiple coin/token play.

Pokereno is one of the oldest redemption games in the industry, dating back to 1910. Its fresh look includes new graphics and a 25-hole playfield instead of one with 36 holes. Up to four coins/tokens can be played at a time. A Joker/Bonus hole acts as a wild card, in addition to dispensing bonus tickets during the game when the ball passes through the bonus hole.

Scoring is operator-programmable and the winning combinations are almost limitless. There's also a music attract mode, winning and losing sounds, and special sound when tickets are dispensed.

Twenty-One is available in a two-player cabinet with multi-coin/token play and a bonus hole in the center that allows players to win tickets during the game when a ball passes through.

Sound has been added to every segment of the game, from the attract mode to ticket awards being dispensed. Only minor changes were made to the game's graphics. An Ace now counts for one or 11 just as in the game of Blackjack.

Both games are available with Seidel's Progressive/Message Jackpot display. Bright yellow and black are the dominating colors on both cabinets.

For more information, or distributor referral, write Seidel Amusement Machine Co. Inc., 8436 Washington Place, N.E., Albuquerque, NM 87113; (505) 821-6878; FAX (505) 821-6876.

Pig Tails

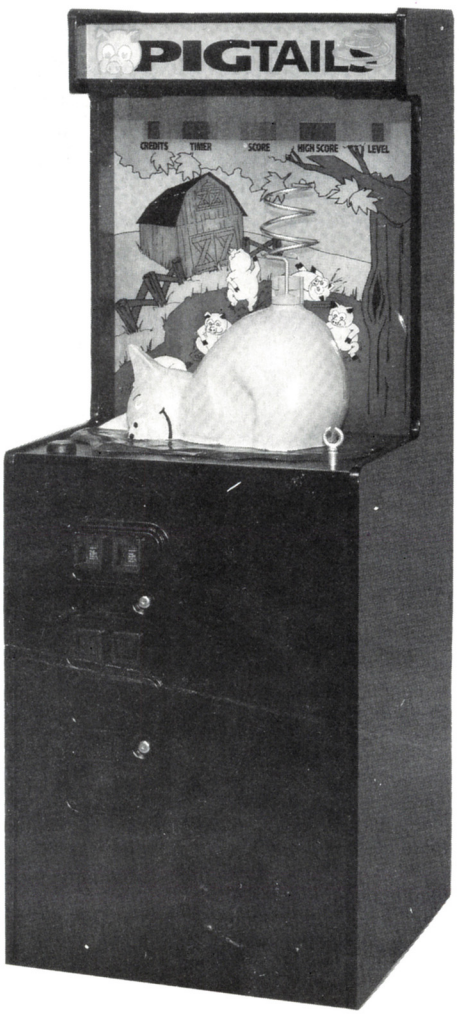
Leprechaun and International Vending Machines team to bring out *Pig Tails*, a new redemption game that requires a steady hand.

The game asks players to maneuver a wand over a pig's tail as it spins. Every time the wand touches the tail the pig squeals. Music and sound effects are part of the package; cartoon barnyard graphics add a touch of humor.

The cabinet is an upright style with Happ Controls coin doors, digital audio sound, and ticket dispenser standard. Dimensions are 25" wide x 24" deep x 66" tall.

Credits, time, score, high score, and level of play are indicated above the barnyard scene.

For more information, or distributor referral, write Leprechaun, 18338 Redmond Way, Redmond, WA 98052; (206) 869-6400; FAX (206) 869-6401.



Batter's Box, Value Card Shop

Star Mfg. introduces the *Batter's Box* batting cage and the *Value Card Shop* multi-card vending machine.

Batter's Box tests player's batting skills using 12 pitches. The game accommodates both left-handed and right-handed players; it's suitable for indoor and outdoor applications.

The object of the game is to hit the ball into designated areas to move runners around the bases. It's designed as a batting trainer and for pure fun. Dimensions are 17' long x 8' wide x 8' high.

Value Card Shop vends two selections at different prices, ranging from 25 cents up to $99. It has a 2,000 card capacity, optional bill acceptor, scrolling dot-matrix display, and well-lighted marquee with custom advertising ability. The unit vends individual cards, as well as wax- and foil-wrapped packs. Cabinet construction is solid wood.

For more information, or distributor referral, write Star Mfg. Inc., 125 Royal Woods Court, Suite 140, Tucker, GA 30084; (404) 270-2900; FAX (404) 270-2915.

Coca-Cola Teddy Bears

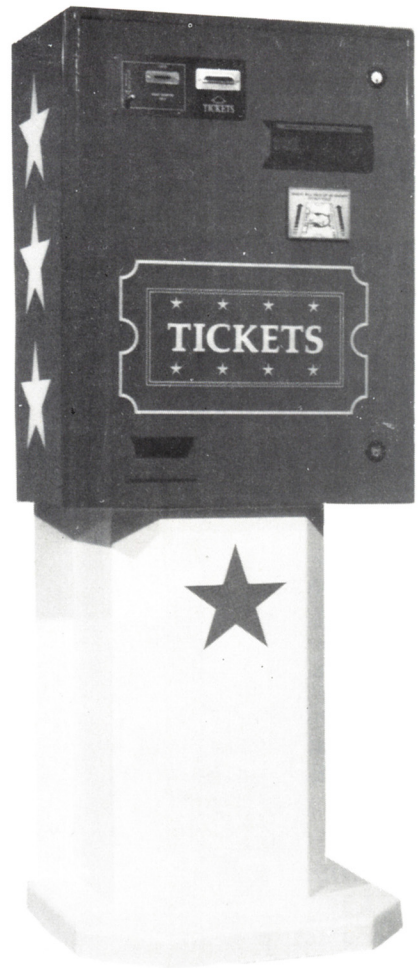
Merchandise supplier Play-By-Play announces the addition of licensed items featuring Coca-Cola and Major League baseball trademarks.

Coca-Cola-themed teddy bears and Major League baseball teddy bears are available in a variety of sizes, all bearing familiar logos. Teddy bears are one of the most popular prize items and these new trademark-emblazoned versions add diversity to the popular plush animals.

Both styles of bears are available through the company's distribution centers in New York, Los Angeles, and San Antonio. They are suitable for arcades, amusement parks, crane machines, and carnivals.

Other popular Play-By-Play stuffed toys include dinosaurs and crash dummies. The dinosaurs come in a variety of different shapes and sizes.

For more information, or distributor referral, write Play-By-Play Toys & Novelties, P.O. Box 18267, San Antonio, TX 78218; (512) 829-4666; FAX (512) 824-6565.



Two Ticket Dispensers

Need just three more tickets for that big prize at the redemption counter? Fret no more. Standard Change-Makers introduces an automatic ticket dispensing machine, *Series SC50*, that can dispense from one to 99 standard fanfold tickets per vend. Ticket prices can be set in increments as low as five cents.

Features include Standard's System 500 bill acceptor, one-box bill stacker that stacks up to 800 bills (or optional two-box bill stacker that stacks and sorts up to 1,600 bills), and heavy steel cabinet with Medeco key locks.

The unit can dispense tickets and change or tickets and tokens; a single bulk-loading hopper holds up to 3,200 quarters, 7,500 dimes, or 4,000 nickels. Options include lockable bill stacker, alarm system, locking cover for coin hoppers, and locked ticket dispensers.

The unit measures 30-1/4" high x 23-1/2" wide x 12-1/2" deep without the steel pedestal stand. The dispenser can be bolted to the stand, then bolted to the floor or wall.

Con't. on next page

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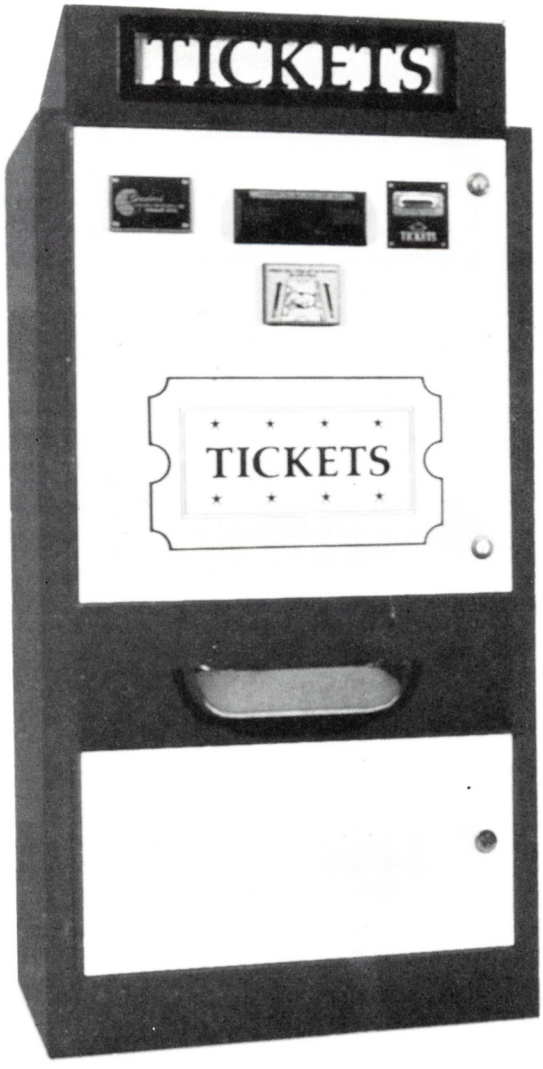
Standard Change-Makers' new generation of automatic ticket-dispensing machines can be used for entrance or redemption ticket use. The SC90TIK Series dispensers, which have Standard's System 500 bill acceptor, can dispense tickets and change or tickets and tokens.

With the use of a simple, built-in keyboard, the units can easily be programmed to accept $1 only, $1/$5, $1/$5/$10, or $1/$5/$10/$20, and dispense from 1 to 99 standard fanfold, gaming-type tickets per vend. The removable ticket magazine holds up to 4,000 fanfold tickets; each of three



bulk-loading hoppers can accommodate up to 3,200 quarters, 7,500 dimes, 4,000 nickels, or similarly sized tokens. Prices can be set in five-cent increments (a nickel up to $9.95).

Other features include a two-box bill stacker that stacks and sorts up to 1,500 bills; red and white, heavy steel cabinets with patented Medeco key locks and a separate, locked storage area in the base; a complete audit of all bills accepted and change/tickets/tokens dispensed; and a casino-style coin cup that easily handles large amounts of change/tokens.

For more information, contact Standard Change-Makers, P.O. Box 36550, Indianapolis, IN 46236; (317) 899-6966; FAX (317) 899-6977.

Service manuals

*Star*Tech Journal* has released a new set of BOSS (Best of *Star*Tech Journal* Series) coin-op service manuals.

"Pinball Repair & Maintenance" offers game-specific fixes and modifications for pinball machines. There are over 230 separate articles with symptoms, solutions, changes, updates, precautions, and troubleshooting tips for nearly every pinball released in the past five years, including games by Williams, Bally, Data East, Premier, Stern, Gottlieb, and Game Plan. The cost is $49.95.

"Electronic Darts Repair & Maintenance" is a collection of 35 articles and diagrams, plus troubleshooting tips, for *English Mark Darts, BullBuster, Pub Time II+2, Cricket, Scorpion*, and more. Listed are modifications, updates, problems, solutions, and recommended software versions. The price is $19.95.

"Cranes, Rotaries & Merchandisers" is a thorough compilation of symptoms, solutions, replacement parts, troubleshooting techniques, modifications, and adjustments for cranes, rotaries, and redemption equipment. Among the games covered in the 55 articles are *Skil-O-Bingo, Silver Ski, Showcase, Big Choice, Shoot To Win, Fantasy Island, Skee-Ball*, and *Spin Out*. Manufacturers include Betson, Crompton, Wedges/Ledges, Hollywood, and Quicksilver. The cost is $29.95.

Finally, "Jukebox Repair & Maintenance" covers numerous models, such as NSM's *City IV* and *Galaxy*; Rowe/AMi's *CD 100, LaserStar, ShowMax, R-81, R-83, R-86*, and *R-92*; Seeburg's *LS3, STD4, SPS 160, SMC2*, and *SCD*; Rock-Ola's *474, 478*, and *490*; and Pioneer's *LaserJuke* CD units. Over 30 articles address CD care and cleaning, troubleshooting tips, preventive maintenance, symptoms, solutions, and modifications. The price is $19.95.

For more information, contact *Star*Tech Journal*, P.O. Box 1065, Merchantville, NJ 08109; (609) 662-1080; FAX (609) 662-0537.

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Play Meter's classified advertising is primarily intended for: Buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. **The deadline is usually the 15th of the month prior to issue (example: August ad must be in by July 15).** Send ad orders: Play Meter Magazine • P.O. Box 24970 • New Orleans, LA 70184 or FAX (504) 488-7083.

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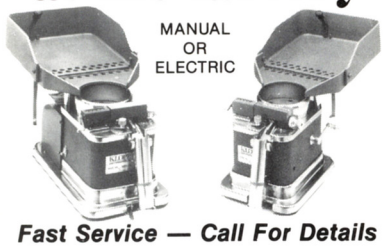

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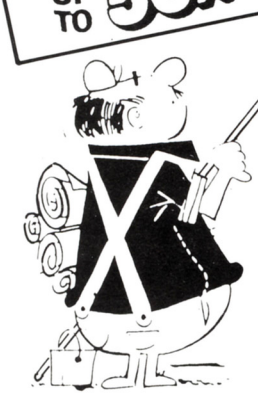

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Collection system

Compuline Inc. introduces an inexpensive, automated collection system known as the "Coin Tracker." This electronic coin-counting device retrofits to all types of coin-operated equipment: video games, pinball machines, redemption games, pool tables, vending machines, and gaming machines.

The Coin Tracker is packaged in an encapsulated, tamper-proof enclosure. Once installed on the inside of the coin door, it needs no repair or service. The operator aims a "Micro-Wand" at the Coin Tracker and presses a button; the data transfer is completed in less than a second with two-way infrared communications.

The wave of a wand gives the operator accurate and secure meter readings, complete cash accountability, detection of system tampering, time tracking, an automated collection and receipt printout, and timely collection information. The data is stored and calculated in the hand-held unit to produce a collection receipt. At the end of the day the collection data is downloaded to the home office with a direct PC link or modem. System components include a hand-held computer, menu-driven software, a portable printer, home office communications software, and a modem.

For more information, contact Compuline Inc., 5107 Cass St., San Diego, CA 92109; (619) 273-6270; FAX (619) 273-0571.

Cleaner/polish

Gemini Chemical Co.'s CP-100 pinball cleaner/polish is designed for pinball playfields and rubbers. It cleans and polishes in a single step, is easy to rub out, and imparts a high gloss to the playing surface while cleaning away the most difficult dirt.

CP-100 contains a blend of silicones, waxes, and cleaners; it contains no water and no harsh abrasives that can scratch surfaces. The product is a clear blue liquid that's tough on dirt but easy on equipment; no wax build-ups or dull films are left behind.

Though specifically recommended for pinballs, CP-100 is also an effective cleaner, polish, and lubricant for games such as foosball.

For more information, contact Gemini Chemical Co., 810 S. Maumee St., Tecumseh, MI 49286; (800) 397-3112 or (517) 423-7667; FAX (517) 423-8161.

Management system

Multi-Max Technology's "EZ-MAX 2000" management system keeps track of data important to operators, such as redemption inventory and activity; mailing lists; employee time-keeping; location opening and closing; changes in equipment pricing; equipment play in real time; tampering; down time; and promotions. For example, special price changes for in-house events and promotions can be done from the home office using EZ-MAX technology.

The system operates 24 hours a day, even in the most inclement weather. Information will continue for days in a blackout without any memory loss. If there's interference on the phone line when it's time to report, the EZ-MAX 2000 will continue to electronically transmit until you have a complete and accurate report.

Operators can choose from the EZ-MAX Series 2000 magnetic card reader or the Series 1000 system to operate with coins, tokens, or currency.

For more information, contact Multi-Max Technology Ltd., 124 E. White St., P.O. Box 58, Ely, MN 55731; (800) 531-4497. □

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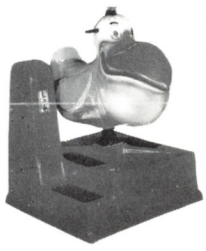

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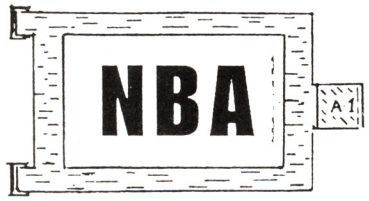

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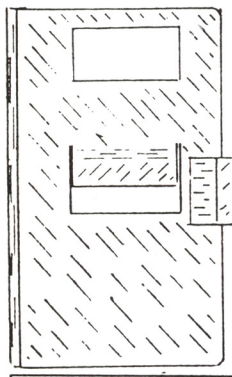

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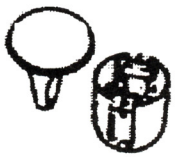

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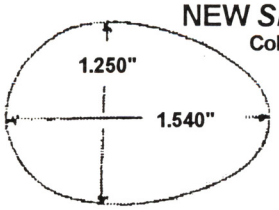

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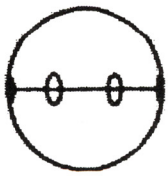

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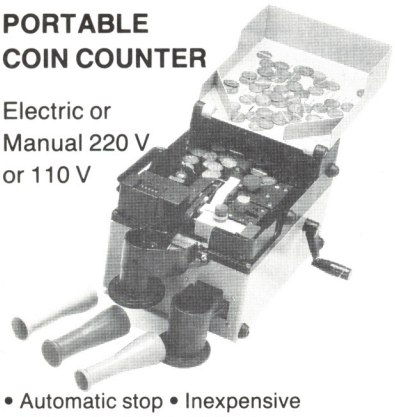

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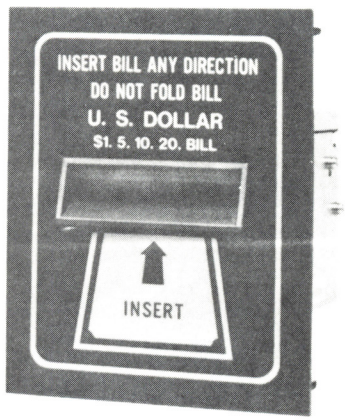

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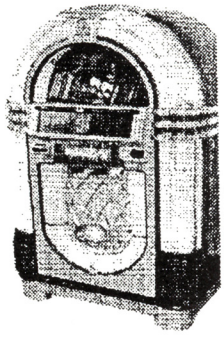

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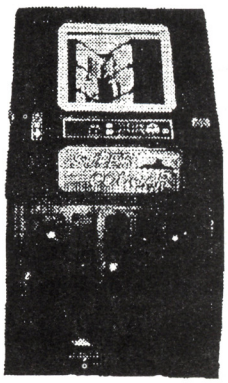

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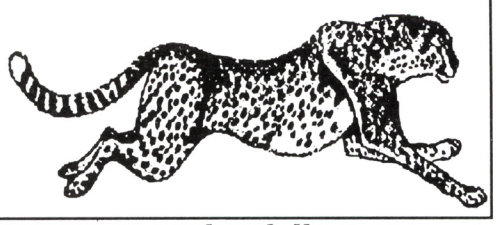

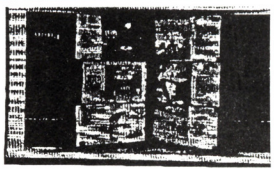

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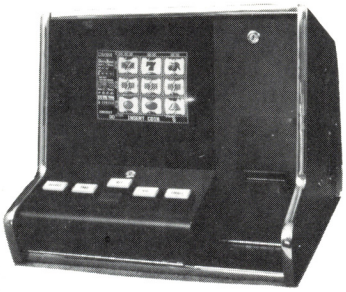

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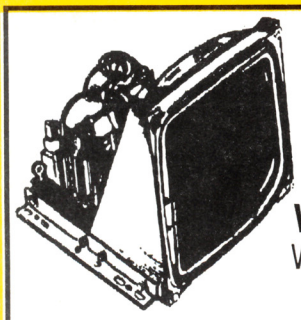

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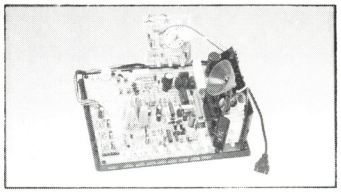

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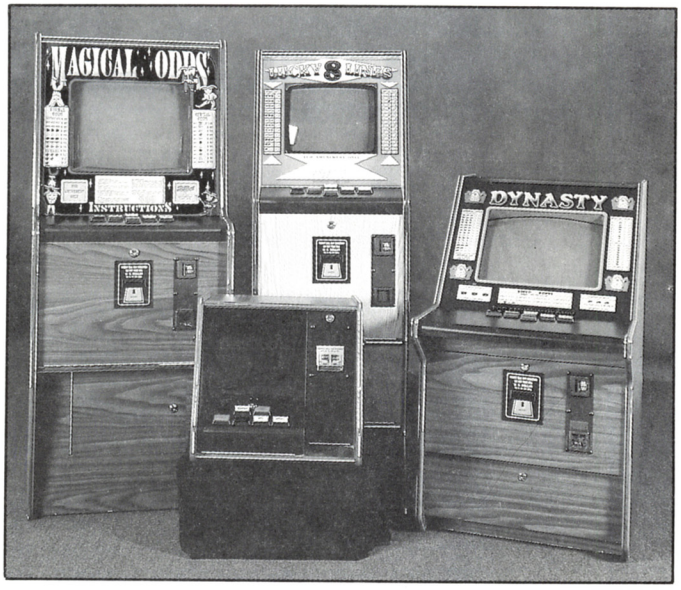

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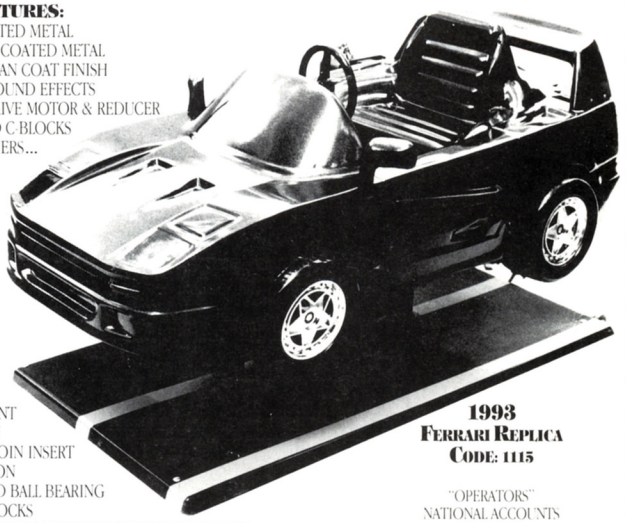

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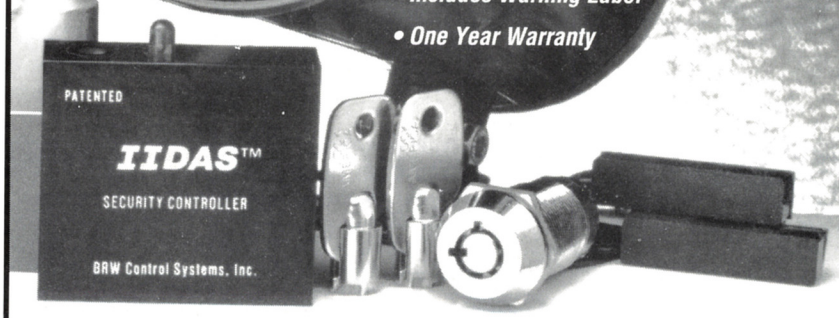

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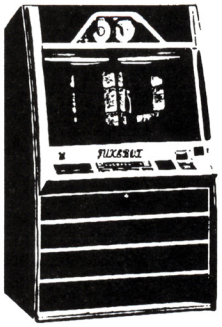

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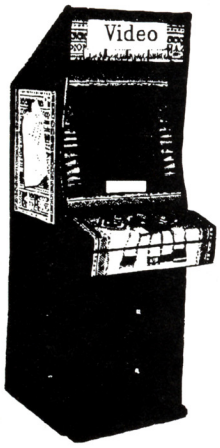

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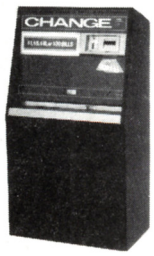

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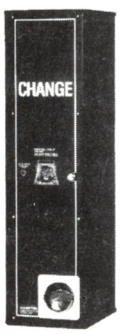

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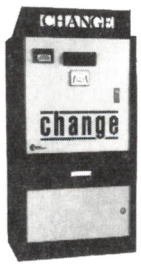

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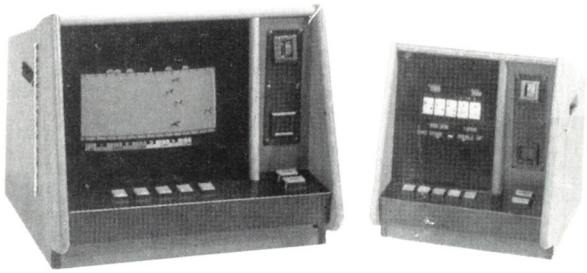

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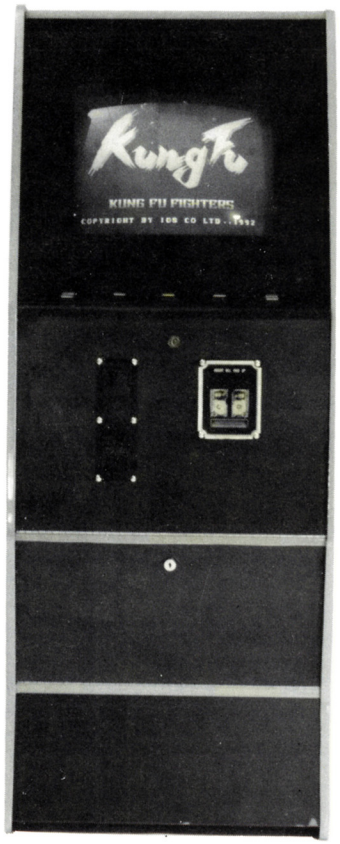

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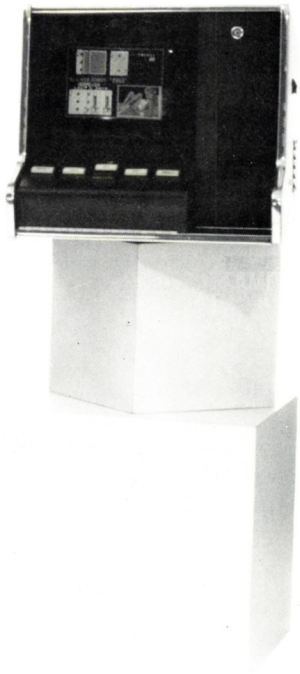

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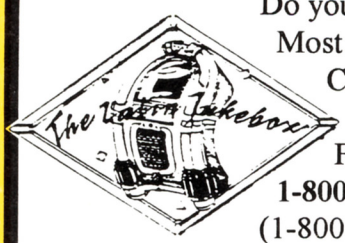

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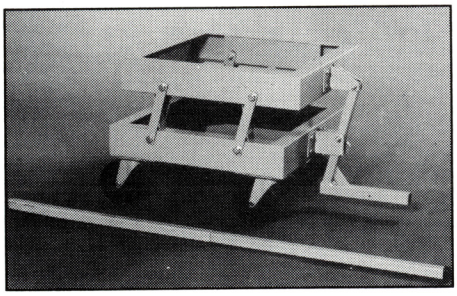

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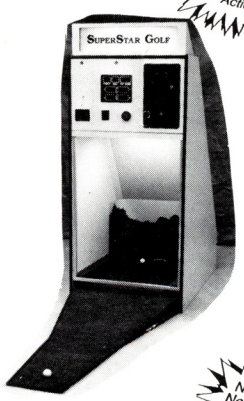

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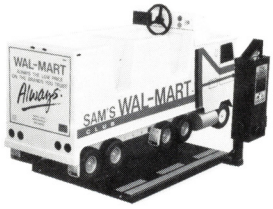

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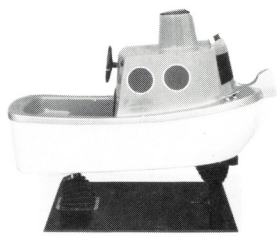

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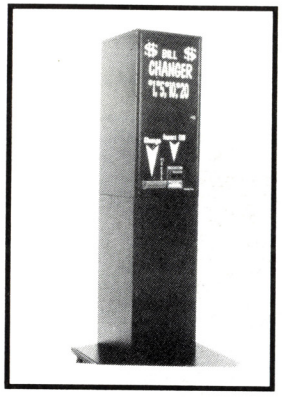

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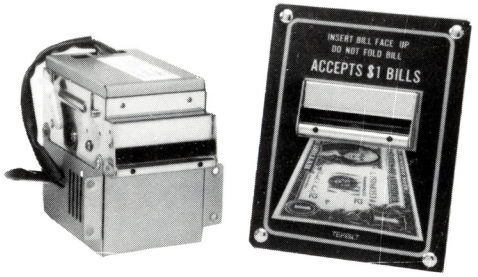

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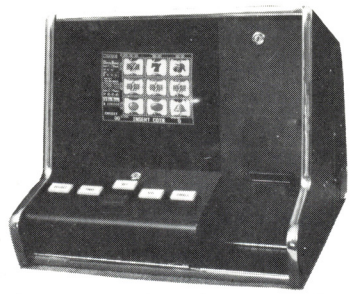

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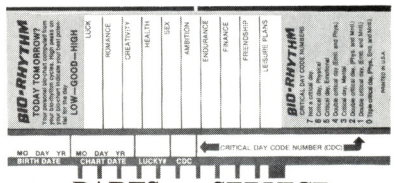

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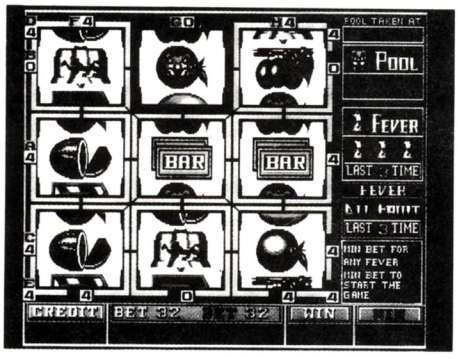

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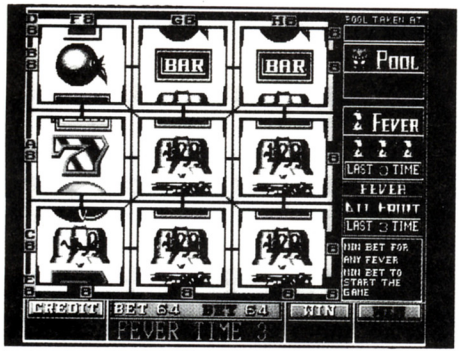

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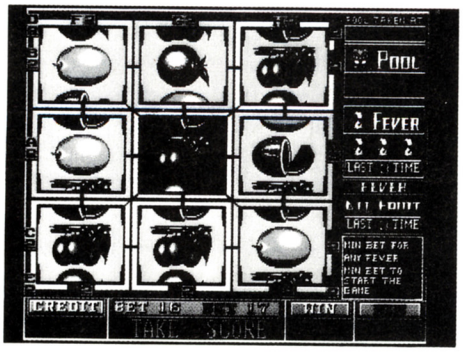

ALL FRUIT FEVER:

◎ IN ALL FRUIT FEVER, ONLY FRUIT SYMBOLS INVOLVED, IT COUNTS NUMBER OF MATCHED SYMBOL (COMPARE 8 OUTSIDE WINDOWS WITH CENTER ONE). EACH MATCHED SYMBOL GIVES ONE TOTAL BET.

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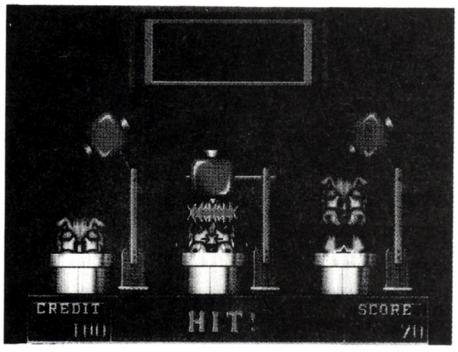

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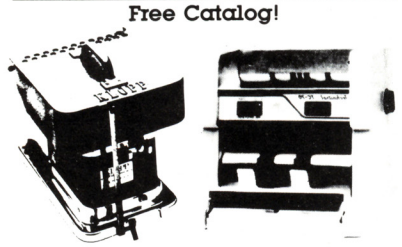

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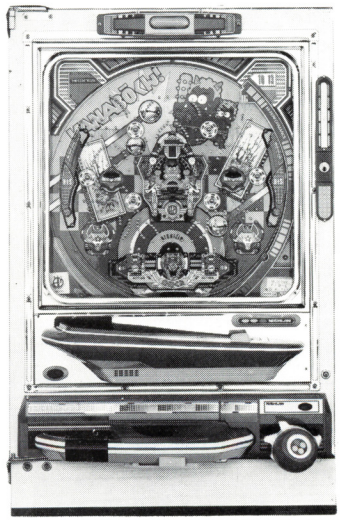

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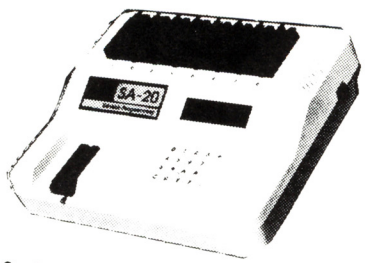

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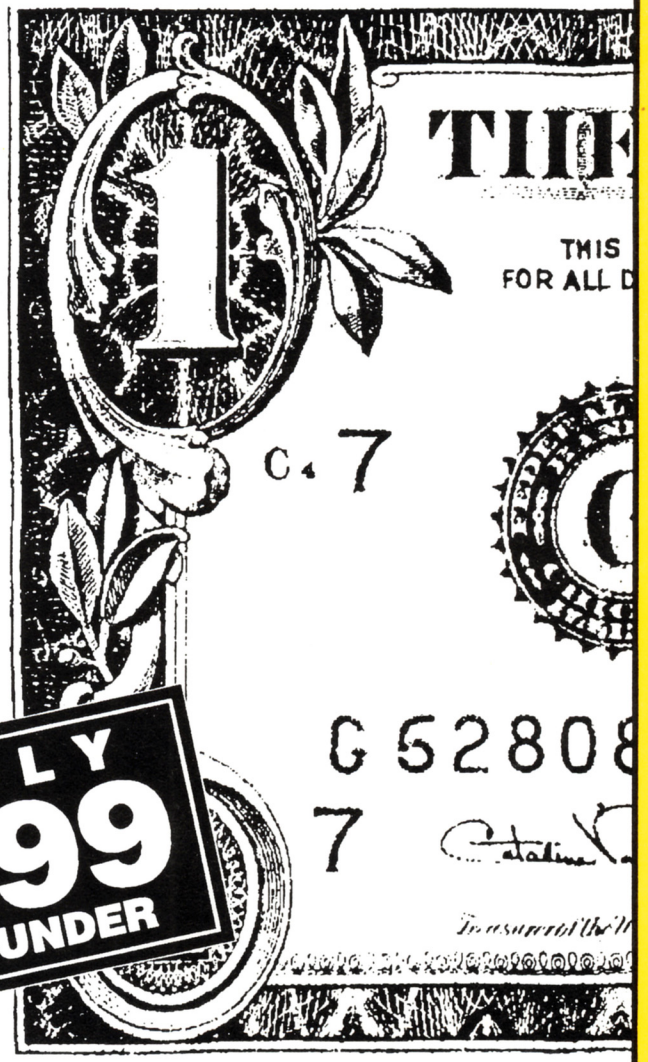

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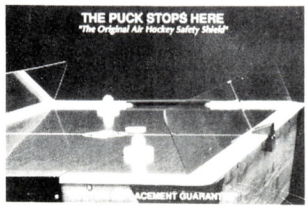

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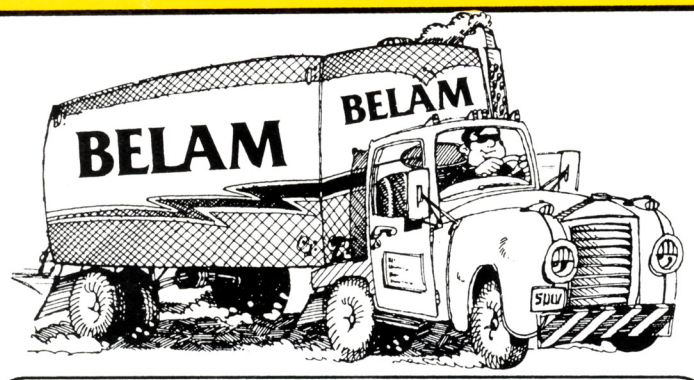

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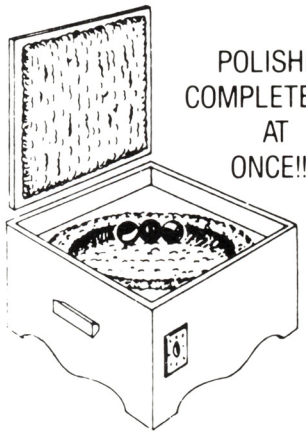

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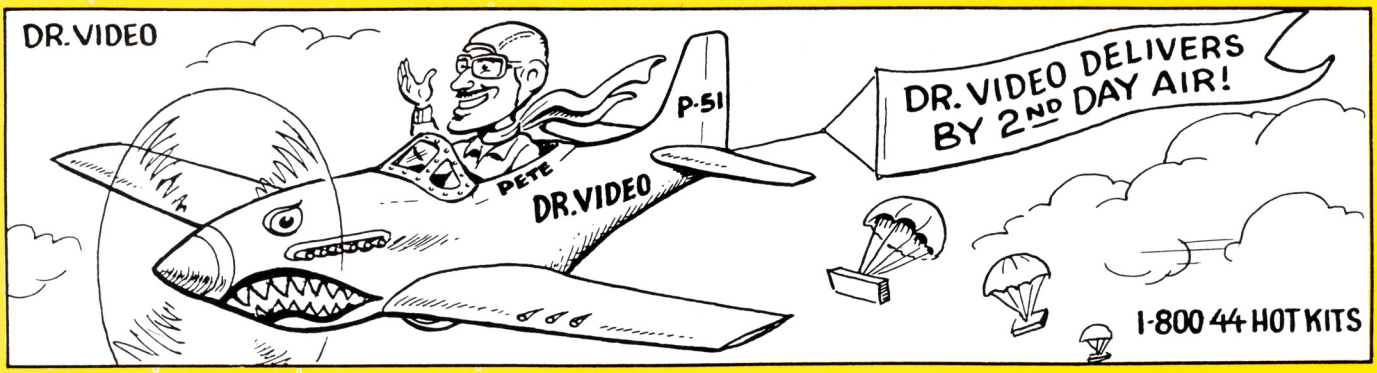

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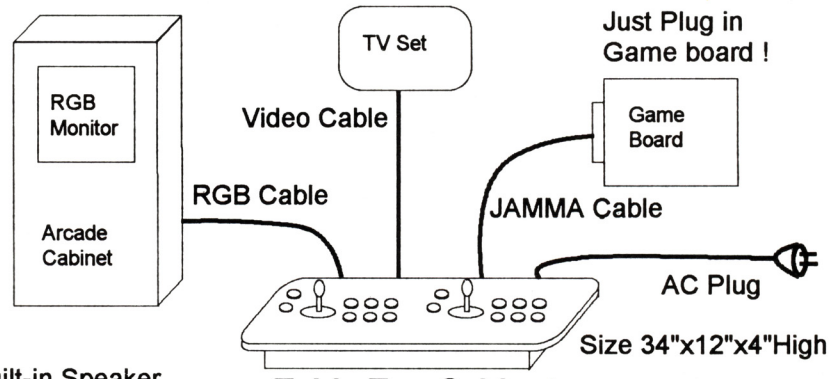

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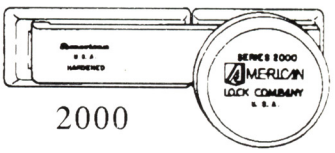

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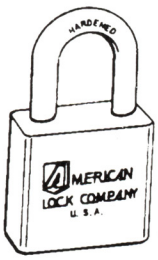

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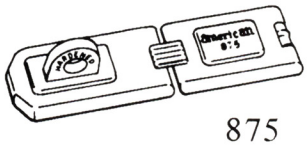
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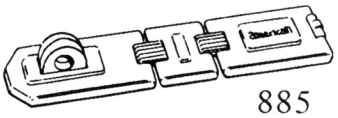
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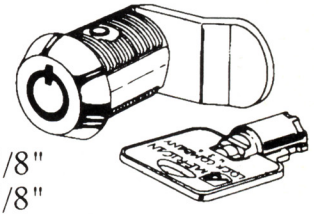
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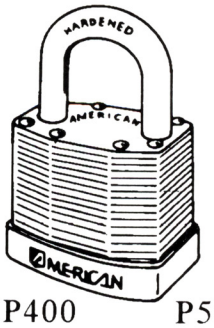

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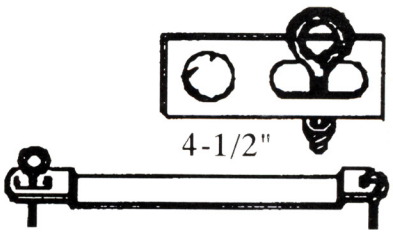

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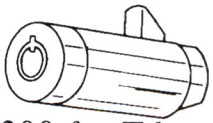
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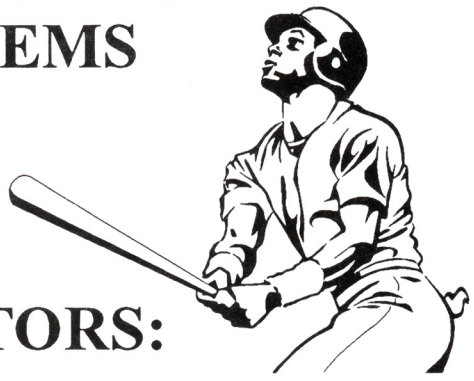

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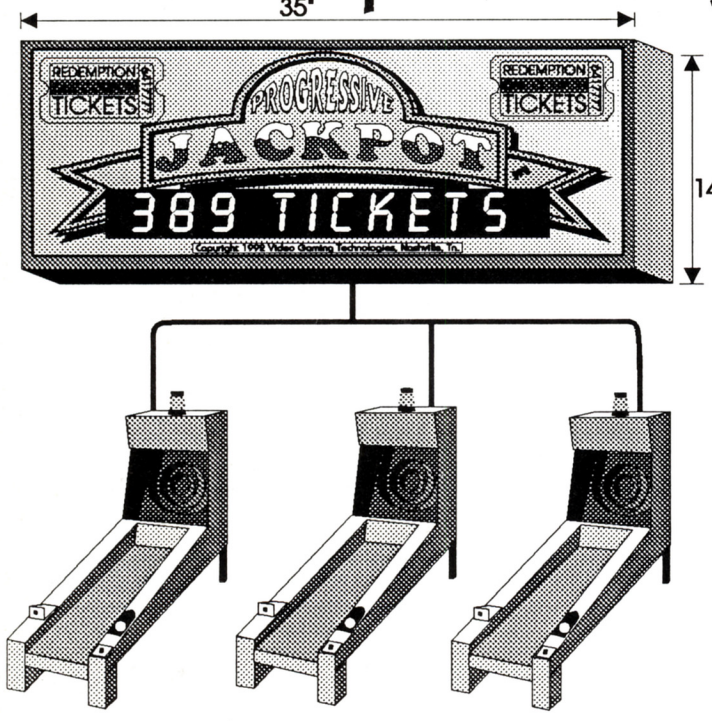

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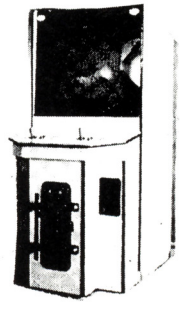

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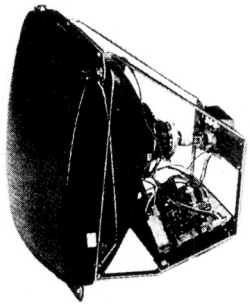

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June 3-6
Summer International Consumer Electronics Show (CES), McCormick Place Complex, Chicago, Ill. Contact CES (202) 457-8700; FAX (202) 457-4901.

June 10-12
Amusement and Music Operators of Texas Convention and Trade Show, Red Lion Inn, Austin, Texas. Contact AMOTX (817) 325-1005.

June 10-13
California Coin Machine Association (CCMA) Convention, Monterey Plaza Hotel, Monterey, Calif. Contact CCMA (916) 441-5451.

June 14-19
Expo-Diversiones, Mexico Amusement Exposition, Expo-Guadalajara, Guadalajara, Jalisco, Mexico. Call (3) 614-30-15; FAX (3) 647-88-39.

June 25-27
Illinois Coin Machine Operators Association (ICMOA) Meeting, The Inn at Eagle Creek, Findlay, Ill. Contact ICMOA (708) 369-2406.

July 2-5
Tornado 20th Anniversary Tour National Championships, New Orleans Airport Hilton, New Orleans. Contact Tornado promotions (303) 933-1170.

July 15-17
Pennsylvania Amusement and Music Machine Association (PAMMA) Convention and Trade Show, Hershey Lodge and Convention Center, Hershey, Pa. Contact PAMMA (717) 232-5322.

July 21-22
Latin American Amusement, Music, and Games Expo, Exhibimex, Mexico City, Mexico. Contact W.T. Glasgow Inc. (708) 333-9292; FAX (708) 333-4086.

July 22-24
SALEX '93, First International South American Leisure Industry Exhibition, The Mart Center, Sao Paulo, Brazil. Contact Chris Nelson 061-236-0677; FAX 061-236-0685.

September 9-12
9th Pinball Expo, Ramada Hotel/O'Hare, Rosemont, Ill. Contact Robert Berk (800) 323-3547 or Mike Pacak (800) 321-2722.

September 17-21
T.A.E. '93 (Taiwan Amusement Exhibition), World Trade Center, Taichung, Taiwan. Contact Creative International Public Relations, Tel. (02) 3937404; FAX (02) 3215098.

September 21-23
World Gaming Congress and Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Gaming and Wagering Business (212) 594-4120; FAX (212) 714-0514.

September 23-26
North Carolina Amusement Machine Association (NCCOA) Convention and Trade Show, Charlotte Marriott Executive Park Hotel, Charlotte, N.C. Contact Cindy Earp (919) 584-4833; FAX (919) 584-6669.

September 30-October 2
3rd FUN EXPO, International Family Fun Center and Mini-Golf Show, Nashville Convention Center, Nashville, Tenn. Contact Bailey Beeken (914) 682-2027; FAX (914) 682-2152.

September 30-October 2
National Automatic Merchandising Association (NAMA) National Convention and Trade Show, McCormick Place North, Chicago. Contact the NAMA Convention Dept. (312) 346-0370.

September 30-October 2
Amusement Machine Operators Association of Queensland (AMOAQ), Australia, International Convention, Marriott's Surfers Paradise Resort on Queensland's Gold Coast. Contact Ken Priest, 61-7-841-1021; FAX 61-7-841-1332.

October 21-23
Amusement and Music Operators Association (AMOA) Expo '93, Anaheim, Calif. Contact AMOA (312) 245-1021; FAX (312) 321-6869.

November 17-20
International Association of Amusement Parks and Attractions (IAAPA) 75th Anniversary Convention and Trade Show, Los Angeles Convention Center, Los Angeles. Contact Susan Mosedale (703) 836-4800; FAX (703) 836-4801.

March 17-19 (1994)
American Coin Machine Expo (ACME), Rosemont Convention Center, Rosemont, Ill. Contact W.T. Glasgow Inc. (708) 333-9292.

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Looking to the stars for help

I got a call recently from an inquisitive financial consulant. It seemed that one of his clients was interested in entering the coin-op industry, and he wanted to crunch some numbers.

"Someone told me that your industry grosses over $7 billion annually; is that true?" he asked.

I told him it was. He was genuinely taken aback. "But if it's true, that makes the coin-op industry bigger than the motion picture industry in terms of gross revenue," he said. "That's very interesting. Well, thanks for your time. Goodbye."

As I reflected on our brief conversation, it struck me that yes, it *is* very interesting: we *are* bigger than the movies! Oh, I'm sure it helps that their revenues are held back by the release of such pap as *Howard the Duck* and *Return to Blue Lagoon*. Still, bigger is bigger, no matter how you slice it.

Upon further reflection, I thought: for as big an industry as this is, we sure haven't had much luck in Washington, D.C., with the dollar coin issue. Then again, we do things the old-fashioned way: we trek up to Capitol Hill to meet with congressmen and senators (or, most likely, their staffers). Civics teachers across the land would hail the process as a living, breathing example of representative government in action. The Founding Fathers would undoubtedly admire our tenacity. Pragmatists, though, would look at the situation and say: "They ain't gettin' the job done."

If the 1993 Washington Conference doesn't help spur passage of dollar coin legislation during this session of Congress, there will be much disappointment. Industry insiders say this is our last best chance, that the time has never been riper. I disagree. There's still the 1994 Academy Awards ceremony. All we need to do is contact Hollywood's movers and shakers and apprise them of our plight. Based on this year's show, it's certain we'd find some sympathetic ears. Let's fast-forward to a few of the presenters at next year's ceremony.

Richard Gere: "I know Premier Deng is listening, but this doesn't concern you, Deng. I want Bill Clinton! Bill, it's come to my attention that the coin machine industry has been pushing for a dollar coin for a long time. It doesn't surprise me that the Republican administrations were lukewarm to the idea, but this is us, Bill! We're Democrats! Adopting a dollar coin and dropping the dollar bill makes so much sense. Get on the bandwagon! Now, nominated for Best Smirk by a Supporting Actor..."

Spike Lee: "Do the right thing and pass a dollar coin law! By the way, I still can't believe I've never won an Oscar."

Tim Robbins and Susan Sarandon: "OK, OK, we were a little out there last year by bringing up the Haitians-with-AIDS issue. But on the dollar coin issue, there can be no doubt: it will save the country $395 million annually. It's a cause we really believe in; that's why we passed out silver ribbons before the show."

Demi Moore: "Just think if the $1 million I got from Robert Redford for sleeping with him had been paid in dollar coins instead of dollar bills. Think of how many trees that would spare! Think of the poor spotted owl! As a side note, did you know that was me in *Indecent Proposal*, not a body double? Pretty firm breasts for a woman who just gave birth, eh?"

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Christopher Caire

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Features Editor

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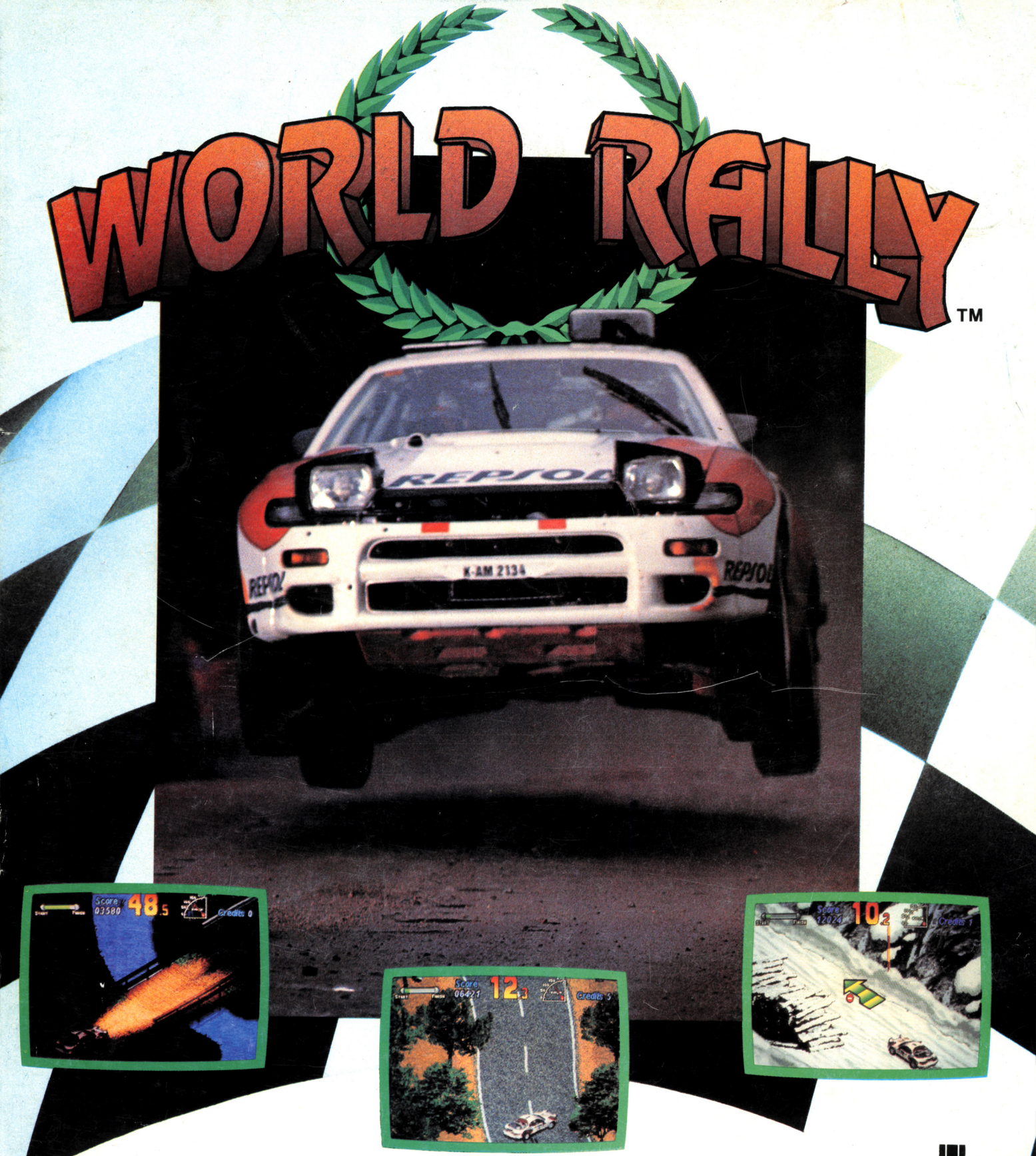

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