

play *"The Operator's Choice"* METER

Cover Story:
Memorable
Years for
PrimeTime
Amusements

AMOA
celebrates
65-year
history

Buyer's Guide:
Children's
Games and
Rides



JULY 2013

THE COIN-OP/FEC
INDUSTRY AUTHORITY

www.playmeter.com



America's Favorite Shakes, Ice Cream & Arcade!

NEED A DIGITAL DOWNLOAD BOX? ON A BUDGET?



**WE HAVE IN STOCK ALL TOUCHTUNES
REFURBISHED TO FACTORY STANDARDS JUKE BOXES**
We offer customized stands & photoprinters for your wallbox needs

**ALL TOUCH TUNES • MAESTRO • ALLEGRO
OVATION • OVATION II • VIRTUO**



Special Financing Available

FIRESTONE FINANCIAL



LEGACY
COIN-OPERATED DISTRIBUTORS INC.



800-232-6467 • www.LegacyDist.com

THE ROAD TO SUCCESS IS BUILT WITH GREAT GAMES

Online
& Offline
Versions
Now Available



Call (201) 438-1300 Ext. 93319 For Your Local Authorized Distributor
Betson Enterprises - 303 Paterson Plank Road - Carlstadt, NJ 07072
www.betson.com - info@betson.com



**Whatever your industry...
WE'VE GOT YOUR TICKET**



**Bonus Play Tickets Feature
50% More Tickets Per Deck!**



**Replay Tickets are
100% Recycled Material,
And Also Have 50%
More Tickets Per Deck!**



**Indiana Ticket Company Has
A Hot New Look to Our Stock
Redemption Tickets!**



www.indianaticket.com Phone: 1.800.428.8640

play *"The Operators' Choice"* METER

Founder Ralph C. Lally II
Publisher Carol P. Lally
President Carol Ann Lally

Editor Bonnie Theard
editorial@playmeter.net

Assistant Editor Courtney McDuff
assteditor@playmeter.net

Art & Production Director Jane Z. Nisbet
art@playmeter.net

Art & Production Assistant Monica Fontova
pmart@playmeter.com

Advertising Carol Lea LeBell
sales@playmeter.net

Circulation/Office Manager Renée C. Pierson
subs@playmeter.net

Contributing Writers Jim Chapman
Josh Sharpe
Zach Sharpe

Mailing Address P.O. Box 337
Metairie, LA 70004

**Shipping Address &
Publishing Office** 6600 Fleur de Lis
New Orleans, LA 70124

Telephone (toll free) 888-473-2376

Web www.playmeter.com

WE PROUDLY PRINT ON RECYCLED PAPER

Member of:



American Amusement Machine Assn. (AAMA)
Amusement & Music Operators Assn. (AMOA)
Facebook.com

Intl. Assn. of Amusement Parks & Attractions (IAAPA)

PLAY METER, (USPS 358-350) (ISSN 1529-8736) JULY 2013, Volume 39, No. 7. Copyright 2013 by Skybird Publishing Company. PLAY METER is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 337, Metairie, LA 70004, USA Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. Play Meter reserves the right to edit submitted materials. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 337, Metairie, LA 70004. Canada Agreement number: PM40063731.



Say hello to the new Tap TV.



www.tapvtonight.com

Now available through your local AMI music distributor.

37



65



38

CONTENTS

Vol. 39 • No. 7
July 2013
www.playmeter.com

On the Cover

PrimeTime Amusements is celebrating its 20th anniversary. The company's latest project is a partnership that opened the Shake Shoppe Arcade in Seaside Heights, N.J., part of the "Restore the Shore" effort to bring back the Jersey Shore after Hurricane Sandy.

29 AMOA 65th Anniversary

The Amusement and Music Operators Association (AMOA) turns 65 this year. The association is stronger than ever and continues to write a vibrant history.

36 Buyer's Guide: Children's Games and Rides

A child's first introduction to coin-op fare starts with kiddie rides and small-size games. This seven-page guide lists all the games that appeal to little ones.

57 Smart Industries Anniversary

Smart Industries' history in entertainment dates back to 1963 when Founder Gordon Smart entered the carnival business. The company evolved and grew into a major manufacturer.

Departments

- Ad Index80
- Classifieds69
- Coin-Op News12
- Cover Story48
- Critic's Corner60
- Equipment Poll10
- FEC News44
- In Step with AAMA56
- Merchandise Market65
- NAMA OneShow54
- News Bulletin1
- On the Road with AMOA35
- Redemption Formula46
- Say What47
- Sporting Edge62
- State Meeting: Minnesota53
- State Meeting: Oregon52
- Trade Accessories64
- Travel Tracks68
- What's New8

At ICT we know that cash flows both ways.

That's why we do everything we can to provide the best product at the best prices. Because the less that flows out, the more you get to keep.



International Currency Technologies

ICT U.S.A. • Tel: 1-510-353-0289 E-mail: sales@ict-america.com
www.ict-america.com

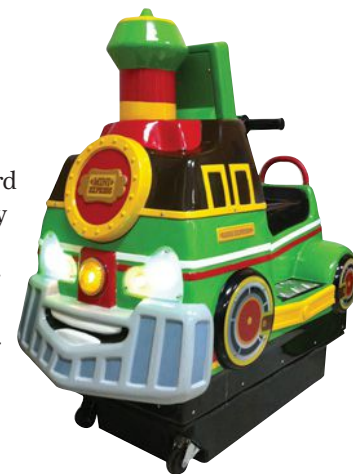


Universal Space

Universal Space is now shipping its **Mini Train** kiddie ride to the U.S. and Europe. Get onboard with this adorable mini express train featuring cool smoke effects, an interactive mini game to play while kids ride, whistles, and a gentle rocking motion.

The safe smoke effects are a real eye catcher. The juice that creates the smoke effect is easy for the operator to replace, and the unit is compact and gel coated for durability.

For more information or distributor referral, e-mail Steven Tan, General Manager (sales@universal-space.com); or call Debbie Gonzalez, U.S. Sales Manager, (714)377-0508; Web (www.universal-space.com).



Injoy Motion Corp.

Injoy Motion recently expanded the AIR Series product line and has added more simulator games. This time, Injoy Motion has equipped its arcade shooting games **Top Gunner V2.0** and **Project X-Pher** with the **AIR Series** motion platform and signature recoiling machine guns.

The air ride motion base offers players realistic driving experiences in 4D. New streamlined cabinet designs and color changing LED lights add an attractive touch. Injoy Motion's philosophy is to provide players true-to-life experience that cannot be found at home while bringing operators extraordinary value.

Motion simulator games are sometimes viewed as deluxe machines that can only be used in military museums or other high-end locations. After 20 years of dedication, Injoy Motion introduced the newly invented and patented AIR Series motion platform in 2012. The games use a compressor to drive the motion through air bags with sophisticated control algorithms so that the motion base can perform real-time simulation effects.

The AIR Series motion platform utilizes roll, pitch, and heave movements for a more interactive environment. Project X-Pher AIR 4D is a science fiction shooting game combined with the patented AIR Series Simulator. In the game, the player will manipulate multiple high-end weapons to defeat alien intelligence.

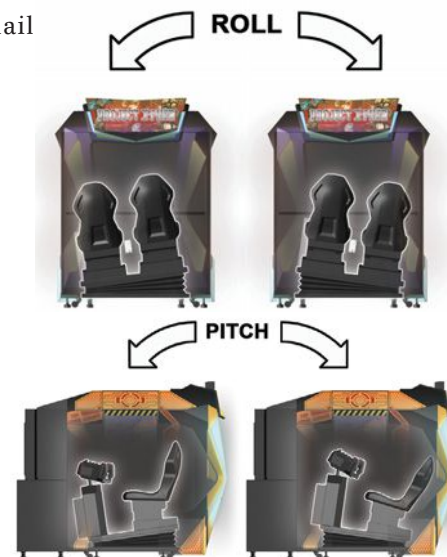
There are three main stages in the project. Players will drive multiple vehicles to complete each stage: an armed tank when investigating on the ground, a humanoid robot when exploring underground, and a space fighter when fighting in space.

Top Gunner AIR 4D is a dogfight air-attack war game combined with the AIR Series Simulator. Top Gunner is based on the historical final battles of the German army during World War II. The story starts when Allied Intelligence reports that the German troops are reluctant to surrender because they hold a top secret weapon.

To confirm the above intelligence, players will follow the game route to sneak behind enemy lines into the heart of the German army and attack enemies on the way. Players will take the airplane through five main stages and overcome each deadly ambush and sneak attack.

Players will feel each raise and dive of the airplane and experience a true-to-life shooting experience. Top Gunner AIR 4D offers impressive 3D/VR effects and interactive motion simulation to make the game more interesting.

For more information or distributor referral, call +886-2-27224889; e-mail (cynthia@injoymotion.com); Web (www.injoymotion.com). ▲



DIGITAL DC CENTRE

Since 1991

SCAN WITH YOUR SMARTPHONE AND
SHARE Secure WITH FAMILY AND FRIENDS
 (ANYTIME, ANYWHERE)



SHARE Secure
 QR PHOTO
 f
 t
 e

Copyright © 2013 Digital Centre. All rights reserved. *Changes can be made without previous notice.

Our PhotoBooths

- ✓ 10 MP CAMERA
- ✓ SHARE SECURE
- ✓ 10 YEAR WARRANTY ON FILM
- ✓ QR-PHOTO
- ✓ SOCIAL NETWORKS
- ✓ 2 YEAR WARRANTY ON HP-PC
- ✓ FILM: \$0.29 PER VEND (2X6" DOUBLE STRIPS OR 4X6" SINGLE PHOTO)



www.digital-centre.com



imagine

A BETTER BUSINESS

WITH IAAPA ATTRACTIONS EXPO 2013

With inspiration, information, and innovation around every turn, the possibilities for your attraction and your career are endless. Build a stronger business with the connections made at networking events. Learn from the experts at more than 80 education sessions. Source the latest revenue-boosting products in the exhibit hall.

LET YOUR IMAGINATION RUN WILD IN ORLANDO.



@IAAPAHQ

IAAPA ATTRACTIONS EXPO 2013
Conference: Nov. 18-22, 2013 • Trade Show: Nov. 19-22, 2013
Orange County Convention Center • Orlando, Florida USA

Register for IAAPA Attractions Expo before Sept. 24 and save 40%.
www.IAAPA.org/IAAPAAttractionsExpo/PlayMeter



Pong 180°™

Sure to stir up excitement

Pong 180° is a dynamic 1-4 player game that will keep your customers engaged and excited! It is fun, interactive, and allows for friendly competition between individuals, groups or leagues. We are sure that your Pong 180° will become an instant hit!

Base cost: \$6250.00 (prices are subject to change)

- 1-4 player game
- Patent pending rotating cup platform
- Large 32" display
- Automatic ball return
- Target graphics to fine-tune your shots
- Adjustable prize levels
- Fully-adjustable operator menu
- Back panel access door for ease-of-service
- Assembled dimensions: 78"H x 34"W x 69.5"L
- Optional bill validator, Deltronic ticket dispenser or ICT thermal printer for an additional charge



Rock 'N' Roll Verti-GO™

A game of skill and precision

Rock 'N' Roll Verti-GO is a game of accuracy where the player guides a ball through different levels which increase in difficulty as you go. Attention-grabbing graphics and rockin' music make for non-stop entertainment! Rock 'N' Roll Verti-GO offers a large 32" display, attractive LED lighting and easy-to-use controls that will keep your customers coming back for more!

Base cost: \$3350.00 (prices are subject to change)

- Attractive styling and exciting game play
- Adjustable prize levels
- Multiple access doors make maintenance easy
- Assembled dimensions: 75"H x 21.5"D x 28"W
- Optional bill validator, coin mech, Deltronic ticket dispenser or ICT thermal printer for an additional charge
- Great earning potential!

Toccata Gaming International®

t: 920.727.4700

e: info@toccatagaming.com



join us on facebook:

<https://www.facebook.com/ToccataGamingInternational>

©2013 Toccata Gaming International, LLC. All Rights Reserved.
Toccata Gaming International and the Mr. Toccata logo are registered trademarks.

www.ToccataGaming.com

The Industry's Premier Event
for
Knowledge, New Products and Networking



Is Unveiling An All-New Schedule Next Year:
A Three-Day Program, Featuring One Day of
Education and Two Full Days of Expo Exhibits.

*We Are Committed to Making Your Expo Experience More
Productive, More Cost Effective, More Valuable and More Fun.*

Mark Your Calendar and Make Plans to Discover
the **New** Amusement Expo Next Spring!

For more information, visit www.amusementexpo.org

**10th
Anniversary
Celebration!**

Annual Meeting & Gala



July 2004



Come Join Us

**As we celebrate the
10th Anniversary of the AAMA Gala!**

Education

**AAMA Annual Meeting & Gala
August 6-9, 2013**

Networking

Fun

**Product
Preview**

Hilton Lisle
3003 Corporate West Drive, Lisle, Illinois

**Industry
Execs**

For Details & Registration Info, Visit www.coin-op.org



AAMA

**AMERICAN AMUSEMENT
MACHINE ASSOCIATION**



SAY WHAT?



10

second
interview
with...

John Newberry is the President of Venco Business Solutions. He got his start in the industry by placing a pool table in his country service station in 1968. He decided to devote his full efforts to music and games in 1974 and diversified into the ATM business in 2004. John lives in Bland, Va., with his wife Linda; they have four daughters.

My first job was:

working in my parents' grocery store.

My favorite type of music is:

anything on a jukebox.

I wish I had the nerve to:

play it "all on black" one time. Ha.

If I were invisible, I would:

visit as many major board meetings as I could.

If money and time were not obstacles, I would:

I would try to help the people in need in the world.

One word that describes my personality is:

happy.

The best advice I ever got was:

There are people who make things happen.

People who watch things happen.

And people who wonder what happened.

My favorite TV show is:

the Golf Channel.

If I could have dinner with a famous person that person would be:

Bill Gates.

My most cherished inanimate possession is:

my family.

NEW ATTRACTION

- 3 Games in 1
- Up to 4 Players
- Fast ROI
- Redemption Capable

1-877-843-6348

www.atomicRUSHgame.com

CREATIVE WORKS

PrimeTime AMUSEMENTS

GLOBAL ARCADE SOLUTIONS

- WORLD-WIDE ARCADE GAME SALES:
- CORPORATE & EVENT ARCADE RENTALS:
- GAME ROOM OPERATIONS & FEC CONSULTING:
- CUSTOM THEMING SCULPTURES AND ENVIRONMENTS:

PRIMETIME SOCIAL

Visit our 90,000 sq ft Ft. Lauderdale, FL Headquarters!

WWW.PRIMETIMEAMUSEMENTS.COM 305.770.GAME (4263)

AMOA is 65 years young



If the Amusement and Music Operators Association (AMOA) were a person, it would be nearing conventional retirement age like its Baby Boomer counterparts. Instead, the association is stronger than ever and continues to write a vibrant history.

The organization began as the Music Operators Association (MOA) in 1948; it became AMOA in 1976 to better reflect the membership's increasing entertainment offerings.

Five years ago this month, *Play Meter* saluted the Amusement and Music Operators Association (AMOA) on its 60th anniversary. Much happened between 1948 and 2008: wars, social upheaval, space exploration, political assassinations, natural disasters, terrorism, and technological and medical advancements.

The last five years have been notable as well: an explosion of smart phones and social media, uprisings and conflicts around the world, the recession and economic downturn, business layoffs and consolidations, global warming, and the re-evaluation of traditional business methods.

Specific to our industry, in fall 2009 an historic announcement was made: the merger of the Amusement Showcase International (ASI) spring show sponsored by the American Amusement Machine Association (AAMA) with the AMOA International Expo fall show sponsored by the AMOA, thereby blending the two into the new Amusement Expo held in the spring. For the last three years there has been a successful co-location with the National Bulk Vendors Association (NBVA).

One constant throughout all this time has been the evolving entertainment arena that strives to stay relevant to a population with changing tastes and expectations. We've wit-

nessed the video boom, the jukebox revolution, and now the redemption boom.

The AMOA has supported coin machine operators and added member benefits including the negotiated jukebox license fee, the Wayne Hesch Scholarship Program, the Customer Coupon Program, the Notre Dame Management Program, Webinars, Coin-Op Cares, and more.

Jack Kelleher, Executive Vice President of the AMOA, commented, "There have been countless changes that have shaped AMOA during the past six and a half decades, but what I have found most impressive is, despite all the twists and turns, the organization has stayed true to its mission over all these years. I credit the core values that have been instilled in and perpetuated by its volunteer leadership.

"Hard to believe, but my tenure at AMOA now approaches 15 years. I still find myself inspired by the work ethic of my members virtually every day. I'm grateful to the organization for the opportunities it has provided me, and I'm also proud of what we have been able to achieve and the progress we have made, together."

In conclusion, Kelleher said, "As long as we remain focused on our fundamental purpose of enhancing our membership and industry, I'm confident AMOA will continue to adapt, endure, and 'deliver the goods' for many years to come." ▲



Jack Kelleher
AMOA Executive
Vice President

TOP LEFT: Current AMOA leadership, l-r: John Pascaretti, President; Bobby Hogin, First Vice President; Jerry Johnston, Treasurer; and Gaines Butler, Secretary.

TOP RIGHT: 2009-10: Coin-op chefs cook up something new, the Amusement Expo. From left: Dave Courington, John Schultz, and David Cohen of AAMA with Gary Brewer, Russ Mawdsley, and Lloyd Williamson of AMOA. (Photo by Jack Kelleher, AMOA)



“It’s rare to be given the opportunity to work alongside people who are as dedicated as the folks on the AMOA Board of Directors.”

ABOVE: Front row, (l-r): Marion Paul, Jim Stansfield, Al Pacek, Al Marsh, Jerry Derrick, and Don Hesch; back row, (l-r): Frank Seninsky, Mike Leonard, Jim Pietrangelo, Russ Mawdsley Sr., Randy Chilton, Chris Warren, R.A. Green III, Craig Johnson, and Howard Cole.

Reflections

on

HISTORY

The industry is indebted to the presidents of the Amusement and Music Operators Association (AMOA) who give so generously of their time, talent, and energy. Many share their thoughts on the value of the association and more.

John Pascaretti/2013 • Pascaretti Enterprises/Michigan

Because of the tireless and dedicated work of its past and present volunteer board members, AMOA has achieved the distinction of having served the coin-op industry for the past 65 years.

It's everything you've heard: networking, education, trade show, government relations, and Hesch Scholarships, just to name a few that add value to the coin-op community.

Being part of this organization will improve your business. I am proud to have had the opportunity to be a part of this organization and am confident AMOA will be around for years to come.

Andy Shaffer/2012 • Shaffer Services/Ohio

AMOA is the leader of our industry, representing everyone from manufacturers to distributors to operators. They represent us when we need attention on a federal level and on specific statewide cases that could affect all of us as well.

Our Shaffer companies have been members of the association for as long as I can remember and we will continue to support AMOA. The support and the people that are members of AMOA are the best in the coin-op industry. It is a privilege to be a part of a group of leaders, not followers.

As a past president, my most memorable event was the recep-

tion I personally received at the Membership Breakfast a few months ago at Amusement Expo, as I was receiving a plaque from my good friend and past president Donovan Fremin.

The standing ovation at the end of the breakfast almost brought me to tears; it was the ultimate compliment from my peers and I am very grateful that I had the opportunity to have such a great group of directors at a time when the industry needed such good people to jump in and work and lead our trade association.

I am most proud of the launching of the California Entertainment Machine Association (CEMA) dedicated to helping the industry in Southern California and hopefully Northern California as well. Getting key people involved on the ground in California was just the first step, but to see them grow and hopefully expand membership and resources will be fun to watch prosper.

Happy birthday, AMOA; I wish you many more years of positive influence on our industry.

Donovan Fremin/2011 • Delta Music Inc./Louisiana

With all the transitions that occurred in combining the AMOA Expo and the Amusement Showcase International (ASI), and forming the Amusement Expo, numbers were up for the convention across the board (in March 2012). That solidified our strength in the industry and proved we were just as strong as ever and we were moving forward with the association.

There is so much history in this association and this industry. AMOA has been there every step of the way and continues to make positive decisions that benefit the industry.



Recent past presidents, (l-r): Gary Brewer, Russ Mawdsley, Lloyd Williamson, and Howard Cole.



Presidential group in 2002, (l-r): Jack Kerner, Jerry Derrick, Don Hesch, Jim Stansfield, Lee Wesson, and Frank Seninsky.

AMOA always has the best interests of the industry in mind and that has not waivered since day one.

The association has given me the opportunity to travel and meet operators from all over the country. That is something I will never forget. There are so many nice people in the industry and I learned so much on the road. If I had a lifetime membership in AMOA I could never give back as much as I was given.

Gary Brewer/2010-11 • Brewer Amusement Co./Tennessee
(Editor's Note: With the merger of the shows came changes in the AMOA calendar; Brewer served 18 months instead of 12 months.)

I enjoyed my term immensely. It came at a perfect time in my work career and for my family. My wife Donna and I traveled together and enjoyed meeting a lot of industry members.

What I found most enjoyable was the fact that there were always 40-plus other volunteers and AMOA office staff that shared in all the positive things that AMOA managed to perform for our industry.

By no means is the president solely responsible for all the results that AMOA achieves. It gave me a really good feeling about our industry to know there were so many volunteers across the country who would step up and take on any challenges that AMOA and the industry as a whole faced.

Like many other industries, ours has been challenged by the fact that it has become more difficult to be an operator in the last few years than many of us can remember.

I was in the original AMOA group that participated in negotiations to merge the AMOA Expo and the Amusement Showcase International (ASI) and create the Amusement Expo. We were lucky to have a team that included Russ Mawdsley, Lloyd Williamson, and Donovan Fremin. It was an exciting time; we knew we were going down a path that had been talked about for 20 years, but a way had not been found to make it happen.

The group was concerned about how to finally accomplish this goal and do it in the most appropriate way for it to be successful from the first show. We have been very pleased that the show has managed to perform at the level that it has. We hope the Amusement Expo continues to be viable for our industry.

Russ Mawdsley Jr./2009 • Russell-Hall Inc./Massachusetts

The combination of the Amusement Showcase International (ASI) and AMOA Expo into the Amusement Expo was the most significant accomplishment during my tenure. In

addition, I was proud to be part of the team that was instrumental in setting up the co-location agreement with the National Bulk Vendors Association (NBVA).

Given recent industry trends, I believe that we have a stronger show now than we would have had without these combinations. My year as president also gave me the opportunity to travel to several other states and interact with a great variety of industry leaders.

As far as the value of AMOA is concerned, the association has been in the forefront of protecting operators' interests and the interests of the coin-op industry in general.

From the negotiation of the JLO license to the participation in the seminal Indianapolis video content case to the holding of the Council of Affiliated States Meetings, together with other achievements, AMOA has played a leading role in keeping the coin-op industry vibrant.

From the perspective of having served on the AMOA board of directors and having "gone through the chairs," I have had the pleasure of meeting literally hundreds of great industry people and have established lifelong relationships with many of my fellow board members.

Both on a business level and on a personal level, both my life and my wife Helene's life have been enriched by our involvement with the AMOA. These are benefits which are truly priceless. There is no better way to meet a great diversity of smart, creative people within our industry. The networking opportunities are unsurpassed.

Lloyd Williamson/2008 • Williamson's Amusements/Minnesota

When it comes to the value of AMOA, you cannot put a price on it. It is far beyond that. I wish every board member could be president at one time. To meet and see people at state meetings is something you never forget. I truly enjoyed all of them. If I could do it all over again, I would.

Being president takes time from both your business and your family. My wife Nancy went along with everything. She is truly a keeper, even though I introduced her as my ex-wife five years ago.

My most memorable moment was in Puerto Vallarta, Mexico, at our Mid-Year Board Meeting. At our banquet everyone came dressed in white, and we had really good entertainment from Chris Hesch. It was the last of the big blasts, a true night to remember for everyone there.

Jim Pietrangelo/2006 • Top Drawer Enterprises/Virginia

My years with AMOA were among the most intense and

meaningful of my working life. It's rare to be given the opportunity to work alongside people who are as dedicated to a cause as the folks who make up AMOA's board of directors.

During my term, in an effort to help those affected by Hurricane Katrina, we created the AMOA Coin-Op Cares Education and Charitable Foundation that continues to do good works to this day.

We also renegotiated and signed a new AMOA-JLO agreement. I bet there are a lot of operators who don't know what a big deal it was, when AMOA was granted authority by Congress to negotiate this agreement on behalf of the entire industry.

Towards that end we worked with the University of New Orleans to undertake a follow-up to their groundbreaking 2000 jukebox survey, the results of which helped us negotiate the new agreement.

As a finale to the year, we managed to hold an extremely successful AMOA Expo that contributed, no doubt, to ending my term with AMOA being in some of its best financial shape.

These days I'm happy to work with AMOA as its Webmaster. I developed and continue to maintain the Web site and enjoy being involved with most of the association's other online initiatives and endeavors.

Marion Paul/2005 • Fannie Farkle's/Tennessee

I remember when AMOA celebrated its 50th anniversary; Don Hesch was president and I was a director on the board. How the years pass by so quickly. I was president 2004-2005 and was the third woman to achieve that goal.

During my tenure my travels took me all over the U.S. attending the various state meetings. The two main issues were smoking bans and video content. Both issues were quite challenging to say the least, but we did manage to be successful with video content by overturning the Indianapolis ordinance, which set the precedent nationwide.

AMOA is comprised of about 35 board members who are the movers and shakers in the coin-op industry. Between the passion and talents of all the board members, AMOA continues to be an association that provides all the latest resources that each of our members need.

Last but definitely not least, AMOA is managed by our terrific Executive Vice President, Jack Kelleher, and our Deputy Director, Lori Schneider. They run the daily operation of AMOA and help each of the board members whenever assistance is needed. I am honored to have been able to lead the AMOA as president.

Mike Leonard/2002 • Coin-Op Specialists/Michigan

While many of the major agreements happened leading up to my presidency, I was involved in those processes, i.e.,



AMOA principal officers for 2011-12, (l-r): Donovan Fremin, President; Andy Shaffer, First Vice President; John Pascaretti, Treasurer; and Bobby Hogin, Secretary.

agreements with NANI, jukebox license renegotiations, video content legislation, working relationships with AAMA, and the purchase of the Fun Expo.

These were just the big ticket items. Then the team building efforts of the board and the establishment of inter-office processes were all great

work. We collectively pushed the 1,800 membership mark.

And, of course, the 9/11 attack had a profound impact on our country. It was a somber trade show we managed that year.

As with many businesses in this technology-driven (society) we are fluid in our ever changing world, and the flow is ever increasing.

The heartbeat of our business needs a strong mentor and compass to keep it focused on its future: what the opportunities are and what the challenges will be. A strong trade association provides that thread. I can't stress enough the need for those in the business to get involved. I wish all the best to AMOA in the next 65 years.

Frank Seninsky/2000 •

Alpha-Omega Amusements & Sales/New Jersey

AMOA is my "extended family" and has been for the past 30 years. It is by far the best group that I have ever belonged to and felt a part of. The AMOA Board of Directors is comprised of the hardest-working, dedicated, and principled individuals.

As I moved through the chairs of AMOA, I had the opportunity to work alongside directors from every state. Those who have served are known as the "heart and soul of AMOA." Spending time with 50 board members and their spouses at each Mid-Year Meeting and prior to each AMOA Expo was the best way to really get to know people.

The knowledge that I gained made it possible for me to grow my company and take advantage of operating and management practices that I would otherwise have been unaware of. AMOA was responsible for me attending Class III of the AMOA Executive Development Program at Notre Dame University and provided the opportunity to travel internationally and get to know the leaders of other amusement industry associations.

There are three accomplishments that I vividly remember from my term:

—Being a part of the jukebox licensing team during the mandated renegotiating period, and finally getting the Jukebox Licensing Organization (JLO), which represented the performing rights organizations (BMI, ASCAP, SESAC), to provide AMOA members a rebate on their JLO jukebox licenses for 10 years. The result was a jump in AMOA membership. Members of that team included Chairman Dock Ringo, Dick Hawkins, Mike Leonard, Jim Pietrangelo, Jim Hayes, Jack Kelleher, and me.

—Being a part of the AMOA negotiating team that helped put together the deal for three associations—AMOA, the American Amusement Machine Association (AAMA), and the International Association for the Leisure Entertainment

Industry (IALEI)—to purchase the Fun Expo from Reed Expositions and integrate further the two co-located shows, AMOA Expo and Fun Expo. Ten years later, this would be the foundation for AMOA and AAMA merging their trade shows to form the Amusement Expo.

—At the end of my term being the first president able to put forth a motion to put a significant amount into the AMOA Reserve Fund, which started a six-year trend.

I always look forward to the annual AMOA Past Presidents Dinner and have only missed one in the last 13 years. This year two past presidents have passed on, Jack Kerner and Jerry Derrick, and we raise our glasses in respect for their dedication and contributions to AMOA. They were both good friends. I am honored to have had the opportunity to serve as an AMOA President.

Jim Stansfield/1999 • Stansfield Vending/Wisconsin

To find the value of the AMOA, all one needs to do is look at the quality of the business people who strive, scratch, work, and stay on the board of directors of AMOA to serve either as a director or to become president.

One of the significant happenings during my term was working with Don Hesch and Jack Kelleher as well as Bob Fay and making changes in many ways. I often wonder if other industries have the true friendships and feelings that AMOA seems to provide to its members.

Craig Johnson/1993 • TATAKA/Utah

Congratulations AMOA. After my 30 years of involvement in AMOA the thing that stands out most at this point is the people. It's the friendships that have meant so much to both Jana and me. AMOA provided us with numerous friendships that go way beyond the business relationship. At this point in our lives that is what stands out and matters most to us.

If I go back to my years on the board, the friendships were certainly important but the chance to learn and to find new ideas and new ways of doing things is what mattered to us financially. I think if involvement in AMOA comes down to just one bullet point it is that AMOA involvement makes you money; it does not cost you money.

No matter what you spend in either time or money it will come back to you many fold. Friendships and knowledge gained during my time on the board propelled my companies into three new areas of the business that we had never thought of before.

While not as important as it was in 1993, obtaining the private letter ruling from the Internal Revenue Service (IRS) was the highlight of my presidential year. To defend our industry before the IRS and come out with a favorable result was a wonderful experience.

Allowing us to more accurately depreciate our equipment



Russ Mawdsley Sr. during his term (1974).

and over a shorter period of time helped many operators, including me, to grow their business and move into new markets.

To the many friends Jana and I have made through AMOA, thank you for your friendship. To all of those through the years that have contributed to the success of AMOA, thank you.

Gene Urso/1992 • Madison Coin Machine/Wisconsin

I think the most helpful benefit in AMOA is found in the education programs. That is from the schools and seminars but most of all it's from the other operators you come in contact with who are very willing to give you good advice and guide you through different problems.

One of the things I remember when I was president was our image had slipped a little. AMOA is made of mostly small operators like me, so we tried to show them that this is their AMOA. We also started talking with the manufacturers and the distributors; we invited them to come to the table to discuss mutual concerns. I can't thank Chuck Milhem (of Valley Recreation) enough for going to bat for us at the start.

Also during my tenure, AMOA started a partnership to form NANI (the National Amusement Network Inc.). This partnership provided the groundwork for interaction between players and networked machines. (Note: NANI was a joint venture of AMOA, EDS, and TVphone for a networking system designed to encourage competitive play and extend game life through online, interactive tournaments with prizes.)

Russell Mawdsley Sr./1974 • Russell-Hall Inc./Massachusetts

The year I served we needed to increase our membership and held a membership drive. Our goal was 1,000 members and we got to 999. Irwin Margold, Manager of Trimount Automatic Sales in Boston, and I knew an operator who came to the trade shows but never joined the association; we twisted his arm and got him to join and reach 1,000 members.

We appeared before the House Judiciary Committee regarding copyright law and our exemption from paying copyright fees for music played on jukeboxes. Tip O'Neill Jr., Speaker of the House of Representatives, was a friend of the industry. Later we did have to pay license fees.

Being in AMOA was the greatest thing in the industry. I learned so much from other operators and formed friendships that have endured for many years.

Fred Granger was the Executive Director back then and helped make the association strong. Either Fred or I attended every state association meeting during my term and encouraged operators to belong to their state association and the national association. ▲

Photos courtesy of AMOA; photo of Russ Mawdsley Sr. from Mr. Mawdsley.

Amusement Expo and state associations

“Once the decision was made to change the format of the Amusement Expo 2014, everyone was pumped up about making this show special. We’re excited about it,” said John Pascaretti, President of the Amusement and Music Operators Association (AMOA), a co-sponsor of the expo along with the American Amusement Machine Association (AAMA).

The Amusement Expo 2014 is scheduled for March 25-27, with the first day dedicated to education and the other two days for exhibit floor hours. The Expo Show Committee can now start moving forward with plans for the show, in particular the education program.

The Expo Show Committee is comprised of four representatives from AMOA (Gaines Butler, Metro Distributors; Donovan Fremin, Delta Music; Gary Brewer, Brewer Amusement; Tony Paszkiewicz, Columbia Amusements); and four representatives from AAMA (George Smith, Family Entertainment Group; Rich Babich, Game Exchange of Colorado; Bob Boals, Betson Enterprises; Tom Happ, Suzo-Happ Group).

“The reaction to the change has been very good,” said Pascaretti. “Exhibitors have been asking for this for a few years. We’re viewing the expansion of our education program as a major opportunity for the show. The education committee is working to put together a compelling education program. Total exhibit hours are only one hour less than last year.”

REDEMPTION CONCERNS

Another topic in the news is the close scrutiny of redemption equipment by attorney generals and law enforcement in a number of states, most recently in Arizona and California.

Pascaretti said, “As an organization, AMOA monitors what’s happening and gathers information. Quite frankly, this is a wake-up call for operators in how they are doing business with that type of equipment.

“Every operator in every state should be looking at the laws in their state to be sure they are operating in compliance with those laws. If there is a problem, they should organize to change things.”

He cautioned, “California was the first state with a smok-

ing ban. At the time it did not seem like that would affect my state of Michigan in any way. However, a few years later more states had smoking bans. What’s happening in California now could be in Michigan next week.”

STATE MEETINGS

Pascaretti has been traveling to state meetings, most recently the Oregon Amusement and Music Operators Association (OAMOA) in mid-May and the Minnesota Operators of Music and Amusements (MOMA) in early June.

He said one thing he has seen so far in his travels to state events is that “all the people make you feel special. And that’s a good feeling.”

In Oregon, Pascaretti said AMOA Secretary and OAMOA Vice President Jerry Johnston and his wife Carol “went out of their way to show me their state,” adding, “Oregon has a good core of operators in their association.”

Of major concern in Oregon are challenges by law enforcement, in particular regarding countertop games. OAMOA’s lobbyist drafted language in House Bill-2603 that passed the legislature and was signed by the governor. Now authorities have to prove a piece of equipment is a gambling device or return it.

“This positive outcome was a direct result of being involved in a state association,” said Pascaretti. “State associations are the glue that holds everything together.”

In Minnesota, Pascaretti brought the membership up to date on AMOA programs and plans for the Amusement Expo 2014. He said that MOMA has a solid group of

operator members who make it a point to get together at least once a year to discuss their businesses and what is going on in the state.

Pascaretti noted that concerns over redemption scrutiny were topics in both Oregon and Minnesota. “That category of equipment is producing revenue for operators,” he said. “To lose that would be detrimental to everyone’s bottom line.”

In June, Pascaretti had a packed agenda of state meetings in Illinois, Ohio, and Wisconsin. ▲



John
Pascaretti
AMOA
President

“State associations are the glue that holds everything together.”



Barron Games International
Amazing Sports Car



Barron Games International
Fantasy Coffee Cups



Barron Games International
Lady Bug



Barron Games International
QuadAir Jr.



Bay Tek Games
Arctic Chomp



Bay Tek Games
Dizzy Chicken



Betson Enterprises/Raw Thrills/Play Mechanix
Disney-Pixar Cars Driver



Bob's Space Racers
Pirate Loot

Barron Games International

(716)866-0054; www.barrongames.com

Amazing Sports Car

Amazing Sports Car is appealing to both boys and girls. It features flashing attraction lights and pushbutton sound effects. This kiddie ride can hold up to two children at a time. There is an additional option to add a video monitor.

Fantasy Coffee Cups

Fantasy Coffee Cups is Barron's best selling, top earning kiddie ride. This charming ride plays delightful music and seats up to three children at a time. This ride comes standard in two designs, but can also be customized to suit any needs. Both seats rotate slowly and there is an emergency stop button.

Lady Bug

Lady Bug features bright, attractive LED lights and can seat up to two children at a time. Its bright playful design makes for a fun addition to any location, including parks and zoos. Other features include 110/220v operation, 1-5 coins to operate, music, programmable ride, and adjustable coin/token mechanism with volume knob.

QuadAir Jr.

This table has all the same great features found on the QuadAir for two, three, or four players, but with a jungle theme and in a smaller size ideal for fun centers and locations with space restrictions. It can also be used with full size legs for adult game play.

Bay Tek Games

(920)822-3951; www.baytekgames.com

Arctic Chomp

Simply coin up, then move the handle up and down to scoop the dropping balls into the bear's opening and closing mouth. Make sure to time it just right to get the maximum amount of balls into the target! Score more tickets for more balls munched, and balls shoveled in the last few seconds are worth double.

Dizzy Chicken

Players pull the handle to move the ball around the spiral to land on colored lights and win tickets. Gain a bonus shot with a green light or any red light. Hit the green light again with the bonus shot for big tickets.

Betson Enterprises/Raw Thrills/Play Mechanix

(201)438-1300; www.betson.com; (847)679-8373; www.rawthrills.com

Disney-Pixar Cars Driver

Fun, excitement, thrills, and entertainment are built into one cabinet branded with the Disney/Pixar Cars 2 license. This driver offers entertaining game play on a 42-inch HD LCD monitor encased in a colorful cabinet displaying an ultra high marquee. The game has a realistic feel with a force feedback steering wheel and seven tracks based on movie locales.

Bob's Space Racers

(386)677-0761; www.bobsspaceracers.com

Crazy Canz

Crazy Canz is similar to Dog Pounder, an earlier title from Bob's Space Racers. Players push down on the lid and shoot the balls into the can. The cabinet features a colorful, bright design.

Pirate Loot (redemption)

A quick coin game with a true skill factor that's fun, challenging and addictive. Players roll a coin down the play deck with the objective of hitting a moving target. There is a progressive bonus for hitting the more difficult targets.

Puppy Jump

This one player rope-jumping-themed redemption game has players press a button to have the puppy jump each time the rope comes around. The rope gets progressively faster and players win tickets based on how long they're able to successfully jump over the rope.

Tune Town

This piano-themed game is bright, playful and fun, and the light show will keep kids occupied for hours. Game play is easy, players hit the keys and watch the light show.

Whac-a-Mole FEC

Players use plastic mallets to attempt to hit moles as they pop out of holes, scoring more points the quicker they go. The game features bright graphics, adaptive play patterns, and more operator adjustable features. Progressive game play adds to the excitement and challenges players to try again. This is an attendant-free group game.

Coastal Amusements Inc.

(732)905-6662; www.coastalamusements.com

Batman

The legendary Warner Brothers/DC Comics superhero Batman brings a new appeal to the "whac-em" game. Players bash detailed heads of the most notable villains from the series, including The Riddler, The Joker, Catwoman, Mr. Freeze, and others. Tickets are awarded based on score.

Monkey Mania

A one or two player video water race in which players shoot alternating targets to "paddle" their monkey up the river. The 32-inch LCD provides crisp, humorous images of the monkeys racing up the river. The video eliminates mechanical characters, greatly increasing reliability and reducing the footprint. The play appeals to both children and parents, allowing for joint participation and fun.

The Simpsons Soccer

A video of "The Simpsons" adds to the fun of this game. Players must kick the ball past Homer. Features include 32-inch LCD monitor and "Simpsons" graphics and character sounds.

Coney Island Arcade

(702)522-7300; www.coneyislandarcadeusa.com

Froggie

Froggie is a bopping style redemption game. Tickets are awarded based on points accumulated.

Jr. OT Basketball

Players shoot ping pong balls into the basket to score points. Tickets are awarded based on points accumulated.

Kiddie Boxer

The Kiddie Boxer features a colorful, iridescent cabinet with programmable coin acceptor, reaction time meter, training program, capsule vends a prize every time, and voice synthesizer. The boxer is available in different colors.

Tacco Kids

The player's mission is to match a goal at the opponent's field and to protect its own field. During the game the machine enables up to six balls over the field at the same time. The end of the game is defined by time (pre-adjusted in the menu). Above the machine there's a display where the score is shown. By the end of the game, the machine will indicate the winner.

Falgas

(954)315-3625; www.falgas.us

'60s Surf Van

The '60s Surf Van is a two-player redemption kiddie ride that features



**Bob's Space Racers
Puppy Jump**



**Coastal Amusements Inc.
Batman**



**Coastal Amusements Inc.
Monkey Mania**



**Coastal Amusements Inc.
The Simpsons Soccer**



**Coney Island Arcade
Froggie**



**Coney Island Arcade
Jr. OT Basketball**



**Coney Island Arcade
Tacco Kids**



**Falgas
'60s Surf Van**



Falgas
4x4 Adventure



Falgas
Carousel Grand Prix: Mix



Falgas
GP1 Chrono



Falgas
MAX Super Truck



Falgas
Sky Rescue Helicopter



Family Fun Companies
KC Cobra



Family Fun Companies
Kiddy Kruisin'



Family Fun Companies
Kiddy Kruisin' Upright

an interactive game. The game features score panels, lights, and interactive sounds. A mechanical or electronic coin mechanism is available and an anti-theft security system is also available.

4x4 Adventure (girls' version)

Two users can enjoy this girly bright pink car with 7-inch LCD/TFT screen and sound and lights.

Alien Hunter

Alien Hunter is a bopping style one-player game with a colorful alien-themed cabinet and RGB LED effects. The game can be operated indoors or outdoors and is manufactured in fiberglass and stainless steel.

Carousel Grand Prix: Mix

This new carousel features three different figures: an airplanes, a motorbike, and a car. The ride features MP3 sound and LED lights and a new electronic card.

Daniel's Car

This bright and attractive car ride was inspired by classic racing cars. Two users will enjoy the sounds and LED lights.

Funny Train

This one-rider train features a bright and cute cabinet complete with sound and LED lights.

GP1 Chrono

This Formula 1 Racing car kiddie ride features interactive sounds and LED effects. Five language configurations are available and a mechanical or electronic coin mechanism and security system.

MAX Super Truck

This two-seater truck features an interactive game called Color Factory. Kids will enjoy playing while experiencing the sound and LED lighting that bring the truck to life.

Sky Rescue Helicopter

Kids will love to climb aboard this electromechanic rescue helicopter with lift movement. This two-user ride features a 7-inch LCD/TFT screen, LED lights, and sound.

Family Fun Companies

(920)497-4991; www.familyfuncompanies.com

KC Cobra

For the little car enthusiast, KC Cobra offers a top-of-the-line ride. The ride holds up to 450 pounds and offers the rider the chance to test their skills at a video driving game while enjoying their ride. Comes standard with ticket dispenser to offer as a redemption game but can easily be converted to be played with a dollar bill acceptor instead. Has a lighted dash panel and working head and tail lights.

Kiddy Kruisin'

More than just a kiddie ride, Kiddie Kruisin' gives the customer the ability to play a video driving game while enjoying their ride. The ride can be set to give out redemption tickets based on the ending score or can be set up with a dollar bill acceptor instead. The ride has a lighted dash panel and real chrome accents.

Kiddie Kruisin' Upright

Kid sized video driving game in a unique upright cabinet. Fully operator adjustable. Can be operated with or without the redemption ticket option.

Funriders

(817)676-3467; www.funriders.org

Bulk Ride

This game was designed from the ground up to accommodate a candy vending machine. The ride features a small footprint, five song library with sound-timer control board, easily transports with built in casters,

NOT YOUR ORDINARY KIDDIE RIDE!

**VIDEO
REDEMPTION
PLUS A RIDE!**



All 3 units come standard with ticket dispenser, but are DBV ready for street operators.



3D VIDEO DRIVER -OR- 3D DRIVING SIMULATOR

**Pharaoh's
Revenge**



**f Find us on
Facebook**

7759 S. Harlem Ave. Burbank, IL. 60459
www.familyfuncompanies.com
 For Game Sales & Distributors: (920) 491-9453
 Parts & Service: (708) 598-3720





Funriders
Jr. Classic Carousel



Funriders
NASCAR Skirt Base



InJoy Motion Corp.
Dido Kart 2



ICE
Doodle Jump Arcade



LAI Games
Carousel



LAI Games
Kiddie Ball Toss



LAI Games
Little Speedy

fits most mini vans, is wireless, and uses a magnetic sensor instead of switches on coin mechanism.

Jr. Classic Carousel

This kiddie carousel, American-made in Fort Worth, Texas, is built on wheels and moves easily. The horses travel up and down like carnival carousel horses. The ride features a four song music library, high power 12-watt quality sound system, and slow start and stop for non-jerking smooth action, and classic lights and mirrors.

NASCAR Skirt Base

Features of this colorful ride include the body moving directly with the base, a smooth, quiet drive system, transports easily with built in casters, and player participation buttons with sound-timer control board.

InJoy Motion Corp.

(+886)2-2267-6317; www.injoyemotion.com

Dido Kart

Dido Kart offers players 10 tracks and vivid characters to pick from such as the Cheetah, Dragon, and Penguin. The storyline describes a Jade Emperor who decides to organize a global competition to decide which animals would compose the Chinese Zodiac. Operators can choose from four different cabinets designed with colorful LEDs.

Dido Kart 2

InJoy Motion's new version of Dido Kart depicts the cute, distinctive, and colorful animal characters in the world of Dido racing. Dido Kart 2 utilizes high-definition 3D graphics and realistic engineering to deliver detailed facial expressions. This version's gaming platform presents stronger background effects that include a marvelous arena and a treacherous underground secret pathway.

Innovative Concepts in Entertainment Inc. (ICE)

(716)759-0370; www.icegame.com

Doodle Jump Arcade

ICE and Raw Thrills have transformed this popular iTunes app. Features include 42-inch HD monitor and flashing multi-color LED lights. Players navigate the doodler to the top by bouncing from the platforms onto various objects to gain points. If successful, the player has an opportunity at the Super Bonus. This game is also available as a gift card merchandiser.

LAI Games

(469)521-7000 or (817)235-7773; www.laigames.com

Carousel

Carousel is a mini attraction piece with universal appeal; safety features throughout including player accessible emergency stop motion buttons; three players for the price of one creates value perception; independent testing shows two to one earnings advantage over "standard" kiddie rides; note acceptor ready.

Kiddie Ball Toss Redemption Games

Pirate Battle, Princess Castle, and Choo Choo Train are ball-toss redemption games designed to appeal to young children. Play and scoring are simple, with different point values assigned to large and small targets. Game play culminates in a five-second frenzy during which the player can win double points. Game duration, point and ticket options, and ticket payouts are programmable. Each game has an attractive cabinet and friendly voice announcers for each theme. The three games can be banked for a presentation that appeals to both boys and girls.

Little Speedy

Little Speedy, the pint-sized version of Speed of light, tests speed and hand-eye coordination on a bright and colorful playfield. Players attempt to turn off lit buttons to earn points and tickets. A friendly voice

announcer and colorful cabinet artwork draw players in. Little Speedy is perfect for family entertainment centers, children's entertainment centers, pizza restaurants, bowling centers, and other locations with young patrons.

Mini Little Masterpiece

This touch screen coloring game lets children decorate a picture using various colors and brush strokes. The four user-selectable modes offer different levels of play based on the child's age and skill level. In addition, the photo feature allows the player to take their photo and print it next to their masterpiece.

Rainy Days

Rainy Days is a water game that requires the player to catch raindrops released by thunderclouds in a friendly bucket to earn points and tickets. Thunderstorm light and sound effects add to the excitement. An end-of-game bonus round increases the rate of water flow and doubles the points. Water is continually circulated and filtered, so no plumbing is required.

Willie Wheels

After completing one of nine driving courses of varying difficulty with the help of cartoon friends, this game vends a driver's license card in one of 24 collectible designs (each game ships with 500 cards). Features include a 32-inch video screen, car-shaped cabinet with realistic steering wheel, and auto-move mode to help younger players.

O.K. Mfg.

(801)974-9116; www.okmfg.net

Splat Ball

This game is an interactive action packed pinball style game where the player actually plays pinball with the 1-inch prize (gumball, jawbreaker, or 27mm superball) that they will always win. Consumers can also win a second 1-inch prize or if they are skilled enough they can win a grand prize which is a 2-inch round capsule or a 2-inch super ball. The game features a small footprint and adjustable music volume. The height makes it great for kids.

Sega Amusements

(847)364-9787; www.segaarcade.com

Snork

Snork is a candy and prize vending game machine especially for kids. The game utilizes a reliable vacuum pick up system which is controlled by the player to retrieve prizes such as candy, small toys, or capsules. Move Snork by using a 4-way joystick to capture and win prizes. Snork is suitable for candy, prizes, plush, and tickets and has a small footprint.

Sonic Kiddie Ride

Let Sonic take kids for a spin in this brand new kiddie ride from Sega. The car is modeled after Sonic's race car in the very popular Sonic & Sega All-Stars Racing arcade and consumer title, so it will be instantly recognizable to the kids. The ride features two seats, programmable ride time, and Sonic game music.

Smart Industries

(800)553-2442; www.smartind.com

Galaxy Garrison

Galaxy Garrison is a bopping style redemption game where players use a "tapper" to bop aliens before they can get away. The game has a small footprint of 27-inches wide by 21-inches deep by 38-inches high. Not only does it include a graphics package, it includes a playfield with uniquely lighted spaceships where aliens can escape, something not seen on similar games. The combination of the audio, lights, and game play make an exciting addition to the Smart lineup.



**LAI Games
Mini Little Masterpiece**



**LAI Games
Rainy Days**



**LAI Games
Willie Wheels**



**O.K. Mfg.
Splat Ball**



**Sega Amusements
Snork**



**Sega Amusements
Sonic Kiddie Ride**



**Smart Industries
Galaxy Garrison**



**Smart Industries
Happy Dance**



**Theisen Vending
Sundance Classic Horse**



**Theisen Vending
T-Bone Rodeo Bronco**



**Theisen Vending
Tom Cat Snowmobile**



**Theisen Vending
Trail Boss**



**Theisen Vending
Wake Buster**



**Universal Space
Astro Invasion**



**Universal Space
Dino Pop**

Happy Dance

Happy Dance is a redemption product that allows players to interact with a video screen. Players slide Happy the Penguin down the track, the video takes over, and the animated Happy character slides on the ice to different positions. The game awards tickets to the player depending on where he lands.

Theisen Vending

(800)633-3436; www.theisenvending.com

Sundance Classic Horse

This is a classic favorite. Features include authentic leather saddle; adjustable audio with horse whinny and western music; start up safety message; neck mounted coin mechanism; high security cash box entry; casters and towing hooks; and fiberglass body.

T-Bone Rodeo Bronco

Can a true cowboy stay on the bull? Features include authentic leather riding pad and bull rope; adjustable audio of rodeo and bull bell; start up safety message; high security cash box entry; casters and towing hooks; and fiberglass body.

Tom Cat Snowmobile

Blaze through the snow trails. Features include smooth riding action; adjustable audio with engine rev and horn; start up safety message; high security cash box entry; casters and towing hooks; gel-coated fiberglass body; and is available in red, blue, and orange.

Trail Boss

Rev your engine through the wooded trails and honk your horn for the deer ahead. This ride includes adjustable audio of revving engine and horn; start up safety message; high security cash box entry; double coin mechanism; casters and towing hooks; gel-coated fiberglass body; and is available in red, blue, orange, and camoflauge.

Wake Buster

Crash waves in a high speed race. Features include adjustable audio of powerful engine with siren button and Miami Vice theme music; start up safety message; single passenger ride; high security cash box entry; casters and towing hooks; gel-coated fiberglass body; and is available in red, blue, orange, and purple.

Triotech

(514)354-8999; www.trio-tech.com

Jett Rider

Kids will feel like they are flying with the characters, experiencing all the thrills of this great ride, from the bumps to the grind on the road. Jett, a young boy with a wild imagination, builds jetpacks for him and his cat Jin as they embark on a thrilling adventure. Features include a wide range of simulation from subtle sensation to intense vibration; surround sound system; and films produced by Triotech's 3D animation studio. It is safe and durable for kids of all ages.

Universal Space

(905)477-2823; www.universal-space.com

Astro Invasion

Players throw as many balls as possible into the mouths of the robots or aliens before time runs out. The more you toss, the higher the score. Aim the balls at the spaceship at the back to win even more tickets.

Dino Pop

This ball toss game is simple and fun. Players toss as many balls as they can into the dino's mouth within the allotted time. The dino also moves to make the ball toss slightly more challenging. Tickets are awarded based on the final score.

Ducky Splash

Ducky Splash is a one or two-player water shooting game that offers both simplicity and excitement. The object of the game is to use the Dino water guns to shoot rubber ducks into the two tunnel entrances. Players must shoot as many ducks as possible into their own entrance before the time runs out. Each time a duck passes through the entrance, the player's score increases. Tickets are awarded based on the final score.

Mini Train

Kids can enjoy the interactive mini game while they ride the train. The ride features exciting smoke effects and a gentle rocking motion. Kids can press the button for a whistle. The game is gel coated for durability and fog juice is easily replaceable.

Pirate's Hook

This two-player fishing game requires skill and timing to use the fishing reels with rotating handles to wind the line and strike the multi-color changing LED lights. There are three tension settings and a 42-inch LCD monitor. The bigger the fish, the higher the score.

Valley-Dynamo

(972)595-5300; www.valley-dynamo.com

Short Shot

This toddler-size table is designed to fill a void of games to entertain small children. It is three inches shorter than the standard table and comes with sound, lights, and ticket dispensers. The 56-inch length is just right for a toddler's reach.

Whittaker Brothers

+44 (0)1706 847531; www.whittakers.co.uk

Coffee Cup Carousel

A brand new ride with three coffee cups turning individually as the ride revolves. With great sounds and attractive lighting effects this will be a popular ride. Casters under the ride afford for ease of movement.

Horse Carousel

Following the huge success of the three-seat horse carousel in recent years, the new model features completely new fibreglass mouldings and extensive use of the latest LED lighting and sound effects to produce a ride that kids will love. The two horses rise up and down and the ride revolves while the fixed carriage gives secure seating for small children. Casters allow the ride to be moved around the location with ease.

Robert E Lee Video Ride

A novel single seat ride incorporating an exclusive river boat video game which the child controls with movements of the steering wheel. The ride also features attract mode sounds and a pushbutton steam whistle. ▲



**Universal Space
Ducky Splash**



**Universal Space
Mini Train**



**Universal Space
Pirate's Hook**



**Valley-Dynamo
Short Shot**



**Whittaker Brothers
Coffee Cup Carousel**



**Whittaker Brothers
Horse Carousel**



**Whittaker Brothers
Robert E Lee Video Ride**



20 memorable years *for PrimeTime Amusements*

PriimeTime Amusements of Ft. Lauderdale, Fla., covers so many segments of the amusement industry: operating, distributing, and manufacturing equipment; consulting, rentals, special events, themed environments, and much more.

The company has evolved and grown and will soon celebrate its 20th anniversary. *Play Meter* checked in with David Golfarb, President of PrimeTime Amusements, to learn more about major developments and the recent project the company is most proud of: the Shake Shoppe Arcade in Seaside Heights, N.J.

The Shake Shoppe Arcade is helping the Jersey Shore rebound from the devastation wrought by Hurricane Sandy in the fall of 2012.

Did you ever imagine how large the company would grow in just two decades?

I always thought we could improve year after year and explore new business that relates to our industry. The reason primarily being one word: teamwork.

From the beginning we've been focused on customer service and

expanding where it makes sense. We have been able to do that, starting with arcade game rentals and sales, moving into operations and consulting, and most recently adding foam statues and theming.

I have always believed in putting together the best team possible, made up of individuals who are not only experts in their respective fields but who also want to move PrimeTime Amusements forward and make it successful. We have done that and we have definitely been rewarded.

Growing from the one-man operation I was back in 1992 to where we are now is very exciting and just shows how much potential we have for the next two decades. I'd definitely bet on the team we have put together since then over the one-man operation it was back when I was a college student just working hard.

What have been some of the milestones along the way?

I believe the biggest milestone would be our efforts in South America and Africa and the impressive International Centers we helped develop. Each and every time my team and I travel overseas to see our plans, work, and results, our clients are extremely appreciative. It truly makes you want to work beside them as if it were our own operation.

I am also very proud of our recent work with World Wrestling Entertainment (WWE) in helping to build the huge Statue of Liberty for WrestleMania 29 at MetLife Stadium and of course the Shake Shoppe Arcade in New Jersey. Both projects proved that in a short time period we can accomplish the nearly impossible! As we always say, our client's imagination is the only limit to what we can do.

How large is the staff today compared to the start-up company 20 years ago?

Our staff is still pretty small. Twenty years ago it was just me! I was doing it all: calls, sales, operations, delivery, etc. Now our team is a little bigger but

not huge.

Luckily, our employees are very talented and can therefore handle a wide range of activities and project needs. There are about 15-20 of us, a mix of full and part time employees. Some work at our headquarters in Fort Lauderdale; others are in operations locations.

How long has the family entertainment center (FEC) consulting service been available? What was the catalyst?

We launched the FEC consulting along with the Prop Creations business in early 2012. It was becoming a need

for many of our clients. They were so satisfied with us handling the sales of equipment, arcade games, and the operations end that many started asking us to help with a side view of architecture design, theming, foam building, etc.

People like to get everything in one place. It makes it more cost efficient and it makes it much simpler for the client. We are proud to help make that possible.

What steps do you take in evaluating the needs of a client's facility?

It is a process that involves numerous people from the PrimeTime



Giant ice cream scoop replicas at PrimeTime headquarters, later moved to the top of the Shake Shoppe Arcade.



Little girls savor ice cream at the Shake Shoppe Arcade.



The former arcade location was boarded up after Hurricane Sandy.



The location today after three months of intensive work.



David Goldfarb and the PrimeTime team celebrate the 20th anniversary over lunch.



Pedro Rojas, Master Sculptor in the Prop Creations division, works on a project.



A bank of cranes in the PrimeTime Arcade.



A little boy plays a game at the PrimeTime Arcade.



At the ribbon cutting for the Shake Shoppe Arcade, (l-r): Tom Holder, Vice President of Hershey's® Ice Cream; David Goldfarb, President of Prime Time Amusements; Jody Yedman, General Manager of Shake Shoppe Arcade; and Patti Hershey, facility owner and long-time Seaside Heights business owner.



David Goldfarb, President of PrimeTime Amusements.

Amusements team and our various divisions. For example, knowing the space, the clientele, and the budget all help us determine what types of games and how many to bring in. Also, we can offer refurbished and/or new games to help with costs.

If our Prop Creations team is getting involved, the process is a bit more complicated. Our designer has to see and measure the space, meet with the client, understand the goals and the needs, and then design, carve, hard coat, and paint the item before delivering it and putting it all together. (To view a video on the process, visit (<https://www.youtube.com/watch?v=NOCriMXyTLY>).

Tell us about your newest project along the New Jersey coast as the area rebuilds after Hurricane Sandy in 2012.

PrimeTime Amusements participated in the "Restore the Shore" effort in Seaside Heights, N.J., by opening the Shake Shoppe Arcade on the north end of the Boardwalk. The grand opening was held on Memorial Day, May 27. From 2-4 pm that day guests were invited to have a free scoop of Hershey's® Ice Cream and play in the arcade.

In partnership with local business and land owner Patti Hershey, who owned a small arcade for four decades, PrimeTime Amusements invested upwards of \$2 million in the new facility. The goal was to help revive the Seaside Heights community and Jersey Shore Boardwalk with a family-friendly arcade and ice cream shop.

Thanks to the resilience and hard work of the entire team, the 6,000-square-foot Shake Shoppe Arcade features a 400-square-foot Hershey's® Ice Cream stand inside; a PrimeTime Amusements game room with 80 New Jersey themed arcade and redemption games; a Martha's Sweets fudge and candy shop; and a hotdog and hamburger joint.

As a South Florida-based company, we know how devastating hurricanes

can be, and we are just happy to help bring this deserving community back to life by bringing in a little fun and games.

What led you to decide to expand with the Prop Creations division?

Through the consulting division, PrimeTime Amusements offers entrepreneurs and facilities owners turnkey arcade consulting, planning, installation, and operations solutions.

We can literally put people in the arcade business, handling all aspects of the process, including: engineering, branding, design, decor, theming, etc., within any four white walls.

In early 2012, we launched our newest division, Prop Creations. Born out of a request from a client in Angola, Africa, PrimeTime is now able to create custom themed environments, large format items, foam architecture, props, specialty signage, and more.

As an extension of our nearly two decades of experience in the arcade sales, rentals, and operations business, and a more recent foray into FEC consulting, theming or prop creation was the next logical step for the company.

Prop Creations is headed by an art designer and team of sculptors with a combined 50 years-plus experience. The statues are primarily constructed from foam (which keeps them lightweight) and hard-coated, which strengthens and seals the items from weather damage.

As a result, the finished products are lightweight and easy to transport, yet waterproof with the ability to be kept indoors and outdoors.

PrimeTime's team creates the pieces using a combination of CNC 3D Cutting machinery and hand sculpturing. Customers are also given the opportunity to have pieces made-to-order. In addition, Prop Creations offers sales and rental options.

"Theming" includes the following: signage, advertising/marketing props, interior design, fake/imitation parts for the automotive industry through the

toy industry, 3D models, architectural design, in-store design and creation, statues, bronzing, concrete molding, and molds.

Via PrimeTime's theming division we can now create kid-themed environments, churches, museums, hotels, amusement parks, malls, outdoor spaces, and more. Our clients have ranged from individual homes to sports and entertainment theme parks as well as retail and corporate environments.

dog location, a sweet shop, and managing and operating 80-plus arcade games) but also the exterior. Our Prop Creations division designed and created the foam architecture that is covering the building and truly giving it that "wow" factor.

Where do you see the company in the next five years?

I see PrimeTime Amusements continuing to grow; to complete our FEC in Angola, Africa; to partner on addi-

"Our employees are very talented and can handle a wide range of activities and project needs."



Prop Creations built a replica of the Statue of Liberty for the WWE WrestleMania in April.

What have been some of your most challenging projects?

Definitely the Shake Shoppe Arcade in Seaside Heights, N.J., that we just opened. What would normally be a multi-year time schedule took us three months total!

It was a huge undertaking to not only design and plan the interior of the location (including bringing on Hershey's® Ice Cream, a hamburger/hot

tional projects internationally; and to expand the Shake Shoppe Arcade concept throughout the country (first in Orlando, and then to other areas).

We will continue to keep our eyes open and look for great opportunities that make sense for growing the company.

For more information on PrimeTime Amusements, visit (www.primetimeamusements.com). ▲



Adding value across the board

The recent announcement of a new format and dates for the Amusement Expo 2014 (March 25-27) has created quite a buzz in the industry and a positive reaction. That decision was based on considerable information gathering.

John Margold, President of the American Amusement Machine Association (AAMA), said, "Someone asked me if we were surprised by the reaction? The answer was 'no' because we did what the vast majority of people interviewed after the Amusement Expo 2013 asked us to do.

AMUSEMENT EXPO 2014

Margold explained, "At the end of the show in March, representatives from the show sponsors, both the AAMA and the Amusement and Music Operators Association (AMOA), walked the show floor asking exhibitors what they liked, what they wanted to change, and what they wanted to stay the same.

"We gathered a massive amount of information that was compiled by AAMA's Executive Vice President John Schultz and his staff and AMOA Executive Vice President Jack Kelleher and his staff, and presented to the show board that is made up of four members from AAMA and four members from AMOA. The decision was made to have one day for education and two days for exhibits."

Margold continued, "It's all about trying to add value and give people what they want. When someone told me, 'You listened!' I said 'yes, we do.' It's not 'our' show; it's the industry's show. It's about creating a product the industry wants. If more exhibitors come it will bring more attendees. We want to do right by both sides so all will benefit."

He commended members of the show board who have responsibilities to their companies and volunteer their time for the industry on behalf of AAMA and AMOA, also the staffs of each association.

On another related subject, Margold said that well over 51 percent of the operators polled felt that Las Vegas was a fine place for the show and that they would come to Las Vegas.

He added, "We have a better chance of filling the aisles, and attracting more exhibitors, in Las Vegas rather than in

any other major city. While other cities have good facilities, from our experience and surveys, the data tells us we will have a better crowd in Las Vegas. With one big industry show in Las Vegas instead of two, we have cut back on the number of trips to Las Vegas."

AAMA ANNUAL MEETING

Margold is looking forward to AAMA's Annual Meeting in Lisle, Ill., and the Distributor Gala, which is celebrating its 10th year. The gala provides an opportunity for distributors to travel to one place to see a wide range of new product introductions.

The agenda for the meeting includes committee meetings, award presentations, and social events. Last year, AAMA expanded the agenda with a series of manufacturer presentations that provided more details on new products and one-on-one time with factory representatives. Plans are to enhance that portion of the meeting.

Margold said, "Last year, distributors who attended found the presentations valuable. We are very encouraged that there will be a larger number of distributors attending the gala this year."

One of the issues sure to be discussed is the response seen around the country by law enforcement in regard to prize games.

In addition, the American Amusement Machine Charitable Foundation (AAMCF) will discuss ways to raise more funds for the children's charities it supports, mainly through the Annual Golf Tournament held before the Amusement Expo.

The association will also focus on growing its Political Action Committee (PAC) Fund, which is vital in building relationships

with legislators who draft our laws.

Margold said the quarterly meetings of industry members from AAMA and AMOA with elected officials in Washington, D.C., is "an opportunity to express our views. Our legislative counsel, Dentons, respects our time and makes sure we get a lot done in a short period, more meetings than you can imagine in one day.

"It would be a shame to not take advantage of this opportunity. It's valuable to not only industry members but also to legislators who are able to hear what private citizens/taxpayers/voters have to say about certain issues." ▲



John Margold
AAMA
President

"We gathered a massive amount of information that was compiled and presented to the show board."

Smart Industries celebrates 50 years

Some of you may remember the handwriting analysis machine, a fun novelty game found in carnivals that promised to give users a personality assessment based on the way they wrote. You won't see many of them anymore, but a company that got its start manufacturing one of these machines is still alive and well today, and celebrating its 50th anniversary.

HUMBLE BEGINNINGS

Smart Industries began in 1963 when Gordon Smart entered the carnival business. He took his handwriting analysis machine around and for 50-cents, customers could have their handwriting analyzed and their personality type provided.

In the early '70s Smart became involved with traveling arcades, a brand new business at the time. The company traveled as far north as Canada and as far south as Louisiana. Smart Industries also had a coin-op route in Des Moines, Iowa. The route featured things like cigarette machines and mechanical games.

Around that time, the company started purchasing video games, which were brand new on the coin-op scene. One of the first games purchased was "Pong" from Atari.

Jeff Smart joined his father Gordon and became increasingly active within the company.

Smart Industries adapts to and evolves with the changing times.



Happy Dance



Smart Industries' mobile arcade tent.



Handwriting station, the first ever product produced by Smart.

Smart continued its expansion in the '70s. Jeff Smart, President of Smart Industries, recalled, "In around 1975 we got involved with doing all the carnival games and arcades in Adventureland Amusement Park in Altoona, Iowa.

"Throughout those years in the '70s we manufactured the handwriting machines and sold them to customers in Europe."

He added, "We soon started manufacturing a few foosball tables. Then all of a sudden we look around and it's 1985 and a new game called Big Choice Crane made its way to the U.S. We bought one of those machines and put it in an arcade and it was doing over half the gross and I had over 100 games in the arcade. That gave us the indication that a crane could be a good product to also manufacture."

In the summer of 1985, Smart Industries designed its own crane, the Bear Claw crane. The company took the crane to its first trade show in the spring of 1986 and that's when it became involved in the manufacturing business in a major way.

Smart said, "That trade show launched us into becoming a full fledged manufacturer. We got orders by the truckload at that show. We only had six units. We hadn't even done full production yet."

Fast forward to 2013, where Smart

Industries is still a major player in the coin-op manufacturing industry. Jeff Smart took over the role of President after the death of his father in April 2011. Smart is still headquartered in Des Moines, Iowa, where it manufactures many products onsite.

A new division of the company is Smart Entertainment, which was launched around two years ago to supply merchandise for crane machines and redemption counters.

Though there have been many major accomplishments over the years for this family business, Jeff Smart said the company's biggest accomplishment is the confidence

that its customers have in Smart products.

Smart said, "We stand behind our products. There is always a voice here to help any of our customers out any time that they have any needs."

Jim Dupree, National Sales Manager for Smart Industries, added, "There's one other factor. This company changed the dynamic of merchandising on street routes for coin-op game operators. Bulk vending was always around and coin-op wasn't as heavily involved. This company became a huge part of changing that. Now merchandisers are one of the main segments of the industry. We had a big part in developing that. We were definitely at the forefront."



Jim Dupree, Sales Manager

NEW PRODUCTS

Coming a long way from the cranes of the '80s, Smart Industries now has an impressive repertoire of equipment from kiddie games to sports games to modern cranes.

Shoot to Win Arena is a two-player basketball game with a twist. Large moving hands conspire to block players' shots, adding an added element of fun and challenge to the traditional basketball game.

Dupree said, "Galaxy Garrison and Happy Dance are the newest products and both have a flair of their own."

Galaxy Garrison is basically a small footprint bopping game no bigger than your office chair. The small footprint gives the game the potential to work in a variety of locations, even in street routes.

Happy Dance is a "videmption" game where physical movement interacts with the video game.

The latest crane product is Hot Diamond 28-inches versus the standard selling 31-inch model or 24-inch candy crane. There are certain locations where the size difference has proven to be valuable.

Dupree said, "A lot of people have told us our Candy House crane is the best candy crane they've ever put on the street. We still sell a variety of cranes from 24-inches to giant cranes. The giant crane is doing very well in this business. At a recent family entertainment center (FEC) seminar I attended, George Smith of Family Entertainment Center Group said 'bigger is better.' Big pieces are doing very well in this business. The giant crane is becoming a huge leader for us."

He added, "Even though we've had it for several years, operators still see the value in a piece like our Candy House. An investment like that can be paid for in three or four months."

The company's Monster crane is an alternative for those lacking the space for a giant crane. Smart recently added the Cotton Candy Factory machine to its product repertoire.

CHANGING WITH THE TIMES

Smart Industries continues to change and evolve with the changing times. When asked about plans for the future, Smart said, "We feel that Smart Industries will be flexible and change with the economy and customer base as new legislation is introduced in different states. Over the last 25 years this industry has always had an issue. We've always partnered with our distributor base and customers and taken advice from both entities. We hope to work with both throughout the coming years and provide great products for both distributors and operators."

Dupree added, "We've laid the ground work with our products to prepare for any situation that could or could not arise. As state law changes, we change with it and make products work in the interest of operators, distributors, and ourselves."

One strategy the company has been using is to make products that allow for a dollar vend, rather than the traditional 50-cents. Smart Entertainment produces high-perceived value items to go with cranes or merchandisers.

Dupree said, "Cranes like Hot Diamond and Pirates Chest are really great for that because they can vend mp4s and electronic devices that grab that dollar vend. On the low-end of that spectrum are knobby balls. They're

very cheap but have high profit potential for operators. We find that both low-end merchandise and high-end merchandise can be profitable. We try to find that niche and make sure we're there."

YEARS TO COME

Smart Industries looks forward to another 50 years in the coin-op industry and has more plans for the future as it continues to adapt to the ever-changing work environment.

Smart said, "When you've had a partner like my father and you lose a great man like him it's definitely different but that was the nice thing about a partner like Gordon. I was able to

learn from him for over 50 years. It will always be a challenge but I'll always be able to look back on advice he gave us over all those years and use it as we move forward."

Currently, the company is still working on its latest merchandiser prototype Lightning Bolt, which debuted at the Amusement Expo 2013. Dupree said the company is still working on the game and it will hopefully be shipping by the end of the summer.

There will be other products in the works as well.

Smart said, "I love this industry. I've been working in it all my life. That's what's fun about it. I am always looking to the future with new ideas and new products." For more information, visit (www.smartind.com). ▲



Candy House crane



Shoot to Win Arena

Brady works with Legacy Property Group



Recently Brady Distributing has worked with Legacy Property Group, supplying its industry expertise and exceptional products to Game-X, a \$4 million, state-of-the-art facility in downtown Atlanta's Luckie Marietta District that opened this March.

Located directly across from the Georgia Aquarium, the 12,000-square-foot space overlooks Centennial Olympic Park, giving guests a scenic view of downtown Atlanta as they play, drink and dine. Game-X will offer over 60 of today's hottest and most popular games.

Guests can purchase an "X-Card" to load with any dollar amount and store e-tickets to redeem at the "X-Change" redemption center. This high-end retail area gives guests a place to trade in e-tickets for a wide variety of prizes such as popular electronics, mountain bikes, or packages for local attractions, like a stay in the Dream Suite at Glenn Hotel. Brady is using the Embed card system.

For more information, e-mail (jon@bradydist.com), or call (704)357-6284.

Registration for FEU open

Foundations Entertainment University (FEU), now in its 10th year, is a comprehensive, two and a half day educational workshop covering all aspects of market and financial feasibility, planning, design, financing, development, marketing, and managing a location-based entertainment business for long term success. The class provides a complete blueprint for anyone developing and opening a new center or significantly expanding or renovating an existing location-based entertainment facility.

Foundations workshop tuition fee of \$489 includes: classroom instruction; lunch and dinner Tuesday and Wednesday (special hotel rate includes breakfast coupon; Tuesday late evening/night tour of Enchanted Castle and either Kings or Sugar Grove Family Fun Center; comprehensive manuscript book and CD; and informal one-on-one consultations with instructors. If two or more people register from same company, the first per person is at the regular rate; there is a 50 percent discount for each additional person.

Joining the Foundations class again is long time industry expert on the business of birthday parties, Frank Price. Price is the President of F.L. Price and Associates and the founder of Birthday University (BU). Frank provides a half day program, Remarkable Parties & Group Events Past, Present and Future, as a follow up to the Foundations program for only \$59. Attend both programs for a total price of \$498 (a \$50 savings).

Foundations Entertainment University & Remarkable Parties & Groups will be held July 16-18, 2013, at the Hilton Rosemont Hotel, (Near Chicago O'Hare Airport), 5550 N. River Road, Rosemont, Ill.

For more information and to register, visit (www.foundationsuniversity.com). The final class for 2013 will be held Sept. 17-19 in Kansas City, Mo.

Mini golf course to open in New Jersey

According to *Shore News Today*, Wildwood, N.J., could see a new mini-golf course as early as mid-July. Stephanie Bennett, a Philadelphia native who owns rental properties in Wildwood, has purchased land to be turned into a mini-golf course.

"I'm just bursting with joy," said Bennett. She said that she had been planning the business for more than a year and finally settled on the property.

The mini-golf course should open late this summer.

Bennett said that the business will be called "Island Miniature Golf" and feature a Caribbean theme, complete with tropical decorations and the sounds of steel drums.

Besides golfing, Island Miniature Golf is planned to also include a rock climbing wall, batting cages, an arcade and a frozen yogurt stand in 2014.

Bennett said she felt as though there were few mini-golf

courses on the island, which was why she decided to open her own.

The course is being designed by Harris Miniature Golf Courses Inc. The company has designed courses for more than 50 years, according to its Web site.

Commissioner Pete Byron, who oversees the department of revenue and finance, said the city was excited to see a new business opening in a spot that has been vacant for the past three or four years.

He added that in Wildwood's past, there used to be about six mini-golf courses in the city. Now, there are much fewer, he said.

"I've always said that people need something to do other than the boardwalk," Byron said. "Mini-golf is a great source of family entertainment."

Niagara Cave adding mini golf course

A new 18-hole miniature golf course at Niagara Cave, Minn., will provide an additional entertainment option at the already popular destination. However, these won't be the naturally forming sinkholes which led to the discovery of the rural Harmony cavern in 1924; these holes will be man-made and only large enough to fit a golf ball, reported *The News Record*.

A new 18-hole miniature golf course is currently being constructed on the eastern part of the cave's property. The decision to add this feature was one cave owner Mark Bishop said he had been thinking about since taking over ownership of the cave in 1995.

"Lately we got more serious about it," he shared, adding, "We realized it could be something local people could do if they have already seen the cave."

Once completed, Bishop said there won't be another mini-golf course in the area that will be



this large.

Initially, the plan was to just go with a nine-hole course. "We wanted to do more, but we thought we would have possible future expansion," Bishop shared. He got in contact with the Mini Golf Construction Co. from Neenah, Wis., to survey the grounds where the course would be built. The construction company told Bishop if he was thinking about expanding in the future to 18 holes that it would be more cost-effective to build it all at one time.

The first nine holes will meet the American Disability Act (ADA) requirements of being wheelchair accessible. The "back" nine will not.

To keep the theme looking as natural as possible, the course will feature limestone rock formations.

For more information, visit (www.niagaracave.com). ▲

S&B

Candy & Toy

1-800-773-0531

FACTORY DIRECT PRICING

We will beat or match any distributors price as long as we are comparing

to

We have been manufacturing cranes for nearly 20 years! We build our own: wiring harnesses & boards in our St. Louis factory.

Please feel free to visit us in our Downtown St. Louis Location (over 70,000 sq. ft)

1535 North Broadway St. Louis, MO 63102

1-800-773-0531 - Tel: 314-588-7103 - Fax: 314-588-9276 - www.sandbsales.com

Get creative this summer

Ramp up your personal redemption formula for the summer months.

With the summer starting to shape up here are a few new tips you can put to good use.

TIP 1

The \$1/\$2/play-until-you-win crane: This idea is picking up steam. I know quite a few of you are using knobby balls, rubber duckies, and other items at this price point. Don't stop at \$1, how about going to a \$2 vend? Look at all the different items you can vend with a higher perceived value. A \$2 vend price is not out of the realm.

Look at the price of photo booths and other merchandisers. Give Sureshot Redemption, Rhode Island Novelty, and the other prize companies a call to check out what they have. You will be surprised at what you find that will work in a \$2 play-until-you-win crane.



TIP 2

Here is a very cool way to brand your location: token cups, lanyards, and employee cards.

You can make your life easier with token cups for all the birthday kids. The cups complete the look of your birthday decorations and they are easy to fill before the event starts.

You can also use them throughout your location to make it easier for the players to carry their tokens around.

Lanyards and employee cards complete the look of your employees' uniforms. You can even use these branded cards as VIP cards as they will hold just about any information you want to put on them. These are great handouts when visiting schools and working with your corporate customers.

TIP 3

This is a perfect time to try some new prizes in your redemption counter. Give your suppliers a call to see what is new and hot for the summer. We recently had to rebuild two of our New Jersey shore locations from the ground up, which was not a small task.

John and Gary stepped out of their comfort zone by allowing one of their suppliers to add in a number of prizes they thought would work. Keep in mind that this has never happened before. The guys always picked out what they wanted or asked their customers what they wanted to play for (a great practice to use).

In the first few weeks after they opened, they were so pleased to see that some of the best sellers were the prizes

they would have never picked out!

This shows you two very important things: first, you do not have to do everything yourself; allow others



to help you get the most out of your redemption counter. Second, trust your suppliers' opinion on new prizes. This is what they do for a living and they want you to succeed!

TIP 4

Need an all-purpose cleaner? This is a very simple and extremely effective solution that we use that works great: 1/4 gallon of water; 1/2 cup of rubbing alcohol; one squirt of dishwashing liquid, and 1/4 tablespoon of ammonia (non-sudsy). It is a simple mixture that works great around our locations and homes. ▲

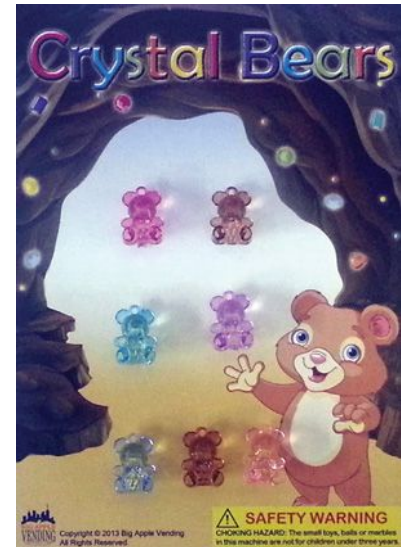


Jim Chapman has been a part of the coin-op industry for over 25 years. His experience ranges from manufacturing cranes, merchandisers, redemption, and video games to operational experience in FECs. You can find him at trade shows sharing his passion and experience when giving redemption seminars. He can be reached via e-mail (jimmychaps@aol.com).



New From Big Apple Vending

Crystal Bears from **Big Apple Vending** are now available in 1.1-inch capsules. The suggested vend price is 25-cents. The cute bear figures come in many different translucent colors and give a “crystal-like” appearance. They are great for girls of all ages. Each bear has a loop and can be perfect for craft necklaces, bracelets, and charms. This item is available now.



For more information, call (866)898-8400; Web (www.bigapple vending.com).

A&A has licensed plush

Turbocharge your sales with new products inspired by the DreamWorks computer animated film: “Turbo.” Premiering this month, this summer movie is sure to have kids racing to theaters and vending machines. In conjunction with the movie, **A&A** is releasing Turbo Disc Shooters for 2-inch capsules. A fitting novelty for the film, each colorful disc features a snail star from Turbo. Just squeeze the sides and watch the discs fly. Also available are Turbo themed stickers and tattoos for flat vending fans.

Paint machines blue with official “The Smurfs 2” merchandise. **A&A** has released three new items for the new summer movie. First are Smurfs Tins, a character themed container with a ball link keychain, a premium item for 2-inch capsules. Give girls Smurfette style with The Smurfs 2 Necklaces: blue translucent pendants in Smurfy shapes and printed designs, also for 2-inch capsules. Self-vending Smurfs are available in the form of **A&A**’s 51mm foam balls, each decorated with character themes from the film.

Crane Topperz™ are high value prizes strategically placed in a machine to attract players’ attention and increase game play. Introducing **A&A**’s first topper: Monsters University POP! Figures. Available for jumbo cranes, these Disney/PIXAR vinyl characters are available boxed and pre-strapped for claw use. Transform machines by placing one or two Topperz™ among your standard plush mix.

For more information, call (800)638-6000; Web (www.aaglobal.com).



Redemption Plus reaches goal

Redemption Plus has reached its goal of 150 years of combined staff experience across all elements of its customer base: in family entertainment centers (FECs), amusement

parks, route, crane, and merchandiser operations. According to Ron Hill, Redemption Plus President and CEO, the unusual goal definitely influences the desired outcome.

“Think about a goal of having 150 years of com-

combined industry-specific operating experience on your staff,” said Hill. “If you work really hard toward that single-minded goal you wind up with people from all corners of the industry who know more or have done more than most. It’s a lot of horse-power in one stall.”

For more information, call (888)564-7587; Web (www.redemptionplus.com).



Sureshot has movie plush

Sureshot Redemption

has exciting licensed movie plush just in time for this summer’s blockbuster movies. Who doesn’t love the fun little minions from “Despicable Me?” Sureshot Redemption offers Despicable Me Minions plush in two assorted styles and are avail-



able in two sizes: 6.5-inches (#36351) and 9.5-inches (#36352).

The loveable blue Smurfs are back in “The Smurfs 2.” Styles rotate with this assortment of Smurfs plush and are available in 8.5-inches (#37366) and 12.5-inches (#37367). These plush are excellent for both redemption counters and cranes.

For more information, call (888)887-8738; Web (www.sureshot-redemption.com).

Rhode Island Novelty has MLB products

Get into the swing of baseball season with Major League Baseball licensed products from **Rhode Island Novelty**. For more information, call (800)528-5599; Web (www.rinovelty.com).



Fun Express features new products

Fun Express has many new items available now. Item (13610716) is Giant Smarties for 28-cents each/case price; item (13624293) is Tie Dye Cube Pops for 30-cents each/case price; item (19/773) is Enamel Mustache Key chains for 38-cents each/case price; item (24/2746) is Girls Stretch Anklet w/Flower Charm for 40-cents each/case price; item (12/495310) is Soaker Gun for 89-cents each/case price; item (13625416) is Vertigo Bass Tech Headphones for \$13.50 each/case price.

For more information, call (800)875-8494; Web (www.funexpress.com).



★ ★ ★
★ ★ ★
★ ★ ★
★ ★ ★

HMS MONACO

HMS Monaco has been supplying prize merchandise to the amusement industry for over 25 years.

HMS, The House of Value!

- ✓ **Value** with **Everyday Low Prices**
- ✓ **Value** with **Free Freight** on Plush Packs
- ✓ **Value** with **Free Freight** on Prize Machine Kits
- ✓ **Value** with **Free Freight** on Redemption Orders Over \$300.00
- ✓ **Value** with **Monthly Specials and Closeouts**
- ✓ **Value** with a **knowledgeable sales staff**

New for 2013:



ONE DIRECTION
Boys Band



THE SMURFS 2



Hello Kitty



Disney

www.HMSMONACO.com
 or call us at **800-777-0901**



Allstar features new products



Allstar's WWE Stat Stickers feature wrestling stars such as The Undertaker, John Cena, and Sheamus on one side, and hard-core stats on the other. There are ten to collect in all.

Allstar's second series of Mexican tattoos feature theatrical skulls adorned with elaborate flowers, an Aztec inspired sun, and intricately stylized Virgin Mary. There are ten designs in all.

The company also recently introduced Skull Series II. For the second series Allstar added popular icons such as Bob Marley and Elvis Presley.

Allstar's Squishy Fishies in 1-inch capsules follow the popular Squishy Animal series.

Squishy Fishies swim onto the scene in all the colors of the sea.

Stickers and tattoos come packed in 300-count boxes and are a suggested 50-cent vend. Two-sided display cards are also available. Live and printed displays are available.

For more information, call (800)685-7066; Web (www.allstarvending.com).

Quality Plush open for business

Quality Plush, a new plush company, is now open for business. The company uses many different suppliers to provide a unique and high quality variety of plush.

The company uses only the best licensed plush in its mixes and can custom make licensed assortments for your route. Quality Plush can regionalize sports mixes for local or favorite teams or mix with the top 10 teams. The company also carries a wide assortment of sizes and styles.

All kits are delivered free of charge and vacuum packed for grab-and-go to get your route people in, out, and back on the road. For more information, call Shawn Sullivan, Account Manager, (866)318-6276; cell (562)688-2679; e-mail (shawnarchy@gmail.com). ▲



New 3D Indy car crane theme

42" Crane
42W x 32D x 78H

IMPULSE INDUSTRIES, INC.

Special Sale Price

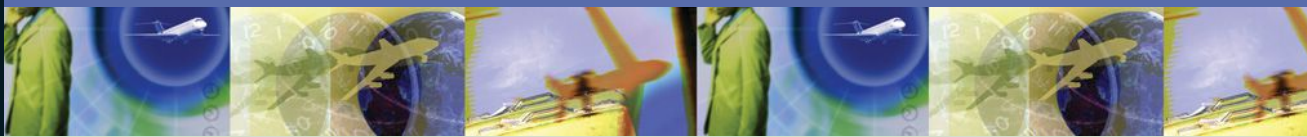
Enchanted STRING DOLLS

\$1.25 ea.

Call today while supplies last.

- 25 YEARS MANUFACTURING
- ALL EQUIPMENT MADE IN U.S.A.

(800) 446-7857 - (818) 767-4258 • Visit our website: www.impulseindustries.com



July 10-12

BCA Summit

Chicago, Ill.
Renaissance Schaumburg/Chicago Convention Center Hotel
tel: (708)226-1300
e-mail: expo@bca-pool.com
web: www.bcasummit.com

July 23-25

SALEX

Sao Paulo, Brazil
Transamerica Expo Center
tel: +55(11)2105-7000
fax: +55(11)2105-7001
web: www.salex.com.br

August 6-9

AAMA Annual Meeting and Distributor Gala

Lisle, Ill.
Hilton Lisle
tel: (847)290-9088
e-mail: information@coin-op.org
web: www.coin-op.org

August 12

MCMOA Annual Meeting

Plymouth, Mich.
Fox Hills Golf & Banquet Center
tel: (517)708-2916
e-mail: administrator@mcmoa.com
web: www.mcmoa.com

August 23-24

MO-AMOA Annual Meeting

Columbia, Mo.
Hilton Garden Inn
tel: (417)831-0405
fax: (417)831-5479
e-mail: kinney@kinneyamusement.com

September 6-9

AMOA Mid-Year Meeting

Jersey City, N.J.
Hyatt Regency Jersey City on the Hudson
tel: (800)937-2662
e-mail: amoa@amoa.com
web: www.amoa.com

September 17-20

Las Vegas Souvenir & Resort Gift Show

Las Vegas, Nev.
Las Vegas Convention Center
tel: (678)285-3976
e-mail: lglosson@urban-expo.com
web: www.urbaon-expo.com

September 18-20

Euro Attractions Expo

Paris, France
Porte de Versailles
tel: (703)836-4800
e-mail: iaapa@iaapa.org
web: www.iaapa.org/eas

September 23-26

G2E

Las Vegas, Nev.
Sands Expo and Convention Center
tel: (888)314-1378
e-mail: inquiry@globalgamingexpo.com
web: www.globalgamingexpo.com

September 30-October 3

WWA Sumposium & Trade Show

West Palm Beach, Fla.
Marriott Palm Beach County Convention Center
tel: (913)599-0300
e-mail: patty@waterparks.org
web: www.waterparks.org

October 12-14

ENADA Rome

Rome, Italy
New Rome Trade Fair
tel: 39(0)541-744214
e-mail: s.bodellini@riminifiera.it
web: www.fierarimini.it

October 12-15

National Association of Convenience Stores Expo

Atlanta, Ga.
Georgia World Congress Convention Center
tel: (877)684-3600
e-mail: show@nacsonline.com
web: www.nacsonline.com

October 16-20

Pinball Expo

Wheeling, Ill.
Westin Chicago North Shore Hotel
tel: (800)323-3547
e-mail: brkpinball@hotmail.com
web: www.pinballexpo.net

October 17-18

Surexpo

Warsaw, Poland
Centrum Expo
tel: 48-71-359-6271
e-mail: office@wigor.wroc.pl
web: www.wigor-targi.com

November 12-14

NAMA CoffeeTea&Water

Nashville, Tenn.
Opryland Hotel
tel: (312)346-0370
fax: (312)704-4140
web: www.vending.org

November 18-22 **PM**

IAAPA Attractions Expo

Orlando, Fla.
Orange County Convention Center
tel: (703)836-4800
e-mail: iaapa@iaapa.org
web: www.iaapa.org

PM denotes *Play Meter* as an exhibitor.

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 before the 12th of the month prior to issue (example: August ad must be in before July 12).
 Send ad orders to Play Meter Magazine / P.O. Box 337 / Metairie, LA 70004 or fax: (504) 488-7083.
 FOR MORE INFORMATION, CONTACT CAROL LEA: (504) 488-7003
 If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints.

Programmers



EMP-10 **EMP-21**

Call for new price quotes

C&P Distributing
www.onsale.net
 Tel: 574.256.1138
 Fax: 574.256.1144




READERS/ ADVERTISERS

We do not knowingly accept ads for copies or licensed games involving a third party. We do not print prices on games currently in production. We encourage advertisers to include their name, address, and phone/FAX numbers for the purpose of credibility. We do not accept ads from companies who consistently advertise products they do not have or from companies that we receive multi-complaints about.

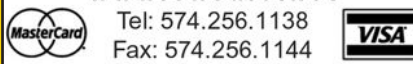
PLAY METER MAGAZINE

Hard Disk Duplicators




Prices subject to change without notice.
 Call for new price quotes

C&P Distributing
www.onsale.net
 Tel: 574.256.1138
 Fax: 574.256.1144




Choose Your Key!


At Baton, we offer many options for the Coin Operated machine industry. Choose a key, and any of these locks within their keyway can be keyed to the same code! We also accept other manufacturer's codes*.



Semi-Restricted, Restricted and Reversible Keys


Maxi-Security






Standard, U-Chang 8 and U-Chang+12


Tubular Key







Single and Double Row

Dimple Key



***Call us for more details!**
1-800-395-8880
 Or, visit us on the web at:
<http://www.batonlockusa.com>



Your  to Security

Celebrating Over 30 Years of Unmatched Security and Service!

**MONITOR
GET WELL KITS
SAVES TIME AND MONEY
ON MONITOR REPAIRS!**

Monitor repair kits repair picture warping, blacking out, smearing, jail bars, vertical shrinking, etc. All kits come with easy to install instructions and free technical help.

- Kit101: Electrohome GO7-CBO 19" 17 parts - \$7.95
 - Kit201: Wells-Gardner K4600 series. 21 parts-\$6.95
 - Kit202: Wells-Gardner K4900 series. 16 parts-\$7.95
 - Kit203: Wells-Gardner K4800 series. 16 parts-\$7.95
 - Kit204: Wells-Gardner K7000 series. 17 parts-\$6.95
 - Kit206: Wells-Gardner K6100 X-Y monitor. Includes 6 deflection transistors, diodes, etc. 30 parts- \$14.95
 - Kit220: Wells-Gardner U2000. 33 parts-\$8.95
 - Kit221: Wells-Gardner U5000. 34 parts-\$8.95
 - Kit225: Wells-Gardner U2000, U5000 vertical repair kit Includes TDA1771 vertical IC. 7 parts-\$8.95
 - Kit240: Wells-Gardner K7201. 18 parts-\$7.95
 - Kit244: Wells-Gardner K7203. 32 parts-\$7.95
 - Kit250: Wells-Gardner K7400, K7500. 39 parts-\$8.95
 - Kit260: Wells-Gardner D9200. 64 parts-\$9.95
 - Kit301: Nintendo Sanyo EZ-20. 25 parts-\$6.95
 - Kit302: Nintendo Sharp 19". 24 parts-\$7.95
 - Kit802: Hantarex MTC-9000. 19 parts-\$7.95
 - Kit810: Hantarex Polo monitor. 27 parts-\$7.95
 - Kit830: Neotec NT27, 29, 31 series. 52 parts-\$8.95
 - Kit832: Neotec NT2700,01,02, NT3500,01,02 series repair kit. 53 parts-\$8.95
 - Kit834: Neotec NT2500, NT2501, NT2515C, NT25E repair kit. 37 parts-\$8.95
 - Kit920: For Pac Man, Ms Pac Man logic board.
- Eliminates hum bar in picture. 4 parts-\$6.95
We make kits for every monitor. Just ask for your make and model number.

DISCOUNT! Buy ten kits and take \$1.00 off each kit.

FLYBACKS! Electrohome, Hantarex, Wells-Gardner, Neotec, etc. \$24.95ea

ZANEN ELECTRONICS

888-449-2636 (orders only)
806-829-2780, FAX 806-829-2781

EPROMS & Programmers



Call for PRICING

C&P Distributing
www.onsale.net

Tel: 574.256.1138
 Fax: 574.256.1144



CGA/EGA to VGA VIDEO CONVERTERS



Arcade monitor gone bad? Why replace or repair an old expensive monitor when you can simply use any standard VGA monitor or LCD!

For details and easy online purchasing go to:
www.jammaboards.com/converter or
 e-mail: **sales@jammaboards.com**

Only \$39.95

Quantity Discounts Available!



JAMMABOARDS.COM, LLC
www.jammaboards.com
 Phone/Fax - 1-800-326-8859



PLEXI PRODUCT LINE
 8-LINE/POKER
 MARQUEES
 TOUCHSCREEN
 CRANES
 METAL CABINETS
 SHORT & LONG
 PRODUCTION RUNS

BIG D'S & FAT PAT'S GRAPHIX

WE GET THE JOB DONE!

MOST ORDERS SHIPPED WITHIN DAYS OF PURCHASE
DROP SHIPPING AVAILABLE

HAPPY FARM

ALL SIZE PLEXI AVAILABLE SIT-DOWN, UPRIGHT COUNTERTOP ETC... FOR MONITOR OR FLATSCREEN LCD'S. SIDE GRAPHICS AVAILABLE SPECIAL PROJECTS WELCOMED

PHONE : 615-746-0820 www.bigdsfatpats.com

"WE'RE IN BUSINESS, TO MAKE YOU LOOK GOOD"

Professional Monitor Repair - All Brands!

PRICE SUBJECT TO CHANGE WITHOUT NOTICE

Lowest Price

FLAT RATE
 as low as

\$44.99
 most brands

all parts & labors included except flyback

✓ Fast Turnaround ✓ We Guarantee Our Work!

Please just send chassis with control-cable-video input (no CRT please.)
 We use high-tech equipment to diagnose your monitor. This cuts down on labor time and is very reliable (we have 20 years experience!)

- ✓ We sell, and buy new & used monitors & chassis.
- ✓ We supply monitor parts.
- ✓ Rush jobs same day or next day available!
- ✓ We ship UPS, C.O.D, or credit card payments



accepted.

Call us now! 800-992-6588 Ph: 626-337-9782

PNL inc.

14828 Ramona Blvd. Baldwin Park. CA 91706
 Fax: 626-337-9783 Email: John@pnlgame.com
Hours: Mon - Fri 10:00 am to 6:00 pm

Universal Game Cabinets

design and build cabinets to your specifications designs in wood or metal

add whatever you would like to make it your own

also carry game boards and parts

service department can help with technical advice or problems

715 Industrial Parkway
Shelbyville, TN 37160

Phone: 931-680-4347

www.universalgamecabinetsandparts.com

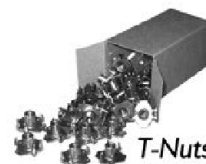
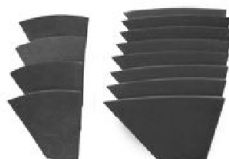
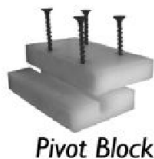
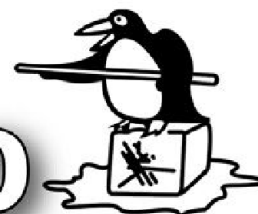


We are looking for a "super-tech" who is a coin-op professional with good administrative skills and executive potential, who would like to relocate to a beautiful tropical Island to work for an established (30 years), successful coin-op company.

**Email your resume to
jobinparadise@yahoo.com**

Call for
a FREE
Catalog!

Penguin BRAND



Toll-Free 1-866-772-3636

www.Penguinamusement.com

COIN PUSHERS AND ACCESSORIES

Starting as low as \$699



www.blazingquarters.com
270-484-2619

FOR SALE

Treasure Chest Crane
by United



Sizes

31"
42"
60"

Goliath 4x6

QUARTERTIME AMUSEMENTS
(410) 358-8311 Michael

ADDRESS CHANGE

C.I.A. Sales
4545 W. Hacienda Ave.
Suite 106
Las Vegas, NV 89118



fax: 702-675-6161
cell: 973-610-8555
www.coneyislandarcade.com



C.B. SALES & DISTRIBUTING LLC.
1-800-535-8981

"LARGE ENOUGH TO SERVE BUT SMALL ENOUGH TO STILL CARE"

COMPLETE GAMES



WITH WARRANTY &
ALL NEW PARTS

ADDITIONAL OPTIONS

- UPRIGHT, SITDOWN OR TABLE TOP CABINETS
- 15, 17, 19, 22" LCD MONITORS (touch-screen models also available)
- ICT, JCM, PYRAMID, MARS, BELLIS, COIN-CO. BILL ACCEPTORS
- CARD READERS WITH SMARTCHIP TECHNOLOGY (HIGH SECURITY)
- ICT, CITIZEN OR CUSTOM PRINTERS

WE OFFER ANY BOARD IN THE INDUSTRY TOP SELLERS

STANDARD

CRAZY BUGS
FRUIT BONUS 96
QUEEN BEE
SUPER EL DORADO
HAPPY FARM
POT-O-GOLD
TRIPLE FEVER

HIGH RESOLUTION

SUPER BUGS BONUS NEW
CHEERS NEW
GET AWAY
FRONTIER NEW
V TOUCH (5in1 game)
BAHAMAS NEW
MIDNIGHT CASTLE

Linking Progressive Jackpot system available
AND MANY MORE TO CHOOSE FROM!!!

DEBITEK SMART CARD SYSTEM



DEPENDABLE & COST EFFECTIVE
CASHLESS SYSTEM
We buy & trade used readers!

AXESNETWORK SMART CARD SYSTEM



NEW AXES SCORE SYSTEM

(No readers or cards needed)

ACCOUNTING SYSTEM FOR MACHINES!

- works off watching Hard meters, SAS or X-Series
- gather machine data & reports for monitoring
- generate print outs for locations or route owners
- online option available for richer reports
- reports support revenue splitting
- a must have for route operators
- low cost & secure

Call now for details!!!

Manage your Gamework at the click of a button
Your #1 Authorized US Distributor!

SWEEPSTAKES AVAILABLE

Were Permitted by law

- 20 GAMES & MORE COMING!
- GREAT EARNINGS
- BILL ACCEPTOR OPTION
- BUTTONS OPTION
- TOUCHSCREEN OPTION
- CARD SWIPE OPTION
- EASY TO USE & REASONABLY PRICED
- COMMUNITY JACKPOT



Linking progressive capable



All-N-1 CPU's

SERVICE REPAIR CENTER



WE REPAIR.....ICT BILL ACCEPTORS & PRINTERS - PEACH STATE LCD'S - JCM BILL ACCEPTORS - GAME BOARDS
DEBITEK READER SYSTEMS - AXES READER SYSTEMS AND MUCH MORE

www.CBSalesonline.com

CGA/EGA TO VGA VIDEO CONVERTERS



Arcade monitor gone bad? Why replace or repair an old expensive monitor when you can simply use any standard VGA monitor or LCD!

For details and easy online purchasing go to:
www.jammaboards.com/converter or
e-mail: sales@jammaboards.com

Only \$39.95

Quantity Discounts Available!



JAMMABOARDS.COM, LLC

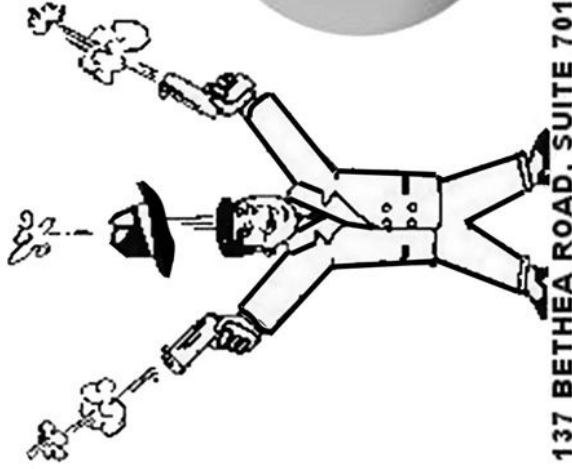
www.jammaboards.com

Phone/Fax - 1-800-326-8859



JAMMA
BOARDS.COM

REALLY KILLER SYSTEMS



137 BETHEA ROAD, SUITE 701
FAYETTEVILLE, GEORGIA 30214

Phone: 1(800) 360-1960
web: www.reallykillersystems.com

**WE ALSO HAVE THE PARSE-NIP
USE SERIAL DATA TO OUTPUT PULSES. IT IS
AVAILABLE IN 5VOLT, 12VOLT & "+" VERSIONS.
USE THE "PLUS" VERSION FOR TICKET DISPENSING.**

NOT TO MENTION...

**CARD DISPENSER INTERFACES, TICKET FOOLERS,
PRINTER FOOLERS, KEYSWITCH CREDITTING,
REMOTE CREDITTING, VOLTAGE REGULATORS,
HOPPER INTERFACES, INPUT CONCENTRATORS,
TIMER BOARDS, ELECTRONIC BOOKKEEPING, ETC.**

WE ALSO DO CUSTOM ENGINEERING FOR THE GAMING INDUSTRY. CALL US FOR

A QUOTE ON YOUR PARTICULAR PROJECT, WE MAY BE ABLE TO HELP YOU.

WE HAVE PRINTING INTERFACES

**MUTHA GOOSE & GAGGLE
BOOKKEEPING, CENTRALIZED PRINTING AND
(OPTIONAL) CREDITTING FOR UP TO 63 MACHINES.
IT NOT ONLY SAVES YOU STEPS, IT SAVES YOU MONEY!**

GOOSE-IT!

**VOUCHER PRINTING INTERFACE FOR SINGLE
MACHINE PRINTER SETUPS. YOU CAN ALSO ADD
THE PIN-PRINT FOR PRINTING PHONE PINS.**

PIN-PRINT

**CAN BE USED AS A STAND-ALONE OR WITH A
GOOSE-IT! TO PRINT PHONE PIN VOUCHERS
WITH A CITIZEN 3541/3551 PRINTER.**

WE HAVE TICKET AND CARD DISPENSER INTERFACES

UNI-TICK

**USE WHEN YOU WANT TO CONVERT
PULSES OUT INTO TICKETS DISPENSED**

UNI-CARD

**ALLOWS YOU TO CONVERT OUTPUT
PULSES IN CARDS DISPENSED**



WE ACCEPT

VISA

FOR ALL YOUR GAME BOARD INTERFACE NEEDS, CALL US FIRST. IF WE DON'T MAKE IT YOU PROBABLY DON'T NEED IT!

Blue Bar Vending

Offering a complete line
of Bulk Vending
Equipment and Supplies
All at Discounted Prices

800-869-0724

fax:626-337-6618
email: gsi99@yahoo.com
www.bluebarvending.com

COIN PUSHERS AND ACCESSORIES

Starting
as low as \$699



BLAZING
Quarters 
American made pushers & accessories

www.blazingquarters.com
270-484-2619

FLAT RATE BOARD EXCHANGES

SPECIALIZING IN THE
OLDER CLASSICS

*
VIDEOS & PINBALLS
MONITORS
POWER SUPPLIES
PARTS & MANUALS
GAME SALES

ELDORADO GAMES
115 W. DALLAS ST.
MT. VERNON, MO 65712
(417) 471 - 1005 Fax -1006
www.eldoradogames.com

EPROMS



Call for new price quotes

C&P Distributing
www.onsale.net

Tel: 574.256.1138
Fax: 574.256.1144




**Children's Birthday
Party Franchise
Shares For Sale**

Please write to
kidsmktg@sbcglobal.net
for details!

Buy Your Own Jukebox!

Buy Your Own Music!

Buy Your Own Paid Public
Performance Licensing!

Buy! **Seeburg**
DIGITAL

seeburgdigital.com

Email: sales@seeburgdigital.com

(717) 884-9731

Amusement Entertainment Management, LLC



Frank Seninsky, President

*“In The End, The Best Consultant Always
Saves You More and Costs You Less”*

- ❑ Project Feasibility Studies ❑ Architectural Design & Theming
- ❑ Game and Attraction Sourcing, Purchasing, and Resale Services
- ❑ Business & Marketing Plan Creation ❑ Facility Upgrading and Revitalization
- ❑ Operating and Performance Audits

A division of Alpha-Omega Amusements, Inc., 12 Elkins Road, East Brunswick, NJ 08816
 Contact Frank Seninsky or Jerry Merola at (732) 254-3773, e-mail us at
 Profitwizz@aol.com or Fseninsky@aol.com, or visit our website at www.AEMLLC.com

Mad Progressive Linking System

Links to any
game with pulse
in & meter out



Can be used as
remote printer &
accounting system

- Easily setup progressive prizes - fixed prizes - gift prizes -
- Automatically adjusts win frequency to ensure maximum play & profit -
- 12 different background themes - Customizable scrolling advertising -
- Links up to 10 games per unit and is expandable -
- Field Proven - Operator Tested -

Operator & Quantity Discounts Available

GREAT LAKES AMUSEMENT
877-354-7544 • www.glaStore.com

**WOULD YOU
LIKE
FULL
COLOR
TICKETS ?**

**WE CAN
SAVE
YOU
MONEY
CALL AND
SEE !**

**YES.....
*SAME THICKNESS
*BAR CODE
*FREE ARTWORK
*NO SETUP FEE**

**GENERIC \$85/ 100,000
SKATE \$85 / 100,000
CUSTOM \$75 / 100,000**

Let us **BEAT** your current price
1-800-224-1717

WANT TO BUY

- Merit RX and ION
- JVL Vortex
- AMI Starbrite,
Nighthawk
and Mod Box Deluxe
- Touchtunes Ovation

IT Silver Strike-Golden Tee Live
IT Golden Tee Console/Pedestal

- Namco Pacman/Galaga
- Arachnid Dart Machine
- Williams DeFender
- Pinballs

-Bally, Williams, United
or Chicago Coin
Large Ball Bowlers.

**Northern Illinois Area
fungames711@gmail.com**

WANTED

**Looking to
Buy Cranes**

Preferably Smart

504-931-7496

Gunther

gkotzian@hotmail.com



(504) 488-7003 CLASSIFIED RATES (504)488-7003

SIZES	WIDTH/DEPTH	RATE
Full pg. (image area)	7" x 10"	\$600
3/4 pg.	7" x 7-1/2"	480
2/3 pg.	4-5/8" x 10"	420
1/2 pg. island	4-5/8" x 7-1/2"	320
1/2 pg. horizontal	7" x 4-7/8"	320
1/3 pg. square	4-5/8" x 4-7/8"	210
1/3 pg. vertical	2-1/4" x 10"	210
1/4 pg. vertical	3-3/8" x 4-7/8"	160
1/4 pg. horizontal	4-5/8" x 3-3/8"	160
1/6 pg. vertical	2-1/4" x 4-7/8"	110
1/6 pg. horizontal	4-5/8" x 2-1/4"	110
Per column inch		24

(\$30 for first inch; \$24 each additional inch)



GENERAL POLICY

PLAY METER'S Classified (Money Pages) advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. We reserve the right to reject advertising that does not fall within the scope intended for PLAY METER'S Money Pages, or any reason we deem appropriate. PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 12th of the month prior to issue date (e.g., March 12 for April issue).

GRAPHIC SERVICES

The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.

we've got the touch

800-640-5545



the magic touch



MAGIC IS IN OUR COUNTERTOP

NEW COUNTER TOP, WITH CONTROL PANEL FOR BUTTONS OR NO BUTTONS FOR TOUCH SCREEN OR IT CAN BE USED WITH BOTH TOUCH SCREEN AND BUTTONS, BILL VALIDATOR, AND PRINTER, 15" LCD MONITOR, DIMENSIONS OF THE CABINET: 15.5" W X 15.75" H X 17.25" D.



FREE



FREE—COUNTER TOP CABINET

WE ARE GIVING AWAY, WITH EACH PURCHASE OF ONE OF OUR GAMES ABOVE, A FREE MERIT TOUCH SCREEN USED CABINET, WE WILL INSTALL THE GAME FOR FREE, YOU MUST PROVIDE YOUR OWN BILL ACCEPTOR, THIS OFFER LAST AS LONG AS WE HAVE STOCK OF THE USED CABINETS, SO CALL US

AMUTRONICS, INC.

magic

PHONE: 800-640-5545
sales@amutronics.com

Merit CDROM Replacements



Call for new price quotes

C&P Distributing
www.onsale.net



Tel: 574.256.1138
Fax: 574.256.1144



WANTED

Cherry Master Games
Complete



QUARTERTIME AMUSEMENTS
(410) 358-8311 Michael

2 Boon Edam TUT-60
Series Turnstiles for
sale \$2500 each.

Looking for gently
used high profit
redemption games.

Please contact
Randi Jong for details.

Randi@zoomersamusementpark.com

Our readers are always **SEEKING**
new equipment and supplies

Be **THE ONE** Advertise in
they call... **Play Meter**

1-888-473-2376

**Children's Birthday
Party Franchise
Shares For Sale**

Please write to
kidsmktg@sbcglobal.net
for details!

NEW Cobra FLEX™ Padlock



ACCEPTS STANDARD
7/8" CAM LOCKS



- Accepts Standard Cobra, Medeco & Abloy 7/8" cam locks
- User Changeable Shackle
- Patent Pending
- Changeable Security

LSI has extended its line of Cobra "Changeable Padlocks" with the addition of the new **FLEX™ Padlock**. Accepts standard 7/8" cam lock cylinders that are user changeable, allowing you to change the security level.



Locking Systems™
International Inc

6025 Cinderlane parkway • Orlando FL 32810 • 800-657-LOCK (5625)

sales@lockingsystems.com • www.lockingsystems.com

ALL Cobra Locks available from our Service Centers



AUCTION GAME SALES



ARCADE GAMES • PINBALLS • JUKEBOXES • REDEMPTION EQUIPMENT • POOL TABLES • AIR HOCKEY • DART GAMES

GIANT COIN MACHINE CONSIGNMENT AUCTIONS

COUNTERTOP TOUCHSCREENS • KIDDIE RIDES • CRANES • FOOSBALL • CHANGERS • AND MUCH MORE

MORE THAN 600 PIECES AT EVERY SALE

ALL AUCTIONS START AT 10 AM DAY OF SALE

EQUIPMENT CHECKED IN: FRIDAY (day prior to sale) – 11 a.m. until 9 p.m. & SATURDAY (day of sale) – 8 a.m. until 10 a.m.

**WE HAVE NO AUCTIONS SCHEDULED FOR JULY
WE HOPE YOU HAVE A GREAT SUMMER
WE LOOK FORWARD TO SEEING YOU AGAIN IN AUGUST**



**NEW
HOTEL
INFO**

AUGUST 3RD, 2013 - WINSTON-SALEM, NC
DIXIE CLASSIC FAIRGROUNDS EDUCATION BUILDING
410 DEACON BLVD, WINSTON-SALEM, NC 27105
SUNDANCE PLAZA—336-723-2911



**NEW
HOTEL
INFO**

SEPTEMBER 7TH, 2013 - KINGSFORT, TN
MEADOWVIEW CONFERENCE RESORT & CONVENTION CENTER
1901 MEADOWVIEW PARKWAY, KINGSFORT, TN 37660
MEADOWVIEW MARRIOTT— 423-578-6600

NO BUYERS PREMIUM FOR OPERATORS OR DEALERS AT ONE OF OUR REGULAR CONSIGNMENT AUCTIONS

- **Consignors pay a low 10% commission with no minimum piece requirements.**
- **Consignors pay a low \$10 entry fee per item.**
- **\$100 maximum commission per item sold.**

**DO YOU HAVE A FAMILY ENTERTAINMENT CENTER OR ARCADE THAT IS CLOSING?
DO YOU HAVE EQUIPMENT THAT YOU NEED TO LIQUIDATE?
ARE YOU IN SEARCH OF SOMETHING SPECIAL OR UNIQUE?
GIVE AUCTION GAME SALES A CALL AND LET US HELP YOU!**

- **TERMS:** Full payment day of auction. Cash, Credit Card, Cashier's Check or Company Check with a current bank letter of guarantee (no exceptions). No personal checks!
- **SALES TAX:** Applicable state and local sales tax must be collected unless you provide a current copy of your sales and use tax permit.
- **Inspect all equipment and games before you bid.** All Equipment and games are sold as-is, where is, with no warranties expressed or implied.
- **13% buyer's premium (3% discount for cash) OPERATORS EXEMPT – Operators pay only a \$10.00 per item fee to purchase.**
- **Consignors paid in full day of auction.**

**FOR MORE INFORMATION OR TO BE ADDED TO OUR MAILING LIST
PLEASE CALL 1-800-551-0660 OR VISIT US AT**



www.auctiongamesales.com



TN GALLERY LIC 5548 - NC FIRM LIC 8741

DISPLAY AD INDEX

A & A Global	65	800-638-6000	www.aaglobalind.com
AAMA	27	866-372-5190	www.coin-op.org
AMI Entertainment Network	5	215-826-1400	www.amientertainment.com
AMOA	23	800-937-2662	www.amoa.com
Betson Enterprises	3	201-438-1300 x3408	www.betson.com
BMI Merchandise	25	800-272-6375	www.bmimerchandise.com
Creative Works	47	317-834-4770	www.theWOWeffect.com
Digital Centre	9	305-387-5005	www.digital-centre.com
Falgas	17	561-741-8751	www.falgas.com
Family Fun Companies	39	920-497-6991	www.familyfuncompanies.com
Firestone Financial	25	800-851-1001	www.firestonefinancial.com
HMS Monaco	66	800-777-0901	www.hmsmonaco.com
Hoffman Mint	53	800-227-5813	www.hoffmanmint.com
IAAPA	13	703-836-4800	www.iaapa.org
ICT (International Currency Technologies)	7	510-353-0289	www.ict-america.com
Indiana Ticket Company	4	800-428-8640	www.indianaticket.com
Impulse Industries	67	800-446-7857	www.impulseindustries.com
Legacy Inc.	Cover 2	800-232-6467	www.legacydist.com
MCM Elements	21	414-367-9626	www.mcmelements.com
PKDF	15	800-PKD-CURE	www.pkdcure.org
Play Card	Cover 4	866-438-7226	www.playcard.com.ar
Play Machanix	3	201-438-1300 x3408	www.betson.com
PrimeTime Amusements	47	800-550-0090	www.primetimearcade.com
Raw Thrills	3	201-438-1300 x3408	www.betson.com
S&B Candy & Toy Co.	45	800-773-0531	www.candyandtoy.com
Sacoa/Play Card	Cover 4	866-438-7226	www.playcard.com.ar
Toccatagaming International	19	920-727-4700	www.toccatagaming.com
XGames	3	201-438-1300 x3408	www.betson.com
Venco Business Solutions	Cover 3	800-762-9962	www.vencosolutions.com

CLASSIFIED AD INDEX

Amusement Entertainment Management	75
Amutronics Inc.	77
Auction Game Sales	79
Baton Lock	69
Big D's & Fat Pat's Graphix	70
BlazingQuarters	72, 74
Blue Bar Corp.	74
Brewer Amusement	76, 80
C & P Dist.	69, 70, 74, 78
C.B. Sales & Distributing	72
Coast to Coast Entertainment	76
Compact Disc Ltd.	76, 80
Coney Island Arcade	72
Eldorado	74
Great Lakes Amusements	75
Jamma Boards	70, 72
Kids Marketing Factory	74, 78
Locking Systems Intl.	78
PNL Inc.	70
Quartermtime Amusements	72, 78
R.K.S. Inc.	73
Seegurg Digital	74
Universal Game Cabinets	71
Zanen Elect.	70
Zoomer Amusement Park	78

WANT TO BUY

-Merit RX and ION
 -JVL Vortex
 -AMI Starbrite,
 Nighthawk
 and Mod Box Deluxe
 -Touchtunes Ovation

IT Silver Strike-Golden Tee Live
 IT Golden Tee Console/Pedestal

-Namco Pacman/Galaga
 -Arachnid Dart Machine
 -Williams DeFender
 -Pinballs

-Bally, Williams, United
 or Chicago Coin
 Large Ball Bowlers.

Northern Illinois Area
 fungames711@gmail.com



Looking to
 Buy Cranes

Preferably Smart

504-931-7496

Gunther

gkotzian@hotmail.com





**Relax this summer
and let your ATMs do all the work!**

Nautilus
HYOSUNG

GENMEGA

HAMILT

WRG
delivering value with service

Triton



Post Office Box 237 • Bland, VA 24315

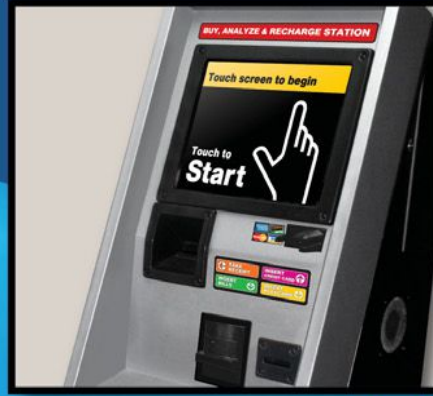
Phone: 800-762-9962 Cell: 276-613-5555 Fax: 276-688-4780

E-mail: jnewberry@vencosolutions.com www.vencosolutions.com

The Complete Solution For Your Business!



Debit Card



Kiosk



Point of Sale



Redemption Management



Access Control



Party & Events

Spearheading the Amusement Industry since 1957
800 Sacoa PlayCard installations deployed in the last two decades



"Our association with Sacoa and our company's group of stores has been a very positive move. Sebastian and his team have always presented a very personal service to all our needs and their products have exceeded our expectations hence improving operations of our business".
Thank you Sebastian!

Harry Kourbeis, Owner of Tunza Fun, Australia



Contact Us:
+1 (214) 256-3965
sales@sacoa.com
www.sacoacard.com

VISIT US AT



September 18-20, 2013
Paris, France.

Sacoa
Wireless Debit Card System