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# play METER

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**On the cover**

AMOA is offering the most expensive Grand Prize in the history of the Hesch Raffle, which benefits the Wayne E. Hesch Scholarship Fund. Gary Brewer, President of AMOA, admires the Grand Prize.

# Point of View

**BONNIE THEARD**
Editor

Statistics on the coin machine industry are hard to come by. We know. *Play Meter* has been compiling data for our State of the Industry Report since 1976. We mail our State of the Industry Survey to our operator subscribers and ask them to provide information on their operations. We take pen and paper (no kidding) and carefully compile the data.

This report is one that's anticipated all year long. Everyone who fills out the survey knows what he or she is experiencing, but is that a reflection of the rest of the coin-op community?

We thank all the operators who took time from their busy daily schedules to answer the questions and provide us with the numbers that help paint the overall picture of the industry for 2010.

Besides the actual numbers, we ask for unvarnished comments and we get them. One of my favorites this year: "Our main competitor is Steve Jobs. The iPhone and iPad offer a lot of competition to amusements."

In answer to the question "What plans do you have for increasing your business revenue?" came this reply: "We plan to increase profitability first by reducing the number of non-performing video games. We hope for something new that is not a repackaging of an already released Xbox game." On a more positive note: "We will add more prize machines, video kits, and better quality major prizes. We will blow out old stock and install bigger LCD screens on some games."

There were so many good comments that we did not have space for all of them in the margins of the completed report. A few that were notable: "You must roll up your sleeves high if you want to survive in this industry," and "We need to fight back against obnoxious location owners and high commissions."

This comment is a sad one: "We are slowly but steadily dying. Nothing new has been introduced into our industry to stimulate it and keep our customers coming back." I could not help but feel bad for this operator. I can only hope that, with all the new equipment shown at the recent International Association of Amusement Parks and Attractions (IAAPA) Expo 2010, this operator can find something that will appeal to his players. I also hope this operator can make it to the Amusement Expo March 1-3 in Las Vegas to network with peers, take advantage of the free seminars, get away from the normal routine, and get a fresh perspective.

While not every new piece of equipment is right for every route, arcade, tavern, or fun center, the quantity and quality are there. As one operator suggested, "We will re-evaluate existing locations for other types of equipment not already placed there."

Speaking of the Amusement Expo, this year it is co-located with the National Bulk Vendors Association (NBVA) Expo, with the added bonus of one crossover day with the International Pizza Expo taking place at the Las Vegas Convention Center at the same time.

As you can tell, I'm a big advocate of getting out of your comfort zone (rut, perhaps?) and seeing what is available that you may not have thought about using before. Change is not easy, but it is inevitable. I am reminded of a quote from Charles Kettering: "The world hates change, yet it is the only thing that has brought progress." ▲

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

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# STATE OF THE industry report

# Play Meter

## 2010 VITAL STATISTICS

**Number of locations**

| | |
|---|---|
| Arcades: | 2,700 |
| Street: | 110,000 |
| FECs: | 1,900 |
| Total locations: | 114,600 |
| Number of operators: | 2,300 |

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STATE OF THE industry report

# General Business

**OPERATOR COMMENTS**

***What plans do you have for increasing your business revenue?***

*"We want to try to maintain our current revenue while people become more interested in their phones. The entertainment we offer is becoming obsolete and our 'new' games are warmed over versions of many old games."*

*"Add more new locations, digital jukeboxes, redemption, merchandisers, pool tables, and boxing games. Phase out all non-productive video and pinball games."*

*"Expand our offerings with more kiddie rides, coin pushers, and cranes."*

**1. Do you operate in:**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Arcades ONLY | 7% | 4% | 6% | 2% | 1% |
| Street Locations ONLY | 36% | 24% | 43% | 61% | 33% |
| FECs ONLY | 3% | 12% | 12% | 9% | 3% |
| Bulk ONLY | 5% | 2% | 9% | * | 8% |
| Various Combinations | 49% | 58% | 30% | 28% | 55% |

*NOTE*: Street operators have moved to various combinations (in 2010 more street/bulk combinations).

**2. How many locations do you have?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Arcade | 2,700 | 3,400 | 5,000 | 2,500 | 4,000 |
| Street Location | 110,000 | 147,000 | 168,000 | 221,000 | 250,000 |
| FEC | 1,900 | 1,200 | 3,000 | 1,200 | 3,000 |
| Bulk | 37,000 | 24,300 | * | * | * |

**3. How long has your company been in business?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Average | 35 yrs. | 27 yrs. | 29 yrs. | 30 yrs. | 30 yrs. |
| 10 yrs. or less | 13% | 15% | 19% | 19% | 19% |
| 11 to 25 yrs. | 29% | 39% | 31% | 27% | 39% |
| Over 25 yrs. | 57% | 46% | 50% | 52% | 45% |
| Less than a year | 1% | 2% | * | * | * |

**4. Are you optimistic that your company will be in the coin-op industry five years from now?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Yes | 89% | 77% | 91% | 93% | 96% |

**5. Has your community been affected by a smoking ban?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Yes | 52% | 45% | 49% | 58% | 42% |

**6. Do you attend major industry trade shows?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Yes | 59% | 60% | 61% | 84% | 71% |

*NOTE*: Those who named which trade shows, the Amusement Expo was at the top of the list, but IAAPA was a close second.

**7. Are you pleased with the Amusement Expo, the new single coin-op show in the spring?**

Yes 80%

**8. Have routes been sold in your area in the past year?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Yes | 50% | 52% | 42% | 62% | 59% |

**9. What is the average target age of your customers in the MAJORITY of your locations?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| 12 yrs. & Under | 9% | 22% | 8% | 9% | 8% |
| 13 yrs. to 18 yrs. | 8% | 12% | 14% | 10% | 9% |
| Over 18 | 38% | 25% | 38% | 45% | 32% |
| All Ages | 45% | 41% | 40% | 36% | 50% |

**10. What is YOUR share of the location split?**

| | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| **GAMES** | | | | | |
| Under 50% | 2% | 5% | 11% | 9% | 11% |
| 50/50 Split | 68% | 71% | 64% | 77% | 65% |
| Over 50% | 30% | 24% | 25% | 13% | 24% |
| **MUSIC** | | | | | |
| Under 50% | 17% | 22% | 11% | 14% | 18% |
| 50/50 Split | 39% | 42% | 46% | 56% | 52% |
| Over 50% | 44% | 36% | 43% | 30% | 30% |

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| **BULK** | | | | | |
| Under 50% | 46% | 37% | * | * | * |
| 50/50 Split | 16% | 23% | * | * | * |
| Over 50% | 38% | 40% | * | * | * |

**11. Is the Internet vital to your business?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 72% | 60% | 67% | 60% | 56% |

**12. Does your business have a Facebook presence?**

Yes 21%

**13. Does your business have its own Web site? E-mail address?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| WEB SITE-Yes | 34% | 43% | 33% | 44% | 24% |
| E-MAIL ADDRESS-Yes | 69% | 72% | 81% | 70% | 66% |

**14. Do you use a "Smart Phone" in your business?**

Yes 33%

**15. What industry Web sites do you visit regularly?**

The #1 answer was "manufacturers," followed by *Play Meter* and an increased number for distributor sites.

**16. Where do you get your industry news?**

Magazines 95% Web sites 47% E-newsletters 46%

**17. Which social networking sites do you visit?**

Facebook 46% MySpace 5% Other 8%

**18. In the past 12 months how have the following fared:**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| **COMPETITION** | | | | | |
| Increased | 21% | 37% | 27% | 27% | 28% |
| Decreased | 37% | 26% | 21% | 20% | 21% |
| Unchanged | 42% | 37% | 52% | 53% | 51% |
| **LOCAL ECONOMY** | | | | | |
| Increased | 7% | 2% | 5% | 20% | 32% |
| Decreased | 84% | 86% | 79% | 60% | 35% |
| Unchanged | 9% | 12% | 15% | 20% | 33% |
| **YOUR BUSINESS** | | | | | |
| Increased | 23% | 13% | 25% | 33% | 26% |
| Decreased | 56% | 67% | 52% | 44% | 46% |
| Unchanged | 21% | 20% | 23% | 24% | 28% |

**19. Are you a member of any associations?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 64% | 60% | 79% | 75% | 70% |

*NOTE*: Increased number of AMOA members responding this time.

**20. Who do you rely on for your equipment financing?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Banks | 23% | 37% | 29% | 27% | 38% |
| Firestone Financial | 14% | 21% | 16% | 14% | 17% |
| Finance myself | 58% | 37% | 45% | 54% | 17% |
| Distributor | 5% | 5% | 7% | 5% | 13% |
| Other | * | * | 3% | * | 15% |

**21. Is the distributors' role in the industry diminishing?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 49% | 49% | 48% | 50% | 43% |
| No | 27% | 31% | 27% | 25% | 29% |
| Unsure | 24% | 20% | 25% | 25% | 28% |

**22. Are you utilizing any type of online tournament or contest?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 28% | 23% | 32% | 33% | 45% |



**OPERATOR COMMENTS**

***What plans do you have for increasing your business revenue?***

*"Add more redemption and aggressively seek to increase locations by 10 percent."*

*"Less reliance on equipment and more work providing business services to our locations and other businesses."*

*"Update games and get more players in leagues."*

*"Add redemption and ATMs. Keep paid off equipment on the route and stop placing video games."*

STATE OF THE industry report

## OPERATOR COMMENTS

***What plans do you have for increasing your business revenue?***

*"We have no plans; we are now into a negative revenue situation."*

*"Add more prize machines, video kits, and better quality major prizes. Blow out old stock and install bigger LCD screens on some games."*

*"Smart purchasing and upgrading midrange locations."*

*"More aggressive marketing and promotions."*

*"I plan to do more repairs of homeowner games and other operators' games."*

**23. How do you plan for your new game purchases?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Dollar Amount (average $) (11% of operators) | $25,000 | $50,000 | $74,000 | $33,000 | $100,000 |
| Percent of Gross (average %) (8% of operators) | 19% | 18% | 10% | 40% | 19% |
| Buy equipment as needed | 81% | 86% | 85% | 93% | 87% |

**24. Are you using a cashless payment system for your games?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 25% | 33% | 13% | 4% | 11% |

**25. Do you plan to diversify your business?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 45% | 53% | 40% | 39% | 38% |

**26. Do you sell machines to the home market?**
Yes 60% (59% last year)

**27. Do you see video gaming coming to your state?**
Yes 40%

**28. Do you have any cost saving advice for other operators?**
Yes 27% (see comments)

# Video Games

| **Dedicated Video Games** | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Average Weekly Gross | $71 | $69 | $213 | $88 | $87 |
| Average # Per Operator | 86 | 113 | 92 | 87 | 96 |
| Total # On Location | 168,130 | 254,000 | 211,000 | 209,000 | 237,000 |
| Total New Purchases | 7,640 | 20,250 | 21,000 | 22,000 | 22,000 |

54% of those operating dedicated games bought no new ones; 46% last year

| **Video Game Kits** | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Average Weekly Gross | $35 | $42 | $65 | $71 | $55 |
| Average # Per Operator | 37 | 49 | 39 | 62 | 65 |
| Total # On Location | 60,421 | 93,100 | 90,000 | 148,000 | 160,000 |
| Total New Purchases | 9,798 | 13,300 | 18,000 | 17,000 | 17,000 |

46% of those operating kits bought no new ones; 45% last year

| **Deluxe Video Game Simulators** | **2010** | **2009** | **2008** | **2007** | **2006** |
|---|---|---|---|---|---|
| Average Weekly Gross | $86 | $115 | $194 | $102 | $146 |
| Average # Per Operator | 19 | 13 | 26 | 12 | 36 |
| Total # On Location | 20,539 | 13,000 | 60,000 | 29,000 | 89,000 |
| Total New Purchases | 5,405 | 6,000 | 16,000 | 13,000 | 5,000 |

32% of those operating deluxe simulators bought no new ones; 66% last year

85% operate video games; 90% last year

42% bought an average of 16 used video games in the past 12 months

**Do you still charge 25 cents per play on ANY of your videos?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| OLD games-Yes | 63% | 62% | 66% | 68% | 83% |
| NEW games-Yes | 14% | 20% | 13% | 15% | 18% |

**What is your standard price per play on your video games?**

| | **Upright videos:** | | | **Deluxe videos:** | | | **Kits** | | |
|---|---|---|---|---|---|---|---|---|---|
| | **2010** | **2009** | **2008** | **2010** | **2009** | **2008** | **2010** | **2009** | **2008** |
| 25 cents | 5% | 7% | 7% | 2% | * | 2% | 27% | 26% | 20% |
| 50 cents | 72% | 59% | 60% | 19% | 23% | 31% | 70% | 56% | 71% |
| 75 cents | 7% | 16% | 19% | 19% | 31% | 26% | * | 7% | 5% |
| $1 | 16% | 16% | 14% | 37% | 42% | 39% | 3% | 7% | 2% |
| Over $1 | * | 2% | * | 3% | 4% | 1% | * | 4% | 2% |

# Redemption/Novelty

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $100 | $151 | $198 | $182 | $110 |
| Average # Per Operator | 83 | 80 | 78 | 45 | 48 |
| Total # On Location | 101,177 | 128,000 | 120,000 | 67,000 | 74,000 |
| Total New Purchases | 20,723 | 17,600 | 25,000 | 8,000 | 11,000 |

53% operate redemption/novelty equipment; 64% last year

50% of those operating redemption bought no new games; 37% last year

While the overall average was $100, games in FECs and arcades averaged $250; street locations averaged $78

**Have you encountered legal problems with redemption/novelty equipment in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 23% | 12% | 15% | 13% | 11% |

**Is there a prize value limit in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 33% | 38% | 31% | 29% | 18% |

*NOTE*: Prize value limits range from five times game play to a maximum of $12, which is a decrease from last year

# Kiddie Rides

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $40 | $33 | $44 | $48 | $68 |
| Average # Per Operator | 11 | 11 | 13 | 10 | 20 |
| Total # On Location | 9,108 | 12,100 | 12,000 | 8,000 | 16,000 |
| Total New Purchases | 3,312 | 3,300 | 3,000 | under 1,000 | 1,100 |

36% operate kiddie rides; 44% last year

57% of those who operate kiddie rides bought no new ones; 79% last year

35% indicated they bought an average of 4 USED kiddie rides; 28% last year bought an average of 18 USED rides

# Cranes

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $92 | $82 | $115 | $123 | $89 |
| Average # Per Operator | 20 | 30 | 21 | 20 | 21 |
| Total # On Location | 39,560 | 51,000 | 47,000 | 38,000 | 45,000 |
| Total New Purchases | 9,890 | 17,000 | 18,000 | 8,000 | 8,000 |

86% operate cranes; down from 68% last year

50% of those operating cranes bought no new ones; 63% last year

# Rotaries

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $67 | $85 | $94 | $75 | $72 |
| Average # Per Operator | 8 | 6 | 7 | 5 | 7 |
| Total # On Location | 3,864 | 2,700 | 2,500 | 3,000 | 4,100 |
| Total New Purchases | 483 | 450 | * | * | * |

21% operate rotaries; 15% last year

85% of those operating rotaries bought no new ones; 90% last year



**OPERATOR COMMENTS**

***What plans do you have for increasing your business revenue?***

*"Find new locations and buy used games instead of new games."*

*"We will not add any new videos this year. It will be all kiddie rides, photo booths, and merchandise vending. No new jukeboxes or pool tables either."*

*"We will re-evaluate existing locations for other types of equipment not already placed there."*

*"I plan to add ATMs, maybe do audio video installations."*

**OPERATOR COMMENTS**

*What plans do you have for increasing your business revenue?*

*"Sell more parts for bulk vending machines and increase our service work to include homeowner machines."*

*"Add ATMs to all my best locations."*

*"We plan to expand our store-front and seek new bulk vending accounts."*

*"More cranes, tweak existing accounts, add small accounts, and buy less."*

*"I have no plan. Business is so bad I don't know which way to go. Bars close up faster than I can pick up equipment."*

# Pinball Games

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $31 | $33 | $42 | $47 | $48 |
| Average # Per Operator | 11 | 10 | 12 | 17 | 13 |
| Total # On Location | 15,433 | 17,000 | 20,000 | 33,000 | 26,000 |
| Total New Purchases | 2,806 | 2,900 | 5,000 | 2,500 | * |

61% operate pinball machines; 68% last year

8% run tournaments on some of their pinball games; 9% last year

# Vending-Bulk

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $56 | $67 | $66 | $35 | $80 |
| Average # Per Operator | 48 | 133 | 165 | 267 | 235 |
| Total # On Location | 76,176 | 205,000 | 217,000 | 217,000 | 283,000 |

47% operate bulk vending; 41% last year

26% indicated that they have raised their bulk vend price-per-play in the last 12 months; 37% last year

42% have seen traditional amusement operators adding bulk to their routes; 50% last year

61% have added other types of equipment, with cranes at the top of their list; 50% last year

Mechanical machines averaged a weekly gross of $24 ($43 last year), while electro-mechanical machines averaged a weekly gross of $88 ($108 last year)

56% of bulk operators charge 50-cents per vend; 57% last year

19% of bulk operators have been hurt by CPSIA requirements; 21% last year

# Vending-Full Line

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $63 | $55 | $123 | $222 | $131 |
| Average # Per Operator | 63 | 55 | 108 | 162 | 129 |
| Total # On Location | 27,531 | 22,000 | 30,000 | 45,000 | 72,000 |

19% operate full line vending equipment; 16% last year

69% of those who operate Vending-Full Line bought no new ones

**What type of full line vending machines do you operate?**
The most common answers were cold drinks, snack, food, coffee, personal products

# Vending-Cigarette

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $186 | $192 | $135 | $169 | $154 |
| Average # Per Operator | 22 | 15 | 16 | 28 | 28 |
| Total # On Location | 10,120 | 8,250 | 9,000 | 23,000 | 25,000 |

20% operate cigarette vending machines; 22% last year

93% of those who operate cigarette vending machines bought no new ones

$7.50 is the average price operators charge per pack in their machines; $7.45 last year

The lowest price was $6; the highest was $9.50

# Pool Tables

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $55 | $58 | $78 | $76 | $86 |
| Average # Per Operator | 31 | 51 | 43 | 45 | 35 |
| Total # On Location | 55,614 | 84,150 | 80,000 | 100,000 | 79,000 |
| Total New Purchases | 5,382 | 8,250 | 9,000 | 7,000 | 10,000 |

78% operate pool tables; 66% last year

60% of those operating pool tables bought no new ones; 70% last year

42% indicated that they are using pool tables with battery-operated bill acceptors; 45% last year

38% indicated they run tournaments on their table games, primarily pool tournaments; 39% last year

**How much are you charging per play on your pool tables?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Over $1 | 14% | 11% | 8% | 7% | 17% |
| $1 | 51% | 64% | 47% | 50% | 47% |
| 75 Cents | 27% | 14% | 33% | 29% | 23% |
| 50 Cents | 8% | 11% | 12% | 13% | 12% |

# Air Hockey

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $55 | $65 | $80 | $62 | $94 |
| Average # Per Operator | 8 | 9 | 9 | 10 | 3 |
| Total # On Location | 12,676 | 12,600 | 13,000 | 15,000 | 12,000 |
| Total New Purchases | 4,761 | 4,200 | 7,600 | 2,000 | 2,000 |

69% operate air hockey; 56% last year

87% of those operating air hockey bought no new ones; 81% last year

# Foosball Tables

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $16 | $20 | $23 | $26 | $22 |
| Average # Per Operator | 3 | 6 | 7 | 4 | 3 |
| Total # On Location | 5,199 | 6,000 | 8,000 | 7,500 | 8,500 |
| Total New Purchases | 1,173 | 1,000 | 1,500 | * | 1,100 |

51% operate foosball tables; 40% last year

79% of those operating foosball tables bought no new ones; 95% last year

# Shuffleboards

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $14 | $17 | $24 | $29 | $24 |
| Average # Per Operator | 4 | 3 | 4 | 6 | 3 |
| Total # On Location | 1,656 | 1,800 | 2,800 | 3,400 | 2,500 |
| Total New Purchases | 828 | 600 | 700 | under 500 | 200 |

31% operate shuffleboards; 24% last year

81% of those operating shuffleboards bought no new ones; 85% last year

## OPERATOR COMMENTS

***What plans do you have for increasing your business revenue?***

*"Add ATMs to all my best locations."*

*"We plan to increase profitability first by reducing the number of non-performing video games. We hope for something new that is not a repackaging of an already released Xbox game."*

*"Businesses must stay lean. We will cut down on unnecessary expenses but not scrimp on major prizes."*

*"We will adapt to whatever works. We have gone from an amusement company to a toy and candy outfit."*

**OPERATOR COMMENTS**

***General comments:***

*"Our main competitor is Steve Jobs. The iPhone and iPad offer a lot of competition to amusements."*

*"I see the amusement industry in a serious state of decline with people going online for entertainment. The more time spent online is good for Internet sales but bad for the amusement industry."*

*"An editorial was written five years ago that stated, 'The small operator is out of business; he just doesn't know it.' This is so true."*

*"The smoking ban has hurt much more than the bad economy."*

# Jukeboxes

| Digital Downloading Jukeboxes | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $155 | $162 | $203 | $218 | $191 |
| Average # Per Operator | 28 | 43 | 8 | 22 | 14 |
| Total # On Location | 41,216 | 64,500 | 50,000 | 41,000 | 23,000 |
| Brand-New purchases | 16,192 | 13,500 | 12,000 | 13,000 | * |

64% operate digital jukeboxes; 60% last year

30% of those operating digital jukeboxes bought no new ones; 38% last year

56% said they were using new advertising features on digital jukeboxes

| CD Jukeboxes | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $56 | $61 | $70 | $74 | $90 |
| Average # Per Operator | 6 | 15 | 17 | 28 | 25 |
| Total # On Location | 6,900 | 17,625 | 22,000 | 54,000 | 42,000 |
| Total New Purchases | 2,300 | 1,175 | 1,800 | 1,000 | 1,000 |

50% operate CD jukeboxes; 47% last year

81% of those operating them bought no new ones; 96% last year

| 45 rpm Jukeboxes | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $55 | $30 | $35 | $44 | $36 |
| Average # Per Operator | 1 | 3 | 12 | 12 | 3 |
| Total # On Location | 184 | 1,050 | 3,000 | 6,000 | 2,000 |

8% operate 45 rpm jukeboxes; 14% last year

43% said that when they switch, it will be straight to digital jukeboxes; 50% last year

43% indicated they would replace a 45 rpm with a CD jukebox; 30% last year

78% say they can still find records for their jukeboxes; 66% last year

14% said they have no plans to change; 20% last year

# Electronic Darts

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $24 | $26 | $31 | $42 | $44 |
| Average # Per Operator | 14 | 55 | 49 | 36 | 28 |
| Total # On Location | 16,422 | 64,800 | 66,000 | 53,000 | 39,000 |
| Total New Purchases | 3,519 | 10,800 | 11,000 | 4,500 | 4,000 |

51% operate electronic darts; 54% last year

46% of those operating electronic darts bought no new ones; 62% last year

14% run leagues on all of their dart games (21% last year), 28% on some of their dart games (31% last year), and 59% on none of their dart games (48% last year)

# Automated Teller Machines (ATMs)

| | 2010 |
|---|---|
| Average Weekly Gross | $65 |
| Average # Per Operator | 18 |
| Total # On Location | 16,146 |
| Total New Purchases | 6 |

39% operate ATMs

52% indicate they will add ATMs to their route

# Video Poker

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $81 | $92 | $236 | $356 | $131 |
| Average # Per Operator | 5 | 11 | 79 | 44 | 8 |
| Total # On Location | 2,300 | 5,500 | 15,000 | 5,000 | 2,000 |

20% operate video poker; 20% last year

41% of those who operate video poker bought no new ones

**Is law enforcement cracking down on this type of equipment in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 62% | 48% | 45% | 52% | 65% |

**Have video poker machines been seized in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 59% | 40% | 55% | 75% | 79% |

**Do you know any operators involved in a court case involving video pokers?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 51% | 38% | 40% | 71% | 69% |

*NOTE*: We've asked this question for many years, and the answers always vary because it's a difficult category of equipment to quantify; results may be very different year to year.

# 8-Line Games

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $97 | $105 | $160 | $350 | $410 |
| Average # Per Operator | 36 | 30 | 49 | 55 | 46 |
| Total # On Location | 19,044 | 15,000 | 23,000 | 31,000 | 18,000 |

23% operate 8-Line games; 20% last year

15% of those who operate 8-Line games bought no new ones

**Is law enforcement cracking down on this type of equipment in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 57% | 54% | 50% | 43% | 82% |

**Do you know operators who have been involved in a court case involving 8-Line games?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 48% | 41% | 46% | 57% | 76% |

**Have 8-Line games been seized by law enforcement in your area?**

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Yes | 53% | 46% | 58% | 64% | 82% |

# Countertops/Touch Screen Games

| | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|---|---|---|---|---|
| Average Weekly Gross | $43 | $47 | $62 | $74 | $94 |
| Average # Per Operator | 36 | 39 | 43 | 56 | 50 |
| Total # On Location | 58,788 | 68,250 | 78,000 | 120,000 | 108,000 |
| Total New Purchases | 13,064 | 12,250 | 15,000 | 18,000 | 13,000 |

71% operate countertops; 70% last year

36% of those operating countertops bought no new ones, 49% last year

## OPERATOR COMMENTS

***General comments:***

*"If it were not for our 8-Line games we would be out of business. With all the new phones people download and play games, text, or do Facebook; they are not interested in our games."*

*"Too many good (high traffic) locations do not want games because they do not make enough money for the room they take."*

*"I have to buy used equipment; the price of new equipment is too high. We are repairing games instead of trading them in. Some of our locations have gone out of business."*

*"We must get rid of 'loser' locations that waste time."*

# Hesch Raffle ticket to RIDE

The Amusement and Music Operators Association (AMOA) Wayne E. Hesch Scholarship Program Annual Expo Raffle has managed to continue exceeding high goals due to the wide range of donated prizes and the draw of its Grand Prize, which this year brings a new level of excitement.

Hal Williamson of Gardner's Up North Amusements, Chairman of the Hesch Promotion Committee, is happy to announce the Grand Prize in this year's Hesch Raffle: a 2011 Chevy Malibu. One lucky person will be the big winner on the last day of the show and will drive away in a dream car. The Malibu has won more than 40 awards for style, safety, and craftsmanship.

According to Williamson, this is the most expensive prize ever for the Hesch Raffle, with a value of between $21,000 and $23,000. "We have always wanted to feature a car or a truck," said Williamson. "We've had success with several motorcycles as the Grand Prize. Sales so far this year are ahead of where we are normally."

He continued, "The Hesch Raffle is important to me because ever since I came on the AMOA board nine years ago I have worked on the Hesch Promotion Committee. It's one of those things that gets into your blood. It's been one of my favorite committees. It's gratifying to see so many young people receive scholarships; the students are very appreciative."

The total value of all the prizes last year, including the Honda Fury motorcycle won by Vince Gumma of American Vending Sales (AVS), was $56,227. The total amount raised for the Hesch Scholarship Fund was $56,624.

Hal Williamson, Chairman of the Hesch Promotion Committee.

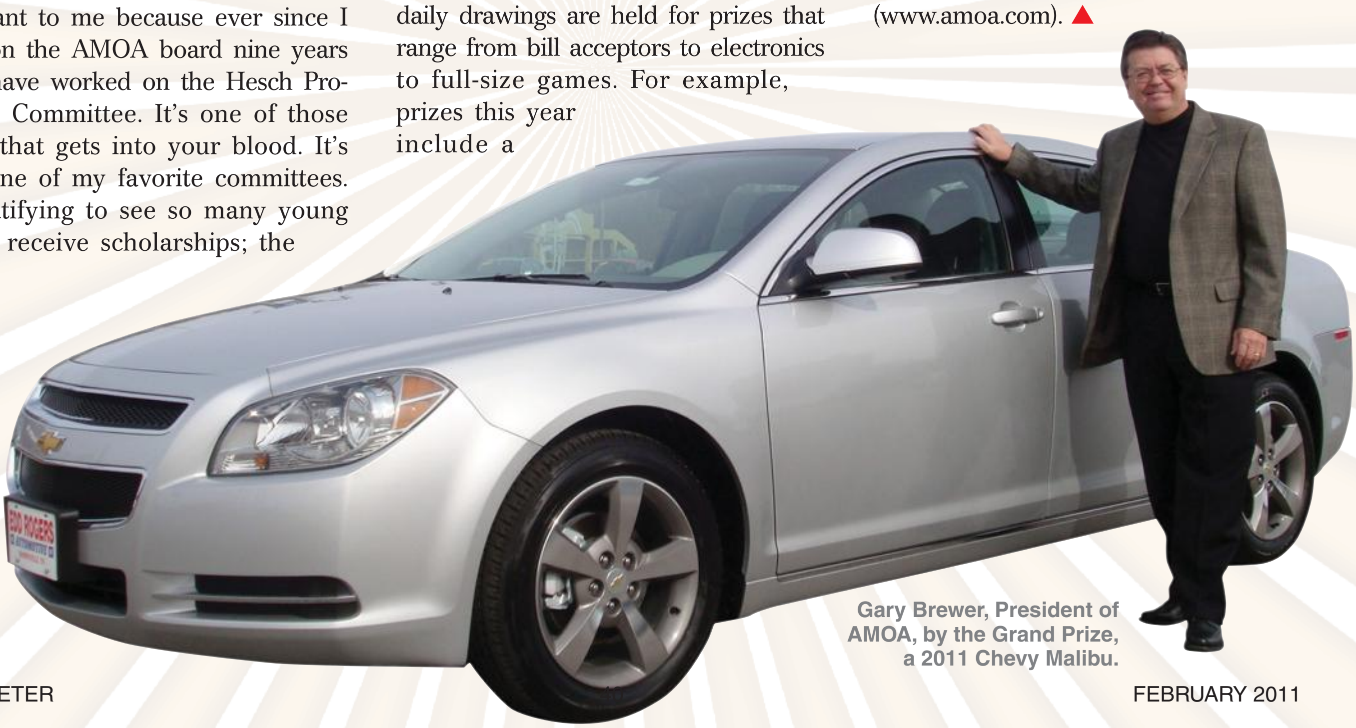
Previously, motorcycles were won by Jim Hines of Firestone Financial Corp., Chris Warren of Century Gaming, and Jerry Derrick of Derrick Music Co.

Prizes abound in the Hesch Raffle; daily drawings are held for prizes that range from bill acceptors to electronics to full-size games. For example, prizes this year include a dart game from Arachnid Inc., a jukebox kit from TouchTunes Interactive networks, two bill acceptors from Pyramid Technologies, gift cards, $500 from Venco Business Music & Communications toward the purchase of an ATM, $1,000 gift certificate toward a photo booth from Apple Industries, two $10,000 interest-free loans for 12 months from Firestone Financial Corp., two bill acceptors from MEI, and many more. Additional donations come directly from the exhibit floor during the show.

Hesch Raffle tickets are the gateway to the prizes. They are available before the Amusement Expo, March 1-3, from any AMOA member, and directly from AMOA headquarters, (800)937-2662.

Tickets will be on sale during the Amusement Expo at the Hesch Raffle Booth and available until the last moment: one for $25 and 5 for $100.

Williamson explained that whenever anyone wins a prize at the drawings on the first two days of the show, their ticket is automatically re-entered on the last day for the Grand Prize drawing. For more information, visit (www.amoa.com). ▲



Gary Brewer, President of AMOA, by the Grand Prize, a 2011 Chevy Malibu.

Making a good first impression is important, but making a **lasting** one is what really matters.

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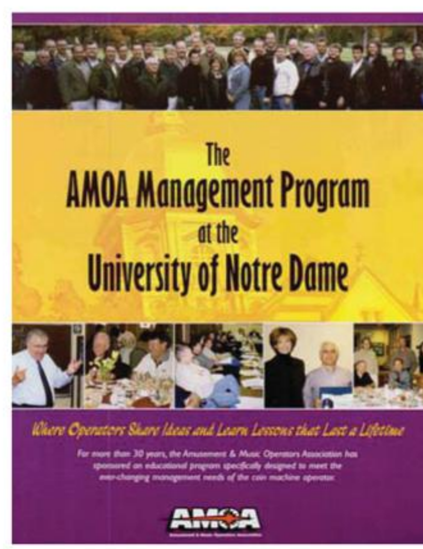


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AMOA Amusement & Music Operators Association

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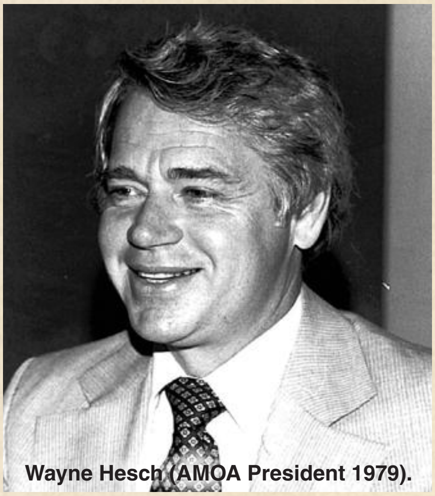
# *Remembering* Wayne Hesch


Wayne Hesch (AMOA President 1979).

Education was always top priority for Wayne Hesch of A.H. Entertainers Inc. in Rolling Meadows, Ill. Hesch served as President of the Amusement and Music Operators Association (AMOA) 1978-79 and was also a Past President of his state association, the Illinois Coin Machine Operators Association (ICMOA).

Hesch was only 46 when he passed away on Jan. 8, 1983, from pancreatic cancer. A tribute to Hesch in the January 1983 edition of the AMOA newsletter, The Location, stated: "There was no function or activity of either association that didn't receive Wayne's attention. He oversaw the first dramatic jump in expo attendance in 1979 and he made himself directly responsible to rally the support of operators and the industry to successfully fight the Copyright Royalty Tribunal demand for operator location lists."

Hesch had two priorities during his term as president: to maintain the confidentiality of location lists and to strengthen AMOA's educational services. He succeeded on both fronts.

Therefore it was fitting that the association established the Wayne E. Hesch Scholarship Foundation to assist students in the pursuit of their career objectives. Students may apply for scholarships no matter the field of study they wish to pursue, at both the undergraduate and graduate levels. Applicants are evaluated on scholastic achievement, extracurricular activities, and community involvement.

The association already had a history of maintaining excellence by providing specialized training in the form of seminars at the annual expo and through the Notre Dame Management Program. The Hesch Foundation was a natural extension of the association's ideals of developing and implementing educational programs.

An article in the October 1984 edition of The Location noted that Hesch was known as an operator's president during his term. It was said that he "believed and supported the principle of a well-informed, professional industry of operators."

Wayne's coin-op career began in his teen years at A.H. Entertainers, a business began in 1938 by his father, Anthony. When Anthony


AMOA principal officers for 1979, standing, (l-r): Leoma Ballard, Treasurer, and James Mullins, Secretary; seated, (l-r): Bob Nims, First Vice President; Wayne Hesch, President; and Don Van Brackel, Immediate Past President.


Wayne and Beverly Hesch with entertainer Tony Orlando at an AMOA banquet.

passed away, Wayne's mother, Isabel, continued to lead the company.

After graduating from Illinois Wesleyan University, Wayne joined the company full time and handled the music and games division; his brother Don handled the vending and food services division.

Don, a Past President of AMOA (1997-98), now retired, said, "Wayne was well liked by everyone; he was a strong individual and a great leader. When he put his mind to something, he stuck to it."

Don continued, "Wayne was passionate about the fundamentals of AMOA and had all the attributes to be a successful president of the association. He was a firm advocate of the Notre Dame Management Program, which he graduated from, and he sent a number of managers from our company to the program. A.H. Entertainers was and is fully behind the Notre Dame Management Program."

Don added, "Wayne was exceptionally good friends with Bob Nims of AMA Distributors and Lucky Coin Machine Co. in Metairie, La."

Chris McSwain, who joined A.H. Entertainers in 1978, commented, "Wayne was one of the smartest men I ever worked with. I learned a lot from him; he taught me everything I know. I started in the record room and then moved to the route."

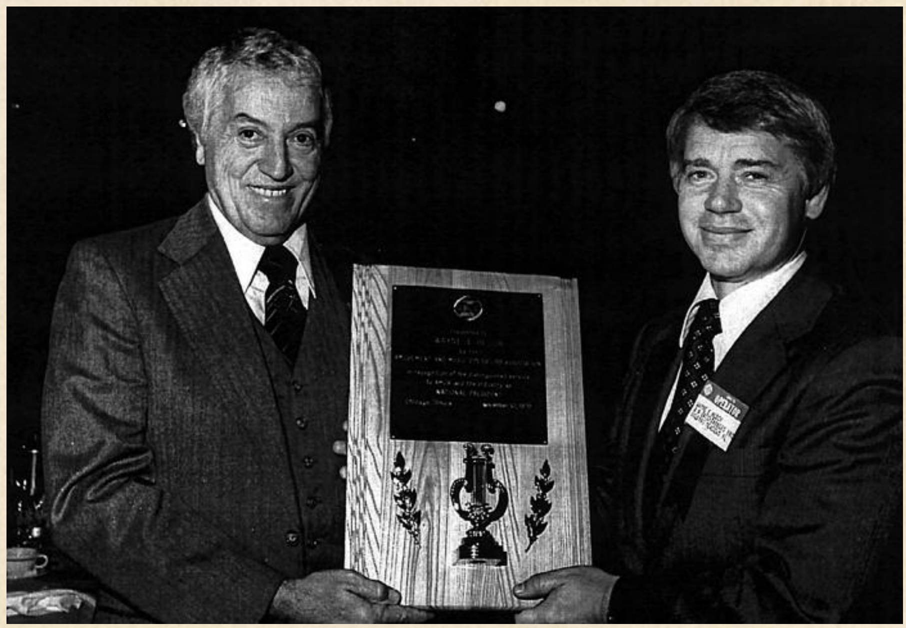
McSwain met Diane Hesch (Wayne's daughter) in college in Colorado. The couple became engaged and Chris subsequently moved to Illinois. Chris said, "Wayne was an unbelievable father-in-law."

Diane remembered that her dad was on the committee that initiated AMOA's Notre Dame Management Program.

Wayne would be proud of the growth, impact, and positive effects of the scholarship that bears his name. ▲

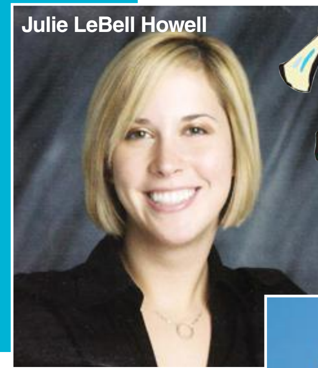
Wayne Hesch (l) at an ICMOA meeting.


Wayne Hesch (r) with Don Van Brackel of Michigan (AMOA President 1978).


Wayne Hesch (r) and Bob Nims of Louisiana (AMOA President 1980).


Wayne Hesch (l) in his early career.


Misha and Brinn Mitchell


Julie LeBell Howell


Elliott Cesco

# Scholarship Achievements


Paul Mandletort

Wayne E. Hesch Scholarships are awarded to deserving students every year by the Amusement and Music Operators Association (AMOA). Since the program's inception in 1985, more than $1 million in scholarships have been awarded to college or college-bound students through the AMOA Coin-Op Cares Education and Charitable Foundation.

Scholarships are open to any qualifying students, who must be sponsored by an AMOA member and must be in college the following academic year.

*Play Meter* caught up with previous recipients to ask about the value of the scholarship. Here's what they had to say:

Paul Mandeltort received the Hesch Scholarship in 2001 for his studies at Georgia Tech. He received his Bachelor's of Science in 2005 after studying electrical engineering. He has focused on the coin-op industry and is currently working for Marco Specialties in Lexington, S.C.

Mandeltort said, "Obviously every dollar towards getting a degree helps. With my family's history in the industry, applying for this scholarship made sense."

Emily Kinney Carroll is a scholarship winner from 1998. Carroll graduated in 2001 from the University of Missouri School of Law. She too is part of the coin-op community and is currently working in her family's coin-op amusement and vending business, Kinney Amusement and Vending Co. in Springfield, Mo., selling home game room equipment.

Carroll said, "I would say that the most valuable education I received was before I ever went to college, at the feet of my parents, watching them run their business. I think the value of the Hesch Scholarship is that it's specifically geared towards the coin-op business and I think that's of value. We need to nurture the

**"In order to keep the industry young we need to educate the coming generations."**

future generations. A lot of these businesses are family businesses. In order to keep the industry young we need to educate the coming generations."

Misha Mitchell, daughter of Craig Johnson, Past President of AMOA, was granted the scholarship in 2005 and 2006. She plans to graduate in May with a Bachelor's degree in Nursing and her RN. She is attending Westminister College in Salt Lake City, Utah.

Brinn Mitchell, also a daughter of Craig Johnson, received the scholarship in 2009 and 2010. She too is currently in the Nursing Program at Westminister College, and plans to graduate in 2012. She is currently working as a paralegal. Mitchell said, "The scholarship allowed me to continue my education and will hopefully allow me to graduate with few to no loans."

Another recipient, Dr. Julie LeBell Howell, went to Louisiana State University (LSU) in Baton Rouge, La., and graduated from the LSU School of Dentistry in 2007.

Dr. Howell, a native of New Orleans, is married to Dr. John A. Howell Jr. and is currently living in Monroe, La. They have a newborn son, John Aubrey Howell III. Together they own part of Peachtree Dental in Ruston, La., and Monroe, La. She practices at the Monroe location.

She said, "I really appreciated the scholarship. The fact that my mom's industry supported my endeavors will never be forgotten."

Elliott Cesco, a student at the University of Cincinnati, received the Hesch Scholarship in 2005. Cesco is studying Health Promotions with a focus on exercise and fitness. He is the son of Randy Cesco of Brady Distributing Co./Memphis.

On the value of the scholarship, Cesco said, "This scholarship was very important to my career plans. Not only did it help to pay for school but also will help to offset some of my student loan repayment. Also, I would like to thank all members of the coin-op industry that made it possible for me to receive this scholarship and helped me with my education."

For more information on the Hesch Scholarship, call (847)428-7699; Web (www.amoa.com). ▲

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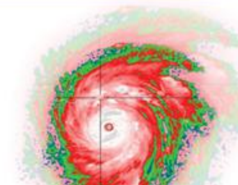
**2009-2010** — Brand is awarded best 1" and 2" toys by the NBVA!

**2006** — Brand launches first line of Sqwishland characters!



**2005** — Hurricane Katrina hits.
World class natural disaster comes to America.

**2003** — Brand moves into bulk!

**September 11th, 2001** — World Trade Center is attacked.
Business as we knew it, changed forever.

*Dolly*

**1997** — Dolly the sheep is cloned.

**1995** — Brand becomes known as the first music artist & boy band license leader!

**1991** — The beginning... Brand revolutionized the flat vending market with the introduction of the first temporary tattoos!

**1990** — The World Wide Web is created.

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- ❑ Technician
- ❑ Other
- ❑ FEC Operator

Please specify:

# TRAVEL TRACKS

**February 10-12**
AMOA State Council Meeting
Tampa, Fla.
Westin Tampa Bay
tel: (800)937-2662
e-mail: amoa@amoa.com
web: www.amoa.com

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**March 1-2**
AmEx
Dublin, Ireland
Green Isle Conference Center
tel: 353(0)45-521190
e-mail: info@coin-opexpo.eu
web: www.coin-opexpo.eu

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**March 1-3 PM**
Amusement Expo
Las Vegas, Nev.
Las Vegas Convention Center
tel: (708)226-1300
e-mail: info@amusementexpo.org
web: www.amusementexpo.org

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**March 1-3**
International Pizza Expo
Las Vegas, Nev.
Las Vegas Convention Center
tel: (800)746-1122
fax: (502)736-9502
web: www.pizzaexpo.com

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**March 1-3**
National Bulk Vendors Association (NBVA) Expo
Las Vegas, Nev.
Las Vegas Convention Center
tel: (888)628-2872
e-mail: info@nbva.org
web: www.nbva.org

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**March 7-9**
CIAE/Guangzhou Leisure Expo
Guangzhou, China
China Import and Export Fair Pazhou Complex
tel: +86-20-2210-6418
e-mail: marketing@grandeurhk.com
web: www.chinaamusement.com

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**March 7-9**
Nightclub & Bar Convention and Trade Show
Las Vegas, Nev.
Las Vegas Convention Center
tel: (888)966-2727
e-mail: mswaim@questex.com
web: www.ncbshow.com

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**March 15-17**
IAAPI Trade Show
Mumbai, India
Bombay Exhibition Centre
tel: +91-22-6570-7426
e-mail: info@iaapi.org
web: www.iaapi.org

**March 16-19**
ENADA Spring
Rimini, Italy
Rimini Expo Centre
tel: 39(0)541-744214
e-mail: g.zoni@riminifiera.it
web: www.fierarimini.it

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**April 4-6**
DEAL
Dubai, United Arab Emirates
Dubai World Trade Center
tel: +971-4-343-5777
e-mail: themeparks@iec.ae
web: www.themeparksdubai.com

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**April 27-29**
NAMA One Show
Chicago, Ill.
McCormick Place
tel: (312)346-0370
fax: (312)704-4140
web: www.namaoneshow.org

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**April 29-May 7**
NDA Team Dart
Las Vegas, Nev.
Bally's Las Vegas
tel: (317)387-1299
fax: (317)387-0999
web: www.ndadarts.com

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**May 5-7**
GTI Expo
Taipei, Taiwan
Taipei World Trade Center
tel: +866-2-27607-407-10
e-mail: gametime@taiwanslot.com.tw
web: www.gtiexpo.com.tw

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**May 9-12**
AALARA
Queensland, Australia
Conrad Jupiters Hotel and Casino
tel: +61-7-3807-35-08
e-mail: info@aalara.com.au
web: www.aalara.com.au

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**May 21-24**
National Restaurant Association Show
Chicago, Ill.
McCormick Place
tel: (312)853-2525
e-mail: (312)853-2548
web: www.nraregistration@restaurant.org

**PM** denotes shows where ***Play Meter*** will be exhibiting. Please stop by and introduce yourself to our staff.

# GREEN COIN MACHINES

TOLL FREE: 1 (800) 232-6467

## Custom Graphics



to NEW!


## Wall Boxes or Floor Models

## NEW YEAR!, NEW FACE for YOUR JUKEBOX!

We now offer custom Graphic work to go on any JUKE BOX to match any location theme or logo (with approval)


GREEN COIN MACHINE DISTRIBUTING CO.
WWW.GREENCOIN.NET
greencoin@aol.com

TOLL FREE: 800 232-6467
TEL: 843 626-1900
FAX 843 448-9899

2961 DRYWALL DRIVE
MYRTLE BEACH, SC 29579
USA

Play Meter's classified advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. The deadline is usually before the 12th of the month prior to issue (example: August ad must be in before July 12). Send ad orders to Play Meter Magazine / P.O. Box 337 / Metairie, LA 70004 or fax: (504) 488-7083.

FOR MORE INFORMATION, CONTACT CAROL LEA: (504) 488-7003

If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints.



**READERS/ ADVERTISERS**

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

**PLAY METER MAGAZINE**

**TICKETS**
**Save**
**BIG**
**Money**

**FROM**
**$60 /**
**100,00**
**NO MIN !**

**YES......**
*STD THICKNESS
*CUSTOM
*BAR CODE
*FULL COLOR

**1-800-224-1717**

Kiddie Ride

# SOUND BOX

* Main sound + 2 fire buttons
* Superior sound quality
* With or without timer
* For new & used rides
* Hear and choose your sound from our online sound library at www.eletech.com

**Eletech Electronics Inc.**
Industry, California
Tel: (626) 333-6394

# FLAT RATE

**BOARD EXCHANGES**

* * * * * * * * * * * *

SPECIALIZING IN THE OLDER CLASSICS
*
VIDEOS & PINBALLS
MONITORS
POWER SUPPLIES
PARTS & MANUALS
GAME SALES

* * * * * * * * * * * *

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MT. VERNON, MO 65712
(417) 471 - 1005 Fax -1006
www.eldoradogames.com

## *EPROMS & Programmers*

*EMP-10*

*EMP-21*

Call for PRICING

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

MasterCard VISA

# Professional Monitor Repair - All Brands!

| | | | |
|---|---|---|---|
| PRICE SUBJECT TO CHANGE WITHOUT NOTICE<br>**Lowest Price** | **FLAT RATE**<br>**as low as** | **$44.99**<br>**most brands** | **all parts & labors included except flyback** |

## ✓ Fast Turnaround ✓ We Guarantee Our Work!

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

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

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

# PNL inc.

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

## AFFORDABLE DVD RENTAL KIOSKS

**Holds 300 DVDs**

We also offer larger solutions for turnkey stores -up to 7000 DVD powered by Signifi Software

**START YOUR OWN NETWORK**

- Built in the USA
- Financing Available
- Complete Front and Backend Software System to Monitor Business
- Shipping in Mid November
- Be part of the 8 Billion Dollar DVD Rental Market
- Free installation and training for fourth quarter deliveries


**IDEAL NEW PRODUCT CATEGORY FOR EXISTING ATM AND JUKEBOX OPERATOR**

WANTED - OPERATORS & REGIONAL DISTRIBUTORS

Ideal for placement in C-stores and grocery stores

**www.flixkiosk.com**

**Contact Ken Rempel at 847-882-7166**

flix kiosk COMPANY LLC

**phone: 312-473-2909**
**fax: 847-882-7586**

Neal A. Singer
Flix Kiosk Company LLC
1100 E. Woodfield Rd., Suite 108
Schaumburg, Il 60173

## Bulk Route for Sale

### Whole Route Covers:

- Western Oklahoma
- Western Texas
- Western Kansas
- Northern Colorado
- Eastern New Mexico

(Or can sell separately)

Also storage: single stands, 4-way and 6-way stands, Plus Brandt Counter

Selling machines and used parts

*Call Joe, after 7pm*

**580-284-5039**

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

VISA

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

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

MasterCard

### GENERAL POLICY

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

### DEADLINES (for classified ads only)

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

### GRAPHIC SERVICES

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

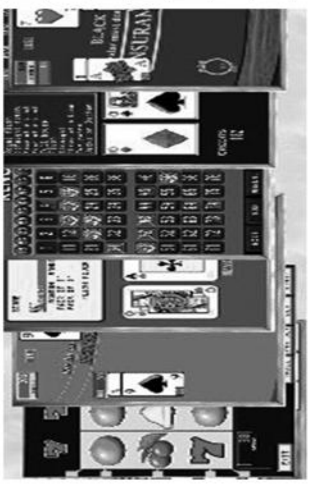
# we've got the touch

800-640-5545

# the magic touch

# SWEEPSTAKES GAMES!

NEW


NEW

**SWEEPSTAKES GAME**

**IS NOW INCLUDED IN OUR <u>MAGI 12</u> SIMPLE TO SET UP, SIMPLE TO PLAY AND SIMPLE TO OPERATE, NO EXTRA BOARD OR WIRING NEEDED FOR THE PHONE CODES, PIN NUMBERS ARE SIMPLE TO REPLACE CALL OUR TOLL FREE NUMBER FOR MORE INFORMATION**



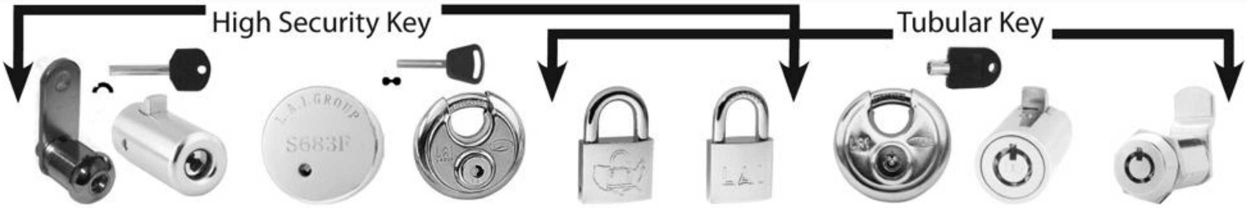
## MAGIC 12
## MAGIC 12 S
## BROADWAY MAGIC


**THE GAMES ABOVE ARE AVAILABLE IN OUR NEW COUNTER TOP CABINETS, OUR STAND UP CABINETS AND IN KIT FORM FOR OLDER CABINETS**












**BOOMTOWN SWEEPSTAKES™ AND FANTASY FONE CARD SWEEPSTAKES™**

**Now available in FL,NC,VA... and coming soon TX.**

**FEATURING PREPAID PHONE TIME**

**More Security**

- Internet access through a secure VPN connection
- View account and game transactions
- Monitor employee transactions
- Account balance stored on the server not on the card

**More Reliability**


- Built on proven technology (TCP/IP, MySQL, Linux)
- No moving parts
- Contact-free reading ensure long life
- Redundant database

# New game titles


**Bass Master Bucks**
**Black Widow**
**Bongo Fruit**
**Boomtown Bonanza**
**Double Dollar Dogs**
**Double,Triple,Quadruple**
**Firehouse Heros**
**Pow! Zap! Boom!**
**Riverboat Riches**
**Sarge**
**Super Hero**
**Texas Tumbleweeds**
**Truckstop**

## And Many More to Choose From


For more information please visit our website at www.reelgaming.com or call 1-800-624-3779

# DISPLAY AD INDEX

www.playmeter.com



# CLASSIFIED AD INDEX

www.playmeter.com


At ICT we know that cash flows both ways.
That's why we do everything we can to provide the best product at the best prices. Because the less that flows out, the more you get to keep.
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# Convertible


## GALAXY II.5 DART GAME

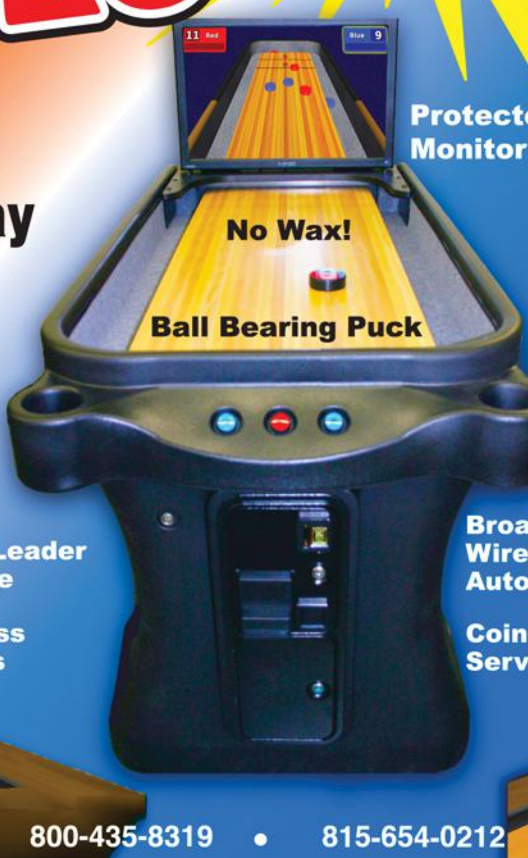
**19" LCD Wide Flat Screen Monitor**
**Automated League Mode**
**Network Multiple Machines**
**Advertising Screens**
**Attract Screens**
**New LeagueLeader™ Software**

# NEW GAMES

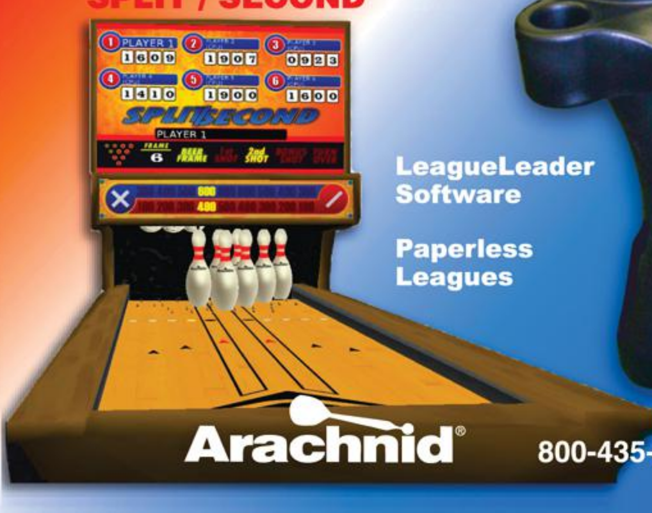
# SUPER SHUFFLE

**7 GAMES:**
- Knock Off 11
- Knock Off 15
- Leader of The Puck
- First to 21
- Crazy Shuffle
- Classic Bowling
- Split / Second Bowling

**League Play**
**Tournament Play**
**Casual Play**




**SPLIT / SECOND**




**CLASSIC BOWLING**