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Cover Story:  
JET takes  
off in  
redemption

Special Issue:  
17th Annual  
Family Fun  
Edition

NBVA Expo:  
New products  
and show  
wrap-up

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# play *"The Operators' Choice"* METER

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June 2010  
www.playmeter.com

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## On the cover

Jennison Entertainment Technologies (JET) has quickly established itself as a leader on the coin-op scene. A family-run business, these innovative creators put a unique spin on redemption.

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**F**or the past 17 years, *Play Meter* has devoted a special edition to the family entertainment center (FEC) segment of the amusement industry. Long before the phrase was coined, there were family-run entertainment centers that featured more than one fun activity that could be enjoyed by parents, children, and grandparents.

*Play Meter* has addressed every segment of the FEC marketplace: go-karts, bumper cars and bumper boats, food service (in particular turnkey pizza operations), carousels (remember when they were an anchor entertainment piece at many shopping malls?), miniature golf, laser tag, redemption game tips, prize merchandise, small space solutions, game room design, management, marketing opportunities, birthday parties and supplies, modular play equipment, batting cages, and inflatable attractions, among others. We also visited a wide range of FECs around the country, from the modest to the sublime.

Even though we lost most of our back issues and photo archives to Hurricane Katrina's storm surge, which devastated our office, we have cobbled together most of those special issues—some sent to us by loyal readers. Going through each one was truly a trip down memory lane, so much valuable information, and so many fun activities to write about.

I remember visiting a mom-and-pop facility named The Fun Farm in Hammond, La., which resembled a little red schoolhouse nestled in the woods. It was full of surprises for families seeking an outing in a peaceful setting. Then there was my first electric go-kart ride at another fun center, in Mandeville, La.—what a hoot (great pick-up, and they could shut me down if I decided to get wild on the track!). In an article on batting cages titled, "Swing time across America," I visited a local softball field with batting cages set among the moss-draped oaks of City Park.

In this issue we look at new developments in miniature golf, which we dubbed "Maximum Golf." This sport has progressed well beyond the windmills and dinosaur characters that dotted so many courses decades ago. Some things have not changed; miniature golf is: 1) universally appealing, 2) reasonably priced, 3) a bargain for the amount of time afforded, and 4) a confidence boost for young players.

Here's what's new: You can have a black light course by night, and the same space can be a white light course by day. You don't have to choose one over the other. You can easily adapt a former tennis court or other space to miniature golf and other activities, such as a batting cage, in the same footprint. You can literally take it with you in the form of sophisticated, modular configurations (some inflatable).

This issue also contains FEC-related articles from a number of our stalwart contributing writers including Jerry Merola (Consultant's Corner), Dorothy Lewis (Guest Service), Richard Oltmann and Jim Chapman (Redemption Formula), and Susan Snyder-Davis (Marketing Matters).

Also in this issue: our regular feature, FEC News; a 30th anniversary celebration at Fannie Farkle's in Gatlinburg, Tenn.; and a Buyer's Guide of Sports Games. In addition, don't miss our "FEC of the Month," which focuses on the unique attraction, Marvin's Marvelous Mechanical Museum in Farmington Hills, Mich. Enjoy our fun-packed issue. ▲



**BONNIE THEARD**  
Editor

**We want to hear from you about any of the articles in this issue or topics you'd like to see.**  
**E-mail:**  
**([editorial@playmeter.net](mailto:editorial@playmeter.net))**



**TONY PASKIEWICZ**  
Columbia Amusement  
Baltimore, Maryland

"We generally find that patrons are courteous to each other when it comes to selecting music and playing games. Patrons are getting all the music they want. Patrons seem to like it more than the traditional digital jukebox. By putting in an Encore with Media Stream you can offer more music than the CD jukebox and free up floor space for another piece of coin-op equipment, an ATM machine or a table."



**JIM SCHUBERT**  
Schubert Vending  
Valley Springs, California

"This spot had a CD jukebox, which we have replaced and given customers access to digital music and HD games. The location and the customers are happy. I'm planning to add another unit in that same location. When we removed the CD jukebox, it freed up space and the location was able to add another pool table. When customers play music, they hang around and start to play games. We've found that both music and game revenue has gone way up."



**TYLER KINGSTON**  
Best Distributing  
Salt Lake City, Utah

"We have one location that the unit is doing so well that we plan to add another countertop. You can hook up multiple countertops to the same Media Stream, and customers can play music from both machines. We have been very happy with the service from JVL and they have more than taken care of us."



# THINKERS OUTSIDE THE JUKEBOX



**GREG WHITE**  
White Amusement  
Chattanooga, Tennessee

"We're seeing \$75 to \$100 per-week increases in the music side. We're converting everything over to the Encore. In addition to the music access, customers like the HD games. It really feels like you are in the games."



**JOHN NEWBERRY**  
Venco Business Music  
Bland, Virginia

"We've been pleased, we have not had any problems. Media Stream is well suited for locations without room for a traditional jukebox. Patrons can either play a game or play music. If someone wants to play music while someone is playing a game, that's not a bad thing. It shows that you may need to have another machine in that location."



**ALVIN GERLACH**  
Hub Music & Vending  
Aberdeen, South Dakota

"One location had a digital jukebox but not the traffic to support it. The Encore with Media Stream saves them space and money. Ironically, the Media Stream is doing more business than the digital jukebox did!"

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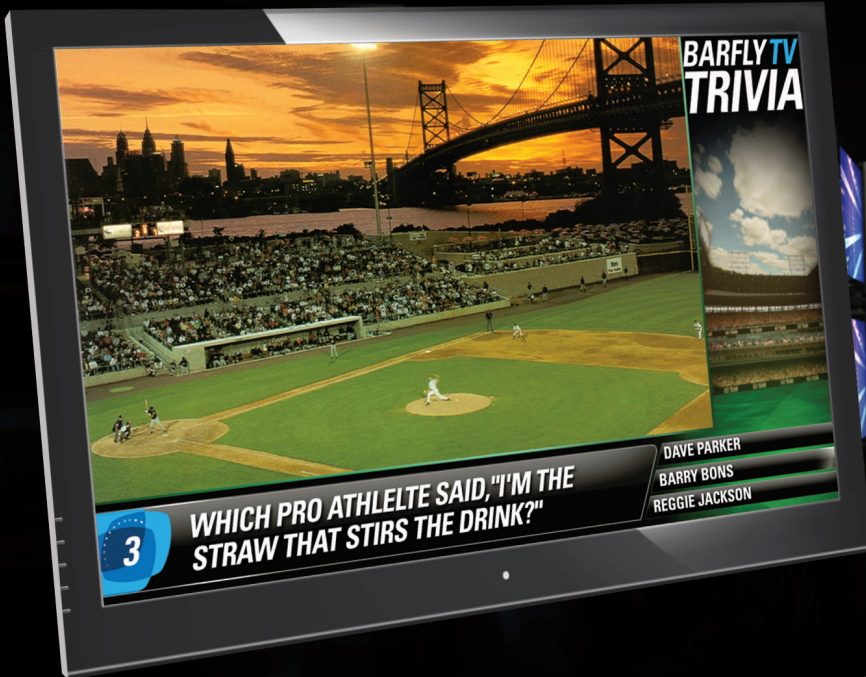


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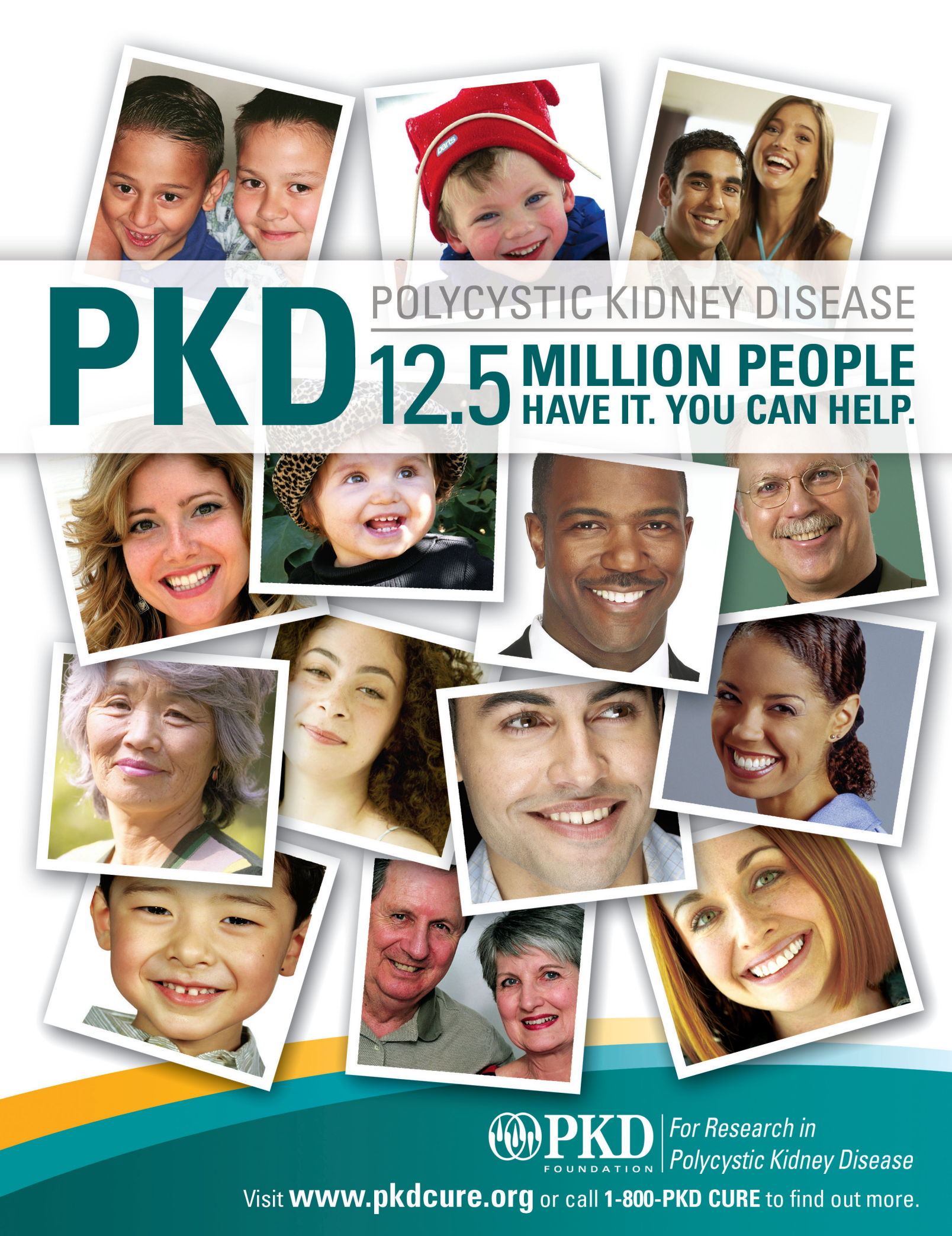
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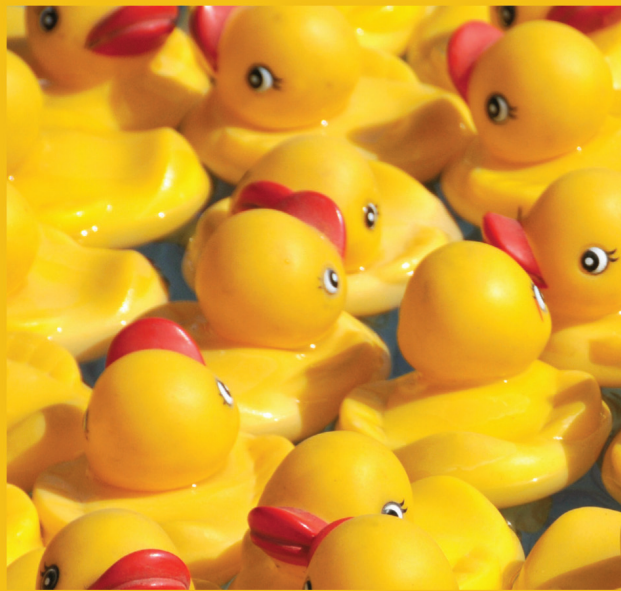
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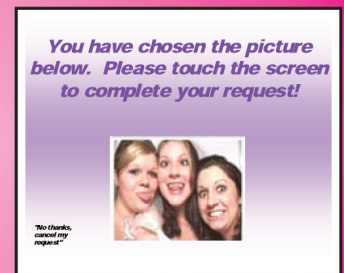
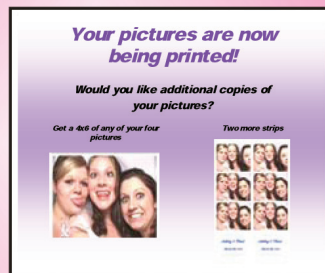
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## Barron Games

Barron Games' newest kiddie ride, the **Classical Train**,

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For more information, or distributor referral, contact Barron Games International, (716)866-0054; Web (www.barrongames.com).

## Smart Industries

Smart Industries has released an innovative new game, **Easy Touchdown**, which combines the fun of a coin pusher with a self-merchandiser. In this football-themed game, players must stop the wipers to aim the coins dropped, then must try to drop them through the many bonus areas. As players rack up points, they can use the score to gain prizes from the cabinet, or save the value to redeem at another time using Smart's Prize Center receipt technology. The game features an animated video display, and attractive lighting to draw in players.

Easy Touchdown features three different ways to win, including two different jackpot features. After playing, the players can collect points from the pusher using the receipt system built into the game. They can collect multiple receipts, and using the unique codes on each receipt, they can redeem all of the points (tickets) at one time for bigger prizes.

And unlike many other self-contained merchandisers on the market, each of the 11 prizes can be programmed to a different value. The player can then select the specific prize they want using the built-in keypad.

According to Smart, "The game is designed to accommodate needs for new money expressed by operators in bar locations, bowling centers, truck stops, and many more. Bar and tavern operators specifically will now have a true product that can fit the customer's interest and keep them playing."

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# 30 years of fun at Fannie Farkle's

**F**annie Farkle's family entertainment center (FEC) in Gatlinburg, Tenn., celebrated its 30th anniversary on April 13 with an evening event featuring its signature attractions—fun, food, and games—plus a whole lot more.

Fannie Farkle's opened on April 1, 1981, and has become a favorite stop for visitors to the Smoky Mountain National Park—the most visited national park in the U.S. The facility has always offered affordable family fun with a variety of the latest games, a redemption center filled with desirable prizes, and those famous foot-long Ogle Dogs and Sausage Subs.

Marion Paul, the Owner of Fannie Farkle's, is a Past President of the Amusement and Music Operators Association (AMOA). Paul and her store Supervisor, Laurie Ross, travel to numerous trade shows and gift shows looking for the best prize merchandise.

Paul said, "We head to companies like Sureshot Redemption for the greatest selection of merchandise for our redemption center."

Eighty-percent of the staff has been at Fannie Farkle's for 15 years, some as long as 22 years. Returning customers know the staff and feel at home.

The anniversary event was held in conjunction with the Gatlinburg Chamber of Commerce "Business After Hours" program, in which local busi-



Marion Paul with the first place champion in the Skee-Ball contest.



Marion Paul of Fannie Farkle's with the second place winner in the Skee-Ball contest.

**Top:**  
The staff at Fannie Farkle's prepares for the celebration.

**Middle left:**  
Gift bags and 30th anniversary plush bears were given to attendees.

**Middle right:**  
A local business Santa Claus won a door prize.

**Bottom:**  
Vicki Simms (l) congratulates door prize winner Larrisa Miller of Sigma Computers.



nesses take a turn each month to host an event. Paul said, "We decided to take our turn in April by kicking off our 30th year of doing business in Gatlinburg."

The facility welcomed 150 local business people and their families from the Gatlinburg banking community, restaurants, rafting companies, lodging industry, and attractions, including the General Manager of the new Titanic Museum that just opened in nearby Pigeon Forge.

The celebration included two contests: one on the NASCAR driving game, and one playing Skee-Ball blindfolded. Trophies with the Fannie Farkle's logo were presented for first, second, and third place for both contests. Skee-Ball contest winners also received a T-shirt that said, "I survived Blind Skee-Ball at Fannie Farkles."

Catered food from Charles Richard Resources was enjoyed alongside Fannie's Ogle Dogs and Sausage Subs (Ogle Dogs were in demand).

Door prizes included items from Fannie's, a gift basket, 18 holes of golf, jewelry, gift certificates, and passes for other local attractions.

Vicki Simms, Executive Director of

the Gatlinburg Chamber of Commerce, attended the anniversary celebration. Simms commented, "A long-term business like Fannie Farkle's is extremely important, as it is definitely one of our return visitors' favorite amusement centers. When about 75 to 80-percent of our visitors come back to Gatlinburg year after year, it is wonderful for them to continue to find a family favorite still here."

She added, "Fannie Farkle's is well-known for its entertainment value, but everyone makes having an Ogle Dog a must when they're in town!"

It was clear everyone was having a good time. Simms said, "So many in our community are not only impressed by the longevity of Fannie Farkle's, but also by the fact that it is a business run by a woman. And they are impressed by the professionalism of Marion and her staff."



Vicki Simms (l) of the Gatlinburg Chamber of Commerce with door prize winner Claudette Geoffrion of Rafting in the Smokies.



David Capilouto (l) of Betson Southeast joined in the fun playing Tippin' Bloks from ICE.

In conclusion, Simms said, "Marion and Fannie Farkle's have been a tremendous asset to our community and to our visitors, and she and her staff have been supportive of the Gatlinburg Chamber throughout the years. It is businesses such as Marion's

that have allowed our Chamber to continue to grow and exist for the last 70 years."

Paul credits the success of Fannie's to a variety of factors: "I take my work seriously, do my best, seek the wisest advice from peers, and I love what I am doing. My staff is the best staff in town, and they know I expect only the best from each of them."

She added, "We pride ourselves on being different and unique in many little ways, from our spotless restrooms to our logo bags, T-shirts, coffee mugs, playing cards, and friendly customer service. We try each day to do whatever it takes to make the best fun experience for each of our guests. We take their input to heart, and try to be better each year."

Fannie Farkle's has a point-of-sale (POS) system in place whereby players go to the redemption counter and get a VIP voucher that enables them to save points for a bigger prize. They can also select an item immediately, and it will be wrapped in a Fannie Farkle's logo bag.

Since Fannie Farkle's began during the era of Pac-Man, one of the venerable old games is on site to the delight of baby boomers. Fannie Farkle's is located in the heart of downtown Gatlinburg at 656 Parkway, (865)436-4057, Web (www.fanniefarkles.net). ▲

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# Crisis situations and the media

**W**hen you're unprepared, that's when things happen. That said, do you have a plan in place to be ready for the media if a crisis occurs in your facility?

Although you may not be able to plan for everything that could go wrong, there are many situations you could plan for, because certain things could happen in facilities like yours.

Don't put this off thinking that nothing could happen to you. Your facility caters to children, and that is bound to create a potential issue that could attract media attention.



Susan Snyder-Davis

## PLAN AHEAD

Get a notebook and prepare scenarios for various possible crises that can take place in your center. Make a plan for each possible situation. Anticipate who might likely be available on staff at any given time to serve as media spokesperson (in your absence).

Make sure all staff members know what steps to follow in case there is a crisis. You can't live at your center 24/7, so you need to have a plan on how to handle problems when you are gone.

The media will go across the street and interview your neighbor or someone on the street. Then there is no way to control what is said about your center. This may happen anyway, but you at least need to minimize the issue at hand if you put forth your own accurate statement.

## KEEP IT BRIEF

When you prepare possible statements, or comments for various potential crises, don't create a long rambling dialogue. TV stations will edit any comments that are too lengthy. Most interviews on TV do not take large amounts of time.

If you plan to say something that lasts longer than 15 seconds, you will be edited, and you won't know how your comments will sound. Your message could change dramatically with the way the station chooses to edit your statement.

If the statement you give is brief, accurate, and right to the point, it should remain intact because it is hard to edit something that is already 15 seconds or less.

## REALITY CHECK

I wish it weren't so, but unfortunately the news media is more inclined to report on any problems instead of the good points of your facility.

Respond properly when you have people with cameras near your establishment during a crisis. You might want to contact your attorney now and ask what should be said and done for a variety of scenarios.

I am also sorry to say that in most areas, the media is looking for any news to cover, especially on slow news day. When the media shows up during your hour of crisis, you want to be prepared.

Emotions may be running high in a crisis, and this could end up being your

*Are you ready for a worst-case media scenario? Don't be caught off guard.*



Don't think that if your staff answers the media with a "no comment" response that you are off the hook for any potential bad press. This may seem like the best plan to try at the time, but you will soon discover that the media will work around your lack of a prepared statement.

10 minutes of fame when you are on display for your whole metro area to see.

For the 364 days of the year that everything runs smoothly, it will be the two minutes of coverage you receive on the day when something goes wrong that will account for the most local exposure. Don't wait for that moment to play out when your whole team is completely caught off guard.

Don't look only for possible problems within your center. You could face answering questions about crises that happen at other fun centers. When something big happens in another city, the media may come to your facility to ask the same questions. You need to be ready for that possibility.

**BE PREPARED**

You can't plan every move that is made during a crisis situation, but you



***“When the media shows up during your hour of crisis, you want to be prepared.”***

can have an emergency preparedness plan ready for such times, and then your staff and appointed spokespersons

will be prepared and know what to do.

This could also help alleviate some of the tensions that can come from being in the spotlight when you are having your worst day, because your organization is ready for that moment.

There are all sorts of books on “crisis communications.” You can find them by entering that subject into your Internet search engine. There are many articles and books written exclusively to address this topic. By being prepared, there is no reason you can't be ready to face common crisis situations with the media. ▲

Susan Snyder-Davis of Kids Marketing Factory offers FEC marketing manuals. She may be reached via e-mail (kidsmktg@juno.com), or (317)894-8895.

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# Museum morphs into unique attraction

*Marvin's Marvelous Mechanical Museum is a location like no other, and boasts an intriguing slogan: "Known from coast to coast, like butter and toast. From headlines to bedlines, from school rooms to pool rooms, this place is like no other that can be found in the contiguous United States and other environs of the free world."*

Owned by Marvin Yagoda, Marvin's Marvelous Mechanical Museum is located between two halves of a shopping mall in Farmington Hills, Mich. A family-run business, Marvin shares responsibilities with his son, Jeremy, who manages the facility. The inside is packed with historical and modern arcade machines, sideshow wonders, fortuneteller machines, automatons, and assorted curiosities. A pharmacist by trade, Marvin has admitted, "Marvin's Marvelous Mechanical Museum is a hobby that went out of control."

An ever-growing establishment, the unique site has been a tourist attraction for vacationers across the nation, and has drawn in celebrity visitors like magician David Copperfield, and rapper Eminem.

Marvin's is also listed in the World Almanac's "100 Most Unusual Museums in the U.S.," and has been featured in many national magazines, radio and television news features, "The Antiques Roadshow" TV show, and the History Channel's program "Modern Marvels."

When speaking about his location—his ultimate collection and fantasy facility—Marvin offered this advice to fellow visionaries, "Don't dream about what you want to do. Stay awake and do it."

## A PASSION FOR THE ODD AND ECLECTIC

The museum has been open since 1990, but Marvin has been collecting vintage coin-op machines for more than 50 years. He is constantly adding more

machines, rearranging the set-up, and packing things tighter. The museum also contains assorted relics related to magic, neon lighting, antiques, posters, airplanes, robots, and animation.



Marvin by the museum's entrance.

### Facility:

Marvin's Marvelous Mechanical Museum

### Location:

Farmington Hills, Mich.

### Contact Information:

(248)626-5020;  
www.marvin3m.com

are offered, and there is a diverse redemption prize counter. All the games are operational, and admission to Marvin's is free.

Every inch of Marvin's 5,500 square feet of floor space is filled with assorted curiosities, and boasts 40 foot ceilings decked with new and vintage oddities. Signs, animatronic dummies, more than 50 airplane models flying overhead, vintage fans of all types, and classic sideshow posters all dangle overhead, creating a tapestry of color and sound.

Among the coin-op antiques and strange devices are also other displays, like a 55-piece mechanical orchestra that can play over 300 different songs; a life-size statue of the world's tallest man—The Cardiff Giant—which was once displayed by P.T. Barnum; a wall of early stone lithograph magic posters; and an electric chair that is rumored to be from Sing-Sing Prison, and was used from the 1930s to 1950s.

Marvin travels the world looking for unique coin-op devices, and routinely attends industry trade shows and conferences. Some of his machines are custom made exclusively for the location, and cannot be seen in operation anywhere else.

Most of the machines and games have a small, hand-lettered card that notes its origins. Interesting titles include "The Drunkard's Dream" (a 1935 view of "what a drunk sees after one too many"), "Ralph Bingenpurge," "Cure your Fear of Spiders," and "Doctor Kill-r-Watt."

Historical coin-op machines are some of Marvin's personal favorites. Marvin mused, "People like love, fortune, and torture machines." One example, "The Great Chopandof," asks attendees to stick their hand into a hole. A grinning character slams a blade down, and blood spurts. Marvin said, "Is it your own blood? Only a quarter investment and a steady hand will tell you for sure."

Marvin's sense of humor shines throughout the facility, and his creativity can be found in unexpected places: "This is a family place with a sense of humor. Notice the famous semi-naked pin-up poster of Burt Reynolds from *Cosmopolitan* magazine, with a wooden fig leaf covering his privates. Lift up the hinged fig leaf, and flashbulbs go off with a siren, revealing a large camera hidden above," he quipped.

Full of witticisms, Marvin also said, "They call me a packrat, but I'm no rat. Although I do like cheese."

**DISTINCTIVE PARTIES, AND MORE**

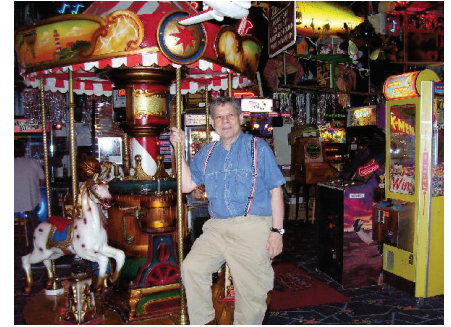
Marvin's is also a popular location for birthday parties. According to its Web site, "Whether you're eight years old or 80 years old, Marvin does a great job at hosting your birthday party." Marvin's also rents games and photo booths for parties at the site, and features free Wi-Fi for parents. According to Marvin's, "all you bring is the cake."

Parties last an hour-and-a-half, are available all seven days of the week, and invitations are available. Marvin's also houses a snack bar offering various kid and adult friendly drink and food items like pizza, kosher hot dogs, and chips. Several different party packages are available, and the birthday kid gets \$5 in quarters. If the party has 10 kids or more, the birthday child gets "a special Marvin's gift."

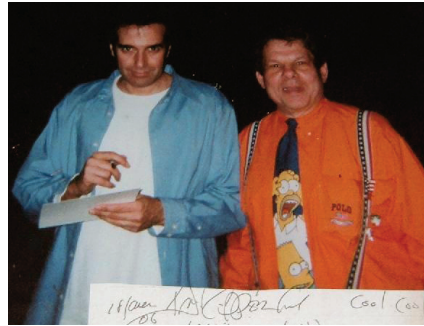
Party patrons can rent a photo booth, pinball machine, arcade video game, artist drawing machine, or any other amusement device for any special event. Not just for birthday parties, Marvin's also welcomes Bar/Bat Mitzvahs, weddings, and corporate events. ▲



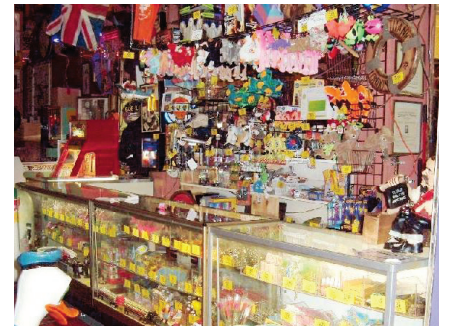
Marvin's unique snack bar set-up.



Marvin Yagoda, the man behind Marvelous Marvin's.



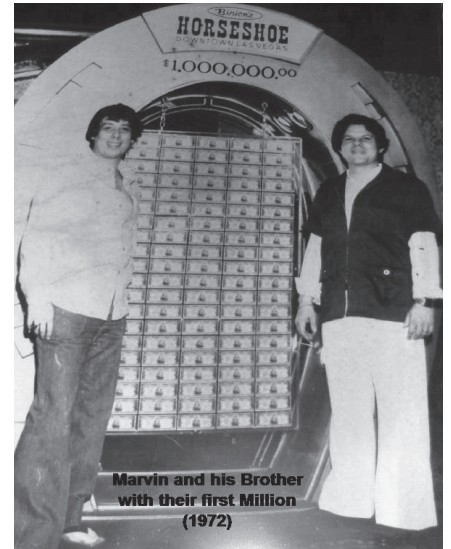
Marvin with magician David Copperfield.



The enticing redemption counter.



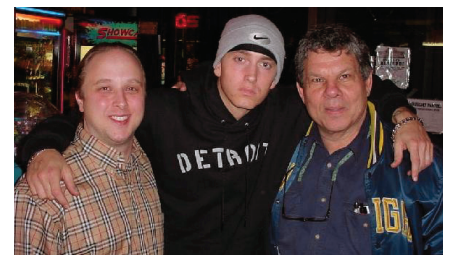
Marvin by Zelda the Mysterious, a vintage fortuneteller machine.



Marvin and his Brother with their first Million (1972)



The colorful, clustered game set-up inside the facility.



From left: Jeremy Yagoda, rapper Eminem, and Marvin Yagoda.



# Sports Games

*Fun for all ages, sports games appeal to a wide range of demographics. Boys and girls, and young and old all enjoy testing their athletic prowess, and seeing if they can beat their friends or family's score. Here is a rundown of some athletic games available in the coin-op marketplace.*



**Andamiro  
Dragon  
Punch**



**Betson  
PUTT!  
Championship Edition**



**Coney  
Island  
Arcade  
Soccer  
Club**



**Coney  
Island  
Arcade  
Boxer**



**Coney  
Island  
Arcade  
OT  
Basketball**

**Andamiro**

(310)782-3377; [www.andamirousa.com](http://www.andamirousa.com)

**Penalty Shot DX**

This indoor kicking game features a patented spring system on the ball holder and urethane covers, and promises safe fun for all ages. Players kick the soccer ball and experience the magnitude of a forceful kick without jeopardizing safety. The game has ambidextrous positioning of the ball for players, and an LED lighting system. Player scores are displayed after each kick, and when a previous high score is beaten, an additional bonus play is granted to the winner.

**Dragon Punch**

This boxing machine is equipped with a large electronic display, showing the score of each punch. During the game, every participant can see and compare results with the top score on the separate digital display. Once a participant beats the previous score, an additional bonus function allows players to play again. It features a urethane cushion pad underneath the leather shell, and is designed "to groove with your fist." A fine waterproof coating is also applied to the machine for optimal outdoor use and durability. The sleek construction and design of Dragon Punch is player friendly, prevents any form of injury to the players.

**Betson Enterprises**

(201)438-1300; [www.betson.com](http://www.betson.com)

**PUTT! Championship Edition**

This unique mini golf simulator allows up to four players to compete, and uses a real golf putter and golf ball to master 27 holes on three incredibly detailed and challenging courses. PUTT is perfect for street operation, and can also be configured for ticket redemption. The cabinet houses an HD 32-inch LCD Monitor, and a compact footprint that is ideal for arcades, bowling alleys, bars, restaurants, theaters, and more.

**Coney Island Arcade**

(718)372-8811; [www.coneyislandarcade.com](http://www.coneyislandarcade.com)

**Soccer Club**

The Soccer Club kicking game comes with an adjustable ticket dispenser, and has both girl and boy modes. It can be programmed for English, French, or Spanish, and has a speed measurement feature. It also contains a tournament mode, and a one-year warranty.

**OT Basketball**

This fun, all ages basketball game contains a bonus feature unlike many others: If players score 60 points during the 45 second game, they get 15 extra seconds to play. In this "Overtime" function, if the player scores another 20 points, they are awarded with an extra 10 seconds of game play. This feature is adjustable for points and time setting, and the game is DBA ready with a ticket dispenser.

**Boxer**

Available in standard and deluxe models, and in a wide range of hand-painted colors, Coney Island's Boxer features 150 various phonic communications, and dozens of melodies and sounds. Three types of game play are offered, and speed and power are measured with every punch. It also has a tournament mode, high score display, and one year guarantee.





### Family Fun Companies

(920)497-6991; [www.familyfuncompanies.com](http://www.familyfuncompanies.com)

#### Rapper Ballin'

This mid-size basketball game is aimed for kids ages six and up, and features a moving rim from left to right during the second quarter until the end of the game. This feature adds another level of skill to the game, and creates great excitement. Rapper Ballin' can also be linked so players can play against each other, at no additional cost.

### Game Box Group

(215)355-9050; [www.gameboxcorp.com](http://www.gameboxcorp.com)

#### Cobra Boxer

This unique, stylish game features a vibrant, enticing cabinet design, and uses a computerized machine to test player's power and strength through a punch. The game can be enabled for redemption, can be connected/equipped with a fog machine, and features a modern rock soundtrack to increase game play. It can accommodate high-quality audio tracks, as well as hundreds of comments and sound effects in MP3 format. It is compatible with a stacker bill acceptor and coin acceptor, has a secure and separate collection area from the service area, and back wheels for easy moving with stoppers that are used for a locked position. Its weatherproof design makes the machine safe for both indoor and outdoor use. In addition, all electronic boards are compatible with three of the Game Box Group's Boxer Models, such as the Kiddie Boxer and Boxer Club.

### ICE

(716)759-0370; [www.icegame.com](http://www.icegame.com)

#### NBA Hoops

The extremely popular hoop fever basketball game has been recently designed with an all metal and adjustable front cabinet, hardwood floor, and an NBA-sized hoop to accommodate a nine-inch basketball for greater win ratio and polycarbonate backboard for more realistic scoring and durability. NBA Hoops is available either as "generic NBA" or "team specific." Just choose your favorite NBA team and ICE will design the graphics package for your location. Each game also includes a large 40-second game clock that is located behind the backboard.

#### NFL 2 Minute Drill

NFL 2 minute Drill is a unique, interactive football game. The playfield of the game is 100-percent interactive with four random "pop out" targets to test skill. It also includes three different sized scoring holes for each skill level. Play to achieve "Hall of Fame" status. A ticket dispenser is optional, and the game design can be customized to any NFL team, or a generic graphics package.

### Kalkomat USA

(773)520-2163; [www.kalkomatusa.com](http://www.kalkomatusa.com)

#### Boxer Glove

Boxer Glove is punch measurement machine designed around the original shape of a boxing glove. This unique design catches player attention, and features include voice messages and sounds, easy assembly and disassembly, recordable top score, and mechanical and electronic counters.

#### Spider Boxer

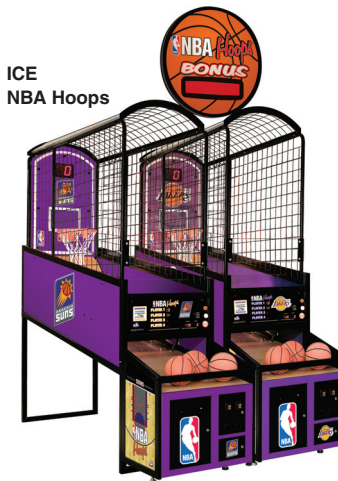
The Spider utilizes a smaller frame, which allows operators to bring a quality boxing machine into locations with space limitations. Because the Spider uses fewer building materials, Kalkomat passes the savings on to customers. In addition, since many operators expressed a desire to use their own coin mechanisms and dollar bill validators, Kalkomat offers the Spider at a low base price. The Spider comes standard as a free standing unit, but can be upgraded to a mounted version via an optional wall-mounting system that allows even more flexibility of placement, and features an appealing custom design that was created to absorb any vibration from the machine.



Family Fun Companies  
Rapper Ballin'



Game Box Group  
Cobra Boxer



ICE  
NBA Hoops



ICE  
NFL 2 Minute Drill



Kalkomat USA  
Boxer Glove



Kalkomat USA  
Spider Boxer

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**LAI Games  
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**Primitime  
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Knockout**



**LAI Games  
Slam 'N' Jam with bonus sign**



**Punchline  
Power Strike**

**Magic Play USA  
Boxer 2.0**



**PLAY METER**

## **Knockout Vending**

(877)562-8363 ; [www.knockoutvending.com](http://www.knockoutvending.com)

### **"The Machine"**

Perfect for bars, nightclubs, gyms, amusement centers, pool halls, and wherever fun crowds gather, this game measures the strength of one hit to the sturdy boxer training pad. Its bright attractive colors and lights catch attention immediately, and competitive scoring encourages more play. The game is waterproof for indoor or outdoor use, and utilizes a wide demo program, including music and lights, to attract more guests. The bright LED lights use low voltage consumption, and the interactive MP3 stereo music excites users and promotes use. High scores are saved, increasing competitive atmosphere, and difficulty level can be chosen.

## **LAI Games**

(888)211-6370; [www.laigames.com](http://www.laigames.com)

### **Slam 'N' Jam**

Slam 'N' Jam is an affordable, high quality, full-size basketball shooting game with fully customizable features that make it easy to entertain guests and maximize earning potential. Players can compete against the clock in single-player mode, or in head-to-head competition with up to eight units linked together. An optional Overhead Bonus Display ups the ante with a Progressive Jackpot feature. After an operator-selectable time period has passed without players, the game flashes a "Double" button, letting players know they can double their tickets if they choose to play. Extra tickets or credits can be won for beating the High Score, scoring the most points in a linked competition game, winning the Progressive Jackpot, or winning the Match Play at the end of the game. Match Play is a pinball-style feature where the last digit of the player's score remains on the board, and the match play display randomly tumbles numbers until it stops. If the numbers match, the player wins a free game. (Also available: Slam 'N' Jam Junior)

## **Magic Play USA LLC**

(586)713-0455; [www.magic-play.eu](http://www.magic-play.eu)

### **Boxer 2.0**

This game features a new look from the original Boxer series, including colorful graffiti designs and imagery. Both solo and tournament modes are available for differing levels of skill. It features high-quality MP3 sound effects, and is available in a multitude of languages.

### **Magic Soccer**

This kid-friendly soccer game has a colorful and attractive design, with two large goalie gloves wrapped around a soccer ball shaped scoreboard. Players kick a durable soccer ball into a goal, and are judged by the strength of their kicks. It is available in a diverse collection of designs, and has various language settings.

## **Primitime Amusements**

(305)770-GAME; [www.primitimeamusements.com](http://www.primitimeamusements.com)

### **Knockout**

Knockout is the ultimate test of speed and strength. Insert quarters or tokens, and test your skills for a round. A bill acceptor is optional, and competition is encouraged as gamers vie for the highest score. The game records the single highest score and features two skill modes: strength and speed. In addition, custom wraps are available, and corporate logos or designs can be accommodated easily.

## **Punchline Distributions Corp.**

(866)786-2410; [www.punch-line.info](http://www.punch-line.info)

### **Power Strike**

The Power Strike offers a vivid alphanumeric display, running LED lights, and colorful graphics. A smaller footprint, narrower cabinet, and detachable floor make it easy to find a location for this game. Front access to cash box and DBA make it easier to collect revenues and service the machine. This model comes with all the usual features of Punch Line games, such as



redemption/ticket dispenser options, easy DBA installation, reliable quality, and excellent support.

**Penalty!**

Soccer is known around the globe, and this game—based on the popular sport—is easy to understand: Kick the ball as hard as you can. Available in red or yellow, this small, lightweight game can fit in a variety of locations.

**Sega Amusements USA**

(888)877-2669; www.segarcade.com

**Sonic Sports Basketball**

The Sonic Sports Basketball game, the first available in the Sonic All-Stars line-up, features bright white cabinets dressed up with blue stars and the iconic Sonic character. The Sonic Sports Basketball game features progressive game play with each stage, has tournament options, and is linkable up to 16 units.

**Skee-Ball**

(215)997-8900; www.skeeball.com

**Super Shot Deluxe**

Skee-Ball has taken all of the outstanding features of the original Super Shot game and added new elements, including brighter backboard lighting, additional time, a score display behind the backboard, the ability to link up to 12 games, and simplified backboard movement. Also available is an optional Jackpot Sign.

**Smart Industries**

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

**Ultimate Big Punch Deluxe**

This hot punching bag game has great aesthetic appeal, and comes with an exclusive one-year limited warranty. Other features include LED lights, a pull-down punching bag, coin comparator mechanism, secure coin box, digital displays, an interactive sound system, player high-score feature, and an eye-catching decal package. Players will love the high score feature, and operators will love the durability of metal and Fiberglass construction.

**Shoot to Win**

Smart Industries' popular basketball game is back with an updated look. If players score enough points on the first round, they get the chance to play up to two more rounds with the moving hoop. In addition, operators can link up to 16 games together for head-to-head competition. The game is DBA ready, features double coin comparator mechanisms, great sound effects/music, a locking coin box, a durable polycarbonate backboard, rope lights, and adjustable playing time.

**Unique Billiards**

(888)901-8247; www.uniquebilliards.com

**iBoxer (sports game)**

This boxing machine is waterproof and ready for outdoor and indoor installation. Features include modern design, sound effects, low voltage consumption, automatic start, ticket dispenser and bill acceptor ready, and modes for both male and female.

**Ultimate Boxer**

Ultimate Boxer requires players to punch the punching bag as hard as they can to test their strength and accuracy. Players are then given a score of one to 999 as a grade on their punches and kicks. The game is available in eight foreign languages, including: English, German, French, Italian, Polish, Russian, Czech, and Spanish. This game also includes over 140 taunting voice messages that are designed to reel the player back in to punching again. They come in a wide variety of styles and colors like metallic finish, air-brushed, and the basic plain colors. The machines include mechanical and electronic meters for easy collections, and there are three different types of game play to measure a player's strength, accuracy, and speed ▲



**Penalty!**



**Sega Sonic Sports Basketball**



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# JET takes off in redemption world



JET's executive team, (l-r): Peter Jennison, Chief Legal Officer; Dean Jennison, President; Justin Jennison, Chief Operating Officer; Marty Mondek, Chief Financial Officer; and Kern Jennison, Chief Operations Officer.



JET corporate office in Daytona Beach, Fla.



neering, Steve Schmitt; Ergonomist, Tim Emanuel; Accounting, Ashley Orth and Laurie Jennison; Renderer, Tony Deluca; and Graphic Artist, Rebecca Russo. Company-wide, creativity is encouraged and the firm is known for its inclusive, relaxed atmosphere.

## EARLY COIN-OP

Justin and Kern began their coin-op careers while in high school, working at a local family fun center in central Florida—Justin as the chief technician, and Kern in operations. They became interested in operating games and designing game rooms, and later began distributing cranes and kiddie rides in the Florida market and in the Caribbean.

They found their niche in designing game rooms and formed JennTech Unlimited Corp., which is the parent company of today's JET.

Their other love, aviation, brought them to Embry-Riddle Aeronautical University in Daytona Beach, where Justin received a BS in Aeronautical Science with a minor in Business, and is completing a dual Master's degree in Business and Education. Kern received his BS in Aerospace Engineering and Human Factors Psychology, and is completing his Master's degree in Systems Engineering. Both apply the knowledge of their disciplines to the world of entertainment.

Justin and Kern worked at the university while graduate students and teaching assistants, and continued to

Jennison Entertainment Technologies (JET) of Daytona Beach, Fla., is on its way to becoming a household name, thanks to the success of its first three products: Hollywood Reels and Intermission quick coin roll down games and The Vegas Sensation coin pusher.

JET is a family enterprise with roots in manufacturing and aviation. Justin, the Chief Executive Officer, is a Federal Aviation Administration (FAA) Certified Flight Instructor, and has received training in the Boeing 737-800 aircraft. Kern, the Chief Operating Officer, first soloed on his 16th birthday.

Peter, the Chief Legal Officer, serves as the company's Legal Counsel, is a Captain in the Army National Guard, and pilots Apache and Blackhawk helicopters. Jason, the Artistic Director, is a Petty Officer in the Coast Guard, and is an elite Rescue Swimmer. Both Peter and Jason have

been awarded the Air Medal for meritorious service.

Parents Dean and Cheri Jennison encouraged their four sons to "soar." While Dean operated his firm, manufacturing components for gas and electric turbines, Cheri continues to provide care as a psychiatric registered nurse (RN).

Today, the family participates together in the company, with Justin and Kern at the helm. Dean serves as President; Cheri is the Event Coordinator, and contributes to the psychological aspects of game design. The Jennisons are adding excitement and vitality to the redemption market with attractively themed games designed for universal appeal.

In addition to the six Jennison family members, seven other team members make up the staff at JET. Key personnel are: Chief Financial Officer, Marty Mondek; Vice President of Engi-

pursue their amusement business as well. They began to see the need for certain types of machines in the coin-op world. Their analytical training, and systems engineering knowledge from Embry-Riddle, was utilized as they formulated ideas for the games of their dreams—and hopefully for the enjoyment of players.

Kern explained that one thing human factor psychology does is look analytically at the marketplace to find better products to meet needs.

Because of their involvement in the world of amusements, Justin and Kern knew the value of the International Association of Amusement Parks and Attractions (IAAPA) Expo, which they began attending in 1997.

## ENGINEERING

“From the outset, we have always been interested in engineering and designing our own products,” said Justin.

Kern commented, “We used to build a lot of specialized game room cabinets. I remember times when we basically tore down our parents’ living room to build something—that’s how strongly we wanted to create.”

The idea for their first game, Hollywood Reels, was literally sketched on a napkin. In their words, “We wanted to create something unique that would turn heads and do well in arcades. Luckily, we had what we like to call a home run with our first product.”

Hollywood Reels took between 18-months and two years from concept to completion. The game was conceived in 2005; the first time the world saw it was at IAAPA Expo 2007. The game was awarded Honorable Mention for the Best New Product in the Coin-Operated Arcade and Redemption Equipment Category. At that show, JET formed a relationship with Betson Enterprises, with Betson to be the exclusive distributor of Hollywood Reels.

Kern said, “We were fortunate to have an exclusive agreement with Betson. Betson believed in our vision, and

introduced us to the industry. They are one of our multilevel distributors at this time. Moving forward, we will continue to stand on our own merits and with our commitment to our mission statement and values; we will continue to provide challenging, quality, affordable entertainment for all families...”

Why focus on redemption games? Justin said, “Right now we see that redemption games are the future of the industry. We see a trend of larger manufacturers who have traditionally made video games switching over to redemption games because the home console market is taking away a share of video players. We’re going to stay with redemption right now, which could also include merchandising games.”

A new game is in progress, with expectations to bring it to the American Amusement Machine Association (AAMA) Distributor Gala on July 28 in Bloomingdale, Ill. That game, and possibly another game, will be introduced at the IAAPA Expo, Nov. 15-19 in Orlando.

## INSPIRATION

JET games are known for their



Justin Jennison at Dubai Entertainment & Leisure (DEAL) 2010.



Kern Jennison with the recent installation of a base unit at a Chicago area facility.



Kern and Dean Jennison inspect a recent production of The Vegas Sensation.

depth of play and attention to detail. What was the inspiration for Hollywood Reels and Intermission, both movie-themed games?

Kern said, “My brother and I love movies, and that’s where the theme came from. It’s also a theme that most people can associate with, and it has a high level of recognition. We wanted to capture the essence of what appeals to every age group.”

Justin said, “We followed Hollywood Reels with a game that appealed to a younger audience, which is Intermission. Hollywood Reels is set outside the movie theater; Intermission takes you inside the theater to the concession stand, where the food becomes characters that you can try and win with your coin or token.”

Each game tells a story, realized in the design, graphics, and game play. For instance, in Hollywood Reels, one or two players put their coin or token into a camera designated Director 1 and Director 2. The camera makes the movie. Players are basically racing to bring their movie to the theater, attending the premiere, and seeing the

movie’s success in fireworks.

Kern said, “Our games are not just a box with a theme; there’s a complete storyline carried out. Everything on the game has a purpose, to illicit a positive response.”

Justin elaborated, “Our goal is to

***“Our motto is, ‘If you can dream it, we can do it,’ and we will do whatever it takes to make our customers happy.”***

attract players with a stunning cabinet, keep them interested in the story, and keep them playing. It all translates to a better experience for the player and greater revenue for the operator.

With the movie-related game themes of Hollywood Reels and Intermission, it would seem like the games would be a natural fit for game rooms in theaters. JET’s games are most often found in diverse locations such as family fun centers, bowling centers, national chains of family restaurants, resorts, and pizza locations.

## CREATIVE PROCESS

What is the creative process like?

Kern said, “We start with a wish list of what we would like to see in a game. Then we apply the Six Sigma management principle of design.”

Justin added, “Six Sigma is a multi-step design process to eliminate defects in production. We borrowed Six Sigma concepts to develop our own design cycle. We use this design cycle in all of our engineering concepts in order to minimize defects and improve quality.

“The JET6σ cycle starts with 1) Dream, this is our wish list or ideal

concepts given no engineering or financial constraints; 2) Prioritization, this is where we define our goals and analyze any potential problems; 3) Visualization, the physical design and manufacturing phase; 4) Evaluation, where we field-test and plan improvements; 5) Adaptation, where we implement improvements to maximize value; 6) Actualization, where we deliver measurable results.”

He continued, “It’s a cycle we go through with every component for every product; it allows us to thor-



Marty Monde, Cheri Jennison, and grandmother Peggy Pop (seated) at IAAPA Expo 2009.

Justin enters quality control information into the database of Intermission units.

oughly analyze all aspects of the design and to improve quality. The goal is to reduce overall costs and to achieve total customer satisfaction.”

“All of our games are designed with multidimensional engineering for all physical and mental abilities,” said Justin. “We test with focus groups in various settings, and the data considered consists of more than just the ability to earn money. JET utilizes human computer interaction (HCI) and dimensional psychology to determine such elements of a game as the optimum comfortable height, the best colors and lights—all based on scientific methods.”

And that’s not all. Justin added, “Our development and production enters into a relationship with the clients that continue beyond the initial play. We invite the player to become part of the game’s story; each game provides a personal challenge and reward for the player.”

Lastly, he said, “We’re testing our new product right now, and feel strongly about it. When we release a product, we make sure it’s perfect in every way. We’re not looking for fillers; we’re looking for hits.”

Kern said one of the most rewarding times is during testing, “when you see players immersed in the game and enjoying their time with the machine, perhaps seeing a family brought closer together because of the game.”

Growth for the company will come gradually. “We take our time with our design process and testing,” said Kern. “We eliminate any problems as soon as possible. We do RoHS (Restriction of Hazardous Substances) testing for the European market at our offices, as well as spot check suppliers. We make sure our components meet all the require-

ments for the U.S., Canada, and Europe. We strive for perfection in all aspects.”

### ECONOMY UPTURN

Justin and Kern are optimistic about the economy, which they say is

***“Our goal is to attract players with a stunning cabinet, keep them interested in the story, and keep them playing.”***



Tim Emanuel,  
Ergonomist,  
at IAAPA  
Expo 2009.



From left: Kern Jennison; Jason Jennison, Creative Director; Dean Jennison; and Justin Jennison at IAAPA Expo 2009.

improving on the domestic front. The company secured its own booth for the first time at the AAMA/AMOA Amusement Expo in March. Both felt the show was strong. Internationally, they are having a good year due to solid distribution teams overseas.

JET showcased its games at the European Amusement & Gaming (EAG) Expo in London in January; the games were exhibited at the Brent Leisure/Namco booth. Justin said, “Brent has done a fantastic job for us in the U.K. and parts of Europe.” JET is exhibiting at additional international shows this year.

### PHILOSOPHY

Justin and Kern have a deep appreciation for all the companies that have come before them. Kern said, “We create unique ideas and affordable games that bring in revenue. You can trust our company.”

Justin said, “Our company name (JET) reflects our corporate values and business philosophy... J for Just, honest, and fair...E is for Ethical in all aspects of business...and T is for Teamwork, family, spirit, and commitment.”

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Justin said, "As a new company, we appreciate the respect we've received from manufacturers around the world and from distributors. We're deeply respectful of the giants of the industry, and have admired them."

### MANUFACTURING

Currently, Hollywood Reels, Intermission, and The Vegas Sensation are assembled at factories in Southeast Asia under JET's strict quality control program. Plans call for eventually moving manufacturing to the U.S. JET's 15,000-square-foot office and warehouse in Daytona Beach has ample space for the company to grow.

A special base for The Vegas Sensation is being manufactured in Daytona Beach. And the company is looking at possibly manufacturing a new game at a facility in Crystal Lake, Ill., which would reduce shipping time and allow JET to build as needed.

The company offers each customer personalized, hands-on attention. As Justin said, "Each customer's needs are assessed and addressed in an individual manner to insure the maximum

satisfaction with each purchase. Our motto is 'If you can dream it, we can do it,' and we will do whatever it takes to make our customers happy."

The company recognizes the importance of the Internet and electronic marketing, and is updating its Web site ([www.jennisongames.com](http://www.jennisongames.com)). For more information on JET and its product line, call (877)553-8267 or (386)255-1599; e-mail ([kern@jennisongames.com](mailto:kern@jennisongames.com)). ▲



The JET6σ cycle design.



Kern Jennison (l) and Steve Schmitt, Vice President of Engineering, review RoHS information from a new supplier.





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*With an ambition to start a game company and a twist of fate, I ended up as President of Incredible Technologies. I had a background in science and computer programming, but absolutely no business education. I was anxious to attend the AMOA-Notre Dame program when I learned that it targeted the coin-op industry. It did not disappoint! Educators with real world experience taught intensive mini-courses in a wide range of business disciplines. I learned many new concepts (and thankfully validated much of what I had been doing). A big benefit was interacting with other coin-op industry students and learning their concerns and how they solved problems. The program did not take me away from my business for too long at a time and it was a welcome event every 6 months for 2 years. I came away with great new relationships and a better understanding of my industry.*

Elaine A. Hodgson, President & CEO  
Incredible Technologies  
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# New profit center: photo booths

**W**ith equipment loans from Firestone Financial Corp., route operators can invest in equipment with wide appeal: 21st century photo booths from Apple Industries.

Old-style photo booths from decades ago used chemicals to develop photo strips. Today, Apple Photo Booths (APB) use a Mitsubishi printer and heat transfer technology. Apple's line of Face Place Photo Booths uses an inkless Polaroid black and white printer, which duplicates the old-fashioned style of the chemical photo strips.

The new Face Place Deluxe uses the same Mitsubishi printer and software as the APB line, enabling this photo booth to produce both color and black and white photo strips, similar to later model chemical machines.

"Of course, I think every coin-op route operator should add photo booths to their routes," said Allen Weisberg, President of Apple Industries. "Once an operator runs the numbers they will agree, it's a no-brainer."

Weisberg said Apple's photo booths, which are sold to operators through distribution, cost about \$8,000 each. With financing deals available through Firestone Financial, a unit that does 100 vends per week can bring a profit of \$700 per month, per machine (after film cost and store commission).

He continued, "The machine can pay for itself in approximately one year. Once you add Firestone financing to these numbers, you create a very good cash flow. The key with photo booths is that they're not as much a fad as many other coin-op machines. The typical booth stays in service for 25 years. Investing in a photo booth is like buying an annuity."

According to Weisberg, today's booths are low maintenance, giving 600 vends between refills. The average photo strip sells for \$3, although a \$5 vend is getting more popular.

Jim Hines, Vice President of Sales for Firestone Financial, agrees that operators should always be assessing their locations, and might want to con-

sider installing photo booths at restaurants, bars, and family entertainment centers (FECs).

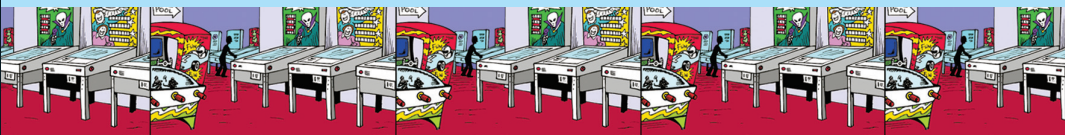
Hines said, "We recently had a group of route operators purchase and finance a large number of Apple's photo booths to be installed in a chain of movie theaters. It is just good business to add new types of machines to your mix. Firestone makes it possible to help operators leverage capital to put income-generating units on the street."

Weisberg said photo booths have intergenerational appeal: "Teens who rarely make prints from their digital camera photos, enjoy making color and black and white photo strips as a novelty memento. Grandparents recall the good old days and are excited to pose with their grandchildren. Also, these booths are recession-proof. People like to walk away with something tangible—like a lasting photo—and a \$3 or \$5 vend is perceived as a good value by the consumer."

For more information, call Jim Hines at Firestone, (800)851-1001; e-mail ([websales@firestonefinancial.com](mailto:websales@firestonefinancial.com)); Web ([www.firestonefinancial.com](http://www.firestonefinancial.com)) and ([www.appleindustries.net](http://www.appleindustries.net)). ▲



New Generation Photo Booth



# Finding “Salvation,” and “Tippin’” expectations



Josh and Zach Sharpe

*This month the Sharpes delve into two of their favorite new games: Tippin’ Bloks and Terminator Salvation.*

**T**his month we don’t have as much to update on as usual, but don’t let the quietness fool you. If this is considered the calm before the storm, next month promises to be filled with a slew of exciting updates.

The International Flipper Pinball Association (IFPA) and Stern Pinball have a busy month in store; with the IFPA World Pinball Championships being held in Minnesota, and the second ever Stern launch party for its latest title, Iron Man. This time around, Stern and the IFPA will host simultaneously launch parties in four different cities! Until then, you’ll just have to be patient, and wait to read about the events next month.

This month we will take a further look at two of our favorite games from the recent AAMA/AMOA Amusement Expo: ICE’s Tippin’ Bloks, and Betson/Raw Thrills’ Terminator Salvation.

## TIPPIN’ BLOKS/ ICE

ICE had plenty of new equipment on display at this year’s Amusement Expo, but the one game that really stood out from their booth—quite literally—was Tippin’ Bloks.

**ANALYSIS:** The premise is quite simple, and easy for players to understand. Using a hand controller located at the front of the cabinet, players catch and balance the

falling blocks on the LCD screen in hopes of reaching the “win zone” for the big-ticket payout. Similar to baseball, it’s three strikes and you’re out if you drop any of the blocks on screen.

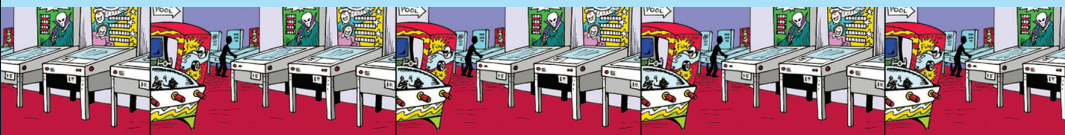
**PROS:** The physical footprint of this game is impressive, and will stand out at any location. The cabinet is

*“You know you are in the presence of a great game when you’re struggling to find any faults. ICE has done just that with Tippin’ Bloks.”*



made out of illuminated blocks, and fits the stacking theme well. In addition, the physical controller used to manipulate game play is interactive and fun. Not to mention, the 42-inch LCD monitor captures the action on screen in crisp detail. From a game play perspective, ICE has done a great job of providing a unique challenge for players.

**CONS:** You know you are in the presence of a great game when you’re struggling to find any faults. ICE has done just that with Tippin’ Bloks. If we had to



gripe about anything, it would have to be in the audio and sound effect departments. While the game play was very memorable, we don't recall anything special in terms of speech or music to complement the experience.

**OVERALL:** We have to reiterate what a fantastic job ICE has done with their latest 3D redemption game. Tippi'n' Bloks is arguably one of its best games to date. The combination of using a physical controller to interact with the screen is truly a unique and memorable experience for players. In fact, we almost felt like we were playing a very large iPod game.

It's no surprise that interactive gaming seems to be the wave of the future, especially with the launch of the iPad. The simple art of interacting with a device never gets old, and we would be shocked if Tippi'n' Bloks did not earn well on location.

**OVERALL RATING: ★★★★★**

### **TERMINATOR SALVATION/ BETSON/RAW THRILLS**

Typically known for the Big Buck Hunter shooting series, Raw Thrills ventures into new territory with its latest shooting game, Terminator Salvation.

**ANALYSIS:** Based on the 2009 movie of the same name, Terminator Salvation is a standard shooting game, allowing one or two players to fight at once. Players get the chance to shoot at their favorite Terminator-themed enemies with a variety of weapons, including grenades, shotguns, rocket launchers, and mini-guns. In addition, Raw Thrills has implemented a new way of reloading the gun. Typically, players either shoot off screen or step on a pedal to reload. With Terminator Salvation, players use the new "clip action reload" to keep the action going.

**PROS:** There's no denying the overall popularity of the Terminator franchise, and what better way to celebrate this license than by staying true to form within this universe of man versus machine? The action is relentless, the

***"The action is relentless, the graphics and sounds are top notch, and the addition of the 'clip action' reload in Terminator Salvation is truly unique among gun games."***

graphics and sounds are top notch, and the addition of the "clip action" reload is truly unique among gun games. In addition, the physical cabinet design is outstanding, with a giant Terminator illuminated with red eyes mounted on the top. This game is truly a showstopper.

**CONS:** While there's no denying the overall popularity of the Terminator franchise, the same cannot be said for this specific movie in the series. "Salvation" was not exactly received with the same fervor and popularity of the other Terminator films.

In addition, the timing could not be more off in terms of when this game will be hitting arcades (over a year after the movie came out). From a game play perspective, we feel there is room for improvement in the gunfire volume department. The action and sounds of objects exploding on screen were great, but the actual sound of the gunshots being fired in contrast seemed extremely tame considering the theme and environment.

**OVERALL:** Raw Thrills has done an admirable job of stepping out of its comfort zone in the shooting game genre (like the Big Buck Hunter series) and venturing into new territory with Terminator Salvation. Only time will tell if using the license of the latest disappointment of a film was a good idea or not. Then again, maybe enough time has passed since its theater run that players will simply notice the giant Terminator robot on the cabinet and instinctively pick up on the theme/franchise as a whole, not single out the "Salvation" title.

Only the players will be able to



answer that question for operators, and based on the earnings thus far, Terminator Salvation is filling up the coin box at a record pace. From the game play side of things, we truly hope players go in without any preconceived notions, because the game is simply fun. The innovative use of the clip action reload is something we have not seen within this genre before, and there's plenty of depth to keep players coming back for more. ▲

**OVERALL RATING: ★★★★★ 3/4**

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types. Growing up in an environment immersed in games, maybe it is no surprise to find them offering their views and analysis of the latest equipment; not only from a player's perspective, but also from the position of industry advocates.

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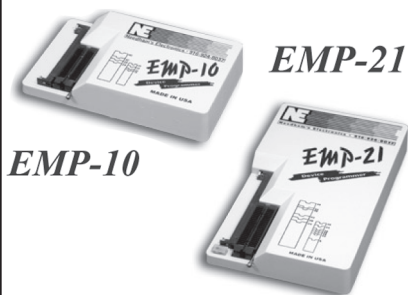
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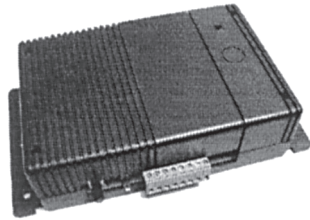
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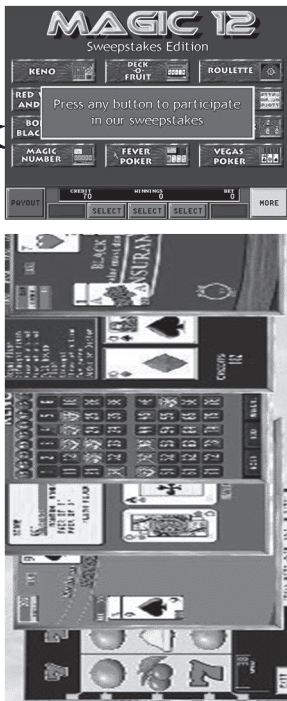


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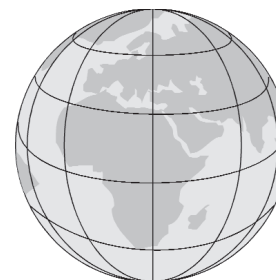
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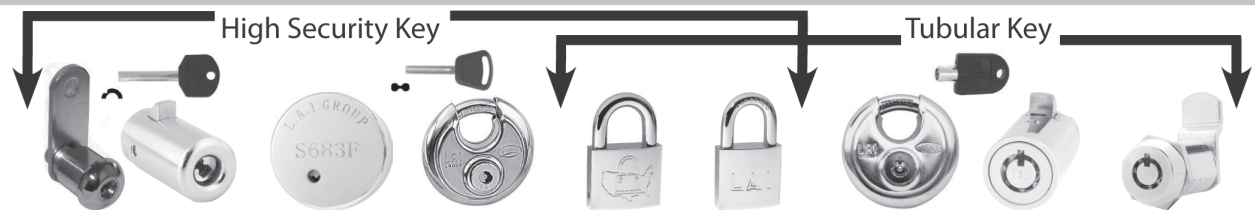
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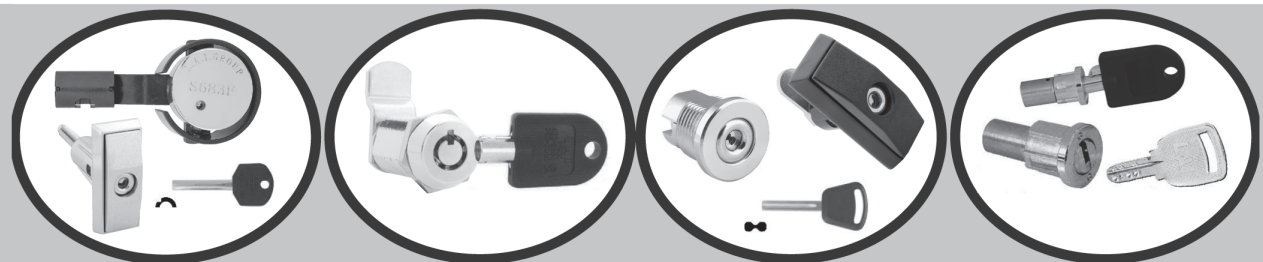
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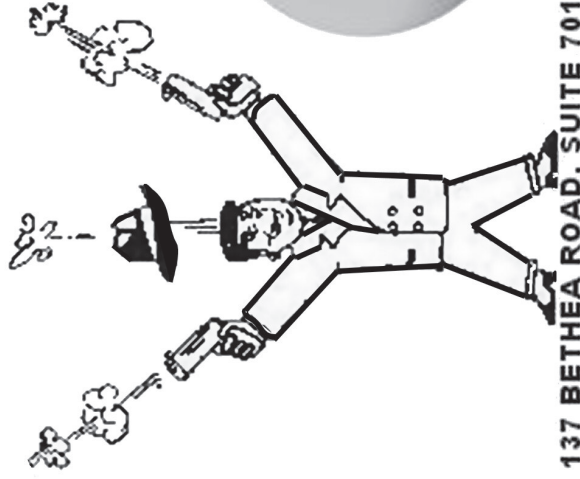
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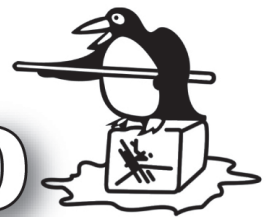
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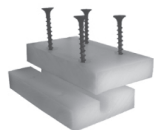
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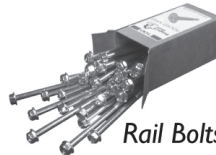
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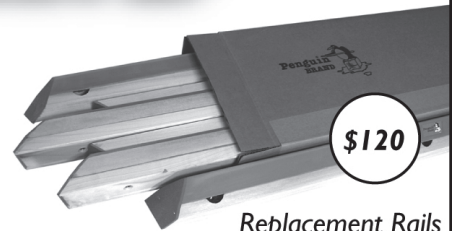
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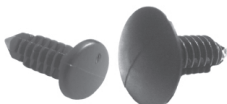


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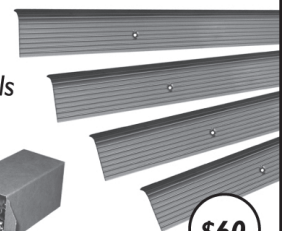
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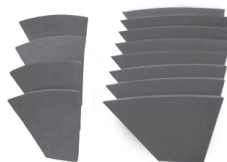


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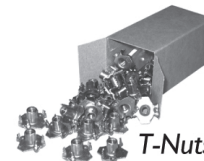
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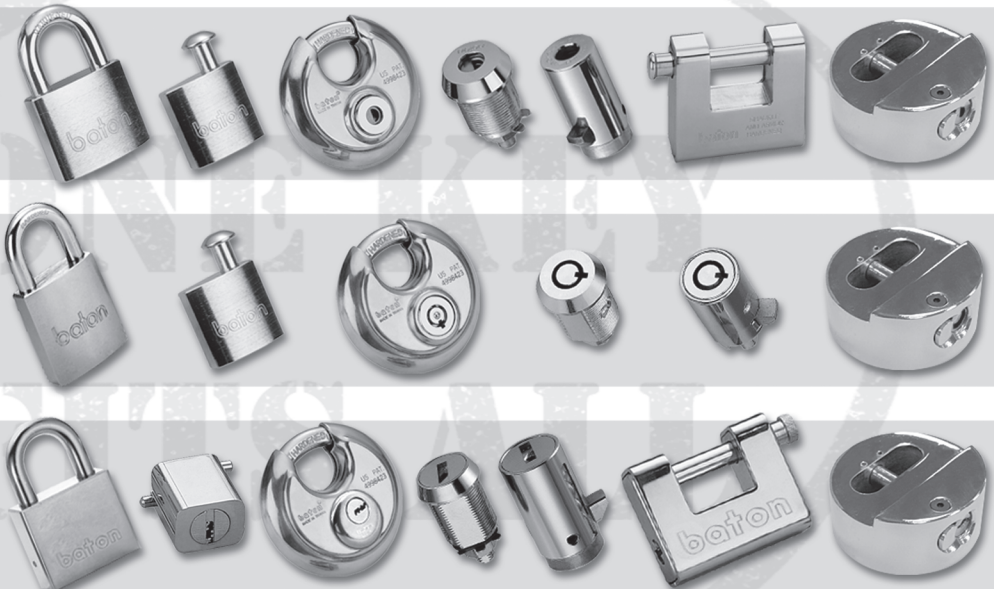
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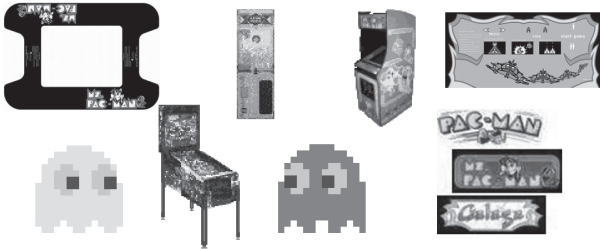
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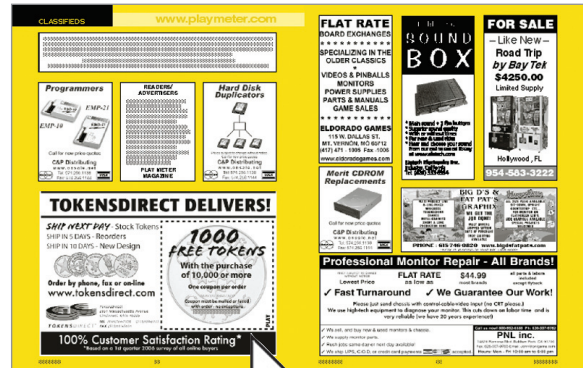
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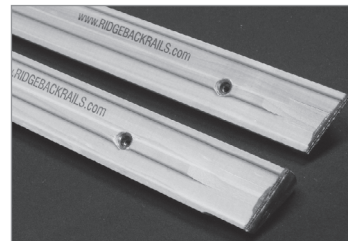
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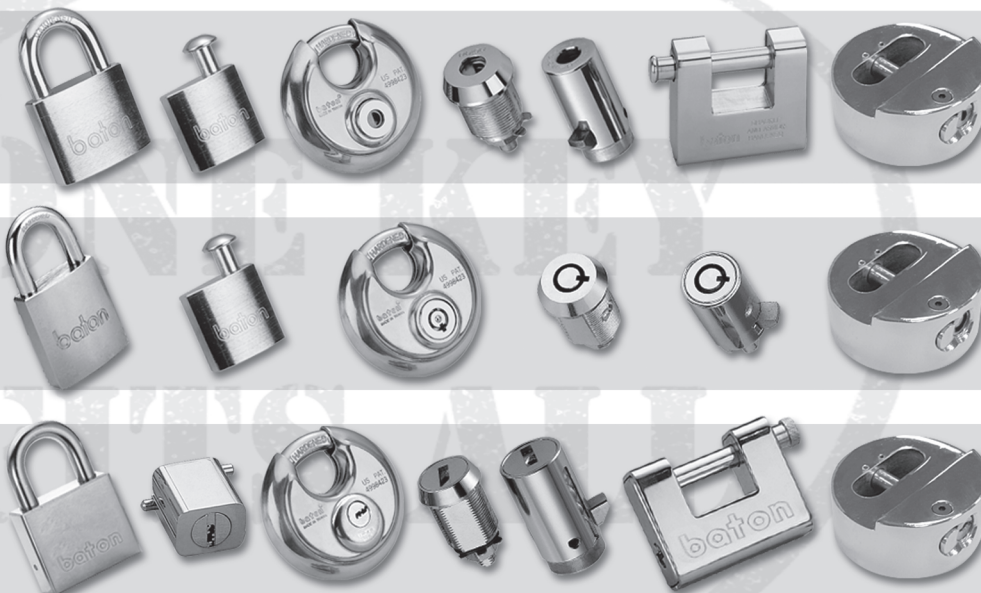
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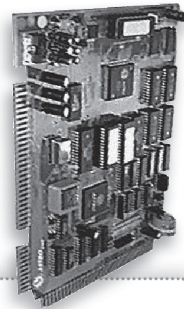


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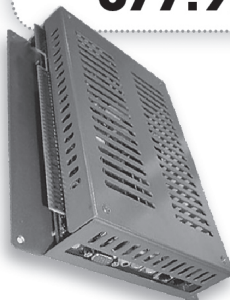
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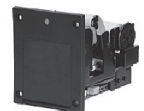
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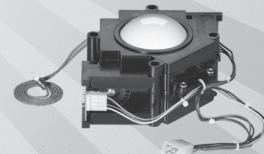
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