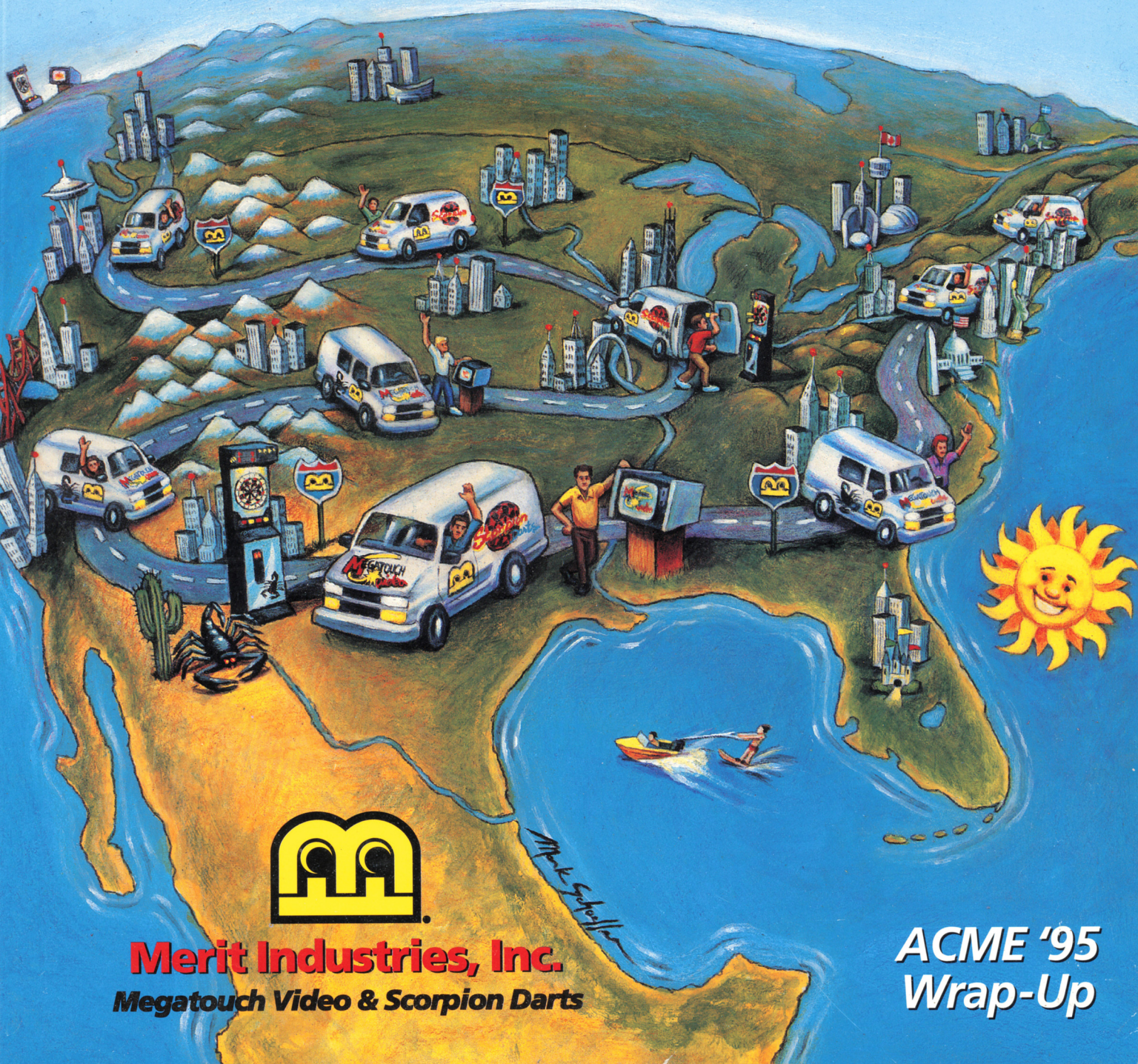
PLAY METER Magazine

VOLUME 21, No. 6 | FOR THE COIN-OP ENTERTAINMENT INDUSTRY | MAY 1995

Merit: The Road to Success!

The "Dream Team" goes to the street operator.



ACME '95 Wrap-Up

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NEWS NOTES

✓SOUTH CAROLINA GAMING FACES HURDLES

Several recent court rulings in South Carolina may jeopardize the future of legalized video gaming, which has been plagued by roadblocks since it passed in all but a handful of counties last year.

The first decision was handed down by a judge in one of the counties that voted no. In it, he ruled that the county-by-county referendum held last year was in violation of the state constitutional clause prohibiting the passage of certain special legislation on the local level. The suit was brought by operators in counties that voted against the referendum. As a result, enforcement of the referendum has been stayed, at least temporarily allowing previous gaming activities to continue in the counties that voted the measure down.

But state association president George Harrison of Darlington Music Co. said if that decision is upheld by the state Supreme Court it could result in another referendum statewide. "We have local optional sales tax and Sunday sales of alcohol," he explained. "If the referendum is declared illegal, they would be illegal as well. But nobody's taken the other issues to court."

In another ruling, the state Supreme Court has determined that 8-line machines are not covered under the legal exemptions to gaming. However, Harrison said the court by its own admission did not consider a 1993 state law addressing the issue because the case stemmed from 1991.

"The '93 law was clear that they are included in the exemption," he said, adding that the state is not requiring the machines to be removed until June. "In the meantime we hope we can get something passed by the Legislature that says we can keep them."

On other fronts in South Carolina, some state officials say they want to retain an eight-machine limit despite the fact that last year's referendum reduced that number to five. The reduction will cost the state $8 million annually, some officials have predicted. There is also a move afoot to raise the licensing fee for five machines from $1,500 to $2,000 and to charge $3,500, $5,000, and $7,500 respectively for each additional machine if they are allowed.

✓VIDEO GAMING KILLED IN NEW MEXICO

Six months after voters approved video lottery in New Mexico, operators are back to square one with little chance of seeing legalized gaming in bars and restaurants this year. The failure of video gaming began early in '95 when the state Supreme Court ruled that the referendum was unconstitutional because it addressed both a paper lottery and video gaming.

The state Legislature sealed the envelope this spring by failing to pass a bill authorizing video gaming. New Mexico's constitution does not expressly prohibit gambling, thus such a move could have been enacted by legislators.

"In the last two minutes of the session, the bill died on the floor," explained Ken Anderson of A & B Vending in northeast Albuquerque. "There has been some talk of a special session because of the referendum." Anderson said he predicts the issue will lay dormant for the year despite pressure from race tracks, which say they are sure to lose money from the paper lottery the legislature did enact and casinos being developed by Indian organizations around the state.

"It's going to be tough," noted Anderson. "When the Indians come in, you not only give away the gambling, you give away the bars, you give away the restaurants. The street operator doesn't have a chance on the reservation. But come next year we'll be back at the legislature trying to get video gaming in the bars if there are any left."

✓WMS GAMING AND BALLY GAMING STRIKE A DEAL

On April 18, WMS Industries announced that its wholly owned subsidiary, WMS Gaming Inc. in Chicago, Ill., has reached an agreement in principle regarding the terms of a merger transaction of Bally Gaming in Las Vegas, Nev., in which shareholders of Bally Gaming will receive 0.6 shares of WMS common stock for each outstanding share of Bally Gaming common stock (about $12 per share on the day of the announcement).

The transaction is subject to the completion of due diligence, regulatory approvals, the approvals of the boards of directors and stockholders of both companies, and the execution of a definitive merger agreement. The companies expect to reach a final agreement by mid-May.

✓MERIT ANNOUNCES FINANCING PROGRAM

Merit Industries has launched a factory-assisted prime rate financing program for street operators, effective May 1. Operators need only purchase 10 *Megatouch* touch screen video games in any configuration (countertop, cabaret, or upright) from an authorized Merit distributor. In return, prime rate financing will be available for 12 months. No down payment is required other than freight and tax, and there is no payment due until 60 days after the purchase. For the name of your nearest distributor, call Merit, (800) 523-2760.

✓GET UP CLOSE AND PERSONAL IN WASHINGTON, D.C.

It's time to bring your concerns to the attention of your congressmen in person by participating in the joint legislative conference sponsored by AMOA and AAMA on May 20-23. Dollar coin legislation is the number one issue to discuss with members of the 104th Congress as they tackle the budget. Register by calling either AMOA at (800) YES-AMOA or AAMA at (708) 290-9088.

✓LAST BUT NOT LEAST

Namco-America announces the shipment of its *Air Combat 22* dedicated video and the newest in its line of motorcycle racing games, *Cyber Cycles*. Kits to upgrade the original *Air Combat* will be available soon.....Competitive Products has just completed its new amusement game parts and billiard supply catalog. Call (800) 562-7283 or write P.O. Box 1645, Tullytown, PA 19007.....Acclaim Coin-Op Entertainment has selected Mountain View, Calif., for its corporate headquarters, where it expects to locate 50 employees by the end of the year.....Tornado Table Soccer's spring tour rolls on with the Masters Open on May 26-29 at the Atlanta Airport Hilton. Call (404) 767-9000 for details..

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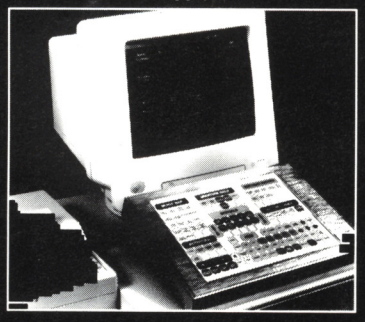

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Weather conditions couldn't have been worse, but the expo's agenda couldn't have been better. The opportunity to view new product, attend informative seminars, and partake of special events overrode the difficulties involved in reaching the final destination.

Those who braved the snow, and those who did not attend, will benefit from our special show section that includes listings of all new product introductions, photos galore, charitable banquet coverage, award presentations, prize merchandise review, players' opinions, and the Century Club meeting.

In addition, check out the Treasure Hunt results, Tech Fest notes, redemption field trip overview, and game picks from respected industry veterans Frank Seninsky of Alpha-Omega and Michael Getlan of Amusement Consultants.

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COVER

Merit takes its product message on the road with a new program designed to reach operators in their own back yards. Street operators in particular have been searching for affordable product for their locations. Merit answers the call with its *Megatouch* video and *Scorpion* darts.

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FROM THE EDITOR

Yes, that was my fault

The man was admitted to the hospital for amputation of his right foot, which had been injured severely in an accident. His apprehension was understandable, but he knew it would save his life. He had adjusted to what life would be like, balancing on crutches or using a prosthetic. At least, he rationed, I'll have one good foot!

The doctor tells his family the operation was a complete success. He was recovering quite nicely, and he'd be able to go home in two or three days. It wasn't until his family gathered at his bedside that they noticed the doctor had amputated the wrong foot. The staff scurried around, frantically calling the doctor, who was horrified at his mistake. Back to the operating room where the remaining foot was removed.

Valerie Cognevich
Editor

In another hospital in another state, a woman is suffering from total kidney failure. She is blind and can't speak. Her doctor sees a tube protruding from her stomach, figures it's a feeding tube, and orders feeding solution pumped through it. When the fatal mistake comes to light—the "feeding" tube was actually a dialysis catheter—the patient is dead.

These are not isolated incidents, but are two that have been featured in the paper lately. Naturally, you are sympathizing with the patients and their families. Their lives have been forever altered because of carelessness. That they will suffer is a given. What about the doctors who caused it? That's another story altogether. Take doctor number two in the dialysis error: he was sentenced to prison. The American Medical Association and other doctors' groups have taken up an impassioned defense of him, claiming that he is being subjected to unprecedented and unwarranted persecution. They say that criminal charges have wrongly replaced civil sanctions in this case.

Now ponder the case of a manic-depressive man accused of a brutal attack on a police officer. The man had apparently stopped taking his medicine, causing him to become violent. The judge ruled that the accused was not criminally responsible for the assault after a psychiatrist testified that he is not a threat to society as long as he is medicated. An outrage? Certainly. Unusual? Not a bit.

None of those involved in any of these incidents have taken responsibility for their wrong-doing. It's always someone else's fault, and society is finding more and more people to blame. A cold-blooded killer now can claim he was abused as a child so his actions are not his responsibility. A young mother can murder her beautiful children and claim molestation by a stepfather contributed to her crime. Could the ultimate example be Michael Fay, who thought a life of crime in a foreign country would be tolerated as well as it is here? The shock of actually being fairly punished for his crimes sent people reeling. He was the Rodney King of the younger set with a much different ending.

The democrats and republicans can beat each other up all they want about whatever issue is popular, but nothing is going to change until society is called upon to take responsibility. Things happen and, yes, people do make mistakes. That's not the issue; it's how those mistakes are faced. It's the media that jumps in where fools fear to tread. Or maybe that should be where decent folks don't care to go. However, even those decent folks will take a peek; it's not their responsibility to turn the story off.

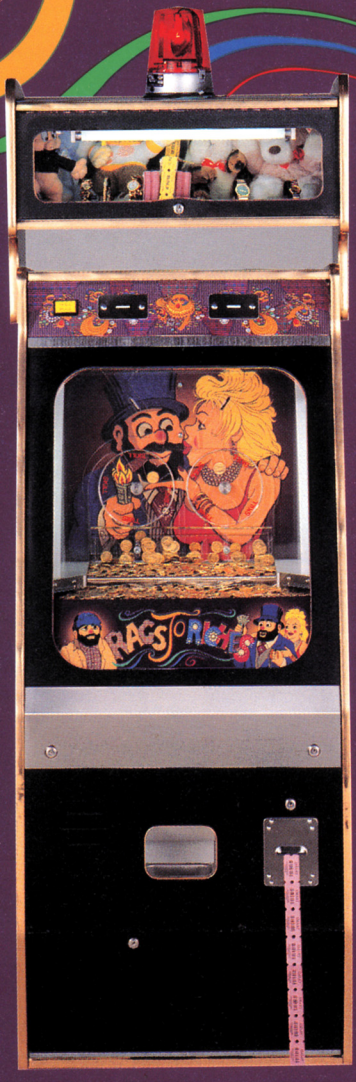
Does this really have anything to do with coin-op, you might be asking yourself. It has everything to do with it because our industry is part of society with similar motives and feelings. How many times have you heard someone complain that he can't make money because the manufacturers charge too much for games? How about manufacturers complaining because operators don't buy enough games?

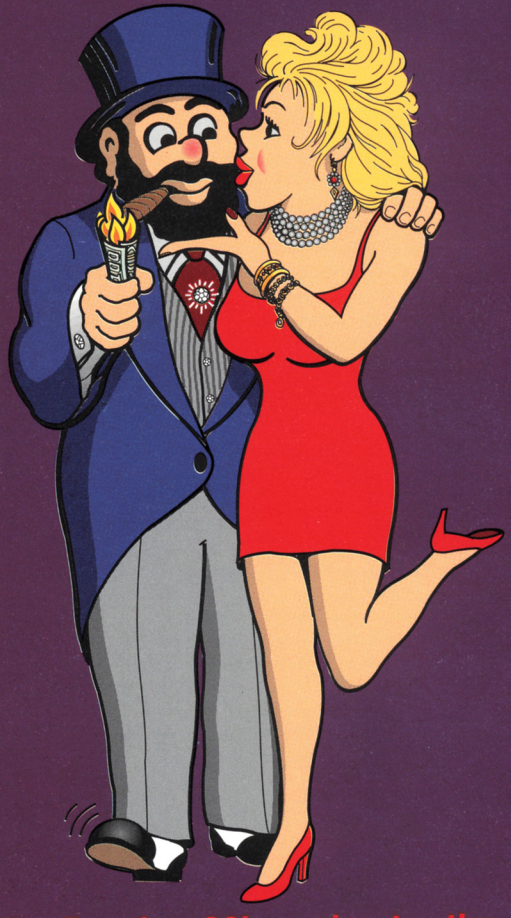
Before you get all mad at me for saying that your destiny is in your own hands, think about it awhile. When we were younger, the world was in our hands. Fate seldom dealt a cruel blow and our innocence was intact, if not quite understood. When something knocked the wind out of us, it was up to us to handle it. It was then that we grew up. But it was the beginning of learning to make the best of what we have. But most important of all is taking responsibility even if we make a wrong decision.

Before you are so quick to place blame on the manufacturers, take a look around your location. Are there more out-of-order signs than customers? Has a layer of grime become a permanent feature of your decor? Has the change machine, if you have one, been known to forget to give the change?

Taking responsibility, making that lemonade, admitting mistakes can be hard but it's necessary. If you don't like my editorial, I admit that it's all my fault and take sole responsibility. See that wasn't so hard!▲

RAGS TO RICHES™





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EQUIPMENT POLL

REDEMPTION

	GAME	MFG.	POINT VALUE
	ALLEY BOWLERS		
1.	Skee-Ball Lightning	*(Skee-Ball)*	8.17
2.	Skee-Ball	*(Skee-Ball)*	7.50
3.	Smartball	*(Smart)*	6.93
4.	Alley Cats	*(Jaleco)*	5.67
	SPORTS GAMES		
1.	Sonic Blast Man	*(Taito)*	8.50
2.	Super Shot	*(Nat'l Sports)*	8.00
3.	Razzle Dazzle	*(Doyle)*	7.67
4.	Hoop Shot	*(Doyle)*	7.38
5.	Pro Pitch	*(Doyle)*	7.33
6.	Two Minute Drill	*(Taito)*	7.00
7.	Shoot to Win!	*(Smart)*	6.96
8.	Full Court Frenzy	*(ICE)*	6.86
9.	Slugfest	*(Williams)*	6.36
10.	UB QB Football	*(Nat'l Sports)*	5.90
11.	Arm Champs	*(Jaleco)*	5.71
12.	Champ Basketball	*(Grayhound)*	5.67
13.	Pop-A-Shot	*(Pop-A-Slot)*	5.50
14.	Rage N The Cage	*(Fun Merchants)*	5.00
15.	Pitch Hitter	*(Nat'l Sports)*	5.00
	COIN PUSHERS		
1.	Pot-O-Silver	*(GTI)*	8.67
2.	Jungle Jive	*(Coastal)*	8.29
3.	Starburst	*(CCI)*	8.00
4.	Wedges/Ledges	*(Fun Merchants)*	8.00
5.	Klondike	*(Fun Merchants)*	7.77
6.	Rock N' Roll	*(Fun Merchants)*	7.75
	CRANES		
1.	Clean Sweep	*(Smart)*	7.74
2.	Candy Shop	*(Grayhound)*	7.67
3.	Big Choice	*(Fun Merchants)*	7.45
4.	Candy Crane	*(Smart)*	7.33
5.	Jumbo Crane	*(Grayhound)*	7.20
6.	Skill Crane	*(Grayhound)*	7.00
7.	Classic Watch Crane	*(Smart)*	7.00
8.	Action Claw	*(Fun Merchants)*	5.86
9.	Hollywood Crane	*(Maxwell)*	5.86
10.	Challenger	*(Wedges/Ledges)*	5.71
	CHILDREN'S GAMES		
1.	The Flintstones	*(ICE)*	8.75
2.	Shoot to Win! Jr.	*(Smart)*	8.36
3.	Mini Dunx	*(ICE)*	8.00
4.	Barnyard Babies	*(Skee-Ball)*	7.67
5.	1/2 Pint Frenzy	*(ICE)*	7.43
6.	Smart Toss Em	*(Smart)*	7.43
7.	Kiddie Whac-A-Mole	*(Bob's Space)*	7.25
8.	Li'l Dump the Ump	*(Doyle)*	7.13
9.	Paint 'N Puzzle	*(Century)*	7.00
10.	Jungle Picnic	*(Bay Tek)*	7.00
11.	Awesome Toss 'Em	*(Lazer-Tron)*	6.75
12.	Godzilla Wars Jr.	*(Namco)*	6.75
13.	Super Mario Mushroom	*(Premier)*	6.67
14.	Bozo Basketball	*(Design Plus)*	6.50
15.	Hightops	*(Nat'l Sports)*	6.17
16.	Skee-Toss B.C.	*(Skee-Ball)*	6.00
17.	Kiddie Clown Rolldown	*(Bay Tek)*	6.00
18.	Toss Em	*(UETD)*	5.80
19.	Li'l Piggy Pass	*(Doyle)*	5.50
20.	Li'l Panda Pitch	*(Doyle)*	5.33
21.	Jr. All American	*(UETD)*	5.25

REDEMPTION

	GAME	MFG.	POINT VALUE
	ROLL DOWNS		
1.	Spin To Win	*(Lazer-Tron)*	8.06
2.	Spin-A-21	*(Lazer-Tron)*	7.67
3.	Jungle Rama	*(Lazer-Tron)*	7.33
4.	Pizza Roll	*(Bay Tek)*	6.67
5.	Clown Rolldown	*(Bay Tek)*	6.53
6.	Tic-Tac-Toe	*(Skee-Ball)*	5.67
7.	Dino Roll	*(Seidel)*	5.50
8.	Fielder's Choice	*(Bay Tek)*	5.33
9.	Quackers	*(Seidel)*	5.50
	COIN DROP GAMES		
1.	Super Wheel 'Em In	*(Bromley)*	10.00
2.	Roll For Gold	*(Benchmark)*	9.00
3.	Super Rock-N-Bowl	*(Bromley)*	9.00
4.	Super Bank It	*(Lazer-Tron)*	8.74
5.	Aftershock	*(Lazer-Tron)*	7.94
6.	Home Run Hitter	*(CCI)*	7.80
7.	Sonic the Hedgehog	*(Sega)*	7.80
8.	Rock-N-Bowl	*(Bromley)*	7.59
9.	Super Bank It II	*(Lazer-Tron)*	7.50
10.	Coin Circus	*(Am. Sammy)*	7.33
11.	Super Bank It	*(Lazer-Tron)*	7.11
12.	Addams Family Values	*(Midway)*	6.00
13.	Goofy Hoops	*(Romstar)*	5.63
14.	Bank It	*(Lazer-Tron)*	5.50
	NOVELTY		
1.	Cyclone	*(ICE)*	9.38
2.	Rising Waters	*(Bob's Space)*	9.33
3.	Dinoscore	*(Planet Earth)*	9.19
4.	Robo-Bop	*(Coastal)*	8.56
5.	Ribbit Racin'	*(Lazer-Tron)*	8.53
6.	Flingshot	*(Planet Earth)*	8.38
7.	Sidewinder	*(Bob's Space)*	8.33
8.	Killer T-Rex	*(Smart)*	8.33
9.	Simple Simon	*(Am. Sammy)*	8.00
10.	Wacky Gator	*(Data East)*	7.75
11.	Super Mario Bros.	*(Fabtek)*	7.67
12.	Feed Big Bertha	*(Smart)*	7.55
13.	Hop-A-Tic-Tac-Toe	*(Data East)*	7.53
14.	Flip-N-Win	*(Planet Earth)*	7.38
15.	The Flintstones	*(Lazer-Tron)*	7.33
16.	Pop-A-Ball	*(Coastal)*	7.23
17.	Pop-A-Tac-Toe	*(Coastal)*	7.20
18.	Dump the Ump	*(Doyle)*	6.83
19.	Whac-A-Mole	*(Bob's Space)*	6.73
20.	Trash Can Alley	*(Coastal)*	6.67
21.	Circus Hi-Rise	*(Skee-Ball)*	6.67
22.	Hot Shot Basketball	*(Williams)*	6.50
23.	Knock Down	*(Meltec)*	6.36
24.	Pogger	*(Lazer-Tron)*	6.33
25.	Big Mouth	*(Meltec)*	6.20
26.	Cracky Crab	*(Namco)*	6.00
27.	Bowler Roller	*(Bob's Space)*	6.00
28.	Double Cheese	*(Midway)*	6.00
29.	Hungry Hungry Hippos	*(ICE)*	5.82
30.	Neck-N-Neck	*(Bundra)*	5.80
31.	Boom Ball	*(Meltec)*	5.60
32.	Cosmo Gang	*(Data East)*	5.31

Results are based on monthly Equipment Poll ballot returns. Point Value: average of ballot ratings on a scale of 1-10. Longevity Points: determined by standings in Video & Pinball combined column (#1 game receives 60 points, #2 game receives 59 points, etc.) **Indicates new or reappearing games.*

EQUIPMENT POLL

VIDEO & PINBALL COMBINED

GAME	MO. ON CHART	MO. IN TOP 10
1. Daytona USA *(Sega)*	8	8
2. Killer Instinct *(Midway)*	4	4
3. Cruisin' USA *(Midway)*	6	6
4. X-Men *(Capcom)*	3	3
5. Virtua Fighter 2 *(Sega)*	3	3
6. Addams Family *(Bally)*	38	38
7. Suzuka 8 Hours 2 *(Namco)*	12	12
8. Star Trek: TNG *(Wiliiams)*	16	15
9. Shaq Attaq *(Premier)*	4	4
10. Suzuka 8 Hours *(Namco)*	12	12
11. Virtua Cop *(Sega)*	3	2
12. Virtua Racing *(Sega)*	30	27
13. Tekken *(Namco)*	3	3
14. Ridge Racer *(Namco)*	15	9
15. World Cup Soccer *(Bally)*	10	10
16. Lethal Enforcers II *(Konami)*	12	4
17. Out Runners *(Sega)*	20	18
18. Bust-A-Move *(Taito)*	2	2
19. Road Show *(Williams)*	5	5
20. The Shadow *(Williams)*	3	3
21. T-Mek *(TWI)*	7	2
22. Crime Patrol *(Am. Laser)*	18	5
23. Point Balnk *(Namco)*	1	0
24. Solitaire Challenge *(Dynamo)*	11	6
25. Fast Draw *(Am. Laser)*	8	2
26. Locked 'N Loaded *(Data East)*	1	0
27. Raiden DX *(Fabtek)*	5	4
28. Raiden II *(Fabtek)*	17	17
29. Lethal Enforcers *(Konami)*	31	31
30. Jurassic Park *(Sega)*	23	14
31. Virtua Fighter *(Sega)*	14	10
32. Drug Wars *(Am. Laser)*	14	10
33. Lucky & Wild *(Namco)*	21	4
34. Frankenstein *(Sega)*	2	2
35. Revolution-X *(Midway)*	10	4
36. Rescue 911 *(Premier)*	12	9
37. The Flinstones *(Williams)*	7	4
38. Maverick *(Sega)*	5	3
39. Run and Gun *(Konami)*	17	7
40. D & D Tower of Doom *(Capcom)*	11	11

PINBALLS

GAME	POINT VALUE	LONGEVITY POINTS
1. The Addams Family *(Bally)*	8.11	2145
2. Star Trek:TNG *(Williams)*	7.98	867
3. Shaq Attaq *(Premier)*	7.93	191
4. World Cup Soccer *(Bally)*	7.46	473
5. Road Show *(Williams)*	7.22	236
6. The Shadow *(Williams)*	7.21	135
7. Frankenstein *(Sega)*	6.79	71
8. Rescue 911 *(Premier)*	6.77	447
9. The Flintstones *(Williams)*	6.74	181
10. Maverick *(Sega)*	6.72	139
11. Twilight Zone *(Bally)*	6.62	999
12. Indiana Jones *(Williams*	6.61	712
13. Freddy *(Premier)*	6.42	210
14. Demolition Man *(Williams)*	6.41	380
15. Fish Tales *(Williams)*	6.34	1008

VIDEO DEDICATED

GAME	POINT VALUE	LONGEVITY POINTS
1. Daytona USA *(Sega)*	9.18	476
2. Killer Instinct *(Midway)*	9.10	236
3. Cruisin' USA *(Midway)*	9.07	347
4. Virtua Fighter 2 *(Sega)*	8.32	165
5. Suzuka 8 Hours 2 *(Namco)*	8.00	653
6. Suzuka 8 Hours *(Namco)*	7.82	630
7. Virtua Cop *(Sega)*	7.71	147
8. Virtua Racing *(Sega)*	7.68	1553
9. Tekken *(Namco)*	7.63	156
10. Ridge Racer *(Namco)*	7.57	613
11. Lethal Enforcers II *(Konami)*	7.37	499
12. Out Runners *(Sega)*	7.35	1020
13. T-Mek *(TWI)*	7.14	307
14. Crime Patrol *(Am. Laser)*	7.11	503
15. Point Blank *(Namco)*	7.11	38

VIDEO KITS

GAME	POINT VALUE	LONGEVITY POINTS
1. X-Men *(Capcom)*	8.47	173
2. Bust-A-Move *(Taito)*	7.23	82
3. Raiden-DX *(Fabtek)*	6.95	145
4. Raiden II *(Fabtek)*	6.93	635
5. Lethal Enforcers *(Konami)*	6.90	1404
6. Drug Wars *(Am. Laser)*	6.83	1086
7. D & D Tower of Doom *(Capcom)*	6.65	396
8. Mortal Kombat II *(Midway)*	6.62	958
9. Samurai Shodown II *(SNK)*	6.50	173
10. NBA JAM Tourn. *(Midway)*	6.45	418
11. Last Bounty Hunter *(Am. Laser)*	6.40	36
12. Aero Fighters 2. *(SNK)*	6.18	97
13. Super Sidekicks 2 *(SNK)*	6.13	25
14. Great 1000 Mile Rally *(Kaneko)*	6.08	75
15. Aero Fighters *(McO'River)*	5.94	1
16. Alien vs. Predator *(Capcom)*	5.83	253
17. Street Slam *(Data East)*	5.81	27
18. Gal's Panic II *(Kaneko)*	5.78	228
19. DarkStalkers *(Capcom)*	5.67	216
20. Mortal Kombat *(Midway)*	5.53	1332
21. Twin Eagle II *(Seta)*	5.44	*
22. Wild West C.O.W. Boys *(Konami)*	5.43	18
23. SSFII Turbo *(Capcom)*	5.38	163
24. Samurai Shodown *(SNK)*	5.37	5.32
25. World Rally *(TWI)*	5.35	407
26. SSFII *(Capcom)*	5.07	107

UP FRONT

Have redemption, will travel

Larry Gatlin of the Grammy Award-winning Gatlin Brothers recently said in an interview, "These days, in country music, if you're over 25 and don't wear a hat, forget it."

That statement could be changed slightly to suit our industry, "These days, in the coin machine world, if you're an operator and don't have redemption games, forget it."

For several years in a row redemption equipment has dominated trade show exhibit floors. The just-passed ACME '95 in Reno probably set a record. Not long ago booth spaces were crowded with cranes. Everyone and his brother were making cranes. Our files were overflowing with brochures on the latest companies to sprout from the woodwork with a new crane. Many came and went quickly.

Bonnie Theard
Managing Editor

How soon before the interest in redemption pales? Perhaps not as soon as some would think. Even street operators are considering redemption. And the interest in family entertainment centers has not abated. Population figures indicate a huge customer base of young children whose patronage can support these types of facilities, as long as an area is not saturated with them.

Statistics compiled by the International Family Entertainment Center Association indicate that 80 percent of such facilities are still mom-and-pop-type locations. Apparently, it's not true that large companies are taking over this segment of the business. The big guys are more likely to look at the major markets, meaning there are still growth opportunities in smaller communities.

Trade shows are not the only indicator of the flourishing redemption craze. Our Spring Buyer's Guide of last month included a dizzying number of pages (70!) devoted to over 500 games suitable for fun centers. Here's a breakdown by page count for anyone keeping tabs: sports-themed games—7; coin pushers—3; alley bowlers—2; roll downs—3; coin drop—3; video redemption—1; non-ticket novelties—4; specialty machines and bulk vendors—7; cranes and rotaries—8; kiddie rides—16; and novelties (for children and adults)—17.

After a quick once-over it's clear where dramatic growth has occurred: in the last two categories. Kiddie rides and novelties have mushroomed in number. Coin drop games did not exist as a category until this year. Although the games occupied a mere three pages this time, look for more in the future. It seems that no manufacturer worth his weight in tokens can be without a coin drop unit in his stable of games.

Nor a redemption game without a progressive jackpot. Perhaps because nearly three-fourths of the 50 states have lotteries, the public in general is used to taking a chance on the big payoff and will gravitate to games that offer mega-tickets as well. Whatever the mentality, progressive jackpots are either built-in or optional on many redemption games, and available as kit updates for older games.

After ACME '93 I predicted a redemption game of the future: a giant gumball/baseball pitching machine with a progressive jackpot that paid out in pounds of gumballs instead of tickets. It's time to amend that prediction. How about this for a new redemption game: players shoot tokens at targets with one hand, bop licensed character heads that pop up at random with their other hand, and kick a soccer ball past a goalie with one foot—all at the same time. The reward? A gift certificate to the chiropractic clinic of your choice and a ticket payout made in heaven.▲

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COVER STORY

Merit Industries: committed to street operators' success

For nearly 20 years Merit Industries has set itself apart by manufacturing electronic dart and video games with the street operator in mind. Located in Bensalem, Pa., Merit is committed to producing innovative, high-quality equipment that best fits street operators' needs.

The dart promotion staff, (l-r): Jim Beyer, Lucas Reeves, Bob Wiles, Scott Dougherty, Daniel Aymar, and Lane Helgeson.

Dave Myers and Peter Feuer.

Company president Peter Feuer explains, "We understand the street operators' business needs. Operators want affordable, durable products with long-term return on investment."

Dave Myers, vice president of sales and marketing, added, "Merit understands the day-to-day challenges of the route operator. I've been there; I was one. Drawing from that experience, Merit has set up a network for immediate feedback in the form of operator surveys, maintenance reports, and daily income reports. Ideas from operators received on a Monday, for example, can find their way into a game by Friday. Merit's goal is to give the operator exactly what he wants."

Dave goes on to say, "We've heard that operators can work 15 to 18 months or more to recoup their initial investment on some equipment. We hear that with Merit games, the numbers are closer to nine months or less. Nothing could better demonstrate our commitment to street operators."

Merit has a long heritage of producing successful, affordable, and profitable games for street and tavern operators. Merit notes that its *Trivia Whiz*, released in the early '80s, revitalized the tavern market. Second only to *Pac-Man*, according to the company, *Trivia Whiz* launched Merit into national prominence. Merit went on to produce such hits as *Phraze Craze, Match 'em Up, Sex Trivia, Trivia 1-5, Pit Boss, Super Pit Boss, Supertouch 30, Megatouch, Megatouch II,* and the soon-to-be-released *Megatouch III.* The *Megatouch* series includes popular money-makers like *Run 21, Great Solitaire, Royal Flash,* and T*rivia Whiz 2000.*

Merit's five-person sales team of Ron Hunt, Paul Chilopolous, Bob Lentz, Chuck West, and Tom Hines is constantly on the street talking with operators. Under the guidance of Dan McAllister, Merit's national director of sales and marketing, the sales team is educating operators on the long-term value of Merit's equipment. "The shorter return on investment with Merit products," said Dan, "allows the operator to reinvest and expand his markets much faster than with other products."

Merit credits its user-friendly approach to operators as the reason the company has seen a dramatic increase in sales of its touchscreen countertop over the last year. According to Dave, many operators even credit the game with reviving their tavern video business! To keep up with the ever-growing demand, Merit has increased its production staff. "We want to make certain that the product is there when operators need it," explained Dave.

But Merit has not limited itself to brand new games. Seeing a need among operators and wanting to help them increase their profit

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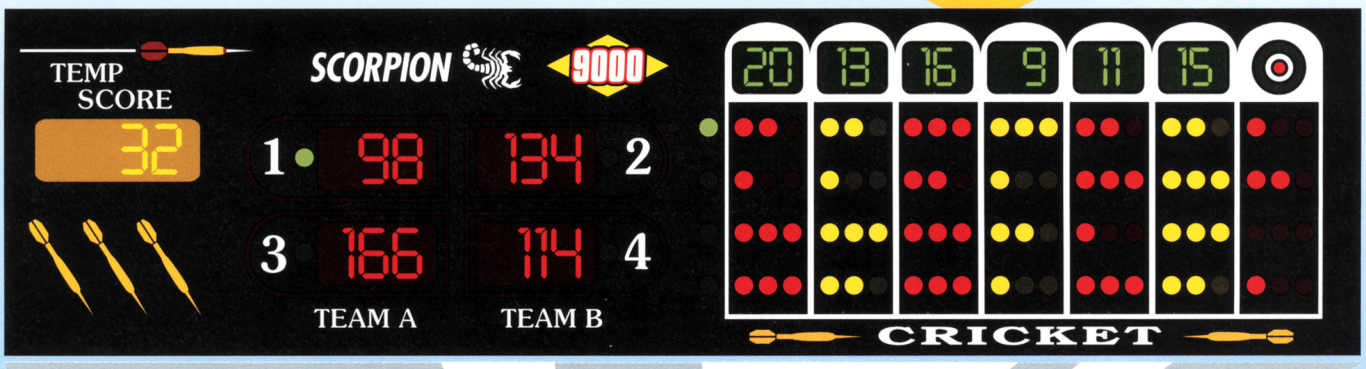

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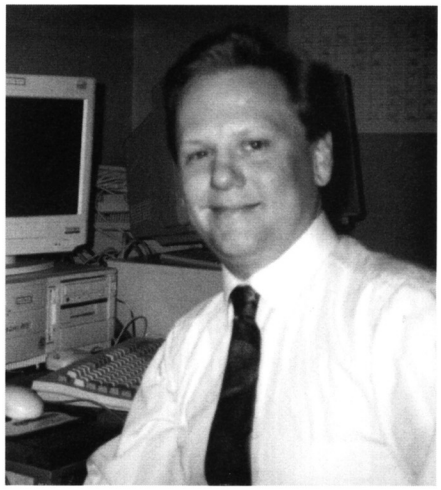
The sales team, (l-r): Ron Hunt, Paul Chilopolous, Bob Lentz, Chuck West, Tom Hines, and Dan McAllister.



Don Nogowski

even more, Merit makes a variety of kits that allow operators to turn their older games and cabinets into modern money-makers.

With the ever-popular 13-inch countertop style, the 19-inch upright version, and the newest 13-inch Cabaret game, operators can open doors to new markets by offering tavern owners a selection of sizes and designs to fit any location.

Advances in darting

As chief financial officer and general manager, part of Don Nogowski's job includes keeping the company up-to-date on the latest technological advances. "We have to keep up-to-date so we can keep our customers up-to-date," Dan declared.

Don gets excited when he talks about the company's new Electronic Data System (EDS), used to operate Merit dart leagues. "Operators no longer will need to spend time and money tabulating the dart league information; Merit's EDS will do it for them. This system will revolutionize the dart league industry," Dan explained.

"Merit is investing close to a half million dollars in technology to administer dart leagues from our headquarters," Dan added. "We will invest in personnel and equipment to establish a network of employees to organize leagues and carry out promotions. This is the only league management system that is totally hands-off for the operator."

As a manufacturer of dart game machines, Merit knows the difficulties operators have in finding the staff, time, and money to run successful dart leagues in addition to their normal coin-op business. The EDS system relieves operators of this responsibility, while allowing them to enjoy the profits of having dart leagues in their locations.

Dan explained briefly how the EDS system works: "The EDS is an automated system that operates through state-of-the-art fax servers. Instead of dart league players mailing in their score sheets, or having them collected by the operator, league captains will be able to fax their specially designed, easy-to-fill out score sheets directly to Merit's dart headquarters. Merit personnel then feed the score sheets into the computer and are able to return results to the operator within 24 hours. The EDS system takes league management responsibilities away from the operator, freeing him to spend more time with his business.

"As a bonus," Dan went on, "for each tavern that operates at least two dart leagues, Merit will supply the fax machine! Using new technology makes running leagues much less expensive; a 30 percent to 40 percent savings in fees can be passed on to the player."

The EDS is already in place to kick off the '95 dart league season.

What's ahead for '95?

"Every weekend a dart event will take place within the United States," states Jimmy Beyer, Merit's national director of promotions for darts. "Merit's regional dart promoters—Lucas Reeves, Bob Wiles, Scott Dougherty, Daniel Aymar, and Lane Helgeson—will be in the field educating and assisting operators with dart league start-up, tournaments, and promotions.

"With the organization of this promotional "Dream Team" and the addition of 10 customized vans, look for Merit to run dozens of tournaments, complete with prize giveaways and huge promotions," said Beyer.

In an effort to increase the number of leagues out there, Merit is offering a special package: with a purchase of 10 Merit games, operators will get a dart promoter, who will stay on location for three to four weeks to get the program up and running.

After 20 successful years of making games that make money for street operators, Merit calls its EDS system just one more example of how the company is leading the way in responding to operators' needs. Operators reap the profits without the expenses. Now that's an offer that's hard to refuse!▲

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MK3 aims for new heights

MK3 was released at ACME '95 with much fanfare. Williams has announced a massive promotional campaign aimed at bringing players back to the arcade and extending the life of the game.

In an age when knowledge equates to power, Williams Bally/Midway has embarked on a history-making marketing campaign designed to unlock previously unseen earning power in the coin-op market with its new game, *Mortal Kombat 3*.

The strategy includes a $40 million feature film, an animated video, national television advertising on MTV, a live-action tour, and a barrage of print advertising in trade and player magazines.

"Right now the coin-op industry needs some fresh air," vice president of sales Joe Dillon told reporters during a press conference at ACME '95 to unveil the game. "We think it's an unprecedented program that is really designed to take this game as long and far as it can."

For operators, the good news is a window of opportunity between now and September, when the home game will be released. And even then, Williams will provide operators with a free CD-ROM update for the coin-op games that will bring with it new moves, characters, and backgrounds not included in the software for the home.

The PG-13 *Mortal Kombat* feature film, based on the first two games, is scheduled for release in August, and the animated video will be available for retail in July. In addition, the live-action road tour showcasing martial arts and illusion will kick off at Radio City Music Hall in September. Plans are to stage tournaments in conjunction with the tour at each of its stops around the country.

All of this is being described by the company as a carefully constructed strategy designed to bring video game players back to the arcade.

Coupling this with the mystique that will surround secret combat codes, to be covertly included in the movie, live tour, and advertising, is sure to generate unparalleled interest, Dillon said. "We think this will drive players back for more and more."

"We all know the kids out there are already waiting for *MK3*," added game designer John Tobias. "Our hope is to break that market open even more and expand it."

Drawing on input from its operator and distributor committees, the company is putting out *MK3* as a kit as well. Dillon said with so many previous *Mortal Kombat* cabinets already on location, it only made sense. "It evolves around staying in touch with the needs out there," he said.

Operator response at ACME was positive for the most part. "With anything new like this there will be some mistakes," said one large midwestern operator. "But when the first attempt is this impressive, it can only be good for the industry."

Other manufacturing companies, operators also said, should take note of the way Williams has structured its promotional campaign to fit their needs.

Nevertheless, while the promotional campaign may be the vehicle to catapult *MK3* into a higher earnings bracket, the company insists that it is the quality and integrity of the game itself that will keep it there.

The secret codes, game designers said, will help players unlock powers that will add up to a million possible combinations. Also new is a run button, which will allow for faster, more intense play. Bi-level play, allowing game characters to be sent hurtling into a differ-

Continued on page 22

Being eaten alive by fire ants.
Swimming in a tank full of piranha.
Not having MK3.
(Yeah, that last one creeped us out, too.)
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Mortal Kombat 3 continued from page 20

Introducing MK3, (l-r): Joe Dillon, vice president of sales, and game designers John Vogel, Dave Michicich, John Tobias, Ed Boon, Tony Goskie, and Steve Beran.

ent background, is another added attraction.

MK3 features a total of 17 characters, seven of them brand new warriors. Classic favorites returning for action include Kano, Sonya, Liu Kang, Shang Tsung, Kung Lao, Jax, and Sub Zero.

Game designers have been hard at work on these innovations since last June, and when the game was put on test at a Chicago arcade it brought in over $1,300 in one week, they said.

As the third in a series, *MK3* offers twice as many hidden features and 50 percent more image memory for smoother animation than its predecessor. Designers have also employed more animalities, babalities, friendships, fatalities, and secret moves per character.

"We concentrated on superior game play for maximum operator earnings, while using the latest technology to respond to player demand," explained game designer Ed Boon. "All action is packed into 11 3-D rendered backgrounds for maximum visual entertainment, along with the challenge players have come to expect from our games."

Boon added that game play has been revised to reward more aggressive play based on player suggestions.

Responding to questions from the press, Boon discounted any potential operator fears arising from circulated move sheets that might shorten the life of the game.

"That's a nice problem to have, that kids are interested enough to write things down," he commented.

Another industry concern that should not be a problem, according to the company, is the issue of violent content. Dillon said the game will have the official AAMA parental notification about the game content included in the attract mode.

"There is no controversy because we have fulfilled our obligation," he said. "It's up to the parents."

Dillon also refused to confirm or deny rumors that the game would be put out on the Sony home platform but did say that ultimately it will be distributed by Williams on other platforms.

WMS Gaming gets Illinois license

WMS Gaming has recently been granted a supplier's license by the Illinois Gaming Board to supply electronic gaming devices to riverboat casinos in the state.

The company, a wholly-owned subsidiary of WMS Industries, manufactures two complete lines of casino gaming machines. They are the *Platinum FX Series*, which consists of slot machines designed to attract players through unique visuals, game play, and digital sound effects, and the *Quantum XL Series*, a 19" slant-top multigame touch screen machine.

Currently licensed in Victoria, Australia, and the states of Minnesota, Missouri, and Wisconsin, WMS Gaming also has applications pending in 11 American states and South Wales, Australia.

WMS Gaming also offers its video lottery terminal, Williams *Midas Touch*, in the Canadian provinces of Alberta, Saskatchewan, and Quebec, and the states of Louisiana, Oregon, Rhode Island, South Carolina, and West Virginia.

Rowe offices on the move

RI Holdings Inc., which manufactures jukeboxes under the Rowe/AMi label, has announced its decision to relocate and consolidate several of its Texas offices.

Included in the move from Rockwall and Greenville, Texas, to the company's Grand Rapids, Mich., facilities are corporate offices, research and development activities, and the vending equipment facility conducted by CPC Vending.

Rowe's circuit board operation and TMS Mfg. subsidiary, the largest of the company's facilities in Rockwall, will not be affected by the move.

"Competitive conditions within the vending business, combined with the company's decision to focus its vending business on its core food, snack, and OEM vending product lines led to this decision," said David Sadler, RI Holdings's chairman and chief executive officer.

Added Sadler: "Favorable negotiations with our Grand Rapids' labor unions on a new two-year contract extension was a major contributing factor in our decision."

The move is expected to be completed by the third quarter of 1995.

Extra Effort makes acquisitions

The Texas-based Extra Effort Inc. recently purchased Electronic Entertainment Inc. and C.O.T Inc., also known as Cranes of Texas.

Anyone with accounts at those two companies should take the necessary action to assign a new account number with the new name, according to Extra Effort.

Vendors should also take note of the new address: Extra Effort Inc., 596 Van Molan, Houston, Texas 77022. Phone and fax numbers will remain the same. They are (713) 695-4220 and (713) 695-1145 respectively.

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Pinball dream comes true

Lauren enjoys her new Tommy pinball game.

Working in conjunction with the Starlight Foundation of New York, Mondial Distributing recently helped make an ill Long Island girl's dream come true.

The delight was clearly visible when Mondial employees delivered a *Tommy* pinball game to Lauren's home.

"She has missed much due to her illness," her mother wrote. "It was wonderful for me to see my daughter Lauren's eye shine with joy when the pinball arrived. I cannot put into words what this has done for her.

"To give your time and energies to make a child's life just a little brighter is the most wonderful of gifts, and I know that there is a special place in both Lauren's heart and my heart for all of you," she added.

Starlight contacted Mondial after learning that Lauren was a big fan of both the Broadway musical and the pinball game.

"Being able to make a child's life so happy reminds us of all the great things our industry is all about," said Mondial vice president of sales Irv Spinak.

Nightclub show features Theismann

Former Washington Redskins quarterback Joe Theismann will be the keynote speaker at the upcoming Nightclub & Bar Expo to be held in Atlanta on June 25-27.

Theismann is currently a commentator for ESPN and the owner of four Virginia restaurants.

Also on the list of events for the show are a bus tour of the hottest nightclubs and bars in Atlanta, as well as promotion and marketing seminars and a show floor packed with the latest products and services for the industry.

"The caliber of presentations and events we have lined up for the 1995 expo is outstanding," said show coordinator Ed Meek. "And Joe Theismann's success speaks for itself. He is much sought after as a motivational speaker and his experience in the hospitality industry is definitely a bonus to our attendees."

AMOA scholarships awarded to students

The AMOA recently awarded Wayne E. Hesch scholarships to 35 students in the amount of $1,000 each for the 1995-96 school year.

Scholarships are awarded in memory of former AMOA president Wayne E. Hesch (1978-79) on a non-discriminatory basis to young people in need of assistance who are attending or planning to attend an institution of higher learning. Money for the scholarships is generated through AMOA fund-raisers.

The recent recipients bring the total number of scholarships awarded since its inception in 1985 to 216 and the total number of dollars given out to $154,000.

AMOA's Education Foundation administers the program. Applications are considered annually from those interested, including employees of AMOA members and their children as well as the children of members.

Here are the recipients listed by state along with their sponsor:

Alaska—James Mahlen (Alaska Music Co., Fairbanks).

Arkansas—Kimberly Anderson (Earl Gill Enterprises, Hot Springs).

California—Mark Anderson (Sega Enterprises, Redwood City).

Canada—Chad Fisher (Southern Music Ltd., Calgary).

Colorado—Daniel Hughes (Amusement Vending Co., Englewood).

Georgia—Angela Crews (Valdosta Coin-op Machines, Valdosta).

Iowa—Mandy Messerly (Amuse-O-Matic, Fort Dodge).

Illinois—Daniel Dah, Mike Mowinski, and Chris Mowinski (Metro Amusements, Streator).

Kansas—Joanna Botts (United Distributors, Wichita) and Erica Hart (Chilton Vending, Wichita).

Louisiana—Jennifer McGraw (Ross Investments, Leesville).

Massachusetts—Andrea Jacobs and Jaclyn Publicover (Melo-Tone Vending, Somerville).

Michigan—Nicole Bergquist (Up North Amusement, Ironwood) and Robert Robbins (Valley Recreation, Bay City).

Minnesota—Nathaniel Brown (Lieberman Music, Minneapolis) and Noa Saadi (C.D.L. Inc, Brooklyn Park).

Montana—Sean Frampton (Best Bet Vending, Whitefish).

North Carolina—Jennifer Grice (S & F Amusement, Fayetteville).

New York—Eric Crusius (Ace Amusements, Brooklyn).

Ohio—Samantha Winchell (Summit Music, Barberton).

Oregon—Nicole Prantl and Summer Prantl (Family Amusement Center, Salem).

Pennsylvania—Marc Rolan (Apple Vending, Philadelphia).

South Carolina—Kevin Morris (Rosemary Coin Machines, Myrtle Beach).

Tennessee—Tonya Peters (Stone Amusement, Tullahoma).

Texas—Kitt Hirasaki (Kurt Taro & Associates, Garland).

Utah—Chad Anderson (Perfect 360 Controls, Salt Lake City), Robert Hoonakker (Ray's Music, Salt Lake City), and Garth Ince (Tataka, Salt Lake City).

Virginia—Brian Rowland (Games People Play, Richmond).

West Virginia—Amy Fidler (Belle Amusement, Belle) and Kimberly Gum (Derrick Music, Charleston).

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Acclaim, Sunsoft enter into licensing agreement

In an attempt to further expand its catalog of affiliated label offerings, Acclaim Distribution Inc. (A.D.I.) has entered into an agreement with Sunsoft of America to distribute its video game products.

The product A.D.I. will distribute includes games from the company's catalog of software based on Warner Brothers and DC Comics properties.

"We are excited about working with Sunsoft in this broad-based sub-licensing agreement as it expands A.D.I.'s lines and the number of properties Acclaim can exploit across its various entertainment businesses," said Acclaim president Robert Holmes.

A.D.I., which is the sales and distribution subsidiary of Acclaim Entertainment Inc., expects to distribute its first Sunsoft titles this spring, including several Warner Brothers Looney Tunes and DC Comics offerings.

"We are pleased to establish a relationship with Acclaim and believe our titles will benefit from A.D.I.'s distribution network, one of the strongest in the industry," said Tad Shimamoto, president of Acclaim.

Acclaim Entertainment is also hoping to cash in on the feature film "Cutthroat Island," set for release this summer, with an interactive home game based on the movie.

"Our *Cutthroat Island* video game has combined the elements of contemporary interactive video gaming with the action and adventure of the bygone pirate era," said Sam Goldberg, vice president of marketing. "By working on location with the movie's production crew, we were able to capture the production value of this swashbuckling pirate adventure movie and integrate it with the interactive world."

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Explorations to open in New York

Kids in the New York area will soon have a chance to enjoy an adventure on the U.S.S. Explorer, a 5,000-square-foot, two-story playstructure with 40 activity stations.

Two of these playstations, designed for children aged 1-12, will be showcased at two new locations of Explorations, one in Brooklyn and one in Manhattan.

Explorations is one of the nation's fastest growing franchisors of children's fitness and entertainment centers and is a subsidiary of New York's Childrobics Inc.

"We worked with exercise physiologists, physical therapists, ergonomic designers, and bioengineers to create facilities that would work with each of the children's muscle groups during play," said Explorations president Michelle Tucker.

Adventure Quest releases new film

Triple Quest Inc./Adventure Quest Ltd., which manufactures the M-4 360- degree Motion Theater, has released a new motion ride film, "Survival 2006."

The film, which was produced by SEE 3 animation studio, depicts a four-minute adventure on an Earth that has been devastated by a massive meteorite storm.

Viewers become part of a daring scout group which sets out in one of two exploratory pods in search of a mysterious signal beam.

"SEE 3 has done a super job in creating 'Survival 2006,'" said Douglas Anderson, the mastermind behind the M-4 Personal Motion Theatre. "It has some incredible visual effects while the sound track is an experience in itself."

Future releases are scheduled for this summer, and custom film rides are available.

Ready cash

Comdata Network Inc. has recently introduced its QuikCash ATM Service into the gaming market, garnering commitments for more than 50 installations, some of which have been operational since December. Success has come, according to senior vice president John West, because the system works with virtually every ATM card and network.

Eat-A-Bug installed at Walt Disney World

InVideo System's virtual reality game Eat-A-Bug was recently installed at the Walt Disney World's Innovention Exhibit at Epcot '95 in Lake Buena Vista, Fla.

InVideo System Inc. recently announced the installation of its virtual reality game *Eat-A-Bug* at Walt Disney World's Innovention Exhibit at Epcot '95 in Lake Buena Vista, Fla.

The company is the developer of a camera-based virtual reality platform that offers players the sensation that they have stepped inside of a video game.

Eat-A-Bug was television's first VR game, originally appearing on Nickelodeon TV. It has since been installed at leading children's museums and arcades around the world, including Blockbuster Golf and Games and the Laredo Children's Museum.

In other company news, InVideo's sports game *Virtual Volleyball* has been installed at both the Museum of Science in Boston and the Museum of Science and Industry in Chicago.

Virtual Volleyball is the first in a series of planned VR sports simulations which will offer players a full-bodied, aerobic sports experience in a lifelike world.

The game was originally developed for the COSI Museum in Columbus, Ohio, as part of its Liquid Vision touring exhibition.

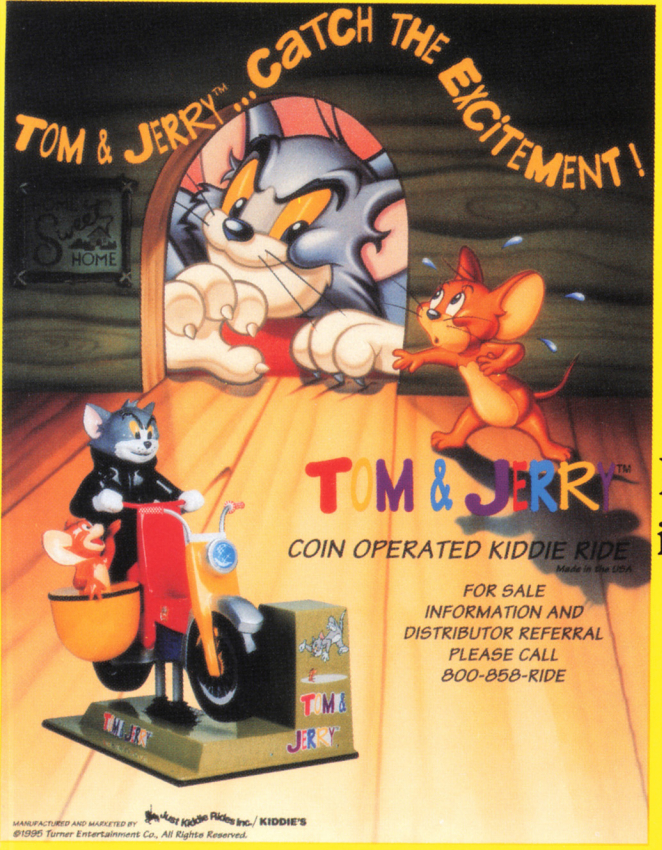
Merit presents show awards

Merit Industries gave out its annual distributor awards at ACME '95, honoring those distributors that have been most successful in delivering the company's product to market.

The Megatouch award went to Cleveland Coin, while the international video award was presented to Nova.

Distributors honored by Merit were Betson Enterprises, Betson Pacific, Brady Dist., Pioneer Sales, and C.A. Robinson.

Individual achievement awards also went to Matt Tarantelli of Mondial Dist. in Rochester, N.Y., Charles Caplan of Birmingham Vending in Orlando, Fla., and Dan Riquier of T & M Dist. in Willimantic, Conn.



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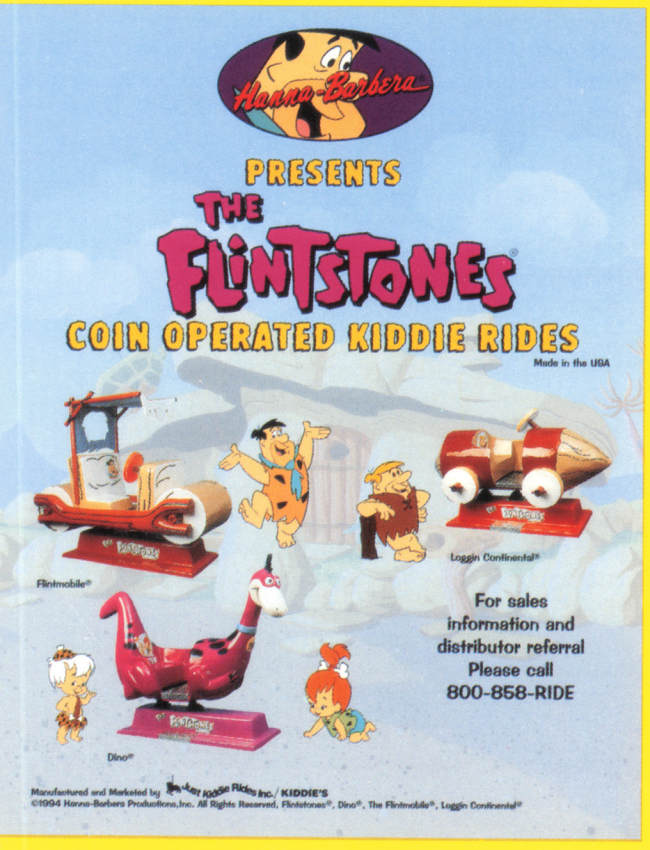

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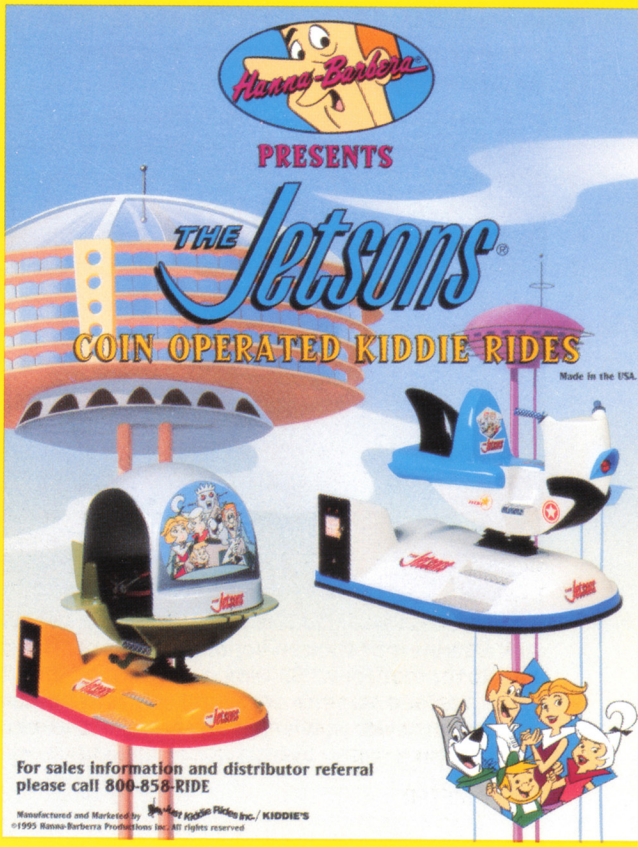

Minnesota gears up for pinball tourney

The Minnesota Tournament Association (MTA) recently announced plans to hold the first annual Minnesota Pinball Championship on June 9-11.

MTA president Michael Tate said increased play leads him to believe that now is the time to develop pinball into a competitive experience much like darts and pool.

Host operator Theisen Vending Co. will provide 32 pinball machines, all of which will be new releases from major manufacturers, for the competition.

This open invitational is expected to draw competition from across the country to compete for the $3,500 offered in cash and prizes.

Gaming show set for Las Vegas

For show goers interested in everything from video poker and Indian gaming to animatronics and themed entertainment, get out your calendars because the 1995 World Gaming Congress & Expo will be in Las Vegas on Oct. 16-18.

The event will feature three action-filled days and nights including 117 hours of seminars, workshops, and conferences and 17,000 people from 77 countries around the world.

Parties interested in attending or exhibiting should call (800) 223-9638 or (212) 594-4120 or send a fax to (212) 714-0514.

Mall show

Anita Bennett of Theisen Vending shows off the company's booth at the recent ICSC Temporary Tenant Show in New Orleans. Theisen was one of several coin-op companies represented at the show, which is attended by the who's who in the shopping center industry.

OTC Buyer's Guide update

In Play Meter's Spring Buyer's Guide Oriental Trading Co.'s phone number was listed as (402) 331-5511. That number is reserved by the company for catalog requests.

For commercial sales calls, OTC asks its customers to call (800) 228-8884 or send a fax to (800) 228-1002.

Dart league company formed

Two industry veterans have recently joined forces to form Top Gun Dart Leagues Corp., which will specialize in running leagues and tournaments throughout south Florida.

The company was formed by Joel Ford of Federal Vending and J.D. Fako, former sales manager at Arachnid. Top Gun Corp. is currently using the *Galaxy* dart game, allowing it to offer a system free of paperwork and manual scoring.

In addition, the company is working closely with Arachnid and other Florida operators to develop an interstate league and player database system.

For more information, call (407) 997-8385.

CD technology advances made

A CD system that can accommodate 4-1/2 hours of video on a five-inch disc was recently introduced by entertainment giants Toshiba and Time-Warner, *USA Today* recently reported.

The system reportedly offers higher quality visuals than a laser disc and CD sound. Other features will include soundtracks in up to eight languages, parental lockout, and variable screen sizes.

According to reports, the system could be out as soon as next year. While the discs should cost slightly more than regular audio discs, the digital video disc player is expected to retail at $500 initially.

However, industry experts note that the system only offers playback capabilities. Thus, it is unlikely that it will take over the current VCR market.

AWI to operate lottery

Automated Wagering Intl. (AWI), a subsidiary of Video Lottery Technologies, has been given the contract to operate the on-line systems for the Arizona lottery.

AWI replaces GTECH, which has run the lottery since its inception in 1983. The annual amount of the contract is reported to be approximately $6.2 million.

"This award is a validation of our technology and management services," said AWI president Mark Cushing. "Arizona is similar to other states in that they want the most advanced technology, creative marketing support, and competitive prices. We have proven that we can deliver these vital features."

Industry's worst salesman breaks all time low.

You'd think not making a sale all year long is about as low as a guy could go.

But Keith White — our Training Manager who holds NSM jukebox service schools throughout the country — just plummeted his sales record to a new low. And all because of a single statement.

"If I can't find where the problem is in an NSM jukebox in under 2 minutes, I'll eat it."

Keith *is* good. No question of it. And our HyperBeam™ CD system is about the easiest there is to troubleshoot and fix. No question of that either. But, still, one should watch his words a little closer. Our jukeboxes may be a lot of things but nutritious isn't one of them.

"2 minutes goes by pretty quick."

Too quick, we're sorry to report. Keith didn't find the problem. There were reasons he didn't, not the least of which being that he was set up. But Keith, man of his word that he is, explained...

"By 'eat it' I meant I'll take the jukebox back ... you know, like you make a mistake so you have to eat it."

Sounded a little lame to us, too, but Keith did 'eat it', so to speak, by taking the 3-year old NSM CD jukebox back and replacing it with a new one. In that Keith has never sold a jukebox—and that taking one back is, therefore, one sale less than zero—he broke his own record.

"I was goaded into it ... by an operator who claimed he could find any problem in our competitor's jukebox in under 5 minutes."

Turns out that Keith's attempt to make a strong sales statement and convert a competitive jukebox operator — something he's vowed to leave to our real salesmen after this — backfired. We don't doubt the operator could find most any problem in our competitor's jukebox in under 5 minutes. After all, and we don't mean to be unkind to our competition, Keith's opponent has been working on basically the same system for nearly 30 years. Our major competitor's system — really, most all of our competitors' systems — were originally designed to handle 45RPM's, now they handle CDs.

And that's the real point.

Our now ***ultra*** high performance HyperBeam system -- engineered from the ground up just for digital sound reproduction -- may look different from what you're used to. But it's much easier to service. And if you'll attend one of Keith's training schools in your area, he'll show you just how much easier. He'll also show you how our component-based HyperBeam system is designed to accomodate most anything rapidly advancing digital technology will likely bring along.

Best of all, Keith won't try to sell you a thing.

And, most likely, he won't bet you on anything either.

To find out when Keith will be holding a training school in your area, call your nearest NSM Distributor.

NSM M.U.S.I.C.

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Dollar coin tops legislative agenda

The chairman of the House Banking Subcommittee on Domestic and International Policy, Michael Castle of Delaware, has announced that hearings will be held on dollar coin legislation.

The measure has also been included by Rep. John Kasich, who chairs the Budget Committee, in a list of recommended savings. This list is being looked at as a blueprint for this year's federal budget.

A hearing on the issue is expected to occur early this month. AMOA staffers and members spent much of last month holding meetings with congressional representatives in their home districts.

Members are also being urged to contact members of the subcommittee to rally support for the proposed legislation.

Members of the committee include: Bob Barr (Georgia), Dick Chrystler (Michigan), Floyd Flake (New York), John Fox (Pennsylvania), Barney Frank (Massachusetts), Sue Kelly (New York), Joe Kennedy (Massachusetts), Frank LoBiondo (New Jersey), Frank Lucas (Oklahoma), Caroline Maloney (New York), Bob Ney (Ohio), Lucille Roybal-Allard (California), Edward Royce (California), Bernard Sanders (Vermont), and Melvin Watt (North Carolina).

Sponsoring the bill are Jim Colby of Arizona and Estevan Tores of California.

Dollar coin legislation will be the key focus of the Government Affairs Conference held in Washington May 21-23.

In other legislative news:

- A House bill was introduced seeking a moratorium on new Indian gaming compacts until a standard compact and national commission have been set up.
- The AMOA announced that it will establish an interim parental advisory sticker program to address the video game content issue. The program will be based on guidelines the AAMA has requested manufacturers to include in the attract mode of video games. At press time, the details of the sticker program had not been finalized.
- Proposed legislation in Montana that would have increased the gross tax from 15 to 30 percent on video gaming machines, as well as a bill authorizing the establishment of a central monitoring system for the machines, was defeated. At press time, a bill that would increase the payout on poker machines from $100 to $800 was still pending. Keno machines can currently pay up to $800 in the state.
- A bill authorizing video lottery in hospitality establishments in Minnesota passed the House Subcommittee on Gambling. The legislation provides for state-run machines that would be serviced by private companies. ▲

The most beautiful coin-op table ever made.

Beauty that isn't just laminate deep.

To really appreciate our pool tables, you have to look a little deeper. Yes, there are now other tables that look almost identical. But *only* from the outside.

The "inside" story.

Peel away the decorative laminate on a Valley table and you'll find all "Marine Tech - Ultra Core" plywood behind it, a high grade fir plywood. And you'll see that the laminate itself is .050" thick.

Take the cloth off the cushion rails and you'll find hardwood Poplar. Same with the top rails, corner bracing, and other structural components where extra strength is important.

Look inside the cash door and you'll find soft Banak wood door stops, designed to break away for a determined vandal ... minimizing damage to the table itself.

Put simply, we use just the right wood for the job.

Look a little deeper yet.

You'll find things like 5-pound die-cast corners with a triple plating of copper, nickel and chrome ... and compression-molded fiberglass legs that can withstand just about anything patrons or an operator's moving crew can give them.

Precision-measure our slate and you'll find that it's "professional play" flat ... no more than 10/1,000ths of an inch difference anyplace on the playing surface. We know because we check and flat-grind them ourselves.

We haven't even begun to tell you about all the quality features unique to our tables. But here's the biggest.

We know they work.

Because we've studied each and every feature for going on 40 years now. We know what stands up and what doesn't. What'll require service and what won't.

A Valley table may cost a little more up front but, as the years pass, you'll find that it really cost you a lot less. Why not give your Valley Distributor a chance to show you how "deeply" beautiful our tables are.

And good-looking too.

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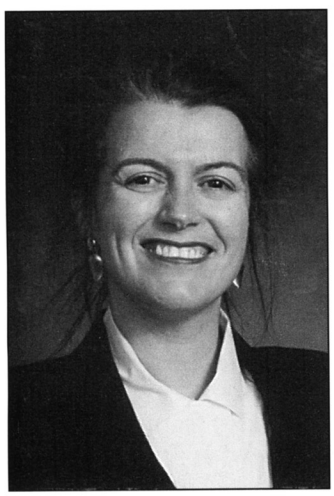
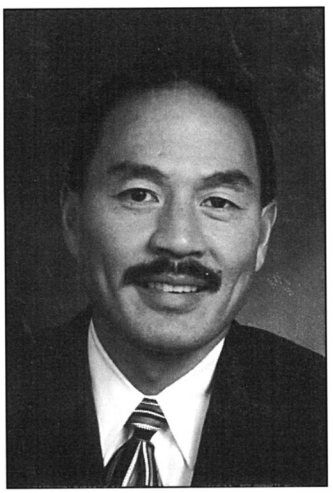
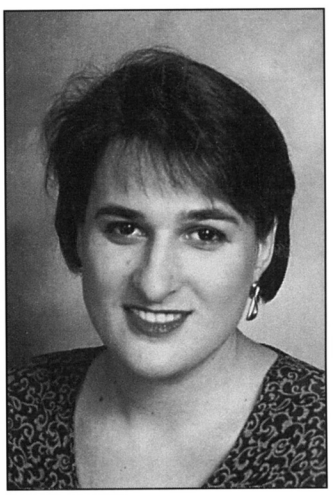
Williams restructures sales and marketing



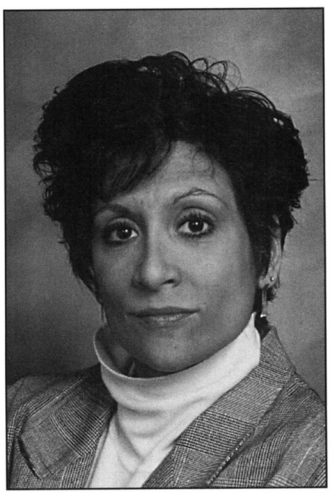
Rachel Davies



Mark Chan



Barb Rosenthal



Tammy Russo

Williams Electronics Games has made sweeping changes in both its sales and marketing departments.

Rachel Davies has been promoted to the new post of director of sales. Formerly a regional sales representative, Davies has held several industry positions in the states and the United Kingdom, including terms at SNK Corp., Arcadia Systems coin-op, and Sega home systems in Europe for Mastertronic/Virgin.

Mark Chan has been named regional sales manager. Chan has 17 years of coin-op experience to his credit. He recently served as west regional sales manager for SNK Corp. of America; prior to that he was with Pioneer Laser Entertainment.

Barb Rosenthal has been named director of marketing. She brings 10 years of marketing experience to the company following positions at such firms as Leo Burnett Advertising and Quaker Oats.

Tammy Russo has been named marketing manager. Russo also has an advertising agency background and 10 years of marketing, journalism, and production experience.

Said Joe Dilion, Williams vice president of sales: "We at Williams are sincerely dedicated to serving our customers in the most efficient way possible. We believe these personnel changes (in sales) will go a long way toward meeting those business needs.

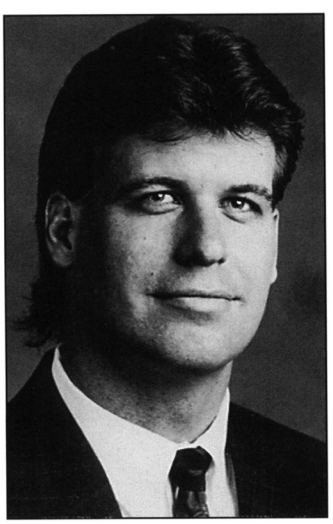
"We're excited about adding to our marketing team. Their enthusiasm and creativity will really help us to hone in on our end user—the player."

Valley Recreation appoints Hall and Roe

Valley Recreation Products has named Jim Hall as Midwest regional sales manager and Jim Roe as Western sales representative.

Hall replaces Dave Kristal, who was recently named national promotions manager. Hall has a solid sales and management background.

Roe joins Valley after working with distributors and operators in a nine-state area while with Wico Corp. Roe was Wico's Salesman of the Year in 1991 and 1992.



Jim Hall

Jim Roe

Doug Blair, Valley vice president of sales and marketing, said, "We now have a sales team in place that will play a vital part in implementing our future plans and programs."

He explained that these two additions to the Valley family will provide the same high level of service and support distributors and operators have come to expect from Valley.

These Collections Will Knock You Out!

Wheelin-N-Dealin™

New from LAZER-TRON

Players will go wild at the chance of winning hundreds of tickets on Wheelin-N-Dealin, the exciting new skill stop game from Lazer-Tron. Players get three attempts to stop the two spinning hands on the desired ticket slots. The player attempts to accumulate as many tickets as possible during the 3 spins. Players try to avoid the Bankrupt slots as it will wipe out their accumulated tickets and the "Lose a Spin" slot which will take away one of the players 3 spins.

Progressive Jackpots

Players can win up to 60 tickets on a single coin in normal game play, or hundreds of tickets by winning the progressive jackpot. To win the progressive jackpot, the player must stop on the "Jackpot" position with either hand on all 3 spins.

Call today for the distributor nearest you.

Hit Products !

Wheelin-N-Dealin™ is made by Lazer-Tron, the makers of the following hit products:

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Wheelin-N-Dealin Features

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- *Fully operator adjustable*
- *Progressive bonus jackpots*
- *Coin and ticket meters*
- *Size 25-1/4" W x 50" D x 92-1/2" T*
- *Meets U.L. Specifications*
- *Multi coin play*
- *Outstanding Sounds*
- *Quality construction*
- *Weight 250lbs.*

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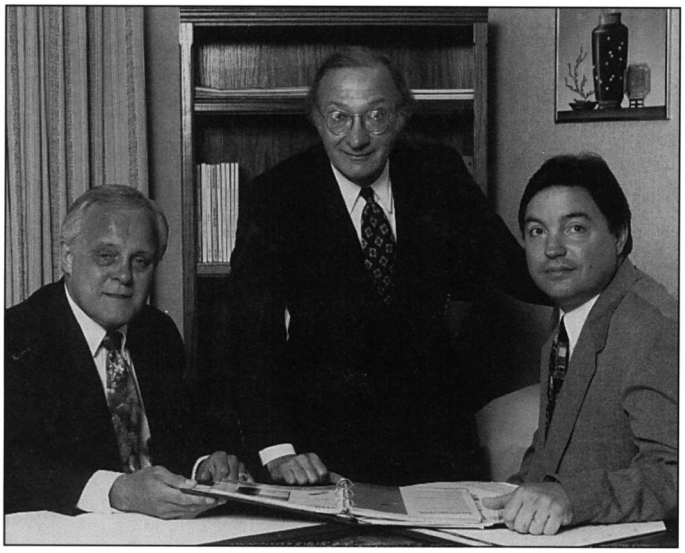
Cleveland Coin adds staff



From left: Art Zurawski, Cleveland Coin Michigan game manager; Ron Gold, Cleveland Coin president; and Jim Brandt, Cleveland Coin Michigan vending manager.

Whatever the conditions in other parts of the country, the coin-op business in the Midwest appears good.

So good that distributor Cleveland Coin has added staff members to meet the growing interest in the family entertainment center market.

Alex Sheehan has been named to expand the FEC redemption department at the Cleveland, Ohio, office with more personnel and warehouse facilities to handle a full line of prizes plus support items such as display bins, tickets, and tokens.

Tom Revolinsky has come on board to assist FEC clients with design and consulting services. Other new personnel in the Cleveland office includes Bill Bartuccio as assistant to controller Vance Venesky, and Bob Muniak as general manager for branch operations.

The company's Livonia, Mich., office has a new general manager, Byron Howard, and his assistant, Bill MacDonald.

According to Art Zurawski, Michigan game manager, business is brisk and the industry in the Midwest remains on an even keel.

The company's vice president Herman Fox is spending more time in the southeastern part of the country involved in special projects contemplated for Orlando and Boca Raton, Fla.

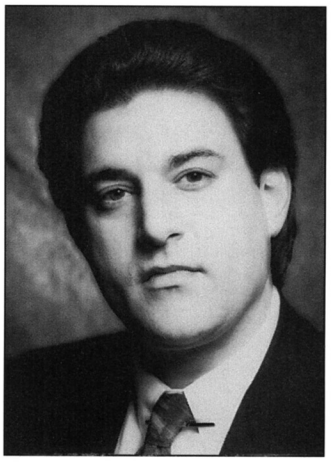
Cleveland Coin president Ron Gold is enthusiastic about the future. Said Gold, "Changes, if carefully watched, nurtured, and monitored, augur well for any growth industry. We are now a recognized force in the entertainment industry with our major manufacturers becoming household names."

PolyGram names Reinert

PolyGram Holding Inc. has named Michael Reinert as vice president of business affairs. His responsibilities will include negotiating artist recording agreements and co-publishing agreements for PolyGram's labels.

Most recently, Reinert was an attorney at Mayer, Katz, Baker, Leibowitz, and Roberts, P.C., which represents both major record labels and a number of prominent recording artists.

His name is familiar in coin-op circles for his years with Rowe International (September 1984 through August 1990), where he negotiated, drafted, and administered agreements with major record labels, music publishers, and artists.



Michael Reinert

Said Rand Hoffman, PolyGram senior vice president for business affairs: "Michael's experience and relationships in the entertainment community will clearly be an asset."

Commented Reinert, "I am excited about having the opportunity to contribute to PolyGram's long tradition of success." ▲

And the winner is...

Steve Epstein (r) of The Broadway Arcade in New York, N.Y., was named recipient of Play Meter's Ralph C. Lally II Operator of the Year award at ACME '95. Here Steve joins Gary Stern of Sega Pinball during the fifth annual Professional and Amateur Pinball Association's world championships. Turn to show coverage for more details.

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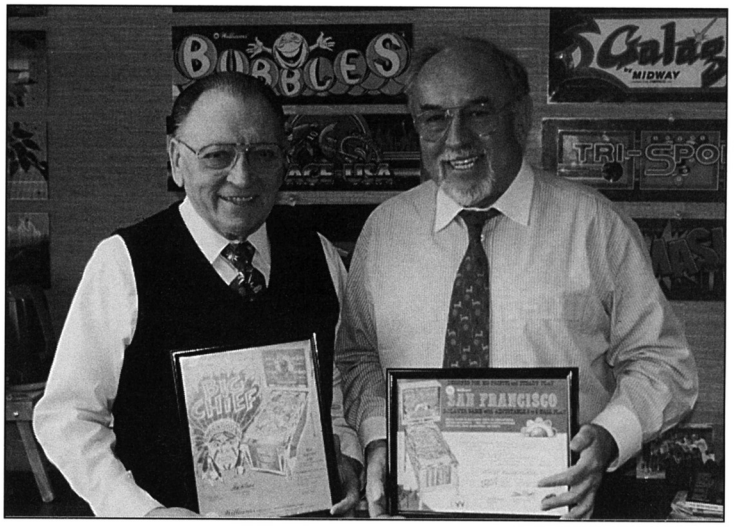
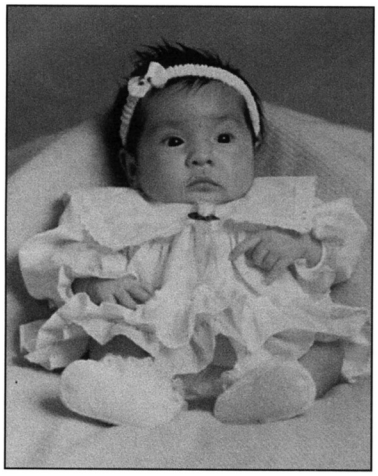
BEYOND THE PLAYFIELD

NBA great Shaquille O'Neal of the Orlando Magic puts some moves on Premier's Gottlieb pinball game that bears his name, ***Shaq Attaq***. The big center who hails from Louisiana set records in his rookie year. His coin-op namesake is presently climbing the industry charts.

Hans Rosenzweig of Nova recently celebrated 30 years in the coin-op amusement industry. Officials at Williams Electronics Games chose to honor Rosenzweig (r) by presenting him with "sell sheets" from two of the first games he sold—**Big Chief** and **San Francisco**. Legendary game designer Steve Kordek (r) made the presentation. Notice the video game artwork on the wall.





Rob and Maria Hurtado recently welcomed a new family member. Now an active five-month old, young Ariella is a joy to her parents and relatives. Rob is a playfield designer for Sega Pinball. Congratulations Rob and Maria.

Williams' *Red & Ted's Road Show* and Bally's *Corvette* pinballs made their TV debuts on the retooled cable show "TNN Video Session" (formerly "Country Music Video Album Hour"). Here country singing star Joe Diffie and program host Shannon are about to face-off on ***Red & Ted's Road Show*** during the April 1 premier episode. The program airs at 5:30 p.m. Eastern Standard Time every Saturday. This is the third season for the program in which country stars relax and discuss their histories, inspirations, and goals.

"TNN Video Session" writer and producer Bob Oermann was elated to find two pinball games that are "so relevant to our viewers." Artists confirmed for the program include The Oak Ridge Boys, Mark Chessnutt, Holly Dunn, Ricky Van Shelton, Gary Morris, Toby Keith, and Hank Williams Jr.

Dynamo's Lou Rudolph and his wife Silke are the proud parents of a baby daughter, Janina, here dressed to match mom's outfit. Best wishes to Lou and Silke for years of happiness with Janina.

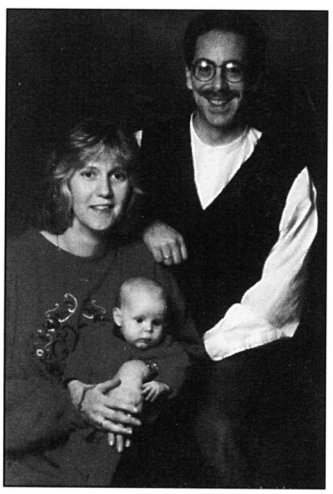


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Photo by Bev Pomerantz

Brothers-in-law Randy Fromm (l) of Randy Fromm's Arcade School and Dennis Sable of Capcom USA discuss coin-op games with Richard Dawson during a break in taping an edition of TV's syndicated game show "Family Feud." The segment was set to air May 5 (at 9:00 a.m. in most areas).

Also competing for the Sable family: Dennis' sister Lenore Fromm and sister-in-law Deb Sable. The Sable name is not new to the game show; five members competed back in 1983. Randy explained: "We thought it would be really cool to try out for the program. With Dennis Sable on your team, how can you lose?"

They made it to the second audition, drove to Los Angeles, and were on several times, losing on a technicality. They returned a second time and made it to the big money round, with Dennis and Randy answering the questions. "We both did miserably," said Randy. "But we got enough car wash products and diapers to last for years."

Their return to the show this year fit into the plan for reunion programs featuring families that were outstanding or entertaining, such as the Sable family. The program was taped in March. Said Fromm, "This time in the big money round we were smart, we let Lenore and Deb answer the questions and we won."

Fromm adds that Dawson and his son Gary expressed interest in the game business. At the end of the program, when everyone was jumping for joy, Randy managed to get in a plug for the industry, shouting, "Visit your local arcade!"

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Mai Shiranui in East Side Park.

Geese Howard in Geese Tower.

Joe Higashi in the National Park.

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Tornado makes big splash in Germany

Visitors to Germany's annual IMA trade fair in Frankfurt have an opportunity to vote for the best product in gaming and non-gaming machines. This year the *Tornado 2000* from Tornado Table Soccer won in the non-gaming category.

Michael Schumann of distributor TRIOMAT Automaten said, "The emphasis of visitor voting is on those machines which most clearly demonstrate significant quality, durability, and innovative features for both operator and player. The Tornado machine could do nothing less than win a best-of-the-show award. We are most pleased to represent and to promote Tornado in Germany."

Tornado's new, expanded manufacturing facility in Ft. Worth, Texas, will be able to keep up with demand from both the domestic and international markets.

Tornado's European sales director Larry Davis stated, "Tornado's entry into international markets has been long overdue, as players throughout the world have been frequenting our U.S. tournaments, and buyers from New Zealand and Norway have been inquiring about distributing and promoting our tables.

"We were not going to enter any international market until we were fully prepared to provide the same professional promotions and quality service that have made Tornado the number one selling table in America."

From left: Dieter Theiele, Europe's top foosball player, Suzanne Meyer and Michael Schumann of TRIOMAT Automaten, and Dave Courington and Larry David of Tornado.

Tornado's Dave Courington added, "Now we're not only ready to do just that, but with distribution and promotional partnerships like that with TRIOMAT in Germany (and Hazel Grove (SuperLeague) Ltd. in the United Kingdom), we're ready to take advantage of prime markets that have just been waiting for a product as well built as ours to come along."

IAAPA sets summer meetings in Asia

Southeastern Asia is the setting for a series of summer meetings hosted by the International Association of Amusement Parks and Attractions.

Hong Kong, Bangkok, and Singapore are all stops along the path of the IAAPA Summer Meeting schedule. Here is the agenda:

Sept. 14-16, Hong Kong: Welcome reception and dinner at the American Club on Hong Kong Island; all-day tour to Shenzhen, China, that includes the 50-acre China Folk Culture Villages; visit to Ocean Park, a 300-acre entertainment park with everything from an aquarium to an aviary; sunset cruise around the city to Aberdeen Harbor; and farewell dinner in Ocean Park's Middle Kingdom.

Sept. 17-19, Bangkok: Dinner cruise on the Chao Phraya River; three-hour city tour and visit to Dream World Amusement Park; and free day of touring capped by a closing dinner.

Sept. 20-22, Singapore: Dinner at Bugis Junction; tour of the mythological theme park Haw Par Villa followed by stops at Parliament, Sri-Miriamman Hindu Temple, Botanical Gardens, and Chinatown; free day of touring and farewell dinner.

For details on registration, transportation, and travel arrangements, contact IAAPA, (703) 836-4800; FAX (703) 836-4801.

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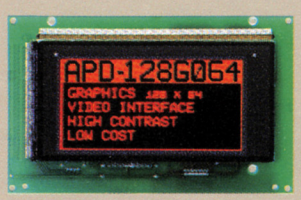

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LAI embarks on Asian expansion

Leisure Allied Industries, a leading manufacturer and distributor of coin-op equipment in Australia, will embark on a major expansion into Southeast Asia targeting Indonesia and Singapore at first.

The 33-year-old company employs a staff of over 700, includes a network of 64 Timezone stores, and operates in commercial outlets.

The Indonesian expansion will be through a joint venture with department store group Matahari. The group will take on the task of manufacturing and wholesaling interactive entertainment product, plus establishing Timezone centers in many of its 50 department stores.

The first Timezone has been established in Bali. According to LAI general manager of operations Adam Steinberg, with LAI's assistance, Matahari plans to open 100 Timezone centers in Indonesia over the next five years.

Said Steinberg, "We are moving into Asia because we see huge potential in its large population, and more importantly the rapidly growing middle class. We expect an average of more than 500,000 visitors a year to each Timezone store in Indonesia.

LAI's manufacturing in Indonesia will initially be assembly only, located in Jakarta. Plans are to establish a total manufacturing plant similar to the Australian facility, within three years. The company has had a presence in Singapore for 18 months.

LAI also has joint venture negotiations underway with other Asian countries. The company sees the potential for establishing 150 to 200 locations in India and 20 locations in Malaysia in the next five years.

Asian Amusement Expo set for June

The Asian Amusement Expo co-sponsored by the International Association of Amusement Parks and Attractions and the American Amusement Machine Association will be held at the Hong Kong Convention & Exhibition Centre in Wanchai, Hong Kong, on June 7-8.

The event will provide the forum for an audience of Asian park owners and operators to interact with exhibiting companies and to attend workshops on relevant topics.

Last year operators, distributors, and investors from 24 countries attended the AAE, which affords a good opportunity to explore foreign markets.

Growing AAE attendance attests to the importance of the Asia-Pacific market. Hong Kong alone enjoys a strong economy in the Pacific Rim and is recognized worldwide as an international financial, trading, and business center.

For more details on registration, transportation, and accommodations, contact AAE show management, William T. Glasgow Inc., (708) 333-9292; FAX (708) 333-4086.

EXIME set for July in Mexico

The devaluation of the peso in Mexico seems to have only temporarily deterred coin machine industry businesses from pursuing opportunities in that market.

Plans are proceeding for EXIME, the international amusement machine expo sponsored by the American Amusement Machine Manufacturers Association.

The dates are July 19-20, and the host facility is the Exhibimex in Mexico City. Lodging is being reserved at the Hotel Sheraton Maria Isabel.

Over 100 companies are expected to exhibit games and related amusement field products at EXIME. AAMA advises that now is the time for coin-op companies to protect their market share and ensure their future success by reinforcing relationships in Mexico.

For details on exhibit space, travel arrangements, and accommodations, contact W.T. Glasgow Inc., (708) 333-9292; FAX (708) 333-4086.

Pinball player

During IMA '95 in Frankfurt, Germany, Joe Dillon of Williams had a chance to sample other pinball product on the market. Here he plays Gottlieb's Shaq Attaq by Premier.

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Arcades damaged in Kobe earthquake

Arcades and amusement parks are among the victims of the earthquake that ravaged the Japanese cities of Kobe and Nishinomiya earlier this year.

A two-month survey of the areas conducted by Japan's *Game Machine* magazine reveals that "at least 14 arcades were destroyed or rendered unsafe and had to be torn down. Of these, two were destroyed outright and hundreds of games were lost due to building collapse and fire. In addition, more than 200 games were destroyed in at least 30 street locations."

Twelve facilities housing arcades were either partially destroyed or rendered unsafe. Access to amusement parks has been hindered, causing difficulties for both the facilities and the arcades within the parks. Lack of transportation and communications to the damaged areas are slowing the pace of recovery.

Canada's Cineplex to enter the FEC market

Canada's Cineplex Odeon Corp. of Toronto, Ontario, has declared plans to augment its current in-theater amusement game business and enter the FEC market.

To further that goal, the company has appointed Grant Nielsen as its director of North American amusement games.

Nielsen's responsibilities will include developing amusement game strategies for new locations, optimizing revenue from existing games, and designing dedicated family-oriented entertainment centers adjacent to key multiplexes.

In other Cineplex news, the company recently announced its intent to merge with Cinemark USA Inc. When this transaction is complete, the combined entity will be named Cineplex International Corp.

Cineplex owns and operates motion picture cinemas and related food service concessions in six Canadian provinces, 14 U.S. states, and the District of Columbia, for a total of 1,617 screens in 354 locations.

INTERNATIONAL CALENDAR

May 20-26
China AM '95, Shanghai international amusement machine show, China Beijing Agricultural Exhibition Hall. Call 81-3-3220-2766; FAX 81-3-3220-2508.

May 24-26
FER '95, Spanish amusement trade show international, Madrid, Spain. Call +34-3-416-1466; FAX +34-3-415-0095.

June 6-11
3rd Expo Diversiones, Guadalajara, Jalisco, Mexico. Call 52-3-614-3015; FAX 52-3-647-8839.

June 7-8
2nd Asian Amusement Expo, co-sponsored by AAMA and IAAPA, Convention and Exhibition Centre, Hong Kong. Contact W.T. Glasgow Inc., (708) 333-9292; FAX (708) 333-4086.

June 13-15
TILE Conference, Maastricht Exhibition and Congress Centre, The Netherlands. Call +44-1985-846181; FAX +44-1985-846163.

June 24-27
Taiwan Amusement Machine Exhibition '95, CETRA Exhibition Hall, Taipei, Taiwan. Call +886-2-746-6860; FAX +886-2-746-6875.

July 19-20,
EXIME '95, Latin American amusement, music, and games expo, Mexico City, Mexico. Contact W.T. Glasgow Inc., (708) 333-9292; FAX (708) 333-4086.

August 23-25
4th Asia Pacific Theme Parks and Attractions Conference and Exhibition, Singapore International Convention and Exhibition Centre, Singapore, Call (65) 222-8550; FAX (65) 226-3264.

August 24-25
SALEX '95, South America coin machine and casino exhibition, Sao Paulo, Brazil. Call 44-61-624-3687.

September 13-15
JAMMA '95, Japan Amusement Machine Manufacturers Association annual trade show, Japan. Contact JAMMA +81-3-3438-2363; FAX +81-3-3438-2721.

September 14-16
IAAPA Summer Meeting, Hong Kong. Contact IAAPA (703) 836-4800; FAX (703) 836-4801.

September 17-23
IAAPA Post-Summer Meeting Tour, Bangkok and Singapore. Contact IAAPA, (703) 836-4800; FAX (703) 836-4801.

October 10-12
Consumer Electronics Show, Mexico City, Mexico. Call Consumer Electronics Group, (202) 457-8700.

October 25-28
Amusement Machine Operators Association of Queensland International Convention, Conrad Jupiter's Hotel & Casino, Queensland's Gold Coast, Australia. Call 61-7-841-1021; FAX 61-7-841-1332.

December 7-10
1st Supergames Moscow, international gaming-amusement-sound-light exhibition, Krasnaya Presnya International Exhibition Centre, Moscow. Call +44 (171) 286-9720; FAX +44-(171) 286-0177. ▲

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OPEN HOUSE

Optimism is high at C.A. Robinson

The Bettelman family, (l-r): Adrea, Ira, Leah, and Sandy.

Mick White of Tornado (l) talks table soccer with John Pipp of Taito.

With more than 600 people in attendance, the open house at C.A. Robinson was a big success.

Leah Bettelman (l) shares a moment with Mike Rudowicz of Konami.

C.A. Robinson held three post-ACME open house events, and when all was said and done close to 1,500 attendees had come through their collective front doors.

So what's the verdict? "Lots of orders, lots of enthusiasm, lots of optimism." That's what Sandy Bettelman had to say.

The post-show season got started for C.A. Robinson in San Francisco on March 29. That event saw approximately 500 attendees.

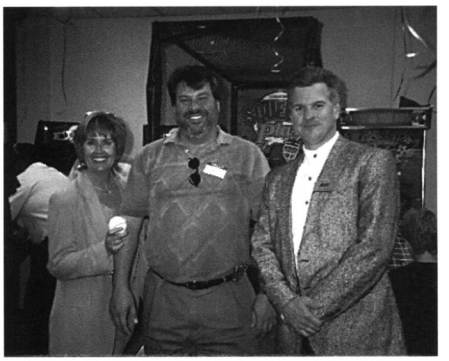
On the following day, the distributorship held a dinner for its manufacturer representatives at the McCormick and Schmick restaurant on Rodeo Drive in Los Angeles.

An open house the next day brought close to 700 people into the company's Los Angeles office.

Closing out the post-show season was a smaller event held in San Diego last month that drew more than 150 operators.

In summary, Sandy Bettelman said the post-expo events should spell good things for the coin-op industry. "We received a lot of orders on equipment that was being shown for the first time and a number of renewed orders on equipment that has been on the market for a while," he said.▲

C.A. Robinson's Carol Scarbrough and Harold Ross.



Jeanne Ballouz of Fabtek (l) and Jim Jarocki of American Laser Games (r) discuss games with a California operator.

Jim McIntire of Gametime stops for the camera.

Enjoying a good laugh are Joe Dillon (l) of Williams Electronics and Bill Cravens of Bulldog Amusements.

From left: Phil Casaus of Mr. C's Arcade, Lenore Sayers of Williams Electronics, and John Baron of State Street Arcade.

Kristen Montgomery (l) of Data East and Sandy Bettelman of C.A. Robinson take a look at **Locked 'N Loaded.**

From left: Roy Contreras, Kevin Cary, David Salinger, all of Golf 'N Stuff, and Lamar Forque of Arachnid.

Just having fun, (l-r): Reggie Moultrie of Skee-Ball, Dennis Sable of Capcom, Jeanne Ballouz of Fabtek, Tim Jackson of Capcom, and Al Stone of Sega.

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50TH ANNIVERSARY

Brady celebrates past and present

From left: Frank Cosentino of Namco, Bill Rickett of Dynamo, Al Stone of Sega, Jon P. Brady, Ken Anderson of Sega, and Chris Brady.

Taking a moment to celebrate, (l-r): Jon P. Brady, Jerry Gordon of Rowe/AMi, Gordon Smart of Smart Industries, and Gary Warner of Coin Concepts.

The real Brady bunch at the banquet, (l-r): Jon W. Brady, Gwen Brady, Chris Brady, and Jon P. Brady.

Relaxing at the hospitality reception, (l-r): Mike Adams and Dave Adams, both of Piedmont Snack Service, Robb Pugh of Janrick Vending, and Mike Pugh also of Piedmont.

It was 50 years of hard work and determination crystalized into that one pure moment when more than 300 guests raised their champagne glasses in unison to toast the success of Brady Distributing.

That toast was also the culmination of a two-day celebration held by Brady at its Charlotte, N.C., home base in honor of the company's 50th anniversary.

"Everything was a success and we had a ball!" exclaimed third generation Brady, John W., when all was said and done.

The event got rolling on Friday, April 7 with a golf tournament at Tega Cay Golf and Country Club and a historical tour of Charlotte for those not inclined to hit the links. That evening Brady held a hospitality reception at the Marriott Executive Park Hotel for close to 300 visitors.

On the following day, Brady held an open house that drew upwards of 400 people. The day was punctuated with prize drawings for everything from pinball and video games to Waterford crystal clocks and video cameras.

Also on the day's agenda were tournaments on Skee-Ball and Smart Ball games and Valley and Merit dart boards, as well as a tour of the Brady facility, warehouse, parts department, and all.

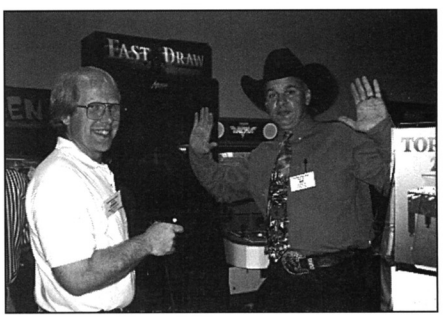
And while the event was celebratory in nature, there were also a number of specials for operators at the open house. "We really didn't gear it toward sales; we wanted to make it fun and exciting," said Jon W. "But we wrote some business as well."

The big event came Saturday night with the celebration banquet at the Marriott Executive Center. Opening remarks were delivered by company president Jon P. Brady, followed by the champagne toast.

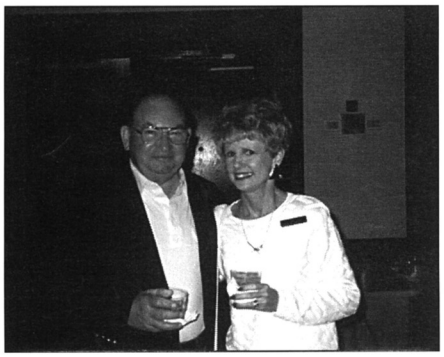
Featured speakers included Bill Cravens of Bulldog Amusements and Ken Anderson of Sega Enterprises. They were introduced by Jon W. and 30-year company veteran Blair Norris.

Following the presentation, guests were treated to live musical entertainment. An apt ending indeed, for the success of Brady Distributing, which began as a jukebox company founded by the late C.B. Brady, is surely music to the ears of all in the coin-op industry.▲

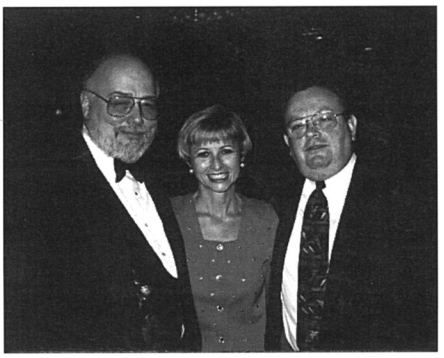
A meeting of the minds, (l-r): Jerry Gordon of Rowe/AMi, Art Warner of Coin Concepts, and Al Stone of Sega.



It's a stickup! Jim Jarocki (r) of American Laser Games meets fast-draw artist Charles Macintosh of Macintosh Games.

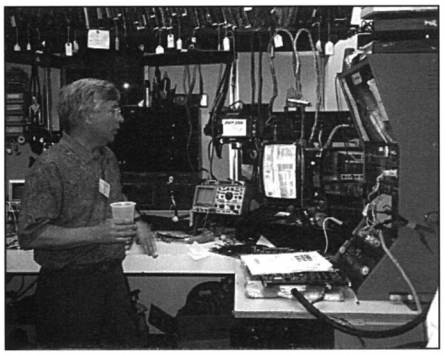


Jim Dunn (l), who just recently retired after working as Brady's vending salesman, visits with Gwen Brady.



From left: Bill Cravens of Bulldog Amusements with Lenore Sayers and Joe Dillon of Williams.

Former Brady team member Tom Keil (l) and Mike Taylor (r), both of Time Warner Interactive, visit with Jon P. Brady.



So that's what it looks like! Jon P. Brady in the shop at the company's new headquarters.

Play Meter's Carol Durand and John Margold of NSM take a look at one of the newest kiddie rides from EMT-America.

Richard Mann and Gary Calhoun, both of Hamilton Mfg., take in the good weather at the open house.

Lee and Anna Colemen of Shenandoah Amusements enjoy themselves at the Brady open house.

Matt Kelly of Lazer-Tron shows off some of his games to Jackie Williams of Dale Williams Amusements.

ACME '95

Half the fun was getting there

The topic of discussion was not the games, it wasn't the seminars, it wasn't even Reno. The hot question was "where did you get stuck Wednesday night?" Why? The Reno airport was snowbound with incoming blizzards and flights were few and far between if any. The Reno Hilton, the host hotel, reported over 500 no-shows that night. We're talking, of course, about the American Coin Machine Expo (ACME), held in Reno the end of March.

Once everyone finally made it to Reno the next day, they had an adventure to tell. In fact, here's a small sampling of what people did to get to Reno: traveled by train from Seattle; by train from Las Vegas; re-routed to Salt Lake City; after two passes in a snowstorm, the last plane finally sets down in Reno before the airport is closed; stuck in California—Fresno, San Jose, Oakland, Sacramento, San Francisco; spent the night in Dallas; flew past Reno in a snowstorm and stayed over in some surrounding city; derailed in Denver; slept in the Phoenix airport; rented a limousine and drove from Las Vegas; stayed in Las Vegas; and drove from Lake Tahoe on the last open highway.

Play Meter's Steve White at an Indian cliff dwelling in Sedona, Ariz., just one of the many locations show attendees ended up when the Reno airport was closed.

And then there were Play Meter's Steve White and Valerie Cognevich who said the heck with it, rented a car, and toured Sedona, Ariz. "We heard the Reno airport was closed and would be all night. The clincher is that there were no rooms in Phoenix, so we rented a car and drove out of town. And why not do a little sight-seeing while we're at it!" they said.

OK, by Thursday, everyone who wanted to had finally made it into Reno, and the show was on. After sharing war stories about trying to get to Reno, conversations turned to the business at hand, ACME '95. Tami Norberg-Paulson, president of AMOA, said, "The only good thing about having this show in Reno is that those who complained to me about AMOA being in San Antonio said even San Antonio was better!"

Comments about Reno did not let up. "This place is a terrible city to have a show even when the weather is good," pointed out one attendee." "The locals are so rude!" exclaimed another. But as bleak as some made it seem, show organizers insisted it wasn't that bad. Here are the numbers: 797 distributors, 1,080 arcade operators, 975 route operators, 111 other operators, and 147 technicians. That brings that category total to just over 3,000, better, they said, than the previous year. In addition, there were 552 people from 38 countries, and over 4,000 exhibitors, manufacturers, suppliers, and guests. "We're not happy with the weather, said ACME show committee chairman, Bill Cravens of Bulldog Amusements, "but all in all we're up a bit. We didn't think anyone was going to make it!"

In fact, ACME representatives explained that plans for Reno were made several years ago and "the show has grown so much." They added that the future may hold a more constant home for the ACME show. ACME '96 is scheduled for Orlando and ACME '97 is planned for Las Vegas. Both locations are being studied as potentially permanent.

And while many would argue that numbers don't lie, it was not a group of happy campers that had their say about the show in these comments:

"There's not a lot new here and what's here is priced too high."

"It doesn't matter what I like. It's important to know what the

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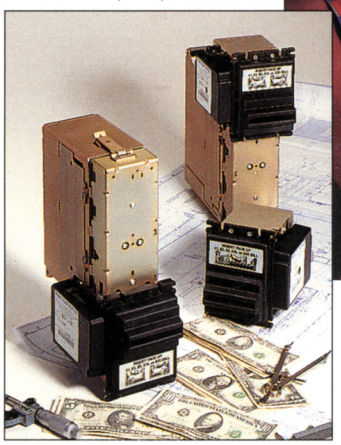

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players want."

"The market is still driven by video; it's the biggest part of the market and what happens there has an impact on all of us to some extent."

"I'm staying with basics right now because at least I know I'll make money. Looking at equipment is a waste of time. So why am I here at all? I'm here to talk to fellow operators about how they are doing. It's hard to find them at this show. Those that I do see are telling me things are terrible."

Now maybe those were negative comments, but there were quite a few positive ones:

"Some operators are looking for a miracle. If they don't see it within the first few hours, they say there's nothing at the show. They still whine that redemption is not for them. It's the miracle they have been waiting for, but they have their eyes closed."

"If operators could just get past the videos to see the other equipment. As a small manufacturer, I'm a realist. If I sell three games to new people, the show has been a success for me."

"I come to the show with an open mind. I come for ideas. I never go home without fresh ideas. If I find good equipment, that's a bonus."

"I come to the show with an open mind. I come for ideas. If I find good equipment, that's a bonus."

Other comments focused on the used equipment market:

"There is a lot of orphan equipment on the market from companies that had a good concept but went out of business and from FECs that have closed."

"I read one of your editorials where you said there might one day be a glut of equipment as FECs were weeded out. Well, I'm here to tell you that ay has come."

"As costly as equipment is, especially video games, I am forced to wait for someone who could afford it to begin with to sell it on the used market. That's worked pretty well in the past, but I don't see those games being sold soon enough. I do see some redemption equipment and pinballs but not enough used videos."

Cravens said, "We're trying to expand in ways that will help the operator. Operators need more than just another product show today. That's why the mission of the show committee is to continue to develop new and innovative programs."

He added, "While exhibitor attendance and space is bound to get smaller as companies' show budgets decrease, ACME will continue to pursue quality services like the TechFest, coupon book, and treasure hunt."▲

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Jerry Gordon's night

Play Meter's Valerie Cognevich is all smiles between these two handsome gentlemen, John Margold (l) of NSM and Chuck Milhem of Valley.

Jim Belt (l) enjoys a drink with Mr. and Mrs. Larry Berke.

No, it's not really Sonny Bono with Cher. It's Gary Penrith in a pretty good imitation! That Cher isn't bad either!

Jerry Gordon of Rowe International was named "Man of the Year" by the American Amusement Machine Charitable Foundation. Proceeds from the event went to the Jerry Gordon Endowment Fund.

Jerry's 39 year history in the industry began as a young partner at National Shuffleboard and Billiards. He was later a senior vice president at H. Betti Industries, and has been with Rowe for 12 years.

Peter Betti, H. Betti Industries, was asked to speak on behalf of his father Bert, himself a former AAMCF honoree, who was not able to be in Reno in person. "My father respected Jerry's incredible work ethics and his integrity," Peter began. "Jerry used to say that he worked half days—12 hours! A distributorship is not built of buildings and lines, it's people," he added.

"I'm proud of this industry and know that when I wake up in the morning, I'm going to have a good day."

Peter went on to compare Jerry to the Energizer Bunny—the one that just keeps going and going and going—with the brain of a 486 computer. "Jerry is enthusiastic and a wonderful man. On behalf of everyone at Betson, we thank you," said Peter.

Steve Shaffer of Shaffer Distributing said, "I've literally known Jerry the best years of my life in the industry. I've played golf with Jerry and I believe that golf reveals character, courage, self-control, and honor. These all describe Jerry."

Long-time friend Steve Wallach, who has known Jerry since high school, led us all on a trip down memory lane.

Valley president Dick Shelton (l) accepted the award for "Manufacturer of the Year." Here he is with fellow workers Melody Sutkowi and Scott Schroeder.

Enjoying the festivities are Mr. and Mrs. Ron Carrara (front) and Mr. and Mrs. Norm Petermeier.

From left: American Vending Sales' Ron Bolger, Vince Gumma, and Frank Gumma accept the award as "Distributor of the Year" from AAMA president Steve Koenigsberg.

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Jerry Gordon and wife Barbara enjoyed the night with their family, including children and grandchildren.

Only Jerry's long-time friend Steve Wallach (r), here with him, can remember Jerry playing the bells in the school band!

From left: Mr. and Mrs. Morris Piha with Lou and Jonathan Kleiman.

"All of you who have known Jerry since he began his career may have a hard time picturing a young Jerry playing the bells in the high school band," Steve recounted. "I also remember vividly a time when we were all young marrieds. We heard on the radio that there was a prize for entering a scavenger hunt so we jumped at the chance to participate. Although we didn't win, Jerry showed great zest in playing. It's how he lives his life and pursues his career."

Jerry was overwhelmed in thanking his peers for the honor bestowed on him. "This is mind-boggling to be included in the coin-op hall of fame. I'm proud of this industry and know that when I wake up in the morning I'm going to have a good day."

The American Amusement Machine Association presented awards to American Vending Sales as the "Distributor of the Year" and Valley Recreation as "Manufacturer of the Year."▲

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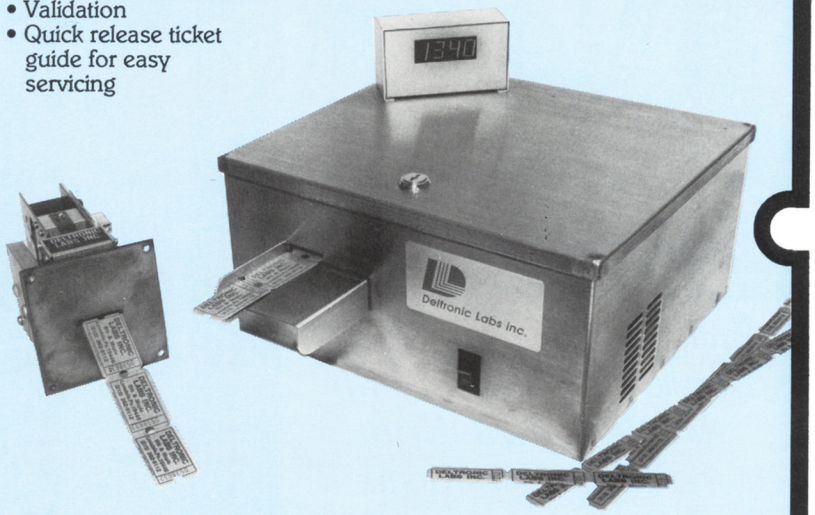

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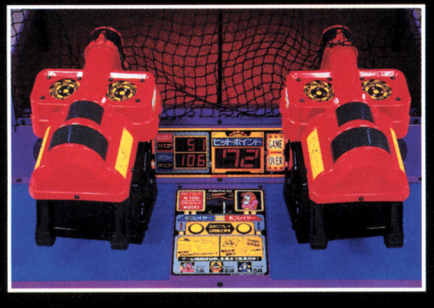

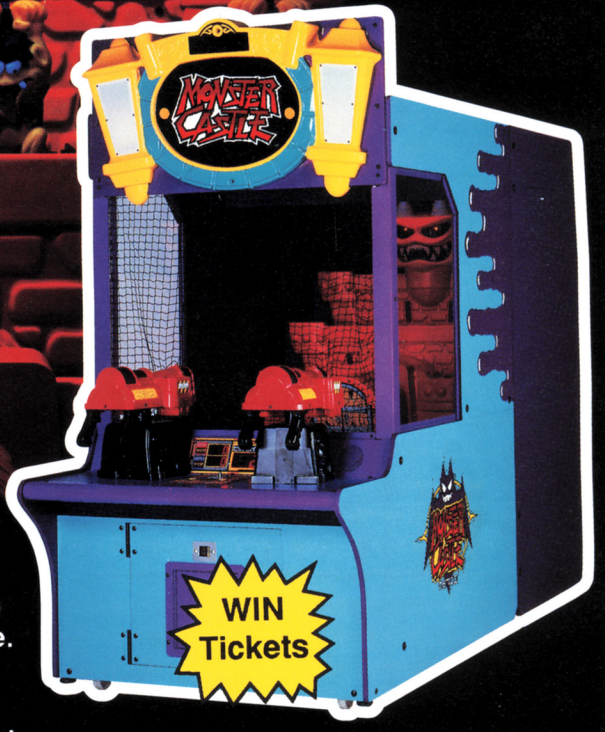

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Sharing the past at the Century Club

From left: Steve Kordek, Jack Kerner, and Tiny Weintraub.

Hundreds of years of industry experience are gathered together to share some of the most memorable events.

Each Century Club member has an interesting story or two to tell. Here they remember fellow member Louis Boasberg, who passed away several months ago.

A handsome group indeed, (l-r): Hank Ross, Stan Jarocki, Hank Tronick, and Frank Rizzo.

Two "younger" members, Ken Younkin of Kenco Vending and Fred Harden of Vendex, chat with Steve Kordek and Marty Bromley.

Marty Bromley (l) shares a laugh with old friend Bob Jones.

Steve Kordek (r) was glad to see Wendell McAdams join the group at the meeting.

History never dies, as the members of the Century Club gather together to prove. This year the club met at the convention center during ACME '95 with a special guest speaker, Tiny Weintraub of Vending Times magazine.

Weintraub recounted his days at the Battle of the Bulge and talked of the old days in the coin machine industry. After his inspirational speech, the other members chatted about their own beginnings and years in the industry.

Many took the time to remember an old friend who passed away several months ago, Louis Boasberg of New Orleans Novelty Co. Boasberg attended the meetings whenever he could and loved hearing the stories. Those in attendance this year told their own stories about knowing Boasberg.

Steve Kordek, who has been the organizer behind the gatherings, will be the guest of honor at a luncheon during the upcoming AMOA to be held in New Orleans in late September. Those wishing to be a part of the event, graciously sponsored by Marty Bromley, should contact Steve at (312) 961-1548 and let him know.

The Century Club is open to all those who have been in the coin machine business for over 25 years. Many of the current members have over 50 years under their belts and welcome the chance to talk over old times with the "younger guys" who have 25 years experience.▲

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Redemption field trip satisfies idea-seekers

Lisa Voorhis of the International Family Entertainment Center Association receives a gift pack from Canoli the Clown at the Circus Circus Midway.

Notice the large plush above banks of redemption games at the Boomtown Fun Center; at the left is the entrance to the Dynamic Motion Theater.

Lazer-Tron's Shake, Rattle & Roll is but one of many redemption game choices at the Clarion Entertainment Fun Center.

Namco's Ace Driver simulators are adjacent to the big ticket/redemption counter at Fun Quest at the Reno Hilton.

One hundred stalwart souls braved the elements the day before the show to visit four family entertainment centers in the Reno area: Circus Circus Midway, Boomtown Family Fun Center, Fun Quest at the Reno Hilton, and Clarion Entertainment Fun Center.

For the second year, Rhonda Fletcher of ARMS International and Sue Monday of Spirit Designs organized this pre-show event that recognizes the current interest in fun centers and the need for more knowledge about this segment of the amusement industry.

The first redemption field trip at ACME '94 in Rosemont, Ill., was a resounding success. Plans are already underway for an equally impressive third outing of this nature at ACME '96 in Orlando. Fla.

Following is a brief description of attractions offered at each of the four Reno locations.

Circus Circus Midway: Group race games are plentiful in the 35,000-square-foot fun center; a separate area is provided for video games in another part of the hotel. One

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of the few coin-op redemption games is Bromley's *Wheel 'M In*—a dozen are banked together in a fashion similar to the multiplayer race games.

Says shift manager Candace Copple, "Don't be afraid to bank games. Our *Wheel 'M In* games are doing fantastic." That success is leading management to consider adding more coin-op equipment.

Other familiar coin-op games include Lazer-Tron's *Pogger* rotary, cranes, and a bank of 11 alley bowlers under the name Circus Bowl. Of the traditional midway-style games, the 28-player station Fascination is by far the biggest draw. Players can even win sets of china.

Plush is king; every size, shape, character, and color are represented. Items are changed constantly, and players can trade-up for larger prizes. Merchandise is geared to the game; for example, basketball games award sports-themed plush.

Cameras are everywhere for security reasons. Management and staff circulate throughout the center at all times. The center uses cash instead of tokens. A snack bar temporarily closed due to remodeling is scheduled to reopen in another part of the center.

"All the centers shared two things in common: constantly adding or improving attractions and frequently changing prize merchandise."

As in other Circus Circus locations in Nevada, live circus acts perform in the middle of the center every 20 minutes.

Signs are plentiful, meaning it is clear what you are playing, what is required to win, and what your prize will be.

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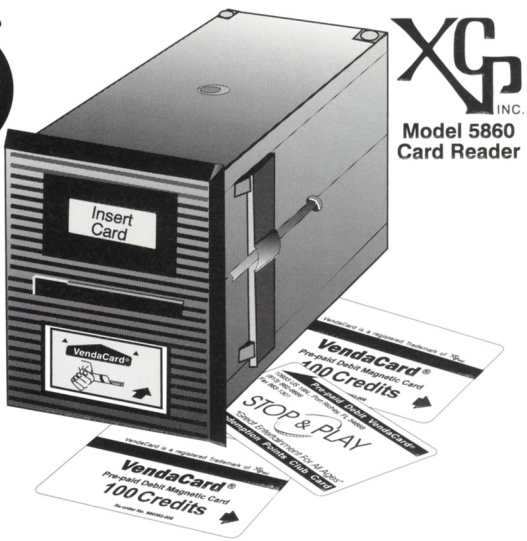

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children. He is also a goodwill ambassador for Circus Circus within the community.

Boomtown Family Fun Center: A Western-themed 35,000-square-foot family fun center that houses over 100 video, arcade, and redemption games; an 18-hole indoor miniature Ghost Town golf course; a replica of an antique carousel; and a 40-seat Dynamic Motion Theater simulator with hydraulically-powered seats that move in sync with the action on the screen in five thrilling adventures (Runaway Train, Roller Coaster, Devil's Mine Ride, Cosmic Pinball, and Desert Duel). An indoor ferris wheel will be added this spring.

A large party room that accommodates 100 people is an integral part of this FEC. It is ideal for children's parties, but also for graduations, banquets, adult meetings, and other group functions. The Tumbleweed Pizza Cafe offers more than specialty pizzas, and a jukebox in the center of the action provides a musical break.

The redemption counter is "awesome" as young customers are apt to say. You can find everything from 10-point rubber lizards and 150-point plastic swords up to 400-point Star Trek figures, 4,000-point plush, and a 15,000-point mountain bike.

A local operating company, Tip Top Amusement Co., provides the video games. All games operate on tokens, which are also good in bulk vendors. Rides require the purchase of tickets. An unlimited passport for one day includes continuous use of the carousel, Motion Theater, Ghost Town Golf, and $2 in tokens. The center has been open for two years.

Fun Quest: Currently at 33,000 square feet, the center is undergoing an expansion that will bring it to 35,000 square feet.

"Party rooms are not only for children's birthdays. They can be marketed for graduations, sports banquets, adult meetings, and other group functions."

Included are Krazy Kars; Namco's *Galaxian Theater* and a bank of *Ace Driver* deluxe simulators; a giant ticket and redemption counter; a 4,500-square-foot Kid Quest kiddie zone with battery-powered Mason cars; a host of redemption and video games; and Q-Zar, the laser tag-style game that lets players "zap" opponents without harm but with a great accumulation of points.

Several party packages are available. The center offers the Quest Club membership that affords discounts as well as invitations to special events. Just outside of the entrance to Fun Quest are several food emporiums in the Reno Hilton.

Security is a priority. Visitors must pass through a metal detector as they enter. Tip Top Amusement Co. provides most of the coin-op games for the facility, as well as three employees in the center at all times to assure that games are kept running. Fun Quest opened in July 1994.

Clarion Entertainment Fun Center: The smallest of the four centers, this one packs 59 redemption games and 20 non-redemption games (deluxe sit-down videos and table games among them) into a 10,000-square-foot space originally designed as an adult sports and entertainment area above the casino. Ten TV monitors tuned to coverage of sporting events attest to this earlier vision.

The focus shifted to more of a children's facility, with a heavy dose of ticket-dispensing games, and a '50s diner atmosphere at the Snack & Deli-Bar Soda Fountain, where an attendant said the burgers and fish and chips rated tops with kids while moms preferred salads.

Plans for the summer call for the addition of a party room, a 2,200 square-foot soft play area, and 30 more coin-op games. The center opened in September 1994.

Each location was different from its nearby neighbor but all shared two things in common: constantly adding or improving attractions and frequently changing prize merchandise. In other words, they do not remain static but strive to keep customers interested in returning for another enjoyable visit.

Idea-seekers came away with plenty of new information on various aspects of FEC operation, from the color of tokens to snack bar fare and from prize displays to the value of birthday party rooms.▲

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Operators win big in Treasure Hunt

Jordan Greenbaum of Castle Golf (r) picks up a $100 savings bond, which was donated by James Industries, from show committee chairman Bill Cravens.

Bill Cravens explains to Vic Meyerhoff of Cal Poly State (r) that he has just won an Animal Land Deluxe Redemption Game donated by Taito.

While the pirates of old may have lived and died by it, operators at ACME '95 found that the pen—well actually the stamp—is mightier than the sword when searching for treasure.

As they prowled the aisles looking for the next best thing to hit the business, operators were also busy having their Treasure Hunt cards stamped at six specially designated stations around the show floor.

Once they completed their cards, operators were eligible for daily prize drawings. A myriad of awards, large and small, were donated by manufacturers, distributors, and Reno area businesses for the drawings.

Here's a list of who won what:

March 23, 1995

1. Vick Meyerhoff, Cal Poly State: Animal Land Deluxe Redemption Game (Taito).

2. Steve Goldie, Cal Poly State: Dinner for two (Peppermill Hotel, Reno).

3. J. Greenbaum, Castle Golf: $100 savings bond (James Industries).

4. Bill Chrysan, Putt Putt Golf & Games: Dinner for two (Reno Hilton).

5. Marvin Myers, D & M Enterprises: Power Ranger merchandise kit (Oriental Trading).

6. Lynn Bodenstein, Game Exchange SE: Redemption ticket counting scale (ARMS International).

7. Allan Ansdell, Adventure City: DL 5000 ticket eater (Deltronic Labs).

8. Donna Raphael, Santa Cruz Seaside Co.: Travel wallet (Cherry Electrical Products).

9. Jim LaKeg, VVS Inc.: $50 dinner gift certificate (Ichiban Steak House, Reno).

10. Chris Hiltz, Classic Support Services: Magic Touch countertop video game (Micro Manufacturing).

11. Jim Davis, Ideal Games: two night stay in Orlando (Clarion Plaza Hotel, Orlando).

12. Jimmy D. Hopper, Clayton Amusement: Samurai Shodown II Neo-Geo MVS cartridge (SNK).

13. Robin Bluemmer, Elmbrook: Six licensed sports bags (HMS Monaco).

14. Dave Morgan, Wilson Ent.: Tickets for two to celebrity showroom (John Ascuaga's Nugget Hotel, Reno).

15. John Irvin, Valley Venders: Striker Soccer Table (Dynamo).

16. Victoria Strickland, Little Squirt Sports Park: Three color decal vending machine (Selectra Designs).

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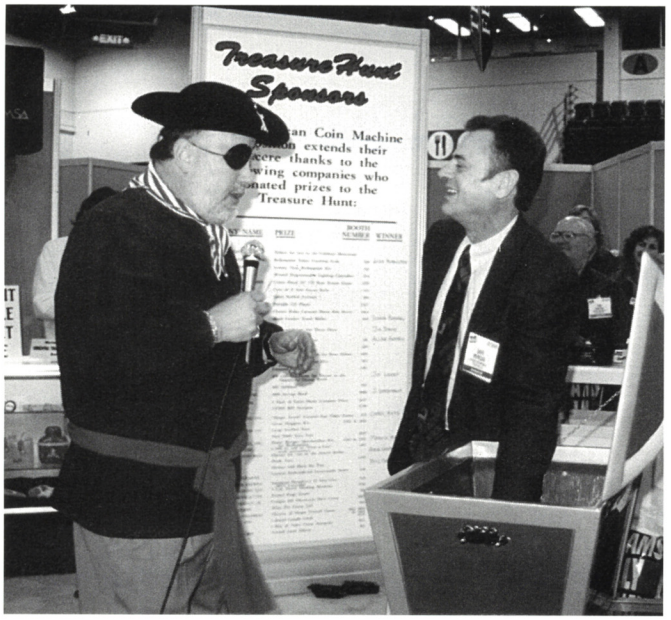

Dave Morgan of Wilson Ent. (r) shares a laugh with Bill Cravens as he draws out tickets for two to the Celebrity Showroom at John Ascuaga's Nugget Hotel in Reno.

Operator Gary Doda (r) has his ticket stamped by Dawn Hook at the first stop along the ACME Treasure Hunt.

17. Gary Duffey, Dave & Busters: $100 gift certificate for Reno Hilton (Fun Center Software).

March 24, 1995

1. Cathy Markham, Diamond M: Primal Rage game (Time Warner Interactive/-Atari).

2. David Eggers, Frontier Enterprises: Crime Patrol 25" CD ROM system game (American Laser Games).

3. Mark Hurlbut, TD Rowe Corp.: Six pack of Latin music CDs (The Latin Jukebox).

4. David Blaser, Golf-n-Stuff: Wizard programmable lightning controller (Action Lighting).

5. Steve McGlocklin, Q-Zaz: One box of plush toys (Prizes!).

6. David A. Calderon, Golf-n-Stuff: VFMZ bill acceptor (Mars Electronics).

7. Sandy Gaffney, GAFFCO: Chance Rides carousel horse shirts (Chance Rides).

8. Christopher Liao, California Pacific Recreation: Cougar SM Electronic Dart Game (Valley Recreation).

9. Debbie Davis, PM Plus: Case of 3" soft soccer balls (Best Equipment).

10. Jeff Spinello, EIA Corp.: Looney Toon redemption kit (Ace/Acme Company).

11. Richard Probst, ARMP/NCO Club: Three aluminum bats (Batting Buddy by DVMH).

12. Dean St. Antoine, Power Pinball: Giant stuffed animals (Dan Brechner & Company).

13. Terry Bell, Neon Gold Inc.: Colonial couple clock (Ceramic World).

March 25

1. Ron Miller, R & S Amusements: Portable CD player (Bromley).

2. Gary Fry, U.S. Marine Corps: 300' roll of Flex-a-Lite with accessories (P & H Company).

3. Gary Doda, Custom Game Service: Two complete sets of hot hits compilation discs (Hot Hits).

4. Lynn Josh Hubbard, Fire Power Amusements: Pool table easy lift (Nortech).

5. John Houchin, S.A.H. & Sons Inc.: Theatre of Magic pinball game (Williams Bally/Midway).

6. Gary Henderson, Asterick's Inc.: Great Sluggers kit (Namco-America).

7. Donald Zischke, ABC Amusement: Bill validator (JCM America).

8. Hal Williamson, Gardner Sales: Custom embroidered letterman jacket (Rock-Ola/Antique Apparatus).

9. Jim Pratt, Marquart Bowling: Wico pin game lift (Wico).

10. Rick Davis, Calicrania: One box of 20 video game acceptors (Imonex).▲

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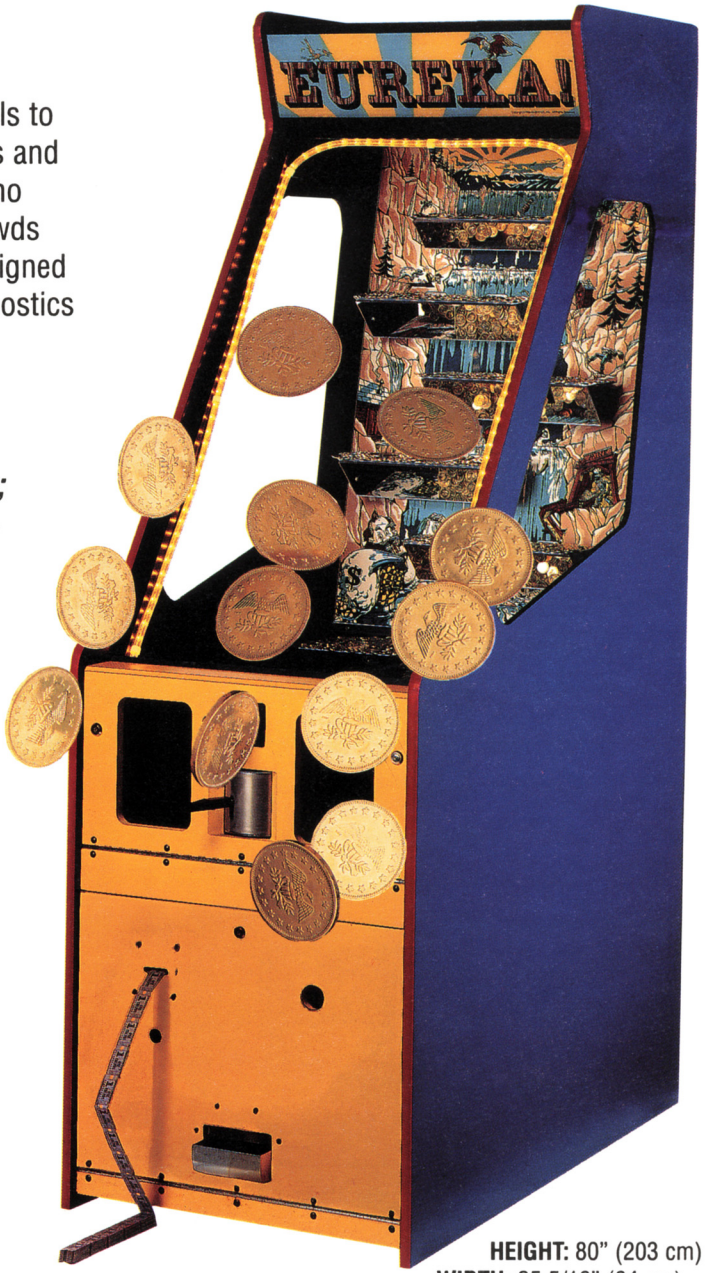

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TechFest gets rave reviews

This year's TechFest, spearheaded by Randy Fromm (l), got rave reviews from attendees at all levels of the industry.

While the average passerby may have been baffled by the high-tech discourse, those in-the-know packed the house for seminars at the inaugural TechFest this year at ACME.

At the helm of the three-day event was Play Meter technical writer Randy Fromm, whose countenance could be seen on bilingual instructional videos from one end of the exhibit space to the other.

Also exhibiting their services at TechFest were Capcom, Hantarex, Micro Manufacturing, Pentranic, Time Warner Interactive, Valley Recreation, Sencore, Wells-Gardner Electronics, Wico, and Williams Bally/Midway.

The verdict at the close of the show: TechFest was a huge success! In fact, the only suggestion for changes next year came from several exhibitors, who said they would like to be more centrally located on the show floor and have two entrances to the exhibit in order to facilitate even better traffic flow.

"Probably the best thing we've done this year is the TechFest," said show committee chairman Bill Cravens of Bulldog Amusements. "There were 75 seats and there were times when people were standing. We're going to continue that in a big way."

The main focus of events at TechFest was the hourly presentations put on by manufacturers. They included Premier Technology, Lazer-Tron, Rowe, Williams Bally/Midway, Mars Electronics, Smart Industries, Sega Pinball, NSM America, and Sencore. Fromm also gave daily seminars on monitor troubleshooting himself.

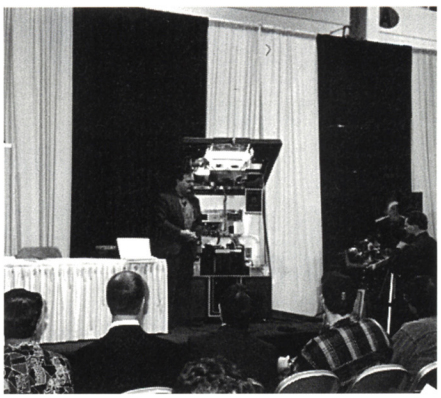
Kevin Kaye of Boomer's in Boca Raton, Fla., (l) gets some instruction on taking care of a jammed cue ball from Valley's Frank Corsanos.

And while the level of discussion was usually in the technological stratosphere, there were also some moments of levity. For instance, Keith White of NSM America, who was presented jokingly as "America's Worst Salesman," told technicians attending his seminar that for a quick jukebox cleanup Q-tips and isopropyl alcohol were preferable to a bar rag and 100 proof vodka.

Taken collectively, the seminars proved to be a boon for technicians who attended the show. "These service seminars are just great," commented Kevin Kaye, arcade technician for Boomer's family recreation center in Boca Raton, Fla. "The only problem is most people don't send their technicians to the shows."

But hopefully the success of this year's TechFest will prompt more operators and distributors in the future to take advantage of the great opportunity the event provides.▲

Sega Pinball's Joe Kaminkow gets into the nuts and bolts of pinball service and repair.



NSM America's Keith White gives the crowd some tips on how to deal with a title display glitch.

In addition to organizing TechFest, Randy Fromm gave daily seminars on monitor troubleshooting.

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Operator and games honored at spring show

Carol Ann Lally Durand presents the Ralph C. Lally II Award to Steve Epstein of The Broadway Arcade.

Chuck Milhem of Valley Recreation shows off the Play Meter award presented by Valerie Cognevich.

Dennis Sable (l) and Brian Duke of Capcom accept AAMA awards for four video games.

One of the best-kept industry secrets is out of the bag: Steve Epstein of The Broadway Arcade in New York, N.Y., is the winner of Play Meter's Ralph C. Lally II Operator of the Year award for outstanding dedication and service to the coin-op amusement machine industry.

Epstein was but one honoree at the all-show cocktail party on the opening day of the expo. It was also the occasion for Play Meter to present awards of excellence for six outstanding games, and for the American Amusement Machine Association to present its silver, gold, diamond, and platinum game awards.

The Operator of the Year award was a well-guarded secret. Play Meter enlisted the assistance of Michael Gottlieb of Williams Bally/Midway to ensure Epstein would be present.

Epstein has logged 30 years in the industry and still wears a change apron and works the night shift.

In a Coinman Interview in March 1994 he credited his success to clean games, promotions, and understanding both the games and the players. The first to believe in the viability of pinball tournaments and leagues, he founded the Professional and Amateur Pinball Association, which hosts an annual international championship. In February, PAPA 5 drew over 800 players from 27 states and nine countries.

"Pinball is promotion and excitement. It's something everyone can be a part of if they want to."

In typical fashion, this operator's operator acknowledged the help of others in the industry. Said Epstein: "This is a very big surprise. More or less PAPA came out of the work of two people. First, my father, who taught me early on that operators had to do more for locations than just open the doors. Second, Roger Sharpe, whose knowledge of the industry inspired me to go after things I thought were impossible.

"Pinball is promotion and excitement. It's something everyone can be a part of if they want to."

Other Play Meter Awards went to Sega for Daytona USA as the Best Dedicated Game and Capcom for *DarkStalkers* as the Best Video Kit.

Williams took top honors for Best Pinball with *Star Trek: The Next Generation,* and Planet Earth was given the award for the Best Redemption/Novelty Game, *Dinoscore.*

In accepting the Play Meter award for Laser-Star CD-100 as the Best Jukebox, Rowe International's Jerry Gordon said: "This only heightens our dedication to the entire jukebox industry."

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Williams Bally/Midway designers accept the Play Meter award for Best Pinball.

Valerie Cognevich presents the Play Meter award for Best Jukebox to a happy Jerry Gordon (c) and Joel Friedman of Rowe International.

At far left, AAMA's Steve Koenigsberg and Williams Bally/Midway's Ken Fedesna with some of the designers responsible for the company's run of hit games.

The Valley Pool Table was also chosen as the Best Sports or Table Game. "On behalf of all the employees and fine operators of Valley pool tables, we thank you," commented Chuck Milhem of Valley.

AAMA presented diamond awards for six different games, including *Star Trek: The Next Generation* pinball (Williams), *Mortal Kombat II* kit (Midway), *Killer Instinct* (Midway), *Cruis'n USA* (Midway), *Daytona Twin* (Sega), and the Neo Geo system (SNK).

"There is nothing better than receiving awards from our customers," said Ken Fedesna of Williams Bally/Midway as he accepted the award for *Star Trek: The Next Generation* from AAMA president Steve Koenigsberg of State Sales and Service Corp.

Receiving platinum awards were the pinballs *World Cup Soccer* (Midway), *Demolition Man* (Williams), and *Road Show* (Williams). In the video division, *NBA JAM Tournament Edition* (Midway) picked up a platinum as well.

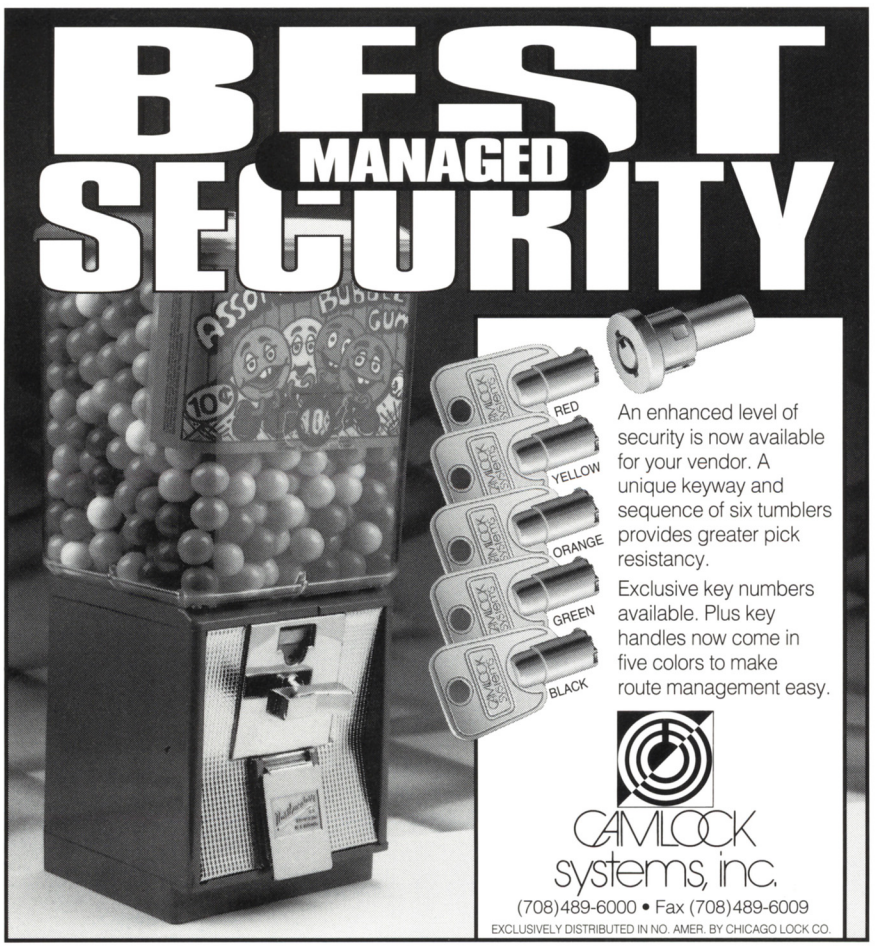
AAMA's Steve Koenigsberg (l) presents an award for Raiden II to (l-r): Jeanne Ballouz and Steve Ward of Fabtek and Mr. Hamada of Seibu.

Gold pinball awards went to *The Flintstones* (Williams), *Popeye* (Midway), and *Corvette* (Midway). A gold award for redemption went to *Aftershock* (Lazer-Tron).

In the video division, gold awards went to *Revolution-X* (Midway), *DarkStalkers* (Capcom), and *Raiden II* (Fabtek).

Capcom also picked up the three silver video awards for *Super Street Fighter II Turbo, Alien vs. Predator,* and *D & D Tower of Doom.*

"We're doing the best we can and I hope you can appreciate it," said Dennis Sable of Capcom, who accepted the awards along with the company's Brian Duke and Ron Malinowski.▲



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The wonderful world of redemption merchandise

Francine Burrier

Spring is sprung, the grass is riz, I wonder where all the cool merchandise is? As we all know, spring certainly was nowhere to be found in Reno, especially for those of us unfortunately detained in some other part of the country wondering whether we would ever get to the show.

After finally touching down at the airport Thursday morning, with four hours of sleep and a courtesy overnight kit from the airline, I arrived at the show dead on my feet. However, my travel ordeal was well worth the wait.

Between all the glitz and glamour of "The Biggest Little City in the World" (and an occasional slot machine or six) I got to peruse all the neat new stuff for which our customers will be knocking down the doors. So you ask, "Francine, what's it going to be this year?"

There was so much cool merchandise at the show that it is difficult to describe everything, but I'll do my best. The unique always captures my attention, and there was plenty.

When I walked into the Ace/Acme booth a six-foot Sylvester was looking down at me as if to say, "Sufferin' succotash, you look just like Tweety Bird." I saw quite a few other licensed Looney Tunes keychains, yo-yos, paddleboards shaped as characters, playing cards, and licensed character families that ranged from a 6" size that fits in your pocket to six-foot tall characters that would excite a child to no end. Imagine being that child's parent, trying to make the toy fit into the Honda Accord and then deciding where to put it after getting home! Time for one of those famous devices used by Wile E. Coyote.

I found more licensed merchandise at Play By Play Toys & Novelties, including sculpted play faces (soft and hugable, lightweight pillows) in the shape of the Pink Panther, Bozo the Clown, Sonic the Hedgehog, Felix the Cat, Lambchop, Fred Flintstone and Dino (my personal favorites), as well as Animaniacs, Power Rangers, and Betty Boop.

Something familiar to every TV watcher are the ever-popular Coca-Cola polar bears. Play By Play has these lovable, collectible animals, and now you can too.

How about a small Coca-Cola theme in your operation using these bears and Lazer-Tron's new Coca-Cola Ring Toss game? And for all of the Harley fans you can offer Harley Davidson hogs, which are stuffed pigs wearing Harley jackets that are as cute as can be.

Another rebirth of an older cartoon character is being marketed by HMS Monaco with the addition of Casper the Friendly Ghost to the company's line. Well-known for manufacturing their own costume and novelty jewelry, this firm creates reasonably-priced rotary kits that include items that appeal to a wide variety of customers.

The Spinner is a continually entertaining novelty, which is also a relaxing stress reliever. It's an item that once picked up is difficult to put down. Duzall Toys carries this unique item, which many of you have probably seen me carrying around at the last several shows. It can be customized with your company logo or used for any fund-raiser. Duzall also carries a wide variety of milk caps that may be personalized to create a neat giveaway or promotion.

Who better to merchandise a LAX rotary machine than Noel Industries, the maker of the game? Noel specializes in novelty pre-packs for games. These items are hand-picked and put together with the neatest novelty items, so there is nothing boring about these kits.

I also found some interesting new gadgets at Bonita Marie International—Klixx Sticks. So you ask, what is a Klixx Stick? Well so did I, but soon found myself playing with this bendable, movable, shapable thing-a-ma-bob, which can be unsnapped and resnapped with another to form an even longer one, truly making it a habit-forming toy. I even saw a salesman making a fashion statement by wearing some as bracelets and a necklace. They went well with your suit, sir.

Rebecca's, a merchandise company that carries a wide variety of items, had one that really caught my attention. For those of you who provide birthday parties, Rebecca's party kit contains a five-piece place setting that includes a 9 oz. drink cup, 6" plate, beverage napkin, placemat, and spork (a

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spoon/fork combination). All of these items are decorated with a juggling clown or a skating panda and are available at an unbelievable price: 14-1/2 cents per place setting! That makes a 10-place setting for as little as $1.45.

Other impressive items here were telephones shaped like an order of french fries, a slice of pizza, a puppy dog, and a kitten. This is a prize for today's child.

Young and old football fans will appreciate Rhode Island Novelty's oversized inflatable NFL helmets, an item every sports fan should not live without. I see quite a few children, even as young as four and five, who adamantly support their favorite team. These inflatable helmets will surely appeal to them.

It's always good to see new merchandise firms in our industry, and I would like to extend a personal welcome to several that I discovered at the show. These firms seem to be making a real effort to fill a niche by offering items that have never been seen in a redemption display.

One of the neatest new items was a colorful T-shirt wrapped in cord to form the shape of a lollipop, snake, alligator, or fish, offered by Kemac Distributing. After the shirt is molded into shape, it is tie-dyed in bright fluorescent colors, then displayed in marketable packaging. These items seem to be so cool that most customers will not want to cut the cords to reveal the shirt.

I found more interesting merchandise at One Stop Inc., which carries licensed characters from "The Pagemaster" movie as well as Beavis and Butt-head items in the form of plush, figurines, mugs, pencils, and sipper straws. For locations that cater to younger children, new Sesame Street merchandise should prove popular.

While sorting through all the different items I came across another rather interesting novelty. When I inquired about the funny-looking, rubber band-loaded, big-toothed keychains, I was told they were Chomper Keychains. Although I haven't the slightest clue as to whether they serve any useful purpose, they really make a perfect guard for anyone's keys. Who would think twice about stealing your keys with their fingers in jeopardy?

worth mentioning. One in particular was the animal tail in a bag. This novelty accurately resembles a cat, raccoon, or rodent that has made its way into the sack and is rummaging around for something to eat. You really must see this one!

Place it in an obvious spot, perhaps inside a potato chip bag, so your customers will gape in amazement as the little fellow tries to find himself some dinner!

How about a more adult-oriented stress relieving device? In several booths I found Chinese relaxation balls in different sizes. They are alleged to have therapeutic effects. These balls, available in either polished metal or cloisonne, create a soothing sound when worked around in the hand. I've met individuals who have been able to manipulate several sets at once.

"Remember, the best prizes in the world will not move as well if not properly merchandised. Bright, colorful, and well-organized displays are a must."

Patriot Novelty Co. specializes in pre-packs that provide both quality and color appeal. All are personally selected and color coordinated by the owner herself, who truly takes pride in her products. Custom-designed pre-packs, which can include licensed characters, are available at the customer's request.

Mei Da Toys, another new company, impressed me with quality and colorful soft plush at reasonable prices.

Ceramic World, although not a new company, made its merchandise debut. Some ceramics are hot items, but need to be displayed in a bright case and in multiple quantities. I recommend some especially good ceramics, which include unicorns, teddy bears, picture frames, clowns, ducks, puppies, and kittens.

There were also quite a few items offered by more than one merchandise firm that were

I was shocked (quite literally) to find a set offered by Noel Industries that even produced a light electric shock when used, although I don't know whether the effect is therapeutic or just a gag.

On another note, who ever thought that milk caps would have become the rage? Milk caps, although a little more extravagant than their more utilitarian predecessors, are popping up everywhere.

Not only have they been appearing in FECs and amusement centers, but also in hobby shops, gaming stores, comic

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book and sports card stores trying to cash in on this fad. Even a local tobacco shop here in Frederick, Md., proudly displays their milk caps. Although these actually surfaced more than three years ago, they only caught on recently.

Our old friend the Slinky is still popular, especially in new shapes like stars and hearts and in neon colors. Balancing birds on pedestals, and Nutty Putty (reminiscent of silly putty although not sticky), are also worth mentioning and can help give your redemption center a wider assortment of interesting and desirable merchandise.

More than anything, you must remember that the best prizes in the world will not move as well if not properly merchandised. As I've mentioned before, bright, colorful, and well-organized displays are a must.

Don't merely place items in a box and expect them to sell. Try to have cases that follow a theme, and arrange the merchandise in a manner that will draw attention. It really works!

If you missed any of this merchandise at the show, or missed the show entirely and would like to see all this cool stuff for yourself, give the companies a call. You can never have too many catalogs, and most firms are more than happy to help you get as many as you need.

Prized predictions: more "hot" merchandise

Ultimately, the players vote with their tickets and decide what prizes are most desirable. To stay one step ahead of the hunt, Play Meter canvassed the exhibit floor and talked to merchandise suppliers to find out what items they predict will draw players to redemption counters, and games, this spring and summer.

Ace/Acme: "Looney Tunes!" was the first thought from Rorie Keller. Those familiar characters are available in plush, on T-shirts and hard goods (pencils, yo-yos, superballs, frisbees), and on inflatable baseball bats and hammers. Also, Animaniacs characters Yakko, Wakko, and their sister Dot. In anticipation of the Disney animated film, "Pocahontas," due for summer release, expect Indian dolls to be popular collectibles.

Bonita Marie: Klixx Sticks, or the "ultimate fidget widget." It's a plastic chain that you can click together or pull apart. Pocahontas items will also do well, as will Harley Davidson items to address the growth in the adult-themed locations. Kids are also collecting rainbow-colored rotary dishes.

Duzall Toys: David Marcus mused, "Obviously milk caps will be the hottest item for the summer. We have a wide variety and can customize." He added that small toys such as collectible cars will do well in cranes and redemption counters.

Goffa International: Paul Lam is looking forward to the "Pocahontas" movie, stocking Indian bears in three sizes (8", 12", 16") and raccoons in three sizes (8", 10", 12").

HMS Monaco: For the coming year items connected with Disney's "Pocahontas" are expected to sell extremely well. Plush items will include Indians, raccoons, Pocahontas dolls, drinking cups, and other collectibles.

Hugfun International: The company's biggest sellers are animal figure plush (bear, mouse, koala, dog, elephant). Newest is a baby bear with a pacifier that fits into its mouth, available with either pink or blue bib and diapers.

Maxson: Caught in the Sac is sure to draw interest. It features a furry animal tail hanging out of a brown paper bag. Tail-wagging action is generated by a battery-powered motorized gyro.

Mei Da Toys: "Lions are big right now. In the future we will have raccoons when the movie 'Pocahontas' comes out," said Mel Posin.

NANCO: Stephen Lipkin pointed to Bounceables, inflatable plush basketballs emblazoned with NBA team names, available in two sizes: 7-1/2" and 18". These can be rolled up deflated for use in cranes or inflated for an impressive display above midway games and on redemption counter walls.

Noel Industries: Hockey pucks are popular nationwide, said Chris Noell, especially those bearing the name of either the Anaheim Mighty Ducks or the Los Angeles Kings. The company also does a brisk business in milk cap kits for rotary capsules.

One Stop Redemption: Richard Tyler looks for great interest in the characters from "The Pagemaster" movie (Adventure, Fantasy, and Horror), available in plush and hard goods such as mugs, pencil-toppers, and desk figures.

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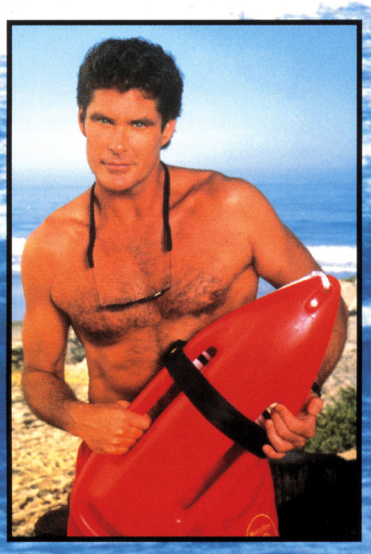

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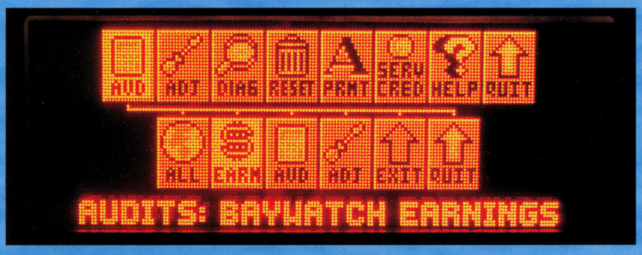

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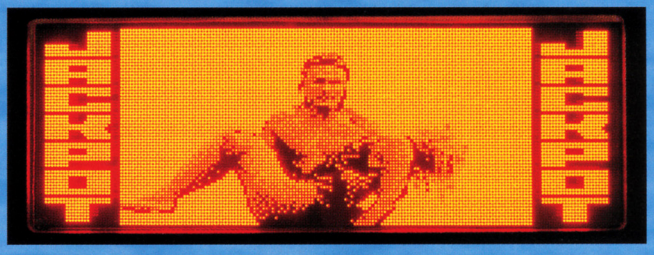

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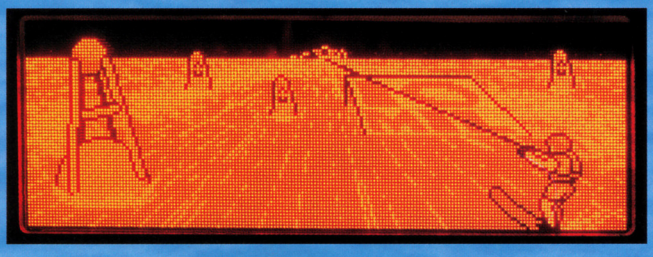

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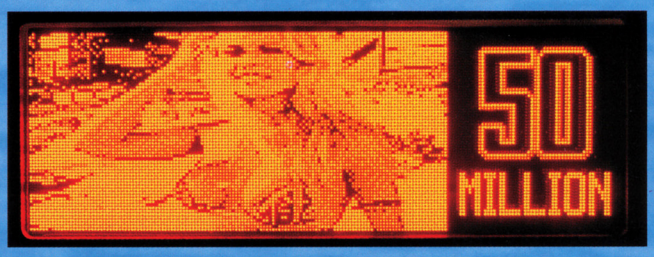

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A line developed around the TV series "Sesame Street" offers plush figures of Elmo, Grover, Bert, Ernie, and Cookie Monster in sizes ranging from 12" to 36". In addition, there are pencil-toppers, desk figures, and combs with the lovable characters.

Licensed pre-packs and sports licensed pre-packs are also a good investment. And although Beavis and Butt-head items are slowing in retail, they are just now hitting redemption.

One Stop's Tony Lawlor added, "In redemption you need product with a high perceived value. Customers have been offered the same types of items for the last 10 years. The redemption market is becoming more sophisticated; we have to upgrade our prizes."

Oriental Trading: Aaron Graves said customers are looking for big generic items with quality features such as nice eyes. "For us it's not the animals; it's the sizes. What's doing well are the 7" to 10" pieces."

Nadel & Sons: Big Bucks pencils are recommended, and a bird that balances on anything, including your nose, as demonstrated in the booth by Tom Suraci. Also look for hot color jump ropes with foam handles, liquid-center paperweights (beads that float in a gel), and upgraded plush items.

New Orleans Plush: Darleen Hansen recommends wildlife plush (zebras, kangaroos, tigers) to liven up a prize selection. She advises purchasing better quality kits and trade-up items and looking at cranes as "miniature retail outlets."

Patriot Novelty Co.: Phil and Harriet Julo think licensed sports plaques will draw attention. The likes of football's Emmitt Smith, basketball's Shaquille O'Neal, hockey's Wayne Gretzky, baseball's Nolan Ryan, and other NFL, NBA, NHL, and Major League players appear on plaques in an action shot along with an engraved nameplate and their sports card from Don Russ, Topps, Fleer, or Upper Deck. Sizes are 4" x 6", 10" x 13", and 12" x 15".

Play By Play: Leslye Hillman immediately pointed to the new Coca-Cola elephant, dressed in a red and white swimsuit and holding a life preserver. These are available in graduated sizes. Currently, the Coca-Cola polar bear is one of the company's top-selling items.

Hillman also recommended the new design Harley hog dressed in blue jeans and leatherette hat. In terms of novelties, it's neon-colored electronics and a line of Coca-Cola electronics and nostalgia pieces. Said Hillman, "We focus on color to improve the flash and help explode your redemption centers." Also mentioned: bright acrylic displays that keep "slum" items neat in the cases.

Plush Appeal: Any type of lion is popular because of the release of "The Lion King" video, according to Daryl Fletchinger. "Players want to win something nice," he added.

"The higher perceived value makes people play the games. Licensed product is always good, due to the big recognition factor among small children. We still enjoy good play on Bullwinkle and Barney look-alikes."

Plush 4 Play: According to Georgia Orozco, neon plush is at the top of the list because it has "so much color." Day-glo green, orange, pink, and blue on items from 6" on up should draw the player's eye. Choose traditional figures such as bears, pups, and lions in non-traditional neon colors.

PRIZES!: One of the best things around are the Hutch balls featuring college athletic themes.

Promax: Caps and slammers of all kinds, including two-dimensional slammers that contain anything from novelty decorations to real-life scorpions, are very popular with kids.

Rebecca's: "As kids become more knowledgeable they save for more high-point items," said Debora Cherry. "The market is broadening and maturing into locations that draw a wider age group. Items need not be expensive to be perceived as valuable." She cited floral diamond-cut pens among items not for children only.

Rhode Island Novelty: Inflatable NFL helmets and footballs are new, explained Dan Highcove. Minibasketballs with college logos are another good idea. Youngsters will also like the jumping furry spider. The female gender will appreciate ceramic masks, figurines, and clown dolls.

Star Trak: Bob Ingenito is still hanging his merchandise hat on milk caps and slammers. "They're hot for cranes and candy machines," he said.

United Plush: Bailey Cui feels there is a big demand for generic sports items, such as plush animals holding footballs and basketballs. His animal plush dressed in country-style clothing is being well received, along with colorful boy and girl clowns and tropical fish plush.

U.S. Toy: Donald Linn leans toward colorful snakes and reptiles suitable for capsules in rotaries, or loose in display cases.▲

Susie and Mel LaForce (r) of Fun Industries are seated at their new **Steer Crazy** game.

Williams' David Gottlieb describes **Cruisin' USA** to a crowd.

Ron Presley of Cybervision gives instructions to John Pearce of C & P Dist. as he takes a ride in Namco's booth.

Stopping for a photo, (l-r): George Smith of Namco Operations, Jane Adkins of Take Ten, and David Swafford of Namco America.

ADVANCED GAMES & ENGINEERING

• Snack Attacker (crane): Original "winner every time" candy crane in a heavy-gauge steel cabinet. New features include a 3" deeper prize bay to hold more product, new sound chips, and UL approval. A flashing dome is optional.

• Also shown: Prospector single unit suitable for jewelry and watches.

ALTER ENTERPRISES

• Photo Ride (kiddie ride): This fully automated kiddie ride tops the experience off by photographing riders and producing a fully-developed picture at the conclusion. The ride was developed by Amutec. Photo printing comes in both black and white and color. Features include self-colored fiberglass, a high-security door, and a one-year warranty.

• Also shown: Amutec's Fire Engine, Kid Kart, and Rio Grande.

AMERICAN ALPHA

• PhotoMorphosis (photo booth): A fantasy machine that takes the customer's picture, computer scans and maps it to create a 3-D image, and changes the expression or transfers it. Choose from three modes: see a future child with your features, transfer your face to that of an animal, or see yourself in famous places.

• Also shown: New 8-line games Cherry Angel and Treasure Island '94. Available as complete boards or sub-board kits for converting CM, CB3, and W4 games.

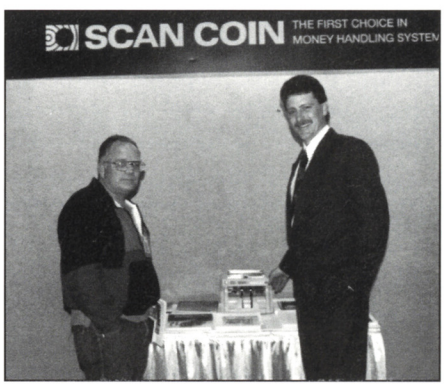
AMERICAN INT'L SHUFFLEBOARD

• Classic III (pool table): A pool table with an all-new ball-drop system. Available in four different cabinet finishes: Hataras Oak, walnut, gray woodgrain, and black with standard green felt surface. Choose from a variety of felt colors for quantity orders.

• Bumper Pool Table: Re-intro-

From left: Mary Hermanson (Jaleco), the tall Steve Koenigsberg (State Sales), Jolly Backer (Jaleco), and Randy Chilton (Chilton Vending).

Joao Marin Heiro (l) and L. Francisco Galassi of Tejo Diversoes Electronicas with Play Meter's Carol P. Lally.



Technician Larry Amack (l) talks with Dennis Scally of Scan Coin.

Shelia Dellacona (r) of Roger Williams Mint talks with Ron Mugerman of Coin Concepts.

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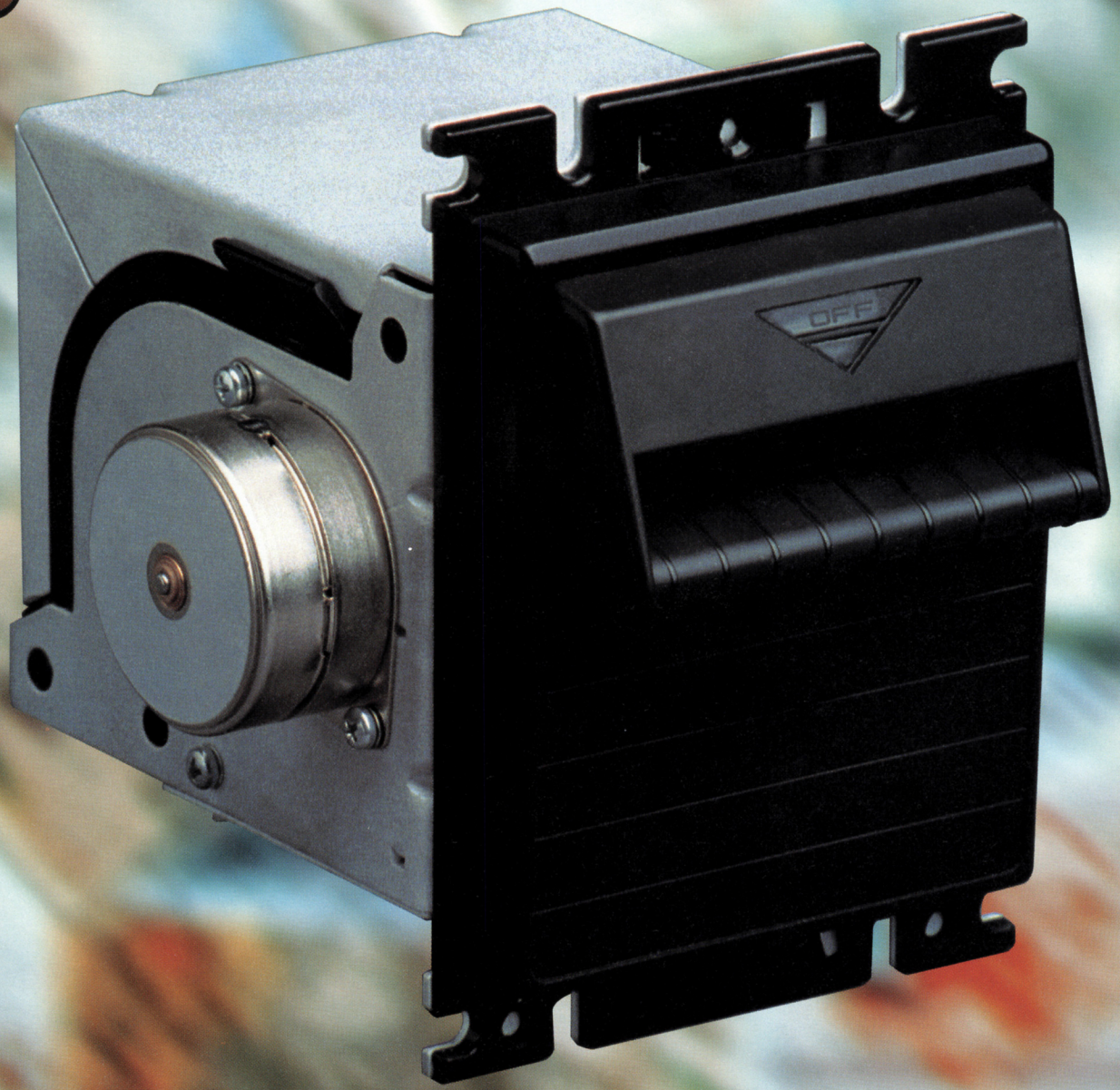

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duced model with green felt standard; other colors for quantity orders. Available in the same four cabinet finishes as the Classic III.

• Also shown: Royal Scoreboard with larger segments and new graphic design capable of recording nine individual scores for league or tournament play. Available on all shuffleboard models.

AMERICAN LASER GAMES

• Mazer (video): New 32-bit CD-ROM system game that fits in the Shootout at Old Tucson cabinet. The game scenario pits surviving humans against the aliens who conquered earth and turned many inhabitants into cyborgs. Available as a CD software kit, JAMMA conversion kit, or dedicated unit.

• Shooting Gallery (video): Non-violent video update of Gallagher's Shooting Gallery. A live-action game available in 33" or 50" cabinets and as a conversion kit. Included are durable lightweight plastic guns, cabinet decals, game software, and laser disc. Programmable, adjustable, and ticket dispenser adaptable.

• Also shown: Crime Patrol deluxe live-action video.

AMERICAN SAMMY

• Kero Kero Keroppi (novelty): Video game designed with children in mind and tickets as a reward. Includes two games—The Obstacle Course and The Treasure Hunt—in a child-sized cabinet 2' long x 2' wide x 5' high.

• Coin Circus Jr. (coin drop): An upgrade kit with wider arms to make Coin Circus a little easier for players. Time the coin or token drop to land in one of the four moving arms to win tickets and perhaps the jackpot.

• Super Coin Circus (coin drop): Play Coin Circus as normal, with success also transferred to reels atop the game that can ad bonus payouts of from two to 300 tickets or tokens.

• Wild Wild West (roll down): Roll balls down a lane to hit four different targets: coyote, steer, outlaw, and money bag. Hit three of a kind and win big, but watch out for the rattlesnake or you could lose tickets. Features include a gas plasma display, scenic playfield, and complete audit system.

• Also shown: Extreme Downhill, a ski-themed video; Krazy Bowl, a bowling-themed video that awards tickets; and Simple Simon and Magic Mr. X novelty games.

At the Zamperla booth, Sival's Susy Yuen looks at Zamperla's **Jet Ride** with the company's David Martin.

Golf 'n Games' Wilis Cody looks at EMT's new **Turbo 2000** as EMT's Alicia Sadoff smiles for the Play Meter camera.

Carol P. Lally (r) of Play Meter is introduced to Robert Friedman (l), son of Marilyn and Joel Friedman (c) of Rowe Intl.

William Rivero (l) of Promax, and Carol Crump and Arthur Peterson (r) of WICO take time to pose for a photo.

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ARACHNID

• Galaxy (electronic darts): The Galaxy now has the capability to handicap for up to eight players. The game will automatically give "spot" darts during league mode when using team cards with handicap. It also features a new game called Bermuda Triangle described by the company as a challenging game of skill with exploding darts and mysterious disappearances.

• Galaxy League System (software): Allows the Galaxy games to store statistics for any dart league. Sorts and calculates all league information recorded by Galaxy.

• Also shown: Galaxy conversion kit to transform battle-scarred English Mark Darts games (Series 6000 or higher) into Galaxy games, featuring Top Gun Challenge.

ARROWCOM

• The Little Giant Ferris Wheel (specialty): Five safety baskets hold up to 20 riders on this classic designed with younger passengers in mind. A trailer-

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Jerry Johnston (l) of Amusement Unlimited stopped to give Carol P. Lally good comments on Play Meter's redemption equipment poll.

Oriental Trading's Sondra Doyle (r) agrees with Bay-Tek's Lori Treankler that **Star Shooter** is a winner!

Reno Game Sale's Cindy Bozman (c) tries her pitching skills at **Squeeze Play** as Fabtek's Jeanne Ballouz and Steve Ward watch.

Ace/Acme's Jack Kelly and Rorie Keller pose with a guilty looking Sylvester.

mounted option offers great rental possibilities. The ride is U.L. approved and plugs into a standard 110v, 15amp circuit.

•Also shown: Mt-100 motion-activated voice announcement system offering a high-tech way to greet and communicate with customers.

BALLY

• Theatre of Magic (pinball): You've got that magic touch when you belly up to Bally's latest pin set in a shadowy old theatre where wonderous powers have lain dormant for years. Inside, a female magician morphs into a tiger and a bird, and there's a magic trunk packed with tricks and surprises. Challenges include the Spirit Ring that levitates the balls and alters their course; a Haunted Basement, where players encounter multiballs and special awards; and DigPin (the first all dot-matrix pinball sequence).

BAY TEK

• Bug Bash (alley bowler): Players use nine balls to knock over bugs on three levels and win tickets. Features include digital audio, voice, and music; bonus for perfect score; LED display; double coin mechs; and a top-mounted ticket tray with double-stack ticket holder. Options include a Jumbo Winnings progressive sign. Full production scheduled for June.

• Star Shooter (novelty): Two-player unit that asks players to pull the plunger and propel the ball across a field and into one of seven slots with various ticket values. Win a ticket with every play in this simple game with themed and lighted 3-D playfield. The Jumbo Winnings progressive sign is optional. Available now.

•Also shown: Jungle Picnic and Rock N' Roll roll down games.

R.H. BELAM

• Belita Fiesta Train (kiddie ride): Like the Belita Express

From left: Joe Pankus and Dave Peckels of Wurlitzer, Mellynee Mogenson and Rebecca Werner of Game Sales, Jerry Reeves of Wurlitzer, and Kenny Price of Price Music.

From left: George Young of Sharp Image, David Celani of Great American Billiards, Sandy Markowitz of Garden State Games Sales, and Thomas Greco of Greco Bros. Amusements.

Bud Stinger (l) of Standard Change demonstrates a new unit to operators Blaine Byrnes and Tanya Garrison as Barry O'Brian (r) of Standard Change looks on.

Worldwide Video visits with Rowe, (l-r): Mike Morris, Jesse Carreon, Rex Yannarel (Rowe), and Brad Brown.

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Features	Coin ConneXion Amusement COMPLETE	Silent Partner* Ver. 12 (1994)	Silent Partner* Ver. 14 (1995)
Route-Management Software (250 Machine Package)	$1995	$2,295	$2,595
Add 50 machines	$100	$1,100	$1,200
CD Manager	included	$995	included
Redemption Manager	included	$1,995	included
Service Calls	included	$1,595	included
Parts Inventory	included	$1,995	$1,995
Income Forecasting	included	$995	$995
Cigarette Inventory	included	$995	$995
Automated Data Collection Interface	included	$595	$595
Family Entertainment Center Module	included	not available	not available
Arcade Module	included	not available	not available
Telecommunications Software for Support	included	not available	not available
300-Machine Package	**$2,095**	**$12,560**	**$8,375**

* According to latest available price quote information

Just six months ago, Silent Partner charged SIX TIMES Coin ConneXion's price for similar features. They've dropped their prices, now only charging FOUR TIMES as much. So you might ask yourself how any company can drop prices $4,000 and stay in business. Could it be they've been overcharging all along ... and still are?

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COIN CONNEXION

The Gold Standard In Route-Management

Train, this unit includes a locomotive and additional cars with a track, fence, and decorative centerpiece. Instead of the primary colors, this unit features pastel colors.

• Belita 4x4 Dozer (kiddie ride): Choose from jumping version with balloons or the melody version with musical notes. Features include gel-coat paint, electronic light and time control, realistic sounds, and coin or token operation.

• Also shown: Swiss Boy seesaw, Belita Helicopter, Belita Dozer, and Belita Locomotive kiddie rides.

BENCHMARK

• Boomer (novelty): Four-player game that challenges players to line up numbers from 0 to 9 in several ways: three of the same kind, three in sequence, or a 3 or a 7 to earn tickets. Each player station on the 36" square cabinet is a different color. Features include a central cash box, meter for coins in and tickets out, four ticket dispensers, four coin chutes, and a progressive jackpot that goes up five tickets with the deposit of every coin.

• Golden Goose (coin drop): Skill redemption game for all ages. Features include choice of metal-in/metal-out or metal-in/ticket-out models with dual coin chutes, sound and music, full bookkeeping and diagnostics, all-plywood cabinet, and progressive game play.

• Also shown: Roll for Gold coin drop game.

BEST CO.

• Super Super 95V (9-line): Several methods of scoring are offered in this game with colorful graphics, flashing lights, and fever spins awarded when three of the same graphics appear with "fever" in a row or connected line. Available in a 9" or 13" countertop or upright cabinet models.

• Also shown: Super 2-in-1 with a poker and 8-line game in one cabinet, and the Ticket Master ticket dispenser with LED readouts.

Imagination Leisure's Jim Fish (l) and Dick Mc Grath (r) pose with Canadian Jean-Pierre Auclair (Les Amusements).

Stephen and Andrea Kosoris (r) enjoy playing games in CGI cabinets.

Sports are hot at Rhode Island Novelty as shown by the company's Mark Jakubiak (l) and Dan Highcove.

American Shuffleboard's Richard Delfino (l) talks business with D&R Industries' Lyndon Ruber.

BOB'S SPACE RACERS

• Monkey Drop (novelty): Players must skillfully catch an item before it drops to the bottom of the tree. A playful monkey in a banana tree supervises the action. Features include a coin/token acceptor, ticket dispenser, digital sound, verbal announcement of prizes awarded, and win indicators.

• Kiddie Series (children's novelty): Choose from Kiddie Whac-A-Mole, Kiddie Bowler Roller, Kiddie Can Alley, and Kiddie Pattie Cakes, scaled-down versions of popular novelty games with children in mind.

• Also shown: Rising Waters, Sidewinder, and Vertical Water Race novelty games.

BWB NEWARK LTD.

• Sunset Skillstop (novelty): skillfully line up symbols to gain tickets or tokens. Features include CD-quality sound effects, high-quality cabinet construction, adjustable payout, and double locked cash box.

• Bullion Blox (novelty): Play Tetris to gain points and win prizes. The machine holds a maximum of 65 prizes on three value levels. Three spaces at the top of the game indicate prize styles (watches, money clips, lighters). Available in the summer.

• Happy Hour (novelty): An upgrade of the Sunset with prizes and either tokens or tickets. The unit holds 140 prizes on three value levels. Small boxed items are suggested as prizes.

BROMLEY

• Cops N' Robbers II (novelty): A pachinko-style sequel to the original game, featuring changed playfield values and a chance to win a big ticket payout. Players attempt to rob the bank while the cops are closing in.

• Derby Dash (novelty): Up to

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four players can compete in the winner-take-all nostalgia game which features a horse racing theme.

• Roller Hockey (sports): This two-player hockey game pits players in head-to-head competition on a fast-action playfield. The solid metal cast players are designed to hold up to the toughest action.

• Also shown: Dino Rally, Rock N' Bowl, Super Rock and Bowl, Turf Champ, Wheel 'M In, and Dino-Rally.

BULLDOG AMUSEMENTS

• Fresh Air Popcorn (vending): Developed over the past two years and tested on location by leading engineers, this machine utilizes state-of-the-art electronics to produce a quick, hot, 46-ounce cup of plain or flavored popcorn.

• Jump 'N' Jam (sports): Featuring moving baskets and players along with great sound effects and multiple ways to score, this basketball game was designed by Innovative Sports Games. Another plus is easy access to the game's electronic and mechanical systems.

• Win Stadium (sports): Also designed by ISG, the game challenges players to shoot the baseball three times and then try to catch it with a glove. Volume, timer, card/ticket amount, and price are all operator adjustable.

CALIFORNIA GAMES

• Video game cabinets: Choose from seven models, including minicabinets, standard 25" Turbo, deluxe 25" Turbo, 33" Turbo, 38" Turbo, 13" countertop, and 19" cocktail table.

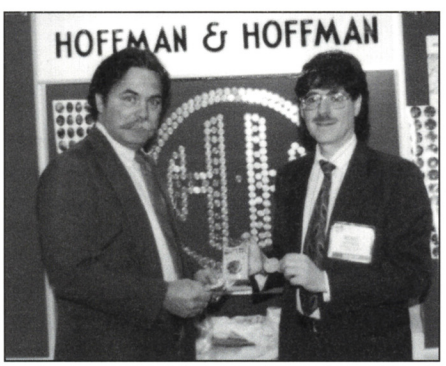
CAPCOM

• X-Men: Children of the Atom (video): Based on the characters from Marvel Comics, this game has all the moves and challenges that players will love. Available as a kit or dedicated.

• Eureka (redemption): Shimmering rope lights and mirrored

Bailey Beeken (l) and Joey Herd (c) of IFE-CA pose with Bob Peters of Fun Expo.

Pictured at Coin ConneXion, (l-r): Dave Jensen of Coin ConneXion, model Melissa Miller, and Ricky Ross of Ross Investments.



Hoffman & Hoffman's Michael Hoffman (r) show Mike Stewart his new "Cool Mike's" Mint caps and slammers.

Belita kiddie rides are shown to Latin American prospects, (l-r): Brazil's Roberto Salles (Game News), Belam's Alex Perner, Divertronica's (Colombia) Julian Hoyos, and Belam's Bob Haim and Buzz Weber.

panels highlight this coin toss game. Players propel a coin to the backglass which has shelves of coins. The goal is to knock the coins off the shelf for points. Available in token in/ticket out or token in/token out versions.

• Street Fighter, The Movie (video): Take the popular characters from the recent Street Fighter movie and add some unique moves and challenging play and, viola!, you've got a new video game that will appeal to fighting fans.

• Also shown: Polaroid Instant Memories (photo booth) in six designs: Faces, Coney Island, Beach, Hollywood, Country, and '50s.

CAROUSEL

• Big Rig 4x4 (kiddie ride): Big truck excitement with redemption feature soon to be available on all Carousel rides except older models that will not accommodate the ticket dispenser.

• Kid Kop Car (kiddie ride): A black and white police car with flashing light on the hood and an officer talking to the dispatcher. Young drivers receive a ticket for every coin inserted in the ride. A companion ride is the new black and white Police Motorcycle.

• Li'l Squirt Fire Engine (kiddie ride): Red and white fire truck with flashing light on the cab. The redemption feature is optional.

• Also shown: Muffin the Talking Horse, Allie's Happy Day Express, the three-horse carousel, and the Speedster kiddie rides.

CHANCE RIDES

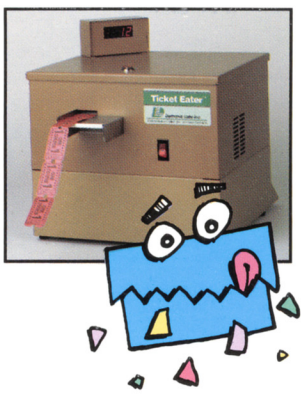
• Carrousels (specialty): The well-known manufacturer of the 36' Classic Carrousel and the 28' American Carrousel will introduce a new 20' model in eight months. The new carrousel's size will be well-suited to the family fun center market.

CLASSIC

• Penny Press (specialty):

GIVE THEM A *FISTFUL* OF FUN WITH NATIONAL TICKETS!

Count on National Ticket Company for machine-issued tickets for *all* of your redemption games. Stock "1 COUPON" tickets are available for *immediate* shipping. We can also design a ticket *just* for you with your logo and exclusive copy. *You'll always win with National tickets!*



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Jim Rodriguez and Don Waldron of Premier Data are proud of their booth.

Mike Meisinger (l) and Frank Schubert of Coin Mechanisms with operator Lyle Willimann (r).

Ultimate Pool Table Movers' staff, (l-r): Mike Sales, Majorie Sales, Reid Sales, and Kevin Dittman.

Terry Moss (l) of Moss Dist. and Norman Petermeier of Lazer-Tron pose in front of **Swamp Stomp**.

Choose from walnut or black finish cabinet in this new unit that produces a customized souvenir. Features include 26-cent or 51-cent play, steel gears, two standard imprints, and a host of options (custom logo, two-sided imprint, and hole punch for necklace or bracelet).

• Treasure Chest (crane): A flexible candy crane with removable front console, joystick or button control, double coin mech, adjustable coin setting, and bill validator. It can be adapted to handle watches, T-shirts, or plush.

• Also shown, the Jumbo Crane and Cash Code bill acceptor with front color LED. The company also offers pre-mix prize assortments.

CLS

• Sticker Album (vending): A five-column machine that dispenses stickers, comes in custom colors, and loads from the front. It can be a countertop unit, rack- or wall-mounted, or displayed on a stand.

COASTAL

• 100 Yard Dash (redemption): The tortoise and the hare are off and running again; this time they are trying to cross a football field helped along by the player who is throwing balls into rotating buckets to speed them up.

• Fred Flintstone's Memory Match (redemption): Authentic Flintstones characters, authentic voices, a 25-inch monitor, and a ticket dispenser.

• Speedball Rally (redemption): Players roll balls down the alley until the time expires. Realistic sound effects, digital time display, mechanical odometer, and progressive bonus option.

• Trashcan Alley (redemption): Skill amusement game with adjustable scoring, adjustable illuminated rotating timer, and authentic steering action.

• Also shown: Pop-A-Ball II, Robo-Bop, Melody Mouse, Feed Fido, and Pop-A-Tac-Toe II (re-

Neil Ridgway (l) and Dick Reynolds of Kramergame are proud of the new **Long Ball** batting game.

From left: Holly LaMontagne and Tom Keil of Time Warner with operators John Denlinger and Laura Tullman by the Silver Queen.

Jeff Yantz (l) and Tracy Tate (c) of SNK show Pete Thomson of Video Connection their **Fatal Fury 3**.

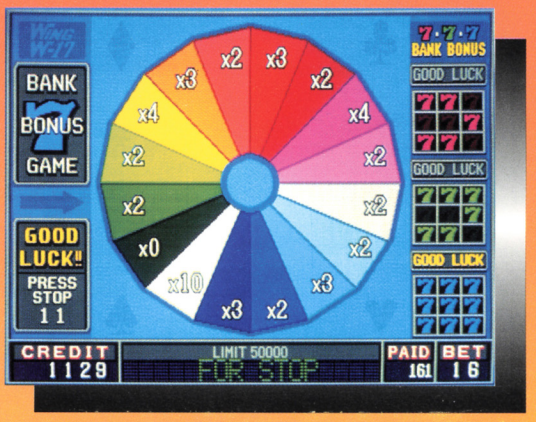
From left: operator Steve Schumacher, Diana Ross and Len Smikun of Silent Partner, and operator Ray Montgomery.

LUCKY BANK

Main Game

Slots of Excitement

The Latest Style Bonus Game



Double up Game

Double up plus a Bonus Poker Game in one.

*** 3 TYPES OF DOUBLE UP GAMES TO CHOOSE FROM, OPERATOR ADJUSTABLE.**

NOTE ; There is a possibility to have some changes made in actual production without notice.

NEW VIDEO GAME.

Manufacturer EAGLE CO.,LTD

TOKYO, JAPAN

Phone 81-3-3331-7611 Fax 81-3-3331-7600

Development WING WING CO. LTD.

TOKYO, JAPAN

Phone 81-3-3331-7311 Fax 81-3-3331-7800

demption); Jungle Jive (coin pusher); Pirate's Treasure (rotary); Penalty Shoot Out (basketball game); Dancing Puppets (animated dancing characters); and an assortment of kiddie rides.

COIN CONCEPTS

• Beat the Cat (novelty): A three-player competition game in which players use a hand crank to race their mouse to the top of the board before the cat gets there.

• Cop A Lot (coin pusher): Four-player coin pusher with a cops and robbers theme. Features include flamboyant graphics and three push bars going back and forth.

• Lucky Lady (specialty): Talking fortune telling machine that can also vend gumballs, candy, and lucky charms along with the personalized printed fortune. There are 134 different voice predictions in a choice of languages: Spanish, German, French, Dutch, Japanese, and English.

• Triple Play (novelty): A mechanical spinning wheel action game with a Pick 3 lottery theme. Features include adjustable award percentaging, one- to five-coin play, and optional multiunit linkage with a progressive sign.

• Volcanic Airruption (novelty): Combination air hockey, roll down, and novelty game in one. Propel the puck toward point values to raise the lava on a colorful 3-D volcano and win tickets. Features include a durable plywood cabinet, adjustable time and award level, and prize vendor for street operations.

• Also shown: Home Run Hitter coin drop game that is now UL 22 listed and comes with a self-clearing playfield; Dream Boat and Gold Rush coin pushers; Bouncing Bandit, Chomposauraus, Over the Rainbow, Splat-A-Rat, and The Dealer novelty games; and Ol' McDonald's redemption game for children.

Frank Minnella (l) of L.A.I. demonstrates a coin counter to Rich Holley of Southeast Game Brokers.

From left: Robert Zuniga from Chile, Jerry Reda (Just Kiddie Rides), Batman, Eric Torres (Kiddie Am. of Fla.), Richard Steneck (Just Kiddie Rides), and Kay Zuniga with children A.J. and Isabelle Zuniga.

From left: Bob, David, and Claudia Broyles of Muncie Ticket talk with Sandra Santillan and Richardo Czernikowski of Uruguay.

Bob Smith (r) of James Ind. talks with Trevor Bishop of Starpoint.

DATA EAST

• The Mask (redemption): Based on the mega-popular movie starring Jim Carey. The backglass features scenes from the movie that will entice customers. Players must roll a coin into a pocket over the top or into the Mask for mega-ticket payouts. Spell "sssmokin'" for jackpot ticket bonus.

• Rescue the Guppy (redemption): Players must give the hungry turtles a bang on the head with a padded mallet before they eat the baby guppies. Cute music and timed play in an underwater scene.

• Outlaws of the Lost Dynasty (video): Warlords from Chinese mythology battle for power. Players choose from 11 competitors and struggle for freedom against the oppressive Imperial throne. The game utilizes Sega's Titan hardware system for great graphics and increased depth of play.

• Backfire (video): A driving game the company calls the ultimate combination of man and machine. Data East's new PCB allows two independent screens to appear on separate monitors increasing the number of cabinets you can operate with a single board.

• Flower Busters (redemption): This was a fun little game that has players shooting at flowers, which have lighted insides and open and close, with a "laser" gun. The flowers are on a tree which moves forward and backward during play.

• Also shown: Locked'N Loaded (video).

DESIGN PLUS

• Striker (bowler): Bowling fun with real pins and interactive sounds housed in an all-plywood cabinet. Low-maintenance air cylinders pull up pins with ease. Games can be placed side by side.

• Also shown: Critter and Troll novelty gun games and Gimme 5 midway-style coin-pitching nov-

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OF 9 REEL

EXCITING WINNER FOR '94 ELECTRO - MECHANICAL 9 REEL SLOT
SELECTABLE FROM 3 TYPES FOR A MINIMUM SPACE

WALL HANGING TYPE
8 LINE, 9REEL SLOT

DREAM 97
8 LINE, 9REEL SLOT

BAR TOP
8LINE, 9REEL SLOT

DIMENSIONS

DREAM 97 8LINE, 9REEL SLOT
(H) 1140 mm (W) 500 mm (D) 660 mm

WALL HANGING TYPE 8 LINE, 9REEL SLOT
(H) 770 mm (W) 540 mm (D) 350 mm

BAR TOP 8LINE, 9REEL SLOT
(H) 350 mm (W) 415 mm (D) 450 mm

NOTE : There is a possibility to have some changes made in actual production without notice.

Manufacturer EAGLE COMPANY LIMITED
Telephon : 81-3-3331-7611 Facsimile : 81-3-3331-7600

Development WING WING CO.,LTD.
Telephon : 81-3-3331-7311 Facsimile : 81-3-3331-7800

elty game.

DESIGNS INTERNATIONAL

• Thunder Air (iron ride): Theme park-style ride with six airplane pods standard. The aircraft can be outfitted with laser tag-type guns mounted on front that allows for token play.

• Also shown: Clown Alley roll down game. The company, which also makes the Mini Family Himalaya iron ride and bumper cars, now offers a 60' x 90' package with three rides to create a compact theme park for small spaces.

DIAMOND VENDING

• Jr. Gumball & Balloon Vending Machine (vending): Vend gumballs, jawbreakers, candy, and capsules from single or double units.

DIGITAL DISC AMERICA

• Panther (jukebox): Clean lines highlight this jukebox with easy access front door, blinking lights, 100-CD selection pager, full disc management, accounting, self diagnostics, P.A. capabilities, and option to promote karaoke sessions.

• Also shown: 1812, a finely crafted jukebox in a cherry wood finish with chrome-plated grills and molding.

DISKTEL

• Software Retail System (vending): A touch screen kiosk that allows previews of products, such as computer games, that are duplicated on diskettes within the unit and vended to the customer on-the-spot. It requires a mere 6' of space, includes a bill acceptor, and holds 150 titles and previews.

DOYLE INTERNATIONAL

• Bandit Shootout (novelty): Throw balls at targets that randomly pop up and down and gain tickets for high scores.

• Cobra Hunt (novelty): Use baseballs to knock over cobra figures that appear in rows on the back of the game.

• Condor Attack (novelty): Knock over as many rotating condors as possible to score big in a set amount of time.

• Pop Goes the Weasel (novelty): Win tickets after gaining high scores by throwing balls at pesky weasels that pop up and down.

• Rattlesnake Roundup (novelty): Knock over rattlesnakes that appear in three rows on the back of the game to win tickets.

• Western Hat Dunk (novelty): Two-player adult game with new programmable jackpot scoring. Race against the clock to score the highest. A take-off from Hoop Shot!

• Also shown: Hoop Shot and Li'l Hoop Shot basketball games, and Humpty Dumpty and Mother Hubbard children's novelty games.

Ron and Emily Yaffe (r) of GaMCO watch as an operator plays **Boogiemen**.

From left: Barbara Nappi of Sega, Paul Scribner of Quick Silver, our own editor Valerie Cognevich, and Alex Malavazos of Quick Silver.

Edward Seidel (l) of Seidel shows Charles Rowland of Games People Play his **Smokin Token** coin drop game.

Mike Rudowicz (l) and Mike Green of Konami stop to smile for the camera.

DVMH INVENTIVE SOLUTIONS

• Batting Buddy (sports): Height-adjustable batting machine that rotates a ball on a horizontal plane to simulate pitched balls. Features include variable speeds, adjustable time of play, safe tethered ball, and up to 22 customized voice responses. It measures 12' x 15'.

DYNAMO

• HS-15 (hardware system): Dynamo's high-end cabinet with a 33-inch monitor. Can accommodate both vertical and horizontal kits. Also shown: the HS-5 and HS-7 upright cabinets.

• Go Kart (kiddie kart): From Euro Games, a battery powered go-kart designed for younger kids. Can be used both indoors and outdoors.

• Top Brass (pool table): This must be one of the most gorgeous pool tables you'll see. It features black trim with brass corners and stunning powder blue felt. It represents over 45 percent of current production, according to Dynamo.

• Solitaire Challenge (video):

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KILLER T-REX

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BIG BERTHA

1 HOOP

2 HOOP

SHOOT TO WIN JR.
CHUCKLES THE CLOWN

TOSS EM

SINGLE

SUPER SINGLE

DOUBLE

JACKPOT

1 HOOP

2 HOOP

SHOOT TO WIN BASKETBALL
MOVING HOOPS

SINGLE

SUPER SINGLE

DOUBLE
1/2 AND 1/2
CLEAN SWEEP
CRANES

TRIPLE

JUMBO 34"
AND 42"

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CRANE
SINGLE OR
DOUBLE

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SKILL ALLEY
LINKS UP TO
TWELVE ALLEYS

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10 OR 13
FOOT LENGTHS

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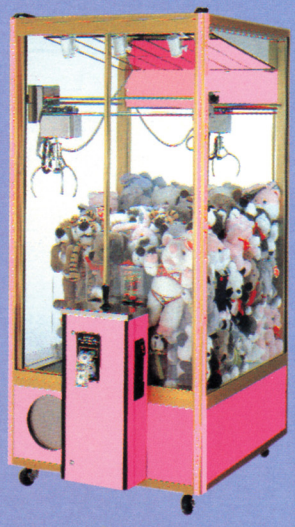

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Based on the long-time favorite card game, updated for the '90s. The player must play out the hand as well as compete against the clock. Players select from 24 card decks and 12 playing field colors plus an infinite number of card combinations.

• Hot Flash (air hockey): This version is for small spaces or kiddie locations. It features a three- or six-foot table with or without a protective net. Hot colors and attractive graphics complete the package.

• Striker (foosball): Features a sleek scoreboard and graphics, an optional overhead light, timed games with five-point winner shutoff, and single ball vend to reduce theft. In addition, it has non-glare, contoured playfield with submerged corners and side strips, high tensile aircraft, one-piece cabinet, and durable legs.

• High Country Montana Poker (video lottery): Multigame format, touch and button options, casino or upright styles, reliable electronics, compatible printer, and secure software. Also available: High Country Montana Keno.

EMT-AMERICA

• Mercedes 2000 and Turbo Porsche 2000 (kiddie rides); Kid-controlled cars complete with gas and brake pedals. Young drivers can control the movement of the ride. Included are a realistic horn and radio message.

• Skywolf 2000 (kiddie ride): Child-controlled helicopter ride in which the young patrons control the up and down movement. Included are helicopter motor/blade sounds and tower-to-pilot radio chatter.

• Also shown: Children's furniture for family entertainment centers and restaurants. Included are a rectangular table, two side benches, two barrel seats, a pirate figure garbage receptacle, flagstaff coat hangar, and toy chest. Additional kiddie rides were on display—Marsupilami, Dozer, and Kid Burger among them.

Pictured at Sega, (l-r): Al Stone, Ken Anderson, and Frank Pellegrini (Sega), Cindy Bozman (Reno Game Sales), Howel Ivy (Sega), and Marty Shumsky (Reno Game Sales).

Chris Brady (r) of Dynamo is proud to show Bob Donnelly of New England Coin-Op the new **Top Brass** pool table.

Operator Moe Lew (l) talks with Colette Acuff-Coleman of Globe Tickets.

Technician Dave Allyn (l) gets advice from Randy Fromm (Randy Fromm's Arcarde School) during the Tech Fest.

EXTREMA

• Lady Cherry (8-line): Look for vivid graphics, jackpots, double-ups, and real photos of girls.

• Hot Girls Poker (poker): Features include a main game, sixth card option, double-up stage, strip bonus, bonus maxi strip, and super jackpot.

• Olymp Poker (poker): A progressive jackpot system is available in this game that includes a main game, double-up stage, and super jackpot.

FABTEK

• Squeeze Play (sports game): A baseball pops out to the player, who must throw it into the catcher's glove before the runner reaches the base. Features include double coin mechs, mesh sides that keep the ball in the field of play, authentic baseball sounds, and voice interaction with the player.

FERRIS PRODUCTIONS

• XLR8 Cyber Unit: Hardware for virtual reality applications. Available software-- Cyber Knights; software under development—The Canyon, Utopia, and Toolkit.

FUN INDUSTRIES

• Steer Crazy (novelty): Sit down and grab the wheel on this new redemption game in attempt to drive the ball into the correct hole. Exciting neon colors and attractive headers make this game bankable for strong visual impact. The game also has a high-capacity front load ticket dispenser.

• Also shown: Copy Cat, Kick 'N Catch, and Hollywood Cash Cube.

FUN MERCHANTS

• Watch Box Crane (redemption): Features a Belgium mechanism able to pick up a watch box. Offers operator the ability to always have a display of watches

From left: John Blouin, Carlos Sanz, and Donna Christensen of James Industries, Paul Johnston and Keith Healey of Bell Fruit in England, and Ed Chermak of James Industries.

Capcom staff gathers with Lieberman Dist., (l-r): Brian Duke, Harold Lieberman, Tim Jackson, Steve Lieberman Glenn Charney, Renee Lopez, and Dennis Sable.

By CCI's **Volcanic Airruption**, (l-r): Jeff Lankiewicz (CCI), Leah Bettelman (C.A. Robinson), Gary Warner (CCI), hula dancer, and Ira and Sandy Bettelman (C.A. Robinson).

Pictured with distributor Stephen Genco (c) are (l-r): Russell Ethridge, Glen Streeter, George Haydocy and Michael Jablonski of Rock-Ola/Antique Apparatus.

and jewelry even with only 10 percent of the original display left on the playfield. Can handle a large variety of luxury merchandise like other jewelry, pens, sunglasses, and pogs.

• Candy Man (redemption): This crane offers candy every time it's played. Features colorful graphics, attract mode music, adjustable claw mechanism, and adjustable pricing.

• Punch Belly (redemption): Players take a punch at the balding wrestler decked out in a black tank top and jeans. With each punch hear him roar! There are high score features, canopy with running light, optional ticket dispenser, and 80 different phrases.

• Also shown: the complete line of Big Choice cranes; Skee-Toss B.C. (kiddie redemption); Gold Coast, Dinosaur Valley, and Flippa Winna (coin pushers); and Rage in the Cage (basketball).

FUNTECNIC

• Kidz Play Units: Modular systems suitable for both indoor and outdoor play experiences. Choose from five different arrangements of tunnels, slides, and climbing surfaces of molded fiberglass, or make up your own.

• Also shown: Pepito the Donkey, Eva the Cow, Starfighter kiddie rides, and AMOK vending unit.

FUTURELINE COMMUNICATIONS

• Linedrive Baseball (video): Video of real professional baseball players is utilized along with statistically accurate pitch-by-pitch outcomes between any available pitcher and batter. Any combination of players on file is possible. Available players have been taken from the Hall of Fame as well as more recent stardom.

GaMCO

• Dino Shoot (novelty): Rifle shooting game with a prehistoric

Dr. Ernest Milner (r) sings "Happy Birthday" at the Rowe booth to Tracy Blum (c) as Mark Blum of United Dist. looks on.

Joe Parnett (r) of American Alpha shows his **Fotomorphosis** unit to Edward Vallejo of Quick Silver.

Douglas Payne (l) of Iwerks Entertainment poses with the electrifying Hugh and Charlotte Reid (r) of Action Lighting.

From left: Brian Carasik and Joe DeMarsico of Kiddie Ride USA, operator Sambvani Arjan, and John Nelson of Kiddie Ride USA.

theme, featuring keypad programmable CPU. Players shoot at three tiers of moving dinosaurs.

• Tiddly Dinks (novelty): Flip coins into day-glo colored tubes that are constantly moving. Each cylinder awards different points and tickets. Features include adjustable ticket and jackpot payout, locking coin box, and techno music.

• Also shown: Boogiemen and Dream Team novelty games, and Hi Five and Lotto Picks specialty machines.

GAMETIME

• Championship Line (shuffleboard): Features include oak veneer cabinet, polymer finish, cam-driven pingate with battery backup, and state-of-the art electronics. Tables range in size from 12' to 22'.

• Mini Max (specialty): Mechanical shovel that's sturdy enough for adults. Players scoop up balls from a mesh-enclosed bin. Flashing lights add to the unit, which can be outfitted for redemption.

• Shoot The Bullet! (shuffleboard): A 15' shuffleboard that's 35" wide. It has dip-switch settings for flexibility, a four-point scoring section, and actual voice sounds.

GREAT AMERICAN BILLIARDS

• Pool Tables: Constructed of 3/4" plywood with a unitized composite ball return system, magnetic cue ball, hinged and locked trap door, steel slate supports, and modular coin box housing. Available in four different models.

ICE

• Cyclone (novelty): A built-in progressive jackpot and reliable non-moving parts are among the features that make this a real go getter. Players attempt to stop the traveling light at their play station in hopes of winning the big payoff.

At the Williams Distributor gala a couple of Mortal Kombat 3 characters pose with (top, l-r): Laura Olson (AMOA), Gene Urso (Madison Coin Machine), and Joe Dillon (Williams); (bottom, l-r): Neil Nicastro (Williams), Gene Winstead (American Amusement Arcades), Steve Koenigsberg (State Sales), Tami Norberg-Paulsen (C&N Sales) and Ken Fedesna (Williams).

Bonita Marie Intl.'s booth, (l-r): BMI's Edward Katz, Michael Makesca, and David Katz, customer Barry Carter (Dave & Busters) and BMI's George "El Tigre" Ritaccio.

Operators David Jung (l) and Richard LaFleur have Robert Sundstrom (r) of Nortech demonstrate his lift.

Mike Rudowicz (l) of Konami watches as pirate girl Laura Hubach spins the wheel of prizes for operators Charlie Jones and Mike Smith (r).

• Full Court Fever (sports): A multi-positional basket, exciting new graphics, and maintenance free turntable movement bring the best of Full Court Frenzy to this new and exciting game. The game also features all-steel and plywood construction and new discreet motor drive electronics.

• Ice Ball (alley bowler): Game features include an all-steel epoxy coated cage, a backlit ball return for easy balancing, a vertical coin mech for easy testing, and adjustable point values on all scoring zones.

• mini dunxx (sports): Another new basketball game that retains the best features of its predecessor, 1/2 Pint Frenzy. Additions include a cabinet reduced to 34" wide, no assembly required, a double deep ticket bin, low ticket indicator, and contemporary colors and graphics.

•Also shown: Flintstones, Hungry Hungry Hippos, Super Chexx, and Super Kixx.

IMAGINATION LEISURE

• Neon Aire (air cushion hockey): Stainless steel top with hot neon green and pink colors and a chrome-plated Top Scorer. Both goals are neon-lit.

• Also shown: SST air cushion hockey table with stainless steel top.

IMPULSE AMUSEMENTS

• True Grip Challenge (vending): True strength readings come along with 10 humorous voices. The machine runs on a battery or A/C plug-in, and offers fun for all ages. It comes with a bulk stand mountable.

• Super Impulse Vender: Interchangeable theme characters are available for this bulk vender, which dispenses eggs, capsules, or gum. The machine also features flashing chaser lights, a talking attract mode, heavy steel construction, and all mechanical dispensing.

• Also shown: Dr. Love & Gina the Gypsy and Impulse Scale.

INCREDIBLE TECHNOLOGIES

• Golden Tee 3D Golf (video): Players can give it a go on three 18-hole courses with different pin and tee locations for each game. Reverse angle views, instant replays, and competitive stroke and skins play are among the features. Game comes in trackball or joystick/button configuration.

INTERNATIONAL GAME TECHNOLOGY

• Select-A-Game (video lottery): Choice is the key word for players of this video lottery terminal; they can pick from 10 different games including poker, keno, and blackjack. Features include an all-metal casino-style cabinet, imbedded JCM bill acceptor, and 1,000 bill stacker. Up to 100 games can be accommodated.

INTERNATIONAL LASER

• The Clock Tower (novelty): Choose from seven interchangeable and educational games to put in the tower, which requires only 7.1 sq. ft. of space. A chiming clock with voice gives the time. Designed for children from 3 to 13.

• Also shown: Kids Prize Kwiz novelty game that asks questions and awards prizes for correct answers.

INTERNATIONAL VENDING MACHINES

• Toss N' Win (sports game): Fluorescent colors and blacklight illumination of the playing area highlight a game that asks players to shoot two high-ounce superballs into a target field for points. Features include adjustable timer and variable ticket payout.

• Also shown: Shot Clock sports game.

JALECO

From left: George Smith of Namco Operations, Brian Riggles of S & B, and J.R. Fishman of A.G.E.

From left: Shelly Sax and Pete Gustafsen (Sega Pinball), Lennie Olofson (Betson Phoenix), Darlene Lamz (Sega Pinball), Sal DeBruno (Betson Phoenix), and John Ridgway (Betson Buena Park).

The ACME '95 ribbon cutting ceremony on Thursday.

Carol P. Lally (r) of Play Meter got to meet a 20-year subscriber, Albert Uttz of Uttz Electronic Amusement.

• Spider Stompin' (redemption): Talk about something different! Here's a physical romp that asks players to stomp on seven spiders as they light up on the special non-skid floor platform. There are three difficulty levels and two different types of score displays. Ticket payout is adjustable.

• World Soccer (video): This soccer-themed game offers a three-penalty kick match. You can make a super shot with the combination of speed, position of your kick, and direction of the wind.

• Mini Hunting Crane (crane): This new watch crane is ideal for truck stops, arcades, and bowling centers.

• Also shown: Alley Cats (redemption).

JUST KIDDIE RIDES

• Batman (kiddie ride): Prized vehicle of the American superhero, modeled after the new high-tech Batmobile featured in the upcoming movie, "Batman Returns."

• The Jetsons (kiddie rides): Join the famous TV family of the future on two rides. One is a space-age pod that accommodates two riders. The entire Jetson family, including the family dog and robotic maid, are pictured on the front. The second is a single-rider space cycle in white and blue.

• Tom & Jerry (kiddie ride): The famous cat and mouse cartoon team beckon youngsters to step up and ride a yellow and red motorcycle with Tom in back and Jerry in a side car.

• Also shown: The Flintstone kiddie ride series, including Loggin' Continental, Flintmobile, and Dino.

KIDDIE RIDES USA

• Future Car (kiddie ride): A 9" video monitor is mounted on this car, giving young drivers a ride and a video at the same time. Truly an interactive driving game since children can see

CRANE MACHINE MERCHANDISE ETC.

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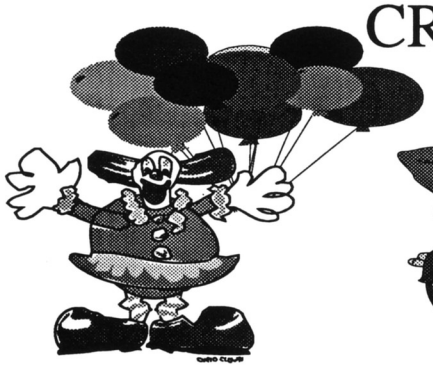

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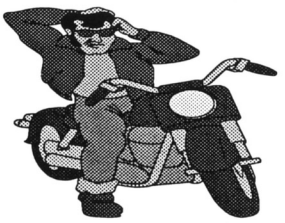

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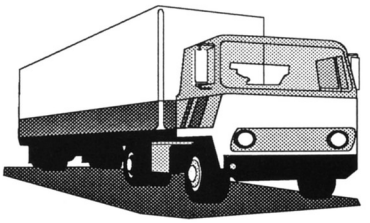

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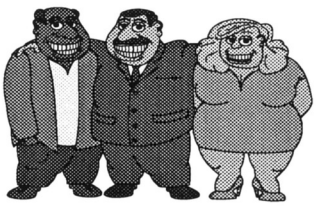

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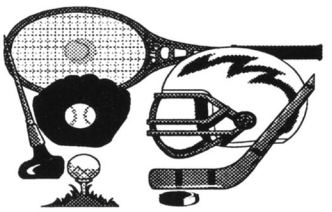
BAR/TAVERN V.P.

ST.PATRICK'S V.P.



SPORTS V.P.

ARCADE V.P.

4TH OF JULY V.P.

HALLOWEEN V.P.

FALL - AUTUMN V.P.

THANKSGIVING V.P.

BOWLING V.P.

SPRING V.P.

VALENTINE V.P.

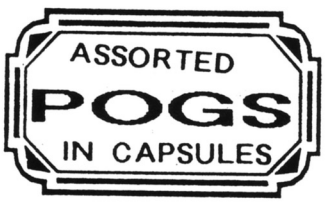
EASTER V.P.

COUNTRY WESTERN V.P.

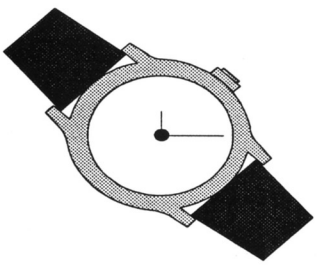
STANDARD V.P.

CHRISTMAS V.P.

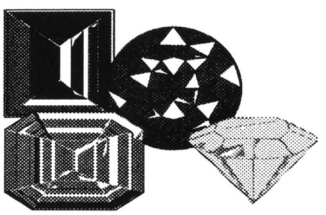
WINTER V.P.



CAPSULE V.P.



WATCH V.P.



JEWELRY V.P.

COMBINATION V.P.

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their car driving down the street.

• Gold Wing Motorcycle (kiddie ride): Another interactive ride with vibrations true to a motorcycle, down to the low-tone rumbling effect. The cycle has a green metal fleck paint job, secured on a silver metallic base.

• Ranch Wagon (kiddie ride): Two horses pull riders in an Old West wagon. The horses and wagon move independently of each other.

• Mud Truck (kiddie ride): Features include a chrome roll cage, metal fleck paint job, driving light and brush guards, interactive dash panel, three-way shift, and three different sounds.

• Two-Seater Mack Truck (kiddie ride): Interactive horns and gas pedals highlight this ride, which has real rubber tires, chrome horns, and a new speaker system for true foghorn effect. Shown in purple and gray; available in a variety of colors with hand air-brushed Western motif on the hood.

• Also shown: Bozo School Bus and Bozo Car, plus the recently re-introduced Bulldozer. The company offers economical models up to premium models.

KONAMI

• Soccer Super Stars (video): Up to four players can buy-in and continue with one or two monitors in this action-packed soccer themed game from the Run & Gun team. Outstanding graphics.

• Pirate Ship (video redemption): Features ticket and capsule dispensing capabilities and easily converts to vertical or horizontal monitor. Players take the authentic ship's wheel as the captain to collect coins and avoid obstacles to win points. Features three challenging courses.

• Golfing Greats (video): This horizontal kit offers golfers a choice of four courses with unique features. Players can also ask for and receive additional advice on shots.

• Indoor Soccer (video): This interactive cocktail video brings back memories of Atari Football. Players face each other across the game and use trackballs to make their moves. The one at ACME was the first; it should be out during the summer.

From left: Anita Platacis (Taito), Kalei Asing, Warren Asing, and Joe Hinderer (50th State Coin Op), and John Pipp (Taito).

Al Kress and Arnold Kaminkow of Bench-mark had a busy time demonstrating their games to expo visitors.

Pat Rice (l) and Fred Lychock (r) of Arachnid with Kenny Price of Price Music.

The American Laser gang enjoys an after-hours party at the James Industries' suite.

KRAMERGAME

• Long Ball (sports game): Batting cage that measures hits for speed and distance and gives a printout of player results. Features include realistic sound effects, adjustable price per play, bill acceptor, and optional ticket dispenser.

• Also shown: Kramer Krane, High Speed Bonus poker game, and an 8-line countertop.

LAI GROUP

• Roller Coaster Gumball Machine (vending): Watch the gumball roll down a spiral. Look for a Lexan globe, fiberglass body, acrylic cylinder, and a Beaver coin mech with a lifetime guarantee.

• Neutralizer (specialty): New machine that measures breath alcohol levels. Constructed of 16-gauge cold-rolled steel with a powdered epoxy finish.

• Also shown, Series 1000 vending unit that dispenses pain relievers and personal hygiene items.

LASER STORM

• Too Many Martians (laser tag): This is the newest themed adventure for the company's laser tag system. As part of the game players must join either with courageous Martians attempting to save their home or diabolical invaders hoping to overpopulate the planet through a special machine. Competition centers around control of this machine.

LAZER-TRON

• Coca Cola Ring Toss (novelty): Players try to hook rings onto old-fashioned glass coke bottles in a horseshoe style throwing game.

• Swamp Stomp (novelty): Tak-

Pictured with Micro Mfg.'s countertop, (l-r): Tom Nicholas of Try Magic, Larry Hartley and Mike Rose of Micro, and Howard Smoyer of Try Magic.

Gordon Smart (l) and Jeff Smart of Smart Industries join forces in front of **Rags to Riches.**

Technician Matthew Greer II watches as boss David Jackson of Action Jackson plays a **Baywatch** pinball in the Mondial booth.

From left: Ira Erstling (HMS), operators Jackie Williams and Albert Sanders, Steve Schulman (HMS), operator Richard Coffin, David Rubinstein (HMS), and operators Lillian and Frank Callahan.

ing on the characters of Indiana Bones and Bayou Billy, players race across an alligator infested river by stomping on the footpad buttons. The faster they stomp, the faster their character moves.

• Wheelin-N-Dealin (novelty): This skill game challenges players to stop the game's spinning hands on desired slots worth a certain number of tickets. Up to 60 tickets can be won on a single coin.

• Also shown: Awesome Toss 'Em, Jungle Rama, Pogger, Ribbit Racin, Spin a 21, Spin to Win, and Super Bank-It II.

LEISURE ENTERTAINMENT

• Prepaid Phone Cards (specialty): Customers prepay any amount and are issued a credit card to be used in pay phones. Offers a four-column card dispenser with 400 cards per column, flashing select buttons, high security, and $1, $5, $10, $20 bill validators.

• Super 3 in 1 (video poker): This features poker, 8-line, and blackjack. The Poker & 21 version has poker and blackjack.

• Also shown: complete line of bill acceptors—the Model HSV Gold Series with bill stacker; Dual Game Cabinet with a 19-inch monitor; Counter Top Cabinet with 13-inch monitor; Hi-Lo Double-Up Joker Poker; and Super 8-Line with 13- or 19-inch monitor and space saving mini cabinet.

MAYONI ENTERPRISES

• Dinovend (vending): Capsule vending unit now outfitted with outvendors that afford more options than the single unit. The modular design allows for a two- or three-rack grouping. Features include one-step restocking, a separate coin box that collects from the front, and high-strength plexiglass. Customized signs are available.

• Impulse Machines (non-ticket novelty): Redesigned units that include a choice of Heart Rate,

From left: operator Wiley Young, Arthur Gage of H.A. Franz, April Mathews and Jim Jarocki of American Laser, and Floyd Taylor of H.A. Franz.

Data East staff by the **Mask** game, (l-r): Michael Kubin, Kristen Montgomery, and Max Fujimoto.

Imonex staffers Thomas Heyn (l) and Patrick Cuming (r) with Canadian operators Michele and Don Leard.

From left: Jim Watts of XCP, operator Mike Rood, David Swan of XCP, and Rick Gonzalez of Card Vending Solutions by the Phone Card dispenser.

Memory, Personality Analyzer, Perfect Match, Sex Reactor, Bio Rhythm, Love Meter, Stress Test, Physical Fitness, and both Talking Gypsy or Non-talking Gypsy.

• Also shown: Sargeant Major, Ziggy, and Zord vending units; the CompuScale scale; and Multivend machine that accommodates one, two, or three products such as breath fresheners, pain relievers, and personal hygiene items.

MEDALIST MARKETING

• Dart Star Spectrum (electronic darts): Six levels of singles and team play are available on this electronic dart machine, which also provides game statistics such as points per round, marks per round, stacked or split, and feats and awards. It comes with a 14" 256 color VGA monitor and a high density polyethylene cabinet.

• Dart Star 2000 (electronic darts): Equipped with a 13" top mount monitor and back screened Lexan graphic, the Dart Star 2000 offers a wide range of games to choose from on a durable machine. Operator functions include complete matrix diagnostics and programmable pricing.

MELTEC

• Cavemania (roll down): Caveman graphics highlight this child-size game that asks players to roll balls into three holes to match Stone Age figures on spinning reels. The game features digital sound and voice, ticket dispenser, and modulated infrared scoring. It is available with the new Super Ticket Bonus.

• Also shown: Novelty games Big Mouth (now with Super Ticket Bonus), Boom Ball, and Knock Down.

MERIT

• Megatouch (video): Comes in three cabinet styles: 13-inch countertop, 19-inch upright, and the new 13-inch cabaret. Features a wide variety of games including Solitaire, Run 21, Royal Flush, Trivia Twister, Trivia Whiz 2000, Mem-O-Ree, Reacto, Breakin' Bricks (24 levels), Super Draw Poker, 7 Stud Poker, Horses, and Dice. Merit and its authorized distributors are offering a prime rate financing plan with no money down.

In the Plush Appeal booth, (l-r): operators Ted Parson and Caroline Osborn; Catherine and Daryl Fletchinger, and JoAnn Jennings of Plush Appeal; and Sal and Nikki Teressi of AMA Dist.

Steve Epstein (l) tries Gametime's Mini Max as staff watches, (l-r): Kelly Stites, Cindy McMinn, Jim McIntire, and Cindy Stites.

Meet new owner Roy Chamberlain (l) of A-1 Products with previous owner Stan Pearson.

From left: John Joyce of Chugai Boyeki/Kaneko, and operator Gary Witte watch as Cheryl Brosser instructs Ikey Kassab of Ceramic World on Great 1000 Mile Rally 2.

• Scorpion (electronic darts): Complete variety of all the popular games, player preferred conveniences, player selectable bullseye (split or solid), automatic player change/missed dart detector, and handicap and special promotion features.

• Scorpion Stinger (electronic darts): All the features of the original Scorpion with new features and games. Also available as a kit for all Scorpion games. Also available is an eight-player power kit that installs in minutes.

• Also shown: Scorpion Wall Mount.

MICRO MFG.

• Major Poker (poker): Gain 10 fever spins for drawing three of a kind with aces, threes, or sevens; gain 15 for four of a kind. There's also a number window fever. Video screen colors can change to match the environment. Operator-adjustable features include the number window and video dealer.

• Also shown: Micro Mustang pool table, Grippit crane, Magical Odds 8-liner, steel cabinets with $1-5-10-20 bill acceptors and choice of 13" or 19" monitors, and a slant-top steel cabinet.

MIDWAY

• Mortal Kombat 3 (video): A long list of new features on this horizontal kit: eight all-new characters, 13 new 3-D moving backgrounds, secret portals, expanded control panel, and intense fight sequences. Underground symbols featured in this media onslaught are clues to help unlock six-digit encryption code. When cracked, the game

YAP, YAP, YAP,
YAP, YAP, YAP.

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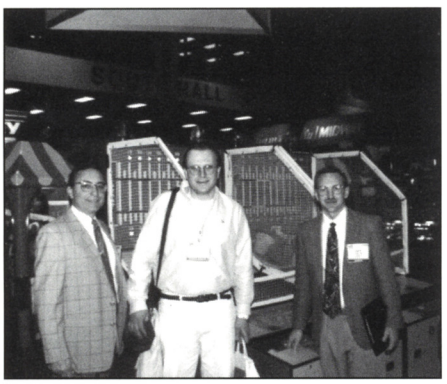
Pictured with Tornado's IMA Oscar, (l-r): Dave Courington of Tornado, Michael Hoberman of Mid-City Dist., operator Roger Bahten, and Mick White of Tornado holding the Oscar.



Coastal's Lenny Dean (l) and Bobby Keelyn flank operator Richard Toth.

From left: a disguised Rich Babich of Colorado Game and Vending, Paul Wiederaenders and Gil Pollack of Premier, and the lovely Bev Babich by Premier's **Stargate** pin.

Happy to be in Reno are Dennis Sorge (l) and Gary Calhoun of Hamilton Mfg.

answers with a gift of power or dimension.

• Screamin' Slopes (redemption): The game includes the Luckless Lodge (where tokens are inserted), a stationary ski jump ramp, a launch area which continually changes its angle, and a bank of 10 targets. Players must time jumps with the moving launch area to hit various point value targets.

• Also shown: Killer Instinct and Cruis'n USA video games.

MISSION CRANE SERVICE

• Mission Crane (crane): Complete line of skill cranes in a choice of 36" and 42" cabinets. Features include a modular component center, 1/4" tempered safety glass on the sides and the door, and a claw mech with high-impact bushings, precision motors, and steel gears.

NAMCO

• Air Combat 22 (video): The game, which will be sold in dedicated and kit form, utilizes texture mapped polygon graphics on a 45" rear projection TV to reproduce realistic air warfare. Players can select from four difficulty levels and have three views to choose from.

•Alpine Racer (video): While still in development, this game offers players the chance to use real skis to prove who's king of the mountain. A view-change button, three selectable courses, and two race modes add to game play.

• Cyber Cycles (dedicated video): This motorcycle road racing game is available as a two-player experience and can also link up four players for a real competitive challenge. Riders can choose from three shapes of cycles and two courses. Features include realistic throttle control, player control of side-to-side motion, and adjustable number of laps.

• Cybersphere (virtual reality): Developed by Cybervision, the

At the Classic booth, (l-r): Martin Pagura and Martin Sammartino of Argentina with Dan Dinnebeil of Classic.

Merit staff posing, (l-r): Tom Hynes, Dan McAllister, Chuck West, Angela Jacoboni, Bob Wiles, and Lane Helgeson.

Skee-Ball staff in front of Car Toon Racin', (l-r): Mark Kane, Brenda Dunkelberger, and Dan Packowski.

Craig Russiano (l) and Curt Lindbert (c) of Discovery Zone (DZ) pose with Jerry Weiman of Doyle.

motion and HMD driven game can run on Namco's Air Combat software. Players are positioned in the middle of a large moving gyroscope-like platform. The game is scheduled to be out on test with Air Combat 22 software this month.

• Also shown: Ace Driver, Belly Bomber, Godzilla Wars Jr., and Tekken.

NEW VISION

• R-Shark (video kit): Vertically-scrolling shooting game with eight action-filled stages. Features include two-player simultaneous action, three kinds of weapons, and three difficulty levels. The game is from Dooyoung Ind. Co. Ltd.

NOEL INDUSTRIES

• Lax (rotary): Four-player rotary with mirrored playfield, music, and sound effects. A conversion kit is available that makes the unit more suitable for dispensing milk caps.

• Also shown: Lax Jr. one-player rotary.

NSM-AMERICA

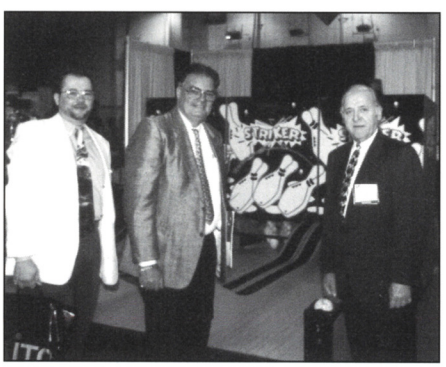
• Solid Gold (jukebox): More features on this 100-CD capacity jukebox include dual-tri six-speaker presentation, full service front access with single-key entry, light shower top animation, real-time clock, and 250-watt power pack amplifier. Customers purchasing the Solid Gold and Nostalgia Gold can qualify for the $500 Golden Voucher program (the voucher, good as cash toward the purchase of any NSM wall-mount jukebox models, can be obtained through June 1, redeemable until Sept. 30).

• Old Fashion Wizard (wall jukebox): Big sound from a small package with integral real-time clock, two 50-CD stacks, fast CD changer, microphone connection for announcements, background music, advertising capability, and CD storage in a protective plastic tray.

Incredible Technology's Larry Hodgson (l), Elaine Ditton (c), and Steve Jaskowiak enjoy a full booth.

From left: Dave Kristal and Brooks Lilly (Valley), Dean Gamburd (C.A. Robinson), and Chuck Milhem (Valley).

Operators Sandra Oxhoun (l) and Gene Lewin (r) play Cyclone as I.C.E.'s Ralph Coppola watches.



50th State Coin Op's Garry (l) and Kane Fernandez talk with Larry Berke (r) of Design Plus.

• Also shown: Performer wall jukebox and Nostalgia Gold classic jukebox.

OMNI

• Play Equipment: With careful attention to safety and quality, the company designs a full line of soft-modular play equipment including Web Tube, Trac Glide, Bug in a Rug, and Air Jungle Climb.

• Also shown: Paint 'N Puzzle by Century Vending.

ON SCENE VENDING

• Customized Gumball Dispenser: The dispenser comes with interchangeable tops that depict either a clown, fire hydrant, or cactus. Custom designs are also available.

PLANET EARTH

• Super 64 Selection (specialty): A self-contained, state-of-the-art redemption center where customers can trade their winnings of tickets or tokens for prizes. This unit eliminates attendants and allows players to purchase more points to trade up for larger prizes.

• Ticket Snatcher (novelty): Players try to catch tickets with a basket as they spin through the air, the higher value tickets being most desirable. Features include an auto-load system, all-steel and glass cabinet with high-security locking system, and optional neon light kit and winner sign.

• Treasure Falls (novelty): Shoot tokens at the teeth of an Egyptian god; hit two of the teeth in 30 seconds and make him mad enough to drop his jaws and spill tokens into three levels of the river; as tokens pass through jewels guarded by snakes the player wins tickets.

• Also shown: Dinoscore, Dinowin, and Flingshot novelty games.

PREMIER

• Stargate (pinball): The stun-

Meltec's Cavemania, (l-r): Meltec's John McFall, and John McEwan, with Campbell & Associates' Jack Campbell and Ryan Campbell.

Asahi Seiko's new general manager Rick Mines (l) shows coin mechs to Automatic Merchandise's Lloyd Cross.

Oriental Trading staff, (l-r): Tim Jones, Aaron Graves, Cris Millar, Sondra Doyle, and Gary Lauber.

Sharon Harris (l) of InterGame poses with Lauran Bromley and Joey Bundra (r) of Bromley.

ning graphics add to the effect. Players must fire a precise shot to levitate the pyramid to activate the Glider.

PREMIUM PRODUCT MFG.

• Gas Pump Gumball Machine (vending): Remember the Sinclair dinosaur sign? It is faithfully represented on these old-time gas pump-style gumball machines available in four colors and six famous names: Esso, Union 76, Gulf, Shell, Mobilgas, Texaco, and Sinclair. Each unit holds 2,500 gumballs, is made of molded plastic, and has a Beaver coin mechanism.

• Also shown: Spinner gumball machine with Lexan acrylic center tube.

QUARTERMASTER

• Club Casino (8-line/poker): Accommodates both 8-line games and poker games. Features include ticket printer capability, high-security metal cabinet shown on a pedestal (also available from the company), $1-5-10-20 bill acceptor with 400 or 600 stacker, and choice of 13" or 19" monitor.

• Also shown: Cherry Master 8-line game now with a progressive.

QUICK SILVER

•Big Top Fiddle Stix (novelty): Look for a new add-on marquee and a multiplier feature that enhances game play in this game that challenges players to match lights on the playfield with a flashing light on the marquee to win up to 150 tickets.

• Capsule Dispenser (accessory): A stand-alone unit that connects to a redemption or video game and automatically dispenses a prize capsule based on a programmable score. Available as an add-on accessory for Quick Silver games or purchased separately.

• Also shown: Silver Queen single coin pusher (licensed to Time Warner Interactive, TWI handles

At One Stop Redemption, (l-r): Paul Duffy of One Stop, operator Yakov Ergas, Steve Barr, Tony Lawlor, and Jaime Navarro of One Stop.

Best Amusements' staff, (l-r): Victor Armaly, Chris Bradberry, Bob Martin, and Bob Mosley.

At the U.S. Amusement Auctions' booth, (l-r): Sandy Markowitz of Garden State Game Sales, Marty Lustig of Anscot Dist., and Ric Stephan of USAA.

Lenore Fromm (c) (Randy Fromm's Arcade School) explains their new program to (l-r): Kora Serrano, Sue Havlovick, Ken Havlovick, and Tara Serrano.

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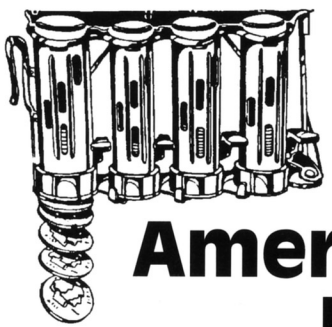
- The second validator also will act as a spare validator if one would have to be serviced
- Over 10,000 coin/token capacity
- 126 Bonus options for token payout
- Measures 53" high x 28" wide x 24" deep

Shown with optional quarter acceptor

OPTIONAL FEATURES

- Quarter/Token acceptor
- Second hopper for 2 different value coin payouts
- "Change" or "Token" scratch resistant Lexan fronts
- Phone line hook-up for immediate notification of low coins, service problems or breach of security
- Alarm System



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domestic sales and international sales except Asia while Quick Silver handles sales in Asia); City Cats roll down, Hollywood Stars coin drop game, and Turbo Pusher coin pusher (all licensed to Sega for domestic sales, Quick Silver handles international sales).

RAGTIME

• Calliope Popcorn Vendor (vending): Just deposit a quarter to get things rolling. While the Calliope is still playing, insert a dollar bill and the clown character inside will get to work, producing a box of popcorn in less than 10 seconds. More than 4,000 music titles are available.

• Also shown: Nickelodeon Style A and Style D conversion kit.

R & B ENTERPRISES

• VeQtor Laser Combat (specialty): Laser tag game system from Quantum Pursuits that can be housed in the company's ModPod mobile, inflatable structure that can suit a variety of other purposes, such as specialty merchandising displays and children's mazes. Also available, LaserQlay Pigeon Shoot skeet shooting game.

REALITY CONCEPTS

• Virtual Combat (virtual reality): Visually interactive and immersive 3-D shooting gallery game with a boom-mounted display and upright game cabinet with 25" monitor. Look for an infrared screen saver on the headscope and more ventilation on the visor. The game is available now; a space game is currently being developed.

ROBOT FACTORY

• Hairy-O-Ke (specialty): State-of-the-art karaoke system with mechanical keyboard player named Hairy who plays the melody and can sing along or talk to customers. Child and adults songs available, also coin and non-coin-op models. The system includes a 14" monitor where lyrics scroll.

Talking export business at the Mondial booth, (l-r): Claudo Antoun (Inter-Link), Bruce Sarkisian (Mondial), Arte-Som of Brazil's Daneel Alverez and Roberto Teixiera with Fernando Galeb (Mondial).

At the Happ Control's booth, (l-r): Summit Amusement's Todd Erickson; Happ's Theresa Minarik, Cindy Suderstrom, and Jon Suderstrom; Johnny Zee's Amusement's Marvin Schilt; and Happ's Bruce Anderson.

Here's a wall box!" says Rowe's Jerry Gordon (l), Nick Chigaras (c), and Joel Friedman.

American Sammy's Coin Circus gets a good look from 50th State Coin-Op's Warren Asing (l) and Joe Hinderer as Natalie Kulig (second from l) and Maria Fotinopoulos demonstrate.

ROCK-OLA/ ANTIQUE APPARATUS

• Anniversary Legend (jukebox): A new model to commemorate 60 years of Rock-Ola jukeboxes, it holds 100 CDs, shows 16 album jackets at one time, has an infinity lighted crown on the top, and a visible CD display mechanism. Colors are green and cream. Other features include a 280-watt amplifier, two separate graphic equalizers, lighted push-buttons, chrome T-molding, and '50s-look mirrored front glass. The model is 2" taller and 3/4" wider than the previous Legend.

• Rocket II (jukebox): Stylish model with illuminated push-buttons, colorful graphics, slender profile, built-in audio distribution package for external speakers, and 280-watts of power.

• Also shown: Nostalgia models (Peacock, Bubbler, Gazelle).

ROWE INTERNATIONAL

• LaserStar Diamante Ruby (jukebox): Features include 12 full-size CD jackets, 100 CD capacity, easy-to-read title strips, theatrical halo lighting, motor-driven pages flipped by push-button controls, and $1-5 bill acceptor with 500 stacker or optional 1000 stacker. An optional printer kit provides reports on cash totals, frequency of play, and disc condition.

• LaserStar Eagle (wall jukebox): Colorful running lights highlight this large wall unit that offers eight full-size CD jackets, 100 CD capacity, attract mode, $1-5 bill acceptor with 500 stacker, and 70-volt and standard speaker hook-ups for easy installation. An optional printer kit is also available. All the same interchangeable components of the Diamante are found here.

• Also shown: LaserStar Nostalgia CD jukebox and LaserStar CD-51A compact jukebox that

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"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

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"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

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"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

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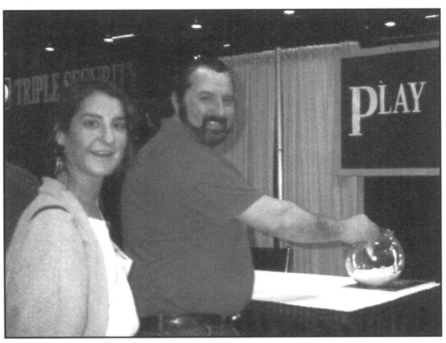
From left: Fabtek's Nick Erickson joins Deltronic's Steve Horniak, Rob Delahanty, and Colin Horniak.

Williams/Bally/Midway's support staff, from left: Tom Cahill and Lucy Varela (service) and Joe Hartman (marketing).



Operators Harry Parkington Jr. (r) and Mary Job of Expert Amusements stop at Play Meter's booth to drop off their coupon for a special drawing.

Operator Greg Matthews stopped at Play Meter's booth to renew his subscription with publisher Carol P. Lally.

holds 51 CDs.

SEEBURG

CD jukebox that holds 102 discs, offers a host of programmable features and optional printer for full data retrieval, packs 240 watts of power, and features a new CDM-4 Philips professional quality disc reader. The title display is automated and easy to load.

• Also shown: Classic CD jukebox and Micro Music wall jukebox.

SEGA

• Baywatch (pinball): This new six-player game, based on the mega popular TV series, features custom speech by the series star David Hasselhoff. Features include new diagnostic icons, video modes, new lock ball feature, wrap around side rails, doubles mode, and self cleaning pop bumper switches.

• Mary Shelley's Frankenstein (pinball): The doctor who created the monster is forced to create a suitable mate. However, the monster grew weary of his mate and made the doctor return to create something to keep him entertained.

• Daytona USA (video): The game that won the Play Meter award for "Best Game of the Year" is now available as an upright and twin. On the special version up to eight games can be linked.

• Sega Rally Championship (video): Interactive car-racing game for up to four players. There are multiperspectives: driver's view or view from behind. Features include a twin-clutch steering reaction mechanism to help reproduce the sensation of different road surfaces and real cornering. An "active shock generator" transmits vibration and impact linked with the screen and the seat. Will be available in Deluxe and Twin versions.

• Virtua Striker (video): A one- or two-player sit down computer

From left: Rada Youngblood and Howard Kopelson of Latin Jukebox welcome operators Julie Rubio and Michael Rubio.

In the Prizes' booth, (l-r): Lisa Fata, Ed Shriber, Bob Portale, and Louise MacIntyre, with operator Odell Pardue.

From left: Canadian Alex Krasny, Tom Leon of Amusement Equipment Exchange, and operators Alexander Lyubarrov and Vadim Gurdzy.

Operator Tom Chin (l) chats with Bo Bowditch of Chicago Lock.

soccer game with a 50-inch projection monitor. Controls allow the player to pass, shoot, center, or slide the ball.

• Cool Riders (video): Take the motorcycle handlebars in hand and you're on the road to adventure. This dedicated game is scheduled for a summer release.

• City Cats (redemption): Designed and manufactured by Quick Silver. A ball rolldown designed for players under 10. Players are offered bonus features and adorable cat pop-ups. A rotating disc in the center of the playing field makes it even more challenging.

• Hollywood Stars (redemption): Designed and manufactured by Quick Silver. A compact coin rolldown game with Hollywood graphics. Rotating legs on the back playing field add a new twist.

• Also shown: Sports Fishing, Virtua Fighter 2, and Virtua Cop (videos) and Turbo Pusher and Sonic the Hedgehog (redemption).

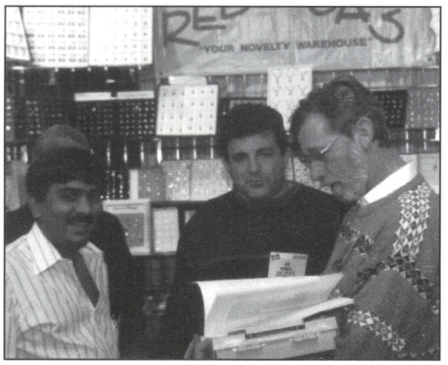
• Gimme 5 (redemption): A midway coin pitch game. Players catapult coins that land on moving plates and/or animal carousel cups. Multiple jackpot theme.

SEIDEL

• Smokin' Token (coin drop): Fast-paced game in which players time the drop of coins to jump through openings (slots)in a wheel. Two consecutive misses increases the multiplier and your next win. A bonus countdown begins when a coin jumps through a bonus slot. Win 50 jackpot tickets by scoring another bonus during the countdown. The cabinet is a bright white; sound effects include a happy "yippee" and "yahoo." Features include ticket and coin meters, low-ticket display, built-in theft alarm, ticket every time option, and jumbo cash box.

SELECTRA INTL. DESIGNS

• Selectron (vending): This



Rebecca's Joe Nazzaro (r) checks prices for ADA Amusement's Nick Shah (l) and Kamas Vending's Jim Kamas.

At the Star Track booth, (l-r): Star Track's Bill Denton, Bob Ingenito, Allen Justice, and Cindy Fasone; Ocean City Novelty's Richard Shaw Jr., and Frank Santos (Star Track).

From left: Blockbuster's Steve Thomas in a sales meeting with Bob's Space Racer's Jack Mendes, Dave Wise, and Amir Rubin.

Van Brook of Lexington's Jack Spence (l) and Virgil Vance (r) converse with Latin Jukebox's Rada Youngblood.

plastic laminating/decal vendor comes in four different size models, the 300, 400, 600, and 800. Features include standardized screw fittings, interchangeable coin mechs, threaded bayonet locks, and coin rejection function when empty.

• Also shown: A full-line of decals and novelty tatoos.

KEVIN SHARP ENTERPRISES

• Special 8 Ways (8-line): Features include raise/bet, unique double-up, clear graphics, and potential win indicator.

• Wild Riches (8-line): Multigame system that accommodates a host of games. Available cabinets include a choice of round-top, metal casino-style, upright, and sit-down.

• Also shown: New countertops with $1-5-10-20 bill acceptors, ticket interface kit and ticket printer interface kit, and all-metal 13" sit-down cabinet.

SKEE-BALL

• Car Toon Racin' (novelty): One- or two-player redemption game that combines pinball play with a race game. Successfully trigger targets and cause your car to move forward. Reach the finish line and be a winner.

• Circus Hi Rise (novelty): Completely redesigned with colorful traveling lights; programmable features; and all-new graphics, puck, and digital sounds. Available in two models: 8' and 10'.

• Super Shot Super Jackpot (sports): Link up to six Super Shot games with a jackpot sign that features neon lighting, chaser lights, and fireworks graphics. Also available for the basketball game with the moving backboard, a prize dispenser that holds 130 canisters perfect for T-shirts, infaltable sports items, and other items players can win for high scores. Order canisters from Skee-Ball.

• Also shown: Hightops basketball for junior players, Skee-Ball Lighting alley bowler and Skee-

A young showgoer tries her hand at the **Love Tester** as Mayoni Enterprise's Issac Ben-Yhuda (l) and Oscar Robins look on.

Sega Pinball chieftain Gary Stern (l) with the company's Shelly Sax (c) and Drew Maniscalco.

Darts and pool cues at Great Lakes Darts, (l-r): GLD's Justin Vodin, Magic Dart's John and Kelly Baxter with GLD's Jay Wendelgerger.

At American Changer's booth, AC's Barry Frankel (l) and Jerry Vaughn flank M.H. Associates' Gene and Vicky Sieben.

Ball Classic with a progressive jackpot, Tic Tac Toe Jr. roll down, and UB-QB Football sports game.

SMART INDUSTRIES

• Candy Crane (crane): An all-new marquee and side panels highlight this crane with voice motion sound system, joystick control, and double coin mechs. It is available in three sizes: single, super single, and double.

• Rags to Riches (coin pusher): Features include two coin drops with automatic start-up, two skill wheels, skill stop buttons to control the pusher movement, shock/tilt alarm, coin and ticket counters, sound package, and choice of token-in/ticket-out or token-in/token-out.

• Strike Three (sports): Measure the speed and accuracy of pitching in this game that affords six pitches and measures velocity from 10 to 110 mph. Features include adjustable gameboard, action/voice sound system, ticket dispenser, and metal frame cabinet.

• Smart Redemption Center (specialty): Move into the redemption scene with this self-contained unit that vends merchandise from redeemed tickets. Features include a bar code reader, double coin mechs, receipt printer, voice messaging sound system, rope lights, and ticket shredders.

• Smart Ticket Center (specialty): A unit that accepts, counts, separates, and shreds tickets, then issues receipts to customers to take to the redemption counter.

• Also shown: Big Bertha, Buddy Bear, Killer T-Rex, and Smart Toss Em novelty games; Shoot to Win! and Chuckles the Clown Shoot to Win! Jr. sports game in single or double-hoop models; Smartball alley bowler; and the Jackpot rotary.

SNK CORP.

• Super Sidekicks 3 (video): For Neo-Geo. World class soccer

Guest Melissa Lefebvre enjoys Carousel's **Police Cycle Patrol.**

Salesmen Wayne Higgins (l) and Todd Mullendore of Kevin Sharp are ready to feature their new **Special 8 Machine**.

From left: Richard Wajda and Tom Carlton of Pentranic and Pat Jankowiak of VR Technologies by a wall of monitors.

From left: Tekbilt staffers Jeff Gress, operator David Young, Carl Krause, Buzz Bruner, and Frank Eckert standing, and Paul Russo and Sue Bruner kneeling.

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with 3-D shots and digitized trace animation.

• Samurai Shodown II (video): For Neo-Geo. Available as a dedicated upright, conversion kit, and cartridge.

• Also shown: The complete line of cartridges for the Neo-Geo system.

SPECTRA

• Crazy Craters (novelty): A three-dimensional moving playfield of lunar-like crater targets provides new excitement in this non-violent skill game. All ticket values are operator adjustable and a progressive link option is available for more than one machine.

SPORTECH

• A Pitcher's Dream (sports): An inflatable red, white, and blue pitching simulator that scores both the speed and accuracy of pitches from 10 to 110 mph. Features include tamper-proof bookkeeping, one- or two-player capacity, modular targeting system, and ticket redemption standard on indoor models.

STANDARD METAL TYPER

• Classical Model (specialty): All-new machine that vends colorful anodized discs with custom logos. The cabinet has an oak finish with curved legs and curved wooden header at the top. Also available: Rock & Roll model with a tailfin top sign.

STEINER MFG.

• KidStop (vending): A vending center that offers four columns of peel 'n stick plastic laminate stickers plus side gumball and capsule vendors. Also available: sticker machines in a wide range of sizes, also sports card and stamp vending units.

TAITO

• Victory Goal (redemption): One or two players take a large padded mallet in hand and hit a large pad to propel balls up to the goal line for points. A goalie is constantly trying to block the balls and guards randomly go across your path.

From left: Lou Velasco (Planet Earth), operators Kent Kingston and Tony Williams, Debbie Gonzales (Planet Earth), and operator Steven DeCredico by the **Ticket Snatcher**.

Operator Chuck Gesik (l) chats with Steve O'Ryan of JCM.

Terry Hayes (l) of Quartermaster stops to pose with operator Mickey Coffee.

Jim Clancy (c) of Fun Center Software talks with operators Marlene Gonsalves (l) and Anthony Gonsalves.

• Twin Qix (video): For Cybercore system. Compete simultaneously against another player in this sequel to the original master puzzle game, Qix. Be the first to successfully trap the menacing boss on each level. Build blocks to decrease the amount of space in which each boss floats. Watch out for shooting projectiles and rapidly moving space mines.

• Elevator Action II (video): For Cybercore system. Your mission is to steal secret data from an international terrorist group that is holding the world for ransom. This sequel includes new characters, two-player simultaneous play, new weapons, and new elevator mazes and levels.

• Space Invaders '95 (video): For Cybercore system. This parody of Taito's legendary Space Invaders includes loony alien invaders, 32-bits, new fighter ships, falling weapons to catch and fire back at the enemy, dive bombing aliens, and killer bosses.

• Hat Trick Hero '95 (video): For Cybercore system. Soccer theme with a choice of 42 teams, including new English club teams; choice of all new super ace players; 3-D hyper shots; and four-player joystick. Players can curve their pass or shot for pinpoint accuracy and control direction and distance of throw-ins.

• Bust-A-Move (video): A bubble bursting puzzle game. Bubby and Bobby return to the video screen. Stack three or more bubbles of the same color and watch them explode into valuable points. One- or two-player versus mode.

• Power Spikes II (video): Advanced volleyball action. Choose from eight different world powers and play World Men's, World Women's, or futuristic Hyper Mode. There are five serve types and eight attack types.

• Bobby's World (redemption):

Based on the animated program about an inventive four-year-old, the alter ego of comedian Howie Mandel. Kids roll a coin into one of the rotating target slots and win a prize. Includes the Bobby's World theme song, coin activated comments by Bobby himself, four-player simultaneous play, and dispenses three-inch capsules with prizes.

• Also shown: La Cucaracha (redemption) and Monster Castle (redemption).

TIME WARNER INTERACTIVE

• COPS (video): A live-action simulator based on the hit TV series. Available in a 33-inch, single player deluxe cabinet. Features the popular "Bad Boys" theme song, realistic gun control, and feedback steering.

• Silver Queen (coin pusher): Designed and manufactured by Quick Silver. A single-player, it uses a moving rotary paddle wheel to dispense coins on to a moving playfield. The entire playfield moves back and forth.

• Also shown: Primal Rage (video), a head-to-head battle for survival; T-Mek, an intense arena battle.

TORNADO

• Tornado 2000 (foosball): Features include a nine ball metered trap that makes cheating virtually impossible, metal-reinforced and hand-crafted cabinet, molded rubber bumpers, burnished rods with a three-man goalie, patented men, and laminate playfield surface.

U.S. GAMES

• Countertop Champion 2 (countertop): Choose from 70 different game titles on this touch screen machine, from Solitaire to Fortune Teller and Video Poker to 3-D Bowling. The cabinet is all-steel with a swivel base. Look for superior sound effects, 256 color graphics, and a host of options.

From left: Mike and Dan Riquier of T & M Dist., Jack Kerner of Melo-Tone Vending, and Alicia Sadoff and John Margold of NSM.

Chris Yewdall (Virtuality Entertainment) instructs Hungarian operator Istvan Dienes on the **Series 2000** as Tom Milks and Norie Bauer look on.

Jed Forman (l) and Abid Ghani of Leisure Entertainment pose with their **Telephone Calling Card** machine.

Stan Smith (l) and J.P. O'Neil (r) of Rainbow Crane with operator Tom Oxtoby.

• Also available: Pot-O-Gold multiple game system with a choice of cabinet styles, including the new sit-down.

VALLEY RECREATION

• Cougar Darts (electronic darts): Model HB is available with Cricket games and game options, enhanced overhead scoreboard, simplified three-button game selection, easy-access league drop-slot, player selectable bullseye point values, NDA handicapping entry, and team play selection. Also available: Cougar Wall Mount Darts and an optional $1/$5 bill acceptor.

• Cougar IQ (electronic darts): All the features of the Cougar Darts, but is fitted with a dramatically expanded microprocessor, a 14-inch monitor, and a card reader capable of reading both magnetic strip and bar coded cards. Also fitted with a FAX/modem for electronically transmitting league play scores.

• League Machine Automated scoring (for leagues): Automates scorekeeping for any kind of league, works with any manufacturer's equipment, eliminates hand entry of scores, reduces errors, and it's portable. The League Machine I is scan in and League Machine II is for faxing in.

• Also shown: Cougar ZD-6 (pool table); Image Series (pool tables) in Country, Traditional, and Contemporary styles; and The Leopard (pool table).

VCI ENTERPRISES

• Slammer Machine (vending): A tabletop or independent unit for locations that want to make slammers available without the need for an attendant. Patrons insert their coins (suggested 50-cent vend), turn the column to the style of slammer they desire, and receive the product.

VEND TECH

• Robo-Claw (crane): Countertop crane with strobing neon lights, adjustable sound effects,

tilt and tamper alarms, digital displays of plays and wins, and a computer-controlled robotic arm.

VIRTUALITY

• Series 2000 (virtual reality): Dactyl Nightmare 2: Race for the Eggs was shown for the stand-up units and the Buggy Ball driving game for sit-down units. Also available: Zone Hunter, the most popular title for stand-up models. Players are immersed in a 360-degree computer-generated environment using a Visette 2 headset. The company offers three games for the stand-up model and two for the sit-down model; all are easily changeable on CD-ROM.

V.R. TECHNOLOGIES

• Virtual Reality Powerscope System (virtual reality): The system features a boom-mounted display, or powerscope, that has been completely redone and adjusts to the height of the player. It sits in front of the game cabinet like a large periscope and provides the avenue for immersion and interaction. The newest games for the system are Depth Dwellers and Stellar Express.

THE VIVID GROUP

• Turbo Kourier (virtual reality): Step into a Mandala Virtual Reality Module and see yourself in the game action. For 90 seconds you become a courier of the future, flying around on a skateboard above a big city skyline picking up packages and avoiding enemies. The suggested pricing is $1 per minute. The module offers quadraphonic stereo sound and a 31" screen. Two 14" screens on the outside of the unit show spectators your progress.

WILLIAMS

• Dirty Harry (pinball): Dirty Harry is back packing his famous .44 Magnum. Players enter a "feel lucky" mode where they can go after big points or special awards. They'll also break up barroom brawls, chase getaway cars, defuse letter bombs, meet the mob, or stop madman Scorpio's reign of terror.

• No Fear: Dangerous Sports (pinball): Sports a talking skull with lighted eyes and moving jaw. The game pushes today's most dangerous sports to the limit. There are free climbing, water skiing, supercross, auto racing, and more.

By the Digital Disc Karaoke **Panther**, are (l-r): Dave Loethen, Eric Biesemeyer, and Mark Loethen.

At the Play by Play booth, (l-r): Steve Suraci, Juan Hernandez, Barry Lederman, Tom Capodarco, Leslye Hillman, and Michael Cardinali.

From left: Chuck Morton, Neal Rosenberg, the new **Watch Box**, and Bill Seibert at the H. Betti booth.

The ARMS staff, (l-r): Chris Weiman, Jeff Kagan, Rhonda Fletcher, and Lou Cappetta.

WURLITZER

• Casino (jukebox): This new jukebox combines the perfect blend of high-tech engineering, eye catching design, and music clarity. Advanced laser CD tracking and noise/vibration reduction ensures reliability. The system also has an optional preprogrammable and decibel-lowering background music mode.

•New Orleans II (jukebox): Capacity for up to 50 CDs allows a selection of 1,000 music titles, which are clearly arranged and easy to read at a glance. The changer mechanism stores CDs vertically in a compact carousel, and the modified Philips laser scanner guarantees top quality sound.

•Also shown: New York, New York and One More Time.

ZAMPERLA

• Airfthansa (kiddie ride): Large white jumbo jet-styled kiddie ride with sound effects and new triple movement.

• Bugmobile (kiddie ride): Ride built to resemble the classic VW Beetle, with headlights, realistic accelerator sounds, and metal fleck paint job on a base that allows interchanging rides.

• Super Shovel (specialty): Power shovel that comes with a new cage that can be filled with either balls or sand to scoop.

• Also shown: More kiddie rides—Elias Locomotive, Fire Truck, Rhinosaurus, Rockosaurus, T-Rex, OWS 49 Helicopter, and Fire Truck. ▲

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Game Picks: Dynamic duo share their favorites

Frank Seninsky

Michael Getlan and Frank Seninsky thought it would be interesting if they both walked the ACME show floor, made their own independent picks, and printed them together for you to compare. So here they are.

Sit-down Driving Games

Frank:

1. Cruis'n USA/Midway—Daytona is still 'King' but this twin driver is the next best.

2. Sega Rally Championship/Sega—Great twin racer. Will try adding one next to a Daytona and see what happens.

3. Cyber Cycles/Namco—Linkable twin motorcycles. Choose three different bikes. The game has Ridge Racer hardware and good graphics.

Michael:

1. Cyber Cycles—A great game in the tradition of Suzuka 8 Hours, an easy pick.

2. Sega Rally—The drawback to this game is that you can only link four seats at a time. Great response and graphics.

3. Cruis'n USA—It's been out for a little while, but it is still a great value. The program has great depth for those locations with a regular clientele.

Video Kits

Frank:

1. Mortal Kombat 3/Midway—With national promotion, secret codes, and updates for coin-op when it is released to the home, this is a great game.

2. X-Men: Children of the Atom/Capcom—Earning high revenues and reasonably priced.

3. Street Fighter: The Movie/Capcom—Great graphics and tag team feature.

4. Bust-A-Move/Taito—Non-violent game with high earnings for the Neo-Geo system.

5. Tekken/Namco—Have had this one for a while, and it continues to do well.

Michael:

1. Mortal Kombat 3—A no-brainer! With all the P.R. that it's going to receive, this is sure to be a winner.

2. X-Men—A great kit. A great value. Enough said!

3. Tekken—Earnings on this piece have been good in the arcade, but excellent on its own.

Pinballs

Frank:

1. Theatre of Magic/Bally—Simply the best new pin available. It looks to be a classic.

2. Stargate/Premier--Plays well, new features.

3. No Fear/Williams—Good motorcycle theme.

4. Baywatch/Sega—Great diagnostics and special features package. A good start for Sega. It's very attractive, but I don't think it has real legs.

Michael:

1. Theatre of Magic—It looks like the next Addams Family to me. Lots of fun to play and a whole lot to learn as well!

2. No Fear—A real player's game.

Michael Getlan

3. Baywatch—Another action-style pinball with a lot to master on the playfield.

Redemption

Frank:

1. Cyclone/I.C.E.—Simply the best redemption game for all markets in our industry. This three-player game is earning numbers for me in the $1,000-1,500 per week ranges.

2. Smokin' Token/Seidel—Many new features, eight different wheels, great new look, and operator friendly. Congratulations to the Seidels.

3. Ice Ball/I.C.E.—Great alley bowler and great on service as all sections are removable.

4. Coca-Cola Ring Toss/Lazer-Tron—New technology for scoring. All ages will play. The only drawback is the rings are dispensed near the bottom of cabinet, and it's hard for adults like me to bend down that far. However, the plus is that adults must try the game 'for old times sake.'

5. Super Prize Super Shot/NSG—Skee-Ball cylinder vended prize on winning score, similar to Rage 'N the Cage, which is also a great game.

6. Full Court Fever/I.C.E.—Newly designed, runs smoother

and quieter.

7. La Cucaracha/Taito—Spanish version of Wacky Gator and very cute.

8. Spider Stompin'/Jaleco—Use your feet to step on the spiders. Great for the kiddie market.

9. Boomer/Benchmark—Four-player game. It can capture all the jackpot. Great concept, but hard to understand. Needs some work.

Michael:

1. Smokin' Token—A coin action game that's built for the player and the operator. More manufacturers should note the care that was taken to provide operator-friendly adjustments and readouts, along with extra capacity cashbox and ticket racks. A must-have game that will probably earn best when banked.

2. Cyclone—A fast game that can handle three players at one time. A great looking piece that delivers.

3. Wheelin-N-Dealin/Lazer-Tron—I think this game is going to be great for parents. I ordered some as soon as I left the booth.

4. Spider Stompin'—A fun piece for the kids market. I think that the look is great.

5. La Cucaracha—Another wacking game that's a little wacky. I think it can be a great rotation piece.

An additional note, Michael says, is to keep an eye on two other games, Boomer from Benchmark, which still needs a little adjustment but should be great, and Lazer-Tron's Coca-Cola Ring Toss. Because it is a technically complex piece, he wants to test it before recommending the game.

As you can see, Michael and Frank have chosen many of the same games, but in different order. They came up with slightly different categories for kiddie rides and novelty games.

Michael combined the two categories, choosing the Batmobile by Just Kiddie Rides as his first pick. With the movie coming out this summer, the timing is perfect, he said. Coming in second was Konami's Pirate Ship, which he called a "cute piece with a nice look."

In novelties, Frank chose Smart's Ticket Center. This small unit with a newly reduced price is a must for busy redemption centers to help reduce lines at the prize counter, he said.

As for Frank's kiddie ride picks, one and two respectively were Tom & Jerry and the Batmobile, both by Just Kiddie Rides. In the music category, his nod went to the Eagle wallbox by Rowe/AMi.▲

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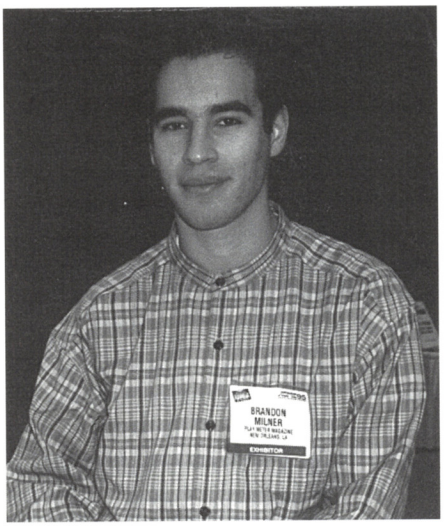
Player's Opinion: What did I like?

The success of the new games introduced and promoted at ACME '95 depends on the last level in the industry food chain— the players. This year, there were many games that proved themselves worthy and capable of luring copious quarters from my pockets. Thankfully, the machines were all set on free play, or I would have filed chapter 11 on the way out of the convention door! I spent nearly 20 hours searching the floor for standout games that I felt would do well in arcades.



Brandon Milner

MORTAL KOMBAT 3/Midway

Midway made a huge presence at the show with its latest in the venerable *Mortal Kombat* series. New characters and moves as well as a host of new features hopefully will cause long-time *Mortal Kombat* veterans to renew their frenzied spending that landed this game in the number one spot in the past.

New to *MK3* is a run button designed to make an already fast game even faster. Characters can jump and dash across the screen with astonishing speed, unleashing lethal combos to crush opponents in seconds. All the new moves are innovative and visually appealing.

The animations, along with those in Midway's *Killer Instinct*, set the standard for smoothness and convincing game play. I personally prefer the graphics in *Killer Instinct*. Its dark, gothic environments and complex texture-mapped characters really earned my attention. In the arcades in my area, it tends to attract a crowd whenever someone is playing.

I saw experienced players glued to the *MK3* machines trying to figure out the new moves of the new characters. I also saw a disillusioned group of inexperienced first time players walk away from the machines shaking their heads. Their games were lasting a mere 20 seconds at most. I'm concerned that the new *MK3* is initially far too hard for new players. I'm no slouch of a fighter myself, but I was unable to last more than three or four rounds even after practicing for nearly an hour.

To promote the new game, Midway has launched an unprecedented media campaign involving a new $40 million movie and ads on MTV. Subliminal magazine ads featuring a series of codes to be typed in as passwords to new secret features are beginning as I speak. Will these mysterious codes catch on and cause kids to rush to arcades? I asked an expert, a 12 year old player at the show, "Umm...yeah...well, probably."

THEATER OF MAGIC/Williams

The best pinball game at the show, by far, was Williams' *Theater of Magic*. Designed by the veteran team of John Popadiuk, Jeff Johnson, and Dave Zabriskie, this game occupied more of my time than nearly any other game at the show. It has a clever magic show theme which lends itself to interesting takes on standard pinball features. When you lock a ball, the display shows the ball wrapped in chains a la Harry Houdini. The variety of trap doors, ramps, and the surreal use of magnets can all be rationalized within the magic show theme.

Pinball must strike a delicate balance between complexity and simplicity to be effective. You can't just place small targets along the back wall to make the game challenging. You must integrate some easier items with more difficult shots to make the game appealing both short- and long-term. *Theater of Magic* does this beautifully. The central magic trunk target is large, and it spins for four different scenarios. There are large, wide ramps which even beginners can hit to send the ball hurtling across the playfield in three dimensions. To keep the game challenging over time, many different magic tricks, initiated via the trunk target, require different ramp combos and more precise shooting. I was hooked.

I must mention the quality of sound in this game. Being an aspiring sound engineer myself, I was struck by the realistic and unique dialogue snippets and sound bytes used. A clear, theatrical voice announces targets to aim for and magic tricks to resolve. It provides both the necessary exciting build-up for multiball and the balance of lighthearted comedy which lets you know that *Theater of Magic* still has a sense of humor.

CRUISIN' USA/Midway

Driving games were abundant at the show, and several of them stood out as offering good variety and addictive playability. Midway's *Cruisin USA* ap-

pealed to me because of its unique choice in cars, including a mid '60s Corvette and a 1995 Toyota Supra look alike. Several of the units appeared to be hacked to include novel cars like a hot rod school bus. It was a welcome shift from the standard formula I styles. Crashes, an inevitability in a racing game, are great in this game. Bumped cars skid dangerously across the highway and at times even bounce and flip over head. I found myself ducking and weaving to avoid creating a five-car pile up.

Each time you continue, you can choose succeeding courses in a trek across the country from San Francisco to Washington, D.C. The many different environments keep the game from getting as repetitive as it might on a standard racetrack. Adding to the fun are hilarious and engaging sound bites such as a desperate, "oh...look out!" screamed when dangerously close to crashing. Game play is challenging, believable, and fun. Friends can play against each other in linked mode, and I even watched new friendships develop over matches between strangers.

Cruisin' USA led a trio of games—Namco's *Ace Driver* and Sega's *Rally* were the others—that garnered my attention into the wee hours of the show. *Ace Driver* had the edge on playability for novices, and Sega's *Rally* had the edge on realism with its uncanny simulation of Dukes of Hazzard-style oversteer and backroads race technique.

GAME THEMES

I noticed that most of the video games being shown fell into one of two categories: fighting or driving. While the quality of many of the offerings

Michal Sieben
MH Associates, North Dakota

This time I had a lot of trouble choosing, but here are the best of the best the ACME '95:

I thought that *Theatre of Magic* pinball by Midway was the best pinball at the show. There are so many nooks and crannies in there. I don't think I even found half of them!

Next comes redemption. My choice is *Spider Stompin'* from Jaleco. It seems to be made for littler children but people of all ages seem to have fun with it.

Up next are the two best driving games: Sega *Rally Championship* and *Daytona USA*, both from Sega. The graphics on these two were award-winning.

And finally, the video games. My final four are *Mortal Kombat 3* from Midway, *T-Mek* from Time Warner Interactive, *Bust-A-Move* from Taito, and *Virtua Fighter 2* from Sega.

MK3 had new characters and moves. Even though *T-Mek* stayed the same, it's still hot. *Bust-A-Move*, well, what can I say? It's a well thought out game and quite addicting. *Virtua Fighter 2* has new characters, settings, and the graphics are better than *Virtua Fighter*. That's the scoop for ACME '95.

Jordan Beckett
Great Western Inc., Oregon

Here are just a few of the many great games that I liked. I thought *Virtua Fighter 2* was a very exciting game. It had 3-D graphics and two new fighters with over 500 new moves. I also played *Virtua Cop* and found it very realistic with great graphics. It wasn't too gory.

It seems that lots of people were playing *Mortal Kombat 3*. It is a great game.

I also saw some different games that maybe not so many people noticed. The *Mandala Virtual Reality Module* was fun to play. It had great noises, and it puts you inside the game without having to wear a headset. I played it nine times; it was one of my favorites.

Virtuality showed three games that were very realistic. There were comfortable controls and a lightweight headset that you can adjust. I like these games because you could get more into the game with the picture in any direction.

The Great 1000 Mile Rally is an action-filled driving game that may not be as fancy as some of the other driving games, but it's great fun. The game can be linked so that you can race against a friend.

In redemption games I like *Spider Stompin'* by Jaleco. It has three levels of difficulty. You smash the spiders as they light up while standing on a platform. Although I was terrible at it, it was such a fun game, and I kept on trying.

Car Toon Racin' by Skee-Ball is a little pinball game where you hit targets to make your car race. I thought it was a very fun game because I like pinball and I like racing. *Steer Crazy* by Fun Industries was a very crazy game! You sit down and push a pedal to release a ball and then you steer like crazy to get the ball into the higher point hole.

The ACME show is every kid's dream. I had lots of fun.

was high, I wondered why most games were polarized into these two camps. Whatever happened to the space shoot'em ups like *Galaga*? Or new sports games that don't involve hacking arms off as a strategic maneuver? Because fighting games like *Street Fighter 2* gave the industry a much needed kick, it appears many designers are attempting to copy each other's games.

Capcom's *Street Fighter, The Movie* has digitized images from the movie to give it a look more like the *Mortal Kombat* series. Sega's *Virtua Fighter 2* and Namco's *Tekken* are nearly identical twins. Data East's *Backfire* and Kaneko's *Great 1000 Mile Rally* are also near exact replicas of each other. I'd like to encourage manufacturers to break out of these molds and create new premises for games. I would think arcades would be hesitant to present both games out of these pairs because they are so similar.

"I noticed the enthusiasm among the players at the show was high."

In contrast, I am really excited about the state of pinball design today. The new games, led by *Theater of Magic*, incorporate clever themes and offer a good variety of play. Pinball games really are exploring the three dimensional possibilities of ramps and chutes and are using special magnets to challenge expectations of the way the ball can move. I'm also glad designers are designing around original themes and not merely adapting movies to fit a game. I noticed that every pinball game based on an original theme played better and held my interest longer than those based on movies. Keep those original games coming!

Overall, I thought most of the games, both video and pinball, were good. Some of the games were great. I noticed the enthusiasm among the players at the show was high, and I constantly heard snippets of dialogue like, "whoa, that is so cool! show me how to do that" and "watch this, you gotta see this." Now if I could only get everybody to share and let me have a turn.▲

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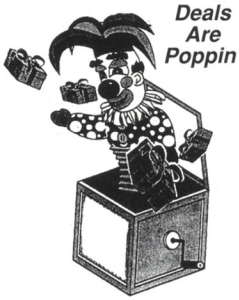

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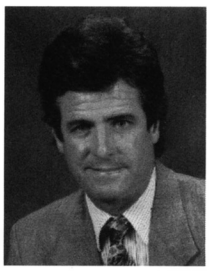
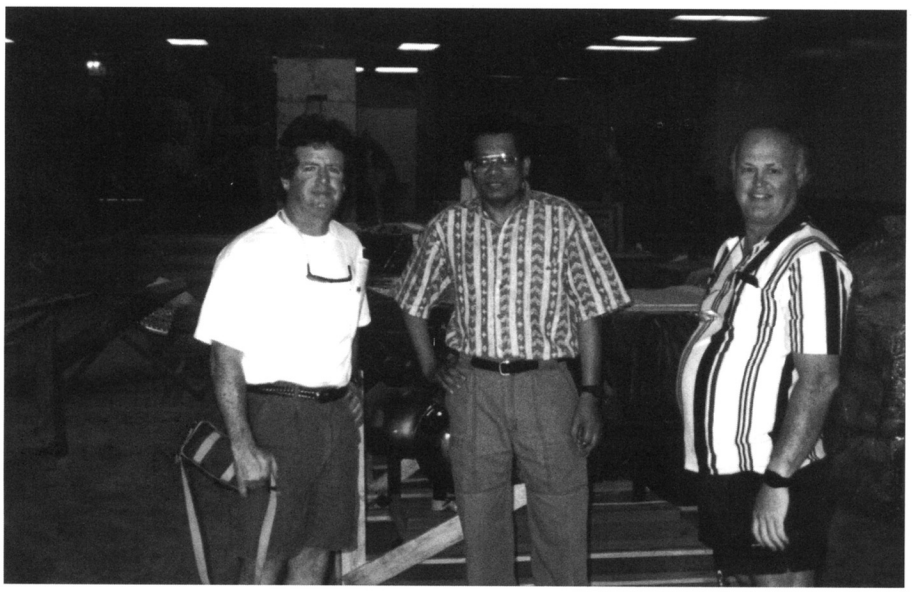


QUARTER NOTES

The Caribbean adventures of Lawson and Holley

Manley Lawson of Lawson Music Co. Winter Haven, Fla., and I went on a Caribbean adventure in February. It started out when I wanted to fly my plane to Trinidad, where I was born. When Manley, who is also a pilot, caught wind of my plans he did not have to be asked twice; the trip was on!



Rich (l) and Manley (r) taking a tour of Vishnu Maraj's new Galactic FEC under construction in Trinidad.

Although my plane is capable of making it all the way to Trinidad with only one fuel stop, we decided that the trip would be made far more enjoyable by spending a couple of days at several islands of interest along the way there and back experiencing some culture from each place.

The 4,000 mile plus adventure included stops at Providenciales (Turks & Caicos), Antiqua, Barbados, Trinidad, St. Thomas, and Grand Turk (Turks & Caicos).

Rich Holley

Almost every island had some form of legal gambling, and the ones that did not (St. Thomas and Trinidad) were considering it in upcoming elections. Providenciales and Antiqua had gaming casinos, while Barbados, which currently only allows slots, was in hot debate on the subject of casino gambling. On several islands there were signs that read "Game Room," which meant a small room of about 800 square feet with only slots. In all cases, never were any amusement-only games in the same room with gambling games.

Throughout the islands, everyone in coin-op complained that business was down and that the cost of video games was getting out of reach. In Trinidad where the exchange rate is $5.75 TT = $1.00 U.S., games like *Daytona USA* are out of the question. And that does not take into account the extra cost of shipping and import taxes. As a matter of fact, no *Killer Instincts* were seen in any of the islands. Price could be the determining factor.

Froggies Arcade in Barbados (which really was a game room) had about 25 video games with *DarkStalkers* being the newest and most popular. Not so astounding was the fact that *Ms. Pac-Man* and *Galaga* were found everywhere and, of course, being played!

Manley and I spent some time with Vishnu Maraj, who owns Galaxy Games with arcades in four locations in Trinidad. Vishnu plans to open

Rich Holley repairs a carousel in the Time-Out arcade.

Here are Manley (reft) and Rich at the Funcity Entertainment Center in Trinidad.

an FEC in late March or April at the Gulf City Mall near San Fernando directly opposite one of his arcades.

He wants the 45-game arcade and the FEC to remain separate and be distinctly different atmospheres. The Galactic FEC, which was still under construction, was very impressive encompassing 9,000 square feet. Food, birthday room, a shooting gallery, redemption, and a huge kiddie train will all be part of the fun. It was clear that Vishnu wanted families in his FEC and the usual video game-playing teenagers in the arcade directly opposite.

Gulf City Mall is the largest in Trinidad, and if this FEC concept hits here, you can be sure that there will others to follow.

It is interesting to note that most video games in Trinidad are on one token which costs 75 cents TT or 12 cents U.S.

In Port-of-Spain, Trinidad, Funcity Entertainment Centers Ltd. recently opened an 8,000 square foot FEC, which sported a well-designed neon lighting scheme and many of the popular games. But unlike the Galactic FEC, the video games were in the same area as the other games.

St. Thomas, another beautiful Caribbean island, was no stranger to arcades. Dorothy Riley, who is a supervisor for U.S. Customs there, owns the Time-Out arcade. This is her first experience in the business and says that she did not realize it would involve so much work. Dorothy keeps abreast of the top games and, so far, is making enough profit to keep her encouraged. Her Florida visitors left her inspired with dozens of helpful hints before we said goodbye.

The trip was a lot of fun and a total success. Manley and I are already talking about the next expedition which will take us to new places we haven't see before. I think I'll be co-pilot next time in charge of taking the pictures. Stay tuned!▲

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Rich (l) and Manley flank Vishnu Maraj at the entrance to Galaxy Games in Trinidad.

TOURNAMENTS & LEAGUES

UAMA hosts annual pool competition

Emerging from a field of more than 1,200 players statewide, 32 women and 128 men were on hand to compete for $10,000 in cash and prizes at the recent 14th annual Utah Amusement Music Association 8 Ball Open Pool Tournament.

The event was held at the Stateline Hotel & Casino in the border town of Wendover, Nev. Serving as the culmination of three weeks of local tournament play, the event was open to all locations that have a table owned by a UAMA operator.

Operators involved in the competitions noted an increase in revenue, UAMA reported.

Running the tournament were several members of the UAMA board of directors: president Bill Bailey of TATAKA in Salt Lake City, vice president Alan Chambers of Chambers Music in Odgen, director Stan Larsen of Struve Distributing in Salt Lake City, director Ted Kingston of Best Distributing in Salt Lake City, and secretary/treasurer Robert Hoonakker of Ray's Music in Salt Lake City.▲

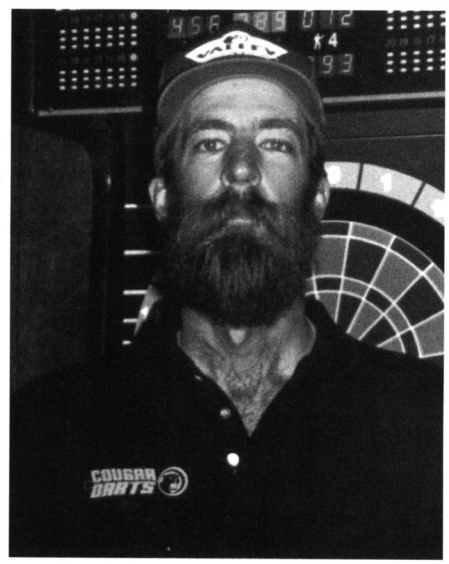
Here are some of the winners at the UAMA state pool tournament held in Wendover, Nev.

From left: UAMA treasurer Robert Hoonakker, 3rd place winner Shirley Hanson, and UAMA president Bill Bailey.

TOURNAMENTS & LEAGUES

Darters gain spots for Valley Gold

Dart players from across the nation have been busy competing for spots in the Valley World Cup Electronic Dart Championships, which will be held in Las Vegas July 13-15.



Dwight Benedict was victorious at the qualifier in Yerington, Nev., earning him a spot in the Valley Gold.

Known as the Valley Gold, the tournament is in its ninth year, and the number of operators participating is rising each year.

Qualifiers get an all-expense-paid trip to Las Vegas, and winners at the national level will qualify as members of Team USA which competes in Europe in the fall.

Here are results from the latest tournaments:

Georgia

Darters came from five states—Georgia, Alabama, Florida, Tennessee, and South Carolina—drawn by the possibility of competing in the Valley Gold as well as $5,100 in prize money.

The event, which was sponsored by S & L Vending of Columbia, was held at the Mantinique Inn in Columbus and drew close to 500 entrants. Pots in the six different events ranged from $400 to $920, and prizes included plaques, caps, T-shirts, and thermal mugs. Greater Southern Distributors of Atlanta supplied the dart games for the tournament.

When the competition was decided, four winners had spots in the Valley Gold: Don von Mendenhall, Mary Holliman, Darryell Strickland, and Darron Strickland.

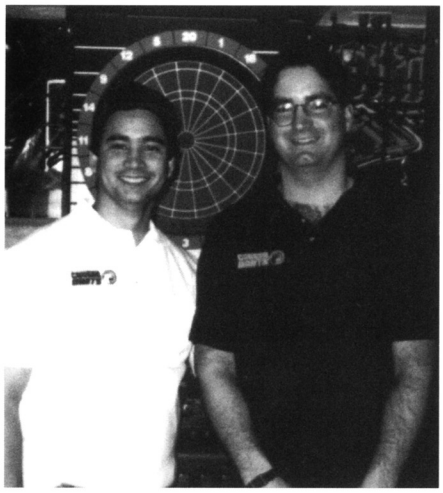
Nevada

The results were spectacular when four operators combined their efforts to hold a qualifier in Reno, Nev. Eight winners made it through to earn spots in the finals.

Tournament hosts were Tri-Vending, 4 J's Funtime, Master Vending, and Cricket & Co., all based in northern California.

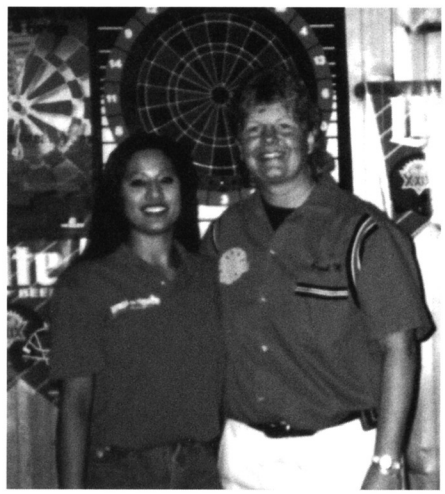
The tournament took place at the Sands Regency Hotel & Casino in Reno, and almost 300 shooters took part. A total of $7,700 in cash helped draw participants from Oregon and California as well. Other prizes included Valley T-shirts, caps, and thermal mugs.

Four men and four women were still standing when the smoke had cleared: Roy Ward, Brian Jones, Randy Markley, Frank Hernandez, Nadine Chapman, Sandy Frantz, Mary



Bob Haft (l) and Tom Tanberg were winners at the Valley competition in North St. Paul, Minn.

Emma Jones (l) and Jodi Dugal took the top spots in the women's division in North St. Paul, Minn.



Sharon Riojas (l) and Carol Wilke were the women's finalist in Janesville, Wis.

Duff, and Carol Lundberg.

Two players also earned spots in the Valley Gold by winning a qualifier sponsored by V and V Services in Yerington. They were Dwight Benedict and Kathy Butterfield.

Both the men's and women's titles were decided by best two out of three play-offs, which provided a great challenge for Butterfield who took up darts only three months previously. Second place in the women's field went to Carol Ann Meena.

In the men's final, Benedict beat out Mike Gsell. Both men are steel tippers who only recently took up soft tip darts. The two champions, Benedict and Butterfield, played a final bragging rights match. Benedict was victorious but not without a battle.

Minnesota

Excitement was in the air when top dart shooters gathered in front of 10 Valley Cougar dart machines at Brewbakers Saloon and Eatery in North St. Paul.

Close to 50 players competed in the double-elimination tournament sponsored by Dahlco Music and Vending of St. Paul. Dart machines were supplied by Hanson Distributors of Bloomington.

Heading to Las Vegas as a result are Jodi Dugal and Emma Jones from the women's division and Bob Haft and Tom Tanberg from the men's field.

North Dakota

Two throwers, who prevailed in the mixed couples competition in Mandan, will be headed to the championship this year.

"Master" player Randy Roesler and Lori Voegele took top honors at the competition, which was held at the Moose Club in Mandan and sponsored by Dakota Music of Bismark. Other prizes included thermal mugs, T-shirts, and caps.

Competition through the tournament was tight, with Roesler coming out of the loser's bracket to win the event.

Illinois

Men's and women's singles were the play of the day when dart shooters from central Illinois met on February 5, 1995 to compete for spots in the Valley Gold.

The qualifier was sponsored by Allstar Amusements of Springfield and held at the Holiday Inn South there. A total of 44 competitors came out for the 301, 501, and Cricket competition in both the women's and

Cathy Perot (l) and Debbie Long are headed to the Valley Gold after winning in Springfield, Ill.

At the Janesville, Wis., competition, (l-r): Scott Kirchner, Mary LaVine, and Tory Gould.

men's divisions.

Victorious in the tournament were John Naas and Kenneth Flannery and Cathy Perot and Debra Long.

Wisconsin

While the competition was stiff, winners at the Valley tournament in Janesville stood their ground on the way to victory.

The 10-event qualifier, which was sponsored by Bullseye Inc. of Madison, drew over 350 shooters to the All America Sports Bar and Grill in Janesville.

Players came from all over the state, as well as northern Illinois, to play for more than $5,000 in cash prizes.

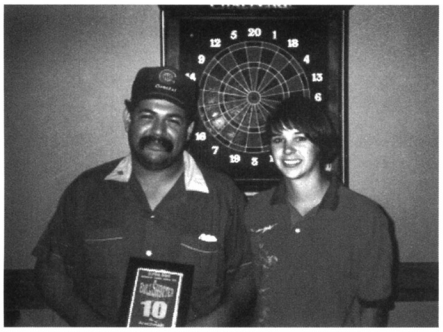
The overall men's winner was Tory Gould, who demonstrated his versatility with four first place finishes, one third place and one fifth. As a result, he will be headed to Las Vegas.

On the women's side the outcome came down to the wire with Sharon Riojas coming from the loser's bracket to edge out Carol Wilke and force a final match. Wilke ultimately prevailed to earn her spot.

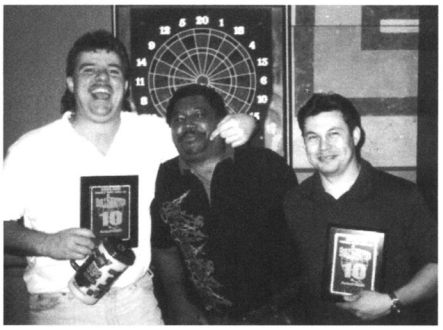
The Sneakers Sports Bar in Greenfield was also the site of a Valley qualifier sponsored by Hastings Distributing Inc. of Milwaukee.

Prizes totaled $1,500 and also included mugs, caps, and T-shirts. Dart machines were supplied by Pioneer Sales & Service of Menomonee Falls.

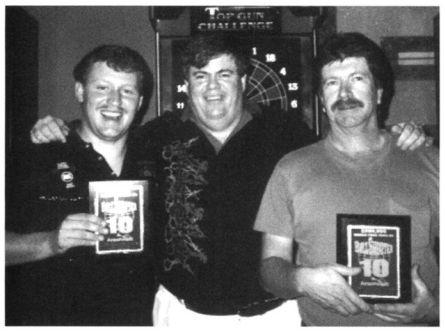
The winners, who will head to Vegas, were John Mielcarek and Sharon Sonntag.▲



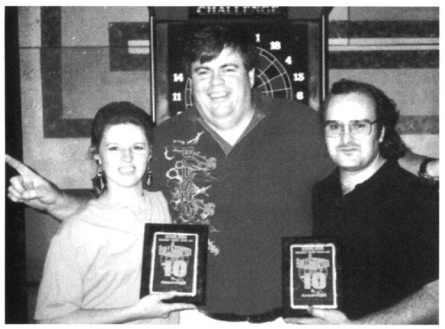
Pro Singles winner Luis Martinez with Tami Spitz of the Arachnid A-Team.



Big winners Larry Buckwalter (l) and Marko Silvas (r) with Arachnid's J.L. Woodard.



Singles finalist Shawn Gregg (l) and Larry Ennis with Arachnid tournament director Dave Schultz.



Mixed Cricket winners Bridget Raborn and Chris Helms with Dave Schultz.

TOURNAMENTS & LEAGUES

BullShooter is bigger and better in Texas

A recent BullShooter Regional Tour stop in Houston, Texas, brought out 900 competitors, the largest turnout ever for a stop on the circuit.

Competitors came from all over the region, including Arizona, Oklahoma, Colorado, Texas, Illinois, and even Michigan.

Co-sponsoring the Arachnid event was H.A. Franz of Houston, and the company added $500 to the mixed cricket prize pot.

"I was extremely happy to have the regional here," said Jerry Johnston of H.A. Franz. "We always have a great turnout and everything ran excellent as far as the player base and Arachnid. Arachnid tournament director David Schultz does an excellent job and handles the tournament as second nature. We are very happy to have the BullShooter Regional here and look forward to having it next year, and possibly even two regionals."

Competing against a large field of top players from the region, Luis Martinez of Corpus Christi won the Pro Singles event on the first day of the tournament.

Other top winners over the weekend included Larry Buckwalter and Marko Silvas, both of Tuscon, Ariz. The two teamed up in Men's Doubles and took first place, defeating Gary Silva of San Antonio and Chris Helms of Cibolo, Texas. The pair also took second in Open Doubles Cricket, losing in the final match to Larry Ennis and Shawn Gregg, both of Montrose, Colo.

In the women's competition, Bridget Raborn of San Antonio was the top winner. She won first place in Women's Singles by defeating Barbara Barnes of Dallas. Raborn also teamed up with Helms to win first place and a big share of the added $500 prize money in the Mixed Cricket event. Helms won the Men's Singles event as well.

All the players who won first, second, or third place received qualifying certificates to the BullShooter Finals on Memorial Day weekend, May 26-29.

Here's a look at the full results:

Men's Doubles: 1st—Larry "Bucky" Buckwalter and Marko Silvas, both of Tuscon, Ariz.; 2nd—Gary Silva of San Antonio and Chris Helms of Cibolo; 3rd—Tony Hall of Lake Worth and Jack Shelton of Watauga.

Men's Singles: 1st—Shawn Gregg of Montrose, Colo.; 2nd—Eddy Kiihnl of Arlington; 3rd—Larry Ennis of Montrose, Colo.

Mixed Cricket: 1st—Bridget Raborn of San Antonio and Chris Helms of Obolo; 2nd—Azalia Garcia of Houston and Luis Martinez of Corpus Christi; 3rd—Tim Smith and Mischelle Smith, both of Louisville.

Mixed Triples: 1st—Debbie Gates of Freeport, Tracy Jones of Cleveland, and Art Bouldin of Laporte; 2nd—Barbara Barnes of Dallas, Dale Perot of Carrolton, and Frank Navarro of Dallas; 3rd—Teresa Nevills of Pasadena, Donnie Rancharan of Houston, and Ram Rancharan of Houston.

High Noon: 1st—Vern Farquer of Oklahoma City, Okla.; 2nd—Dan Delzer of Bethany, Okla.; 3rd—Ken Flowers of Oklahoma City, Okla.

Open Doubles Cricket: 1st—Larry Ennis and Shawn Gregg, both of Montrose, Colo.; 2nd—Marko Silvas and Larry Buckwalter, both of Tuscon, Ariz.; 3rd—Donny Joe of Houston and Luis Martinez of Corpus Christi.

Pro Singles: 1st—Luis Martinez of Corpus Christi; 2nd—Chris Helms of Obolo; 3rd—Gary Jones of League City.

Women's Doubles: 1st—Azalia Garcia of Houston and Teresa Nevills of Pasadena; 2nd—Elizabeth Landrum of Benbrook and Barbara Barnes of Dallas; 3rd—Cheryl Zornes of Pasadena and Debbie Gates of Freeport.

Women's Singles: 1st—Bridget Raborn of San Antonio; 2nd—Barbara Barnes of Dallas; 3rd—Pauline McAllister of El Reno, Okla.▲

TECHNICAL TOPICS

Isolation and video games

I get a lot of questions about isolation transformers. Just about everyone knows that the monitor in a video game must get its power through an isolation transformer, but many confess that they don't fully grasp the reasons why. After all, the isolation transformer uses 120 volts AC as an input and produces 120 volts AC as an output. It seems silly doesn't it? Why not connect the monitor directly to the 120 volts that comes through the line cord in the game?

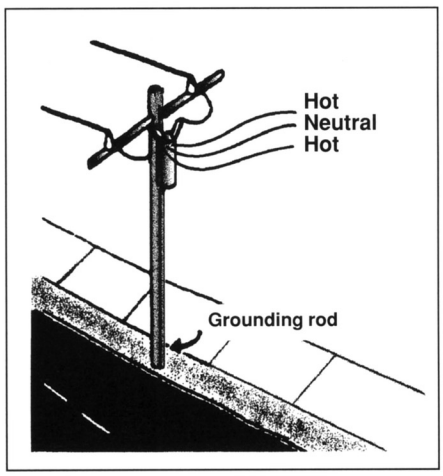


Figure 1

To get a better understanding of isolation, we need to take a look at the way the AC power distribution system works. In a typical overhead power system, the wires carry 12,000 volts AC from the generating facility or substation. A pole mounted transformer is used to step the voltage down. The output of the transformer is a center-tapped, step-down winding that has just one turn of wire for every five hundred turns of wire on the input winding. This 500:1 ratio is known as the "turns ratio," and it's the turns ratio that determines the output voltage of a transformer. In this case, the transformer on the pole receives a 12,000 volt AC input and produces a 240 volt AC output. The center-tap allows the 240 volt AC output to be split into two 120 volt AC outputs.

The center-tap of the transformer is known as the "neutral" connection. It is electrically neutral, having neither positive nor negative voltage. The neutral connection is always at 0 volts and provides the "return-path" for the alternating current. The two outside leads are called "hot" connections. It is from the hot connections that we get our 120 or 240 volts AC (see figure 1).

At each pole-mounted transformer, the neutral connection is grounded. As the name implies, "grounding" means connecting the neutral lead of the transformer to the Earth itself. This is accomplished by driving a long, metal stake into the dirt at the base of the pole. A heavy wire runs down the side of the pole, connecting the neutral to the metal stake. By grounding each transformer, a common reference point is created for balancing the entire power distribution system. This so-called "Earth ground" can also provide a measure of defense against shock in case of electrical failures.

The important thing to realize here is that the earth ground provides almost as good a connection to the center-tap of the transformer as the metallic connection provided by the neutral wire itself. The Earth is a very good conductor of this type of alternating current (see

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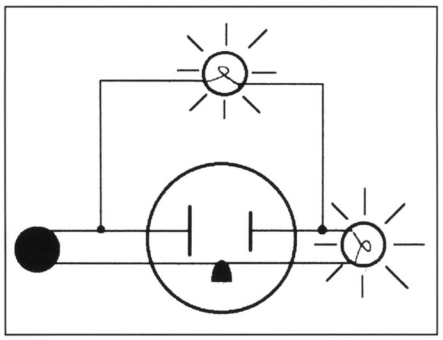


Figure 2
The earth ground provides virtually the same connection to the center-tap of the pole-mounted transformer as does the neutral. Note that a lamp connected between hot and neutral receives the same power as between hot and earth ground.

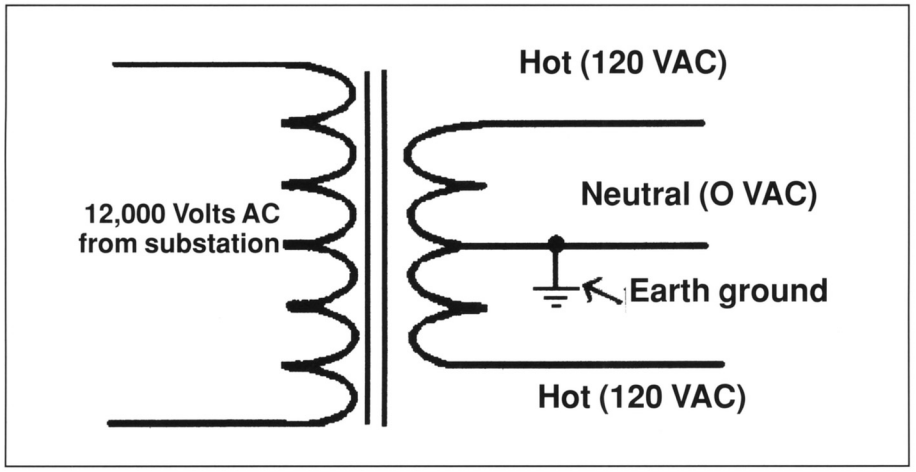
figure 2). A load connected between hot and neutral will receive essentially the same voltage as a load that is connected between hot and earth ground.

Hot-chassis monitor

Now let's take a look at the monitor and see how it fits in the picture. More specifically, let's look at the bridge rectifier in the monitor's power supply. The 120 volt AC power connects to the bridge rectifier through a fuse. The negative output of the bridge is connected to the "chassis ground". The chassis ground is not electrically connected to the earth ground in any way.

If the monitor is powered directly from the 120 volt AC line, the metal chassis of the monitor will become connected through a diode to hot. This is technically known as a (you guessed it) "hot-chassis" monitor. The entire chassis will have 120 volts on it. Needless to say, this is a very dangerous situation. If you are connected to earth ground in any way (by leaning against a grounded control panel or coin door, for instance) and touch the chassis, you may get a nasty shock.

So, the hot-chassis monitor design presents us with a real safety hazard. But here's another important point to consider. Most video games have an earth ground wire that connects to the chassis of the monitor. This earth ground wire comes from the round, earth ground pin in the AC plug. If the earth ground is connected to the hot-chassis, it short circuits one of the negative diodes in the bridge rectifier. This causes a massive amount of current to flow through the other negative diode, causing it to fail. It's normal to find one or both of the negative diodes shorted in a situation like this. As a matter of fact, it's just about the only thing that causes these diodes to fail. Most of the time, it's the positive diodes that fail.



With the shorted bridge rectifier now drawing enormous current from the 120 volts AC, we discover yet another problem. The earth ground may have bypassed the fuse in the monitor, blowing the main AC fuse in the game or the circuit breaker in the building. There's a 50/50 chance of this happening. If the hot side goes to the fuse, damage to the monitor may be minimized. But if the fuse is connected to the neutral lead instead, it will be completely bypassed by the earth ground that is connected to the chassis. This can cause a lot of damage to the power supply in the monitor, taking out diodes, transistors, resistors and voltage regulators.

Isolation

We get around all of the problems associated with the hot-chassis monitor by using an isolation transformer. An isolation transformer has a 1:1 turns ratio, producing an output voltage that matches the input voltage. We get 120 volts AC from the output of the transformer but lose the ground. In other words, there is no longer a neutral side that is connected to the Earth. The transformer has a 120 volt AC output that is "isolated" from any connection or reference to the Earth. With the neutral/earth ground connection broken, the chassis of the monitor can be safely grounded without shorting the diodes in the monitor's power supply. Isolation from a ground referenced source of power also reduces the chance of shock.

The average video game monitor draws about 75 watts of power, so an isolation transformer with a one amp rating should theoretically be able to handle it. However, transformers are only about 80% efficient, with the lost 20% showing up as waste heat. A transformer can get quite hot to the touch. Obviously, a larger transformer will be able to distribute the heat through a larger mass and run cooler. This may prevent premature transformer failure. Also, some people hook up more than just the monitor to the isolated output of the transformer. It's not unusual to see the power supply, fan and fluorescent light connected to the output as well. This will, of course, increase the load on the isolation transformer. Suffice to say that a one amp transformer is acceptable for powering the monitor alone, but a higher rated output of two or more would be better if the cost is not significantly higher.▲

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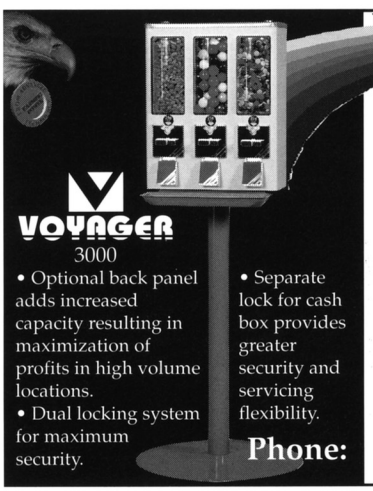

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Screamin' Slopes

Midway introduces its newest redemption game, *Screamin' Slopes*, which challenges players to time their coin jumps with a moving launch area.

A simple but challenging game with the speed and skill of Olympic ski jumping, play begins at the Luckless Lodge where tokens are inserted.

Coins are catapulted down a launch area, which changes angles, toward a bank of 10 targets, each with different point values. Once a target is hit, it flashes. Players then have between five and 30 seconds to launch their next coin. When all 10 targets are flashing, a jackpot is awarded.

Features include music and sound effects; a jackpot that can be adjusted from 100-1,600 tickets; payout rates of 6.5, 12.5, or 25 percent; and software that constantly monitors game play and adjusts the high-score position and launch area movement.

For more information, or distributor referral, contact Midway Manufacturing, 3501 N. California Ave., Chicago, IL 60618; (312) 961-1000; FAX (312) 961-1060.

LaserStar Eagle

Rowe/AMi unveils its new wall-hung jukebox, the *LaserStar Eagle*, which was designed to have long-term appeal and not get lost as a part of the furniture.

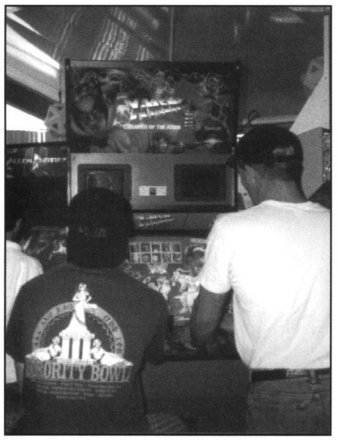
The *Eagle* is longer than traditional wall-boxes, guaranteeing that a table cannot be placed under it thereby limiting access and revenues. Its size will also ensure that the *Eagle* not only prompts an immediate response but also maintains an ongoing presence.

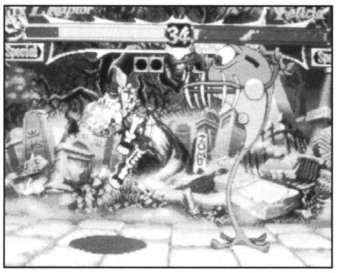
The new jukebox contains many interchangeable AMi LaserStar components, including the 25-watt amplifier, the 100-CD mech, and the electronics.

With input from operators, Rowe/AMi was also able to develop a product that is easy to service and has the significant display capacity of eight CDs at a time.

For more information, or distributor referral, contact Rowe/AMi, 2315 East I-30, Rockwall, TX 75087; (214) 771-2160; FAX (214) 771-2665.

DarkStalkers Revenge, X-Men





Capcom presents *Night Warriors: DarkStalkers Revenge,* the sequel to last year's head-to-head fighting game *DarkStalkers: The Night Warriors,* and *X-Men: Children of the Atom*, a video based on the popular comic book characters.

The 300-meg *DarkStalkers Revenge* game features all of the 10 original monster warriors, as well as two new characters and two playable boss characters. The new characters are Hsien-Ko, the Chinese ghost, and Dark Hunter Donovan Baine. Boss characters joining the battle are Space Ruler Pyron and Killer Machine Huitzil.

This sequel will also feature unique new moves for each character, including the ability to execute complicated combinations easily.

X-Men is a world-class fighting game created by the same team that developed the *Street Fighter* series. The characters are straight from the popular comic book and animated series. Actual voices from the series, including the recognizable Catherine Disher, are utilized for effect.

However, the game takes a departure from the original setting, placing the action in a *Street Fighter*-like universe.

Play options include auto blocking, three different levels of difficulty, and the ability to execute a greater range of movements.

For more information, or distributor referral, contact Capcom USA, 475 Oakmead Parkway, Sunnyvale, CA 94086; (408) 774-0500; FAX (408) 774-3995.

Smokin' Token

Seidel releases *Smokin' Token*, a new fast-paced game of skill that provides players with immeasurable fun and excitement.

Coins enter an inclined ramp similar to a ski jump and then gather momentum before jumping into the air toward the target opening.

Stationed in front of the target is a rotating wheel with slots of various widths and ticket values, the narrower slots having a higher value than the wider slots. Players are challenged to time their coin insertion to maximize their winnings.

Features include ticket display, a ticket multiplier that increases with consecutive misses, exciting sound, and a bonus countdown for additional awards.

For more information, or distributor referral, contact Seidel Amusement Machine Co., 8436 Washington Place NE, Albuquerque, NM 87113; (505) 821-6878; FAX (505) 821-6876.

Stargate

Out-of-this-world game play is at the heart of Premier's newest Gottlieb pinball *Stargate*, based on the recent feature film of the same name.

Players must travel to a new world of adventure via an intergalactic transporter in order to defeat Ra, the alien ruler of the planet Abydos, and save the Earth from annihilation.

This pin captures the action of the movie through multiball missions and the sharpshooters combination shot. A stargate on the playfield guides players through the necessary missions to decode hieroglyphs. When all are cracked, the jackpot is activated.

A direct shot into the pyramid forces Ra to launch his glider craft in an attempt to distract the player from the mission. During this multiball round, players destroy the craft by pummeling the glider targets.

Packed into the experience are graphics incorporated into a dot-matrix screen, exciting special effects, and sound that includes music and voice prompts recorded by actor James Spader.

For more information, or distributor referral, contact Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (708) 350-0400; FAX (708) 350-1097.

The Mask, Rescue the Guppy

Data East debuts two new additions to its line of redemption games, *The Mask* and *Rescue the Guppy*.

The first game is a coin-roll down based on the popular movie and is loaded with innovative features such as a removable ticket magazine for easier loading and operator adjustable payout levels.

Players will also recognize the familiar sound and speech from the movie and will be challenged into repeat play with a roll-in head shot to win progressive jackpot bonuses.

Other features include low-ticket warning light, eye-catching graphics, and a special self-clearing vibra-playfield to remove coins.

In their second new offering, Data East has produced a game that will give players a real fish story to tell after they bang the heads of hungry turtles before they eat a helpless little guppy.

The brightly colored graphics and cheerful sounds and music will attract both boys and girls. *Rescue the Guppy* also comes with a Deltronic ticket dispenser, low-ticket light, custom music and sounds, adjustable payout, state-of-the-art dot-matrix display complete with animated graphics, and a sturdy padded mallet.

For more information, or distributor referral, contact Data East USA, 1850 Little Orchard St., San Jose, CA 95125-1045; (408) 286-7080; FAX (408) 286-2071.

Star Shooter

Bay Tek is accepting orders for its newest redemption game *Star Shooter,* which challenges players to put their shooting skills to the test by firing a ball through the stars.

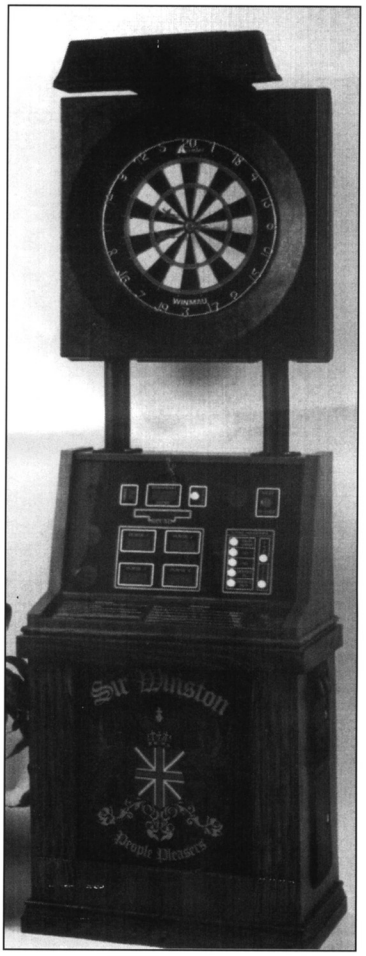
Game play is approximately three seconds, but one shot is never enough. Attractions include enhanced digital audio, voice and theme music, lighted 3-D cabinet, and winner-every-time payout.

Each two-player unit is equipped with two ticket dispensers, two ticket counters, two game counters, and adjustable playing fees.

For easier management, the game also comes with a low ticket warning light, triple stack ticket holders, state-of-the-art microprocessor, easy front access, and no assembly needed. The game can also be linked to Bay Tek's *Jumbo Winnings* progressive sign.

For more information, or distributor referral, contact Bay Tek Inc., Pulaski Industrial Park, 1077 East Glennbrook Drive, Pulaski, WI 54162; (414) 822-3951; FAX (414) 822-8936.

Sir Winston



People Pleasers Inc. introduces the *Sir Winston* electronic dart machine which will accept all standard metal darts and soft-tip darts up to 27 grams.

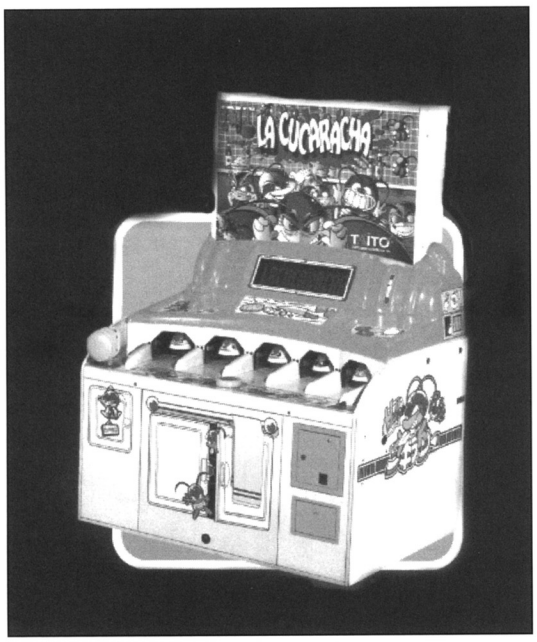
The game has patent claims in the United States and Europe, and is accurate 95 to 100 percent of the time. It currently uses Winmaur and Accudart boards.

Using the heavier darts on the hole-impregnated board should raise the level at which players can compete.

Sir Winston is run on 500,000 bytes of software and 30,000 lines of code.

For more information, or distributor referral, contact People Pleasers Inc., 12302 Rip Van Winkle, Houston, TX, 77024; (713) 465-0376.

La Cucaracha



Taito presents a new redemption game, *La Cucaracha*, that will turn the extermination of those familiar household pests into a delightful game for players.

The goal is to stamp out as many of those pesky roaches as possible, and the reward for success is a big ticket payout.

La Cucaracha is U.L. listed and features the classic song of the same name. Features include graphic enhanced dot-matrix system, adjustable difficulty level, easy front access to the logic board, a vaulted dispenser holding up to 6,000 tickets, and the unique Bug Freeze button.

The game is also available in English or Spanish, can be linked to five other units, has a low-ticket light, comes complete with cabinet casters, and requires no assembly.

Dimensions are 64-1/2" high x 45-1/2" wide x 31-1/2" deep.

For more information, or distributor referral, contact Taito America, 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

Spider Stompin', Mini Hunting

Jaleco presents its two newest attractions, *Spider Stompin'*, a foot-stomping redemption game experience, and *Mini Hunting*, a crane which features an eye-catching display of watches and other jewelry.

Spider Stompin' is an exhilarating physical romp that will have kids of all ages coming back for more. The game features three difficulty levels and two different types of score displays, numeric and pictured.

Ticket payout is completely adjustable, and the game is durable enough to withstand the numerous stompings. Dimensions are 57" deep x 41" wide x 66" high.

Mini Hunting is ideal for truck stops, arcades, and bowling alleys, with the appeal bringing players back to try and try again.

It has been location tested and measures 3' wide x 6.3' tall x 3' deep. The crane weighs 330 lbs.

For more information, or distributor referral, contact Jaleco, 685 Chaddick Drive, Wheeling, IL 60090; (708) 215-1811; FAX (708) 215-2642.▲

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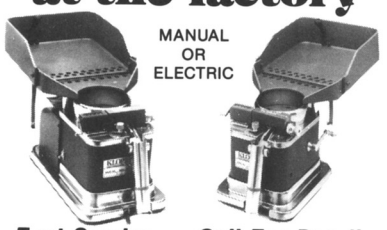

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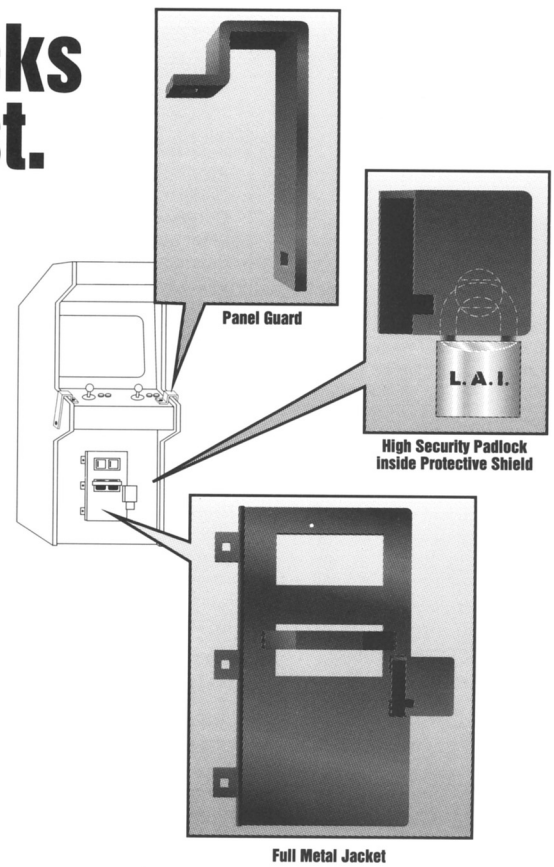

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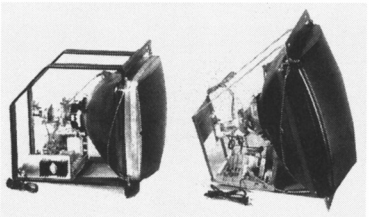

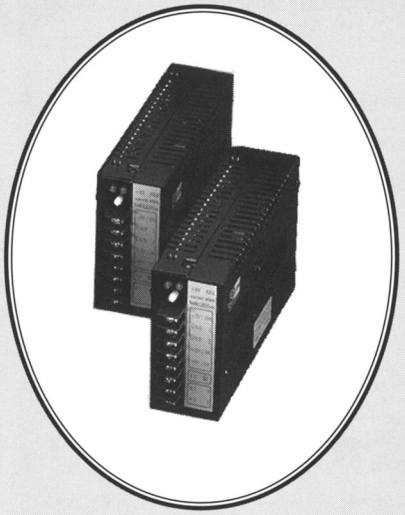

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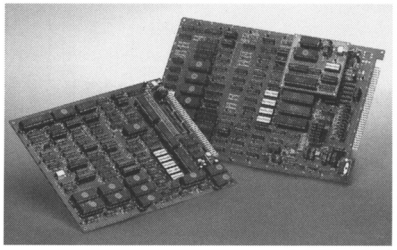

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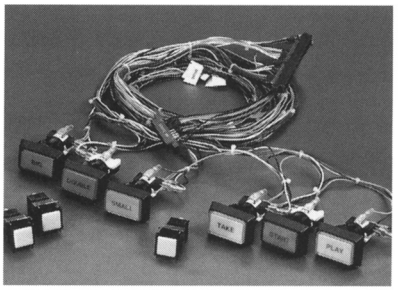

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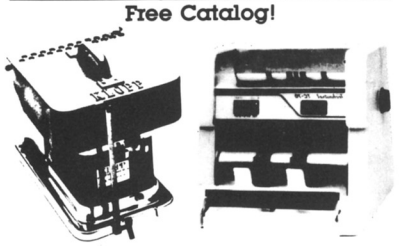

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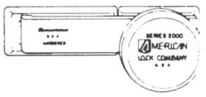

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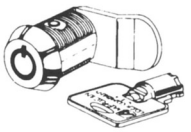

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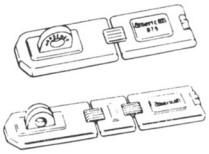

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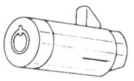

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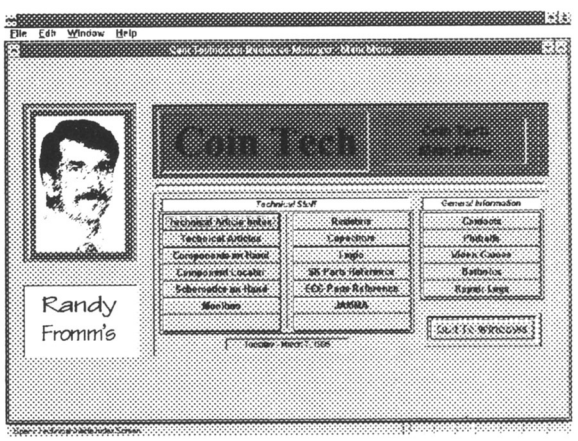

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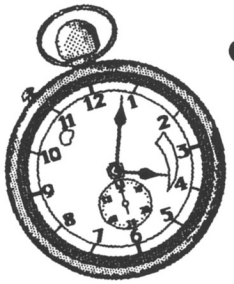

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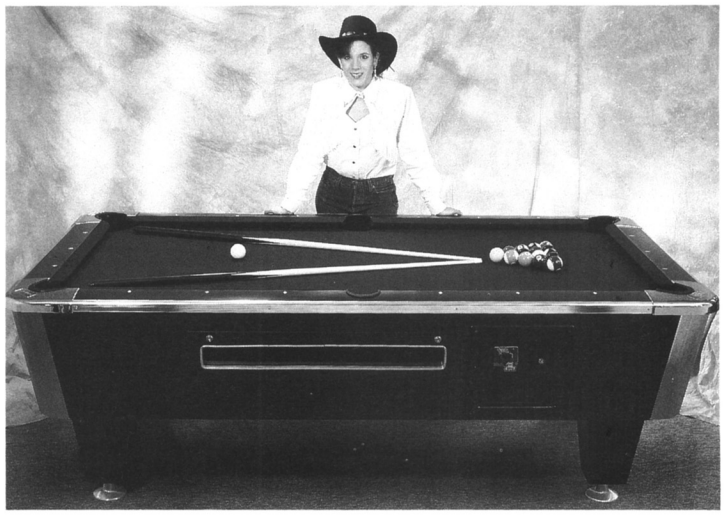

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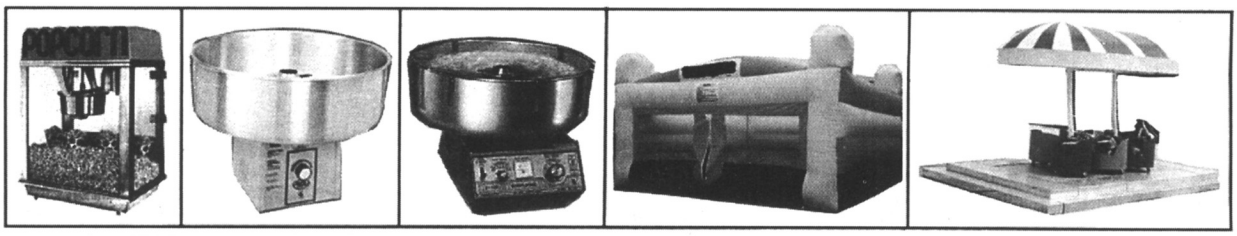

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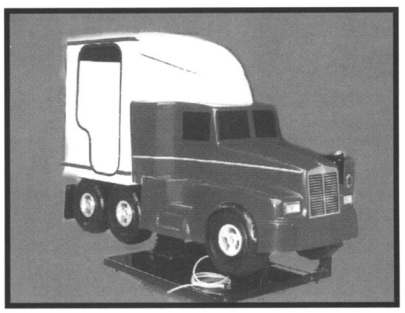

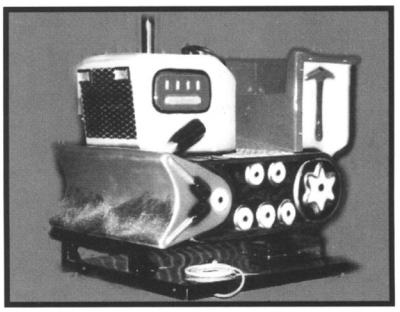

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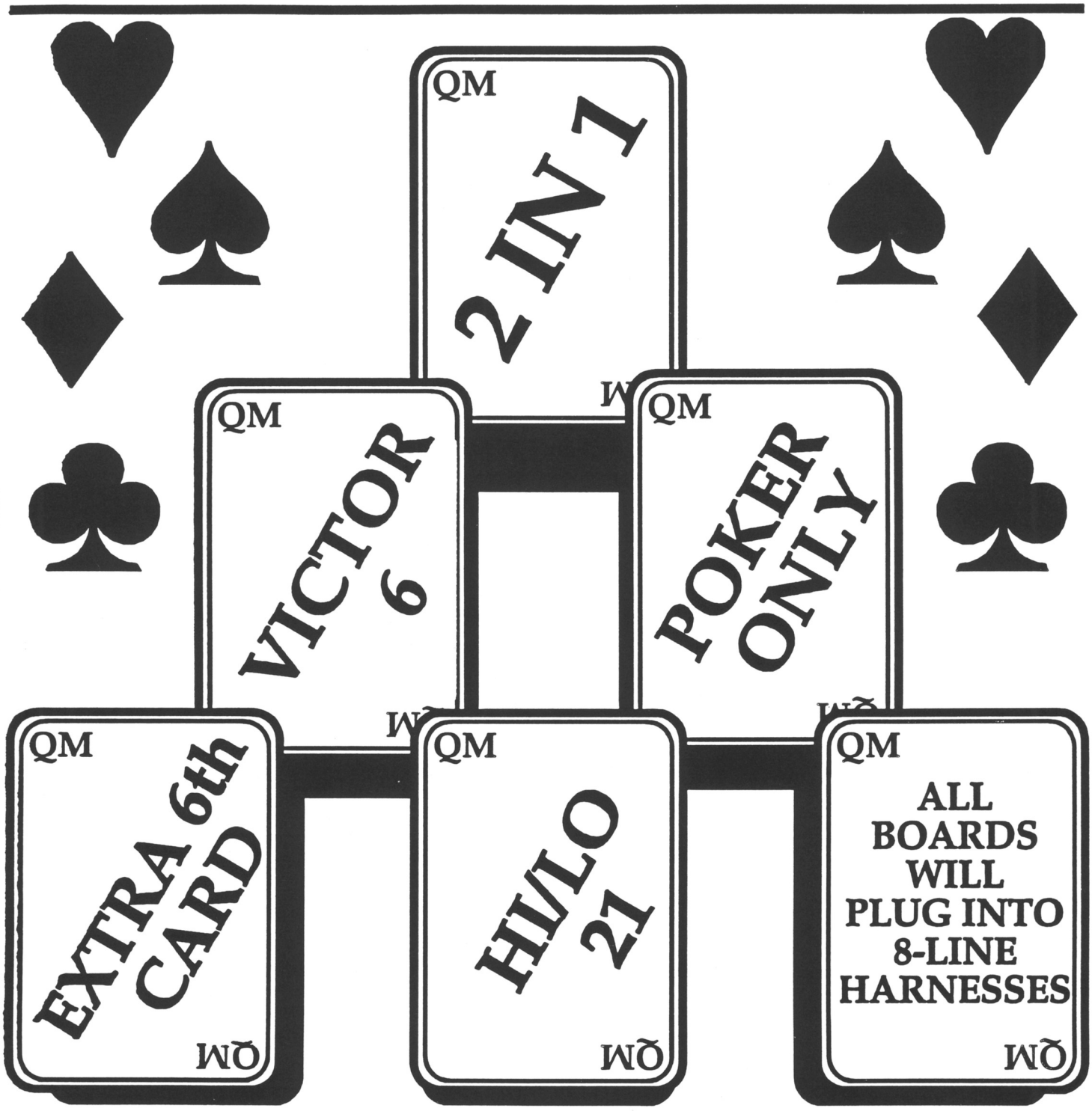

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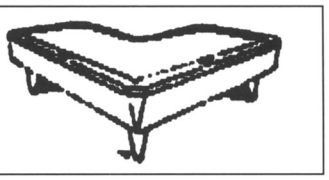

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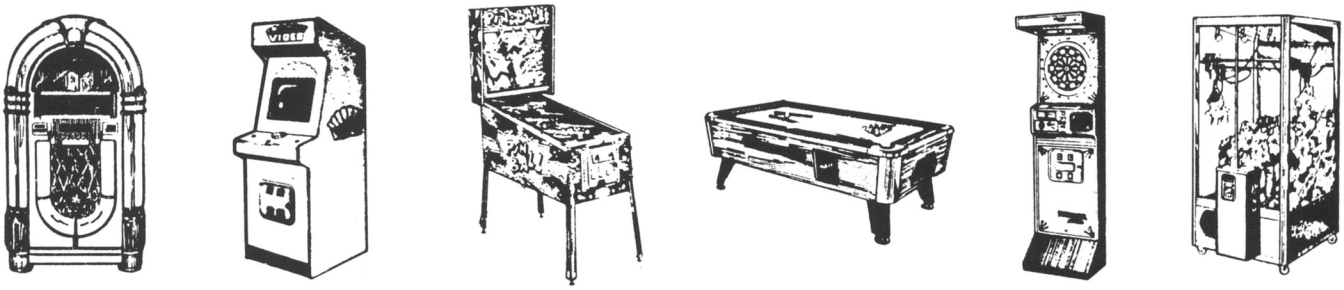

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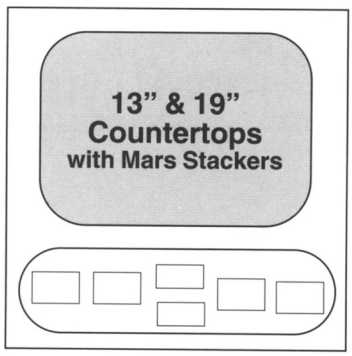

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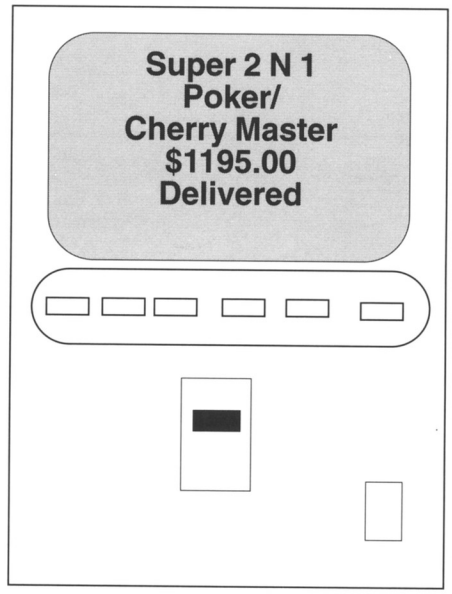

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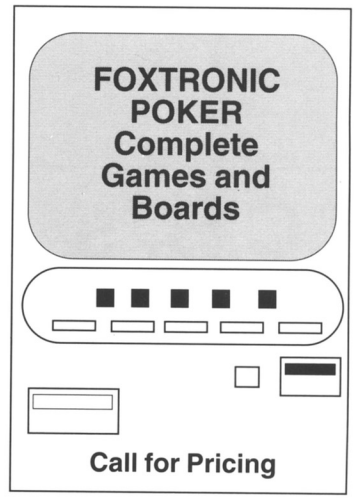

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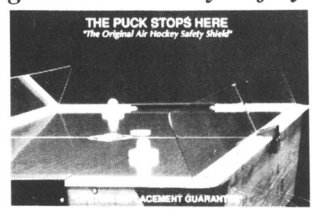

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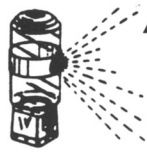

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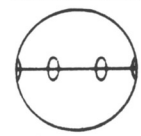

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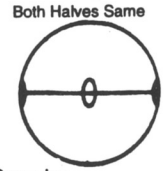

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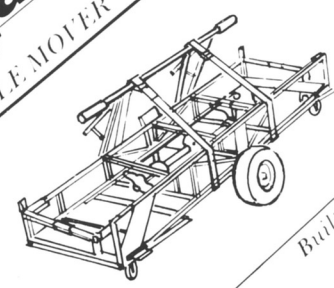

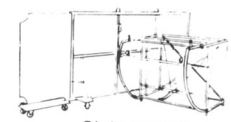

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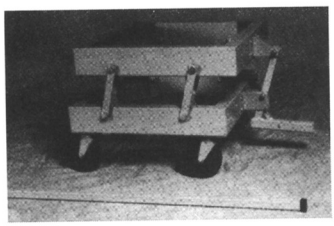

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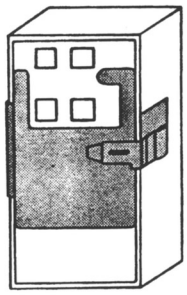

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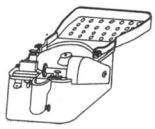

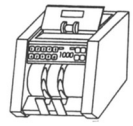

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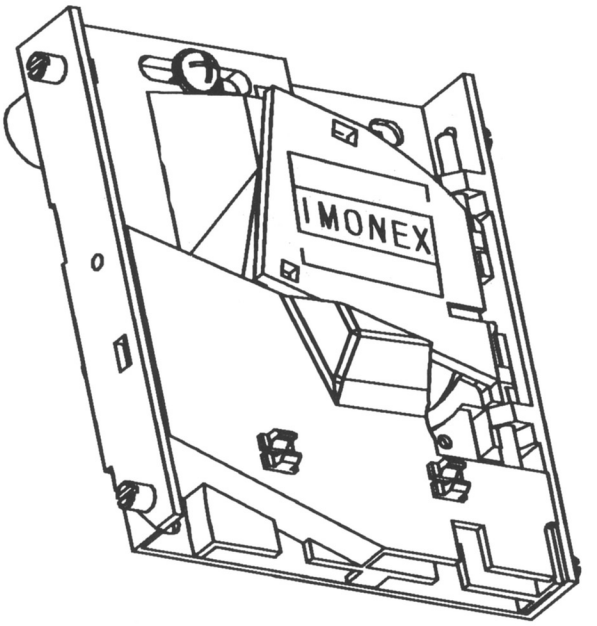

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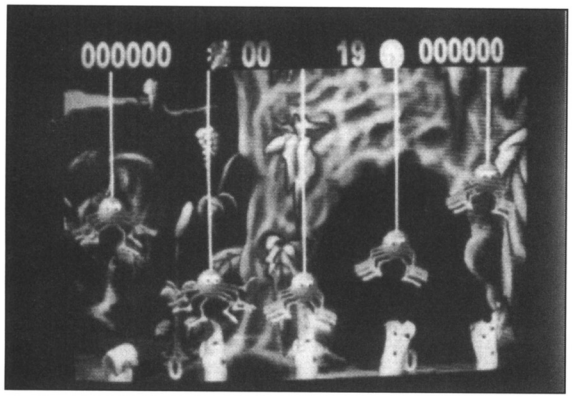

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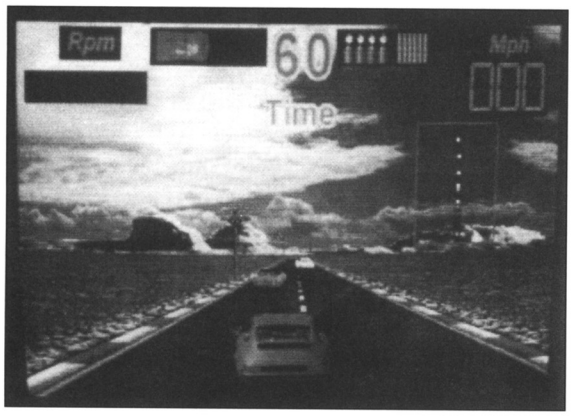

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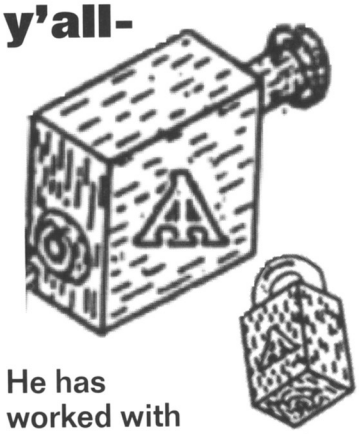

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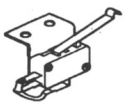

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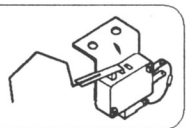

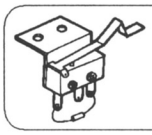

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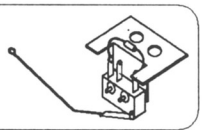

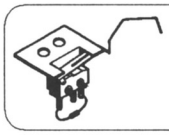

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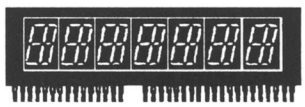

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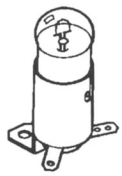

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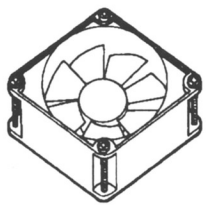

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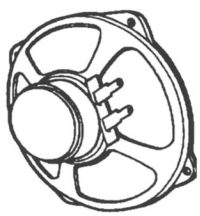

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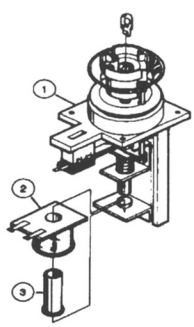

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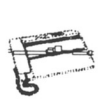

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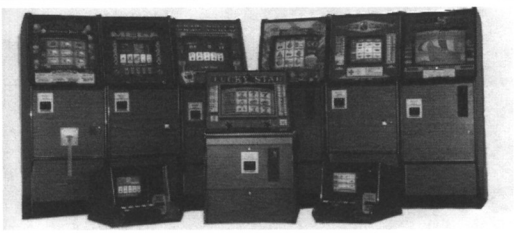

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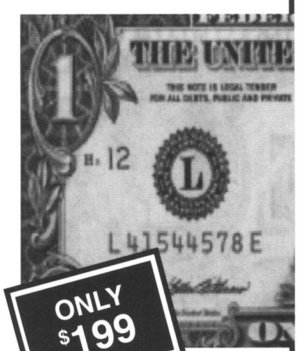

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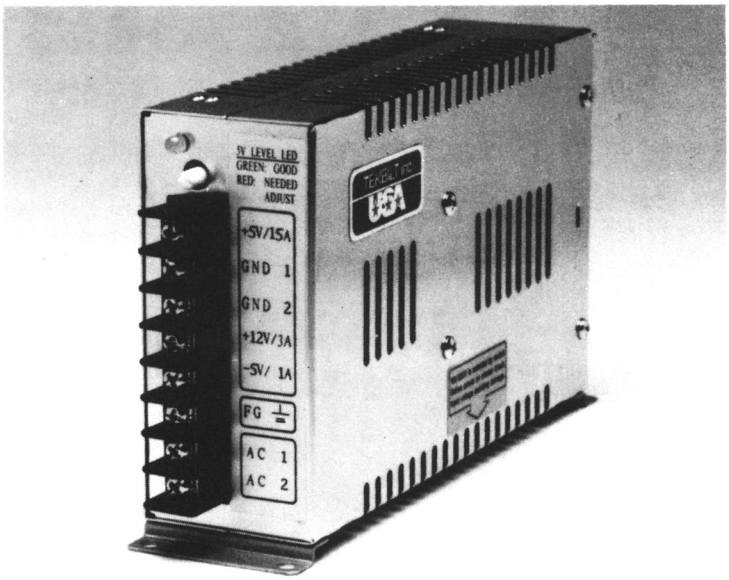

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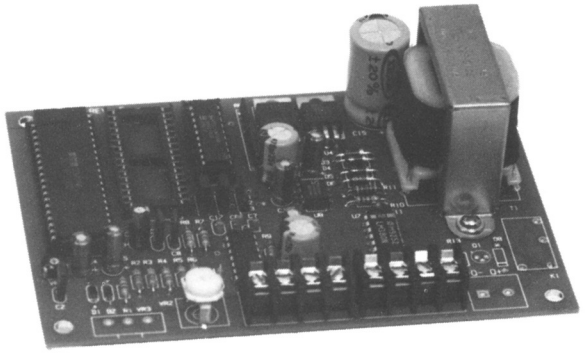

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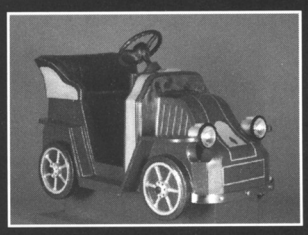

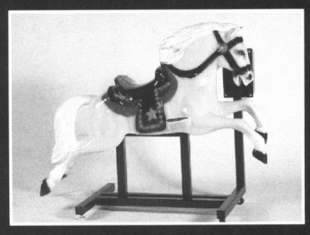

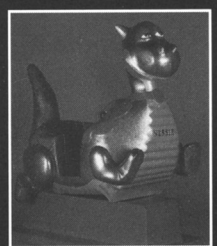

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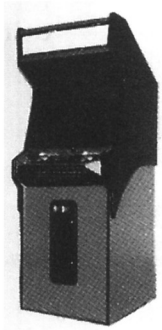

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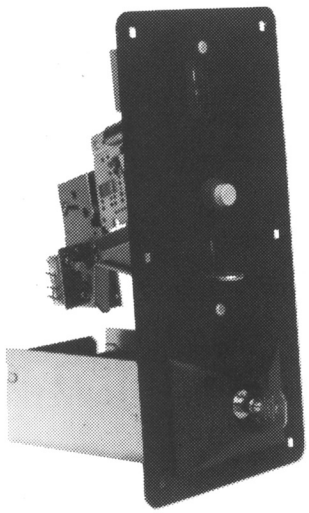

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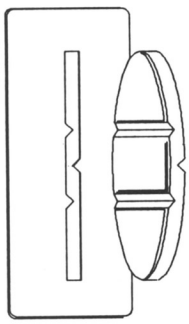

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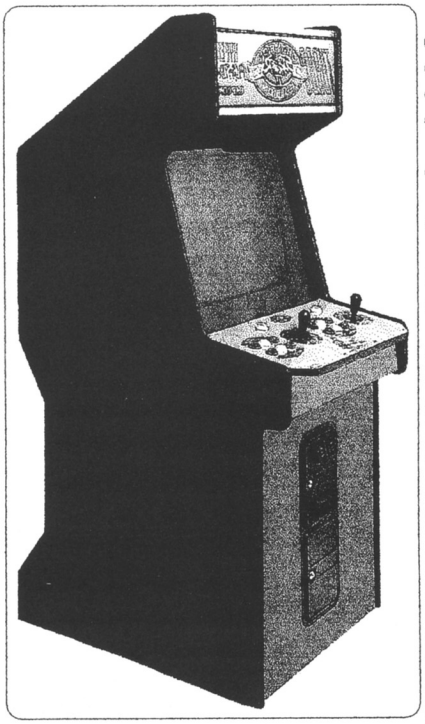

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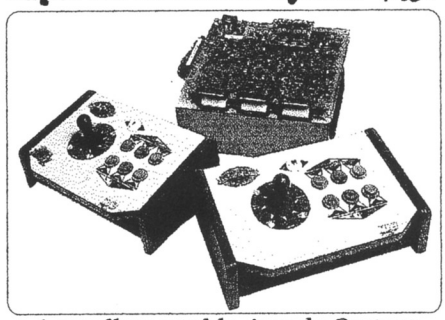

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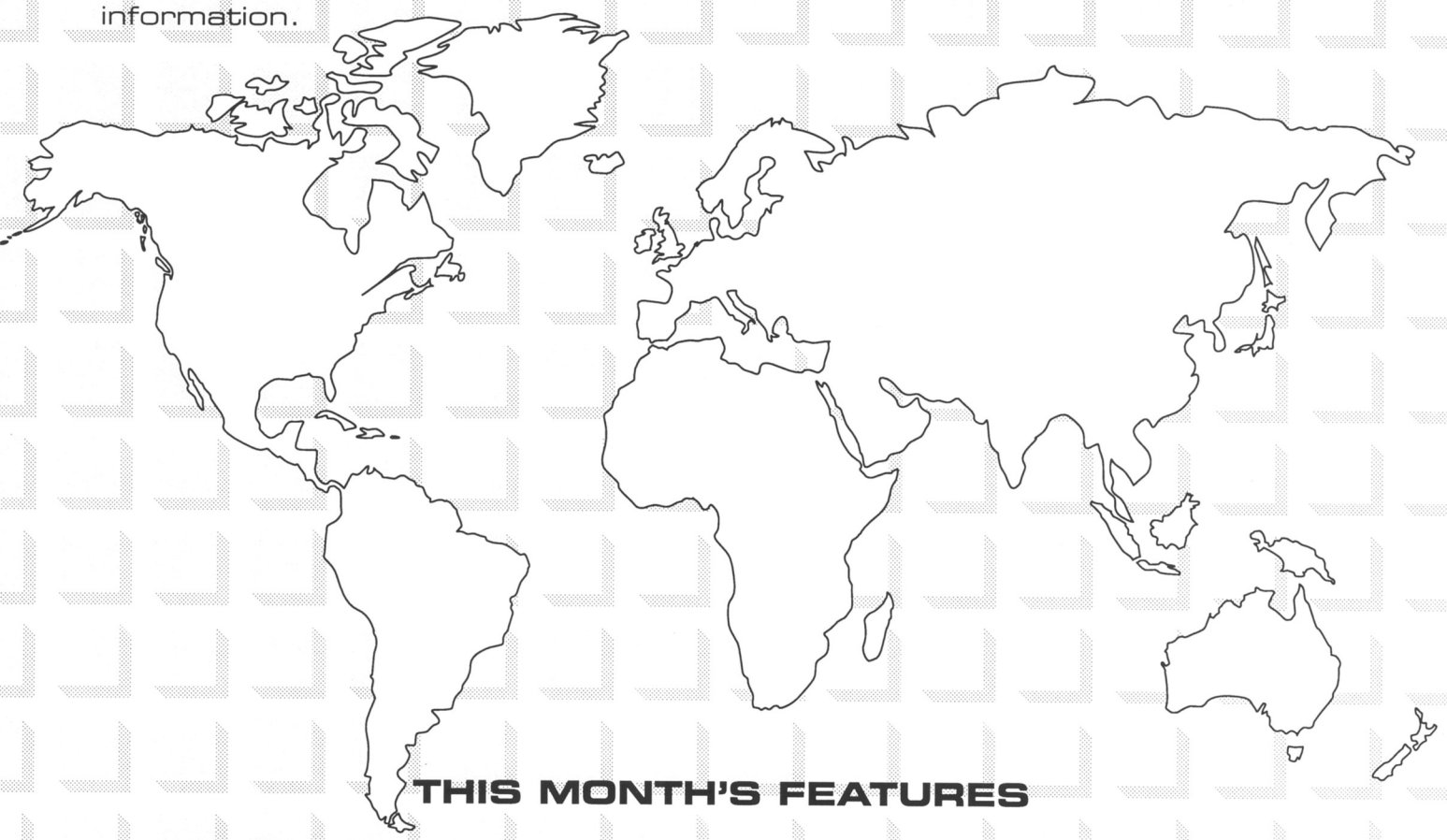

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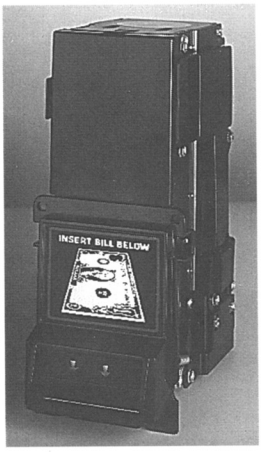

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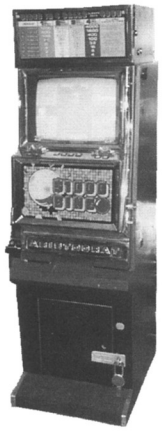

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	6	--	"La Estrella De Los Bailes"	Banda Maguey
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	2	2	"Swing Latino"	Banda Blanca
	3	--	"Irrepetible"	Celia Cruz
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	2	3	"Amor Prohibido"	Selena
	3	6	"Los Grupos Del '94"	Varios Artistas
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	5	1	"Te Conquistare"	Los Fugitivos
	6	5	"Para Estar Contigo"	Liberacion
	7	7	"Donde Jugaran Los Ninos?"	Mana
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May 20-24
American Amusement Machine Association Legislative Conference, Washington, D.C. Contact AAMA, (708) 290-9088.

May 26-June 3
15th Valley National Eight-Ball League Association International Championships, Las Vegas, Nev. Contact Gregg Elliott, (800) 544-1346.

June 9-11
Illinois Coin Machine Operators Association Annual Meeting, Lake of the Ozarks, Mo. Contact ICMOA, (708) 369-2406.

June 25-27
Wisconsin Amusement and Music Operators Convention and Trade Show, Green Lake, Wis. Contact WAMO, (414) 529-4704.

July 21-22
Pennsylvania Amusement and Music Machine Association Annual Convention and Show, Champion, Pa. Contact PAMMA, (800) 521-7778 in Pa., or (717) 232-5322.

August 24-25
Ohio Coin Machine Association Annual Conference, Columbus, Ohio. Contact OCMA, (614) 888-9772.

September 21-23
Amusement and Music Operators Association Expo '95, New Orleans, La. Contact AMOA, (312) 245-1021.

October 7-9
5th Fun Expo, Orlando, Fla. Contact Bailey Beeken, (914) 993-9200.

October 19-21
National Automatic Merchandising Association National Convention and Trade Show, Dallas, Texas. Contact NAMA, (312) 346-0370.

November 14-18
International Association of Amusement Parks and Attractions 77th Convention and Trade Show, New Orleans, La. Contact IAAPA, (703) 836-4800.

For international events, see "International Scene."

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XCP 64

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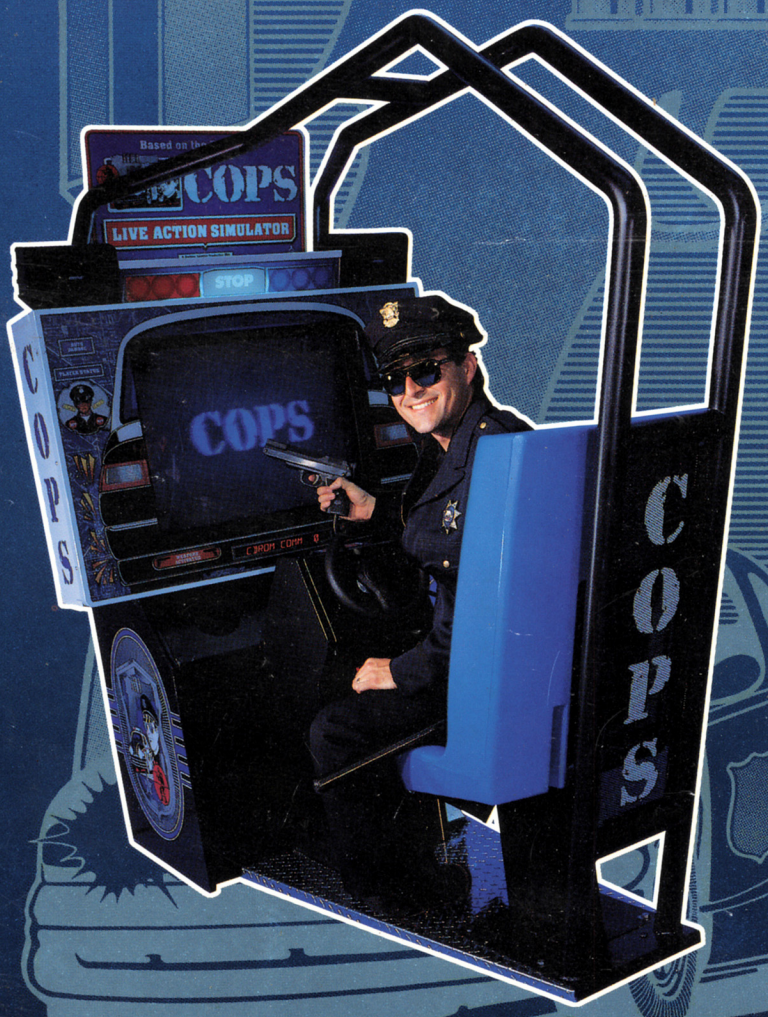
COPS

"What 'ya gonna do when they come for you?"

THE FIRST LIVE ACTION SIMULATOR BASED ON A HIT TV SERIES.



COPS is a new form of entertainment:

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- *Players select driving or shooting action.*
- *Over 30 minutes of start to finish game play.*
- *Features the popular "Bad Boys" theme song.*

Unique cabinet and controls:

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- *Realistic gun control and feedback steering.*
- *High quality Bose speakers.*

Operator Benefits:

- *Update disc, "COPS IN NEW YORK" in Production.*
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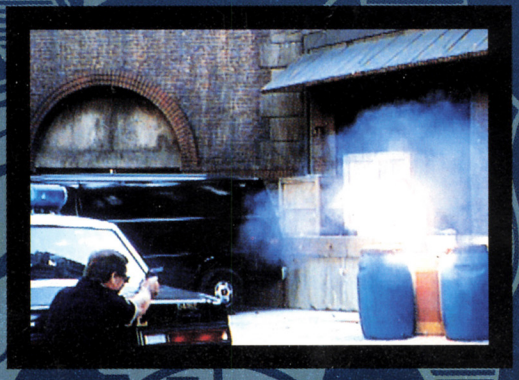

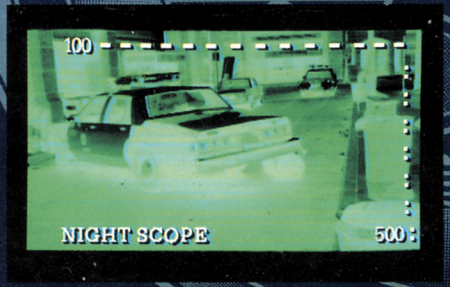

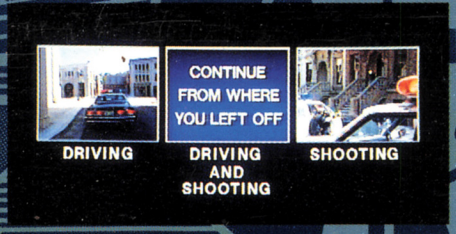

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