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30



83



31

# CONTENTS

Vol. 37 • No. 10  
 October 2011  
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## On the cover

Injoy Motion Corp.'s mission statement "All for Fun, Fun for All" exemplifies the company's commitment to fun, engaging, and interactive games that satisfy a variety of markets.

## 34 AAMA Gala and Equipment Catalog

The American Amusement Machine Association (AAMA) recently hosted its annual Distributor Gala. Check our summary of the meetings held, awards received, and a complete listing of the newest available games.

## 46 Coinman: Mary Lavine, Bullseye Inc.

This progressive Wisconsin operator has a diversified portfolio of games and services. Lavine is a strong advocate of promotable equipment.

## 59 IAAPA Preview

Our International Association of Amusements Parks and Attractions (IAAPA) Expo preview maps out the event schedule so you can plan your time wisely.

## 63 Music Buyer's Guide

*Play Meter* brings you an up-to-date listing of the hottest music equipment available now. Browse by company name for the latest products each has to offer.

## 74 News Feature: Raw Thrills Anniversary

Raw Thrills recently celebrated its 10th anniversary. We spoke with Eugene Jarvis, CEO, about his vision for the next 10 years.

## Departments

Ad Index	104
Bulk Business	82
Classifieds	86
Coin-Op News	12
Cover Story	43
Critic's Corner	68
Editorial	8
Equipment Poll	10
FEC News	52
FEC of the Month	50
Hot Clicks	58
News Bulletin	1
News Feature: AMOA Survey	70
On the Spot	67
Redemption Formula	56
Say What	62
State Meeting: MO-AMOA	73
Trade Accessories	76
Travel Tracks	85
VNEA Vision	78
What's New	30

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**BONNIE THEARD**  
Editor

**We want to hear from you about any of the articles in this issue or topics you'd like to see.**  
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never knew I had so many potential friends, more friends than classmates when I graduated from high school or college. The notification of possible friends keeps coming because of mutual friends. One thing Facebook will do for you is to boost your self-esteem: friends coming out of the woodwork! “You’ve Got a Friend” goes the Carole King song from 1971.

It’s much like Amazon where, if you order a mystery novel, you instantly see all novels of a similar nature that you are sure to want and to order. It’s a good advertising gimmick without looking like it’s advertising. Such a thing did not exist in the 1960s, the setting for the popular A&E TV series “Mad Men.” However, the dashing, fidelity-challenged Don Draper character would have immediately grasped the concept.

While I am the first to admit that I am social network-challenged, along with many others, this is the future of communications. In my personal life, I am more likely to pick up the phone and call someone before sending an e-mail. In my business life, e-mail remains the main avenue of communication, while e-newsletters have become more prevalent and appear in our inboxes every day.

Admittedly, I am not in the magic demographic that is so desired by advertisers. Advertising that appears to be geared to the over-50 crowd focuses mainly on medications. I wonder, with all the baby boomers in this country, if that will change.

I am not alone in being late to the table for Facebook and Twitter. While I try to catch up, progressive operators, distributors, and manufacturers are recognizing the value and capitalizing on it. One example of that kind of progressive operator is our Coinman this month: Mary Lavine of Bullseye Inc. in Madison, Wis. When faced with what looks like an insurmountable challenge, she goes around it and creates new opportunities.

Lavine is a strong advocate of equipment that can be promoted to the best advantage for her company as well as her locations. Lavine said, “We need to put not only machines in the bars, but also people. The only way to do that is through promotions. There is no other way.”

In order to communicate with players, Lavine finds Facebook to be an effective tool: “We’ve been using Facebook but in the last year it’s really exploded. So many people have it on their computer at work or on their phone. We use Facebook to recruit and retain players and to notify them of upcoming promotions.”

Also in this issue is an interview with Brad Circone of Circone + Associates, the branding agency of record for the Amusement and Music Operators Association (AMOA). Circone worked with AMOA to develop a comprehensive survey sent to AMOA members this spring. Circone has produced a 12-page white paper based on findings from the survey.

That white paper will help the association plan for the future and develop new initiatives to establish AMOA as a recognizable and respected name in on-premise entertainment—a market leader. It’s no surprise that a key element in the branding process is promotions.

Circone said, “With the survey we have a wonderful snapshot of the membership base and how AMOA can now influence the go-to market strategy for success.” He sees the real drive of profits through leagues and promotions: “Participation equals playability equals profitability.”

In addition, he said, “The results of this survey helps us get a glimpse into the mind and perspective of operators and lets us know where to start in this renaissance process.”

Promotions and social networking are important tools to use as our industry faces challenging economic times and a changing player base, customer (location) base, and marketplace. ▲



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Robert V. - [revrob.com](http://revrob.com)

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[geekchicdaily.com](http://geekchicdaily.com)

"Love this game!"  
Sam B. - Facebook fan

"I had an absolute blast playing Battle Royale"  
Sean C. - [gamerlimit.com](http://gamerlimit.com)

"...we played one machine for almost an hour"  
Steve H. - [arstechnica.com](http://arstechnica.com)

"It's an addictive multiplayer experience and I highly recommend grabbing three friends and heading down to your local arcade"  
Josh L. - [gamerevolution.com](http://gamerevolution.com)

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# AAMA Distributor Gala

The American Amusement Machine Association (AAMA) held its Annual Meeting and Distributor Gala in August at the Marriot Lincolnshire outside of Chicago, Ill.

Products were on display from Adrenaline Amusements, AMI Entertainment Network, Andamiro, Apple Industries, Bay Tek Games, Benchmark Games, Coast to Coast Entertainment, Incredible Technologies Inc., Namco America Inc., Nickels and Dimes Inc., Pentavision Global Inc., Raw Thrills, Sega Amusements USA Inc., Smart Industries, Shelti, TouchTunes Interactive Networks, and Venco Business Solutions.

think it's important to show our support.”  
“It's a nice show. People have been working hard to bring new product to our market,” said Terry Moss of Moss Distributing.”

“People are happy with our new games. We've had a great response,” said Sam Ven of Namco.

## AWARDS AND MORE

The annual event provided a common ground for committee meetings, award presentations, exhibits, a keynote speaker, and a golf tournament sponsored by the American Amusement Machine Charitable Foundation (AAMCF).

This year's kickoff event, BBQ and



Tony Shamma of AVS, Frank Gumma Sr. of AVS and Elaine Shirley of Global VR enjoy the Gala.



John Schultz and Tina Schwartz of AAMA, and Rich Babich of Game Exchange of Colorado.

**“The Gala is a great place to network. It brings manufacturers and distributors together.” -Anna Bacorn**

The Gala featured 19 sponsors, 189 pre-registered attendees, representatives from the National Automatic Merchandising Association (NAMA) and the Amusement and Music Operators Association (AMOA).

## COMMENTS

Anna Bacorn of Barron Games commented on the value of the Distributor Gala: “The Gala is a great place to network. It brings manufacturers and distributors together.”

Don Pesceone of IT said, “It's been a good show. We just rejoined AAMA. We

Bags, was sponsored by Bay Tek Games. MEI Group sponsored the Welcome Dinner. Sureshot Redemption provided raffle prizes.

Firestone Financial sponsored keynote speaker Dan Hampton, who boasted an impressive resume of 12 seasons playing for the Chicago Bears, a Super Bowl win, and four Pro Bowls. He gave an inspirational talk that ended with key values for leadership: be responsible, never neglect the details, and be a perpetual optimist.

John Margold, Senior Vice President of Sales for AMI Entertainment Network, was elected to a two-year term as Chair-



Vince Moreno of Sega and Hiram Gonzalez of Play It! Amusements.



**Play Meter** columnists Zach and Josh Sharpe.



**John McKenzie** of Namco, **Mehdi Eghbal** of Namco, and **Brian Duke**.



**Courtney McDuff** of *Play Meter* and **Tony Shamma** of American Vending Sales.



**Vince Gumma** of American Vending Sales and **Gary Stern** of Stern Pinball.



**Kathy Hickey** of TouchTunes and **Wes Romine** of Ecast.



**Eugene Jarvis** of Raw Thrills and **Jerry Johnston** of Amusement Unlimited.



**Sitting:** Josh Morin, Rick Kirby of Betson New England, and Jenny Dumerve of Coast to Coast Entertainment. **Standing:** Tom Siemienic of Namco, Mehdi Eghbal of Namco, Terry Moss of Moss Distributing, Tony Maniscalco of Betson, and Rich Babich of Game Exchange of Colorado.



Rod Hamson accepts a \$5,000 check on behalf of Children's Miracle Network.



John Schultz, Tina Shwartz and Rich Babich hold a check for AAMA's \$5,000 contribution to the KEEN Foundation.



Sitting: Kathy Hickey of TouchTunes, Michelle Santangelo of TouchTunes, and Dan McAllister of TouchTunes. Standing: Carla Saunders of American Vending Sales, Tony Shamma of American Vending Sales, Wes Romine of Ecast, and Chris Felix of MEI.



Terry Moss of Moss Distributing, Jim Chapman of Family Fun Companies, Michelle Santangelo of TouchTunes, Frank Cosentino of Namco, and John Schultz, President of AAMA.



Sam Ven of Namco, Willard Renfrow of Brady Distributing, Tom Sieminiec of Namco, and David Settles of Brady Distributing.

man of the American Amusement Machine Association (AAMA). David Cohen, President and CEO of Firestone Financial Corp., outgoing Chairman, received a plaque for his years of service.

New board members include Tony Shamma of American Vending Sales (AVS) and Holly Meidl of Bay Tek Games. Rick Kirby of Betson New England will chair the Government Relations Committee. The Executive Committee consists of Pete Gustafson of Sega, Vice Chairman; Rich Babich of Game Exchange of Colorado, Treasurer; Chris Felix of MEI, Assistant Treasurer; Frank Cosentino of Namco, Secretary; and Neal Rosenberg of S&N Enterprises, Assistant Secretary.

During the Gala, the American Amusement Machine Charitable Foundation (AAMCF) made its annual donations to its long-supported organizations that help children: Children's Miracle Network and Kids Enjoy Exercise Now (KEEN). Each organization received \$5,000 from fundraising events conducted throughout the year. Rod Hamson of Children's Miracle Network was on hand to accept the donation.

John Schultz, President of AAMA, and Tina Schwartz, Business Manager of AAMA, presented the 2011 President's Award to Rich Babich of Game Exchange of Colorado. The 2011 Joe Robbin's Award was presented to John Margold. Al Kress of Benchmark Games and former AAMA Chairman accepted his outgoing Board of Directors plaque.

AAMA recognized American Vending Sales and Betson Midwest for putting together the gala event.

## COMMITTEE MEETINGS

Amusement Expo 2012: Show dates are March 14-16 at the Las Vegas Convention Center. The event is sponsored by the AAMA and AMOA. The Amusement Expo will be co-located with the National Bulk Vendors Association (NBVA) for the second year.

Foreign Business Development: John Margold said, "Realistically the world's economy is better in some parts outside

of the U.S. China is in every conversation. People still put a premium on U.S. goods.”

AAMA benefits members by showing them how to navigate foreign business aspects such as shipping, duty, etc.

Membership: Chris Felix of MEI is the Foreign Business Development Chairman. John Margold said Felix did “a phenomenal job this year,” having added 15 members since 2010. Margold said he believes there is more growth to be had.

John Schultz described the multiple benefits of AAMA membership, “It gives members the opportunity to interact and get involved. They have access to lobbyists, can help craft policies, and have access to the trade show where they meet with 2-3,000 potential buyers.”

Industry Promotions: Recently AAMA unveiled its new state-of-the-art Web site and created a new Facebook page. The AAMA also secured a pavilion at the Bowl Expo for members to display product. The Distributor Pavilion benefit went very well.

David Cohen said, “It gives people an opportunity to understand how to acquire coin-op products for their business.”

AAMCF: The charitable arm of the association announced at the Gala that it had raised over \$500,000 over the past 10 years for KEEN and the Children’s Miracle Network.

This year John Margold secured a course known as “The Wolf” for the annual fundraiser golf tournament that takes place during the Amusement Expo. “The Wolf” is a premium course. Ticket price includes lunch, an optional \$30 club rental, and round trip transportation.

In conclusion Schultz said, “We’re very proud of what we have today. We have a strong, diverse, and outstanding group. We can only go up from here.”

For more information, call (847)290-9088; Web (www.coin-op.org). ▲



**David Cohen, John Margold, Mark Robbins, and John Schultz.**



**Michelle Santangelo of TouchTunes and Terry Moss of Moss Distributing.**



**Gary Calabouno of Incredible Technologies with Power Putt Live 2012.**



**Richard Ditton of Incredible Technologies, Helene and Ross Mawdsley of Russell-Hall, and Donovan Freeman, President of AMOA.**



**Adrenaline Amusements**  
Flight Control FX



**AMI Entertainment Network**  
Prize Farm



**AMI Entertainment Networks**  
New games for MegaTouch Rx



**AMI Entertainment Networks**  
Touchdown NGX skin



**Andamiro USA Corp.**  
Over The Top

# Equipment *at a glance*

## **Adrenaline Amusements**

(450)932-4205; [www.adrenalineamusements.com](http://www.adrenalineamusements.com)

### **Flight Control FX (redemption)**

The second game for Touch FX is now a platform instead of a single player game. Players move planes and try to avoid them crashing. The game is 100 percent skill-based redemption. The game was originally featured on the iPhone and is a bit different for the arcade environment.

## **AMI Entertainment Network**

(800)393-0201; [www.amientertainment.com](http://www.amientertainment.com)

### **New games for MegaTouch Rx (countertop)**

New beta software will be available for 2012. New games include Wordy Birds, Photo Hunt Expedition I and II, Monster Madness 2, Rock Mahjong, Play 4 Crossword, Brain Quest, Final Table Hold Em, New Penthouse Photo Hunt, and Boxxi Blitz. Casino Cats and Final Texas Hold are available for non-widescreen machines.

### **Prize Farm (skill game)**

A skill-with-prizes machine with 13 games. The business model is a five-year revenue sharing agreement with AMI; a broadband connection is required. Features include 22-inch LCD monitor, scratch-resist-

ant screen, theft-deterrent locking system, optional scrolling marquee for custom messages, and MEI bill acceptor. Prize Farm is set up for instant tournaments and progressive tournaments.

### **Touchdown NGX skin**

AMI debuted a new skin for its Rowe NGX jukebox that features a football theme. NGX features include easy installation, universal computer package, and standard and premium skins to suit a variety of locations.

## **Andamiro USA Corp.**

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

### **Over The Top (sports game)**

This arm wrestling game has players choose their sex and then choose a competitor from a list of characters. Players then grab the mechanical hand and arm wrestle the machine. The number of tickets dispensed depends on the strength of the player.

### **Tower of Hanoi (redemption)**

This prize redemption game has players stack multi-colored rings on a vertical pole. The more rings a player stacks, the faster the rings swing back and forth overhead. Tickets are dispensed based on the number of rings a player stacks successfully.



**Apple Industries**  
Magazine Me Mini



**Bay Tek Games**  
Chameleon Paradize



**Benchmark Games**  
Ticket Station



**Benchmark Games**  
Blue Blazes!



**Bay Tek Games**  
Crank It Revolution



**Bay Tek Games**  
Go-Four-It



**Coast to Coast Entertainment**  
Lucky Zone



**Coast to Coast Entertainment**  
Toy Taxi

### Apple Industries

(880)607-2444; www.appleindustries.net

#### Magazine Me Mini (photo booth)

Apple showcased a more compact version of its popular photo booth Magazine Me, which places a user's face on the magazine of their choosing. Magazine Me Mini has the same features as the original but is smaller for easy fit in smaller locations.

### Bay Tek Games

(920)822-3951; www.baytekgames.com

#### Chameleon Paradize (redemption)

The game originally existed as a double and has now been introduced as a single with a smaller footprint. Chameleon Paradize is an interactive two-player kiddie game. Players press a button on the chameleon's tongue and try to knock down as many rotating bugs as possible in the allotted timeframe. Tickets are dispensed depending on the amount of bugs knocked down.

#### Crank It Revolution (redemption)

Crank It Revolution features the same game play as the classic Crank It game but with a twist. The game now features four bonus features and a free spin. Players can potentially win up to 2,500 tickets through 50-cents or a dollar pattern.

#### Go-Four-It (prototype)

This prototype features a larger than life cabinet reminiscent of the game "Connect Four" by Hasbro. Bay Tek is currently in negotiation with Hasbro for a licensing agreement. The game allows for one or two players to try to "connect four" lighted dots. Winner receives a bonus round where they can win between five and 500 tickets.

### Benchmark Games

(561)588-5200; www.benchmarkgames.com

#### Blue Blazes! (redemption)

Blue Blazes!, a "ball drop" one player redemption game, allows players to win up to 100 tickets and features a progressive jackpot. The game is low maintenance with only one moving part and the ability to hold 18,000 tickets. Payment features include card swipe or coin drop ability and the game's footprint is compact.

#### Ticket Station (ticket shredder)

This ticket counter/shredder now comes in green. Players can see through the cabinet to watch as tickets are destroyed. The cutters are self-sharpening and dust free.

### Coast to Coast Entertainment

(800)224-1717; www.cranemachines.com

#### Lucky Zone (redemption)

This simple redemption game only requires that players drop in a coin. It then spins around the vortex and lands on another spinning wheel below. The game features bright lights, bright colors, and music. Additional features include adjustable pay tables, coin-in-tickets-out pay, easy installation, and jackpot settings.

#### Toy Taxi (crane)

This 31-inch crane has a host of features including a large claw, play until you win, microprocessor control, great sound and voice, all metal construction with tempered safety glass and recessed LED lights, optical prize detection system, easily accessible service panel, high security cabinet with big locking wheels for easy moving, and easy-to-fill extra deep product area with included removable platform.





**Incredible Technologies**  
2012 Golden Tee LIVE



**Incredible Technologies**  
2012 PowerPutt LIVE



**Namco America Inc.**  
Frog Frenzy



**Nickels and Dimes Inc.**  
Fancy Cutter II



**Namco America Inc.**  
Deadstorm Pirates



**Namco America Inc.**  
Dunk Tank Prize



**Namco America Inc.**  
Pac Man Battle Royale



**Nickels and Dimes Inc.**  
Marksman

## **Incredible Technologies Inc.**

(800)262-0323; [www.itsgames.com](http://www.itsgames.com); [www.goldentee.com](http://www.goldentee.com)

### **2012 Golden Tee LIVE (video)**

In the 2012 version of Golden Tee, players and operators will have all 30 courses available for play in addition to the year's five new courses. Additional features include more golf clubs and balls, more crazy clothing, additional spin option, "player of the week" drawings, and more. The Ad Wiz Live addition allows for promotion of upcoming contests and tournaments, as well as advertising.

### **2012 PowerPutt LIVE (video)**

This live version of PowerPutt has online functionality. The game will feature tournaments, stats tracking, character customization, and more. PowerPutt Live will be exclusively in high definition. The game is set to be released in Spring 2012.

## **Namco America Inc.**

(630)238-2248; [www.namcoarcade.com](http://www.namcoarcade.com)

### **Deadstorm Pirates (video)**

A new version of Deadstorm Pirates is available in an upright cabinet with all the features of the original game but with a smaller footprint. Players use both the recoiling gun and mounted steering wheel to shoot enemies and navigate through treacherous water all throughout the game.

### **Dunk Tank Prize (merchandise)**

The Dunk Tank prize merchandiser is a follow up to Barber Cut Lite. Using the simple two-button controls, players move the plunger over one of three prize holes. If positioned correctly, the plunger will drop

down through the hole and push the dunk switch. When the switch is pressed, the platform will dunk the prize into the prize bin. The game is expected to be ready in November.

### **Frog Frenzy (redemption)**

Frog Frenzy is a ticket dispensing bopping style game in reverse. Players pull frog tongues and get tickets depending on how many tongues they pull.

### **Pac Man Battle Royale (video)**

A new upright version of the popular game was unveiled at the Gala. The four player game has a giant screen where players control their own personal Pac Man with a joystick from one of four play stations.

## **Nickels and Dimes Inc.**

(972)939-4223; fax: (972)939-4220

### **Fancy Cutter II (merchandise)**

Players use a joystick and control buttons to make scissors cut a string to release a hanging prize. The game features a mirror in the back and the new version has additional play control.

### **Marksman (merchandise)**

Players line up a plunger with numbers from one to nine in this high-end prize merchandiser. If the player knocks down the number they win the prize in the corresponding box. The game is operator selectable for prize payout and difficulty level. Each number has a different shape to challenge players.



**Pentavision Global  
Mr. Vacuum**



**Pentavision Global  
Dj Maxx Technika 2**



**Raw Thrills/Play Mechanix/Betson Enterprises  
Dirty Drivin'**



**Sega Amusements USA  
Let's Go Island**



**Raw Thrills/Play  
Mechanix/Betson  
Enterprises  
World Tour Tickets**



**Sega Amusements  
USA  
Key Master**

### **Pentavision Global Inc.**

(888)391-9492; [www.pentavisioninc.com](http://www.pentavisioninc.com)

#### **Dj Maxx Technika 2 (video)**

A follow-up to the original Technika Dj Maxx, Technika 2 utilizes a touch screen. Players must tap the screen as notes go across a blue line. Technika 2 features full-motion video in the background and over 100 popular songs. The game is equipped with Internet connectivity to provide global leader boards and updates to the game. Players can purchase IC Cards that will save player progress. New features include two-player "Duo Mixing Mode" where friends can play simultaneously on one machine.

#### **Mr. Vacuum (crane)**

This crane game features a patented vacuum powered crane head, removable floor base, optional wall-mounting kit, bill acceptor ready, solid, metal construction, small footprint, huge prize selection compatibility, vibrant LED lighting, and two color options.

### **Raw Thrills/Play Mechanix/Betson Enterprises**

(800)524-2343; [www.betson.com](http://www.betson.com)

#### **Dirty Drivin' (video)**

Dirty Drivin' is a brand new off-road driver from Raw Thrills. This game, which is linkable up to eight units, features 14 courses, 11 vehi-

cles, hundreds of upgrades, and a keypad based player accounting system. A crank located on the side of the steering wheel is incorporated into game play to activate power ups. Stunning graphics and sound effects round out this game.

#### **World Tour Tickets (redemption)**

In this operator-programmable game from Chicago Gaming Co., a rock 'n' roll star spins as the player tries to stop the rock star's guitar on the highest point value or hit the jackpot. Features include 4,000-ticket capacity, card-swipe capable, LED display, dynamic sound system, and compact footprint.

### **Sega Amusements USA Inc.**

(888)877-2669; [www.segaarcade.com](http://www.segaarcade.com)

#### **Key Master (merchandise)**

The goal is to unlock prizes by inserting the key in the right spot. Features include steel cabinet, three prize levels (minor, medium, and major), joystick and button controls, and operator adjustable difficulty settings. The game is coin, dollar bill, or swipe card-ready.

#### **Let's Go Island (video)**

The follow-up to Let's Go Jungle, this game takes the same two comical characters on a South Pacific Island diving tour. They end up in trouble when modern day pirates hold them captive and force them to help the gang find treasure. A series of adventures unfold. Available in three models: standard, motion deluxe, and non-motion deluxe.



**Sega Amusements USA Inc.**  
**Operation G.H.O.S.T.**



**Smart Industries**  
**Hot Diamond**



**TouchTunes Interactive Networks**  
**Virtuo**



**Shelti**  
**Radikal Darts**



**Sega Amusements USA Inc.**  
**Sonic Sega Allstars Racing Arcade**



**Venco Business Solutions**  
**Nautilus Hyosung 1800 SE**

### Operation G.H.O.S.T. (video)

Sega's newest, Operation G.H.O.S.T., is the sequel to Ghost Squad. This two-player shooter has five selectable stages and challenge levels. The game is in a 42-inch format with high definition graphics.

### Sonic Sega Allstars Racing Arcade (video)

This racing game utilizes characters from Sega titles of the past (Crazy Taxi, House of the Dead, and Virtua Fighter, among others) and places them in 10 different worlds. Features include multi-colored LED illuminated seat, ticket payout with optional kit, and four game modes: Grand Prix, Multi-Player, Single Race, and Time Trial. It is linkable up to eight units.

### Shelti

(989)893-1739; [www.shelti.com](http://www.shelti.com)

### Radikal Darts (darts)

The online system allows players to compete live with other players around the globe and see a record of the throws and results. Local, regional, and international competitions are possible. Additional features include a 19-inch monitor, laser throw line, card reader, lower display screen, and fold-in-half transportability. The software system was developed by Gaelco in Spain.

### Smart Industries

(515)265-9900; [www.smartind.com](http://www.smartind.com)

### Hot Diamond (crane)

Smart has given Hot Diamond a brand new look. The crane-style

game now features blue lights in lieu of Christmas-tree-style lights. The company has also shortened the cabinet to 28-inches for placement in restaurants and bars. The playfield has also been raised to allow for digital device prizes. These changes allow operators to feature product that can generate a higher vend. The cabinet is available in white and black.

### TouchTunes Interactive Networks

(847)419-3300; [www.touchtunes.com](http://www.touchtunes.com)

### Virtuo (jukebox)

This smart jukebox utilizes a patent-pending, intelligent search engine and a gesture-based user interface to browse music collections by playlists, genre, new and popular, and staff picks. Features include a 26-inch high definition touch monitor; hardware-accelerated video play-back; LED panel above the main touch screen; displays for pause, skip, and volume control functions; live equalizer LED animation that beats to the music; and remote dashboard management. Application support includes myTouchTunes for creating personal playlists and myTouchTunes Mobile for iPhone and Android. Features to be announced soon include karaoke and a photo booth app.

### Venco Business Solutions

(276)688-3346; [www.vencosolutions.com](http://www.vencosolutions.com)

### Nautilus Hyosung 1800 SE (ATM)

This new unit has upgraded features, such as a faster processor to improve transaction speeds, added security with a more robust locking mechanism, and a cash dispensing unit that provides a variety of cash-dispensing configurations with a capacity of up to 4,000 notes. It supports three languages: English, French, and Spanish. ▲

## COVER STORY

*This technology-driven company invites players to enjoy a world of innovations.*



A crowd gathers around Top Gunner at the China GTI Expo.



Attendees at the recent China GTI Expo enjoy Dido Kart 2.

InJoy Motion Corp. makes it possible for players to race powerboats, fly spaceships, maneuver World War II tanks, and drive designer cars—all activities that are immersive, interactive, and definitely not something that can be duplicated at home.

The term “cutting edge technology” is often overused, but in the case of InJoy Motion Corp. it’s right on the money. For more than 20 years, this Taiwan-based company has been dedicated to integrating motion simulation technology with 3D simulation engines to generate a virtual reality (VR) environment.

According to the principals at InJoy, “This kind of simulation becomes a competitive edge the amusement industry can employ over console games. Accompanied by exciting game content, InJoy’s simulators provide people of all ages a joy they have never experienced before.”

New games on the horizon will be integrated with 3D graphics, touch panels, and the company’s core patented simulation technology.

Visitors to major trade events around the world have been treated to a series of interactive motion simulation amusement products that benefit from InJoy’s technological breakthroughs. InJoy is an affiliation of Internet Motion Navigation Corp. (IMON).

InJoy’s core technology comes from a team of professionals in the fields of electrical and mechanical engineering, computer science, graphic displays, electrical controls, and industrial design.

Successful applications of Injoy technology have been realized in amusement and entertainment solutions, defense device simulation, sports simulation, and other areas.

*Play Meter* spoke with Injoy executives to get a true picture of the company's progress and the product offerings it brings to the coin-op marketplace.

**What was Injoy's first coin-op motion product, and when was it introduced?**

Cruiser was our first coin-op motion product. In 2003, the Cruiser was developed with our first game, X-Star. The motion base technology was derived from our military simulator, which was transplanted 100 percent into the Cruiser.

The motion technology took players into a virtual reality (VR) environment and enabled participants to feel every interactive movement intensely. As a matter of fact, the integration process was a great step for us to enter a new frontier and to implement our core technology to another sector.

**How large was the company back in 1989 compared to the staff employed today?**

The company started with eight professionals. Today we have more than 70 employees.

**How has the R&D department grown in the last five years?**

In order to provide a wider range of product lines for the market, the members of our R&D department have effectively increased. As a result, our R&D department has branched into several technological sub-divisions in the last five years. The total members are twice the size than before. We assign every task into project management and withdraw team members from each department and division.

**Has the company moved to larger headquarters over the years to meet product demand? Is the Taiwan office also the location of the factory and warehouse?**

Since our core technology went into a mature stage, we started to diversify



Panzer Elite Action



Dido Kart 1



Top Gunner



Power Boat



Project X-Pher



Street Racing Stars (SRS)

the range of applications into military, medical, and entertainment simulation applications. For this reason, our company has moved to larger headquarters in Taiwan that include a factory. Moreover, we have an additional warehouse for inventory management and a co-factory in China.

**What games does Injoy plan to exhibit at the upcoming International Association of Amusement Parks and Attractions (IAAPA) Expo in November in Orlando?**

We will present Panzer Elite Action, Dido Kart 1, Dido Kart 2 (brand new), Street Racing Stars (SRS), Top Gunner,



The Injoy sales team, (l-r): Jimmy Huang, Sales, Europe; Harish Aidasani, Sales, Middle East and Asia Pacific; Cynthia Lai, Manager and Sales, North America and Asia; and Kevin Wei, Sales, South America.



The R&D and service team, (l-r): Brian Liao, Vice General Manager; Victor Hsu Chief Service Engineer; and Johnson Chiang, General Manager.

Project X-Pher (brand new), and Power Boat.

**Dido Kart 2:** Cute, distinctive, and colorful animal characters inhabit the world of Dido racing in this second Dido Kart game. Features include high-definition 3D graphics, Battle Mode and Time Mode, and customized vehicles (linkable up to four units).

**Panzer Elite Action:** Become a World War II soldier dodging enemy attacks through 22 missions with realistic fighting scenes and unique game play.

**Power Boat V2.0:** Choose from two models: DX with 32-inch LCD

monitor and SDX with 42-inch LCD monitor. There are nine racing tracks and a wide selection of boats with turbo boosts and special weapons to flip an opponent's boat.

**Project X-Pher:** One or two players join an elite team and take up a mission to save civilization forced to live underground due to climate change. A new energy source is the key, but aliens have it.

**Street Racing Stars (SRS):** This deluxe high-speed night driving game features 18 sports cars, 15 exciting tracks, five leagues, and different cockpit views (linkable up to eight players).

**Top Gunner:** Force-feedback machine guns are used as players time travel to 1944 and an Allied Forces-led mission behind German lines to find a secret weapon.

**Are some games more popular in different markets, for example: U.S., Europe, and Asia?**

Dido Kart 1 is very popular here in Asia because it was developed with Oriental elements and East Asian scenes and settings. On the other hand, Panzer Elite Action and Top Gunner are both very popular around the world because of their rich historic World War II backgrounds.

Panzer Elite Action provides a unique tank cockpit design with powerful interactive simulation movements. Top Gunner's recoiling twin machine guns provide strong force-feedback effects. Both games enable players to capture real-life battle actions in World War II war zones.

**When will the company launch new types of games, such as redemption and music video games?**

We started the innovation and development phase of several new types of games last year. The new game releases will be announced in the next one to two years.

**Injoy can deliver an experience that players cannot get at home. What other attributes of Injoy contribute to the company's success?**

Other than the entertainment and amusement industry, we also dedicated our technology applications into military simulators, fitness training platforms, and medical rehabilitation equipment.

Our simulator provides the capability of breaking through the barriers of environmental limits and delivering solutions of 3D/VR simulation that allow people to experience the true-to-life realization of interactive feedback.

For more information on Injoy and its products, e-mail (inquiry@injoy motion.com); Web (www.injoymotion.com). ▲

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George Smith, President of Family Entertainment Group LLC, USA.

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# HOT CLICKS

**Interesting Web sites abound. To help in the navigation process Play Meter will highlight a collection each month. First up: newly redesigned industry pages.**



## www.coin-op.org

The American Amusement Machine Association (AAMA) recently launched its brand new, state of the art Web site where visitors can learn about the AAMA, stay updated on events, apply for a membership, and follow an RSS feed of industry news.

## www.liebermancompanies.com



Lieberman Companies has given its Web page a facelift. The sleek new look accompanies links to see new and used equipment, request quotes, and read about the company's investments and history.

## www.firestonefinancial.com

Firestone Financial's newly redesigned Web site offers users an overview of the company, a list of services, promotions offered, loan application access, and the ability to make payments all with the click of a mouse.



in-house graphic designer Monica Fontova, is colorful, easy to navigate, and now has the option to subscribe online! Links to our Twitter and Facebook pages give users even more ways to stay informed with the latest industry news. ▲

## www.playmeter.com

Our new Web site, designed by



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215-997-8616 Fax 215-997-9506

**Deltronic**

**Labs, Inc.**



# Music BUYER'S GUIDE

## AMI Entertainment Network

(800)393-0201

www.amientertainment.com

### Rock-Ola Rock-Star Lx

Features include new core electronics with mini-ITX motherboard and the ability to view the latest releases, song popularity, and revenue reports. The Lx Belt displays new albums, artist hits, and Flickr photo slideshows. Connects to a Megatouch countertop for a secondary music selector; 24/7 technical support.

### Rowe GrandSTAR

Floor model Internet jukebox that ships with new 3200GB hard drive installed with all genres. Patrons can access over 650,000 additional songs online. Albums can be added or deleted online via a Web interface. Connects to a Megatouch countertop, 24/7 technical support.

### Rowe NGX

Streamlined, next generation jukebox with interchangeable skins (newest: Gridiron) that transform the look and shape of the jukebox. Each skin communicates with the jukebox software, adding special graphics and features. Library of up to 300 complete, locally stored albums and 735,000 additional songs; 24/7 technical support.

### Rowe NiteHAWK

Wall-mounted Internet jukebox with easy access to vital electronic parts. Color options of blue, red, or green; adjustable LED light patterns. Credit card reader option; connects to a Megatouch countertop; 24/7 technical support.

## Antique Apparatus/Rock-Ola Mfg. Corp.

(310)328-1306

www.rock-ola.com

### Q Tabletop Music Center

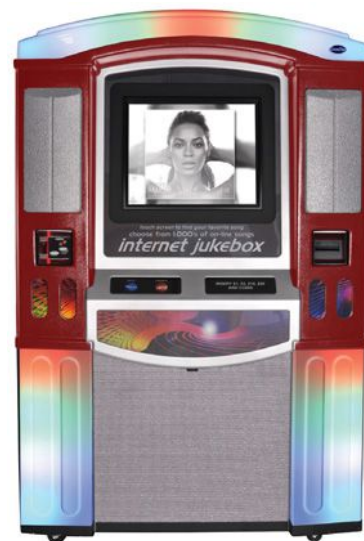
Features include a built-in amplifier and speakers, the Auto Magic touch screen, enhanced search and play list compilation tools, and the Qsonix-powered interface for total music library management. Also floor models: QB-4 Gazelle, QB-6 Peacock, QB-4 Harley-Davidson, and QB-8 Bubbler.

### CD-6 Peacock

The company is known for its reproduction antique jukeboxes with SyberSonic electronics inside: CD-4 Gazelle, CD-6 Peacock, and



AMI  
Rock-Ola Rock-Star Lx



AMI  
Rowe GrandSTAR



AMI  
Rowe NGX



AMI  
Rowe NiteHAWK



Antique Apparatus/Rock-Ola Mfg. Corp.  
CD-6 Peacock



Antique Apparatus/Rock-Ola Mfg. Corp.  
Q Tabletop Music Center

# Music BUYER'S GUIDE



**Ecast  
Boost Kit**



**Ecast  
EQ2**



**Ecast  
Revo**



**JVL  
Media Stream**



**NSM Music  
Icon 2**

CD-8 Bubbler, as well as customized units such as CD-6 Jack Daniel's and CD-6 Harley-Davidson.

## **Ecast Inc.**

(866)478-1766

[www.ecastnetwork.com](http://www.ecastnetwork.com)

## **Boost Kit**

Extending the life and return on investment (ROI) of existing hardware are the goals of this kit, which enables the Facebook/Twitter/photo social media bundle, enables the Juke 4 software, and upgrades processing speed and reliability. No need for any Rowelink controllers or Rock-Ola preamps.

## **EQ2**

This digital jukebox features updated hardware, new commercial motherboard, new AVC Preamp/COIM—The EGPC™, new touch screen, and all the great features of the award-winning EQ. Shipping scheduled for January 2012.

## **Revo**

This model is ideally suited for today's bars and taverns (38.25" x 21.1" x 7.5"). Features include Juke 4 enhanced software, 1100W Crown XLS Amp, 27-inch HD-LCD laser accurate touch screen, one-person installation, a swinging door, and a Facebook/Twitter/Photo social bundle.

## **JVL Corp.**

(905)303-3360

[www.jvl-ent.com](http://www.jvl-ent.com)

## **Media Stream**

When paired with the Encore touch screen countertop, Media Stream uses a broadband Internet connection to stream digital music from an off-site server to a local audio system. Features include an intuitive graphic interface, intelligent music search function, color LCD screen on the front panel, and wireless remote control.

## **NSM Music**

(630)279-2244

[www.nsmmusicinc.com](http://www.nsmmusicinc.com)

## **Icon 2**

Features of this digital jukebox include new graphics and a massive music library. It also offers an advertising platform designed for promoting local and national brands in a cost-effective way. YouTube is a popular feature.

# JOIN THE REVOLUTION



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# Music

## BUYER'S GUIDE



NSM Music  
Icon Fusion



TouchTunes  
Allegro MX-1



TouchTunes  
Ovation II



TouchTunes  
Virtuo



Wurlitzer  
Classic 2000



Wurlitzer  
Digital Princess

### Icon Fusion

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### Classic 2000

A replica of a 1956 chrome and glass model but with a Philips CD Pro player, 100 CD changer, bill acceptor ready, color illumination of the CD mechanism, and infrared remote control. Options: microphone kit and output transformer.

### Digital Princess

A compact version of the One More Time, it features a light display, chrome elements, and vintage style bubbler. Powered by the Ecast music and media network. Option: pedestal cabinet. ▲



# On the Spot

## Is your music route all-digital, or do you still have CD jukeboxes?

### Keith Myrmoe, Great Amusement Inc., Sioux Falls, S.D.

Our routes are about 90 percent digital in Minnesota and South Dakota. While almost all locations would like to be digital, fees and the lack of Internet hold some back from getting involved.

We encourage locations to become digital because it usually increases revenue and maintenance is lower. However, there still seem to be a few location owners that want a CD jukebox and we accommodate that request.



### Larry Lindelow, Vending Resources, Houston, Texas

Vending Resource has been 100 percent digital since the first year digital boxes came out, with the exception of six accounts. These accounts are some of the oldest locations I have and are more interested in the atmosphere than in making money. No amount of talking will change their minds so I just go with it.

One location is the oldest bar in Houston and is located in the oldest commercial building in Houston.

When I changed from an old 45 jukebox to CDs back in the 1990s I had to purchase CDs with the same songs as the 45 jukebox had. I haven't changed 10 CDs since then. Talk about controlling the atmosphere! And, yes, it still earns very well.

I have tried the new digital jukeboxes that have come out recently and feel that they are all incredible but will work best in a bar with a younger crowd. Of course, at my age a younger crowd is anyone not in line at the Social Security office.



### Sal Lazuka, Automatic Music, Concord, Ohio

"We're about 95 percent digital jukeboxes, with a dozen or so CD jukeboxes. One of the few bright lights in the industry at the present time is the downloadable jukebox. We've received good responses from our accounts with digital jukeboxes.

Locations with CD jukeboxes are generally C or D locations that are the last to switch over. We will probably update half of that number, with the balance pulled off the route within a year. We will contact the locations and tell them we need to go to a downloadable system or we will have to take out the CD jukebox. We don't have a retail store so we'll sell the CD jukeboxes at auctions or to homeowners for their recreation rooms.

### Donivan Molitor, Donivan's Vending Service Inc., Eau Claire, Wis.

Yes, I still have both online and CD jukeboxes. Most of my locations are online jukeboxes but I do still have a few CD players. The locations with the CD jukeboxes want to give their customer more plays, more bang for their buck so to speak, and

some of these locations just do not want to deal with the multi-media sophistication online jukeboxes require.



### Daryl Larkin, Aztec Amusements, San Diego, Calif.

Our jukebox route is 95 percent digital, five percent CD. We've been buying five to 10 at a time converting from CD to digital. These locations are glad to have the latest technology; they were ready for it. Digital is the way to go. The five percent that remain with CD jukeboxes are smaller locations that like to control the music and don't feel they need a digital jukebox. ▲



# Bongo Beat and Blue Blazes



Josh and Zach Sharpe

*Two new games with exciting sounds and visuals from established companies.*

As we mentioned last month, the annual American Amusement Machine Association (AAMA) Meeting and Distributor Cocktail Gala was held outside of Chicago in August, offering a glimpse into some great new equipment on the horizon.

While the Gala itself seemed a bit smaller than in previous years, it did not stop our eagerness and enthusiasm to see what companies had up their sleeves. We hope to see even more surprises at this year's International Association of Amusement Parks and Attractions (IAAPA) Expo.

In addition to the Gala event, Raw Thrills and Play Mechanix hosted their 10th year anniversary party on a popular cruise boat downtown that navigated the Chicago River and Lake Michigan for some beautiful scenery. The party not only featured an open bar, a buffet and a DJ, but the chance for people to learn some new dance moves courtesy of George Petro and Eugene Jarvis.

We can only imagine how exciting the next anniversary party will be, but until then, we'll try our best to entertain you with this month's column featuring a look at Bob's Space Racers' Bongo Beat and a new game featured at the Gala, Benchmark Games Inc.'s Blue Blazes.

## BONGO BEAT/ BOB'S SPACE RACERS

It's been quite some time since we tackled a Bob's Space Racers

game, and as a nice gesture to our father, what better way than to review a monkey-themed game, BSR's latest, Bongo Beat.

**Analysis:** The goal of Bongo Beat is very straightforward whether you are playing head-to-head or by yourself. On the cabinet are three buttons (aka bongos) that will each light up randomly during game play. By pressing down on the lit buttons, players move the Bongo Beat Monkey up the main part of the cabinet. The first monkey that reaches the top of the cabinet wins!

**Pros:** One aspect of Bob's Space Racers games that has always stood out to us is the company's cabinet design. Bongo Beat certainly does not disappoint in this area. The combination of the bright colors and buttons on the lower portion of the cabinet with the vertical segment of the monkey climbing up the tree really creates a fun atmosphere for players. In addition to the visual aspect, the accompanying music and sounds only enhance this gaming experience.

**Cons:** This con will sound extremely familiar from a recent game review (last month's Boink! by Bay Tek), but it holds even more weight with Bongo Beat. Again, this may stem from our competitive nature as players, but a huge gripe we have with Bongo Beat is that you could simply keep mashing on the three buttons at the same time without any consequence.





This definitely takes away a bit of skill, timing, and overall anticipation of game play. With the buttons already being so close to each other, it would be more challenging and keep players on their toes more if you were penalized for pushing an unlit button. Perhaps the monkey moves up slower or you need to get a lit button once before you can make progress on moving the monkey up the tree again.

**Overall:** Bob's Space Racers has done an adequate job with its interactive redemption game, Bongo Beat. As players and reviewers, we always look for ways to exploit rules and features on games and (un)fortunately with Bongo Beat, that exploit was easily found and taken advantage of.

We feel this minor flaw could have easily been caught during the development and designing of the game rules, but as is the case with even pinball machines these days, there's always hope and a chance that new code can be updated.

While that might be asking too much for a simple redemption game, it's just a shame when a game's potential is not truly met. However, at the end of the day, most children probably won't mind or notice this minor flaw and will enjoy the overall sounds and visuals which are top notch in this game.

Overall rating: ★★1/4

## BLUE BLAZES/ BENCHMARK GAMES INC.

Following in the same vein as its previous wheel redemption games RedHot! and Fire & Ice, we were fortunate to view and play Benchmark's latest, Blue Blazes at this year's Gala.

**Analysis:** Similar to RedHot! and Fire & Ice, there is a revolving wheel with balls staged at the top. Players aim and time the release of a ball to land in the various ticket value targets on the spinning wheel. The big difference this time around is that Blue Blazes is an independent ball drop game. Each credit/ball drop is its own play as opposed to the multiple balls



*There's no doubt in our mind that if a Blue Blazes was put on location, kids would instantly be drawn to this game.*

you dropped during one game of RedHot!/Fire & Ice.

**Pros:** As we praised the first time (and second time) around, Benchmark Games, Inc. has really created a nice niche of spinning wheel redemption games. Blue Blazes falls right in line with the same exciting sounds and visuals players would expect out of a Benchmark game.

As for game play, the single credit/ball definitely works in its favor.

Game time is much shorter and the potential to earn more is much higher with repeat play.

**Cons:** As much as we applaud Blue Blazes as part of this spinning wheel group, we couldn't help but feel that Benchmark was mailing this one in.

This might not be the best analogy, but when we first saw Blue Blazes at the Gala, we initially reacted the same way we would when we've found out another Final Destination or Saw movie was coming out.

While there are minor differences from game to game (or movie to movie), you can't help but feel somewhat disappointed that something original was not created in its place.

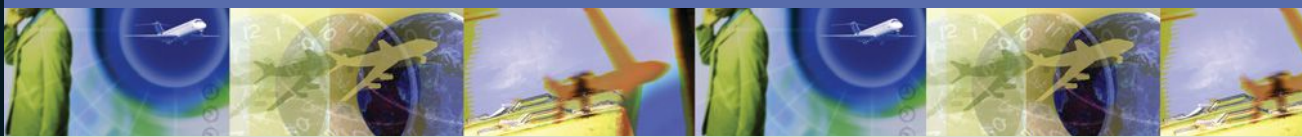
**Overall:** It was nice to see Benchmark back to doing what they do best, a spinning wheel game! All kidding aside, there's a reason why Hollywood sticks to proven formulas when it comes to making sequels or doing reboots...money!

When we took our niece and nephew to a local family fun center a few months back, we were taken aback at how much they gravitated towards Fire & Ice at this particular location.

There's no doubt in our mind that if a Blue Blazes was put on location, kids would instantly be drawn to this game. And with the newly added caveat of single credit/ball per play, Uncle Josh and Uncle Zach would be going through money way faster than before, which in the end is all that really matters to an operator.

Overall rating: ★★1/2

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types.



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e-mail: inquiry@reedexpo.com  
web: www.globalgamingexpo.com

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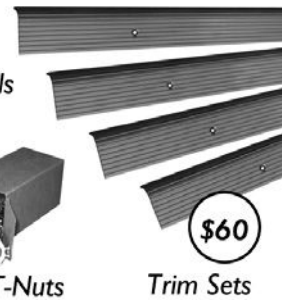
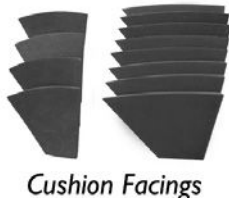
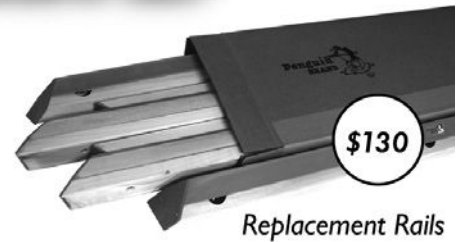
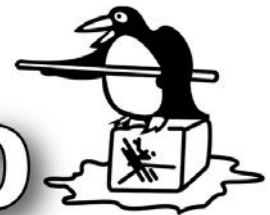
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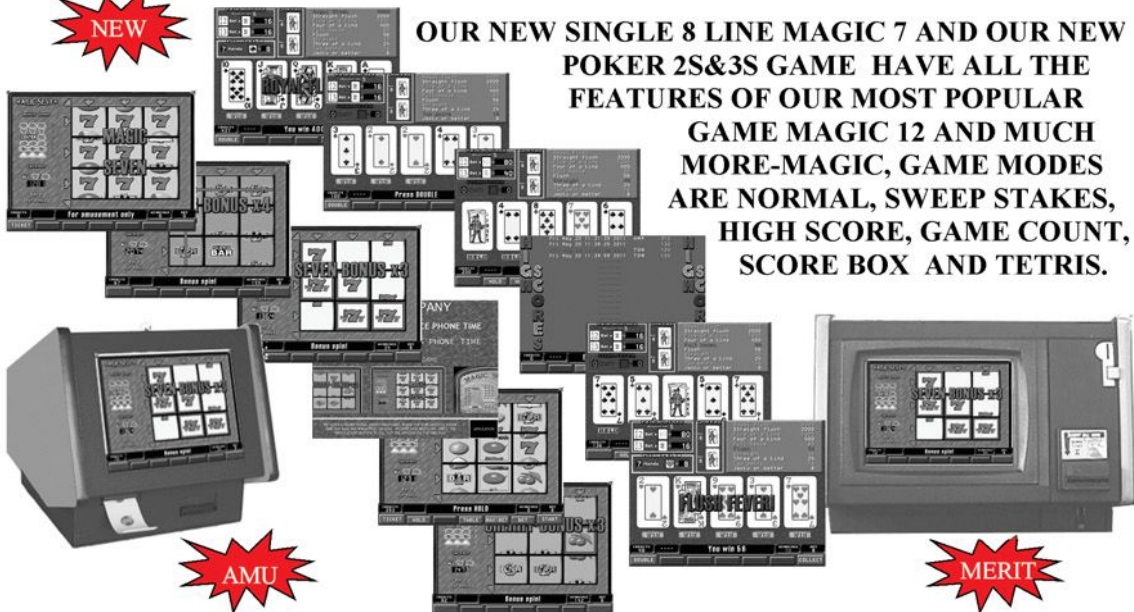
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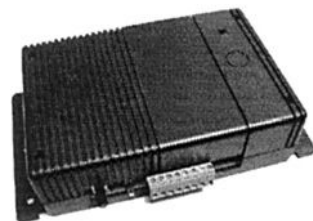
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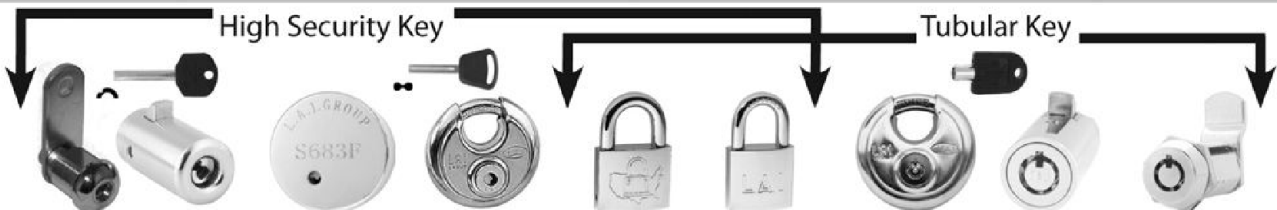
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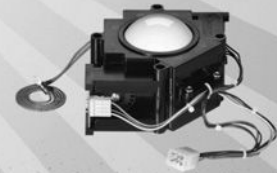
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1/3 pg. vertical	2-1/4" x 10"	210
1/4 pg. vertical	3-3/8" x 4-7/8"	160
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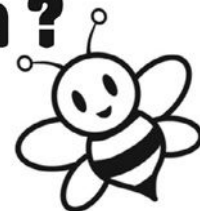
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# AUCTION GAME SALES

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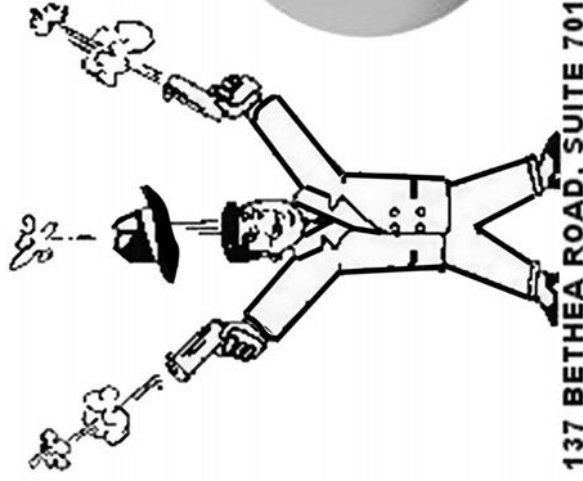
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**CLASSIFIED AD INDEX**

American Amusement Auctions . . . . .	91, 97	Coast to Coast Entertainment . . . . .	91	Peter Novakovic . . . . .	93
Amusement Entertainment Management . 90		CoinOp Warehouse . . . . .	100	PNL Inc. . . . .	102
Amutronics Inc. . . . .	87	Donate Zone/HestTechnology . . . . .	101	Puckett Auctions . . . . .	100
Auction Game Sales . . . . .	98-99	Eldorado . . . . .	91	Quartermtime Amusements . . . . .	93, 95
Baton Lock . . . . .	88	Eletech . . . . .	91	R.K.S. Inc. . . . .	103
Baxter's Entertainment . . . . .	92	EnD Trading . . . . .	88	SeaSide Gaming . . . . .	95
Big City Auctions Co. . . . .	97	iBossUSA Inc. . . . .	101	Seegurg Digital . . . . .	102
Big D's & Fat Pat's Graphix . . . . .	102	Jamma Boards . . . . .	91	ShuffleAlley.com . . . . .	95
Blue Bar Corp. . . . .	93	Kids Marketing Factory . . . . .	97	Steffen Group . . . . .	101
C & P Dist. . . . .	86, 91, 95, 97	Lock America (LAI) . . . . .	92	Suzo-Happ . . . . .	94
C.B. Sales & Distributing . . . . .	93	Locking Systems Intl. . . . .	90	Tokens Direct . . . . .	96
China Star Games . . . . .	97	Palmentere Coin Operated Game Sales . . 89		Two Bit Score . . . . .	92
Ciggy's . . . . .	96	Penguin Amusement . . . . .	86	Zanen Elect. . . . .	93

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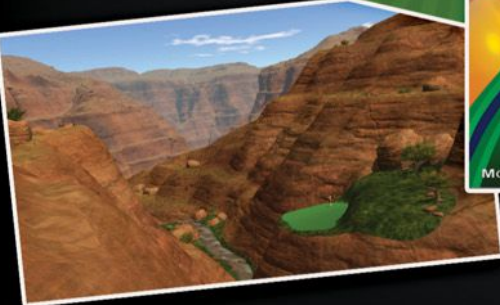
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