

SEPTEMBER, 1995

# cash box international

The Independent Amusement Machine Industry Magazine

magazine

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NEO GEO**

*Coin-Op's Big Success Story*



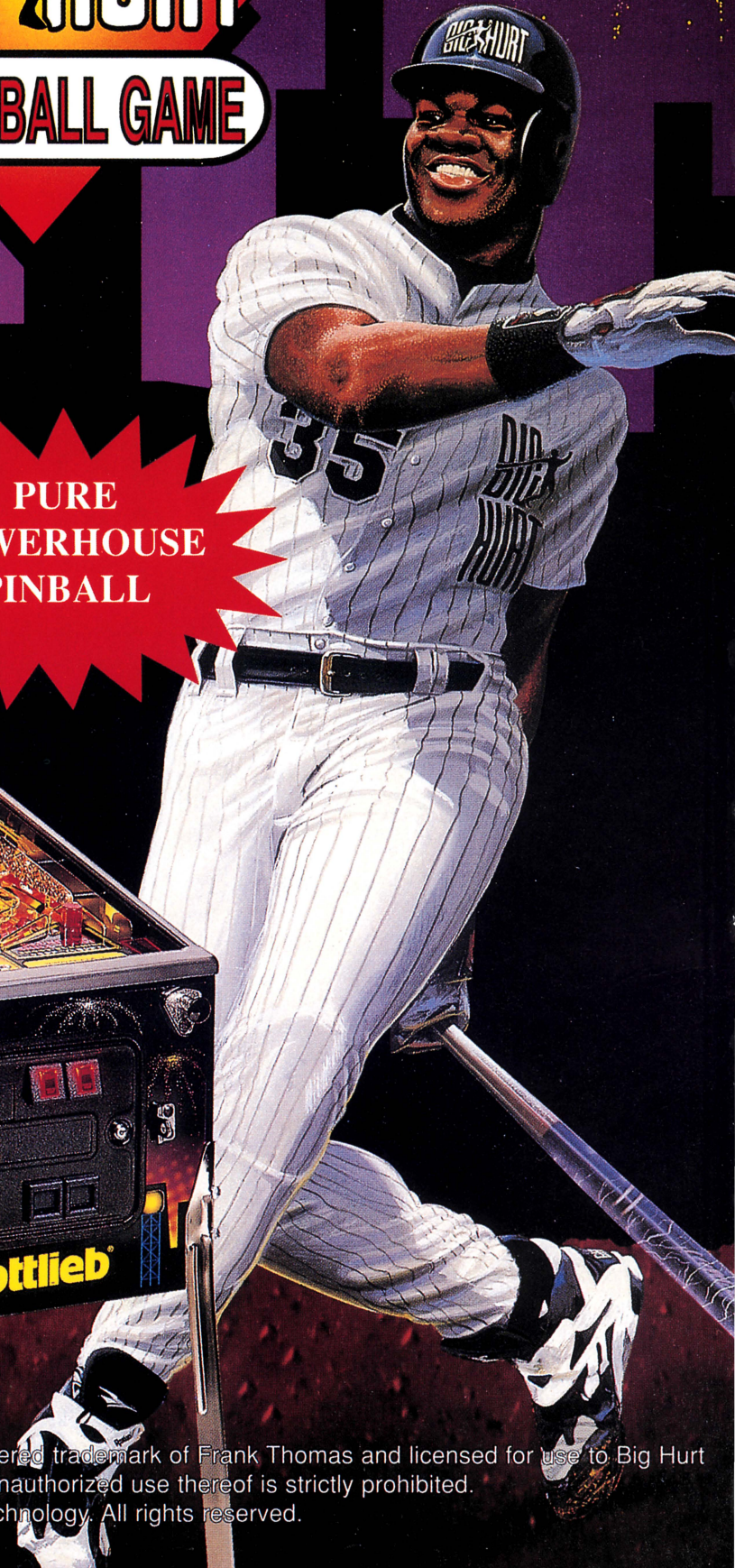
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# SIGNS OF GENERAL UPTURN IN PLAYER INTEREST ENCOURAGING FOR OPERATORS

For the first time in quite a long time, operators from many parts of the world are telling us that coin-op takings of conversion video games and also Pinballs in some places, are starting to show definite improvement.

Naturally enough, the good games are drawing the bulk of the extra dollars as they always have, but this time they are lifting locations, indicating that players

Raiden DX, among others that are taking more money now than they took six to eight months ago.

Parts of the USA, UK, Germany, Australia, Hong Kong and even Mexico are reporting steady increases right across the

board, and emphasising that video games are the big movers.

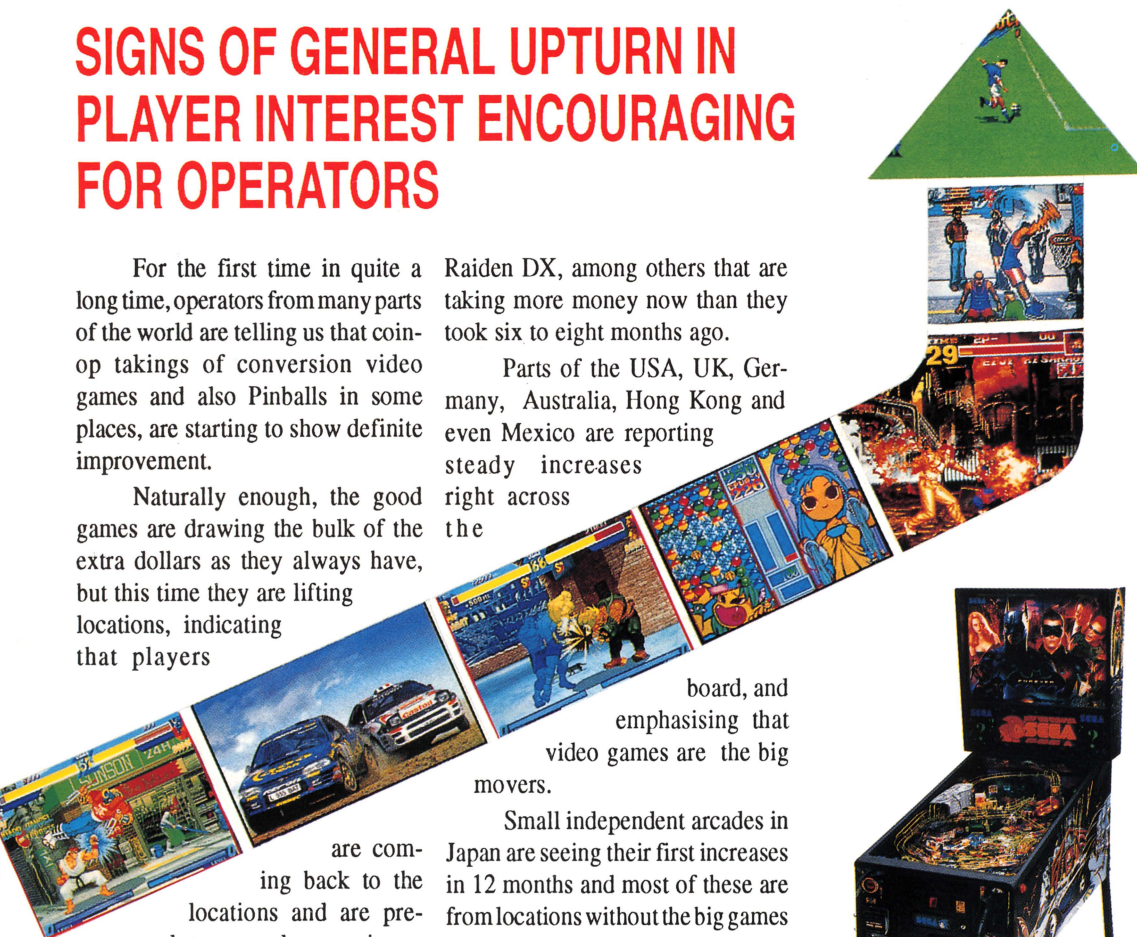
Small independent arcades in Japan are seeing their first increases in 12 months and most of these are from locations without the big games which they have not been able to afford. Cranes are also coming out of the doldrums in Japan, as they are in several other regions, and this is another indication that more players are visiting coin-op locations.

The rise in cranes and other types of game, strengthens the belief held by many that when videos are doing well, they have the power to lift the whole industry.

are coming back to the locations and are prepared to spend on coin-op games, apart from whatever 'hot' game is installed.

On 'hot' games, one of the hottest as we write is Capcom's Street Fighter Alpha, currently leading the way in what genuinely looks to be the start of a climb back to good, solid earnings.

We have had operators tell us of Puzzle Bobble's, Tekken's and a



## RIVAL CD FORMATS GOING INTO PRODUCTION

*A perfect example of how manufacturers of electronic goods can lose big bucks by backing the wrong format was the Beta/VHS fiasco in video recorders, and you would think that the big manufacturers would learn from that.*

*Far from it, recent announcements tell us we are looking at a definite two and almost certainly three, different formats of "Multi-Media" CD's being readied for market.*

*Phillips and Sony have theirs ready now, TWI and Toshiba are almost ready and we believe Matsushita are well along the way with another different format. To our knowledge, all three formats require new, and individually different CD players.*



*Though primarily a consumer problem, this situation does hold concerns for the Jukebox industry, were they for example, to all use different systems when the inevitable change over comes*

*Let's hope the Jukebox manufacturers can do what the CD people obviously can't..... talk to each other and work to a common standard*

It comes as no surprise on this sort of information, that Pinballs are also starting to edge up in number of plays, the pins were never going to reach the depths that video games reached as there has been a constant stream of good product and it was a foregone conclusion that once players started going back to coin-op locations, the pins would automatically reap the benefits.

This is now happening and the strength of the Pinball games that will come into the market shortly should ensure further gains.

The next few months will tell us if the upturn in takings can be sustained, there are some top conversion games going into the market right now and if they can give the industry a further boost, operators should be looking at a much happier Christmas than what was commonly expected, and a profitable 1996.

*Don't get carried away, as it's not yet time for dancing in the streets, but things are looking much better than they were just a few short months ago.*

## COMMENT

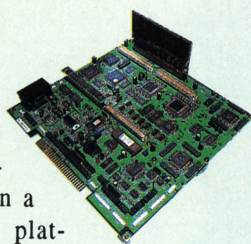
### CALL FOR SINGLE VIDEO GAME PLATFORM

A Californian operator, Brad Brown, has proposed that game manufacturers create a single, common hardware platform for future video games, and in the interest of the industry we publish Brad's proposal, in his own words on page 14.

Cash Box doesn't particularly agree with the single platform proposal or that the answer to future success in coin-op is a whole heap of cheap games, but we do respect anyone in this industry who has the courage to think differently and stand up for what he believes.

However, on a single platform, there would have to be concerns about the stifling of creativity and the denial of manufacturers individuality in the chase for cheaper games. And though we are certainly in favour of cheaper games, good games are what make this industry tick. More so than ever, the emphasis in coin-op is on quality, not quantity

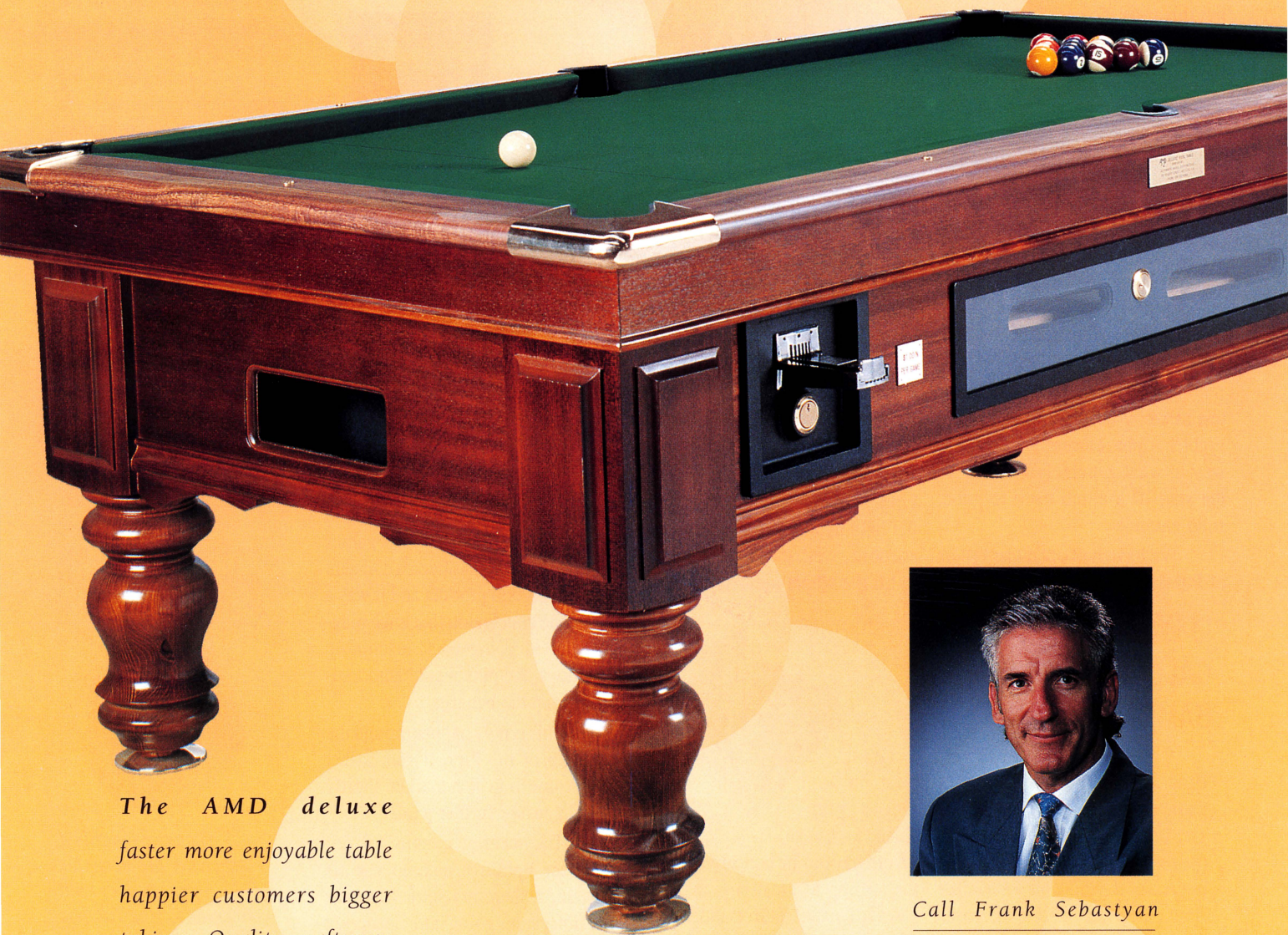
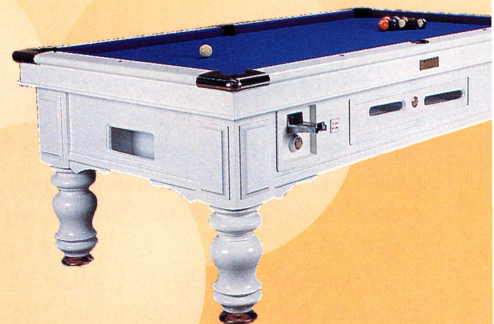
But Brad Brown's proposal is worth discussion, and we welcome your comments



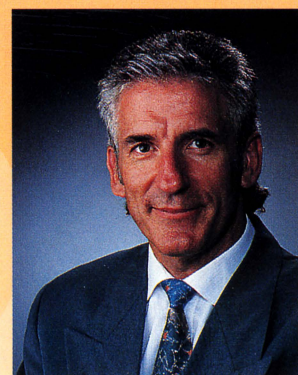
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## GREAT NEW PRODUCTS TO DEBUT AT BIRMINGHAM'S LEISURE INDUSTRY WEEK

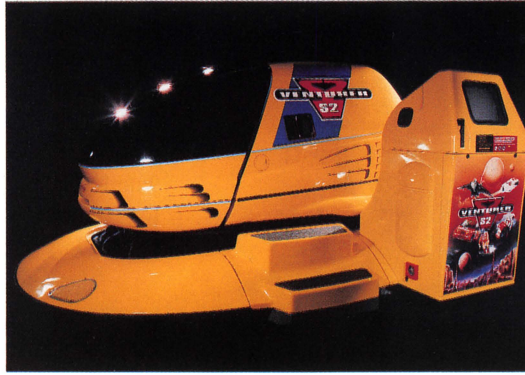
Leisure Industry Week at Birmingham, 26th-28th of this month will see the launch of several exciting new products from UK manufacturers.

Sure to be a big hit is Elton Amusements fully coin operated Kentucky Derby game which will make this wonderful earning game adaptable to much smaller locations than has been the case with the full size, attendant operated model.

By the clever use of electronics, the coin-op Kentucky Derby will provide exactly the same fun as the big game even with only one player, and will dispense tickets, capsules or just about anything the operator wants.

Elton are delighted with the way the new machine has performed on test and we are confident in tipping this one as an international hit for Leisure Week.

Another big product that will quickly move into international markets is the big Venturer S2 from Thomson Training and Simulation Entertainment Systems. This is the world's first two seat simulator to combine high g-force motion with the ride films of major attractions and it's certain to attract great interest in this day of Family Entertainment.



Thomson Training & Simulation's great looking, new two seater simulator, the Venturer S2

The fully enclosed, futuristic S2 simulator has been specially designed for the coin-op sector and market testing has seen it produce outstanding results.

The Venturer S2 will be shipped with five rides ranging from "white knuckle" rides to sporting experiences and the company is pledged to continually extend the library of rides available for use in this machine.

Thomson Training also produce the popular 14 seater Venturer which has sold over 250 units around the world and have now added a 30 seater to the range.

These products will also be shown at ATEI in London, in January of next year



## THIRD INWARD MISSION OPENS SEPTEMBER 5TH

Trade journalists from all over the world will gather in London this month for the ATEI and British Government sponsored Inward Mission which will provide a rare insight into British coin-op that can be passed on to the many readers of trade magazines around the globe.

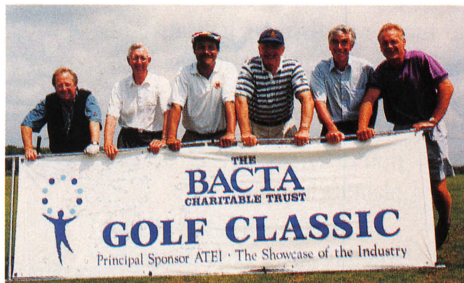
Previous missions have been extremely successful in promoting both the British manufacturing industry and ATEI, held in London each January.

It is innovations by ATEI Ltd, the organisers, such as this that have helped make ATEI the unqualified #1 in international Trade Shows

Mark down the dates now for this great industry event....January 23rd to 26th, 1996

## ATEI RAISE £15,000 IN CHARITY GOLF DAY

ATEI organisers took time out of their preparations for the big 1996 London exhibition, by helping to stage and sponsor a celebrity Golf tournament in aid of seven UK charities.



ATEI's sponsorship, entrance fees and advertising revenue helped generate £15,000 for a wide range of charities reflecting the human and generous face of the amusement industry. UK industry figures were joined by a number of celebrities from the world's of sport, television and the theatre, including former boxing champs Henry Cooper and John Conteh

ATE Chair-person, Sonia Meaden, explained:

*"The Annual BACTA Celebrity Golf Tournament is a valuable joint promotion between ATEI and BACTA, the British Trade association."*

*"It allows ATEI to mix business with pleasure, hosting some of our leading exhibitors in a pleasant environment and putting something back into the community. I'm delighted to say that despite the financial pressures being felt by all companies, we were successful in raising even more money for charitable causes than was raised last year"*



## LATE NEWS

### FIRST PICTURES CAPCOMS "PINBALL MAGIC"

Pinball Magic, Capcom's first Pinball game was unveiled in Chicago recently at the company's distributor meeting and it reportedly met with excellent reviews from all those present.

Pinball Magic has almost completed an extensive (and very successful) testing program as we write and is now in full production at Capcom's state of the art production facility in Arlington Heights.

The game will make it's international debut and come under the probing scrutiny of operators, at AMOA Expo in New Orleans, later this month





## cash box AUSTRALIA

### OLD PINBALL CASE DRAWS TO CONCLUSION



A case dating back to 1987 that prevented an operator from importing used Williams Pinballs is finally drawing to a conclusion in favour of the operator who was sued by Avel Pty Ltd (Leisure & Allied Industries), claiming exclusive distribution of Williams products.

The operator, Brian Cowan of International Grain Exports, won the actual case some time ago, and the ensuing period has been taken up with formulating a substantial claim for damages which was argued in Court, July of this year.

The actual figure of damages has not been handed down by the Judge as we write, but it is expected to be in the \$300,000 to \$400,000 bracket and of course there will be legal costs as well.

Cowan who operates in Tuncurry and Forster on the NSW central coast imported a container of used Williams Pinball games like *Grand Lizard* and *Road Kings* in 1987 for sale into the Oz market, but had the operation curtailed by LAI's legal action that subsequently prevented him from profiting from the sale of the machines already imported, plus future shipments he had planned.

The number of years it has taken to finalise the issue is indicative of the way the Australian legal system can destroy an innocent party sued by a wealthy plaintiff, regardless of the plaintiff losing the case.

As though LAI will apparently go for a few dollars in damages, they effectively stopped Cowan from pursuing what was the legitimate business of importing used Williams Pinballs, for many years.

*In a nutshell, that stinks.*

**LATE NEWS:** Brian Cowan has been awarded \$335,000.00 damages, plus costs against Avel Pty Ltd (Leisure & Allied Industries) of Perth

#### NOTE

*Though Brian Cowan clearly won his case to import used Williams Pinballs, it must be remembered that this case dates back to 1987.*

*Those intending to import used Williams or Bally Pinballs should obtain independent legal advice before proceeding.*

### SMART INDUSTRIES IN QUEENSLAND

*The biggest exhibit by an overseas company at the AMOAQ's Convention '95 will be the American redemption game manufacturer, Smart Industries who have taken a large block of space with local distributor Galaxy Electronics to exhibit a big portion of their range of redemption games which are proving both popular and profitable in Australia and neighbouring countries.*

*It's believed Mike Smith, now well on the way to full recovery from recent illness will lead the Smart Industries team in Oz.*

### GEORGE CAMPBELL, NSM AND EMT BRING CALYPSO TO CONVENTION '95

George Campbell & Co, NSM Jukeboxes and EMT Kiddie Rides are bringing calypso to Convention '95 in sponsoring a roving calypso band to entertain visitors at the Seaworld welcome night on the eve of the Trade Show.

The AMOAQ's Welcome Night is fast becoming one of the big hits of the annual Trade Show and Convention and the addition of the band can only make it an even more entertaining night and totally relax visitors before the business end of proceedings gets under way.

Convention '95 opens with the Welcome Night at Seaworld on Wednesday the 25th October, the Trade Show starts on Thursday 26th through Friday. The Dinner and Awards night is on Thursday, Doctor Shagnasty on Friday night, and the AMOAQ Golf and Tennis tournaments are held on the Saturday



### IMPROVEMENT SEEN IN VIDEO GAME EARNINGS

Though it's still too early to tell if it's a definite trend, earnings from conversion video games are starting to show improvement in many parts of Australia, and quite a few operators believe that if manufacturers can move away from all the sequel games they are producing, things could really start looking up..

The value priced SNK Neo Geo games and others like Seibu's *Viper* appear to be leading the way towards better results, but some other, higher priced conversion games like the Spanish made, *World Rally 2* are also reported to be generating excellent income.



In Neo Geo, advance orders for *King of Fighters '95* are believed to be far in excess of any video game for some time and both *Super Sidekicks 3* and *Kabuki Clash* are also believed to be doing well.

Seibu's *Viper* is showing signs of being a very good investment for operators who are now looking forward to the release of new games like *Tekken 2* for example, much more optimistically than they have for some time

The big earning games in Australia are still the expensive video driving games and while *Cyber Cycles* is now starting to get into the market and there are plenty of *Rally Champ's* around, the incredible *Daytona Twin*, on comparative numbers, remains the most popular game in the country.

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**Tellin' it  
like it is**  
With  
Jack Rodios

*Some may think it's further signs of senility or I'm the supreme optimist, but no matter what, I've got to tell you that this old feller has got real good vibes about the direction we're heading right now.*

*Real good vibes!*

*You probably won't read it elsewhere, and many of you operators who are still doing it tough will probably think I've flipped, but everything I see tells me the industry is digging itself out of the slump that conversion video games and to a lesser extent, Pinballs put it in, and is genuinely on the way back to all round prosperity.*

*Only a few months ago we thought it would be at least a year before things started picking up, but with the release of a few good, reasonably priced, conversion videos, (plus more to soon be released) and the continued efforts of our brilliant Pinball manufacturers, things seem to be turning around much quicker.*

*And when videos and Pinballs are strong, everything is strong.*

*Redemption, the big video drivers, Pool, Music and Darts etc, have all held up well right through the slump, though the lack of interest in conversion videos in particular even dragged some of those categories down a bit. But now, as vidgames increase in popularity, they will help lift the other sectors to even higher levels and we're all back in the profit business.*

*One word of warning on all this though, is that you guys out there operating on the street are never going to have it as easy as you had it in the days of Street Fighter II and Champion Edition, you're going to have to work a bit harder, and a whole lot smarter to reap the big dividends that will be there waiting to be picked up and if you don't, your slump could last forever, 'cause someone else will jump in and pick up your share too.*

*You're also going to have to spend quite a bit of money, but that's OK, the returns will be there, so shake the moths out of the old cheque book, dust off the video cabinets, chuck those old games out the window, get the brain thinking positively, and go for it.*

*There are times I write these columns and like others, think I may be off my head, but not this time, I'm convinced we have bottomed out and are starting to slowly, but surely climb our way back up.*

*And here's the big clue; The players are there and the games are there.....all you have to do is put them together in the right way, as some operators are already doing and you will soon see what this old fool is talking about.*





SINGLE



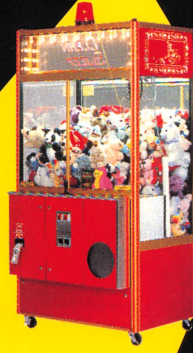
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SINGLE



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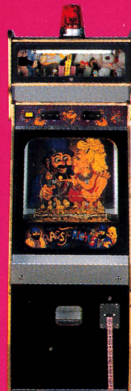


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Lo digo tal  
cuales

Puede que alguno piense que éstas son otras señales de senilidad, o que soy un optimista superlativo, sea lo que sea, tengo que decirles que a este veterano, le llegan vibraciones realmente buenas sobre la dirección hacia donde nos encaminamos ahora. ¡Realmente buenas vibraciones!

Probablemente no leerá esto en ningún otra parte muchos ustedes, los operadores que todavía las pasan muy duras, pensarán seguramente que ando mal de la cabeza. Pero todo lo que veo, me indica que la industria está saliendo del abismo al que la empujaron los videos de conversión, y las "Pinballs" (máquinas del millón) en menor grado, y se encuentra verdaderamente de retorno a una prosperidad total.

Hace solamente unos meses pensábamos que pasaría al menos un año antes de que las cosas comenzarán a moverse, pero con la salida de unos pocos videos de conversión buenos, a precio razonable (más otros que saldrán próximamente) y los esfuerzos continuos de nuestros geniales fabricantes de "Pinball", tenemos la impresión de que las cosas están cambiando con más rapidez.

Y cuando los videos y las máquinas "Pinball" son fuertes, todo lo demás es más fuerte.

"Redemption" y los videos impacto, "Pool, Music and Darts" (Billar, Música y Dardos), han aguantado firme durante el derrumbe, aunque la falta de interés, por los videos de conversión en particular, debilitaron un poco algunas de estas líneas. Pero ahora, el aumento de la

poularidad de los juegos de video, ayudará a subir otros sectores a niveles aún más altos y todos estaremos otra vez un negocio productivo.

A pesar de ello, unas palabras de advertencia, para ustedes, los muchachos que operan allá afuera, en la calle, ya nunca lo tendrá tan fácil como en los días de "Street Fighter II" y "Champion Edition". Ustedes van a tener que trabajar algo más duro, y con mucha más inteligencia para cosechar los grandes dividendos, que estarán allí esperando que los recojan y si no lo hacen así, su derrumbe económico podría ser para siempre, ya que no faltará alguno que salté dentro del círculo y recoja también la parte que les corresponde a ustedes.

Ustedes van a tener que gastar bastante dinero también, pero no importa, los beneficios estarán ahí. Sacundan las telarañas de la vieja chequera, desempolven los estantes de los videos, tiren por la ventana esos viejos juegos, pongan a trabajar el cerebro positivamente y métanse de lleno.

A veces, cuando escribo esta columna, pienso como otros que estoy fuera de mis casillas, pero no esta vez. Estoy convencido de que hemos tocado el fondo y vamos hacia arriba, despacio pero con seguridad.

Y aqui tienen el gran indicio: Los jugadores están ahí, los juegos están ahí... todo lo que tienen que hacer es acoplarlos de la manera adecuada, como ya lo están haciendo algunos operadores y pronto verán de que les está hablando este viejo imbécil.



Das Kind beim  
Namen nennen

Manche werden sagen, dass das weitere Zeichen des Greisenalters sind oder, dass ich der äusserste Optimist bin, aber was immer auch, ich muss Ihnen sagen, dass dieser alte Kauz wirklich gute Schwingungen hat wenn's darauf ankommt die Richtung zu bestimmen, wohin wir gerade jetzt gehen. Wirklich gute Schwingungen!

Sie werden es wahrscheinlich nirgends anders lesen, und viele von ihr Betreibern die immer noch schlecht daran sind werden wahrscheinlich glauben, dass ich durchdrehe, aber alles was ich sehe sagt mir, dass die Industrie sich aus der Krise hinauszieht, die sich durch die Umstellungs-Telespiele und aber weniger durch die Flippers ereignete, und sich wirklich in jeder Beziehung auf dem Wege der Prosperität findet.

Nur vor wenigen Monaten dachten wir es wird mindestens ein Jahr dauern ehe die Dinge besser werden, aber mit der Herausgabe von ein paar guten Umstellungs-Telespielen, die auch angemessen im Preis sind (plus, da werden mehr herausgegeben) und die ununterbrochenen Anstrengungen unserer ausgezeichneten Flipper-Fabrikanten, scheint es, dass sich die Dinge viel schneller verbessern.

Und wenn die Telespiele and Flipperautomaten stark sind, ist alles stark.

*Redemption*, die grossen Videotreiber, Poolbilliard, Musik und Dartspiel, usw., haben sich alle gut durch den Verlauf der Krise bewährt, obwohl besonders das Fehlen

des Interesses an Umstellungs-Telespiele selbst diese Kategorien ein wenig heruntergezogen hat. Aber jetzt, da die Telespiele in Beliebtheit steigen, werden sie die anderen Teile auf noch ein höheren Stand bringen und dann werden wir alle wieder ein Profit verzeichnen.

Trotzdem eine Warnung über all das, nämlich, dass Leute wie Sie dort draussen auf der Strasse operieren, werden es nie so leicht haben wie Sie es in den Zeiten des *Street Fighter II* und *Champion Edition*, gehabt haben, Sie werden ein wenig härter arbeiten müssen, und noch viel cleverer, um die grossen Dividende zu ernten, die dort auf Sie warten, um abgeholt zu werden, und wenn Sie das nicht tun, könnte die Krise ewig dauern, da jemand anders hineinspringen und auch Ihren Anteil abnehmen wird.

Sie werden auch ziemlich viel Geld ausgeben müssen, aber das macht nichts, der Gewinn wird dort sein. Also dann, greifen Sie nach dem eingemotteten Scheckbuch, die Videoschränke abstauben, die alten Videos durch das Fenster hinausschmeissen, den Kopf auf eine positive Einstellung anstrengen, und ... zugreifen!

Manchesmal schreibe ich diese Kolumnen und glaub, dass ich von Sinnen bin, aber dieses Mal nicht, ich bin überzeugt, dass wir die Talsohle erreicht haben und wir uns langsam aber sicher wieder mal hochschrauben.

Und hier haben wir einen grossen Hinweis: die Spieler und die Spiele sind dort ... Sie müssen sie nur richtig zusammenbringen, und Sie werden gleich sehen, wovon dieser alte Narr redet.

## NO POLYGONS, NO BUSINESS, SAY GAME MAKERS AS THEY LOOK TOWARDS 1996

*"The latest blitz of polygon games has had a profound effect on players, my overwhelming impression is that any company that isn't planning a polygon based game can expect to get beaten like a gong in 1996"*

So said Steve Miller from Data East (Japan) in a fax to CBI regarding video games and it got us chasing manufacturers to find out if others had similar views.



Some game makers don't talk about such things, but some do while others give broad hints, and there seems little doubt that we have a whole stack of polygon based (PB) games under development in Japan with many almost finished.

Taito are already there with *Dangerous Curves*, and this month Konami will release a polygon based gun game titled *Crypt Killers*.

One game maker said to us, *"We all gave Sega and Namco a big start, and now have to catch up or perish, as if we don't produce polygon based games, and good ones at that, we're not going to sell any games into the markets of 1996-97"*

On top of that, all whom we spoke to and who admitted they were developing new games of this type, were confident that they could

compete with Namco and Sega, but unfortunately, none would comment on price.

*Cash Box* had difficulty trying to reconcile this news of a host of PB games with earlier reports of a move to cheaper games, but that was somewhat clarified when we learned that the basic plan of the manufacturers will be to develop two types of game, big PB games and relatively cheap system games.

Some manufacturers plan to take every major game they develop through three stages, dedicated PB, system game a little later, and then a consumer version.

On method, once again they would not say a lot, but we were left with the impression that we are going to see quite a few conversion games on compact disc shortly.

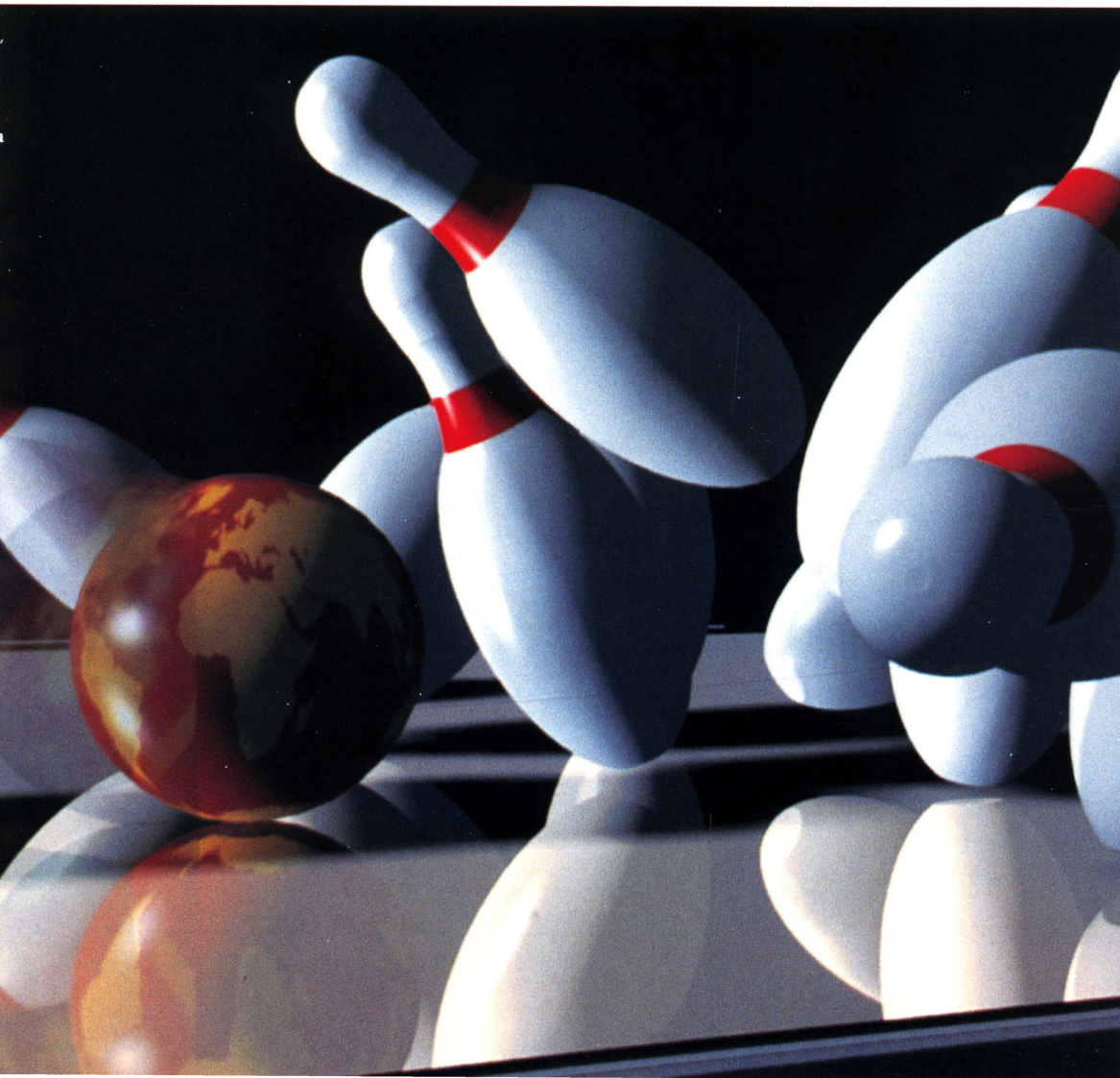
*Exciting times ahead.*



## SHOOTING GAMES STRONG

*Though a lot of the new interest in video games centres around the fighting games, it's been noticeable that shooting games are also getting a far better reception from players. *Strikers 1945* by Psikyo, *Viper* from Seibu, and *Donpachi* from Atlas are all doing good business.*

*We haven't seen *Strikers 1945* as yet, but reports out of Japan and Hong Kong rate this one as a "screamer" which is even out earning *Street Fighter Alpha* on some sites and with the way *SF Alpha* is going, that's a big wrap.*



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## cash box USA

### ACCLAIM AND LAZER-TRON AMEND MERGER TERMS

The merger terms between Acclaim Entertainment and Lazer-Tron Corp have been reduced. Originally Acclaim was to acquire all the outstanding shares of Lazer-Tron in a stock for stock merger transaction. Under the new terms, each outstanding share of Lazer-Tron stock will be exchanged for a fraction of a share of Acclaim stock based on the value of \$8 per share.

The reduction of the merger consideration is the result of a dispute between the two parties and

the merger is still subject to certain conditions, including approval by the shareholders of Lazer-Tron.

According to Robert Holmes, president of Acclaim, "We remain committed to completing the acquisition as soon as practicable and continue to believe that the acquisition of Lazer-Tron presents unique opportunities to expand our library, exploit new properties across our growing entertainment business and gain market share in the coin-operated entertainment market."

### COIN-OP VET JOINS 3-D START-UP

3Dfx Interactive, a company focused solely on 3D electronic entertainment, today announced the appointment of Kristin Montgomery as business development manager.

Kristin goes to 3Dfx Interactive with more than 10 years experience in coin-op video games sales and marketing. She was previously the national sales manager for the coin-operated game division of Data East USA, and prior to that, she was director of sales and marketing for Quicksilver

Development Company and marketing manager for Sega Enterprises' coin-op division.

As manager of business development for 3Dfx Interactive, Kristin plans to bring their innovative 3D graphics chip to the coin-op game market.

The young company, founded in 1994, has brought together a team of some of the leading professionals from the PC, video game, semiconductor and 3D graphics industries to produce new 3D entertainment.

#### FACT:

No single coin-op magazine distributes as many copies in the developing regions of Asia, South East Asia, South America, South Africa, the Middle East, Australia and New Zealand as Cash Box International Magazine



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## cash box JAPAN

### CONSUMER GAME WAR HOTS UP

Following the ¥10,000 reduction in price of the Sega Saturn and Sony PlayStation home video game systems, Matsushita has knocked almost ¥20,000 off the price of their 3DO Real home system which on our reckoning, should have them all now selling hardware at a loss.....as predicted in Cash Box some time ago



### INDY 500 LOOKS ANOTHER "RIPPER"

Sega Corp have released their latest driving game, *Indy 500* and first impressions see it as yet another big game for the Japanese company. Only operating in Sega locations as we go to print, there are no early figures available, but if players reaction can serve as an indication of a games worth, buyers of *Indy 500* have little to worry about.

The game has the right credentials for success being developed by the same team that developed *Daytona USA* and the single cockpit version as shown, should be shipping now.

It's expected that Sega will follow the same marketing strategy with *Indy 500* as they used with *Daytona* and *Rally Champ*, releasing a twin cockpit version around a month or so after the big screen version (around 40 inch we believe)

Sega also released *Sports Fishing 2* and a new Baseball game for their Titan system, titled *Final Arch* which is probably best suited to the local market.



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### POPULARITY POLLS

*Street Fighter Alpha* is challenging *Virtua Fighter 2* in the conversion game category and this is good news for Capcom. *SF Alpha* is only a touch behind *VF2* and looks like



it is capable deposing it in the near future. *Virtua Striker* hung on to #3, just ahead of a very good shooting game in *Strikers 1945* by Psikyo, followed by the two Neo Geo games, *Puzzle Bobble* and *Kabuki Clash*.

*Virtua Fighter Remix* came into the list in the 20 plus bracket which wasn't impressive, putting it on the "watch" list.

In dedicated games it's a bit cloudy, *Virtua Fighter 2 DX*, *Cyber Cycles*, *Air Command 22* and *Virtua Striker DX* are all bunched together at the top with *Rally Champ*, *Sports Fishing* and *Ace Driving* close behind, giving the impression that something like *Indy 500* or maybe *Rave Racer* could come in and knock the lot over by a good margin

As expected, the Sega bike game, *Cool Riders* is still being tried by players, but repeat play is reported as being very weak.

Pinballs have shown a slight improvement with *Road Show* heading *World Challenge Soccer*, *The Flintstones*, *Tales of the Crypt* and the perennial *Addams Family*.

Phone: +81 423-28-3266 Fax: +81 423 28 2301  
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## SEGA AND IMAX IN JOINT VENTURE

Sega Enterprises and the Canadian simulation film company, Imax Corporation, have announced plans to launch two Imax Ridefilm theatres in Japan.

Under the joint venture, Imax will own and Sega will operate the theatres at Sega's hi-tech amusement theme parks in Niigata and Daiba, Tokyo. These venues are scheduled to open in December 1995 and March 1996 respectively.

The Imax Ridefilm system is a new motion simulation theatre that has been designed for smaller audiences. The Ridefilm theatre's compact design brings theme park quality simulation to venues such as urban entertainment centres, shopping malls and multiplex movie theatres.

### CANADA

## UFO IDENTIFIED AS LASER TAG INFLATABLE

A Laser Storm inflatable laser tag arena has been set up in Rudolf's Funland outside Toronto in Canada - and it is attracting players in droves.

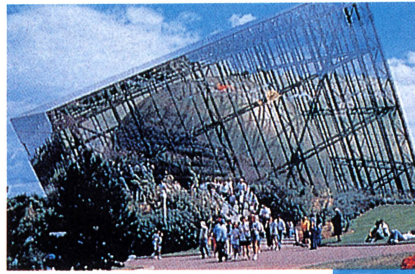
"It's our feature attraction," says general manager, Ian Moorhead. "When your season is only 87 days, you've got to hit it with something unique ... it's the catalyst that's attracting new traffic."

Forrec and Laser Storm share revenue in the "Galaxy" themed inflatable. Inside fluorescent shooting stars and planets coupled with the lightness of the inflatable create an eerie spacewalk experience during the game.

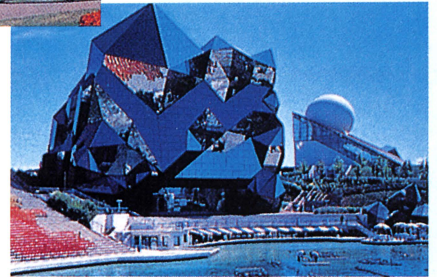
The inflatable measures 39 feet in diameter and tops off at 15 feet to allow almost 1500 square feet of playing area. It is ideal for a "seasonal" site and is priced under US\$100,000 for a turn key operation.

Imax and Sega believe that the Niigata and Tokyo test sites may become the basis of a long-term and expanding relationship.

"We are extremely gratified that Sega, a giant in its field and an emerging leader in hi-tech out-of-home entertainment, has chosen Imax as its motion simulation partner," said Imax president and CEO Robert J. Corrigan.



Existing Imax Theatres at Universal Studios (above) and at FuturOscope in Poitiers, France (right)



*Harry Levy presents...*

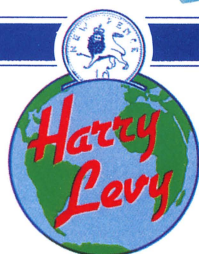
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## JOIN THE FIGHT FOR CHEAPER GAMES

By Brad Brown, Worldwide Video Entertainment, Inc.

Lately I have been shopping at the larger retail computer stores and watching the huge numbers of consumers buy up the newest computers on the market. We're talking 486 or Pentium - 75 mHz 540 hard drive with quad CD ROM drives. And with all this hardware, of course software follows.

Now, I'm standing in the aisles inspecting some software selections and time after time I'm being asked to move over as one person after another wants to look for something right where I'm standing! The store as I look around is busy, *very busy*. The selection of software for business, education and games enormous.

I'm so annoyed that I can't browse for what I want, that I decide to go to another store. But the next store I go to is even busier. There is no doubt in my mind that computer gaming is making a big comeback.

Together with computers, the home market is being offered the newest 64-bit systems. Sega Saturn, 3DO, and Atari's Jaguar right now, and Sony PlayStation and the new 3DOM-2 system, just to name a few, and we are going to see a huge flow of mind blowing, arcade quality games being offered into the home at very reasonable prices.

Yet the difference between the home market and those of us in the coin-op world is that these games are being offered to us for mind blowing prices. There are hundreds of game developers out there that don't consider our market worth their effort. Why?

**Reason 1:** They don't know how to sell and market games to coin operators.

**Reason 2:** They don't have a platform that they are familiar with to design games on for coin-op use. The cost of programming a game onto a "new" hardware system specifically for coin use is too prohibitive.

**Reason 3:** Our coin-op market is not viewed as being potentially profitable.

What can be done? If the home market can get quality arcade playing games for one tenth of current prices we pay, why can't we?

The answer, my friends, is that we can. I say we propose to utilise a current home game platform already familiar to many game developers around the world. This system could be used to easily program games for both the coin-op market with an extra little module, and for the home market.

*We could help create a whole new generation of game companies whose only concern would be creativity.*

Now, most of those currently in distribution, and the manufacturers will tell you that this plan can't work. That we won't offer anything different from the home experience. That no one would want to be creative because they would be "locked in" to this platform! That's what they are going to say.

But look at one of the best "low-tech" games of 1995 on SNK Neo Geo called *Bust A Move*. Low cost, great return, long play life, very creative. Could we do better?

The truth is that we are losing the war against the home market. The current crop of manufacturers have given us hi-tech games, expensively priced, and the results have not always been good. The fact is, game operators are losing locations, player interest is waning, and coin operators are not making very much money.

In 1995 Daytona was the only hi-tech game to really make a difference. Yes, there were a few others worth noting such as Virtua Cop, Virtua Fighter 1 & 2, but remember this, these games are coming out on Sega Saturn soon. I've seen these games on Saturn and the games coming for the Sony PlayStation - and the graphics and gameplay are nearly identical to our coin-op ones. Ridge Racer and Daytona are also coming on the home market - as soon as this Christmas! And a whole host of other quality games never even seen in the coin-op world.

The fact is, at the prices we're paying, we can't compete much longer because the distinction between our games and theirs is about to come very close to no difference. As I see it, the only way street operators and even arcade operators can stay on top in our industry is to be first, be fast, and be cheap.

The only way I know we can do this is to have access to as many games as possible, the quickest and most efficient way possible. PCB's for the majority of games are no longer the best method of producing games, except for the best of the best hi-tech games.

While NANI is being tested, it's being met with resistance and has glitches. The concept needs time to find industry support. What I think we need is a bridge. A bridge of time that will allow all of us as coin operators



to purchase games at reasonable prices in a format familiar to us, but which are distributed in the same way that home games are.

Downloading games, although conceptually good, is years away. If you look at the success of SNK, and you take one step further with the newest hardware, and if you open the door to software companies around the world, the games will flow like never before, and operators will benefit like never before.

The AMOA and all its sister organisations around the world are supposed to lead. We just need a little leadership to get us there. Don't look or wait for leadership, lead!!! Will the distributors and manufacturers in your region support this? What do you think?

With your support we can pull this off. I know we can secure a platform that is being used for the home market that is both ready for coin-op use (through ports) and advanced enough technologically to take us through the next 5 years at least.

I know there are many game developers around the world who are currently familiar with programming on this system. All we need is a strong show of support. We will need it to convince the platform manufacturer and the game makers that the coin-op market is there and will be profitable for them.

A show of your support will get us started. We believe that once it gets going, once we secure the platform and 5 to 10 new game development companies whose commitment will be to design games for coin-op first, home second (to their benefit), then the momentum will continue into the next century. The results could be seen in as little as one year from today,

Brad Brown can be contacted on:  
Phone: +1 619 229 2200  
or fax: +1 619 229 2202

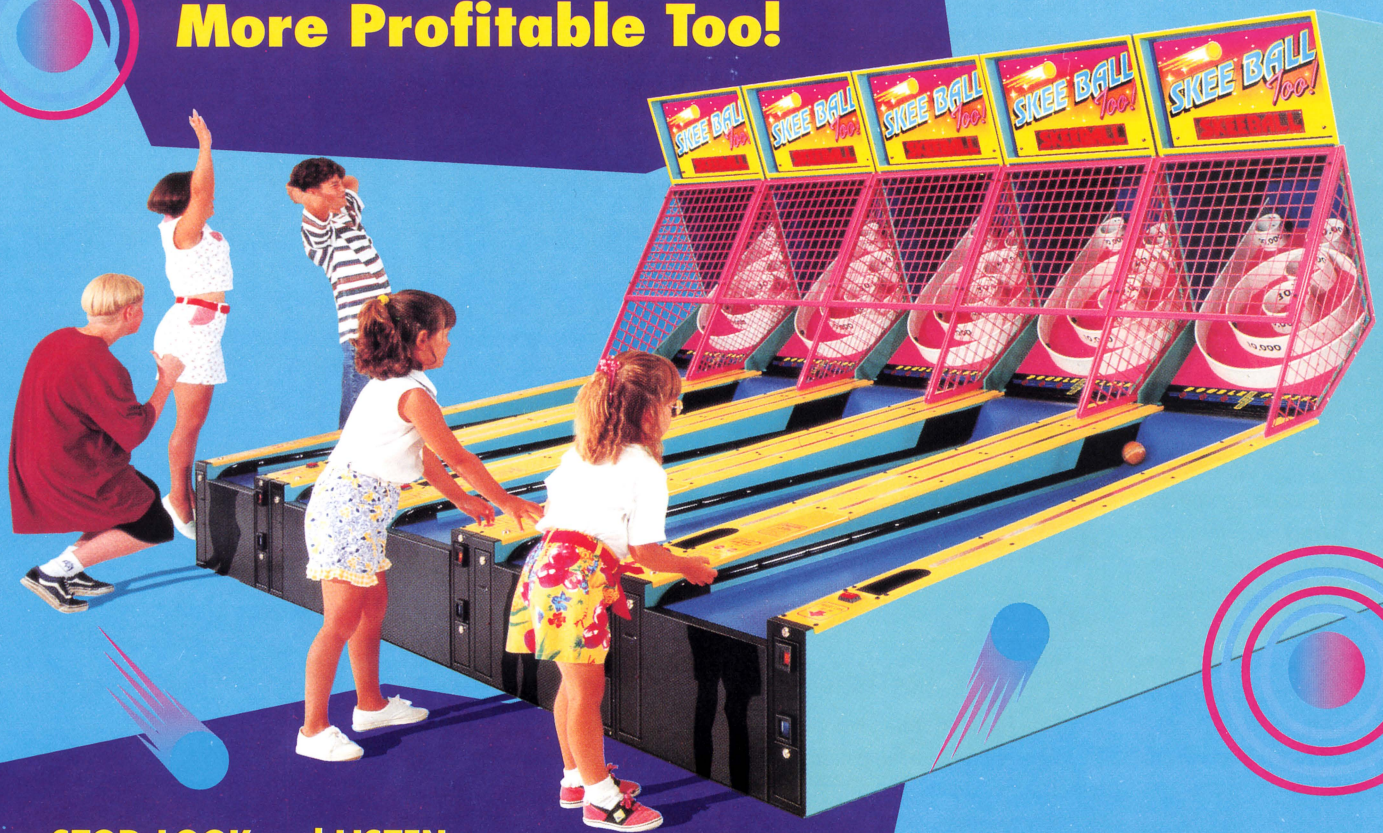
*NOTE: This editorial is printed in the interest of the industry and represents the views of the writer, not necessarily those of Cash Box International. Editor*



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**INDONESIA**

**COIN-OP BOOMING AS  
INDONESIANS EMBRACE  
REDEMPTION GAMES**



Indonesia is just about the *Capital of Redemption Games* in South East Asia where they have risen to a quite incredible level of popularity, and profitability for operators, over the last 12 months.

Though the big driving games are still the best overall earning games in the country, Tony Bun, operator of 35 locations including the indoor/outdoor *Wonderland* theme park on the island of Kalimantan, believes that redemption is so strong in Indonesia now, that no operator can afford to be without it. (He's also a big fan of *Smart Industries* products)

Tony Bun, is based on Kalimantan, and is one of the country's largest operators who says that despite the

low average wage and subsequent low game play price, mentioned in CBI a while back, operators of coin operated amusement games can continue to be profitable through the large amount of players the huge population provides.

The trend in Indonesia where the Government has kept regulations to a minimum is towards a lot of smaller locations, rather than the hugely expensive projects being built in places like Thailand.

"Indonesia is a country of many small cities" said Tony Bun "And there are new centres opening up all over the place, so frequently that it seems to be almost on a daily basis"

But with Driving games and Redemption games strong, Pinball gaining popularity and the expected uplift in other video games, he's confident that all can prosper.



**MALAYSIA**

**THE MALLS KEEP GETTING BIGGER**

In a country where all things coin-op are expanding at a frantic rate, no sector is seeing more money spent or fiercer competition than the huge shopping malls being built and which developers believe, have to have big and modern entertainment areas in them, to compete.

The latest to open is Phoenix Plaza in Kuala Lumpur, and though it's quite large on a lot of standards, it's 'small cheese' compared to a huge mall, currently being built, (also in KL) that

will have a total of 60 million square feet in retail space, of which the developers have put aside 2 million square feet for an indoor Theme park and family entertainment area.

The incredible entertainment facilities being installed in these projects are purely to attract shoppers and shore up retail rentals, and it's believed that no new mall project will be built in Malaysia in the foreseeable future, without expansive entertainment areas,

**THAILAND**

**"FUTURE WORLD" A  
SURE WINNER**

Thailand is the centre of some of the biggest developments in Shopping Mall associated FEC's and theme parks, ever seen, and Chris Van der Horst of Interplay Co, one of the country's biggest operators, believes there is plenty more to come before the inevitable saturation point is reached.

Interplay Co are currently building their biggest project to date, the 650,000 square feet *Future World*, which adjoins the huge new shopping complex, called Future Park - Rangsit

The anchor attraction of *Future World* will be a gigantic (200 feet high) Ferris Wheel with more than 25,000 lights and which will be a very visible landmark to anyone flying into Bangkok airport.

There are also three Roller Coasters and a high tech monorail that will run through and effectively link the amusement park and shopping mall.

Expectations are high for *Future World*, which is set to open in 6 months, Interplay Co are enjoying great success with their *Funworld* park at Future Park Bangkok, and are confident the Rangsit site will be an extremely popular attraction



A part of Interplay's "Funworld"

Future World is another example of the incredible development of entertainment facilities in South East Asia, far outweighing anything being done in Europe or the USA

**MALAYSIA**

**"GOING CRAZY"**

In the Sungei Wang area of Kuala Lumpur a short time ago there were nine amusement centres, where if sanity had prevailed, there would be no more than three or four.

But such is the situation in Malaysia regarding amusement machines at present, there could be twelve by the time you read this, or conversely, six. Richard Koh, the owner of World Equipment Sdn Bhd, which supplies equipment to parks and FEC's, says, "The industry in Malaysia, is going crazy at the moment where arcades are opening up everywhere amidst fierce competition"

In Sungei Wang the intense competition saw the operators of the then nine arcades, bring in stacks of the latest new equipment, but the subsequent overload saw things degenerate quickly into a price of play cutting war, that has already seen one centre close and others suffer substantial losses.

Richard Koh sees as inevitable, "a bit of a shakedown" in some areas, as similar to what has been seen in other nations at the same stage of development, the industry has attracted a lot of 'get rich quick' artists who run their locations poorly, operate bad equipment and contribute little to the industry before going out of business.

But such is the boom on amusement games, for every operator that goes out of the business..... there's ten new ones trying to get in

**MALAYSIA**

**"GAME GEAR" TO DEMONSTRATE REDEMPTION**

Leading Malaysian distributor, Game Gear Amusements who are working with the AAMA to get Redemption games approved for operation, are preparing to set up a demonstration Redemption centre for local authorities to view and have 'hands on' experience.

Game Gear's Calvin Ng is quietly confident that after seeing the Redemption concept in operational conditions, the Government will look much more kindly on the proposition before them for approval.

Though Malaysia is moving along at a frantic rate, operators believe Redemption

games can give the industry a terrific boost and really open up genuine family entertainment in the country.

Though operators suffered a quite severe setback recently when cranes of all types were banned, suspected to be because of some operators practice of loading their cranes with money and other illegal prizes



All Cranes Banned



*Singapore operators are reported to be lobbying the Government to reconsider their total ban on Cranes, suggesting heavy fines and even gaol terms for those caught operating the machines illegally*

**THAILAND**

**REDEMPTION GAMES A VICTIM OF BOOMING ECONOMY**

Redemption games, which (where operated) are very successful in the new FEC's and Amusement parks in Thailand, are still illegal by way of Legislation so outdated, that few can remember why it was ever introduced, and though it's little compensation for manufacturers anxious to ship product and operators wanting to use it, it appears Redemption will remain that way simply because the Government does not have time to put together new Laws that would make Redemption legal.

Anyone who hasn't visited Thailand in the last couple of years would find the phenomenal economic growth in that country hard to believe, but it is in fact so great that the new Government is totally consumed in dealing with infrastructure problems like mass transit systems, etc that are necessary to sustain and service the growth, and though there is apparently no anti Government attitude against Redemption games, (or video games which are also illegal) they are unfortunately very low on their list of priorities.

Though many "illegal" video games and some Redemption games are operated openly in Thailand, the authorities do not really pursue the issue. The difficulties for operators are in importing the games and this is where Video games fare better than Redemption, operators can bring in PCB's and build up video games locally, but it's not so easy with Redemption

Leading operators continue to lobby the Government, and the AAMA are doing what they can, but it seems it will still be some time before the necessary changes are made.



## cash box MUSIC

### NSM'S NEW "DIGITAL THUNDER" GOES INTO MARKET

NSM have released their latest model CD Jukebox in *Digital Thunder*, an attractive looking Juke that will now lead the company's range into 1996.

*Digital Thunder* is housed in a similar shaped cabinet to the previous model, *Solid Gold*, but it's otherwise quite different and the changes made all add to the appeal of the machine which is sure to be well received by operators.

Digital Thunder has the ultra quick disc change and all the other features that have made NSM probably the



*No leaks from the company, but it's most unlikely Rowe AMi will pass up the AMOA show without introducing a new model and with the Ruby still doing well, maybe it will be a new economy model.*

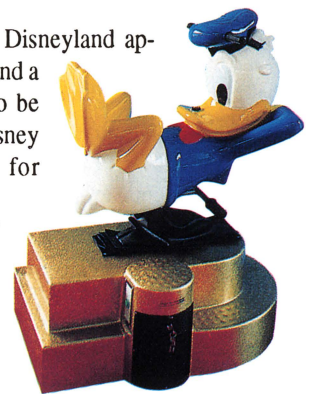
biggest seller of CD Jukeboxes in the world today.

Except for a few "early birds" in the USA, operators will get their first real look at the new machine at AMOA Expo in New Orleans later this month, where it's expected to do very well.

### NSM TAKE DISTRIBUTORS TO DISNEYLAND

NSM are holding their Distributors Meeting this year at Euro Disneyland in Paris in early September, where they will present new Jukebox products and future music concepts to their distributors from all round the world.

The choice of Disneyland appears to revolve around a big announcement to be made relating to Disney licensed products for NSM's Kiddie Ride manufacturer, EMT whose distributors are also meeting. *Expect some big news to come out of this gathering..*

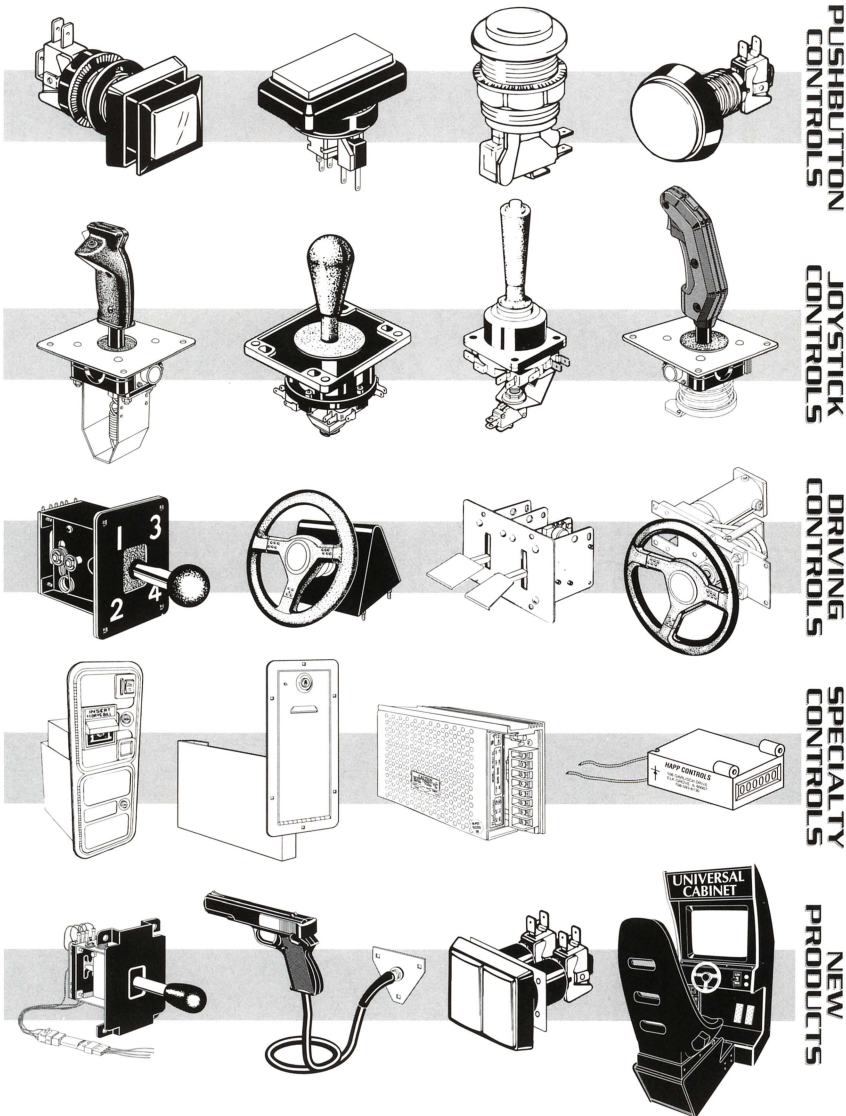


### ROCK-OLA TO DEBUT NEW MODEL CD JUKE AT AMOA EXPO

Riding an exceptional wave of success with their Anniversary Legend and Rocket II, Rock-Ola are expected to top off their 60th Anniversary year with the release of another brand new model CD Jukebox at AMOA Expo this month.

The details of the new machine are being held close to the Rock-Ola chest, but we tend to think the new box will have something to do with filling the only obvious hole in the company's range.....a wall box of some type, we say "some type" because we are tipping it to be different to the norm in wall boxes.

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## cash box ASIA

### TAIWAN

## NEED FOR UNITED ASSOCIATION BEING ADDRESSED

Operators in Taiwan are starting to realize that to combat the Governments low opinion of the coin op industry in general, they have to get politically organised.

There is currently a group of influential operators working together in lobbying the Govt. for the legalisation of at least soft gaming' machines, but without the backing of an association, preferably a National one, there seems little chance of any lasting success.

*Bona fide* operators are aware of the need for a strong industry voice, but to date have made no real attempt to make it happen, at present there are three small, splintered associations that are much better at fighting between themselves than they are at achieving any real industry reforms or improvement of the image, the industry has in Taiwan, and fed up operators feel it's now time to issue an ultimatum, for the existing associations to either form the nucleus of a new National body, or be let perish while a completely new National association is set up.

Either way, any new association will have a difficult job in front of it as despite the Taiwanese people showing decisively that they want and enjoy playing coin machines,



*Gambling is easily accessible to children in Taiwan*

the coin-op industry remains unpopular with Government legislators who still believe that amusement machines of all types are a bad influence on children.

This stems from the continued mixing of gambling machines with *bona fide* amusement games that are accessible to children. Something that operators all over the country are doing, and which no one seems to really want stopped.

### PAKISTAN

## TERRORISTS ATTACK VIDEO ARCADES

Terrorists stepped up their action against the Government of Mrs Benazir Bhutto recently when gunmen moved into the up market Clifton area of Karachi, a seaside suburb where most of the city's entertainment facilities, including video arcades are, situated.

The gunmen, suspected to be Islamic militants, sprayed gunfire into restaurants and arcades along a two kilometre strip in Clifton, killing and injuring many along the way including the three year old son of a Government official.

Though this is the first attack on video arcades, such establishments are natural targets for the intolerance of Islamic terrorists and police fear there will be further attacks. Over 600 people have been killed in Pakistan this year in religious and political related violence.

*Not a place you'd really want to open up a new arcade*

### CHINA

## KR'S AND REDEMPTION GAMES NOW BEING MADE LOCALLY

With the coin-op market in China growing at a quite frantic rate, the demand for cheap product has seen several companies set up to manufacture such things as Kiddie Rides, video gambling games, and even some Redemption games.

The general quality of the products being locally manufactured is quite poor, but the Chinese market is so immature at this stage that it still values "cheap and nasty" equipment over the higher priced, quality games made in other countries.

And as we have seen happen in several Asian countries as they start to develop, copying is rampant. The Chinese will blatantly copy almost anything as was shown in Hong Kong recently when a Chinese manufacturer tried to flog a copy of Elton Amusements big Kentucky Derby game.....to Elton's top man, Tan Choudry.

### DRIVING GAMES

Of what equipment is being imported the most wanted products by far, are second hand driving games which remain the most popular game with players all over the country.

Though the market in China for these products appears bottomless, those wishing to sell into the country should be aware that there are still problems in doing business in China, with the biggest problem being the receipt of payment.



### NAMCO FOR TAICHUNG CITY?

*We expect to hear very soon that Namco will be opening a large location in Taichung City on the western side of Taiwan, following in the footsteps of both Sega and Taito who already have established arcades on the island.*

### REDEMPTION WORKING

*An interesting story out of Taiwan tells us that several operators still trying to beat the ban on gambling machines, 'dollied' up a lot of their 'hot' machines to make them look like Redemption games by adding ticket dispensers, etc, and to make them look even more realistic, they bought some real redemption games and put the 'hot' ones in among them.*

*OK, they did beat the law for a while, but more importantly, and to their surprise, they found that the bona fide Redemption games they'd bought for camouflage, earned almost as much as their beloved gambling games*

### TWO BIG KOREAN PROJECTS IN THE PIPELINE

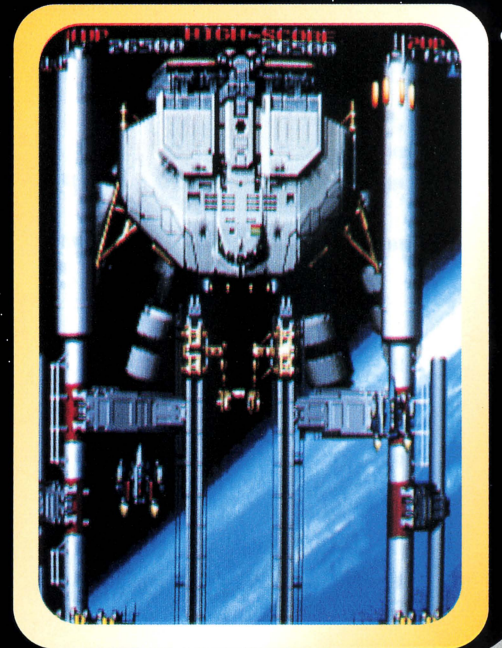
The Lotte Group of Seoul, Korea are developing a new theme park for their Lotte World Shopping Centre, and a new shopping mall with FEC in Pusan. Laser Media, the Los Angeles based laser production and entertainment design firm have been retained to create a high tech experience for the Seoul location and a water fountain/special effects production for the shopping centre in Pusan.

According to Ed Auswacks, president of Maser Media, the show in Seoul will feature the largest indoor laser display in the world, special effects, theatrical lighting, pyrotechnics, special scenic projections and a magical levitation effect that floats 80 feet above an ice rink. The projects should be completed soon at a cost of several million dollars each.

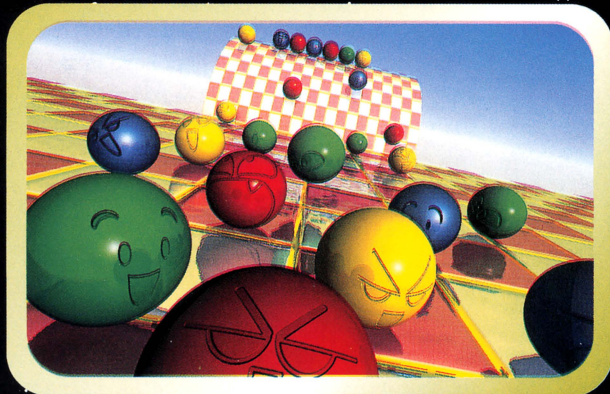
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## cash box MEXICO

### EXIME RESTORES CONFIDENCE IN MEXICO'S COIN-OP MARKET

The Anti-Counterfeiting Advisory Group (AAG) has announced that the Mexican trademark enforcement agency, SOCOFI raided Mexican company Micro Systemas and seized a number of Sega Genesis home video games which had been converted for coin-op use, and charges have been laid

When EXIME closed its doors at Exhibimex on Thursday, July 20, it did so with renewed confidence and optimism for the future of coin-op in Mexico.

The coin-op amusement industry has been hard hit since the December 20, 1994 peso devaluation. The lack of business activity in Mexico even prompted AAMA to re-think their plans for 1995.

"Unlike other organisers of trade shows in Mexico who either cancelled or postponed their events, AAMA decided the risk was worth the investment to maintain their market position in Mexico. This supports AAMA's long term commitment to its members to create business opportunities in what is still considered to be a big



AAMA's Ron Carrara, Bob Fay and Mark Struhs with Mexican dignitaries, officially open EXIME 1995

emerging market for coin-op products," said Ron Carrara, AAMA Foreign Business Development Committee Chairman.

A market study conducted by Montenegro Publicidad, A Mexico City public relations firm, concluded that EXIME is considered the official show for the coin-operated amusement industry in Mexico; that many Mexican operators who traditionally attend the ACME Show were unable to attend the Reno expo due to the economic conditions in Mexico, so EXIME was vital to maintaining business relationships with their US suppliers; and that it was important for AAMA to have a presence and continuity in Mexico despite this temporary set-back in the Mexican economy.

If attendance is an indicator of market recovery, EXIME was a huge success with a 34% increase in operator attendance compared to last year. Financial analysts maintain that the recovery is moving faster than predicted, with the Mexican stock market surging 65% since March 9, showing the biggest four month gain in 12 months.

In addition, the peso is settling down, stabilising at around 6 pesos to the US dollar.

While EXIME '95 was smaller in terms of the number of booths compared to last year, the same number of companies participated. Many factories and distributors have made a long term commitment to the Mexican market, so instead of cancelling, they downsized their space requirements to maintain their presence in the marketplace.

AAMA executive director, Bob Fay, added, "Exhibitors were encouraged by the numbers and quality of attendance. Overall, they felt it was a good show, they sold equipment and factories and distributors are hopeful that business will pick up in the coming months."

Dates for next year's show have been set for August 7-8, 1996, when the exposition will move to the newly opened, state-of-the-art World Trade Centre in Mexico City.



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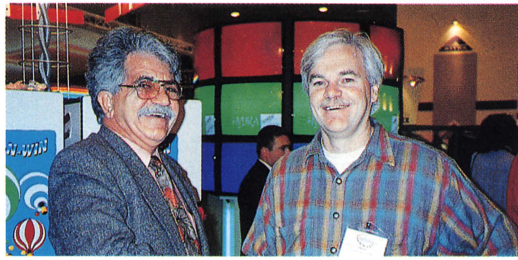
WANTED: B Ray Boy, Final Fight, Night Slasher, Cowboy of Moo Mesa, Cadillac & Dinosaurs, Big Fight, Golden Axe, Zero Team



## \$2 MILLION FAMILY ENTERTAINMENT CENTRE FOR PANTHERS

The Penrith Panthers Leagues Club, home of the soon to be Super League Panthers football team have allocated \$2 million of the \$40 million they propose spending on club improvements, for an interactive family entertainment centre.

The Panthers is the biggest Leagues Club in Australia with around 60,000 members and already caters well for family entertainment with Cables Water Ski park and a large amusement centre operated by Anare Pty Ltd. The new FEC now in final stages of planning will have all the latest in coin-op equipment, with one of the major attractions expected to be a multi lane Bowlingo installation. Though the sum of \$2 million has been allocated, we believe the Panthers are prepared to spend quite a bit more if it's found to be necessary.



John Wilson (right) the Panther executive in charge of the new FEC, at ATEI in London earlier this year with Greg Meledes of Anare P/L

The club is extremely wealthy with huge assets and constantly reaps a very healthy income from the operation of a new total of 831 Poker machines in it's licensed areas



*As the Court case that could decide the future of parallel imports into Australia gets bogged down in the hopelessly pedestrian Australian legal system, imports of Rally Champ, Cyber Cycles and still more Daytonas keep coming into the country outside the "exclusive distribution" claimed by Leisure & Allied Ind.*

*Keen to buy while the market is still competitive, operators who have never previously considered borrowing money for equipment, or the leasing of games, are signing up with finance companies at a rate of knots.*

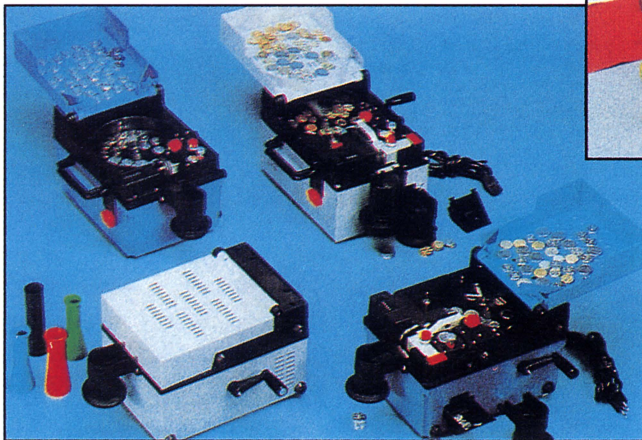
### LATE NEWS: NEW COPYRIGHT REVIEW SHOULD AID OPERATORS

Leisure & Allied Industries confidence that the Oz Government's Copyright Review Committee recommendation for the cessation of parallel imports of video game boards would see a quick end to the exclusive rights saga in their favour, appears to have got a bit of a backhander with news that the Government is now ordering a new and total review of the whole Copyright Legislation, including that

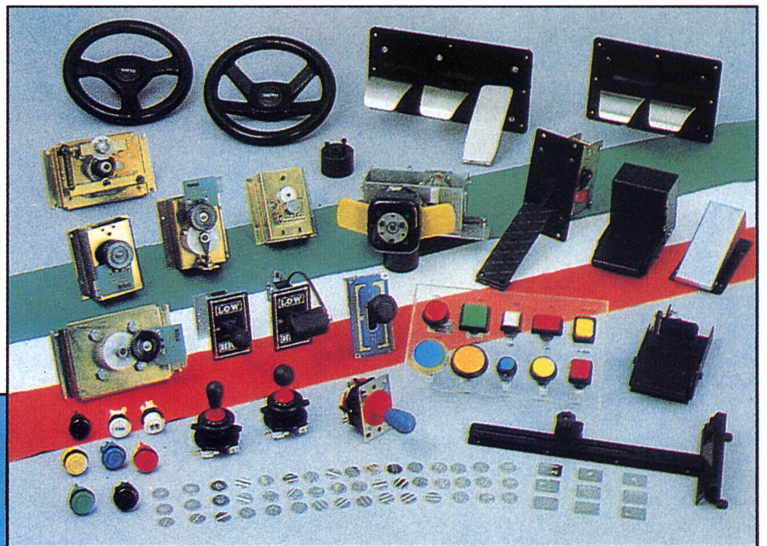
related to exclusive rights and parallel imports.

It's unconfirmed as we go to print, but the return date is said to be November 1997 which at very worst gives operators 2 more years of parallels, unless LAI and Sega can win the case they have before the Courts, which to Cash Box appears most unlikely. So unlikely do we see it in light of new information, that we are more than half expecting some sort of deal.

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## cash box SHOW TALK

### IMA '95 Frankfurt January 24th - 27th **IMA BRING JOURNALISTS IN FOR GERMAN INFO TOUR**

### **DATES SET FOR ASIAN EXPO '96**

*The third annual Asian Amusement Expo will be held from May 8-9, 1996 at the Hong Kong Convention & Exhibition Centre in triple the space used to hold this year's event.*

*The 1995 event which was jointly sponsored by IAAPA and AAMA boasted 75 exhibitors occupying 11 booths and attracted 1756 visitors from over 23 countries.*

*"The success of the first-time joint venture between IAAPA and AAMA to co-sponsor the Asian Amusement Expo resulted in eminent success for all parties concerned. The combination of parks plus coin-op show met the increasing demands and steady growth of the Southeast Asian Amusement market," said John Wood, the newly elected Show Committee Chairman.*

The German Industry Association (VDAI) and Blenheim Heckmann GmbH, organisers of IMA, the big Trade Show held in Frankfurt each year, are bringing a number of industry trade journalists to Germany in October for an information tour on the German coin-op industry.

The group of journalists will visit three major companies, NSM AG, Bally Wulff and Gauselmann AG in a five day Rhineland tour by boat and coach that will provide an excellent insight into the German market and assist in the promotion of IMA '96.

IMA '96, to be held on 24th - 27th January will cover 26,000 square metres, up 15% in space on last year and will use two Halls of the Frankfurt Fairgrounds. A new lay out in 1996 will have the coin machines, Pinballs, videos, Juke-boxes etc in one hall and the Pool, Darts, snooker tables etc in the other hall.

IMA '96 will also have a new "Innovations Centre" where companies will show some of the innovative products that will determine the

more distant future of today's coin-op games.

Petra Lassahn, the new Project Manager for IMA is certain the changes in IMA including the new Innovations Centre, will consolidate and increase the status of IMA as a leading Trade Show of coin-operated machines.

The one big problem for IMA remains in the clash of dates with ATEI in London. IMA runs through two of ATEI's three days, or conversely anyone tied up at ATEI for the three days will only have the Saturday available to them at IMA.

Though many people were of the opinion that this clash annual would have been eliminated by now, Blenheim Director made a point of telling the media that there will be no change in IMA dates. He added, "The schedules for the next few years are fixed and they all refer to the last week in January"

Which seems a bit stupid to Cash Box, but they must have their reasons.



*Always something to see at IMA.....Joe Dillon, boss of Williams playing Premiers Shaq Attaq at IMA '95*



### **AMEX '96 LAUNCHED**

AmEx '96 - the 17th Irish Amusement Trade Exhibition will be held at the Doyle Green Isle Hotel, Dublin on March 5 and 6, 1996.

The past five years have seen the show go from strength to strength, with an increase in the number of exhibitors and visitors, a widening of the range of equipment shown and an improvement in the stability of the Irish market.

The industry in Northern Ireland has been transformed by the peace process. Investment in the province, particularly in tourism related projects, is at an all time high and expected to rise even further.

The Doyle Green Isle Hotel, the venue for AmEx '96, has recently been refurbished, The Ballroom and Winter Garden Room have been replaced with a new state-of-the-art exhibition centre.

Apart from the important business aspect of AmEx, there is a social side to the event which has become an integral part of the show. Operators from all over Ireland converge on Dublin for the two most important days in the Irish Amusement trade calendar.

For further details about AmEx '96 contact Susan Feery; Phone: +353 45 521 190 or Fax: +353 45 521 198

### AMOAG CONVENTION '95 25th - 28th October

### **"DOCTOR SHAGNASTY'S COMEDY CLINIC" ADDED TO PROGRAMME**

The organisers of Convention '95 to be held on Australia's Gold Coast in October have added an optional outing to the programme to fill the Friday night that often has visitors at a loose end.

It's a fun night out at "Doctor Shagnasty's Comedy Clinic", the latest addition to Surfers Paradise night spots which provides a sumptuous 3 course dinner, a drink or two and some great madcap comedy at only \$35.00 a head

Those wishing to partake of the good Doctors food and fun should not dally in booking as the organisers have only been able to get a block of 100 tickets and we believe they are moving very quickly. For the Doctor or any other booking, contact Ken or Madeleine Priest on +617 3841 1021 or by Fax: +617 3841 1332



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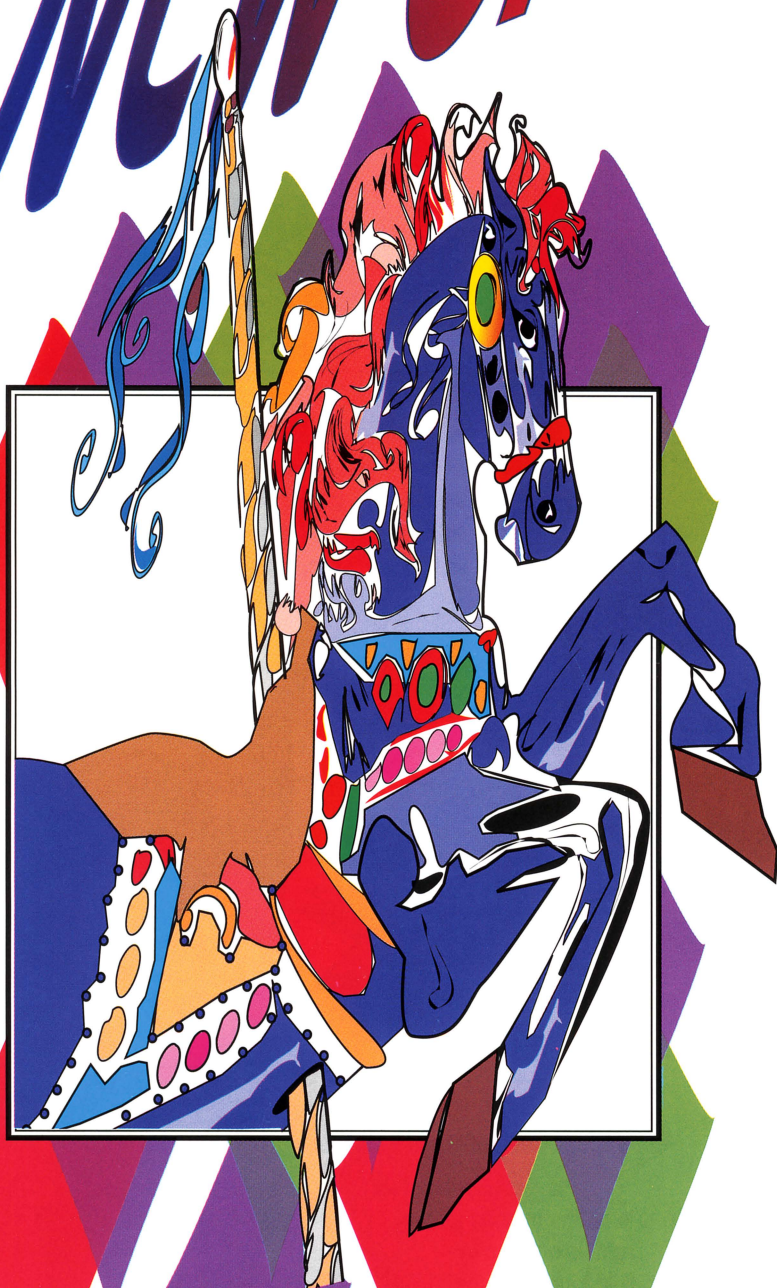
## **IAAPA 77th Annual Convention and Trade Show**

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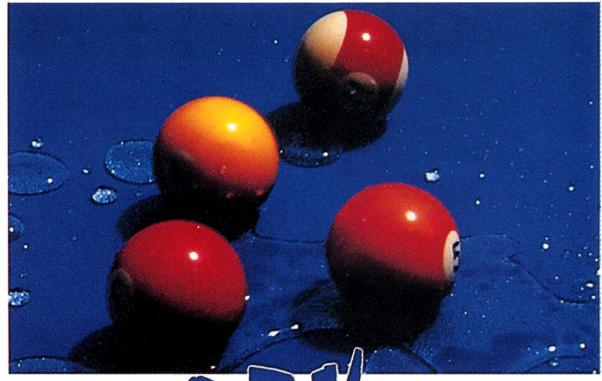
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## cash box SHOW TALK

**AMOA EXPO '95** New Orleans Sept. 21st - 23rd

### CAPCOM'S "PINBALL MAGIC" TESTS UP A STORM PRIOR TO AMOA EXPO DEBUT

#### IAAPA

New Orleans November 14th - 18th  
The 77th annual IAAPA Convention and Trade Show which open on November 14th in New Orleans will show just how close coin-op and park attractions have become.



The number of coin-op manufacturers exhibiting at IAAPA '95 will rise yet again this year just as it has for each of the last eight years odd as what were two separate industries find they have more and more in common with such great emphasis being placed on total family entertainment. The Trade Show this year will consist of a massive 2,800 booths spread over 500,00 sq ft, with well over 800 companies exhibiting their products. Taking a leaf out of ATEI's book and showing how international this great show has become, IAAPA this year will have interpreters on hand to assist visitors with language problems, and of course there's an awesome programme of Seminars

Capcom's new Pinball game, *Pinball Magic*, was placed out on test in late July and the ensuing results have got company personnel grinning from ear to ear.

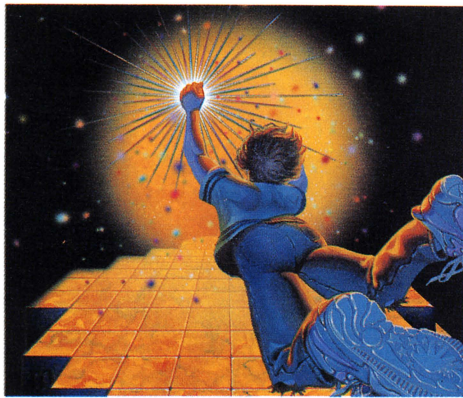
It's no secret that Capcom (formerly GameStar) have been determined from day one of the establishment of GameStar, to produce the best "start up" Pinball ever made by a new company coming into the field, and it's safe to say that they now

believe they have achieved that goal and further believe they can go on to being very successful in Pinball manufacture.

*Pinball Magic* has not only tested well insofar as earnings go, it has also shown itself to be extremely reliable and this is the area where cynics expected, as they expect any new company going into Pinball, to falter.

There seems nothing to stop *Pinball Magic* from now going into full production and this must be welcome news to company personnel who have battled their way through what appeared at times to be a never ending stream of hold ups and legal hassles.

*Pinball Magic* will definitely be exhibited at AMOA Expo in New Orleans and from



**FUN EXPO '95** Orlando October 7th - 10th

### LAZER-TRON TO DEBUT FIRST REDEMPTION VIDEO GAME IN ORLANDO

Lazer-Tron Inc have chosen Fun Expo in Orlando to debut their first video redemption game titled *Miner's Revenge*.

The company has been known to be working on a video concept for some time and we believe they have developed a graphic system that will have established video game makers goggle eyed.

In *Miner's Revenge*, the players (2) are hurled through a haunted gold mine on a speeding mine cart and have to shoot the resident ghosts to get out of the mine alive.

The game is a fully self con-

tained piece of entertainment in itself, but it has the bonus of redemption to give it even stronger earning power. You see, the more ghosts the player blasts, the more tickets he gets.

An ideal piece for FEC's where parents can actually play the game with their kids, it's fitting that Lazer-Tron have chosen Fun Expo, the FEC Show, to introduce the game.. Lazer-Tron had a "ripper" of a time at Fun Expo last year and have taken more space this year in expectations of an even bigger response in Orlando, and games like *Miner's Revenge* should ensure they get it.

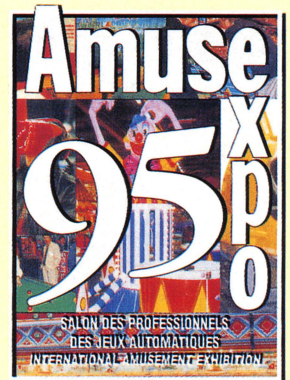


what we know will come up against *Water World* from Premier Technology, themed on Kevin Costner's movie of the same name, *Apollo 13* from Sega Pinballs, themed on Tom Hanks's new movie, *Indy 500* from Williams and at least one other. There is also a chance that Pinballs being made in Spain again, may be shown by an importer.

But it seems sure that *Pinball Magic* will be the centre of Pinball interest now that it's in production.

**AmusExpo '95**

Paris October 4th - 6th



Squeezed into the calendar amongst the heavyweight Trade Shows being held in the USA, AmusExpo may go unnoticed by some, but not the French.

AmusExpo is every bit as important to them as AMOA Expo etc, are to the Americans and this year it has special significance as operators hope for something to replace the lost income of the recently banned 'Gumball' machines.

Where some European Shows are faltering, AmusExpo in Paris, will be bigger again this year and you couldn't wish for a better place to visit.



## KONAMI TO RELEASE THE "MOTHER" OF GUN GAMES

Konami, makers of the excellent Lethal Enforcer games are set to release what has been described as the "mother of all gun games"

Titled *Crypt Killer*, the game is Konami's first game to utilize texture mapped polygon graphics and those who have seen it, say the on screen presentation is fantastic, equal if not better than anything that has been done to date.

And there's no 'pussycat' pistols in this one, players use pump action shotguns to blast their way past Sphinxes and seven headed Hydras on a fast moving adventure through the Catacombs of Doom.

We have real good 'mail' to watch out for *Crypt Killers*

Konami will also be releasing several other games at the upcoming Trade Shows in what is their biggest output for some time.

There's a new concept, head to head boxing game titled *Dynamite Boxer* which is a novelty attraction that features two mechanical robots in a bubble enclosed challenge bout that players control and try to knock their opponent out.

The company also has a new Redemption game in *Chicken Dash*, a coin roll down game that employs the "chicken crossing the road, dodging cars" theme which has reportedly tested well.

And to top it off, Konami are producing a series of *Ultra Sports* games that will be housed in table top cabinets with Trak-Ball controls, similar to their *Soccer SuperStars* cabinet.

Konami had a pretty crook year, last year, but they are now lean and mean and are very confident of their new products

## STEER CRAZY HITS THE STREETS

Fun Industries new game *Steer Crazy* is now moving into the market in the USA and initial reports are good.

*Steer Crazy* is an eye catching piece that was shown in prototype form at ACME earlier this year, and the production model has many added features that were not seen on that model.

One of these is the gas pedal which propels the ball onto the playfield disc which is controlled by the steering wheel.

The gas pedal allows the player more control in his endeavours to juggle the ball around the disc and into the highest scoring holes and gives the game a better 'feel'



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# THE CHANGING FACE OF COIN-OP

*Changes in an industry are inevitable in this incredible era of high tech development, but the changes in the amusement machine industry are far greater than in a lot of others.*

*We tend to see most of those changes in the development of huge FEC's and indoor theme parks, but a Wednesday night out at a small suburban pub showed how another side of the industry is changing.*

*In one sense it's exciting, but for the small, 'traditional' street operator who doesn't acknowledge things are changing rapidly..... it's quite frightening*

*The old Wentworth Hotel with a few 'props' in the official 'Pace Car' of the Touring Car series at front, and Rod Salmons rally car up on the verandah*

If there was ever any doubt about the changing face of this industry, a quick trip to a little pub in the Sydney suburb of Flemington would rid the biggest cynic of any such doubts, in a flash.

The Wentworth Hotel is an old style Sydney pub from the outside, probably a 100 years or so old, by the look of it, but it's doubtful if the old girl has ever seen better days. It's opposite the Flemington produce markets in what is basically an industrial area and smack on Parramatta Road which is a main Sydney artery with no parking and which is renowned for killing more businesses than one would believe was possible.

In the old days it was simply a "watering hole" type pub that was patronised by market workers and truckies delivering the produce to the markets, but when Rod Salmon took it over, he soon realized that he was not going to make his fortune at the Wentworth, selling beer, the combination of Parramatta Road being a 'Clear-way' and the stringent drink driving Laws, had effectively killed the beer trade and he had to look elsewhere.

He immediately increased his Draw Pokers to the maximum number and though they helped, things were still not good, so then Rod followed his instincts and being a rally driver of some repute, he whacked a Daytona Twin in and within a few weeks bought it and started setting up his Pit Stop room.

Today he has installed in this clapped out old pub, a Daytona Twin, a Rally Champ Twin, an Ace Driver Twin, a Suzuka 2, Virtua Cop and Virtua Fighter, that's about \$180,000 worth in Australia, plus Pool Tables and Jukebox etc as well, and they are all taking a "motza".



*Top: National Touring Car Champion, Jimmy Richards autographs a few posters prior to the games starting, under the watchful eye of pub owner Rod Salmon.*



Out there the other night the place was fairly jumping, it was one of Rod's promotion nights which he frequently puts on, but regulars told us that it was only marginally busier than normal.

What is different is that the promotions Rod puts on are all on the back of the amusement games. Not the Draw Pokers, or 'Happy Hour' type things based on beer or such, and not the promotion of some particular brand of grog which is now quite common, but on the amusement games.

He arranged for some of his old motor sport buddies like Jim Richards, many times winner of the Australian Touring Car Championships, Wayne Gardner, former World Champ of Grand Prix motorbike racing and who's now racing Tour-



racing Touring Cars on the Oz circuit, Marl Athton an up and coming driver currently leading in the 2 litre category, and many others from the big racing teams, to come out to the pub to play the games.

The professional drivers jumped at the chance and were totally intrigued by the realism of the games. All of them had played video driving games before, games like Pole Position and Out Run, but only a few of the younger guys from the racing teams had seen games like Daytona, Ace Driver and Rally Champ.

Rod Salmon set them up so that a racing driver copped one seat of a twin machine and pub patrons took the other seat to try and beat the big names. Some did beat them early as most of the pro drivers, took 4 or 5 games before they realized they weren't dealing with a toy, but once they started to take the games a bit serious and got the hang of them, they started to show their class and tidied up most of the locals with some scintillating lap times.

And the comments from the drivers on these games that we in the industry now basically take for granted .....*"Awesome", "Unbelievable", "Absolutely, bloody incredible"*.

And two things stood out like the neons that light up the old pub, everyone enjoyed it with guys and girls from 18 to over 50, having a whale of a time, while at \$2 a game, Rod Salmon made a nice buck.

If anyone in Australia had even thought of putting \$180,000 worth of amusement equipment into this old pub 12 months ago, he would have been instantly carted away to the nearest rat house, the average age of the patrons is probably over 30, and there's no kids.

But today, the games go non stop and are earning a fantastic return on the investment. So don't let anyone tell you that there's no money being made in this industry, the operators who are prepared to have a go, who operate the top games and promote the playing of them are pulling top money and that's not going to stop.



*Jim Richards first game on Daytona with Rod Salmon telling him a few game secrets. "I can't believe this" said Jim "It's awesome"*



*Top: 2 Litre champ, Mark Athton thought Rally Champ was "absolutely bloody incredible"*



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# THE

*Everywhere we talk to operators about restrictions being placed on the operation of amusement machines by over zealous Governments, gambling is said to be at least one of the major reasons for the Government's stance.*

*In many areas of the world, restrictions placed on the operation of bona fide amusements because of a perceived link to gambling, is severely affecting operators profit which in turn affects manufacturers profit, and can ultimately affect industry profit.*

*And if you have any doubts about the power of a "perceived link", what would you do if you saw your Bank manager punting up big at the track or sneaking into a Gamblers Anonymous meetings?*

*Yet strangely, sections of the industry go out of their way to force Government regulators to believe there is a definite link between hard gaming in casinos and driving a Daytona in an FEC, when in fact there is no semblance of a link whatsoever.*

*We have Trade Shows where both types of product are shown on adjoining stands, we have publications which are supposed to be amusement machine magazines devoting whole sections to casinos and hard gaming. Many blithely ignore it.....and that's not only absurd, it could prove very costly.*



The Amusement machine business is still being linked in some Trade Shows and several trade magazines with casinos and hard gaming, and any link between these two vastly different businesses is damaging to the bona fide amusement business.

If anyone doubts this, they need only to look at any of the many countries where Governments have brought in or are in the process of bringing in, restrictive regulations on the operation of amusement machines.

In every case, they will find that the Government officials who are responsible for regulating the operation of genuine amusement machines, will link amusement games with gambling in every statement made on the subject.

Those involved in continually linking amusement games and hard gaming will tell you that there is no difference

between the AWP's of the UK for example, and the Casinos of Las Vegas, but this is BS of the first order, there's a vast difference with the only genuine link being the Casino's push to build amusement centres within their establishments to keep patrons kids happy while they can go about their business of relieving the kids parents of unlimited amounts of cash.

And it's the "unlimited" part of the above that is at the core of the difference between Amusements with Prizes (AWP's) and hard gaming in casinos.

AWP's and similar type games played in mainly European countries are limited in both price of play and pay out, and this allows players to entertain themselves with a bit of a 'flutter', without having to flog off the family jewels to pay for their losses.

In casino type gaming there is no limit on anything, except many players ability to survive their losses.

Now, as always when this subject is broached, there's the chance that those who broach it will be seen as, or referred to by the ungodly, as 'wowsers', we at Cash Box are not 'wowsers', with 40 plus years of punting behind me, I am quite sure that I have turned over more money on hard gaming than any of those who try their hardest to link gaming with amusement games.



# LINKING OF

Personally, I love gaming, I love a beer too, and I still smoke, but just as we don't link grog or cigarettes with amusement machines, we shouldn't link hard gaming either.

So no, we aren't 'wowsers', by any means, we just believe any link between hard gaming and amusement games is damaging to the industry that we are here to see prosper.

The amusement machine business is big business, plenty big enough to be completely divorced from hard gaming and we believe every effort should be made by genuine amusement machine manufacturers and distributors to make that divorce happen.

Casinos and gaming are bigger business, they generate enormous business in dollar terms, but they also generate the type of publicity that the amusement machine industry has been trying to distance itself from, since Adam was a boy, or certainly as long as this writer can remember.

Government officials read trade magazines, they visit trade shows, they also read reports of gambling related crime, and decisions are often made on what they read or see.

What could be worse for coin operated amusements than for a Government official charged with forming reasonable regulations on amusement games, to see hard gaming machines on show beside amusement games, or to come onto a 'Gaming Section' or "Casino Section" in what he believes is an amusement machine magazine ?

South East Asia for example is a huge market that coin-op has great need for, but every country in the region is beset with gambling problems, and for a link between gambling and coin-op to be constantly seen by the authorities



who are being lobbied to further open up the amusement industry, is putting this whole market in jeopardy.

To divorce gaming from amusement games is purely common sense, it's not because we have anything against gaming or that we don't acknowledge that some companies around the world operate both types of equipment., and that some manufacturers produce both types of equipment. That's a simple fact of life, and we certainly have nothing against it.

But these companies are well catered for in their diverse interests, in several places, the UK for instance where ATEI, the world's biggest international amusement industry show is held concurrently with a completely separate Casino exhibition, and the big Gaming show in the USA is always held around the time of the major amusement shows so visitors to the country who choose to, can visit both types of show.

They, nor anyone else need the two types of equipment to be shown side by side in the same hall, or for that matter, to be promoted side by side in the same magazine.

The fact is, that those with a foot in each industry are a very small minority and we must look at what's best for the

majority of people and companies in the amusement machine business.

We can only come to the conclusion that those who continue to link gaming with amusement games are putting the collection of dollars from gaming companies, in front of the welfare of the amusement machine industry which they purport to promote

In short, we see the linking being driven by greed on the part of shows and publications that are desperate to profit at any cost , but the amusement games exhibitors and advertisers who let the practice go unchecked, (probably because at least many of them have never really thought about it) have the power to stop the practice as quick as it takes to say "No", if they so choose.

Cash Box believes they should use that power immediately, as the linking of hard gaming with amusement games at shows and in trade publications, is a cancer that's constantly eating away at this industry's credibility and which is helping to hold the true potential of the amusement machine business back in many countries where it should be leaping ahead.

*Cash Box believes it's vital to the long term development of this industry that it be stopped now.*

# VIDEO

# VIDEO

## NOW MOVING IN THE RIGHT DIRECTION

*Video games of the conversion or kit variety have taken a hell of a pounding over the last 12 months or so, they have been snubbed by players, cursed by operators, and despaired of by most manufacturers, but there are signs out there that things are starting to turn around and it would seem that if operators choose the right games for their locations and present them properly, players will pay their money to play them.*

*Another good sign is the manufacturers finally accepting that there is a limit to what an operator can pay for an ordinary conversion game, this has shown up in a definite trend towards the manufacturers producing cheaper games by way of new systems, and this now seems certain to be the way most conversion games will be marketed in the future.*

*Operators still have to spend their money and take their chances, but that's hardly new, and at least with the reasonably priced, good games, the odds are back in favour of the operator, and that has to be a major plus.*

With the new season video games set to start coming onto the market and some pretty good games already there, things are looking much brighter in the video game sector than they have for some time.

And when we take into account that most of the new games will sell at quite reasonable

prices, and couple that altogether with the fact that there are signs of a player revival, 1996 is shaping up as a much more promising year than was originally expected.

We estimated recently that there probably wouldn't be a lot happen in video games before the middle of next year, but things definitely that are happening now, appear to be positioning the industry for an upsurge in interest from players earlier than that, and that is top stuff.

### NEW GAMES

Indications are that we can safely expect more new video games this year than we have seen in the previous couple of years, and furthermore, we are very confident on what we've seen that the games will be of a far higher standard.

There's some good games coming, be sure of that, actually, just the new games already confirmed for release appear to be enough to keep the video game ball rolling in the right direction, and as

*Namco's Tekken 2 brings all the characters back and more, it's got all the ingredients of another top game*



# GAME

# GAMES

is always the case, there's a lot of new games in the hands of secretive manufacturers who don't believe in advance notices or showings, that is still to come. Some of them will also be good games.

So, we'll tell you what we know here, but remember it's only a small portion of what will be put into the market in the next few months and we would suggest if you are into operating video games that you book a ticket now to the Trade Show that's nearest you, and go check the whole lot out.

## SEGA

We'll start with Sega who don't like us very much and basically tell us nothing, but not to worry, the feeling is mutual, and nothing alters the fact that they can make some absolutely great games.

We've been critical of several of Sega's game prices in the past, but it seems that they are finally showing some thought for operators with the development of the Titan system. Sure it's basically their Saturn home system, but at least they have done the work to adapt it to coin-op and though to date, the couple of games produced for it have been low key, the one they will be pushing the system along with at JAMMA and all the shows following, will be *Virtua Fighter Remix*.

Where in many cases, *Virtua Fighter 2* is considered too expensive to use in street operations on anything but the best of sites, *Virtua Fighter Remix*, even with the 'buy once' system board, will be far cheaper while it's said to retain most of the big games appeal.

We're a bit concerned that the game may go into the home market too quick, but hopefully sanity will prevail and Sega will support buyers of the system and *VF Remix* by holding it back from the consumer market for a fair period of time.

Though we expect *VF Remix* to be the game Sega push, there is talk of a Titan version of *Virtua Striker* also, which could be another boon to street operators.

## NAMCO

Namco tended to look like they weren't all that interested in the conversion game market for a while there, but that thought was quickly chucked out the window when we got our first glimpse of *Tekken* late last year.

The original *Tekken* went on to do some very good business around the globe in a generally dull market.....but now we have *Tekken 2* coming into a market on the upswing.....watch it fly.



Sega's *Virtua Fighter Remix* is an affordable version of the *Virtua Fighter* games on the company's new Titan system



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Now generally speaking we're getting a bit tired of sequels as regular readers may have noticed, but we can't get away from the fact that a lot of sequel games work, and in the case of *Tekken 2*, we believe it will be better than the original game.

The original *Tekken* was the first game made on the new system that was devised to put games like *Ridge Racer* on the Sony Playstation system in the consumer market. As we understand it, when the Namco design team were told, or decided to make a fighting game, the game was to be an expensive polygon job to compete with Sega's *Virtua Fighter*, but along the way the decision was made to make the game more affordable and so it was put on the Sony system board.

Now as good as the Namco designers are, it's highly doubtful that they could get the maximum result out of a first game on a new system and that adds a lot of credence to what we have heard about this game being far better than the first one.

Don't let *Tekken 2* slip by you.

## SNK CORP

Regular readers of *Cash Box* will be fully aware of the high opinion we have of SNK and their fabulous Neo Geo system. Street operators who may think we go a bit overboard on Neo Geo need only stop and think what they would do without it to start appreciating what this company has done for coin-op.

The part that gets us in is the way SNK have sup-

ported operators of the system with a constant flow of games, sure some are better than others, but that's the case with all manufacturers and the beauty of Neo Geo is that even if the game has a bit of canine in it, which is extremely rare, operators still won't lose money on it at the price which they have also held at a highly affordable level.

The big production number for Neo Geo in the coming months looks like being *King of Fighters '95*, it is a sequel, but so was *King of Fighter '94*, one of the very best games of any class, last year.

The way we hear it *KOF '95* is every bit as good as '94, plus some and it looks to be one you can buy without any doubts whatsoever.

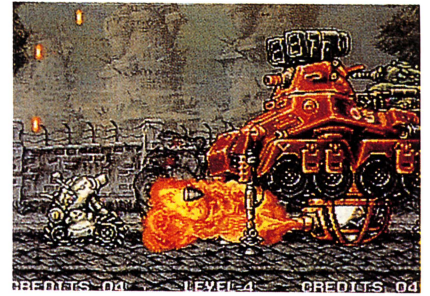
Another Neo Geo game that's generating some pretty good reports is *Kabuki Clash*, already in the market in small numbers, but will be seen at some of the shows for the first time by many. *Kabuki Clash* is made by Hudson, one of the many outside companies that now make games for Neo Geo and another one from an outside company is *Aero Fighter 3* (or *Sonic Wings 3*, some places)

The switch to Neo Geo with *Aero Fighters 2* from the original PCB game was a good one and the game has performed well over a long period and few operators have parted with them. *Aero Fighters 3* appears to us to have enough new twists to be equally as good.

The big news around SNK however is their new Neo Geo type driving game system that as we understand, will be first shown at the AM Show in Tokyo (JAMMA)

The company have been working on this one for some time and the word we have is that they have another winner. All will be revealed at the AM Show and subsequent shows, but broadly it's a Neo Geo type system with plug in cassettes of driving games, something that should find favour with a lot of operators around the world.

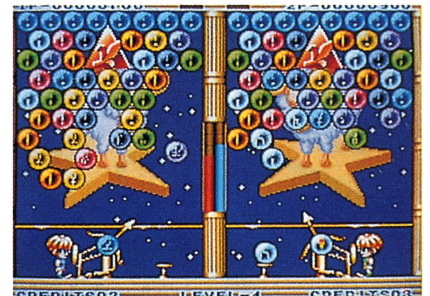
## OTHER NEW NEO GEO GAMES



Metal Slug (Saurus)



Stakes Winner (Nazca Corp)



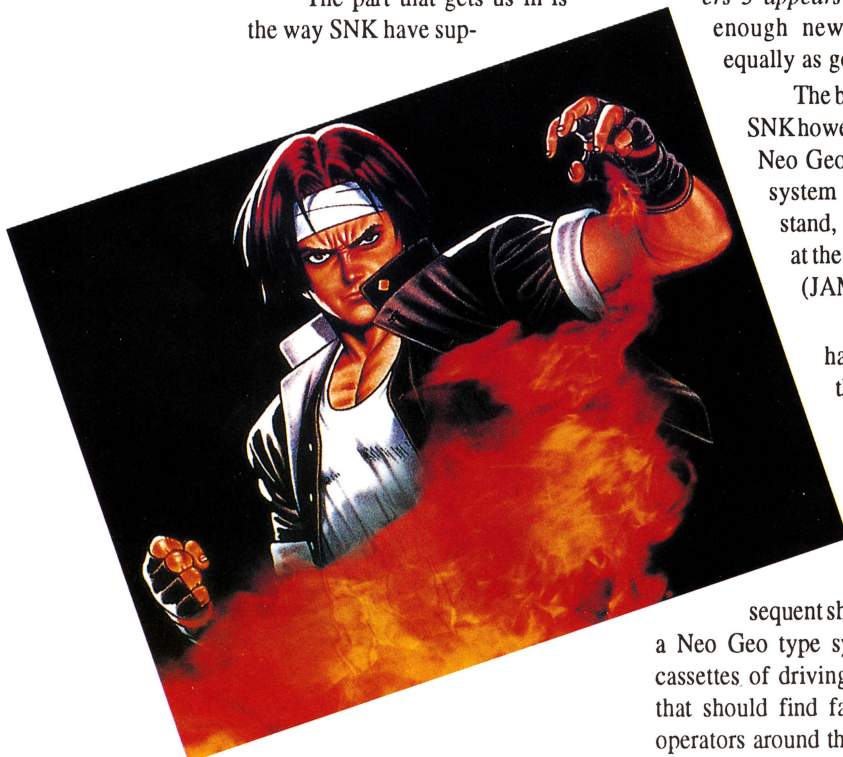
Puzzle de Pon (Visco Corp)



Kabuki Clash (Hudson Soft)

Just like you have done for ages with your Neo Geo upright, you will be able to cruise up to, your new Neo Geo cockpit or upright driving machine, open up the cabinet, pull out one driving game and whack in another, close it up and let the coin start flowing..

The word we have is that the driving games will be a bit dearer than joystick games, but still at a Hell of a good price and for the countless operators that either can't afford, or do not have the locations to do justice to a Daytona or similar, but want to tap the big driving game dollar, this could well be the way to go.



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## MIDWAY

Possibly because the parent company has many other irons in the fire, Midway seem to have a good policy of not bringing out games just for the sake of having new games on the market, they only bring out one or two a year, but their record on those games speaks for itself.

This northern Autumn the Chicago based company is bringing out a new wrestling game titled *WrestleMania* and featuring the stars from WWF. The choice of theme and timing here, looks perfect, we have seen before what a good wrestling game can do with Techno's *WWF Superstars*, there hasn't been any wrestling games for some time, and players are starting to show interest in video games, so assuming the game is even half as good as we have heard it is, Midway are on another winner, and so are operators.

The only thing that concerns us about *WrestleMania* is the price we have heard, it is a game of digitised graphics and carries the burden of a license fee, but it's to be hoped the price is at least a little cheaper than what we heard.

While *WrestleMania* will obviously head up the Midway range, the

company is also sure to continue with *Cruis'n USA* and to a lesser extent, *Mortal Kombat 3*. *Cruis'n USA* has proven an excellent game in all types of location, is quite affordable for street sites and still appears to have a lot of life in it.

## DATA EAST

Data East enjoyed good success with their Neo Geo game, *Street Hoops* which was released this time last year and word is that they have an excellent sequel being released now and titled *Data East Hoops* that does everything *Street Hoops* could do, plus as much again.

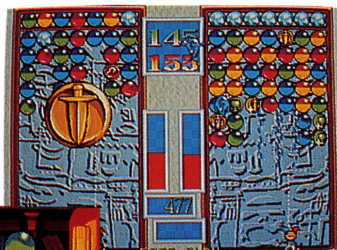
Now that's a pretty heavy 'wrap', but DE are not a company to hype up product if they aren't confident of it performing well, and we are pretty confident with them.

*Data East's Hoops* has a 'three on three', street Basketball theme and can accommodate one to four players, it will be reasonably priced and on a reusable hardware base, which in lieu of what's happening in this good company right now, does not necessarily mean in Neo Geo format like the first game.

They also have a very good puzzle game in *Chain Reaction* which has done some excellent business in Japan but is currently being completely rebuilt to adapt to the international market, having seen what a good puzzle game can do with *Puzzle Bobble* lately, put *Chain Reaction* in the little black book and make sure you check it out.

Data East were one of the first game makers to realize something had to be done about price and have since devoted their efforts to producing cheaper games for systems like Neo Geo and Titan, and as we understand it their dedication to producing affordable games of quality is now firm company policy.

So sure are Data East that this is the way to go, you can expect something quite exciting from them in the way of interchangeable hardware and affordable games in the very near future, probably as early as the release of *Hoops*, this month



*Chain Reaction and Data East Hoops are DE's two latest games, and both look good*



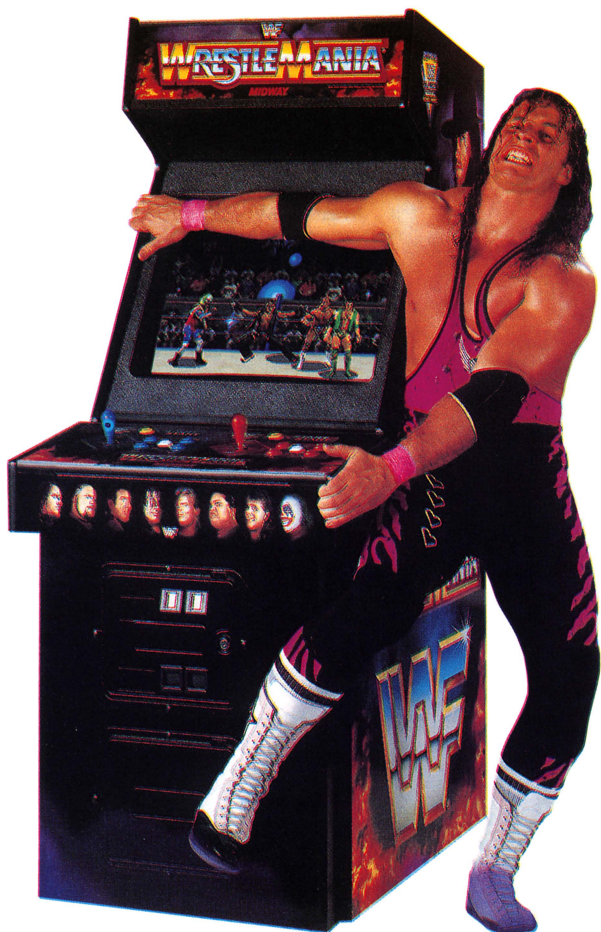
And while on Data East and the future, don't be one little bit surprised if this company is the next to produce high quality polygon based games, similar to *Virtua Fighter* in everything .....except price.

## CAPCOM

Capcom are likely to have 2 or 3 new games for the AM Show, but even though we've heard they have a beauty that's now testing, they may be battling to upstage the game they have just put in the market titled *Street Fighter Alpha* (or *Zero* in some countries) Now we admit having a whack at them for all the *Street Fighter* sequels, but that doesn't alter the fact that we are getting reports from players that this game is the best thing Capcom have done since *Champion Edition*

Apparently the new tricks like Super Combo, Auto Guard and the counter attack technique, Alpha Counter, have really given the game a new dimension and everything we hear about it is good.

We know there's a lot of sceptics out there who think all fighting games have been "done to death", but regardless of what any of us in the industry may think, the majority of players will still make a good fighting game their first target if they are not looking to play a driving game.





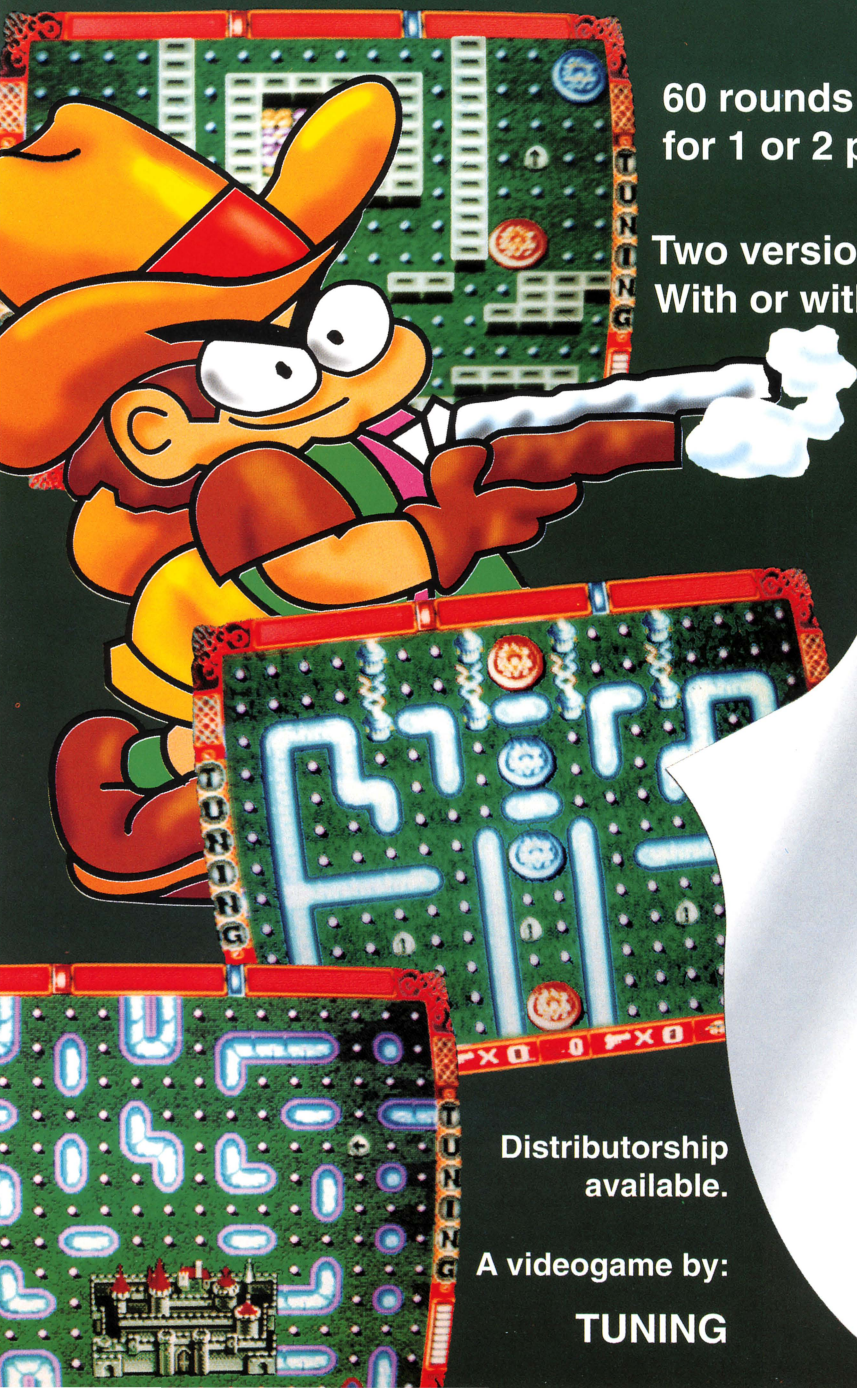
# MAD Donna

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When assessing this game, get all the preconceived ideas out of your head and give it a fair appraisal, apparently it's very good.

And on future games look for Capcom to also be getting into the polygon based graphics caper with some big, new games shortly, and we're still hearing tales of a hot driving game being somewhere in the works.

## TAITO

Taito's success with *Puzzle Bobble* which we believe has just completed it's third production run, seems to have given this sometimes 'sleepy' giant a new lease on life in the creative world.

This is shown with their big polygon driver, *Dangerous Curves* and we expect it to be seen again before this coming Show season is over in their F3 Package games, which if they follow their previous strategy, will also be duplicated in Neo Geo mode.

Some people wonder why Taito made a hit game like *Puzzle Bobble* in Neo Geo format as well as F3, instead of using it solely on the F3 Package to promote sales of that system board, but what some may not know is that Taito is probably the biggest operators of Neo Geo games in the world (or were when we last checked) as they embraced the system from day one and to our knowledge, bought thousands of them. With this being the case, far better they make

their own games to slip into the Neo Geo's than have to buy them elsewhere..

Incidentally we mentioned recently that Taito had a new Power Spikes, but it appears we were wrong and it's the old one which wasn't much good, being recycled. Sorry if we led anyone astray.

## SEIBU

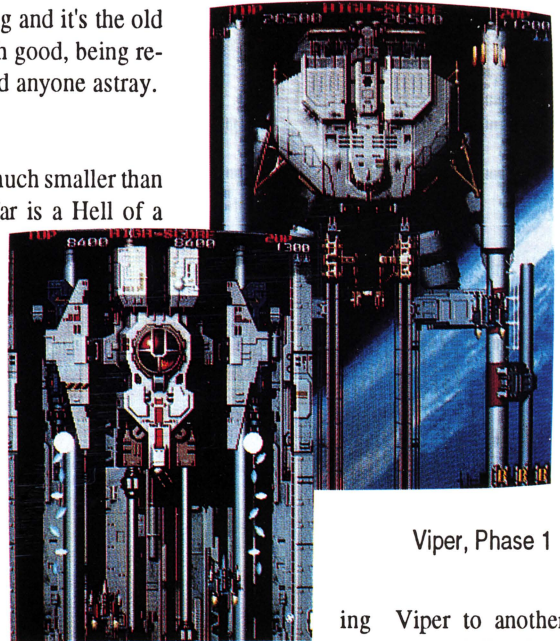
This company, much smaller than those mentioned so far is a Hell of a game maker. On 'hits to misses' ratio, they could be the #1 game maker in the world over the past few years.

They don't make a lot of games, but they put a lot of quality in them and we believe there new SPI system game, *Viper, Phase One* will be spoken of in the same manner as the fantastic *Raiden* games the company are famous for.

*Viper* has done some great business already, but the strong point of Seibu games is their staying power and if this one 'lives' as long as we think it will, the best is yet to come.

The SPI system from Seibu has been created to make the company's games more affordable and they intend to now step up production and produce more games to support the system.

The problem is that this company is so good, the system is almost a waste of time as no one we know will be chang-



Viper, Phase 1

ing *Viper* to another game, especially since the latest version has come into play.

The updated version has removed the energy bars for the special weapons and given the game even higher earning power. You shouldn't really have favourites in this magazine caper, but Seibu are one of ours, they are all about strong earning games and operators making profit, and that's great stuff.

*Sen Kyu* a great looking puzzle game is set to come into the market as we write and some good judges tip it to do real well in most markets also.

## KONAMI

This good game maker has been a bit quiet in recent months, but that's about to change as they have several good conversion games ready for release and also a big, dedicated, their first polygon graphic gun game titled *Crypt Killer*.

The company also has a series of dedicated video sports games for release at the AMOA Expo that come in table top style cabinets with Track Ball, similar to their Soccer Superstars table.



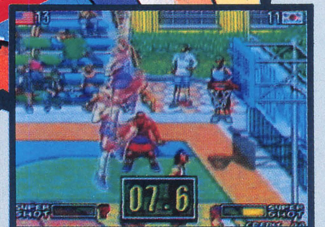
# DATA EAST'S HOOPS



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## TUNING ELECTRONICS

Better known as one of Germany's top distributors, Tuning Electronics are closely aligned with Seibu, distributing their games and giving valuable input, but they have also got a game of their own in *Mad Donna*.

Now *Mad Donna* is what you call a real surprise packet, a relatively simple *Pacman* type game that some may feel inclined to pass over, but don't be fooled by the simplicity, it's an extremely well thought out game and is "killing" them in European taverns and bars.

Tuning had to step up production quite a few cogs to meet the demand for this one and the more *Mad Donna's* that get out there, the more orders there are coming in.

A lot of operators of video games tend to get very fixed minded about which games can take money, and load their locations accordingly, but the caper today is to open up your mind and give the players what they want.....not what you want to give them, and once they see it and play it, pub and tavern players all over the world will be wanting *Mad Donna*, it's fun, reasonably challenging and a bit *risque*, a top formula for pubs.

Tuning are going to do real well out of *Donna*, we hear they have already had a record year with turnover up 90%, without *Donna's* results, and they are not resting on their laurels. Their next game, a yet to be named gunman shooting game is close to release, could even be ready the end of this month and it won't surprise us if it's also a good one.

Tuning, who also have a very strong hand in their German distribution of Neo Geo games are a good company, their boss Reymond Safft is renowned for thinking 'operator profits' before thinking sales, and that excellent attitude will ensure Tuning as a game maker, do everything possible to produce games that operators can get good value out of.

## KANEKO CO

Kaneko have *Jackie Chan, Kung Fu Master* in the market and are a company that deserve to do a lot better than they do. They have been victims of bad timing before and it looks like *Jackie Chan*, who's coming up against some very strong fighting game titles in *Street Fighter Alpha, Tekken 2*, the Neo Geo games and *Virtua Fighter* games, is suffering once again through unfortunate timing.

But we believe Kaneko is a company worth supporting, they are trying to produce less expensive games and are coming up with some pretty good titles. Placed away from the 'big guns', *Jackie Chan* will end up doing some good business.

Kaneko are reported to have a new game in the making that has them very excited, but we believe it may not be ready till early next year.

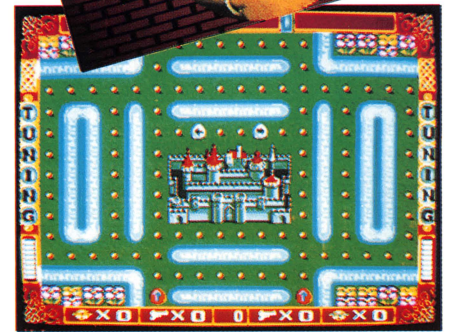
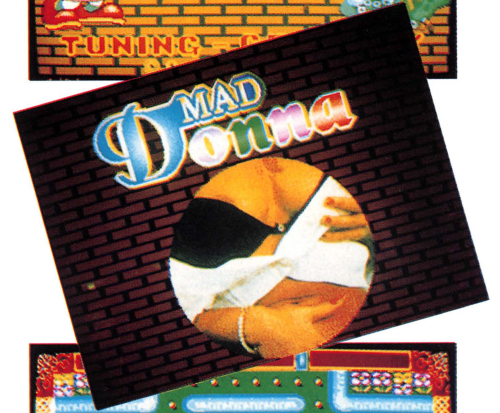
## LAZER-TRON

What's Lazer-Tron, the big redemption game maker doing here in amongst all the video game makers?

Video Redemption games, that's why, the VR that's not Virtual Reality, and Lazer-Tron have completed their first VR game which will be released soon, probably at Fun Expo and which is titled *Miners Revenge*.

This is a great, fun, 2 player game that has heaps in it in the video game department, and which combines the dispensing of tickets with the game play, CBI has a distinct impression that we are going to see a lot of Video Redemption games and we also are confident they will do very well.

Don't miss checking this one out.



## INCREDIBLE TECHNOLOGIES

The original *Golden Tee Golf* was a pretty good game a couple of years ago and the company's latest effort, *Peter Jacobsen's Golden Tee 3D Golf* is reported to be much better.

Strata may not have had much luck with their more recent driving and fighting games, but have had few peers at making sports games and this one which has more in it than a real game of golf, looks good.

## Gaelco Ltd

This Spanish company kicked a real goal with *World Rally*, and look like doing even better with *World Rally 2* which will be seen at several of the upcoming shows for the first time,

A 2 player linked version that brings competition into the game, *World Rally 2* sells as a conversion kit at quite a reasonable price and is doing great business in every market we know of that it has been released in at time of writing. *World Rally 2* can not compete head on with *Rally Champ* or the big games, but it can earn well on the street and gives operators the opportunity to put a driving game into a site, that's capable of earning good dollars, without having to pay the big dollars.



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**MERIT INDUSTRIES**

While we're on pub, video games, all Merit's *Megatouch Multi Games* have taken a power of beating., and their updated *Megatouch III* is no exception.

The touchscreen games like *Solitaire*, *Run 21*, *Royal Flash*, *Match-em-up* and others that are included in this very good multi game system have universal appeal and just keep on earning

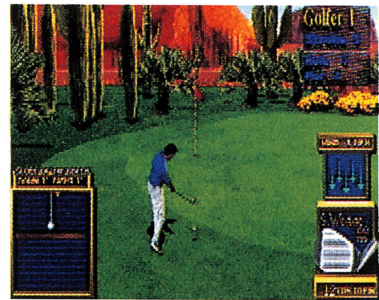
Whether in countertop or full upright form, this game is producing one of the best ROI figures in the business and it is proving just as good in Europe for example as it has in America, the game is capable of earning good money almost anywhere in the world and though we've written of this game quite frequently, it has to be included in anything that has a "Video Game" heading.

**SUMMARY**

This could go on forever, but we have to close up here. In a nutshell, the story we are trying to tell is a simple one, there is some excellent product available in conversion video games right now, and there's a lot more to come.

We are not allowed to tell you of some big, coming developments in video games, but be sure that there is lots of good things on the way to compliment what's already been released.

The biggest problem operators will have is working out what games to use where, as though indications strongly support the notion that video is back on the rise, operators have to place the right games with the right players. Street players are not coming to the games, you have to take the games to them.



Golden Tee 3D Golf

Operators also have to open up their minds and really look at the new games and concepts, we've been preaching this for ages, but still very nearly fell into the trap a set mind can create with *Street Fighter Alpha*, luckily we talk to players, and that's what operators have to do also.

A set mind can be an operators biggest enemy, which leaves us with a closing question.

Video is on the way back, (believe it or not) Are you, as an operator, coming back with it?



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## SECRET CODES



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## CHARACTER TIME RELEASE

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

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# WHAT'S HAPPENING IN CONSUMER GAMES ?

It's no secret that the consumer sector has experienced a bit of a downturn recently, with many Japanese coin-op manufactures blaming their poor performance on a soft *home* games market. Players have simply become a little bit bored and game developers have been working desperately to create something to win the masses back.

So what sort of competition will home games give coin-op in the immediate future? The answer to this was on display at the inaugural E3 (Electronic Entertainment Expo), held earlier this year. The expo grew out of an industry desire for a trade show dedicated purely to electronic entertainment, and consumer game companies took the chance to unveil this season's new products.

There was, of course, Jaguar VR, a fully immersive, 360 degree virtual reality system for the home. It has been developed for Atari's 64-bit Jaguar system in a joint venture by Atari



*Virtua Fighter Remix will go straight into the market for Sega's Saturn System*

Corp and Britain's Virtuality Group. The unit incorporates Virtuality's head mounted display into the Atari system and an optional track joystick is also available.

Current Jaguar owners can upgrade their units by simply plugging the Jaguar VR in their system at an estimated cost of US\$300. Through a licensing agreement Virtuality is developing VR games for the system and the first two games will be an updated versions of Atari's classic Missile Command and Virtuality's own Zone Hunter.

The past couple of years has seen the consumer sector move from the standard 16-bit platforms to 32-bit game machines and now there are a couple of companies following Atari's

lead and bringing out 64-bit systems. With this sort of number crunching power, the new generation of home games are going to have graphics of a very high standard.

Nintendo is due to release their first 64-bit unit, Ultra 64, in the next couple of months in Japan and early next year in the USA. Sega has their 32-bit Saturn system which made it's US debut at E3 and Sony's PlayStation, is due out in the USA this month.

Each of the companies is backing up their new system with a "hit" game which they hope will win them the greatest market share.

Nintendo is using Killer Instinct as its initial release for the Ultra 64 (and a version of the game has already been released for the Super NES); Saturn will come with Virtua Fighter Remix; and Sony has Mortal Kombat III lined up for its PlayStation.

On top of this there are all the other contenders who have released game systems since CD-ROM technology became viable for the home games market less than two years ago. 3DO's REAL Interactive Multiplayer, SNK's CD, Philips' CD, and more.



CD-ROM technology has also brought stronger competition from the PC market - and many exhibitors at E3 had products for PC-based CD-ROMs. It is easy to see why people who already own a computer would prefer to buy (the often cheaper) games for their PC than fork out extra money for a dedicated games console. After all, home game consoles are really just computers that have been designed to do only one thing.

Sega and Nintendo already have an established following so the newcomers have their work cut out for them. Most in the industry agree that the next couple of years will see the home market get close to saturation, so if companies don't establish their market share soon, they may find themselves out of business.

Other new products released at E3 included Nintendo's Virtual Boy, a hand held unit similar to the company's popular Game Boy - but with 3D graphics. The graphics are only in black and orange and games have to be played with an eye screen so it will be interesting to see how the machine is accepted by players.

Sony unveiled their PlayStation and their agreement with Namco has seen an impressive line-up of games developed for the system. At



*Sony are counting on games like Mortal Kombat 3 and Ridge Racer to attract big sales of their PlayStation system*

this stage they include Ridge Racer, Tekken, Starblade Alpha, Air Combat and Cyber Sled.

American Laser Games also released their latest laser disc game for the home, McKenzie and Company. The game is the first to be produced by ALG's new Games For Her division which targets girls between 8 to 14.

All in all there were some interesting and exciting products unveiled at E3, but the expo also highlighted how competitive the consumer video games market has become.

With all the newcomers trying to make their mark (and in most cases, they are companies with plenty of money to back them up), Sega and Nintendo may find themselves with some real competition.

The last year has already seen the market slump, with both these Japanese giants experiencing decreases in their net income in the consumer sector. Add to this the growing popularity of PC games.

This could actually be the most significant factor in breaking Sega and Namco's hold on the home video games market as many software developers are now producing PC versions of their games. Personal computers have also become an increasingly popular form of entertainment in their own right as more and more people link up to Internet.

A lot has certainly been invested in the game systems currently being released - and each of the game developers must be hoping that theirs is the one that wins the players over.

# Gottlieb

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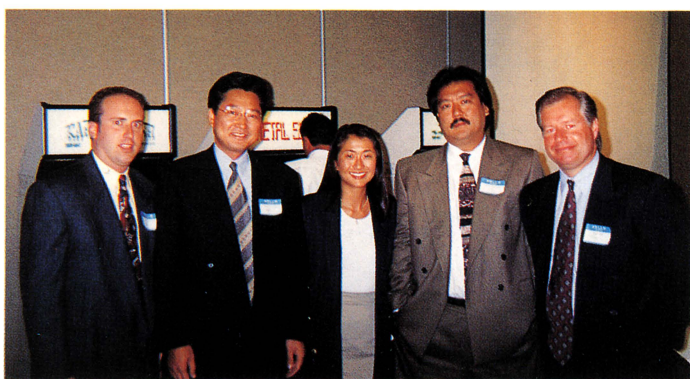
# SNK

## Coin-Op's Big Success Story



At SNK Corporation of America's distributor meeting held in Rosemont last month six new titles were unveiled.

These six titles showed more diversity than ever before for the Neo Geo system, showing SNK's commitment to the system especially now that the competition is hotting up in this sector of the market.



SNK America's top team (from left) Jeff Yantz (Eastern Regional Sales Manager) Marty Kitazawa (President) Heh-Kyu Lee (Product Manager) Bruce Tomiyama (Vice President) Tracy Tate (National Sales Director)



SNK's Latin America sales team, Eli Davalos and Koichi Sawaoa

SNK was the first company to produce a commercially successful games system, and it will be hard for an manufacturer to knock them off their post as market leader.

The distributor meeting gave a glimpse of things to come as far as Neo Geo is concerned. Over time SNK has created a name for themselves in the fighting game arena with the Neo Geo system, but this time around they unveiled the flip side of the coin.

With over 30 third party licensees developing product for the Neo Geo system we are beginning to see the fruit of their labour. SNK showed titles that will cross all gender and age barriers, giving Neo Geo operators product to fill virtually every niche in their operations. Games ranged from "Stakes Winner", a horse racing game, and a remake of the classic "Mr Do" to shooting, tank-themed and puzzle games.

*"We at SNK understand that quality fighting games are a must in this market for a quick return on investment and will continue in this direction,"* said SNK

Product Manager, Heh-Kyu Lee. *"We also understand that we need to get the attention of the classic and adult market and we are doing so with these upcoming games.*

*"Shortly we will have the variety needed to capture the tavern and bar market along with our existing market. The exceptional ROI with Neo Geo will be expanded to all sectors of our industry."*

At their distributor meeting SNK also spoke about ways to operate Neo Geo more profitably. Test results throughout the United States over the past year have shown that a single slot application with a full marquee, increases earnings as many as twofold, as well as for a longer term.

The reasons are obvious. Over time many of the systems have been moved towards the back of locations, the result is that new titles are not noticed and coinage is not increased for hot titles. With this new and very sim-

ple adjustment in operating, the game becomes a lot more visually attractive, a high price of play can be charged, and the new title is not lost in the back of the arcade.

*"Don't bury your investment, let it earn,"* says Heh-Kyu Lee.

Another topic of discussion at the distributor meeting was SNK's next generation system. In about a year SNK will be unveiling a brand new system with cutting edge technology. We're talking 3D capabilities, texture mapping, digital and polygon capabilities and new technology not yet seen in today's games.

This new system is aimed at the simulator market and SNK hopes to bring the same strong ROI to sitdown games with proven system interchangeability. The idea is not to replace the current system, but to compliment it in the deluxe market. The company, along with its third party designers, plan to continue supporting their current system through to the end of this decade - that's another five years!

*"SNK is also going in the direction of more direct operator input,"* said Heh-Kyu. *"Our new programs, with the help of distribution, will insure the operator more up to date information. We want to listen to suggestions concerning future products and better ways to maximise our system.*

*"SNK, The future is now', be a part of it!"*

Anyone wishing to be added to the SNK mailing list to receive newsletters, product brochures, as well as going into draws for prizes, can contact :

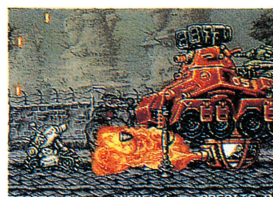
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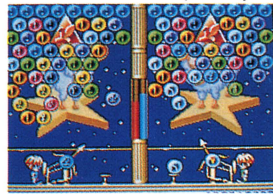
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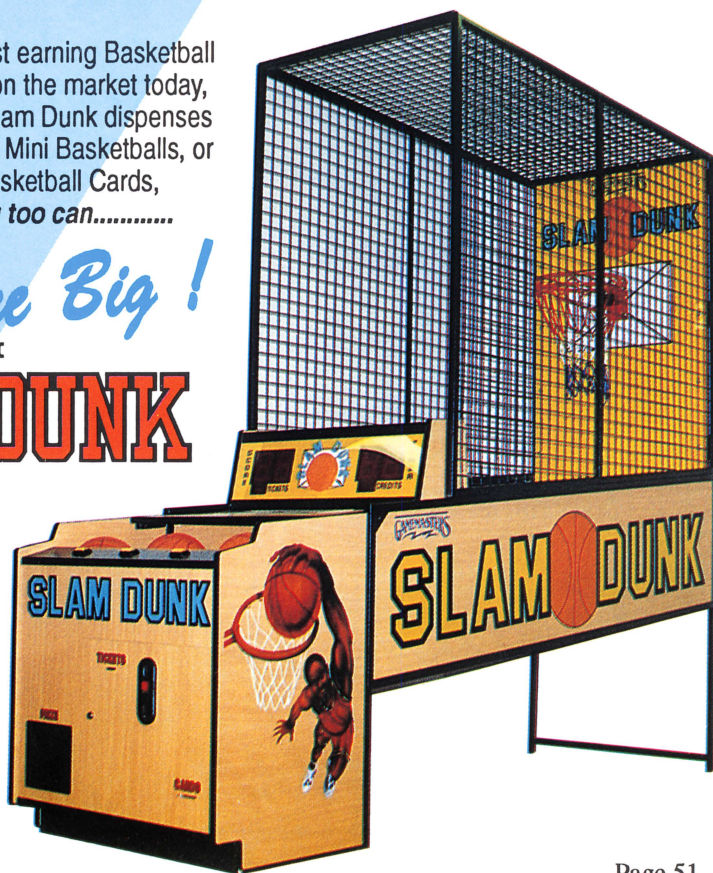
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# NW10 OPEN DAY

New games like Alpine Racer, Cyber Cycles, Virtua Striker, and Dangerous Curves were the feature of London's annual NW10 Open Day, a day when the distributors from the NW10 district open their doors to operators.

Participating companies included Brent, Namco, Deith, Sega, Electrocoin, Jaleco, Suzo UK, UDC, David Powell Distribution, ACT Marketing and RM Automatics. The attendance was good and the organisers were happy with the results of the annual event.

Visitors were mainly made up of site operators and seaside arcade owners, some of whom attended to make last minute purchases for the season that had just started. A growing number of overseas visitors also attended the event and, as usual, the social aspect of the Open Day made it easy for manufacturers, distributors and operators to get together.

In between looking at new products, visitors could sample the wide variety of food and drink on offer from the host companies and a jazz band and jukebox music created a pleasant, festive atmosphere.

A contingent from ATEI visited the Open Day to promote their 1996 trade show and another notable guest was Alan Willis OBE, outgoing general secretary of BACTA.

The NW10 Open Day had a greater selection of novelty games than ever before, partly due to the fact operators are looking for something to replace their unprofitable video games. The steady rise in the number of FECs has also increased the demand for redemption machines and these locations have also increased the market for bigger, more expensive video games.

Electrocoin headed their line-up with Dangerous Curves - the much talked about motorcycle and sports car racing game from Taito, while Deith Leisure showed their Sega and Williams product ranges and Wrestle Mania, the new Midway video game.



The Brent Namco presentation had a really festive atmosphere with a jazz band and outdoor barbecue. Games on show included Cyber Cycles, Ace Driver and Alpine Racer, Sega's Pinballs and RG Mitchell Kiddie Rides

There were, of course, many more products than have been mentioned here and all visitors would have received an excellent overview of the games currently available. As usual the Open Day was a success on all fronts and a welcome change to the hectic pace of today's trade shows.

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# World's Apart

# BECKHAM TO LEAD AMOA EXPO TO FULL INTERNATIONAL STATUS

Long perceived as one the two major *American* trade shows, the AMOA Expo is now aiming for a more *international* attendance. The AMOA set up the International Attendee Task Force in 1994 at the request of Tami Norberg Paulsen to better accommodate the AMOA's growing number of international visitors.

Bill Beckham of Red Baron Distributing (perhaps more well known for his fight to legalise parallel imports) heads up this committee and was chosen because of his knowledge of other international trade shows.

In the past the AMOA hadn't paid particular attention to the international guests at their convention but this is all about to change. With the limited time they had to

organise things for AMOA '94, the committee were only able to put a few of their plans into place.

This included special ribbons attached to name badges to identify people as international delegates and an international lounge, complete with an interpreter and complimentary coffee, soft drinks and munchies, as well as several international newspapers. Committee members also helped international visitors register for the show and organised a VIP luncheon to formally welcome them.

At this luncheon, the AMOA president at the time, RA Green, announced that the AMOA would adopt a policy of waiving the registration fees for international guests who registered in advance.

The committee has had 12

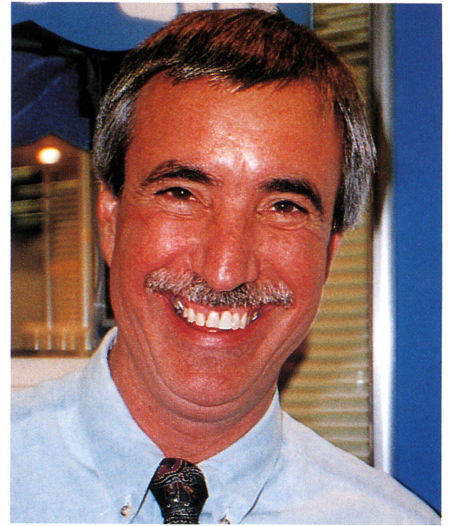
months to organise for AMOA '95 and a number of new initiatives have been made.

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

The committee plans to continue the programs started last year, as well as implementing a number of new ones. Some of the signage, notably the welcome sign, will be translated into other languages, as will the President's welcoming message in the AMOA's expo booklet. A new advance registration process is being introduced to make registering easier and AMOA is also allowing exhibitors to register their international customers in advance at no charge.

A "welcome" package is also being envisioned to give visitors information about the convention and the host city in general. This would a brief questionnaire that would ask guests what the AMOA could change or do better to make their visit more enjoyable.

The AMOA is working with a number of travel agents overseas, giving them information about the expo so these travel agents can help delegates



Bill Beckham

book their trips to the United States. The Association hopes this will lead to "group bookings" from certain countries, leading to more international visitors coming to the AMOA convention- and at a lower cost.

Finally, the AMOA Board has voted to continue moving the trade show around the country. One of the deciding factors behind this decision was the fact that international guests enjoy seeing different parts of the United States.

In its short life the International Task Force Committee has already done a lot to increase the international profile of the AMOA Expo. An indication of the Association's commitment is the fact that a full committee has been appointed to look after the project, instead of just a small, three member team. Already for 1996 the Committee is talking about a larger luncheon, a day trip for international visitors, maybe a seminar on international issues and many other good ideas...

*"Perhaps the AMOA was slow to address this issue,"* says Bill Beckham, *"but they have jumped in with both feet; and it only makes sense. Our show was the first and is the largest show in the United States. We have the single biggest market for coin-operated product in the world."*

*"We feel that by starting to take the proper steps to encourage and welcome the international guest, we can make them feel more comfortable about doing business in our country."*

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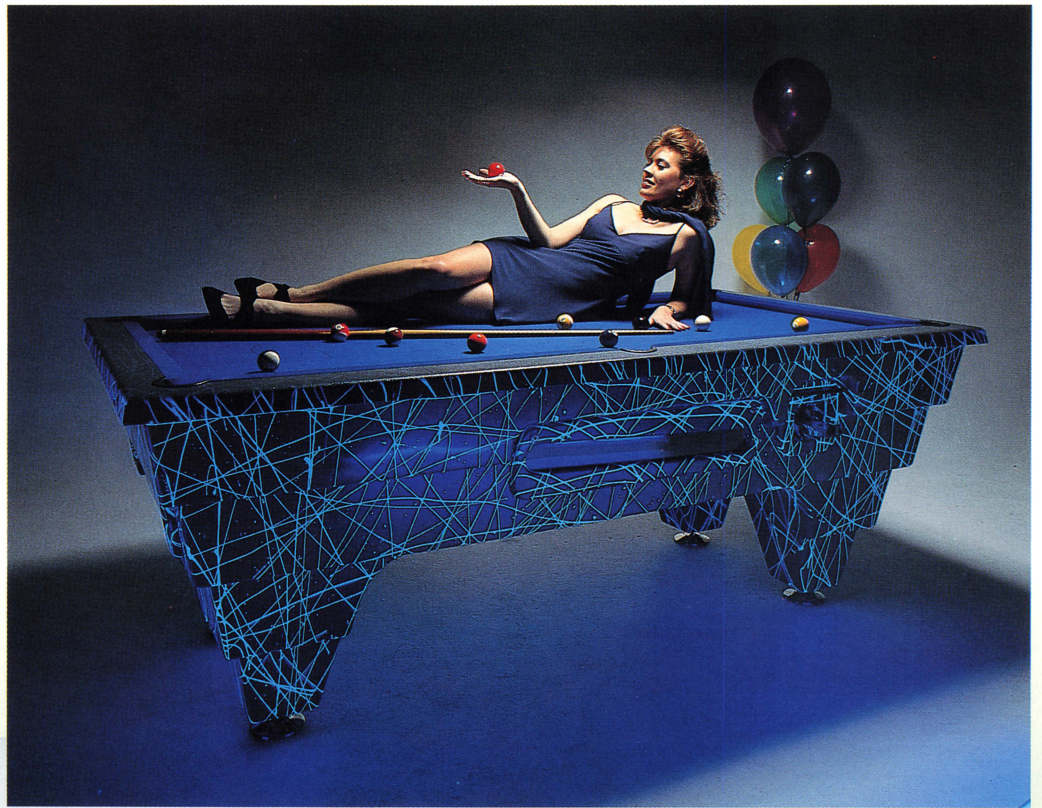
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One of the most successful component of the new generation family centres has been soft and modular playgrounds for young children. These playgrounds can be a real attraction for a centre and they clearly mark the locations as "family friendly".

But there's a lot more to providing a successful play area for children than just installing the latest in soft play equipment.

Companies like Omni, Soft Play Inc and International Play Components provide some wonderful systems, complete with slides, tunnels, ball pools and Tarzan swings. But this is only the "hardware" and you really have to provide a play program and other props if you want children to come back again and again.

With the right type of program, some innovative props and other play elements, you can create an environment that the kids are going to enjoy - *even without* all the new soft play equipment that's taken the market by storm.

If you have *both*, however, your success is almost guaranteed.

The basic concept of "play" is just as important as the equipment itself. To really

Some centres have a strict monitoring system where parents have to "sign in" and "sign out" with their children to make sure every child is accompanied with an adult at all times.

It's not a good idea to allow unsupervised kids into the play system because you will end up being a child minding service (unless you want to provide this sort of service). However, you should definitely try to create an environment where parents not only feel comfortable, but are encouraged to join in the fun. After all, everyone is a bit of a kid at heart!

Of course you should also provide comfortable seating and access to refreshments for those parents who are happy to just sit back and watch.

The area has to be designed so that parents are able to see their children and get to



Other possible ideas to supplement the actual soft play equipment are murals, props that encourage dramatic applications like dress-up clothes and puppets, as well as soft building blocks and interactive sound effects.

Birthday parties are another way of increasing revenue and return visits to your location. Birthday parties have really taken off in FEC's and it's not too extreme to say that they can make or break a location. Party packages are attractive to children up until the age of about 10 - and this coincides perfectly with the target audience of soft play equipment.

Birthday parties are also popular with parents because they can avoid the time consuming business of organising a child's party - and all the hassles that go with it. They are happy to pay the money (as long as the cost isn't too prohibitive) if their kids and his or her friends have a genuinely good time.

The beauty of birthday parties is that they provide a way for you to promote your location without any cost to yourself. When a group of children comes in for a party package, they usually end up using the other equipment and their parents will buy food and drinks.

Parties also introduce new customers to your centre, and if they leave as happy customers, you can be sure the kids will ask their own parents to take them back, or better still, they'll ask to celebrate their own birthday there.

But perhaps the most important thing is to engage the children in games. Play leaders should have a program of games to keep the kids interested and to get them to interact with each other. The equipment can become the scene for any number of play acting games, as well as treasure hunts and other games and competitions.

While FECs use the latest technology to impress their adult customers, the opposite is true when it comes to little kids. Instead of trying to blow them away with realistic special effects, kids should be encouraged to use their *imaginations*.

*That's what playing is really all about.*

Cash Box International September, 1995

# Child's Play

attract children to your centre, you have to please two groups of people; the kids themselves, and their parents. The components of play are learning and discovery, but at the same time, having fun. This keeps both parties happy.

Play areas increase a centre's revenue because they bring the whole family unit in. It's also a good idea to create an environment where parents feel like they can join in if they want to. After all, everyone is a kid at heart!

So what do parents look for when they come to a facility? They want a play area that is also a learning environment so their child can develop both their social skills by interacting with other kids, and their developmental skills while playing with the equipment. The other thing parents are concerned about is safety: they look for lots of smooth surfaces and sturdy equipment.

Security is another important issue for soft play areas. If you are lucky enough to attract people of all ages to your location, parents won't appreciate loud teenagers hanging out in the same area as their toddlers. The children's playground should really be completely separate from the rest of the equipment in the centre, with only one entrance and exit.

them quickly if necessary. This is why it's a good idea to have a "toddlers" area which is slightly separated from the play area where older kids are running around. If you don't, you will probably have a lot of toddlers being bowled over as 4 to 10 year olds can become pretty excited when playing.

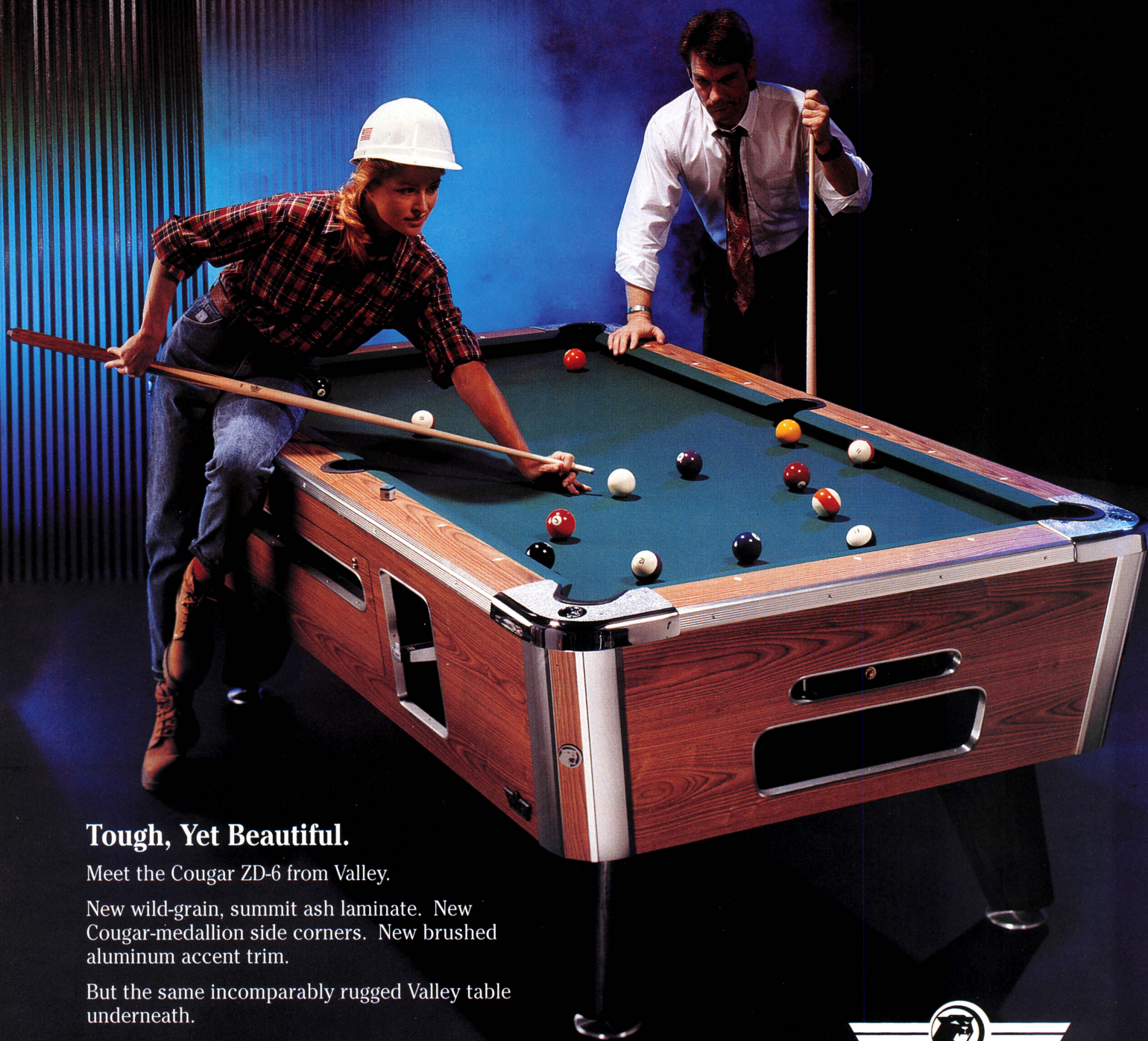
Soft and modular play systems have become so popular for two reasons. The first is simply that kids love them: they give a real sense of adventure and fun with their twisting, multi-levelled tunnels, slides and ball pits. The other reason is that parent's can see that they are safe, supervised areas and are therefore willing to pay for their child to spend time in the playground.

It's important to have trained staff to encourage the kids to play and interact together. These play co-ordinators should be trained in risk management and should be able to handle all difficult situations.

Children have to feel comfortable in the play area so special care has to be taken in catering for the younger kids so they don't feel intimidated. Bright colours and small, cosy spaces, with sound effects and gadgets appropriate to their young age are all necessary.

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# PREMIER

*Big Hurt, Batman Forever, Pinball Magic, Indy 500, Pinjack, Water World, Apollo 13, Congo, Elvira 2, Mortal Kombat.....Some are already out there earning, some are in final stages of testing, some are still chunks of whitewood in the factories and a couple are just being thought about.*

*Just another batch of Pinballs ? No way Jose. These Pinball titles plus a few more, as yet unnamed models, are the machines which are going to reverse the slide in takings over the next six months or so and take Pinball back to where it should be. Just like conversion video games, there's good evidence that Pinballs have bottomed out earlier than expected and are starting to move back up, and the games being produced now are of such high quality, they can only help the upward swing*

Hitting bottom is a real pain in the butt, but there is always comfort in the old saying, *that when you have hit bottom, the only way you can go is up*

That the old saying is not particularly accurate, (things can always move sideways) doesn't really matter, who gives a fig for sideways? We're only interested in up and down, particularly up, and that's where Pinballs seem to be heading.

In the USA, UK and Europe, there are definite signs that Pins have bottomed out and are starting the climb back up. Historically we can be almost positive that this will flow through to the other markets, as it always has in the past.

The upward kick in Pinball takings does not appear as marked as the kick in conversion videos, but then Pinballs didn't hit bottom as hard either, so we can't really complain about that.

Over the next six or so months, you can be sure the manufacturers are going to do their very best to ensure Pinballs keep moving upward, we can expect to see a glittering array of big name titles on 'swish' machines that are loaded with new gimmicks and features.

Look at the list of titles up at the top of the page and try and imagine what the Pinball designers will do with them, what would you make the central feature on Water World, or Apollo 13 (that's an easy one) or Congo, to try and give them the edge on their competitors products.

There's going to be quite incredible competition among the Pinball manufacturers, there always has been, but with Williams having the lead for so long, most of the competition was to see who would run second. Not so today, Premier Technology and Sega are right up there with them, and equally capable of producing the top machine. Soon we will have Capcom too and everything points to this company being the best 'start up' company ever, in Pinball manufacture.

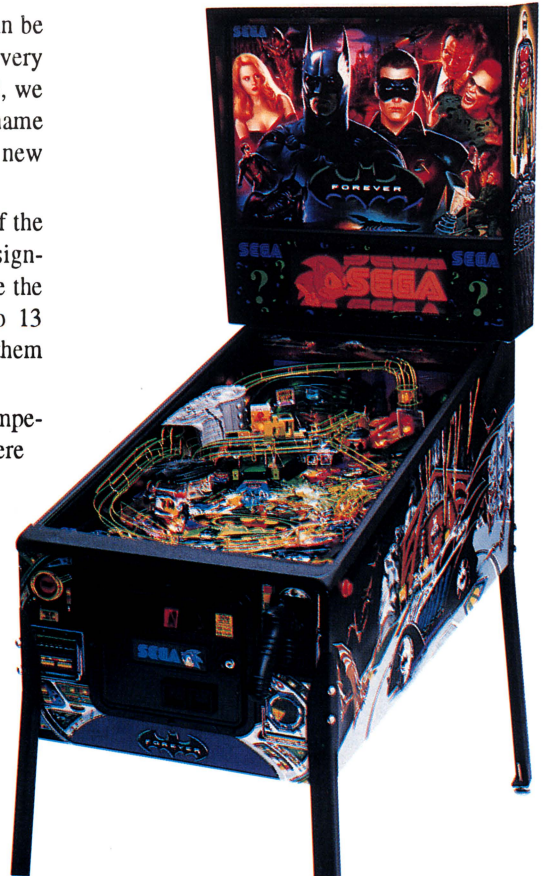
If Williams/Bally don't go mental and overload their new machines with gimmicks, we expect them to come back smok-

ing. There's little doubt that they have been stung by the criticism received for producing lesser games like Dirty Harry and Co, at higher prices, and we have seen their reaction to that criticism with *Theatre of Magic* and *No Fear*.

So it's a good bet that they will come back strong, but what about Premier Technology, If the building of top earning Pinballs is a confidence business as many suggest it is, how confident must this company be after the string of great earners they've had

Knocking Williams/Bally off the top of the charts in most world markets for three successive models, tells us Premier are capable of anything they set their sights on and we are expecting something huge from this company in the very near future, almost certainly in the next six months.

*Completed on page 62*



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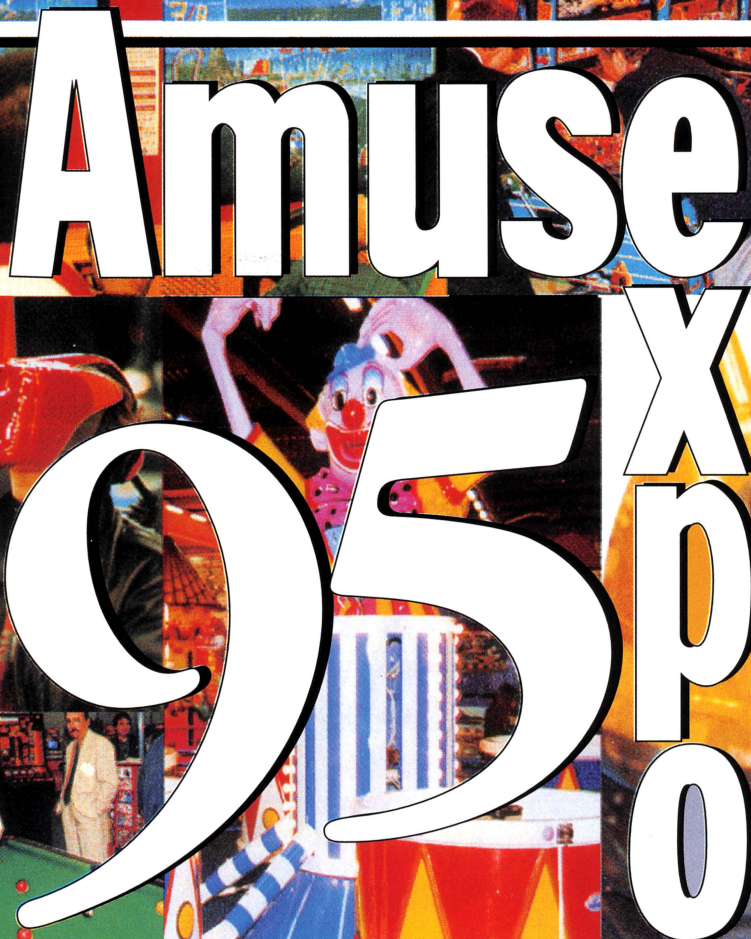
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# PINBALL



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We are yet to see the Sega influence in Sega Pinballs since they took over from Data East, but Sega are another company that do not like running third and it will be surprising if this company doesn't lift itself in the near future.

They have some strong titles, but maybe the strength of the titles they collect are holding them back in game design, there has to be a chance that too much reliance is put on the title and theme when they are playing with what appear to be such strong titles.

But regardless of this, Sega are up there and the other companies can not afford to falter.

And coming in on the bottom rung is Capcom who are set to release their first game, Pinball Magic, which is now reported to be testing exceptionally well. Here's another big company that are not impressed with being anywhere but at the top of the charts, can they be immediately competitive?

Where normally

we'd be inclined to think they would need quite some time to be competitive, there's a strong chance that Capcom can move quickly into the main stream. Initially it's thought they may have some distribution problems, but if the games are good, they'll get them distributed without too many hassles.

Getting right away from the USA there are two or three companies building Pinballs in Europe and while we would be inclined to think the US manufacturers can comfortably keep them at bay, there's always a chance that something good may pop up in Spain or somewhere and really put the cat amongst the pigeons.

A couple of European manufacturers went pretty close to building world class machines in the early 80's and if they were to lure a couple of experienced American Pinball people over there to go with the new technologies, computer design and trappings of 1995, anything could happen.

The point is that there is going to be good product there to help push Pinball takings along, as they work their way back up. The competition between the manufacturers will keep a constant stream of innovative Pinballs coming onto the market and ensure both players are kept entertained, and operators are kept in profit.

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# Are Cheaper Games On The Way?

For some time now operators the world over have been complaining about the soft video market. Mediocre, non-performing conversion games... and the price just seems to keep going up. Of course, the high value of the Japanese yen has a lot to do with the hefty game prices, but this doesn't change the fact that in many cases PCBs just aren't viable any more.

To a large extent, video games at the lower end of the market have lost their element of novelty and players just aren't prepared to drop a lot of coins into an average game. There was a time when people would find a game exciting just because it was a video game and that meant it was *hi-tech*.

Those days are long gone and players aren't so easily impressed any more. Of course they will still get excited about the expensive driving simulators with their smooth polygon graphics and other special effects. But average games are no longer good enough.

This has come after years of kicking, jumping, and shooting on home systems as well as in the arcade. Players don't see the point of paying for something that they can do at home anyway - and even consumer games have experienced a downturn recently.

The hi-tech arcade games are performing extremely well because they bring players an exciting, new experience. Unfortunately technology costs and these machines certainly don't come cheap.

So what happens to the locations which aren't big enough to warrant a Sega Rally or similar machine? Is video still viable for the street? At current PCB prices you may begin to wonder.

Of course an exceptional game will always do well, but it seems that manufacturers are concentrating most of their efforts - and their R&D dollars - on developing machines for the high end of the market. Hit PCB games have become fewer and further between.

And then there's the matter of price. With the value of the yen on the rise, operators are having to pay high prices for games which will probably not perform well enough to bring them much of a return on their original investment.

Enter game systems.

For years now SNK, through their Neo Geo system, have provided operators with reasonably priced games, offering them the opportunity to get a good return on their investment. Many Neo Geo titles have performed better than much more expensive PCB's, but even the more average games provide good ROI simply because the initial investment is so low.

SNK is able to keep Neo Geo prices so low because it is a



games system: operators only have to buy the basic hardware system once and after that each new game comes in the form of cheap software.

For a long time SNK has had this corner of the market to itself but now most of the major manufacturers are getting into the act.

Sega, Kaneko, Taito, Capcom, Seibu ... and there are probably more to come. These companies realise that they need to provide cheaper games if they want to recapture the level of sales that they were achieving three or four years ago. While the mark-up on games will be lower, manufacturers hope they will come out on top by selling much larger amounts of each game.

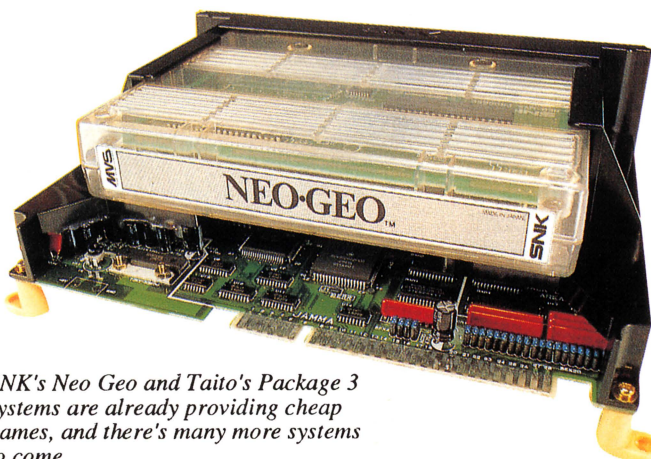
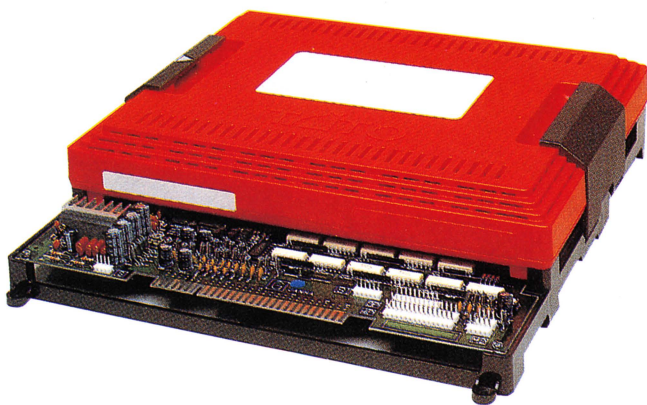
Neo Geo has certainly made this possible for SNK, and it has been estimated that there are more than 400,000 Neo Geo hardware systems in operation. This means that a huge amount of operators are committed to the Neo Geo system - after buying the hardware, it's reasonable to assume the operator will continue to buy new software in the future.

This puts SNK into a pretty strong position because any competitors now have to convince operators to invest in *their* hardware system as well. It looks as if manufacturers will cut the prices of their hardware systems to the bone to gain market share.

For operators all this means new games at around a third of the cost of a normal PCB - but you will have to invest in the hardware first. The JAMMA standard meant that operators could run PCBs from any manufacture in their universal cabinets - but this will not be the case if games systems become a major source of games.

Operators will either have to buy the hardware systems of many different manufacturers or chose the system which they believe will provide the best games.

To page 66 please



SNK's Neo Geo and Taito's Package 3 systems are already providing cheap games, and there's many more systems to come

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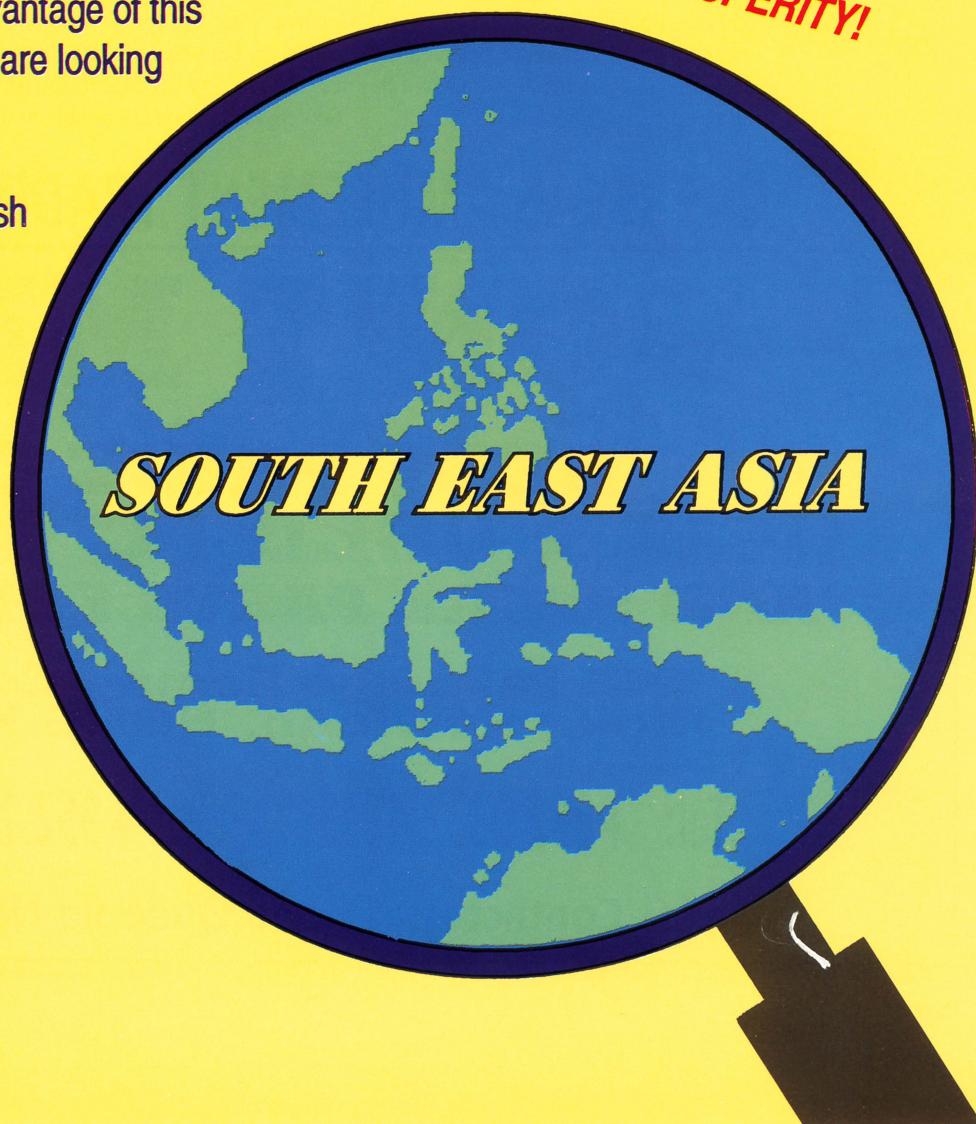
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# Are Cheaper Games On The Way ?

Neo Geo's record has been well established with operators but other manufacturers have also released some good games on their respective systems.

Kaneko released Mille Miglia 1&2 on their "AX" system board; Seibu is currently experiencing success with Viper Phase 2, developed for their SPI (Seibu Programmable Interface) board; and Taito, the first company to bring 32-bit technology to a games system, has done well with Hat Trick Hero '95 and Bubble Symphony on its F3 system.

Sega is also directly challenging SNK's position in the market place with their Titan system. With 64-bit power, and a number of manufacturers expressing interest in developing software for the system, Titan has a good chance of cracking the market.

One thing about Titan that has some in the industry concerned is its close similarity to Sega's consumer game platform, Saturn. Operators have long complained that manufacturers release home versions of their games too quickly and the situation with Saturn and Titan means that the difference between the coin-op and consumer versions will be minimal.

It seems that the divisions between arcade and home game systems is becoming more and more blurred. In the bid to bring cheaper video games to the coin-op sector, an increasing number of manufacturers are turning to consumer platforms for inspiration.

Midway entered into a partnership with Nintendo to produce Killer Instinct, and Namco worked with Sony to develop System 11 for their fighting game Tekken.

System 11 is an arcade hardware system using the same technology as Sony's PlayStation consumer platform. The two companies recently announced an agreement reportedly worth US\$100 million whereby Sony will be able to convert Namco games for their PlayStation system and Namco will be able to use Sony technology in selected arcade games. Perhaps most importantly, games developed for System 11 can be flawlessly converted from arcade to home.

While neither Tekken or Killer Instinct were cheap by normal PCB standards, both brought hi-tech graphics technology to street locations. Tekken, for example, was able to offer

polygon graphics in the style of Sega's Virtua Fighter II at a much lower price.

While Midway and Namco have basically re-packaged an existing consumer game system to produce a coin-op game, Bell Fruit Manufacturing did the opposite. The company created an arcade hardware system and gave consumer game developers the opportunity to produce games for it.

The best known of these games is Mirage Technology's Rise of the Robots, a consumer game that was enhanced for the arcade. While Bell Fruit did not experience great success with their experiment, it is something which we may see much more of in the future.

The idea of coin-op and home games using almost identical technology will worry some, but it does make the process of developing games a lot more cost-effective.

These developments, along with the appearance of the various game systems, seems to indicate that operators may be offered cheaper games in the future. While there are certain drawbacks as well, it at least means that street locations will have product which is viable to operate.

Meanwhile, manufacturers are still developing games that excite and thrill players at the high end of the market, ensuring that coin-op keeps one step ahead of the consumer games market.

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## Tidbits

Smart Industries are pretty chirpy about their new game titled Turf Wars that is due to be released at AMOA .... TW Interactive (Atari) are giving their order books a good workout on the new game, Hoop it Up as it gets market

exposure .... Riding a 'high', ICE Inc are said to have another big release ready for AMOA .... They didn't show it at their recent showing of new products, but there's still rumours that Sega have a swish motor bike game just about ready for market .... Konami will show their latest Redemption game, Chicken Dash at the upcoming shows .... Coin Concepts Triple Play is chalking up some good sales .... They might be Virtua Fighter 2 crazy in Japan, but Virtua Fighter Remix has not been at all impressive at this stage .... Coastal Amusements are working on something very "hush hush" that should be ready for AMOA .... Fun Industries have gone into full production with Steer Crazy .... Jaleco are the latest company to be reportedly developing a polygon based video game .... The SNK Neo Geo driving game will definitely be seen at JAMMA .... The success of Street Fighter

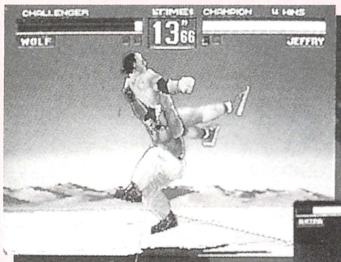
Alpha looks like slowing up the release of at least one very good game that Capcom have completed

.... Premier's WaterWorld is apparently testing side by side with Capcom's Pinball Magic in a

Chicago arcade, with both companies watching closely .... Watch out for Striker 1945,

reported as one of the best shooting games seen for some time ....

Tuning Electronics of Germany who have done exceptionally well with Mad Donna, will soon be releasing their second video game



Virtua Fighter Remix has not been impressive so far in Japan



## Strikers 1945 Psikyo

This shooting game from Psikyo has got tongues wagging round Tokyo and Hong Kong, the markets that most of those sold to date, have gone into, as it pulls in dollars (and yen) like only a good game can.

In some Hong Kong arcades, Strikers 1945 has actually taken more than Capcom's great fighter, Street Fighter Alpha and though that's not the norm, the last shooting games that beat a top fighter were the Raiden games, so it's obviously got some class about it.

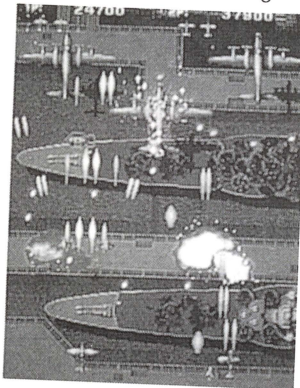
As we write the game should be starting to move into the international markets and there seems no reason why it won't do just as well anywhere, this is a good game. It looks good, plays good, has plenty happening and gives the player plenty to think about.

The reports we have indicate the little known Psikyo have hit the big time with this one and it's certainly a game for operators to check out.

•• Como nosotros escribimos Strikers 1945 deber comenzar para mover en los mercados internacionales y allí parece no razón por qué no hacer así como bien en ninguna parte, este es un bueno jugado.

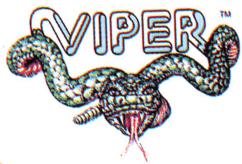
Mira bueno, juega bueno, tiene la una abundancia sucediendo y da la una abundancia de jugador para pensar en.

Los informes nosotros hemos indicado el poco Psikyo conocido han golpeado el tiempo grande con este uno y es seguramente un juego para operadores para desocupar.



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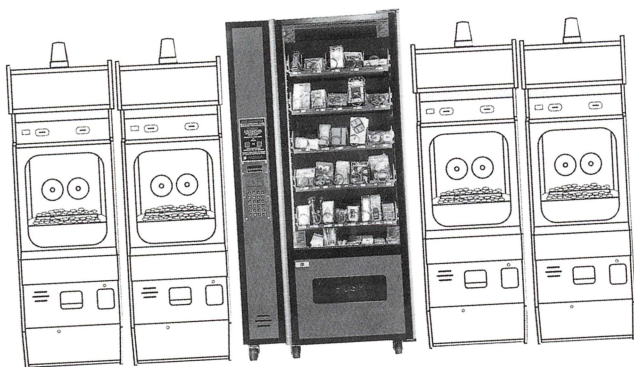
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## Prize Centre Smart Industries

• Smart Industries have added the Smart Prize Centre to their Redemption range. The Prize Centre links up to four Redemption games that normally dispense tickets, it keeps track of a player's credits on a Digital display, allowing them to then choose a prize direct from the vendor unit when they have enough or to take other option. Together with the Smart Redemption Centre and Ticket Centre, the Smart Prize Centre, Smart Industries have made Redemption as simple as ABC.

• *Las Industrias Sabias han agregado el Centro Sabio de Premio a su gama de Rescate. Los nexos de Centro de Premio de hasta cuatro juegos de Rescate que normalmente dispensan boletas, guarda vía de unos créditos de jugadores sobre una exhibición Digital, los permitiendo entonces escoger un premio dirigen desde la unidad de vendedor. cuando ellos tienen suficiente o para tomar otras opciones*



## Bowlingo



Not new by any means, but you don't see much written about the coin operated, electronic bowling games like Bowlingo, and they are one of the big, if quiet, achievers in the industry.

Other pieces get the headlines, but there are probably more bowling lanes of this type being installed around the world right now than most other attractions, put together.

There are several different systems of bowling game, but Bowlingo has the high ground, and it has earned it with sustained earning performances in every country that it has been put into play. Though not really that expensive for what it is, the initial cost and the space needed deters a lot of operators from installing more than a couple of lanes, but after they have operated the game for a while, and realized what they have, they very quickly start mentally moving things around the location to make more space for more lanes.

The common trend in Bowlingo installations is for them to be expanded, we don't know of any installations ever being reduced and this is the real "give away" as to how consistently well these games earn.

The key to Bowlingo's earning power is probably a combination of many things, first and foremost, 10 Pin Bowling is a very popular pastime and has been since the year dot.. Secondly the coin-op Bowlingo is a faithful reproduction of the full sized alley game, but it's easier, quicker and there's no hassles over scoring, etc, making it a game that anyone can play and enjoy without going to the Bowling Alley which may not have the other games or attractions that they want to play. But probably the biggest single reason for the success of these games is their universal appeal to all ages and the attraction they have for family groups. This makes them ideal for FEC's and larger locations and you're going to see a lot more of them around as the FEC sector continues to expand.

• *No nuevo por ningunos medios, pero Ud. no ve mucha escribe sobre la pieza opera, electrónico boleando juegos como Bowlingo, y ellos son una de las atracciones grandes en esta industria.*

*Los otros pedazos consiguen los titulares, pero hay probablemente más boleando carriles de este tipo siendo instalaron alrededor el mundo ahora mismo que la mayoría de otras atracciones, pusieron juntos y ellos son todo ganando excelentemente.*

*Hay varios sistemas diferentes disponibles, pero Bowlingo tiene el terreno alto, y ha ganado lo con desempeños mantenidos de ganancia en cada país que se ha puesto en la jugada. Esto los hace ideal para FEC'S y ubicaciones más grandes y Ud. va a ver un lote más de ellos alrededor como el FEC de sector continúa a expandir.*

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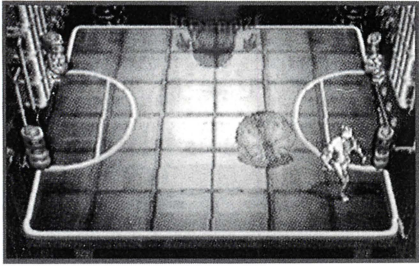
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## Orbitak American Laser Games



This is an interesting game that in ALG's words is designed to take video games back to the players, giving them simple, fun games to play where they don't have to have the reflexes of a Lynx to get value and in Orbitak's case, which can be played with just a Trak-ball.

In short, like the games of the 80's, games that anybody can play, but built with 1995 technology.

We haven't seen the actual game at time of writing, or have any reports of it's earning power, but it's certainly one to check out when you see it as ALG may just have hit on something here.

•• *Este es un juego interesante que en palabras de ALG'S se diseña para tomar el dorso de videojuegos a los jugadores, los dando los juegos divertidos simples para jugar donde ellos no tienen a tienen el reflexes de un Lince para conseguir el valor y en el caso de Orbitak's, que puede jugarse con simplemente un Trak-ball. En suma, como los juegos de los 80's, juegos que alguien podría jugar, pero contruidos con 1995 tecnología. Nosotros no hemos visto el juego real en el tiempo de escribir, o tener ningunos informes de se ganar poder, pero es seguramente uno para desocupar cuando Ud. ve lo como ALG puede simplemente tener golpe sobre algo aquí.*

There's a great line up of new Redemption games in store for operators that will all be shown at the coming Trade Shows.

Lazer-Tron alone has three new games for release over this period

and all have got good reports. The first is Rollin' For Riches a ball roll down game where each ball controls one of five spinning dice and the players try for the best hand they can get. The second is Pharoah's Fantasy, a new coin roll down that can be linked to jackpots, and the third is Lazer-Trons first Video Redemption game titled Miners revenge which we explain more of in the Video Games feature. No pictures available yet.

•• *Lazer-Tron tiene tres juegos nuevos para el alivio y todos han conseguido informes buenos. El primero es Rollin' For Riches una pelota enrolla abajo jugado donde cada controles de pelota uno de cinco hilando dados y los jugadores tratan para la mano de lo mejor ellos pueden conseguir. El segundo es Pharoah's Fantasy, una pieza nueva enrolla abajo que puede vincularse a pozos, y el tercero es Lazer-Trons el juego primero de Rescate Video nombró Miners Vengeance que nosotros explicamos más de en los videojuegos caracteriza. No ilustra disponible aún.*



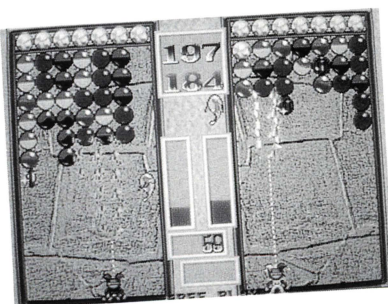
## Chain Reaction Data East

Chain Reaction is an interesting puzzle game that has done some exceptional business in Japan, and which has now been built for the international market.

Initial tests show that the game is quite capable of arresting a dollar, and if it can keep performing like it's testing suggests, Chain Reaction, which is good to look at, challenging and fun to play, will be a quite useful game for operators..

Some operators shy away from puzzle games, but Puzzle Bobble's success should make everyone look a lot closer at this very clever game. There's no real reason that we can see why it won't repeat it's Japanese success in other markets.

•• *Algunos operadores tímido lejos desde juegos de acertijo, pero Puzzle Bobble's el éxito debería hacer todos mira un lote más cercano este juego muy inteligente. El allí no razón verdadera que nosotros podemos ver por qué no repetirá es el éxito Japonés en otros mercados.*



Bien mérito una mirada.

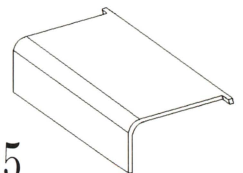
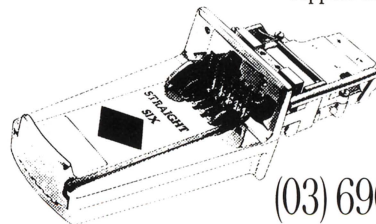
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# Data East's Hoops

Data East

Data East's Neo Geo game, Street Hoops did some pretty good business around the world and this latest Basketball game from the company looks likely to do considerably better on what we have seen and heard.

Classic 3-on-3, street Basketball, Hoops has all the moves plus. Just about anything you want to do with your on screen character, you can do, in this fast moving, fun game that should be a boon to both street and arcade operators.

Michael Jordan wouldn't get a look in with the guys in this game, they really fly and if you get your moves and timing right, you can make your man perform the biggest, highest, and meanest slam dunk ever seen.

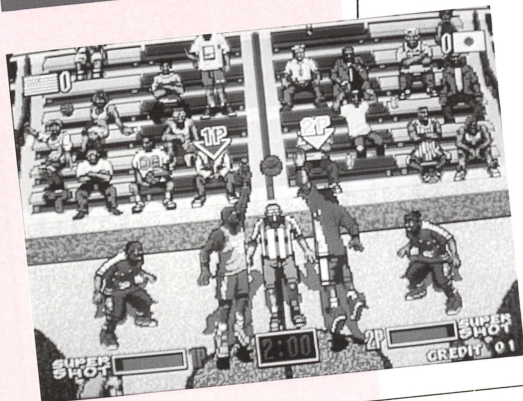
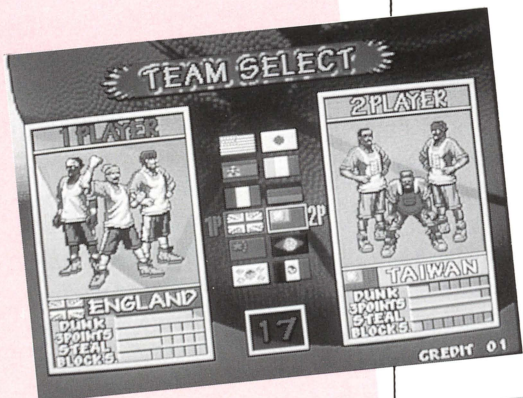
Players have 12 teams to choose from, all with their own different skills and two 2 player cabinets can be linked to provide 4 player play which would go well in arcades

Hoops is done in a new format, that DE don't really want to talk about till the game is shown at JAMMA later this month, but we can tell you that it presents the game exceptionally well on screen, gives players excellent control, and is not going to cost you an arm and a leg.

We expect Hoops to do some really good business, it appears to us, good enough to stand in any company, and it has an added bonus in the general rise in video games, and there not being many sports games around

•• *El clásico 3 sobre 3, Baloncesto de calle, Hoops tienen todo el movimientos más. Simplemente sobre cualquier cosa Ud. quiere hacer con su sobre el carácter de pantalla, Ud. puede hacen, en esta mudanza rápida, divertida jugar que debe ser un beneficio a ambos calle y galería operadores.*

*Nosotros esperamos Hoops a hacen algún negocio realmente bueno, aparece a nosotros, bueno suficiente para permanecer en cualquier compañía, y tiene un sobredividendo agregado en el alza general en videojuegos, y pocos juegos deportivos que siendo en el mercado..*



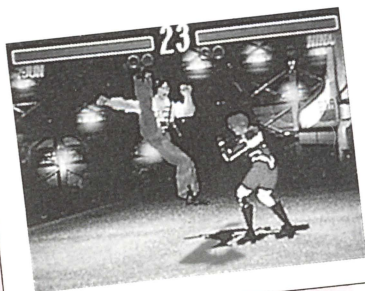
# Tekken 2 Update Namco

Tekken 2's first dip into the market has generated a lot of interest and revenue far above average in most all locations where the game is playing. One location reported that in it's four weeks of operation, the game increased each week after starting out at a higher figure than the original Tekken, (which has been an excellent game for the location) ever achieved.

Normally quite reserved about their games, compared to some companies, Namco are 'hot' on Tekken 2 and armed with figures from a most impressive test programme, are extremely confident that they have a big hit on their hands.

•• *Tekken 2's la inmersión primera en el mercado ha generado mucho interés y renta lejos arriba el promedio en más todo de ubicaciones donde el juego juega.*

*Namco son 'calientes' sobre Tekken 2 y armados con figuras desde un programa de prueba más impresionante, son sumamente seguros que ellos tienen un golpe grande sobre sus manos.*



Watch out for Konami's new big gun game, titled Crypt Killers.

Done in texture mapped polygon graphics and using a big pump action shotgun, this one is apparently testing real well and appears to have all the ingredients of a very good game

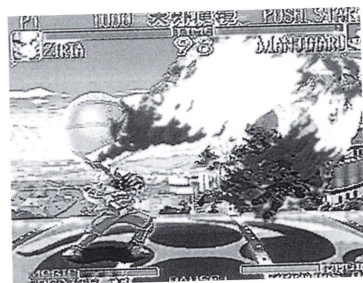
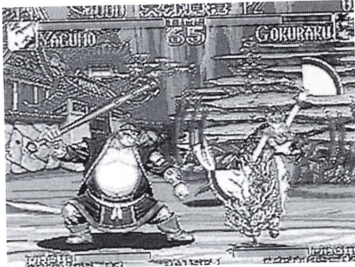
•• *Mirar fuera para Konami's juego nuevo de revólver grande, nombró Crypt Killers. Hechas en la textura combinó las gráficas de polígono y usando una grande escopeta de acción de bomba, estos uno aparentemente prueba verdadero bien y aparece a tiene todo los ingredientes de un juego muy bueno*

# Kabuki Clash

Hudson Soft Neo Geo

Kabuki Clash has been in the market a couple of months now and is generating some pretty fair reports.

The makers, Hudson Soft, have tried to come up with something a bit different that would attract player interest and at this point, it looks like they have succeeded. Sword fighting games can often lack variety in game play, but *Kabuki Clash* doesn't fall into this trap as it throws in countless moves and characters, including some real bad looking dudes that keep the player wondering what's coming next.



And that seems to be the attraction of *Kabuki Clash*, it stays fresh and players are coming back for more.

Done in a new style, the graphics are unusual, but quite good, and the players control of the on screen characters is good. The game has shown that it has pretty good site life already, and operators into Neo Geo should have little trouble placing *Kabuki Clash* to advantage.

•• Los hacedores, Hudson Mullido, han tratado de venido arriba con algo una pizza diferente que atraería interés de jugador y en este punto, mira como ellos han triunfado. *Kabuki Clash* permanece nuevo y jugadores vuelven para más.

Hechas en un estilo nuevo, las gráficas son inusitadas, pero bastantes buenas, y los jugadores controlan de los sobre caracteres de pantalla es bueno. El juego ha mostrado que tiene la vida bonita de sitio bueno ya, y operadores en Neo Geo debería tener poco problema que pone el juego a la ventaja.



## DONPACHI

We stuffed up in the July issue with a game called *Donpachi*, with the game described being a completely different game to the one made by Atlus.

*Donpachi* is a shooting game and a pretty good one that is constantly in the charts in the Asian countries, but which has not really got into the international market.

The action packed game is quite challenging to play, but players appear to like the challenge and are giving *Donpachi* good repeat play.



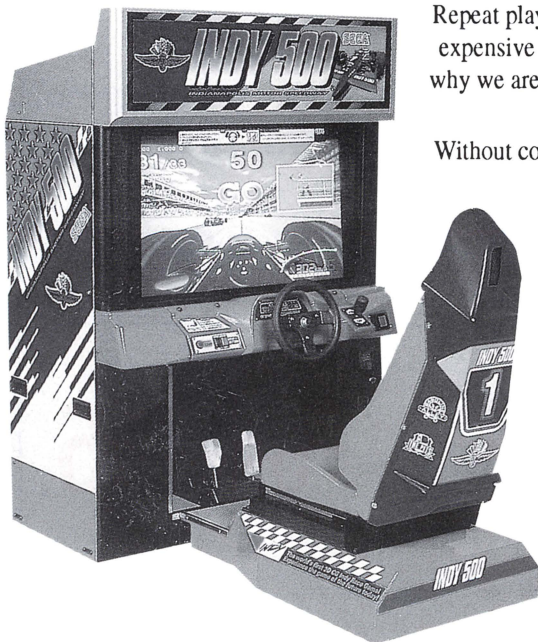
There's some heavy 'wraps' on this latest, big driving game from Sega which brings Indy style racing into the world of texture mapped video games, but other than the obvious fact that players will try it when it's dropped on a location, it will be a while before we'll know if they will keep going back to it like they do with *Daytona* and *Rally Champ*.

Repeat play is what operating these big expensive games is all about and that's why we are hesitant to get carried away on early reports

Without constant repeat play, operators can't make these work.

As can be expected, the game looks a million dollars and though handling is reported to be quite different, we're told it's quite easy to play, and very, very quick

Generally speaking, the initial reports from players are good, though we do hear that advance orders of *Indy 500* have not exactly impressed Sega.



The Indy theme apparently has buyers a bit wary as though Sega have had quite incredible success with road car racing games, they haven't done all that well with track style racing, with only *Super Monaco* really reaching expectations, and that was a fair while ago.

Another reason of course, would be price as buyers have spent a fortune on driving games over the past 12 months or so and there must be limits somewhere as to how long they can keep it up.

We would tend to wait a while before jumping into this one, if it's good, the bit of operational time lost won't matter that much, and if it's an 'under achiever', you'll save yourself a lot of heartache.

•• El allí algunas pesado' envolturas' sobre este últimas, el juego impulsor grande desde Sega que trae *Indy* de estilo que corre en el mundo de textura combinó videojuegos, pero a excepción de el hecho obvio que los jugadores tratarán lo cuando se baja sobre una ubicación, será un mientras antes de nosotros sabremos si ellos guardarán vuelta a gustarán ellos hacen con *Daytona* y la *Rally Champ*.

La jugada de repetición es qué opera estos juegos caros grandes es todos sobre y que es por qué nosotros somos vacilantes para conseguir llevado lejos sobre informes tempranos. Nosotros tenderíamos a esperar una mientras sobre esta uno, si es bueno, la pizza de tiempo operacional perdida no importará que mucha, y si no es bueno, Ud. ahorrará usted mismo la mucha aflicción.

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# GAME RATINGS

## Japan

### VIDEO CONVERSION

- 1 Virtua Fighter 2
- 2 Street Fighter Alpha
- 3 Virtua Striker
- 4 Strikers 1945
- 5 Puzzle Bobble
- 6 Kabuki Clash
- 7 Tekken
- 8 World Heroes Perfect

### DEDICATED VIDEO

- 1 Virtua Fighter 2
- 2 Virtua Striker DX
- 3 Cyber Cycles
- 4 Air Combat 22
- 5 Rally Champ Twin
- 6 Sports Fishing
- 7 Ace Driver
- 8 Virtua Cop

### PINBALLS

- 1 Road Show
- 2 World Challenge Soccer
- 3 Flintstones
- 4 Tales from Crypt
- 5 Addams Family

## Hong Kong

### VIDEO CONVERSION

- 1 Street Fighter Zero
- 2 Super Sidekick III
- 3 Puzzle Bobble
- 4 Striker 1945
- 5 Donpachi
- 6 Pang 3
- 7 Nebulas Ray
- 8 Raiden DX

### DEDICATED VIDEO

- 1 Daytona Twin
- 2 Ridge Racer 2
- 3 Cyber Cycles
- 4 Rally Champ

### PINBALLS

- 1 Stargate
- 2 Shaq Attaq
- 3 Baywatch

## United States

### VIDEO UPRIGHT

- 1 Street Fighter Alpha
- 2 Mortal Kombat 3
- 3 Virtua Cop
- 4 Virtua Fighter 2
- 5 Killer Instinct
- 6 Megatouch
- 7 Solitaire Challenge
- 8 Point Blank

### DEDICATED VIDEO

- 1 Daytona USA
- 2 Cruis'n USA
- 3 T-Mek
- 4 Ace Driver
- 5 Cops
- 6 Suzuka 8 Hours 2
- 7 Ridge Racer 2
- 8 Outrunners

### PINBALLS

- 1 Theatre of Magic
- 2 No Fear
- 3 Stargate
- 4 Baywatch
- 5 Shaq Attaq
- 6 Addams Family
- 7 Star Trek
- 8 World Challenge Soccer

## Germany

### VIDEO CONVERSION

- 1 Puzzle Bobble
- 2 Street Fighter Alpha
- 3 Raiden 2
- 4 Tekken

### DEDICATED VIDEO

- 1 Daytona Twin
- 2 Cruis'n USA
- 3 Rally Champ
- 4 Virtua Fighter 2

### PINBALLS

- 1 Stargate
- 2 No Fear
- 3 Baywatch
- 4 Shaq Attaq

## Australia

### VIDEO CONVERSION

- 1 Street Fighter Alpha
- 2 Virtua Fighter 2
- 3 Puzzle Bobble
- 4 World Rally 2
- 5 Super Sidekicks 3
- 6 Tekken
- 7 Raiden II
- 8 Mortal Kombat 3

### DEDICATED VIDEO

- 1 Rally Champ Twin
- 2 Daytona Twin
- 3 Cruis'n USA
- 4 Virtua Cop
- 5 Ace Driver
- 6 Virtua Fighter 2
- 7 Ridge Racer DX
- 8 Suzuka 8 Hours 2

### PINBALLS

- 1 No Fear
- 2 Stargate
- 3 Bay Watch
- 4 Shaq Attaq
- 5 Theatre of Magic
- 6 Addams Family
- 7 World Cup Soccer
- 8 Star Trek

## United Kingdom

### VIDEO CONVERSION

- 1 Puzzle Bobble
- 2 Street Fighter Alpha
- 3 Power Goals
- 4 Tekken
- 5 Super Sidekicks III
- 6 X-Men Child of Atom
- 7 SFII The Movie
- 8 King of Fighter '94

### DEDICATED VIDEO

- 1 Rally Champ Twin
- 2 Virtua Cop
- 3 Virtua Fighter 2
- 4 Daytona USA
- 6 Mortal Kombat 3
- 6 Ridge Racer 2
- 7 Suzuka 8 Hours 2
- 8 Out Runners

### PINBALLS

- 1 Stargate
- 2 No Fear
- 3 Bay Watch
- 4 Shaq Attaq
- 5 Theatre of Magic
- 6 Addams Family
- 7 Dirty Harry
- 8 Star Trek

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From this agreement will emerge a cohesive system and or platform for coin op game manufacturers around the world to effectively develop games on equal footing. All coin operators will be able to purchase and operate video games with expedient delivery, at reasonable prices, and profits for all.

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A half generation from now, coin op business observers will likely point to this remarkable congress of leaders and say, "There, then, was our coin op industry reborn".

To all members and non members of these organisations; this challenge will appear in trade magazines around the world. We request that you call us and or fax us to sign a petition in support of this urgent matter. Worldwide Video will present (thousands of signed petitions) to the board members of the AMOA, AAMA and JAMMA organisations at the September AMOA industry gathering in New Orleans.

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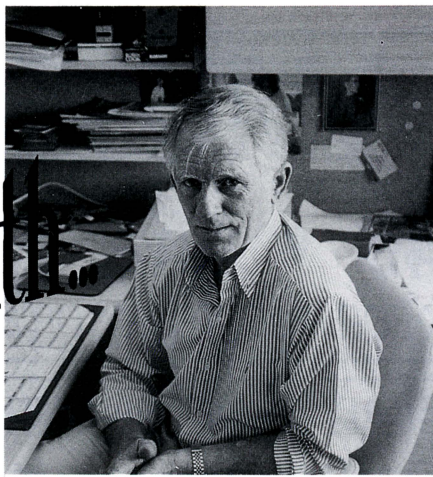
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# Till next month

with  
**Jack Rodios**



I had a few beers with a bloke the other day who had just cleared a location and was whinging about the state of the industry.

The three machines on the site were a Daytona Twin (been there 8 months) a Puzzle Bobble (4 months) and a Street Fighter Alpha (2 weeks) and the gross takes were \$1284, \$222 and \$541 respectively. He clears them weekly as he's had a few security problems on the site.

The agreement he has with the site gives him a flat 60%, so at the end of the week, he took over \$1200 away from the site (this is all Australian dollars) .....and was whinging.

Now it's possible to lose touch with things a bit when you spend most of your time in an office, but the revenue sounded pretty good to me, particularly as I knew the location so I thought I had to be missing something and asked him what was the matter. What was wrong with the takings.

"Two years ago, I was taking a minimum \$1500 a week out of this site, and the machines were only on 60cent play whereas the uprights today are on \$1, and the Daytona on \$2" he said

"How many machines did you have in there then?" I ask

"It used to vary between 8 and 10, but the place changed owners a year ago and the new bloke cut the space, we used to have three or four good games in there and fill it up with anything else we had, but mate the number of plays then was a Hell of a lot higher than now"

"If we had the number of plays we used to have, on the price of play we've got now, I'd be taking \$2500 a week out of that site, no worries. The industry's going down hill, and now that asshole site owner has heard about Rally Champ and is pressuring me to put one in"

"Is the Daytona dropping?"

"Yeah, it took up to \$3000 when I first put it in, but settled down at around the \$1600 mark until that Rally went in up the road a couple of weeks ago and it dropped back to round the \$1300 mark"

"Well what has the Daytona returned you since you've had it?"

"I worked it out a couple of weeks ago and in 32 weeks of operation, the machine earned \$57,600 odd and my share was around \$34,500 so with another couple of weeks on that it's now a bit over \$36,000, which is what I paid for it"

"So you've got your full purchase price back in 34 weeks?"

"But I haven't earned anything for myself yet"

"How much is the machine worth now?"

"I can get \$34,000 as a trade in on a Rally"

Doesn't that mean you've earned \$34,000 on the game in the last 34 weeks?"

"I suppose so, but I have to spend it again, plus another \$10,000 on a Rally"

"What about the Puzzle Bobble that you say has been there 4 months, how has it gone?"

"It was a bit slow for the first couple of weeks, but has averaged around the \$250 mark"

After working it out, he agreed that he had got around \$2500 for his share of the Puzzle Bobble take, and the game had cost him \$650.

"Not much good eh?" I say, trying to crack a funny

"Na, it's OK" he says, straight faced

"But even when you can earn \$2500 in 17 weeks for a game that cost you \$650, let alone what you have made out of the Daytona, you really think the industry is stuffed?"

"Yeah, it's gone mate, this is one of my better sites we're talking about"

"Your best site?"

"No, I got 4 or 5 better than this one"

"If you're so sure the industry is stuffed, why don't you sell up and get out of it, I could get you a good price for equipment and figures like you've got"

"What would I do then?" he said "The amusement game industry might be stuffed, but I sure as Hell don't know a better way to get a buck."

**Barman, forget that light beer for me, and get me a big double Bourbon please, better still, bring the bloody whole bottle over here.**

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