SEPTEMBER

cash box international

magazine

The Independent Amusement Machine Industry Magazine

Print Post Approved #PP 245358/00005

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POLE POSITION 2
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DIRT FOX
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HIDE NAKAJIMA

After a long illness, long time President of the US based Atari Games, Hideyuki Nakajima, passed away on July 12th in a Tokyo hospital.

Hide Nakajima was greatly respected in the industry, a true gentleman who has been at the helm of Atari through it's most difficult years and it's particularly sad that he will not be around as Atari make their climb back up the coin-op ladder, made possible with new Time Warner funding.

Current company President Jeff Holmes when speaking of Hide Nakajima's management, mentioned *"his skill, wisdom and unfailing good grace"* and we are sure that is how many will remember him.

We at Cash Box extend our sincere condolences to Mr Nakajima's family and friends.

JAPAN

IS SEGA NOW THE FULL OWNER OF DATA EAST?

We may get the ground cut from under us on this one, but there's a very strong word in certain circles of Japanese coin-op that Sega have completed the purchase of Data East Inc.

Sega have reportedly held a share of Data East for some time and are tying up the details on their purchase of the remaining shares, as we write (late August)

If correct, and it does seem that way, the buyout is another step in Sega's incredible expansion over the past few years and will give them the added clout of Pinball manufacturing in the USA as it can safely be assumed that the very successful Pinball facility in Chicago would be the only part of Data East that would really interest Sega.

AUSTRALIA

SEGA WANT OZ PUB SITES

Look out World....the giant Japanese game manufacturer Sega have moved to take over Australia's best pub locations from the existing operators by offering the locations linked 50" Daytonas and other big Sega machines.

Cash Box looks at this and the proposed $350 million worth of amusement facilities by Sega and other interests in Australia, starting on page 54

JAPAN

VIDEO GAME DEVELOPMENT CRANKS UP

Everything points to this months JAMMA Show, now titled the Japanese AM Show seeing many more video conversion games on display than have been seen for the past couple of years.

Once the industry's major showcase of new conversion (or kit) games, the last two JAMMA's have seen very few games of this type displayed, but the tip is that 1994 will see plenty.

Fighting games will once again be the main fare, but many will have a story line rather than straight out 'one on one' fighting.

By early in the new year there will also be a considerable number of new video games from Europe, Taiwan, Korea and other countries, so things may not be as bleak for street operators as it might seem.

COMMENT

CUTTING PLAY PRICE IS LUNACY

Cash Box has always maintained that the operator of amusement games has the right to price his game play at whatever price he chooses and we're not about to change.

But it is incomprehensible to hear that an American company, Two Bit Score, is making a motza out of marketing a device called the Coin Doubler that they have made which defeats the 50 cents, manufacturer programmed play price, on Pinballs sold in the USA, and returns the games to 25 cent play.

25 cent Play?

That Two Bit Score have made the device is one thing, but to think that there's enough operators in America buying the device to make the operation very profitable for the manufacturer, can only leave us thinking that the operators using it, actually want to go broke.

At 50 cents a game US operators are probably on the lowest price of play for a Pinball in the world, why would anyone in their right mind want to buy new Pinballs and operate them on 25 cent play?

It's lunacy!

cash box international magazine

Is published by Printrod Pty Ltd and printed in Australia for circulation to the Coin Operated Amusement Machine Industry by subscription. Printrod Pty Ltd is a privately owned company trading as Cash Box Australia Magazine
Cash Box International Magazine accepts advertising from any legitimate trader.

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Quite a bit of new product this month and the Shows will bring a lot more. Video game production starts to lift.

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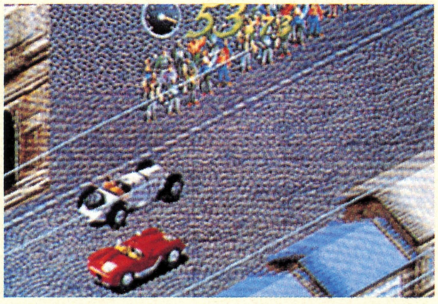
DOLLAR TIP

SENSITIVITY SETTING THE KEY TO "GREAT 1000 MILE RALLY"



The varying reports on the ability of Kaneko's driving game, *The Great 1000 Mile Rally*, (or *Mille Miglia*) have it earning really good money in some quarters and not doing too well in others.

In the majority of cases this considerable difference in earnings relates simply to the way the game is set up.

The key is the 'Sensitivity' level and for returns equal to those that *World Rally* produced in it's hey day, operators must set this level on "High".

Many operators have set it on low, not realising that they are making the steering slow and sluggish. For quick response to the players handling of the wheel, the high setting must be employed.

Many operators are still trying to run the game with the wrong steering also, but when set up right, *Mille Miglia* has shown on a many different types of location that it can really earn and operators not reaping the available rewards should check their settings and steering system. (360)

IRELAND

AmEx '95 CONFIRMS DATES AND SHOW EXPANSION

The dates, Tuesday 7th and Wednesday 8th March are confirmed for AmEx '95, the Irish Amusement Trade Show to be held at the Green Isle Hotel, Dublin.

AmEx has grown significantly since it's inception three years ago and will again be larger in 1995 with most space already booked by companies that participated last year.

There is a waiting list of new companies wishing to exhibit, and the organisers, MD Associates will allocate the remaining space this month.

Apart from the Show being larger, the social aspect has also been expanded to include a Spouse Programme and a Golf day on the Thursday. And yes, the *Irish Night Out* is on again.

For further details, contact Susan Feery, Phone +353 45 21190, or Fax +353 45 21438

UNITED KINGDOM

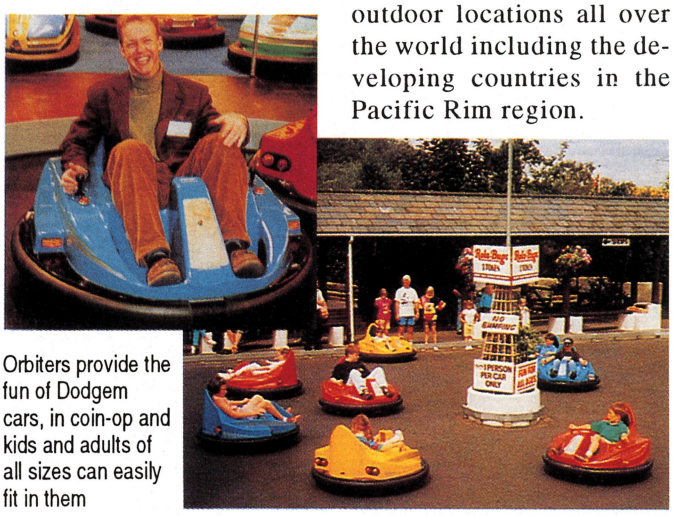
WHITBREAD EXPAND FAMILY LOCATIONS

Whitbread Inns, the big UK hotel owner have placed another 12 Tornado International *Orbiter* cars at five Brewers Fayre locations, making the number of locations utilising the mini cars, nine.

A big factor in the selection of Tornado's *Orbiter* cars for the expansion project was that they don't need staffing and can be used by all age groups.

Whitbread Inns plan further use of the *Orbiter* cars as they have proven exceptionally popular and ideally compliment their policy to provide family attractions at company outlets.

The *Orbiters* are battery powered and have 8/10 hours operation, the duration of the ride can be set on the master timer between 1-4 minutes with each vehicle requiring only 8 sq metres of space. They have proven a big item for Tornado in both indoor and outdoor locations all over the world including the developing countries in the Pacific Rim region.



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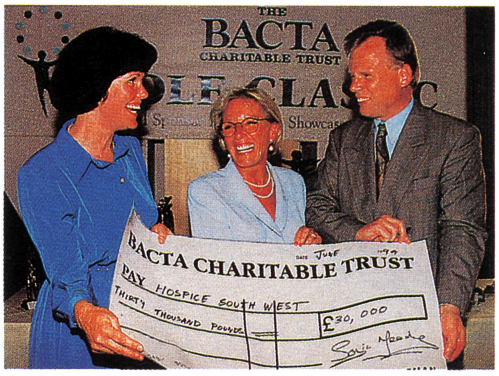
ENGLAND

BACTA MEMBERS GIVE GENEROUSLY

The inaugural BACTA* Celebrity Golf Classic, organised by the association in aid of the Childrens Hospice South West, surpassed all expectations with the raising of £14,000 on the day. This lifted the industry's contribution to the hospice for children with life threatening diseases to over £30,000.

Sonia Meaden, head of BACTA's Charitable Trust said, *"Today we have seen the amusement industry at it's very best. Everything about the event has been right, the course, the organisation, the celebrity involvement, and most importantly the quite remarkable generosity BACTA members have shown towards our mid-term charity"*



BACTA President Roger Withers and Sonia Meaden present a cheque for £30,000 to Jill Farewell (left) of the Children's Hospice. Additional donations increased the final amount raised by BACTA members to £34,000.

Sonia Meadon also paid tribute to another group of industry stalwarts "The Monte Carlo or Bust Boys" who biked to Monte Carlo in atrocious conditions and raised a further £10,000 for charities of their own choice.

The association's major charitable project for the next three years is to raise funds for the Macmillan Nurse Appeal for the training of more specialist Macmillan nurses.

Macmillan nurses care for, and support cancer patients and their families throughout England and are probably the most highly regarde nurse training organisation in the UK .

The fund raising drive for Macmillan will encompass all areas of the industry and though no target figure has yet been set, BACTA's previous efforts in charitable work ensure the sum raised will be very significant, and assist the nursing organisation greatly.

*BACTA is the Trade Association for the UK Coin-op Industry

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JAPAN

RUMOURS RIGHT, NEW STREET FIGHTER GAME COMING FROM CAPCOM

Jean Claude Van Damme and Kylie Minogue as 'Guile' and 'Cammy' on the set of Street Fighter - The Movie.

There's been rumours of a new Street Fighter game from Capcom for some time and it's now certain that there is a new game and that it will be as touted in *Cash Box*, a digitised game, featuring the stars from the movie now being made in Australia.

Action star, Jean Claude Van Damme and Kylie Minogue will feature in the new game which will be titled, *Street Fighter - The Movie*, and will follow the movies story line.

The game is tentatively scheduled for release in December, but is not likely to be seen at the upcoming AM Show even as a prototype, as currently, filming is nowhere near completion and there wouldn't appear to be time to get the game together.

Story line in the movie which Capcom are now carrying the full cost of (US$45 million) instead of half as was first planned, sees 'Guile' (played by Van Damme), 'Cammy' (Kylie M) and the other good guys, attempting to rescue hostages from where they are being held in South East Asia by 'Bison' and the bad guys.

MEXICO

AAMA SUPPORTS STREET CHILDREN IN MEXICO

At a press conference held on July 18, Bob Fay, executive director of AAMA, presented a cheque for $10,000 to Casa Juconi, while attending the EXIME Show in Mexico City, Mexico.

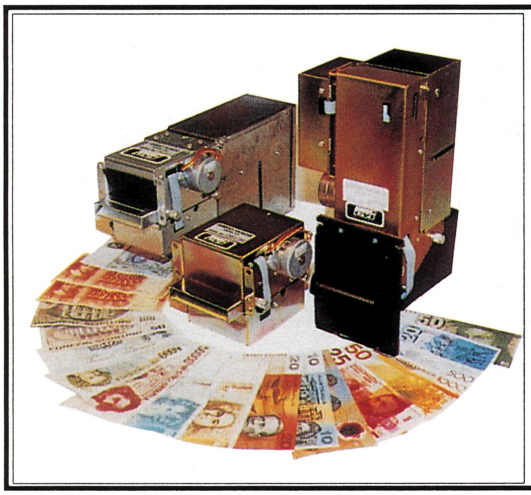
AAMA Executive Director Bob Fay presents the cheque to Sarah Thomas, President of Fundacion JUCONI in Mexico City, July 18th.

Casa Juconi, a halfway house for street-living children, forms part of Fundacion JUCONI (Junto Con los Ninos - Together With the Children), a project which provides services to more than 250 street children each year in the industrial city of Puebla, 100 miles east of Mexico City.

Programs presented through the organisation include Operation Friendship, which makes contact with working children on the streets; Centro Juconi, a day centre for street-working children and their families, and Community Extension, which promotes family support for the children in their own communities.

According to foundation president Sarah Thomas, AAMA's donation will be used not only to improve JUCONI's own programs, but to help other organisations implement effective programs for street children in Mexico and beyond.

"*We are pleased to do something special for an organisation that is attempting to help children*," said Fay.



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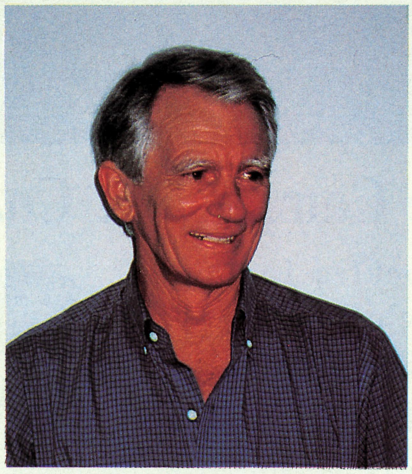

Tellin' it like it is

With Jack Rodios

"Show Time" is on us again and there's some beauties coming up that I'm sure will brighten up a lot of down hearted operators around the planet that are searching for good product, but unfortunately, it will probably make equally as many miserable, because of the cost of that product.

In the period September to February, four of the biggest Trade Shows in the world are held, JAMMA, AMOA Expo, ATEI and IMA. On top of these there are also, IAAPA, AmusExpo, Leisure Expo, Convention '94, the Gaming Congress and several other notable trade events held in the same period, which all put together will ensure there's plenty of new coin-op product for operators to assess.

We already know that it's going to be a big season for Pinballs with games like Freddy Krueger, Guns & Roses and the Flintstones, plus more, and we can be sure of a good showing by the Jukebox, Redemption, Kiddy Ride, Table and Dart manufacturers, but it's the video game sector that has most operators concerned.

Well, folks we can tell you there's plenty coming.

Unfortunately though we can't tell you a lot about it as the Japanese manufacturers in particular have got better at preventing factory leaks than they used to be, but it does seem certain that there is going to be plenty of conversion product to choose from, and that has to be a plus.

The lack of video games has really affected operators, you know, I actually heard an operator say the other day *"I don't give a bugger what they cost, just as long as there's some good games come on the market"*

Now this was something for the books, and the thought flashed through the old head *"Maybe this conversion video shortage is all a gigantic plot, have the manufacturers been waiting for this most unusual operator attitude to permeate the industry before they whack their good games into the market?"*

But sanity returned immediately, when I realized what I was thinking.....on my knowledge of coin operators, *no one could wait that long.*

For what it's worth though, I've got a pretty good 'gut feeling' about these upcoming shows. That could mean one of two things, either we're going to see some pretty good video product..... .....*or the old gut ulcer has gone on holidays*

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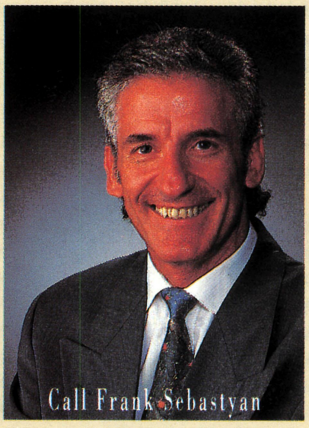

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UNITED STATES

NINTENDO BACK IN THE NEWS

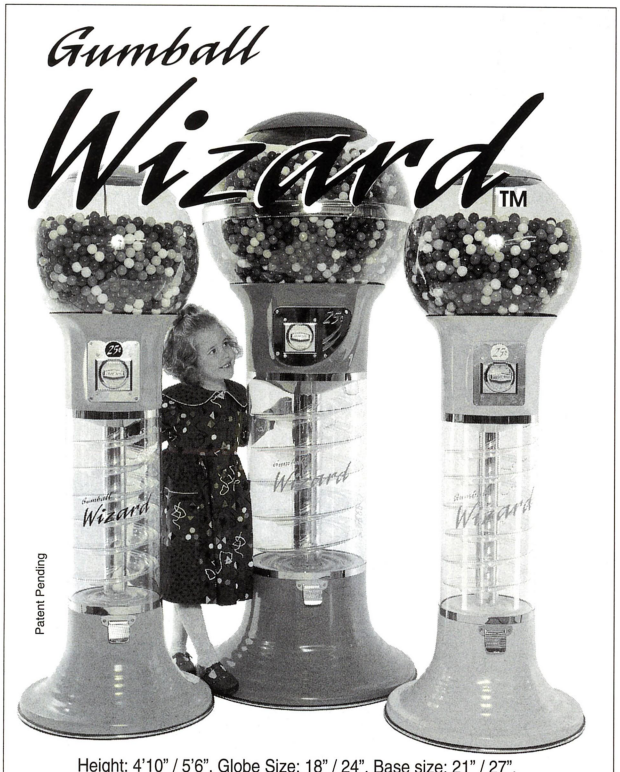
In a complete reversal of an earlier policy change that took Japanese giant Nintendo out of coin-op, the company is returning to coin games with two new 64 bit creations that have many tongues wagging.

The two coin-op games, one a full motion driving simulator titled *Cruising USA*, and the other a spectacular fighting game titled *Killer Instinct* will be marketed by Midway and shown for the first time in San Antonio, this month.

The games will some time next year go to the consumer market with Nintendo's new 64 bit home game system, the Ultra 64

Though on the upward path in game development, Nintendo hit another low patch in the courts last month when a New York jury ordered the Japanese owned company to pay Alpex Computer Corporation US$208 million.

Alpex had successfully claimed a patent infringement.



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MANILA

WILY BRITS COME UP WITH COOL SCHEME

Plans are afoot to offer a regular passenger ferry from Hong Kong to Manila which can carry around 1000 passengers per trip.

But this will be a ferry with a difference as the plan is to make it a floating casino with amusement facilities for bigger kids and child minding facilities for ankle biters.

With the trip taking around 18 hours, the British firm that are putting together the proposal are looking to capture both the Filipinos working in Hong Kong who do the trip regularly (and most of whom are mad punters) Hong Kong gamblers (who are obviously *all* mad punters) and tourists.

The amusement facilities are expected to be good coin-op games and other attractions that will keep the little guys happy (preferably for 18 hours) while mum and/or dad get stuck into the roulette.

As added bonuses, fares will be considerably lower than air fares and passengers will be able to carry a lot more luggage on board than they can with air travel

JAPAN

NAMCO TIDY UP FOR POSSIBLE PUBLIC FLOAT

The recent moves by Namco to tidy up their company structure by eventually integrating all its US operations under the one banner of Namco Holdings Inc. are seen as the forerunner to a public float of that company's stock.

Early 1995 is being touted for Namco to float on the US exchange, and assuming that is their intentions, the recent success of other good coin-op companies, like Lazer-Tron would indicate Namco having no trouble in finding buyers.

FRANCE

"LE FLIPPER du DESERT" DOES WELL FOR WILLIAMS

Finishing 5th in it's category and 27th overall, the Williams/Bally/Midway sponsored, Toyota rally truck made a very creditable showing in the world class Tunisia Rally.

Brightly painted with silver balls popping, the truck, (called *Le Flipper du Desert* by the French) and crew were feted at a recent Williams/Bally do in Toulon

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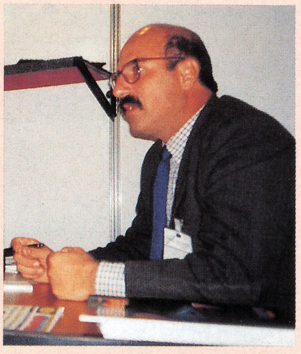
SALEX DRAWS GOOD NUMBERS



Joao Ghani

CBI's correspondent, Joao Ghani reports SALEX, held in Sao Paulo in early August indicated the coin-op and associated industries in Brazil and most of the South American continent, are in pretty good shape with plenty of room still available for further expansion.

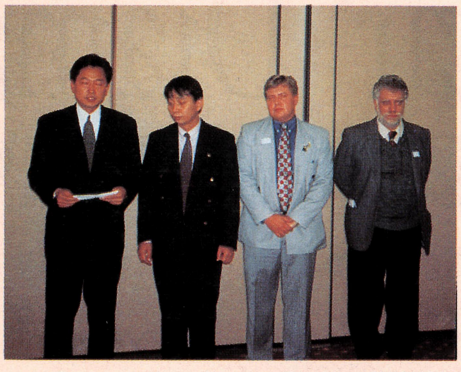
SALEX is organised by the Worlds Fair Group and sponsored by the AAMA, the US manufacturers association who are doing a fantastic job in *"spreading the Gospel"* in South American countries. The Editor of Games News, the Brazilian magazine, Roberto Sales was also deeply involved in the organization and is considered a prime mover in SALEX's success.

The Show drew good numbers and most exhibitors reported good business being done. No single coin-op sector really stood out, interest was strong in Pinball, video, music, gaming etc, with redemption getting the most new interest.

There appeared to be buyers for all types of product and this is always a healthy sign.

An area that has been quiet, that of video conversion games appeared much stronger with SNK and Capcom in particular being kept very busy. Capcom who already have 6000 machines on the street in South America, announced they were going to increase their presence next year and SNK assured operators that the new system they were working on would not disadvantage owners of the original Neo Geo system.

Seminars and associated functions were all well attended through the duration of the show and it was good to see both operators and exhibitors leave SALEX with plenty of optimism for the future of the coin-op industry in Brazil..



From Left; Marty Kitazawa, President SNK USA, Shigeo Aoki, President SNK Brazil, Stephen Whatmore, Worlds Fair, Roberto Sales, Games News.

GERMANY

SKEE-BALL'S MIDWAY GAMES LIFT HOLIDAY PARK

The installation by Skee-Ball Inc of traditional American style Midway games at Holiday Park, a large entertainment complex at Hassloch, Germany has seen the 1994 high season's revenue come in over 50% up on budget.

Skee-Ball Inc custom designed, built and installed the games, *Cat Rack, Milk Can, Short Range Basketball* and *Bottle Ring Toss* at the Park, complete with their cash collection equipment which allows management to have complete control over incoming revenue.

The tremendous response to the Midway games prompted the Park's owner, Wolfgang Schneider to install an additional game, *Pop Gun,* half way through the season and he is reportedly looking at more Skee-Ball products for next year.

For more information about the games and services available, contact Jeff Hudson at Skee-Ball Inc.

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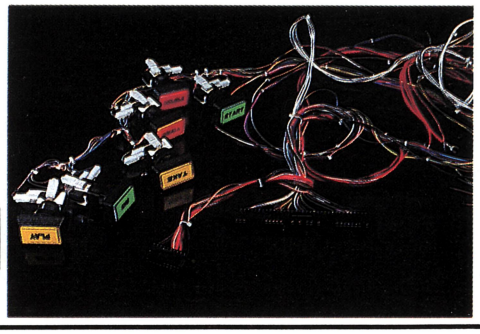

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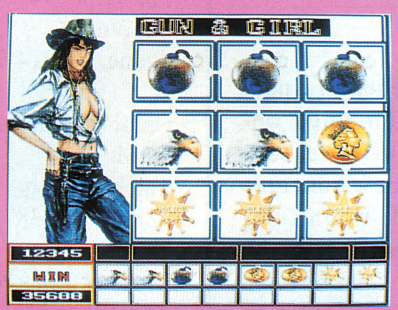
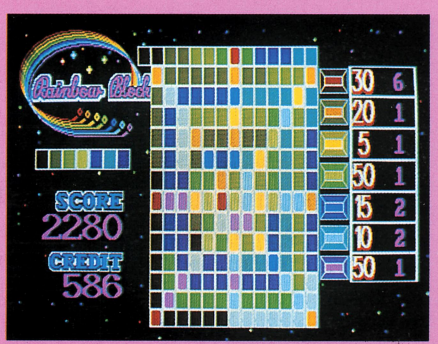


Gun & Girl



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CB News Shorts

HONG KONG

Get ready for a flood of used Out Runners coming out of Hong Kong as arcade owners cramped for space make the move to switch over from Out Runners to twin Daytonas and Ridge Racers.

As there is a considerable quantity involved and the machines virtually *have* to be shipped out of the colony, dealers are estimating the Out Runners will sell at real bargain prices

SPAIN

From a small manufacturer of gaming machines for the Spanish market to a manufacturer of dedicated amusement machines for the world market is a big step that Spain's Picmatic have made in the last few years.

But if the new concept product they are exhibiting at AMOA shapes up as the company expects, they will step right up to a whole new level.

UNITED STATES

Unlike ACME where Virtual Reality games were not to be seen, it appears certain that at least a couple of VR manufacturers will exhibit at the AMOA Expo.

Alternate World Technology will probably lead the way with their new upright VR and a swag of new games

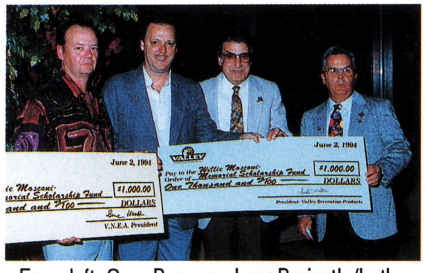
JAPAN

Taito Corp, a company responsible for some of the hottest video games ever made are rumoured to be completely replotting their direction in regards to the video sector by beefing up their R&D.

With plenty of spare cash from their huge operations, Taito have several exciting new concepts that they feel, when fully developed, will lift the company right back to it's former, prominent position

UNITED STATES

Valley Recreation Inc and VNEA continue on with their charitable work by donating to the Willie Mosconi Memorial Scholarship Fund after the recent VNEA Championships.



From left: Gary Benson, Jerry Breisath (both on the BCA Board of Directors) Chuck Milhem (Valley President), Gene Urso (VNEA President)

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Fax: +1-312 321 6869

September 26th - 28th
World Gaming EXPO
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October 2nd - 4th
Fun Expo '94
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November 2nd - 5th
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November 2nd - 5th
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1995

January 19th - 20th
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January 25th - 28th
IMA
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March 23rd - 25th
ACME
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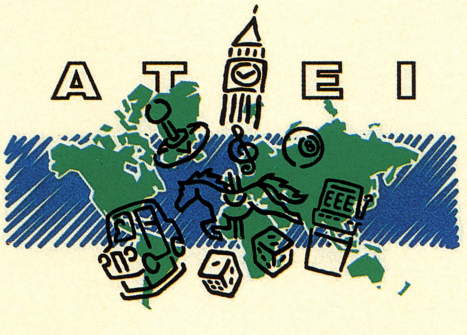

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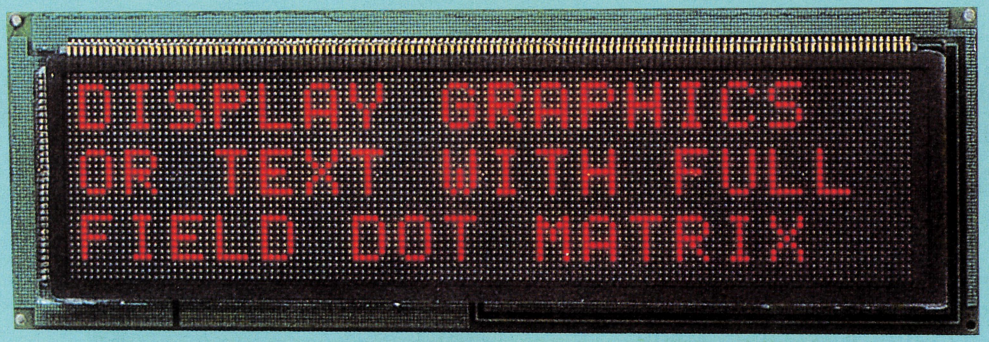

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CB News People

KAGEMASA KOUZIKI

Kagemasa Kouziki is the founder of leading video game maker, Konami Co , one of the few large Japanese manufacturers who still devote a lot of their resources to street games.

Respected as one with an exceptionally good 'eye' for trends, Kouziki has led Konami into a world expansion programme that may have seemed only a remote possibility when the company was formed 25 years ago, but sits nicely with their role as an industry leader today.

He started Konami in 1969 mainly as a trader in Jukeboxes, but was quick to identify the looming opportunities in amusement games and was able to produce the world hit video game, Scramble by 1980.

More good games like Frogger, Track & Field, Wec Le Mans, followed and Konami's success was ensured, later games like TMNT Turtles, Vendetta and Lethal Enforcers, just to name a few, put the company right into the top bracket of game manufacturers and they haven't looked back.

Kagemasa Kouziki's brainchild is now a huge public company with extensive facilities in the USA, UK, China, Europe and Taiwan, but is still ably led by the founder who even in the midst of a recession, sees opportunity where others see problems.

AT SALEX IN BRAZIL

Brazilian operators Romeo Kalil and Pedro Paulo with CBI's Joao Ghani (centre)

Leo Wang (BTR International) 4th left with his staff and several Brazilian operators

Globetrotting Pentranic duo, Richard Gromadzki (left) and Mark Trojanowski with Mrs Joao Ghani in centre.

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CB News Shorts

FRANCE

The Data East distributors meeting in France earlier this year saw the release of the Pinball, *Royal Rumble*, but it also may have given a long range tip for the San Antonio Pinball release which the company are very tight lipped about.

From Left: G Stern, B Deith, K Kennedy.
Picture courtesy of L'Automatiq

With the DE 'heavies' all sporting cowboy hats, were they telling us the new game is a Wild West themed *maverick*?

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TAIWAN

Chain Leisure Electronic Co, the Taiwanese video game maker have a new game under development that they believe will get the tongues wagging and the coins dropping wherever it's played.

The game is being readied for a November/ December release.

AUSTRALIA

Exhibition space at Convention '94 to be held November 2nd to 5th is just about sold out, up almost 50% on last year.

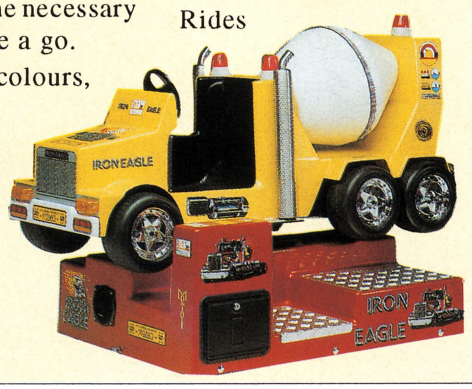
Latecomers seeking space should contact Ken Priest on +617 841 1021, Ken Corley on +617 349 7621 or Cash Box and we'll pass it on

UNITED STATES

Kiddie Rides USA have released a brilliant new KR titled the *Iron Eagle Cement Truck* and it's hard to imagine the little guys walking past this one without doing a nice old job on their minder for the necessary coins to have a go.

Bright colours, six big mag wheels, great sound effects and the opportunity to "drive" a cement truck will surely attract the little blokes from miles around.

The company also have four other new rides on the drawing board and are updating their *"Circus of Fun"* catalogue to cover over 85 different Kiddie Rides



UNITED STATES

With Atari getting all the coin-op interest in their new fighting game *Primal Rage*, which uses stop motion technology, the new game shown at CES by consumer game maker Acclaim, (who will soon have a presence in coin-op) and titled *Alien Trilogy*, largely went unnoticed though it uses a similar technology and could turn up in a coin-op version.

UNITED KINGDOM

London's Trocadero Centre which houses the huge Funland family centre has changed hands with the property group, Burford Holdings paying a reported £95 million for the West End complex.

Burford stated they intend making the "Troc" which already houses such exotic items as the full size Ridge Racer theatre and a row of big screen Virtual Formula's the leading hi tech entertainment centre in the UK

JAPAN

Sega gets all the news, but Nintendo make the money, going on this years financial reports from Japan. Nintendo are now the fourth biggest company in Japan, far bigger than Sega and only behind giants like Toyota and Mitsui. Other huge Japanese entities like Sony and Sharp also rank well behind, which gives some idea of this company's standing.

They've also shown they can handle bad times too by reporting a profit (52,653 million yen) of almost 5 times more than Sega in what has been a difficult year in the consumer market.

The top 'pecking order' of Japanese companies involved in coin-op and based on revenue is 1. Nintendo, 2. Sega, 3. Taito, 4. Namco, 5.Capcom, 6, Konami.

Of these, all but Namco who increased their bottom line profit by 7.8%, reported considerable drops in profit

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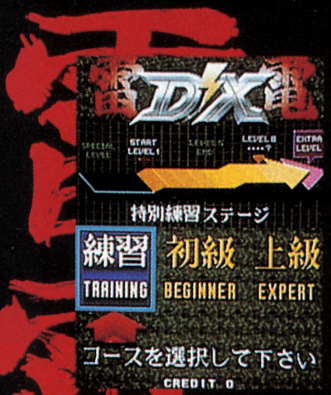

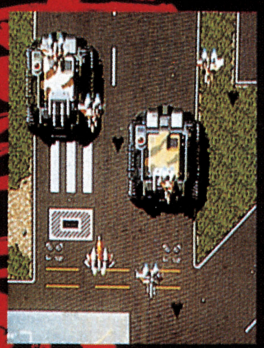

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PLEASE NOTE

HONG KONG COMMENT GROSSLY UNFAIR

We have had our attention brought to a section of a short piece on Hong Kong printed in last month's Cash Box and on perusing the article must admit that it could unjustifiably mix the *good guys* in with the *low lifes* in a manner that is offensive.

The piece in question said without any qualification whatsoever that *"a small number of distributors are rounding up gangs to steal popular PCB's from centres all over Hong Kong."*

And that *"the distributors then re-sell the boards into the overseas market."*

When pointed out, this is grossly unfair to all the good and genuine distributors in Hong Kong, who conduct their business at the highest ethical level.

Boards do get stolen in Hong Kong and some may get shipped overseas, but certainly not by any of the reputable distributors. The people who do get involved in this nefarious practice are in fact not distributors and should not have been described as such.

In many years of dealing out of Hong Kong and advising others on doing similar, I have never heard of a situation where a reputable Hong Kong distributor has done the wrong thing in any way by an overseas customer.

We offer our apologies to Hong Kong distributors for not being more subjective in this matter and can only hope that no buyers out of Hong Kong were influenced to the distributors disadvantage.

Jack Rodios - Editor

Above: 1.4 metre (4'7") Remote Control Super Trucks

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Show Time

Video Games

Fighting Games Galore

First look at what video games Sega have put out in dedicated format so far this year.

Daytona USA, Jurassic Park, Star Wars, Hard Dunk, Daytona Twin, Wing Wars, Sports Fishing

Not a bad line up by any means and though we doubt anything coming will prove stronger than *Daytona*, our guess is it will be pretty close.

What's the next big Sega item? Well, we're tipping a big production, polygon graphic, motor bike game, possibly titled *Virtua* something or other, or just maybe, *Grand Prix 500* with the game fully licensed from the governing body of Motorbike racing.

Whether this one will be ready for JAMMA or not is unknown, but for our money you can bet your socks it's on the way.

We also suspect there will be some kind of sequel or update to their successful *Virtua Fighter* game that may even link a couple of games together for an *all in stoush* of humungus proportions.

We can also expect the new Sega system called *Titan* that's an offshoot of their latest 32 bit Saturn home system and which will reportedly come in a cassette form similar to Neo Geo, but also with CD ROM capabilities. This one is more likely to be an ATEI release than JAMMA.

Though we are expecting Namco to pop up with another big game, the company is sure to devote a lot of it's show space to Ridge Racer 2, and with Ridge Racer the #1 game in the world at time of writing, you can't blame them for that.

MIDWAY

There has been rumours of Midway's coming driving game for months and it seems a certainty to make it's debut at AMOA Expo in San Antonio.

The game is *Cruising USA*, and it's really the first of Nintendo's new 64 bit games that will be marketed by Midway,

We doubt that the new Nintendo/ Midway game, Cruising USA will be as quick as this bloke, but it is reported to be extremely speedy.

And as far as the name goes, from what we hear there isn't much *'cruising'* that goes on, the word we have is that it's a very, very quick game, million miles an hour stuff. Cruising USA got very big wraps at the recent CES where, as we understand it, the game wasn't fully completed.

Though it's 64 bit, there is word that the game hasn't quite got the graphics of the two big driving games, Ridge Racer and Daytona, but providing the game is right as we tend to hear it is, slightly inferior graphics won't affect it's performance with players, especially when it's a full motion simulator. Price could be the problem here.

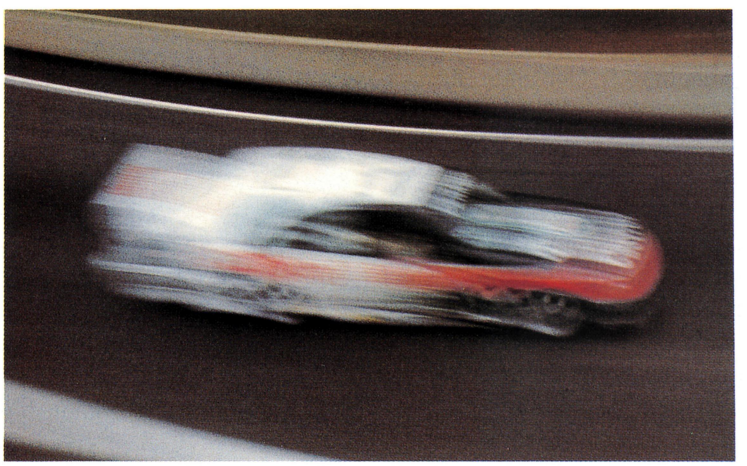
Midway are also marketing a 64 bit fighting game for Nintendo that will probably be titled *Killer Instinct*. This is another 'one on one' game, but one that is being touted as something pretty special. Once again, the 64 bit trick could make price a concern and we tend to think operators may be wary of the game being released too early to the home market.

NAMCO

Namco can be relied on to have something new up there sleeve for JAMMA, the Show which has always seen the release of their biggest games. What it will be this year is anyone's guess, but we have a sneaking suspicion that they may also have a *Ridge Racer* type, polygon motor bike game under development.

On the development side of things, Namco have been particularly quiet this year with only two dedicated video products released, *Final Lap "R"* and *Ridge Racer 2*. Now with all due respect to the company's designers, those two games and the few different cabinets that they have done for *Ridge Racer* would only be a drop in the bucket of what the Namco R&D section is capable of so we expect more from this excellent game maker.

Whether it's driving, shooting, flying or space themed we don't know, but the importance that Namco place on the AM Show indicates to us they will produce something pretty special for it.



SNK - Neo Geo

Lookout for SNK, we expect to see upwards of 8 new games for the *Neo Geo* system and our reports indicate there will be several exceptional games in that lot.

Some are already known, there's *Fight Fever*, a game made in Korea by Viccom that puts fighters together, one on one, to fight for the World Taekweando Championships which is subject of some top reports.

King of Fighters '94, an SNK sequel game that's reportedly much better than the original.

Aero Fighters 2 (or *Sonic Wings 2*, depending on where you are) from Video System, another good sequel to the air combat game of 1992.

Gangan, another one on one fighting game on the 100 meg board that has excellent graphics and moves, and which is strongly tipped to be a big one.

There's also whispers of a sequel to the very good *Samuri Showdown* of last year, a sports game and just possibly a joystick driving game. So Neo Geo operators will certainly have plenty to choose from and can continue under the Neo Geo umbrella, confident that they will be competitive with just about anything that's out on the street.

On top of all the regular Neo Geo products, don't be surprised if the prototype *Neo Geo 2* which could incorporate real driving games, isn't shown, though it probably won't be available till next year,

ATARI

This good game maker is expected to come back to the fore now that Time Warner are fully behind it.

They will again show their good dedicated game, T-Mek and don't be surprised if this game gets a much more positive reception than it did at ACME. T-Mek has been very much under rated, it can take top money and has a lot of life in it yet.

One of Atari's centrepieces is sure to be their new fighting game, Primal Rage. This innovative game which uses stop motion animation techniques, has created a very favourable impression on those who have seen it.

The company could also have the new dedicated game Metal Maniax ready for AMOA, but whatever the company does this year, there's better to come, Atari is back, make no mistake of that and the R&D structure they are now putting in place will ensure this fine game maker gets their full share of hits.

CAPCOM

There's little doubt that Capcom will get good mileage out of their earlier release, *Alien vs Predator*, and their most recent offering *Vampire, The Night Warriors* which will probably be marketed in the USA as *Dark Stalkers*. *Alien vs Predator* is doing some top business in the market place and obviously still has a lot of life left in it yet. *Dark Stalkers* seems likely to do OK too, it's got all the fighting action you could ask for and is fun to play.

There also has to be a good chance that Capcom have something else up their sleeve, we can be pretty sure they will be showing a redemption game , made in their new US plant, in San Antonio, but we also think there will be another video game of considerable significance.

Show Time Pinballs

Look Out For The Two Freddy's

DATA EAST

A lot of operators will have seen Data East's big production number, *Guns 'n Roses* long before the Shows start as it has been released already, and if the other new games can match this piece, which we feel some will, Pinball operators are in for a treat.

Guns 'n Roses is a beauty that could easily, and in very quick time, prove to be the best ever for DE. The game has been in development for some time and it shows in the detail of the game that every minute spent on the game has been well spent.

It's been said that so strong is this theme to 25's and under, that if only the *G'nR* fans played the game, it would be a screaming success. That may well be so, but we think *G'nR* will also get the Pinball players who aren't fans, dropping lot's of coin as there's a hell of a game under the bonnet of this one.

After saying all that however, we won't be one little bit surprised if there's something new on the Data East stand that upstages the brilliant *G'nR*. In fact we expect the DE exhibit to have a number of real surprises and to be one of the busiest stands at San

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Antonio. A new hot Pinball for a start, possibly a western theme titled Maverick, but the company is very tight lipped about it, and a further delve into Redemption, but the real surprise will come in the shape of a ....*no, can't tell you, we promised the lovely Shelley Sax that we wouldn't*, let's just say it's the type of game that street operators have been screaming for since their SF takings went down.

PREMIER TECHNOLOGY

The quiet achiever, Premier Technology have a Gottlieb pin that is reportedly capable of anything in their new release that has the charming *Freddy Krueger* of Elm Street fame as the games theme.

Following up on a winner like *Rescue 911* is sometimes not easy, but the word is strong that Freddy is Premier's best game to date by a considerable margin.

The success of *Rescue 911* has meant extended production time and this has given Premier the luxury of being able to spend more time and resources on the design and fine tuning of *Freddy Krueger, Nightmare on Elm Street* than is normally the case.

The whole Premier design team have worked on *Freddy K* and everything we've heard points to the game being a dead set "Killer" in the player market and a game that will give Premier a great present for their big, 10th Anniversary that they are now celebrating.

Though the brunt of Premiers exhibit will be *Freddy Krueger*, the company will also debut a new pinball type Redemption game, titled *Bullseye* and have several sporting type redemption games under development that could make AMOA Expo.

Be sure to keep your eye on Premier, their first 10 year stewardship of the famed Gottlieb name has been very successful, but it's nothing to what you will see from this company in the next ten years.

WILLIAMS/BALLY

The only thing we can be reasonably sure of with Williams/Bally is the release of their *Flintstone* game, which has apparently impressed those who have seen it. There is a quiet word out there that this will be a big game, but we don't know if that is based on knowledge, loyalty or hope.

Even sight unseen and with no factory information, one wouldn't have to be a mad punter to back the *Flintstones* to be a winner and we can see this game alone making the Williams/Bally exhibits at the various shows they will be displaying the game, very busy places to be.

There will also be another Pinball game released, but what it is remains unknown at time of writing. We can be sure it's not the touted *Mortal Kombat* pin as that would appear much more likely to be released with the movie next year.

If we had to guess, a music themed game using Aerosmith or another hot rock group would be our guess as there would be little chance that Data East's success with *Tommy* and *Guns 'n Roses* has gone unnoticed in the Williams camp.

Show Time

Redemption

"Redemption hits Bedrock"

That's a terrible sub heading for a report on the hottest sector of the industry, but sometimes it's hard to resist these things.

The Bedrock we write of is Freddy Flintstone country and it's written in the expectation that two of the hottest redemption games of the new season will feature everyone's favourite caveman.

Show attendees can expect to see quite a lot of Fred and his mates around various show floors as the movie is about to hit the cinemas and licensing of the Flintstone theme appears to have been a lot more liberal than most licenses.

Just to our knowledge there will be the Pinball, two Redemption games, and of course the Kiddie Rides that are already in the market, produced under the very popular Flintstone license, and there easily could be more.

On top of the Freddy games, show attendees can expect to see a mountain of good Redemption product as game makers strive to outdo each other.

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LAZER-TRON

This great Redemption game maker from the US will be seen at most of the shows coming up, even displaying at the Japanese AM Show this year.

They have a *Flintstones* game ready to go into production and though they are keeping details to themselves, the word has slipped out that it's *hot, very hot.*

To our reckoning, this could be the first licensed theme that Lazer-Tron have chosen to develop and we tend to think they will have done something pretty startling with it.

Another big item for Lazer-Tron is the Steve Shoemaker (maker of Wedges/Ledges) designed *Pogger* that the company will manufacture under license. This one has got humungus wraps on it and is expected to take merchandising to a new level.

For a start, *Pogger* takes the new *"pog"* craze into the arcades, but the device is so clever that it would probably work every bit as well if no one knew what a *pog* was. The combination of Steve Shoemaker and Lazer-Tron is set to really open some eyes with this excellent concept.

Lazer-Tron will also have a new game titled *Multiple 94* and their very good *Super Bank-It 2* which are sure to attract a lot of interest.

For our money, operators should make a stop at the Lazer-Tron stand at any show you attend a top priority, the company has a long string of genuine hits behind it, yet gives the impression that it's just warming up.

ICE Inc

Buyers of previous and current ICE products know that anything this company manufactures is well researched and quality built and both they and the many new customers they are likely to attract over coming months can be sure that the same applies with their latest release, *The Flintstones.*

Though a combination of existing amusement game concepts, *The Flintstones* is still fresh and innovative, it's beautifully built and will prove impossible for youngsters to walk past.

There's over 100 different sound effects including the Flintstones theme and the "real voices" of all the cartoon characters.

The characters are all on the playfield plus a "Bronto-Crane" and model Brunswick bowling alley and the Pinball type game play is just the sort of thing that we believe kids are looking for.

That it also dispenses redemption tickets is pure bonus as the game in this is strong enough to stand up without tickets Wherever you go, don't miss ICE's *The Flintstones*, it's got "Hit" written all over it.

The Flintstones from ICE Inc is a game that must be looked at by any serious amusement machine operator

COASTAL AMUSEMENTS

All set to cash in on Soccer's greatly increased popularity in the USA since the World Cup, Coastal have produced a new Soccer game titled Penalty Shoot Out which strikes a very relevant chord with the World Cup final being decided on a penalty shoot out.

The object is for the player to kick a full sized Soccer ball past a moving goalie and the game has reportedly been very well received by players at test sites.

STRATA GROUP

Strata have a new video Redemption game that could be a real goer. Titled Pairs, the game also comes in video only versions for adult locations and Family Centres.

Pairs is simple to play, quick, entertaining and catchy, and if that's not a recipe for success in redemption, what is?

In the redemption game which is different to the video only games, players simply have to match six pairs of playing type cards to score, match all the pairs in the set time and they get a bonanza in tickets and also reveal the digitized image hidden behind the cards.

We're tipping Pairs in all versions to be a game that could be a real surprise packet when it hits the market..

Strata will be showing all versions at AMOA San Antonio.

The picture below shows one of the video only versions of the game Pairs. The Redemption version only has 12 cards to flip over for six pairs.

Show Time

CD Jukeboxes

TICKETS 'N THINGS

Who are Tickets 'n Things?

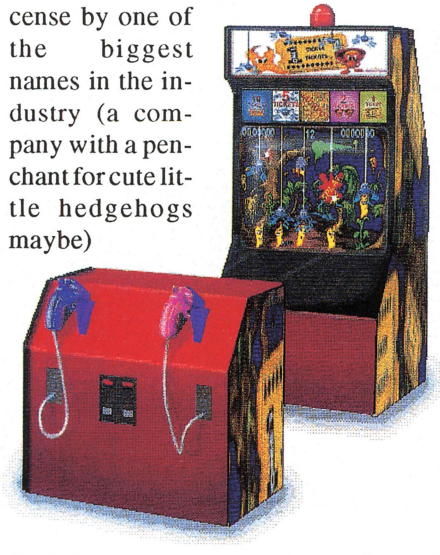
Well, we'd wager that few coin-op people will be asking that question this time next year.

Tickets 'n Things is a new company put together by Kyle Hodgets and on our information they have two of the hottest redemption games yet made, in Tickee Tickats and a new Pog machine that will be released at AMOA San Antonio.

We've seen genuine test reports from independent operators on both these machines and they are figures that are hard to imagine. One test location for the Pog machine had to have police clear the crowds watching and wanting to play it. Tickee Tickats is in production and doing some enormous business wherever it's operated and it certainly seems that game designer Kyle Hodgetts has found his niche.

Kyle is an Australian working out of Foster City, California, he's had his ups and downs, but has always bounced back, brimming with confidence in his own considerable ability, and the coin-op industry in general.

Check out the Tickets 'n Things games wherever you can, we're pretty sure that Tickee Tickats will continue to be manufactured by Kyles company, but there's a real strong chance that the Pog game will be manufactured under license by one of the biggest names in the industry (a company with a penchant for cute little hedgehogs maybe)



Tickee Tickats is a game that has shown it can earn quite incredible money and is well worth checking out.

The Jukebox manufacturers always produce the goods at the Trade Shows and this year will be no different. Buyers can expect to see some top product to suit all types of locations and can buy with confidence.

ROWE AMI

The Shows will give many operators their first opportunity to see the latest machine in Rowe's *LaserStar CD* range.

Titled the *Diamante*, the new model is among the most attractive *LaserStar's* yet produced and the company is expecting it to be an exceptionally strong performer in the top end of the market.

The big machine has all the features of previous models plus a few refinements under the bonnet and is a Jukebox that is sure to be noticed wherever it's placed.

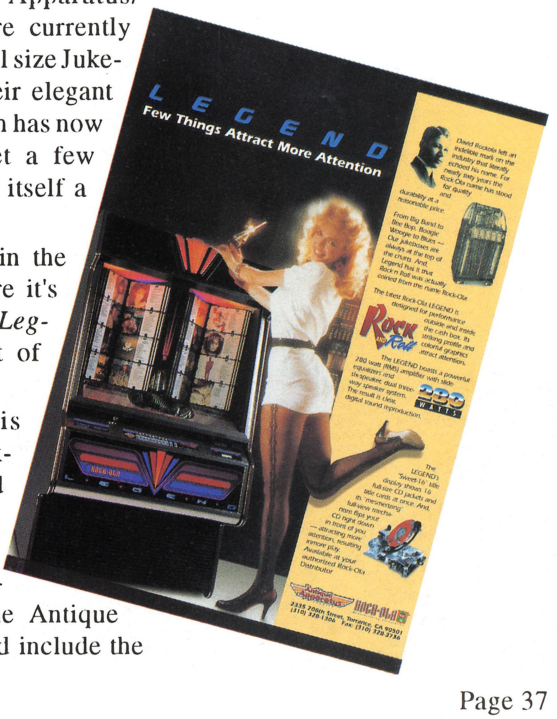
Rowe will also have their economy model, the *MM-1* which has proven quite popular since it's release.

AA/ROCK-OLA

The Antique Apparatus/ Rock-Ola group are currently riding high in the full size Jukebox sector with their elegant *Legend* model which has now been in the market a few months and proven itself a real performer.

It seems certain the company will centre it's exhibits around the *Legend* as it has a lot of mileage in it yet.

The *Rocket* is also doing some excellent business and will be continued. New product for the company will probably come from the Antique Apparatus range and include the



Coca Cola model, while a big attraction is sure to be the AA/ Rock-Ola range of apparel that will be seen at a major show for the first time in San Antonio.

Rumour that the beautiful long legged lady seen in the current ads for the Legend, will also be in San Antonio, have not been confirmed....or denied, so the many operators who have posed the question *"Does the lady really stand head and shoulders over the 5ft tall Legend or is the picture dollied up"* may have it answered once and for all.

New

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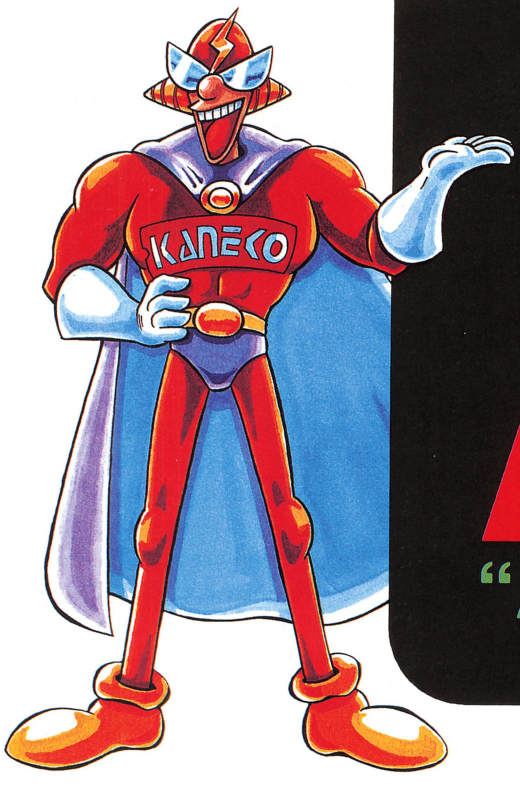

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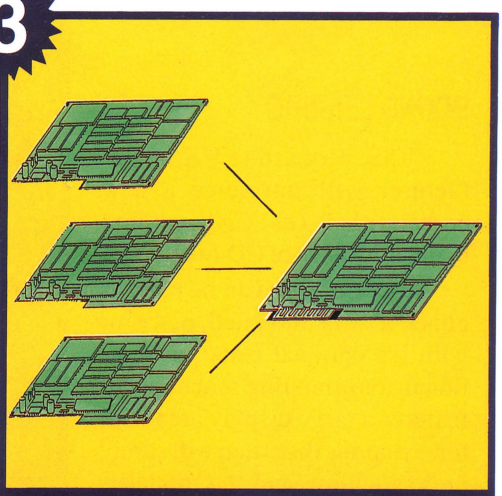

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"YEP, THAT'S WHAT I SAID LITTLE BUDDY, **LOW COST**, AND IT'S GOT 385 MEGABITES AS WELL"
"YOU'VE LOST YOUR MARBLES AX MAN, BUT I'M GOING TO TRY THE KANEKO SYSTEM ANYWAY"

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"OPERATING WITH THE KANEKO SYSTEM IS A PIECE OF CAKE,
I'M GOING TO BE A MILLIONAIRE"

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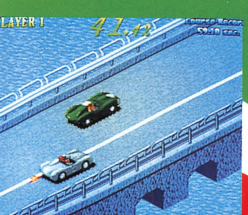

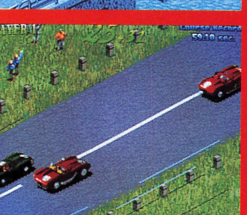

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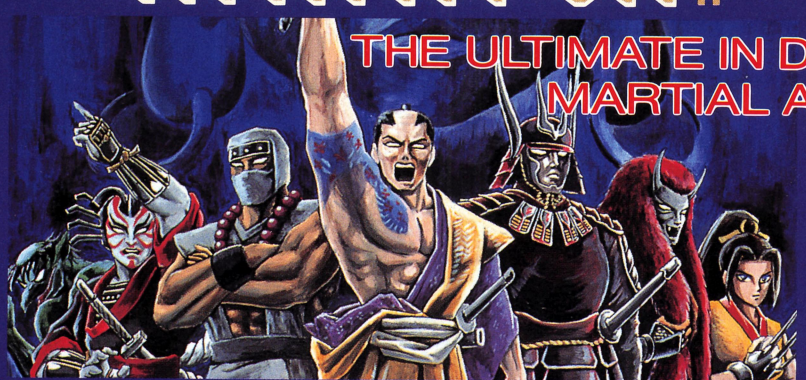

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The Concept can be used as either a wall mounted piece or with it's optional stand, a traditional free standing machine. It features a large display area with three rotating discs that will surely draw attention and the model is expected to prove very popular.

NSM

We somehow missed NSM's *Solid Gold* at ACME, but you can be sure no one will miss it this time around. It's now in production and is getting excellent response from operators and patrons alike.

Big and stylish in it's black and gold cabinet, the *Solid Gold* model compliments the company's very successful, *Performer* range which we believe will be continued.

The *Nostalgia Gold* will also be continued and with the wall mounted Jukeboxes gives NSM complete coverage of all sections of the market .

With the Wurlitzer, Seeburg and Digital Disc machines added to those already mentioned, and possibly a new model from Pioneer, buyers will see a range of music machines that cover between them, every possible type of music location

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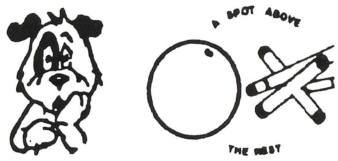

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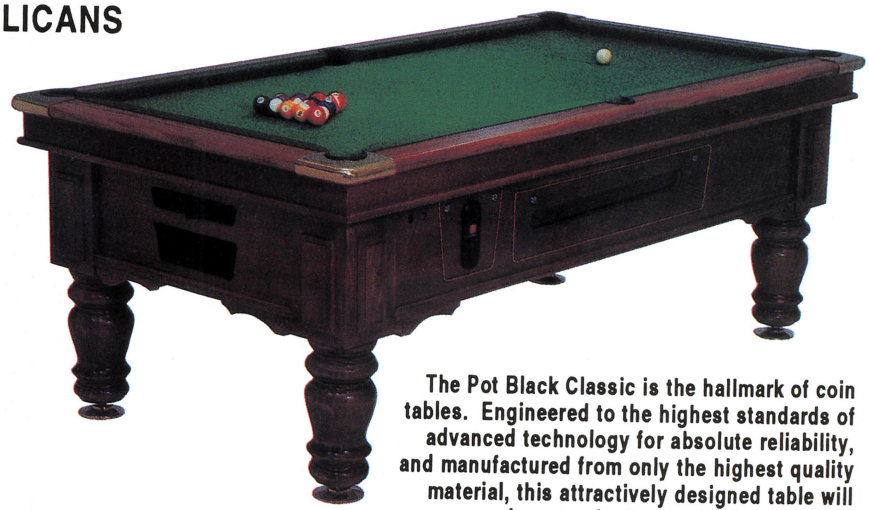

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SOLID TEN YEARS HAS PREMIER IN GREAT POSITION FOR NEXT TEN

We should never do this to anyone, but couldn't resist reprinting this old RePlay cover of Gil Pollock done almost 10 years ago with one of his first games, Hollywood Heat *(One real cool dude, wasn't he?)*

Gil Pollock 1994 and the Bensonville plant of Premier

When the youngish Gil Pollock and Mondial's Suren Fesjian put together a plan to buy the Gottlieb Pinball business from Columbia Pictures through a company shell that is now Premier Technology, some 10 plus years ago, there were many who doubted the wisdom of the move.

But today 10 years after the deal was finalised, that doubt has long since evaporated as Premier shapes up to the coming new century ready and raring to put the Gottlieb name back on top.

From Premier's very first games, Touchdown and El Dorado to the current Rescue 911 and Freddy Krueger, Premier have shown they can produce what is considered by many operators throughout the world, the most reliable Pinball machine on the market.

Most of the early work done by Premier was in ensuring this reliability and a lot of the technical innovations made were "under the hood" of the machines and not visible at initial glance.

In this period the company basically held market share, but did little to increase it as though the machines were reliable, they were down a bit on operator appeal, compared to the glitzy Williams products and a lot of the Bally games too.

In the late 80's when Data East were establishing their new line of Pinballs and Williams took over the Bally line, Premier realised that they had to now start building more attractive product and Gil Pollock instituted a new policy within the design area of the company that gave the designers a lot more scope in working towards the production of not only reliable machines, but reliable "Hits"

By 1991 this policy was starting to bear fruit with games like Cactus Jack and Surfin' Safari, a little later came the licensed theme Super Mario Bros and fol-

Top: Sales boss LJ Greene has got good reason to be smiling with Premier's increased market share and overall lift in sales

lowing that, the game responsible for Premiers biggest production run to that date, and a genuine hit, Cue Ball Wizard.

From the moment the line of Cue Ball Wizards's were lit up at the AMOA Expo in Nashville in late 1992, Premier knew they had a big game.

The machines did not stop throughout the three days of the show and not one operator was seen walking away from the machines that was not impressed.

That Cue Ball Wizard took that trade show success into the market place is now a matter of record and the high esteem that this game is still held in is reflected in the minuscule numbers of used CBW's that appear in the For Sale columns of the industry's publications.

The Premier plant is very business like in what it does, but visitors to it can always pick up the good vibes around the place, the smiles are real.

It is still among the very top bunch of pin games in pub and tavern popularity, right around the world.

Premier followed Cue Ball with another licensed game in Street Fighter II which was also successful and followed up with good games like Tee'd Off, Wipe Out, the real surprise packet in World Challenge Soccer, the incredibly successful Rescue 911 under license, and now the potential "killer", Freddy Krueger.

During this period Premier also commenced manufacturing kid's redemption Pinball games with first Bell Ringer, then a Super Mario Bros game and on to the current release, titled Bullseye

The only hiccup in this long run of excellent games, and it must be mentioned, was Gladiator, which did not meet with a great deal of success in the player market.

Rescue 911 has proven a very big game for the company and any who had tended to ignore the Bensonville company's products to that point, are certainly not ignoring it after Rescue 911.

In the period leading up and through Rescue 911, Premier steadily increased their market share, both in the US and international markets, and are now on the verge of taking a further leap forward with Freddy Krueger and the big budget number, Stargate, which will be released to coincide with the blockbuster, coming movie of that name.

Many industry stalwarts, noting the steady and solid growth of Premier are convinced that the company is headed for the top in the cyclical world of Pinball manufacture. Of course, Williams/Bally, Data East and the newcomer GameStar will have plenty to say about that and will obviously be working their butts off to ensure it doesn't happen

But Premier's proven expertise in producing top class tavern games and their excellent, new range of licensed titles for the rest of the market, gives them a broad appeal that can only put them into the very top bracket of amusement machine manufacturers.

Gil Pollock has grown in stature with the company, he is widely respected within the industry and having served a term as President of the AAMA, is well known in areas that count, outside the industry.

Though many good games preceded it and many more good Gottlieb Pins have and will continue to succeed it, 1992's great pub game, Cue Ball Wizard remains a major part of the Premier success story

SOLID TEN YEARS HAS PREMIER IN GREAT POSITION FOR NEXT TEN

Rescue 911 got the big "thumbs up" on it's release at ACME and has been very successful in the player market. The length of time the game has been in production indicates it could create a new production record for Premier.

Inside the company Pollock would have to be one of the most popular bosses in the coin-op industry, he is fiercely loyal to his entire workforce and will invariably, when one is talking to him, turn the conversation to praise the company's employees, many of whom have spent their entire working life at building Gottlieb Pinballs.

In turn, the workforce are equally as loyal to Pollock and he's earned that loyalty and respect. A genuine believer in team work, Pollock will not single out members of a team.

When Cash Box named Billy Parker as the designer of Rescue 911, Gil was quick to inform us that Jon Norris and Ray Danzer worked with Billy on the game as a team. The same with Freddy Krueger, ask him who designed Freddy and he will rattle off the names of the whole design department.

And speaking of the design department, Premier have further invested in the future of Pinball by enlarging their creative staff considerably, new additions include Brian Bilicki (Programmer), Susan O'Reilly (Computer Artist) and Vicennia Jordan (Dot Matrix) and all have participated in the Freddy Krueger project.

Premier are quietly confident that the evil Freddy will grab both operators and players in their new licensed piece to be released at AMOA Expo

Marketing is another area that Premier have beefed up and over the last couple of years a much stronger marketing division has been set up which has significantly increased the company's market share in what has generally been a fairly flat market.

The petite, LJ Greene heads up marketing in her position as Sales Manager and spends a lot of her time on international sales as over 65% of Premiers Pinball production going into markets outside the USA.

In these days of political correctness we are supposed to ignore the fact that LJ is a charming young lady in basically a mans world, and we should speak of her as a genderless, marketing "person", but having seen at first hand what women can do in business, when given the opportunity, and long before all this political correct stuff was in vogue, we are not going to ignore LJ is female.

Nor are we being condescending in saying that she is every bit as good in her job, as any male would be, *she is*, LJ is making a significant contribution to Premier Technology and also to the industry in general. *(to hell with the politically correct)*

But as in design, marketing is also a team effort at Premier and we will probably get another rap over the knuckles from Gil for singling out LJ

Though fully respecting the design staff's contribution to Premier's success and the marketing peoples effort in increasing sales in a relatively slack market, Pollock does not hesitate to let you know that the men and women on the factory floor, every one of whom he knows by name and acknowledges as he passes through the factory, are every bit as important to the company.

No one at Premier Technology is more important in the whole scheme of things than the other and that's the real secret to Gil Pollock's and Premier Technology's success.

That Gil Pollock remains as enthusiastic about Pinballs and particularly Premier Pinballs, today, as he did when he took over the running of the company in 1984, hardly has to be said.

But it does have to be said when acknowledging the team work at Premier, that no team is worth a brass razoo without a good leader, and Gil Pollock has proven himself to be among the very best.

Premier Technology have come a long way in the last ten years, but they are going much, much further and that's even a better bet than Freddy Krueger being a *"Killer"* game

Happy 10th Premier Tech.

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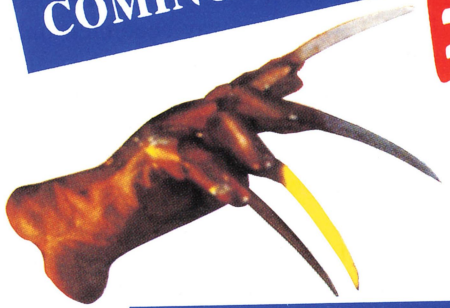

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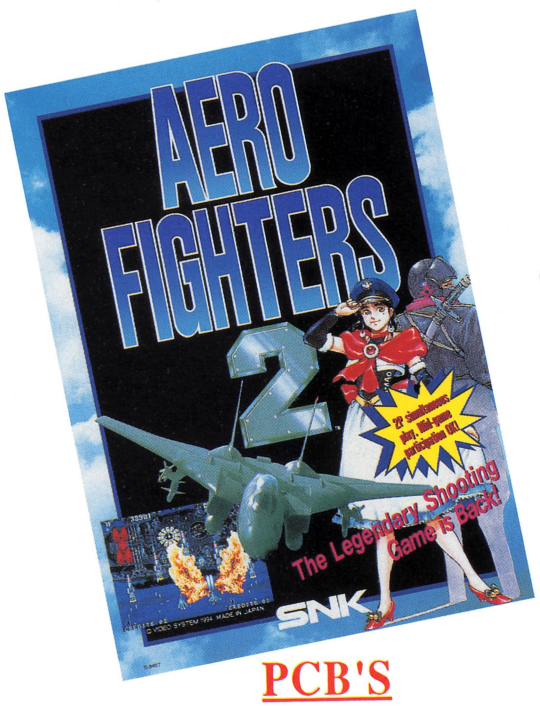

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MONDIAL

A MAJOR PART OF PREMIER SUCCESS

It is impossible to talk about Premier Technology without also mentioning one of the company's major shareholder's Mondial International. While Premier is marking the end of its first decade, last year Mondial celebrated its 40th birthday and Suren Fesjian, the company's founder is still at the helm.

As Mondial's stake in Premier Technology suggests, Suren Fesjian's primary interest has always been in pinball and Mondial began as a pinball export company back in 1952. Second hand flippers were bought from regional distributors, cleaned up, and put on a boat bound for Europe where pinball machines were scarce.

To overcome the strict import restriction in post-war France, Mondial then set up a French assembly plant to reassemble pinball parts into full machines. Similarly the company established a factory in Ireland in 1958 to build Gottlieb and Williams pins so they were exempt from a tax imposed on foreign amusement machines in the UK.

Mondial revolutionised the European coin-op industry during these years and probably established the lucrative pinball market in France. Both factories continued production until the early 60's when import restrictions were abolished and complete games were exported from America.

Ever the innovator, Suren Fesjian also managed to open up the Italian market. He got around the strict anti-gambling laws with an add-a-ball feature as free play was illegal.

While always an enthusiastic exporter and distributor of Gottlieb pinballs, it wasn't until 1984 that Mondial was given the opportunity to own a piece of the historic Gottlieb pinball label. When Columbia Pictures, decided to sell the Gottlieb line, Gil Pollock who was then a Gottlieb executive approached Suren Fesjian with a plan to purchase the rights to the Gottlieb name.

The result, of course, was Premier Technology. Mondial now has the exclusive right to Gottlieb pinballs in many European, Middle East and South American countries. An impressive number of each pinball model goes to Mondial's foreign distributors as well as the independent distributors they sell to like Seeben in Belgium, Vifico in Spain, Elettronolo in Italy and Armatic in Sweden.

While pinball may have been Mondial's main focus, it has in no way been their only business and since the early days Mondial has become an exporter and importer, a distributor, manufacturer and operator.

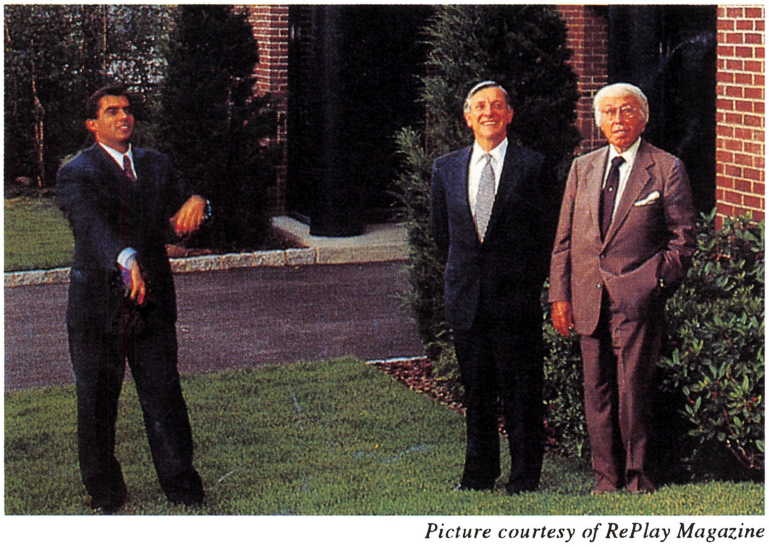
Monduce was a company formed by Mondial to manufacture and operate remote-controlled car and boat attractions for theme parks, and then there's their extensive and very profitable distributor network.

Today Mondial has six dealerships in the United States and represents such companies as Arachnid, Konami, Atari, Namco, American Laser Games, Capcom, SNK, Data East, Sega, Taito, Dynamo, Jaleco and Fabtek.

They also export all of these lines in regions where the manufacturers don't have exclusive arrangements. Mondial has customers from all over the world and is constantly on the lookout for new products to handle.

It is an international organisation in the truest sense of the word. And that's only to be expected as the company's very name, Mondial, means worldwide.

Mondial tend to play down their position in Premier but there's little doubt that they have been a major player in the Pinball manufacturers success over the past ten years, *or that Gill Pollock made a wise choice of partners.*



40 years in the business and a partner in Premier Technology from it's start, 10 years ago, company execs, from left; Fernando Galeb, Dick Sarkisian and founder Suren Fesjian, have good reason to be happy.

Picture courtesy of RePlay Magazine

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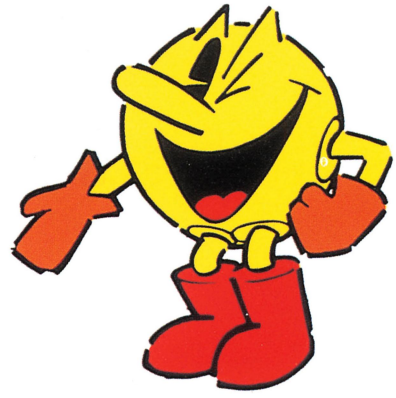


"The Game Creator"

The Ridge Racer 2 pictured on this months cover is fitting tribute to it's creator, Namco, arguably the best, certainly among the best, game makers this industry has seen.

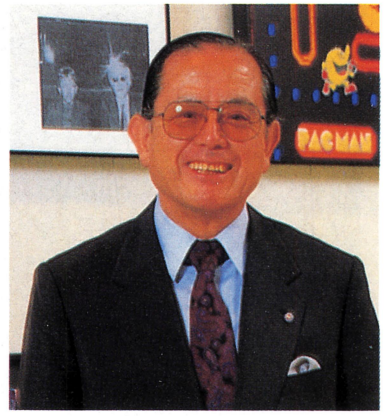
Whether it comes to new technology, game concept and design or quality production Namco have been leaders in the video game industry since the very early days of Galaxian, the game that showed many of us how quickly a seemingly invincible video game (Space Invaders) could be overtaken by an innovative new game.

This writer for one, has very vivid memories of Galaxian. Prior to it's release I had invested a hell of a lot of money in a local project to manufacture Space Invaders.

Developing the PCB in Australia in those times was a bit of a problem and it took four months longer than expected. We weren't happy about the delay, but as players were still going mental over Space Invaders we were quite confident of making a packet.

How wrong can you be, just as our 'brilliant' black and white Space Invaders game was ready, Namco came along with the big, colour game, Galaxian, which in a very short time, completely took over the market and left this fool with a factory full of instantly obsolete games.

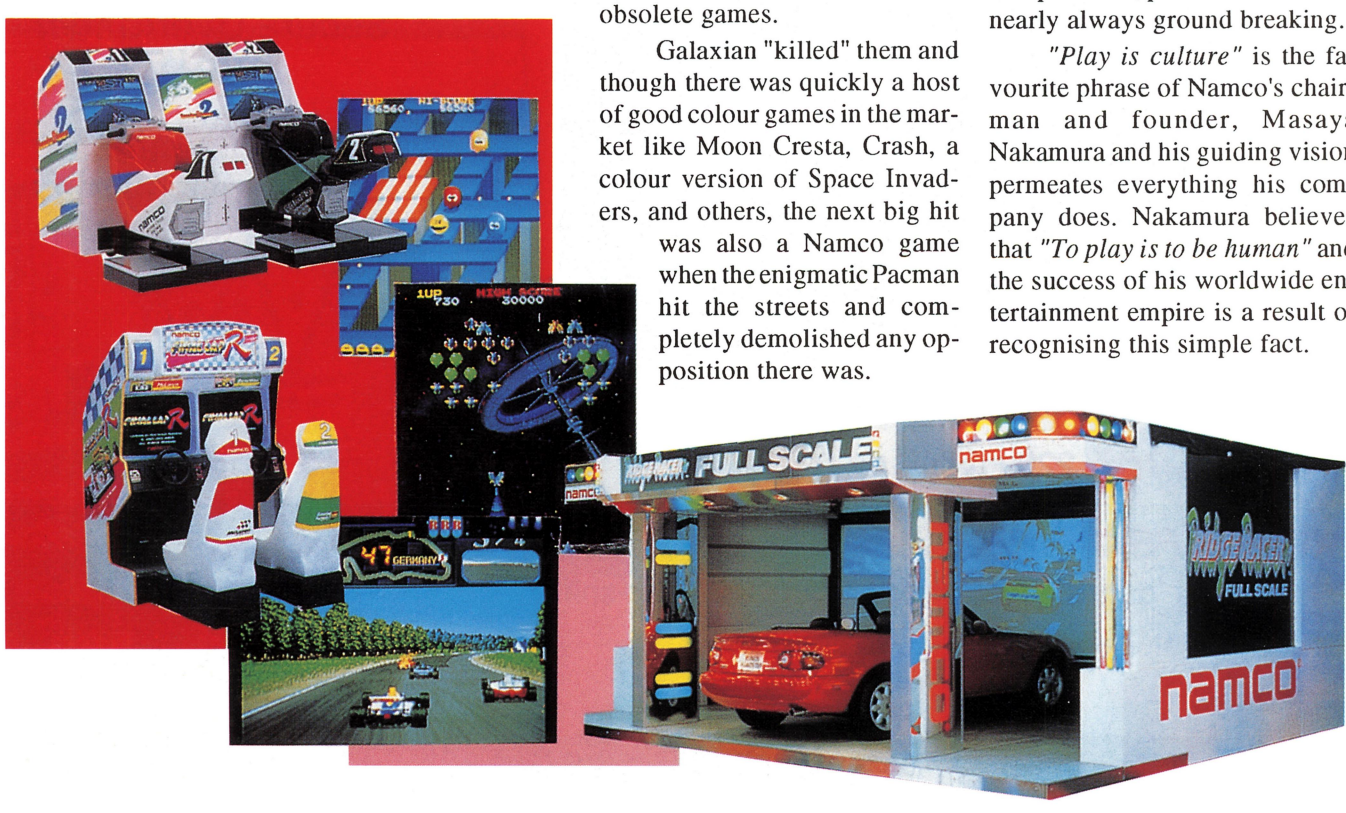
Galaxian "killed" them and though there was quickly a host of good colour games in the market like Moon Cresta, Crash, a colour version of Space Invaders, and others, the next big hit was also a Namco game when the enigmatic Pacman hit the streets and completely demolished any opposition there was.



Masaya Nakamura, founder and Chairman of Namco Ltd.

From those early days Namco's bold research and development program has been reflected in their range of diverse and creative products, products which are nearly always ground breaking.

"Play is culture" is the favourite phrase of Namco's chairman and founder, Masaya Nakamura and his guiding vision permeates everything his company does. Nakamura believes that *"To play is to be human"* and the success of his worldwide entertainment empire is a result of recognising this simple fact.



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"The Game Creator"

Masaya Nakamura, the most respected man in the industry in Japan is still guiding the company even though he is surrounded by younger executives these days, that take a lot of the work off his shoulders. A lot of company business is also done out of the USA and UK now, which also eases the load.

The recent and sad death of his close friend and company Vice Chairman, Tadashi Manabe who joined Namco in 1964, and who also played a very prominent part in the building of the company was a blow to Nakamura and the company that will take a lot of getting over, but the solid, company structure that has been set up over the years will ensure that Namco keeps going forward.

FROM THE BEGINNING...

Namco has certainly come a long way since Nakamura Manufacturing Ltd was founded in Tokyo in 1955 by placing two rocking-horse rides on the roof of a department store. This type of ride was the company's main product through the 50's and 60's.

It wasn't until 1972 that the Namco brand name was established and a couple of years later the acquisition of Atari (Japan) Corp from Atari Corp of the USA marked a move into the coin-operated video game market. Namco-America Inc was founded in 1978 in California to market the company's first video game Gee-Bee.

Gee Bee didn't set the world on fire, but we didn't know then that it was the forerunner to the great games previously mentioned, Galaxian and Pacman.

By 1982 the company had developed the magnificent Pole Position, an enormous hit all around the world and a game that is still operated today, some 12 years after it's release.

Since Pole Position Namco has lead the pack in the area of driving games, consistently developing innovative features that others could only copy.

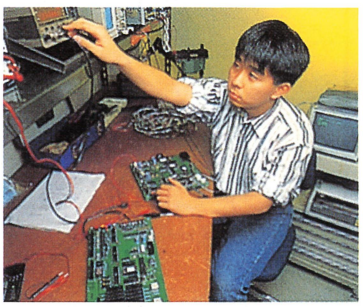
Between Pole Position and their next big driving game, Namco slotted in Galaga, an incredible shooting game that carried the whole industry on it's back in several countries for quite a long spell. Of all the many wonderful things the company has done, their ability to continually create games that are not only hits, but which have such incredible life spans in the otherwise fickle world of video games, is what really sets them apart.

The slogan "The Game Creator" sits well on their shoulders and this was seen again in 1987 with the release of Final Lap, the first linked game allowing competition between players at separate playing stations.

More recently we've seen brilliant games like the Suzuka 8 Hours series and of course, Ridge Racer, but history hasn't finished with either of those yet.

It's interesting that of all the big manufacturers, Namco has had the least involvement with consumer games.

Over 25% of Namco's entire staff is employed in the company's huge R&D section. Company policy does not force them to work on projects of management choice, but allows them pretty much free rein to develop their own ideas.



Namco is also one of the worlds biggest operators of amusement machines with many up market amusement centres like this Plabo Tokuyama centre pictured below.

They have dabbled in them at times and are currently developing games for several of the new genre home systems, but they have basically stuck solid to coin-op and this hasn't gone unnoticed by operators.

NAMCO IN THE 90's

Namco see their mission for the future as not only producing hi-tech, profitable games but creating *places* of entertainment.

In 1991, the year the company was registered on the Tokyo Stock Exchange, Sennichimae Plabo was opened in Osaka. Plabo was a new concept, large-scale amusement facility but it was only the beginning.

One year later the Namco Wonder Eggs theme park was opened. The Tokyo venue pioneered the current move towards hi-tech theme parks, revolutionising the way we think of "coin entertainment".

Along with the venues have come the big, multi-player machines. Wonder Eggs saw the introduction of Galaxian 3 and the Tower of Druaga where players entered a role-playing fantasy. Namco calls this concept "hyper-entertainment" because instead of the passive rides found in traditional theme parks, these attractions are interactive.

Expansion also continued globally. Brent Leisure became Namco's European manufacturing base and UK distributor; America's largest amusement centre chain, Alladin's Castle, was acquired; and a joint venture company, Namco Shanghai Ltd, was established in China to produce and sell amusement machines and establish locations. Namco now has subsidiaries in nine countries and territories and they intend to continue developing their presence in international markets.

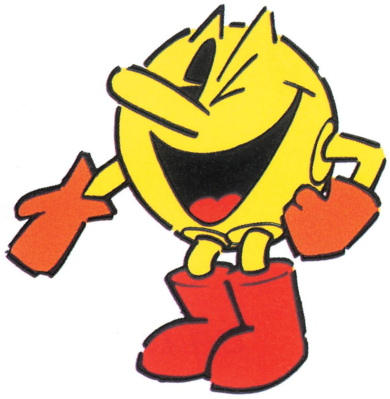
NAMCO, THE GAME CREATOR

Almost a quarter of Namco's employees are involved in research and development. The R&D program is a flexible one, giving researchers room to create innovative games and fun characters. One of the R&D team's greatest achievements has been the "System 22", a low-cost, high performance 3-D real-time computer graphics image generator with shading and texture mapping. It's what produced Ridge Racer's amazing graphics.

But's its not all computer graphics and texture mapping. Namco has been one of only a few Japanese companies to successfully crack the redemption market. Their recent games include Monster Castle, Godzilla Wars and a shark bashing game. And then there are the older whacking games like Cracky Crab and Wacky Gator which have done extremely well.

Today Namco is a truly international company and a leader in all areas of the industry. They have entered into a number of strategic partnerships, including one with Magic Edge Corp, producers of the Hornet-1 simulator, considered one of the most advanced machines of its type.

What this all means is that Namco will continue to create innovative new technology, and fun games and venues for the coin-op industry. Keeping up to date with what Namco is doing is keeping up with the future of coin-op.



Namco are also very involved in Redemption games and we can expect some good new products of this type.

The brilliant Ridge Racer 2 is Namco's big game currently, but watch out for something new and exciting at this months JAMMA Show

Sega & Big Business Move To Establish Large Australian Operations

Japanese giant and Oz Leisure group put spotlight on the "Lucky Country" with $355 million investment in coin-op related amusement venues.

24 hours proved a long time in the Australian Amusement machine industry in mid July when operators woke to the news that Sega, through its Australian subsidiary Sega Ozisoft, and a newly formed, joint venture company called Village Nine Leisure were about to pump $350 million into new mini, indoor theme parks and entertainment complexes, all around the country.

Sega were set to spend $250 million and Village Nine, $100 million.

Village Nine Leisure is the joint venture company formed by two of Australia's leading entertainment companies: the Nine Network, owned by Australia's richest man Kerry Packer, and Village Roadshow Limited who operate a large chain of cinema complexes.

While Sega's proposed mix of mini theme parks and large arcade type establishments were more than enough to make operators nervous, Village Nine Leisure expanded their attack on the general amusement industry with plans to open specialised kiddie amusement centres called Hide & Seeks as well as restaurant/bar/entertainment venues based on the popular *America Live!* concept.

HOTELS TOO!

Phones ran hot throughout the day as concerned operators tried to assess how they would be affected by the huge investments the two companies were making in the coin-op entertainment industry in Australia, but there was more to come and before the day was over it became evident that Sega Ozisoft was approaching some of Sydney's premier hotel sites with "Total Entertainment Packages"

When Cash Box International confronted Sega Ozisoft with these rumours, the answer was, yes, Sega was planning to establish a nationwide operation in Australian hotels.

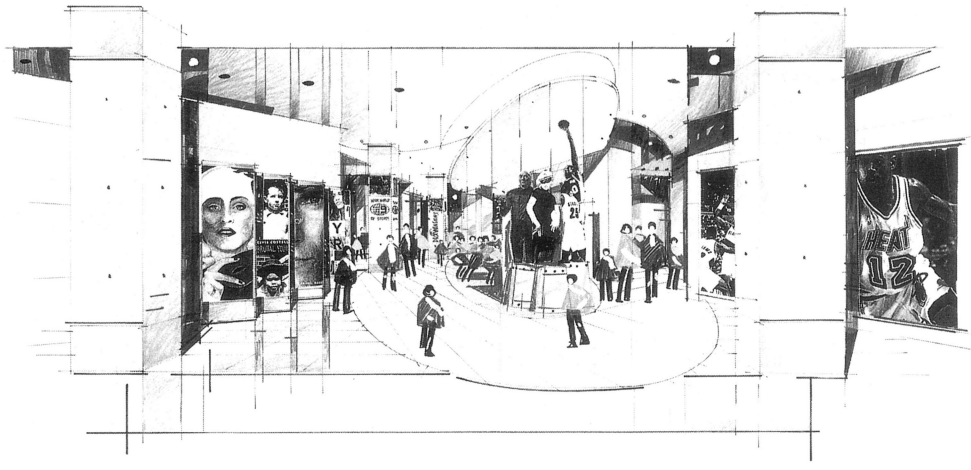
The package Sega Ozisoft was offering publicans was enticing to say the least and they had allocated another $5 million to set up ten pilot sites.

Along with the usual pub games like pool and pinball, Sega's proposal included Daytonas and the big R360 machines, organised competitions with merchandising equipment and promotional staff supplied. Some very tasty carrots like virtual reality and linking machines in different venues were also dangled in front of hoteliers' noses.

"*When this occurs,*" it was stated in a proposal for one Sydney hotel, "*it will open a new realm in entertainment which only Sega sites will benefit from.*"

And later: "*The Caringbah Inn would benefit from the spin-off of such ventures* [Sega's hi-tech, indoor theme parks] *in that they would be the first to have access to state of the art equipment which, due to its high cost, is currently not made available to the hotel industry.*"

Sega Ozisoft openly stated that while Sega has established its hi-tech venues in several other countries around the world, Australia is its testing ground as far as hotels are concerned. The idea originated in Australia and Sega Ozisoft had to obtain the approval of Sega, Japan before going ahead. Head office readily agreed, gave them $5 million to play with and will obviously be very interested in the outcome.



Artists impression of the entrance to the first "Intencity Centre" to be established at Westfield Hurstville Shoppingtown (Sydney)

Australia is not a bad choice for testing a hotel operation when you think about it. A developed, but small, market, and a politically inactive industry make it an ideal place for Sega to finetune its operation before a possible all-out assault in the US and Europe.

Village Nine Leisure is certainly not making any secrets about *its* international objectives. Initially Asia and the Pacific Rim will be targeted for all three of its entertainment concepts but there is a chance that the company's indoor theme parks will also make their way to the United States.

While it's not often that Australia has been at the forefront of industry developments (although video games classification was an exception), this is one time when operators all over the world should be keeping an eye on what is happening down under, in what used to be called the Lucky Country

SEGA

Sega have made news worldwide with their hi-tech indoor theme parks and while it was always assumed that the company would develop venues in Japan, America and the larger European countries, Australian operators believed they were relatively safe from attack.

They almost convinced themselves that the Oz market and population were too small to sustain such large and expensive venues, and besides, Sega had more than enough to keep them occupied overseas.

INDOOR THEME PARKS

But Sega has already identified a number of sites for its so called interactive and virtual reality theme parks including Sydney, Melbourne, Surfers Paradise and Fremantle. They say they have a total of six theme parks planned, each to cost around $50 million to build and equip, along with another 20 large-scale arcades costing from $2 million to $5 million each. (and that adds up to a lot more than the $250 million initially mentioned)

Sega is currently looking for sites of 1,500 to 15,000 square metres in size and both the arcades and theme parks will be joint ventures with investors or partially bank financed. Sega will provide the technology and the hardware, train the staff and actually run the centres.

Kevin Burmeister, head of Sega Ozisoft, believes their Australian operation will develop faster than Sega's entry into the American market "*because we have the Japanese and American experience to draw on and the technology is well and truly tried and tested*".

The larger theme parks will be in the style of the Sega Worlds already established overseas, or the new Japanese venues like Galbo and Joyopolis. Attractions will include the much talked about VR-1 Space Mission, probably the world's first motion ride attraction where players wear a head mounted VR display unit.

In the game players become crew members in a spacecraft under attack. A 360 degree virtual world is created, combining a theme park ride with an interactive game as players try to shoot down enemy craft.

"*Sega is developing rides, simulators and virtual reality games which will only be available for use in Sega World venues,*" says Sega Ozisoft's development manager, Geoff Akres.

The smaller themed arcades will also have rides as well as amusement games but will be more in line with Sega's Virtua Land in the Luxor Hotel, Las Vegas. Sega Ozisoft plan to put more emphasis on theming in their locations which will also contain pinballs and other games.

."*While we are being directed by Sega Japan, you still have to cater for your specific market,*" explains Geoff Akres. "*Australians enjoy pinball so we will have pinball. However the major attractions will be the same as those in Sega venues in other countries.*"

The first of the theme parks will be ready for business in late 1995 or early 1996, while at least six or seven themed arcades should be open by the end of 1995.

Continued over page

As can be seen from this mini park in Japan, Sega don't worry about the dollars, and they are keeping on the same track in Australia where they have allocated $50 million for each of the new establishments

Sega & Big Business Move To Establish Large Australian Operations

"TOTAL ENTERTAINMENT PACKAGES" FOR HOTELS

Sega has approached selected hotels and pubs, offering venues what they call a "total entertainment package". At the top of the list is the company's simulators, including Daytona, which few operators could ever afford to place in a hotel site - machines which would be attractions in themselves.

Part of the vision is organised competitions evolving around the simulators. In the case of Daytona, two machines would be linked, allowing drivers to compete against each other with the whole race being projected on the hotel's television sets. Winners will go through to the next round, just as they would in a pool comp.

In the proposal given to the Caringbah Inn, in Sydney's south, Sega Ozisoft outlined a fully supported promotional package. This included running the machines on free for the duration of the competition as well as providing all the promotional and merchandising equipment, Sega home units for prizes and staff to run the competition and encourage participation.

Larger, theme park machines like the R360 could also be brought in as a promotional attraction for a week to help locations get off the ground.

Most street operators are probably wondering how they can possibly compete with a package such as this. The answer is that they may not have to. Sega is looking to hook up with operators because they admit they have no expertise in this particular area.

The way Sega Ozisoft put it, the situation for Aussie operators isn't quite as bleak as many operators had feared. They say they are looking to work with the locations' existing operators unless the hotel is unhappy with the service they are currently receiving.

"*We see our role as basically providing hotels with state of the art attractions and, at the same time, entering into an agreement with the party who already operates within the hotel to carry on supplying pool tables and pinballs,*" says Geoff Akres. "*Whoever places the pool tables and pinballs will also be in charge of servicing our Sega machines.*"

Though this seems to water the whole thing down a bit, there was reason for considerable concern in the way the hotel locations turned into "Sega Hotels" or "Our Hotels" as the conversation with Sega Ozisoft progressed.

However, with the Daytonas, for example, they talk of a three way split. The location, the operator and Sega Ozisoft all getting a share, but no mention of percentages. What is being suggested is basically a variation on the revenue sharing concept which has caused so much controversy in the United States. But instead of a manufacturer going into partnership with particular operators, they are endeavouring to make agreements with prime locations.

Assuming operators go along with the grand plan, one thing which could put their noses right out of joint is the way Sega speak of the locations in regard to service, which will all fall on the operator partner.

If a publican is not happy with the service they are getting, Sega says *they will bring in another operator*. Sega obviously feel they hold a position of power, as can be seen from the comment:

"***We will train operators and we'll also set them criteria that they would have to meet, or we'd look at replacing them.***"

At this stage Sega Ozisoft have no plans to actually distribute Sega coin-op equipment, saying they are already entering enough new territory. They will be starting off with 10 Sydney pub locations and any expansion will depend on the success of this test market. If everything goes well, Sega plan to gradually go national after 12 months.

And the interesting thing is that Sega believe they will actually be helping the small, street operator with their program.

Geoff Akres explains: "*We're creating something new, we're not getting involved with pool or pinball. What we're looking at, in essence, is a way of strengthening the small operators. By entering into a deal with us, he's more secure from attacks by the larger corporations.*"

As *Cash Box* has a copy of the proposal put to the Caringbah Inn which clearly states that Sega will supply the *total entertainment package including Pool tables and Pinballs,* we'll reserve judgement on this one.

The Caringbah Inn, near Sydney's southern beaches, doesn't look much, but it's in the top three hotels in the country for both liquor sales and total turnover. Sega have targeted it for their Aussie pub 'takeover', but they may find it tough to get as the operator already has a Daytona in there, plus a four station Suzuka and several other goodies.

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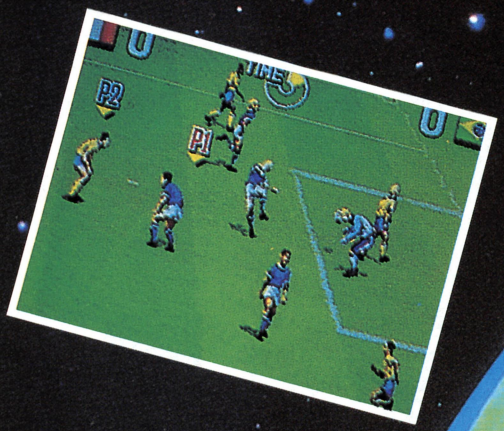

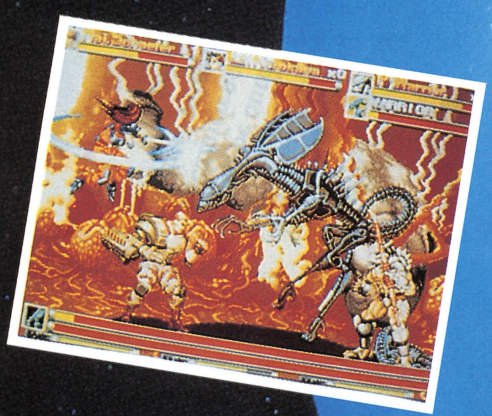

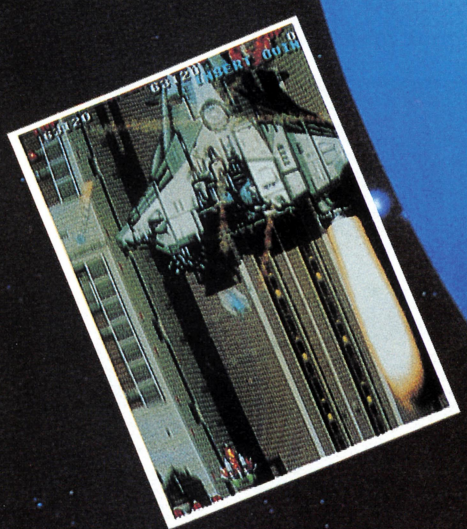

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Aussie operators believe Sega's plan to use their big 360 Degrees simulators as promotional tools in Aussie pubs is way "over the top", they are confident the greater majority of pub patrons by far, will have much more interest in Sky Channels sports telecasts and their game of Pool.

Though concerned with what a company like Sega can do with pure weight of money, we tend to think they've got quite a bit to learn about Australian operators before this scheme can succeed.

VILLAGE NINE LEISURE

Village Roadshow and the Nine Network have embarked on a $100 million joint venture aimed at meeting what they call "*the dramatically increasing demand for innovative 'out of home' entertainment concepts*".

The joint venture company, Village Nine Leisure (VNL), plans to launch three unique entertainment concepts throughout Australia, Asia and the Pacific Rim over the next three years. Then it's probably the USA.

The VNL concepts are described as the "*most important out of home entertainment concepts since the introduction of suburban cinema multiplex*".

The three concepts are:

1. INTENCITY

Intencity will be one of the world's first suburban indoor theme parks, conceived and created by VNL in conjunction with the Westfield Group, the leading shopping centre developer and manager in Australia which is also well established in the USA.

Intencity will consist of at least 12 to 14 theme areas and attractions. The games and rides will be some of the best in the world and the key attractions will be exclusive to Intencity. The majority of the theme park's attractions will not be fixed, but rather software-based which allows for non-repetitive game play and constant updating.

"*We will continually reinvest significant amounts of capital each year to ensure our indoor theme parks remain at the forefront of leisure technology and to encourage repeat visitations,*" said Mr Gary Berman, managing director of VNL.

VNL plans to open a maximum of 20 suburban indoor theme parks in Australia, primarily based in regional shopping centres or district centres.

In addition to the Australian sites, VNL plan to open their first Intencity in Singapore in 1995, while in Kuala Lampur a site is currently under negotiation. VNL and Westfield also having advanced discussions regarding launching Intencity venues in the Westfield centres in the USA.

2. WORLD LIVE!

World Live! is a high energy, one stop shop for live entertainment which aims to provide something for everyone within the key target market of 22-40 years.

World Live is derived from the very successful US concept "America Live!" and VNL has concluded a license agreement with America Live! for the Australia/Asia region and plans to launch one World Live! venue in each major Australian city. The first site will open in Brisbane's Queen Street Mall in mid-1995, followed by a site at the Jam Factory, Melbourne which will also house an Intencity Centre and a Hide & Seek, in late 1995. Centres will also be established in Auckland, Singapore, Taipei, Thailand, Hong Kong and other major cities in the region.

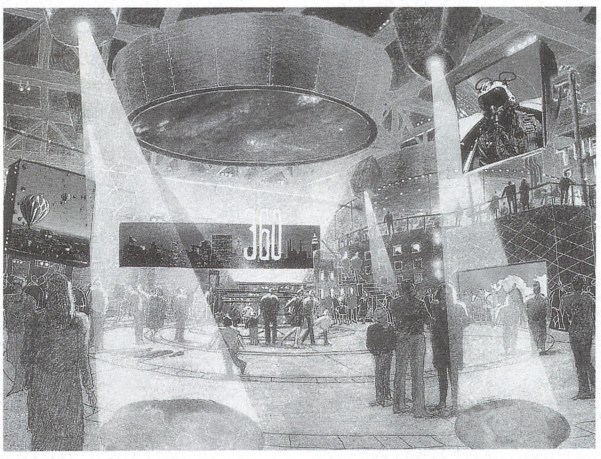
3. HIDE & SEEK

Hide & Seek are interactive adventure playgrounds aimed at one to eight year olds. These centres will offer such activities as swinging bridges, mazes, spiral slides, tunnels, obstacle courses, soft play areas and aerobics. VNL say the equipment has been designed to help children develop physical and social skills while having fun at the same time.

All centres will be fully supervised and parents will be encouraged to enjoy the facilities with their children. The centres will feature equipment never before seen in Australia and security will be a high priority.

Commenting on the new entertainment concepts, Village Roadshow Ltd chairman, Mr Robert Kirby said: "*All the major entertainment companies are focusing on the super highway into the home. Our company began focusing on out of home entertainment. It is an area we have enjoyed great success with our cinema complexes and we are confident of a successful continuation of that tradition.*"

Whatever the level of success they reach, the one sure thing is that by the time Sega and VNL are finished the Australian industry will be vastly different to what we know today.



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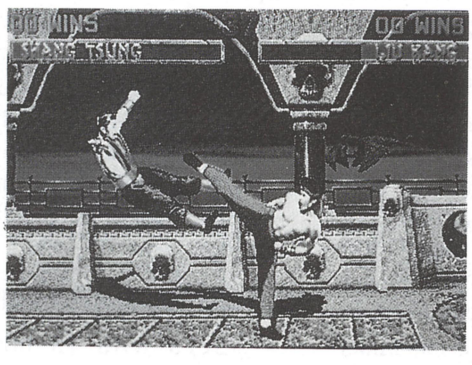

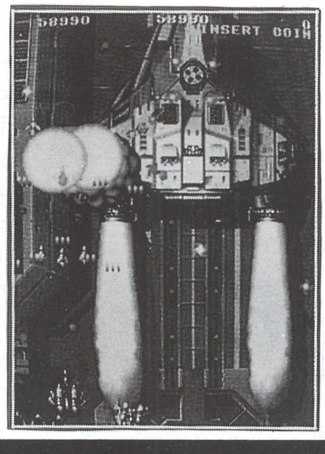

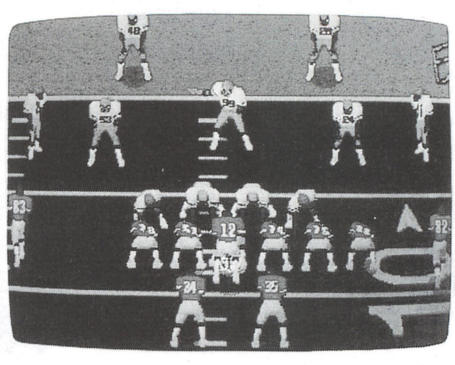

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Oz Operators Face a $355 Million Challenge! .....Can They Cope?

Australia's operator population consider they are under a multi pronged attack from Japanese giant Sega, local big business, and hungry Governments.

Before we attempt to answer the question posed, let's set the scene with a brief bit about Australia and it's coin op industry.

Australia has a population of around 17 million. It's land mass is equal in area to that of the United States where the population is closer to 270 million.

The country is divided into six States and two Territories that each have their own Legislatures which operate independently of the Federal Government on local matters such as those we are interested in, coin-operated amusement machines and gaming.

So in effect there are eight Governments that regulate the nations coin and gaming machine industries It is broadly a similar situation to that which applies in the USA.

Of the 17 million population, around 85% live in coastal belts down the Eastern coast and areas of the southern and western coasts. The most densely populated States are NSW and Victoria with Queensland also being quite densely populated in places.

The two major cities are Sydney, approaching 4 million in population and Melbourne with about 2.5 million. These cities and the other State capitals are highly developed cities that amaze visitors to the country that come with preconceived ideas of Australia being a little unsophisticated nation at the bottom of the world. Sydney is in fact one of the world's great cities, though locals tend to doubt it, it's certainly in the top ten.

COIN-OP

Though there are conflicting estimates, the coin operator population on our figures is approximately 1500.

There are others that operate a few amusement machines, but certainly no more than 1500 and probably closer to 1100, would operate coin-op machines as their primary source of income.

Generally speaking, the coin-op industry in Australia is profitable. Right now you'd get an argument on that from well over 50% of those in the industry, but the facts are that the majority of operators are still making a reasonably good living.

In the heavily populated coastal regions previously mentioned there are an estimated 350 amusement centres of varying sizes, averaging out at around one amusement centre for each 35-40,000 people.

Many within the industry consider these figures leave a lot of room for further development, but basically only a few of the larger operators have made any real move to expand.

ATTACK!

What Australian operators see as an attack on their livelihood is coming from many directions and when itemised, it does seem quite formidable.

Family Market:

- Sega's $250 million to spend on 5 major Theme Parks and 20 plus other large indoor centres.
- Village Nine Leisure with 20 plus "Intencity" Family Entertainment Centres and mini Theme Parks in major Westfield shopping mall locations.

Adult and Young Adult Market:

- Sega with $5 million available to test the Australian hotel market with the es-

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Oz Operators Face a $355 Million Challenge! .....Can They Cope?

tablishment of 10 "Total Entertainment" packages linked via new technologies together for State and National competitions and tournaments.

- The opening of South Australia, Victoria, and soon Queensland to huge numbers of Government controlled, electronic gaming machines in hotels and clubs.
- The development of new casinos with over 2500 gaming machines each in Sydney and Melbourne, plus another new casino in Brisbane.
- Village Nine Leisure's development of a National chain of "America Live" type establishments, to be called "World Live" and aimed directly at young adults.

Kids Market

- Once again Village Nine Leisure who have the kids market lined up as the third prong of their $100 million attack on the leisure dollar with a string of hi-tech kids locations, also in the malls.

On any standards, the scope of the itemised list above is vast, and the question now being asked within the industry is *"Can the Australia coin-op industry possibly handle such rapid development?"*

The answer to that unfortunately is that they're going to have to. It's underway now, none of it is "pie in the sky" stuff, this is genuine development.

VNL are set to open their first Intencity Centre before Xmas, Sega are snapping up real estate and the gaming machines are here.

THE BIG OPERATORS

Timezone - LAI

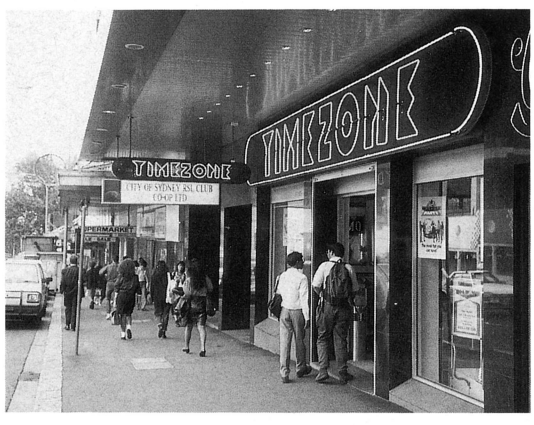
Australia's biggest operators are Leisure & Allied Industries with their Timezone chain of arcades all over the country.

Cash Box has had it's problems with Leisure & Allied and company boss, Malcolm Steinberg in the past and remain a chance of striking further problems with them in the future, but we have always given the company and it's leader credit for the way they have been instrumental in changing the face of the coin-op industry in Australia.

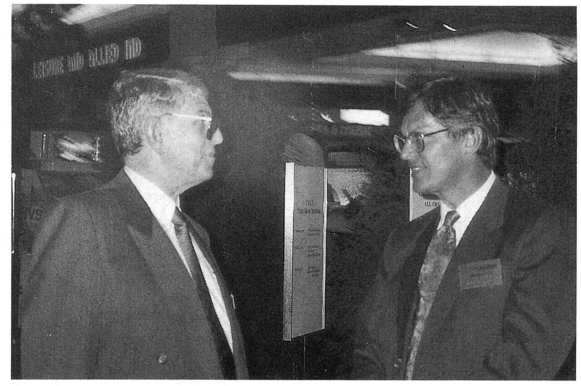
The Timezone chain is a credit to them, they have in a sense overrun the local coin-op industry with weight of money and little concern for smaller operators that have found they couldn't handle competing with the big boy on the block.

It may seem strange coming from us, but that's not a criticism, it's a fact of business life that we can accept, if you're strong and you don't use your strengths, you're a pussy cat, and none of those who have felt the brunt of LAI's strength over recent years would have done different if the roles had been reversed.

But it 's ironic that now, LAI could be seen to be coming under the same sort of pressure from really big bucks in Sega and Village Nine, and that it was a former LAI executive, in Chris Blackman who researched the feasibility study and was instrumental in formulating the VNL entry to the market, is also giving quite a few independents a bit of a chuckle.



The Timezone chain operates around 70 arcades around Australia including three large scale entertainment developments in Melbourne, Adelaide and Surfers Paradise.



Competing cousins, Malcolm Steinberg, Timezone (left) and David Hankin, Playtime, will meet Sega and VNL in the market place and still be there when the dust has settled.....unless either or both, see it as an opportunity to sell.

How LAI will react will be interesting, Steinberg has always publicly stated that he likes competition, and though we have never been able to reconcile that type of statement with his apparent love of exclusive deals, when forced to compete, he is indeed an awesome competitor that will keep both Sega and Village Nine on their toes whilever he remains in the industry.

Think what you may of him, but Steinberg has never been short in the *cohona* department.

There must be a chance though, now that Sega have made the move into Oz, that other Japanese companies will start looking south and a company such as Namco for example, would have little trouble in financing the purchase of the Timezone chain if Malcolm Steinberg was to judge it time to hang up his jockstrap.

On the other hand though, the Timezone chain does not have big exposure in malls, having concentrated more on high quality city, suburban and country locations. This appears to take it a bit out of the direct line of fire from both Village Nine and Sega, even though they are competing for basically the same dollar.

Anyone that thinks the Timezone chain won't definitely remain a leader in the Australian market is way off beam, for our money

Playtime

The Playtime chain consists of arcades owned by both Hankins and Associated Leisure and the majority of this groups expansion in recent years has been in shopping malls, with a leaning of considerable proportions towards Westfield, Australia's biggest mall developer and the company that Village Nine have formed a liaison with.

Village Nine have been quick out of the blocks with a constant stream of Westfield locations being named for immediate development.

On the surface this would appear to be a problem for Playtime, but they currently have more locations under development than they've ever had before.

While not naive enough to be derisive of the Sega and Village Nine developments, both David Hankin and Michael Solomon are not greatly concerned and don't consider the newcomers as a threat to their operations.

Actually they feel that anyone who takes 50,000 sq ft in a suburban location such as Hurstville could, after the initial novelty has worn off, find it hard to keep the same people coming back, particularly at the prices of $4 and $5 a game that they have mentioned in their Press releases.

David Hankin, who's also a large operator of hotel sites does not see Sega as any grave threat in that area. He feels that the number of pubs in Australia that could carry the likes of $40,000 Daytona's for any length of time, is too small to make it a real threat.

On top of that he sees the current commission structure in pubs as an obstacle that Sega will have a lot of trouble getting over.

The biggest problem seen for both Village Nine and Sega Ozisoft is that they are not real 'coin people' . Sega is, for sure, but they have no local knowledge whatsoever and Sega Ozisoft who are running the Sega side of the show have no experience in coin-op, only consumer games. For both companies to have so much of their new ventures reliant on coin machines, must leave them open to the possibility of some costly mistakes.

As Hoyts in Australia, and both Columbia Pictures and Warner Bros found in the USA in the early 80's, there's a lot more to this business than just tossing in big bucks and sitting back waiting for the bigger bucks to roll in.

The *Village people* (like that one?) are not another Hoyts or Columbia by any means, nor are Sega, but a bit of genuine coin experience in this business often goes a lot further than a fistful of dollars.

The Playtime chain could also be seen as a target for other big Japanese companies, but like LAI, they are big enough to look after themselves, they will also survive comfortably and any concern over these new developments should be directed at the smaller arcade and street operators.

Street Operators:

For our money, these are the guys that have a real problem, many of them already consider themselves a dying breed, the general attitude among operators on the street, sucks, and long before any of this latest news hit the country, many street operators were suffering from an almost terminal, 'negativity problem'

Now, there is an element of panic as realization hits that no longer can they take anything for granted, they feel as if they have been hit between the eyes with a sledge hammer with Sega's assault on the Holy Grail of Australian coin-op, the nations pubs.

"How low can Sega bloody well go?" was the cry *"They want to put a pair of Daytonas in my pub site and take over the Pool Tables and Pinballs too"* yodelled another irate operator.

"It can't work, no way" said another operator as he tried to convince himself that Sega would fail.

"Will it fail?..... Why Australian pubs?..... Is Australia being used as a testing ground for a concept that's earmarked to go international? .....Will Sega now start distributing product in Australia?..... Have they plans for Clubs and Video rental stores too?..... Is it all part of a grand plan to eventually rule the world?.....What the bloody hell is this mob on about by moving in on our pubs?"

Over page please

Big, linked Daytona's will become a familiar site in Aussie pubs if Sega's grand plan succeeds, but they have a lot of work to do yet.

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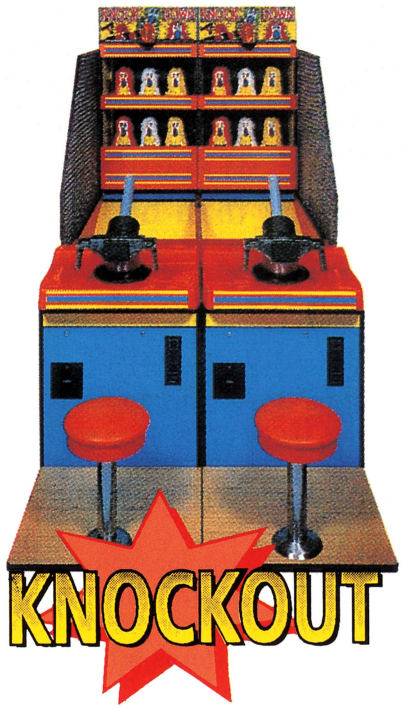

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Oz Operators Face a $355 Million Challenge! .....Can They Cope?

They are just some of the questions fired at us over the past few weeks by concerned and openly hostile operators who feel betrayed by Sega, a company who's products they have spent a fortune on over the years.

Most can "wear" the Village Nine venture, the gaming machines and realise they can't complain about Sega's Theme Parks and Centres, but the attack on Aussie pub locations is 'over the top' for most and even though the Sega plan involves operators, few can see past a big Daytona sucking *their* coin into Sega's coffers.

There certainly won't be any "Welcome" mats laid out to greet Sega's arrival in Oz hotels, and talk of the pub invasion costing Sega coin-op sales is rubbish, Australian operators have shown many times in the past that they will rarely withhold their buying dollars from large manufacturer/operators that they are competing with. In fact the urge for Australian operators to supply their opposition with the bullets to get shot with, is almost insatiable.

So any talk of boycotting the buying of Sega games is 100% BS, be sure of that.

SUMMARY

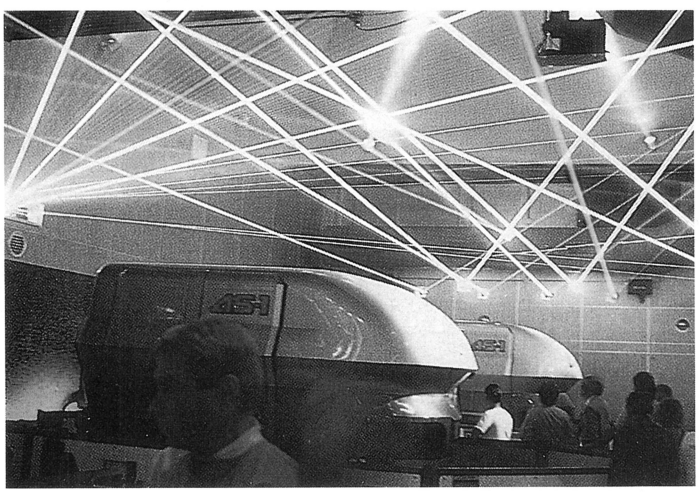
Time will tell , but trying to look ahead, it's obvious to us that Australia's large operators will remain large operators and there are certain factors that combine to take the edge off the threat of Sega and VNL over running the smaller independent operators.

The main one is the definite the room for expansion in Australia and we believe the new developments will get the majority of their income from huge expansion of the customer base.

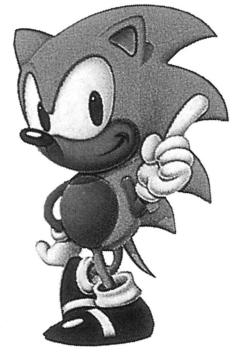
On the pubs, well if Sega can make this concept work in Australian pubs, the nature of the beast would indicate pubs, bars, taverns, etc in many other countries, and arguably the industry's best street locations, would suffer the same fate in a relatively short time.

We do not believe they can make it work on a scale large enough to harm pub operators too much. In fact Sega could find they have bitten off more than they can chew when they start trying to dictate to Aussie pub operators.

But the only real certainty is that things will never be the same again down under.



SEGA'S CONTINUED EXPANSION HOLD CONCERNS FOR SOME FINANCIAL ANALYSTS WITH CONSUMER "WAR" IMMINENT



How much more Sega can expand without a pause for consolidation is a question being asked by financial analysts. And from what they say, the Japanese giant could have a few decent sized hurdles to get over in the near future that will eat a considerable hole into their finances.

The financial pundits keep coming back to the fact that Sega made it's real money from home video games, forget how much money they have got out of operators over the years, or the fortune they have taken out of operations.

What transformed them into the huge company they now are was home video games.

Now why the analysts keep coming back to home games is because they are tipping that the home video game industry is going to see the biggest *"knock down, drag 'em out"* marketing battle of all time in 1995, and if Sega go at it like they did to originally get their market share, they could easily find themselves on the wrong end of a hiding.

The home game market in 1995 will be vastly different to the market a couple of years ago when Sega just had an over confident Nintendo to contend with.

This time around they will be shaping up against a very much revitalised Nintendo, (and don't forget that Nintendo has got much more financial clout than Sega) a rejuvenated Atari with full Time Warner backing, Sony and Panasonic.

These companies are all bigger than Sega, and then of course they have the Electronic Arts, Acclaim, 3DO, SNK and quite a few others in the market also.

It would appear that no single home system of the new genre is going to stand out, they all walk, talk and do the Tango, using 64 bits, CD ROM's and all that other hi tech stuff.

Sega's huge 63% drop in profit last financial year on the back of badly flawed financial forecasts indicate that all is not as rosy in the company as we are sometimes led to believe, and though they are not exactly short of a dollar, they would hardly be in good shape to be going into this costly consumer market battle.

AWT HAVING SUCCESS IN MALLS WITH VR GAMES

Virtual Reality game manufacturer, Alternate Worlds Technology (AWT) have recently sold a number of units to a large mall game room operator and the company feels it is just the start of their push into the mainstream coin-op industry.

The operator in question is Pocket Change America who run close to 100 rooms in shopping malls in the United States. The company purchased its first AWT unit for an amusement area in a shopping mall across the river from Louisville in Indiana.

The entire upper level of the mall is dedicated to amusement equipment, including rides, carousels and bumper cars as well as the usual assortment of coin-operated games. One month after placing their first VR machine, Pocket Change America ordered four more of other game room operations and AWT hope that the company will end up buying even more in the future.

Heading up the company's distributor sales is Mel Kaufman, an industry veteran, who has watched the development of VR with great interest.

"*When VR first appeared on the scene I must admit that the units were quite expensive*," he says. "*But as time passed, and with prudent purchasing habits, AWT was able to bring the prices down on many of the peripherals that are required to run VR. We have been able to bring prices down enough to be able to sell these machines via distributors and I am totally dedicated to selling AWT units through the coin-op distributor network.*"

Of all the major virtual reality manufacturers, AWT is the one who has most targeted the traditional coin-op industry. Their Generation I machine came in an upright format which was quite similar to a standard video cabinet in appearance and they didn't push the "dedicated VR centre" as strongly as their competition.

With the release of their Generation II machine, however, AWT has decided to go with a double pronged marketing strategy. The lower priced Generation I line is still very much in production and a constant stream of software will be developed for it. A new flight simulator game is expected to be ready for AMOA.

AWT believes this is the machine which is suitable for arcades and other traditional coin-op locations. The Generation II system is more expensive but more powerful with a newly designed graphics board that is "*very hush hush*" at this stage.

Mel Kaufman believes that the Generation II machine is more suitable for stand alone VR centres and a new game called Xenomorph should be ready for the unit by the end of this month.

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EXIME '94 .....

ANOTHER MAJOR SUCCESS FOR AAMA, THIS TIME IN MEXICO

EXIME '94 (Exposicion Internacional de Maquines de Entretenimiento), marked another success for AAMA in fulfilling its mission to seek and develop business opportunities in foreign markets for its members. Sponsored and produced by AAMA, and organised by William T Glasgow Inc the annual trade show for the coin-operated amusement industry completed its fifth year in Mexico City.

EXIME '94 had more than 90 companies exhibiting a full line of coin-operated amusement products to more than 2,000 trade visitors. Most significant was the fact that 200 more operators attended this year's event as compared to last year's event.

Lazer-Tron's Ron Carrara, AAMA's foreign business development trade Show sub-committee chairman, commented:

"*While we have seen total attendance levelling off over the past two years, this boost in operator attendance can be viewed as a major success in developing business opportunities in the Mexican marketplace. Attendance at this show welcomes not only bona fide operators and distributors throughout Mexico, but also people who are interested in getting into the business.*

"*We are now seeing the results of bringing our product to market and educating the Mexican people about the profitability of our industry's products. This combined with increased promotional efforts and improved relations with the Mexican coin-op trade associations further contributed to the significant gain in operator attendance this year.*"

Exhibitors reported a high level of business activity on the show floor, up until the close of the show on Thursday, July 21. Exhibitors have asked Show Management to re-evaluate and possibly expand the show hours for the 1995 Show.

EXIME '94 officially opened at Exhibimex on Wednesday, July 20, with the traditional ribbon cutting ceremony. Special inaugural guests include Fernando Nava Musa, president of the Federacion de Fabricanteds, Operadoresy Distruidores de Juegos Electronicos de Entretenimiento y Similares de la Republica Mexicana, Carlos Martinez S., president of the Federacion Nacional de Asociaciones de Propietarios y Profesionales de Videojuegos, and Robert Miller, director of the US Trade Centre, Mexico City.

These Mexican officials were presented with personally engraved gold scissors bearing ribbons with the colours of the Mexico and American flags. Later that evening, over 400 operators, distributors and exhibitors attended the annual Welcome Reception hosted by AAMA at the nearby Sheraton Maria Isabel Hotel.

The EXIME '94 Seminar Program included three technical sessions conducted by Randy Fromm; a jukebox promotion seminar presented by panellists John Margold (NSM America), Joel Friedman (Rowe International), Enrique Calderon (Rincon Musical) and Daniel Villa (Nuevas Sinfonolas de Mexico); a kiddie ride seminar conducted by Mike Evans (Kiddie Rides USA); a redemption seminar presented by Jerry Weiman (Doyle International) and Emilio Porte (Diversiones Monterrey).

Bob Fay, Executive Director of the AAMA, in Mexico for EXIME

"Counterfeit Video Games: Copyright & Enforcement Efforts by the Mexican Government" was offered free to registered attendees and presented by AAMA's Bob Fay; Attorney David Shaw, Maldonado, Shaw and Pinal; and Rhyn Tryal, AAG.

AAMA's executive director, Bob Fay, added, "*We look forward to the continued growth of the industry in Mexico and remain committed to this important marketplace. With more and more AAMA members opening offices in Mexico, we can be sure that our efforts in Mexico, through both the trade show and enforcement activities, are helping our members expand their business into the global arena.*"

Dates for next year have been set for July 19 and 20 at Exhibimex in Mexico City. For more information contact Show Management, William T. Glasgow Inc on;

Phone: +1 (708) 333 9292

or Fax: +1 (708) 333 4086

UK SURVEY FLAWED

BACTA DEMOLISHES SOCIOLOGIST'S FINDINGS ON GAME PLAYERS

The following article comes from the July issue of BACTA News, the British trade association's monthly newsletter.

The story illustrates how statistics can be totally distorted, especially when seized upon by the media. The industry has attracted a lot of unfair press over the years, but video games leading youth astray has always been considered a good, emotive story.

As BACTA News pointed out, there is much truth to the phrase, "There are lies, damned lies... and statistics." At least this time the statistics have been re-analysed in the industry's favour but, unfortunately, it's an interpretation which will probably be totally ignored by the general media.

SOME MAJOR FLAWS IN SUE FISHER'S SURVEY

- Contradicts Home Office Report 101 which stated that, "*...the question of stealing in order to fund the playing of video machines was treated with derision...*[by players]."
- Home Office Report 101 was carried out by a professional market research company amongst a nationwide sample of 1,946. Sue Fisher's survey was undertaken by sociologists questioning 467 schoolchildren in the South West.
- Just 1.26% of Fisher's survey claimed to have stolen outside the home. This means the overwhelming majority of 98.74% didn't.
- An even smaller percentage (0.66%) claimed to spend between £10 and £20 per week on video games.
- Error margins on a survey this size are plus or minus 4%
- The survey didn't include a control group.

At the beginning of June, Sue Fisher - a sociologist working from the University of Plymouth - caused something akin to moral panic when she released startling findings of "research" undertaken into the habits of coin-operated video game players in Devon.

She was quoted as likening some games to the "*crack cocaine*" of video machines, a tabloid style phrase she subsequently denied. BACTA issued her with a challenge to substantiate her claims and were surprised when she demanded that she be paid an academic fee in order to continue the debate. BACTA is still awaiting confirmation of the fee Fisher proposes to charge.

The study, involving 467 Devon schoolchildren aged 11 to 16, made a number of headline grabbing claims which ran counter to the findings of the Home Office research conducted amongst a much larger, nationwide sample of 1,946.

The credibility of Sue Fisher's survey was further diminished by what BACTA secretary, Alan Willis, called "*gossamer thin evidence*".

BACTA took a look at the claims reported by the media and the supporting evidence provided by the Fisher survey. Of the 467 children who participated in the non-attributable survey, Fisher deemed that 28 were what she termed "*pathological players*" .

This group of 28 formed the focus group for the media attention. Where percentages were quoted, they were percentages of her pathological players, not of the overall sample. This is how misleading statistics can be:

• The survey claimed that 21% of "pathological players" had stolen from outside the home or shoplifted to play arcade video games. On the surface it sounds like compelling evidence. But broken down, 21% of 28 equals 5.88 people out of 467.

• On a similar point, her survey claimed that 11% spent between £10 and £20 per week on arcade video games. Once again, another seductive headline, but 11% of 28 is 3.08 people - or 0.66% of the overall sample.

"Lies, damn lies.....and statistics"
Benjamin Disraeli

It wouldn't be beyond the realms of possibility for three people out of 467 to claim to have done almost anything. BACTA also received confirmation from a professional polling company that error margins of plus or minus 4% should be allowed when dealing with a sample of this limited size. In order for surveys like this to have any merit, they must include a control group.

The wording of questions can also have a dramatic effect on survey results. Instead of asking the rhetorical question "*Do you steal to play video games?*", the question should be tabled: "*Do you steal?*", with a series of supplementary questions to identify how those that steal spend their money. Chances are that the stolen cash is being used to fund a whole range of activities - from buying sweets to watching a favourite football team.

Unfortunately, the headline "Theft feeds Leyton Orient habit" doesn't quite have the same journalistic appeal!

UNITED PACIFIC CORP

Pioneering Gaming in Papua / New Guinea

For many, Papua New Guinea conjures up images of an untamed country, rich in natural resources but relatively undeveloped. Despite these notions, the recent move to introduce gaming into PNG was apparently carried out in an extremely sophisticated and professional manner.

One of the victors to emerge from the process was United Pacific Corp, an Australian company headed up by Nelson Meers, Sydney hotelier and former Lord Mayor. United Pacific Corp has much to celebrate as the legislation is extremely favourable to them, the operator. Only three companies received licences to operate gaming machines; they are permitted to use all types of devices and they have access to the entire country.

On top of that, as operators they will receive 40% of the revenue derived from their machines, or if they own the site as well, they will be entitled to 80% (the operator's 40% share plus the site owner's 40% share). Only 20% will go the government.

So who are United Pacific Corp, and how did they win such a lucrative licence?

Nelson Meers, Chairman of United Pacific Corp who hold one of only three gaming licenses for the whole of Papua/ New Guinea

THE PLAYERS

United Pacific Corp has six shareholders and all but one have extensive gaming experience. However, that one is no less than Papua New Guinea's ex-Defence Minister, Benais Sabumei, a prominent and highly respected PNG citizen who retired from politics a few years ago and now concentrates solely on his business interests.

"*Having Mr Sabumei as a shareholder was a great asset,*" said Nelson Meers. "*He gave us some excellent advice about preparing our submission and he is a very reputable, prominent member of the community. I just thought he was an outstanding person to have involved.*"

Two of the other shareholders, Anthony Fiatarone and John Binnie, are former officers with the NSW Liquor Administration Board (Anthony Fiatarone reached the level of Chief Inspector) who are now partners in a liquor and gaming consultancy company called Liquor Advisory Services.

Fiatarone and Binnie also own the Kings Cross Rex Hotel which is one of the leading hotels in NSW with an annual turnover in excess of $5 million.

Frederick Palmer, another shareholder, is a well known licensee in the industry who has run several of Sydney's major hotels. And the remaining two shareholders are Nelson Meers and his company's managing director, Robert Aldridge.

As mentioned before, Nelson Meers is a former Sydney Lord Mayor and prior to entering politics he had been a practising solicitor. These days Nelson is kept busy by his liquor and hospitality group, made up of 12 hotels and four separate liquor shops, which has an annual turnover of around $20 million.

Both Nelson and his managing director, Robert Aldridge, have previous experience in doing business in Papua New Guinea: Meers as a young lawyer with the law firm Gadens Ridgeway; and Aldridge as a Commonwealth Banking Corpo-

ration officer training New Guineans in preparation for independence and the nationalisation of the Bank's operations.

"*I was happy to be involved in this project because I developed a very strong feeling for Papua New Guinea,*" says Nelson Meers. "*There are many places of great beauty up there, particularly in the Highlands. The people are great and I've always had an interest in the country.*"

CHAIRMAN MEERS

Nelson Meers became involved in the project when he was approached by John Binnie who had heard the PNG was all set to introduce gaming legislation.

"*I think John approached me because of the number of hotels I own and my background, he thought I'd be a suitable leader of the group,*" says Meers.

As United Pacific Corp's submission to the PNG government pointed out, the position of Lord Mayor is a "*very distinguished and honourable*" one. Meers is very articulate (ever the lawyer and the politician), with grey hair that manages to look distinguished rather than old. Sitting behind his massive oak desk, he seems to have all the qualities that he considers necessary for people who make a living out of gaming.

"*Reputation means a lot in this industry,*" he says. "*It is so important that the people involved are of the very highest calibre. The moment there is a taint, the integrity of what they're trying to do is destroyed.*"

It's certainly true that gaming has suffered a bit of an image problem and the industry's critics are always quick to raise doubts about the people who "make their money from gambling". However there seem to be few doubts about Nelson Meers.

Nelson entered the liquor business as a young lawyer seeking to provide for his retirement. One thing that didn't require too much of an outlay was obtaining liquor licences. By the time he had established a couple of liquor shops, Nelson found they enabled him to retire from practising law and gave him the time to pursue a political career.

"*The progression into gaming came after I stepped down from the Lord Mayoralty and resumed my business career,*" says Nelson. "*I thought I might go back into practice but it didn't have much attraction for me at that stage.*

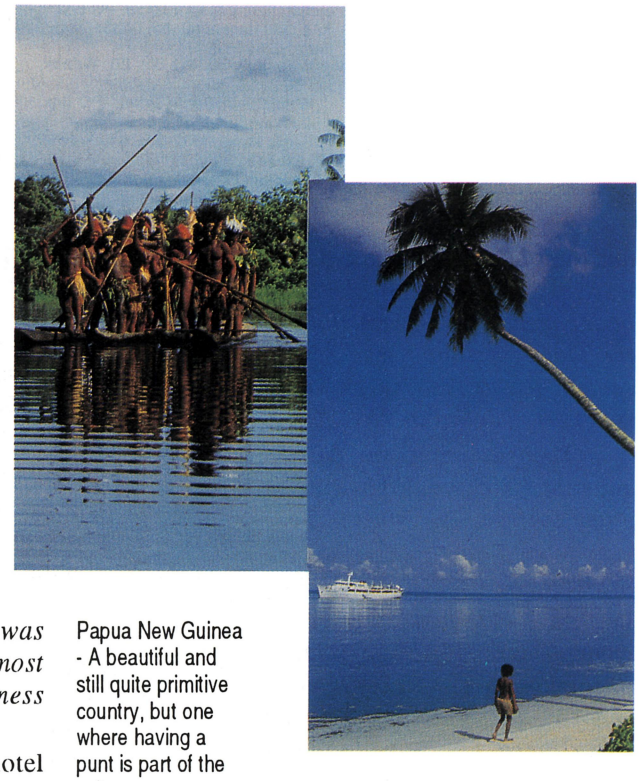
"*Liquor had always been very good to me so I decided to get into hotels. Once I became a hotelier, it was very clear to me that the most attractive aspect of the business would be gaming devices.*"

Nelson bought his first hotel in 1987, a couple of years after poker machines had been introduced into New South Wales hotels. Even in that relatively short time he has noticed some dramatic changes in the way gaming devices are operated.

"*When gaming machines first came into hotels, hoteliers generally thought they were just an additional machine to put in a corner for patrons to use at their convenience. Since then, the whole concept of the 'gaming lounge' has come about where people can spend their leisure time in attractive surroundings.*"

The change, he says, is that gaming is now marketed as a recreational activity, rather than just gambling. Of course this perception has been assisted by the increasing acceptance of gaming by governments all around the world. After all, it is an excellent (and painless) way to generate revenue.

"*While gaming is a way for governments to derive money, it is a recreational activity as well,*" stresses Nelson. "*The money that goes back to the hotelier and the government is not unreasonable with regard to the amount of pleasure and enjoyable stimulation that comes from gaming.*"



Papua New Guinea - A beautiful and still quite primitive country, but one where having a punt is part of the culture

GETTING THE LICENCE

UPC began negotiating for their licence as soon as they found out the PNG government intended to introduce gaming legislation. There were 11 consortiums competing for the three licences and it was a very expensive process.

Meers had to make several trips to PNG during the negotiations, and he estimates that United Pacific Corp has already spent well in excess of a million dollars - *and they haven't even bought any machines yet.*

Despite the image of PNG as a relatively undeveloped country, according to Nelson Meers, the development of legislation and the submission process was carried out in a very formal and businesslike manner.

"*No, we were dealing with very skilled and sophisticated people. The Registrar has been to Australia a couple of times, he's spoken to all the manufacturers and now he is very gaming literate,*" says Nelson. "*He's made certain that he's become an expert in a very short space of time.*

"*The chairman of the Gaming Board is a former Speaker of the House, a leader of the country*

UNITED PACIFIC CORP

Pioneering Gaming in Papua / New Guinea

and the composition of the Board was very carefully considered. It had community representation, the women's lobby was represented, as was the Church which is very influential in PNG."

There was, however, the odd situation which would have raised a few eyebrows anywhere else.

"*Yes, the political moves are a bit different,*" admits Nelson, laughing. "*While they have an Ombudsman to investigate claims of corruption, conflict of interest is not as clearly defined in Papua New Guinea. For example, one of the applicants had an acting minister of parliament as a member of their company which would never be allowed in Australia.*" (Just as a matter of interest, the minister in question couldn't have wielded too much influence because the company's submission was unsuccessful).

Despite such things, Nelson has only praise for the PNG government, calling them "*exemplars for the South Pacific region*".

He even goes so far to say that the system the PNG government has introduced will be even better than what exists in Australia and other mature gaming markets. PNG has decided to establish a central network system which will see every gaming machine in the country linked to a mainframe controlled by the National Gaming Board.

This will enable the Board to monitor every machine and if a device is tampered with it will automatically be shut down, losing its ability to take money. While similar systems exist in some other countries, Nelson believes the new system developed by Australia's Olympic Gaming, is more technically advanced than anything yet seen.

OPERATING IN PNG

"*In these early times we don't know exactly how much revenue we'll get up there, but we expect that it will be very favourable to us as the operators.*"

The potential in Papua New Guinea is great, considering that there will only be three operators and the population currently has no access to gaming devices. The role of operator will be a new one for the members of United Pacific Corp. Legislation in their home market requires that the site owns the machines; there are no professional "gaming machine operators".

While Nelson Meers can see benefits in the Australian-style legislation, he believes the PNG government has chosen the correct model for a country which has no gaming experience.

"*Somebody has got to take the initiative and it has to be someone who can go right across the country and has the financial capacity to make it work,*" he says. "*If you had the alternative concept in place, I think it would take much longer to establish and it wouldn't be carried out as professionally*"

The population of the country is between 3 and 4 million and United Pacific Corp's projections suggest that the market should be able to take 3,000 machines quite comfortably. They expect to have 1,000 devices, their share of the market, out and operating within six months. At first they will make arrangements with existing hotels, but in the long term, plan to open their own sites with specialist gaming lounges.

"*In Port Moresby and other major cities there are very some fine hotels which are similar to what we have here,*" says Nelson. "*In the smaller towns, of course, they're quite different but we'll be seeking to provide the casino-style lounges that we've created in Australia.*"

One advantage of the PNG legislation is that there is no limitation to the number of machines on any one site, subject to the approval of the Gaming Board.

"*That makes it very attractive to me,*" says Nelson, "*because I've been hobbled by the limits of five, and then more recently, 10 machines in New South Wales. Each location in Papua New Guinea has the potential to be like the registered clubs in NSW.*"

While United Pacific Corp plans to have a presence in major coastal towns, including Port Moresby, they have identified the highlands as their focus area because it is the country's most populous region.

They have also singled out a town on the border with Irian Jaya (the Indonesian controlled half of the island) to take advantage of its proximity to Indonesia.

The Cocos Islands, which has a casino, is apparently attracting many Indonesian patrons who can't gamble in their own country because it is prohibited by the Muslim faith. United Pacific Corp hopes they will also be able to attract Indonesian gamblers to Papua New Guinea.

Despite the fact the PNG is divided into a number of different provinces, the jurisdiction covered by United Pacific Corp's licence is the whole country.

This makes the process of setting up a lot simpler than it is in countries like America and Australia where every State has its own set of regulations.

The only areas where United Pacific Corp won't be able to operate are the "dry" provinces which have prohibited the sale of liquor for law and order reasons. This is because the gaming legislation only allows machines to be placed in venues with liquor licences.

The type of coin-op Gaming Lounge set up in PNG hotels will be similar to those established in Australian hotels. At left is a section of the Gaming Lounge in Nelson Meers's Royal Sheaf Hotel, pictured below.

MACHINES

Gaming device manufacturers should also be getting some good business from Papua New Guinea as there are no local manufacturers. United Pacific Corp aren't locked into any one manufacturer but will definitely be using mainly Australian machines because he believes, "*they're the best*".

"*Australians, particularly in New South Wales, are regular users of poker machines*," he says by way of an explanation. "*So they don't become bored or blase, it has been necessary for manufacturers to keep on making new machines with new programs to give the games a 'freshness'.*

"*And that's distinct from the United States where the major gambling centres are Las Vegas and Atlantic City and gamblers only visit once or twice a year. They don't need the constant stimulation of new machines.*

"*That's why I think Australian gaming devices are the best - the manufacturers have been forced to experiment and spend a lot of money on research and development. You only have to look at the success of Aristocrat Leisure Industries, the second largest producer of machines in the world, which is amazing for a country the size of Australia.*"

The licence is very liberal in regards to what types of machines are allowed to be operated. As long as the venue has a liquor licence, United Pacific Corp can operate both slot machines and video poker, there are no restrictions.

The company plans to use both new and second hand machines, depending on the location.

EXPANSION

Are there any plans for a casino sometime in the future? "*We'll certainly look at it. However, I'm not certain at this stage whether a large casino would be warranted up there. Normally casinos require a well developed tourist industry and Papua New Guinea hasn't established that.*"

And do they hope to expand into other countries in the South Pacific region?

"*Obviously this sort of experience leads you that way but it would require an enormous amount of commitment financially and in terms of time.*

"*I think that once the Pacific countries see what a success it will be in Papua New Guinea, community benefits in terms of employment, training, facilities, revenue to the government, I think other countries will beat a path to our door.*"

A GOOD CORPORATE CITIZEN

"*I recognise that if we achieve the profits that are predicted and normally associated with gaming, that a lot of it has to go back into the community into which it comes.*"

Part of United Pacific Corp's successful submission was the employment it would provide for the local population. While they will initially have Australian staff, a training facility will be established from day one to train locals to act as machine operators, bar attendants, managers and technicians. The company aims to have around 90% PNG employees within the first six months.

OUTLOOK

United Pacific Corp's licence has to be renewed every three years although they feel that if they live up to all their obligations, this should only be a formality. The legislation doesn't allow for any more operators to enter the market in the immediate future at least so a substantial market share seems almost guaranteed.

While Nelson describes his investment into the PNG project as a gamble in itself, his absolute confidence that it will succeed makes "gamble" seem the wrong word. There is no doubt in his mind that the profit will start to come as soon as United Pacific Corp has its first 300 machines sited and that they will be well and truly profitable by the end of the first six months.

"*Yes, it should provide a good return on investment*," he says with a smile.

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Picmatic, a manufacturer with global ambitions.

Operators around the world are starting to sit up and take notice of the Spanish manufacturer, Picmatic, and the performance of their live action shooting games. In an area that has been dominated by ALG in recent years, Picmatic is making steady inroads and is now seen as a good alternative.

Picmatic is based in Bilboa, Spain and began manufacturing gambling machines just over a decade ago. The company is still active in this area but two years ago decided to enter the video games business and went into full-time production of its Zorton Brothers laser game, a live action Western shoot 'em up.

There was a bit of legal trouble at first when ALG filed a lawsuit claiming Picmatic had copied significant parts of their Mad Dog McCree game. Picmatic were able to convince ALG that when dealing with a Western theme, it was inevitable that certain similarities would arise. After all, the Western is a genre with many recognisable characteristics.

As Picmatic had created their own Western film for Zorton Brothers and not copied any Mad Dog McCree footage, they argued that they had their own copyright. While not completely satisfied, American Laser Games withdrew their lawsuit and negotiations are still being conducted between the two companies' lawyers.

Despite such legal hassles, Zorton Brothers was a success, especially in South America and Europe. It was a triumph for Picmatic - a first time video game manufacturer who launched straight into dedicated machines and caught the interest of the international market.

Zorton Brothers was followed by another laser disc game called Marbella Vice, a fast paced shooting game with a much more modern theme. Sun, sea, speed boats, jet-skis, sea planes and women in bikinis - Marbella Vice looks like it was shot on the set of Baywatch and has even more action packed into it than the popular American TV series.

Marbella Vice has been out in the market for almost a year now and has performed well for Picmatic. In terms of quality and gameplay operators are finding that Marbella Vice and Zorton Brothers hold their own when compared to other laser disc games on the market, and are quite often less expensive.

Picmatic also produce a reasonably priced conversion kit for all laser disk systems which contains cables, memory expansion card, interface board, the laser disc, guns and holsters as well as decals and other artwork.

So far Picmatic have concentrated on live action video games because they saw it as a niche market with only a small number of manufacturers servicing it. They wanted to create games with potential export value because sales would be limited if the games were only suitable for Spain.

Buoyed by their success so far, Picmatic now plan to find export markets for all their amusement machines, including their Stun Laser system, a laser shooting (or laser tag) game which has so far only been released in Spain. There are 18 Stun Laser centres currently operating in Spain and the company hopes the increasing interest in laser games in the United States will translate into sales for them.

Another new product is a fighting game called Splatterhouse which is due for release soon and a new game to be debuted at AMOA on which the Picmatic staff are being extremely tight lipped.

And of course, they will continue developing the laser disc format, promising even better shooting games in the future. The company's R&D staff are currently working on a more powerful system which will see more action and special effects packed into any future Picmatic games.

All in all, Picmatic is one of the more promising manufacturers to come out of Europe in recent years. With their sights firmly set on the global market and an eye for under supplied niche markets, it seems the industry will be hearing a lot more about this Spanish company.

VNEA JUNIOR CHAMPIONSHIPS

Unearths some young talent

Continued growth and enthusiasm highlighted the 4th Annual VNEA International Junior Championships held at the Ramkota Inn at Sioux Falls, South Dakota on Friday, June 24 to Sunday, June 26.

Young pool enthusiasts from 19 different charter holders travelled from Canada, Nebraska, North Dakota, Wisconsin, Minnesota, South Dakota, Louisiana, Colorado and Wyoming to compete for trophies, prizes and savings bonds.

A total of 40 Valley pool tables were set up in the Ramkota Inn, evidence that the Junior Championships continues to grow every year. There was a record total of 125 three-person teams entered in this year's tournament, compared to last year's previous best of 90 teams.

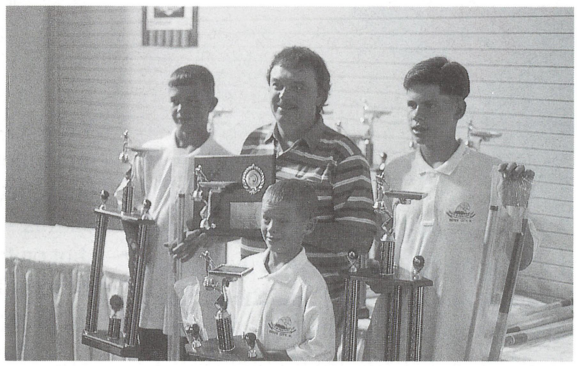
The tournament kicked off Friday night with complimentary pop and pizza and the competition began with the first of many mini-tournaments. Players were split up in three different divisions for the singles and team competition: Youth (ages 9-13), Minors (ages 14-17) and Majors (ages 18-20). Mini singles were held Friday night with an incredible 352 players participating. More minis, including a first ever girls only division were held on Sunday.

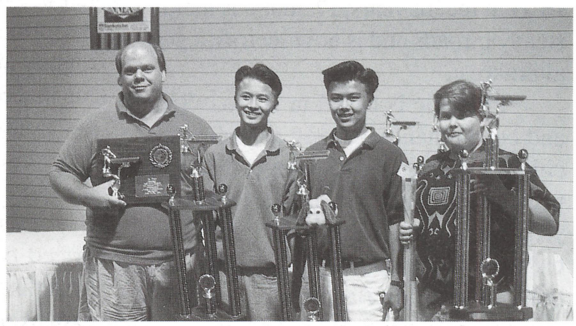
World renown pool instructor Jerry Briesath was also on hand during the weekend to conduct instructional sessions and give the young shooters pool playing tips. Briesath, who thoroughly enjoyed working with the kids, was as dazzling as ever with his cue ball control exercises and trick shots.

The official team opening ceremonies were held on Saturday morning June 25th. On hand for the opening ceremonies were VNEA executive director Gregg Elliott, VNEA president Gene Urso, tournament director Don Kruger and Paul Huebler from Huebler Industries who is a major contributor to the Junior Program.

The battle to make it to the finals in the team competition began on Saturday morning and continued until the 4th Annual International Junior Champions were crowned in the three divisions on Sunday.

Champions in the Youth Division were Q & Feather Eliminators (C&N Sales, Mankato, MN). Trans #1 (Lucky Coin, Metairie, LA) captured the Minors Division while The Dream Team (also Lucky Coin, Metairie, LA) defended the title won last year by winning in the Majors Division.





Top: Q & Feather Eliminators, winners of the Youth Division (Ages 9-13)
Under: Winners of the Minors Division (Ages 14-17), Trans #1.

The tournament also had one other added special feature which was the Adult/Youth Scotch Doubles tournament held on the Saturday night. It was broken down in the same divisions as the Junior tournament.

"*The Scotch Doubles tournament was very successful with about 250 participants. I think everyone had a lot of fun with it,*" said VNEA executive director Gregg Elliott.

Tournament officials were pleased with the conduct of the young Championship players and stunned by the high level of talent. According to tournament director, Don Kruger, "*one of the highlights of the tournament was when a nine year old ran the table to get his team into the finals*".

It's good to know that there is a "pool" of young talent coming up who, with the encouragement of organisations like the VNEA, will probably be dropping coins into pool tables for the rest of their lives.

The tournament ballroom wich contained 40 Valley pool tables.

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Currency Validator International Bows New Downstacker Conversion Unit

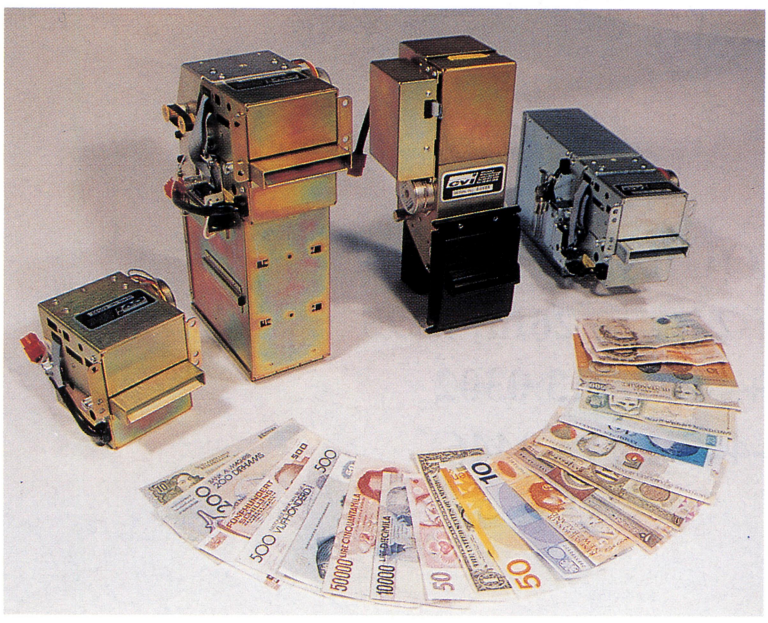
As the pressure increases for higher prices of play around the world, especially in the United States, many operators are looking seriously at bill stackers and validators. Even in countries where one or even two dollar coins are in circulation, notes are coming into use as the charge for multiple games on the expensive simulators increases.

Many operators are also moving into vending as gaming and other factors begin to erode earnings from traditional coin-op amusement equipment.

One of the leading suppliers of this type of equipment is the London-based Currency Validator International Ltd (CVI). They have a range of quality equipment which is flexible enough to accept the currencies of most countries, even the larger notes favoured by some European countries.

CVI have only recently released a downstacker conversion kit. This enables both of CVI's currency validators to use an optional 500 or 1000 note stacker in locations where, before, the machine or cabinet had not been deep enough to take a stacker. Using the downstacker conversion kit means the stacker can usually be placed underneath the validator, making it suitable for most locations.

CVI's original validator is the KC-IVO and it was designed to be suitable for all gaming, gambling and vending applications. It has a high security bank note validation system using three infra-red and ultra-violet emitter/detector pairs, as well as a secondary system using a magnetic head and a spectral measurement circuit.



Up to seven notes can be accepted in up to four directions, making the KC-IVO suitable for almost any currency with banknotes up to 70mm wide.

The validator is operator adjustable: various denominations can be either enabled or disabled; the polarity of the inhibit line can be changed; there are four different security levels to choose from; or the credit timing can be changed.

For complete control, or even just monitoring, the KC-IVO can be connected to a computer. And now a bill stacker can be supplied with the validator or easily retrofitted in the field.

In 1992 CVI introduced an update of their validator, the KC-IVOBB and opened up a whole new market. The wider 78 mm channel was developed to handle the larger bank notes common in Europe and the unit's flexibility is the major reason for its success.

Using the same validation process as the KC-IVO, it guarantees a high level of security against both note and system fraudulence. And of course, a bill stacker can also be attached.

CVI's final currency validator, the KC-125, comes with a 300 note stacker or an optional 600 note stacker.

The unit was especially designed for the food and drink vending industry and can be easily installed into most vending machines due to its industry standard footprint. Its size and space saving up stack have also made it popular for any machine where space is at a premium.

All currencies up to 70mm in width can be accepted and the validation of bank notes is carried out by the same process used in the two previous validators.

And to ensure reliable operation in even the toughest vending environments, a special coating has been used to protect the circuit boards and power supply from "salting" and environmental moisture.

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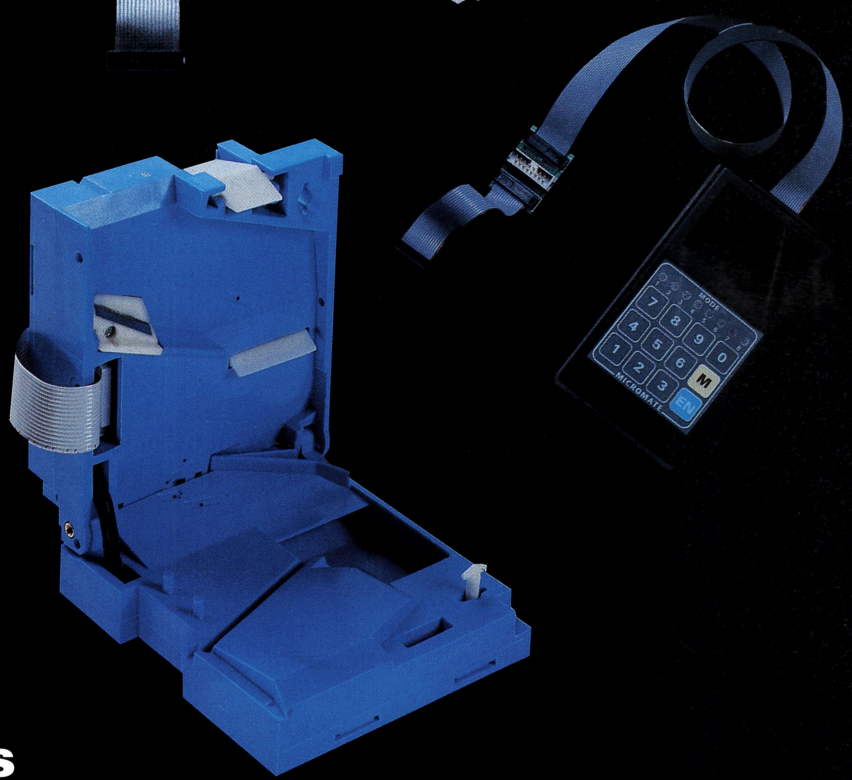

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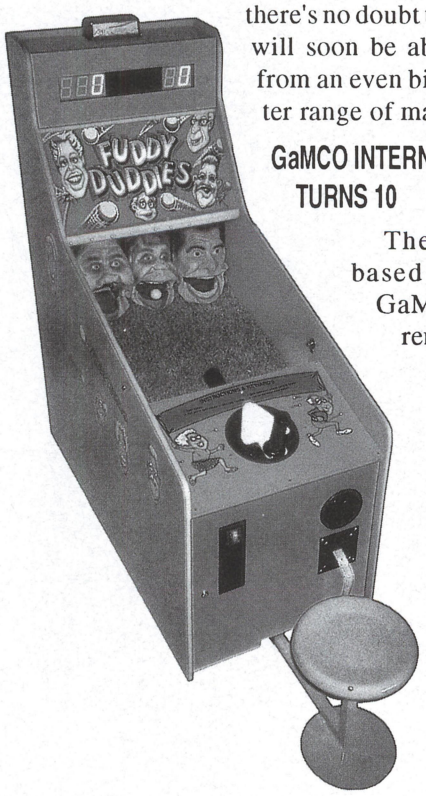
Redemption

Even though we've been running an ongoing Redemption article for the past three months, we have still only managed to scratch the surface of the enormous amount of redemption product available out there.

This month we will look at still more redemption games - some from companies which you may know well and others from companies which you may have, until now, overlooked. As we have stressed many times before, the number and variety of redemption games is incredible. And with the round of major trade shows scheduled for this month, there's no doubt that operators will soon be able to choose from an even bigger and better range of machines.



GaMCO INTERNATIONAL TURNS 10

The Florida-based company GaMCO is currently celebrating their 10th birthday and they've marked the event with the release of three new games.

The first is Dino Shoot, a shooting gallery game in the style of the old carnival games. The object is to shoot at three tiers of dinosaurs, all moving in different directions. The more dinosaurs shot down in the allocated time, the more tickets dispensed.

The colour scheme of the game is eye-catching to say the least with a green and hot pink cabinet and yellow, orange and hot pink dinosaurs. Sound and light effects add to the game's attraction and most importantly, it's fun to play.

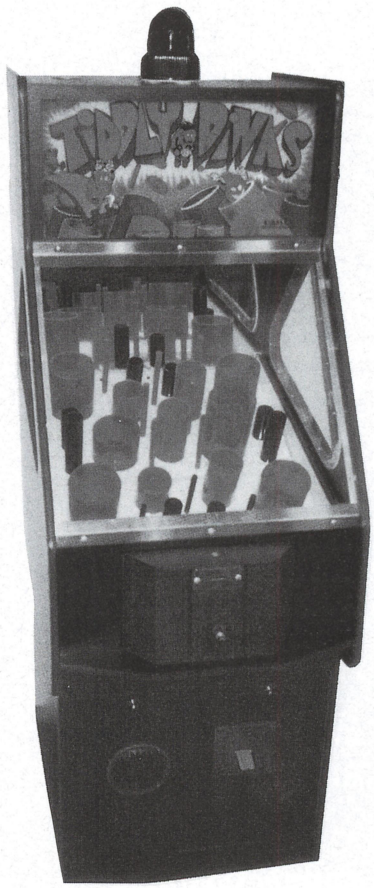
Almost every possible aspect of the game is operator programmable.

Tiddly Dinks is the second of GaMCO's games released this year. It is a visually attractive game with lots of moving colours and a unique automobile finish achieved by six coats of dayglo lacquer in hot fluorescent green.

The objective of the games is to aim and flip your coin into moving dayglo tubes of various sizes. There are 19 tubes in all and the smaller the tube the more tickets you will receive if you get your coin into it.

A rotating red beacon and bells announce the winners and there are 19 opto sensor boards to ensure complete reliability when it comes to detecting the winners.

Finally, there is Dream Team, the third of GaMCO's 1994 releases. It is a rapid fire, mini basketball game which has proved itself extremely popular with today's basketball loving kids.



Players aim a gun at five different baskets to win tickets and it's the sort of game that ensures everyone wins tickets. Like all the GaMCO games Dream Team is very operator friendly regarding programmable settings.

Again, GaMCO have focused on producing an exciting, attractive package with their bright colours, flashing lights and upbeat music.

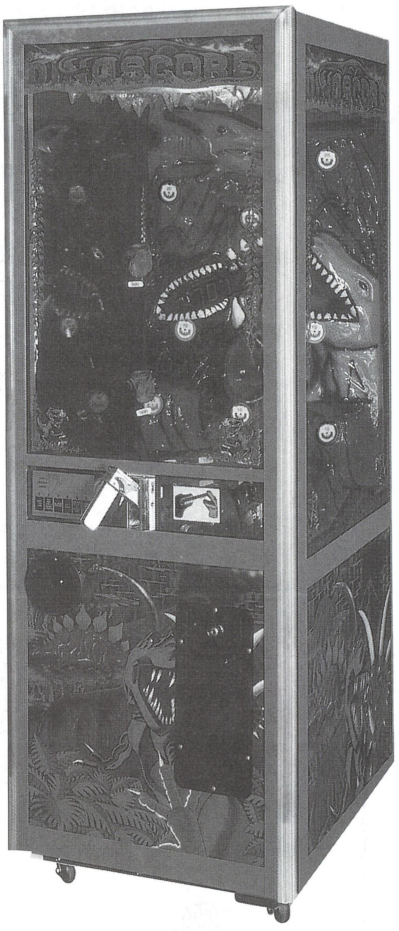
Redemption

PLANET EARTH

Planet Earth Entertainment, based in Glendale, California, is known mostly for its upright redemption machines which are made with street operators in mind. This is not to say that their coin shooting games like Dinoscore and Fling Shot are not good arcade earners because they obviously are.

In fact the last two named games are in the very top bracket of earnings from all types of locations in the USA and are fast moving into other regions.

As it is with most good redemption games, the concept behind Dinoscore and Fling Shot is quite a simple one. Players load their coins into a gun and try to hit marked targets, each of which has a certain ticket value. As its name suggests, Dinoscore has a dinosaur theme and features dinosaur sound effects.



Planet Earth's Dino-Score and Fling Shot are two of the hottest earners in the market today

More recently Planet Earth have released their Super 60 series of machines, placing themselves on the leading edge of street redemption. There is the Super-60 stand alone vendor which is a prize dispensing unit that accepts both paper currency and coins or tokens. It can dispense up to 60 different items in a wide variety of shapes and sizes and the cabinet is designed for high security with its all metal and tempered glass construction.

There is also an version of the vendor which has been made to be integrated with one or two separate redemption games. Any game can be connected to the integrated vendor by running a simple cable to the ticket dispenser output. Instead of dispensing tickets, the games sends its ticket pulses to the vendor which records and displays the available score. The score can then be redeemed for prizes.

Finally, Planet Earth's two most popular games, Dinoscore and Fling Shot are available with the Super-60 vendor combined in the one cabinet.

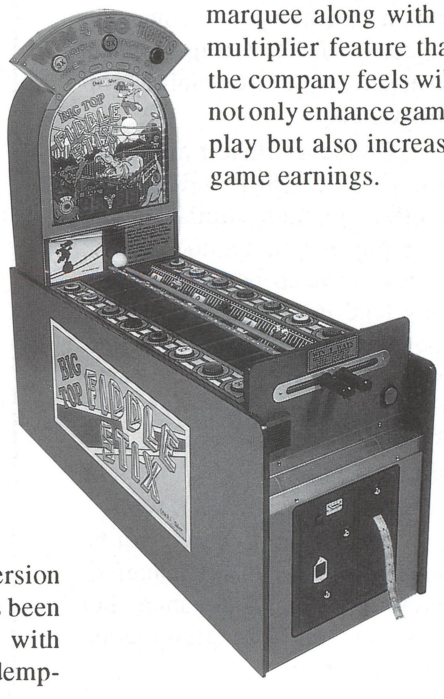
This effectively allows an operator to own a free standing redemption facility with the purchase of just one machine - a good way to ease yourself into redemption if you are new to the game and an excellent way of getting redemption onto the street.

Planet Earth also believes these "two-in-one" machines will encourage more play as players always have their potential prizes in plain sight.

QUICK SILVER ANNOUNCES NEW UPDATES

The products of Quick Silver Development Company have been featured in our redemption section before but they appear again now because two games have recently been updated.

The update for Fiddle Stix includes a new add-on marquee along with a multiplier feature that the company feels will not only enhance game play but also increase game earnings.



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Redemption

Players match lights on the playfield with a flashing light on the marquee to win up to 150 tickets

The company's popular coin game, Turbo Pusher, now includes a flashing light marquee, updated music and a multiplier feature for maximum earning power. Both these Quick Silver products have made quite an impression on the market already and and the updates they have done do make the games more attractive to players.

The ticket version of Turbo Pusher should be quite legal in most places, but check it out first.

On what we've heard, both Fiddle Stix and Turbo Pusher appear to be pretty good property.

AMUTRONICS INC

Amutronics have two basic types of redemption game: wheel games and bouncing ball games.

In the company's two wheel games, Wacky Wheels and Three Ring Circus, the player spins the wheels and then tries to stop them at precisely the right moment. With Wacky Wheels the aim is to add up the three wheel totals to obtain a winning total, and the objective of Three Ring Circus is to match up the circus animals on the wheels.

Bouncing Bandit and Double Cross, Amutronic's ball games, are both similar to the ever popular tic-tac-toe games. Players have to bounce balls so they land in holes which correspond to the winning symbol combinations displayed on the backglass (in the case of Bouncing Bandit), or form a winning pattern like 3 in a row, 4 corners, or a diamond (for Double Cross).

Amutronics Inc may not be one of the better known manufacturers of redemption games, but they are getting a pretty good range together.

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Redemption

DOYLE'S CHILDREN'S STORY GAMES

Doyle International has featured previously in our redemption section but this month we take a closer look at their children's story games. With this series, Doyle International have built games which have been designed for children right from the start - rather than modifying an adult game so it has child-sized dimensions.

There are six machines in the line-up: Humpty Dumpty, Old Woman in the Shoe, Jack and the Beanstalk, Jack 'n' Jill, 3 'Lil' Pigs and Mother Hubbard. These are all themes that children know and love and the artwork on the cabinets is colourful, very visual, and in the same cartoon-style of many children's books.

The six machines are all simple ball throwing games, using light plastic balls which are easy for kids to handle. Doyle's philosophy for making children's games is to design games that kids will play over and over again and build them so they will withstand the rough treatment kids inevitably dish out.

That philosophy is certainly reflected in the company's line of children's story games. If all six games are placed sided by side, as they were designed to be, they make an attractive package which young players find hard to resist.

TAITO COMBINES REDEMPTION AND VIDEO

Along with a few others, Taito is one of the Japanese companies to really make inroads into the American-dominated redemption market. They have specialised in combining the simple concepts of redemption games with a video screen. This is probably not a bad idea as the younger generation of players have all grown up on video and feel comfortable with that sort of format.

One of Taito's older games which is still around today is 2 Minute Drill, a sports game with an American football theme. Particularly suited to the US market, 2 Minute Drill features digitised NFL film footage.

The players takes the part of the quarterback and the herder he throws the ball, the more yards the team gains. Besides the visual attraction of the video footage, 2 Minute Drill also has some bone crunching sound effects.

A newer Taito game in the same style is Challenge Hitter. Using a baseball theme, Challenge Hitter also combines a simple mechanical game with a video screen which shows baseball images.

Taito also has a video version of the traditional Whack-a-mole games. Called Animal Land, the player hits large buttons on the console which correspond to certain positions on the screen.

Taito's Animal Land has got good results in Japan and other Asian countries and could probably do as well elsewhere, but hasn't had that much exposure.

As animals come up out of their holes, they have to be pushed back by hitting the appropriate button.

While Taito have released a number of games in this style, the prototype of Animal Land shown at ACME in March was unique. It had a capsule dispenser incorporated into the cabinet so capsule prizes were dispensed instead of tickets.

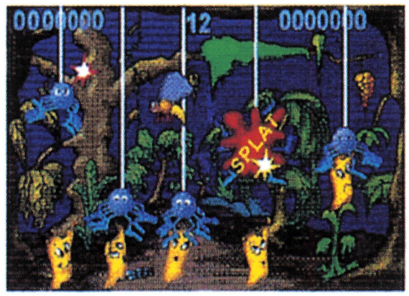
Coming from a different direction is Lucky Carnival, a game which has created a lot of interest since its release earlier this year. Taito has updated the old carnival-style shooting game with Lucky Carnival and the aim is to shoot down prize capsules while taking care to avoid the cute animals which are moving back and forth in front of them.

It's a big, three-station machine which would be a centrepiece for any amusement centre with its bright colours and comic artwork.

Taito also has a ball throwing game titled Jungle Zookeeper, a colourful machine where play-

The Doyle range of Redemption machines for kids is extremely popular in family centres and can earn top money.

Tickee Tickats



How CUTE !

Mothers and children of all ages will delight at the cute and colorful characters as they save Tickee Tickats from the clutches of Bad Harry The Spider and his naughty friends. Tickee Tickats and four of his friends wait patiently at the bottom of the screen for the game to end so that they may be with you. Stop Bad Harry The Spider and four of his friends before they snatch up Tickee and take him away forever. This family game is colorful, cute and a lot of fun.

- Mini Jackpot system, creates player anticipation and added excitement while allowing operator control over ticket outputs.
- Opens doorways to new levels.

Save Tickee Tickats from the grips of Harry The Spider

Game includes:

- **Total control over ticket output**
  You have TOTAL control over the average number of tickets issued per game. Selections offer an average ticket output of less than 5 tickets to more than 50 tickets per credit.
- **Complete on screen Bookkeeping**
  Total control over game settings with comprehensive test and setup features. Includes complete account of coin input, usage and ticket outputs.
- **Multiplayer**
  Game can be played by either one or two players.
- **Fast game times**
  Adjustable game times for for averages of between 15 to 45 seconds per credit.
- **Bright attractive cabinet**
  This attractive cabinet offers a huge 33 inch color monitor, red strobing police light and rich sounds that spring to life during jackpot payouts.
- **Simple play for all ages**
  A simple concept using arcade proven guns. The basic game play offers instant enjoyment for all ages.
- **NON-VIOLENT**
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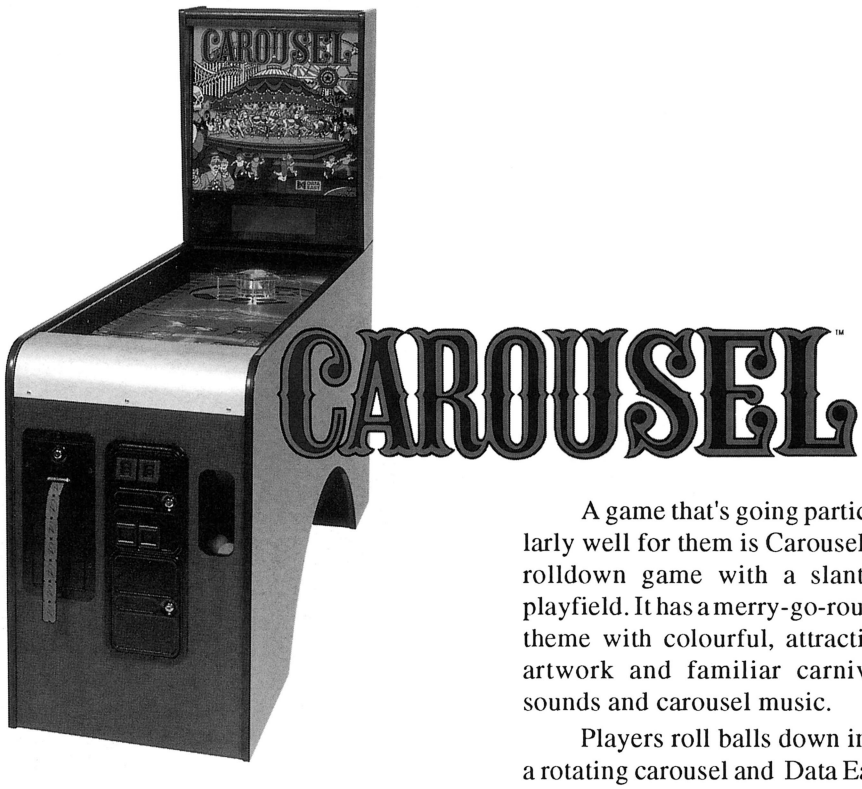
Redemption

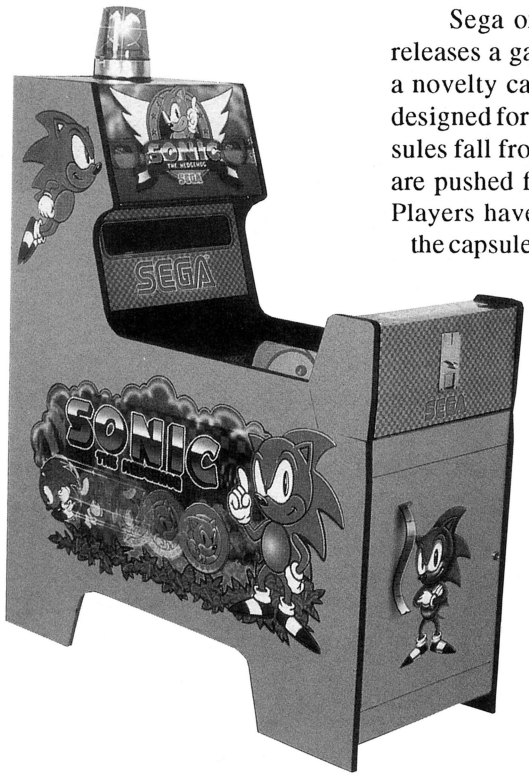
ers have to keep all the animals fed by tossing balls into their mouths. And the company's latest redemption piece is called Mad Hatter's Tea Party, based on Lewis Carroll's classic children's story, Alice in Wonderland.

Players insert a coin which slides down onto a tea spoon. They then have to aim for any of the moving cups, teapot or sugar bowl. If one of the targets is hit, The Mad Hatter's hat opens up offering a bonus shot which jackpots the number of tickets won.



SEGA IS STARTING TO GET SERIOUS ABOUT REDEMPTION

While Sega have had only limited success with their redemption games so far, their recent use of Sonic the Hedgehog, the company's icon, may change this. The character's appeal with the younger generation is undoubted and the cabinet design has made full use of Sonic famous face.



Sonic the Hedgehog is a simple coin roll game and is Sega's answer to the demand for high powered, fast collection, redemption games. It features digital stereo sound and music, tri-colour dot-matrix display and three dedicated, interchangeable playfield options.

Sega of Japan has recently releases a game called Kongfall, a novelty capsule vending game designed for leisure centres. Capsules fall from Kong's mouth and are pushed forward by his arms. Players have to try and position the capsules into any of the three holes in the prize turntable.

DATA EAST

While Data East USA have handled a number of successful Namco games in America, including Wacky Gator and Cosmo Gang, they have also started to develop their own redemption equipment.

A game that's going particularly well for them is Carousel, a rolldown game with a slanted playfield. It has a merry-go-round theme with colourful, attractive artwork and familiar carnival sounds and carousel music.

Players roll balls down into a rotating carousel and Data East have included an LED display which shows carousel graphics and gives instructions for gameplay.

Carousel also becomes progressively more difficult to keep continually challenge players and all in all offers a unique variation on the popular rolldown theme.

MIDWAY MANUFACTURING

First released at the end of last year, Addams Family Values brings the same sense of style to redemption as Bally's Addams Family did to pinball. Using a simple coin drop concept, Midway have produced quite a complex and involved games - at least as far as redemption games are concerned.

Players put their coins in at the top, guiding them through the pin board playfield and when they reach the bottom, the aim is to drop the coins in the holes and spell out Thing-a-ma-jig. The same sound system and effects used in the Addams Family pinball make a second appearance and the overall appearance of the machine is very attractive.

As a coin drop game,

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Redemption

Addams Family Values is more difficult than most and suits those players who like a challenge.

Midway's newest redemption offering is a game called Flying Saucer. It's a simpler game than Addams Family Values and involves players shooting tokens into playfield targets. Missed tokens can also be knocked in with further shots and an alien cruises back and forth at the top of the playfield trying to block shots.

CENTURY VENDING CATERS FOR KIDS

Century Vending is another redemption manufacturer to move into the children's end of the market. Their Paint 'N' Puzzle is a good example of a thoughtful and enjoyable kids game which gives players a choice of colouring in a picture or unscrambling a puzzle.

The machine uses a touch screen which children find fascinating and the kid-sized cabinet featuring large, colourful crayons is sure to appeal. The paint feature works by the player touching one of ten colour buttons and then touching an area on the screen. That part of the picture then turns the chosen colour.

In puzzle mode, the game divides a picture into blocks which are then scrambled. The player has to rearrange the blocks and there are four levels of difficulty to chose from.

Educating, entertaining Redemption play is what Paint 'n Puzzle is all about, and it can earn on the right locations.

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There's some top class video games on the way, ...will they bring the players back

For several months now almost everyone has been complaining of a shortage of conversion, street type video games, well, one thing that operators can be sure of is that after the coming Trade Show season they will not be able to say that.

There will be plenty to choose from, and if as many suggest, fighting games are all that players are interested in, there'll be no shortage of them either.

In fact, operators can prepare for a barrage of video fighting games in the next few months as Atari and Nintendo re-enter the field and established game makers roll out some more.

The new fighting games we know of for sure are;

Killer Instinct (Nintendo)
Primal Rage (Atari)
Fight Fever (Vicco)
Fighting Kings '94 (SNK)
Dark Stalkers (Capcom)
Gangan (SNK)
Gundam Ex Revue (Ban'P)

On top of that there's definitely one other big production number from an American company that doesn't want it leaked, a strong chance of a *Virtua Fighter* sequel and several other strong fighting games that have been in development for some time.

Add the games that will come out of Europe and Taiwan and it wouldn't be out of the realms of possibility to see as many as 20 new fighting games released over the next few months, quite a few of which, will do very well in the player market.

After the fighters come the shooting games and the probable leader of the pack here should be *Raiden DX*. Though released a while back, this excellent game from Seibu has hardly got into the market yet, but we expect it to do some top business when it gets into full swing.

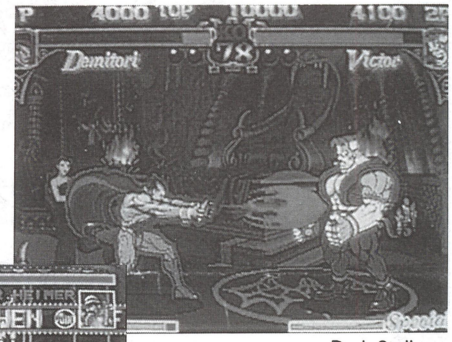
The sequel game, *Aero Fighters 2* or *Sonic Wings 2* which this time round is in a Neo Geo cartridge won't let anyone down and there's certain to be more of this type of game seen also.

Joystick drivers are on the way back it would seem, Kaneko will have their *1000 Mile Rally* which can be used with joystick or driving controls, ready for the US market and it could do quite well there. There's rumours of a Neo Geo motor bike game that will also use a joystick and possibly another of this type game out of Europe.

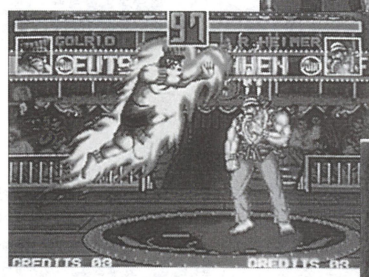
There's several puzzle games and novelty games also due to be released and don't be surprised if there's quite a few sporting based video games turn up. We know of a pretty good 10 pin bowling theme coming out of Taiwan, titled *Bowling Star*, and another out of the US titled Krazy Bowl that will surprise a few and there's more Soccer games, which are getting quite a following, on the way.

The quality of most of the games coming out, in general, is first class, and if anything is going to shake the video market out of it's current lethargic state, these new games will.

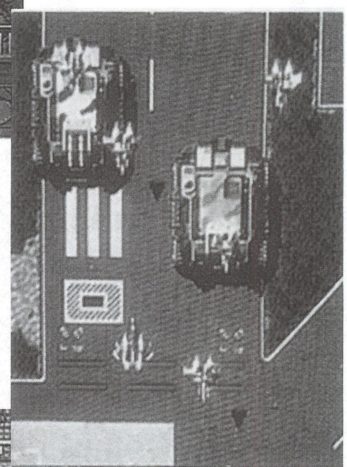
So good are some of the games coming, that if they don't bring back the healthy cash boxes to video games, we could have a far greater problem in this industry than what is seen now as a shortage of games.

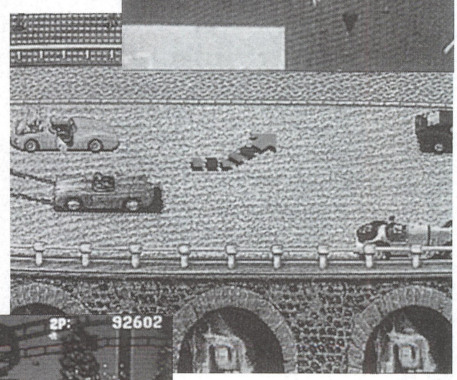


Dark Stalkers

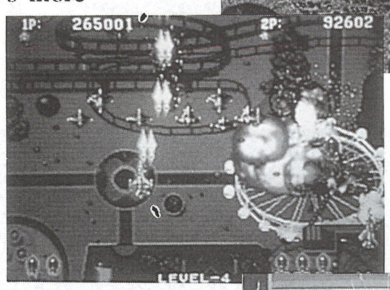


Above: Fight Fever
Right: Raiden DX





1000 Mile Rally



Left: Aero Fighters 2
Below: Gangan

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2 Unlimited	-	The Real Thing
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Jon Secada	-	If you go
Sputz	-	Not just any love song
Rolling Stones	-	Love is strong
Aerosmith	-	Crazy
Take That	-	Everything Changes
Mighty Bosstones	-	Detroit City/Kiss
Basia	-	Drunk on love
Celine Dion	-	Misled
D.J. Duke	-	Turn it up
Traffic	-	Here comes a man
Tori Amos	-	Pass the Mission
Celine Dion	-	Think twice
Reel 2 Reel	-	Go on Move
Candlebox	-	You
Boston	-	I need your love
Erasure	-	Always
Chaka Demus	-	I wanna be your man
Take That	-	Love ain't here any more
Elton John	-	Can you feel the love tonight?
Boomtown Rats	-	I don't like Mondays
Lighter Shade of Brown	-	Hey D.J.
BC52's	-	(Meet) The Flintstones
Pretenders	-	Night in my veins
Heart	-	The woman in me
All-4-One	-	I Swear
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K.W.S	-	Ain't nobody (loves me better)

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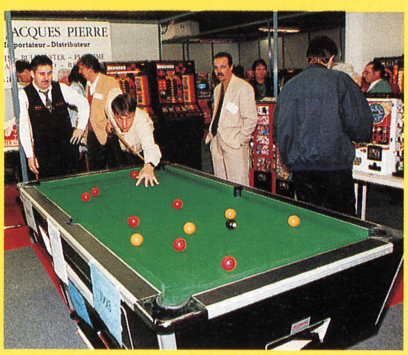

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CAPCOM LOOKING GOOD WITH DARK STALKER (Night Warriors)

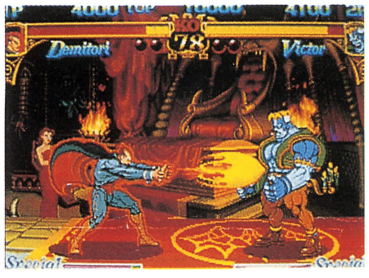
Call it what you like, Dark Stalker, Night Warriors, even Vampire, but it looks like we'll soon be calling it a winner. This latest Capcom game is turning in some quite incredible figures and if it can hold up, we could soon be hailing it as another successful chapter in the Capcom Story.

There were many who thought after first seeing this game that it was just another Street Fighter dressed up in new characters, but once players get into the game they soon find that there's a hell of a lot more to it than that.

Some of the moves and special talents of the on screen characters are simply great, and you only have to watch the body language of players playing the game and listen to them talk about it to get a fair idea that the game has caught their fancy.

It is only early days, sure, but seldom does a game open quite this strong and not end up giving operators a good return. One operator that rang us went out on a limb and declared the game to be *"better than Street Fighter II, and a definite Super Hit"*

Now that's probably going a bit over the top, but the game is good. One unfortunate aspect of the "Stalker" is that it seems to have had quite an effect on Aliens vs Predator which appeared set for a reasonable run. Where the Stalker is placed on locations where A vs P is operating, it invariably takes a lot of money off that game, and has slowed it down considerably. *Like always, we can't have everything.*



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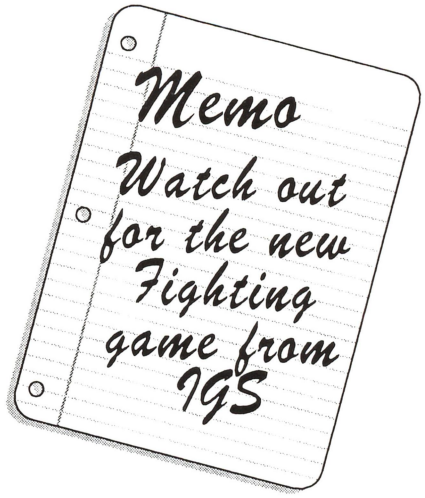
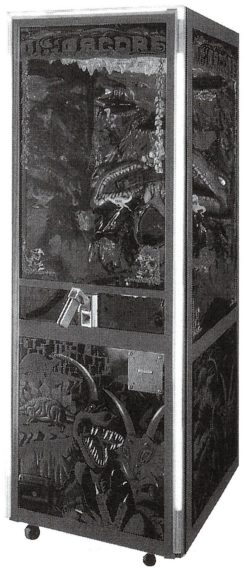


UPDATE - Dinoscore

Planet Earth



Simple, quick and fun to play, the coin or token shooting Dinoscore has proven in a very short time that it's a game with a big future, being capable of earning top money in every country that it has so far been operated in.

Planet Earth have now released a Redemption unit that can either stand alone as a prize vender or incorporate Dinoscore and Flingshot games, titled the Super 60, it should further add to the games value for operators.

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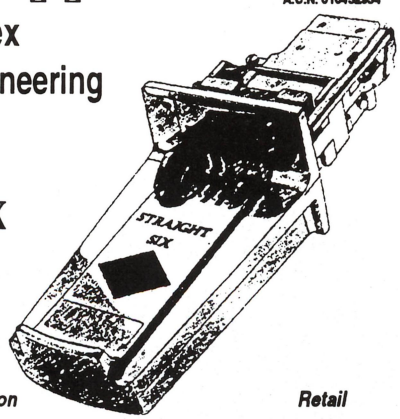

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Zoo Keeper

Taito America

Taito are putting quite a bit of work into redemption games and this ball toss game, Zoo Keeper is a game that should appeal to players of all ages, including the smaller kids that are often left out.

The game is quick, but entertaining with the six playful animals opening and shutting their mouths, into which the balls have to be tossed.

There's some first rate sound effects of jungle animals that tend to stand the game out a bit from others and they certainly help to attract players.

Not a lot of them in the market yet, but from what we can gather, the game is performing very well in Family Centres and similar locations.

The game is fully operator adjustable and has an excellent income analyser that will assist greatly in setting the game up to earn to it's full potential.

What may also appeal to some operators is that Zoo Keeper can be fitted with a capsule dispenser instead of tickets

CBI Games & General Product Section

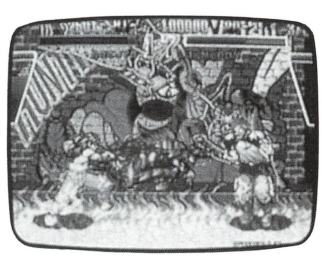
Kaiser Knuckle

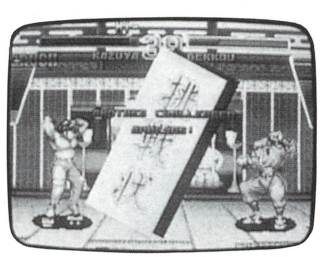
Taito

We've had heaps of fighting games over the past few years from many different manufacturers, but from memory this is the first 'one on one' fighter from Taito in that period. And though nothing can be seen it that would suggest "Hit" status, it's a bit different and could go OK where fighting games are still earning. Most of what is different is in the variety of places the contestants actually meet to fight though there is also some good special powers that can be used.

Players control of the characters is good and there are plenty of moves to be played, graphics are good and there are some good sound effects, but it doesn't really stand out in any department and this would appear to be it's greatest problem when it hits the player market.

Kaiser Knuckle has apparently tested OK in Japan, but we have nothing from other countries and with Taito's captive audiences in their huge centres in Japan being the testing ground, these early figures could be deceptive.





Worth a look, but wait to see how it goes in your region before you get too carried away with it.

UPDATE Snow Bros 2

A lot of operators were hoping that this sequel game could emulate the original which was a relatively cheap, but surprisingly good earning game in many regions.

However, it doesn't appear that this is going to happen, the game has now been tried in most markets and found wanting by players who these days seem to want a lot more than the Snow Bros can offer. It would be something of a miracle if this game can now turn around and start earning decent money, so we'd have to suggest it be given a miss.

Desert Tank

Sega Corp

It was hard to for this reviewer to get enthused over Sega's previous release, Sports Fishing, as a game, but the company's search for variety has to be admired and this latest tank game adds to that.

Desert Tank, on our reckoning makes it eight dedicated games that Sega have released so far this year and in that eight, there are seven different themes with only the two versions of Daytona being driving games.

Being a bit cynical about this company we have to add that a lot of the games are probably built more for the company's huge operations than for the general market place, but at least they are making them available.

Desert Tank could be a game that gets a good following, tank games have found a reasonable number of enthusiastic players in the past and this one in it's big screened cabinet, is quite an impressive looking piece with a fair bit going for it. On a normal monitor with normal graphics, it could easily do it tough attracting players, but the 3D polygon graphics on the big screen gives it that extra bit of oomph that should draw a lot of players to try it, and it's likely that many of them will stick.

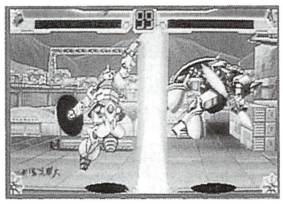
Driving a big, well armed tank around the desert, shooting up all sorts of things and getting hit with all sorts of things can give players a feeling of power that could keep them at the controls for quite some time.

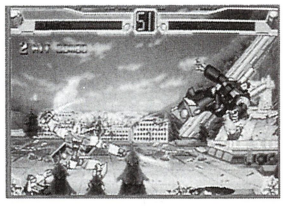
There's also plenty of variety within the game itself and we believe it is , or will soon be, linkable, though you'd need a nice old fistful of dollars to link a few of these blokes together.

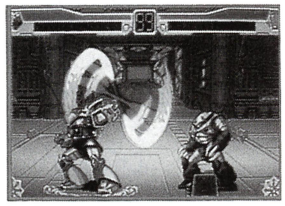
However, with Sega's Wing Wars, the 3D flying game knocking the Daytonas and Ridge Racers out of the top spot in Japan recently, there is no way arcade operators in particular, can ignore games like this.

CBI Games & General Product Section

EX Revue Banpresto







The full name of this one is actually Mobile Suit Gundam Ex Revue, as it's a sequel to Mobile Suit Gundam.

Banpresto have been making video games for over three years now and though their games have concentrated on Japanese themes, we have been tipping them to come up with a game of universal appeal since they entered this area of the industry.

Though they did get pretty close with Macross, they haven't really made it to date, although several of their games have done exceptionally well in the Japanese market which they are aimed at.

Mobile Suit Gundam was another one of their games that looked promising without reaching expectations, but it's quite possible that this sequel game could do much better.

While basically a fighting game, Ex Revue has the players fighting characters in these crazy mobile suits that allow them to do some extraordinary things. On top of this, they have some mean old weapons and special powers that differ from other games and it's not hard to imagine players taking a liking to the game if they take the time to get into it.

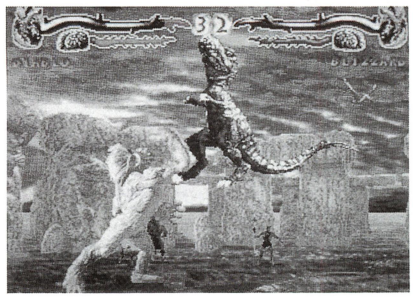
UPDATE - World Cup Soccer Pinball

Only just getting into some countries, and well after the World Cup is over, hasn't stopped this very good game from grabbing Pinball players right where you want to get them., in the pocket.

The universal appeal of the theme and the great game play in the game gives the impression that this is another one of Williams/Bally's games that will be around for a long time and which can be fully utilised in any type of location.

World Cup Soccer will probably slow down a bit now with the good new games entering the market, but it's got room to drop a few cogs and still be doing pretty good.

Primal Rage



Atari - Time WarnerInteractive

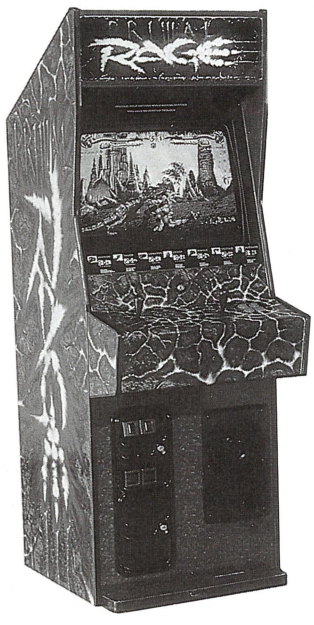
Whether they change their name to Time Warner Interactive or remain Atari, this good game maker is back, have no fear of that and this new fighting game could easily score big for them once it really gets into the market.

The big "twist" in this one is that players choose there fighting character from among seven different fantasy creatures including everyone's favourite dinosaur, Tyrannosaurus Rex, instead of the normal type fighter, in their quest to save the new planet, "Urth"

The game has over 70 individual moves for each character and many hidden techniques that players will be quick to spread the word on, once they are found. Using only four buttons with "power" hits mapped onto the top and bottom pairs, instead of the usual 5 or 6 buttons Atari have cleverly got the big number of moves associated with 6 button play into a comfortable configuration for the player.

The new technology graphics use stop motion techniques that present a picture almost as lifelike as that off a laser disc, but it's not just the graphics that make this game. The game play, the twist in using monsters and dinosaurs as the players characters, the great sound effects through the "Total Immersion Audio" system, all mesh together in a way that should attract a multitude of players.

Unfortunately though, the players will decide that, all we can do is tell you about it and though we don't think it's a the sort of super duper game that brings tears of joy to grumpy bank managers, we do think it will do very well, particularly in the big 33" and bigger cabinets This is a very visual game and on a big screen it can be awesome in effect. In the US it's available in both the 33" 'Showcase' cabinet and the basic 25" upright.



A distributor change has prevented us getting information on early testing at time of writing, so we'll have to wait a while for any real indications of how players react to the game, but everything available points to Primal Rage being different enough to attract players, and good enough to hold them.

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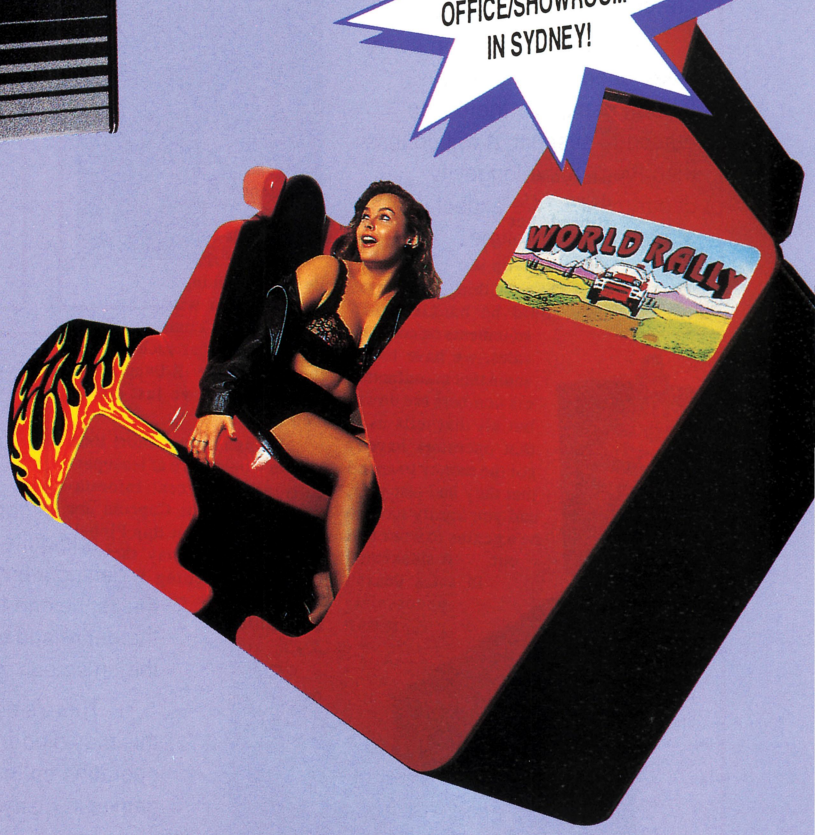

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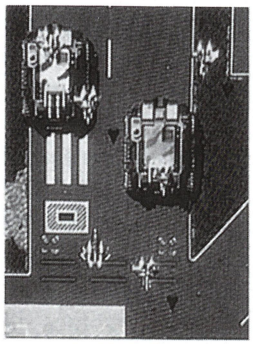
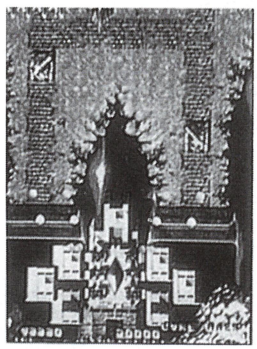
UPDATE
Raiden DX



Operators (and critics) often have a grumble about sequel games, but the Street Fighter games have shown that sequels can actually do better than original versions and it appears the very good flying/shooting game Raiden DX is going to emphasise that point. DX is to the original Raiden what a skyscraper is to a suburban house. We read about extra memory and all this stuff and get a bit blase about it all, but in DX you can see, feel and hear the extra memory. The game is a real buzz and players who don't normally play this type of game are dropping coin into it.



Raiden DX can earn every bit as good as the previous Raiden games so there's no reason to suspect it will do less than them in the longevity department. We expect it to be around for a long time.

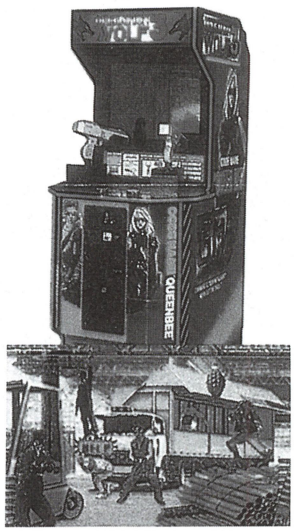
Operation Wolf 3

Taito/East Technology

There would be no shortage of operators out there that long for another machine capable of earning as much for as long as the original Operation Wolf of 1987 or so did, and many will perk up more than a bit, just at the mention of the game.

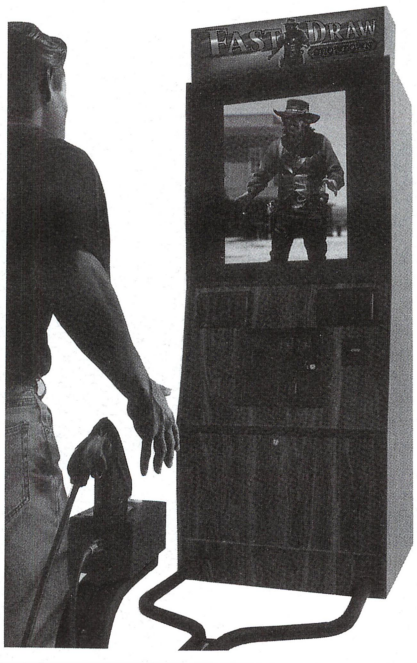
Whether Taito can take us back to those days with this new version of Wolf has to be doubtful as both times and playing trends have changed quite dramatically since then, but it's probably worth a go.

Wolf 3 is reportedly much closer to the original game than Operation Thunderbolt, though it is a two player interactive game.



It's back to the old rat-tat-tat guns and thankfully not those used in Under Fire, with the players object being to simply shoot the Hell out of everything that moves, and worry about the good guys you've killed, later.

With no known facts on what it can do being available, and strictly on opinion only, we'd go for steady and solid rather than big hit



Fast Draw Showdown

American Laser games

These games have generally been a bit disappointing since Crime Wars and quite a few operators we've spoken to think the concept may be getting a bit tired. But you never know in this business and maybe this is the one that will turn that all around as it does bring a new look to the genre and gives the players the opportunity to actually draw against the on screen villains, from the new look 'holster'

There's no doubt the game is better suited to a vertical picture, but this may hinder it's exposure as it would appear to rule the game out of operation on the big 50" screens that are commonly used with these games in many arcades .

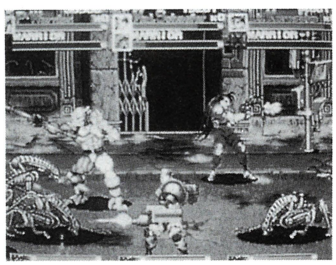
You certainly can't turn the big screens on their side to a vertical position and this would place many arcades in the position of having to buy the whole game instead of a possible conversion.

We have no figures to date on Fast Draw's earning power, but expect it to do better than the last couple of games.

CBI Games & General Product Section

UPDATE

Aliens vs Predators Capcom



Operators seeking new games that haven't had a good long look at this one from Capcom, could be missing out on a pretty good earner. Everything we hear about Aliens vs Predator is quite positive and it's apparently doing equally as good in all markets.

Players we've spoken to are pretty keen on the game and showing a bit of enthusiasm for a change. Operators that got in early have seen the games earnings remain steady at a good level.

We believe it can be bought in most parts of the world as a half board update, but it's not surprising to us that it's generally recording more plays per day in the US dedicated cabinet than where it's used in a generic cabinet.

Krazy Bowl

American Sammy.

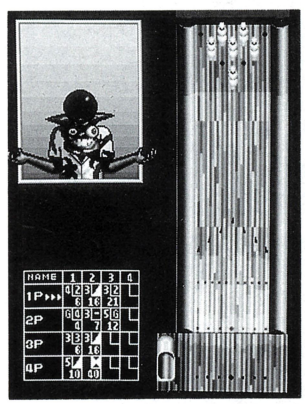
A game that should appeal to all ages is the new bowling game, developed in the USA by American Sammy and titled, Krazy Bowl.

A vertical conversion kit that comes in both Joystick and Trackball versions, Krazy Bowl is ideally suited to street operations. It's a game that has plenty of variety with two different games that both have different pin configurations through each frame.

More importantly the game is fun to play while still being competitive. It's 29 animated scenes provide lots of laughs for players , many of whom think it's totally 'krazy', but they kept coming back for more on all test locations.

Sammy have also provide the means to keep the competition alive by fitting the PCB with a back up battery that enables the game to hold the high scores.

Don't be surprised if this one causes a few rumbles.



Sports Fishing

Sega

Sega's latest creation, Sports Fishing should silence those who have been demanding something different to driving games, even if it does nothing else.

If this one's not different, this writer sure as Hell doesn't know what is!

Fitted with rod and reel and with a cabinet built to resemble a cabin cruiser, Sports Fishing certainly looks the part, but whether it can consistently attract players , remains to be seen.

For our money, and it must be said the game has not been played, it can only hope to get a sort of clique following, it's almost impossible to imagine video game players of whom the majority by far are action freaks, paying good money to go electronic fishing.

Sega are trying to take over the pubs in Australia with Daytona's and similar, maybe they're out to take over the worlds Fishing Clubs with this bloke.

Haven't got the glimmer of a report of any testing done by Sega on the game, but will be amazed if it can earn sufficient to warrant what is reportedly a quite high price.

CBI Games & General Product Section

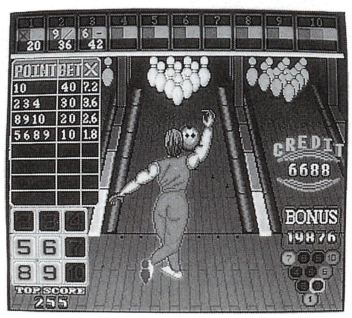
Bowling Star

Bao Ma Technology Co

If this Taiwanese made Ten Pin Bowling game can do the business in other parts of the world that it's doing in Taiwan, it could be worth getting hold of.

A simple but realistic game that comes up exceptionally good on screen and which gives players the feeling they are in a genuine game, Bowling Star could easily excite the Capcom Bowling players of a few years ago, many of whom still play the older game.

The game is being tried in a few other markets as this is written, but it's too early to tell yet what it can do outside of Taiwan, though the impression is there that it could turn out to be a pretty good pub game.

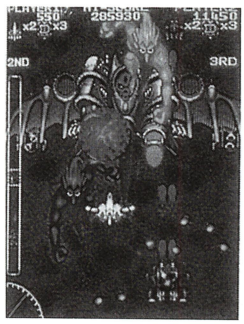


We believe the game can also accommodate a ticket dispenser, which could be a go.

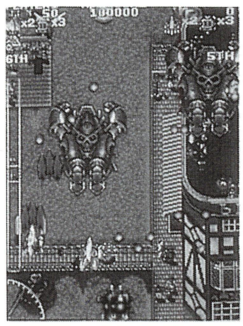
Kingdom - Grandprix

Eighting - Raizing

From a company that is new to us comes this rather odd, vertical game that appears to have a bit of everything in it, and though it seems to be targeted solely at the Japanese market, the fact that it comes from a much needed, new game developer, makes it worth having a look at.



Got no idea where the "GrandPrix" which suggests racing of some kind, as the two player interactive game is a sort of futuristic thing that revolves around a basic space, shooting theme Basic theme it may appear to be, but basic game it's not, there are things that happen throughout this one that you wouldn't wish on your great, great grandkids for a million quid. If the world ends up like this, we'll be all better off in our boxes, six foot under.



At the same time there is an element of fun in the game as no one could take it seriously, and this could be a valuable plus with players.

Graphics, sound and gameplay are good enough to suggest the company has had considerable experience somewhere in game making, maybe home games, but we have no idea if it can earn or not.

Home Run Hitter

Coin Concepts Inc

With major league Baseballers mucking around with strikes, it may be a good time to have a look at this Baseball themed redemption game from Coin Concepts.

Home Run Hitter has apparently returned some great figures around it's home market in the USA, but it should have broad appeal just about anywhere as the game is entertaining in itself, easy to play, and has the added benefit of redemption tickets.

Players of all ages can relate to running the bases on Home Run Hitter, even in places where Baseball isn't a major sport and you would have to think it would do well in pubs as well as arcades.

The games relatively small footprint makes it suitable for almost any location and the timeless theme almost guarantees a long life.

CBI Games & General Product Section

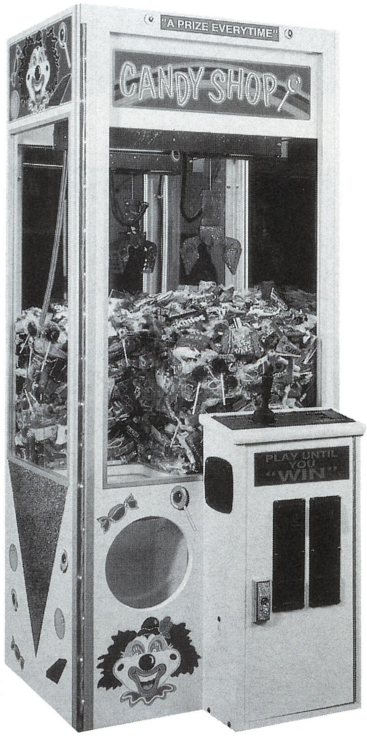
Candy Cranes

Candy Cranes similar to the one shown from the American manufacturer Grayhound have been operating very successfully in the USA for quite some time, but are only now really starting to spread around the world in any real numbers.

The Candy Cranes make operating cranes both profitable and quite a bit easier to keep earning well, than cranes with conventional merchandise.

And everybody wins with the "Play Till You Win" system that these machines employ, as no one leaves empty handed. For the operator, he doesn't have to worry too much about changing merchandise once he gets onto a good and attractive line of candy, all he has to concern himself with is keeping the machine clean and well stocked.

Well worth thinking about.



World Challenge Soccer

Premier Technology

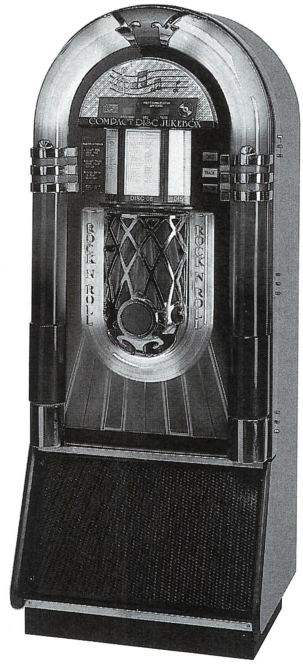
From what we hear about the performance of this game in pubs, the guys at Premier are probably kicking themselves for not making more.

World Challenge Soccer is as simple a Pinball game as you would ever want to see and when it was released early in the year, many thought it was too simple, but we have reports of it holding good pub earnings, rock solid for over six months in the same locations and not many pins can do that.

Seems the guys having a drink find it just what they want in the old pub, no brain drain, plenty of targets to whack and a reasonably "forgiving" nature that allows for the clapped out reflexes to keep the ball in play, probably longer than most deserve.

Not many around, but a top little game.

CD JUKEBOX PARTY HIRE



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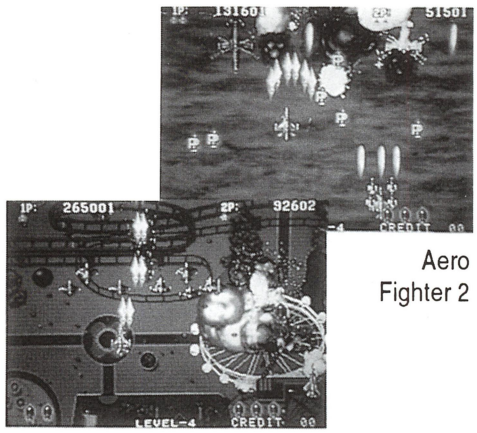
SNK



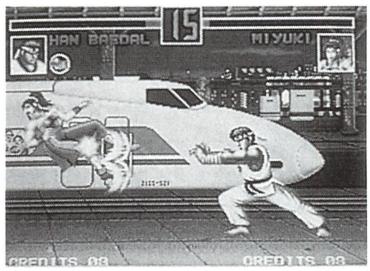
Aero Fighter 2

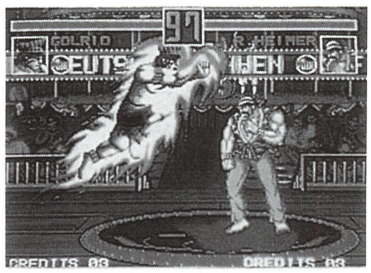
Few things give this writer greater pleasure than reviewing Neo Geo games as this system has proven the best system ever operated in coin-op games by such a wide margin that it's almost no contest.

There was always doubts in the early days of Neo Geo that SNK could not support the system fully with the number of games it would require, there was in fact quite a lot of scepticism, but the company has supported the system 100% and fully deserve all the kudos they get.

Today, the games are plentiful, they offer variety and they are better in a lot of cases than full conversion games, yet they still sell at a price that makes it almost impossible for an operator not to make money.

The batch of games now up for release will follow this line, and though we don't see anything really outstanding among them, there could easily be another Samurai Showdown or Super Sidekicks 2, but whether this is so or not, each and every one of them will earn many times it's cost and you can't ask for much more than that.





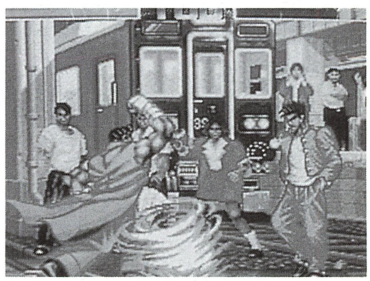
Fight Fever

AERO FIGHTER 2 - SONIC WINGS 2

It will depend on where you are as to what name you will see this game marketed under, but it is the same game and is a good follow up to the original which was produced on a normal PCB. Switching to Neo Geo could prove a good move for the makers (Video System) taking them into a very popular area of the market. The game comes up every bit as good on Neo Geo as it did on PCB and has opened quite strongly with players, it seems sure to do well.

FIGHT FEVER

This is a Korean made game for the System and a quite good one. "One on One" in the World Taekweando Championships is the theme and the makers, Viccom Vicco Vic-A Corp, have done a top job on the graphics and provide some innovative moves for players. There's some quite good early reports on the game and no real reason why it shouldn't do OK.



THE KING OF FIGHTERS '94

As the name suggests this is a follow up to the previous King of Fighters which did reasonably well in what was a tough market when it was released. This one takes things quite a bit further with what the company calls the "Team Battle System" which can match teams of three against each other. Looks good.

GanGan

GANGAN or AGGRESSORS OF DARK COMBAT

This one could be the pick of a good bunch, it's a big production number developed by ADK and runs on the big 100 meg board. Though it's pretty basic 'one on one' fighting, it has a few innovations that should attract players and has apparently tested very well. Graphics are excellent with big characters that respond well to the players directions and sound is great.

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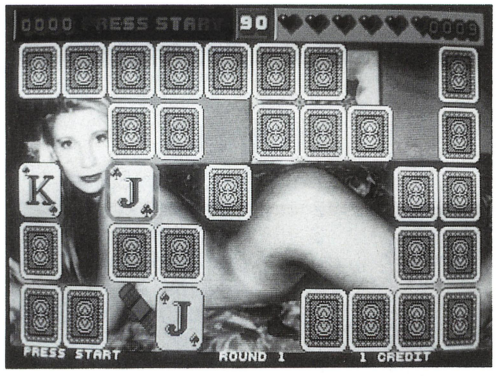
UPDATE - Joe & Mac Returns

Data East

Joe & Mac may have returned, but they unfortunately haven't done much better than the first time round, in most markets. There was a breath of hope on it's release that this one would be a considerably better performer than the first game, but except for the odd region where it's done marginally better, that has not proven to be the case.

It's fun to play and the players that play it, love it, but it has trouble in drawing a sufficient number of those players. When the price drops a bit more the game will make a reasonable filler for larger video centres, but it doesn't appear to have the necessary ingredients to be a front line performer.

Pairs Strata Group



Strata Group of the USA have just finished development on Pairs, a clever video game that should have no trouble finding a market.

Using a Joystick and button, players flip playing cards over, searching for a matching pair. If the cards turned don't match, they are turned face down again, but when they match, they disappear and reveal part of a digitised picture. Play continues until all of the cards have been removed and the hidden image is fully revealed and yep, you guessed it, if you're playing the adult version, the digitised picture revealed, is very revealing.

There are three versions however, Adult, Family and the Ticket or Redemption version, all have the same game play, but are customised to appeal to the various types of location. The adult version even has a "Modesty' setting that keep some parts of the picture covered, so providing the operator uses a bit of nous on which version, where.....no one should be offended by anything in the game.

While the game is fun and 'catchy' to play in either of the video only versions, Strata have completely changed the style of the game for the Ticket version that turns it into a good, quick, simple to play, and almost addictive Redemption game. They do this by using only 12 cards on the playfield that have 6 pairs of matching cartoons instead of the playing card pips. The player has 3 chances to match up the pairs in the shortest amount of time and is rewarded for his efforts with tickets. Everything is operator adjustable, number of tickets per match, per game, timer speed, etc etc.

It would be irony of a major degree if Strata, who have spent a fortune on big, complex driving and fighting games were to hit the really big time with a simple card matching game, but stranger things have happened and we tend to think they have a winner with Pairs.

The game will be sold in all versions as a conversion kit, though we suspect a dedicated Redemption machine will be made and marketed also.

cash box international magazine

GAME RATINGS

Japan

VIDEO CONVERSION

1	Virtua Fighter
2	Vampire
3	Super SFII Turbo
4	Crazy Cross
5	Mazinger Z
6	Fantastic Journey
7	Ichidant-R
8	Alien vs Predator

DEDICATED VIDEO

1	Wing Wars
2	Daytona Twin
3	Daytona DX
4	Ridge Racer 2
5	Ridge Racer DX
6	Star Wars
7	Final Lap "R"
8	Jurassic Park

PINBALLS

1	Judge Dredd
2	Tales From Crypt
3	Popeye
4	Street Fighter II
5	Star Wars

Hong Kong

VIDEO CONVERSION

1	Super SF II Turbo
2	Dark Stalker
3	Raiden DX
4	Mazinger Z
5	Batsugun
6	Fantastic Journey
7	Aero Fighters 2

DEDICATED VIDEO

1	Daytona USA
2	Suzuka 8 Hours 2
3	Ridge Racer
4	Revolution X
5	Out Runners

PINBALLS

1	World Cup Soccer
2	Guns 'n Roses
3	Indiana Jones
4	Popeye

United States

VIDEO UPRIGHT

1	Mortal Kombat II
2	Lethal Enforcers II
3	Revolution X
4	Virtua Fighter
5	NBA Jam Tourn. Ed.
6	Aliens vs Predator
7	Blood Storm
8	Aliens III

DEDICATED VIDEO

1	Ridge Racer
2	Daytona USA
3	Suzuka 8 Hours 2
4	Out Runners
5	Suzuka 8 Hours
6	Virtua Racing
7	Final Lap 3
8	Air Combat

PINBALLS

1	Star Trek
2	World Cup Soccer
3	Rescue 911
4	Addams Family
5	Demolition Man
6	Royal Rumble
6	Tommy
7	Indiana Jones
8	Twilight Zone

Germany

VIDEO CONVERSION

1	Raiden II
2	Super SFII Turbo
3	Mortal Kombat II
4	Super Sidekicks 2

DEDICATED VIDEO

1	Ridge Racer
2	Suzuka 8 Hours 2
3	Out Runners
4	Lethal Enforcers

PINBALLS

1	Star Trek
2	Rescue 911
3	Indiana Jones
4	Tommy

Australia

VIDEO CONVERSION

1	Virtua Fighter
2	Dark Stalker
3	Super SFII Turbo
4	Raiden II
5	Alien vs Predator
6	Mortal Kombat II
7	Dungeons & Dragons
8	Aero Fighters 2

DEDICATED VIDEO

1	Daytona USA
2	Daytona Twin
3	Ridge Racer
4	Suzuka 8 Hours 2
5	Lethal Enforcers II
6	Out Runners
7	Virtua Racing Twin
8	Crime Patrol

PINBALLS

1	Star Trek
2	World Cup Soccer
3	Rescue 911
4	Royal Rumble
5	Demolition Man
6	Addams Family
7	Tales of Crypt
8	World Challenge Soccer

United Kingdom

VIDEO CONVERSION

1	Raiden II
2	Super SFII Turbo
3	Alien vs Predator
4	Dungeons & Dragons
5	World Cup '94
6	Super Sidekicks II
7	Fantastic Journey
8	World Heroes Jet

DEDICATED VIDEO

1	Ridge Racer
2	Daytona USA
3	Virtua Fighter
4	Mortal Kombat II
5	Suzuka 8 Hours 2
6	Out Runners
7	Lethal Enforcers 2
8	Final Lap 3

PINBALLS

1	World Cup Soccer
2	Star Trek
3	Rescue 911
4	Demolition Man
5	Addams Family
6	World Challenge Soccer
7	Tommy
8	Indiana Jones

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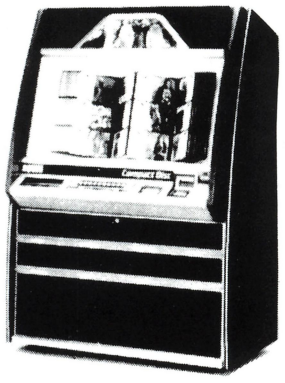

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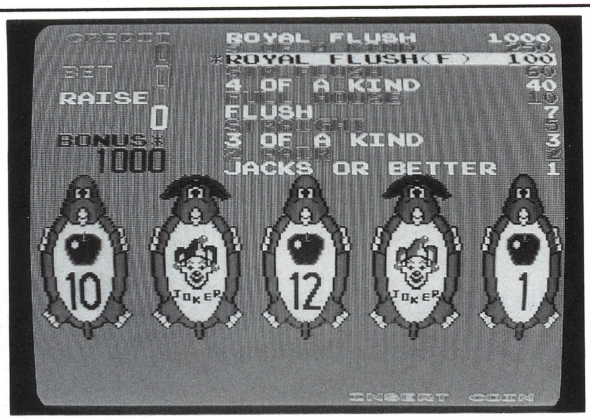

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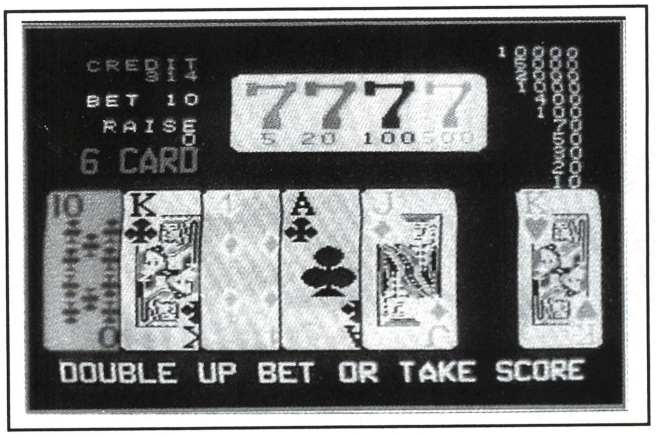

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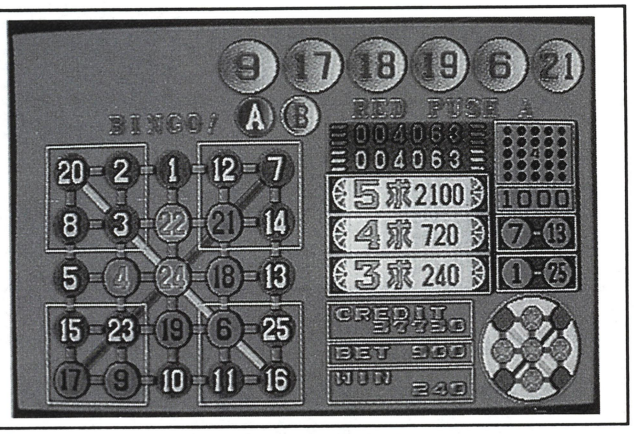

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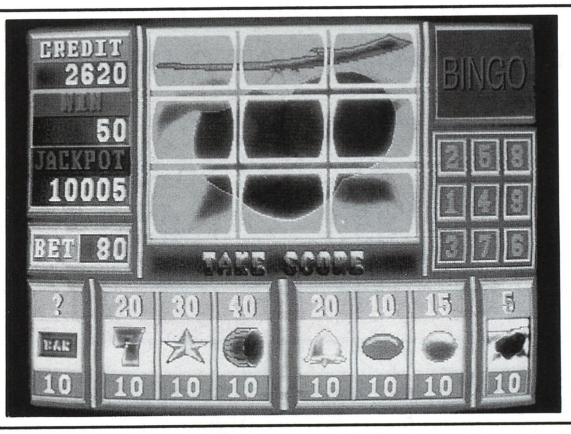

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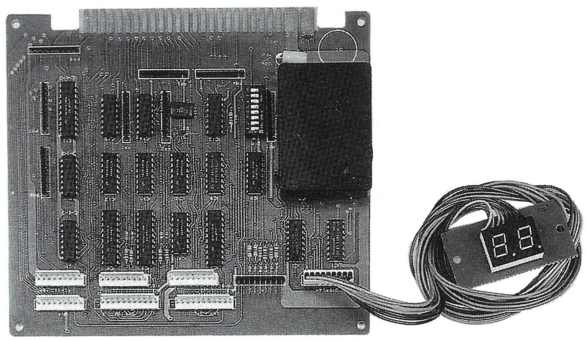

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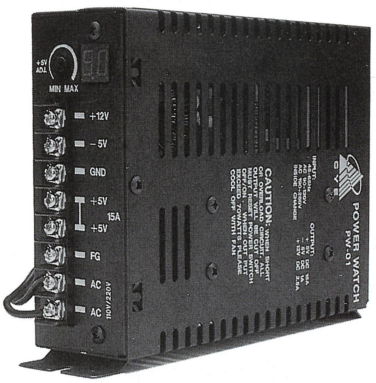

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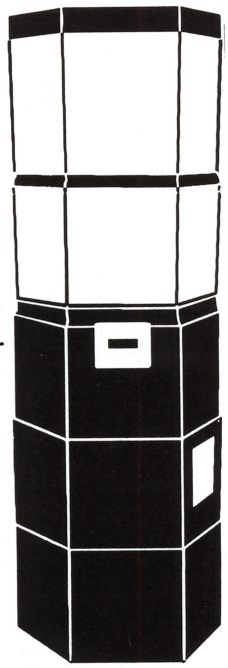

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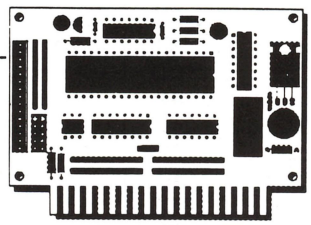

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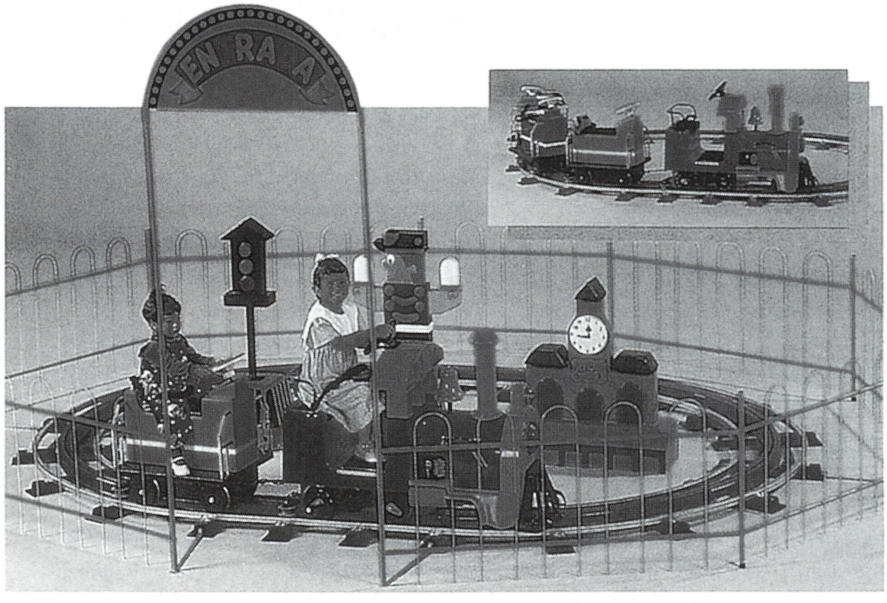

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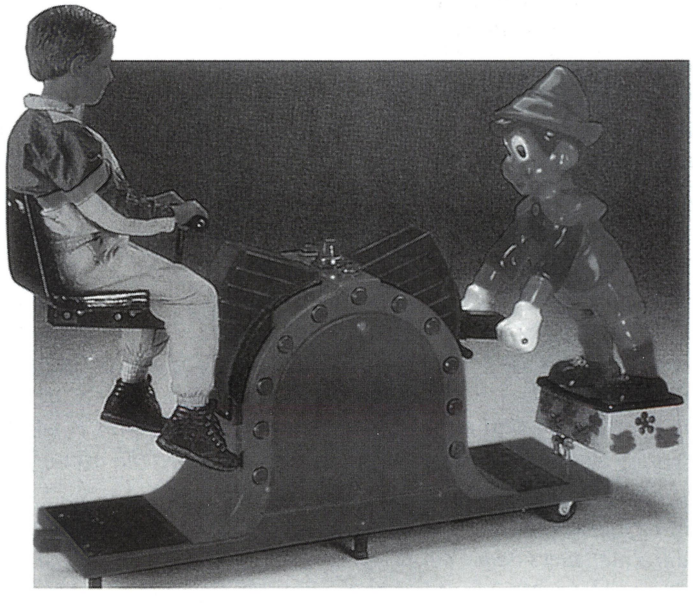

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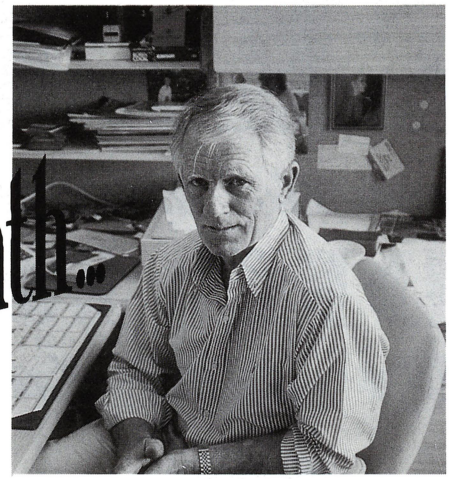

Having temporarily beaten off the Grim Reaper who visited recently in the shape of a mongrel flu virus, I found myself with a healthy dose of the "Feelgoods"

Ah, it's good to be alive at this time of year, thought I. Getting ready to wave the CBI banner at Trade Shows all over the world, to meet with mates that are normally only spoken to during most of the year, on the phone, and meeting heaps of new people that all have a different view on this fantastic industry we work in.

I was really on a high, wouldn't be dead for a million bucks, and then two separate bits of news from different sides of the planet almost brought on a total relapse and had me wondering if Hell was really as bad as they reckoned, and if so, how did one suck up to St Peter at this late stage in life

The first item was the news that Jap giant Sega was seeking to poach from the existing operators, every decent pub location in Australia

The second was that many US operators were buying a device called "Coin Doubler"which effectively halves their income by circumventing the programmed 50 cent play mode on Pinballs sold in the US, and returning the games to 25 cent play.

If ever anything stressed the fact that independent operators have to pick up their act and start facing reality, these two completely unrelated news items, do.

With the hungry giant, Sega on the move into pub and tavern locations and an operator attitude in the US that wants to go back to 25 cent play on Pinballs, there's nothing to feel good about. It's almost time to throw the old rope over the rafters and try that dance where the feet don't touch the ground.

The guys going back to 25 cents may as well try an air swing as do what they're doing. If they are that bereft of ideas that they have to pay money to buy gadgets that cut their income, they aren't feeling around for the self destruct button, they've sent out a search party to look for the bloody thing.

Sure when a guy pays his $3000, $6000 or like in Australia, his $8600 for a new pin he's entitled to do what he likes with it, but as the member of an industry that's feeling financial pain, he must know that by going back to 25 cents play he's undermining a price structure that when persisted with, will play a major part in his salvation.

And what about the name "Coin Doubler" for a device that makes 50 cents worth 25? If this thing isn't a "Coin Halver" I'm buggered if I know what is.

****

We've covered Sega's move into Australian pubs elsewhere so won't get carried away here, but what drives a company like Sega to start attacking pub locations operated by customers of long standing?

My old daddy used to call what the Jap giant is doing, "biting the hand that feeds you", but I guess that's all a bit old fashioned now, and anyway, trying to poach customers pub sites is not biting the hand, it's ripping the arm off at the bloody shoulder.

What they apparently don't understand, or care about at this time, is that if they rip all of our arms off, we won't be able to get the wallet out or write cheques anymore and it would certainly slow down the guys in the US that are fitting "Coin Halvers" to their Pinballs.

Hey, wait a minute, I'm starting to get a bit befuddled here, are Sega the villains or are they doing us a favour?

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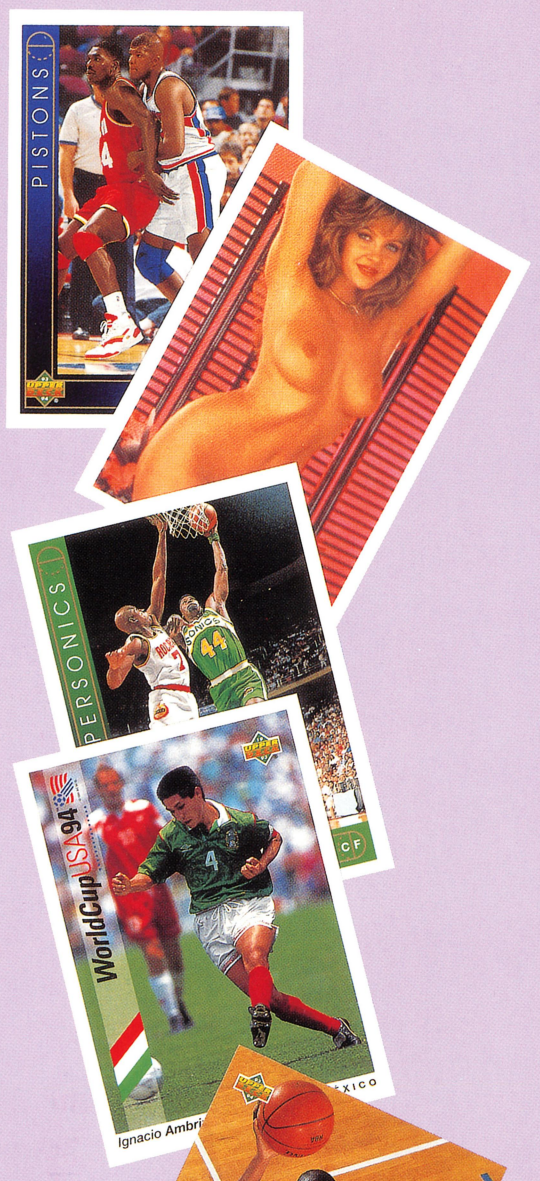

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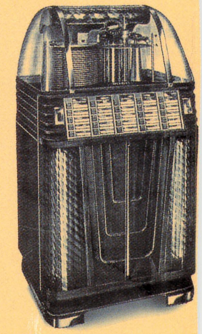


From Big Band to Bee Bop, Boogie Woogie to Blues — Our jukeboxes are always at the top of the charts. And, Legend has it that Rock'n Roll was actually coined from the name Rock-Ola.

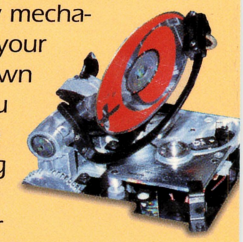
The latest Rock-Ola LEGEND is designed for performance outside and inside the cash box. Its striking profile and colorful graphics attract attention.

ROCK AND Roll

The LEGEND boasts a powerful 280 watt (RMS) amplifier with slide equalizers and six-speaker, dual three-way speaker system. The result is clear, digital sound reproduction.

280 WATTS

The LEGEND's "Sweet-16" title display shows 16 full-size CD jackets and title cards at once. And, its "mesmerizing" full-view mechanism flips your CD right down in front of you — attracting more attention, resulting inmore play. Available at your authorized Rock-Ola Distributor



Antique Apparatus Company

ROCK-OLA Manufacturing Corporation

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