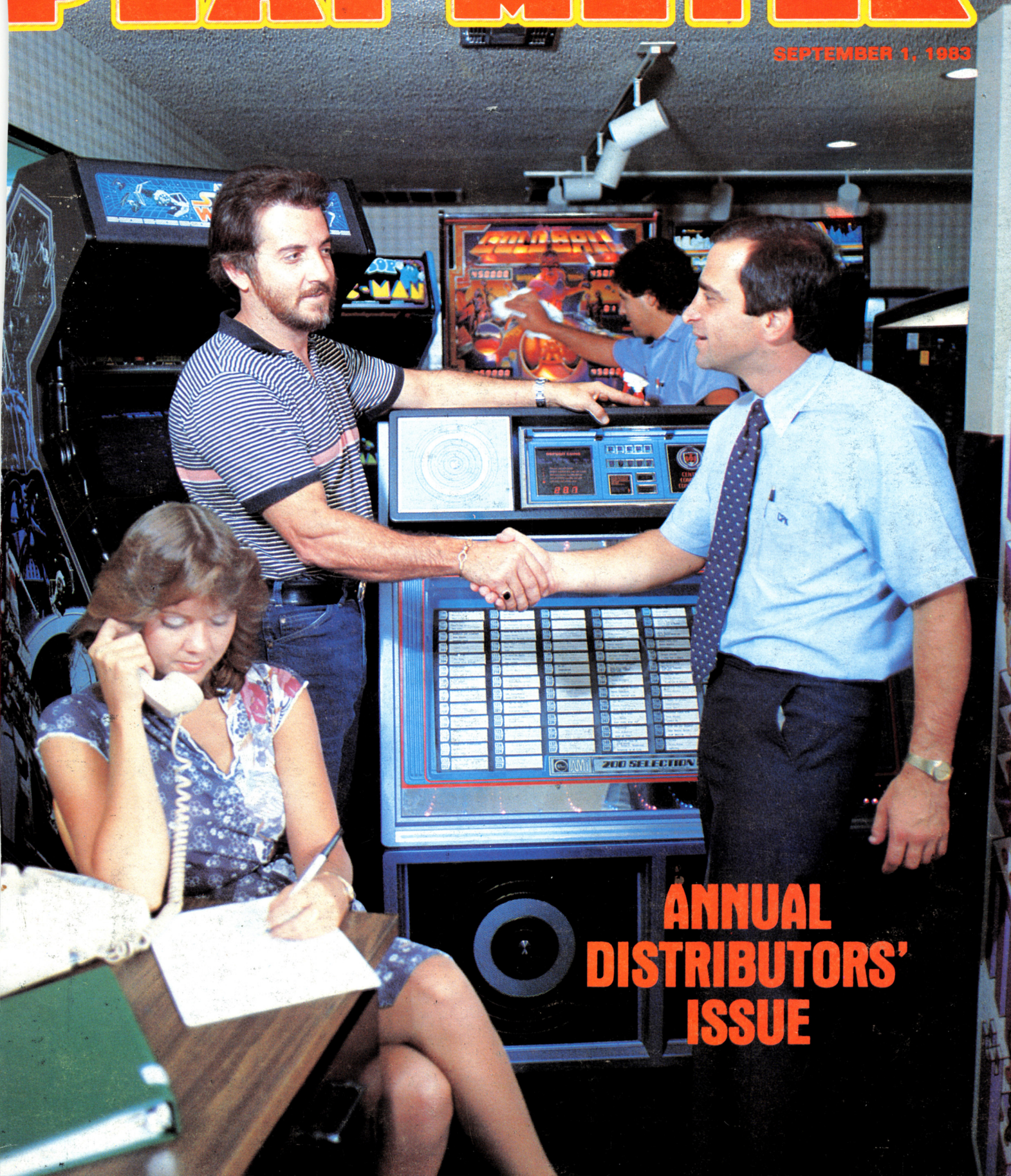


PLAY METER

SEPTEMBER 1, 1983



**ANNUAL
DISTRIBUTORS'
ISSUE**

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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

 BPA Member Business Publications Audit

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Mike Shaw attended the "Survival Seminar" and found more than 100 members of the amusement and cigarette vending industry gathered for a no-frills examination of the coin-op business.

More In This Issue

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Cover Credit: Many distributors say they have got to give operators more personalized service. They not only have to sell and service equipment, but counsel the operator as well. (Photographer Donn Young; location courtesy Rowe International Inc., Kenner, Louisiana.)

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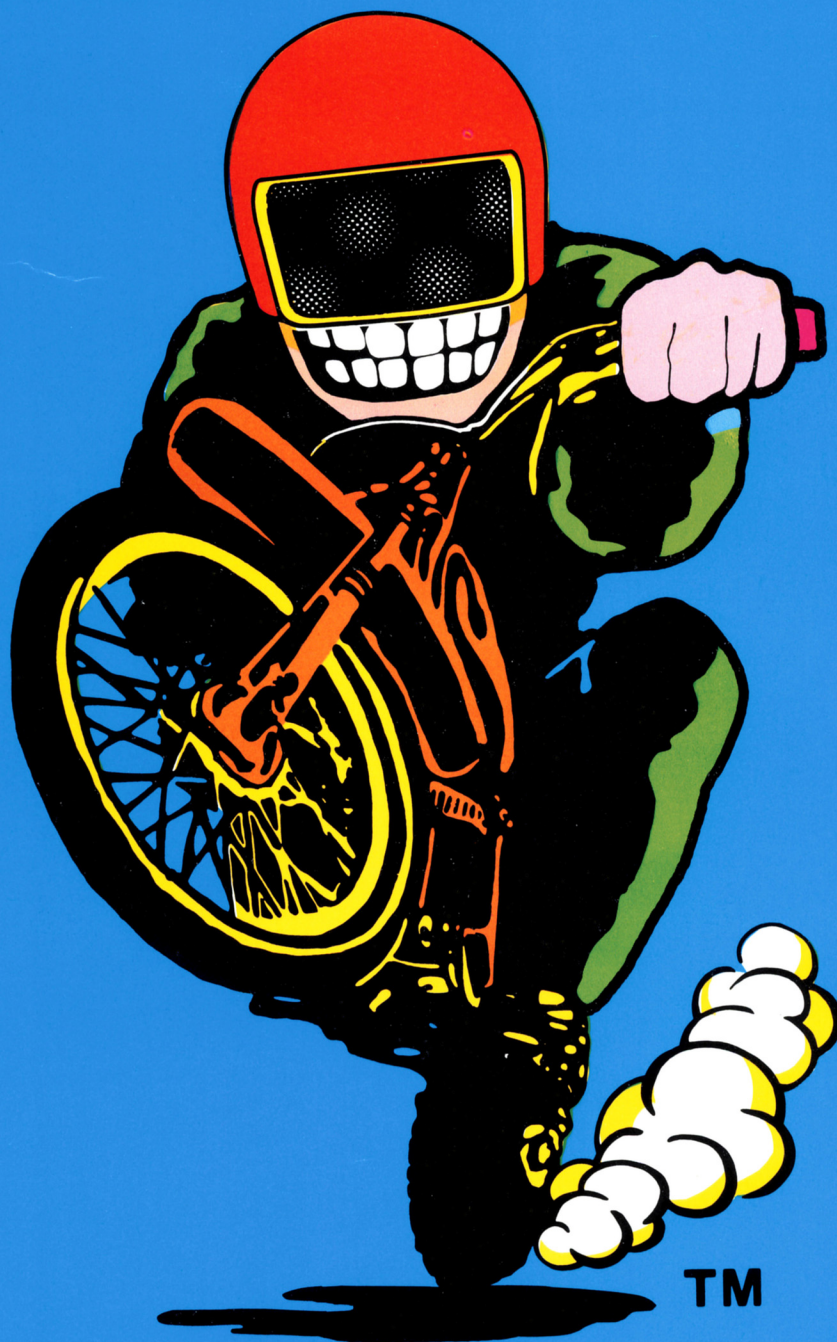
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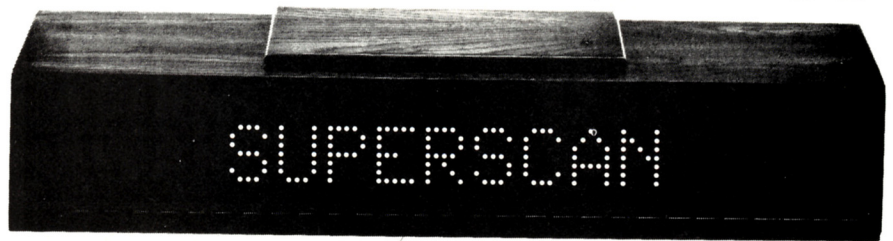
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Rufus King

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UP FRONT

Distributors Face Tough Issues

Distributors have always had a dual role in the coin-op industry. They are manufacturers' representatives and operators' advisors. They are in a tough position—they are the liaison between the two segments of the industry. These two roles have put the distributor in the middle, sometimes making it difficult to be true to either manufacturer or operator. This essential middleman has faced complex issues: overproduction, closeouts, territorial competition, jobbers, and conversion kits.

Play Meter confronts each of these distributors' problems in this special Annual Distributing Issue. Read how other distributors are conquering the same problems you are now facing.

Consider the problem of overproduction. As manufacturers poured equipment onto the marketplace without showing mercy to buyers, distributors found it difficult to please the factories with volume sales, and at the same time, to be honest with operators who depended on them for advice. It was clearly a difficult position. How can a distributor, in trying to please the manufacturer, sell products he doesn't believe will ever see return on investment for the operator? Yet he was obligated to do just that.

Closeouts created a more difficult situation. Operators saw games they paid full price for being closed out at low, low prices. They looked upon this as betrayal by the distributors.

As growth brought a steady stream of new businessmen into the industry, distributors found themselves busier, dealing with more new customers than ever before. Territories were virtually ignored, and today many distributors feel that defined territories should prevail once again.

These and other distributing problems are discussed in this annual issue. *Play Meter* interviewed a variety of distributors about the state of the distributing industry. Their comments are surprising and interesting.

Though many distributors' businesses are down anywhere from 30 to 60 percent, optimism prevails. Distributors say new technology and fulfilling operators' needs are keys to survival in a changing industry.

Conversion kits are another thorny issue facing distributors today. Only a year ago they were not taken very seriously, and discussion on conversion kits was mostly pessimistic. Distributors especially could see no future in the kits. Now conversion kit conversation dominates. Distributors realize that conversion kits are what some operators want as they wait for the new technology to breathe some life into a stagnant industry. What the operator wants, the distributor wants to provide. Many distributors say conversion kits comprise their largest percentage of sales.

Some questions distributors ask about conversion kits are answered by our interview this issue with Tom Struhs of Tago Electronics, a manufacturer of conversion kits. Struhs firmly believes conversions will always have their place in the industry and distributors can make money on them.

The proliferation of jobbers in the industry is also explored. Are they good or bad for the industry? How have they become strong?

There's more in this issue.

Some distributors look at their future through the businesses of their operators. They want operators' businesses to be successful and to help, they offer computer software which is custom-made for the coin-op industry.

Do manufacturer-owned distributors run their businesses any differently from independent distributors? Bally and Rowe personnel tell of the advantages and disadvantages of their position in the industry.

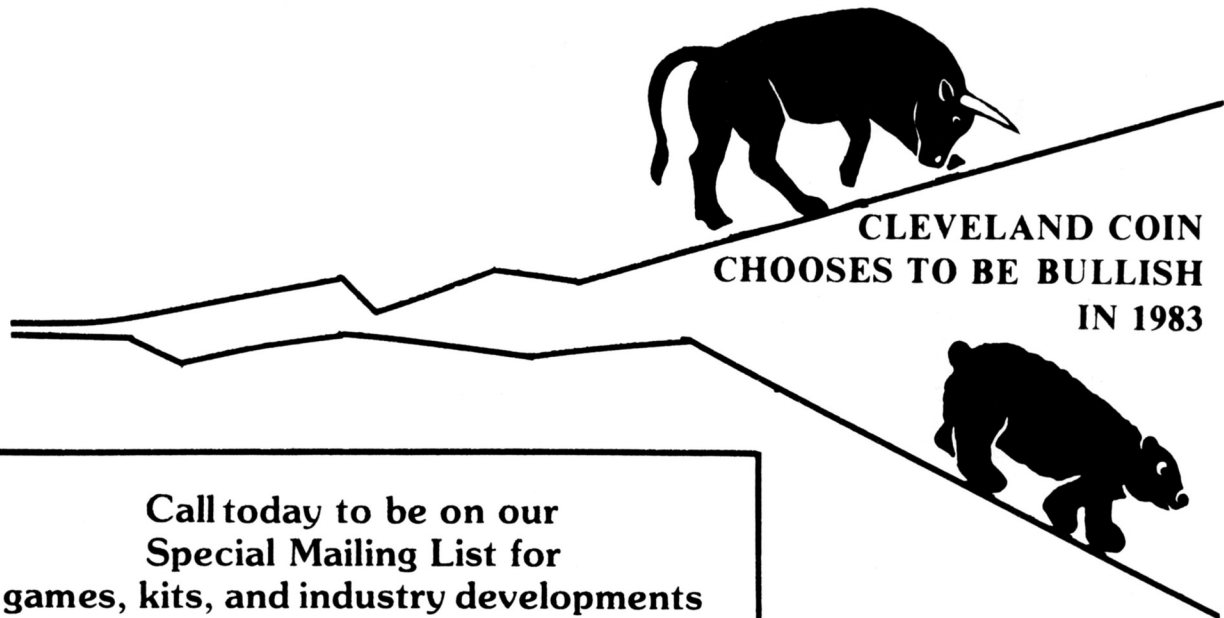
These issues prove that distributors have their work cut out for them. *Play Meter* dedicates this issue to all distributors in the hope that it will provide information to help them in their businesses.

Valerie Cognevich

Valerie Cognevich
Executive Editor



State of the Economy — 1983



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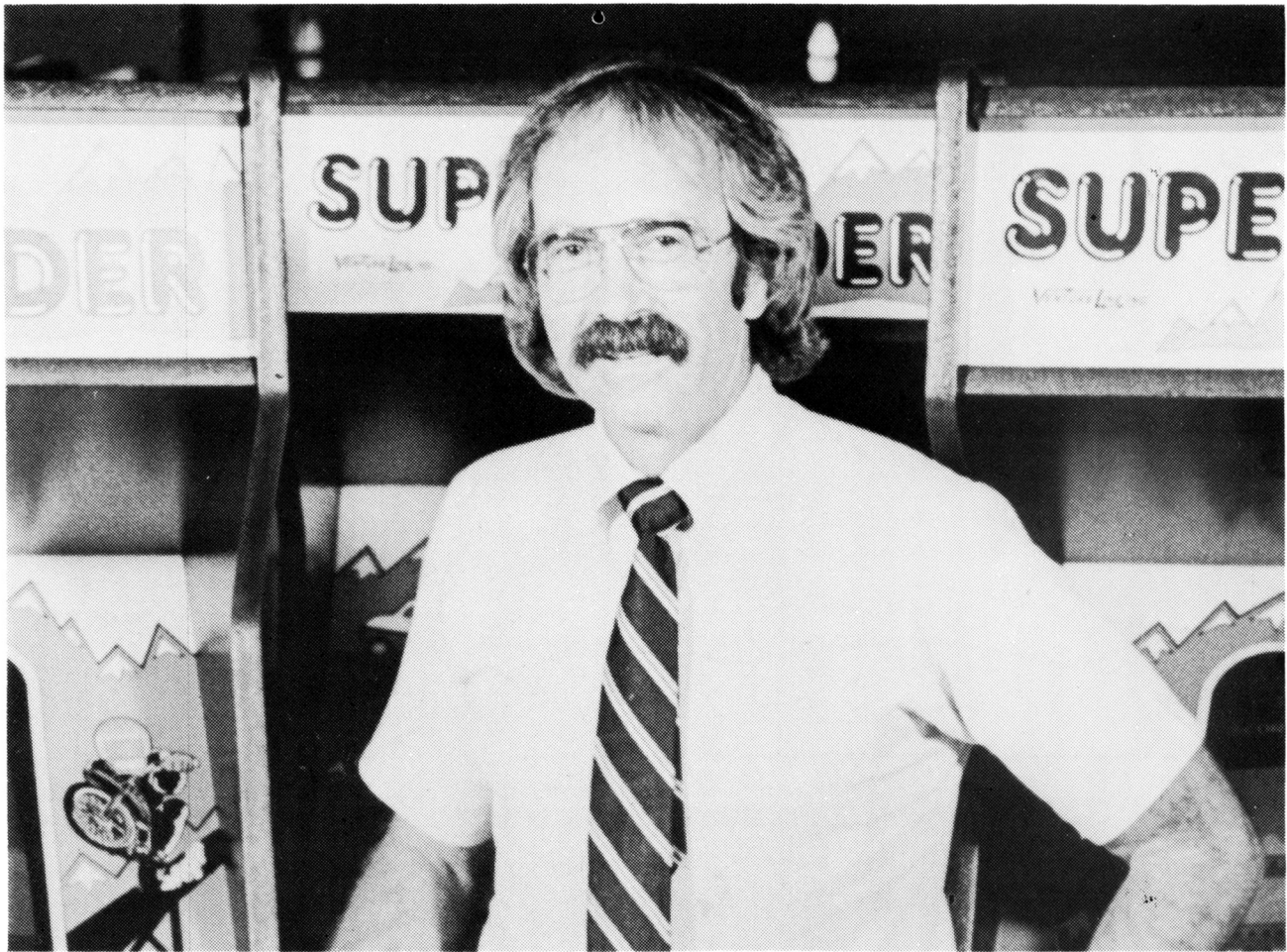
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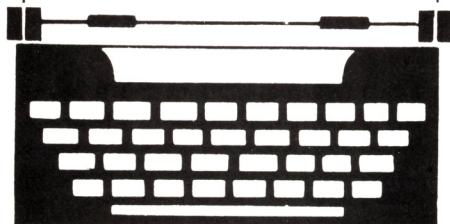
—Dave Goldner
Director of Marketing
Venture Line, Inc.

Take a tip from Dave Goldner at Venture Line. Now’s the time you should be advertising in the magazine you’ve been reading twice a month.

PLAY METER

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Letters to the editor . . .



Pinball literacy

Three cheers for Bill Brohaugh's article in your July 15 edition (p. 48) titled "Is There Still Hope for Pinball?" It should be such an obvious fact that an operator needs to pay much more attention to maintaining pinballs over video games.

If a pin takes twice as much room as a video, secure your short-term investment in valuable floor space and take the time to make the pins 100 percent operational. As an ex-pinball champ (second place, U.S. Open, Hartford, Connecticut, 1980), I know that the rekindling of interest in pinball is out there. So make money with it.

One other point that Mr. Brohaugh failed to drive home...a pinball can be fully functional, but have such a bad lean to the left or right, that the game causes more frustration than pleasure. Three straight drains down the left side hardly encourage another 50-cent investment. A well-balanced, clean machine offers much more interest and has a better chance to see more than just one or two quarters.

The manufacturers are still holding up their end of the market by building new, innovative playfields. Now if the operators will take the extra effort to keep 'em up, clean and honest, we'll soon see a resurgence of what Bill Brohaugh calls "Pinball Literacy."

Joel Godfrey
St. Louis, Missouri

Humor department

Here's a nifty idea for a *Pac-Man* board revision:

Take the Williams chip that has the terrifying *Sinistar* scream and substitute it for the wimpy, dying *Pac-Man* effect!

If you're out of *Sinistar* scream

chips, substitute a relay circuit to kick on the endless loop eight-track from *Shark Attack* and use the screaming diver noise instead! (Watch those *Pac-Man* earnings skyrocket!)

Now that *Mr. Do!* is such a big hit, where is Ms. Do? Baby Do?

Congo Bongo: Donkey Kong meets *Zaxxon*

Food Fight: Robotron goes to lunch.

Buck Rogers: Space Encounters Deluxe

Quantum = Etch-a-Sketch + Trak-Ball

Pole Position: Turbo Deluxe

It's hard to tell a hit game from a dog, especially when the line cord doubles as a leash!

It's funny to see all these expensive *Asteroids* conversion kits for about \$500, when for only \$5 worth of hinges for the back door, you can make a real nice conversion: into a school bus shelter for your kid!

Happy Collection Day! Don't take any wooden tokens!

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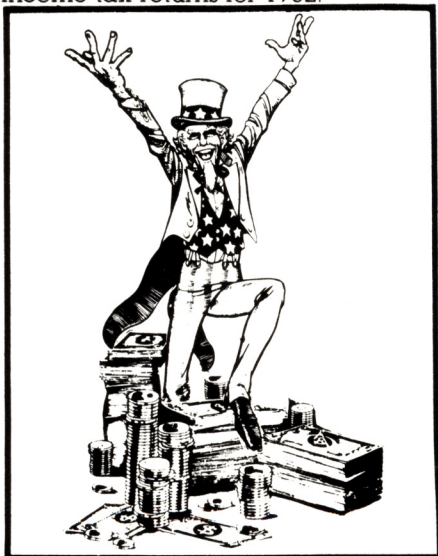
NEWS

BY
MIKE
SHAW

IRS LOOKS AT OREGON OPERATORS • SUPREME COURT STAYS MARSHFIELD BAN • JOHN FRANTZ KILLED • POLICE BESIEGE BAY COIN DISTRIBUTORS • KASSAR OUT AT ATARI • BILL WOULD LEGALIZE 'GRAY AREAS' • BALLY SWOOPS DOWN ON COPIES • MURDER AT MALIBU GRAND PRIX • THE GREAT DART DEBATE • NCMI NAMES OFFICERS • NEWBOROUGH OPENS U.S. OFFICE • COMPANY GOES FOR NATIONAL ACCOUNTS • PAMMA SURVEY

IRS LOOKS AT OREGON OPERATORS

In an investigation designed to uncover unreported incomes of coin machine operators, the Internal Revenue Service has determined only two of 142 Oregon operators filed correct income tax returns for 1982.



According to Gary Gerhardt, manager of the IRS compliance group in Oregon, the operators failed to comply with a 1957 law that requires them to file a 1099 income report form for each location that produces more than \$600 in coin-op revenues. (The regulation does not apply to locations with corporate status.)

The investigation is part of an IRS crackdown on unreported income, Gerhardt confirmed. The coin machine industry was selected for examination because "it's a cash operation and easy to skim," he said.

Each operator who failed to comply is required to submit collection figures for each applicable location for the last three years. These reports are checked against the locations' records.

"Ninety-nine percent of them are coming up with figures that don't match," complained Beaver Amusement's Chet Thompson. He said IRS criminal investigators are examining his records to determine if he can be charged with criminal intent to hide collections.

"In a lot of cases, I just had to guess," he said. "More than a third of my locations have changed hands. I was totally unaware," Thompson, who described himself as a "scared turkey," said. "I just didn't keep good books."

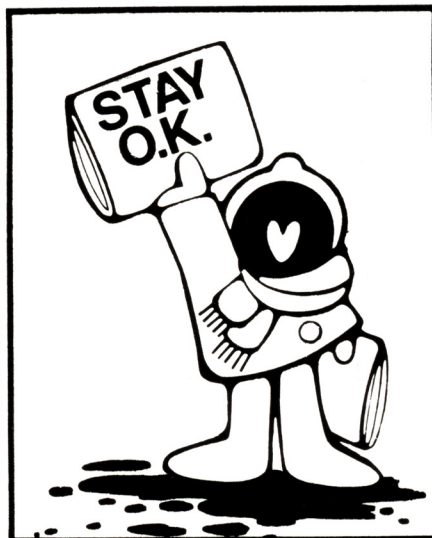
Operators can be fined \$50 for each 1099 not filed. But, Gerhardt stressed, each case is considered individually to determine whether the taxpayer had "reasonable cause" not to file. Ordinarily, said Gerhardt, a lack of awareness of the regulation is not considered a reasonable cause.

"A lot of operators are saying, 'I didn't know,'" Gerhardt told *Play Meter*. "But most of them have tax advisors who should have known about the law."

Gerhardt said the decision to examine the coin machine industry was made by district management, but that he would recommend to an IRS regional office that other districts nationwide examine the industry for unreported income.

He noted that as of July 14, 3,200 1099 forms representing \$12.9 million in coin-op income had been processed because of the investigation, but that the IRS has made no conclusions whether any operators are guilty of criminal intent to deceive the government. ●

SUPREME COURT STAYS MARSHFIELD BAN



For now, the U.S. Supreme Court has prevented the town of Marshfield, Massachusetts, from enacting its ban on coin-operated video games.

Marshfield merchants appealed their case to the U.S. Supreme Court, and the stay was issued while the court considers whether the case warrants their review.

The court acted the day the ban was to be imposed, July 11. It postponed the effects of a June 13 Massachusetts Supreme Court ruling that said the ban did not violate Marshfield merchants' rights to operate videos. (*Play Meter*, August 15, p. 20)

"The mere fact Justice Brennan issued the stay indicates he feels there is a federal question involved that warrants further study," said Leo Droste of the Amusement and Music Operators Association. Droste also announced



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AMOA has assumed responsibility for pressing the appeal.

Droste said AMOA had decided to fund the appeal effort because it is important to determine "how much authority a town has to tell people what to do with their leisure time."

Attorneys for AMOA and for the Marshfield merchants contend the case should be heard by the U.S.

Supreme Court because the Massachusetts court cited federal constitutional principles in rendering its decision. Industry attorneys will ask the court to overrule the Massachusetts opinion that video games are not protected under First Amendment freedom of expression. They also want the court to rule that the ban violates merchants' constitutional rights of due pro-

cess and equal protection.

Droste said attorneys will also argue that the ban violates freedoms of association. The Massachusetts court did not address that issue in its ruling.

Some industry principals warn against pushing the issue into the Supreme Court fearing approval of the Massachusetts decision could lead other cities nationwide to impose similar restrictions on coin-operated games.

Three Massachusetts towns—Saugus, Winthrop, and Salem—have already issued statements that the state court ruling has influenced them to tighten regulations on the games. A city councilman from a fourth town, Fall River, has proposed his council rid the city of its 415 coin-op games. •

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JOHN FRANTZ KILLED

John Frantz of J.F. Frantz Manufacturing Co. in Chicago, a coin-machine manufacturer for more than 50 years, was killed June 14 by an unknown assailant. Frantz was shot in the abdomen, apparently the victim of an unmotivated sniper attack. He was 76 years old.

Frantz started his career in the coin-op industry manufacturing slot machines. More recently, he produced shooting gallery pieces and counter-top games. He sold rights to those games to Johnston Products, also of Chicago, in January 1983, but was reportedly working on reviving an antique game and was anxious to develop an electronic version of the penny scale.

People who knew Frantz describe him as a "workaholic." He was reputed to have habitually spent several days in a row working on projects, sleeping and eating at his factory. •

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Play Meter's Equipment

Play Meter's Equipment

TOP VIDEOS Arcade Locations

Ten of 27 videos (37%) with a response rate over ten percent have above average performances.

	Rating		
	Sept. 1	Aug. 15	Aug. 1
1. Pole Position/Atari	100.0	100.0	100.0
★ 2. Star Trek/Sega	78.4	91.3	78.0
★ 3. Gyruss/Centuri	78.4	91.0	80.1
★ 4. Xevious/Atari	67.5	62.3	64.3
★ 5. Sinistar/Williams	66.6	77.0	76.3
6. Turbo/Sega	60.1	—	—
7. Galaga/Bally	58.8	61.8	—
★ 8. Mr. Do!/Universal	58.4	65.7	—

Provisionally Rated Videos

Provisional Ratings	Rating		
	Sept. 1	Aug. 15	Aug. 1
Congo Bongo/Sega	72.5	83.4	62.7
Zoo Keeper/Taito	63.1	65.7	77.4

TOP PINBALLS Arcade & Street Locations

Nine of 15 pinballs (60%) with a response rate over ten percent have above average performances.

	Rating		
	Sept. 1	Aug. 15	Aug. 1
1. Defender/Williams	100.0	—	—
2. Joust/Williams	87.9	100.0	76.4
★ 3. Time Fantasy/Williams	81.8	89.9	—
★ 4. Q*bert's Quest/Gottlieb	75.8	78.4	90.3
★ 5. Grand Slam/Bally	66.2	95.2	100.0
6. Eight Ball Deluxe/Bally	61.8	91.6	82.0
★ 7. Striker/Gottlieb	60.0	—	—

Provisionally Rated Pinballs

Provisional Ratings	Rating		
	Sept. 1	Aug. 15	Aug. 1
Soccer Kings/Zaccaria	81.8	—	83.3
Pinball Champ/Zaccaria	63.7	—	76.4

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

Provisionally rated games in each category are above average performing games with a response rate between 10-25 percent

TOP VIDEOS Street Locations

Thirteen of 31 videos (42%) with a response rate over ten percent have above average performances.

	Rating		
	Sept. 1	Aug. 15	Aug. 1
1. Pole Position/Atari	100.0	100.0	100.0
★ 2. Gyruss/Centuri	84.0	87.0	—
3. Mr. Do!/Universal	66.7	63.1	62.3
4. Time Pilot/Centuri	63.2	75.0	68.4
★ 5. Sinistar/Williams	59.1	61.3	61.5
6. Ms. Pac-Man/Bally	57.7	—	62.8
7. Galaga/Bally	57.7	—	—
8. Q*bert/Gottlieb	56.7	—	66.2

Provisionally Rated Videos

Provisional Ratings	Rating		
	Sept. 1	Aug. 15	Aug. 1
Zoo Keeper/Taito	68.7	77.7	77.4
Super Rider/Venture Line	68.7	—	—
Mappy/Bally	64.6	68.8	82.0
Front Line/Taito	62.2	68.0	65.0
Star Trek/Sega	59.6	65.2	—

NOVELTY (non-videos) Arcade & Street Locations

Five of 11 novelties (45%) with a response rate over ten percent have above average performances.

	Rating		
	Sept. 1	Aug. 15	Aug. 1
1. Skee-Ball/Skee-Ball	100.0	—	71.4
2. Whac-A-Mole/Bob's Space Racers	94.6	89.0	72.2
3. Chexx/ICE	82.6	100.0	100.0

Provisionally Rated Novelties

Provisional Ratings	Rating		
	Sept. 1	Aug. 15	Aug. 1
High Ball/The Norton Co.	154.8	—	—
Mini Skee-Ball/Skee-Ball	154.8	—	94.9

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.



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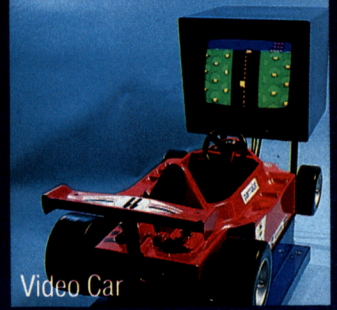
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games for gambling in Suffolk County, New York, county rackets bureau detectives burst into Bay Coin Distributors July 1, handcuffing the firm's sales manager and arresting three customers. The three had allegedly agreed to sell video poker games equipped with hoppers to undercover agents.

Albert Blum, Bernard Greenberg, and Adonis Vekiaropoulos of Factory Direct Video Store, also selling coin machine business opportunities, were charged with the possession and sale of gambling devices.

Suffolk County police said Bay Coin was to have adjusted the games with chutes and hoppers, but that no charges were issued against it because the firm was conducting the business outside of Suffolk County police jurisdiction.

On the day of the arrests, though, the agents did handcuff and question Bay Coin sales manager Mitchell Kaufman and forced Bay Coin to close its doors and send employees home. The inter-



ruption infuriated Bay Coin President Harold Kaufman.

"They captured the place illegally," he claimed.

Harold Kaufman, Mitchell's father, refused to name the manufacturer of the games Bay Coin was to sell to Factory Direct, a jobber. When asked if his company was selling games with hoppers, he responded, "None of your

business." He said Bay Coin was selling "primarily" video card games that have been approved by the state's Consumer Affairs agency.

New York operators and distributors questioned by *Play Meter* agreed that illegally operated electronic card games are common in the city's bars. They said the games are available through most, if not all, of the city's major distributorships.

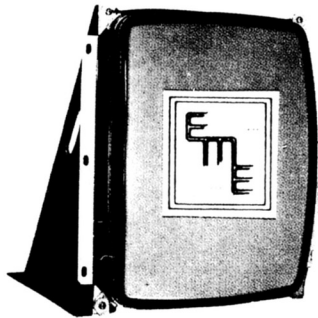
"What separates Betson from all other distributors in New York is that the games are sold only after the consumer affairs agencies in New York and New Jersey classify them as legal," said Art Warner of Betson.

"We're not naive enough to say operators don't hook up knock-off switches or hoppers," Warner added, "but we don't sell them either."

Al Kress of Coin Machine Distributors said he stopped selling and operating electronic card games on April 20. He said he is currently the only distributor in New York not selling video poker machines.

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KASSAR OUT AT ATARI

Atari Chairman and Chief Executive Officer Raymond Kassar has resigned in a move inspired by Warner Communications to restructure its Atari division. James Morgan, a 41-year-old executive vice president with cigarette manufacturer Phillip Morris, will become chairman. Kassar will serve out his contract with Atari as a consultant.

Sources at Atari refused to comment on the reasons for Kassar's resignation but agreed it was reflective of Warner's intentions to reorganize its Atari division operations. In June, Warner chief Steven Ross told stockholders he would economize Atari which had posted a \$45.6 million loss for the first quarter of 1983.

Ross said Atari's video game and home computer divisions would be



consolidated. This move would reportedly include the termination of several hundred employees, as well as changes in management personnel. A spokeswoman for Atari coin-op said no jobs were lost there.

"The video game engineering staffs were combined," said Margaret Lasecke, public relations manager. Hereafter, she said, all games engi-

neered by Atari will come out of the coin-op division.

Morgan, who spent 20 years with Phillip Morris, will assume his new post after Labor Day. •

BILL WOULD LEGALIZE 'GRAY AREAS'

While the Pennsylvania Supreme Court is considering whether "gray area" electronic card games violate the state's gambling laws (*Play Meter*, June 15, p. 10), a state representative has proposed a new law that would guarantee the games' legality.

"These video gaming machines have already become a popular item in many bars. And it's common knowledge that some operators are providing payoffs for high scores," said

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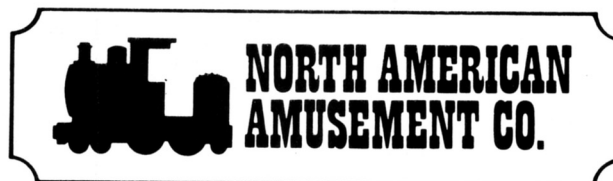
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Thomas Petrone, a Pittsburgh Democrat, who would have the state benefit from the games via a \$1,000 annual licensing fee.

The "gaming machine law" would create a Gaming Commission to oversee operation of the games. The commission would ensure the games are set to pay back 83 percent of their take to winners and that the games are

located only in establishments with liquor licenses. Only persons 21 and older would be allowed to play.

The legislation is supported by coin machine operators, Petrone told *Play Meter*. But some operators are insisting on a revised draft.

"Some operators are afraid it won't pass," he said, "and want the bill revised to make the games legal to

operate only for amusement. They want to make sure they retain their right to operate the games, despite what the court ruling might be."

However, Petrone said he is certain the measure could pass in its original form. "People around the state like the games very much, and I know we have enough support (in the House) to ensure passage," he said.

The bill was proposed in light of the state's success with its lottery, Petrone said. The lottery has produced a windfall of more than \$300 million beyond what the state expected as net revenue.

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BALLY SWOOPS DOWN ON COPIES

Bally Manufacturing attorneys admit their efforts to halt video piracy have not noticeably reduced the number of underground games on location, yet their attack on games and conversion kits that infringe on Bally copyrights continues unabated.

On July 14, Bally completed a four-city summer war on allegedly illegal machines by seizing games from and filing charges against five St. Louis area distributorships.

Private investigators seized *Galaga* and *Ms. Pac-Man* imitations from L & R Distributing, 21st Century Amusements (also known as Warehouse of Games), Morris Novelty, and Midwest Enterprises. The four, and an individual, Ben Bradley, were issued temporary restraining orders obtained from the U.S. District Court in St. Louis. All five had allegedly sold infringing games or printed circuit boards to the investigators.

The St. Louis seizures came just two days after Bally filed suit against 60 location owners and one game operator, Gateway Distributing, in Chicago. There, Bally picked up games at about 40 locations and "impounded 28 printed circuit boards as well as five games in various stages of being converted," according to Steve Smith of the Chicago law firm Welsh & Katz.

A similar action July 7 in Philadel-

CONTINENTAL DIVIDE

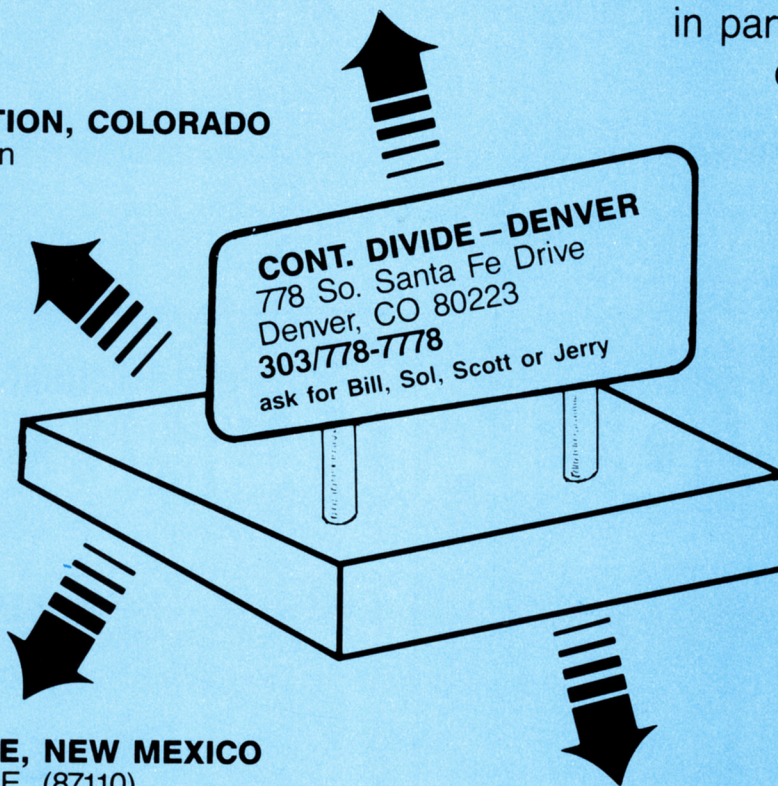
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phia netted more than 30 games and resulted in charges filed against 50 locations. Earlier this summer, Bally filed infringement charges against 30 locations and three operators in Boston.

Bally's efforts to halt video game piracy have included legal action against manufacturers, distributors, operators, and locations. Additionally,

U.S. Customs agents in some port cities are using test gear to check incoming printed circuit boards for possible infringements. But despite the energetic anti-piracy activities of companies like Bally and Nintendo, Bally attorneys acknowledged the number of pirated games on location is not decreasing. "It is certainly an ongoing problem," Smith said. "We have not noticed a diminishing level of activity."

MURDER AT MALIBU GRAND PRIX

Four Malibu Grand Prix arcade employees were the victims of violent and gory deaths July 1 when a former Malibu supervisor, who had been fired just days before, completed an after-hours-burglary.

Richard James Wilkerson, 19, who had been a supervisor of three of the four murdered employees, and two accomplices, James Edward Randall, 16, and Kenneth Ray Ransom, 20, allegedly stabbed the workers 10 to 15 times each during what was described by police as a violent struggle. The robbery netted the three \$2,000 from the arcade safe.

Police said three of the victims were found with their throats slashed in separate stalls of the men's restroom. The fourth body was discovered in the arcade's business office. The dead Malibu employees were identified as Anil Varughese, 18, the night manager and a pre-med student at Houston Baptist University; Rod Harris, 23, a music student at Houston Baptist; Arnold Pequeno, 19; and Pequeno's 16-year-old brother, Joseph.

Two of the three suspects, all of whom are being held by police without bond, have been charged with capital murder. Randall will be charged similarly if a juvenile court

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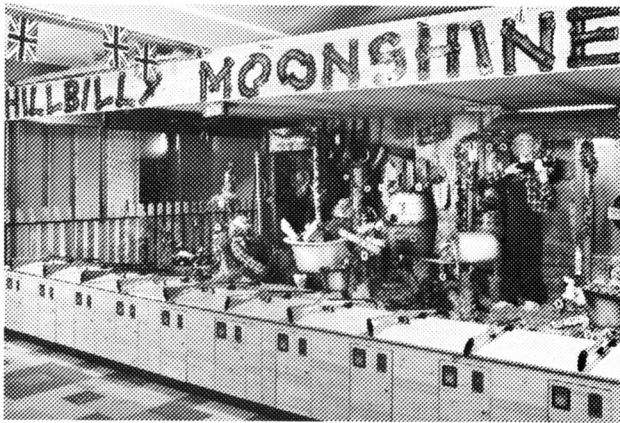
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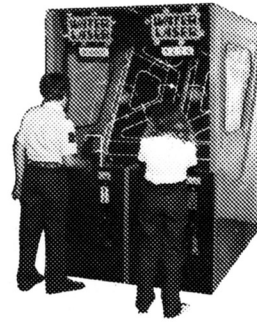
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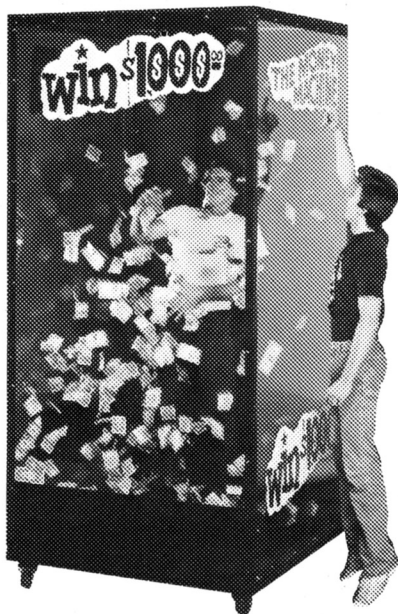
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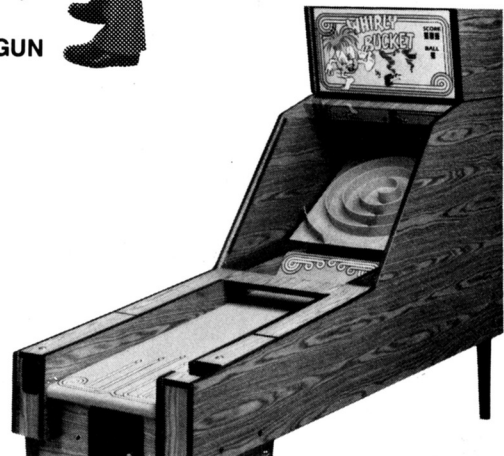


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NEWS

judge certifies him as an adult.

Wilkerson and Randall made "businesslike" confessions for their part in the murders and expressed no remorse, police said. The two had intended merely to rob the arcade. But when Wilkerson was recognized, they "decided that all the people would have to be killed," according to Houston homicide detective J. C. Mosier.

Wilkerson has previous convictions on theft and narcotics charges, but a manager at the Warner Communications-owned Malibu location said the company was unaware of his record.

"We check their references," the manager said. "But there's no special procedure on checking an applicant's possible criminal background. The company leaves that up to each individual manager." •

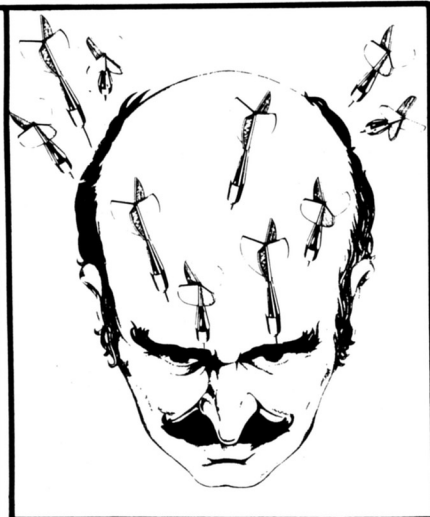
THE GREAT DART DEBATE

An injunction granted to Arachnid Inc. preventing IDEA Ltd. from marketing its *Century Darts* game, an electronic dart game similar to Arachnid's *English Mark Darts*, has been lifted. IDEA can begin selling *Century Darts*.

The November 1982 injunction, based on IDEA's alleged misappropriation of Arachnid trade secrets, expired May 1. It was not until June 23 that U.S. District Court Judge John Nordberg ruled to deny Arachnid an extension of the injunction.

According to Arachnid President Paul Beall, IDEA was hired by Arachnid to engineer some changes on its dart game. The *Century Darts* game came on the heels of IDEA's work on Arachnid's *English Mark Darts*, and was developed, Beall charged, as a direct result of IDEA's familiarity with the Arachnid product.

IDEA President Donald DeVale claimed the IDEA game only duplicated the audio portion of the Arachnid game. He said IDEA decided to develop its own dart game after it cancelled its contract with Arachnid. Arachnid failed to make payment on an \$80,000 bill for engineering IDEA



did on another game, *Head-to-Head*, DeVale said. IDEA has filed suit against Arachnid seeking payment of the debt.

Meanwhile, Arachnid and IDEA compete for the dart dollar, manufacturing and marketing their games from their plants in northern Illinois, just 35 miles apart. •

NCMI NAMES OFFICERS

As the concluding act of its first annual "Survival Seminar," the National Coin Machine Institute, on June 24, named new directors and officers for the coming year. Elected president was Melvin H. Grossberg, president and chief executive officer of The Rowe Corporation, Wyckoff, New Jersey.

Arthur Fein of The Wainrite Group was named first vice president; Norman Borkin of the AAV companies in Cleveland, second vice president; Jack Kerner, Melo-Tone Vending, Somerville, Massachusetts, treasurer; and Donald Brink of Parina Enterprises, San Jose, secretary. Outgoing NCMi President Van Myers was named to a three-year term on the board of directors.

"I think, ultimately, our main task is to instill total confidence and self-respect in all members of our industry," Grossberg commented. "So it will be the theme of this new board of directors and its elected officers of the National Coin Machine Institute to support our industry, to fight for issues

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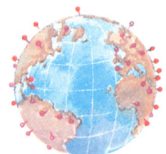
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NCMI has completed its first year of existence as a coin-op trade association organized to serve the combined needs of cigarette, music, and amusement game street operators. ●

NEWBOROUGH OPENS U.S. OFFICE

Citing an anticipated increase in demand for kiddie rides in the United States, R.J. Newborough & Co. Ltd., a coin-op amusement ride manufacturer located in Lincolnshire, England,



opened an office/warehouse in Seminole, Florida, August 1.

The office, with 4,000 square feet of warehouse space available, is located at 8994 Seminole Boulevard, Suite 1 (zip code: 33542). No telephone number was available at press time.

The office will handle marketing, distributing, parts, and technical backup for the Newborough line. The Florida office will also assist New-

borough customers in Mexico and Canada with distributors to be appointed in the United States later, said Managing Director Roger Newborough. Newborough began importing kiddie rides in 1970 and started manufacturing them in England in 1974.

About 60 percent of Newborough's current business comes from European sales and 40 percent from the United States, Newborough said. But, he said, sales of kiddie rides have increased worldwide, about 15 percent in Europe last year. Wayne McKnight, Newborough's partner in the American business who will manage the Florida office, believes sales will also increase in the United States. Since videos peaked and then bottomed out in Europe before they did in the United States, McKnight believes the United States may mirror England's increased appetite for kiddie rides.

"The United States experienced six months ago what already happened in the United Kingdom," McKnight

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said. "We project a greater volume of business. The video industry here came out with product at such a frequent rate. Kiddie rides will provide operators with a firm base." He said the Newborough rides have a projected five-year life span.

McKnight also envisions another market opening in the United States. "McDonald's and Burger King are starting to have playgrounds," he said. "That is the first step toward coin-op kiddie rides."

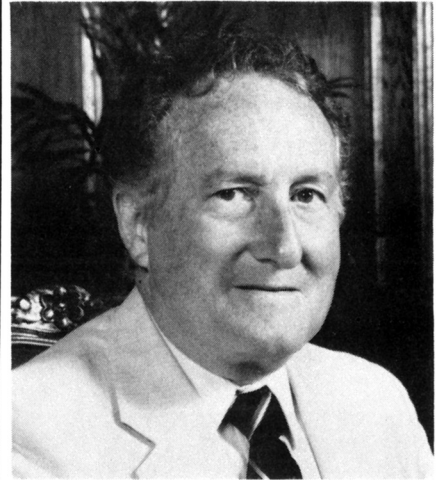
Newborough will sell 16 rides at the Florida office, including four new ones—a carousel and a hydraulic helicopter, submarine, and jet fighter.

McKnight said that while Newborough tries to make its rides more exciting for children, safety is very important. For instance, on its hydraulic helicopter, the helicopter has a built-in safety factor because it is gravity decelerated. The ride moves up and down, but it comes down by its own weight. If necessary, a parent can stop the helicopter from moving back to ground. ●

COMPANY GOES FOR NATIONAL ACCOUNTS

A new West Coast company will try to capture national chains' video game and vending business for local operators.

Nationwide Vending Services of Upland, California, will sell and supervise national accounts, contracting operators nationwide to handle the



Fred Pollak, president
Nationwide Vending Services Inc.

accounts' locations in their respective areas, said Fred Pollak, president of Nationwide Vending Services. Pollak is a 20-year coin industry veteran who until May was selling national accounts for Silco Corporation of Los Angeles.

"We are truly a sales organization

Dial Direct For Service

(Editor's Note: This is an addition to the service directory in the August 1 Play Meter, p. 71.)

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FOR SALE

3-D Flight Simulator video game

Partially completed prototype of 3-D simulated video arcade game to be sold at bankruptcy auction. A total environment flight simulator complete with motion base system. Game includes hardware and display system. Software provides real time perspective rotation of four separate images. Software for visual imaging and flight control now undergoing development. Also to be sold are Intel developmental computer, terminals, printers, and miscellaneous computer parts and supplies.

All serious inquiries should be directed to:

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The prototype and equipment will be shown to prospective buyers on August 16, 1983 at Norman, Oklahoma and will be sold at a bankruptcy auction on August 23, 1983.

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	12th week earnings	13th week earnings
Pole Position	\$333.25	\$447.75
Sinistar	\$262.75	\$464.75
Star Trek	\$233.50	\$303.75
Joust	\$205.50	\$259.25
Q-Bert	\$199.95	\$248.50
Popeye	\$157.00	\$255.00
Zoar	\$145.00	\$255.25
Wacko	\$137.25	\$324.75
Baby Pac Man	\$116.25	\$215.50

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for the country's independent operators who could not possibly sell their services to these large national chain organizations," Pollak said. On the other hand, Nationwide Vending will simplify matters for chain store management. Pollak will provide a single source of responsibility for all coin-operated business in the stores, he noted.

"The idea is not new," Pollak said, referring to his work with ARAVEN, a national accounts subsidiary of ARA Services acquired in 1981 by Silco.

What is new is that Pollak will operate no equipment of his own.

"Because our company does not compete locally with independent vending and leisure equipment operators, we feel we can better represent our national account clients and select the very best local affiliates without any of the constraints apparent when a company has its own operating divisions," Pollak pointed out.

Pollak, who said he worked with more than 400 operators on national accounts when he was with ARAVEN

and Silco, said he will seek operators with financial stability and a good community image. He added that ordinarily, about 75 percent of the equipment located in national chain outlets is video games. •

PAMMA SURVEY

To show state leaders the coin-op industry is a valuable resource for Pennsylvania, the Pennsylvania Amusement and Music Machine Association recently developed the following statistics by surveying the state's coin-op business.

The results helped deter the state from overburdening the industry with taxing legislation.

1. Our industry employs approximately 3,700 full-time personnel.

2. Our industry payroll averages more than \$12,000 per person or about \$46.5 million annually.

3. An average/typical employee pays more than \$1,800 annually in payroll taxes or about \$6.7 million in payroll taxes alone.

4. Our industry, as a whole, pays, on the average, about \$1,500 per employee in state sales taxes or about \$5.5 million annually.

5. Our industry employees pay an average property tax of \$268 per employee or about \$1 million in property taxes to various governmental units.

6. Individual industry firms pay in excess of \$1.1 million in state corporation taxes.

7. Over 80 percent of the industry's personnel pay a work privilege tax ranging from \$10 per employee plus 4.23 percent.

8. Almost one-half of our industry is located in depressed or so-called "inner-city" areas. We are one of the few industries to maintain our businesses (many are second and third generation owned and operated) in the same neighborhood over such a long period of time. •

PINBALL'S BACK!



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THE CALENDAR

August 27-28

Music and Vending Association of South Dakota, Holiday Inn, Spearfish

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

September 23-25

The New York State Coin Machine Association (NYSCMA) Annual Membership Meeting, Holiday Inn, Lake Placid, NY

September 26-30

7th Annual Bally/Midway 5-Day School, Howard Johnson O'Hare International, 10249 Irving Park Road, Schiller Park, IL

October 7-8

Amusement and Music Operators of

Virginia "Silver Jubilee" Trade Show, John Marshall Hotel, Richmond

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 20-22

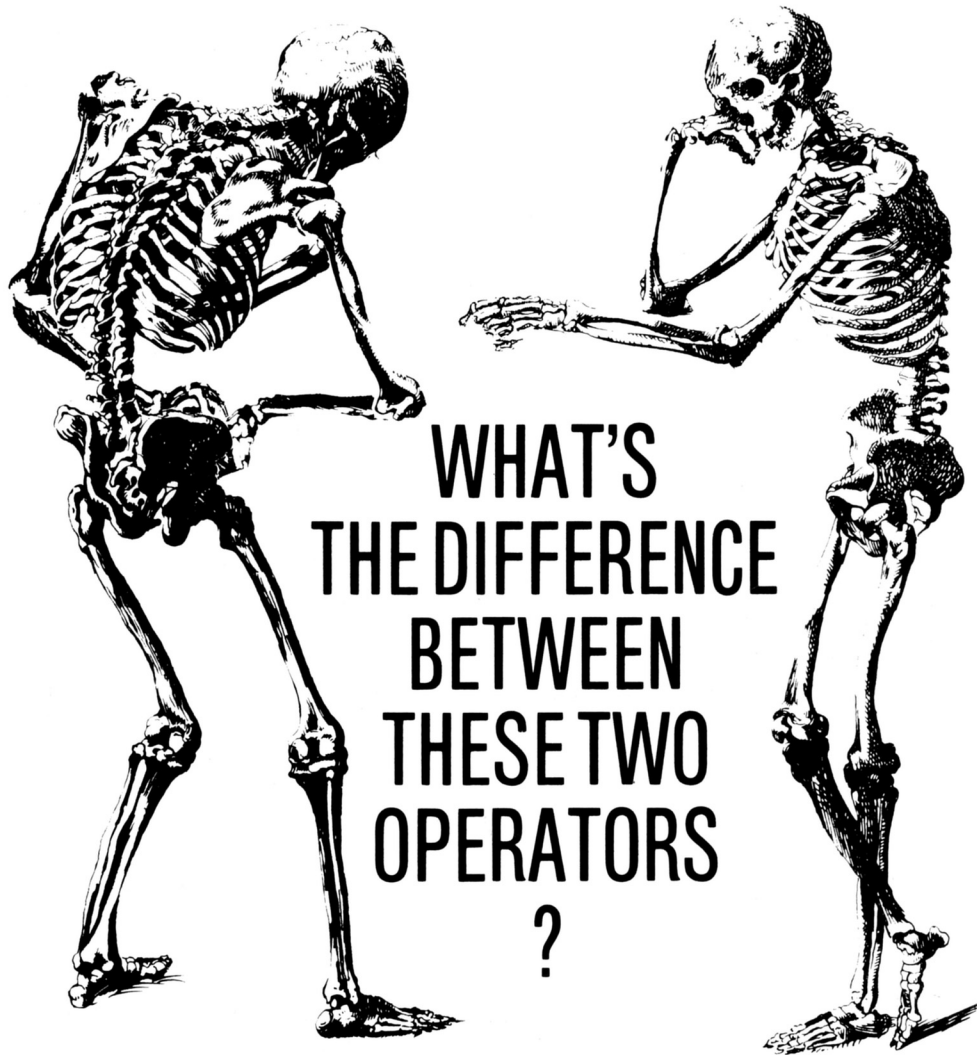
Spanish Amusement Trade Exhibition, Congress and Exhibition Palace, Sun Coast (Torremolinas, Malaga-Espana). Sponsored by the Spanish Association of Manufacturers and Marketing of Amusement and Gambling Machines.

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



Not much. The one on the left knew if he held off long enough he could buy the games for less. The one on the right said he'd wait until the manufacturers came out with another super-duper hit game.

MORAL: Life will pass you by, if you just wait...and wait...and wait...

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HEADLINERS

Mountain Coin Machine Distributors' acquisition of **American Distributors** in Des Moines became effective July 1. American Distributors is now called Mountain Coin Machine Distributors, Des Moines, Iowa. **Dick Brown** was named division manager and **Jack Brown** assistant manager. Mountain Coin also has offices in Denver, Salt Lake City, Phoenix, and Albuquerque.

.....

Coffee-Mat parent Trafalgar has purchased 28 percent of the stock of **Rowe International's** parent, Triangle. In its reorganization of its marketing operation, Rowe has appointed three regional marketing directors responsible for promoting sales efforts with distributors. Rowe sales executive **Ed Baldwin** was named eastern

director of marketing. **Ivan Sharps**, former Coffee-Mat chief sales executive, is responsible for the central region, and **Lawrence "Bud" Kice**, former manager for Rowe's Los Angeles distributing office, was appointed western marketing director.

.....

David Mariant has been named customer service manager at **Data East USA Inc.** in Santa Clara, California. Mariant's duties include planning for a 24-hour service turnaround and producing test fixtures for quick repair for the company's parts. Mariant joined Data East two years ago and served as service supervisor.

.....

The **Louisiana Amusement**

and Music Operators Association donated 24 electronic games to the July Special Olympics held in Baton Rouge. **Bob Waller**, president of LAMOA, said that "making the popular video games available for events such as these is part of our association's way of showing appreciation to the communities around the state and nation where we do business."

.....

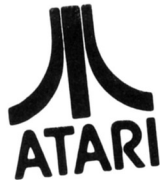
The Amusement Game Manufacturers Association's show committee along with **Amusement Vending Machine Distributors Association** members have chosen the name "Amusement Showcase International" (ASI) for its trade show and conference to be held February 17-19 at the Chicago Expo Center.

—By Dawn Adorno



A \$100 per machine tax proposed by the Columbia, Pennsylvania, City Council brought protests from adult residents and teenagers bearing signs which read "Zap the Video Tax" and "Keep Us Off the Streets." Operator Roy Bender, who owns 95 percent of the coin-op amusement games in Columbia, temporarily closed three game rooms to show that he couldn't operate under the tax proposal. Bender would personally have to pay approximately \$18,000 in amusement taxes because he operates nearly 250 of the 275 machines in town. He suggested council members give up their \$100 per month salaries to get the \$10,000 they were seeking through the tax.

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AOE 84

MYLSTAR: an AOE Exhibitor since 1980

By Dawn Adorno

Mylstar Electronics Inc. (formerly D. Gottlieb & Co.) is one major manufacturer that has exhibited at the Amusement Operators Expo since its inception in 1980.

Mylstar Marketing Manager Jack Hubka has attended every show and commented on changes he's seen as the AOE has grown. "We were the only major manufacturer at the first show (AOE '80), and we've supported the AOE from the beginning," Hubka noted. He pointed out that smaller manufacturers exhibited at AOE '80, and attendance was relatively small compared to later shows.

"Then, a night and day change came the next year because the show was moved to Chicago, and many major manufacturers exhibited their new products," Hubka added. "The AOE has grown into an extremely valuable tool for marketing and sales at Mylstar," he summarized.

"The show is well-run and has accomplished what it set out to do," said Boyd Browne, president of Mylstar. "We got very good response from AOE '83 and received a lot of orders," he explained.

The fifth annual AOE, co-sponsored by *Play Meter* and Conference Management, will be held March 9-11 at Chicago's O'Hare Expo Center.

Market changes

Mylstar had 10 booths at AOE '83 and will have 12 booths at AOE '84. "The buyers at AOE '84 will pro-



"The AOE has accomplished what it set out to do," said Boyd Browne, Mylstar president.



*Mylstar Marketing Manager Jack Hubka and the company's successful video Q*Bert.*

bably be different," Hubka acknowledged. "As the industry changes, so do the people who make it up."

Mylstar exhibited *Mad Planets*, *Super Orbit*, *Royal Flush Deluxe*, and *Q*Bert* at AOE '83. "We got very positive response at the show," Hubka said.

What does Mylstar have in store for this year's expo? "We will be coming out with a laser disc game this year," Browne affirmed. "We believe that laser disc technology is an excellent way to provide game play, and we don't intend to take a back seat," he said.

"We will respond to any product the market demands," Browne explained, "including laser disc games, videos, or pinballs. We also will have some exciting, new introductions in the way of video games this year," he said.

"We're at the forefront of technology and will introduce our laser disc at the AMOA show," Hubka affirmed.

Although Mylstar will feature new products this year, the company is aware of the oversaturation problem that operators face. "We still feel that offering one game at a time is the way to avoid confusion in the marketplace," Hubka averred. "Our market testing department is growing, but it is a planned growth. We know we have to test games thoroughly, and we do test them thoroughly," Hubka added.

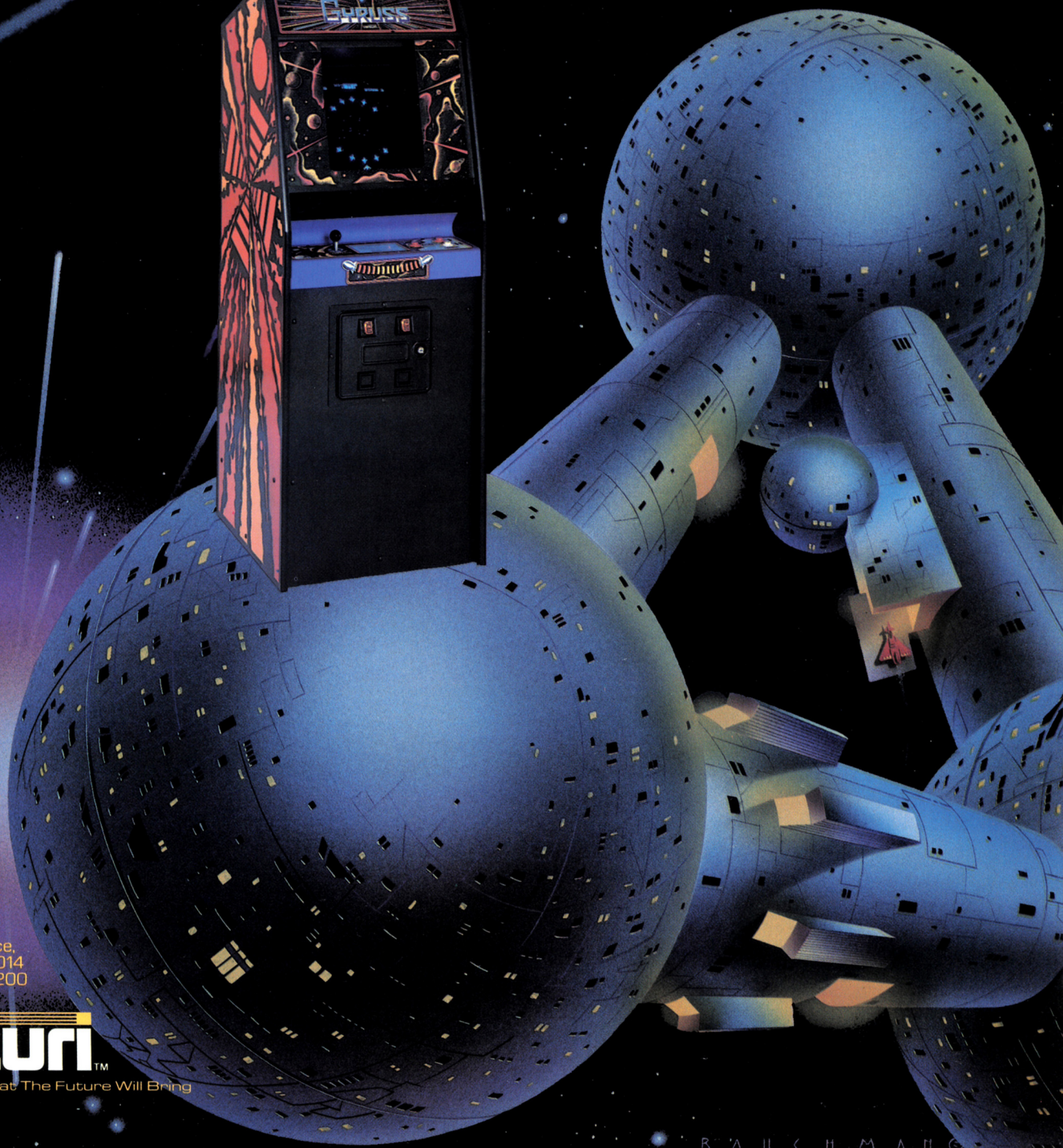
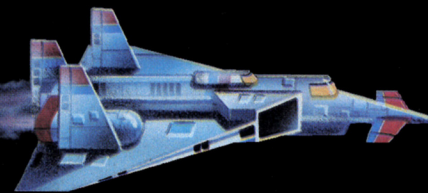
"We exhibit at the AOE because it's an industry show where we can meet customers."

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SNAPSHOTS



Handicapped players find **Sega's Star Trek Strategic Operations Simulator Cockpit**, which debuted at the AOE, easy to enter and exit. "That the handicapped community can also enjoy this game delights us, and enables Sega to reach a much wider audience," said **Bob Rosenbaum**, Sega's vice president of marketing and sales.



Toni Marchinski of **Stern Electronics** has been promoted to marketing and sales supervisor. She is responsible for handling various distributor accounts and is involved with all facets of domestic and international traffic. Marchinski has worked for Stern since 1976.



Joseph Dillon has assumed the newly-created position of vice president of sales at **Williams Electronics**. Dillon has been with Williams for three years and previously served as director of sales.



Betson's Mel Kaufman has been named director of technical sales and services at the company's New York office. Kaufman will work closely with Art Warner, general manager of Betson, in this newly created position.



Wally H. Detrick has been appointed sales manager of the Los Angeles office of **Circle International**, Division of **Mortronics Inc.** He will cover all sales of phonographs, games, and vending. Detrick was the director of sales/western region at **Rowe International** for 40 years.

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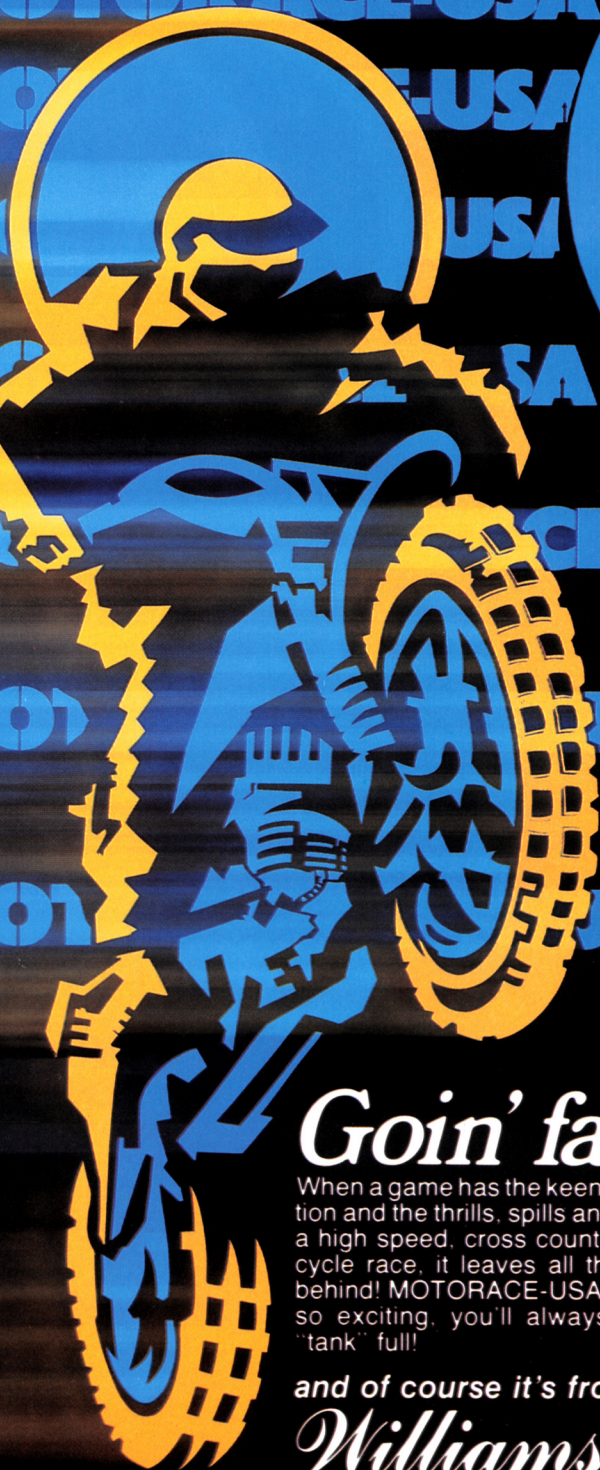
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ROC 'N ROPE™ A REAL CLIFF HANGER

Capture the "ROC" BIRD

Caution: Avoid falling rocks.

You will fall if you move while the rope is shaken.

Progress to next phase upon reaching Bird of Fortune.

Pick up feathers for bonus points.

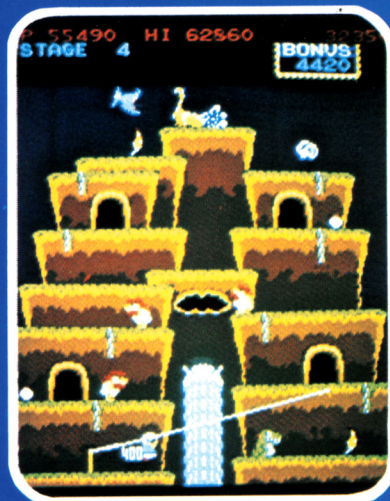
Monsters will fall down when you shoot the FLASH while on the rope.

When you FLASH the light beam, the monsters become paralyzed momentarily.

Pick up golden egg for energy to destroy monsters.

Climb up using the rope.

Stop and shoot the ROPE.



ROC 'N ROPE CONVERSION KIT CONTENTS:

- 1 - Main Printed Circuit Board
- 1 - P. C. Board Cage (FCC Required)
- 1 - Connecting Wiring Harness
- 1 - Marquee (Header) Overlay
- 1 Set - Side Panel Graphics (Left and Right)
- 1 - Control Panel Overlay
- 1 - Button Assembly
- 1 Set - Control Button Decals (1 Player, 2 Player, Flash, Rope)
- 1 - Player Instruction Decal
- 1 - Copyright Seal (For Marquee)
- 1 - Technical Instruction Manual
- 1 - Registration Card

ROC 'N ROPE is also available as a complete game

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A Decade of Distributing

Is there life after *Pac-Man*?

Play Meter contacted distributors nationwide to determine the state of the distributing industry. Three questions were asked:

1. How has the distributing industry changed from 1973 to 1983?
2. What do you project for the future of the distributing industry?
3. Are you buying at the same rate you did last year?

The answers varied. Of course business is down, but distributors differ on what will bring it back up. They look forward to the laser disc game, but they are not pinning all of their hopes on it either. Much more is discussed—test periods, jobbers, distributing items besides coin-ops, game prices, and operators' problems.

Is there life after *Pac-Man*?

**Ira Bettelman, executive vice president
C.A. Robinson & Co. Inc.
Los Angeles, California**

I would divide the last 10 years into three periods. From 1973-1976, nothing unusual happened. There was a variation of hot and cold product, but nothing too exciting. The first period was like a sleeping volcano, while the second period, from 1976-1979 included rumblings, puffs of smoke, and earthquakes—something was clearly starting to brew. We didn't know how the industry would change, but that it would. We were ready for something exciting to happen. The most significant period was from 1979-1983 by virtue of the number of customers and the volume of business distributors handled. We used to make decisions on buying 10 games at \$1,000 each, which we figured was a \$10,000 gamble. Now the gamble is for 100 games at \$3,000 each. There are no more easy decisions. The market itself is changing drastically along with how we finance our customers. At one time, about 90 percent of our customers owed us between \$10,000 and \$30,000. Today, we have customers financing \$100,000 and significantly more, and there are more of them. The key phrase to identify the change in the distributing business is an air of professionalism. We are no longer running our places like mom and pop organizations. I predict continued change

and a change to a more centralized geographical distribution network. Our buying rate is 50 percent less than last year. Business is down more than 50 percent due to saturation, too much of the same thing, no innovation, a replacement market, and many other factors.

**Louis Boasberg, partner
New Orleans Novelty
New Orleans, Louisiana**

It wasn't so long ago when a high-ranking member of the sales department of one of the leading manufacturers had lunch with one of his distributors, and the subject of selling out of a distributor's territory came up. This salesman made the classic remark, "We don't care what happens to games once they leave the factory." There was a time when distributors respected each others' territories. A distributor was not only a purveyor of games to his customers, but he was also a friend, advisor, banker, and mechanic. In fact, a distributor was all things to all operators. Today things are different. Practically every distributor sells in each other's territory, and some distributors even ship games across an entire continent to make a sale. Ray Maloney, founding father of Bally, made the astute statement that "I always try to make my distributor the richest man in his assigned territory."

What he meant by this statement was that if a distributor made money in his territory, he could afford to fight and finance any and all problems that may come up in said territory and be able to maintain peace, tranquility, and a steady flow of equipment from Bally to the distributor's warehouse. Naturally, the highly competitive selling of games all over the country will continue, but I'll bet my bottom dollar that the majority of right thinking distributors and right thinking manufacturers know that the industry would be far better off if each distributor sold only in his own factory-assigned territory, made a fair profit, controlled his credit, and administered to his operator/customers like they were his children—repairing their games, advising them what to buy, not selling their locations, and above all, helping them to move their used equipment.

**Charles Caplan, sales manager
Birmingham Vending Co.
Birmingham, Alabama**

One major change is that it seems all distributors are going for the volume sale and making less profit. The new technology coming out is the key thing—games that have potential earning power. Laser disc and other new technologies that will be coming will hopefully be the answer. Anything that brings the player back to the



Jerry Gordon



Morty Hyatt



Bill Kraft

arcades. Players seem to be a little bored now with the standard games. We are absolutely not buying at the same rate we did this time last year. Our buying is down about 45 to 50 percent. We are also not selling at the same rate.

**Bob Douglas, president
Amusement Distributors
Queens, New York**

The biggest change in the last 10 years has been the price of games. In '75 until now, the games have gone up four times in price. The biggest trend we have is operators/vendors asking distributors what gives manufacturers the right to a \$1,000 profit on each game and get it up front. Everyone is looking to the laser disc game. I like it, but it costs close to \$4,000 a game—the cost of two regular games. I'm buying at the same rate I did last year, but my inventory has been cut 50 percent. I order more frequently but stock as little as possible. This helps in accounts payables. My gross sales are about the same as last year, but my sales profit is down about 25 percent.

**Pete Entringer, president
Audio Visual Amusements
St. Louis, Missouri**

In 1973, distributors wore two hats—one as a vending distributor, and the other as a phonograph, amusement distributor. Over the 10-year period, more than half of these distributors have specialized in one of those areas. Those who stayed mostly in vending didn't take on game lines, while others let vending go down and emphasized amusements. Companies that we're dealing with today are a little more stable than they were 10 years ago. In the future, there will be fewer distributors, and those that are left will represent fewer lines and do a better job with the lines they represent. This year, buying has come to a halt. Operators are running out of money because of oversaturation. Operators are very selective. I hope that the new technology breakthroughs—whether liquid crystals, laser discs, or holographs—will make operators *want* to buy new games. I do see one positive thing, and that is going to 50-cent play for upright games. We've been on 25-cent play for the last 10 years, and with inflation, that 25 cents equals about 10 cents.

**Raymond Galante, president
Music-Vend Distributing Co.
Seattle, Washington**

The distributing industry has

become very complex. It is much more service-oriented, and more distributor-operator cooperation has evolved. Distributors are trying to service customers in a myriad of ways, including service and searches for new sources of funds for operators at lending institutions. The average distributor has expanded his work force in sales, service, and parts. It's become a very capital intense business, requiring a lot of capital on a continuing basis, and a very competitive business. But our major responsibility is helping customers, ourselves, and the manufacturers become successful. We must advise factories on what the market needs are. The future of our industry is exciting, because it is a fast-changing and keenly fascinating business with microcomputers, holographs, laser discs, etc. Our buying rate this year is far less than it was last year because I have been very selective, and collections are off in this area 20 to 40 percent. I want to sell games that operators will make money on.

**David Gilfor, general manager
Active Amusement Machines
Philadelphia, Pennsylvania**

The biggie is the technology—the advent of solid-state games, videos, and pins. The industry constantly goes through cycles. It was much more predictable then. But we are getting back to steady normal business. When the video boom hit, there were tremendous sales and problems. It's pretty difficult to predict the future of the industry without a crystal ball. We may have good ideas and then something new will come out and it's a whole new ball game. If you asked someone five to six years ago (before *Space Invaders*) no one would have predicted what would have happened. Today we're seeing basics—pool tables, jukeboxes, and pinballs. Our sales are down compared to last year.

**Lester Godwin, president
Godwin Distributing Co.
North Little Rock, Arkansas**

There are a number of things. There has been an influx of new operators in the industry from other walks of life who also came in on a part-time basis. The video game influx caused this. It was relatively easy for an operator of video in terms of service. Videos enabled people without service expertise to get in the business. Videos also were accepted into more locations. The distributing business will take on a new posture—new technology will

force that. I don't see a return to the old ways. There is going to be a lot more sophistication in the games and in the whole industry. The manufacturer, first, and the distributor, second, also need to address the needs of the operators. We need a more long-range view of the industry as opposed to grab-em-now profits. The trouble everyone is having now is a reflection of that. Our buying is about 50 percent of what it was this time last year. We are very cautious in what we tell operators. We recognize the difficulties operators are having now. I find myself trying to look after the operator. Any time we burden them, we are cutting our own throats.

**Jerry Gordon, president
Continental Divide Dist. Inc.
Denver, Colorado**

Number one, there has been a technical change mostly from mechanical to electronic video equipment. Most of the servicemen I had in '73 are not here in '83. Number two, the operator base has been increased. The distributing industry changed significantly when we got more people in the business. For every 100 that got in the business, maybe 25 percent stuck with it. Operators are also more astute. They understand appreciation and other business terms. Distributors, as they exist today, will have to distribute other items other than coin-op to survive—telephones, computers, software. We have to look for other things to distribute. Our buying is 50 percent less than it was a year ago. I just took a trip to our territory, and business is down. It's simple: operators are not making money, and they don't have any money to buy equipment. That's the answer I got from Montana to the Mexican border.

**Victor Haim, president
R.H. Belam Co. Inc.
Lake Success, New York**

The major change in the last 10 years has not been with distributors but with operators. With the advent of PizzaTime Theatre, ShowBiz, etc., larger arcades came about. Distributors are now supplying more arcades than street locations. While we used to sell an operator three or four pieces for his street location, we are now selling 40, 50, or 60 machines to these larger arcades. Of course, business has dropped considerably in the last year on all industry levels. But I think that beginning in 1984, there will be an upsurge in business for two reasons. The first is that laser disc games offer

more realistic vision on the machines and create more public interest. Second, I think the fast-food chains will lean toward operating machines. We have seen a great upsurge within the last six weeks because the factories have recently produced some winners. Our buying, however, has decreased over the last year. We have cut our pin-ball buying tremendously. While we used to buy several hundred pins, we are now buying only a handful.

**Mal Hannigan, president
Culp Distributing Co.
Oklahoma City, Oklahoma**

There's probably a lot of things. One of the big ones is that you are no longer a franchised territory. You've got other jobbers and distributors in your territory. If we got back to our own territories, we'd be better off. The service department has also changed. There are two things we look forward to: getting back to the basics and using the laser discs. Pool, music, and pins show more hope as a proven thing. I'd say our buying is down about 70 percent. We're all waiting for that turnaround. There have been tough times, but it's still a viable industry.

**John Hill, vice president
Southwest Vending Sales Co.
San Antonio, Texas**

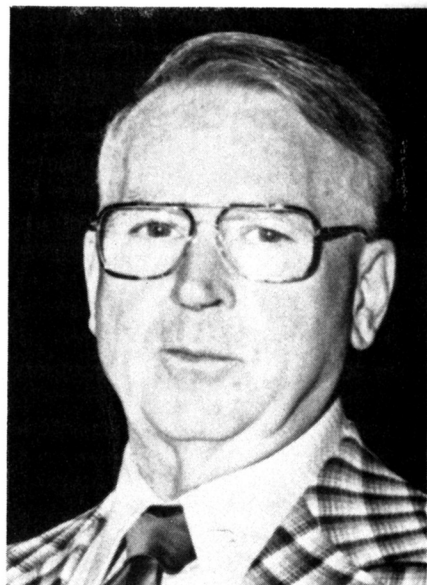
We are closer today to where we were 10 years ago than we are to where we were two years ago. We're a more selective industry now, and that includes players, operators, and distributors. It's a more dangerous business today in that the consequences are much greater if we make the wrong decisions. The cost of equipment has gone up, but the price of play hasn't. The whole industry is ready for a change in technology. Players are bored, and operators are concerned about buying old technology. Distributors will continue to survive into the future, but with depreciation schedules and cost of equipment, it will be harder for the smaller distributor. I'd say the overall distributor buying rate is down between 35 and 50 percent since last year because of oversaturation, collections going down, and fewer locations to expand to now.

**Scott Housefield, sales manager
Modern Vending Sales Co. Inc.
Indianapolis, Indiana**

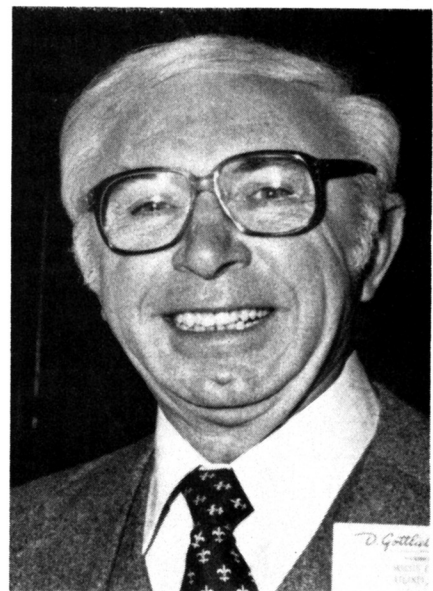
In my opinion, in the last four or five years, we saw people getting in the business with no experience. Doctors, lawyers, husbands, and housewives ran arcades. I also think the introduc-



Chat McMurdie



Ron Pepple



Morris Piha

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tion of the video game, which I think lasted about four years, was a big change. I think laser disc is the next big thing if manufacturers control costs and the quality control is worked out. That is going to be what it takes to get us out of the slump. This business runs in feast and famine cycles—it goes through a cycle about every four years. Operators are also going to have to operate as a business. We're going to buy conservatively. We no longer buy 10 or 20 samples of a game. We'll take two samples, test two samples, and *then* buy. We also use a four week test period now. We buy one game for every 10 games we bought two years ago. We talk to operators about being more conservative. We don't want to put them out of business. That isn't going to help us in the long run. We're having service schools and had a barbecue to show a laser disc game and *Star Wars* to operators. We don't want operators burying themselves.

Morty Hyatt and Joel Smeyne
co-owners
General Vending Sales Corp.
Baltimore, Maryland

Communication. I can talk to the operator. They are a lot smarter than they used to be. There are no more uninformed operators. Player appeal (will take the distributing industry out of its depression). I know I'm supposed to say laser disc games (when asked about reviving the distributing market), but player appeal is the answer. You (customers) have to want it to buy it. We run a very conservative house, and we've always been very cautious.

Brad King, branch manager
Circle International Co. Inc.
San Diego, California

Video has changed the coin-op industry. The arrival of video from *Pong* to *Pac-Man* to *Pole Position* has changed the industry. On one side, video has helped distributors. It has kept them healthy. But on the other side, it has hurt them. They didn't have to work so hard—they became order takers. They all waited for the right surge and rode the wave to the bank. People are looking at a lot of things for the future. People are looking at the laser discs and other new kinds of product. We're also going back to the basics—vending, music, pool, pins, *Chexx*, shuffle alleys, etc. I'm seeing a resurgence in pinballs. As the home computers have taken a chunk out of the market, we've got to get back to entertainment—things they don't have

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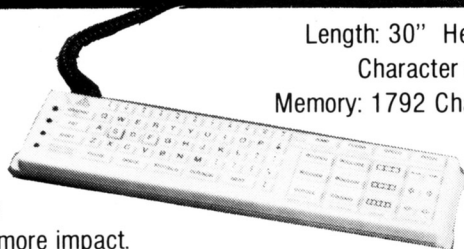


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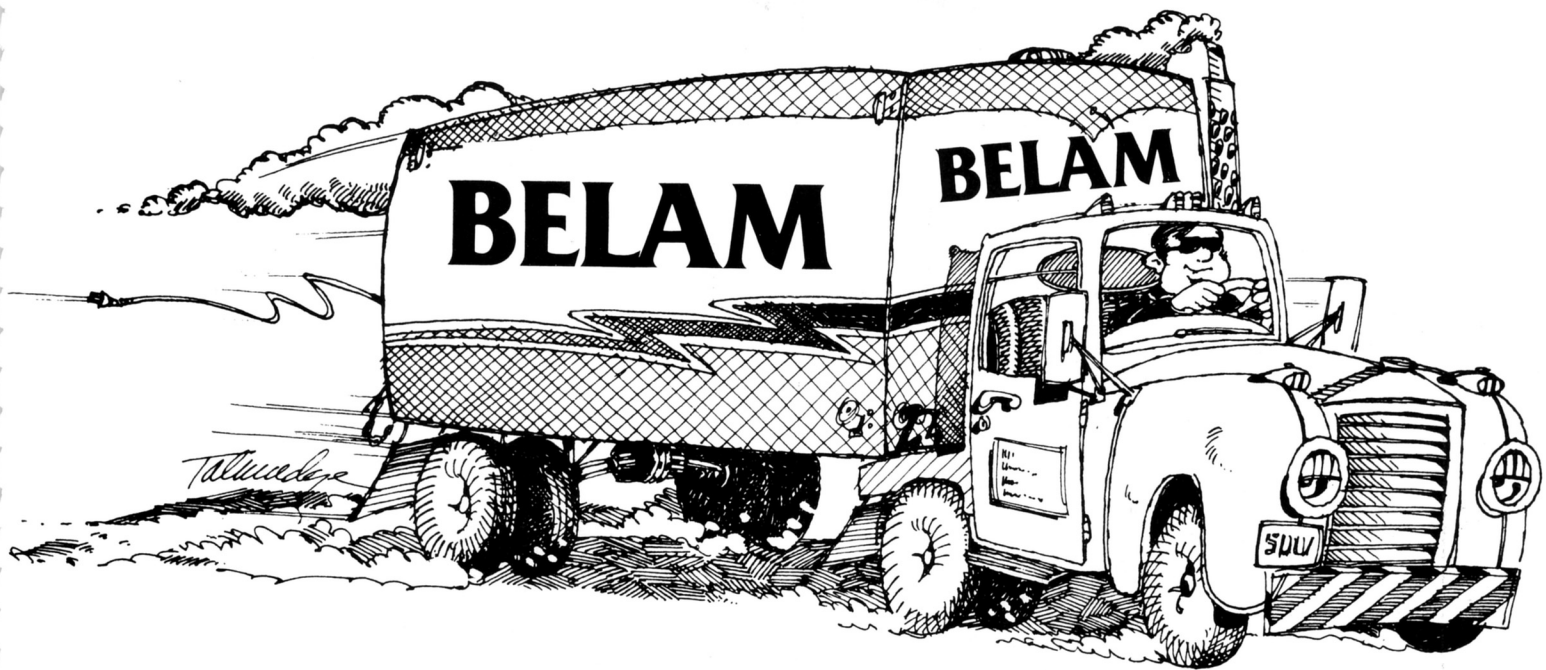
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at home. We also have to get back to personalized sales calls. One out of three items are being picked out, being bought, now as compared to one year ago. *Champion Baseball* is doing terrific out here.

**Elden Kingston, president
Mountain Coin Machine Distributors
Denver, Colorado**

The main change was the introduction of video games into the market. Basically, on the distributor level, the business has been the same, but there are a lot of new customers and new outlets for games. Credit has become a big problem because income from the games is not always enough to make payment on them, and return on investment is not that good. I think things will be a little depressed for another year because of oversaturation. Operators who aren't very solvent will go out of business, and the ones who are left will make a lot of money. The high has been in the last three or four years, but the manufacturers always come out with something to keep us in business. We aren't buying at the same rate as we did last year for two reasons. The novelty of the video game has died. The games are as good

or better than they've ever been, but the demand is not there. Also, operators can't afford to make payments on games and have to watch their buying very closely.

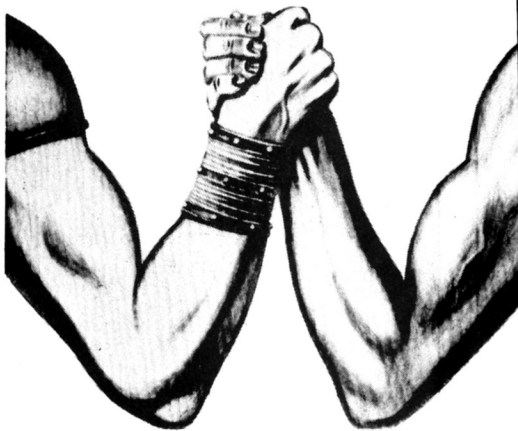
**Bill Kraft, vice president of marketing
Shaffer Distributing Co.
Columbus, Ohio**

Distributing has changed in that policies and procedures are handled in a much more businesslike way. Distributors are more involved in credit procedures and in finding out the specifics about the accounts they sell to. At Shaffer, we have remained consistent in making personal sales calls—we never were a phone-type company—and that consistency has helped us. I think there will always be a need for distributors because the manufacturers cannot possibly handle the needs of all the different people at the operator level. There's a need for financing and for closer contact, and the distributor serves as a liaison between the manufacturer and the operator. If laser disc dominates the future market, there may be a drop in terms of day-to-day repair and return-type of business, because laser discs are supposed to be more reliable. Our buying over the last

year has decreased by about 30 percent, and we are being very selective about what we buy.

**Chat McMurdie, president
Bally Advance Inc.
South San Francisco, California**

The biggest change has been the advent of the video game. Another one of the changes that disturbs me is that distributors have become brokers. They are introducing the jobbers into the industry. Equipment is available any place, and no one is making any money. The laser disc is on the horizon. I think people are looking forward to it with hope. I hope it is not just a pretty picture without a game plan. It will then be short-lived. I'm seeing a slight effort back to the established things—the electromechanical devices. I don't think the video business will die. I think it will just not be the factor it once was. Our inventory is about the same as this time last year, and our problems are about the same. We have some equipment we are having to closeout. There is a continual production of games whose longevity is limited. Factories have to stop producing warmovers of what we have already had. Our sales are off; they are



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Terry Moss, president
Philip Moss
Des Moines, Iowa

Until six or seven years ago, we were handling the basics—pool tables, jukeboxes, pinballs, etc. With innovations, jobbers in the area, increased competition, and rising prices, we have had to stay on top of things, know what equipment to order, and become more motivated. Staying in contact with operators, distributors, and manufacturers is important. In the future, our business will be more competitive and there will be more price cutting, but it will also be very good. As long as the factories produce new and better games which appeal to the public, the distributors will sell them. If things become stagnant, we will go back to selling jukes, pins, and novelties as we are doing now. Our buying rate has decreased because there is nothing new in videos, but the economy and oversaturation have also been factors. Most distributors' businesses are down 30 to 40 percent, but I'm always optimistic and find the distributing business a challenge.

Ron Pepple, president
Northwest Sales
Seattle, Washington

I'd say the distributing industry has grown up over the past 10 years. I've been in the business a long time. We all started out like a bunch of boobs, and it developed into a real industry. If there are going to be operators in the future, they will need distributors. We are buying much less than last year because there are fewer suppliers and fewer customers. Mostly this is because there was too much of everything last year. Vending is still strong, music is improved, and non-videos have strengthened some. The only place we're down is video games.

Morris Piha, president
Greater Southern Dist. Co.
Atlanta, Georgia

Ten years ago, the distributor's business was not spread out over several states, but was confined to his own territory. Distributors then were able to make quick, personal calls which they can't do today. Also, the industry has expanded to include many more operators. In 1973, an operator's livelihood depended strictly on music and games. Today, operators are depending on something in addition to the recreation industry—some are lawyers, some are doctors, etc. Since costs

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are higher today, distributors are more conservative in ordering equipment. If a distributor has two or three bad machines or two or three bad months, he can go under. In 1973, we didn't have that kind of operation. We are also getting involved in investments 10 times more than we did in the past. The future of the distributing business is happening now. Many operators who came into the business over the last two and a half years are now liquidating and leaving the business to those who are more familiar with it. Our buying is somewhat less than last year because the equipment is not much different. Distributors and operators are much more conservative in choosing equipment. They can obligate themselves just so much, and have to be assured that the equipment will make money.

**Dick Sarkisan, vice president
 Mondial International Corp.
 New York, New York**

The industry has changed drastically in that the nature of the business has changed from electromechanical to solid-state. Volumes have quadrupled, and in some cases, are as much as 10 times higher. The distributor business has become more sophisticated. We had to become better businessmen because we're dealing in larger amounts. I think we're on the threshold of another technology breakthrough. Hopefully, laser discs will be successful. Operators seem to be waiting for the next breakthrough, so they are buying conversions right now. But, the lifeblood of this industry is innovation. Because laser discs are quite complicated, operators will initially be more dependent on the distributors for technical help. There's been about a 25 percent drop in buying this year. Operators have found collections lower which may be attributed in part to the economy and also to the player's disenchantment with video right now.

**Lou Singer, president
 Central Distributing Co.
 Omaha, Nebraska**

The volume of the business is 10 times larger than it was 10 years ago. Service has become more complex, and distributors have more responsibility in financing and in other areas. The basic difference is in the technology end of the business. Now, technicians have to be capable of doing a certain kind of electronic repair and diagnosis. They have to be trained and have some kind of educational background. Before, most of the techni-

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cians were self-taught mechanics with natural aptitudes. In the long run, there will be a lot more attention paid to distributors in their own regions. With new technology, operators will be more dependent on distributors for service and parts. In the past, video games have been extremely reliable, and parts sources were almost any electronics shop. Both income and purchases have diminished since last year. We're doing about 60 percent of what we did last year.

**Fred Skor, president
World Wide Distributors Inc.
Chicago, Illinois**

The distributing industry changes every day. At the moment we are at the mercy of technology. The manufacturers have new technology with printed circuit boards that have changed the industry in the last four or five years. The future of the industry also depends on technology. I don't see any increase in distributors for the future—I imagine it will be the status quo. We've been in a shakeout period, so buying is a lot less than a year ago.

**Bernie Stolar, manager
Universal U.S.A. Distributing
Los Angeles, California**

The distributing industry has gone through a tremendous growth period in the last 10 years. People have had to reposition themselves in the marketplace because of that new growth. Distributors have to become better marketers and sellers. Before, the distributors just took orders, and now, we have to be aware of what the market is doing. Distributors must become better businessmen in order to survive. The future depends on technology. We have to broaden our scope because new technology will bring new parts. Distributors have to re-educate themselves, be aware of the growth of the home computer, and realize we're not the only game in town. This year, buying is much more conservative. I won't touch a game that doesn't earn more than \$300 per week because it's too tough to sell.

**Harvey Weingarten
secretary/treasurer
Kentucky Coin
Louisville, Kentucky**

Video games changed the industry completely. When they were introduced, people ignored phonographs, pins, and pool—what I consider the staples of the industry. We've also changed in that we're more careful as to who we sell to. I think, though, that in the next six to eight months, the industry will lose some manufacturers, some distributors, and some operators—particularly those who came into the industry within the last three years. The distributing industry will continue and will go along the way it did before these people entered the industry. Our buying is down quite a bit. The operators can't pay their bills, and we can't buy because we can't sell. In the next six to eight months, however, operators will probably be able to buy new equipment, but it will have to be equipment that has been tested thoroughly.

**Bernie Williams, president
Commercial Music Co. Inc.
Dallas, Texas**

The business is much more competitive because there are more distributors now, and trade territories are not honored as they were in the past. Distributors are selling all over the country, some at very cheap prices. When we get all the excess equipment off the street and when the Johnny-come-lately operators are gone, we'll see fewer distributors. All will come down to a normal point, more or less, with better and fewer people. Buying is down this year because operator routes are bad, and they can't pay for equipment. I don't think any distributors are buying close to what they did last year. Every few years, something has been developed that has been a shot in the arm for the industry. Coin-op pool tables, electronic pinballs, and then videos were all big booms. I don't know what will be next, but there's always been something to boost things.



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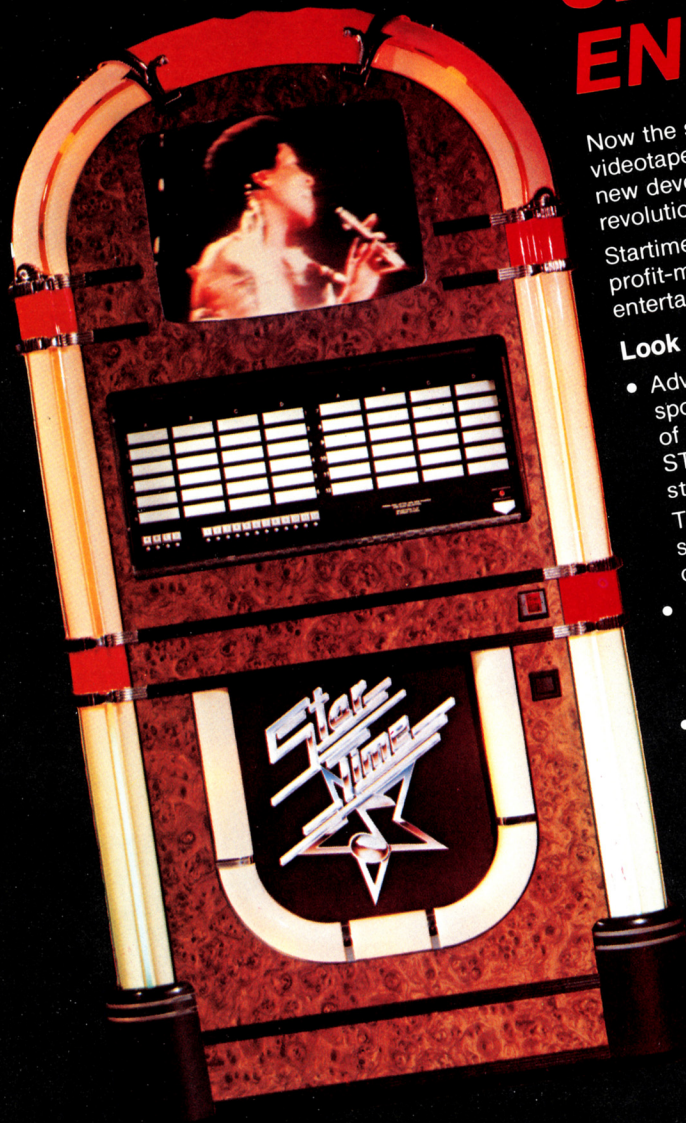


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—Brad King

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BALLY, ROWE REFINE DISTRIBUTING METHODS

By Mike Shaw

As distributor networks tied to major manufacturers of coin-op products, Bally and Rowe occupy a unique position among their competitors. They are tied by nature to promote their own companies' products, but required to maintain presence and profitability by representing an assortment of manufacturers' lines.

Their principals contend they operate no differently from independent distributors, but much of their growth over the years has been supported by the stability of the products manufactured by their corporate families.

Now, as the survivors of the coin-op industry's shakeout jockey for position in a more cautious marketplace, much of the action at the distributor level is taking place within these manufacturer owned networks. Rowe, with 17 branches, and Bally, with 16, are refining distributing approaches. The companies are convinced that an industry-wide 50 percent decline in sales means only the best distributors can stay in business and as long time industry mainstays are confident they have the strength and agility to make adjustments.

Both companies are reacting aggressively to the lower volume distributing market, the product of a year of declining sales.

Bally has bought existing distribu-

torships in Ohio and Texas and opened a new branch in Phoenix.

Sales down 50%

"We have been able to get into areas without exorbitant investments," said Bally's Paul Malloy. "But we've just been holding our own, with sales at half or less than half of what they were a year ago. We've had to tighten up and streamline our operations, knowing we'll never see another year like 1981 when our branches combined for \$200 million in sales."

Rowe, struggling to overcome a reputation sagging as severely as were distributor sales, began a reorganization plan to add experience and aggressiveness to its distribution network.

Most impressively, Rowe lured long time Betson executive Jerry Gordon to direct its new distributing effort. Then almost immediately, Rowe landed the Williams Electronics' line for four of its southern branches, the single largest distributor appointment in Williams' history.

Prior to hiring Gordon, Rowe had watched the entire management staff at its Phoenix office defect to the new Bally office there. Now Rowe is making its branches more efficient and "looking to expand if opportunities present themselves," Gordon said.

Unlike other full line distributors,

Rowe and Bally serve as marketplaces for their company's manufactured products. But principals at both Bally and Rowe would never agree that hawking company product is a reason for or the main function of their distribution divisions.

"That's just not consistent with the history of our development," Rowe President Merrill Krakauer offered. Rather than setting up posts to distribute Rowe phonographs and vending machines, the company built its distribution network by buying existing independent distributorships in regions it thought it could profitably maintain them, he explained.

No preferences

Company officials say manufacturer owned distributors purchase and sell products from their own companies under the same conditions independent distributors of Bally and Rowe products do.

"Ninety-five percent of the time, being a company owned distributor is no different than being an independent," Bally's Malloy insisted.

"I wouldn't tell you there is any difference to the operator between buying a Rowe product from a company owned store or from one of our independent distributors," Gordon said.



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If anything, manufacturer owned distributors might compete with independents at a disadvantage under certain circumstances. Operators questioned by *Play Meter* said they get lower prices from independent distributors when they buy a small number of games.

Company owned distributorships get no price breaks on their company's games. If nothing else, federal anti-trust laws prevent Bally and Rowe from selling machines to home owned distributors for less than they sell them to independents.

Additionally, there is apparently little advantage in buying in volume from other coin-op manufacturers. Coin-op manufacturers do not, as a rule, employ volume discounts. So although Rowe may buy for all 17 of its branches at one time, it pays the same per game price to, say, Atari as a single office independent Atari distributor does, Gordon said.

"We might get some delivery preferences," Malloy said. Bally does its buying out of four regional centers. "But we get no price breaks based on volume."

Offer financing

One advantage, however, is that company owned distributors are able to offer specialized coin-op financing provided through their corporate families. Bally's Great Lakes Acceptance Corporation finances Bally Distrib-

uting customers. And Rowe's parent Triangle Industries also boast of its financing division.

"Coin-op financing is highly specialized," argued GLAC chief Nat Fredman. "Banks that got into making equipment loans during the video game boom have been getting scared and coming down hard on operators who can't meet their payment schedules."

Fredman said GLAC has been adjusting payment schedules, stretching out financing for operators who have respectable past performance records. Too, Fredman added, operators who utilize a coin-op financing firm like GLAC can reserve their line of credit at the bank for running their business instead of buying equipment.

Like other segments of the coin-operated amusement industry, manufacturer owned distributorships have had to adjust their business methods to cope with lower gross sales figures. Operators will see great changes in the way distribution offices are run in the coming year, Bally President Robert Mullane told operators June 23 at the National Coin Machine Institute's "Survival Seminar."

To the principals at Bally and Rowe, that means smaller staffs and better control over inventory at their branches, more professional attention to operators' needs, more selection and quality in the products offered, and using corporate stability to expand into new areas.

LOYALTY SHOWN TO MANUFACTURERS

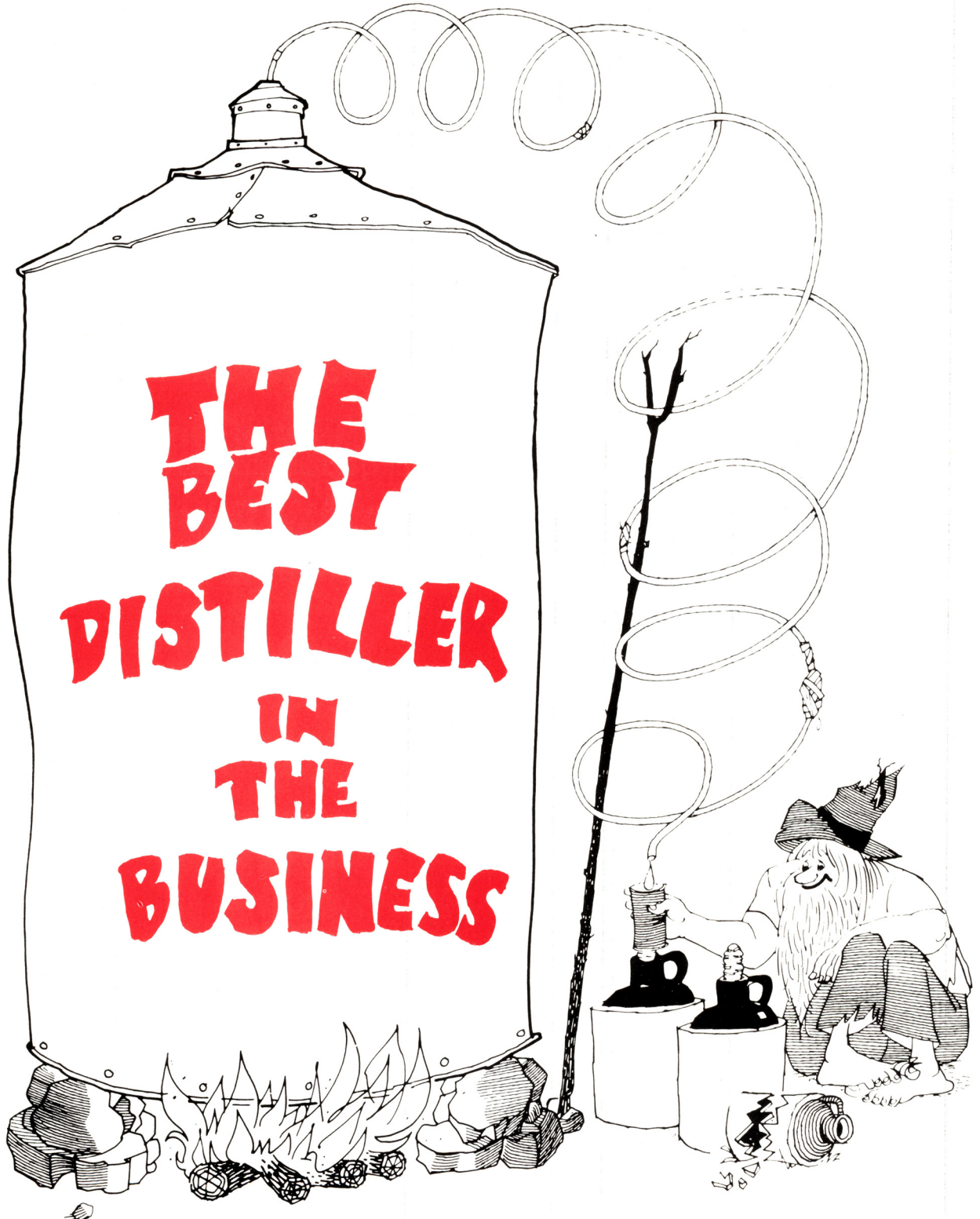
Neither Bally nor Rowe distributing principals would deny a certain loyalty to their companies. Jerry Gordon does not miss a chance to extoll the virtues of jukebox operation, saying Rowe distributors "are dedicated to selling our own products." Paul Malloy affirms that Bally offices maintain larger inventories of Bally games than other distributors.

Meanwhile, a new manufacturer owned distribution effort is finding company loyalty can lead to significant sales of company product. Universal U.S.A., makers of *Mr. Do!* games and conversion kits, opened a distribution office near its Santa Clara headquarters when traditional distributors were hesitant to stock conversions. The

"conversion shop," as Universal marketing director Bill Cravens calls it, has been so successful in moving company product that the firm has opened another branch in Los Angeles.

The "shop" has enabled Cravens to make sure conversion games look and work like new games should when they are placed on location. By sending converted pieces into the marketplace, Cravens said, his distribution arm has helped him establish conversions as a viable and continuing product for the operator.

"Having our own distributor has also helped us get the market penetration we need to get on the industry's top 10 charts," Cravens proposed, "thereby leading to more sales."



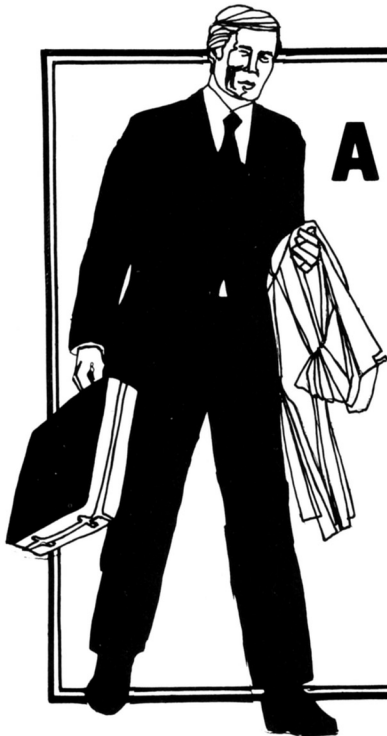
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A MATTER OF PERSPECTIVE

ARE JOBBERS GOOD OR BAD FOR THE INDUSTRY?

By Valerie Cognevich



"We have met the enemy, and the enemy is us."

—From *Pogo* By Walt Kelly

Jobbers are unwanted competition, stealing customers away from the legitimate distributors. Just ask any distributor or manufacturer and he'll tell you, officially, for the record, that jobbers are bad for the industry.

But—

Unofficially and off the record, these same distributors and manufacturers will admit that they were fortunate to have a jobber there to absorb their excess inventory.

It's a matter of perspective.

Distributors, ironically called jobbers before 1934, are appointed and authorized by a manufacturer to handle its equipment line. Jobbers, on the other hand, are not factory authorized and buy from other sources and resell the equipment.

Salesmen

In the past the distributor was conditioned to convince his customers that his product was worth buying. It was more than knocking on doors and making calls, it was what the word "salesmanship" is all about.

As customers poured into the industry, they sought the distributor, already convinced of the worth of the product. The selling then transformed into answering the phone and writing how many games and how soon.

Though distributors cringe when the term "order-takers" is used, the order taking days are what spawned the influx of jobbers. The salesmen who were watching their phones light up for orders lost the motivation to be like the salesmen of the old days.

"We can operate because the distributors have lost the art of how to sell," said Steve Bodenstein of The Game Exchange, a jobber. "Some of the salesmen only had a background in sales and no knowledge of the coin-op industry. Jobbers had salesmen who traveled around hustling business. The jobbers provided the distributor with a straight commission sales force," he continued. "Operators were buying equipment they didn't need in terms of return on investment. But because of fierce competition, the operator needed that equipment to satisfy his locations."

When demand skyrocketed for equipment as operators turned inventory at breakneck speed, distributors who depended on the old ways of paying salesmen—comfortable salary and small commission—didn't have the aggressive salesmen. Jobbers, on the other hand, hired aggressive salesmen for smaller salaries and strong commissions which supplied motivation to be vigorous salesmen.

"With the difference between what a

distributor sells a game to the jobber for who in turn sells it to his customer for a profit, that distributor could hire a good salesman to be out hustling sales," Brad King of Circle International, a distributor, noted. "It is a sad state of affairs when an operator is willing to buy \$100 cheaper from a jobber. The role of the distributor is changing," King continued. "He must be more assertive in his role of counselor, advisor, and partner with his operators."

Can't say no

Fearing repercussion from manufacturers they represented, distributors were coerced into buying more than their good business sense may have dictated.

So indirectly, manufacturers encouraged selling to jobbers as they catered to distributors capable of volume selling.

The mega distributor emerged focusing on volume as the main goal. Pressures from factories were tremendous and expectations from manufacturers put the distributors in a dilemma. It was understood that low volume meant slack on the distributor's part and not inferior product (as was so often the case). To keep the line, volume must be up.

If a manufacturer had a streak of

good games, the dilemma was magnified. The distributor looked at past performance and future potential of the manufacturer, realized he was expected to move all product, and found himself saying yes a little louder, knowing he was taking a risk.

"The role of the distributor is changing. He must be more assertive in his role of counselor, advisor, and partner with his operators."

—Distributor

Manufacturers were relying on distributors to push the equipment that was shoved onto an already saturated market. "It is a difficult situation to have to say to a customer, 'This game is a piece of junk, but buy it anyway so the manufacturer will be happy,'" said Matt Barkin of Bay Area Amusements, a jobber. And though no distributor has ever said these exact words to an operator, actions have made the point. Distributors lost credibility by selling inferior product instead of telling the manufacturers, "No, we won't push something we do not believe in."

So jobbers fit nicely into the scenario. Jobbers were an outlet for the distributors facing repercussion from factories for not selling enough product. Jobbers bought in bulk, paying cash for the purchase.

"My best customers are smaller operators who got lost trying to deal with big distributors."

—Jobber

"Every distributor in the country does it," said Bodenstein, "and those who complain speaketh with forked tongue."

"A fellow distributor once bragged to me that he was in the business of selling equipment and he would sell to any jobber who wanted to buy. And distributors like that are their own worst enemies," said Bill Kraft of Shaffer Distributing.

The jobbers were in the advantageous position of not having to stock

samples of losing games. They had no vested interest in pushing one manufacturer or another.

"I envy them sometimes," said King. "Jobbers have the ability to, in effect, tell the manufacturer to shove the bad games because the jobber has no contact with the manufacturer."

"My philosophy is not leaving blood all over the floor. I want to leave my customers with as much money in their pockets as possible so they'll come back to me," Bodenstein said. "It's not to my benefit to sell garbage. I am not in a position like a distributor to sell to please the manufacturer; I sell to please my customers."

Personal contact

With the emergence of the volume distributor, personal contact with the operators was overlooked as the challenges of pleasing factories with volume sales kept the distributor busy. As more new people entered the industry, the distributor who once knew his customers, their needs, and their businesses faded. Like having children, the more you have, the less time you can devote to each one.

Many times the person you give your business to is emotional and personal. The same holds true in the distributor/operator relationship. Once feeling confidence in his distributor, knowing the distributor was concerned about him, the smaller operators found that personal contact diminish.

And as the personal contact was lost, so was the allegiance operators had for their distributors. Said Bodenstein, "Those who knew the industry and the customers were placed in upper management positions so busy trying to survive in a paperwork jungle that they didn't have time for the smaller operator."

This is an area where jobbers were tenacious. "My best customers are the smaller operators who got lost trying to deal with big distributors," Barkin said.

"When I get too busy to pass the time of day with my customers, I will hire a new salesman. My customer is

"The used equipment market was so saturated, the jobbers did indeed fill a need."

—Distributor

the most important thing to me," Bodenstein said. "When a customer comes in, I will go over his collection reports and counsel him on what to buy and what to trade."

"We can operate because the distributors have lost the art of how to sell."

—Jobber

"As operators looked out into the sea of new equipment," King said, "all they saw were the same whitecaps. They didn't know which wave to get on and ride."

So jobbers came and offered personal contact lacking at distributorships. Making \$100 or \$200 was important to them and a two-or-three-game sale was not too small, while distributors looked to the big deals and the big dollars. "There was a real need for the jobber," Bodenstein said. "They filled the gap left by distributors as they got fatter. They sat in plush offices and said, 'If you want to buy, come to me. If you want less than 10 pieces, I won't sell.'"

Used equipment glut

Trade-ins, once thought necessary, became extinct. Distributors were faced with the harsh reality of no resale market for the swelling used equipment glut.

This created a void, quickly filled by jobbers, anxious to move used equipment. "The used equipment market was so saturated, the jobbers did indeed fill a need," Ray Hibarger of Hanson Distributing Co. said. "But I find it hard to see how a person dealing mainly in used equipment could survive."

"We are not in competition with distributors," Dave Liebman, also of Bay Area Amusements, commented. "When distributors were forced to stop taking trade-ins and had the attitude of 'here's the new equipment you can buy, but do what you can with the old without my help,' jobbers should have been welcomed."

"The heart of my business is my trading operation," said Bodenstein, who describes his business as a commodities broker and liquidation office. He buys equipment from large operators, distributors, bankruptcies, and people leaving the business. "I don't

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push new equipment because I can't compete with a distributor's markup," he said.

The company takes in old equipment and trades for more recent, or different used equipment. "I have even sold some used equipment to distributors," Bodenstein quipped, "so I guess you could say there are some distributors who are also jobbers!"

The Game Exchange is affiliated with an auction firm called NAGA that takes equipment on consignment and tries to maintain a good balance of equipment. The Game Exchange may buy a large volume of equipment, keep what it needs, and consign the rest to the auction. Marty Rich of NAGA said, "The Game Exchange and NAGA offer the operator a viable alternative to the way he has been doing business in the past."

"It's impossible for 1,000 operators to put ads in newspapers to sell used equipment," said Liebman. "So they call us knowing we will give them a fair price for the used equipment, and they avoid the hassles of taking phone calls," he continued. "We buy in bulk from distributors which takes some of the pressure off them from factories concerned with volume distributing."

"The manufacturers are out of touch with reality," Bodenstein said. "Every manufacturer president should be required to operate a 25-game route—and make it profitable. If he can't, he should not be in business."

Lack of financing

Financing was simpler when a distributor was intimately involved with his customers. Credit was in smaller amounts, readily available to the good customers. As the industry grew, the credit amounts grew into big bucks. Cash flow was critical and operators who came into the industry undercapitalized were not prepared for the nose dive the industry took. They played havoc with the cash flow to distributors who were suddenly faced with big liabilities. With their own businesses in jeopardy, financing was nearly halted.

"I don't think it's as simple as simply saying distributors lost sight of their responsibility to the industry and the operators," Hibarger said. "At one time one of the main functions of a distributor was financing. During tight economic conditions, distributors were just not able to finance like they did at one time. The operators were overbuying, but as long as there was a steady flow—from operator to distributor to manufacturer—there was no

(continued on page 67)



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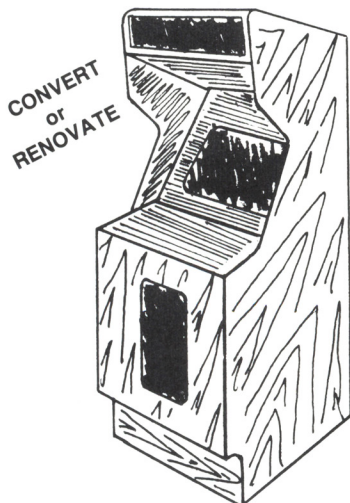
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TAX TIPS

By
Irving L.
Blackman

Transfer your business to the next generation

The typical closely-held family business was founded and is now run by a one-man gang. Let's call him Joe Founder. Assume that Joe has been in business for a long time, is ready to retire, and now wants to transfer his business to the next generation—usually a son who is champing at the bit to take over.

Whether Joe decides to end his business life at an early age or procrastinates until it is too late, transfer of ownership is a certainty. It is only a question of when. The more successful Joe's business becomes the more the tax cost of the ultimate transfer. Since both income and estate tax rates are graduated, the IRS' share is always on the increase.

As the years go by, my office has seen—and continues to see—three types of tax disaster problems in the business transfer.

1. The transfer is not done because the founder cannot find a professional who can solve the transfer problem. The potential tax cost continues to mount.

2. The founder procrastinates.

3. The transfer has been made. It was done incorrectly from a tax standpoint, and the owner or the family has been or will be clobbered by taxes.

The most popular method for transfer of ownership of a family corporation is the sale of stock. Sadly, the sale of stock from one family member to another is, in most cases, a no-no. Why? Income tax consequences make this method prohibitive because: (a) the selling family member must pay capital gains on the profit, and (b) the buying family member must use after-tax dollars to make the payments, which are not deductible.

Another method

A stock redemption is another com-

mon method. Here is a typical redemption scenario: The son owns a small amount of shares (which he purchased from Joe or received as a gift), and Joe sells the balance of the shares to the corporation. Joe still must pay capital gains on the profit, and the corporation cannot deduct the payments.

In almost all cases, the best way to accomplish the transfer is a recapitalization. It is the most common method used by knowledgeable business owners and professionals alike to accomplish a formidable list of family and corporate objectives.

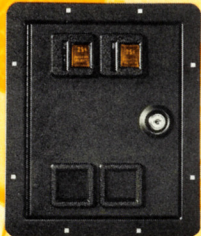
A recapitalization transfers the future growth of your closely-held corporation to the next generation... tax free. It requires more than one class of stock. Typically, the current value of the business is frozen into the preferred stock and kept by the present controlling stockholder (Joe). The common stock, which benefits from the future growth of the business, goes to the next generation of family members (Joe's children).

Transferring your business to the next generation is usually the biggest single transaction in your business life. Done correctly, the tax collector walks away with an empty bag. Done incorrectly, the tax collector enjoys a big payday. Check every transfer possibility with a competent professional before you finalize any transactions. •

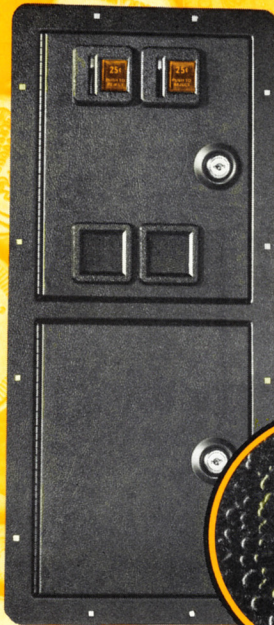
Irving L. Blackman and James L. Harfield are partners in Blackman, Kallick & Company, Ltd. Certified Public Accountants, office in Chicago, Miami, and Houston. Irv's firm has established a HOTLINE to answer the tax and accounting questions of Play Meter readers. Call Jim or Jerry Sauve' at 312/782-3424.

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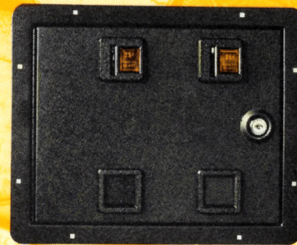
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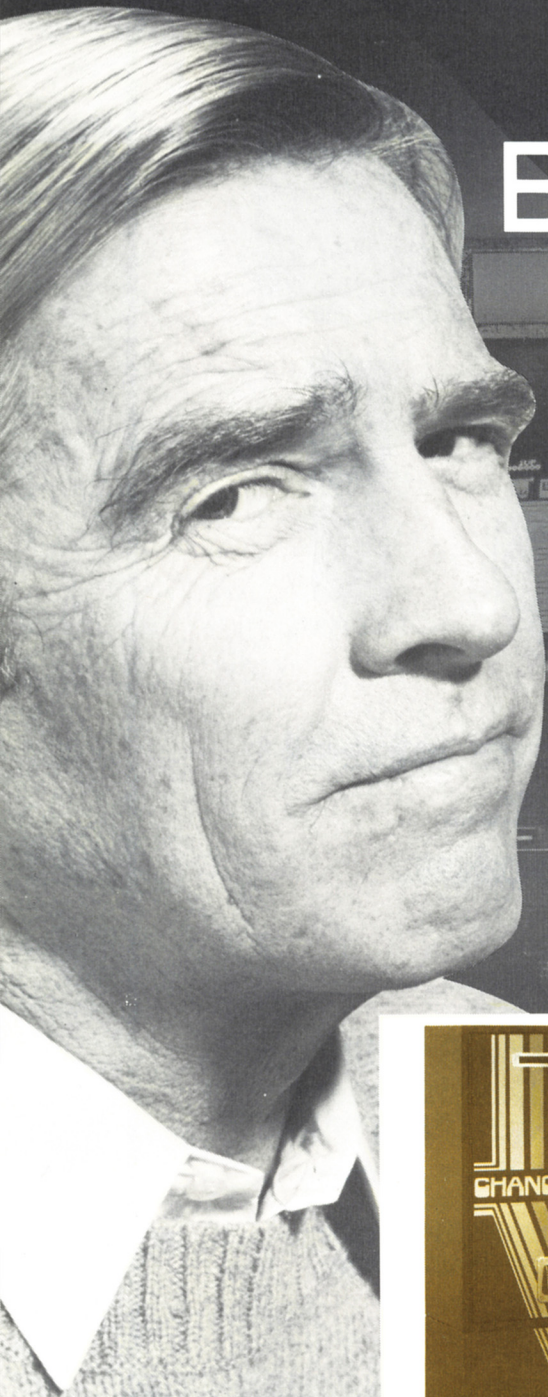
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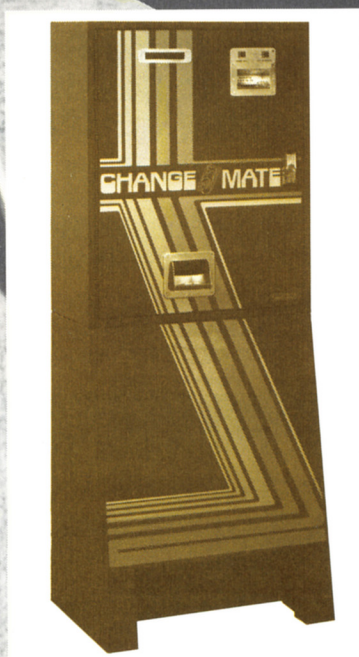
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problem."

No one could have predicted the size of the video boom or when it would end. "It's like the old stock market adage," Hibarger said. "Limit your losses and let the profits ride. But the 'limit your losses' was ignored. Even in a stock market fall, the exchange intervenes and stops trading before there is a panic situation, but in this industry there was no one to step in.

"But then the flow from the bottom slowed substantially so distributors incurred more liabilities. It was then that the distributor had to force the operators to become more self-reliant individuals, and in the selection process, only the fittest survive.

"I believe we will see the role of distributor financing once again happening," Hibarger said. "Since a distributor is a non-balance sheet lender, the distributor can evaluate character if he knows his customers and if he gets his finger back on the pulse of the industry."

Facing hard-to-get distributor financing, operators started price shopping. "A game may be a bad investment at \$2,800," noted Bodenstein, "but may be a fantastic deal at \$800 at a closeout price. I can advise

customers honestly about the potential of a game."

Outlook

Though it is not this article's intention to make any decisions about the future of jobbers or distributors, some points, as well as clichés, were raised by distributors.

- "The bloom is off the rose," Hibarger commented.

- "The floodgates are not open right now," King noted.

- "I don't really believe there was a need for jobbers though the demand for equipment was great," observed Kraft. "I find it hard to believe that someone who wanted to buy something who had the ability to pay could not go to a responsible distributor to buy product."

- "I pray that distributors amass enough guts to get a strong sales force and approach the industry with a bullish attitude," King said.

- "Two jobbers have gone out of business in the past five months in Southern California," King said. "I think it is interesting to note that even in a saturated market, a hot piece is impossible for them to get because I and my competitors in California have

enough orders to meet the supply. We don't have to sell at small markup to jobbers. Take off the boxing gloves and fight bare-fisted for the business," King advised his fellow distributors.

- Said Hibarger, "In the home computer market, it seems like the manufacturers were in a race to see who could lose money the longest. In this industry it seemed almost the same way when we were getting closeouts back-to-back. I think the manufacturers all decided to let someone else win that race."

Distributors helped jobbers

Jobbers did take up the slack incurred by market conditions and the overabundance of equipment.

Distributors helped jobbers become successful. If manufacturers have indeed decided to honestly face the market conditions and the industry and give their distributors a fair chance to be the distributor they would like to be, there may be a change in the role of the distributor and the jobber.

"Distributors across the country are having problems," King observed. "But I don't see how jobbers will be strong enough to endure the hardships." •

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Conversion Kits and Distributors...

Do they mix?

By Valerie Cognevich

With the popularity of conversion kits, many questions have been asked concerning the distributors' role in selling them.

To answer these questions, Play Meter interviewed Tom Struhs, president of Tago Electronics in Arlington, Texas, a manufacturer of conversion kits.

Struhs strongly believes that distributors are vital for the success of conversion kits. In the interview, he also announces a new Tago product.

Can distributors make money selling conversion kits?

They can make a larger profit margin selling conversion kits than they can selling dedicated games. That is assuming they could even sell dedicated games with the market like it is right now.

I have gotten information from several large distributors. Based on their average profit margin on uprights, which is between 8 and 15 percent, the profit margin on conversion kits is between 25 and 30 percent. One distributor is selling kits at a 17 percent profit margin, but he only had an 8 percent profit on uprights. Also conversion kits are selling right now.

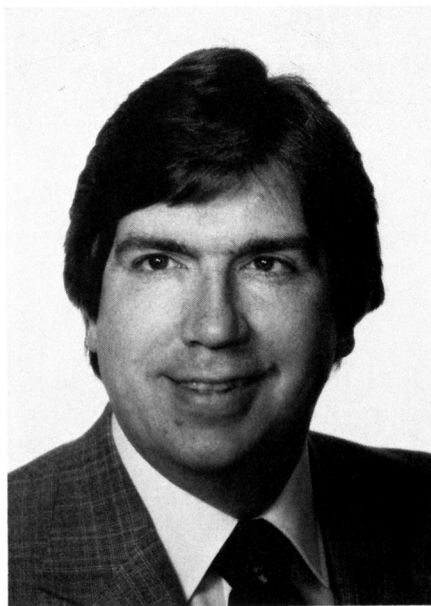
The conversion kit manufacturers must have good games to offer. And if there are good conversions, they will always, yes always, be profitable with a very low threshold of risk.

What about distributors who say they can't make money selling conversions?

The distributors who aren't making money are losing money on their installations. They just aren't going about it in the right way.

What is the right way?

Those doing it right are setting up an assembly line type system. They have technicians doing what needs to be done electronically and then going on to the next game. If a lot of conver-



Tom Struhs, president of Tago Electronics



Tom Struhs with Tago's Allan Rhodes, vice president of marketing

sions are done, one technician installs wiring harnesses, power supplies, and transformers. Then another one installs the board and makes monitor adjustments. A person with carpentry skills can work on the cabinet.

That's where many distributors are bogging down. They say it takes six hours to do a conversion. But one technician is standing in front of one game from start to finish. It's like an old man with a hobby car—he's going

to make it look good, but he'll take forever to do it.

Do most distributors convert the games themselves or do they just sell the kit to the operator?

A lot of distributors will sell the kit to an operator simply because they are not set up to do the conversions correctly and profitably.

Do you think distributors are supporting conversion kits?

I think those set up to do it are aggressively pushing them. They have found that it takes less time than expected. The others who are just groping for something to sell are selling kits but would rather not.

Why did Tago decide to go through distributors?

The conversion business by its very nature has to be a distributor oriented sale. The earnings are affected by how the game is presented. I feel that operators would be better off having a distributor do the conversion.

The distributor stocks merchandise, has a good selection, and helps warranty the product. I can also advance exchanges with distributors where it would not be possible with operators. In other words, if a distributor calls and says he has a bad board, I can tell him to send it back. In the meantime, I will send him a replacement. But with an operator, I would have to wait to get his bad board back before I sent a new one, incurring more downtime.

I do not want to set up my own sales force. I think it's better from my standpoint as a manufacturer and from the standpoint of the operator as the end user to have a professional distributor in the loop.

Tago opened a distributing office called Tago-Texas. Why?

We realized in the last eight months that distributors in northern Texas are not going to push kits. But there are

distributors in other parts of Texas pushing kits, and we do not sell in their territories.

So though distributors in other states and even other parts of Texas are pushing kits, what happened in northern Texas?

The operators in this area have always been a little more conservative and slower to react to trends than those in other parts of the country. That is probably one reason why these operators are in a little better shape than most operators.

But distributors were more or less waiting for the operators to ask for kits and were not actively selling them. But we were getting calls from operators, so we decided to open our own office.

With the distributing office in Texas, do you see opening offices in other parts of the country?

No, I'm sure that won't ever be necessary. Our intentions were mainly to develop the market. We haven't gone out like gangbusters making calls.

Also, I am selling to operators at retail, not wholesale like we sell to distributors. So if and when the distributors in the area decide to come in, I haven't caused them any problems. I have left room for them to come in at any time.

Why were conversion kits so difficult to be accepted?

I think part of it was the major manufacturers boycotting the idea by not coming out with conversion kits and talking the conversions down.

There was so much publicity about copyright infringements that people were leery. Then they waited for a good conversion game.

The concept was very different to operators though some, to keep their businesses going, may have done some illegal conversions they may not want to talk about. The distributor was slow because he was waiting for new and better dedicated games.

What about the problem of conversion kit copies?

There is grave concern and yes, it is a big problem. Many copiers feel that the major manufacturers' earnings are down so there won't be as much heat on them. Or the companies with good conversion kits are not perceived to have the funds to fight copiers. It's unfortunate, but that must be their rationale.

The operator is in a Catch 22 situation. His big games are not earning well, but he can't afford to buy new ones. So as he looks for the cheapest ways to enhance his business, copiers can sell boards cheaper because there's not much overhead and no R & D to recapture.

Do you think conversion kits are a long term solution to the problems in the industry?

Conversions are a long term maintenance solution to the old technology games. There will be conversions for other types of games too. There were conversions long ago for the electro-mechanical games.

Since there will be a long term maintenance problem, yes, I think conversions are here for the long term.

What do you foresee Tago producing besides conversion kits?

Our company has been very flexible since its inception. We feel like we could easily adapt to whatever comes along.

We weren't going to announce this yet, but to let our customers know we are looking and planning ahead, we'll let them read about it here first. Tago will be introducing a laser disc conversion kit before the end of the year. With an interface for the monitor, it can be used on the vertical raster scan monitor games. And, it will be marketed through the same distributors.

Another area we're involved in, and it may be a very important trend in the industry, is that we are selling complete upright cabinet packages containing everything but the PC board. As orders are made, the distributor can have Tago install any conversion kit in the cabinet.

Why do you think this may be a trend in the industry?

With all the kits being sold, it stands to reason that eventually the old game you used for the conversion will be too beat up to use anymore. Monitors don't have an extended life span, and cabinets certainly will look horrible with time.

The trend I foresee is very inexpensive games from manufacturers other than the majors like what we are selling. For example, a distributor can warehouse our cabinet, and when an order comes in, he can have us install any game he chooses.

It gives him more flexibility in what he can sell, and he is actually selling a brand new game for about 60 percent of what a dedicated game would cost.

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DISTRIBUTORS LEAP INTO THE COMPUTER REVOLUTION

By Mary Claire Blakeman

When life was simple, a distributor only had to provide operators with hot games and good service. Now, distributors, like everyone else, are coming to terms with the computer revolution. At least three distributing companies—O'Connor, Monroe, and Hanson—have developed computer software or services that are uniquely applicable to the coin-operated amusement industry. (For a closer look at the distributors' services, see related stories.)

Each of these companies has its own reason for entering into computer services, but fundamentally, they all realize that adapting to this new technology is essential to successful competition in the future.

For Ray Hibarger, president of Hanson Distributing in Minnesota, the move to market the G.A.M.E.S. software accounting program was part of a diversification effort prompted by an increased demand on the company's bookkeeping capabilities.

At O'Connor Distributing in Dallas, Texas, Technical Director Dennis Norwood explains that offering elaborate computer services grew out of the need to free the time of the technical staff since it was costing the firm \$3,000 per month to have technicians answer questions on the phone. And, salesman Chris Tjotjos says that the motivation behind developing the Vending Machine Tracking System at Monroe Distributing in Cleveland, Ohio, was based on operator needs. "Operators today need a competitive edge," he says.

People who have been in the coin-op business for many years may resist the moves toward computers. But Tjotjos points out that the glut of games, the hit syndrome, and the dazzling technological changes that have characterized the industry in the past 10 years make it harder for operators and distributors to remember everything "in

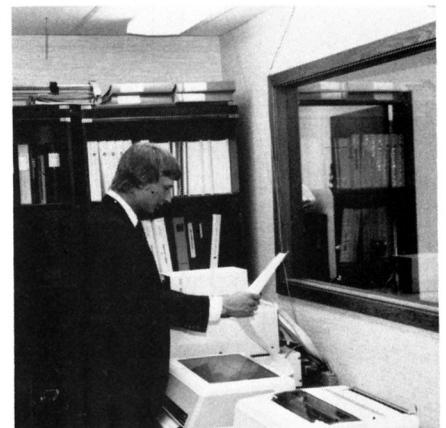


The NEC Advanced Personal Computer is aimed at businesses of all sizes. In smaller and larger companies, the APC can be used for a variety of applications, including planning, analysis, database management, and word processing. The NEC computer is one of the lines offered by Monroe.

their heads" and to make business decisions purely on instinct. Life is no longer simple.

"I don't think people can keep going by intuition," Tjotjos says. "There are just too many games, too many dogs out there. If you don't have a competitive edge, you won't be able to stay abreast of what's happening and make quick decisions."

Tjotjos adds that this insight led to the development of Monroe's Vending Machine Tracking System (VMTS). "There were operators with literally thousands of machines. Trying to keep track of them on a manual system got completely out of hand," he says. "There was no way they could keep



Royln Bartholdi examines a printout for errors.

track of which ones were doing well.”

Specialized software

So, the VMTS comes equipped with a software feature which the operator can use to find out exactly where an individual game is producing the most revenue. “A lot of operators move the machines around a lot,” Tjotjos says. “With our system, the operator could ask the computer ‘Where’s my worst Pac-Man right now?’ Then the opera-

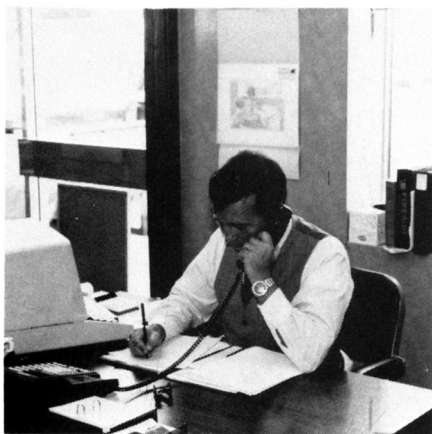
tor can move that machine from that spot to another location where he needs it more.”

Certainly not everyone has thousands of games. So when Monroe created the VMTS, it used input from operators who have 150 games on up to people who own 8,000 machines. “And we had everybody in between also,” Tjotjos adds. “We asked them for everything they’d like to see in a computer program so they could run their businesses more efficiently.”

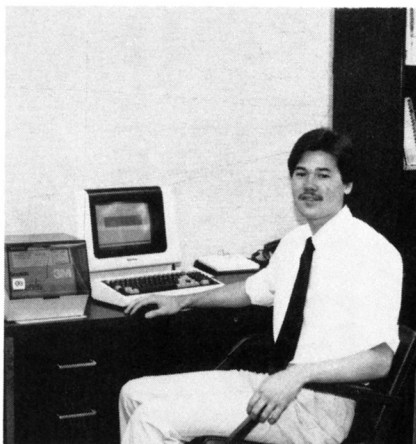
While Radio Shack offers software which can also be used for tracking large inventories, Tjotjos points out that that system can only handle 460 machines. “And a lot of our operators have more than 500 machines,” he says.

Radio Shack also offers a point of comparison for both O’Connor and Hanson. All three distributors emphasize that unlike Radio Shack, they can offer specialized expertise for the industry since they know its needs. “Operators often wouldn’t feel comfortable going to a Radio Shack or some place like that,” says Norwood of O’Connor. “A lot of computer stores don’t know what software will work in our industry. Also, the operators will trust the decision of a distributor on a computer more.”

With the electronic mail system (*Play Meter*, Jan. 15, p. 111) that is one of the numerous services on O’Connor’s computer network, Norwood adds that operators get a direct line to manufacturers. As a distributing company representative, he sees this feature as an important service to operators: “Operators say that manufacturers don’t care about copy games and the competition they face. They ask ‘Why don’t the manufacturers do something?’ With our system, they can tell their opinions directly to manufacturers.”



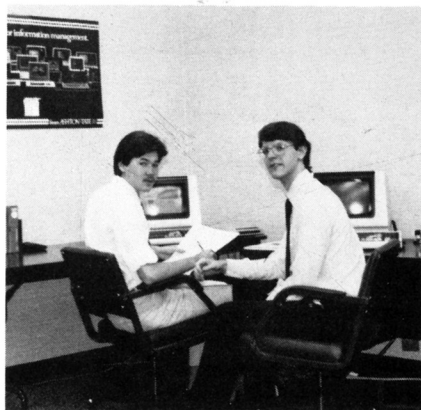
Len Sandok, marketing manager, on the phone as usual.



Mike Hibarger, programmer



Basic CompuPro System



Mike Hibarger (l) and Rob Edwards (r) confer on a problem.



Hanson/ITC Technical Staff (l to r): Royn Bartholdi, programmer/analyst; Rob Edwards, programmer; Ray Hibarger, president; Len Sandok, marketing manager; Rich Grise, systems manager; and Mike Hibarger, programmer.



Rich Grise (l), systems engineer, discusses vendor problems with Sue VanGrevenhof (r), office manager.

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Hibarger of Hanson says that since manufacturers usually do not deal with operators, they often do not have "a hand on the pulse of the street operator." Distributors, he says, hold a special place in utilizing technology to knit the industry closer together. "Having worked with operators for so long as their advisors, we thought we could package and make this analytical thinking available to operators at large and provide a good, sound bookkeeping system," Hibarger says. "There's no question that the distributing business is changing, and it is an appropriate role for distributors to bring data processing to the industry in some fashion.

Expanded use of computers

"We feel that for specialized markets like ours, the only way data processing will come to our industry is through somebody who knows of it in the business sense," he adds. "We see distributors as the natural entity to bring this to the industry."

While these distributing companies already have a large array of computer services from the software packages of Monroe and Hanson to the technical troubleshooting programs of O'Connor, all of them see vast potential for expanded use of computers in the industry.

Tjotjos of Monroe foresees his company producing a computer tracking system that actually accounts for every quarter that goes into a machine. (In the manufacturing sector, Atari has developed a similar idea in its Atari Coin Executive.) At O'Connor, Norwood says a sophisticated artificial intelligence program will enable operators to feed information on a game into a computer and have it diagnose problems.

All of these possibilities point out drastic shifts in thinking the industry must make. Convertible games are but one example of a new focus on the inner workings of a machine rather than its exterior cabinet. In the same way, industry members realize the importance of other flexible, interchangeable parts of machines, including computer software programs.

As Hibarger sees it, this change in outlook will be even more important in the future. "I believe distributors are entering a phase where they should be in the software business in all respects," he says. "They should quit thinking about hardware and start thinking about software if they want to be here tomorrow."

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HANSON SOFTWARE FOCUSES ON BOOKKEEPING

Ray Hibarger, president of Hanson Distributing in Bloomington, Minnesota, has been programming computers since 1964 and says a natural move toward diversification led the company to form the Interface Technology Corporation as a division of Hanson to handle computer software.

The company created the General Amusement Management Evaluation System (G.A.M.E.S) software program specifically for the coin-op industry, and the product will be available this fall.

"We put together a computer program to fit in the matrix of most operators' businesses without requiring major adaptations of their current systems to fit our program," he says.

"We put together a mechanized tool to assist the operator in what he's already doing and enable him to do it better."

The program is designed for the CompuPro 816 computer, but Hibarger says it is compatible with any system that runs a CPM (control program microprocessor) operating system. It will also be tailored to the IBM and Apple computers by next year.

Some features the program offers to operators include: meter readings, commission calculation verification, exception reports on incorrect commission calculations, general collection functions, vehicle maintenance reports, and profit and loss statements on individual machines or locations.

Hibarger says that all program features are optional and can be used in any configuration.

"It also provides a communication vehicle between collection and the route vehicle," he adds. "The route manager may collect information coming in from collectors and can review individual problems."

The program can produce information for federal tax forms. Hibarger says that in the future, the company will also offer "income forecasting depreciation methods that should convince any IRS man."

The system can be used by operators with 500 to 5,000 machines. The cost for the software programs is \$5,000.●

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MONROE ADDS COMPUTERS AND SOFTWARE TO ITS DISTRIBUTION LINE

In early 1983, Monroe Distributing of Cleveland, Ohio, bought a small computer firm to expand its product line. "Rather than hiring all new people, Monroe bought a company that was already developing software," says Chris Tjotjos who works in Monroe's Consumer Products Division.

The company now offers hardware such as computers produced by NEC, Sanyo, Toshiba, and Callan; printers and peripherals for those machines; and software for the NEC computer and others. Monroe developed the Vending Machine Tracking System which is a software program being sold in conjunction with NEC hardware. The software can also be purchased separately, and Tjotjos says it can be

used with any computer that reads the COBOL language.

Tjotjos explains that operators can manually input initial information into the computer about game locations or routes by simply answering questions on the monitor. "Then each day when they log on, the collection cards are printed and come out in order," Tjotjos says. "The collectors can go out on calls, or checks can be sent out immediately. Or the cards can be brought in at the end of the day, and the information from them can be input at night or the end of the week." Besides the initial information input, operators need only add information from the collection cards, and the computer program can then provide ROI (return on investment) reports and show

which games are earning the most money.

The machine is particularly useful for operators who want to move games from unprofitable sites to lucrative ones, Tjotjos says. It also provides graphs for 13 weeks of collections so the operator not only can tell where a game is making the most money, but also keep track of which spot the game was taken from in case he wants to move it back to its original location.

Other uses for the VMTS include figuring collection splits and taxes. "In one city, the tax might be 5 percent and in another it's 25 percent," Tjotjos says. "The program will automatically calculate the amount for taxes."

The VMTS software including documentation sells for under \$1,000. •

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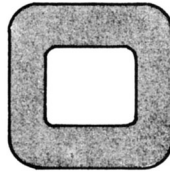
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For further information contact Dennis Norwood.

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O'CONNOR'S NETWORK OFFERS TROUBLESHOOTING SERVICE

O'Connor Distributing in Dallas, Texas, originally went into computer programming to save its technical staff from having to answer routine questions on the phone. Now, however, the company has developed sophisticated computer services.

About 300 subscribers already use the O'Connor Service Network which can be made available to almost anyone with a computer terminal and a telephone. Services of the network include such features as the Manufacturers' Forum for manufacturers to put out information on new equipment; the Game Directory where operators and distributors can list equipment for sale; electronic ordering for parts; a game pricing guide; Electronic Mail, and an employment list-

ing for people with job openings or for those seeking work. In addition, the company is preparing a data base for magazine stories on the industry likely to include articles on technical problems such as *Play Meter's* "Frank's Cranks."

But the system's original function is still its outstanding feature. It currently provides troubleshooting information for about 250 video games produced between 1978 and today. An operator with maintenance problems can sign onto the system over the phone and can get the solution to routine adjustments by answering questions automatically presented on the computer monitor.

"If the operator can't find what he's looking for, he can fill out a special

form on the computer and get credit for that amount of time," says Dennis Norwood, O'Connor's technical director. "Also, we have a toll-free number if a person is not sure how to operate the system." The company originally set up the network for minicomputers but during the summer, it was adapted to microcomputers and uses Videotext.

In the future, O'Connor plans to incorporate an artificial intelligence program into its troubleshooting feature so that the computer itself can figure out how to solve a maintenance problem rather than just relying on information from the manufacturer.

A one-time sign on fee of \$50 is charged for connection to the network, and it costs \$50 per hour to use. •

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THE AGE OF COOPERATION: NCMI 'Survival Seminar' Brings Operators to a Common Forum

When the town council of Westport, Connecticut, told Arnold Kaye he couldn't open an 86-game arcade, Kaye, easily mistaken for a first-round draft choice offensive lineman, was bellicose and belligerent. He defied the council's denial of his application and built his arcade. Then he defended it relentlessly, with everything from a staff of four attorneys to a parade of Hell's Angels.

When Philadelphian Everett C. Koop, U.S. surgeon general, disparaged video games as hazardous to the mental health of America's youth, Sharon Harris of Stan Harris & Company began a campaign extolling the virtues of videos by participating in programs for the youth, the sick, and the elderly.

Arnold Kaye now operates his 86-game arcade in Westport, and Stan Harris & Company still maintains one of the most impressive location lists in the eastern United States.

Convention-goers seem determined to take something home with them no matter how inappropriate it proves to be when they get there.

The best business conventions are neatly packaged with high thoughts, philosophies, and exemplars. Far from providing neat formulas for guaranteed success, conventions exercise and broaden minds, leaving participants supple to deal with whatever happens to impede progress.

In the case of the National Coin Machine Institute's first annual "Survival Seminar," presentations of anything but the most perceptive analyses of the industry's woes would have been unbecoming. More than 100 members of the amusement and cigarette vending industry gathered in Orlando June 22-23 for a no-frills examination of the coin-op status quo hosted by the coun-



Richard George



Barry Rosenthal

try's largest and most influential operators.

The directors of distributing and manufacturing dynasties also participated openly and energetically. They were anxious to direct the industry back to the vibrancy it showed at the turn of the decade and then suddenly and dramatically began to lose.

Mutual adversity can bring the most bitter enemies to the same table. Rather than angry accusations or shirking of responsibility for things gone amiss, there was mutual agreement that all industry segments have glutted themselves on their successes and failed to plan for an inevitable leveling off period.

An industry that literally exploded in 1979 roared through three exciting years. Bad investments weren't critical during those years; if something didn't work, something else would. But players soon tired of constant re-creations of essentially the same games and took their quarters back to the movies.

An altered course

Friendly conversation and firm handshakes are often meaningless. But that such a weighty cast of characters came to the NCMI gathering was enough cause for hope that the meeting and the institute were not illusory, but "an illustration that bad times can be the long term salvation of any business or industry," as Bally President Robert Mullane told attendees.

Mullane's speech closed the conference, but it might have been better scheduled for the opening session. He thoroughly expressed the spirit that led to the conference, admitting Bally's part in the industry's slump and promising an altered course. (See related story.)

"We introduced games without sufficient testing—forcing you, in many

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cases, to be our test market," he addressed an audience that (according to NCMI officials) represented nearly 75 percent of the games on location in the U.S. But Bally was already amplifying its testing procedures, Mullane noted, and had increased its budget for research and development.

Mullane paraphrased the manufacturers' favorite adage that game makers can't be successful unless operators are, but he wasn't speaking to a flock of sheep, and he knew it.

"Operators again control equipment flow," Arthur Fein of the Wainrite Group said, offering that the demise of game sales has returned decisive economic power to the operator.

Start of a revolution

NCMI President Van Myers, a 40-year executive with vending giant Wometco, opened the "Survival Seminar" describing the industry as "sick." He promised this "most impressive gathering of industry executives would face the tough facts head on." This convening, he said, is the "start of a revolution," that if lost, "the entire industry may follow it down the tubes."

The NCMI revolution (conducted to "protect our industry's unsullied place in the American economy," according to Herbert Beitel, general counsel for the institute), is a grassroots action, Myers affirmed. According to NCMI theory, it is in the local community, in the lowest levels of government, that policy emerges, becomes law, and then spreads vertically as well as horizontally. When it spreads it can be particularly frustrating to large operators who often face several kinds of regulations in each of the many communities where they do business.

The 30-plus speakers that followed Myers to the podium during the two-day session addressed the NCMI philosophy, more or less directly, by proposing ways to combat attacks on the profits, and sometimes existence, of operating businesses. They presented a variety of approaches to deal with communities who look at the games as either evil habits or good revenue sources.

Summarily, the speakers all served to promote the ideal of collective participation, that association and cooperation is essential to solving industry problems.

"Given any single issue, the side which is organized most effectively will win," government relations expert

Leo Doran summarized.

Doran's theory, mirrored in a Gallup poll that found more businessmen are turning to associations to present their industry's side to government, is most effectively exemplified in the Ohio Music and Amusement Association.

Richard George, who presides over the industry's most productive state operator's association, explained how his Ohio group used political contributions to get favorable legislators elected. His Political Action Committee recently used \$50,000 in campaign contributions to get 86 percent of the candidates it supported into office. "Our percentage would have been higher," George said, "but in some cases, where we weren't sure who might win, we supported both sides."

Political support

Politicians under consideration for contributions completed questionnaires to determine how they might vote on issues pertinent to coin machine interests, George explained. But most importantly, the actual contributions were presented in person by an operator in the selected politician's district.

The committee interviewed candidates for the state's highest elected offices, and wound up being the largest single contributor to the campaigns of

current Ohio Governor Richard Celeste and Attorney General Anthony J. Celebrezze Jr.

Another example of an organized group is the Pennsylvania Amusement & Music Association. It was successful

NCMI speakers promoted collective participation as essential to solving industry problems.

in getting anti-industry tax measures defeated by compiling statistics about the coin-op industry in Pennsylvania and presenting that information to state law makers, reported Sharon Harris of Stan Harris & Company in Philadelphia. Statistics on the number

of jobs the industry provides in employment-poor Pennsylvania and on how much money the industry pays the state in existing taxes was enough to deter any negative attacks on coin machines in Pennsylvania this year.

Often the industry must turn to the courts to battle regulation. (At any given time there are between 200 and 300 individual industry cases in the nation's courts, Beitel told the NCM gathering.) But Barry Rosenthal, who is conducting the industry battle against the Marshfield, Massachusetts, video game ban, (*Play Meter* August 15, p. 20) warned that "lawyers are just a holding action, not the answer. The real answer is to be politically active," to defeat anti-industry sentiment before it surfaces in a community ordinance or in state legislation.

From public relations to non-compliance, industry principals at the NCM conference shared their experiences, building a reservoir of ideas on defeating government efforts derogatory to the already perilous condition of the coin-op industry. The ultimate success of the NCM first annual "Survival Seminar" will be demonstrated when these influential industry activists harness their knowledge and energy toward a program that will prove effective on a grassroots level.●

Excerpts from Robert Mullane's speech

Here are excerpts from the speech of Robert Mullane, president and chairman of Bally Manufacturing, delivered June 23 as the keynote address to the National Coin Machine Institute's "Survival Seminar."

...When Bob Wrightman asked me to speak here tonight, I was reminded of a line that his beloved father-in-law, Lou Golden, used many times. Lou would say, "The best thing that could happen to the operators in this country is to have all the factories burn down." While you operators have not been able to figure a way to burn our factories down, I will tell you one thing: You have got us thinking, right now, how to burn them down ourselves....

...The long-term survival of any

industry is not only based on good management and adequate capital, but most importantly on a strong and ongoing social and economic need for the products or services that it provides.... We must remember that the products we serve...are all part of this great area of leisure. We are in the right business. I think our problems are relatively small ones—compared to many industries....

...No one likes to continually increase prices. Unfortunately, it seems that this situation will be with us for a period of time. How long it will last, no one knows. Hopefully there will be some cessation in this continual escalation of costs.

...Many of the problems that you

are encountering today are partly caused by actions of the manufacturers, and this includes Bally Manufacturing...During the great times of 1979, 1980, and 1981, and into part of 1982, I must admit that we ignored the long-term future of this industry. We introduced games without sufficient testing, forcing you, in many cases, to be our test market. We assumed that the world would never tire of the Pac-Man, Galaxian, and Space Invader type games. And worst of all, we operated as if Bally Manufacturing was a life unto itself. We almost lived in a vacuum and did not concern ourselves enough with the problems of the people in this audience. I am sure my friends at Atari and Williams and the

rest of the manufacturers feel the same way.... We have a multi-billion dollar business at retail, with probably the skimpiest market research of any industry in the world....

...In the future, when we come out to sell you a game, we will attempt to have careful studies that will allow you to make your purchase decisions with a great deal more confidence. This procedure I think will in many cases reduce the number of games produced by the manufacturers—not the absolute number of games, but the different models.

...We know that we must find new forms of games that are economic to produce and yet attractive to the public...Laser disc technology, the better utilization of color graphics, the better utilization of sound, new concepts in design, (both of the game and the cabinet), new marriages between old technologies and new technologies—this is the sort of thing that I am firmly convinced will allow manufacturers to produce a product that will be profitable not only for us, but for you, the operators.

...I think everyone probably says, "I don't like (conversion) kits" because we don't make as much money selling

a kit as we do selling a complete game...But I don't like kits because I have seen some of the things they do.... The operators in Europe have not bought new games for several years. Instead they have been buying second rate kits, leaving the beaten up equipment on location and, in my opinion, driving away the customer. The main fact about kits is that no reputable large manufacturer is going to introduce a really good game in kit form. It doesn't make any business sense.

...Over the last few years, manufacturing companies in this business have been remiss in allowing too many distributors to spring up—too many jobbers, too many people who are able to reap the benefits of the boom in the game industry without paying their dues, who are unwilling to support the very necessary infrastructure. Speaking for Bally, we think it is one of the important functions of 1983 to realign, strengthen, and limit our distributing organization....

A year from today you will see great changes that occurred in the distributing organizations both here and abroad, not only for Bally but for most of the major game manufacturers.... These changes will...allow you to pur-

chase games with a greater feeling of confidence that the game is a good game, that it will be a worthy producer of income for you, that it can be serviced through your distributor, and then when it comes time to trade this game, there will be a reasonable market for the product.

...Let me say that there is an unmentionable product (gray area games) which I think is harmful, shortsighted, and has no redeeming feature as operated in this country. I would guess that a few people in this room operate this type of equipment, and I would only ask that those who do, reconsider whether this form of survival is not an ultimate form of assuring the end of much of our business.

...The hit game syndrome, which I think was a natural reaction from the old supermarket theory of trying to have a tremendous variety of games, has now been carried to an extreme. I have recently been critical of our own operations at Aladdin's Castle, because when I visit those operations I see very, very little variety in new equipment.... The public location must be the leading edge for the game business. It must be the place where variety is available....

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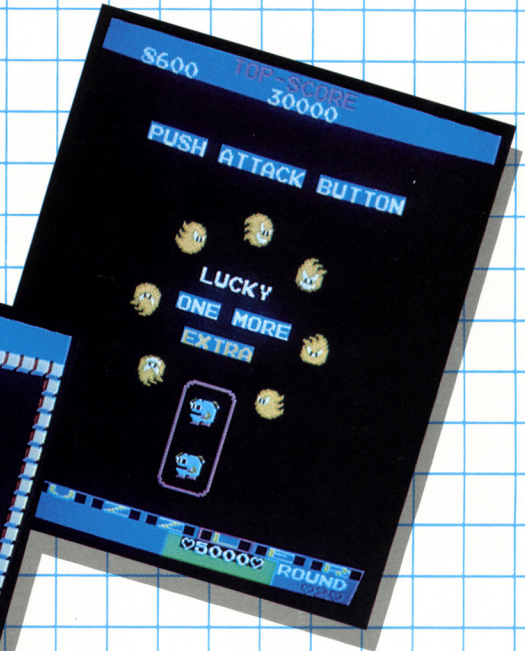
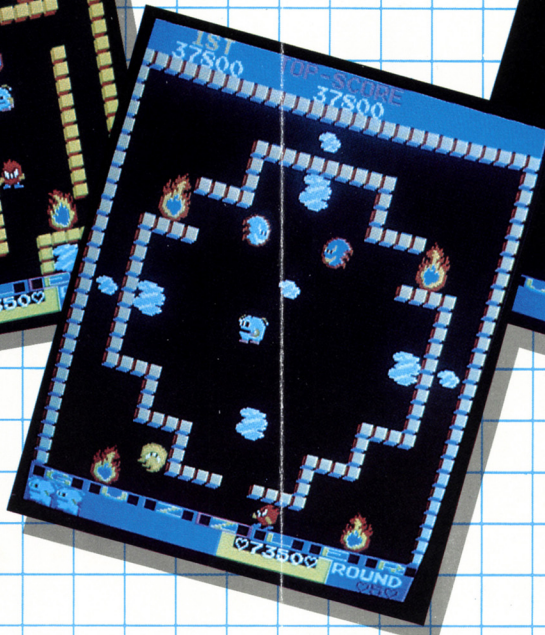
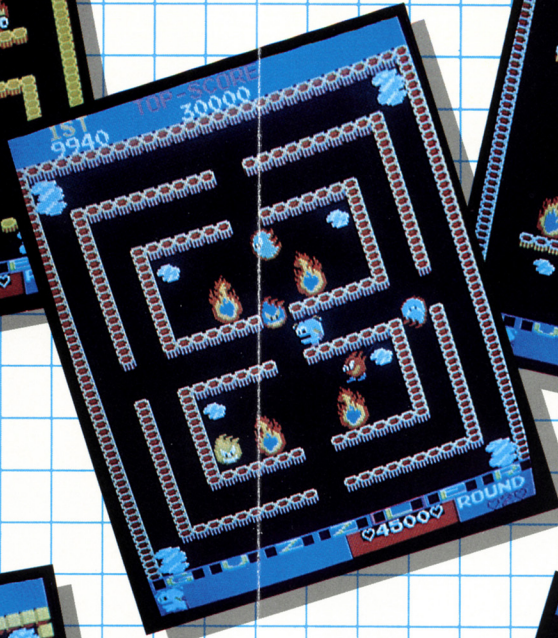
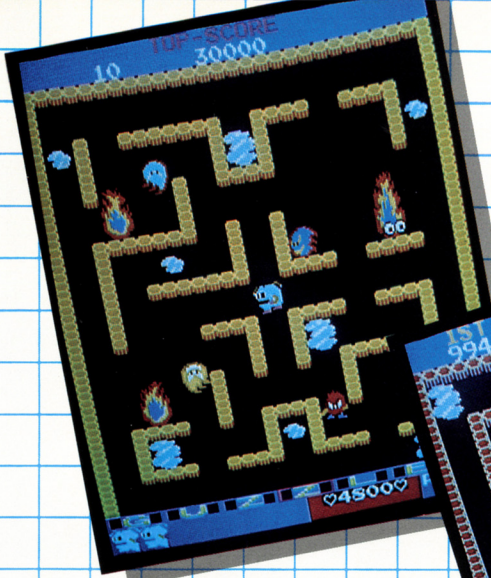
The Centuri logo features the word "centuri" in a bold, red, sans-serif font. Above the letters "e", "n", "t", and "u" are four horizontal black bars of varying lengths, creating a stylized, modern look. A small "TM" trademark symbol is located at the bottom right of the word.

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Helpful Information for Operators

This is a listing of reference material on licensing, ordinances, and taxation composed to help the operator as he fights for his survival.

The Bernstein Report

(Coin-Operated Section) by Chris Kirby, Sanford C. Bernstein. A study of industry conditions as of December 1982 with projections into 1986. Available through AMOA. Part I, February issue of *Location*; Part II, March/April issue of *Location*; Part III, May issue of *Location*. \$1.50 each copy.

Coin-Operated Amusements and Your Community

Published by the Amusement Game Manufacturers Association, the Amusement and Music Operators Association, and the Amusement and Vending Machine Distributors Association. Public relations manual.

Community Awareness Program

Published by Atari. A videotape available through Atari distributors.

Community Relations Manual For the Coin-Op Amusement Game Industry

By Daniel J. Edelman, published by AGMA, AMOA, and AVMDA.

Cost of Doing Business Survey

By Dr. James F. Gaertner, Notre Dame University. Financial, operating, and demographic information for the coin-op industry.

A Directory of State Small Business Offices and Activities

U.S. Small Business Administration, Office of Advocacy, 1441 L St., NW, Washington, DC 20416. Covers the who, where, and what of assistance available on the state level to small businesses.

Exploding the Arcade Myths

By David Brooks, Ph.D., 253 Miramar, Long Beach, CA 90803. Goes through questions people ask about video games and players.

Guidelines for AMOA Members Regarding Local Regulation of Amusement Games

Also available to non-members for \$15.

Industry Watch

Published by AMOA. Monthly release on industry issues sent to members with *Location* newsletter.

Location

Published by AMOA. Monthly newsletter to AMOA members only. Current industry news and business information aimed at the operator.

Model Ordinance

Published by AVMDA, available through member distributors only. For use in working with town councils intent upon regulating video games.

Model Ordinance

Published by Ohio Music and Amusement Association. Reprinted in *Play Meter*, April 15, 1982, p. 18.

Participating in a Charity Event

Published by AGMA. A how-to manual for amusement game operators.

A Political Primer

Published by AGMA. Legislative handbook for amusement game operators.

Preliminary Research Report on Playing of Video Games in Conventions and Liquor Stores

By David Brooks, Ph.D. 253 Miramar, Long Beach, CA 90803.

Quarternote

State association newsletter reviewing current information of interest to state associations.

Regulating Videogames

By Martin Jaffe, American Planning Association, September 1982. 1313 E. 60th St., Chicago, IL

60637. How zoning can be employed to regulate coin games. \$10.

State of the Coin-op Amusement Industry

Published annually by *Play Meter*. Survey of the industry. 1982 survey appeared in the November 15 issue, p. 43. \$2.

State Laws Affecting Amusement, Music, and Cigarette Operators

Published by the National Coin Machine Institute, 2455 East Sunrise Blvd., Suite 311, Ft. Lauderdale, FL 33304. List of fees and taxes charged by states.

Survey of Youths Between 10-18 Years of Age Who Frequent Arcades and Other Locations Which Feature Video Games

By David Brooks, Ph.D., 253 Miramar, Long Beach, CA 90803.

Today's Tax and Business Law

Published by Commerce Clearing House Inc., 4025 W. Peterson Ave., Chicago, IL 60646. Current tax and business law information updated frequently.

What the Experts Say About Video Games

Published by AGMA

To receive publications available through AGMA, AMOA, or AVMDA, use the following addresses:

AGMA

205 The Strand, Suite 3
Alexandria, VA 22314

AMOA

2000 Spring Rd., Suite 220
Oak Brook, IL 60521

AVMDA

International Tower
8550 Bryn Mawr, Suite 303
Chicago, IL 60631

- Special thanks to J. D. Meacham of AMOA for assistance in compiling this list. •

FROM FOOSBALL, BACK TO FOOSBALL



DYNAMO'S 10 YEARS MARKED BY CHANGE

BY VALERIE COGNEVICH

Ten years may not seem like a long time, but in the coin-op amusement industry, the last 10 years have been phenomenal.

There have been accelerated changes that have condensed many years worth of change into only 10. Strangely enough, the industry seems to have traveled full circle.

Ten years ago, phonographs were described as the "heart of the route." Foosball and pool were a consuming passion among players while video was considered a novelty with not much future.

One distributor said, "Video has a small trade-in because it is strictly a novelty machine. And after the novelty is gone, there is no demand for the machine."

Ten years later the quote is once again applicable. Pinball, foosball, pool, and phonographs, the heart of the industry before video, are being revived by an audience hungry for this type of entertainment.

With the introduction of a new foosball table, Dynamo Corporation was born into a world of foosball popularity. Dynamo now celebrates its 10th anniversary as foosball and pool once again increase in importance in the coin-op entertainment industry.

The beginning

For several years prior to 1973, Bill Rickett worked as a route operator handling numerous coin-op vending and amusement machines including more than 40 foosball tables.

Tornado had a good table, but an operator had to have a franchise to buy it, and Rickett did not feel he could make a profit under Tornado's program.

He recognized the need for high quality, well built soccer tables because the models imported from Italy, Germany, and Taiwan required continual maintenance.

That is when Rickett decided that he would live out the adage, "If you want something done right, do it yourself." Rickett, who had been in the construction industry, built about 35 tables in his garage and put them on his route.

Within a short time, the positive response from players and operators proved there was a commercial market for a quality built table, and Rickett formed Dynamo with a partner, John Lewis. Rickett sold his route and began working full-time.

The name Dynamo, suggested by Rickett's biggest route customer, comes from the Moscow Dynamo, the

world's most successful soccer team.

Marketing program

BIG

Dynamo began marketing the tables in the Dallas area, then expanded throughout Texas and into the South and Southeast. The Dynamo tables were called "Texas-style" foosball to differentiate them from the imports.

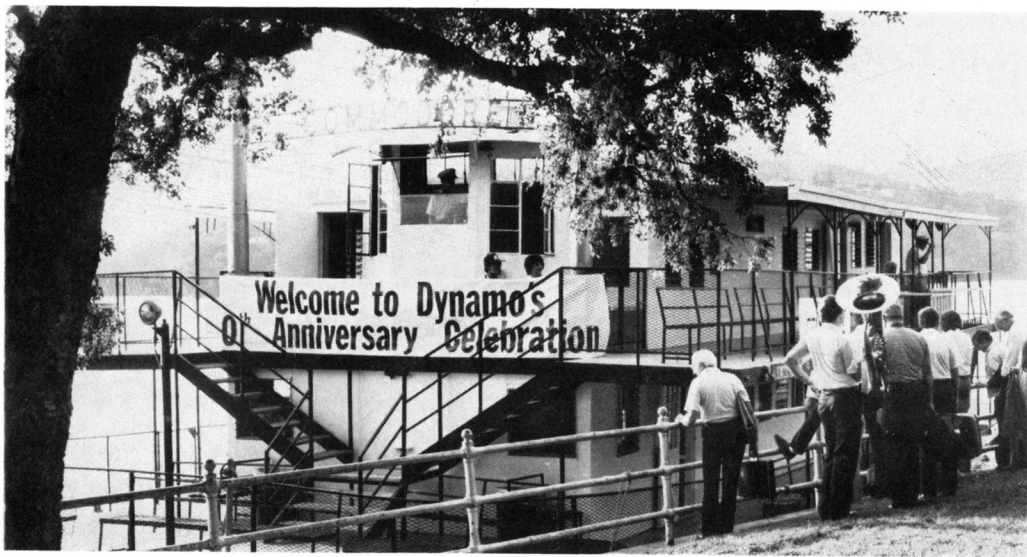
From 1973 to 1976, Dynamo concentrated on foosball and then designed its first pool tables.

"Anyone can build a pool table, but to build a really good one is difficult because of the abuse these tables take," Rickett said. "We designed our pool table to solve problems that people were having with pool tables in general."

Rickett spent most of his time talking with operators and going with them to recover and service the pool tables to find out what the problems were. "We had to listen to some real experts, and they were the operators," Rickett pointed out.

From 1976 to 1983, the original pool table evolved as the company continued to strive for quality of design, attention to detail, and added features not available on other tables.

The *Big D* pool table was intro-



Dynamo celebrated 10 successful years in the industry with a riverboat ride.



The riverboat party crew includes (from left) Bill Rickett, president of Dynamo, Tom Struhs (Tago), Marsha Rickett, Mark Struhs (Dynamo), Mr. & Mrs. H. L. Coats (Dynamo), Marilyn (Mrs. Tom) Struhs, Cheryl (Mrs. Mark) Struhs and Mrs. John Lee.

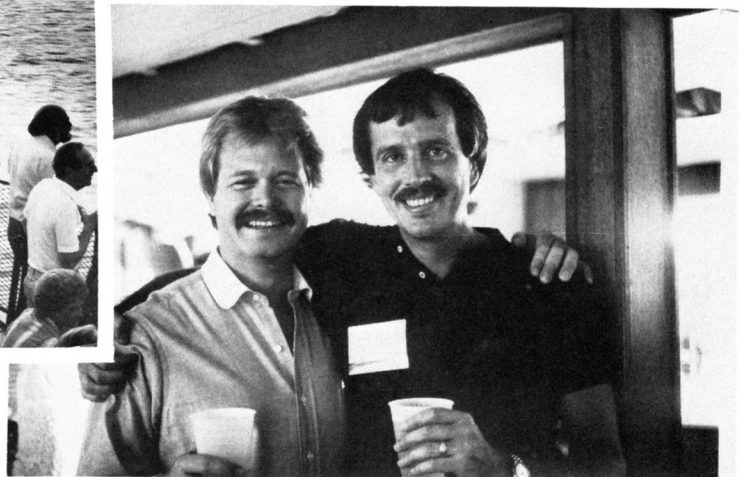


Kathy Balsamico (Dynamo), John Lee (Bally Midwest), and Evelyn Silva (Dynamo) enjoy the festivities at Dynamo's riverboat celebration.



The view was fabulous along the river as guests discuss business and pleasure.

Mark Struhs (r) of Dynamo shows pal Mark McCleskey of Data East that he knows how to have a good time on the riverboat excursion.



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Larger demand

"When we first introduced our pool tables, there was a larger demand than there is now," Rickett said. "Video took much of the purchasing power away from operators, so they refurbished what they had and concentrated their money into video games.

"Video is the most expensive piece of equipment operators have ever had to buy. Jukeboxes, pool tables, and cigarette machines had life spans of close to 10 years, but video, costing

were in on the first surge of foosball popularity years ago will add to that player base of younger kids who are just learning the game," Rickett said. "Foosball should be better this time around."

Company philosophy

Dynamo has adhered to certain philosophies over the last 10 years. It believes the operator is the backbone of the coin-op amusement industry. A financially sound operator is essential to the success of distributors and manufacturers, and distributors serve as the vital link between the manufacturer and operator.

Dynamo's goal is to develop and produce products that provide the operator high and constant return over a long period of time. Dynamo actively solicits input from operators to improve the design of existing products and new products.

The company claims it does not support the philosophy employed by some manufacturers who raise prices

*Dynamo's goal is to
develop products that provide
operators high and constant return.*

more than these other machines, had only a short life span.

"Pool tables just don't have the risk that video does," Rickett continued. "If you have to pull a pool table from a location, you can store it in your warehouse and eventually place it in another location. A video in your warehouse will probably never make any money anywhere."

Rickett sees a rejuvenation of pool tables. "As the operators strive to secure new locations, they entice them with new equipment. They may sell the older tables to the home and buy new tables. This causes the life expectancy to drop on a pool table, not because of the equipment, but because of the demand for new equipment," Rickett said.

In 1980 Rickett purchased John Lewis' share of the company, and Mark Struhs joined Dynamo to head sales and marketing. In 1982 Struhs was promoted to vice president.

Recently Johnny Lott was hired to promote and organize foosball tournaments. "Now the older players who

when the demand for the product increases. It claims it offers consistent, reasonable prices, and the highest quality possible.

Dynamo's success is based on Rickett's philosophy that the operator must see an ultimate payback in the equipment he buys.

Another aspect of the company is that it attends all state association shows to get input from operators on their specific problems.

Struhs takes his work seriously at these shows and busily explains the Dynamo products.

"I have seen many changes," Rickett said. "I think we can expect it to always be that way. I got in on a fad (foosball) and saw it come and go and come back again. Pinball was a boom and video was a boom. We are in the entertainment industry and players always want something new and exciting.

"But pool is a sport. There will always be those who take pool seriously and will keep pool as one of the steady earners of our industry." •

PUZZLES By Bill Brohaugh

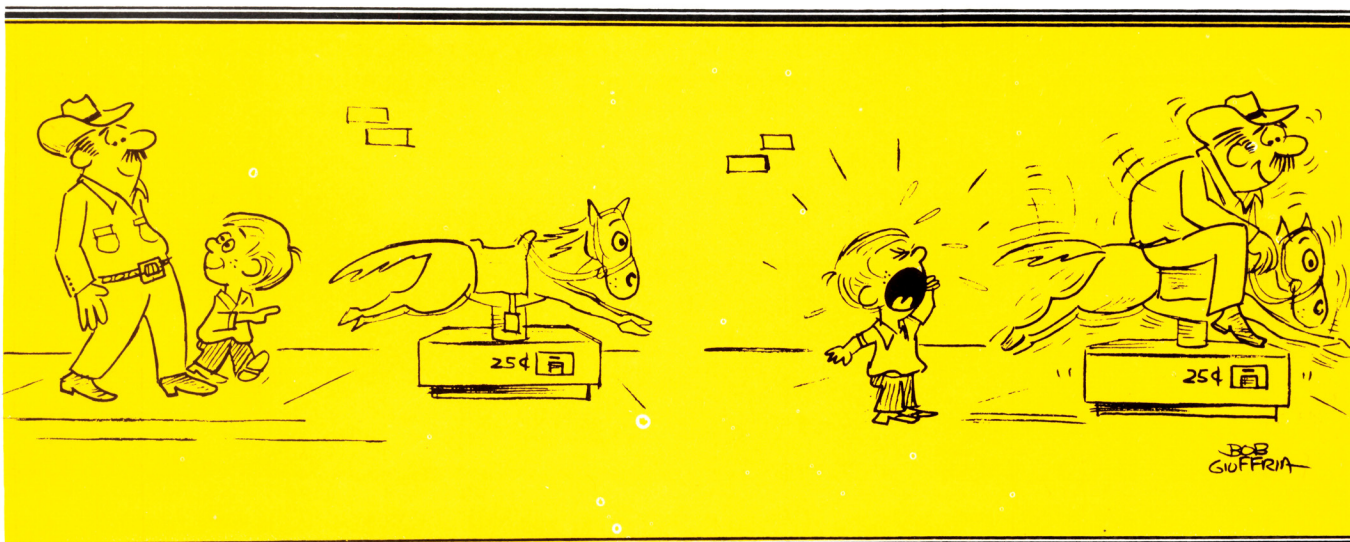
A Few Words

To say that coin-operated games have shared certain themes is a bit of an understatement. How many games have there been? How many pins with card themes?

Coin-op games have shared words in their names, too. Below are the partial names of several different games and the manufacturers of the particular games. See if you can fill in the rest of the names. The puzzle solution will appear in a future issue of *Play Meter*.

1. Red _____ (Atari)
Red _____ (GDI)
2. _____ Patrol (Williams)
_____ Patrol (Status)
3. Cosmic _____ (Universal)
Cosmic _____ (Universal again)
Cosmic _____ (you guessed it: Universal)
Cosmic _____ (not Universal: a Williams pin)
4. _____ X (Stern)
_____ X (Bally/Midway)
_____ X (Data East)
5. Moon _____ (Stern)

- Moon _____ (Sega)
- Moon _____ (Williams)
- Moon _____ (Taito)
- Moon _____ (Nichibutsu)
- Moon _____ (Nichibutsu again)
6. _____ Seven (Williams pin)
_____ Seven (Taito)
7. Lunar _____ (Taito)
Lunar _____ (Atari)
8. _____ Man (Bally/Midway)
_____ Man (more Bally/Midway)
_____ Man (Bally/Midway a third time)
_____ Man (Bally/Midway pin)
_____ Man (Gottlieb pin)
9. Solar _____ (Gottlieb pin)
Solar _____ (Cinematronics)
Solar _____ (Bally/Midway)
Solar _____ (Williams pin)
10. Rip _____ (Cinematronics)
Rip _____ (Exidy)



OPERATORS FIGHT TOGETHER

Unity, Optimism Generated at OMAA Show

By Valerie Cognevich

"The thing about being at the bottom is that you have nowhere to go but up," commented one operator at the Ohio Music & Amusement Association's (OMAA) annual show held in Columbus, June 16-18.

The theme of this show was unity and optimism. Many attendees feel that the industry has reached a plateau and should not get any worse. "We all hope we'll be here next year. With unity we will achieve our place in the business community," said Dick George, president of OMAA.

"We are an industry of peaks and valleys," said Glenn Braswell, executive director of the Amusement Game Manufacturers Association. "We are now in a valley looking up. Unity points the way to survival; problems must be addressed collectively for a unified industry."

Braswell contends that the coin-op industry must view the past to fully realize where it is today. "In recent history the problems were not just economic," Braswell stated. "We were learning how to adjust to success. There was such a rapid rise in success of the industry that we suffered from psychological shock of being thrust into the economic world of big business. This industry is a major piece of the U.S. economy and we better act like it."



Tom Carmody of Wheaton Concession Supply Co. explains why snacks can be a major profit maker.



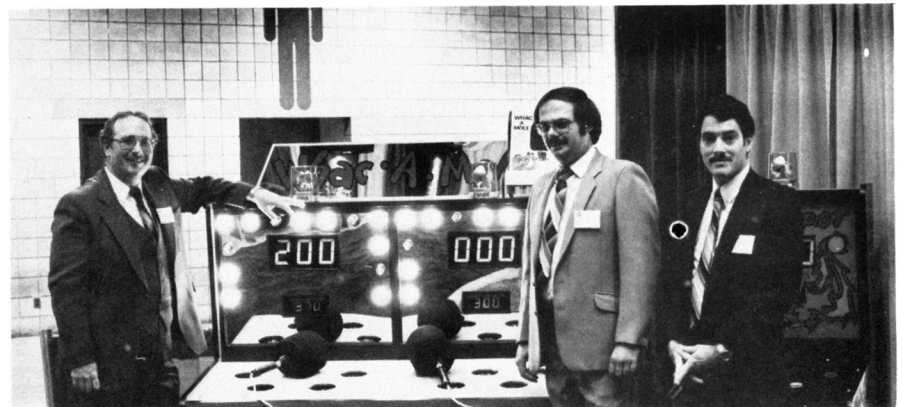
Ron Moskal (l) of Rock-Ola and Bruce Hoffman of Monroe Distributing.



Here are Jack Samad (ACCA), Chuck Ryan (Vending Sales Co.), James Ernst (ACCA), and Steve Napier (Vending Sales Co.).



Abi Carmen (l) of Gottlieb discusses service with an operator.



The ever popular Whac-A-Mole is displayed by Bob's Space Racers. From left are Bob Calender, John Mendes, and Brian Witcher.



"Those who are serious have a future in this industry," said Ron Gold of Cleveland Coin (r) shown here with corporate attorney Ed Gold.

Many operators were so busy with the everyday business problems and the fierce competition that they overlooked the problems affecting them on a state or national level. "There are problems concerning all of us," Braswell stated. "So when you and your competition get together, leave your guns at the door. You can't let competition interfere with unity."

Paul Corey, executive director of OMAA, uses this example to explain unity. Take a pencil and try to break it—pretty simple, isn't it? Now take a dozen pencils wrapped in a rubber band and try to break them—it's another story, they're impossible to break.

Applied to the coin-op industry, a group can do jointly what no individual can accomplish alone.



It's so hard to get the shy types, like Danny Vegh and Danny Witt of North Coast Amusement Supply, to pose for a picture!

Legislation

Bill Levine, second vice president of OMAA, outlined the status of legislation in Ohio. "There are 20 pieces of legislation pending in northern Ohio.

Many have been beaten. A gross tax bill is pending, but we are optimistic and hope we'll be successful in fighting it." Levine summed it up by saying, "All in all it's been a good year legislatively."

Operator opinions

The feelings of Ohio operators are generally consistent with those in other states. They are waiting longer to buy equipment and buying as little as possible. Those attending the show have been in business for a long time and intend to be in business for many years to come, and they were looking for information to help them accomplish this.

John Estridge, of Southern Games and past president of AMOA, polled the attendees of his seminar and came up with a startling fact. Last year more than half of those at the seminar had been in business less than three years. This year only three of 80 operators had been in business less than five years! This is proof that the shake-out is taking its toll on those who viewed the industry as a "get rich quick" venture.



The staff of Toledo Coin Machine Co. showed up in full. From left are John Rehkopf, Craig Rehkopf, Cheryl Longenecker, Phyllis Ashenfelter, Helen Sheckler, Jodi Longlott, Greg Sheckler, Denny Sheckler, and Caleri Myers.

John Rehkopf of Toledo Coin Machine feels that the industry needs equipment price reductions. "Conversions are not the bucket to bail out the industry," Rehkopf commented. "We tried to stay away from conversions because there were so many illegal ones, and we didn't want to get a reputation of selling illegal kits. But the operators want them, so we were pressured into selling them."

Ray Reynolds of Ace Vending Co. Inc., a large operator, said his company is mostly buying close-outs. "Most games coming out will even-



Ray Reynolds, of Ace Vending Co., has been an operator for 30 years. "We're just buying the bare minimum of equipment and waiting for closeouts," he said.

tually be offered at close-out prices so we are just waiting to buy them then," Reynolds said. "We are just buying the bare minimum and waiting for the new technology everyone is talking about. Home video games have hurt this industry more than anything."

Although gray area games have dominated many of the state association shows this year, they were prohibited at the Ohio show. One walk around the exhibit floor, (There were 42 exhibitors, the largest number of exhibitors at any state show.), and it was apparent that the association meant it when it said no gray area equipment. Companies tried to exhibit gray area equipment in hotel suites, but they were also unsuccessful.

Officers installed

All officers from last year were re-elected. They are: Dick George, president; Larry Van Brackel, first vice president; Bill Levine, second vice president; Harold Laughlin, secretary; Norman Borkan, treasurer; and Jim Hayes, board chairman.



OMAA officers are installed (from left): Dick George, Larry Van Brackel, Harold Laughlin, Norman Borkan, and Jim Hayes.

**VIDEO POLL
UNCOVERS
SURPRISING
FINDINGS**

The public has misinformed perceptions of excessive profits made by videos, according to a recent study of the general public commissioned by the OMAA and conducted by the Institute for Policy Research at the University of Cincinnati. A study done in 1981 by Dr. James Gaertner at the University of Notre Dame also supports this conclusion.

These findings were presented at a press conference held in conjunction with the OMAA show.

In the Ohio poll, 1,011 adults were asked to estimate the profit a video game owner usually makes on each quarter, after taxes and expenses. Four percent guessed the profit was less than 5 cents; 17 percent thought the profit was between 5 cents and 9 cents; 31 percent said between 10 cents and 14 cents; 24 percent guessed between 15 cents and 19 cents; and 12 percent said they thought the profit was between 20 cents and 25 cents.

In some surprising findings about what the public thought was fair profit, 70 percent of the people, for example, who thought the profit was less than 5 cents on each quarter thought that profit was fair. Thirty percent thought it was excessive!

In contrast, only 22 percent of the people who thought the typical profit was 20 cents or more considered that to be fair, and 78 percent said it is excessive.

In 1981 the Notre Dame survey found the median annual income on a video game was \$1,368 with a profit of \$155. On a per play basis, this means the average operator's profit is less than 3 cents on each quarter.

The OMAA then mentioned *Play Meter* magazine's annual operator survey which showed a 22 percent drop in the average earnings on video games from 1981 to 1982.

The media attending the conference were amazed at the lack of profit made on the games and pelted the panel with questions.

Panel members Jim Hayes, board director of OMAA; Bill Levine, vice president of OMAA; Dick George, president of OMAA; and Dr. George Bishop, who conducted the University of Cincinnati study, gave the media carefully thought-out answers.

Three central Ohio TV stations aired segments on the conference and covered the exhibits later in the day, and representatives from six radio stations also attended the conference.

A representative from the Cleveland *Plain Dealer*, who also writes for the *Associated Press*, attended as did John Switzer, a *Dispatch* writer and UPI reporter who wrote a story on the industry.

"We were very pleased with the coverage and hope to see some of the publicity telling the true state of the industry," said Paul Corey, executive director of OMAA. "The panel did a super job, and I'm very proud that we were able to get the coverage we had," commented Jim Hayes.

—Valerie Cognevich



Local TV and radio stations attended the press conference to hear facts on the coin-op industry.



Jim Hayes (l) is intent on making a point as Dr. George Bishop (c) and Dick George are interviewed by the media.



Bill Levine is in deep thought as he answers questions for Jim Otte of Ohio Public Radio.

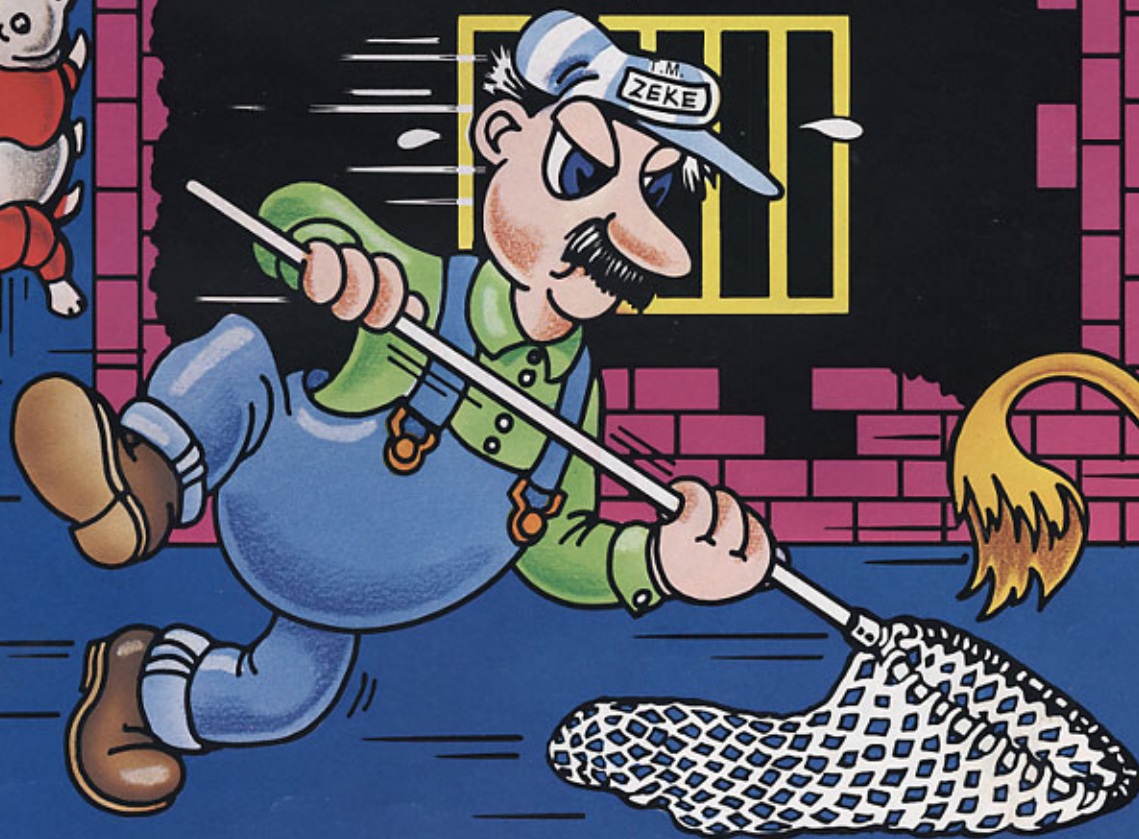


Glenn Braswell (r) is interviewed by a media representative after the conference.

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Next Zeke must leap from ledge to ledge to reach his girlfriend, Zelda, held hostage by a monkey who's throwing coconuts. The ledges move in opposite directions, and if Zeke falls, it's all over. If he can swing it at this stage, Zeke can make points here, too, by collecting bonus objects as he goes. The struggle seems all worthwhile when Zelda is rescued.

But Zeke still has to face two more brick zoos teeming with the meanest animals ever. Luckily, a net can be used to catch the escaped animals and return them to their cages—if Zeke can reach it!

As the adventures alternate, survival becomes more difficult. In each of the "brick" screens, a more challenging animal with a higher point value is introduced. And in each succeeding "ledge" screen the ledges move faster, until they finally become invisible. With only his memory of past ledge patterns in relation to the still-visible bonus objects and coconuts, Zeke must jump from one invisible ledge to another to save Zelda!

"Escalator" screens, in which bonus zoo keepers can be won to help Zeke out, are interspersed between the other screens. Here Zeke must jump over hordes of animals—plus an electrical cage—in order to jump onto each escalator, till he can rescue Zelda up above. The higher he gets, the quicker the animals become. But victory is sweet when Zeke saves Zelda at last!

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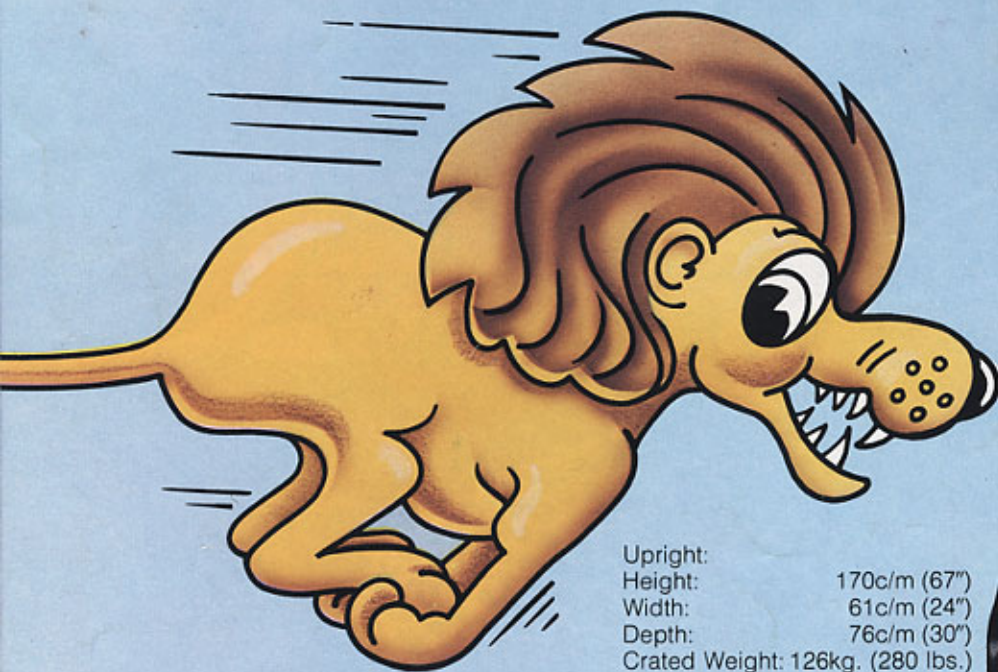
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Licensed Games on Display at the CES

By Roger C. Sharpe

If you were on another planet in the beginning of June and didn't hear about the Consumer Electronics extravaganza in Chicago, you missed the happenings of an industry that owes much to coin-op for its success and media attention. The convention witnessed just how far this industry has come.

Not long ago VCRs were only an embryonic creation with vast, yet unnoticed potential. Computers or game systems were basically nonexistent outside of the original Bally home arcade system, Magnavox's Odyssey, Coleco's Telstar game system, Fairchild, Atari, and a few others. All of the attention was focused on the advances in audio equipment and bigger and better color televisions.

The show has now grown to accommodate new technologies and resulting product. The convention has expanded to more than 800,000 square feet of exhibit space in four separate buildings with more than 1,200 exhibitors. Exhibits featured digital audio discs (the next generation of audio sound systems), VCRs, a flood of accessories and cameras, pre-recorded programming of all types, disc players, game systems, car stereos, telephones, calculators, watches, games of all shapes and sizes, computers and software, and conventional television and monitors.

The CES has become an event for what it has brought to homes nationwide. This year's show wasn't any different, only greater in scope and with a noticeable shift to computers. Not long ago video game systems ruled the roost. However, a new product category is taking over the spotlight.

Multiple-format games

Interestingly, games weren't completely overshadowed by hardware systems. The multiple-format game

displayed is available in any number of configurations from dedicated cartridge to computer cartridge and disc. However, the action was most noticeable at the Coleco booth. The company unveiled a new computer system called *Adam*. In addition, Atari showed an array of new generation computers which should bring renewed interest back to Sunnyvale.

More salient to members of the coin-op trade was the appearance of some very recognizable product and corporate names. Undoubtedly at the forefront of coin-op titles making the

puter game software, which is about to explode to even greater proportions, should be as important in the coming months regarding the viability of licensing arcade properties.

The addition of some booths might portend a future movement for other coin-op manufacturers looking for a way to broaden their bases and expand their profitability. Sega's rather lavish booth not only included the coin-op versions of *Buck Rogers*, *Congo Bongo*, and *Star Trek*, but also the company's commitment to the home market via game cartridges of some of its recent hits.

In many ways it makes sense to eliminate the middleman and not share the potential wealth from the home market. How Sega will fare in a very competitive marketplace is uncertain, but its chance is as good as some of the other considered heavyweights now.

Nintendo joined the ranks of Sega with a much more substantial booth. It pioneered the hand-held game/watch. The Seattle-based company offered a new line of tabletop games that should challenge Coleco and the others. The company also featured some coin-op games within the booth to emphasize where its roots are.

Konami attended with some more coin-op games including *Gyruss*, *Roc 'n Rope*, and *Time Pilot* alongside two new tabletop versions of *Time Pilot* and *Tut*, as well as an impressive baseball game computer and some game cartridges based on its previous arcade successes.

Will others follow the lead of these three manufacturers? The time is right to gain a niche, but the lines of distribution and a new framework of business might pose problems for everyone.

Game lead time

More to the point of all this activity is the seemingly endless issue of lead

*This year's show was
greater in scope
and had a noticeable
shift to computers.
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video game systems
ruled the roost.*

jump over to the home market was Parker Brothers' introduction of *Q*Bert* in a tabletop version as well as cartridge for the most popular systems, along with *Popeye* and *Tut*. Not to be outdone, Coleco displayed its additions of licensed games such as *Time Pilot*, while Atari included *Pole Position*, *Joust*, and others.

Obviously the top competing systems and software manufacturers are looking for some edge in game awareness. And the arcades are still the reigning champions for bringing product to the public. The glut of com-



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times. Here we have the top arcade earner in *Pole Position* and the prospect of having it available for the home in just a few short months. Will earnings fall once players rush to add this favorite to their home game library?

In addition, an entire new group of companies are looking toward the arcades for design and theme inspiration. Tronix and First Star Software displayed their renditions and interpretations of *Q*Bert*-like games for computer systems. The question is just how popular will this become as times get more difficult for the home market and ideas are stretched to the limits by designers desperate for any type of idea they can bastardize.

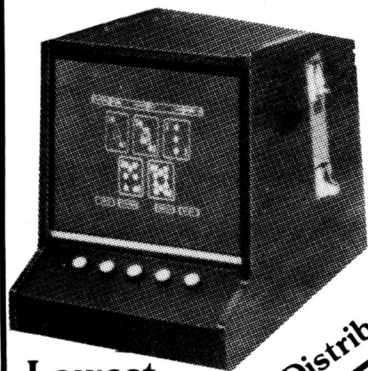
Some are concerned about this influx of computer systems into the home and the upgrading of existing game systems to more computer-like units. Somehow game software can't continue to predominate in a market where educational programs and other more sophisticated packages are going to be more available. Add to this the introduction of non-video games into coin-op, and the previous overlap between the two industries tends to be strained for future relationships. This isn't to suggest that the love for games will be any less intense, only that there will have to be a dilution of its effect in the marketplace.

We haven't even ventured into the realm of the video disc game, although development is underway to further harness the capabilities of standard model disc players for more interactive forms of entertainment.

Change is happening quite rapidly in the home market as more definitive lines are being drawn regarding upcoming product directions. At this stage, what the market will bear is anyone's guess, although it is certain that computers will have to lessen in growth in the next nine months with a resulting shakeout of weaker companies.

The indications of where it all leads can be found on the floor of the CES. The CES deserves attention for its effect on the coin-op industry. But whether it will remain as a reservoir for game concepts is not as assured as it once was just a few short months ago. The area of consumer electronics continues to search for the secret answers to propel it into the forefront. In this matter coin-op and consumer electronics share more similarities than differences in terms of target audience and public appeal.

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exercise much control over what kind or how much television programming their children watch. Consequently, as the range of sexual material expands, it's natural to assume, Perrotta claims, that children will be watching these adult-level programs too.

What, the editor and writer in me asks, does the subject of the first paragraph have to do with the subject of the second paragraph? Nothing. A clever "journalistic" trick is being used here. The reader relies on the skill and professionalism of the writer; therefore, the reader expects that two paragraphs linked physically must have a relationship beyond their physical placement. But I know as an editor, not to mention as a games player, that no relationship exists.

The author is implying guilt by association: soft porn and video games both appear on TV screens, so they are to be discussed in a single breath. (These words are being written on a computer with a TV screen, by the way, so I wonder if this article should be considered as deleterious to children as soft porn and video games are.)

In fact, *Pac-Man*, which is featured so strongly in the title of the article (and on the cover of that issue of *Our Sunday Visitor*), is mentioned but once in the article as a whole. Video games are discussed in a total of five paragraphs. Soft porn and cable is discussed in 11 paragraphs—about two-thirds of an article billed as an article about *Pac-Man*.

Understanding opponents

I find this distressing—again, both as an editor and as a games player. The AMOA, the Amusement Game Manufacturers Association, and the Amusement and Vending Machine Distributors Association are correct in the "PR Problems/PR Solutions" article that appeared in the June 15 issue of *Play Meter* (p. 86). You must understand opponents in order to battle them, particularly when those opponents are attacking your very livelihood. But part of understanding your adversaries means realizing that sometimes they—and the arguments they use—are simply beyond understanding.

If such arguments are used against you, if the weapon used to attack you is illogic, remember that the best counterweapon is *not* an equal amount of illogic. *Logic is still your most effective tool.* Point out some of the things I have discussed here: the fallacy of guilt by association, for

OUR 'CADES

By
Bill
Kurtz

Where are cocktail videos successful?

For many arcade operators, getting city permission to open a game room is harder than getting a liquor license. But although you don't serve drinks in your arcade, you should consider adding some cocktail video tables, depending on your location.

For arcades with an older clientele, cocktail videos can help keep players at a game longer and increase earnings.

Stuart Fitzgerald, a Washington, D.C. arcade operator, said he started including cocktail games as a test over a year ago in some of his locations that cater to older players and has been "doing very well" ever since.

"In a plush atmosphere, they (cocktail videos) fit in very well," he said. "Many players, especially females, prefer them to uprights."

In these locations Fitzgerald places about 20 percent cocktail games (or about 10 cocktails in a 50-game arcade). Most of these cocktail games are doubles of the most popular upright games, usually the ones with the broadest appeal, such as *Pac-Man*, *Ms. Pac-Man*, and *Centipede*.

According to Steve Bodenstein of The Game Exchange in Georgia, arcades with a large teenage following

should generally avoid cocktail games, because you want to keep these younger players moving. If they have a place to sit, they'll start to "hang out" around the table, talk to their friends, and not play the games. "And older players generally go for cocktail tables more than younger ones do," he added.

Bodenstein said the arcade's physical makeup is another important factor in including cocktail games. In many game rooms, for instance, the glare from overhead light bulbs is reflected on the cocktail table's glass, causing glare which makes playing the machine difficult.

Consider visibility

Visibility is also important. If you have a large picture window at the front of your arcade, Bodenstein said, you may want to use cocktail videos rather than uprights which would block the view inside your game room.

Similarly, if you have a square arcade with a raised platform or balcony arrangement in the center, a group of cocktail videos in that area improves visibility and lets your attendants see around your arcade more

easily.

Another option is turning your cocktails into stand-up games by adding an extender base, which Bodenstein said is common in Atlanta. In fact, this style is becoming so popular that Williams Electronics recently introduced its *Joust* pinball featuring a stand-up face-to-face cabinet.

Bodenstein said one disadvantage of cocktail videos is that their controls are often less responsive than their upright counterparts. "A lot of games don't play as well in cocktails," he said, "although you have to look at the controls on a case-by-case basis."

He said the most successful cocktail videos are those that use one joystick and perhaps a fire button.

"*Defender* wasn't successful as a cocktail because it had too many controls," he said. "*Joust* is another example of the difference between uprights and cocktails. The upright version was a hit, but not in cocktail."

Remember, though, that some cocktail videos have different controls than their upright versions. The *Space Invaders* cocktail has a plastic lever instead of the upright's left/right buttons, and the cocktail version of *Gorf* has a joystick and fire button replacing the stand-up's one-piece shooter control.

Bodenstein said cocktail videos usually sell for about \$100 less than upright games (although their resale value is usually less as well). He added, "Before an operator buys a cocktail video for an arcade, he should ask himself, 'Is there anything to gain besides the lower price?'"

Cocktail videos have a lot to offer operators—but only in the right locations. Consider your arcade and your players before you invest time, money, and space in cocktail video games. •

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FRANK'S CRANKS



By
Frank "The Crank"
Seninsky

Service tips to save money

Keep the service tips coming. They reduce service calls and make us better operators.

I want to take this review to catch up on some of the service tips that were sent to me. Keep them coming because they help reduce service calls and make us better operators.

Coin Chute Jam Up—by Roger Simale, Jackpot Amusements, Riverdale, Illinois.

If either or both coin chutes are jammed with coins, slugs, straws, toothpicks, matches, or drink tabs, they can be cleared easily by the location, thus eliminating a costly service call and machine downtime. Cut about an 8" length of the steel strapping from a game shipping carton. This strapping can be used as a poker to clear the coin chutes. Rounding off the ends makes the poker easier to use and more effective. Cost—nothing. Just a bit of preventative maintenance.

The Slug Stopper

A small device can be positioned over the cradle counterweight on a coin acceptor. The slug stopper distinguishes small weight tolerances between a quarter and a slug. A thumb screw, once tightened, will secure the stopper to the counterweight.

Depending on the position of this thumb screw, the weight tolerance of the slug stopper can be increased or decreased. The position shown in Figure 1 is the most effective. The thumb screw is in the 4 o'clock position. To increase weight tolerance,

rotate the thumbscrew in a clockwise direction. To decrease weight tolerance, rotate in a counterclockwise direction. Adjust the position until quarters drop through the coin mech and the slugs remain or are rejected. The slug stopper can be purchased for \$1.25 from Anscot Industries Inc., 18055 James Couzens Highway, Detroit, MI 48235. Telephone: 313/422-2180.

Dig Dug—Two Vertical Bars On Both Sides Of Screen by Larry Villella, Showbiz Pizza Place, St. Paul, Minnesota.

The vertical sync circuit is not functioning properly on many *Dig Dug* games because the 27,000 uf filter capacitor on the power supply is leaky. This capacitor's purpose is to filter the ripple in the sync circuit, but the capacitors have been breaking down at an alarming rate. Atari has been using three different colors of caps: green, blue, and silver. Of the three, the green caps are failing faster than the other color caps. So, just carry a spare and keep your *Dig Dug* in operation.

Bally/Midway Power Supplies—by Andy Ducay and "The Crank."

Several separate kinds of power supplies are used on the Bally/Midway games that have been produced in the last two years. In general there are two types: (1) The 70VA Medium Power Supply which is used on *BurgerTime*, *Super Pac-Man*, *Blueprint*

and *Lazarian*; (2) The 125 VA Heavy Duty Power Supply which is used on *Satan's Hollow*, *Domino Man*, *Solar Fox*, *Tron*, and *Kick-man*. The two power supplies are NOT interchangeable.

In many instances the two 4-amp slow-blow power chassis fuses keep blowing on the Medium Power Supply. Replace these fuses with 5-amp slow-blow fuses to solve the problem. The circuit design actually requires a 5-amp fuse to operate correctly.

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Lesson Eleven: Emitter Follower Regulator

Editor's Note: The material below is a serialization of the Kurz Kasch correspondence course for electronics, designed specifically for the coin-operated amusement industry. This course is copyrighted and owned by Kurz Kasch of Dayton, Ohio, and its reprinting is being sponsored jointly by Kurz Kasch and Play Meter magazine. This material is authorized for publication exclusively in Play Meter magazine.

Lesson Eleven – Emitter Follower Regulator: In this lesson the student will learn the principles of series regulation. He will then learn to design a regulator circuit using a zener diode and a transistor as a series regulator circuit.

SERIES REGULATORS :

To begin the discussion of series regulators, examine the network in fig. 11-1 where V is the source voltage, R_S is the source impedance, R_1 and R_2 are the series control network, R_{L1} and R_{L2} are the loads, V_O is the output voltage with both switches open (as shown).

$$\begin{aligned} V_{O1} &= \frac{V + R_{L1}}{R_S + R_1 + R_2 + R_{L1}} \\ &= \frac{(10) \times (500)}{100 + 100 + 200 + 500} \\ &= 5.55V \end{aligned}$$

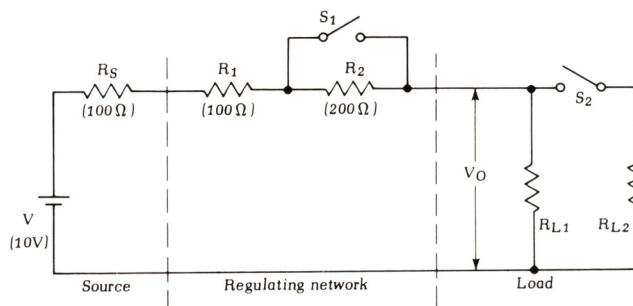


Fig. 11-1: A series regulator circuit made up of discrete resistors. As S_2 is closed, S_1 closes providing a constant voltage drop across resistor R_1 and results in a constant V_O . The simultaneous action of S_1 and S_2 serve as a series voltage regulating circuit.

If an additional load is added but no control is applied (close S_2 but leave S_1 open), the output voltage becomes :

$$\begin{aligned} V_{O2} &= \frac{V_1 \left(\frac{1}{\frac{1}{R_{L1}} + \frac{1}{R_{L2}}} \right)}{R_S + R_2 + R_1 \left(\frac{1}{\frac{1}{R_{L1}} + \frac{1}{R_{L2}}} \right)} \\ &= \frac{10 \left(\frac{1}{\frac{1}{500} + \frac{1}{500}} \right)}{100 + 100 + 200 \left(\frac{1}{\frac{1}{500} + \frac{1}{500}} \right)} \\ &= 3.85V \end{aligned}$$

This shows a decrease in voltage is due to the additional load drawing more current, causing more of a series voltage drop. By closing S_1 the series voltage drop is adjusted to:

$$\begin{aligned} V_{O3} &= \frac{V_1 \left(\frac{1}{\frac{1}{R_{L1}} + \frac{1}{R_{L2}}} \right)}{R_S + R_1 + \left(\frac{1}{\frac{1}{R_{L1}} + \frac{1}{R_{L2}}} \right)} \\ &= 5.55V \end{aligned}$$

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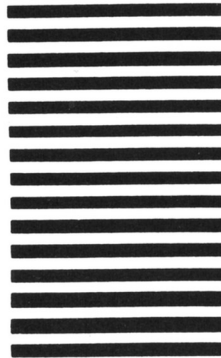
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V_O now becomes $V_{O3} = 5.55$ volts which is the value of output voltage that was developed with just one load.

This example illustrates the basic operation of the series element in a series regulator. The **series conductance is varied directly** in accordance with the load conductance to improve voltage regulation.

This same analysis can be applied to a circuit with varying source voltage.

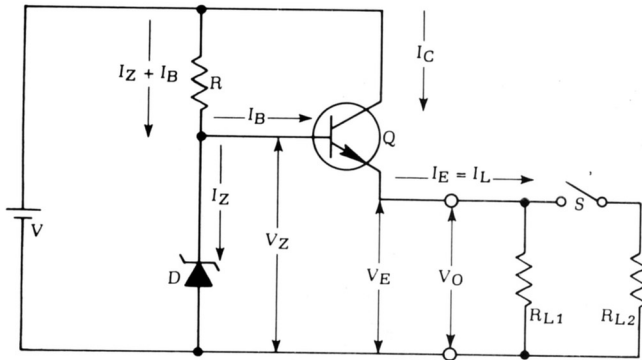


Fig. 11-2: An emitter follower serving as a series regulator circuit. The zener diode provides a fixed bias on the base lead holding the emitter at a constant voltage.

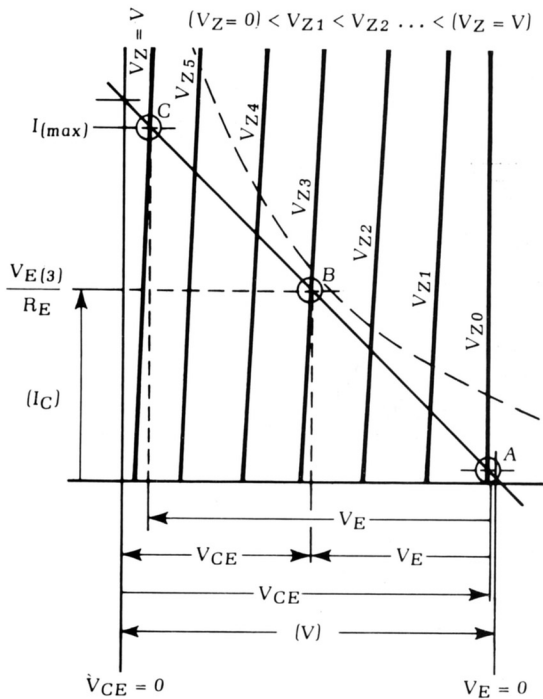


Fig. 11-3: The Volt/Ampere characteristic curve of an emitter follower regulator. Typically, the transistor will be biased around point B which is, in the case, intercept of the V_{Z3} locus and the load line.

EMITTER FOLLOWER:

The emitter follower regulator is shown in fig. 11-2. It consists of the zener diode, D, the biasing resistor, R, and the transistor, Q. The operational characteristics of this circuit are shown in fig. 11-3. Assuming the zener voltage to be variable at $V_Z = 0$ (point A), the transistor is biased at cutoff

The following descriptions will serve as worthy operational comparison of the shunt and series regulators.

THE SHUNT REGULATOR provides a constant output voltage by regulating the current through the series resistance. Therefore, providing a constant IR drop across the series resistance.

THE SERIES REGULATOR provides a constant output voltage by adjusting the series resistance, therefore, providing a constant voltage drop across the series resistance.

(that is $I_C = 0$). The battery voltage, V, would appear across the transistor collector to emitter. And, the voltage emitter to ground, V_E , is 0V. The voltage across the load V_O is quite obviously zero. Also, as the zener voltage is adjusted to a value greater than zero, V_O begins to increase proportionately and so does I_C . Stopping the increase of V_Z , at say, V_{Z3} (point B) the following conditions can be established:

(a) V_{CE} is the difference between V and V_E (V_O), or

$$V_{CE} = V - V_E$$

(b) I_C is the Ohms Law value of V_E and R_E , or

$$I_C = \frac{V_E}{R_E}$$

(c) From the diagram in fig. 11-5, V_E is V_Z minus the voltage drop V_{BE} , or

$$V_E = V_Z - V_{BE}$$

Continuing the increase in V_Z to point C where $V_Z = V$. At this point almost all of V is across the load, and the transistor is operating close to the saturation region.

Notice that each of the V lines have a slight slope. This slope is due to the change in V_{BE} as a function of I_C . This will be discussed in detail in a later paragraph.

Summarizing, the voltage **emitter to ground** is directly proportionate to the voltage **base to ground**, and from hence, the term emitter follower is derived. To use the emitter follower as a regulating circuit it is necessary to provide a constant voltage to the base.

Turning attention to the diagram in fig. 11-4, an analysis can be made of the emitter follower as a voltage regulator. Referring to the circuit in fig. 11-5, S is open and, therefore, only R_{L1} is the circuit. A load line can then be drawn from the current level V over R_{L1} to $V_E = 0$. The operating point is then the intercept of V_Z and the load line (point A). Projecting point A to the current scale, the emitter current can then be read which is mathematically:

$$I_E = \frac{V_Z - V_{BE}}{R_{L1}}$$

When S is closed a second load line can be considered. Its two limits are V over R_{L1} in parallel with R_{L2} and $V_E = 0$. The interception of this load line and V_Z is the "high" cur-

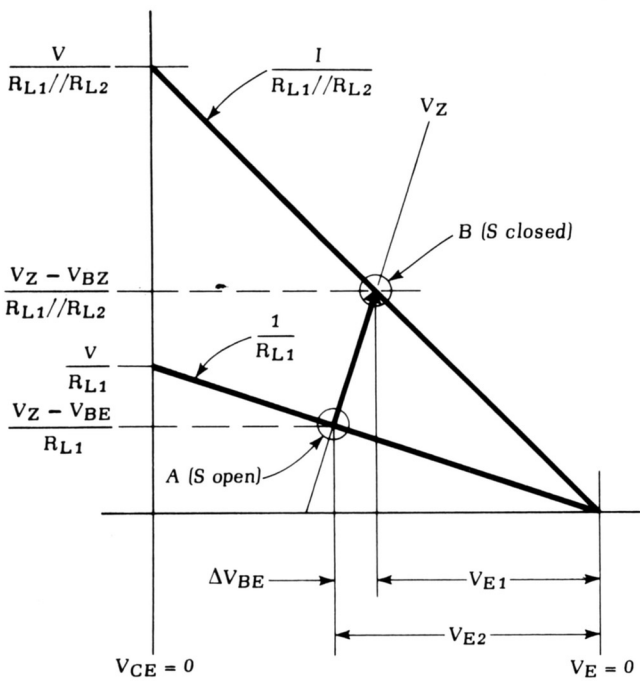


Fig. 11-4: The change in V_O of an emitter follower regulator when S in fig. 11-5 is closed. The operating point changes from A to B . The slope in the V_Z locus defines the regulating ability of the circuit.

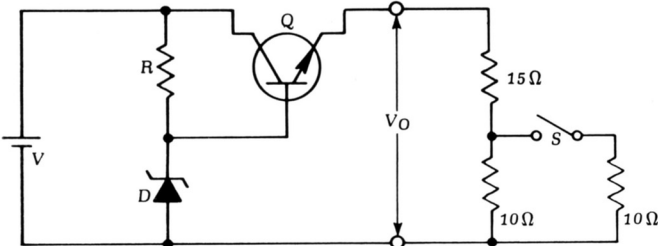


Fig. 11-5: An emitter follower regulator.

rent operating point (point B). The emitter current is:

$$I_E = \frac{V_Z - V_{BE}}{R_{L1} // R_{L2}}$$

Notice on the diagram that V_E has not remained constant but has changed by the slope of the V_Z line. The difference in V_E is due to the change in V_{BE} . This defines the regulating ability of the circuit.

DESIGN PROCEDURE:

STEP 1: Determine by use of Ohms Law I_E

$$I_{E(\max)} = \frac{V_O}{R_{L(\min)}}$$

and

$$I_{E(\min)} = \frac{V_O}{R_{L(\max)}}$$

The above is simply Ohms Law and assumes V_O and the values of R_L are the given specifications.

STEP 2: Determine $I_{B(\max)}$ and $I_{B(\min)}$.

$$I_{B(\max)} = \frac{I_{E(\max)}}{(\beta + 1)}$$

and

$$I_{B(\min)} = \frac{I_{E(\min)}}{(\beta + 1)}$$

The above are derived from elementary transistor considerations which state:

The sum of the base and collector currents is the emitter current,

$$I_E = I_B + I_C$$

and since $I_C = \beta I_B$, the above becomes:

$$I_E = I_B + \beta I_B$$

solving for I_B :

$$I_B = \frac{I_E}{1 + \beta}$$

STEP 3: Determine V_Z .

$$V_Z = V_O + V_{BE}$$

STEP 4: Determine V_{CE} for the transistor.

$$V_{CE} = V - V_E$$

STEP 5: Determine I_Z for the zener.

$$I_Z \geq 10 (I_{B(\max)} - I_{B(\min)})$$

The above is a general rule and will provide as a guide line. I_Z is the selected operating point on the zener characteristic curve.

STEP 6: Find R .

$$R = \frac{V - V_Z}{I_Z + \left(\frac{I_E}{\beta + 1} \right)}$$

In the above, the term $(I_E / \beta + 1) + I_Z$ simply states that the current through R is the sum of the zener current and base current for the transistor. This point is illustrated in fig. 11-2.

DESIGN EXAMPLE:

Refer to the circuit in fig. 11-5. Assume the following circuit values: $V_O = 5.0V + 0.5V$ and $V = 12V$. Q is a 40310 which has the following characteristics:

$$\beta_{(\min)} = 20$$

$$V_{CE(\max)} = 35V$$

STEP 1: Determine by use of Ohms Law $I_{E(max)}$ and $I_{E(min)}$.

$$I_{E(min)} = \frac{V_O}{R_{L(min)}} \\ = \frac{5.0V}{25\Omega} = 0.2A$$

and

$$I_{E(max)} = \frac{V_O}{R_{L(max)}} \\ = \frac{5.0V}{20\Omega} = 0.25A$$

STEP 2: Determine $I_{B(max)}$ and $I_{B(min)}$.

$$I_{B(max)} = \frac{I_{E(max)}}{\beta + 1} \\ = \frac{0.25A}{21} = 12ma$$

and

$$I_{B(min)} = \frac{I_{E(min)}}{\beta + 1} \\ = \frac{0.2A}{21} = 10ma$$

Many times the manufacturer does not supply β at the collector current the designer wishes to operate the transistor at. The following assumptions can be used in lieu of accurate data:

High power transistors ($I_C > 3A$)
 $\beta = 8$

Medium power transistors ($1A < I_C < 3A$)
 $\beta = 20$

Low power transistors ($I_C < 1A$)
 $\beta = 20$

STEP 3: Determine V_Z .

$$V_Z = V_O + V_{BE} \\ = 5.0V + 0.8V \\ = 5.8V$$

STEP 4: Determine V_{CE} for the transistor.

$$V_{CE} = 12.0 - 4.8 = 7.2V$$

The value $V_{BE} = 0.8V$ is a general rule which can be used in lieu of accurate data. However, whenever this information is provided on the data sheet, the stated value should be used. The following will prove to be useful as general rules:

High power transistors ($I_C > 3A$)

$$V_{BE} = 1.0V \text{ to } 1.2V$$

Medium power transistors ($1A < I_C < 3A$)

$$V_{BE} = 0.8V \text{ to } 1.0V$$

The 1N752 zener diode has been selected.

V_Z is 5.6V, $I_{ZT} = 20ma$, and $I_{ZM} = 65ma$.

Also, since V_Z for the 1N752 differs from the calculated V_Z of 5.8V by 0.2V. The designer must check the value of V_O with the 1N752 against the original specification.

$$V_O = V_Z - V_{BE}$$

$$4.8V = 5.6V - 0.8V$$

The original specification was $5.0V \pm 0.5V$ and $4.8V > 4.5V$.

A V_{CE} of 7.2V is considerably less than the 35V specified by the manufacturer.

STEP 5: Determine I_Z .

$$I_Z \geq 10 (I_{B(max)} - I_{B(min)}) \\ \geq 10 (12ma - 10ma) \\ \geq 20ma \\ \text{Use } I_Z = 30ma$$

The value of $I_Z = 30ma$ will bias the zener above the I_{ZT} value for the 1N752. And, from the discussion on zeners the designer knows to adjust I_Z for variations in the source voltage.

STEP 6: Find R.

$$R = \frac{V - V_Z}{I_Z + (I_{B(min)} + \frac{1}{2}\Delta I_B)} \\ = \frac{12V - 5.6V}{30ma + [10ma + \frac{1}{2}(2ma)]} \\ = 156\Omega$$

The nearest standard value of the resistor is 150 Ω .

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Blazing battle

Demon Castle, the latest offering from ATW, a Taiwan designer and manufacturer, combines graphics with all the ingredients of a traditional fairy tale.

In *Demon Castle*, the beautiful princess is imprisoned in the castle tower by an evil witch, jealous of the princess's fame, beauty, and of course, her youth.

Opposing the evil witch and hoping to win the hand of the beautiful princess is the hero of our game, the fearless knight.

Armed only with the blazing torches he finds on the castle ramparts, the fearless knight battles the Minions of Evil the witch has left to guard the castle and the princess. Facing these dangers, he climbs the castle walls until nearing his prize. The forces of evil rally against good and take the princess off to another and better defended tower.

Undaunted by this new challenge and the seemingly endless trials, the knight eventually overcomes all, wins the princess, and lives happily ever after.



Take it to the bank

Money Money, a new arcade video game from Zaccaria, features a semi-3D effect coordinated with speech and sounds. Bhuzac International is Zaccaria's agent.

Money Money is a multi-phase (maze, action, driving) game which centers on a mysterious businessman, Mr. X, picking up money and depositing it in the bank. The phases include a garden, skyscraper rooftops, a shark infested channel, a dangerous canyon roadway, and the bank.

As play begins, Mr. X is in a garden maze where the player maneuvers him to avoid villains and to pick up money. When things get too tough, Mr. X can be maneuvered to a flask containing a magic potion that makes him temporarily impervious to the villains.

Mr. X must then climb a ladder to the top of the skyscraper and jump from roof to roof as he moves toward the bank. Timing is important because a missed jump is catastrophic.

Next Mr. X climbs down from the rooftops and tries to swim across a shark infested channel of water. There is no magic potion to protect him, and money is stored on buoys in the water. The more money collected, the more dangerous the sharks get.

Then Mr. X gets into his car and drives toward the bank. He must follow the winding road and avoid falling boulders from the canyon side. The player must also jump large segments of the roadway.

The bank is at the end of the roadway. All the money (points) that has been picked up on the way is doubled in the bank. Play is then resumed in the garden maze with villains as well as scorpions chasing Mr. X. Bonus points are awarded for the completion of certain phases.

Viva Italia!

The voice annotated play of soccer paces the player as he maneuvers the ball through two levels to score his goal in Zaccaria's *Soccer Kings*.

Bhuzac International Inc. has begun shipping *Soccer Kings* in the U.S. *Soccer Kings* is a pinball manufactured by the Zaccaria company in Italy.

From the instant the player inserts his coin, a voice calls "Come on boys—let's play football." More than 60 phrases and words continually flow during the play. The speech, along with other sounds, is synchronized with bumpers and flippers to heighten play action.

Three major action areas challenge different player skills. The lower front area has eight rollover targets, eight fixed targets, two flippers, two kickers, and two scoring channels. The lower back area has eight drop targets, two fixed targets, three pop bumpers, a drop hole, and another pair of flippers. The upper back area has one flipper and a goal cage.

The electronics system uses standard CMOS, TTL, and LSI components. The playfield uses many parts common to and interchangeable with other U.S. pinball manufacturers' parts. A full stock of parts is also available from Bhuzac International.



Bull's-eye!

Century Darts is available from IDEA (Industrial Design Engineering Associates) of Sycamore, Illinois. This game was designed exclusively by the electronics company to have the feeling of an old-world darts game.

The game is played according to the established rules of the classic dart game, and the dart face is regulation tournament size. *Century Darts* is an electronically-scored game of skill and features Tru-Score, a copyrighted software technique designed specifically to minimize the possibility of faulty scoring.

Century Darts offers five different games with three levels of skill. The five games are: High Score, 301, 501, Shanghai, and Scram.

Features include international game dimensions, a dual computer operating system, computer crossed darts indication which allows players to clear without affecting the score, and sounds for bull, bust, win, and double.

Century Darts is distributed by Nomac Ltd. of Algonquin, Illinois.

Aids to the Trade

Cam lock

A new tubular key Cam Lock has been developed by American Lock Company of Crete, Illinois.

This Cam Lock can be used for vending machines, arcade games, commercial laundry machines, or electrical control boxes.

The Cam Lock features a high-security, seven-pin tubular cylinder with a hardened steel, anti-drill security pin. It has a chrome plated body and solid brass cylinder and is available with 90 degree or 180 degree stops for almost any application.

In addition, the American Lock Cam Lock has interchangeable cams for design versatility, more than 50,000 standard key changes, and can be ordered keyed alike, keyed differently, master keyed, or keyed to your current Chicago Lock Co. (Ace) System.

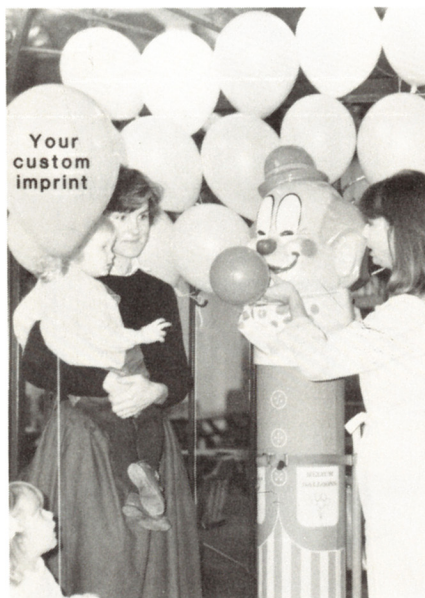


For more information contact Bill Walsh, American Lock Company, 3400 W. Exchange Road, Crete, IL 60417. Telephone: 312/534-2000.

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The Windy inflator system requires no electricity and fits over any standard helium cylinder. It includes the Windy the Clown head made of unbreakable plastic, decorated with weather-resistant paints, all brass fittings, pressure regulator, helium supply gauge, vinyl cylinder cover, two-wheeled cylinder safety cart, balloon bag, and two spring cluster holders to display inflated balloons. When assembled to your standard helium tank, the overall size is 68" x 15" x 16". Custom theme or trademark character heads are also available.

Windy balloons with the self-sealing valve and string are available in a wide range of stock designs or may be ordered in quantities from 500 with your custom design in one or two colors, printed on one or two sides.

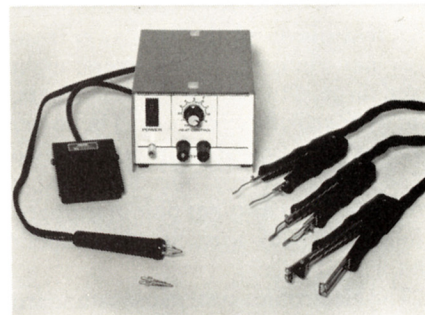
For information, contact Jess Brando, Windy Corporation, 106 W. Gardena Blvd., Gardena, CA 90248. Telephone: 213/532-5353.

Power source

Pace's Model PR-10 Pulse Heat Power Source provides high-duty cycle temperature control for pulse-type heating.

The PR-10 provides a power source for one or more of four different function tools with integral power cords for soldering, desoldering, lap reflow soldering, wire stripping, conformal coating removal, auxiliary heating, conductive soldering, repairing broken circuit runs, and unclenching leads.

Pace's PR-10 Power Source includes a foot switch, a three-wire power cord, and a ground terminal.



Supporting function tools available are the Pulse-Heat Thermal Wire Stripper (Model TS-20-02), a lightweight easy-to-use tool for damage-free removal of wire insulation, including Teflon; and the Pulse-Heat Resistance Tweezer (Model TW-20-02) permitting heating for soldering and desoldering closely spaced pins, terminals, and lugs. Also available are the Pulse-Heat Conductive Heating Tweezers (Model CT-20-02) for soldering and desoldering component leads where resistance heating could cause component damage; and the Pulse-Heat Probe (Model TP-20-02) with pencil-like design and a variety of quick-connect tips for conformal coating removal, lap reflow soldering, and lead unclenching.

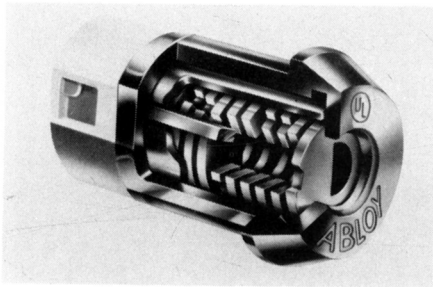
Pace's PR-10 and all related func-

tion tools are available from Pace representatives worldwide. For information, contact Beth Amelio, Pace Incorporated, 9893 Brewers Court, Laurel, MD 20707. Telephone: 301/490-9860.

Electric Switchlocks

A new high security switchlock developed by Abloy Security Locks is now UL Listed.

The UL listing is based upon tests ranging from functional reliability to attempts at picking and physical attacks. The lock is available in three operating styles—single key pull, double key pull, and momentary contact.



The housing is made of chrome plated hardened steel along with a hardened steel front disc to resist physical attack. It also uses a subminiature basic switch by Micro-Switch. The main functioning parts of the lock are 11 rotating detainer discs with patented pick resistant features. The detainer discs work like tumblers on a safe and are independent of springs.

This locking method provides more than 360,000,000 different possible keying combinations with masterkeying arrangements for specific customer needs. Keys can be keyed alike, keyed differently, or masterkeyed.

Applications for the new Abloy UL Switchlock include alarm systems, computer terminals, and access controls of all types—wherever there is a need to protect against unauthorized access during or after business hours.

For information on the Abloy UL listed electric switchlocks, contact Customer Service, Abloy Security Locks, 5603 W. Howard St., Niles, IL 60648. Telephone: 312/647-9655. Telex: 283 495.

Dust/lint remover

Chemtronics has available an improved, non-contact aerosol dust

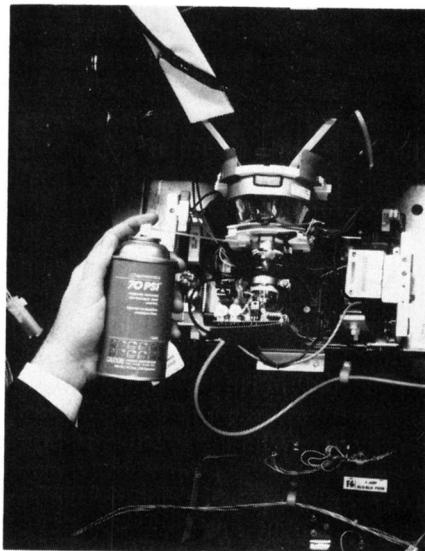
and lint remover, trade named 70 PSI.

It removes microscopic dust and lint from delicate instruments, optical lenses, films, timing devices, computer discs and drives, magnetic tape heads, business machines, and micro-miniature assemblies.

The newly formulated aerosol delivers 70 pounds of pressurized, non-toxic inert gas that is triple-filtered for maximum purity. Microscopic particles are literally blown away. The formulation leaves no residue and is moisture free, leaving instruments dry and clean with one application.

Chemtronics 70 PSI Microscopic Dust and Lint Remover is safe for use on plastics, rubber, and film, the company claims. Chemtronics' 70 PSI has been thoroughly tested to meet all applicable requirements of Federal Specification BB-F-1421. It is non-flammable, non-toxic, and odor free.

Chemtronics' 70 PSI Dust and Lint Remover comes in a 14 ounce aerosol spray can. Each container is equipped with a patented, three-way adjustable control valve that provides precise control of each application from pinpoint to variable, wider area coverage. An extensive tube is also available for difficult to reach areas.



For further information, contact Customer Service Dept., Chemtronics Inc., 681 Old Willets Path, Hauppauge, NY 11788.

Command Control products

Wico Corporation announces 11 additions to its Command Control line

of joysticks and game controls for consumer home video and personal computer systems.

Additions include four Command Control analog joysticks for the Radio Shack TRS-80 Color computer, the Apple II, the Atari 5200, and the IBM Personal Computer. Each features two fire buttons, modified grip handle, and selection switch for centering/non-centering option.

Also introduced is the Three-Way Joystick Deluxe (pictured) with two independent fire buttons that can be operated simultaneously. It features three interchangeable handles, a bat handle, and two grip handle styles.



A Power Grip Joystick, with a grip handle and two fire buttons, has been added to the Command Control line along with a trackball designed especially for the IBM Personal Computer.

A Coleco keypad which interfaces with ColecoVision, an Atari keypad which interfaces with the 5200, and an interface card for the IBM Personal Computer are also new. The interface card enables consumers to use an analog joystick and a switch-type joystick/IBM trackball simultaneously.

The expanded Command Control line is compatible with 11 different home video and computer systems and utilizes the same design and components found on Wico's commercial arcade version.

Extra long extension cords—in 6-foot and 12-foot lengths—are also included in the Command Control line of joysticks and trackball controls and accessories.

For information, contact Wico Corporation, 6400 W. Gross Point Road, Niles, IL 60648.

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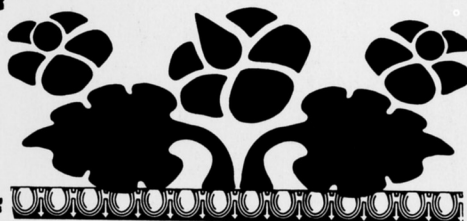
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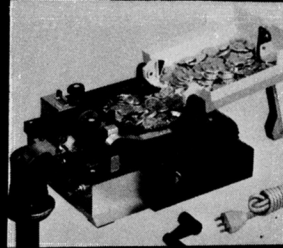
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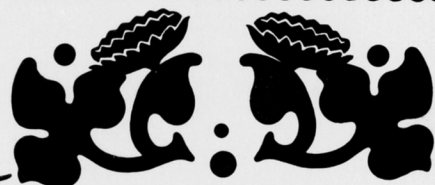
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NEWS BRIEFS

By Dawn Adorno

Williams Electronics Inc. President Michael Stroll said that the company anticipates revenues and earnings for its third quarter ended June 30, 1983, to be 20 percent lower than those of the same period 1982. Revenues and earnings will also be lower than both the first and second quarters of this year. One possible cause for the earnings drop is that unit sales of Sinistar and Bubbles did not reach expectations. Williams also announced it plans to introduce two new games in mid-August.....

ShowBiz Pizza Place Inc. has begun installing Cinematronics' Dragon's Lair in its 140 locations nationwide. As of July 5, the company installed the laser disc game in Atlanta, Athens, Cincinnati, Houston, New Orleans, Mobile, Seattle, Denver, Fort Collins, Dallas, Fort Worth, and all its Florida sites.....

Operators in Williamsport, Pennsylvania, decreased the number of their amusement machines after the city imposed a \$100 flat fee on each mechanical device in June. The city's original ordinance asked for a 10 percent gross receipts tax. But, although there were almost 500 machines in the area, the city collected only \$10,000 in taxes--about \$20 per machine. According to James F. Cooney, city finance director, the honor system did not work, so the city came up with the flat fee on amusement machines.....

Head instructor Randy Fromm, of Randy Fromm's Arcade School, announced changes in the 1983 class schedule because "it is increasingly impractical to spend so much time on the road." The five-day training course in electronic game repair will reinstate its monthly classes in San Diego. Sessions will now be held August 8-12, September 12-16, October 3-7, November 7-11, and December 5-10. For information, call 619/286-0172.....

The Family Arcade Operators of Arkansas Inc. elected officers in February. Officers include Lowell Chrisco, president; Cliff Wright, executive vice president; Larry Koehler, vice president; and Ben Rice, secretary/treasurer. Group members were successful in killing anti-token legislation in the Arkansas Senate after it had passed the House 76-2. (Play Meter, June 15, p. 132).....

Video Music International Inc. has signed contracts with IRS Records, the Welk Music Group, and the ATV Music Group to use their compositions and software on VMI's Startime Video Jukebox.....

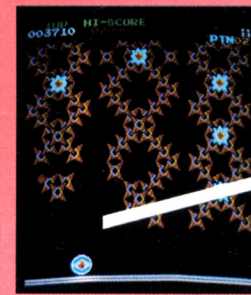
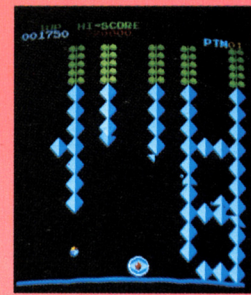
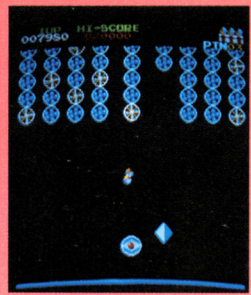
Warner Communications \$283.4 million second quarter loss reflected problems with its Atari division, company officials said. Warner predicts a profitable second half, however.....

The French Senate voted to make illegal the manufacture, distribution, and operation of all gaming devices before it adjourned June 30 for summer recess. The ruling includes all slots, video card games, and AWP machines. An estimated 65,000 games in existing locations will be removed, causing the unemployment of approximately 15,000 people....

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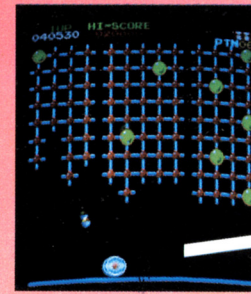
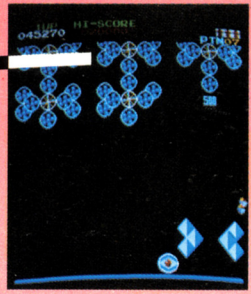
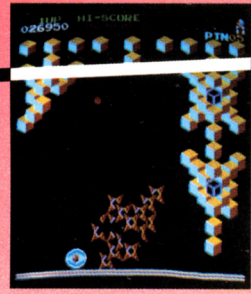
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