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PLAY METER

JUNE 15, 1983

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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

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CONTENTS/ Volume 9, Number 11/June 15, 1983

FEATURES

Eliminate Coin Hassles 38

Two companies with computer era sounding names—Intec and ESAC—feature systems that may take the coin out of the coin-op industry. Mike Shaw explains the workings of the two techniques. On page 40, Valerie Cognevich gives details on the ITS system that strives to merge game accountability and security.

A Classy Arcade 48

Mary Claire Blakeman writes about the Good Times Entertainment and Food Emporium located in Portland, Oregon. A black-tie benefit for the Portland Opera, a plush interior, and an 80-person dining area contribute to Good Times' image.

Strong Hand 60

Who has control at your arcade? How do you handle sticky situations dealing with discipline and security? Gerald Walford, manager of a Maryland arcade, gives you practical, workable tips.

DEPARTMENTS

6 Up Front
7 Letters to the Editor
10 News
24 Equipment Poll
83 Tax Tips
84 Legal Hints
86 PR Problems/PR Solutions
98 Snapshots
100 New Products
106 Aids to the Trade
110 Technical Topics
117 Classified
131 Puzzle
132 News Briefs

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Bowling & Ice Cream Designs

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Pessimistic, Optimistic, or Realistic

By John Hawley
Philip Moss & Co., Denver, Colorado

In the past year, we have listened to and read many explanations concerning the current state of the industry.

The advent of video games brought much to all of us: technical breakthroughs and new markets. Yet on the bottom line, we find money—perhaps more than any of us dreamed of before.

Sounds too good to be true doesn't it? It was. Along with it came many problems.

Operators prospered and purchased more equipment. Distributors sold record amounts of machines. Manufacturers expanded their production facilities to supply these machines.

The tidal wave was in motion; we were all riding the crest until...

The unequivocal "Crash of 82."

Many operators have notes they are having trouble paying or even finding it impossible to pay. Distributors have huge amounts of money on these notes.

Manufacturers have layed off many workers and curtailed their production quotas.

We all ask why and look for the answers to the problems. Yet we created the problems; therefore, we know the answers.

It's all right having hindsight, but perhaps more foresight should have been used in the past years.

When riding the video game wave, who thought of saturation of the market, liquidation of stock, or even bankruptcy? Who cared? We were making money; everything was rosy.

I wouldn't be so naive to say that all operators, distributors, or manufacturers didn't think ahead because some businesses are quite healthy. Yet being truthful, there were a lot that didn't consider the future.

We can look for scapegoats for our position: zoning laws, heavy taxes, gray area games, and the video pirates. The list goes on.

Yet the main cause was our inability to look to the future and plan accordingly.

Our industry has gone through depressions, recessions, and all manner of problems. When I say "our industry," I don't just mean the video industry but rather the coin-operated industry, for that's what we are.

The coin-operated industry has been here all of this century and how many of your fathers and even grandfathers were part of it?

Video games have been the icing on the cake, but there is no doubt in my mind that the coin-op industry will be with us at the end of this century.

Manufacturers, distributors, and operators need one another to survive; lose one and you lose the others.

A greater understanding of the problems and cooperation to their resolution is needed on every level of our industry.

Enough tar and feathering has gone on. The witch hunting of certain parts of the industry hasn't resolved any problems.

Headlines concerning raids on pirate games look good, but they do little to improve the national problems these games create.

More cooperation between the manufacturers is needed to combat this problem. Hundreds of millions of dollars are lost each year to copy games.

Can you blame an operator for paying $1,000 less to buy a copy game over a legal one?

Can you blame a "fly-by-night" manufacturer for making these games when there is little chance of him being caught?

We can blame gray area video games for a lot of our problems, but can't we remember that a lot of manufacturers, distributors, and operators blossomed during the heyday of one-armed bandits? Some even got their start there.

All the answers to our industry's problems are within our grasp because we created the problems.

We can be *optimistic* and say that everything will work out fine.

We can be *pessimistic* and say we are in dire straits.

Or we can be *realistic* and find the problems and do something about them.

'Tasteless' article

I was disgusted by the article concerning Len Wisz of Gremlin in your AOE issue (April 15, p. 41).

Whoever acted as a spokesman for Gremlin showed a complete lack of taste and professionalism. I'm sure that Sega/Gremlin does not intend to conduct its business in this manner.

By publishing this tasteless news release, *Play Meter* more than matched Gremlin's stupidity. I hope that both of you will quickly issue an apology to Mr. Wisz.

Incidentally, Len Wisz is one of the most intelligent, likeable, and professional marketing men that I've ever met in this industry. There are many of us who wish him all the best in his new endeavors.

Brian Warkentin
President
Intrepid Marketing Inc.
Los Altos, California

[*Editor's Note: We agree with your characterization of Len Wisz as one of the industry's capable managers and hope that he'll stay with the coin-op amusement business. Many companies could benefit by his abilities and expertise.*

It is important to note, however, that the story said nothing about imcompetence. Rather, it stated that Wisz and his superior had "personal and professional differences."

It is true that corporate releases rarely disclose that a departing employee has been fired. He has "resigned to pursue other interests" is a common company explanation whether or not that is actually the case.

It is only fair to say that Sega was just as disturbed as you on how we presented the story. Obviously our information did not come from a company news release, but rather from an unofficial source within Sega.]

Opinion on gray areas

Everyone remembers the famous riddle "Black and white and read all over," the answer being of course, a newspaper.

So, why are the so-called "gray area" games called gray? Is it because they are in-between black, which probably means an automatic payoff gambling device, such as a slot machine, and white, which represents a 100 percent amusement video game, such as the famous *Pac-Man*?

Rather than call these games gray area games, I would have to say they are "subterfuge" games, simply because, with the help of your friendly bartender, clerk, or cashier, they can, at an instant's notice, become 100 percent gambling devices and, of course, make money accordingly.

Please don't think for one minute that this writer is a reformer. In fact

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the opposite is true. In my lifetime I have been known to make quite a few bets on football and perhaps was the only Tulane University football player in history to have read the racing form on the bench.

Furthermore, I have been an advocate of legalized gambling in my own state for many years and have written many articles, letters, and even made speeches at the University of New Orleans advocating legalized gaming. Therefore, I do believe that I am well qualified to speak on the gray area games from my many years of experience.

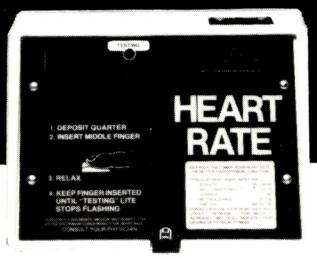
The gray area games, if legalized by state legislators and allowed to legally award prizes in money, merchandise, or both, and if they were well regulated and allowed to run in places where minors do not frequent, then these games could be wonderful sources of revenue for the states, various cities, and towns.

But, run as an illegal subterfuge, sneak type operation, any and all operators, distributors, and anyone else who fools with the games is asking for trouble. Take it from one who knows! When you operate any kind of subterfuge gaming device, an operator, distributor, or location owner is subject to arrest, harrassment, surveillance by any and all law enforcement bodies, including the city, county, and state police; the FBI; the CIA; the IRS; the Crime Commission; U.S. marshalls; and believe it or not, postal employees. They were used to get payoffs on bingo pinball games throughout Louisiana and Mississippi 12 years ago.

So, my advice to you is, unless you can run these games with perfect safety, under a license—unless you can go to bed at night happy in the thought that your games are not subject to confiscation and you and your locations not subject to arrest—then I say operate all the gray area games that you can put out.

But, until such times come, don't operate these games. Please, don't endanger the livelihood of thousands of operators, location owners, manufacturers, and everyone connected with the industry who is manufacturing, operating, and distributing innocent amusement video games that do not have any kind of gambling theme.

Louis Boasberg
New Orleans Novelty Co.
New Orleans, Louisiana



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Simutron praises article

We appreciate the fine article on our company in your April 1 issue (p.32). It has generated a tremendous interest in our product. We understand that your staff has also been busy forwarding several phone calls to our corporate office. We appreciate this extra work on their part.

You may want to inform your readers that they can contact us direct by calling 619/758-1353 or by writing Simutron Inc., 956 Vale Terrace,Suite 209, Vista, CA 92083.

Again, we would like to thank you for the professional manner with which you and your staff handled the article on our company

Grant J. Hallstrom
Executive Vice President
Simutron Inc.

Kurz Kasch reprints dating from March 1, 1981 through August 1982 are available from *Play Meter* in sets only for $20 (prepaid).

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NEWS

BY MIKE SHAW

JUSTICE DEPARTMENT SUES LEISURE TIME • PENNSYLVANIA SCRUTINIZES GRAY GAMES • GAMES GALORE WINS 'CRAZY KONG' SUIT • FIVE GAME LIMIT DROPPED • FBI, D.A. WIN GRAY AREA CASE • PLAYER EXPO ATTRACTS HUGE CROWD • ITC STUDIES VIDEO PRODUCTION • PENNSYLVANIA OPS WON'T PAY TAX • DISTRIBUTORS SIGN UP FOR CVS SYSTEM • THEY STEAL TO PLAY • QUEEN DUBS COIN CONTROLS • BIG 3 EARNINGS DISMAL

JUSTICE DEPARTMENT SUES LEISURE TIME

The U.S. Justice Department has filed suit against defunct Leisure Time Electronics and its principals Eugene Hill, Joseph Cassioppi, and William Thompson for violating FTC regulations governing the sale of business opportunities and franchises.

For almost three years, the Federal Trade Commission gathered information on Leisure Time Electronics and its principals. The suit was filed in the U.S. District Court in Indianapolis.

The company—subject of exposes by *Play Meter* (January 15, 1982, pgs. 39-41), ABC-TV's *20/20*, and several TV news programs nationwide where Leisure Time had set up its traveling sales show—is accused of violating FTC regulations devised in 1978 to protect investors from business opportunity scams.

If guilty, Leisure Time principals face civil penalties—fines, injunctions, and refunds to unhappy customers.

"If the court finds them in violation of the rule, we will do our best to contact the injured parties and to publicize the decision so that those whom we are not aware of can come forward with their claims," an FTC official said.

More likely, however, a decision against the Leisure Time principals will bring only an injunction against their further participation in the same business. Seldom, indicate several FTC attorneys, is any significant redress accomplished in matters like these.

According to several people who bought games from Leisure Time, or its Texas-based sister company Fascination International, salesmen lied about minimum levels of expected game income. They said salesmen also lied about pre-arranged locations—Leisure Time told customers it had location agreements with the Marriot and Hilton hotels and Burger King restaurants—and about the ease of maintaining and servicing video games.

They also told customers their business opportunity was approved by the FTC and the Department of Commerce. But no approval was or could have been given.

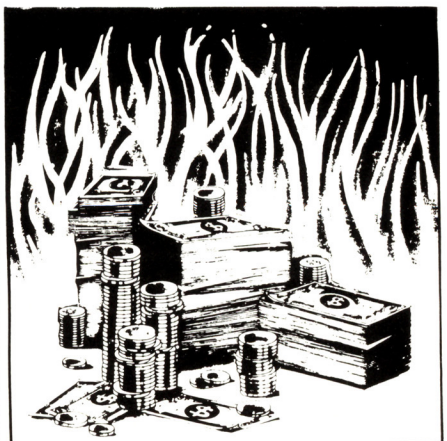
The suit contends that Leisure Time, Fascination, and Challenge Electronics (a name Leisure Time principals currently use to market their games) are "mere shams, organized and operated under the total dominion and control of, as the alter egos of, and solely for the personal benefit of, Hill, Thompson, and Cassioppi."

Leisure Time won an initial bout with the FTC. In July 1980, the commission issued a demand for material, including Leisure Time's client list, but a federal judge in Denver ruled the commission overstepped its authority.

Over the last two years, *Play Meter* has interviewed Leisure Time customers. They had not been associated with coin-op amusements before they attended a Leisure Time show. The customers claim Leisure Time took advantage of their lack of knowledge of the industry.

"I bought an inferior product at a higher price than I would have paid for a good game," one Leisure Time customer complained. He echoed the sentiments of several others who have fallen victim to Leisure Time claims that games it sold for $3,000 to $4,000 apiece would pay for themselves within a few months. •

PENNSYLVANIA SCRUTINIZES GRAY GAMES



WHICH WAY DID IT GO?

The Pennsylvania Supreme Court will rule whether "gray area" games should be classified as gambling devices in that state.

(continued on page 15)

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Bally's Response to 'The Great Mesquite Puzzlement...Why?'

Editor's Note: Here is a reply from Bally Manufacturing Corp. regarding the article "The Great Mesquite Puzzlement... Why?" (See Play Meter, *April 1, page 36.)*

Rufus King's article titled "The Great Mesquite Puzzlement... Why?" attacking the handling in the United States Supreme Court of *City of Mesquite v. Aladdin's Castle, Inc.*, appeared in the April 1, 1983 edition of *Play Meter*, page 36.

The case, having been remanded to the United States Court of Appeals for the 5th Circuit, was recently redecided by the 5th Circuit in an opinion that found the under-17-year-old-age restriction invalid under Texas law.

On behalf of Bally Manufacturing Corporation and Bally's Aladdin's Castle Inc., which was a party to the litigation, I would like to take this opportunity to give a short reply to Mr. King.

I have no intention of responding to each of Mr. King's scattered observations other than to say generally that his entire presentation was simplistic, lacking in careful analysis, and not responsive to reality. His central thesis was that the *Mesquite* case presented the industry with an opportunity for a Supreme Court decision recognizing constitutional protections for coin-operated games. But because of the decision of Bally's attorneys and industry participants to argue the case on different grounds, the opportunity for a definitive statement from the court has been lost. Nothing could be further from the truth.

Bally is as anxious as anyone to have the Supreme Court find that coin-operated games are constitutionally protected and must be free from the kind of nonsensical restraints sought to be imposed by the City of

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Mesquite. Mr. King's assertion that our lawyers decided "not...to argue the case on the merits" in the Supreme Court is simply not true. The longest section in our Supreme Court brief was devoted to these important constitutional questions, as was half the oral argument before the court.

Bally, however, is not a single-minded religious crusader. Rather, it is a practical, responsible business organization. While we are confident that the Supreme Court will eventually resolve the broad constitutional issues in a favorable manner for the industry, we were not willing to abandon other arguments that could lead to a favorable resolution of this particular lawsuit. Our attorneys were, therefore, instructed to advance all reasonable arguments for upholding the 5th Circuit's 1980 decision invalidating the age restriction.

One such argument was that the Mesquite 17-year age restriction was invalid not only under federal law but also under state law, and that because of the adequacy of the state law grounds, the Supreme Court should decline to consider the case due to certain principles relating to the jurisdiction of the court in deciding state law issues on appeal. We felt at the time, and continue to feel, that to have abandoned this argument, as Mr. King appears to suggest should have been done, would have been grossly irresponsible.

Bally is not a religious crusader, but a practical business organization.

As things turned out, the Supreme Court in February 1982 remanded the case back to the 5th Circuit for further consideration of the state law grounds. In its March 31, 1983 opinion, the 5th Circuit definitively decided that the age restriction is invalid. This can hardly be considered an adverse development. Not only does the 5th Circuit's 1980 decision that the age restriction violated federal constitutional guarantees continue to stand, but the federal court's new decision now joins the growing number of cases finding this kind of restrictive legislation invalid under state law as well.

Far from losing an opportunity for a definitive statement, we believe the course of proceedings in the *Mesquite* case makes an ultimately favorable decision by the Supreme Court much more likely. We would urge Mr. King to demonstrate the patience necessary to allow the court to decide the important constitutional questions in a manner keeping with its traditionally deliberate pace in resolving issues of this magnitude. •

Glenn K. Seidenfeld Jr.
Vice President, Secretary, and General Counsel
Law Department
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(continued from page 10)

The ruling is anxiously awaited by the amusement games industry because some Pennsylvania amusement operators operate gray area machines.

On April 25, the seven judge panel heard arguments about Electro-Sport's *Draw Poker* in an effort to clear up conflicting lower appellate court rulings about the games.

Pennsylvania's Superior Court has ruled the machines legal, while its Commonwealth Court has found the games to be gambling devices.

Gray area games became an issue earlier this year when Allegheny County (Pittsburgh) District Attorney Bob Colville charged that money from the games was used to finance organized crime in the state. The issue surfaced again when a federal grand jury lodged extortion charges against two Philadelphia policemen for taking protection payments from operators to assure police would not make arrests at their gray area game locations.

Louis Georges, the first president of the one-year-old Pennsylvania Amusement and Music Machine Association and chief of the Pittsburgh regional association, has defended the games as amusement devices. In a Pittsburgh *Press* newspaper story, he pointed out the games are clearly marked "For Amusement Only" and that they should not be confiscated. That stance has led at least one district attorney in Pittsburgh to view the operator associations with skepticism.

Kemal Mericli, who argued the state's case in the state Supreme Court, told *Play Meter* he thought the amusement associations were organized to create credibility and seeming industry support for gray area games.

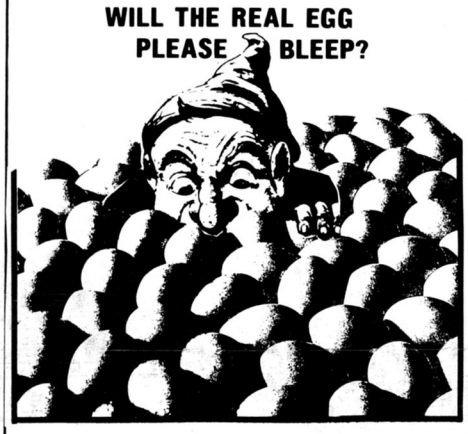
"These associations have come to life along with the gray area games," Mericli said. "Those of us throughout the state in law enforcement have a lot of respect for the vending industry, but I don't think these new associations are very representative of that industry."

Paul Corey, acting executive director of the recently formed Pennsylvania state association, said he disagreed with Mericli. He said there are already 141 members in the group out of about 500 operators in the state.

Corey, who has campaigned against gray area games in Ohio as director of the Ohio Amusement and Music Association, admitted he is having difficulty with the gray area issue in Pennsylvania.

"As temporary coordinator of PAMMA, I have repeatedly counseled Pennsylvania operators that operating gray area games is not the right way to go," Corey said. "But Pennsylvania has been tough to bring together. The geography itself makes organizing very difficult, and operators in different parts of the state have very different opinions on how things should be done. But things are coming together. The important thing now is for them to come up with a good executive director." •

GAMES GALORE WINS 'CRAZY KONG' SUIT



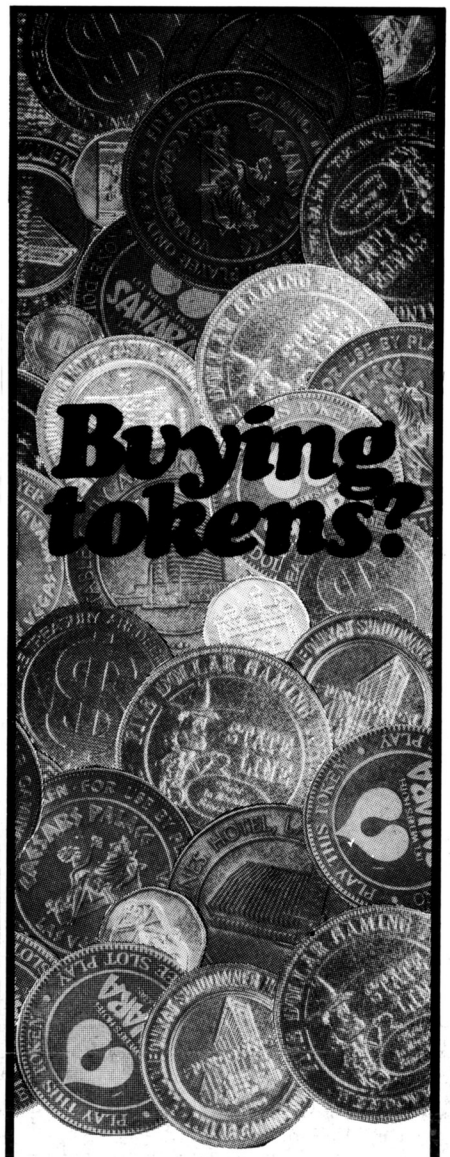
A Dallas distributor, nabbed by Nintendo of America for selling *Donkey Kong* imitations, has won a suit against Direct Connections of Los Angeles, the company who supplied him with the illegal copy games.

Ron Markis, of Games Galore in Dallas, said the suit was an effort to protect himself in case a group of Nebraska operators to whom he sold the copy game are successful in their suit against him.

"My only intention in suing Anderson was to cover myself as far as the Nebraska suit is concerned," Markis explained.

Markis won a default judgment of $370,000 when Direct Connections principal Chris Anderson didn't appear in Dallas County Court for the case. The initial suit asked for $80,000 for damages Markis incurred as a result of Anderson's "deceptive trade practices."

Markis said he purchased about 20 *Crazy Kong* games and some additional illegal printed circuit boards from Anderson, most of which he sold to operators in Dallas and Nebraska. The Nebraska operators have sued Markis



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for $50,000 to cover their loss of revenues when Nintendo forced them to stop operating the pirated pieces.

Anderson was unavailable for comment, but a source close to him said Anderson did not respond to the suit because he was financially unable to do so. The source said Anderson had already settled with Nintendo for his part in the manufacture and distribution of the pirated *Crazy Kongs*.

Markis, too, has faced litigation from Nintendo for his role in the distribution of the *Crazy Kong* games. He said Nintendo dropped its suit against him when he agreed to surrender unsold games.

The offending printed circuit boards were built by Falcon Industries in Japan under contract with Nintendo's Japanese headquarters to produce and distribute *Donkey Kong* in Japan. Several hundred of the boards, however, were illegally diverted to the United States for assembly and sale as *Crazy Kong*. •

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FIVE GAME LIMIT DROPPED

A New Jersey operator was victorious in challenging the constitutionality of a Jersey City ordinance which limited the number of games he could operate in a single location to five.

Superior Court Judge Donald Coburn ruled the ordinance was in opposition to principles established in the state constitution. Coburn ordered the city to issue Richard Kaminski 25 additional video game licenses for which he had applied.

The court also ordered Jersey City to drop its video game licensing fee, calling it "discriminatory."

Charles Gormally, Kaminski's attorney, said the five-game limit was installed at the "unchecked discretion" of the city's license inspector as a way to keep arcades out of the city.

"The court found it was unconstitutional to give unlimited discretionary power, with no standards to use as guidelines, to any one individual in deciding how many games could be located in one establishment," Gormally reported.

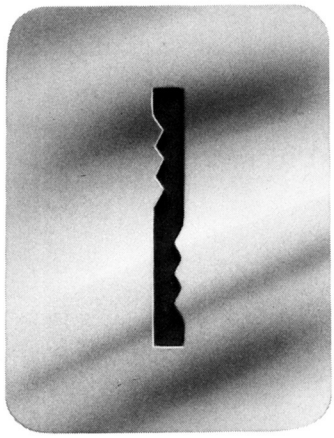
The overturned licensing fee, also structured to prevent arcades from opening in Jersey City, charged owner/operators of video games $200 per game and video game locations which do not own their equipment $45 per game.

Officials in Jersey City said their next attempt to control video game proliferation will be through strict zoning regulations. •

FBI, D.A. WIN GRAY AREA CASE

The FBI and the local district attorney's office have combined for a courtroom victory over "gray area" gambling devices in Boston.

Nicolas Rampino, on duty in a Boston bar when police raided it, was found guilty of possessing a gambling machine and using the premises for



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NEWS

gambling.

The video poker machine was found to be a gambling device after FBI agent William Holmes testified. Holmes is an expert witness in gambling cases, who helped the court determine the machine is a game of chance rather than skill, said Donald Feener, a Boston area assistant district attorney who is preparing Rampino's appeal.

The games have been an embarrassment to the coin-op amusement industry in Boston for several years. In 1980, the Coin Machine Industries Association, an active Boston area operators group, sued six operators in Suffolk Superior Court to keep them from operating gray area games.

"You try putting *Pac-Man* next to video poker," Valerie Pawson, a CMIA attorney, said candidly. "The poker brings in $100 a day. Financially, it's a disaster for the legitimate operators."

The CMIA is currently supporting state legislation to prohibit licensing the games.

Rampino's appeal was scheduled to be heard June 1 by the Boston Municipal Court. •

PLAYER EXPO ATTRACTS HUGE CROWD

"...AND THEY ALL HAD A VERY GREAT TIME..."

The Amusement Players Expo, a two-day opportunity for video enthusiasts to play and rate the coin-op industry's latest games, has left its promoters thrilled and its exhibitors exhausted.

The crowds, totaling more than 5,700, gathered mostly during the evening hours, hovering around 60 coin-op pieces set for free play at the Milwaukee Exposition and Convention Center, March 30-31.

The event was staged by Ed Anhalt at his Just Like Downtown arcade and promoted by local radio station WLPX. Coming on the heels of the Amusement Operators Expo in Chicago, March 25-27, it was designed to give manufacturers an opportunity to show new games to the ultimate judges, the players. To allow players' assessments of the games, Anhalt devised and distributed "rater-reaction cards," 18 questions to be answered "yes" or "no" in grading each game on its play and eye appeal.

"The idea was very good," said Jim Jarocki of Bally/Midway. "We got valuable research data." Bally/Midway and Williams were the only major video game manufacturers who sent representatives to the Players Expo. Kiddie Rides U.S.A. and Electro-Sport also exhibited.

Vast crowds gathered as video game fanatics learned that after paying an entrance fee of just 25 cents for children and 50 cents for adults, they could play the industry's newest creations for free. The sometimes unruly herd made it difficult for the game manufacturers to keep up with the action.

"We were able to gather some good data because we brought a large staff," Jarocki said.

He said such an event could be an effective way to gather important data on new releases. Because of the tremendous number of players on hand, a firm could learn a lot about its games quickly.

"We're not adverse to making changes on a game even days before it is scheduled for mass production," Jarocki noted.

Anhalt wants to take his show on the road, setting up in various large markets to gather player response for manufacturers. In addition to rating the games, Anhalt said the expos would serve to introduce players to new games, increase player recognition of specific games and manufacturers, and enhance the image of the video games industry within large cities.

"On a day when two negative stories about video games appeared in the local newspaper, we were able to create some very positive press for the industry," Anhalt said. •

ITC STUDIES VIDEO PRODUCTION

The International Trade Commission is studying how American video game manufacturers stack up against foreign competition. The study, inspired by the rapid growth of the U.S. industry, will examine arcade and home video game production.

"The report is being compiled for the benefit of American manufacturers," said Ralph Watkins, who proposed the study and is conducting it. "We will develop data that will show trends in video game production, as well as trends in importing the games."

The Commission approved the study, Watkins said, because of the volume of international trade activity that accompanies the current popularity of video games. The ITC hopes to establish data useful in determining prospects for future employment in video game production in the U.S. in light of what he called a "growing reliance on overseas assembly of video games." It will include an assessment of the markets for the games in Canada, Europe, and Japan.

The study will be conducted in cooperation with the Washington-based Electrical Industries Association and in accordance with information gathered from American game producers.

In fact, Watkins said, the ITC is actively seeking American manufacturers' participation in the form of submissions of commercial or financial data. The deadline for submissions is October 30, 1983. •

PENNSYLVANIA OPS WON'T PAY TAX

Operators in the Norwin, Pennsylvania, area received the support of their fellow businessmen in refusing to pay an amusement gross receipts tax passed last June by the Norwin School Board.

The tax applies to virtually every form of entertainment, including coin-operated games.

The tax, due March 31, requires

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operators to pay 10 percent of gross receipts even if their businesses have lost money. "We understand that no one has paid the tax—except one person," Marvin Berk, president of the Township Association of Businesses (TAB), stated. According to Berk, paying the tax would put two local golf courses out of business.

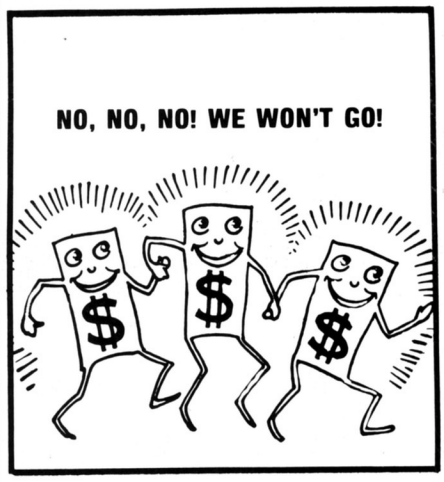
Although the tax affects only 25 to 30 of its members, TAB has given its support to the opposition of the tax. The group recently conducted a telephone campaign to voice its grievances to school board members. "When one business has a problem, we all have a problem. We have pledged at our meetings to support each other," Berk explained.

Originally, the group planned to file suit against the school board, but to avoid court costs, TAB decided to let the board make the first move in enforcing the tax. A similar tax was placed on coin-op machines 15 years ago in the area, and Berk noted that it has never been enforced. If the issue does go to court, however, Berk said that TAB will fight it in an attempt to at least delay it.

The school board, Berk added, has a budget of $16 million and is seeking an additional $25,000 from this amusement tax. However, he pointed out, if implemented, the tax will generate revenue far exceeding $25,000. For example, he indicated the gross receipts tax would force one golf club owner to pay $35,000 although he lost a substantial amount of money last year.

TAB, which has approximately 100 active members, previously delayed a mercantile tax for three years, finally reaching an agreement on a compromise tax. While the group spent $20,000 in court fees, Berk stressed that the compromise saved area businessmen approximately $500,000. •

—By Dawn Adorno



The Token Zoo

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DISTRIBUTORS SIGN UP FOR CVS SYSTEM

Century Electronics has signed an unusually large number of distributors in an unusually short period of time for its CVS interchangeable game system (formerly marketed by defunct Tuni Electro Services Inc.).

The Britain-based company manufactures a conversion system designed to work in any dedicated game with a standard color monitor, according to

ONE YEAR AGO

Midway's *Galaga* was the Number Nine game in the *Play Meter* Equipment Poll. And distibutors were busy selling hot games One through Eight. One year later *Galaga* is still a top-earning game and those flash-in-the pans are no more.

Central Distributing is a games expert. We didn't base our advice back then and we don't do it today on an overstocked inventory. We aren't trying to sell you on One through Eight because that's what's supposed to be hot today. We want to sell you what you need to make money, games like *Galaga*.

So, when you're looking for today's hottest game at the best possible price, shop elsewhere. That's not us. But, when you're looking for solid advice and games that don't go poof in the night, come see us.

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NEWS

Mickey Greenman, U.S. company head.

Signed recently to distribute the CVS system include Betson (New Jersey, New York, and Connecticut), Eastern Music (Philadelphia), Games Sales (Memphis), Interlogic (Chicago), O'Connor (Dallas), Pioneer (Milwaukee), Atlas (Pittsburgh), and the Bally and Rowe International networks. More distributors are to be announced soon, a company official said.

The system, which is comprised of a motherboard, connector board, and game board, is more expensive than most conversion kit games. Cost to the operator varies between $1,095 and $1,295, depending on whether the distributor installs the system, Art Warner of Betson, an East Coast distributor, said.

The first additional game purchased costs approximately $275 (the game, header, and installation kit), but additional games are available with a trade-in of an older game board for approximately $150 each, Warner said. CVS games cannot be installed in other interchangeable systems.

Distributors also have the advantage of being named exclusive distributors in the areas they represent. "The line is yours—it's not a split line," commented Bob LeBlanc of Rowe, adding that Rowe is the exclusive distributor in parts of New England and upstate New York.

"The system appears to be a decent, well-running system, and a new game is converted in less than five minutes," LeBlanc added. To change games, a new snap-in module game board is installed, replacing the old game board. LeBlanc said that three of the company's games, *Hunchback*, *Outline*, and *Eight Ball*, are excellent.

Pat Calarino, eastern regional sales manager at Century, noted that the company has made improvements in its product line since it was marketed by Tuni. An improved connector board (UBC) is one of these revisions, he said. •

—By Dawn Adorno

THEY STEAL TO PLAY

In statements given to the Indianapolis police, members of a local gang admitted they recently burglarized 31 homes in order to get money to play video games.

Three adults and four teenagers were arrested for stealing cash, jewelry, and other valuables in the city's east side district. Reportedly, the gang members used an arcade called Mechanical Works as a meeting place. Mechanical Works is now closed, as police have revoked the license and arrested the arcade owner for allegedly receiving some of the stolen goods. One of the arcade's managers was also arrested for selling drugs.

According to Detective Fred Snow, police increased patrol of the area after some of the burglaries, so the gang moved its meeting place to another arcade, the Video Circus.

The thieves sold stolen diamond rings for a pocketful of quarters, Snow said.

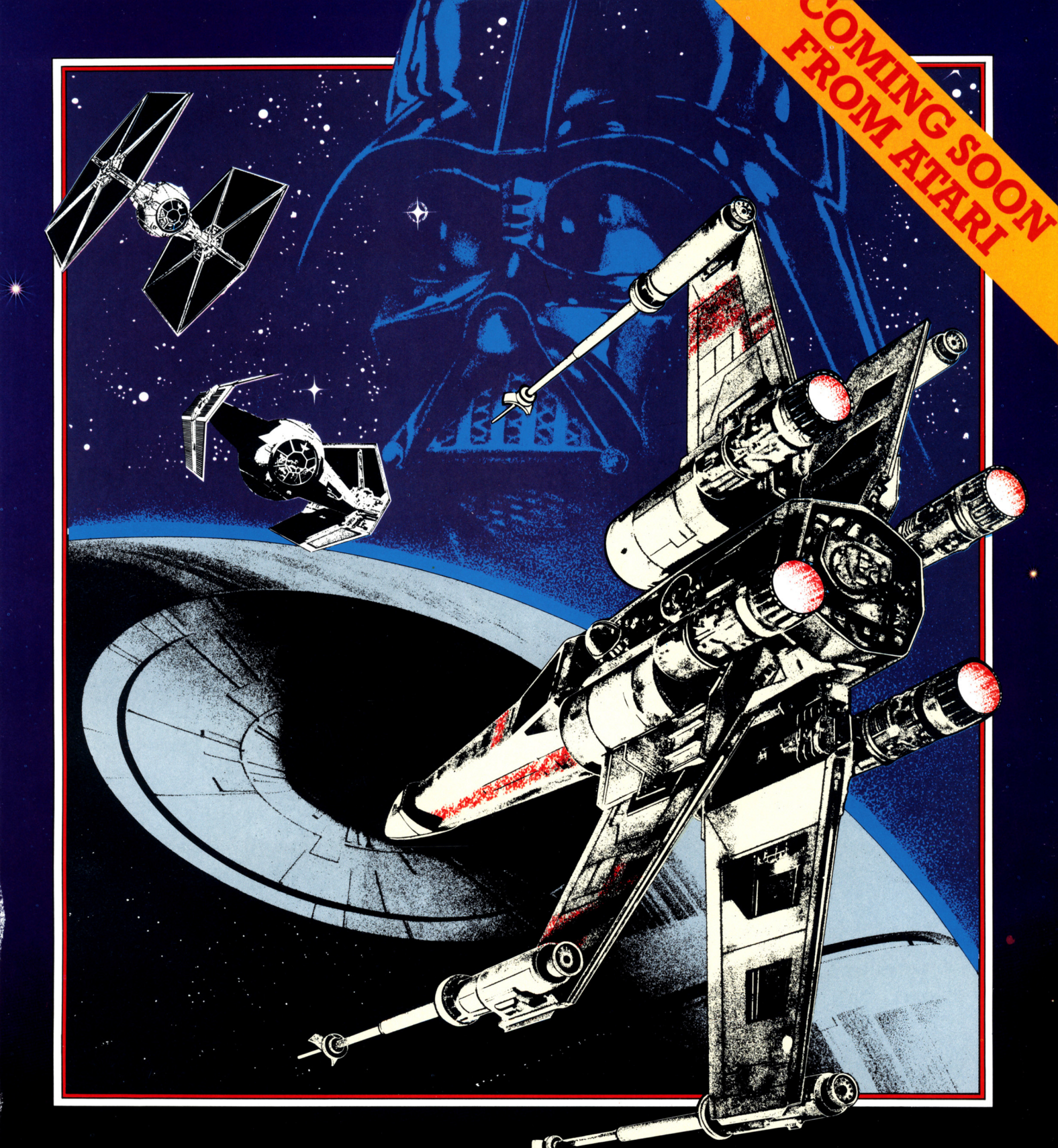
Most of the adults and the teenagers pled guilty to the charges. One case is still pending, but the other six members received suspended sentences. The arcade owner has not yet gone to trial.

Steve Delaney, owner of the Video Circus, commented that the incident has had no adverse effect on his 18-month old business, and that he had been unaware, before the arrests were made, that the gang frequented his arcade.

He noted that arcades have had a poor reputation in Indianapolis. So much so that a year and a half ago, the city imposed a 30-day moratorium on new arcade licenses. More than 50 demonstrators opposed Delaney's application, but he was granted a license nevertheless.

Delaney said that the city was probably reacting to negative publicity from the national press, but that a recent article in one Indianapolis newspaper found that most of the fears were unfounded. •

—By Dawn Adorno



STAR WARS*

THE COIN VIDEO EXPERIENCE

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A Warner Communications Company

Play Meter's Equipment Poll

TOP VIDEOS
Arcade Locations

Fourteen of 30 videos (47%) with a response rate over ten percent have above average performances.

		Rating		
		June 15	June 1	May 15
	1. *Pole Position*/Atari	100.0	100.0	100.0
★	2. *Time Pilot*/Centuri	68.5	68.9	65.0
★	3. *Millipede*/Atari	66.6	71.6	60.1
	4. *Q*bert*/Gottlieb	65.1	65.5	68.0
★	5. *Front Line*/Taito	64.1	—	66.9
★	6. *Baby Pac-Man*/Bally	63.0	59.6	61.6
	7. *Joust*/Williams	60.7	—	60.8
	8. *Ms. Pac-Man*/Bally	59.4	58.1	—

Provisionally Rated Videos
(Above average performing games, with a response rate between 10—25%)

	Rating		
Provisional Ratings	June 15	June 1	May 15
Mappy/Bally	80.8	86.1	—
Star Trek/Sega	72.8	72.6	78.0
Sinistar/Williams	72.5	68.9	—
Xevious/Atari	69.9	67.3	69.1
Zoo Keeper/Taito	65.3	63.1	—
Food Fight/Atari	63.9	71.3	—

TOP PINBALLS
Arcade & Street Locations

Eleven of 15 pinballs (73%) with a response rate over ten percent have above average performances.

		Rating		
		June 15	June 1	May 15
★	1. *Grand Slam*/Bally	100.0	—	—
★	2. *Q*bert's Quest*/Gottlieb	87.1	100.0	123.0
	3. *Eight Ball*/Bally	86.4	88.3	100.0
	4. *Defender*/Williams	74.0	—	—

Provisionally Rated Pinballs
(Above average performing games, with a response rate between 10—25%)

	Rating		
Provisional Ratings	June 15	June 1	May 15
Royal Flush Deluxe/Gottlieb	139.8	87.7	—
Joust/Williams	108.0	—	128.8
Time Fantasy/Williams	95.3	—	—
Super Orbit/Gottlieb	93.2	—	—
Spirit/Gottlieb	84.7	—	—
Striker/Gottlieb	81.9	—	82.0
Warlock/Williams	76.3	—	87.8

TOP VIDEOS
Street Locations

Fifteen of 27 videos (56%) with a response rate over ten percent have above average performances.

		Rating		
		June 15	June 1	May 15
★	1. *Pole Position*/Atari	100.0	100.0	100.0
★	2. *Time Pilot*/Centuri	84.8	77.9	72.6
★	3. *Mr. Do!*/Universal	77.4	76.5	80.1
★	4. *Baby Pac-Man*/Bally	73.3	61.9	76.5
★	5. *Q*bert*/Gottlieb	72.1	69.7	67.0
★	6. *Millipede*/Atari	69.0	63.8	73.5
★	7. *Bump 'N' Jump*/Data East	65.6	—	66.4
	8. *Joust*/Williams	64.1	—	66.8
	9. *Ms. Pac-Man*/Bally	62.8	64.6	63.0

Provisionally Rated Videos
(Above average performing games, with a response rate between 10—25%)

	Rating		
Provisional Ratings	June 15	June 1	May 15
Mappy/Bally	83.1	—	—
Zoo Keeper/Taito	81.9	—	—
Sinistar/Williams	67.6	—	—
Bagman/Stern	67.4	—	81.1
Xevious/Atari	67.1	67.3	77.8
Star Trek/Sega	64.1	—	—

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.

★ *Conditionally Rated—Weekly average based on less than 50% response rate.*

Poll Information

Here are the top videos and top pinballs making above average performance nationwide. Each game's rating represents its average performance as compared to the top game's average in that category. Averages are compiled by Play Meter *through its operator survey and are for games that are currently (within the last six months) being marketed in the United States. Games with less than adequate responses (less than 50 percent) but with above average performances are so noted. Games not appearing either (1) did not generate over a 10 percent response rate or (2) did not register a performance above the national average. Operator/readers who would like to join the ever-growing numbers of readers participating currently in the survey, write:* Play Meter, *Equipment Poll, P.O. Box 24170, New Orleans 70184.*

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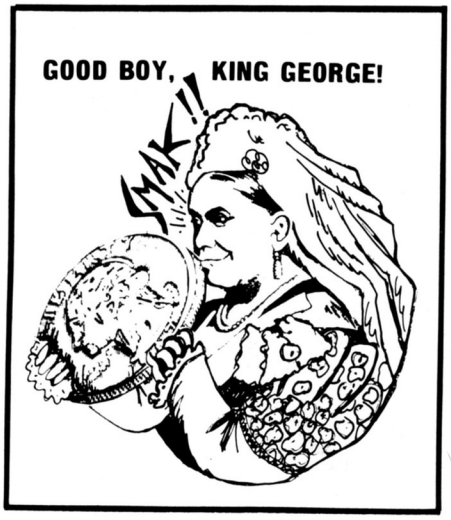
NEWS

QUEEN DUBS COIN CONTROLS



Coin Controls, a British manufacturer of coin handling devices with an American office in Chicago, has won England's Queen's Award for exports for the second straight year.

From its headquarters in Royton, near Oldham, Coin Controls exported 65 percent of the product it sold in 1982—$17.6 million in sales—to more than 20 countries.

The award coincides with the introduction of a new one pound coin in England. Coin Controls worked closely with the English Royal Mint on the development of the new coin.

The recognition is one of 90 awards in 1982 for exporting in British industry.

"We have become one of only 18 companies to have won this award two years in succession and, of course, we are all absolutely delighted," said David Bellis, Coin Controls' managing director. "Above all, it is good to see our industry being recognized again in this manner." •

BIG 3 EARNINGS DISMAL

Bally Manufacturing, Williams Electronics, and Atari Inc. blamed softnesss in the coin-op marketplace for lackluster 1983 first quarter earnings statistics.

While Bally and Williams painted

America runs on quarters.

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For more details on the *complete* line of Scan Coin products, call toll-free 800-336-3311 for the name of the dealer nearest you.

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800-336-3311 (In Virginia, call 703-471-6510)

The National Coin Machine Institute has set up a national network of regional associations, comprised mainly of state and national association veterans. Above, Leoma Ballard and Wesley Lawson, immediate past president and current president of the Amusement and Music Operators Association, are the center of attention at an Atlanta meeting to organize an NCMI Southeastern Regional Council. NCMI is preparing its first major national event, a "survival seminar," to be held June 22-24 at the Marriot Hotel in Orlando, Florida.

uncertain pictures of the industry's immediate future, Atari had encouraging words for its stockholders and perhaps even for the industry.

Bally Chairman Robert Mullane reported revenues down 22 percent in comparison with the first three months of 1982.

"The sharp sales and earnings decline in this year's first quarter is associated with the continuing softness in the coin-operated amusement game business. Collections remain depressed for operators in the business (including Bally's Aladdin's Castle chain) which has, in turn, depressed orders to our distribution and manufacturing units."

The Bally earnings picture would have been worse, indicated Mullane, but for the "extremely strong showing" of the company's Park Place Casino Hotel in Atlantic City, New Jersey.

"We naturally hope for improved conditions in the amusement game market," Mullane added, "but expect that these operations will fall far short of last year's second quarter."

Williams, too, depended on sources other than coin-op games for income during the initial months of 1983.

"Revenues from the sale of coin-operated amusement games in the second quarter (January through March) were 55 percent below those of the second quarter of last year and 63 percent below those of the first quarter (October through December 1982) of the current year," reported Williams' President Michael Stroll.

Williams' net income actually increased over the first three months of 1982. It received $4 million in connection with its unsuccessful efforts to gain control of the Sands Hotel and Casino and revenues from licensing hand-held, tabletop, and home versions of its coin-op games.

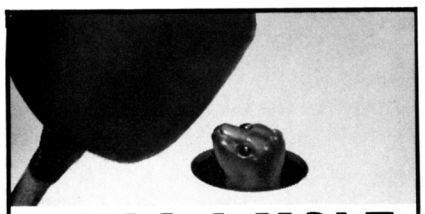
Stroll added that the "extent and longevity of the (coin-op) market continues to be uncertain."

Atari, too, had bleak news for Warner Communications Inc. shareholders. Atari's parent firm announced its consumer electronics division (Atari) operated at a loss of $45.6 million during the quarter, figures that were "not entirely unexpected," according to the company.

However, although the division's earnings were down more than 20 percent from last year's first quarter, Warner reported coin-operated sales were "markedly ahead of 1982's fourth quarter. (Atari coin-op revenues for fourth quarter, 1982 were down 75 percent from the fourth quarter, 1981.)

"The division has recently had several successful new game introductions despite the continuing industry weakness," the company said.

The Atari coin-op recovery was evidenced in the company's returning 350 coin-op manufacturing employees to a full work week. Just weeks ago, those employees had been assigned a four-day work week. (See News Briefs, p. 132.)



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For a thorough look into the most important issues in the coin-op industry, turn to NEWS pages of PLAY METER

PLAY METER'S news is backed by years of experience in the industry, by hours of interviews with the industry's news makers, and by a dedication to uncover all sides of the issues so you get the story right.

HEADLINERS

Atari and **Williams** have jointly announced a long term agreement by which Atari will have right of first refusal to market home video and computer games based on Williams' coin-op games.

Atari has acquired the home video and computer rights to market Williams' *Moon Patrol* and *Joust*.

• • • • •

Data East introduced its Multi Converson Kit at a breakfast for distributors at the Amusement Operator's Expo in Chicago in March. More than 140 representatives of major game distributors nationwide attended the meeting. **Mark McClesky**, vice president of sales at Data East, explained that once the kit is installed, the operator basically needs only to change a microcassette and key module to convert to a new game. This procedure, he said, takes only three to five minutes. (See *Play Meter*, May 15, p. 47.)

• • • • •

Dee Helfgott is the new operations manager at **Silco Management Services**. Her duties include contacting affiliates nationwide to arrange for installation of machines, servicing, and financing, along with overseeing the company's commitments to national accounts.

Helfgott holds a Master's Degree in public administration and has an extensive background in management.

• • • • •

Skip Roberts has been appointed sales manager of key accounts for **Wico's** consumer products division. His responsibilities will include supervision of retail and wholesale key accounts sales. Roberts most recently was the consumer electronics buyer for Smitty's, a 17-store chain based in Phoenix.

• • • • •

Len Watson's duties as the new operations and customer service representative at **Bhuzac International** will include handling the technical support of videos and pinballs. Watson will also be involved in advertising and in shipping and receiving for the Zaccaria distributor.

Formerly Watson served for two and a half years as customer service and operations manager at Data East, where he worked with Satish Bhutani, now president of Bhuzac.

• • • • •

World Wide Distributors Inc. has become a Hamilton Changer distributor for the **Hamilton Scale Corporation** of Toledo. World Wide will carry this equipment through its main facility in Chicago, as well as in its Detroit, Grand Rapids, and St. Louis offices.

• • • • •

Bob Breither has resigned as marketing director of the amusement division at **Destron Inc.**, but has not announced his future plans.

• • • • •

Paul B. Sander has joined **Southgate Enterprises Inc.** as vice president and general counsel. Sander serves as in-house counsel to Data Design and Development, Southwest Vending Sales Co., American Amusements, Southwest Finance, and other oil and commercial interests for which Southgate is the holding company.

• • • • •

The National Mental Health Association made **Billy Bob**, the mascot of **ShowBiz Pizza Place Inc.**, the national "Chair Bear" for 1983-84. Billy Bob and other national personalities will promote mental health activities through personal appearances and media campaigns.

"Billy Bob was chosen to promote our activities because of the strong emphasis placed on family relationships by ShowBiz Pizza Place," said Marian Vernon, national president of NMHA.

ShowBiz will provide Billy Bob costumes in the 34 states where its entertainment centers are located.

• • • • •

Wizard's Castle completed its second *Satan's Hollow* Super Shooter contest in London, Canada. Hundreds of entries were narrowed down to 30 contestants who played-off on the Bally Midway game.

The winner received a table model *Space Invaders* game from New-Way Sales Co., while all semi-finalists received Wizard's Castle conquest kits which included tickets, hats, T-shirts, and free game cards.

• • • • •

Peach State Distributing Company of Atlanta and **Cleveland Coin International** were named Distributors of the Year by the **Valley Company** for outstanding performance in 1982. Each company received a pool table/desk designed and manufactured by Valley.

By Dawn Adorno

THE CALENDAR

June 1—4
AMOTexas First Annual Convention and Exhibits, Austin Hyatt Hotel, Contact Don McCullough 512/454-8626

June 2—5
AMOT (Amusement & Music Operators of Texas), Austin Hyatt Regency

June 3—5
MAMA and MATCD Convention, Marriott's Tan-Tar-A Resort, Lake of the Ozarks,MO

June 9—12
Amusement and Music Operators of Tennessee, The Peabody, Memphis

June 10—12
Illinois Coin Machine Operators Association, Holidmone (Holiday Inn East) Springfield

June 16—18
OMAA's 1983 Exposition of Music and Games, Hyatt Regency, Columbus

June 22—24
The First Annual Industry Survival Seminar, sponsored by the National Coin Machine Institute, Inc. (NCMI), Marriott Hotel, Orlando, FL

July 15—17
Montana Coin Machine Operators Association, Bozeman

July 25—29
Tenth Annual Conference on Computer Graphics and Interactive Techniques, Conference Office: 111 East Wacker Dr., Chicago, IL. Sponsored by the Association for Computing Machinery's Special Interest Group on Computer Graphics, Engineering Society of Detroit, IEEE Technical Committee on Computer Graphics, and Eurographics. Detroit, MI

September 8—11
North Carolina Coin Operators Association (NCCOA) Convention and Trade Show, Hyatt House & Convention Center, Winston-Salem, NC

September 22—25
West Virginia Music and Vending Association, Ramada Inn, South Charleston, WV

October 7—8
Amusement and Music Operators of Virginia "Silver Jubilee" Trade Show, John Marshall Hotel, Richmond

October 13—15
Amusement Operators Western Conference, Biltmore Hotel, Los Angeles, CA, sponsored by Play Meter and managed by Conference Management Corp.

October 13—16
12th ENADA (National Exhibition of Automatic Amusement Machines) Congress Building, EUR, Rome

October 13—16
National Convention-Exhibit of Vending and Foodservice Management, McCormick Place, Chicago

October 27—30
AMOA Exposition 1983, The Rivergate, New Orleans, LA, Hilton Hotel, headquarters

November 18—20
1983 IAAPA Trade Show, The Rivergate, New Orleans, LA

November 23—25
INCOMAT '83 (International Coin-Operated-Machines-Exhibition and Congress) Vienna Congress-Center, Oberlaa, Vienna

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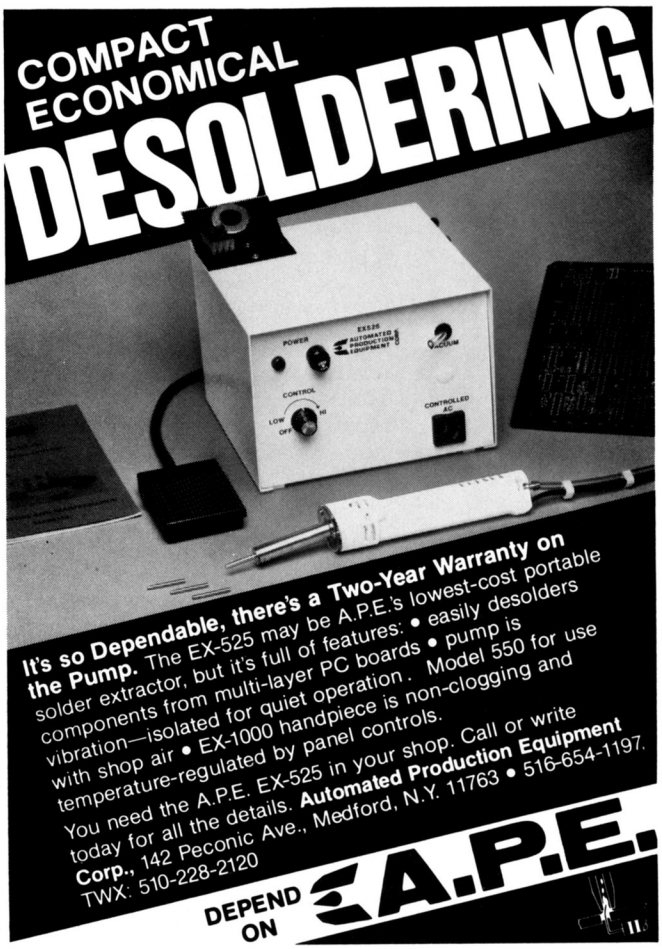

A few victories:

Operators lobby, halt tax measures

They called it the *Pac-Man* tax." And in unprecedented numbers, state legislators saw the pie-faced character as a symbol of windfall profits. They came to their 1983 budgeting sessions with quarters in their eyes and tax packages under their arms that pinpointed the coin-op amusement industry as a savior for under-financed state programs.

But despite a seeming unanimity of purpose reminiscent of a Ziegfeld chorus line, finance committee members who tried to solve state budget deficits by taxing coin-op games have taken a serious beating in some states. Operators have put together effective lobbying efforts and, in many cases, have stopped tax measures cold, even before they were delivered to a senate or house membership for a vote.

Operators in West Virginia, Indiana, Illinois, Connecticut, Pennsylvania, and Florida report recent successes in keeping oppressive state tax measures from becoming law.

To win, operators have reached key congressmen with news of the financial realities of the coin-op industry. They have found that the supporters of bills to tax video games are unaware that the public's interest in coin games has steadily declined since the summer of 1982, and that many video game operators, far from being able to fill empty state coffers, struggle to stay in business.

"Bad press lasts a long time," said Leoma Ballard, last year's Amusement and Music Operators Association president and current head of the West Virginia group. She said legislators in West Virginia are still under the influence of grossly exaggerated video games earnings reports common in the national media last year.

But, Ballard said, operators in West Virginia used "simple logic" to defeat Charleston Democrat Jim Humphreys' proposal to tax each play 5 cents.

Lobbying and PR

In Indiana, a proposal to tax the games $100 each, and one asking 20 percent of gross receipts (later reduced to 5 percent), were quashed in the House Ways and Means Committee. A young but vigorous Indiana operators association employed a lobbyist, then backed his efforts, making contacts with "very uninformed" legislators, according to Fred Dunham, chairman of the state association's legislative committee.

Illinois association President Kem Thom, another former AMOA president, reported that a bill to tax coin-operated games at $50 per slot passed a Senate revenue committee vote when operators halted its progress. They used a recent report from a respected New York investment firm, Sanford C. Bernstein, predicting declining earnings for the industry to educate the bill's supporters.

The bill has social appeal, earmarking its revenues for a teenage drug and alcohol rehabilitation program. But, although the threat of state demands on coin-op revenues remains in Illinois, operators and locations are jointly presenting a convincing argument against taxation, Thom said.

The industry also narrowly escaped a $50 annual tax in Connecticut. By a vote of 11-10, the measure was killed by the Legislature's Finance Committee. Representatives who voted against the bill agreed it would be a burden on

Tennessee adopts $100 per machine tax...

On May 4, the Tennessee Senate approved an annual $100 per machine tax on coin-op amusements. The tax, which goes into effect in 1984, was the only revenue measure to make it out of the 1983 budgeting session.

The high cost of operating a coin-op business in Tennessee can be related, in part, to the industry's insistence on operating gray area devices there. In recent years, the state has fought several rounds with the industry over operating bingo pinballs. Now, the state's attention has turned to video card games.

With the exception of Memphis, gray area card games are prominent throughout Tennessee, Jack Sammons of Games Sales in Memphis said. The nex tax bill specifically includes the licensing of video card games.

Although the measure means the state per game tax is second only to Alaska's tax, the tax bill is reportedly acceptable to the industry. Not only does it compromise an earlier, more expensive proposal, but it also contains some compensatory provisions.

The original tax proposal would have burdened operators at a rate of $200 per machine and required each operator to purchase a $1,000 annual license.

Also, the $100 statewide tax replaces a gross receipts tax and the sales taxes operators pay when they purchase games in Tennessee. The bill also prevents localities from imposing taxes or fees on the games.

"All in all, this bill will save us money," Sammons said. •

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small stores that rely on the games for sustaining revenues.

Pennsylvania operators escaped both the governor's plan to tax the gross receipts of games at a rate of 6 percent by extending the state's sales tax to the games, and a House Republican proposal for a $100 per game per year tax, when they organized an operators' march on Harrisburg, the seat of the state legislature.

Operators presented the House Finance Committee with the results of a Pennsylvania Amusement and Music Machine Association poll. The poll shows the amount of tax dollars and the number of jobs generated by the amusement industry in that recession-torn state.

Pennsylvania operators were aided by allies in the tobacco, restaurant, and other industries that continually fight so-called "sin" taxes.

Readying tax measures

In Florida, the state is getting taxing measures "passed and ready" in case the tourist dollar declines in 1983, reported Manley Lawson of Lawson Music Company.

There, a measure requiring operators to pay the state $120 for each game on location was set aside after the Florida Amusement and Vending Association argued it was unfair. The $120 registration fee was to be paid at the beginning of each year and credited at a rate of $10 each month against anticipated payments of a 5 percent sales tax on net operator earnings from the games. By law, though not always in practice, those taxes are collected by operators from their locations.

A compromise bill, which Lawson said "we can live with," requiring a $5 registration fee per game and extending the 5 percent sales tax to the gross receipts of each game, has passed and awaits action by an appropriations committee. The association, with the assistance of the tremendously influential Disney empire and groups like the retail grocers, is fighting enactment of the legislation.

Although there are still legislative battles in statehouses nationwide and, as industry leaders are quick to warn, defeated measures can always be resurrected, it is impressive that no states have used their 1983 legislative sessions to force uncompromising tax packages on the industry.

Still, that may be no compensation for those enduring losses from legislators convinced this business is a windfall profit industry. •

Southwest Vending Show Turnout Low, Attendees' Optimism High

By Valerie Cognevich

Though the general consensus was that the attendance at the Southwest Vending distributor show in Dallas was much lower than in the past, the operators who attended were much more serious than previous attendees and showed more optimism.

"We have had a drop in operators in the last year," John Gatens of Southwest Vending observed. "Those operators who got too carried away with what they read in the *Wall Street Journal* are dropping out of the industry.

"We have been in this industry many years," Gatens continued. "We use our show to show our confidence in the industry, and yes, we were disappointed in the turnout."

Bob Harmon of Sega Electronics noted that the turmoil days are over, and those who intend to stay with the business are getting down to work.

"This Southwest show was a much more serious show," Harmon said.

"Operators have complained about too much product at too high of a cost for a long time," he continued. "Now there is less product but much better, and operators are out looking for bargains."

"We had a lot of interest in pool tables and foosball tables," Mark Struhs of Dynamo said, "because of the real attractive return on investment on these items."

Struhs also commented on the attendance but was quick to point out that he had no complaints with the interest shown in his products.

Tom Siemieniec of Centuri added, "I think the attendance was lower, but I think the operators who were there were really serious about learning what they could. I also feel like they were more optimistic."

The operators were not only optimistic, but they were inquisitive as well.

Many operators have bitterly complained that they don't have the opportunity to talk directly to the manufacturers. The Southwest Vending show provided a rare opportunity for operators to talk with manufacturing representatives. The show was well represented by the manufacturers who were eager to talk with operators.•

Southwest Vending held an auction in conjunction with its distributor show in Dallas.

More than 100 pieces of equipment were auctioned off, and the operator response was tremendous.

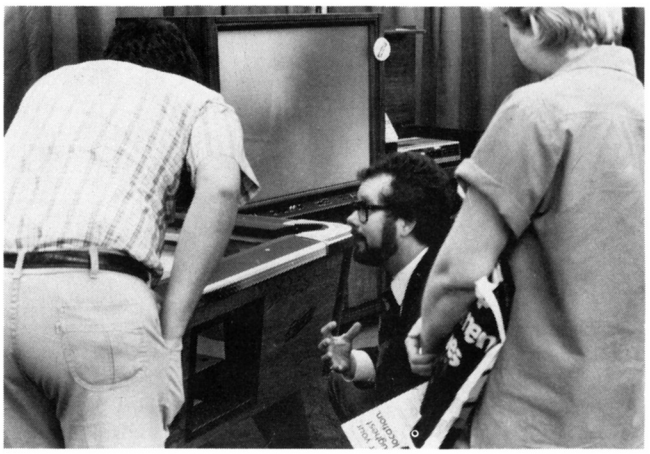
"The operators get some good bargains and we can clear out our warehouse," said John Gatens of Southwest Vending.

"However," he continued, "I hope we don't have to have these auctions in the future. There are a lot of mediocre games out there, and one way to move them is to auction them off. If they weren't mediocre, then we wouldn't have to resort to an auction to sell them."

Gatens predicts a rough summer unless there is some good product produced. "We have been selling what we have for too long," he noted.•

Southwest Vending Show Highlights

Marty Glazman really took the Bubbles *promotion seriously. You wonder who is having more fun!*

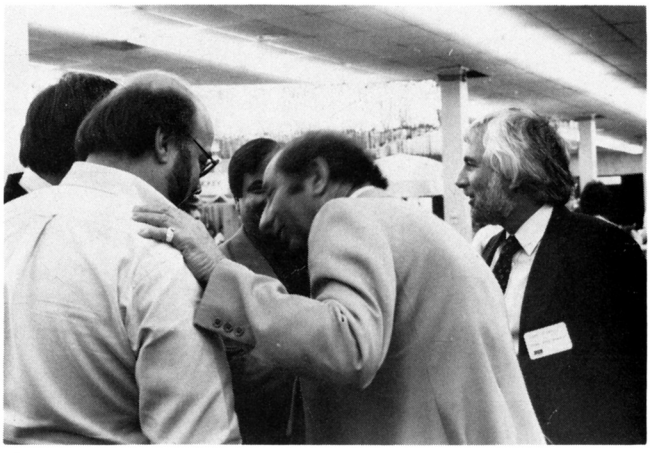


Bill Rickett of Dynamo is very earnest as he points out the advantages of the Dynamo pool table.

Mark McCleskey (left) shows interested operators the Data East Multi-Conversion system.

Manufacturers concurred that the attendance was down but agreed that those operators attending were more serious and optimistic than past attendees.

Such a serious group! From left are: Tom Siemieniec (Centuri), Gary Stern (Stern Electronics), Len Schneller (U.S. Billiards), Bill Cravens (Universal), Ivan Rothstein (Centuri), and Satish Bhutani (Bhuzac Inc.).



We'd like to think Len Schneller of U.S. Billiards is talking business, but he's probably telling a joke to (from left) Bill Cravens of Universal, Satish Bhutani of Bhuzac, and Gary Stern of Stern Electronics.

A peek into the year 2013

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GOING CARD-OP

SYSTEMS THAT ELIMINATE COIN HASSLES

BY MIKE SHAW

Collecting, counting, keeping track of coins—these are just some of the hassles of working in a sea of quarters. Tokens have eased some of the pains associated with coin operations, but they have been responsible for confusion as well. Now come two companies with computer era sounding names—Intec and ESAC—with systems that may take the coin out of the coin-op industry.

Although the success of our industry is found in the expression of some of the most advanced technological concepts, it sometimes seems those who own and operate coin-op games are the last to incorporate advancements into business procedures. For example, while the computer technology in video games enthralls the world enough to make those games its favorite entertainment, amusement operators are slow to accept computers into their offices.

Similarly, the industry is nearly archaic in its passion for coinage. When it was announced in the late '60s that the world is moving toward a cashless society, few heard. None saw how it could apply to coin slots and cash boxes.

But the more business the industry does and the more employees it has to rely on, the more difficulty it finds in controlling quarters. One large national food and games chain estimates about $1,000 to $1,500 per week per location doesn't make it to the bank.

Nor is theft entirely an internal problem. From the kid who keeps his quarter on a string, to the thieves who destroy an entire machine to get the loot, theft problems are imminent where there is little or no supervision.

But now come two companies—Intec and ESAC—with systems designed to eliminate or minimize the use of coins at the amusement locations. Interestingly, the two companies have developed almost simultaneously, but separately, systems that feature electronic reading devices that allow for game play by accepting properly coded cards.

The reading devices only accept cards that are encoded with a location's specific code—although one code can be used for a group of locations if desired—and award play only up to the number of games validated on each card.

The benefit of Intec's Intercard System and ESAC's Series 200 is that they almost entirely exclude the handling of cash. The companies claim the systems wipe out change hassles, eliminate counting and wrapping coins, cut back on "skimming" opportunities, and make collecting coins and hauling them to a bank unnecessary.

Coded cards improve the security of an operation because there is never anything of value in the machines. With a coded system and a card dispenser, a game room can be operated effectively, yet virtually unmanned.

Similar, not identical

Although the Intercard System and the Series 200 are similar concepts, they are certainly not identical. In fact, the packages are quite different, and so are their costs.

After testing and reshaping his product for nearly two years, D. E. Nama of Intec, in Corona, California, is ready to outfit a game room with his Intercard System, the 75-unit Gold Dust arcade in Palm Springs, California.

The task involves replacing the coin mechanism of each machine with the Intercard "obliterating" device and connecting the unit to the machine power supply and the game credit function. It takes less than a half hour per machine, Nama said.

The player inserts a thin, rigid card into the acceptor slot. If the code is electronically recognized as valid, proper credit is awarded. If the code is not recognized, the card is rejected. Each time a card is accepted, the code is cancelled as part of the card is cut off.

The card can be held by the machine in anticipation of further play, or the player can retrieve his card immediately after it has been validated. Each cut is numbered, so the player has no

trouble determining how many plays he has remaining.

The Intercard System is available for $125 per unit. Nama said he can deliver orders of less than 100 units in 30 days.

Accounting feature included

Lee Pierhal's ESAC Series 200 also employs magnetic cards instead of coins, but these coded cards trigger more than game play. The Series 200 not only allows a coinless operation, but is a thorough accounting system as well. In addition to eliminating coin hassles, in a way similar to the Intercard System, the Series 200 provides accountability through the system controller, an IBM PCXT personal computer.

The Series 200 card accepting unit is attached to the front of a game, and a small microprocessor is bolted behind it, inside the game. In operation, a magnetic striped card, much like a credit card, is inserted and read. Each time the card is read and accepted, the microprocessor initiates game play, and that information is passed along via cable to the computer.

Once the amount of plays encoded on the card has been used, the computer prevents the card from triggering further play. The player is kept informed on the validity of his card by an LED readout on each game unit: "Ready" signals a valid card, "Card Invalid" indicates the card is used or is otherwise invalid, and "Re-enter Card" lights up when cards have been inserted improperly.

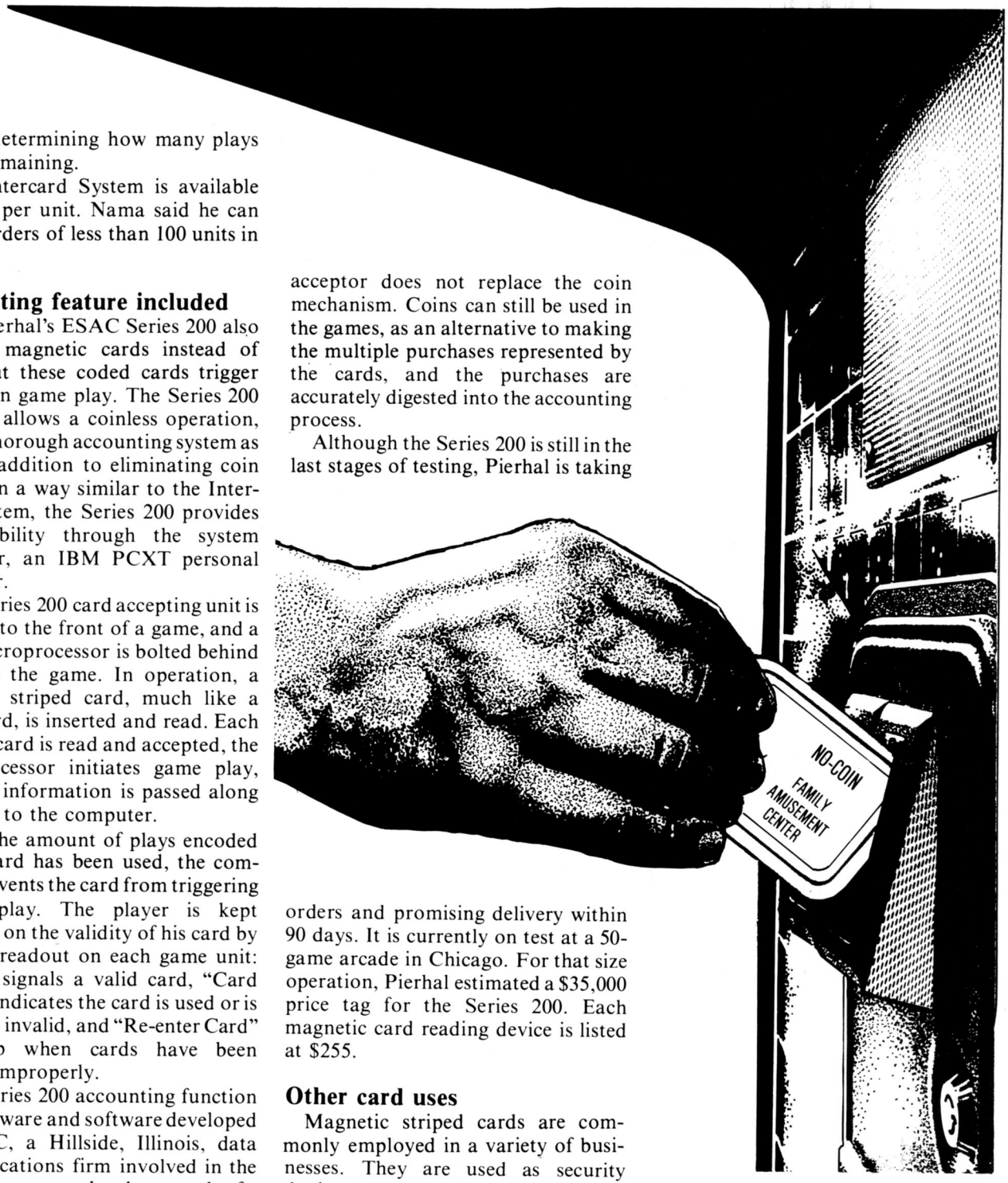
The Series 200 accounting function uses hardware and software developed by ESAC, a Hillside, Illinois, data communications firm involved in the design of computer hardware and software packages.

The Series 200 accounting software retains game play information, and when called upon, can deliver instant (up to the minute) data, including the number of plays on each game and the revenues those plays represent, totaled on a daily, weekly, or monthly basis.

In similar fashion, the Series 200 provides updates on game depreciation and on how each game's earnings are covering its cost.

While an important function of the Series 200 is to keep cash and coins out of the operation of the games, the card acceptor does not replace the coin mechanism. Coins can still be used in the games, as an alternative to making the multiple purchases represented by the cards, and the purchases are accurately digested into the accounting process.

Although the Series 200 is still in the last stages of testing, Pierhal is taking orders and promising delivery within 90 days. It is currently on test at a 50-game arcade in Chicago. For that size operation, Pierhal estimated a $35,000 price tag for the Series 200. Each magnetic card reading device is listed at $255.



Other card uses

Magnetic striped cards are commonly employed in a variety of businesses. They are used as security devices, restricting admission to parking facilities and office buildings. They allow bank customers to make deposits or withdrawals from electronic tellers at any time. They are even used to admit passengers to the Staten Island Ferry.

It appears now that they will be particularly appropriate for operators with multiple arcade locations. Already the systems are being considered seriously by large amusement interests. Intec's Nama said some major manufacturers are interested in including the Intercard System as an option on their games. Pierhal confided there is manufacturing interest in the Series 200 and that at least two large food and games operations are considering installing the system.

Both men believe they have a product that will help street and arcade operators simplify their operations and control their revenues. Both believe operations can run more smoothly and efficiently without coinage. And both are moving to gather support for their concepts, signing up charter members of the card-op amusement industry. •

ITS System Strives to Merge Game Accountability, Security

By Valerie Cognevich

Is it important to know in detail what is going on in your business? Do you know exactly where your route people and service people are at all times and how long they are there? Do you have a system of surveying your machines for problems?

Your response may be, "Of course it's important to know what's going on in my business, but no one can know the answers to the rest of the questions for sure."

International Totalizing Systems Inc. of Boston thinks it's important for you to know what's going on in your business and important to be able to answer the questions with a firm "yes."

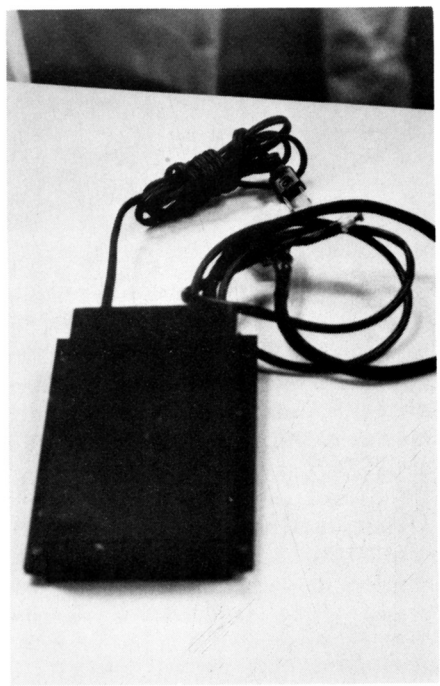
In the early '70s, Peter Lillios, president of ITS, talked with friends in the coin-op vending business and was astounded at the lack of techniques available to ensure the coin machines' income without allowing the Achilles' heel of the industry—"Do they steal from me or don't they?"

After conducting market research by surveying additional operators and industry financial watchers, Lillios approached some associates at M.I.T. He described the situation of an entire industry with a serious accountability and security requirement. So a company was started for research and development to bring solutions to an existing problem.

The idea is, by all means, not new. Forms of accountability systems were used throughout the history of commerce. The techniques varied from the Phoenicians tying knots in ropes in proportion to transactions, to Egyptian scribes recording sales on clay tablets, to putting pebbles in a pot, to the cash register becoming the instrument of modern man.

The ITS method

The ITS system is a two-piece independent system, or it can function in harmony with a computer. The applications may vary among laundry machines, jukeboxes, video games, pool tables, slot machines, vending machines, parking meters, subway turnstiles, bus fare boxes, or electric power meters for the home, but the building blocks are still the same. For applications in the music and games industry, the system is adaptable to all coin-operated equipment.



This is the totalizer that is placed in the game.

The TT5, which prints the game's serial number and present monetary reading, costs $89 per game. The TT7, a more elaborate model, is capable of letting the operator know the amount of money going into the left chute, the right chute, how many tokens the machine has received, and the last time a coin was placed in the machine. The TT7 costs $139 per game.

Installation for either system is 15 minutes per game, and both models come with a two-year guarantee on parts and labor.

Lillios compares the operation of the totalizer to the flow of exchange in a theater. The patron first deposits his money with the cashier which is similar to a game player depositing his money in the coin slot and the quarter tripping the microswitch.

Next, the patron receives a ticket and takes it to the ticket taker, which is similar to the electrical signal traveling from the microswitch to the totalizer. The ticket taker then takes the ticket, tears it in half, and permits the customer to enter the show. The totalizer in its job evaluates the electrical signal for validity, and rejects it if it's invalid. If it's valid, the totalizer counts it and commands the game to put up a credit. The ITS system has basic models, but other models which can expand the information according to the customers' requirements are available.

One piece (the totalizer) goes into the game or juke and becomes the audit manager of that piece. "We envisioned the operator's business as a company with hundreds of little stores (the games). The management and owner could receive direct data communication with his little stores, untouched by the personnel who service them," Lillios says.

The system thus becomes the eyes of the operator.

The totalizer keeps a precise account of what the machine is doing at all times, he says. The information is only limited by the totalizer model selected. It records how many coins have been deposited, the interval at which the coins are inserted, test plays by the serviceman, and many more types of

information, depending upon the operator's needs.

Two methods

Information can be extracted from the totalizer in two ways. One method is used by route and arcade operators alike, and the second is exclusively used by arcade operators. The first method is by a handheld Micro Printer which provides an on-the-spot printed receipt or Arcade Reader (which does not provide a receipt). The second is by direct (on-line) input into a computer located in-house (such as an arcade) or in a central office via telephone modem.

In a large arcade, the individual games can be hooked up to slave multiplexors. Sixteen games can be hooked up to one slave multiplexor, and these in turn can be hooked up to one master multiplexor. The master multiplexor then feeds the data directly to an in-house computer or remotely located computer through a telephone modem.

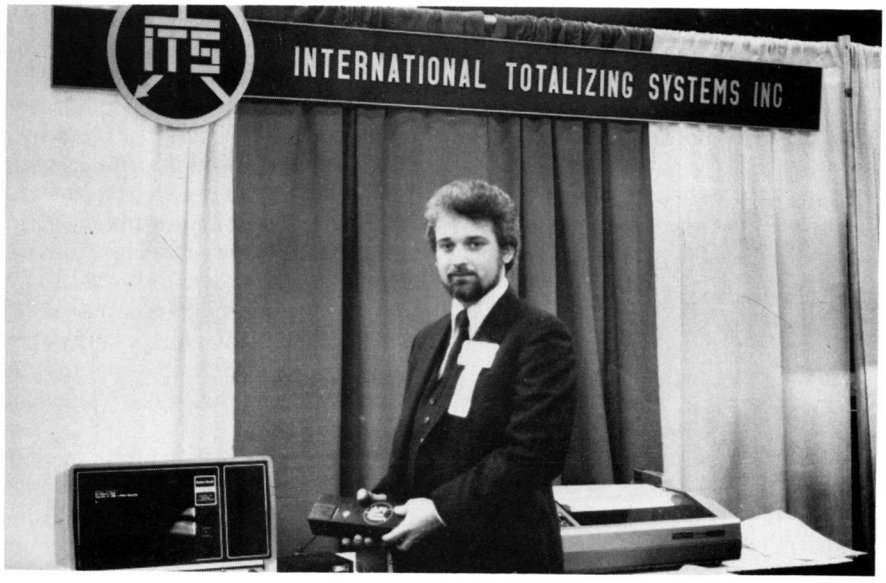
The handheld Micro Printer allows a collector to approach the machine, place the nose of the Micro Printer in front of a light (an LED), and the information is transmitted from the totalizer to the Micro Printer via the beam of light. (An optical data transmission and retrieval method was developed and patented by ITS six years ago.)

The collector can then print a receipt from the Micro Printer (e.g. ITS model TT-7) showing a company's name, the Micro Printer identity number, the permanent totalizer serial number, a programmable field of 14 letters or numbers which may be used to identify the game name and location number, the last and present reading dates and times, the net monies earned since the machine was last read, the net tokens (if a token chute is used), and net service tests. Other information can also be utilized.

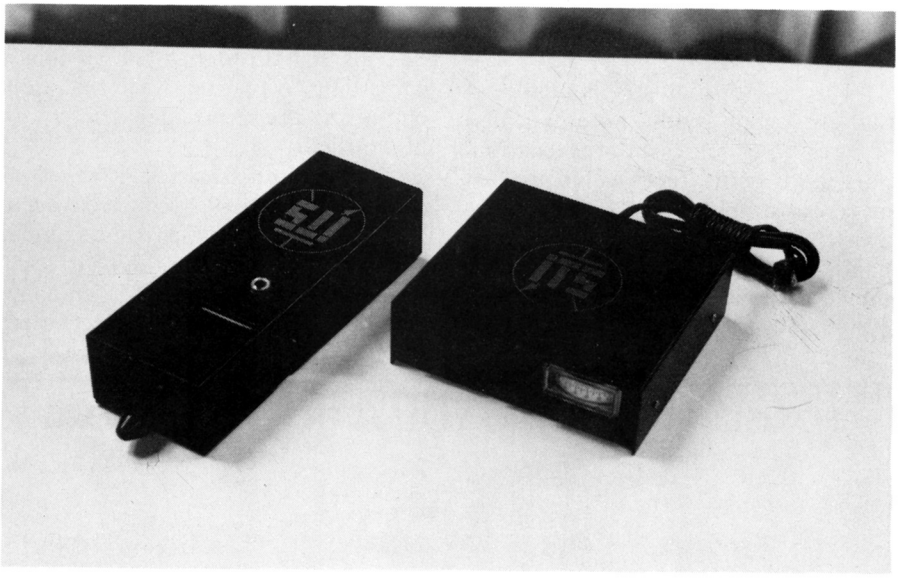
The collector can then bag the money (with a receipt), leave the location a duplicate printed receipt, and continue with the next collection.

A poll of ITS system users revealed one surprising fact. Many more locations than suspected prefer to have a printed receipt and have a check sent monthly, thereby allowing the operator to increase his cash flow by using the money from two to four weeks.

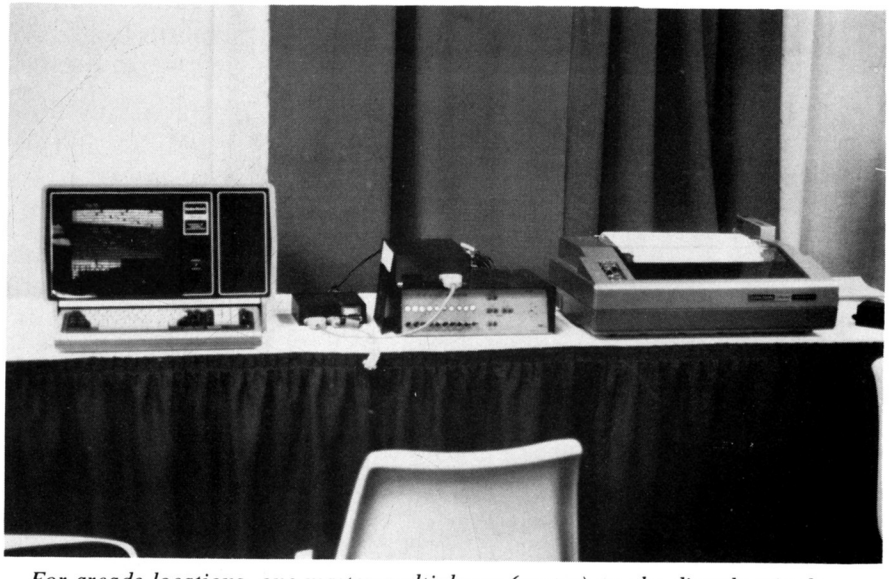
Once the collector returns to the office, the Micro Printer can then transmit all the accounting and game behavior information it holds to the



Ed Schroter, vice president of ITS, holds an interrogator.



On the left is the interrogator which retrieves information from the totalizer. On the right is the interface box that connects the interrogator to a computer.



For arcade locations, one master-multiplexor (center) can be directly wired to accommodate the input from 16 slave multiplexors. Sixteen games can be connected to one slave multiplexor.

computer. If an operator doesn't have a computer, he can transmit the data to a dumb printer with a keyboard. The trade-off here is the price for the computational power of the computer.

Security system

Lillios compares the system to an umbilical cord, because it provides management access to everyone of its machines on a daily basis, without personally visiting each location. It is even one-up on direct supervision of an activity by virtue of the game behavior data that is supplied by the totalizer.

Security is important in this sytem, too. "When we first started, our principle objective was security," Lillios says, "But as the years unfolded and the technology permitted, we realized that what we had to offer was so much more.

"The coin-op industry is unique in that everything is done automatically. The customer comes into the location, puts in his coins, receives his product or entertainment, and then goes away," Lillios continues. "There is no hands-on service (except maintaining the equipment), so it is possible with our system to create an environment where accountability operates with high precision and accuracy because the human element is removed."

"The ITS system allows an operator to manage his business by exception. It allows him to spend his time resolving the specific problem areas in his business instead of spending his entire time trying to find the problems," says Ed Schroter, ITS vice president. "This control concept enables a manager to be more efficient and perhaps spend more of his valuable time in other areas like planning, sales, purchasing, etc.

"An example of exception reporting would be the information on elapsed time since the last coin went through the game's coin chute," Schroter continues. "If the majority of games shows an elapsed time of one hour on your computer printout, and one chute in one game shows 20 hours since the last coin passed through, then obviously something is wrong with that coin chute, and the service department can be notified.

"I have seen occasional situations where hundreds of hours have accumulated on the elapsed time counter because no one ever bothered to test a problem chute with an actual coin, but rather, just tripped the microswitch with his finger, not realizing the problem was in the coin acceptor. This information has saved the operator from plowing through written service and collection reports to come to the same conclusion."

A second example is in cash variance reporting. If an operator has 500 machines, for example, why should he spend all of his time going through the records of each machine to determine the shortages or overages? The ITS system can provide such accuracy that all shortages can be pinpointed to the quarter, Schroter says.

Dishonest employees

Any operator who employs route personnel to collect the money from the machines must always face the possibility of theft. Not all collectors are dishonest, but who can be certain which ones are? Schroter relates an example. An operator in the West had every reason to trust his collectors. Within three months after installing the ITS system, he was painfully faced with the fact that three of his most trusted collectors and longtime company employees were stealing from him at a rate of $100,000 per year.

"The system will payoff directly in

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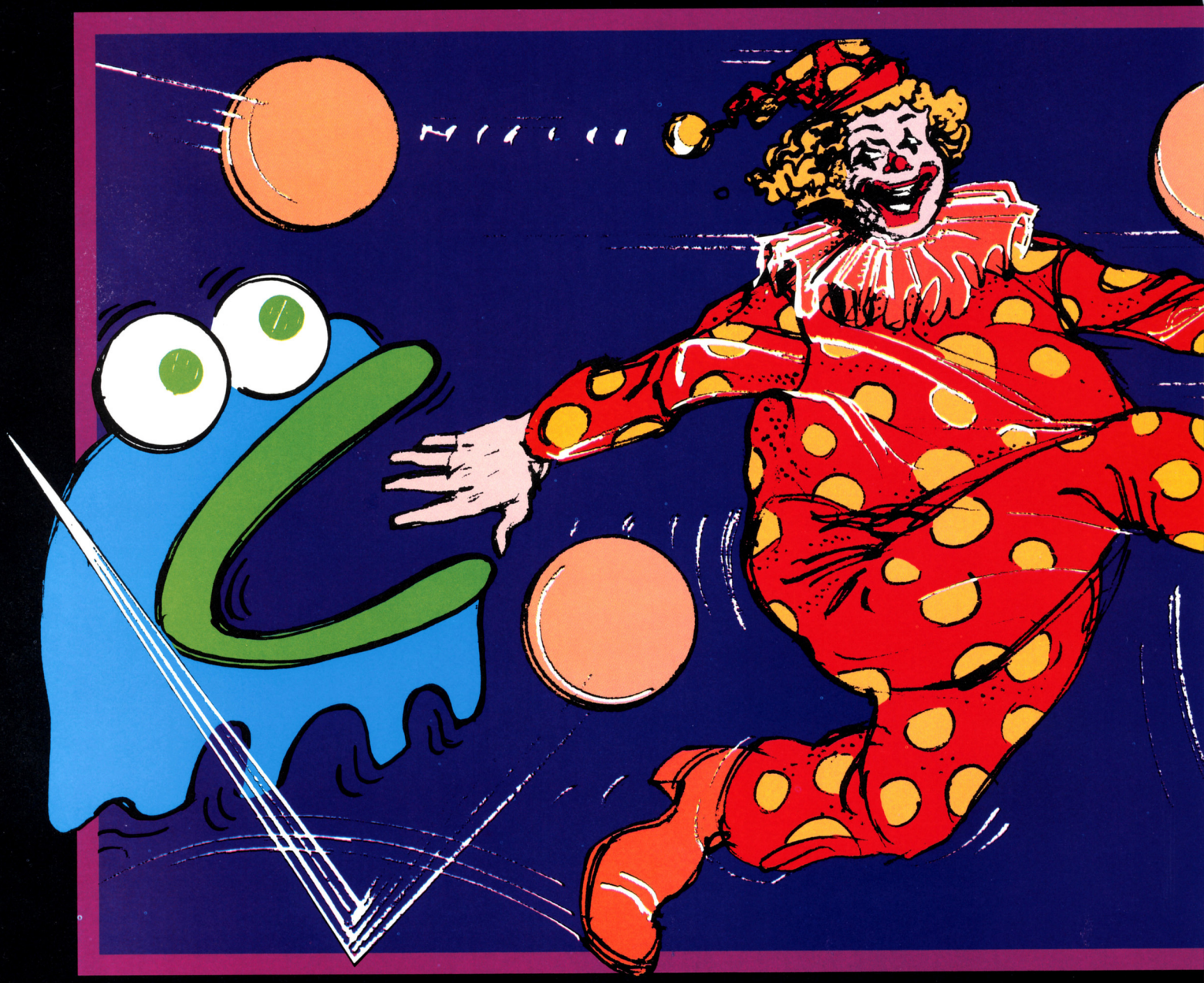

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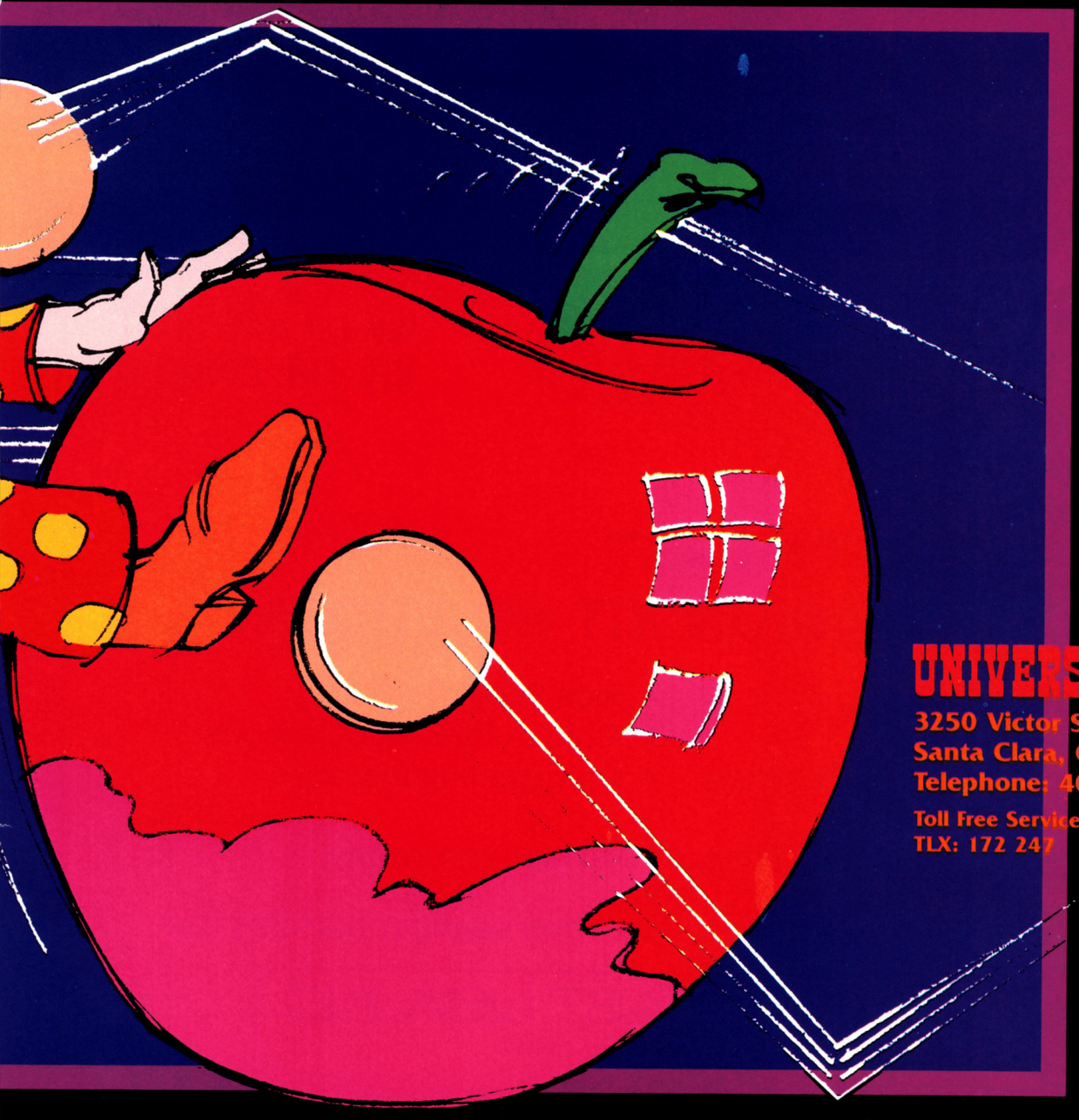

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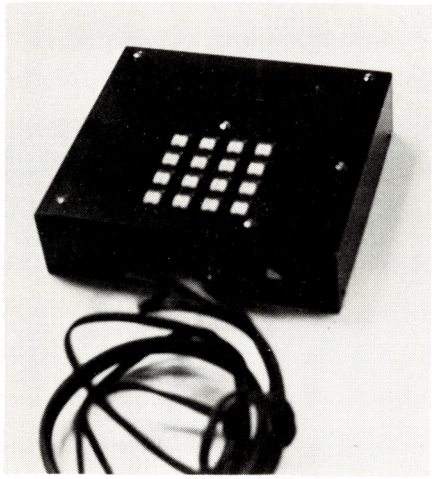
proportion to the pilferage rate. The employees were stealing money from that operator without his knowing it," says Schroter. "After installing the system and discovering the theft, the cost of the system was well worth the price, since installing the system did not cost nearly as much as the money that was being stolen."

People not only steal money, but company time as well—and just as methodically. With the ITS system, an operator is able to determine what time his collector or serviceman visited his first machine (and in the case of the serviceman, how much time he spent on the repair of the machine), how long it took to get to the next location, how much time was spent on lunch, and what time the last machine was inspected. "If no one stole and not even counting the labor saving benefits of eliminating splits on locations, the system would cost approximately one play per week (depending upon model selected)," he continues.

But the labor saving benefits are tremendous, Schroter says. For example, if one collector averages 200 collections per week (going to the location, counting the money, dividing it with the location), with the ITS system, this same person has the potential to do more than 300 machines per week, making that a 50 percent labor and overhead savings.



The Serializer allows an operator to put in 14 letters or numbers of his choice into the identity field on the interrogator.

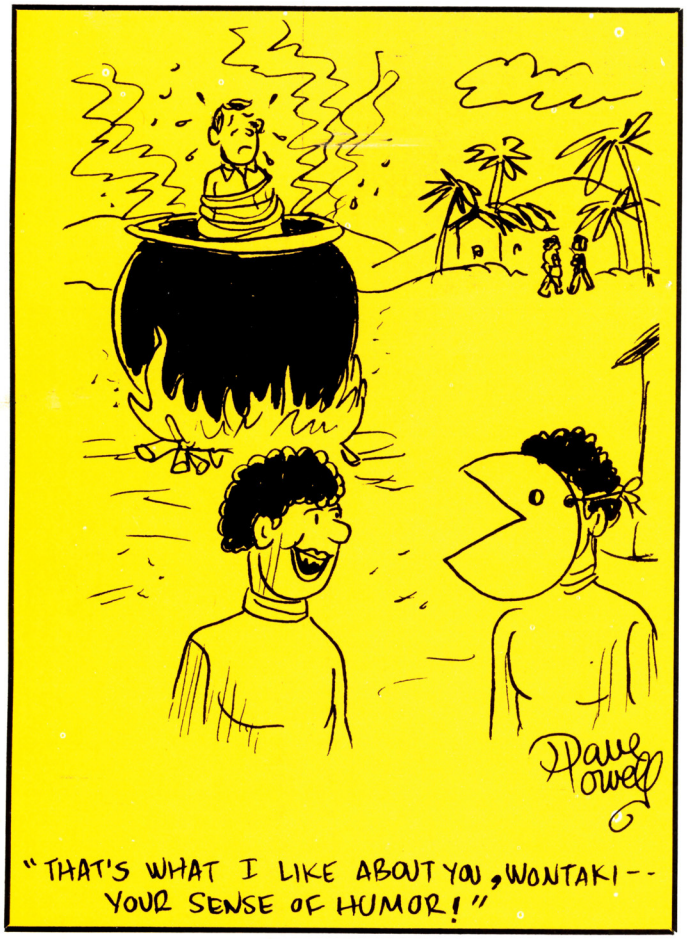
Also, transmitting data straight into the computer can double the capacity of one person, as it eliminates the need for entering meter data manually, thereby reducing clerical labor costs while increasing clerical efficiency. There is also the elimination of the information time lag now associated with manual data entry. Problem areas are quickly spotted, and management can react on a more timely basis.

ITS outlook

"The important step is for the operator to examine the system objectively and in detail," Schroter says. "Although some operators realize how vulnerable they are by running their business without sufficient controls, they are equally concerned that a system may make their business public knowledge."

However, the ITS hardware is designed with programmable memory. This means that an operator can display only the information he wants and in any proprietary code he desires. Further, he can design his own reporting format which is decipherable only by persons he informs. Just as in the computer industry, where computer access codes are changed periodically, the same security is optionally offered to interested operators.

"We have just one objective," offers Schroter, "that is to serve the operator's interest. He's our boss, and he makes paydays possible." •



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GOOD TIMES

A CLASSY SETTING FOR VIDEO GAMES IN PORTLAND

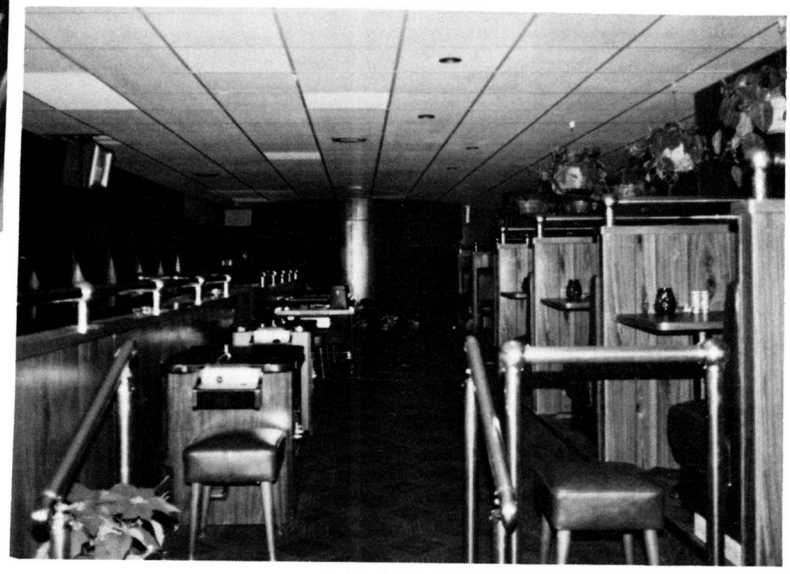
BY MARY CLAIRE BLAKEMAN

Gary Hubbard, senior vice president of Good Times, toasts to the arcade's success. Good Times celebrated its grand opening in style by staging a black-tie benefit for the Portland Opera Association.

Red velvet curtains hang over the windows, plush carpet covers the floor, and the wall paneling is dark oak. And just so there is absolutely no mistake about the class of the place, the Good Times Entertainment and Food Emporium celebrated its opening with a black-tie benefit for the Portland Opera Association.

Owners of Good Times in Portland, Oregon, spent more than $400,000 to turn the old Portland State University bookstore into a "video casino" which opened last December. Creating the rich atmosphere was more than a fanciful whim. Company investors spent months visiting highly touted

Plush surroundings contribute to Good Times' image. Red velvet curtains hang over the windows and a five-level seating arrangement create a rich atmosphere.



arcades from Hawaii to Chicago before designing their video game parlor.

"We decided that if we were going to do it, we were going to do it right," says Gary Hubbard, senior vice president of Good Times. "We did a lot of investigation. Knowing that the product (video games) has matured, we realize we would have to introduce new and unique methods to make the product more attractive."

Hubbard and his wife, attorney Portia Igarashi, had been running a construction company that built condominiums. When that market went soft, they started looking into video games on the advice of a friend. "We saw problems with the market being saturated and with people going out of business," he says. "But even though people were not making the $300 a week on machines as they had previously, it looked like we could expect maybe $150 to $160 on them.

"But also, it appeared that people were just throwing machines all over creation—corner stores, chained to fence posts—everywhere. There was not much thinking done. So we looked at all the arcades that were supposed to be the super arcades and incorporated some of the good things from them and tried to eliminate the negatives."

One Good Times' feature is a five-level seating arrangement which separates an 80-person dining area from the video casino portion where the games are located. Patrons can view the games from the velvet-curtained windows while ordering from a menu that ranges from beef ribs

Dividers between the 90 games create a sense of privacy and give patrons a place to put food and drinks.

to nachos. Good Times also serves breakfast since it is open almost 21 hours a day, closing only betwen 2 a.m. and 7 a.m.

Decorating features

Red Tivoli lighting imbedded in the floor, along the steps, and in the ceiling blinks off and on in time with the music of the game area. This lighting and the glow from the games themselves are the only illumination in the video casino area which is intentionally darker than most arcades. Even the output of lights at the top of the games (in the header plex) is reduced 50 percent.

The idea, Hubbard explains, is to enhance the attractiveness of the games and bring out the high resolution in the video monitors. "You can really see the games, and the atmosphere is very conducive to game play," he says. "It is more relaxing for businessmen too."

Besides promoting game play, the darkness of the room also creates a cozy feeling. "In fact, it's so cozy back there that we sometimes catch couples in a lip lock," Hubbard says with a laugh.

The red decor and lighting were chosen intentionally for warmth and richness. Hubbard visited a manufacturer's arcade/restaurant in Chicago and found it impressive, but feels the company made a tactical error in using green lights and a green color scheme. "It is nicely done, but the green lights give it a cold atmosphere," he says. "And food looks like hell under green lights."

The video casino is designed with 90 games arranged in 45 degree angles in a room that is approximately 100 feet by 40 feet. The games are separated by triangular dividers which Good Times manufactures and plans to sell.

"The dividers separate the games, but they have a unique design and don't take up valuable room," Hubbard says. "They also provide a player with room for food and drink, but we don't allow smoking (so there are no ashtrays)."

Each game at Good Times has its own stool, and the dividers also provide a place for customers to hang a hat or coat. There is also an area to post instructions for a game. Special lighting can be used on the instructions, and besides selling the entire dividers, Hubbard says the company will also sell printed instructions for game play.

Lighting amenities

Other lights on the dividers include small blinking bulbs along the top and a special signaling device which customers can turn on if they want to order food and drink or if they have made a high score during a game contest.

These amenities are important, but Hubbard explains the main feature of the dividers is their contribution to the overall feeling of privacy in the game room. "The result of the dividers is that there are no machines side by side, so there is a different atmosphere. Instead of that quarter-gobbling look, there is more privacy. There's no jostling of players and nobody breathing down your back."

The room design, Hubbard says, is paying off in an increase of business customers who make up about 35 percent of his clientele. About half of his customers are college students, and the remaining percentage includes teenagers and older people. "We are picking up the business crowd because each module is private," he says. "To see somebody in there you would have to be hunting for him."

Many ideas at the main site of Good Times were pioneered in another smaller location which the company

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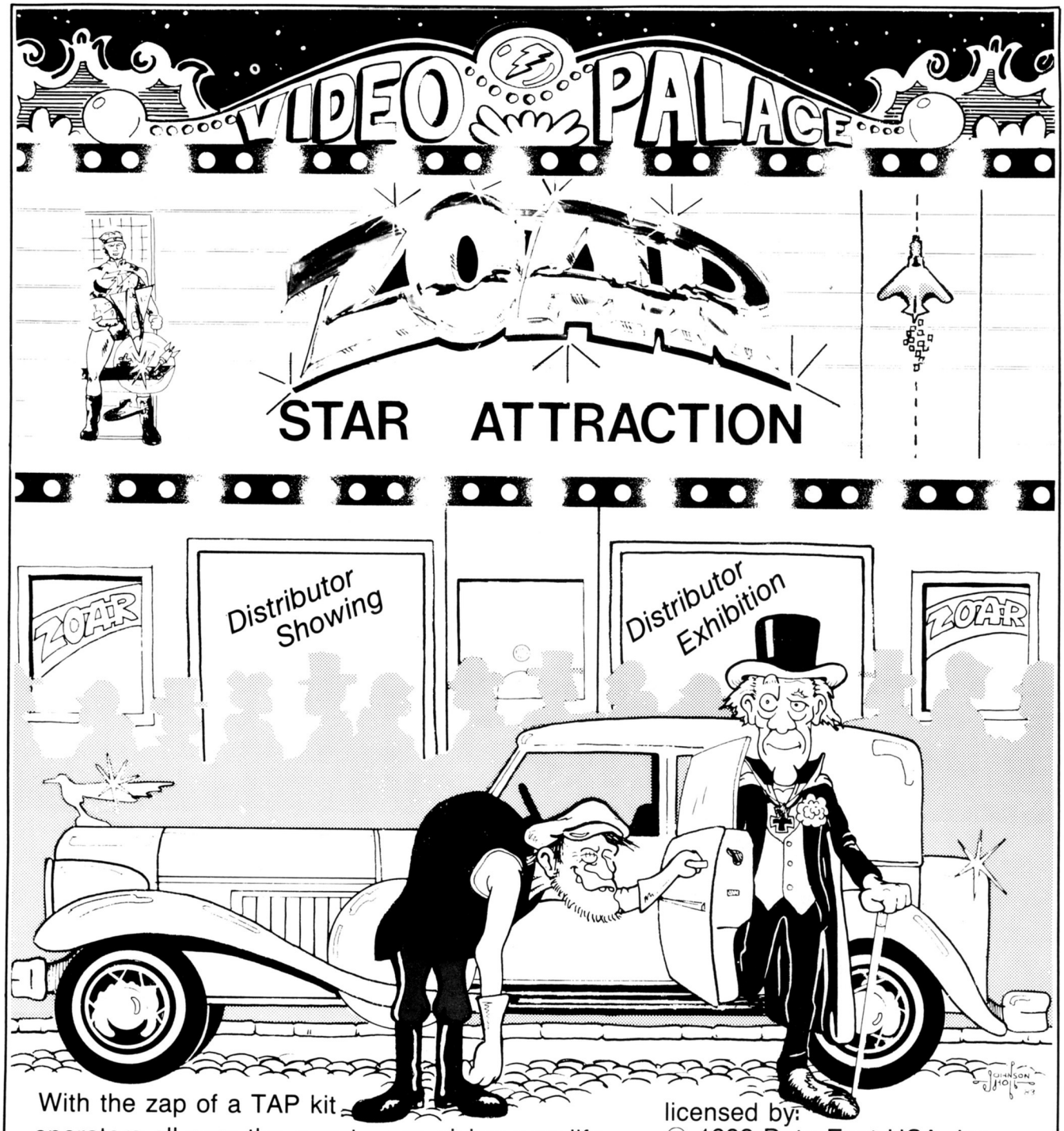

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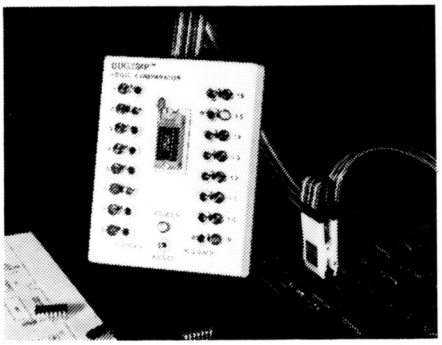

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opened last June. In the new building near Portland State, the company has almost 6,600 square feet in which to expand its concepts. It plans to use 1,400 square feet in the renovated building as a special room for renting and selling videotapes, movies, home video games, game equipment, handheld games, and even microcomputers.

Characteristically, the company did extensive research before investing $60,000 into this special room. "We feel these items go hand in hand with the games," Hubbard says. "We have customers with built-in drawing power."

The special new room is not the only connection Good Times is making with computers and other facets of the industry. Hubbard is participating in and promoting a West Coast operators' organization called ICEEE which stands for International Computer and Electronic Entertainment Executives.

ICEEE project

The organization is already sponsoring a statewide video game contest in Oregon as a benefit for the March of Dimes. Hubbard says the group planned to put together a national contest in conjunction with the first telethon for the March of Dimes, but like others in the industry, Hubbard finds that pulling together a diverse group of operators can be difficult. "We were trying to coordinate a national contest, but it was physically impossible," he says. "That's mainly because of a lack of cohesiveness among the operators themselves."

Though a relative newcomer, Hubbard has also made other insights into the coin-operated game industry. "The industry has gotten itself into a heck of a pickle with this business of making new games every 30 days," he says. "The industry has to get out from under this planned obsolescence in games, this constant barrage of new games. They are creating something that dies so fast."

Hubbard sees convertible games as one evolutionary step in a whole new approach to arcades. But he would like to see manufacturers move beyond that and actually market game chips which operators could place into a main computer connected to game modules on the arcade floor. Then customers could come in and punch up the games they want to play.

"You would put more money into the module because it would be permanent and could be made of impact-resistant plastic," Hubbard says. "It would have a comfortable seat and good sound. People would come in and just look for an empty seat because they could play any game they wanted."

The advantages, Hubbard says, are that when an operator has a hot game, such as *Joust*, it would then be available to a much larger number of players. "As it is now, if you only have one *Joust*, then only a few people can play it...other people will never get to play it." And, he adds, such a system would allow customers to play old games that are often not available after their first burst of popularity. "I've had customers come in asking for *Space Invaders*," Hubbard says. "Some people get used to a game, they become good at it, and then it's gone."

Hubbard admits that this plan would meet obvious resistance from manufacturers, but he adds, "Manufacturers have to realize that chips are not sacred. Of course, they wouldn't market the chips for new games right away but what about the old ones? It could be like cable TV where they started with old movies, and now they have moved into new movies."

Computer center

Taking his future scenario one step further, Hubbard and his associates have contemplated the idea of turning game modules into computer centers where business people could read stock reports—or even see taped movies. "So then what you would have instead of an arcade is an 'information center' or an 'arcade-information center,' " he says.

Whether arcades head in that particular direction or not, Hubbard is convinced that his current formula—a total entertainment package in a plush setting—is a definite trend for the industry. "For the games themselves to continue to make money, for the operators to make money, and for the public to have entertainment, we will have to go toward our type of arcade," Hubbard says. "There is an increasing demand for many forms of entertainment: dancing, eating, drinking, and games. People always do those things, and they will do them until they die.

"We have just extracted the games from the game room itself and mixed them with all these other forms of entertainment."

And, like the glamorous old movie houses of the 1930s, Good Times may once again prove that the public likes to be entertained in style. •

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AN ALL-AMERICAN ARCADE

By Diana Hunt

J. Watson's Game Emporium is typically all-American. The 6,600 square foot room is immaculate and well-lit; the large picture windows look out onto Main Street, Collegetown, USA. The jukebox is playing at reasonably low decibel levels.

Young adults sip beer, listen to music, play pool, and zap the latest video games. Pool and video games in a conservative, all-American setting?

J. Watson's is an anomaly in the video game business.

"We want to provide a form of alternative, inexpensive entertainment in a non-threatening environment," explains co-owner Tom Jacobs. "Women feel comfortable coming in here alone—so do dates and groups of friends.

"We are not a tavern," Jacobs continues. "We are a game emporium with pool and video games which happens to sell beer."

That's a subtle but important difference. The primary motive for going to J. Watson's is to play the games, not to drink.

Few fights

Another less subtle difference is J. Watson's is not a noisy arcade jammed with children playing those "monstrous" games the surgeon general once declared unhealthy.

"In five years we have had only four fights," says Jacobs. "We just don't have that trouble."

There are a number of reasons for J. Watson's squeaky-clean image. One, it just is. The carpets are vacuumed daily, and the pool tables are wiped after every game and vacuumed every night. The windows are always clean and it is well-lit at night. Two, people *do* feel comfortable there. There are no "don't" signs. Three, J. Watson's employees make it a point to know everyone's first name when they check IDs. That way if trouble seems to be brewing, it is always a polite "Please, Jim, keep it down" or other equally personalized requests.

Checking identification serves to acquaint employees with the customers, to keep accurate records, and of course, to check for the legal drinking age.

"We don't allow kids," Jacobs explains. "Not even my own kids have ever stepped foot in here."

The beginning

J. Watson's got its start in Lawrence, Kansas. In 1977 three young men pooled $6,600 ($2,200 each), got an SBA loan for $94,000 ("We were laughed out of a lot of banks," Jacobs recalls.), and formed J. Watson's. But then it was pinball and pool and beer. The market was the student population at the University of Kansas.

Business ambled along for two years. The third partner was bought out which left Tom Jacobs and his brother-in-law Keith Robinson. Tom ran J. Watson's full time; Keith coached football at Haskall Indian College and worked part time at the store; their wives also taught and devoted part-time to the family business.

In 1979 video games hit the market in a big way. J. Watson's exchanged pinball for video and the business took off. They were doing so well that they borrowed more money on the capital

"Honestly," Jacobs explains, "we appeal to all age groups. As other forms of entertainment become more expensive, we become a more respectable place to spend an evening."

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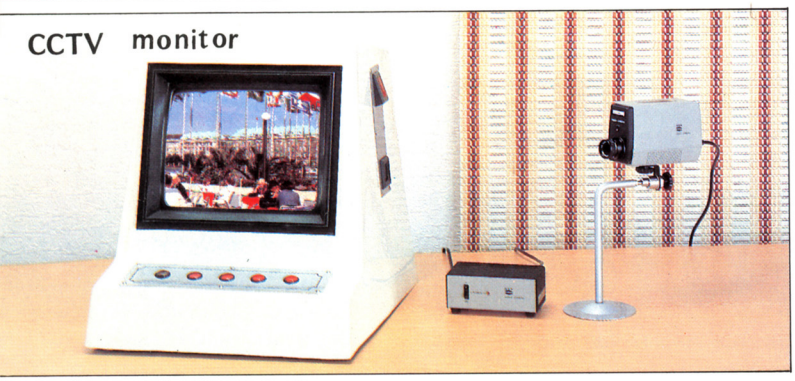

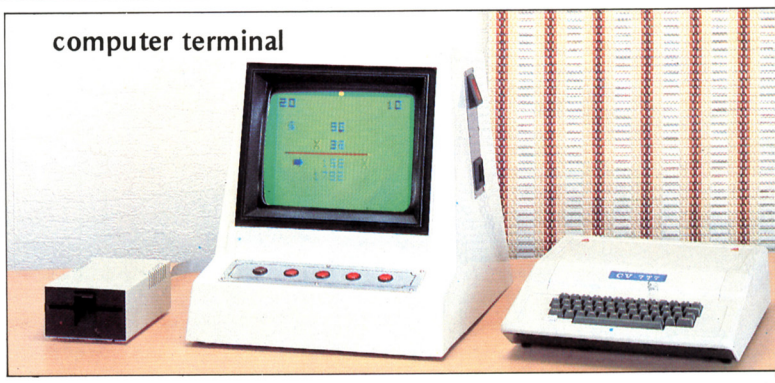

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generated from the revenues at the Lawrence store and opened four more emporiums. And this was tight money times. But the big money was in franchising, and more than a year was spent in putting together a strong franchise package.

Tom Jacobs and his wife Jan moved to Ft. Collins, Colorado, to open a J. Watson's; another was opened in Greeley, Colorado, and one in Topeka. Another started as a private club adjacent to the Lawrence store. Keith and Sharon Robinson both quit their teaching jobs and worked full-time at the Lawrence emporiums.

The original formula for J. Watson's emporiums was to open in land-grant university towns with populations of about 35,000, semi-isolated in cold-weather climates with a student population of 15,000 or more, and in states where the drinking age is 18 (even if it is watered down "3.2" beer).

The rationale was land-grant institutions are less likely to suffer financial problems; college towns traditionally have lower unemployment than comparable-sized towns, and the constant turnover of students provides a steady stream of new customers.

That formula has been successful, but Tom and Keith have broadened their criteria to include urban areas in future franchises.

Customers of all ages

"Honestly," Jacobs explains, "we appeal to all age groups. We have customers in their 30s, 40s, even 50s. As movies and other forms of entertainment become more expensive, we become a more respectable place to spend an evening."

Jacobs backs up his age group claim. Every Friday afternoon five Lawrence, Kansas, judges in their 50s meet at J. Watson's to play pool, drink beer, and smoke their cigars.

As a business, a J. Watson's Game Emporium is easy to run, Jacobs says. There are none of the labor hassles and high initial costs of a fast-food franchise. And—they make money.

The goal of owners Jacobs and Robinson is to have 300 J. Watson's around the country in five years and 40 by the end of 1983. If future J. Watson's stores are as successful as the current stores, these game emporiums just might contribute significantly to a positive change in people's perceptions of video and pool games. •

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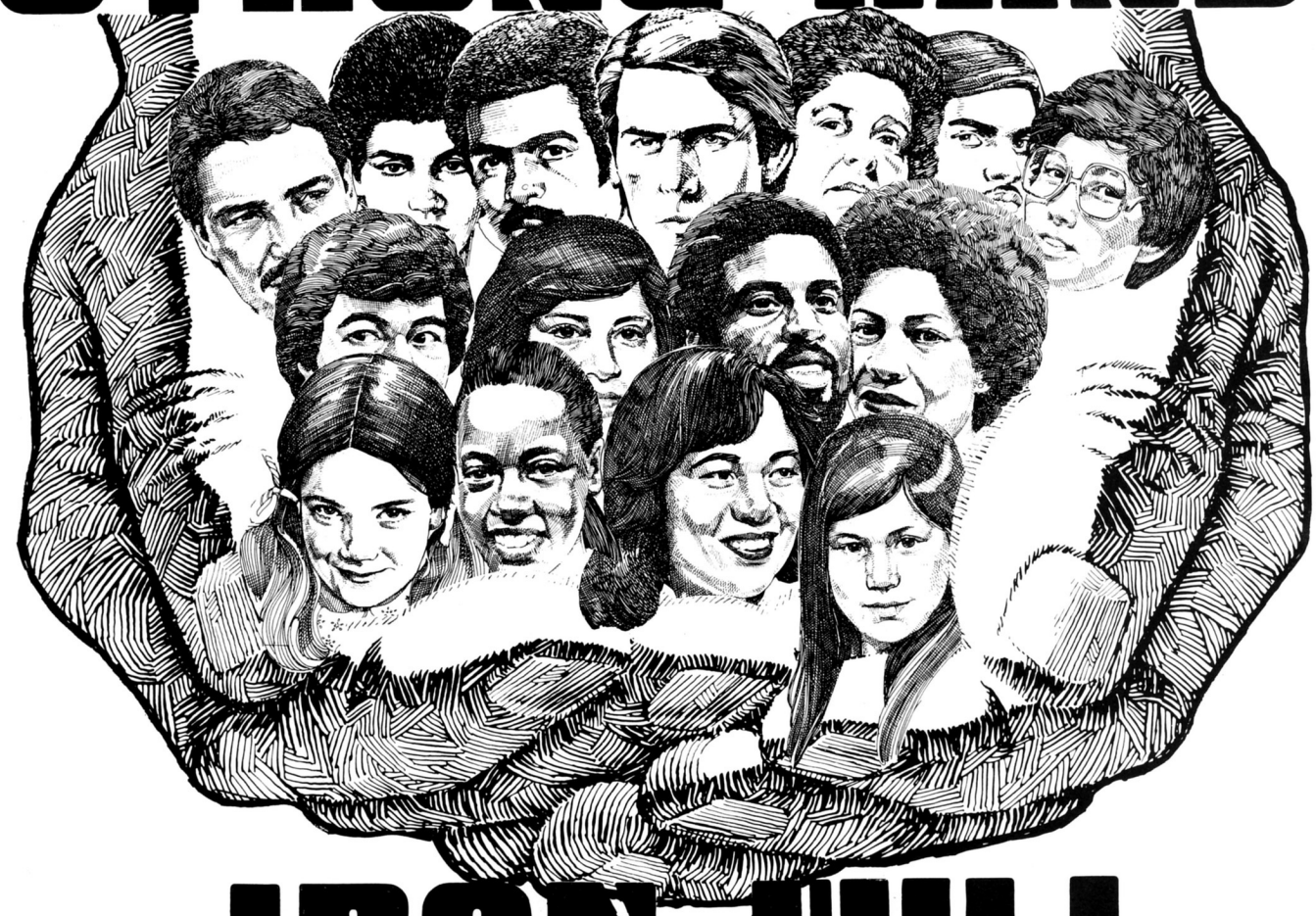


IRON WILL

By Gerald Walford

ESTABLISH CONTROL WITH FAIR AND CONSISTENT DISCIPLINE

Who has control—you or the customers?

Establishing and maintaining control can range from easy to difficult. So much depends on the area and the clientele, as well as the personality of the individual attendant in charge.

Our arcade, the Outer Limits, is adjacent to the southeast corner of Washington, D.C.—an area with an extremely high crime rate. Naturally, this gives us a clientele different from most arcades. Establishing control was difficult and dangerous at times; however, a strong hand and iron will led the way to a respectable, efficient, and safe arcade. In fact, many parents told me that it is good knowing that their kids are safe at our place.

In gaining control, we had to establish a consistency to our discipline. To do this, we developed rules and a pattern of action for various offenses and situations. By being consistent in our actions against offenders, we took away the effect of discipline being personal.

It is best if the offender does not feel we are picking on him. Customers soon know what to expect for their misbehavior. The rules are the same for all—adult or child. For example, I have kids say, "I guess I'm gone for the day," or "Don't make me go for the day; I won't do it again." The reply is usually the same, "You're welcome back tomorrow." Yes, they do come back, and they and their friends are well behaved.

Another advantage of this consistency of rules is that the policy is in

effect during all staff members' shifts. Customers find it difficult to take advantage of some staff members because they may be more easygoing than others. Also, it is easier for the staff because they simply enforce the policy. They do not have to make decisions or worry if they handled a situation correctly.

Remember, discipline is not always for the offender. As soon as you take action against an offender, you are telling the other customers that this will happen to them if they act accordingly. If you fail to act, then others will engage in similar offenses and expect no reprisal.

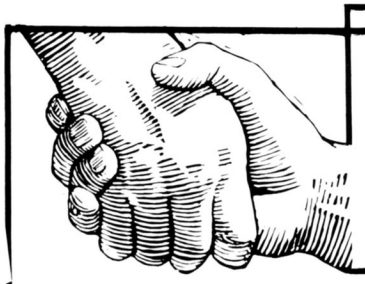
Again, if the consistency is broken, the customer may feel the punishment is personal. It is vital to be consistent. You must realize that your customers want you to take action against offenders. Such action assures them of your control, and it gives them and others a feeling of safety.

Staff requirements

The first requirement in arcade control is hiring a staff. This is often difficult because most prospective attendents think all they have to do is give change and play games. In hiring, look for a strong personality, intelligence, and lots of energy. Our attendants are not allowed to read, watch television, or play games while on duty. Full attention must be given to controlling the environment.

Our attendants carry change and patrol the arcade. They do not make change for $1 bills—the coin machine handles that. By patrolling the area, we have a good chance of eliminating machine break-ins, mishandling and abusing machines, customer behavior, etc. Our attendant is on top of the action. An attendant who sits too much gradually loses control of the environment through minor problems leading into major problems.

The design of some arcades may make it feasible to sit and give change, but not at our arcade. As you may well know, it is not too difficult for one person to block the view of a sitting or stationary attendant while an accomplice attempts a machine break-in or



EXCERPTS FROM THE OUTER LIMITS' EMPLOYEE HANDBOOK

Potential robberies. Be alert—a robbery is always a possibility. Study the customers, their movements, and reactions. Look for anything unusual. Often a suspicious group or individual can be detected by excessive monitoring of your movements. Be aware of this. They are watching you for a reason.

Suspicious characters will often leave if you simply study them and let them know they are being watched. Sometimes it is a good idea to write down a description. Many times an incident occurs, and one becomes so involved that he does not have an accurate or detailed description of an offender. Take care and develop this skill.

Robberies. If held at gunpoint—release the money. No heroics, as customers may be put in a dangerous position. Safety for you and the customers is vital. Remember, get a good description of the thieves, and as soon as it is safe, push the alarm and phone the police and security.

Burglar alarm. The alarm must be activated by the last person to leave the arcade.

Customer Relations

Learn the names of the customers. This will prove beneficial in many ways. Customers will feel a personal friendliness when called by their names. Also, it will help in your control and discipline of the arcade.

"Machine stole my quarter." This may be the most annoying problem you have. You will probably have to ride it out by going with the complainer and testing the machine. If you suspect conspiracy, then ask for the name, address, and phone number of the complainer. This will often solve the problem. Experience helps in this matter.

Bumming quarters. Do not allow customers to go around bumming quarters to play the machines.

Keep the machines clear of coats and packages. The joysticks are not coat hangers.

Warnings. Some customers will need a warning on their behavior with the machines (pushing, hitting, kicking, etc.). If the warning does not get results, the offender should be asked to leave and come back the next day (cooling off period). If the person refuses to leave, call security. Do not try to handle the situation yourself as it may not be safe. Arguments and disturbances annoy the customers, so do it quietly and efficiently.

Do not allow radios and tape decks to be played in the arcade. It breeds loitering and extra conflicting noise. This rule also applies to the outside entrance area as such action will deter customers away.

Loitering. Be careful because sometimes a customer may be resting between games or waiting for a game. Excessive hanging around by individuals or groups can lead to future problems, so tactfully have them decide to play or to leave. No Pay—No Stay.

Lending money. Many ask to borrow a quarter. Although there may be a few exceptions, stay away from this. Such lending leads to loitering. This persistence will carry over to other customers and become a problem. •

some other offense.

Moving around helps to prevent customers from stealing packages and/or purses of game players. Also, it makes it difficult for groups or individuals to intimidate or force some customers into giving them quarters. A mobile attendant puts himself into position to study his customers and their behavior. Often problems will be foiled before they even have a chance to start.

An attendant must be aware of any individual or group that excessively monitors his movements. The attendant is watched for a reason, so alertness is mandatory. Often the attendant can counter this action by monitoring the offenders' actions in return.

Another requirement is that we insist our attendants learn the names of the customers.

This is done by moving among the machines and listening. Gradually the names will present themselves. High score cards will help, and sometimes simply asking the player or friend will get results. A contest or drawing for a prize will give the customer's name, address, and phone number.

It is surprising how many people will straighten up when they are called by their name. Often they reply, "How did you know my name?" Many customers are hesitant to misbehave when they realize we know who they are.

Arcade rules

We do not let our attendants take verbal abuse or major disrespect. If customers verbally abuse an attendant and get away with it, this will carry over to other customers. The attendant becomes weak in the eyes of the customers.

Unfortunately, some customers take advantage of a weak attendant for machine robberies, machine abuse, arcade abuse, and even attendant robberies. If a customer cannot treat our attendants and our arcade with some courtesy and respect, they are asked to leave or clean up their act, depending on the nature and seriousness of the offense. Most problems are solved with a warning.

Our rules for discipline are quite simple. They are:

1. warning
2. out for the day
3. out for a period of time or permanently

Sometimes an individual just does not see a sign or completely forget the rule. Such an honest mistake is simply brought to the customer's attention. If the individual defies the attendant or abuses the attendant, then he is asked to leave and come back the next day. This gives the customer a cooling off period and also shows the other customers this behavior is not tolerated.

If the offender will not leave, the attendant phones security or the police. Once again, this is done quietly and quickly. We do not want loud arguing or our attendant involved in a scene. If handled properly, many customers engrossed in the games will not even be aware of a problem.

In most cases, a customer returning after a day-long ejection is well behaved. If he is not, then he is out again for a period of time—a week, a month, or permanently.

Naturally, the punishment fits the nature and seriousness of the offense. Serious offenses such as attempting machine robberies, package or purse stealing, or intimidating or mugging customers rank a permanent ejection from the arcade as well as from near the entrance outside the arcade. We do not want this type around, and we do not hesitate to call security or the police if such people loiter near the

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arcade.

Smoking, eating, throwing paper or chewed gum on the floor, lounging on or hitting the machines, and loitering, etc. are handled with the warning and/or a cooling off day. Persistent offenders must stay away from the arcade for a period of time.

Discipline and coordination

Customers returning from an ejection must give us their names, addresses, and phone numbers before they are allowed back in. Their names go into our file called, "Rogues Gallery." Once we have this information, the customer knows he can be readily tracked down, so he controls himself.

To help maintain control, I make constant trips to the arcade, usually twice a day, on my days off. This helps me keep a feel on what is going on. The staff and I coordinate actions taken, discipline problems, and machine repairs. We become aware of each staff member's problems while they are fresh. We also know what to expect on shift changes if problems or individuals should return after the change of shifts or personnel.

Often descriptions of individuals to be aware of are left for the next shift. The importance of coordination is hard to evaluate over a short period of time; however, it is vital in the long run. I notice it here. The constant checks make our job easier and safer, and many problem customers are surprised how well we (staff) know what is going on or has gone on despite personnel changes or shift changes.

Many times, an ejected customer is surprised when an attendant meets him at the door, calls him by name, and enforces the restrictions imposed on him by another attendant. Word gets around, and soon the customers realize they cannot take advantage of one attendant.

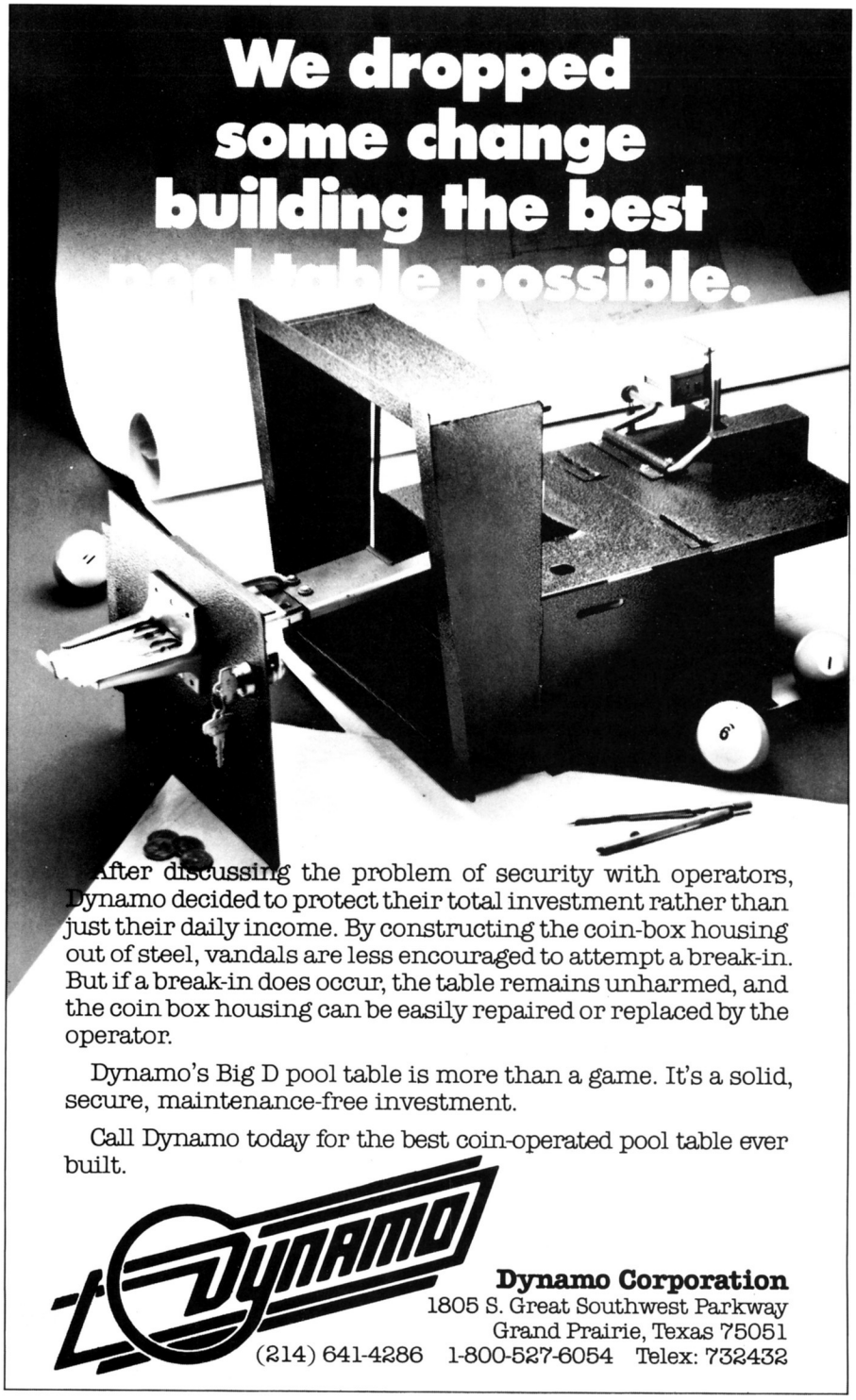
Often a permanent ejection will return and enter without permission, especially if another attendant is on duty. When this happens, out they go again until they apologize and ask for permission to return. If the customer is sincere, we will let him return if we feel he will behave. Also, no one is granted return privileges unless agreed on by the attendant who ejected the customer.

Such action shows control and coordination to the customers. Customers know our staff members are supportive of each other. This is vital not only to the customers but also to the staff. An attendant must know he will be supported by his management and co-workers.

Once again, do not worry about ejecting customers or enforcing the rules. The customers come back, and some even beg to get back in. In fact, I have had many permanent ejections return to apologize and promise better behavior. If they are sincere, I let them back in, and so far I have no regrets.They have behaved well and some have even stood beside me and helped enforce our rules to others. Many of these returnees have become very friendly towards me and the staff and often insist on the traditional "gimmee five" hand slap.

Remember these are tough people, and deep inside they respect strength. You must be strong, yet fair. It is not strength that will cause problems—it is unfairness. Consistent action will be accepted because offenders know this is how things are. So be fair, strong, and consistent. •

Walford is manager of the Outer Limits Amusement Center in Temple Hills, Maryland.



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Galleries Feature Shoot-'em-up Entertainment

By Dawn Adorno

With the current high depreciation levels of videos, operators are considering alternative arcade attractions. Novelty pieces, such as *Skee-Ball*, *Boom Ball*, and bowling games are back in many arcades. Due to this trend, the old fashioned shooting gallery, with a new twist —animated life-sized targets—may experience a resurgence of popularity.

According to Tom Leon, president of North American Amusement, the company's animated shooting galleries have an average life span of 10 to 12 years compared to some videos with a life of only six months to one year.

Caught unaware, a player gets sprayed with water by one of the gallery's animated figures.

Hitting the dancer's target prompts her to lift her flowing red skirt and kick her legs in time with the music. When activated, the bartender wipes his countertop and asks, "Why don't you buy the lady a drink?" Be careful, though. Shoot a card player, and he goes for his gun!

This revived concept, which one operator calls "a major attraction even when not in operation," may provide an additional option for owners of large arcades.

North American Amusement, factory representative for a British manufacturer of electronic shooting galleries, exhibited Hillbilly Moonshine at the Amusement Operators Expo in Chicago March 25-27. The gallery got 19,000 plays, Leon said.

"Now that the gallery is more properly priced, it will become more popular," Leon speculated. His prices range from $44,000 to $68,000 depend- on the number of guns.

Service problems are virtually nonexistant, he added, because there are no complicated electronic parts. Leon noted that the equipment is reliable because the targets are activated by a direct relay to the guns. Players are allowed 20 shots for a quarter and, Leon said, the shooting galleries make a profit.

Nationwide tests

In results from 30 tests run nationwide, North American Amusement reports that the set should pay for itself in seven months. In a 365-day test,each gun (lane) averaged 75 cents per player per day, while in an 89-day test based in an amusement park, 200,000 players were counted. The company also tested its equipment at LeMans (a Bally arcade in a shopping mall) for three days and reported collections of $1,200, Leon said.

What draws players to shooting galleries? Old-fashioned entertainment is one answer.

Targets—a still, barrels, a dalmatian pup, and four human-like models

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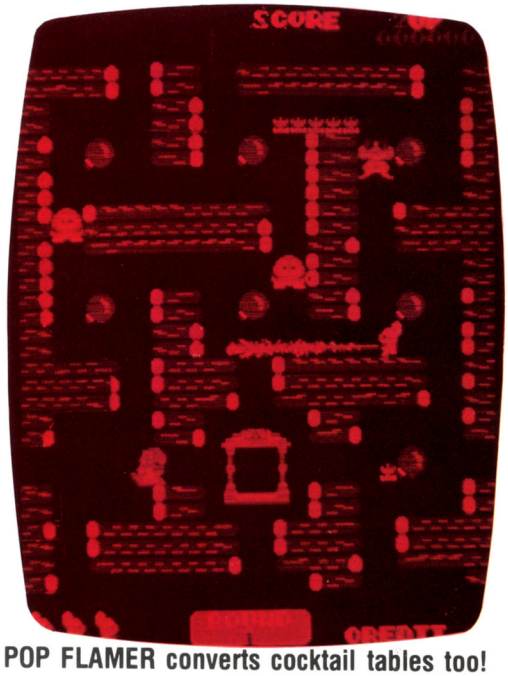
- Throw flame to exterminate frogs if blocked by them.
- Get POWER DRINK to change to SUPER MOUSE and swallow monsters nearby. SUPER MOUSE is never beaten by monsters.
- POP FLAMER disappears if touched by monsters.

SCORE

200	200	200	500×?	300	1000×?

After clearance of each 2 patterns, higher points are awarded.



POP FLAMER converts cocktail tables too!

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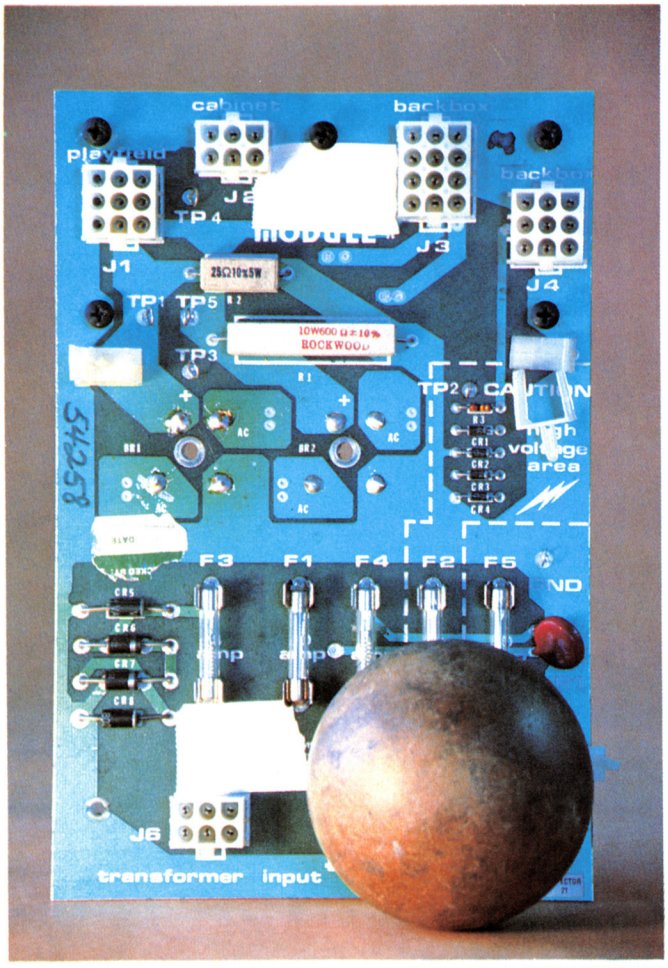

VIDEOS VS. SKEE-BALL

THE OLD FAVORITE GAINS NEW TERRITORY

The battle for the customer's entertainment dollar is being waged between two unlikely adversaries—the complex computer control grid and the simple wooden Skee-Ball.

Strange as it may seem in this modern, electronic wonder world—*Skee-Ball* is enjoying a resurgence of popularity in the improbable setting of electronic game rooms.

The recent installation of that old outdoor amusement park favorite, *Skee-Ball*, is an unqualified success at Gala Lanes-Galaxy World in Naperville, Illinois.

Each *Skee-Ball* alley is equipped with an automatic ticket dispenser that eliminates the need for extra personnel. The impartial dispenser awards the player coupons after he is successful in achieving a pre-determined score.

These coupons are redeemable for prizes at the merchandise redemption center. The center carries prizes that would require hours of play to accumulate enough coupons for redemption, along with one-coupon items to entice the transient, younger, or less-skilled players.

What the operator pays for the merchandise decides how many tickets each prize costs. If a watch cost $17.85, add 55 cents for handling and 5 cents for storage, bringing the total cost of the item to $18.45. If a ticket has a 1 cent value, the watch would require 1,845 tickets.

The standard score setting is 150 + 30. The first ticket is issued at 150 points and another ticket is issued each time the score increases by 30 points. Experience shows that the score of an average *Skee-Ball* player is 240. Based on this figure and the 150 + 30 scoring system, the average player will receive four coupons equaling 4 cents for his initial 25 cent investment.

An added feature is the bonus coupon which is spaced intermittently throughout the roll of tickets. A special marking on the front of the coupon indicates it is worth 50 points at the redemption booth. It is an added incentive to play that "one last game."

The popularity of *Skee-Ball* undoubtedly can be attributed to:

- Simplicity.
- Player sets own pace.
- Skill easily attainable.
- Prizes for coupons won.

The battle wages on between the computer era videos and the old outdoor amusement park favorite, Skee-Ball. *They're fighting for the entertainment dollar, and surprisingly,* Skee-Ball *is holding its own and even gaining in popularity.*

Perhaps the prizes are the most important factor in *Skee-Ball's* rise in popularity. After an evening at the arcade feeding tokens into games, the *Skee-Ball* players can journey home with a tangible reminder of their prowess, instead of just fond memories of mutilating 7 million microbugs. •

Copy and Photos By Larry Ketchum

AIM HIGH

AND HIT YOUR PROFIT TARGET!

Nothing beats this old fashioned money maker for value, fun and consistent profits. Leagues, tournaments and prizes keep the lights flashing and the sound effects blaring, while the money rolls in. Don't be late for the profits from the target bowling revival.

JUST THE TICKET

Optional ticket dispensers give these games an added attraction. Accumulating redeemable tickets gives players that extra added value that keeps them coming back.

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(including a man in a bathtub)—are activated in the Hillbilly Moonshine gallery by direct relay from the guns by the force from air compressors which release three pounds of air per minute. When hit, the barrels and the human-like animated figures shoot water back at players.

Taylor Engineering Company, a California-based manufacturer, produces custom-made animated galleries. Because each gallery is individually designed, prices vary and are determined by the buyer's needs.

The Boardwalk, a seaside scene, and The Indian Trading Post, featuring two Indians outside a backdrop of a set including typical items found in a trading post, are two of Taylor's custom built products. The company manufactures only three or four sets of the equipment (which takes two months to make) at a time.

The targets (life-sized models of animals, people, and objects) are made of fiberglass. All targets are animated, and some feature both animation and sound.

Easier targets

Originally, according to company representative Nigel Mathieson, the galleries were designed for sharp-shooters. But, he said, if the targets are difficult to hit, a player takes more time with his alloted number of shots. Today the manufacturer is making targets easier to hit, thereby reducing playtime somewhat.

Taylor Engineering has sold 100 galleries in the U.S., and Mathieson stated that they are also very popular in Australia. The company anticipates sales in Singapore and Malaysia in the future.

Operator Robert Conte's animated shooting gallery, designed by a New York display company, includes sounds, voices, and music. Scores are recorded electronically at the 12 gun positions which frame his 21 feet by 19 feet Florida gallery set. Variable playtime is an operator option, but this gallery is set for 60-second play for a quarter.

Constructed to resemble an Old West saloon, the set includes a Parisian dancer, three gun-toting card players, a bartender, and a skunk among the 40 targets which, when hit, react with sound and movement.

Photoelectric cells in the targets activate a relay when hit by the guns' infrared beams. Targets can be set to go off intermittently or can be set permanently. Once activated, the targets light up, and players are challenged to hit only the lighted targets.

The equipment itself, according to Conte, costs approximately $70,000 new. But electrical operating costs may be minimal because the equipment runs on a low voltage 20 amp 110 circuit.

Conte said that the gallery concept is a good one, but from his own experience, he advises operators to be careful choosing a location. His own gallery suffered because it was not easily seen from the street and has not attracted the business expected. But, he added, a shooting gallery of this kind could fare well if the location is right.

A gallery of this size, of course, is not feasible for some locations, but Conte noted that large arcades, amusement parks, county fairs, or traveling carnivals are excellent locations for the electronic galleries.

And with increasing interest in novelty games, animated shooting galleries may become popular pieces because of their life span and old-fashioned entertainment provided in an animated concept. •

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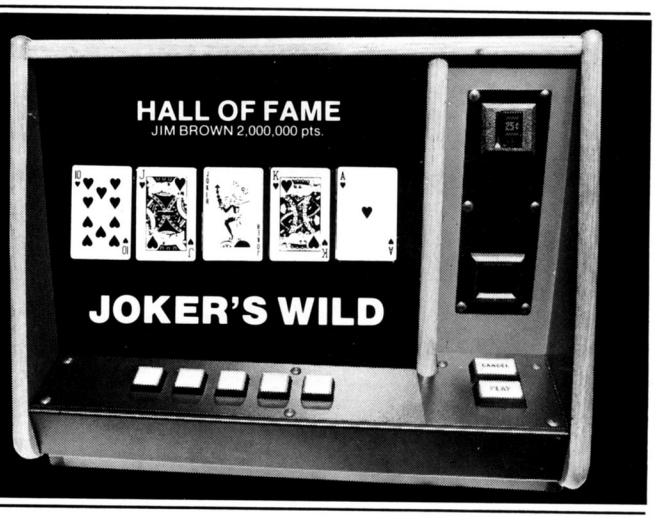

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STRIKE!

Bowlers and Shuffle Alleys Attract Renewed Interest

By Bill Kurtz

Coin-op bowlers and shuffle alleys aren't dead. Far from it. They're making a comeback.

They're played in hundreds of locations, and in many of them, they bring in as many quarters as the top videos.

In a neighborhood tavern with a blue-collar crowd in their 40s, 50s, and 60s, a *Q*bert* game would be ignored. But a bowling machine in the same location could bring in more than $150 per week, especially in some midwestern bars where the interest seems the strongest.

"In the last six months, there's been a resurgence of interest in both the ball and puck type bowlers," said Don Singer of Cleveland Coin International. "We've sold 15 or 20 bowlers and shuffle alleys in the last six months. Before that, for the last three years, we didn't sell three a year."

The bowling machines are attracting a following. Organized leagues are springing up in many bars, with some leagues moving between six or seven taverns over a few months.

Demand for shuffle alleys

Singer said that during league play, a ball bowler might take in as much as $150 per week, and will average between about $75 and $100 at other times. A video in the same location might make $100—in a good week.

He said the state of the economy may be encouraging some people to play the bowlers in bars, people who can't afford the cost of playing in a bowling alley. "And you really can't organize bar leagues on video games," he added.

Tom Brodnick, of Roy George Music and Vending in Ashtabula, Ohio, said his company operates about 20 shuffle alleys, with most of them used for league play.

"Their popularity is widespread, and the earnings are comparable to a very good video game," he said. "We found our first location about six months ago, and it (the shuffle alley) was a home run. Once we cracked the ice there, we started getting calls from other locations wanting the games."

Brodnick said he now has six or seven shuffles out in a two-square-mile area. In fact, he said he can't keep up with the demand for the games.

He even placed an ad in *Play Meter* seeking solid-state shuffle alleys. "The new solid-state shuffles are hard to find," he said. "The distributors' supplies dried up pretty quickly."

Why then are new regulation ball bowlers extinct and shuffle alleys reduced to one model in three years?

Cost comparison

Part of it is economic. When the last ball bowler rolled off the Chicago Coin assembly line around 1975, its price was almost double that of a pinball machine of the same era.

And to operators, video was just a better investment. In the space a bowling machine took up, three to five videos could be placed.

Ball bowlers were too big and too heavy to transport to new locations, especially when compared to the more portable videos. And although electromechanical shuffle alleys cost about the same as new pinballs, they were considerably larger (2½ feet by 8½ feet) and heavier (about 360 pounds, compared to a 290 pound pinball game).

And ball bowlers were not only heavier and a lot more expensive, they were a lot larger. Ball bowlers usually came in two lengths—either 13 or 16 feet—and some had optional extenders available which could take them up to 20 or 21 feet!

As public interest in bowling alleys everywhere declined in the mid '70s, quarters stopped dropping into coin-op bowlers at about the same time.

Stern Electronics, which purchased Chicago Coin in 1976, made its last shuffle alley (and its only solid-state shuffle, *Genesis*) in June 1979, about the same time that Williams Electronics' *Omni* shuffle was introduced.

Joseph Joos Jr., a game designer with Stern, said *Genesis* featured a redesigned cabinet and was in production for about a year. It was sold until the company's supply ran out in late 1980.

Williams' efforts

Bowlers, specifically shuffle alleys, may have been down but they're not out. Steve Kordek, a game designer with Williams (which produces United shuffle alleys), said his company's new shuffle alley, *Big Strike*, just went into production.

"There's been no sudden revival, although we've been the only company still making them," he said. He added that a new shuffle alley costs slightly less than a video.

Big Strike features two ways to make a "strike." Hitting 10 pins scores 300 points while nine pins gives 200 points.

"For traditional shuffle alley locations and devoted players...and for the smart operator who wants a variety of products to appeal to the broadest possible audience, Williams presents *Big Strike*. With solid-state depend-

ability, bold graphics, and the only six-player profit potential, *Big Strike* can help you strike it rich!" according to the company's advertising. "Give your players two ways to make a strike with *Big Strike*, and you'll have profits to spare!"

Kordek said that except for a five-month break before *Big Strike* hit the production line, Williams had its previous game, *Omni*, in production for about three years. He said *Omni* was in production for so long because there wasn't a great demand for a new model, but he added that design work has already begun on the next shuffle which will follow *Big Strike*.

Production feasibility

Stern's Joos wasn't as optimistic about the possibility of that company resuming production on shuffle alleys, though. "To put engineering and designing time into a game for such a limited market may not be feasible," he said.

(According to Joos, it takes only two or three hours to assemble a video game, but about 25 hours for a solid-state shuffle alley or pinball. He said the engineering time on the electronics package of videos is what drives the price up, while shuffle alleys' costs are determined more by assembly time than designing time.)

Kordek said United's first bowling-type machine was a 1948 shuffle alley when coin-op pioneer Lyn Durant headed United before Williams purchased the company. Ball bowlers followed a few years later, although Kordek said Williams hasn't produced any of the ball bowlers for about 15 years. At its peak in the early '60s, United probably produced 200 to 300 bowlers per day, Kordek said.

Joos said that bowlers (most of which are six-player games) were once in constant production, the way videos are today. Although production runs varied with the time of year (with the summer months seeing the longest runs), he said production was anywhere from 300 to 4,000 pieces per model on Chicago Coin games.

But Joos admitted that there wasn't much difference between models except for new scoring methods. "The way the puck or ball rolled over the wires was always the same," he said.

Scoring variations

Each bowler featured up to six different scoring methods, which Joos called "gimmicks." For example, if a player timed his puck or ball to get a strike when a certain flashing light was

Ten Pins *is a companion piece to* High Ball. *Many of the same features and elements are involved in both games produced by The Norton Company. Note the size difference.*

Here's United's Centennial *13-foot ball bowler. There wasn't much difference between models except for new scoring methods.*

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lit, the strike would score big points—up to 800, in some cases.

Some of these scoring variations were dubbed "Regulation" (scored as in real bowling), "Single Shot," "Strike-90," and "Flash-O-Matic." One of the most popular scoring variations was "Beer Frame."

"Beer Frame" was a natural for bowling machines because, quite simply, most of the bowlers were placed in bars, where the losing player or team would spring for a round of drinks. Bowlers were designed specifically for street locations, mainly taverns, and not for arcades.

Joos guessed that arcades never really wanted bowlers because the players there, mostly children, were more interested in fantasy-oriented games that allow them to do things they couldn't normally do. "Children weren't so enthusiastic about bowlers," Joos said. "The kids wanted to drive a car or shoot a gun instead."

Joos said it was a "deliberate attempt" by operators in the mid '70s that led to the decline of bowlers, similar to what is happening to pinball today.

"The operator didn't want to take the time to maintain the games properly," he said. "There were many things that could go wrong with the games back then."

Operator advantages

Bowling machines do have certain advantages for operators, though. For one thing, if the machine is used for league play, it's guaranteed weekly income for the operator.

And unlike a video, which can "burn itself out" after six months, a bowler's income is stable. The same one can be left in the same location virtually for years.

Bowlers also represent one of the few arcade machines where the better the player is, the shorter the game lasts. If he is skillful enough to get a strike, a player only gets one shot per frame instead of two. So unlike an *Asteroids* game, for example, where a player can play for several minutes on a single quarter, a game on a bowler takes a set amount of time—about three or four minutes.

Bowling machines don't seem to receive any more abuse than videos or pinballs despite the ease for players to write or carve a message on the playfield or steal the pucks or balls. Since most bowlers are in neighborhood taverns with an older more "mature" crowd, players don't usually walk away with the pucks or balls as often happens to air hockey and foosball tables. "There's no more of a vandalism problem with bowlers than with video games," Cleveland Coin's Singer said.

Maintenance problems

There's the other side of the coin, too. For one thing, bowlers require routine maintenance, such as polishing the play area to keep it smooth. A lot of operators don't want to bother with this.

And with so many of today's bowlers having been out on location for several years, breakdowns can occur frequently. One operator called the bowling machines, particularly the ball models, "a technician's nightmare."

For some of the older bowlers, replacement parts are no longer available, and if an integral part of the machine breaks down, the operator either has to substitute something else for the broken part, remake it himself, or scrap the game.

Even when the machines are thoroughly checked, problems can develop simply because of the age of the games. Nick Troy, service manager of Cadillac Music in Cleveland, said all bowlers are inspected before they are moved to a location, but after the machines arrive, it takes a while "to get most of the bugs out" because the games may get damaged in transit.

Troy said his company has "600 to 700 bowlers on location—the largest company in Ohio still operating ball bowlers" because "bowlers never really died."

Since they've proved so popular, Troy said technicians at Cadillac are updating the ball bowlers to fit into today's computerized world. They're refitting most of the components and turning them into digital bowlers.

"We have the resources here, with our own graphics and woodworking departments," he said. "And we have enough of them (bowlers) that we can take them apart and do it. About the only mechanical parts that will remain will be the belt that drives the ball chains."

Troy said Cadillac Music will be operating bowlers, especially the ball type, for some time to come—they've even got more than a dozen ball bowlers stored away in their original unopened crates.

Buyer options

Operators looking to buy a bowling unit today have several options. Williams' *Big Strike* offers the latest in

solid-state technology plus electronic sounds in a shuffle alley.

Another manufacturer, The Norton Company, is producing a bowling-style game about the size of a *Skee Ball* unit, called *Ten Pins*. The game uses wooden balls rather than a puck.

Ten Pins, which went into production earlier this year, is designed "for both arcade and street locations," according to Linda Lynch, administrative assistant in marketing at Norton.

The game has many similarities to *Skee Ball* (which Norton also manufactures under the name of *High Ball*). Besides the dimensions (11 feet long and 31 inches wide) and the use of three-inch wooden balls, *Ten Pins* is available with an optional ticket dispenser with operator-adjustable win levels, which traditional bowlers never offered.

The big difference in *Ten Pins* from most bowling machines, though, is in the play and scoring. *Ten Pins* doesn't score by frames, but instead players try to score as much as they can with nine balls (again, the same as *Skee Ball*).

Each pin down scores 100 points, since there are no strike or spare values. A "perfect" game is 9,000—not 300—points.

Lynch said *Ten Pins* is designed as a companion piece to *High Ball*, with many of the same features and elements involved in both games. She said ideally an arcade would have several of each game and stagger them for top earnings.

Ten Pins costs about $3,195 with a ticket dispenser and $2,995 without one. And for those arcades with a lot of space (not to mention a lot of investment capital) there's *Bowlingo*, actually a scaled-down version of a real bowling alley.

Manufactured by Mendes Inc., a Canadian company, *Bowlingo* comes in a 20 foot 8 inch length or a 28 foot 8 inch length. Unlike all other bowling games, this one is designed not for street locations but for arcades. A 20 foot unit with a coupon vender costs about $18,400.

Video alternative

According to Roy George Music and Vending's Brodnick, "The popularity of bowling machines is probably not going to die because you can leave them out on location for a while, longer than you can with other coin-op games. And they're not all in blue-collar type bars anymore, either."

In fact, the bowlers can probably fit into a greater variety of locations today than when they were in their heyday years ago. Troy said the games are in demand now in pizza parlors, discount stores, and bowling alleys as well as in bars. And at least one arcade in Cleveland has two ball bowlers operating.

Kordek said that as each succeeding generation of videos becomes more complex and, in many cases, more difficult to play, young children may feel cheated if their entire game on a video ends in a minute or less. On a bowler, a child gets a certain minimum game time, and thus more entertainment for his quarter.

"Young kids may be getting away from videos," Kordek said. "They want something that will give them more time for their money."

Whether a shuffle alley or ball bowler would work in your locations is difficult to say. If you've got the right players and are willing to spend the time maintaining the machine, a bowler just might be a reasonable alternative to a video game.

No, bowling machines never disappeared, and as long as there are street locations, there'll probably be a market for coin-op bowlers and shuffle alleys. •

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Jazz Up An Arcade With Sound, Lighting Systems

By Valerie Cognevich

"Lighting attracts people like bugs," Vince Conigliaro of Lights & Sounds Fantastic quipped. "And that is what the arcades need—to attract people."

Designing and operating an arcade is serious business. Time is spent deciding the theme, the decorations, and of course, the games.

However, a very important and valuable aspect, the lighting and sound, is many times sorely underplanned.

Conigliaro has been in the lighting and sound industry for more than seven years and has clients worldwide.

"We don't just sell lights and sound, we sell systems. We design and plan these systems to fit our customers' needs," he said.

Conigliaro knows that a good system can attract customers to a business.

Mike Miller of Murphey Bros., a traveling carnival, had a tent with about 200 games that lacked activity. Miller approached Lights & Sounds to design a sound and lighting system that was portable so it could be dismantled after each engagement.

After the systems were installed, the tent was mobbed.

Realizes need

"That was when I realized that there is a real need in the arcade field for lighting and sound experts," Conigliaro said.

Conigliaro believes that carnivals were ahead of their time. The psychological aspect of carnivals with the bright lights and lively music compels people to play the games and walk down the midway.

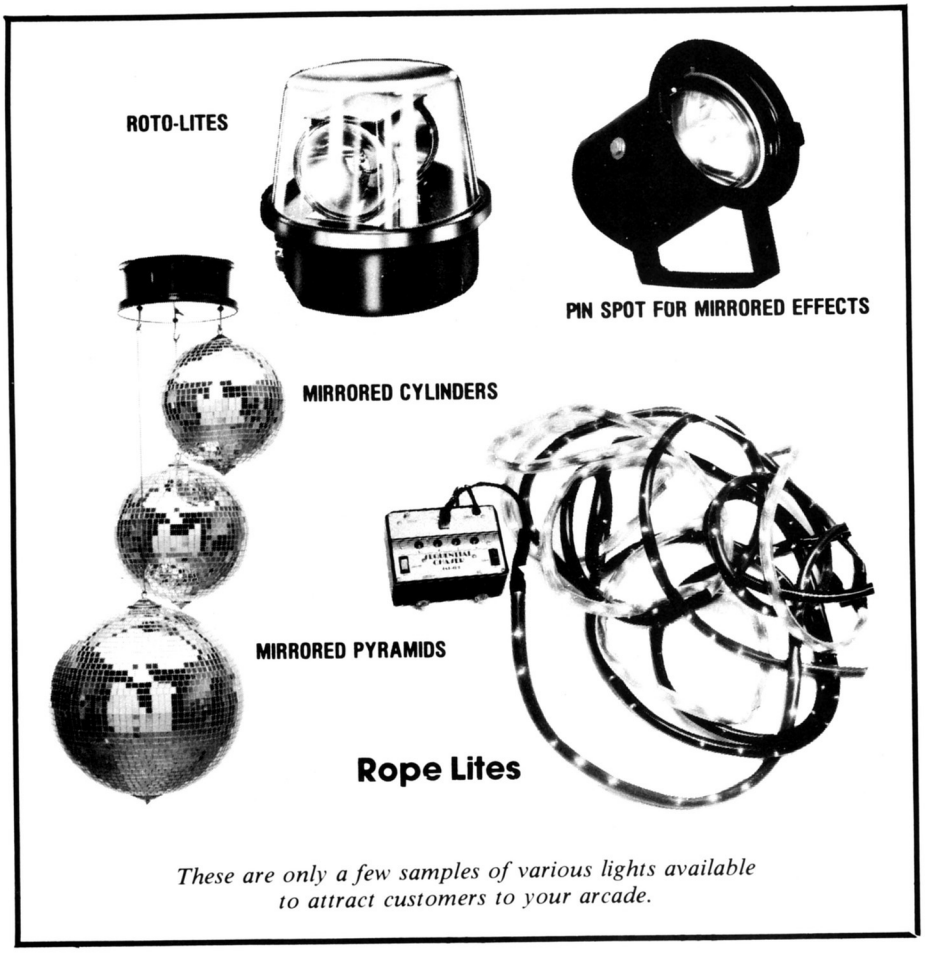
"Our company does not just sell the systems, we design and plan them. If we just sold them, it would be like giving someone all the ingredients to make a cake and not telling him the amount of each ingredient to use."

Color is one ingredient. "We do look at the psychological side of people, and what they like and don't like," Conigliaro said. "Our company has done extensive studies on how people react to various colors."

Studies prove that pink is the most soothing color. Hence, some jails and holding tanks are painted pink.

If you have been to a rock concert, the lights dim and there are soft blue lights before the band comes on. Blue seems to relax people and calm them down.

And red is a hot color used in many bars and lounges. Red denotes hot, so customers think hot, get thirsty, and tend to drink more.



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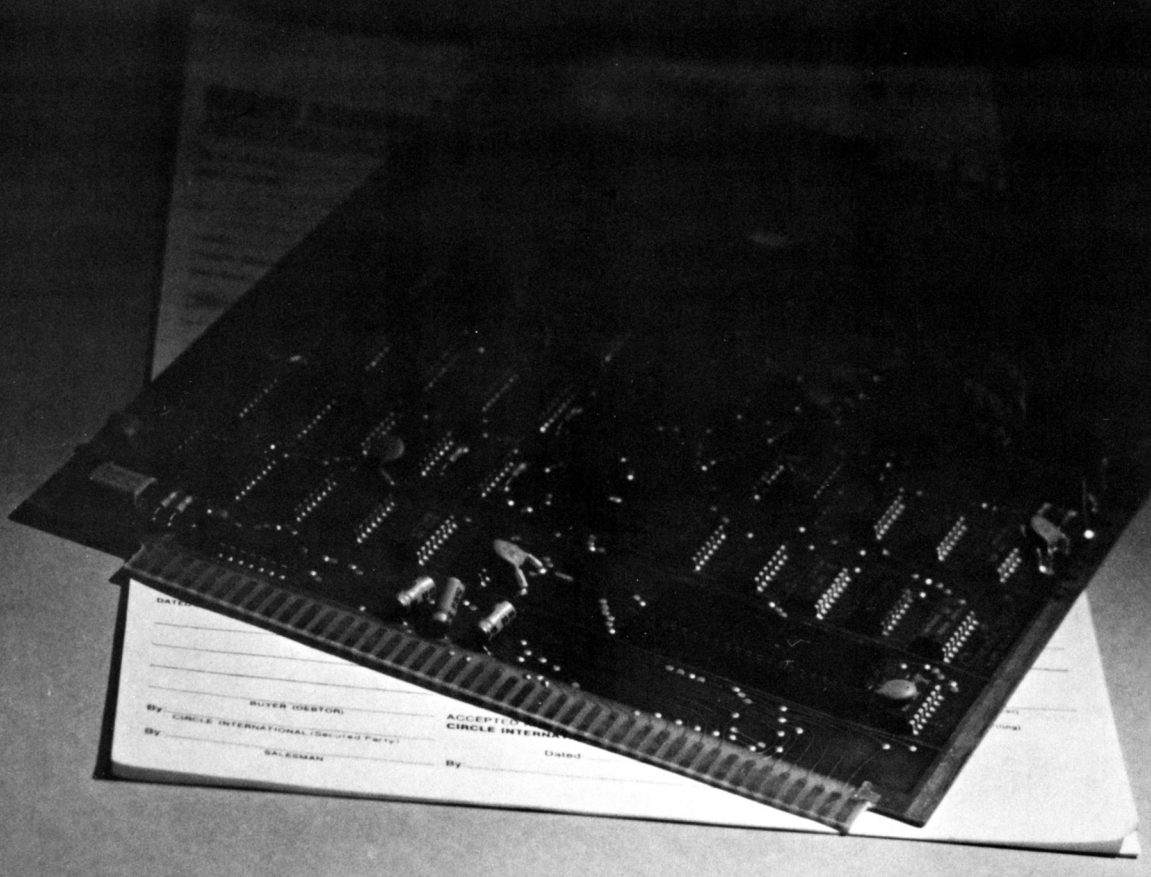

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"But red also invokes fighting," Conigliaro noted. "So if fighting could be a problem in your arcade, stay away from red."

Work together

The sound and lighting systems should interface with each other, Conigliaro said. You don't want the lights to overpower the sound. However, different games can be hooked up to a sound system so that if a player is on a streak, the sound could be played through the system to attract an audience. The monitor could also be put onto a big screen TV for better viewing by more people.

Arcade operators have accepted the fact that the games must be changed periodically, but don't realize that the lighting can be changed also.

For instance, by using the basic equipment, the lighting effect can be altered by gel sheets placed over existing lights. Rope lites, long hoses of light, can be used to spell words or make shapes and are very easy to change. The rope lites are flexible and hang wherever needed.

Different areas of the arcade can be emphasized by the lighting such as placing more light over a game you want to attract attention to.

Another attention getter is an earthquake adaptor Lights & Sounds Fantastic produces. It is a large cabinet placed around a piece of equipment that simulates an earthquake. When a player shoots down an enemy ship, for example, the entire cabinet and player vibrate to the explosion.

"We had this earthquake adaptor hooked up to a game in the corner of an arcade," Conigliaro recounted, "and had the game set on $1 play. It was the busiest game in the arcade!"

This feature could be used to attract players to an old game and give that game new life and interest.

New options

"We feel that we have just touched the tip of the iceberg," Conigliaro observed. "People are hungry for new ideas to improve their businesses, and there are so many options.

"The cost is so much less than many may realize too. Anyone who spends an average of $2,000 for one new game should be more than willing to check into the cost of a new or improved lighting and sound system." •

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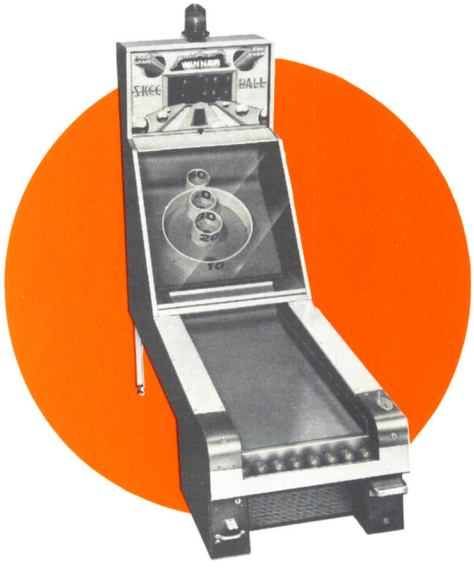

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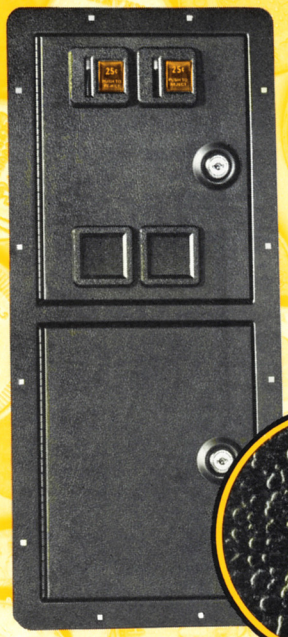

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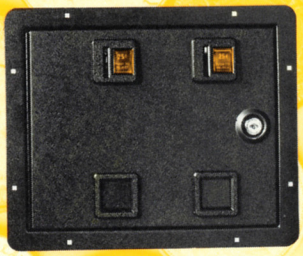

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TAX TIPS

By Irving L. Blackman

The 'T&E Twins'

Of all the deductions in the tax galaxy, travel and entertainment consistently cause the most trouble. Yet the "T&E twins," as they are commonly called, are the most vehemently pursued by the individual and business taxpayer alike.

In a nutshell, entertainment expenses are deductible if "directly related to... the active conduct of the taxpayer's trade or business," but travel expenses "while away from home" are deductible only if "in pursuit of a trade or business." (The quotes are from the Internal Revenue Code.) The twins are similar but by no means identical.

Would you believe that if you dot all the "i's" and cross all the "t's" exactly as required by the Code and regulations you can still lose your deduction? Why? In a word—substantiation; more precisely, a lack of proper substantiation.

In order to properly substantiate an entertainment deduction, you must keep a record of (1) amount, (2) time (date), (3) place, (4) business purpose, and (5) business relationship (*who* entertained). Checks alone, the Tax Court held (*Donald Sap v. Comm.*, TC Memo 1981-167), are not enough. The check does not show *who* was entertained.

Here's the good-news/bad-news story. First, the bad news: Mr. Sap deducted lunches, dinners, and other entertainment expenses on his tax return. He offered only cancelled checks as evidence of these expenses. Thumbs down, ruled the court.

Now the good news: Mr. Sap also deducted travel expenses to attend trade shows. Only cancelled checks payable to the travel agency and the hotel were used to support the deductions. Thumbs up, held the court. The checks "are direct evidence of the amount, time, place, and date of the expenditure." The court knows the law. Only the first four items listed above are required to support a travel deduction. Item (4)—business purpose—was the trade shows Mr. Sap attended and was satisfied by the checks.

Would you like to learn how to deduct all of the expenses paid by or for the T&E twins? Send for one or both of the twin special reports: "The Complete Guide to Building Your Entertainment Deductions...Legally" —$14 plus $2 handling and "The Complete Guide to Building Your Travel Deductions...Legally"—$13 plus $2 handling to: Blackman, Kallick & Company Ltd., 180 North LaSalle Street, Chicago, Illinois 60601. •

Irving L. Blackman and James L. Harfield are partners in Blackman, Kallick & Company, Ltd. Certified Public Accountants, offices in Chicago, Miami, and Houston. Irv's firm has established a HOTLINE to answer the tax and accounting questions of Play Meter *readers. Call Jim or Jerry Sauve' at 312/782-3424.*

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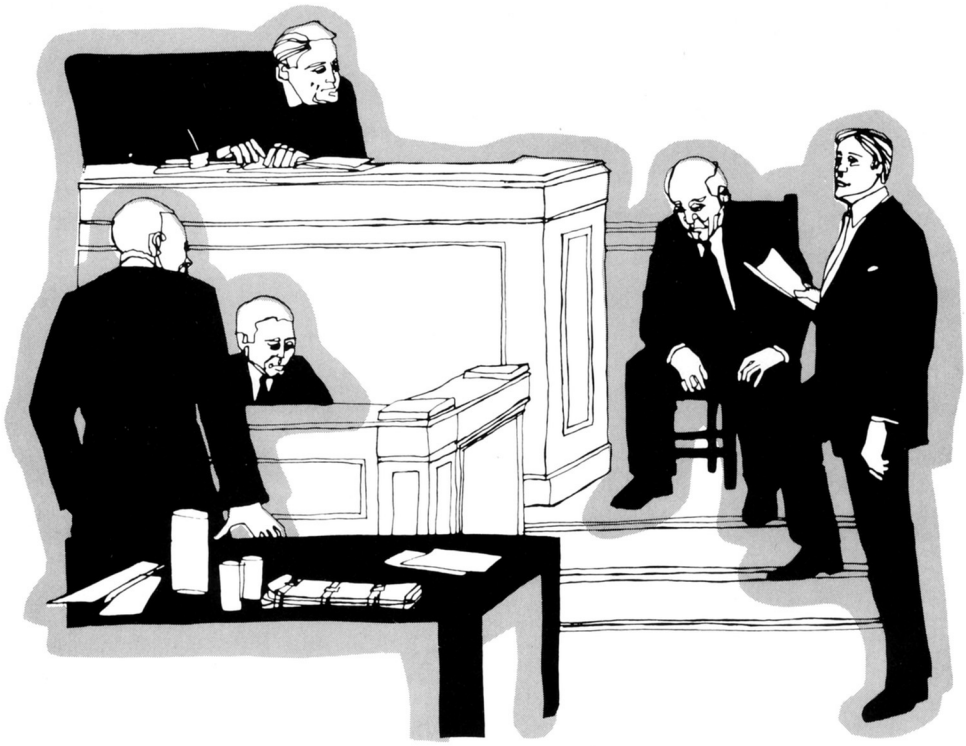

The risk of interfering with a competitor's contract

By Harold I. Gould and Laurence D. Merritt

Over the last few years, there has been a great increase in the number of lawsuits concerning unfair competition between businesses. One of the complaints is that a competitor caused a location to break a location contract. Large money judgments can be awarded against those businessmen who try to edge out an operator who has a well-written agreement.

An operator should know something about the rights he has against those unscrupulous competitors who try to edge him out of a location.

The wrongful conduct can generally be described as "intentional interference with a contractual right." Simply stated, the law protects those who have a contract. Anyone who intentionally attempts to interfere with that contract can be sued for damages.

Consider the following four situations:

Illustration No. 1:

Mr. Jones, who is an operator, has a written five-year contract giving him the exclusive right to place his equipment in Mr. Smith's convenience market. Mr. Doe, who knows of Mr. Jones' contract, tells Mr. Smith that Mr. Jones' contract is not worth the paper it is written on, that Mr. Smith does not have to pay any attention to it, and that if Mr. Smith will sign up with Mr. Doe, Mr. Doe will give Mr. Smith a better deal with more modern equipment. Mr. Smith does as Mr. Doe says. He signs up with Mr. Doe and tells Mr. Jones to take his equipment out. Mr. Doe's conduct is unlawful. Mr. Jones has the right to sue Mr. Doe and could seek any or all of the following damages:

A. All of the profits which Mr. Jones would have earned during the remaining term of his location agreement with Mr. Smith, or the profits Mr. Doe actually earned at Mr. Smith's convenience market, if that is a larger sum.

B. All of the profits Mr. Jones might have earned in any subsequent contracts he would have entered into with Mr. Smith.

C. An injunction (that is, a court order) requiring Mr. Doe to remove his equipment from Mr. Smith's place and to cease his efforts to interfere with Mr. Jones' contract there.

D. Punitive damages. This is an award of damages designed to punish Mr. Smith for his wrongful conduct. The amount of that sum can be, within reason, whatever amount the jury feels is sufficient and, at the same time, can serve as a warning to other persons not to engage in the same type of wrongful conduct.

Illustration No. 2:

Mr. Doe entices Mr. Smith to sign a new location agreement with him. Actually, Mr. Smith was already under contract with Mr. Jones. At the time Mr. Smith signed Mr. Doe's contract, Mr. Doe was unaware of Mr. Jones' contract.

The defense that Mr. Doe was unaware of Mr. Jones' prior contract may not be sufficient. Mr. Doe could clearly see that someone else had equipment in Mr. Smith's convenience market. Mr. Jones would probably be required by law to make some effort to determine whether there was an existing contract and what its terms were. Mr. Doe should not be allowed to escape liability because he put on blinders. He could be sued for the same damages described in Illustration No. 1.

Mr. Jones, in any event, should take

extra steps to protect all his locations from interference. He should place stickers on his equipment. They should say something to the effect: "This equipment is placed pursuant to a written contract with Jones Company which has the exclusive right to place equipment at this location."

Illustration No. 3:

Assume that Mr. Smith approached Mr. Doe asking that Mr. Doe place his equipment in Mr. Smith's convenience market. Mr. Smith tells Mr. Doe that he is unhappy with Mr. Jones because Mr. Jones refuses to rotate or repair equipment in a timely fashion, and because Mr. Jones' equipment is inferior. Is Mr. Doe free to go in?

Technically, if Mr. Jones did not live up to his end of the agreement, Mr. Smith would have the right to obtain the services of another operator. However, as a practical matter, Mr. Doe might be risking an expensive lawsuit. If Mr. Jones proves that he did not break the contract, and that he performed as he was required to do, then Mr. Doe had no right to place his equipment in Mr. Smith's convenience market. Mr. Doe could be sued for the same damages as shown in Illustration No. 1.

Illustration No. 4:

Assume that Mr. Smith has an oral agreement permitting Mr. Jones to place his equipment in Mr. Smith's convenience market. This oral agreement can be terminated by Mr. Smith or by Mr. Jones at any time (that is, there is no fixed term). Mr. Doe approaches Mr. Smith and tells him that he will give him a better deal than he has with Mr. Jones. Mr. Smith agrees and signs a written location agreement with Mr. Doe. Can Mr. Jones successfully sue Mr. Doe for interference with a contractual right?

Mr. Doe can lawfully compete with Mr. Jones for Mr. Smith's business since Mr. Smith was free to terminate his contract at any time. As long as the competition is fair (no false statements or threats), Mr. Jones cannot successfully sue Mr. Doe.

As can be seen by the examples, an operator faces considerable risk when he tries to obtain a location already serviced by another operator. The reputable operator should make an effort to determine what contract rights his competition has with the location. He should definitely consult with an attorney in his area if he has any doubts. If there is a real risk of becoming involved in a lawsuit, the operator is usually better off not trying to sign up the location.

Where an operator has a written contract, he should be diligent to insure that none of his competitors try to ace him out of a location. At the first sign of trouble, he should advise the competitor of the existence of his location agreement. Ideally, the attorney will write to the competitor enclosing a copy of the written contract. Then, there is no difficulty showing that the unscrupulous operator tried to place his equipment in the location with full knowledge of an existing contract. •

Gould & Merritt law firm is located at 1888 Century Park East, 6th Floor, Los Angeles, California 90067. Telephone: 213/552-9364. Harold Gould has served as Judge Pro Tem of both the Los Angeles Municipal Court and the Beverly Hills Municipal Court.

Laurence Merritt has been appointed as court mediator by the Los Angeles Superior Court and to the Panel of Arbitrators of the Los Angeles Superior Court.

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PR PROBLEMS/ PR SOLUTIONS

What to say when...

"These games are corrupting our youth."

(Ronnie Lamm, New York Times, January 9, 1982)

It's hard to fight an opponent until you understand him. Understanding the personalities and motives behind people like Ronnie Lamm will help you develop a winning strategy.

In this column, typical opposition leaders are profiled, and the five most common types of anti-games people found in a community are described.

The national crusader

Ronnie Lamm has attained national stature as the leading crusader against video games. She is a 35-year-old mother of two children, aged 12 and 8. As the president of the Centereach, Long Island, PTA, she succeeded in defeating 17 applications for licenses in her area, and she helped convince the town of Brookhaven to impose a six-month moratorium on issuing new licenses.

Through contacts at PTA conventions and other gatherings, as well as the media, she is building a loose-knit organization to oppose video games and game centers. A feature story in the *New York Times* brought her instant fame, as did appearances on the "Today Show," "Donahue," and New York area talk shows.

Lamm received 90 calls in two weeks from news media nationwide after the *New York Times* story broke. "If it came with money, it would be a super way to make a living. But this is costing me money, and I'm not stupid enough to think it will last forever," she said.

"We are finding it surprisingly easy, actually," she said of her crusade against the games. "Some of those who want to open these places are the absolute dregs, and they are battling motherhood and applie pie."

"We will be victorious," she told the *Times*.

The industry doesn't take its opponents seriously— until it's too late.

The community leader

Peggy Warfield doesn't like the way the media has portrayed her as against video games. Instead, she's concerned about the "illegal" operation of games in a Seven-Eleven store in her town of Idlewylde, Maryland, a Baltimore suburb.

This quiet, 700-home community never experienced problems with teenagers "hanging out" or loitering. But when the store put in games last summer, Warfield's organization, the Idlewylde Community Association, received complaints. In September, they took a poll of members and unanimously decided to take action in the matter.

First, they notified the store that "they would not tolerate the present situation;" then they went to the news media with their complaints and the charge that as many as 20 school-age children "monopolized" a large area of the store and harrassed its patrons. At the group's request, the store put up "No Loitering" signs, but not the additional outside lighting Warfield wanted. So the association went to the local parent-teacher-student association seeking support for legislation preventing any business from operating games in the neighborhood.

Some members of her group believe games are by nature harmful to children, but Warfield feels the problem essentially is one of zoning. If a convenience store wishes to do business in a "quiet, residential neighborhood" like hers, Warfield believes the owner should be responsive to the community first. "Zoning is by nature restrictive," she says.

The Idlewylde Community Association and its allies succeeded in convincing Baltimore County executives to veto legislation licensing games in convenience stores and has been working closely with them to draft a bill to "meet the needs of the community," as Warfield puts it.

The police chief

Like many police chiefs in small- and medium-sized American cities, Chief Danny R. Petrarca of West Warwick, Rhode Island, has more problems on his hands than he has the capacity to deal with. And like other chiefs, his budget is tighter than ever as cities cope with rising expenditures and declining income.

The last thing he wanted to see in his town was a video game center packed with teenagers. He fought hard to see

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that West Warwick became the first in the state to prohibit anyone under the age of 16 from playing, unless accompanied by an adult.

Though he cited no data on arrests or other reports concerning game centers in West Warwick, Chief Petrarca greeted the town council's age restriction with pleasure.

"The man who sends his kids out to play these games should hope that his kid does not run into a drug pusher there," he told United Press International in a news story reprinted nationwide. "It is like throwing a little fish into the water to be eaten by a big fish."

The neighboring businessman

Havertown, Pennsylvania, has had its share of problems. And at the top of the list is teenage vandalism.

Giuseppe DiValero has repainted the wall of the men's room in his luncheonette repeatedly, but it now says, "Stamp out vandalism or we'll break all your windows." At Muller's Bakery across the street, owner Harry Muller had his storefront window smashed twice in five days a couple of years ago. And recently, the front windows of Mary's Place down the street were shattered in a barroom brawl.

When Tom Thornton and William Daley, owners of the Brookline Theater, wanted to turn part of it into a 20-game center, they ran into a hornet's nest of resistance. Thornton and Daley argue the theater is floundering now that cable TV has come to the Philadelphia suburb, and they believe conversion is the only way to turn a profit and keep the neighborhood business going.

But their neighboring businesses would rather see it shut down.

"There'll be all kinds of trouble. I fear turf wars and motorcycle gangs and the possibility that this will become a stomping ground for dope peddlers," says Lou DiCocco, owner of the St. Jude Shop, a store that sells religious items.

"If you can't get rid of the garbage you already have, you certainly don't invite more in," emphasizes Harry Muller, the baker.

"We don't need all those kids coming here," says Rose Mascia, owner of a local card shop. "It'll be like the Boardwalk in Atlantic City."

It's no wonder the town's zoning board denied Daley and Thornton's request for the first arcade license in the town's history. "It's obvious our township officials understand how important this is to the people on the Boulevard. Everyone around here knows the problems on that block," zoning officer Charles Held told the Philadelphia *Inquirer*.

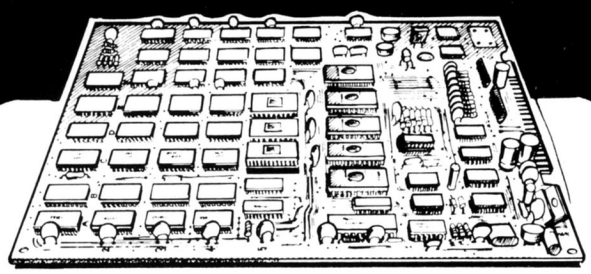
Don't underestimate them

Ronnie Lamm is right. It has been surprisingly easy for her and her colleagues to beat operators in the city councils and zoning boards. One reason may be that the industry doesn't take its opponents seriously—until it's too late.

"This is an extremely complex phenomenon," says Ira Zoleznik, an attorney for the Coin Machine Association in Massachusetts and numerous operators in New England. "It's very different from the people who opposed pinball, who were primarily upset about gambling. It stems in part from fears of young people, fears of the new technology. It reminds me of the crusaders against children's TV. The forces of opposition are much more potent than in the pinball era, and they generate a very emotional kind of response."

Les Schneider, an Atlanta attorney

Attention, Video Game Operators...



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with the Georgia Amusement and Music Operators Association agrees. "Many of these people have trouble with their own children. You should never get into a confrontation with them," he recommends. "Instead, sit down with them without the news media there and try to reach a compromise." Schneider reports success with offering to establish scholarship funds for local schools or other ways to contribute to PTA projects.

Dr. B. David Brooks, a Long Beach consultant on juvenile delinquency and a former high school principal who has helped the industry in a number of Southern California cases, says that the anti-games movement reminds him of the resistance he ran into when closing a school.

"The leaders are emotional and have an influence far outweighing their numbers. Once they take a public stand against the games, it is very difficult for them to change their position when confronted with the facts," he says.

"Never, never get into a public debate with the leaders. You can't change their minds. Their arguments are emotional and appeal to many others in the community. You just can't win by attacking them directly; instead, stick to the issues," Brooks advises.

Five types

From interviews with industry people involved, five categories of anti-games people emerge.

1. *The leaders*—Community leaders are the cause of most organized opposition. Like Ronnie Lamm, most are women and are leaders of PTAs or other school groups. Often, their children are too young to go to a game center themselves; rather these mothers are concerned that in a few years they will suffer peer pressure to do so, which will cause conflict in the family, or loss of interest in school work.

Experienced community organizers with time on their hands, the leaders can be extremely effective. They can organize petition drives, crank out news releases, and turn out dozens of people for public hearings. Because they seem to represent "motherhood and apple pie," as Lamm puts it, they carry a great deal of weight with local politicians.

Outside of Lamm's informal group, however, *there is no national organization* behind these people. The national PTA leaves such matters up to local groups and is much more concerned with the issues like federal student aid.

2. *The "teen-haters"*—Generally not the organizers of anti-games crusades, but the first to sign petitions, these people have no school-age children of their own and dislike the idea of young people congregating in their neighborhoods. Only 25 percent of the nation's adult population has children in school today; the other 75 percent is easy prey for those seeking to raise the specter of delinquent teenagers rampaging through the neighborhood.

They believe that if parents don't control their children, then the authorities should. They support zoning restrictions and age restrictions that will keep young people as far away from their property as possible.

3. *The neighboring business*—The business people neighboring a game location are often a form of the "teen-hater." Before the coming of video games, they never sought teenagers' business, and they fear games will increase vandalism, shoplifting, and parking problems.

Unlike the leaders, the business people can be neutralized by an operator who takes steps to put their fears to rest. However, if they are ignored, they can rise up in opposition. Because they are the economic base of all communities, they carry great influence with local politicians.

4. *Law enforcement officials*—It shouldn't be surprising that many law enforcement officials are conservative politically and, like the second group above, fear teenagers' destructive capacities. Many others in certain cities remember the slots wars and the problems generated by bingo pinballs and other gambling devices. They view games with the same concerns. They hold these beliefs despite the fact that *there is not one documented study to suggest that video games contribute to corruption or juvenile delinquency.*

These officials obviously have the ear of the city councils and zoning authorities. More than one operator has lost his battle when the local police chief testified that a proposed location would "bring in the bad elements" and should be discouraged.

Never presume the law enforcement officials in your community fit this category. Indeed, your local chief or sheriff could be your best ally. Many police officials are very enlightened and realize a *well-run* game center could help them keep tabs on young people. In some cities, police have

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opposed age restrictions on the grounds that it is a waste of time and personnel to patrol game centers for curfew violators.

Remember that local sheriffs are elected to office and police chiefs are appointed. They are public officials who are sensitive to city councils and the general public. They'll bend with the wind if there is an organized anti-games effort, and you'll lose every time. Instead, solicit their support *before* trouble brews. Let them know you hate crime and vandalism as much as they do.

5. *The local politicians*—Every anti-games crusade finds itself a champion in office who sees a good issue that might harvest him votes come election time. He'll hop on the bandwagon fast and make as much news as he can with his new-found cause.

Like the PTA president, once he's committed publicly, he can't change his mind, even when confronted with the facts. He may believe the anti-games crusaders represent more votes than you do, though he'll never say so to your face.

Fortunately, our local governments are blessed with many rational and thoughtful elected officials who care less about publicity than doing a responsible job for the people they serve. Rarely will you turn around the local politician who publicly opposes you; you'll win by convincing a majority of the council, commission, or board that you're right.

Summary

The anti-games phenomenon will rise and fall as a national media event. Already Ronnie Lamm has left the national airwaves because the media has lost interest in her.

But at the local level there are hundreds like her. They are not to be taken lightly if they get organized in your community. Don't play into their hands by attacking directly. Develop a winning strategy that will *isolate* them from their potential allies—local business people, residents near your location, and the majority of politicians who will rule on your case. •

This information was reprinted from "A Community Relations Manual for the Coin-operated Amusement Games Industry" by the Amusement and Music Operators Association, Amusement Games Manufacturers Association, and Amusement and Vending Machine Distributors Association.

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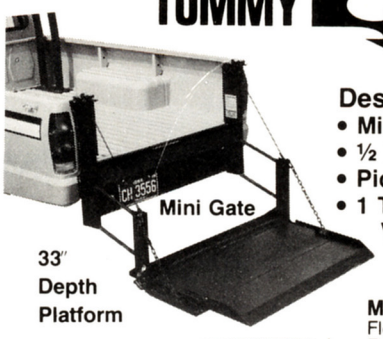

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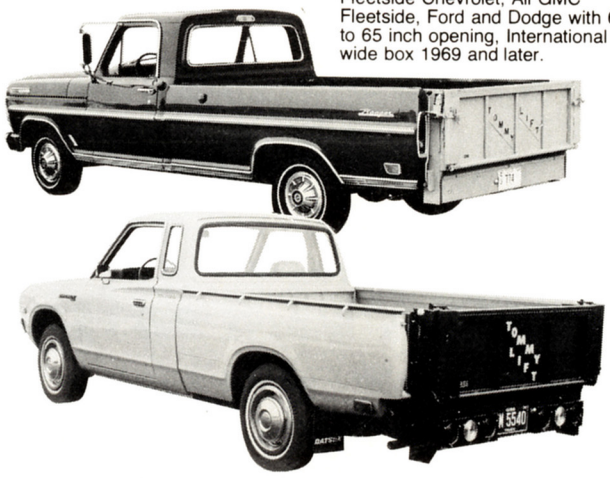

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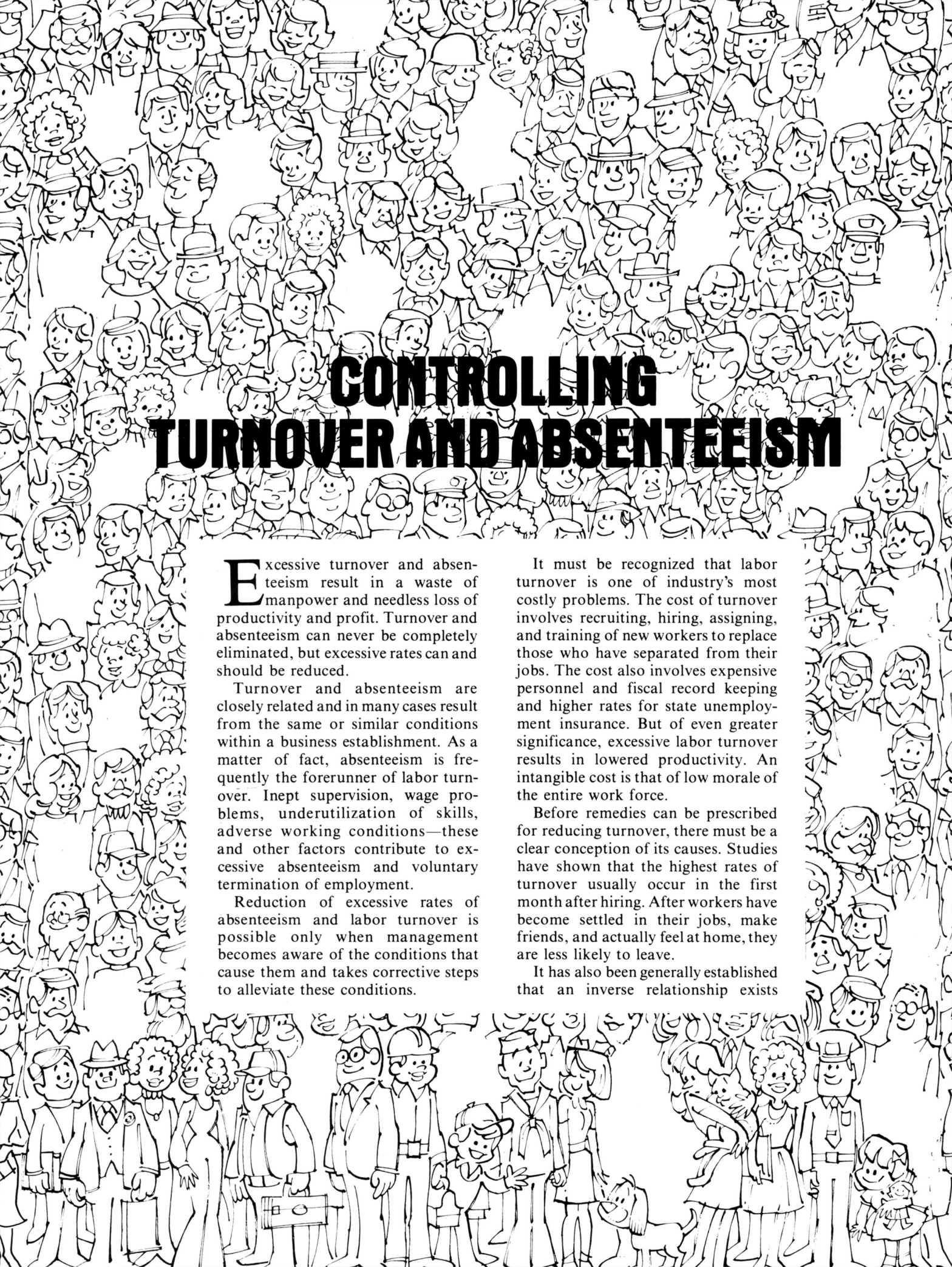


CONTROLLING TURNOVER AND ABSENTEEISM

Excessive turnover and absenteeism result in a waste of manpower and needless loss of productivity and profit. Turnover and absenteeism can never be completely eliminated, but excessive rates can and should be reduced.

Turnover and absenteeism are closely related and in many cases result from the same or similar conditions within a business establishment. As a matter of fact, absenteeism is frequently the forerunner of labor turnover. Inept supervision, wage problems, underutilization of skills, adverse working conditions—these and other factors contribute to excessive absenteeism and voluntary termination of employment.

Reduction of excessive rates of absenteeism and labor turnover is possible only when management becomes aware of the conditions that cause them and takes corrective steps to alleviate these conditions.

It must be recognized that labor turnover is one of industry's most costly problems. The cost of turnover involves recruiting, hiring, assigning, and training of new workers to replace those who have separated from their jobs. The cost also involves expensive personnel and fiscal record keeping and higher rates for state unemployment insurance. But of even greater significance, excessive labor turnover results in lowered productivity. An intangible cost is that of low morale of the entire work force.

Before remedies can be prescribed for reducing turnover, there must be a clear conception of its causes. Studies have shown that the highest rates of turnover usually occur in the first month after hiring. After workers have become settled in their jobs, make friends, and actually feel at home, they are less likely to leave.

It has also been generally established that an inverse relationship exists

between turnover and age. That is, turnover rates tend to be high among younger workers, while they show a proportional decline with workers' advancing age.

Factors or conditions which cause workers to leave their jobs include:

1. Inadequate selection and assignment methods may cause unrest and dissatisfaction among new workers. Workers may be placed in jobs which are too difficult for them, or their skills may be underutilized. In either case, new workers may become discouraged and may quit in the hope of obtaining more suitable employment elsewhere.

SUITABLE ASSIGNMENT

2. Inadequate information about the jobs or the requirements of the workers needed to fill jobs satisfactorily may result in the hiring of underqualified or overqualified workers. Under these circumstances, workers may become discouraged and quit.

ADEQUATE JOB INFORMATION

3. Unsatisfactory working conditions or surroundings may discourage new workers, unless adequate compensation is made to offset these conditions and full explanation is given to a new worker when he is hired.

SUITABLE CONDITIONS

4. Lack of opportunity for advancement through seniority or otherwise may result in "gripes" and dissatisfaction which simmer in a worker's mind until he finally decides to quit. In the case of jobs having no real future, a full explanation should be given applicants before they are hired.

OPPORTUNITY FOR ADVANCEMENT

5. Inadequate or poor supervision is a frequent cause of turnover. Workers need guidance, especially when they are new on the job, and lack of good supervision at this time often results in terminations.

QUALIFIED SUPERVISION

6. An inadequate or unsound wage classification structure may cause dissatisfaction and may result in terminations. A new worker often wonders why he is getting less money than an associate worker who is apparently doing the same work.

SOUND WAGE CLASSIFICATION

7. Lack of a well-organized training program may result in the loss of workers. If they are not properly trained in their new work, they may think they are not progressing rapidly enough and that advancement is slow.

ORGANIZED TRAINING PROGRAM

8. Ineffective grievance procedures or delays in acting upon grievances often result in terminations of employment.

How can the employer control and reduce turnover?

Selection and placement: Reduction of worker unrest can be accomplished by more careful initial selection and placement of workers in jobs which they can perform successfully and in which they can achieve a sense of personal fulfillment and satisfaction. The major objective of careful selection and placement is to get the right person for the right job. The wrong person in a particular job causes dissatisfaction which usually results in a termination. Placement of workers in job levels below their skill levels causes nearly as much discontent as that caused by placement on a job where they cannot perform satisfactorily.

It may be considered necessary under certain conditions, to reduce or abandon skill, knowledge, and competence requirements. However, this situation does not prevent the substitution of requirements which will help in getting workers who can learn the jobs to be done most quickly and who are most likely to remain on the jobs once they have been trained to an appropriate level of competence.

Supervision: Good supervision is essential to insure the maximum use of manpower and to help prevent excessive turnover and absenteeism. The supervisor, or you yourself in a smaller firm, reflect your company's practices in the eyes of the workers. Inefficient and inequitable supervision will give employees a distorted picture of your company.

Employment service assistance: Use should be made of your state's unemployment bureau to screen prospective applicants and act as a

"bank" for persons with special skills. Also, the bureau will help you in your search and with personnel practices. Particular help can be obtained in the setting of job descriptions, job relationships, and work force skill inventories.

What corrective measures can you take?

You can analyze the separation and quit rate so that you can be in a position to establish or modify the appropriate procedures or policies for improving the turnover situation.

You can also conduct termination or exit interviews where the employee is being discharged or is voluntarily quitting. Sometimes a good worker can be salvaged with an *open* discussion. A good give and take situation can often open your eyes to things you don't realize about the operation of your business and the reason you are losing good workers or not getting the most out of your present workers.

An exit interview is a last resort—but it can be turned to your advantage if you hold it in the proper setting, schedule it in advance to allow both worker and you to gather your thoughts, obtain as much background material on the worker and what you think are the reasons for termination, and arrange to make a record of the interview for the worker's records and for your own future edification. Above all, make it informal and friendly; nothing is gained if the air is filled with tension.

You can also ask the following questions: (a) Why is the worker unhappy with his job? (b) Have all avenues of additional training been explored? (c) What can be done to alleviate the "wrongs"? (d) Ask him (if you are attempting to salvage the person and retain for the work staff) if he really will find it better elsewhere and if he realizes he will lose seniority, etc.

All of the foregoing have dealt with turnover. But what about absenteeism? Generally speaking, while there is no consistently uniform cause for absenteeism, there are three broad categories and prevalent causes.

The first causal factor could be your business establishment. Here we can find ineffective selection and placement of workers, excessive fatigue, boredom, poor working conditions, irregular flow of work, ineffective use of skills, poor supervision, inadequate training or schedule for promotions, ineffective grievance procedures, and strained employer-employee relations.

Then again we have the personal situation. Your workers may be absent more than normal because of illness of self or family, or the worker may simply be going on interviews to seek another job. The worker may be forced to take days off to take care of personal problems at home,(a good city social service agency can help in these situations), or the worker may simply be goofing off to pursue personal hobbies, etc. And, today we have the problems of alcoholism and drug abuse. Some simply stay away from work because they ran up gambling debts or are in the hands of loan sharks.

Most cities today have facilities to help with those who are alcoholics. There are drug abuse programs and agencies to help straighten out tangled financial affairs.

When a worker tends to be absent too often, an attempt should be made to contact the worker by telephone to learn the reason for his absence, or a representative of the firm should visit the employee's home to try to find out why and possibly offer some help if there is a personal problem. And the worker should be asked to sit down with management to discuss the reasons for absenteeism to see if corrective measures can be taken.

When you do any or all of these things, you are showing the worker that you do care about his welfare and the possibility is present that you will discourage future absences and not upset the work schedule of your business.

A defensive measure against absenteeism is to train employees to take over the jobs of other persons so that there won't be a catastrophe if a key worker is absent. And, a little employee education on the costs being incurred by the company because of unwarranted absenteeism may also be helpful. The last resort to curtail excessive absenteeism is disciplinary action or outright dismissal. •

This feature was submitted by the Arkin Magazine Syndicate.

A FEW QUESTIONS

- **What magazine conducted the most comprehensive survey ever undertaken by a publication in the coin-op industry?**
- **Who gives you the latest news on legislation affecting your business?**
- **Where did you read about software systems for the operator?**
- **Who goes on the line every month with its equipment evaluations?**

PLAY METER

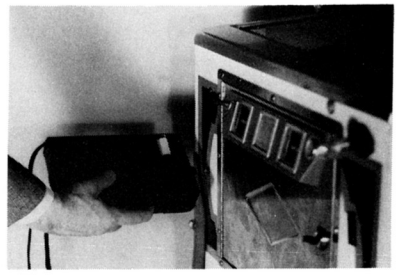
...and only PLAY METER

SPEED UP COLLECTION TIME BY 40%

- Reduce the collector's work. With no time wasted counting quarters, he can cut collection time by 40%.
- Gain more than just a count. The receipts show the machine's serial number, the date and time of the collection—as well as the amount of money in the cashbox.
- Enlarge the possible ways of doing business. For example, by keeping the cash and mailing a check, you have additional short-term capital for 2-3 weeks; or, by giving the keys to trusted locations, your collector can interrogate the machine and have the location give him a check on the spot.
- Gain the confidence of location owners, especially those large chains that demand total accountability. Prospective new accounts will be impressed with your professional sales presentation.

Also available: The TT-7 with 14-character Alpha-numeric reprogrammable identification code.

The ITS system includes the installation of an electronic totalizer in each machine which transmits collection data through a beam of light to the ITS microprinter.
With this, collections are as simple as 1, 2, 3.

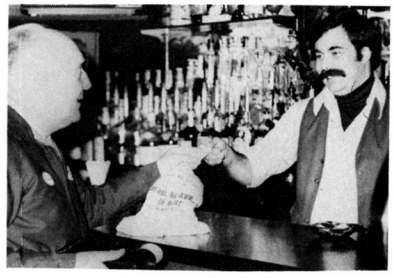


Step One

"Interrogate" the machine. ITS Microprinter can print two receipts.

Step Two

Empty the cashbox and put one receipt in the bag.



Step Three

Hand the second receipt to the location owner. Your collector takes all the cash.

Call or write us for details.
You owe it to your business to find out more.

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Please send me more information on your ITS cash accountability system.

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Company _____

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I operate
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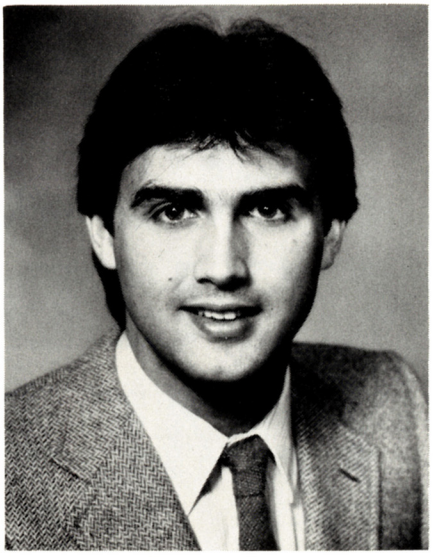
☐ 250-500 machines
☐ 500-1,000 machines
☐ over 1,000 machines

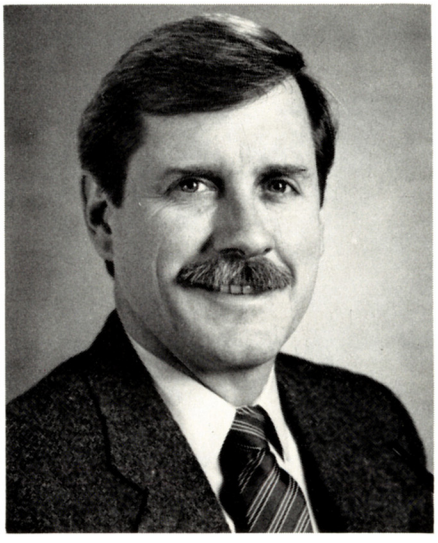
SNAPSHOTS

Bally Midway celebrated the opening of its new Franklin Park, Illinois, offices with a ribbon cutting ceremony and a cake in the shape of the new structure. In attendance were (1-r) Jack Hartman, vice president of finance; John Pasierb, vice president of engineering; Jack Williams, mayor of Franklin Park; Terry Sullivan, vice president of production; and Stan Jarocki, executive vice president.

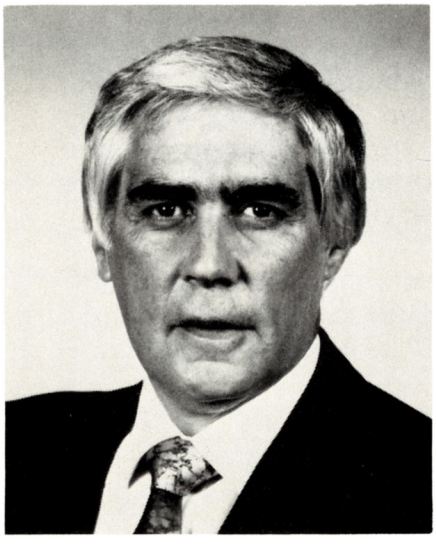


Johnny Lott joined **Dynamo** Corporation as director of sales and marketing for foosball products. Lott's duties include the nationwide marketing and sale of Dynamo's table soccer products. He will also head the company's expanded foosball program in terms of organizing, promoting, and staging regional and national foosball tournaments and promotions.

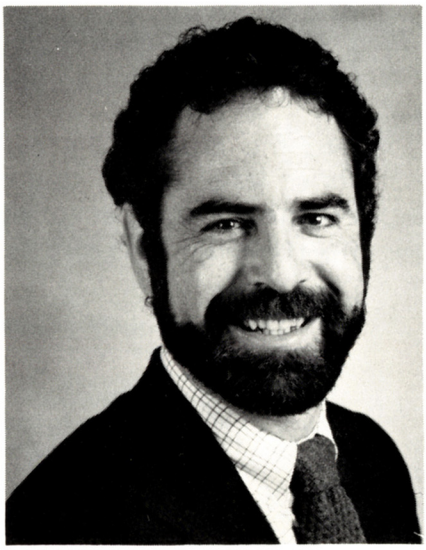
Author of the *Complete Book of Foosball*, Lott has served in various sales and marketing positions with several manufacturers and has won more than $60,000 in national level foosball tournaments.



Robert W. Rembert has been named director of marketing services at **Sega** Electronics Inc. Rembert, who is a member of the Academy of Motion Picture Arts and Sciences, has had more than 11 years experience as an advertising executive in the motion picture industry. He developed advertising campaigns for "The Amityville Horror," "Dressed to Kill," and "Love at First Bite."



Ben Rochetti has joined **Wico** Corporation as director of national and distributor accounts. A 14-year veteran of the coin-op industry, Rochetti will be responsible for market expansion for the distribution and O.E.M. divisions. Prior to joining Wico, Rochetti served as director of sales with Stern Electronics. From 1970 to 1980, he was director of sales with Empire Distributing (now Bally Midwest).



Ron Stein of **Sega** Electronics Inc. has been promoted to advertising manager. Prior to that appointment, Stein served as video producer at Sega for three years.

HEALTH & TENNIS CORPORATION OF AMERICA

has been acquired by

Bally

Manufacturing Corporation

The undersigned initiated this transaction, assisted in the negotiations leading to its conclusion and acted as financial advisor to Health and Tennis Corporation of America.

L. F. ROTHSCHILD, UNTERBERG, TOWBIN

April 6, 1983

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- Title Panel
- Play Instructions
- Manual

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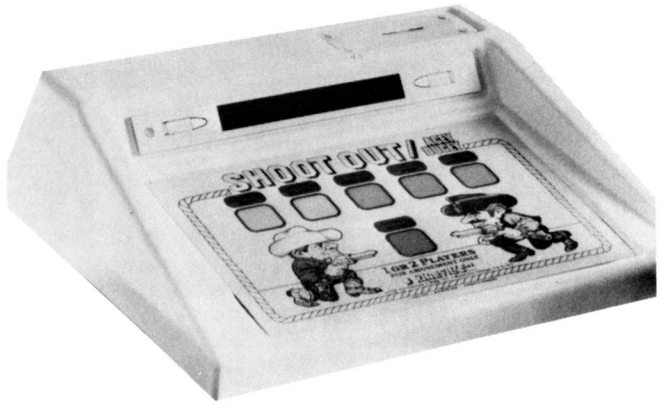
Puck luck

The *Silver Cloud* air cushion hockey game from K Enterprises features adjustable time and automatic scoring with a "game over" light. *Silver Cloud's* cabinet is constructed of 100 percent mica, with steel legs and a steel mirror insert.

Automatic puck return and puck lock-in at the end of the game are other extras. This air hockey game, which measures 103 inches by 52 inches, comes with a new cash box, access doors to all parts, and twin drop coin chutes.



Draw!

Computer Kinetics announces *Shoot Out*, the first new game in its mini countertop line.

Shoot Out is actually two games contained within the same small cabinet. After a player inserts a coin, he can choose between *Shoot Out* or *Acey Ducey*.

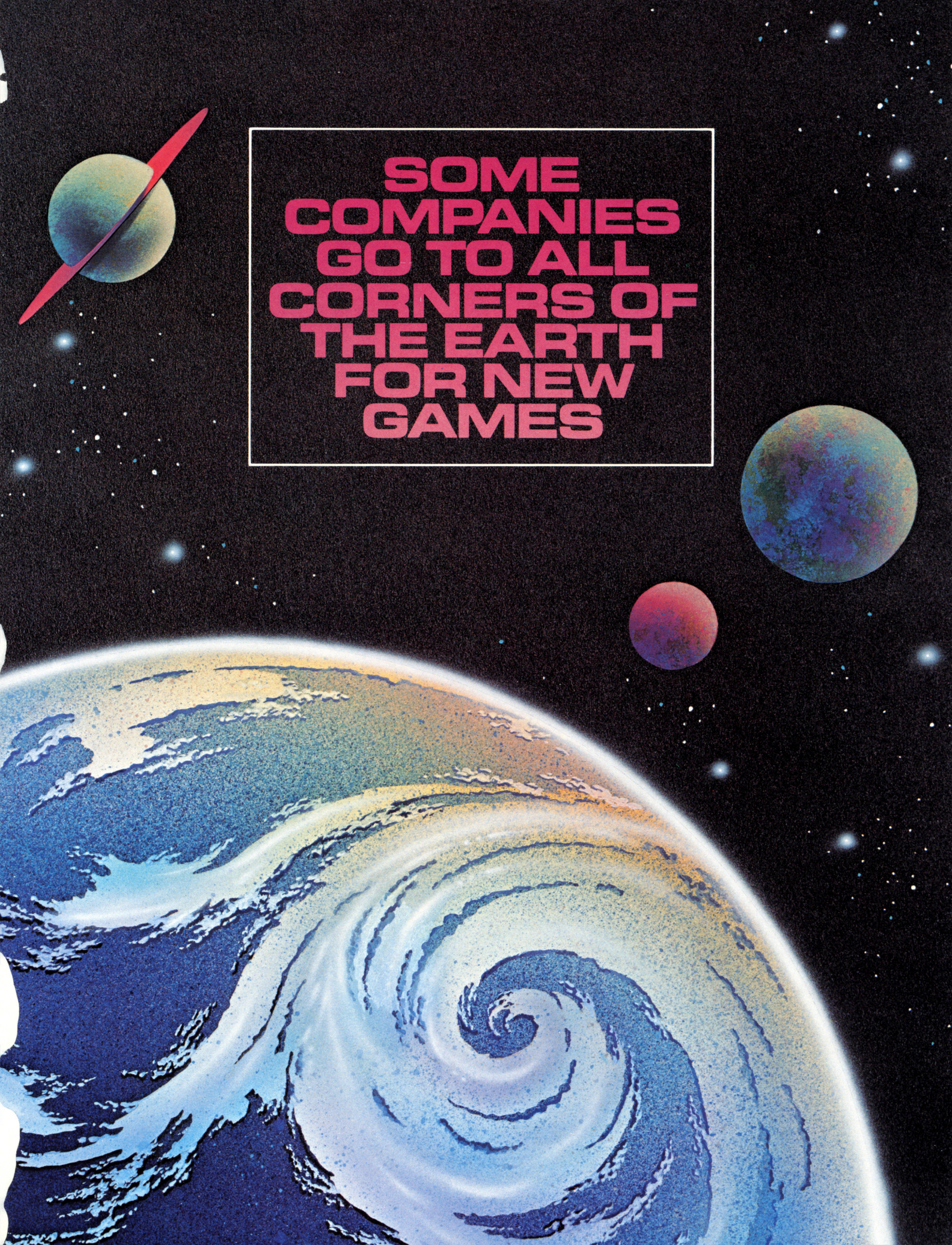
Each is a game of skill and can be played by one or two players.

Shoot Out tests the player's reflexes in a simulated Old West Jessie James shoot out. Draw too slowly and the machine's screen may call you a "slow poke." Compete directly against the game or another player.

If you prefer a card game, tell the machine's computer to play *Acey Ducey*. This skill version lets you choose which skill level you wish to play: novice, pro, or expert. Beginning players are guided through the game by illuminated switches and screen instructions.

The company is also providing a complete package of promotional aids for the machine to increase the game play. High score posters, tent cards, game posters, and coupon booklets are also available.

Shoot Out has a built-in self test to help the operator find any faulty machine components. The length of play, number of coins per player, one or two players, and other game parameters are adjustable. Each *Shoot Out* game is shipped complete with a built-in steel security fastener and heavy gauge steel cash box.


SOME COMPANIES GO TO ALL CORNERS OF THE EARTH FOR NEW GAMES

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GYRUSS™
While others are out talking about great space games, we're making them. No gimmicks. . . just one of the most astonishing game concepts ever developed. It will be the standard by which all other games are measured.
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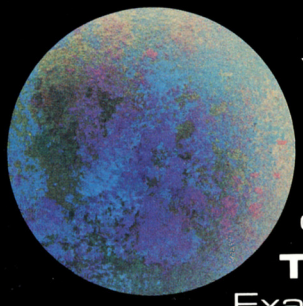

Your journey to Earth begins on the cold, dark, planet Neptune, almost 3-billion miles away. You are in command of the ship Gyruss™ through its journey and circular orbit of each planet.

The Adversary

Exarsions, Petarions, Terarions & Gigarions, all members of the evil Ideoclan Empire stand ready to end your mission before it begins.

The Confrontation

A distant glow in the center of the universe emerges. . . the enemy attacks with interplanetary force. . . You fire away while moving through your orbital path. . .

Take a Chance

Every four stages you enter the chance stage where you are invulnerable to the powerless Zigmas and Dogmas. It's your chance to greatly increase your score.

23, Count'em, 23 Stages

From Neptune you soar to Uranus, Saturn, Jupiter, Mars and with luck (and a great deal of skill) you return safely to Earth. A total of 23 stages make up this dynamic game.

Everything You Ever Wanted In A Video Game

From A to Z, from Action to Zigmas, this game has it all. And let's not forget about quality, because we never do.

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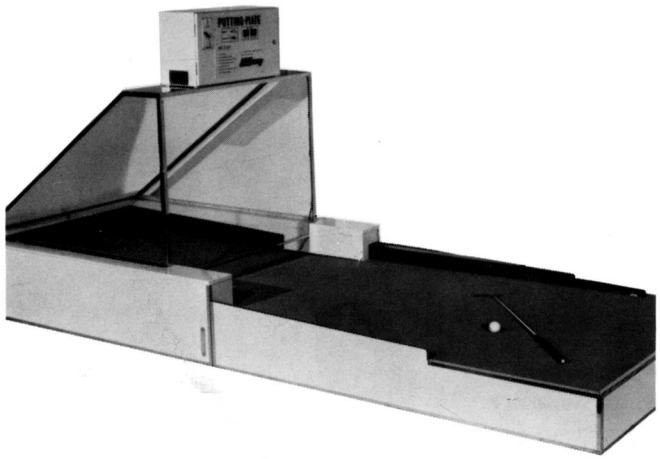


Ace in the hole

Putting Mate of Conyers, Georgia, introduces its *Putting Mate*, models 100 and 200 which are non-repetitious, coin-operated golf machines designed for resorts, hotels, clubs, game rooms, golf courses, lounges, or anywhere people gather.

After each putt drops, the Putting Mate automatically alters the pitch and slope of the "green" to produce the conditions found on a real golf course.

Since *Putting Mate* is designed to operate inside, it is unaffected by seasons or weather and requires less than 48 square feet of floor space. It is fully automatic and self-contained and requires minimum maintenance (occasional sweeping).

No skill, training, or athletic ability is needed to play. Neither is there any special clothing or equipment required. *Putting Mate* is activated manually or by coin. It can be programmed to suit the desires of the establishment and/or those of its customers.

Hotball hoopla

Hotball Hockey, a two-player game available in a table model from Namco-America Inc., features graphics, audio, and flashing score lights.

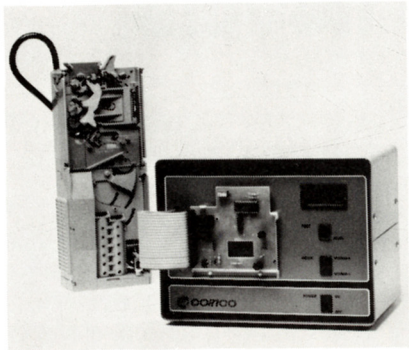
Game play begins with the serve of a hotball to Player One. After a goal is scored, the serve alternates to Player Two. Each player has a paddle which he uses to drive the hotball into the opponent's goal or to defend his own goal.

Each time a hotball goes into a goal, one point is scored. The game ends when one of the players reaches 11 points.

A special bonus round occurs in the middle of the game when someone scores his fourth point. Within seconds, six hotballs are served onto the field, creating a flurry of activity alternating between offense and defense. If neither player has scored 11 points after this bonus round, the serve returns to the mode of alternating between players.

Aids to the Trade

Board tester



Coinco's new Logic Board Tester shown with S75-9800B Electronic Coin Changer.

Coin Acceptors Inc. introduces a new Logic Board Tester that provides instant testing of all components of Coinco's S75-9800B and S75-9800C electronic changer logic boards.

Coinco's Electronic Logic Board Tester allows a bottler or a vending operator's regular service personnel to test and repair logic boards in their own shops.

In addition, the new tester may eliminate sending working logic boards in for repairs. By making customers less dependent on distant repair centers, shipping costs and service charges are kept to a minimum while reducing the amount of capital tied up in spare logic boards.

The repairman places the logic board in the slot provided and selects the proper mode, S75-9800B or S75-9800C. Next the Test button is pressed, and any faulty components are identified.

For more information call Coin Acceptors toll free at 800/325-2646.

Connector catalog

Crown Connector Inc. offers a comprehensive eight-page catalog on its full line of connectors and accessories which meet MIL-C-5015.

The cover shows a sampling of the low cost size 14S and 22 connectors along with accompanying accessories of clamps, bushings, gaskets, adapters, ordnance caps, conduit, and coupling nuts. Within the pages of the brochure are detailed connector drawings, cross sections, and insert arrangements.

The shells of these connectors are constructed of a high-grade aluminum alloy with a cadmium plate-olive drab chromate finish. Resilient inserts provide a high dielectric strength and resistance to vibration. Contacts are machined from a copper alloy.

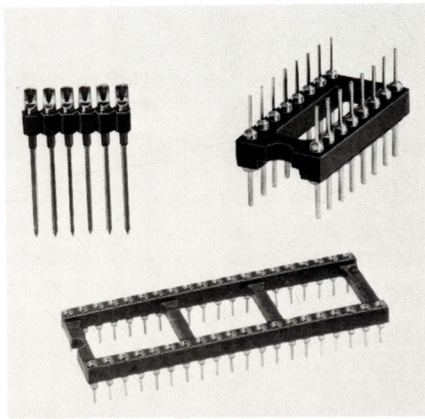
Crown also provides custom connector modification to meet customer design requirements.

For additional information and a free copy of this catalog, contact: Candy Spatrisano, Crown Connector Inc., 1820 First Street, San Fernando, CA 91340. Telephone: 213/365-0895.

I.C. sockets

The Component Products Division of Industrial Electronic Engineers Inc. announces Atlas Preci-Dip Series I.C. socket and strip arrangements.

This series of I.C. socket and strip arrangements is available in six to 40 pin configurations. Each socket pin has an internal stamped and formed



four-finger BeCu contact clip press-fitted into a brass screw machine shell.

The clips are of the cylindrical contact type and stamped from the side which engages the I.C. lead. This process yields a contact clip which has no burrs or sharp edges and provides a naturally smooth four-finger wiping action on the I.C. lead frame.

The brass shell provides the mounting basis for the clip as well as an absolute barrier against solder wicking. The insulator bodies are glass-filled polyester with open frame construction and carry a UL 94V0 flammability rating.

The Atlas Preci-Dip screw machine sockets are direct equivalents to popular products currently available. A variety of plating finishes are offered as standard. Solder dip versions are packed in tubes for use in automatic insertion equipment.

For additional information, contact, Jack Hart, National Sales Manager, IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA. Telephone: 213/787-0311, ext. 375.

Coin comparitor

The Coin Comparitor, new from Coin Mechanisms Inc., can be programmed by operators to match any coin or token, according to a company official.

An operator inserts a sample of the

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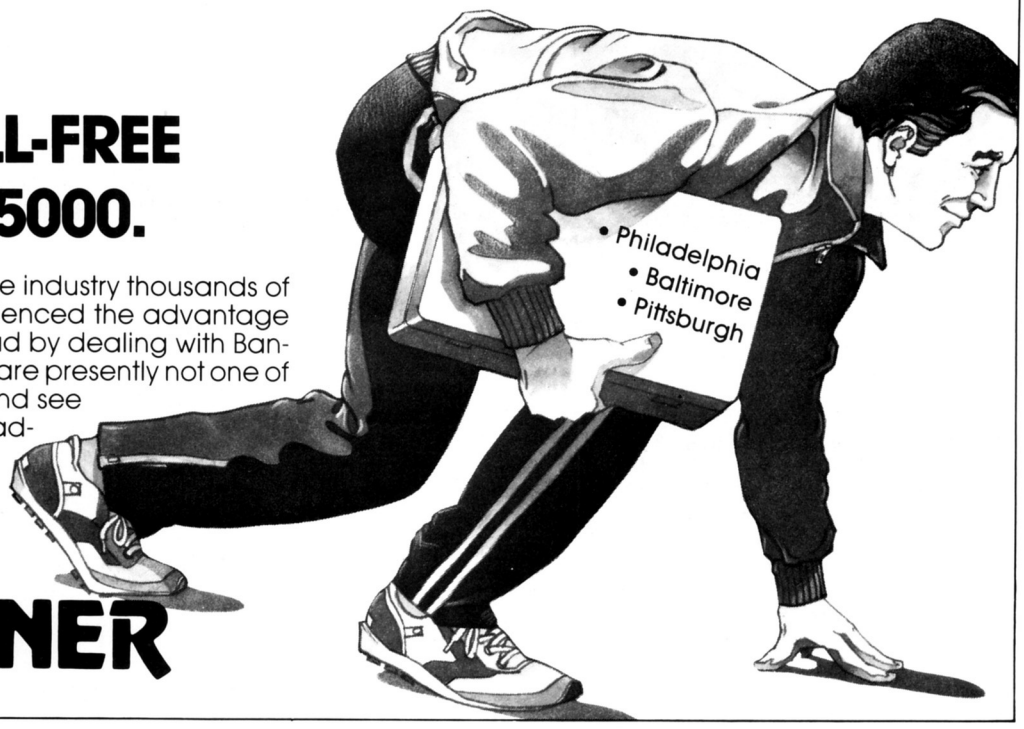
Over our 66 years in the industry thousands of operators have experienced the advantage of getting a step ahead by dealing with Banner. We perform! If you are presently not one of our customers, try us and see for yourself the many advantages others have enjoyed for 66 years.



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Kick-man	895
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Omega Race	695
Phoenix	695
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Tempest	745
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Vanguard	595
Wizard of Wor	695

Plus hundreds more, new and used, in stock for immediate delivery.

coin or token he wants to use in the sample holder and perhaps makes a sensitivity adjustment. From then on, anything coming into the machine that doesn't match is rejected. "The Coin Comparitor has not been successfully 'slugged' here, and we have tested it thoroughly," said Bob Rollins, chief engineer.

The Coin Comparitor works on input voltages of 12 to 32 volts AC or 15 to 32 volts DC. The manufacturer can tap into the line wherever it's convenient for his design. Also, an operator can install the Coin Comparitor in equipment he already has without worrying about the expense of a transformer.

Limited production of the Coin Comparitor is available for sample testing. For more information, contact Coin Mechanisms Inc., 817 Industrial Drive, Elmhurst, IL 60126. Telephone: 312/279-9150 or toll-free 800/323-6498.

Microcomputer

Control Data Business Centers has available the CDC114 Series A, the first model of a series of microcomputers which enables several people to perform different tasks at the same time.

The initial application package is a seven-part financial management system. Included in the package are: general ledger, accounts payable, accounts receivable, payroll, inventory, sales order processing, and job cost.

The CDC114 system is a 16-bit microcomputer featuring a lightweight desktop design requiring minimal space.

It is available with large capacity disc for on-line information storage and retrieval, flexible disc backup, one or more display terminals, and a variety of printer options.

A basic CDC114 series A system, consisting of one CRT, a 20 megabyte hard disc, one floppy disc backup, 512K bytes of Random Access Memory (RAM) (optionally expandable to more than 1,000,000 bytes), the Xenix operating system, and one financial management system application, is available for less than $15,000.

The CDC114 system also includes consulting, documentation, training and education, a national telephone hotline service, and maintenance.

For more information, contact Judi Lashnits, CDBC, 500 W. Putnam Ave., Greenwich, CT 06836. Telephone: 203/622-2034.

Halloween bag

A new design has been added to the coupon Halloween bags offered by Business Builders for October promotions. A 10 percent discount is given on orders received before July 1.

Useful Trick-or-Treat bags with the location name on them can be given out to the kids in the neighborhood and the added traffic may be seen later from the tear-off coupon on the bags.

The new design bag is white with a bright orange jack-o-lantern and a flying black witch. The yellow safety tip bag is also still available with a big orange jack-o-lantern and a list of safety suggestions for trick-or-treat night.

Both bags are 11″ × 15″ with a 2″ × 11″ tear-off coupon on the bottom. Made of a sturdy .003 ML poly plastic to hold many Halloween treats, the bags are custom printed in black with the location name and ad message, as well as a choice of copy on the coupon. A logo can also be printed on the bag for an extra setup charge.

The minimum quantity order is 1,000 bags. Complete custom designed bags for other special promotions are also available. To make the Halloween season deadline, any custom bag orders must be in before September 1.

For further information or a free sample of these bags, contact Carol Kantor, Business Builders, 10381 S. De Anza Blvd., Suite 209, Cupertino, CA 95014. Telephone: 408/446-4400.

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POWER SUPPLY DESIGN COURSE PSD-1

Lesson Nine: Zener Diode Regulator II

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Lesson Nine – Zener Diode Regulator II: In this lesson the student learns to implement zener diodes into circuits having a variable source voltage and a constant load. The student will be referred back to Lesson Eight for some previously learned material.

DESIGN CONSIDERATIONS FOR SOURCE VARIATIONS:

As was illustrated in fig. 9–1, the effects of varying source voltage can be disastrous if the zener is not properly biased. Notice that if the diode is biased at I_{ZM} and V_2 is greater than V_1 (refer to the schematic in fig. 9–1), the I_Z will increase beyond the upper operating limit. And, if the diode is biased or operating at I_{ZT} and V_2 is less than V_1, V will change by an undesirable degree. Quite obviously then, the problem is to choose a safe operating point. The ideal, of course, is the center of ΔI. Do not confuse the term "ideal" with "practical." Many times the designer will have to choose a less-than-ideal operating point when other circuit considerations are accounted for. However, these considerations are reserved for the next lesson. Let's, for the moment, consider R_L constant and only V variable.

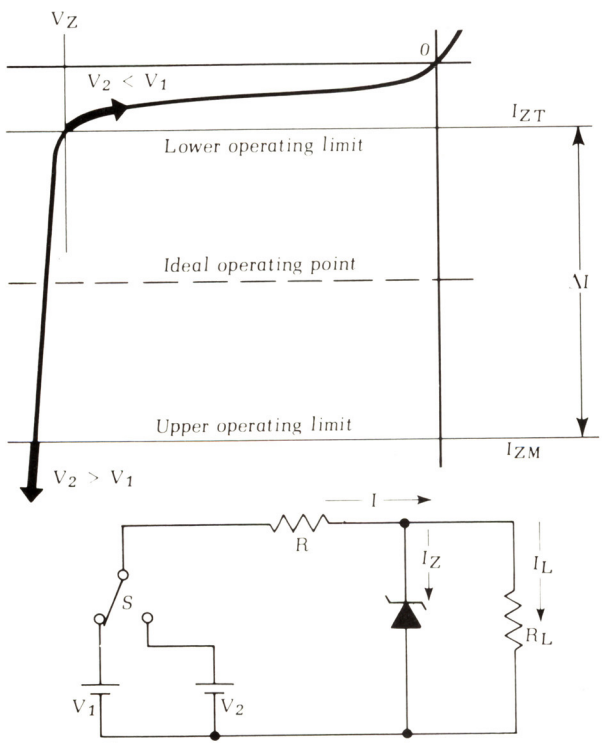


Fig. 9–1: A graphical presentation of the effect of operating an improperly biased zener diode in a circuit with a varying source voltage. In the case of $V_2 > V_1$, the diode is biased beyond the upper operating limit and can result in failure of the device. Should V_1 be greater than V_2, it is possible that the zener will be biased at a point of poor regulation.

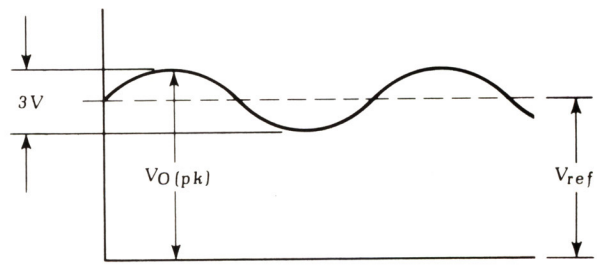
DESIGN PROCEDURE:

Refer to the circuit in fig. 9–1. It will be used to develop the design procedure for a zener diode in a circuit where R_L is of a constant value and V is variable.

STEP 1: Find R.

$$R = \frac{V_{(ref)} - V_Z}{I_L + I_Z}$$

Where I_Z is $I_{ZT} + \frac{1}{2}\Delta I$ which establishes the operating point at $\frac{1}{2}\Delta I$ and V_{ref} is the value of V established by the designer to be representative of the input voltage. For example, if the variations were actually 3V of ripple on an output from a rectifier, $V_{(ref)}$ would then be $V_{O(pk)} - \frac{3V}{2}$ (refer to the diagram below).



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STEP 2: Determine the lowest value of V, $V_{(min)}$, with which the circuit will operate ($V_2 > V_1$).

$$V_{(min)} = R(I_L + I_{ZT}) + V_Z$$

The above is simply the formula of the previous step solved for $V_{(ref)}$. The terms $V_{(min)}$ and I_{ZT} have been substituted for $V_{(ref)}$ and I_Z respectively. By using the value I_{ZT}, that value of V is found which will bias the zener at I_{ZT}.

STEP 3: Determine the highest value of V, $V_{(max)}$, with which the circuit will operate ($V_Z > V_1$).

The value I_{ZM} has been substituted for I_{ZT}. By doing so, that value of V is found which will bias the zener at I_{ZM}.

DESIGN EXAMPLE:

Refer to the circuit in fig. 9–1. Assume the following values: V_1 = 12V with 3V peak to peak of ripple, I_L = 20ma and the zener diode is a 1N752.

STEP 1: Find R.

$$R = \frac{V_{(ref)} - V_Z}{I_L + I_Z}$$

$$= \frac{12 - 5.6V}{20ma + 42.5ma} = 102\,\Omega$$

(The value R = 100 Ω will be used.)

The value of I_Z = 42.5ma was derived as follows: for the 1N752; ΔI = 45ma and I_{ZT} = 20ma, then $I_{ZT} + \frac{1}{2}\Delta I$ = 20ma + 22.5ma = 42.5ma. Using these values the zener is biased at the ideal operating point.

STEP 2: Determine the lowest value of V with which the circuit will operate.

$$V_{(min)} = R(I_L + I_{ZT}) + V_Z$$

$$= 100\,\Omega\,(20ma + 20ma) + 5.6V$$

$$= 9.6V$$

Since, as per the specification, there is $3V_{p-p}$ of ripple voltage on the 12V DC, the actual $V_{(min)}$ would be 12V–1.5V = 10.5V. Of concern is the value of $V_{(min)}$ and the actual $V_{(min)}$. If the following condition is satisfied, the circuit will operate.

$$V_{(min)} < \text{actual } V_{(min)}$$

and

$$9.6V < 10.5V$$

STEP 3: Determine the highest value of V, $V_{(max)}$, with which the circuit will operate.

$$V_{(max)} = R(I_L + I_{ZM}) + V_Z$$

$$= 100\,\Omega\,(20ma + 65ma) + 5.6V$$

$$= 14.1V$$

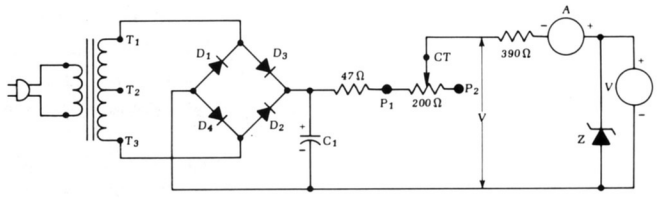
The actual $V_{(max)}$ is 12V + 1.5V = 13.5V. The zener will be safely biased if

$$V_{(max)} > \text{actual } V_{(max)}$$

and

$$14.1V > 13.5V$$

BREADBOARD PROJECT



1. *Wire up the circuit shown in the diagram.*
2. *Be careful to observe proper polarity when connecting the meters into the circuits.*
3. *Apply power.*
4. *Vary the potentiometer from one extreme to the other. The ammeter should indicate a variation from approximately 20ma to 50ma. (The actual values are dependent upon line voltage and parts tolerances.)*
5. *Notice that by varying the potentiometer the zener current, I_Z, is varying inversely. However, notice that the zener voltage, V_Z, indicated by the voltmeter is stable for all potentiometer values. Thus the voltage regulating property of a zener diode is demonstrated.*

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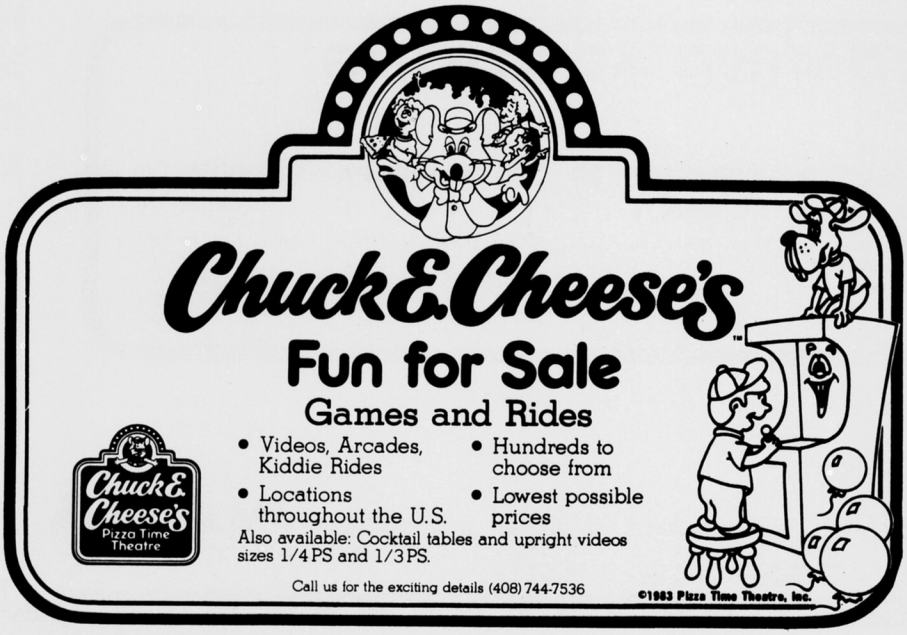

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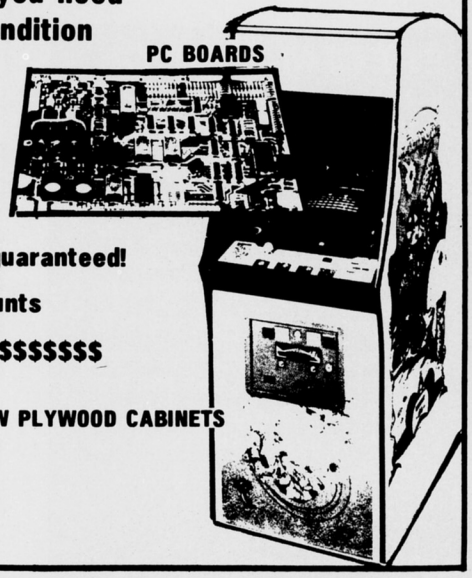

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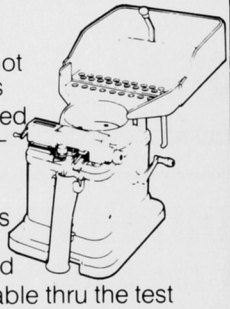

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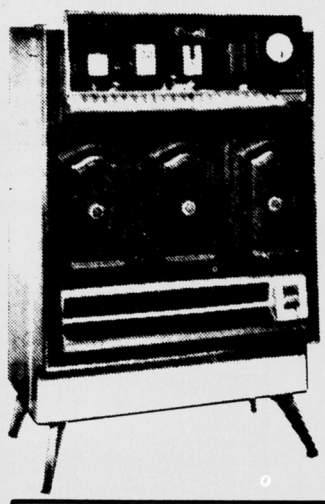

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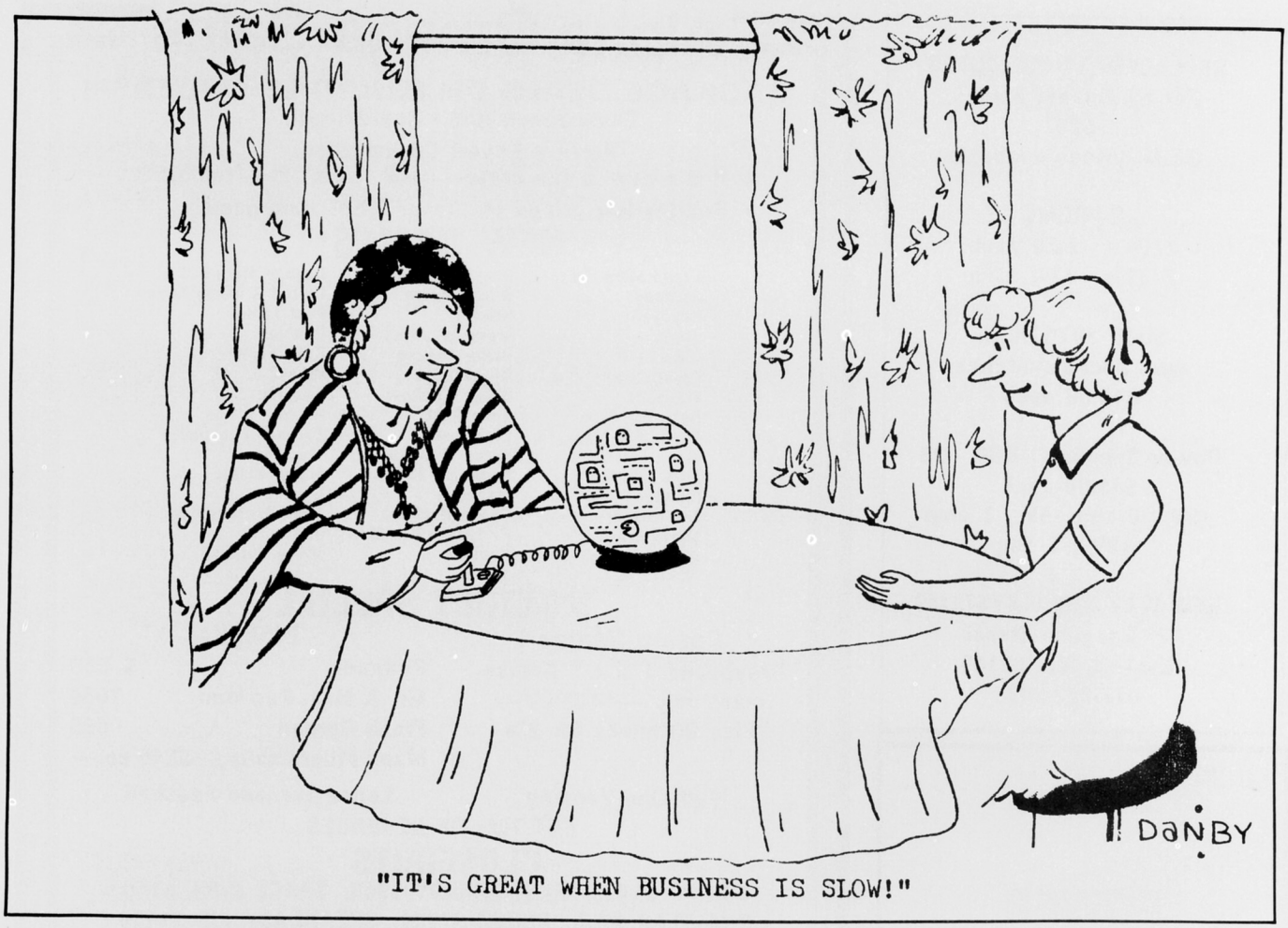

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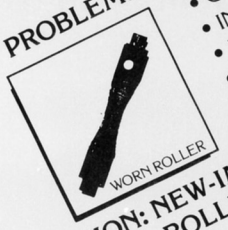

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PUZZLES

By Bill Brohaugh

La Triviata

Yes, I know that the name of the opera is *La Traviata*, but since this puzzle is about coin-op trivia and not sopranos and such, you'll have to excuse my little puns (no one else will).

Enough chitchat, and on with the puzzle.

1. On an episode of "Hill Street Blues" aired in late 1981, an organization of merchants offered an unofficial award to the police officers who caught whoever had been ripping off the merchants' vending machines.
   1.1. What was the reward?
   1.2. Bonus: What was the unofficial name of the merchants' organization?

2. Much has been said of the appearance of *Space Invaders* in the "Funky Winkerbean" comic strip. Which video game succeeded *Space Invaders* as a Winkerbean hero?

3. On an episode of "Taxi" aired in early 1982, Louie installs a coin-op game.
   3.1. What was the game?
   3.2. Who was the first to play it?
   3.3. The game is first seen covered by a tarp. What does the first player to play the game guess is under the tarp?

4. In the recent movie "The Verdict":
   4.1 What pinball machine does Paul Newman play down at his local Boston pub?
   4.2. True or false: Newman finally wins a free game on the machine.

5. What breakfast cereal turned itself into a pinball machine for a recent long-running Saturday morning commercial?

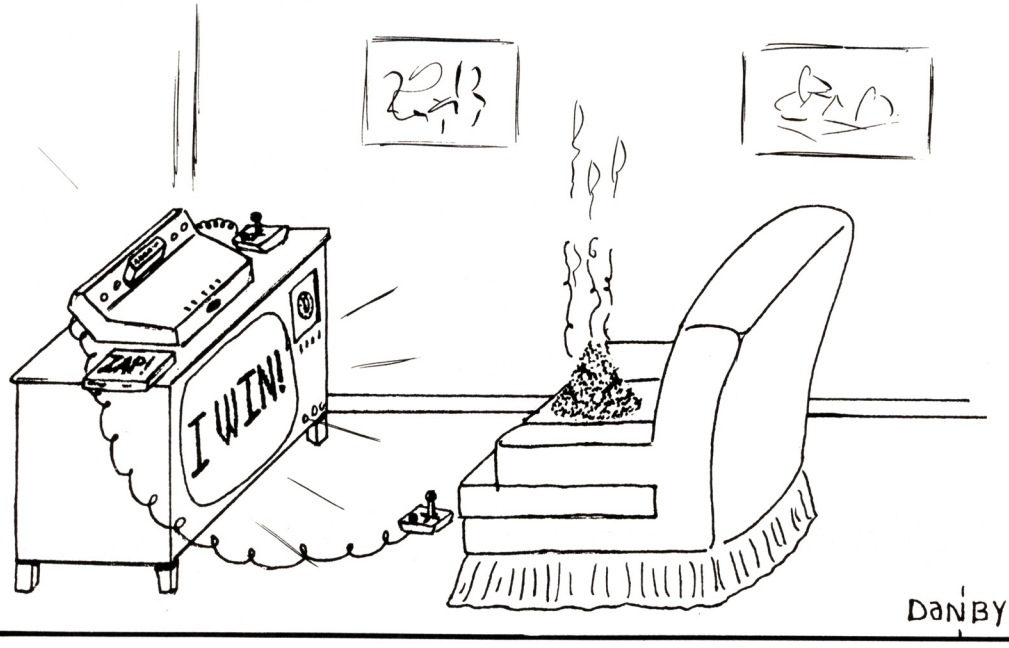
6. From the following list, which *does not* have some sort of *Pac-Man* tie-in? Bubblegum cards, Sunday morning cartoons, Ma Bell, designer jeans, "Tron."

7. Richard Pryor was one of the toys in the movie "The Toy," also starring Jackie Gleason. Gottlieb had a few toys in the film, too. Name them.

8. Which of the following TV shows did not involve playing video games as an important element? "Gimme a Break," "Diff'rent Strokes," "Silver Spoons," "Simon & Simon," "Barbara Mandrell," "Your Show of Shows."

9. Shortly after the air-traffic controllers were fired, a political cartoon pictured a group that you should be familiar with taking over for the controllers. Who took over at the radar screens?

10. A long-running TV commercial for a popular magazine starts off with a sound from a specific pinball machine.
    10.1. Easy part: What is the machine?
    10.2. Tough part: What is the sound?



NEWS BRIEFS

By Dawn Adorno

Atari has reinstated the five-day work week for 350 coin-op manufacturing employees because of an increase in orders for Pole Position and Millipede, a company official said. In April, Atari cut back 35 percent of the division to a four-day work week. (See Play Meter, May 15, p. 32.).....

Meanwhile, at an April gathering of sales and marketing executives in Kansas, Atari's Don Osborne announced that the decision to lay off 1,700 computer division employees in favor of manufacturing in Hong Kong and Taiwan is saving the company labor costs of an average of $8 to $9 an hour.....

Two sections of a video game ordinance in Summit, New Jersey, were ruled invalid in March in a Superior Court case filed by operator/attorney Jeffrey Pocaro. Judge Milton Feller said that requiring a three feet perimeter around each machine is "arbitrary, unreasonable, and invalid." The judge also called a license fee of $500 per machine "confiscatory and exorbitant." Pocaro plans to file an additional suit to force the city to refund all fees paid by Summit operators in the last three years.....

A proposed licensing fee on video games in North Greenbush, New York, was reduced in March from $100 to $50 as town officials reached an out of court compromise with the town's Coin Machine Association.....

An Arkansas anti-token bill, which failed to pass the state Senate Revenue and Tax Committee, was revived in March because an amendment to the bill changed its direction. Originally, the bill was backed by distributors, claiming the tokens jam their machines, and by a small group of operators. (See Play Meter, May 15, p. 20-21) The amendment no longer proposes the banning of tokens, but would require token distributors to engrave the name and address of their business as well as the face value of the token on the tokens and to redeem the tokens for face value. According to the Arkansas Democrat, opponents to the amended bill may claim that this measure is an attempt to usurp the constitutional authority of the U.S. Congress to issue currency.....

A Pittsburgh bill to prohibit arcade owners from allowing students to play video games during school hours was rejected in March by the city council. In place of the bill, Councilwoman Michelle Madoff, its sponsor, asks operators to police their arcades voluntarily and to sign a statement reading: "As a good neighbor who cares about children, I pledge to voluntarily post and enforce a sign in my establishment prohibiting youngsters under 18 from playing video machines in my place during school hours." Truancy is a problem in Pittsburgh, but no statistics show that video games are linked to student absences.....

In April, Franklin, Massachusetts, citizens voted by a 2-1 margin in favor of a non-binding referendum limiting the number of video games to five in any one location and to ban game rooms. After denying a Maine man licenses for 25 video games, town council members put

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NEWS BRIEFS (continued)

the issues before voters, contending the games are "not in the best interest of the town, based on past experience." The town of Franklin is currently being sued by Wilfred Dunnebier for $100,000 in punitive damages for denying his application to transfer his video game licenses.....

In March, 238 unlicensed coin-op games at 75 sites in east St. Louis were seized in surprise inspections by the Illinois Department of Revenue agents. Two arrests were made and untaxed cigarettes confiscated in an effort to crack down on tax fraud.....

Some gambling machines were exhibited and their literature distributed in violation of the rules at the NAO Amusement Expo in Tokyo, March 16-17. The Nihon Amusement Operators Association, show sponsor, had announced it would exclude gambling machines and any publications featuring them. Fifty-nine firms exhibited video games and kiddie rides, and the number of exhibitors exceeded that of the first NAO held last year. Namco, Nintendo, Nichibutsu, Universal, and other leading manufacturers, however, did not exhibit their products. This has led some to question the significance of the expo.....

"Perhaps Army recruiters should visit local video arcades to find the fighter pilots of tomorrow," David Ledecky of International Resource Development stated. According to the 169-page study produced by the Norwalk, Connecticut, based firm, "simulators are beginning to look more like video games, and video games like rudimentary simulators." The study also points out that important similarities exist between simulators and video games in that both attempt to duplicate the real world and teach certain skills.....

Bally Distributing Corporation has acquired Central Ohio Sales in Columbus, bringing the number of Bally distributing branches to 16. Central Ohio Sales will serve as a national clearinghouse for all used equipment from Bally Distributing locations as well as Bally's Aladdin's Castle network. Dick Gilger will remain general manager and Jim Fernella as sales manager at Central Ohio Sales.....

Status Game Corporation raised $4,262,500 through a public offering of 775,000 units of stock. Each unit consists of one share of common stock at $5.50 a share and a warrant to purchase a share of common at $5 per share. Irving Yaffa, chairman of the firm which markets video games, stated that "proceeds from the transaction, which were $3,420,000 after expenses, are being used to expand research and development programs, to increase sales and marketing efforts, to purchase inventory, and for added work capital." The company had its Video Draw Poker and Video Roulette tested and approved recently by the Nevada Gaming Commission for sale and use in that state. Status Games is broadening its base in Nevada and seeking entry into New Jersey and the international gaming markets, a company official said.

Universal U.S.A. Inc. has filed suit in federal court against Eagle Conversions (also known as Glak) for distributing illegal versions of Mr. Do! Bill Cravens, Universal's marketing director, disclosed that Universal will also file suit against three other companies for selling mail order pirated copies of the game. "We're going to protect our game. We don't want to see the operator get hurt," Cravens said.

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