

The Twice Monthly Publication
for the Coin Operated Entertainment Industry

PLAY METER

INDUSTRY FACES CRISIS:
MEDIA LINKS TO 'CRIMINALS'

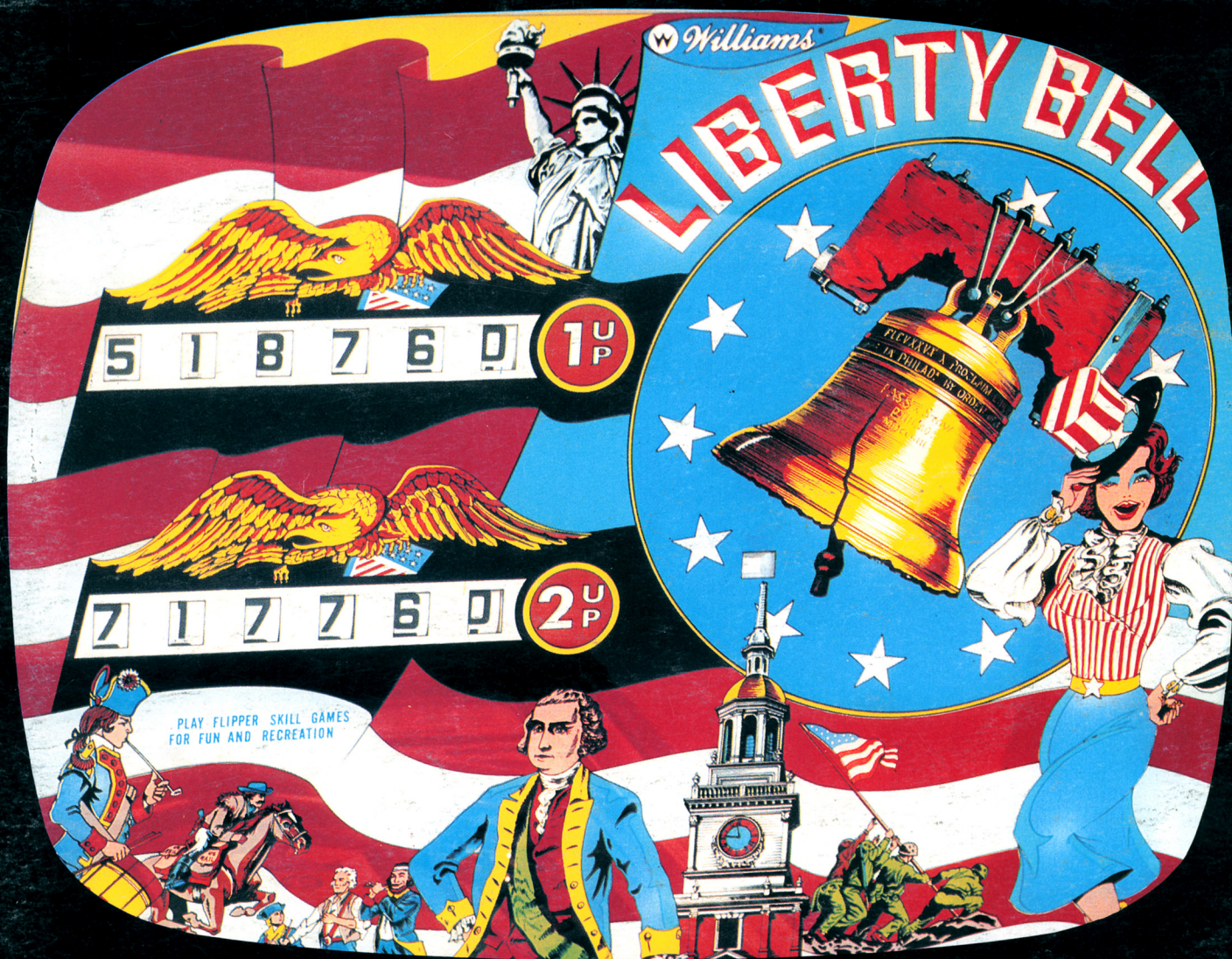
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Volume 8, Number 4

February 15, 1982



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PLAY METER

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The Arena of Local Legislation

Two exclusive *Play Meter* reports tell of the battles of coin operators in the star chambers of local governments. Bill Kurtz files a report from several Ohio localities, and Mitch Plotnik details a Philadelphia area arcade zoning snarl (page 10). The arcade operator/reader should find much that is instructive—unless his attitude is, "It can't happen here..."

20

Two New Features

With this issue, we proudly introduce two continuing features: beginning with *P.R. Problem/P.R. Solution* (page 20), a guide on how to handle news media and the public at large; and bowing a new series (page 27) which takes an operator's own "*Chief Gripes*" and allows him to detail how he and others would best cope with them if—as Tony Bado writes in this installment—he had his 'druthers'!

28

Differences Between Male and Female Video Players

A professional study of players in Toledo, Ohio investigated the likes and dislikes of men and women playing coin-op games. Results here show *why* there are more males more often playing than there are women. The reader could be guided in encouraging more female patronage in the game room.

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ABOUT THE COVER: The backglass of Williams' 1977 Liberty Bell pingame symbolizes the fracture in the coin games industry, as per many examples in this issue—the crack in the Liberty Bell might be seen as the wedge driven into legitimate operating by witch-hunting local governing bodies. (Color art courtesy Williams Electronics Inc., Chicago.)

UP FRONT

There was a time in this industry when the amount of money that your game machines take in would be one of the last things you would want to tell an outsider. In those days, the amusement business was regarded by the general public as a nickel and dime business and most people had no idea, nor did they much care about how much money amusement machines took in. Back then, the ordinary person had no idea what a Chicago Coin *Speedway* or a Gottlieb *Sheriff* was.

Ever since the space age technology gave birth to the video game, the general public has been becoming increasingly aware of these modern-day marvels of skill. One would be hard pressed to name a national TV network, newspaper, or magazine that has not done a splashy feature story on video games. Names such as *Space Invaders*, *Asteroids*, and *Pac-Man* have all but become household words. And no thanks to the national news media, the general public now has the mistaken impression that video games take in \$500 a week and that last year alone, video games brought in \$5 billion as a gross take. What they don't know is what the nation's media failed to tell them—*less than one percent* of the video games on location today earn anything close to \$500 a week, and of that \$5 billion gross, only half went to the operating sector of the industry. The location owners all over America got the other half!

What we have now are a lot of industry outsiders who no longer regard our industry as a nickel-and-dime business but rather a get-rich-quick business where huge fortunes can be amassed in one's spare time. Heading the list of these industry outsiders who harbor these laughable misconceptions are government officials, overly concerned parents, and those countless dreamers out there who still cling to the belief that one can make money without having to work for it.

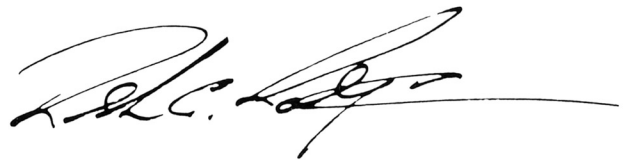
Legislators are just champing at the bit to increase taxes on an industry that appears to be making a lot of money and is defenseless at the legislative level. A growing number of parents are becoming concerned

with the amount of money their kids are spending on the play of video games. And many of these parents have gone so far as to get local restrictions put on arcades and in some areas to have arcades outlawed entirely. And then there is the vast number of people out there who have been looking for a business in which it's easy to start up, easy to run, and easy to make money. The lure of all those quarters in all the video games has attracted a large number of people looking to get into the amusement machine business. Everybody and his brother-in-law, it seems, wants to open his own arcade.

What somebody should tell all these people is that the average video game earned \$140 a week last year. That left only \$70 for the operator—before expenses! And after one year, the operator is lucky if the machine has earned back its purchase price. If he's really lucky, that same machine may still be on location after one year but it's not likely to earn anything close to \$140 a week.

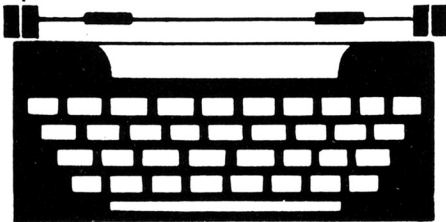
These people should be told that the cost of video games has increased 300 percent in less than ten years. What these people should know is that it is difficult for the operator to control his costs. It is even more difficult to control his pricing, not to mention location commissions, equipment selection, labor costs, licenses, taxes, and all the other costly headaches today's operator has to put up with.

It's time these industry outsiders got the real picture of what our business is really like. The plain, simple fact is that it has become a hell of a lot tougher than most people think it is to make a buck in this business. It's time they learned that simple fact and it's time for you to start telling them!



Ralph C. Lally II
Editor and Publisher

Letters to the editor . . .



Longer life yet

Is pinball dead?

If the object is to make all the money you can, then why alienate the customer that only likes to put his quarters in a pinball because he doesn't like the intensity of playing a video game?

When you have saturated the video market, where will you turn to make more money?

Phil Barnett
Service Manager
Sun Fun Amusements
Satellite Beach, Florida

[The dialog on pinball's fate appeared in the January 1 issue, with surrebuttal in the issue of February 1. We welcome further commentary from our reader/operators on the viability (or the opposite) of the game.]

Factory clarification

This letter is intended to clear up several inaccurate statements in your issue dated November 15, 1981, that have only recently come to our attention.

On page 72, an introduction article was printed in reference to our product *Little Casino*. Apparently, in this article representatives of Shanco International Ltd., a former distributor of *Little Casino*, referred to themselves as being the manufacturer of our product. This is a false statement.

Little Casino is owned and manufactured by Digital Controls, Inc., Atlanta, Georgia. Further, Digital Controls, Inc. is the sole party responsible for warranty and service work. This is clearly stated on the copyright notice displayed on each unit and on the manufacturers

warranty issue with each unit. We request that future references to our product reflect the above.

Mike Macke
Executive Vice President
Digital Controls, Inc.
Atlanta

[Ed. Note: The above writer refers to the "New Product" item in Play Meter, November 15, 1981.]

High on scoring

I am writing concerning your high score on *Crazy Climber*. You indicated the world's record on *Crazy Climber* was 231,000 points by Kim Rodoflich.

I run Fantasy Island Game Resort in Alcoa, Tennessee and one of my regular players has achieved 302,600 points on *Crazy Climber*. He completed all four buildings and half way up the third building the second time around. His name is Rocky Montgomery, age 19. He has been playing the machine everyday for the last three months.

Please be in touch if this is a record.

Jeff Tipton
Fantasy Island Game Resort
Alcoa, Tennessee

[Congratulations to player Rocky on

his high score.

Due to the large number of marathon high-score achievers and tournament champions currently, however, we are not a final authority on record scores. Players and/or arcade operators are advised to contact a representative of the manufacturers, who will be interested in the high mark achieved on their machines. Play Meter, meanwhile, welcomes news of individual high scoring events, with the understanding that this magazine cannot "referee" whose is the highest score.

But we recommend that Rocky, after three months, get some extra sleep. He has definitely set an awakesness record. —ed.]

Something on your mind you want to vent? Got a gripe? Full of praise? Have a question? If you have comments on the coin operated entertainment industry, write to Play Meter. Our "Letters to the Editor" columns are dedicated to you, the operator/reader.

All letters must be signed; if requested, only initials will be used or the name withheld from print. Please include return address (although, for the sake of your privacy, addresses will not be printed.) All letters subject to standard editing. Be concise.



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Ohio cities debate rules for amusement game locations

By Bill Kurtz

A public hearing to discuss licensing regulations for video and pinball games in the Cleveland suburb of Shaker Heights, Ohio drew camera crews from two local television stations, several reporters and more than 100 residents to a January session.

The proposed legislation (which was not to be voted on until the end of January) would limit operation to 10 a.m. to 10 p.m. Sunday through Thursday and 10 a.m. to midnight on Friday and Saturday. The ordinance would also impose a \$100 fee per machine and require businesses to obtain a special use permit from the city for more than one game.

The ordinance would also require the games to be placed "in a position where they are visible to the owner of the business" who would have to present a floor plan of his shop before the special use permit is approved, according to the city's assistant law director. Violation of any of these restrictions would constitute a first degree misdemeanor and result in the revocation of the permit. The legislation would apply only to amusement devices and would not include jukeboxes and vending machines.

The city council scheduled a discussion of the proposed ordinance again at its next meeting on January 25 before taking a vote.

Shaker Heights now has about 30 video and pinball machines in nine locations. The proposed ordinance would cover only machines in secondary locations where the games are a convenience to customers rather than in game rooms (primary locations covered by a separate ordinance), of which the city has none.

One council member admitted that having the restrictions apply to businesses with more than one game, rather than four or more machines as originally proposed,

was done simply to get game operators and store owners to come in and express their views.

"Coin-operated video machines are a fact of life. They're going to be somewhere," Mayor Walter Kelley told council, urging passage of the ordinance because of what he called "the difficulty of drawing the line between primary and secondary use."

Marty Goldfarb, of All-State Vending, mentioned the Mesquite, Texas case which will be coming before the Supreme Court, saying the hours of operation proposed in the Shaker Heights legislation would restrict adult use of the games in locations open past 10 p.m. week-nights.

The owner of a delicatessen with two cocktail videos in the bar area told council he agreed with Goldfarb, citing the difficulty of telling adults they wouldn't be permitted to play the games after 10 p.m. The city's assistant law director responded by saying that businesses in that position could apply for a variance to allow late-night operation of the games in adult locations.

Opposed to porno

All of the complaints about the games allegedly received by council members concerned rowdy behavior by youths at a 24-hour doughnut shop with four video games. The owner of the shop told council that the games provide an outlet for customers. "If these people weren't allowed to play video games, they might go down to the corner and buy grass or go to the drugstore and buy porno magazines," he said. "I just can't believe council members are putting these games in the same class as alcohol and firearms."

The chief of police told council that he didn't see any correlation between the games and residents' complaints. "I'm not so sure in my own mind and my own heart that the

"If these people weren't allowed to play video games, they might go down to the corner and buy 'grass' or go buy porno magazines. I just can't believe councilmen are putting these games in the same class as alcohol and firearms."—
Shaker Heights operator

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game devices are the problem. It's the stores themselves," he said.

One resident compared the proposed legislation to "the witch hunts of New England" and asked the seven council members if they had ever played the games. One member admitted that she hadn't, while five others declined to answer or said they couldn't remember.

The remaining council member, who said he favors restrictions on the games, said "I play a pretty mean game of *Pac-Man* although my son can still beat me," but said he still supports the ordinance because of all the time and money he said his son spends with the machines.

Another council member said that while she thought some restrictions should be placed on the devices, she opposed any regulations governing hours of operation and suggested reducing the proposed \$100 licensing fee to \$50.

A neighboring suburb of Shaker Heights, Cleveland Heights, last month imposed a \$100 per game licensing fee on all machines in that city. The ordinance also prohibits game rooms within 1,000 feet of a school boundary and prohibits the games from operating during school hours. The councilman who

sponsored the legislation said he intends to propose additional changes in the city's zoning code to further tighten restrictions on electronic games in the future.

Cleveland Heights council also recently rejected an application from a businessman wanting to open a game room, citing complaints from elderly residents about potential traffic problems at the proposed location.

Court challenge

Also in northeastern Ohio, another city ordinance restricting the use of electronic games may be contested in court.

Northfield Village, near Akron, last summer passed an ordinance prohibiting anyone under 18 from playing amusement games before 3 p.m., when schools close. After 3 p.m., they can play only if accompanied by an adult. Roy George Music and Vending Company, which owns many of the games in the community, filed suit shortly after the ordinance was passed, claiming the new law was hurting its business.

Summit County Common Pleas Judge Theodore Price said he may wait until the Mesquite decision from the U.S. Supreme Court before

making a ruling. However, Price has refused to issue a restraining order against Northfield Village, although city officials have agreed not to make any arrests until Price reaches a decision.

The mayor of Northfield Village has compared video games to the Pied Piper because of what he calls their "hypnotic effect" on youngsters. "All the kids in town, it seemed, were operating the machines. We felt like they had to be controlled," he said.

Shaker Heights' council is also exploring the possibility of opening a city-run game room to provide revenue for the recreation department. The idea was suggested as a way of supervising the community's youngsters.

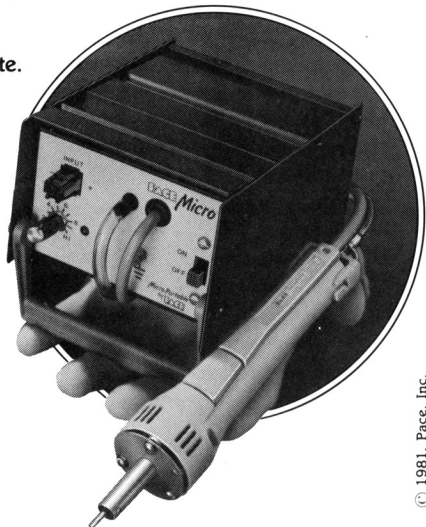
"Put *Pac-Man* in the middle of the high school gymnasium and you won't be able to keep the kids away from school," one councilman said. The city's recreation board is now investigating the benefits and problems of opening such a game room. [Ed. Note: Play Meter will continue tracking local legislative and court problems of coin operating with an aim of useful example to be applied widely in defense of games' operation.]

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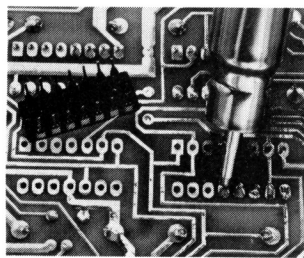
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California action on franchise sales enjoins American Game Exchange

California state authorities have entered into a stipulated final judgement and permanent injunction with American Game Exchange, of San Diego, which also does business as Supercade, and the firm's president, Bradford L. Edwards.

The firm sells investors video and other electronic games which are to be set up as an amusement center arcade.

State Attorney General George Deukmejian, San Diego District Attorney Edwin L. Miller, Jr., and Commissioner of Corporations Geraldine D. Green in their legal action alleged that American Game Exchange had violated California's consumer protection laws, according to documents filed in late

November, 1981.

The firm purportedly sold franchises which had not been registered with the Corporation Commissioner's Office, sold business opportunities in violation of the state's Seller Assisted Marketing Plan Act prior to the time the company was registered with the Secretary of State's Office, and misrepresented the profits which could be made by those who purchased an amusement center.

In entering into the stipulated judgement, the defendants agreed to make offers of restitution to individuals who were sold game centers in violation of the law and to pay a total of \$40,000 for civil penalties and costs.

The defendants also agreed that

they would:

1. Not sell any seller-assisted marketing plan until such time as they register with the Secretary of State's Office;

2. Not sell any franchise until they are registered with the Commissioner of Corporations;

3. Not make any misrepresentations regarding available locations for amusement centers, or that the investor's business will be established in any specific period of time unless it will be, or that a purchaser can earn any specific amount of money unless at least 75 percent of previous purchasers have earned such an amount or that defendants will provide investors with services that they do not in fact provide. •

Gremlin employees aid quality control

Sega/Gremlin has instituted a "Quality Circles" program at Gremlin Industries as part of an overall program to boost productivity and quality control, said Duane Blough, president of Gremlin.

The Quality Circles concept already has proven extremely successful at Gremlin's sister manufacturing subsidiary, Sega Enterprises, Ltd., in Japan, Blough said. Training workshops for Gremlin employees are routinely conducted by "Quality Circle" leaders and outside consultants.

"The program encourages Gremlin employees to participate in solving work-related problems," Blough explained. "Each circle is composed of employees who do similar work. These employees meet regularly on a voluntary basis to exchange ideas for improving job performance, productivity, safety, quality and other work-related areas."

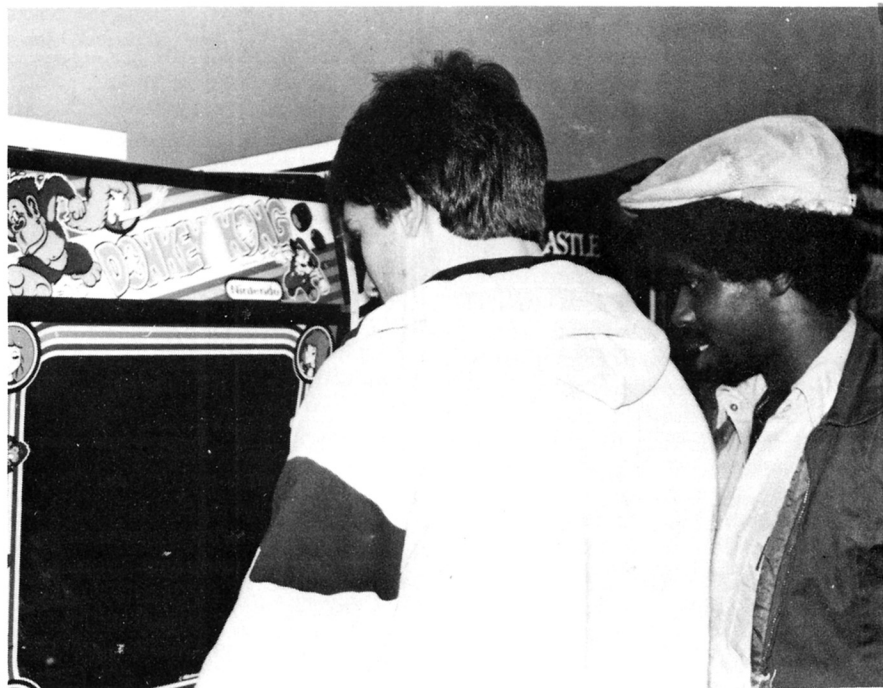
Two-way communication is central to the Quality Circles program. "We have established direct channels of communication between line workers and management," Blough said.

Quality Circles are people-oriented and focus on self improvement. "They are not intended to

introduce radical changes in the organizational structure. Instead, the circles help employees express themselves and understand more clearly what management expects of

them," said the manufacturer.

"Quality Circles encourage the organization to work more efficiently toward a common goal: success," Blough concluded. •



Two youths play Donkey Kong, currently top game in Play Meter's equipment Poll. In some locations, the Nintendo game was reported to be more popular than movies...in theater locations. For tracking of the current top videos and pingames, see Equipment Poll on page 12.

Arcades controversy stirs Northeast Philadelphia

By Mitch Plotnik

Arcades wear black. At least that is how they are perceived by the homespun people of Northeast Philadelphia, a dense area of clusters of middle-class row homes inhabited primarily by upper-level blue collar and lower-level white collar workers. It is not a poverty-stricken area; in fact, the bay windows in the living rooms do not leave a hint of a streak mark and the small lawns of the row houses are manicured as if they were estates.

Like many neighborhood sections of large cities, Northeast Philadelphia is like a small town in itself. If it ever seceded from the rest of the city, the Northeast's 400,000 citizens would comprise the second largest city in Pennsylvania, ranking behind only Philadelphia.

Therefore, it is easy to see that although the residents of the Northeast still trim their lawns, tip the newsboy, and try to preserve their pristine neighborhood with services like town watches, they are not too far removed from the rest of the city to watch the decay caused by crime and drugs that is chewing away at the fabric of Philadelphia's society.

That is why the people of Northeast Philadelphia fear arcades in their part of town. They look upon them as places where hoodlums congregate to sell drugs, hang out and prey upon children, who at an impressionable age, may one day dip into their pockets for something other than a quarter to play a video machine...maybe a knife or a \$10 bill to purchase drugs.

That is why the people of Northeast Philadelphia have for the last five months been fighting to prevent four arcades from operating in their part of town. On at least two occasions, they have been successful in keeping an arcade from opening.

Presently, there are five arcades in the Northeast section of Philadelphia. Three are in shopping malls, where they are rarely opposed by the community ("out of sight, out of mind"). One arcade is tucked away in the elbow of a remote neighborhood. The other opened prior to a bill introduced in August 1980 by Philadelphia City Council that gave arcades a regulated-use zoning status.

The main drag in the Northeast is Frankford Avenue, a bustling shopping strip that is bordered by sizeable senior citizen communities. When zoning variances were sought for two arcades on Frankford Avenue last September, the merchants of Frankford Avenue and adult residents in the nearby blocks formed a vigilante coalition to prevent the

arcades from opening.

"We have enough trouble in this area without having more problems," said Peter Vizza, president of the local merchants' association. "There have been arcades here in the past and they've always bred the same problems with kids who hang out there and don't go to school.

"The elderly don't want to come out and people don't want to walk on the avenue at night, and this hurts business. We're trying so hard to get the area back on its feet and these arcades are the perfect thing to tear it down," Vizza added.

Jack Mulholland, whose family has owned the Mayfair Diner on Frankford Avenue for 49 years, said, "We're upset. The kids hanging around will make it an instant hang-out."

Community fights

The merchants and community residents also contacted local City Council representatives, asking them to apply pressure to the Zoning Board of Adjustment in the form of letters of protest. In addition, the citizens' coalition scheduled and publicly announced a meeting to plan strategy to protest the variances at their October hearings. The meeting was held October 8, in the home of a concerned citizen who acted as the mentor for more than 30 adults, many of whom were senior citizens.

When the first hearing was held October 13 for a proposed 10-machine arcade at 7341 Frankford Avenue, nearly 30 residents and local politicians attended the hearing to file testimony denouncing the arcade. Letters of protest were presented to the zoning board by four politicians.

One of the major contentions of the citizens and politicians was that if the arcade was permitted on the heavily traveled avenue, youths would gather outside the amusement facility and make it difficult for elderly shoppers to walk without interference while they shopped.

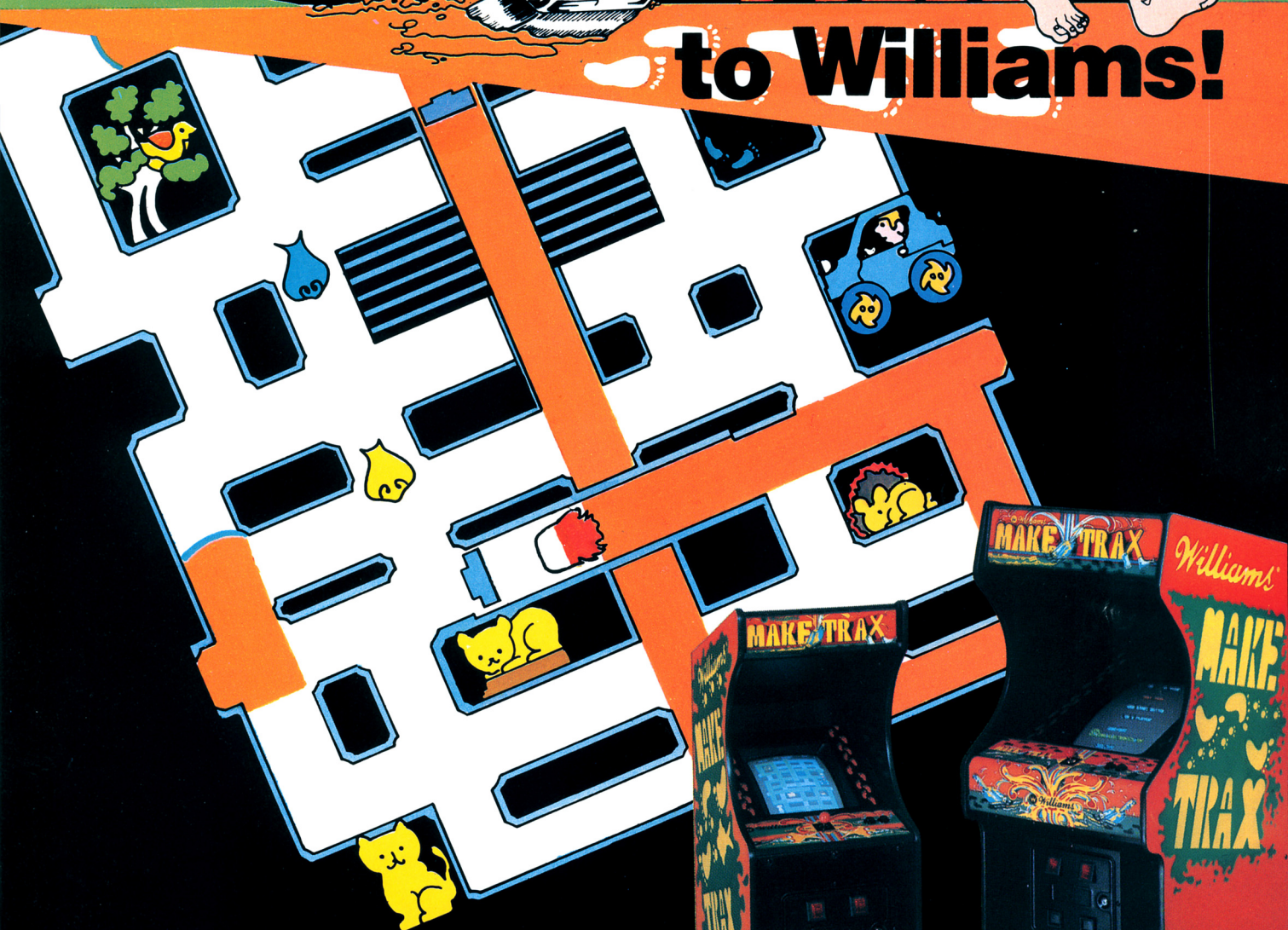
A few weeks later, the zoning board rejected the arcade proposal.

The October 6 hearing for the other proposed Frankford Avenue arcade, a 75-machine facility, was postponed because the parties seeking the zoning variance failed to post notice of their request. Their rescheduled appearance in front of the zoning board was cancelled when they failed to appear for the hearing and the property landlord, obliging the pleas of the community residents, stated that he would refuse to rent to an arcade operator.

(continued on page 15)

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Play Meter

Equipment Poll

The following are rankings of the top videos and top pinballs making above average weekly gross collections nationwide. The dollar amounts appearing are the average weekly grosses as reported to Play Meter magazine through its regular national operator survey. Amounts are heavily weighted by averages reported from arcade locations; street locations are generally lower. Games with less than adequate responses (less than fifty percent) but with above average collections are so noted. Games not appearing on the poll either (1) did not generate over a ten percent response rate to provide an adequate representative sampling or (2) did not register weekly gross collections above the national average.

TOP PINBALLS

Eight of 24 pinballs (33%) with a response rate over ten percent have above average earnings.

	Feb. 15	Feb. 1	Jan. 15
National pinball average	\$ 90	\$104	\$ 99
1. <i>Black Hole</i> /Gottlieb	\$169	\$200	\$188
★ 2. <i>Centaur</i> /Bally	\$120	\$129	\$136
★ 3. <i>Volcano</i> /Gottlieb	\$103	\$114	\$145
4. <i>Eight-Ball Deluxe</i> /Bally	\$ 98	\$141	\$137
★ 5. <i>Mars</i> /Gottlieb	\$ 96	\$107	\$106

TOP VIDEOS

Fifteen of 44 videos (34%) with a response rate over ten percent have above average earnings.

	Feb. 15	Feb. 1	Jan. 15
National video average	\$163	\$166	\$171
1. <i>Donkey Kong</i> /Nintendo	\$260	\$268	\$285
★ 2. <i>Stargate</i> /Williams	\$259	\$265	\$295
3. <i>Tempest</i> /Atari	\$254	\$264	\$259
★ 4. <i>Galaga</i> /Midway	\$243	\$256	\$256
5. <i>Qix</i> /Taito	\$241	\$250	\$267
6. <i>Frogger</i> /Gremlin	\$228	\$241	\$243
7. <i>Centipede</i> /Atari	\$225	\$227	\$228
8. <i>Pac-Man</i> /Midway	\$218	\$213	\$216
9. <i>Defender</i> /Williams	\$215	\$213	\$216
10. <i>Omega Race</i> /Midway	\$214	\$216	\$233
★ 11. <i>Eliminator</i> /Gremlin	\$184	\$220	\$260
★ 12. <i>Make Trax</i> /Williams	\$182	\$185	\$190
★ 13. <i>Space Fury</i> /Gremlin	\$171	\$175	\$187
14. <i>Vanguard</i> /Centuri	\$164	\$167	\$193

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

Provisionally Rated Pinballs and Videos

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PINBALLS

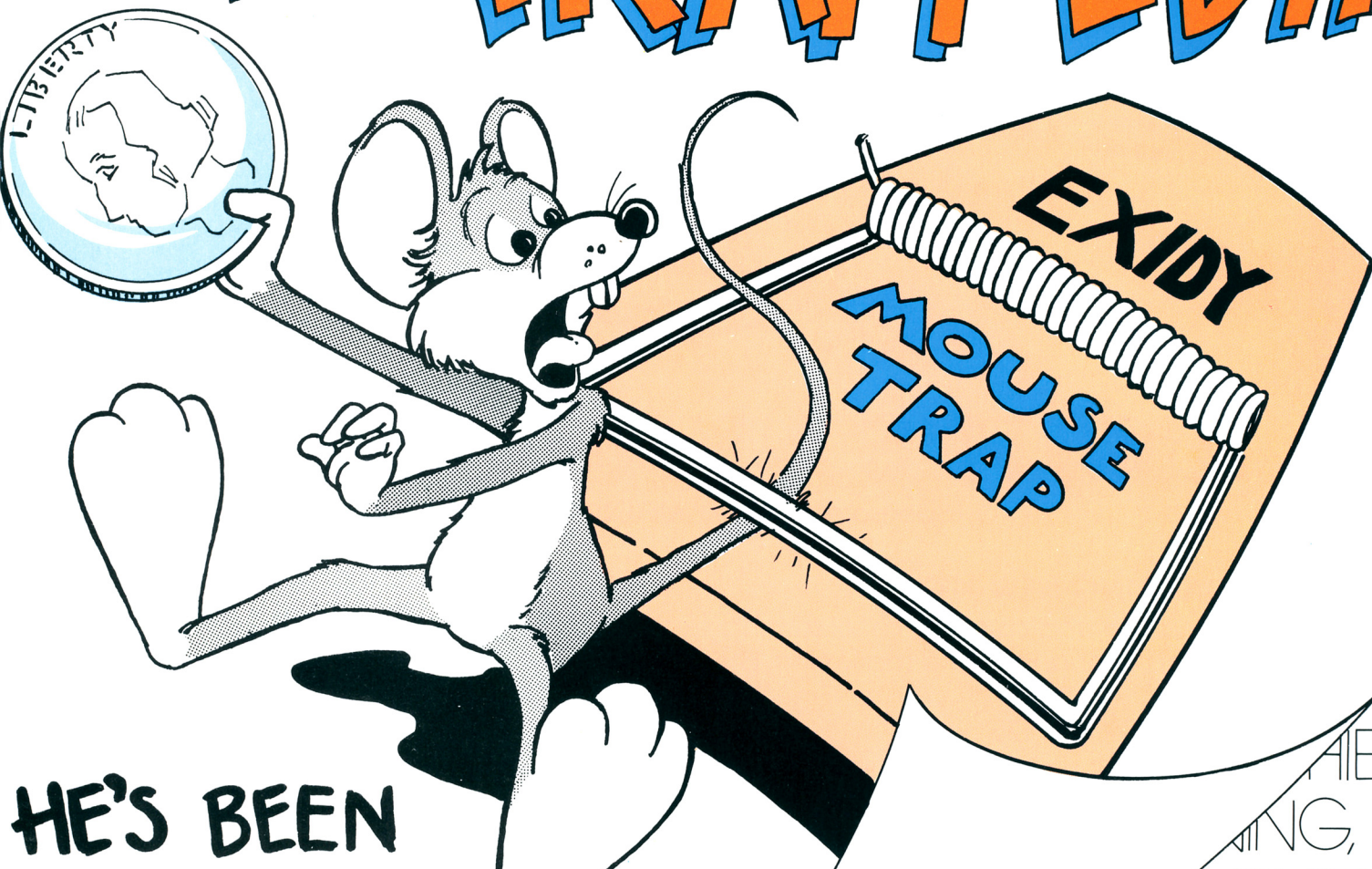
Provisional Ratings	Feb. 15	Feb. 1	Jan. 15
<i>Haunted House</i> /Gottlieb	\$178	\$225	—
<i>Elektra</i> /Bally	\$127	\$135	\$175
<i>Barracora</i> /Williams	\$107	\$129	—

VIDEOS

Provisional Ratings	Feb. 15	Feb. 1	Jan. 15
<i>Mousetrap</i> /Exidy	\$224	\$288	—

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(continued from page 10)

For the citizens of the Northeast, it marked the second time within a month that they proved to be a major influence in preventing a restricted-use amusement facility from opening in their conservative community.

The issue widens

Compared with the two arcade cases involving Frankford Avenue, what was to occur within the next three months involving a row of three buildings on Willits Road in the Northeast made the previous arcade case appear pale and conventional.

An arcade called Skiltime opened November 5 at 3217B Willits Road under a dark cloud of controversy. It is the survival strategy of Skiltime's three owners, who have fought community opposition from the first day they opened their arcade, that could prove valuable to present and future arcade proprietors.

Moments after Skiltime opened its doors offering pinball machines and video games like *Donkey Kong*, *Centipede*, and *Pac-Man*, the three owners—Robert W. Campbell, Alan D. Jones and Richard A. Manini—were greeted with charges of illegality by local state Rep. John J. Swaim (D-169th Dist.).

Swaim charged that the site, which was first used as an arcade in 1975, had not operated as an arcade continuously prior to and after the 1980 regulated-use ruling without an interruption of 90 days or more—a requirement for a valid license in Philadelphia. Skiltime, Swaim asserted, was therefore in violation of current zoning laws.

According to George Dixon, chief of the Permit Issuance and Zoning Section of the city's Department of Licenses and Inspections, his records indicated that the site was valid as an arcade. "The owners came in September 1981 for a new license and it was granted," Dixon said. "That's not unusual, because people renew licenses all the time.

"But now, the community is telling me that the use (of the arcade) was discontinued from August 1980 to August 1981. The records show they continued to operate; the community said they did not."

Not totally confident of Licenses and Inspections' records, Dixon sent a letter to the owners of Skiltime, giving them five days to prove that they had satisfied the city's zoning regulations before he would revoke their license. At that point, Skiltime's owners, led by Campbell, used an "honesty is the best policy" strategy to deal with Dixon and members of the surrounding neighborhood.



Children flock to play video games at Skiltime, a Northeast Philadelphia arcade that has remained open for more than two months amidst furor over its legality.



Stockpiled bicycles give an indication of Skiltime's popularity among children. Parents in the Northeast Philadelphia community feel less warm to the arcade.

Meanwhile, to complicate matters, two men posted notice of request for a zoning variance for a 60-machine arcade in, of all places, the two buildings next to Skiltime—3217C and 3217D Willits Road. Their November 12 hearing was postponed by the zoning board when their attorney requested a continuance to review the case of his clients, who hired him just two days before the hearing. However, approximately 100 residents and officials from the Northeast attended the hearing to testify against the dual-building arcade. They rode to the hearing in a school bus.

"They assured me that they'll go down as many times as necessary to testify," said Swaim, who promised to attend the hearing rescheduled for January 7, 1982. "I don't think there's any room for a compromise."

Back at 3217B Willits Road, home of Skiltime, Campbell and his colleagues could not prove that their site had satisfied the city's zoning regulations, so Dixon filed for revocation of their license.

Campbell explained that he purchased the site in February 1979, while it was being used as an arcade. When he took over the property, he continued to rent it to the arcade

operator, who, in Campbell's words, "operated an atrocity."

"There were hardened teenagers coming in here," he said. "Finally, I said I can't be associated with this; these aren't my standards. So I raised the tenant's rent and he left in late 1979."

From that time until November 5, 1981, the site was used as a storage building for a clothing store, thereby violating the city's requirement that restricted-use facilities operate without continuous 90-day interruption.

Realizing that Skiltime's future was imperiled when Dixon filed for revocation of its license, Campbell and his partners decided to try to save the arcade—in which they invested \$2,500 to \$3,000 cash for each of its machines—by filing an appeal of Dixon's license revocation with the zoning board.

The hearing

The zoning board honored the appeal and, deciding that one Willits Road case was not unrelated to another, scheduled Skiltime's hearing for January 7, 1982, the same day as the hearing for the proposed arcade at 3217C and 3217D Willits Road.

Zoning board hearings are not cut-

and-dry cases. The board's jury will often weigh subjective testimony against concrete evidence before making its decision. It is that subjective ear that Skiltime's owners aimed for in their attempt to save their substantial investment.

They began by making a pitch to the members of the community who objected to the arcade's existence, inviting these people to visit the arcade and inspect their methods of operation by distributing information sheets about the arcade to each doorstep. The circulars described the sequence of events involving the arcade, the conduct restrictions (no smoking, no food, no loitering, etc.) the owners place upon customers, and the reasons they have for operating the arcade.

"My hope," Campbell stated, "is that we can talk with the community and let them know that we're not going to be the way the other arcade was, and to find out what their concerns are and make them ours—if they aren't already."

"We have been gathering petitions signed by people who have been in our arcade, seen how we run it, and given their approval. Some people say, 'We don't mind if arcades are in a mall.' That means a kid is going to

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ride a bus and be subjected to more danger than by walking into our arcade.

"All we are asking," Campbell explained, "is that people who oppose us come down here and observe our operation."

At the January 7 hearings, the case involving 3217C and 3217D Willits Road was called first by the zoning board. The attorney for the parties seeking the variance argued that his arcade should not be denied just because an "illegal" arcade was operating next door. Also, the attorney argued that although the rear entrance of the property is within 500 feet of residential facilities—which is not permissible for regulated-use buildings—it is the front door that would be used for business purposes, not the rear door. The front door, he said, is no less than 700 feet away from a home.

And he added to his testimony, "Given there are no parking regulations and given there is an arcade operating there, the purpose of our arcades in these two buildings next door would not alter the impact of the situation."

Political opposition

State Rep. Swaim, who is the

political official representing the community in Harrisburg, brought with him to the hearing approximately 40 adults of all ages to testify with a penchant against the arcades.

"In the past," Swaim told the zoning board, "the number of kids that came in the arcade that used to be there in 1979 did have an impact on the people in the area and the flow of traffic. They would cause property damage in the area. The residents (in the audience) will testify to everything I said. We have a petition with 3,000 signatures of people telling you point blank that they don't want the arcade."

Other political reps had aides present to testify like Swaim, and a designate from the Holme-Crispin United Neighbors association put it on the court's record that an arcade "would be bad for that area."

Then, as is common practice at zoning hearings, the advisor from the office of City Planning gave his recommendation to the zoning board: "I recommend to the board not to pass approval on this proposed arcade."

The board chairman proceeded to call the case involving Skiltime to session and set off what was a flamboyant hearing.

The attorney representing Skiltime was called to the microphone. His defense of Skiltime had three premises: First, since Licenses and Inspections did "renew" the license to put an arcade at its site on September 9, 1981, then one would assume that it was a continuation of the license for the arcade that was there when Campbell purchased the sight in 1979. Therefore, the continuation requirement of 90 days without interruption does not apply; it was introduced in August 1980, so you have to apply the 1979 standard, which allowed any interruption of service short of three years. The three-year clause applied, he said, and his clients have abided.

Second, the attorney for the arcade played his ace, citing the up-front way of operating the business he felt his clients had. He introduced to the board three of Skiltime's guards—an ordained minister, a disabled policeman, and a transit supervisor. Then he added a signed letter from the principal of a local parochial school who stated that after having inspected the arcade, he gave it his seal of approval and his best wishes.

The board chairman interrupted and said that first of all, the 90-day clause applied, not the three-year



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standard of pre-1980. Second, the letter from the principal was not pertinent, he said, because the school is approximately three miles from the arcade and wasn't affected by it.

The attorney quickly summoned his third and final contention: If the arcade was closed, Skiltime's owners would suffer undue financial hardship. He had Campbell testify that he remodeled the facility, replaced its windows, and purchased the equipment valued at \$27,000 and a "commitment for \$24,000 more."

The zoning board chairman, without hesitation, told the attorney that hardship cases are handled in Common Pleas Court. "This is a legal issue, the validity of a permit, not a financial one. He (the client) can sue the city for money damages if this board doesn't grant him this permit. But you're not addressing the zoning issue."

The hearing ended with testimony from the community against the arcade and the city planner giving his recommendation to the zoning board: "Property is located within 500 feet of the arcade and the property is zoned for residential use. So, I believe that the (arcade) use would be inappropriate in this area and I recommend that this use not be

allowed."

The results of the two Willits Road cases will be determined by the outcome of the study of the cases and decisions made by the panel within the coming weeks.

In the case of the proposed arcade at 3217C and 3217D Willits Road, if the board denies approval, the parties can appeal the decision to Common Pleas Court, though it is doubtful they would challenge it further.

Favorable testimony recorded

Skiltime owners, if denied approval, have the same option in Common Pleas Court. But what may be ultimately more important to future arcade owners everywhere is not the Skiltime zoning decision, but the fact that although the board chairman objected to much of the attorney's three premises of strategy, he allowed most of the testimony in favor of Skiltime to remain on the record in the notes of the hearing.

Whether or not it proves to be strong enough to weigh the scale in favor of Skiltime, the actions of the Skiltime owners—from their door-to-door circulars explaining their code of conduct, to their invitations to the community to inspect both the

character of the owners and the facility—did have a positive effect on their chances.

Imagine how potential arcade owners might be able to increase their chances of success in obtaining zoning variances in more conventional situations than the one on Willis Road by meeting with community members before the hearing, finding their concerns and sharing them. Let them know you are willing to co-exist with their community and explain to the people how you plan to do so. Let them know that you intend to wear white, not black; you are the good guys.

In a conventional community like Northeast Philadelphia that is trying to preserve itself, a little reassurance can go a long way in having its people accept your business in the community. The effort certainly would not hurt your chances at your zoning variance hearing.

Perhaps Campbell said it best when he noted, "Bad memories leave a bad taste for a long time."

The writer is a news editor of The Northeast Times, Philadelphia, who prepared this report exclusively for Play Meter. Photos by Mitch Plotnick.



This trio of stores on Willits Road in Philadelphia has created a unique arcade situation that has stirred the community's ire. Skiltime (left) has remained open for more than two months despite questions about its legality. Meanwhile, two men are seeking a zoning variance to permit arcades to be opened in the two stores adjacent to Skiltime.—Photo by Mitch Plotnick

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(A two week biorhythm from the day you request will be printed out with a calendar and comments.)

START 2:

Will calculate your love, driving, studying and gamble luck.

(12 items, such as love, driving, and monetary luck will be printed with an estimation graph and comments.)

START 3:

Will calculate your congeniality with that special person.

(From the birthdays of you and your special person, comments and congeniality percentages will be printed out for physical, sensitivity, intellectual and total congeniality.)

Procedures:

1. When you want your biorhythm.

- 1) Insert a coin.
- 2) Input your date of birth with the keys.
- 3) Input the day that you want to know about, using the keys.
- 4) Push the start key. (For two weeks START 1; for a day, START 2.
- 5) Cut the sheet of paper dispensed.

2. When you want to know your congeniality.

- 1) Insert a coin.
- 2) Input your date of birth with the keys.
- 3) Input your special person's birthday with the keys.
- 4) Push the START 3 button.



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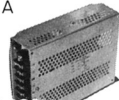
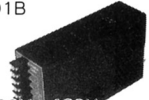
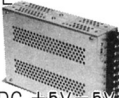


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<p>P-301E</p>  <p>OP. DC. +5V - 5V + 12V IN. AC 220V - 240V</p>	<p>P-310</p>  <p>DC 6V DC 12</p>
<p>P-312A B</p> 	<p>P-316</p>  <p>20インチモニター</p>
<p>P-307 P-308</p> 	<p>P-309A B</p> 
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P.R. PROBLEM/P.R. SOLUTION

When going 'on the record' with on-camera reporters

By Mike Bucki

Q. How do you answer the TV reporter who asks you, on camera, to compare the addiction of video games to the addiction of heroin?

A. Remember first that you are "on camera" and don't attack the reporter or his question. Answer the question but diffuse its power. For Example:

"I'm glad you asked that question, in fact I'm glad you phrased it just that way. Many people do have a compulsion to play video games; some might even say they're obsessed. But when you consider the fact that the average player is 14 years old, well I'd rather have my kid playing video games than wandering the streets. In fact video games may be a way of solving the drug problem because if a youngster is spending his money on video, he's probably not spending it on drugs."

Now let's analyze that hypothetical answer. The first sentence was a time waster, something to give you a few seconds to think. Another technique is to repeat the question—"You're asking me..." Whereupon the reporter will say yes and then you answer. Don't be afraid to use a time waster, even something as simple as, "That's a good question." When the story is aired the time waster will probably be cut out so don't worry about it!

Then comes your diffusion. Notice the words *obsession* and *compulsion* rather than *addiction*. They mean nearly the same thing but you're getting further and further away from the heroin comparison implied in his question.

Then comes a fact, a hard fact which he'll probably feel compelled to use in his story, namely that "the average player is fourteen years old"—and then comes the clincher. Video games may be solving the drug problem. Right there you take his negative question and turn it into

positive public relations for the industry. But please take note: you didn't attack him or his question.

Q. That's great, but I can't talk that smoothly or think that fast, especially with camera lights shining in my eyes. Is there any way I can prepare? Should I memorize a few pat answers?

A. The answer to the last question is a definite "NO!" But to the first, yes, you can prepare.

Always have on hand and memorize a few salient facts. How big is the coin-op industry? "8.2 billion dollars per year, but the operators only get half of the total cash collected, in many instances."

How many video games are there in the United States? "780,000," according to *Play Meter*." What's *Play Meter*? "An industry trade magazine, one that polls a large portion of the industry every two weeks."

What's the average "take" on a current video game? In answer to that question, cite the latest *Play Meter* poll, offer to give the reporter a copy, and remind him again that that "take" is often split 50-50.

At the risk of sounding like I'm touting the magazine that pays for this article, I recommend that it wouldn't hurt to have on hand several copies of the November 15, 1981 "State of the Industry" article (pages 16, 29, & 20). The survey analysis is also available as a reprint for news reporters.

Q. But what about the camera and the lights?

A. Ignore them as best you can. Look at the reporter when answering his questions. Keep in mind that he's probably going to use only 20 or 30 seconds of the interview and he may "cover" some of your audio answer with video shots of players in your arcade. So,

while you may not like the way you look today, he thinks you look "natural" and it's just great. Remember, it's an opportunity for positive PR!

Q. What about the reporter who asks how much money I make?

A. Again, don't attack the reporter or his question but diffuse its thrust. Tell him how big the industry is, cite the latest *Play Meter* poll and then wait. If he asks whether your coin-op games take in above or below the industry average, answer in a word or two, "slightly above," "slightly below," or "about average."

If he then asks how many games you own, politely end his little game right there. Say something like: "Well, I've already given you some facts and figures about the industry, which I hope will prove useful to you, but I don't really understand why you need to know my income and frankly that's between me and the IRS."

You're telling him, politely, it's none of his business, but you've also given him the industry facts and that's probably all he needs. If he persists then tell him flat out it's none of his business. But that's a last resort. Give him something first.

Author's Notes: Some of the above were hypothetical questions and some were gathered in private conversations at the recent AMOA show. Future PR columns will tackle your questions and you can write to me, direct, at 1549 Aragon Way, N.E., Atlanta, Georgia 30319. If you prefer to remain anonymous, say so. In the next issue I'll attempt to answer two very different PR problems: (1) What is "on background" and how does it compare with "off the record?" and (2) How do I handle the irate mother who insists her child is spending too much at my arcade and that I should do something about it?



By Carol J. Kantor

Select radio advertising wisely to boost arcade location traffic

Each radio market area is different; thus the cost effectiveness of radio must be carefully evaluated for each case. A smaller market area is often more suited to radio advertising due to lower cost and more efficient reach to the target market.

Radio speaks loudly to game players an average of 3 1/2 hours per day. A game center can talk to players via radio and generate more traffic and higher revenues for their locations. Radio is one of the best high impact advertising alternatives in a majority of areas.

There are over a half billion radios in the U.S. By selecting the right station and implementing a strong campaign targeted to the game players in your area, your message will be received loudly. The response to radio advertising can be one of the most effective among the media alternatives.

Fun 'N' Games amusement centers in the New York/New Jersey area use radio ad programs extensively to draw players to its three locations. "I feel we get an excellent response to the radio ads," reported owner Alex Gottilla. "It is one of the most cost-effective mediums I have used."

Gottilla runs 10-plus spots per week over two-week periods in his radio ad campaigns. His ads target to different groups via three different stations. Rock for the twenty year-olds, Youth Oriented for the teens, and Easy Listening to draw the older group have all been used to promote Fun 'N' Games. With an average radio budget of \$2,000 per month, Gottilla believes the radio ads generate revenues that more than justify the ad costs. "One of the stations offers a 'free money' card to their listeners—we offer free games to card holders when our ads run on their station. Over 200 people per week come to get their free games with the card," Gottilla verified.

Although Fun 'N' Games had excellent response to radio in a large metro area, other operators in larger cities avoid radio due to cost and reach beyond their local area. Gary Irving of Dream Machine noted that his arcades have successfully used

radio ads in smaller towns where they have game centers, but have not felt the response would justify the cost for radio time in the larger cities where they operate.

Similarly, Stephen Goot of Total Vending Service in Atlanta is using a saturation radio campaign on three stations for his game center in a small town. However, he says the cost to do similar ads for his Atlanta locations would not be justified, "The area of draw for our game centers is small in relation to the radio station reach; thus, we advertise to our target audience more efficiently with other media alternatives in the Atlanta area," Goot explained.

On the other hand, Goot was enthusiastic about the small town radio ad program. This campaign entails 300+ spots for the opening weekends and a strong follow-up for succeeding weeks. The 30-second spot ads were professionally produced in Atlanta for the game center.

"Bringing a 'new voice' to the area for our ads attracts more attention than the alternative of having the local DJ produce them," Goot explained. The average cost for his ads is under \$5 per spot for a saturation campaign in this small Tennessee town—which is certainly a good value.

Each market area is different. Thus the cost effectiveness of radio must be carefully evaluated for each case. A smaller area is often more conducive to radio advertising due to lower cost and efficient reach to the target market.

Nevertheless, radio can be effective in larger cities as was found by Fun 'N' Games in the New York Metro Area. Listener rating information is available on all radio stations and can be used to evaluate the stations in your area. Select the stations that will appeal to the game

(continued on next page)

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players in your location.

Rock format, for example, tends to reach older teens and twenty-year-olds with an emphasis to male; they usually promote "good-times lifestyle" and would fit most typical player profiles. Ask your players what stations they like, to verify the official rating information on the stations.

When considering a station, find out about possible promotional programs. Do they offer trades, tie-ins, or give-aways in its package? These alternatives may reduce the overall cost of advertising and offer a good way to use older arcade equipment. To get extra publicity, a special event like a tournament might be co-sponsored by the radio station and a popular DJ can make an appearance to challenge the champion players.

You can also consider trading a game for air spots. The stations are often looking for good prizes and will accept the value of the game as a trade.

Once the station is selected, the ad program schedule is considered. When starting a new campaign it usually takes approximately 18 to 24 spots per week to reach the average

listener 3 times. Thus, it may be better to use one station more frequently than to dilute the number of exposures in order to use multiple stations. Your objective must be to attract the listeners to your message and motivate them to visit your game center.

Find out about promotional programs a station may offer: trades, tie-ins, give-aways in its ad package, for overall cost reduction.

Frequency is important to maximize exposure, but the message must have impact. The ad must fit the station programming and stand out from the other ads in order to get the attention you want. Many radio stations have excellent facilities and talent to produce your ads at little or no extra cost. There are also professional studios and agencies that can be contracted to develop an effective ad for your radio spots.

Whichever production method used, it is important that you believe

your ads sound good within the format of the station programming. The ads must generate enthusiasm for playing games at your location in order to motivate the listener to visit your location.

You want results. Talk to the radio station representatives and evaluate the alternatives in your market area. Plan a program that will be most effective for your specific needs.

Include a way to measure the results into your plans. It is important to track the traffic in your location for several weeks before, during, and after the campaign to measure response. Also try to include some direct measure of ad response such as a listener special drawing or contest.

Each element in a radio ad program contributes to its success. Proper selection of the station, the frequency, and schedule, as well as the content of the spot can make or break a radio campaign.

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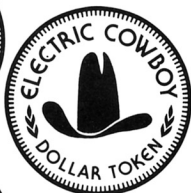
Carol J. Kantor is president of Business Builders, Cupertino, California.



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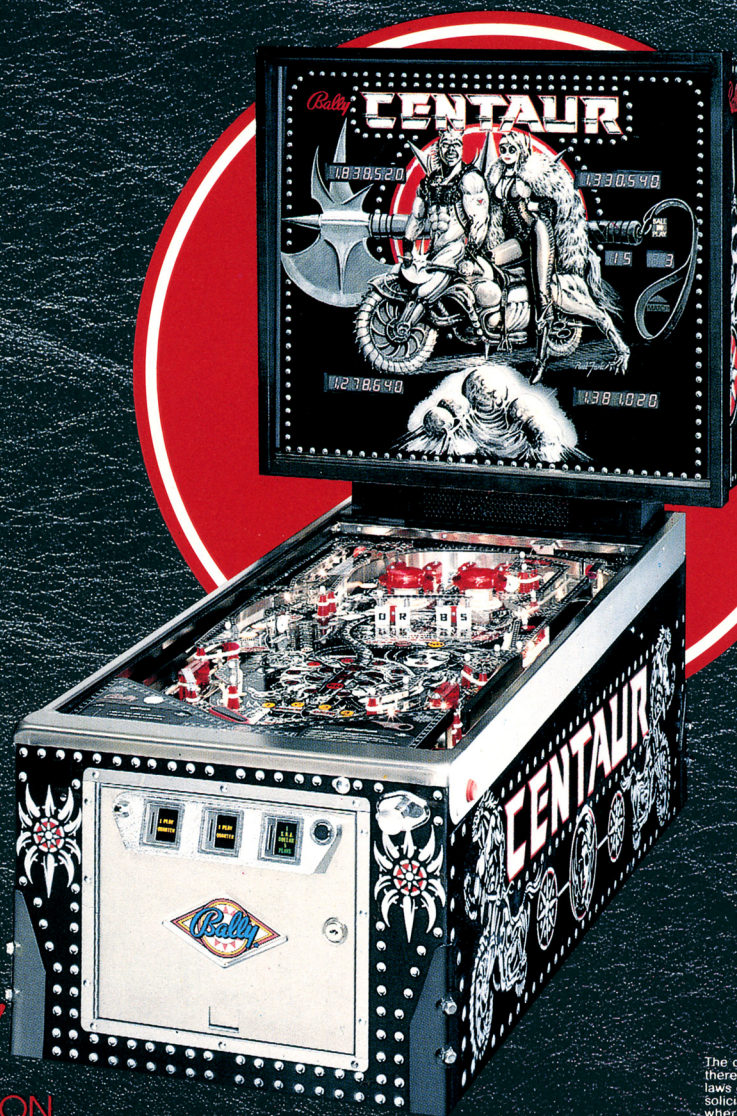
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Today's 'Chief Gripes' of Operating

First of a new series: Operators' experiences

My 'Druthers

By Tony Bado

Anthony Amusements/Dale City, Virginia

It is very easy to complain about anything. It's part of human nature and characteristically American. Ask any businessman to express his concerns regarding money and he will fill your ear.

The coin-operated amusement business is certainly one of the most rapidly evolving industries in the world today. Complex inequities inherently arise in any such state of affairs. When asked to express a narrative on my chief gripe regarding operating today, it became difficult to be restrained. Also, it became difficult to confine myself to any single concern. An industry as intricate as ours generates a medley of critical concerns—some of which are mine, while others are expressed by fellow operators in the Greater Metropolitan Washington, D.C. area.

In an earlier writing (*Play Meter*, August 15, 1981 issue), I expressed a serious danger to the operator which comes in the form of the home television video game cartridge. At this writing, Atari, Inc. is due to release a *Pac-Man* cassette. There are two schools of thought regarding these cartridges. Some arcade operators claim that their business is enhanced. I keep wondering what their view will be when a particular game meets an early death as a result, and they are forced to go out and buy a new game which may or may not be "copied" for home TV. I know, as a street operator, the home video game cartridge is not helping me! John Battaglia of J. B. Diversified, who operates many drugstore locations, says that the home video game copy of hit arcade games is a direct affront to his investments: "...you pay gross money for a new game and a few months later it is released in a home TV cassette version!"

Several days ago I sold one of my *Asteroids* games to a fellow who was obviously a newcomer to operating. He had found a convenience store location and needed more than one piece of equipment. I offered to sell him a good used electronic flipper game. He became visibly disturbed

at the offer. Subsequently, I asked him if he operated any pinballs. His answer was an emphatic "NO!"

The epilogue to this enlightening encounter is that there are many novice operators who virtually know nothing of industry history or trends—let alone the inherent stature of the pingame in amusement machine geneology. It really gets bad when these guys refer to a pinball as a "ping-pong" machine. If this business is cyclic, a lot of people are going to get hurt "down the road." There are going to be a lot of stagnant video machines peering at bankrupt operators, upon each of which you can't even tune-in the evening news.

A gripe I share with practically all operators in my area (and perhaps everywhere) is distributors who also operate. This is not that common here; however, there is one distributor who has betrayed us. I ask, "How can you have a genuine and viable relationship with a game supplier who is also your competitor?" If my location is near his and I'm in the market for a new game, can he honestly advise and recommend that hot game which is due to be released soon?

Now for the subject of game construction. It is beyond my understanding why a manufacturer cannot install in every game a few basic conveniences—namely: (1) adjustable leg levelers which are bolted to the bottom of the cabinet; (2) an on/off switch; (3) a front door volume control; and perhaps most important, (4) a key hook. This may sound strange; but a key hook is a small indicator as to whether the manufacturer has the operator in mind! It tells me whether the game was made for me or for him. If it was made for him, you got problems.

It is common knowledge that most presently manufactured coin doors can be defeated—either by easy entry or with a variety of coinages which can be physically altered, flipped, or merely dropped straight through the coin slot. Brad Baker's

(general manager of Hunter Vending Co.) prime concern in these regards is a seeming unconcern on the part of the factory to help the operator to protect his investment. Baker says, "You pay high prices for these games...and the lack of adequate design in cashbox security makes it difficult to protect your investment." The "little" money you make from a game may or may not be there at the time of your next collection.

Certainly for the operator (especially the street operator) a major problem today is proliferation of equipment and its dissemination to varied locations. From the operator's point of view, this can be a thorn in his side. In a specified area, there is only so much money and persons who devote this money to games. When a new location is set down the street, the money naturally declines in your spot. The location owner does not view the drop as due to dilution of a relatively finite amount of neighborhood quarters. He wants new machines! At this point, you as a operator, must perform a "location cost analysis" (see *Play Meter*, January 15, p. 58).

I'm not saying that proliferation of equipment is wholly detrimental. It can be; and, it depends on one's point of view. I'm sure at the present time the factories really don't mind. But consider a *Defender* in a laundromat, or an *Asteroids* in a bakery, and a *Pac-Man* in a home appliance repair shop? Who knows...the Maytag repair man and *Pac-Man* may really "hit it off," and a CRT and a joystick may become optional equipment on automatic washing machines. He will surely never again be the "loneliest man in town."

With all due respect to everything I've written above, perhaps my chief gripe regarding operating today is that each machine I transport cost more than the vehicle doing the hauling; and that "Exxon" has developed a "coin slot" unmatched by anything that the amusement industry has ever devised! ●

Videos: Differences between male and female players

By Sidney J. Kaplan and William Beckham

[Kaplan is head of the Sociology Department, University of Toledo (Ohio), and Beckham is an Ohio operator with Red Baron Amusements. The study digested below was done via surveys conducted in Old Towne entertainment complex in Toledo.]

Anyone entering an arcade where pinball games and video games are poised to challenge players will note an interesting fact. Most of the players are male. While there are variations from place to place and from time to time during the day or week, the probability is that the percentage of women seldom exceeds 15 to 25 percent.

There are several reasons for this relatively low percentage of women players and these reasons include: (1) the early history of arcades as places for males to gather, (2) persistence of an old attitude about arcades as being sleazy, (3) the belief that gambling and criminal elements are associated with pinball games, and (4) the former illegality of pinball games in several states.

More recently, however, and especially in connection with the "family entertainment" image of arcades at shopping malls, arcades have established a new and more attractive image. And yet the reluctance of women to play pinball games and now videos still seems to persist, as shown by the relatively small number of women who play at arcades and in other places where games are to be found.

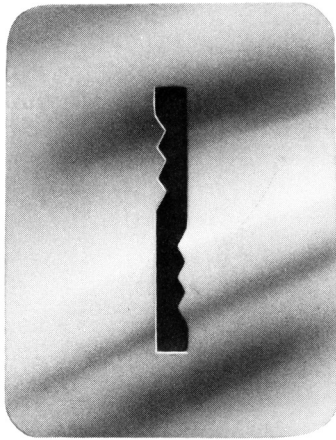
At The University of Toledo (Ohio), a questionnaire was recently administered to 430 students in order to see how men and women differed in their responses to videos. The differences investigated concerned a variety of issues that had to do with likes and dislikes, preferences for videos and the amount of time and money expended in video game playing. In addition, the students were asked a number of questions that elicited emotional response to the games. While the questionnaire did not attempt in any direct way to get at why fewer women than men play, it did however inquire into issues that may be a basis for speculation about the sex differences in attitude toward

the games.

The total population of respondents came to 430 persons: 202 were male and 228 were female. The questionnaire include 23 items. The items and the male and female responses are shown below. Following the presentation of responses, a brief commentary on the possible meaning and implications of the responses will be offered.

1. Have you played Space Invaders?		
	Males%	Females%
Yes	81.68	69.30
No	18.32	30.70
2. Have you played Asteroids?		
	Males%	Females%
Yes	62.38	37.28
No	37.62	62.72
3. If you have played both Space Invaders and Asteroids, which do you prefer playing?		
	Males%	Females%
Space Invaders	32.50	28.18
Asteroids	22.00	8.18
No preference	20.00	15.90
Have not played these video games	25.50	47.72
4. How much time have you spent in the past year playing commercial video games?		
	Males%	Females%
No time	23.00	28.07
1-5 hours	42.00	52.19
6-10 hours	16.50	10.09
11-25 hours	6.00	5.70
Over 25 hours	12.50	3.95
5. How much money have you spent on video machines this past year?		
	Males%	Females%
Nothing	17.32	36.40
Less than \$5.00	38.11	42.10
\$6.00 to \$10.00	19.31	10.09
\$11.00 to \$25.00	11.39	7.02
Over \$25.00	13.86	4.39
6. If you play video games, how skillful do you think you are?		
	Males%	Females%
Very skillful	4.95	.44
Moderately skillful	51.49	37.28
Play quite poorly	18.81	28.94
Just awful	8.91	8.33
Don't play video games	15.84	25.00

7. How often do you play video games?		
	Males%	Females%
About once a week	27.36	10.53
About once a month	7.89	7.96
Occasionally	48.25	57.01
Never	15.42	23.24
8. Have you felt anger and irritation?		
	Males%	Females%
Yes	55.44	44.24
No	30.69	33.62
Don't play video games	13.37	21.68
9. Intensity of anger and irritation.		
	Males%	Females%
High	6.09	3.57
Moderate	22.34	14.73
Some	32.48	29.46
None	26.39	29.91
Don't play video games	12.69	22.32
10. Frustration.		
	Males%	Females%
Yes	63.18	56.82
No	22.38	20.26
Don't play video games	13.43	22.03
11. Intensity of frustration.		
	Males%	Females%
High	6.53	7.11
Moderate	21.11	18.22
Some	38.19	34.22
None	21.60	17.77
Don't play video games	12.56	22.67
12. Excitement.		
	Males%	Females%
Yes	74.12	67.98
No	13.43	10.03
Don't play video games	11.94	21.49
13. Intensity of excitement.		
	Males%	Females%
High	12.94	10.53
Moderate	32.33	30.26
Some	30.85	28.51
None	12.43	9.21
Don't play video games	11.44	21.49
14. Sexual arousal.		
	Males%	Females%
Yes	3.48	0.00
No	85.57	83.19
Don't play video games	10.95	15.93
15. Intensity of sexual arousal.		
	Males%	Females%
High	2.54	0.00
Moderate	2.03	.45
Some	1.52	.45
None	82.23	75.89
Don't play video games	11.63	23.21



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16. <i>Joy and exhilaration</i>		
	Males%	Females%
Yes	52.97	41.85
No	33.16	34.80
Don't play video games	11.88	22.03
17. <i>Intensity of joy and exhilaration.</i>		
	Males%	Females%
High	6.60	2.67
Moderate	20.81	15.11
Some	31.47	27.11
None	28.93	32.88
Don't play video games	12.18	22.22
18. <i>Your age.</i>		
	Males%	Females%
17-18	20.79	32.01
19-20	51.48	42.10
21-25	21.78	15.35
26-35	4.95	6.58
36 and over	.99	3.95
19. <i>Have you played pinball machines?</i>		
	Males%	Females%
Yes	77.61	71.05
No	18.40	28.94
20. <i>How often do you play pinball machines?</i>		
	Males%	Females%
Once a week	14.43	5.29
Once a month	17.91	9.25
Occasionally	53.73	63.87
Never	13.93	21.14
21. <i>Do you dislike video games?</i>		
	Males%	Females%
Yes	11.55	9.25
No	88.44	90.75
22. <i>Do you dislike pinball machines?</i>		
	Males%	Females%
Yes	8.04	9.29
No	90.95	89.38
23. <i>Main motive for playing video games.</i>		
	Males%	Females%
To relieve boredom	12.15	11.41
Excitement	7.18	8.26
The challenge	39.77	30.73
To kill time	26.57	27.52
Don't play video games	14.36	22.48

Some of the responses to the questionnaire speak for themselves. Others necessitate comment.

The questions dealing with *Asteroids* and *Space Invaders* were asked not only because they were in popularity—according to recent poll—in first and third position for 1980, but also because they are different in their appeal to males and females. This was borne out by responses to the questionnaire which revealed a large percentage of males than females play both *Asteroids* and *Space Invaders*.

Moreover, when called upon to indicate their preference for either *Asteroids* or *Space Invaders*, and discounting those who did not play videos, just 22 percent of the females chose *Asteroids* as compared to 40.40 percent for males.

While no questions were asked as to why females were disenchanted

by *Asteroids*, it seems evident that the greater difficulty in handling the flying rocks—as compared to the aliens in *Space Invaders*—was the basis for the relatively negative attitude displayed toward *Asteroids*.

It was noteworthy that in their response to *Space Invaders*, and discounting those who did not play videos, females showed a 78 percent positive response as compared to 59.6 percent for men. It is probably pertinent to note here that, in response to the items concerned with emotional response, in the case of intensity of frustration females showed a slightly higher degree of emotional response than did males.

While purely anecdotal, it is worth mentioning that one of the attendants working at a mall arcade owned by one of the authors of this paper said that his girlfriend was reluctant to play *Asteroids* for fear of being embarrassed by her ineptitude in playing.

Responses to Question #6 which asked for level of skill show a distinct difference between males and females—the female acknowledging in their self assessment that they were considerably less skillful as compared to men. Questions #4, #5, and #7, which inquired into time and money expended and frequency of play, show that women lag behind men. This may be the reason for the lesser degree of skill, but more important is the fact that women are less willing to play. And that is probably related to the way women are raised as compared to men.

Apparently the liberation associated with the current feminist movement has not yet influenced females to believe that playing videos is appropriate to the role of women. Explanations couched in terms of biological differences between men and women, it should be added, are altogether dubious as applied to women whose reflexes and concentration are surely just as fast and sharp as men's.

Emotional areas

The emotional items in the questionnaire were offended in pairs, one question of each pair asking if the emotion had been experienced and the second question asking about the intensity of emotion if experienced. The response choices were *high*, *moderate*, *some*, *none*, and *don't play video games*. The emotion tapped were (1) anger and irritation, (2) frustration, (3) excitement, (4) sexual arousal, and (5) joy and exhilaration.

In all cases, with the exception of

intensity of frustration and excitement, responses to emotional items showed both a higher incidence and a higher intensity for men as compared to women. But despite the somewhat greater emotional response to video playing for men, the differences were relatively small.

Perhaps more important is the fact that the pattern of responses was similar. One might say that men and women were essentially similar with the exception of the intensity of frustration and excitement and possibly also in the case of sexual arousal, although the small number of positive responses in this latter instance provides little basis for drawing any conclusion other than to say that most men and women show little sexual response to videos.

The item which inquired into main motives for playing also showed a similar pattern for men and women. The main motive was the *challenge*, with 46.45 percent of the men and 39.41 percent of the women who played videos identifying the *challenge* of video playing as their main motivation for playing.

Some conclusions

If a conclusion can be drawn from

the responses made by men and women, it is that men and women are similar in their response to video playing. The differences in response—for the most part higher or greater, or more intense for men—can probably and very simply be attributed to the differences in the way men and women are raised, and secondly to the differences in expectations that society holds out for women as compared to men.

One might infer from the results of the questionnaire that less challenging videos might be made available for women and for those men who are not very skillful. But in view of the fact that both men and women selected the *challenge* as their main motive for playing, and in view of the fact that the full consequences of the feminist movement have yet to be realized, such a decision from the long term point of view might not be warranted.

Moreover, the array of videos now available with their varying degrees of challenge and difficulty would seem to serve all persons, whatever their degree of skill.

What then are some of the implications of the differences between men and women? Men and

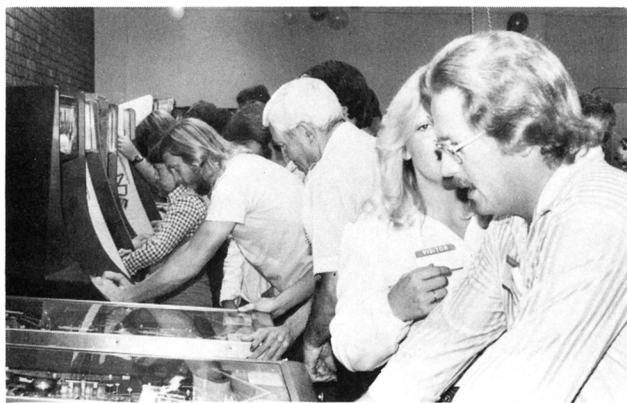
women appear to be similar in their responses to the emotional items. The major differences—with women lagging the men—have to do with frequency of video playing, assessment of skill, and expenditure of time and money.

If the reluctance of women to play videos is related to the way women are raised and the older image of pinball games and arcades, then what would appear to be indicated is an effort to change the image of video games and pinball. *Such an effort might change women's belief that playing videos and pinball and being in arcades is somehow improper.*

In this regard, the much talked about campaign to encourage female patronage would appear to be relevant. Concentrating on increasing male patronage would probably not be cost efficient. But an advertising campaign designed to persuade women to play videos might not only attract increased female patronage, but also might attract additional male players as well.

One can safely assume—given the nature of the human species—that if the women are there, the men will soon follow. ●

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Banner Specialty is tapped for DOD's video games project

Banner Specialty Company, Pennsylvania coin-op distributor is participating in a special Department of Defense research project embracing the use of electronic games.

Albert M. Rodstein, president of Banner Specialty, reported that the company's Baltimore, Maryland location is supplying the Defense Advance Research Projects Agency of the U.S. Department of Defense in Arlington, Virginia with a series of popular electronic games for study.

"The government agency will try to determine if the equipment used in the manufacture of the popular arcade games can be utilized to develop low cost, but sophisticated military training devices," Rodstein explained. "If the equipment and the technologies can be successfully meshed within the specific budgetary parameters, the new training simulators would be used to instruct hundreds of thousands of military personnel." Banner's Baltimore office and showroom is supplying



Ed Kucharski (left) of Banner Specialty explains one of the new video games to James F. Walmire III, consultant representing the DOD in project.

games from major manufacturers.

(For a background article on the military plans, see "War Games: Fun Videos Go to the Army," *Play Meter*, January 1 issue.)

Rodstein stated, "The Defense Department has not only been able to capitalize on the technological advances made in the state of the art of video computing, but also on the development of inexpensive micro chips used in the manufacture of the electronic games. Both can make a significant impact toward reducing the cost of defense training simulators from millions of dollars to thousands."

The Defense Advanced Research Project Agency has pioneered the major thrust in low cost, portable training simulators over the last two years. A simulator for tank gunner training has been enthusiastically received by the U.S. Army. Other developmental projects are underway.

Banner Specialty Company is pleased and proud at having been selected to participate in a governmental study project of this magnitude and importance," Rodstein commented.

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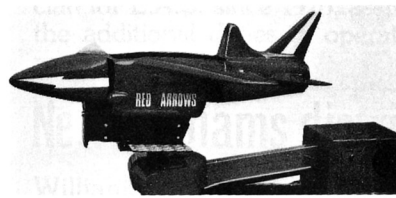
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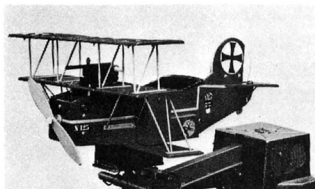
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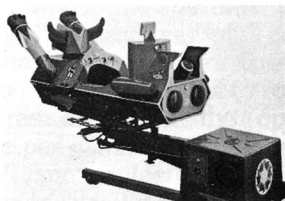
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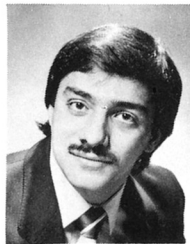
Paul Calamari has been elevated at Bally Pinball Division to become vice president of pinball sales.

In making the announcement, Charles Farmer, president of Bally Pinball Division, stated: "Paul has been a cornerstone in the foundation of our industry. His extensive knowledge of and contributions to pinball are enormous. In his new position, I am confident that Paul's contributions will be even greater than ever."

Calamari has been with Bally for 44 years, beginning on the production line and progressing through field engineer to sales manager, serving most recently as director of sales for the Pinball Division. Throughout his years of service to Bally, he has been responsible for several innovations in the industry including the creation and establishment of the first service schools and was the first employee to represent Bally in the foreign market.



Calamari



DiStefano

Stern field engineer

Stern Electronics, Inc. has expanded its field service department with the appointment of Tony DiStefano as field engineer.

DiStefano comes to Stern Electronics from Williams Electronics, Inc. where he served as quality control supervisor. In his new position, he will conduct service schools nationwide for Stern's coin-operated amusement games division and assist in the administration of the company's toll-free service "hotline."

Sales managers/WICO

WICO Corp., Niles, Illinois, has announced appointment of two new regional sales managers.

Fred Wagner has been named sales manager of the Western Region, consisting of California,

Texas, Colorado, Oklahoma, and Washington. With WICO for the past 8 years, Wagner, a Denver, Colorado resident, will assume sales responsibilities over ten WICO sales representatives.

New sales manager for the Eastern Region will be Steve Butler, Nashville, Tennessee, who will lead a team of thirteen WICO sales representatives covering New York, New Jersey, Louisiana, Tennessee, North Carolina, Florida, Pennsylvania, Georgia, Massachusetts, and Maryland. Butler has been with WICO two years, serving as a sales representative.

Namco's spouses team

Namco-America, Inc. has announced the appointment of Edwin Anderson, marketing manager, at the Sunnyvale, California based facility of Namco Ltd.

Both Mr. and Mrs. Anderson have been in the industry since the conception of video games. Starting originally as video game cabinet manufacturers, they soon moved on to video game manufacturing where they gathered experience in the industry.

Ed Anderson brings with him a background in all aspects of manufacturing operations. He is also an accomplished music composer and has composed some original soundtracks for video games. "In coming to Namco-America, I have experienced a rejuvenation of spirit and anticipation that I have not felt for years. Because of the Namco tradition of innovative, high quality products, and high integrity business practices, I feel very happy and extremely honored to serve in my new capacity," Anderson commented.

Joanne Anderson has been a specialist in organizational skills that coordinate the marketing and service functions to give fast, personal response to customers. Mrs. Anderson stated, "I look forward to long term relationships with our distributors based on reliable, money-earning products that Namco can consistently provide to the marketplace."

Hide Nakajima, Namco-America president, said, "The addition of the Andersons to Namco is a great asset and we feel very fortunate. They are

going to be essential people to Namco-America in order for us to be more active and to promote corporate identity as the most innovative and high quality products manufacturer."

With the Andersons on the team, Namco will soon be marketing its electro-mechanical games such as *Choco Kid* and *Shoot Away*, said Nakajima.

Game-A-Tron taps exec

Kenneth L. Vezina has been named advertising manager of sales and marketing at Game-A-Tron Corp., New Britain, Connecticut.

He is a graduate of the University of Hartford with a degree in marketing and advertising and has a wide and varied background in these areas.

He will be responsible for ad development and placement, trade show material, support for new market development, and dealer/distributor relations.

Dominick Sanzo, Game-A-Tron board chairman, commented: "The addition of Ken to our advertising department is due to the rapid growth of Game-A-Tron Corp. in the coin industry both nationally and internationally, and points to the ever-growing position of Game-A-Tron in this industry."

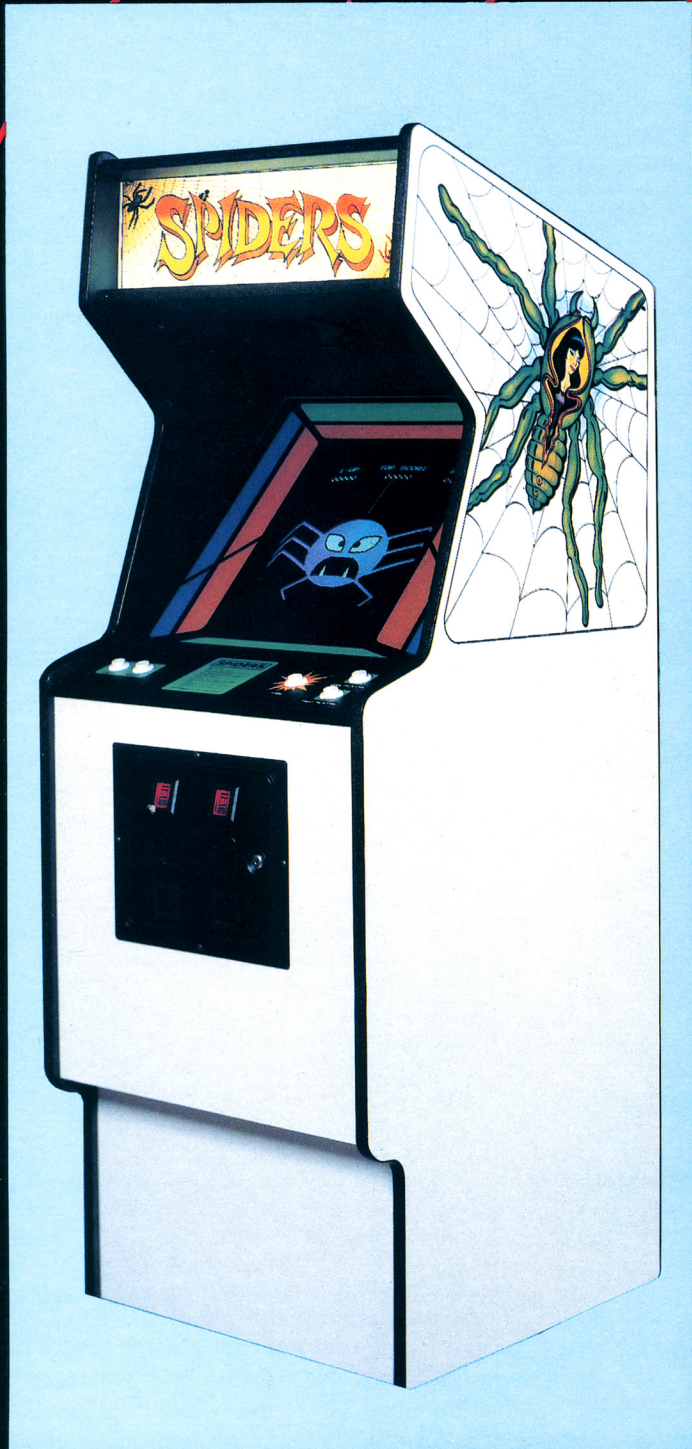
Universal region sales

Universal U.S.A., Inc. has announced the appointments of two regional sales managers.

Appointed as Western Regional Sales Manager is Dave Goldner, formerly a sales representative for Advance Automatic in San Francisco, California. Dave was first introduced to this industry as Atari's photographer for distributors' meetings. Prior to entering the coin-op field, he was involved in sales management in several different industries.

Appointed as Eastern Regional Sales Manager is Joseph Furjanic, formerly branch manager of Rowe Distributing in Miami, Florida. Prior to that, Joe worked for Eastern Music in Philadelphia for sixteen years. He was originally an outside sales representative and later promoted to sales manager.

SPIDERS



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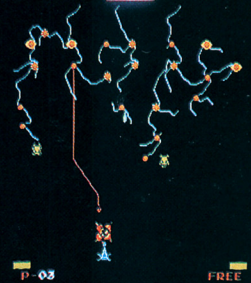
1-UP 00000 TOP SCORE 00000 2-UP 00000



Commencing the battle, a huge purple spider will appear challenging the player to test his skills against the attack waves of the menacing spiders.

1-UP 13230 TOP SCORE 00000 2-UP

WEB POWER



The horrible pods appear on the screen exploding and releasing deadly spiders to descend upon the player. Watch out! The treacherous spiders will hurl super webs and sonic waves at the player in an attempt to destroy him.

1-UP 15400 TOP SCORE 13830 2-UP



If the player destroys the first three attack waves, the beautiful Spider Princess will briefly appear to encourage the player to continue the battle.

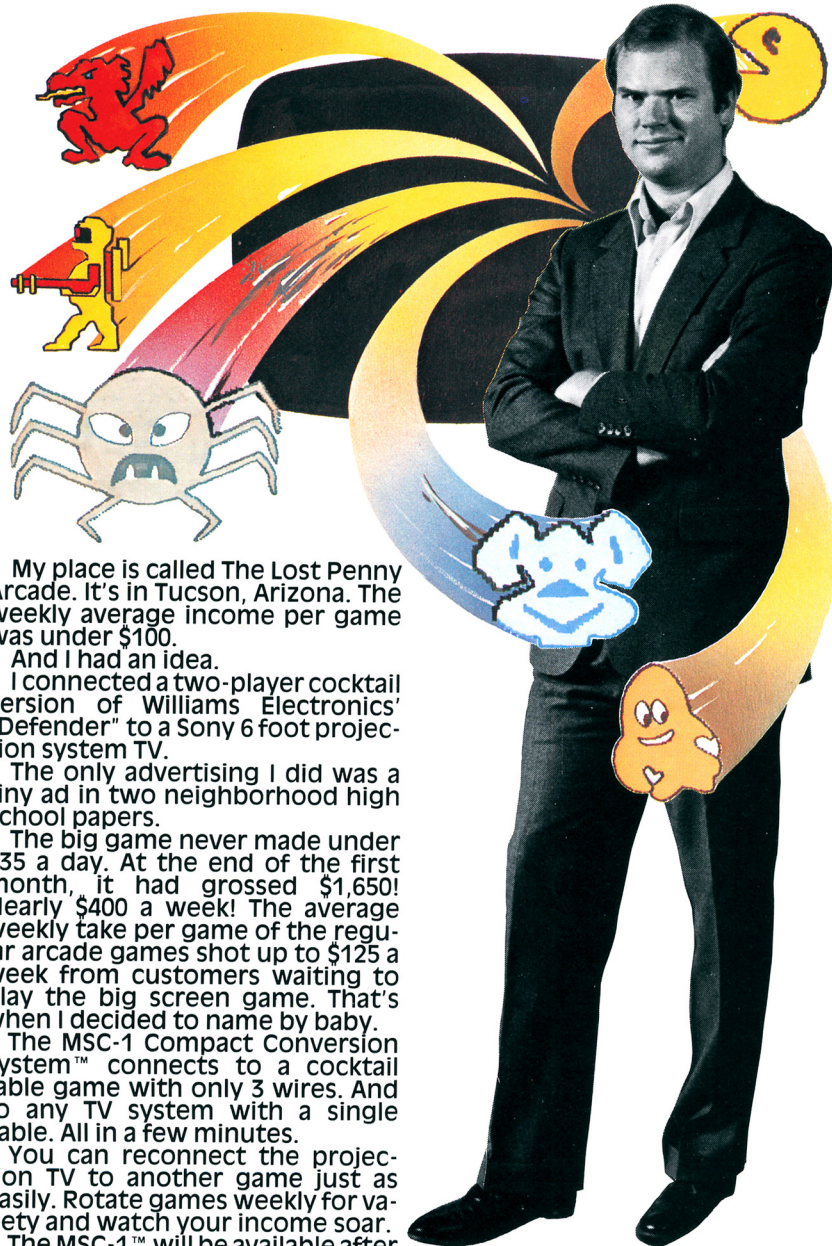
This is an exclusive Venture Line, Inc. Change-A-Game™



Spiders is also available in a 19" monitor cocktail table.

Spiders is manufactured under license from Sigma Enterprises

**"My fellow arcade owners
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My place is called The Lost Penny Arcade. It's in Tucson, Arizona. The weekly average income per game was under \$100.

And I had an idea.

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The big game never made under \$35 a day. At the end of the first month, it had grossed \$1,650! Nearly \$400 a week! The average weekly take per game of the regular arcade games shot up to \$125 a week from customers waiting to play the big screen game. That's when I decided to name by baby.

The MSC-1 Compact Conversion System™ connects to a cocktail table game with only 3 wires. And to any TV system with a single cable. All in a few minutes.

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Media support

'Not to Hell with coin-op games'

Many town elders in Ohio, and other places across the nation, apparently see the video revolution and electronic games as the road to Hell for youth, rending the moral fabric of our country.

Obviously, they have not played *Pac-Man* or *Asteroids*, or they would see the future, and realize that it can be fun.

Fremont has joined the list of communities whose officials want to put a stop, or at least some darn good brakes, on the proliferating electronic-game arcades.

They may become the "pool halls" of the future, one police chief says. So? Are we to play out a revival of "Music Man?"

There is some danger of video-game addiction with youths, who are prone to obsession in any enthusiasm they develop. It is easy to get almost hypnotically focused on wiping out marauding ghosts or downing alien invaders. And the habit can get quickly expensive at 25 cents a throw—with throws that sometimes last less than a minute.

But this is a case for parent awareness, not for a new prohibition. Electronic games obviously are here to stay. Home TV versions were among the biggest hits of the recent holiday season. Adults are little less keen than children and are patrons, with the kids, of the game parlors.

The towns that fear the coming of the video games fear change most of all—especially, one could guess, on the age-old principle that anything new kids take up must be bad for them, somehow.

Where that prevails, the town just estranges its own youths and drives the older among them elsewhere. There's no point in that.

One Texas town has even set up a "blinking zone," attempting to zone electronic-game arcades to the wrong side of the tracks and keep them away from where respectable folks gather. There's a funny thing about the future, though: It is most likely to run you down when you try to hold it off, instead of figuring out how to handle it.

—from editorial
Dayton Daily News
January 2, 1982



Greater Southern Distributing/Atlanta, in conjunction with Bally and Midway, recently held a two-day service seminar for its customers. Bob Norton (above) of Midway, and Ed Schmidt and Pete Gustafson, Bally, conducted sessions. Greater Southern announced plans to continue sponsoring such seminars.

Valley joins Miller Lite's tourney to spur pool play

The Valley Company has joined the roster of leading companies actively supporting the Lite Beer \$200,000 World Series of Tavern Pool. Valley has signed a contract to supply more than 100 *Cougar* coin-operated pool tables for use in the national championship tournament to be held in Las Vegas, June 2 through June 8. Local qualifying tournaments run February 15 through February 25, with regional play-offs held April 20 through April 29.

Termed "the best thing that has happened to pool in its long history," the tourney is designed to promote grassroots participation at the tavern level and promises to bring in new players and financial support for the pool industry. It is expected that more than \$10 million in additional pool table revenue could be generated for table locations during the local and regional tournaments.

In addition, the concept is soundly planned and backed with Miller Brewing Company sponsoring the tourney and guaranteeing the cash and prizes. Caesar's Palace in Las Vegas is hosting the championship, and United Airlines and Funway Holidays handling travel arrangements, and Valley supplying the tables. Together, these factors

make this tourney "the largest, richest, surest such event ever scheduled," said the promoters.

"From our standpoint," says Chuck Milhem, Valley president, "the Miller people have put this program together at just the right time. Our pool table industry is gripped by the economy as is everyone. In addition, interest in coin pool tables has been adversely affected by video games.

"But this Lite Beer Tourney will help us all by re-focusing attention on pool and the coin-operated pool table. At the same time, distributors and operators alike will have additional incentive to build pool table volume. Many operators not now running pool tables would be wise to diversity into pool tables as a hedge against the softening demand for video games," Milhem added.

"This Lite Beer Tourney complements our own Valley 8-Ball League program, and we feel each will enhance the other—a situation where one and one will add up to three. We're happy to have the opportunity to participate in another first-class event, and to work with the fine people we've met from Miller," he concluded.

Three trade groups set joint PR program

The leading trade associations representing the three sectors of the coin-operated amusement game industry have announced the formation of an umbrella organization for the purpose of undertaking a cooperative effort to inform the American public about this industry. A spokesperson for the organization also announced that it had retained Daniel J. Edelman, Inc. as public relations counsel for this effort.

The new organization, which is yet to be formally named, is composed of the Amusement Device Manufacturers Association, which consists of 14 leading American manufacturers of coin-operated video games, and is directed by Paul A. Huebsch; the Amusement and Vending Machine Distributors Association, consisting of 50 leading distributors of the games, directed by Edward G. Doris; and the Amusement and Music Operators Association, with 2,500 members and directed by Leo A. Droste, executive vice president. All three associations are located in Chicago.

Edelman, the nation's fifth-largest public relations firm, is an international public relations corporation with offices in Chicago, Washington, D.C., New York, Los Angeles, Miami, London and Frankfurt.

Tornado in college promo

Tornado Table Soccer, Inc., has announced its agreement with the Association of College Unions-International (ACU-I) to promote table soccer on a national level.

Tornado joins with Atari, AMF Incorporated, General Sportcraft Company Ltd., Lite Beer, Miller Brewing Co., The National Rifle Association, Winchester, American Bowling Congress, and other companies to back the ACU-I with a program that reaches 950 universities, colleges, and junior colleges with 26,000 students participating.

"I must say that we were all impressed with the apparent sincerity of the officers of this company, in their desire to improve the game of table soccer not only in the way the game is played, but the quality of equipment," states Jerry Mock, ACU-I secretary-treasurer.

Gary Bartlett, chairperson for the ACU-I adds, "We are excited to have the opportunity to work with Tornado."

Distributors celebrate Gottlieb's success



Gottlieb feted distributors and Mike Tremont C&W Band livened up the show.

Over 200 guests from all over the world attended the 1981 annual Gottlieb Distributor Banquet at Chicago's Continental Plaza and celebrated the Northlake-based firm's resurgence in the pinball market—with a look forward to another year of continuing growth and prosperity in the amusement industry.

A real old-fashioned Western hoo-down with drinks, dinner, dancing and C&W music was the theme of December's banquet. Authentic Western dress was the order of the day. Marshall Caras, Gottlieb's vice president/marketing opened the evening by welcoming all the guests and thanking them for the support they have given Gottlieb over the past year.

Caras said, "In the last year, the amusement industry has undergone such astonishing changes that everyone, manufacturers, distributors and operators alike, have rethought and reorganized their approach to it. Gottlieb's re-established success has been made possible by the fantastic

support our customers have given us. We'll be introducing our first 'home-grown' video game early in 1982, we'll have some innovative arcade amusement games for you and, as usual, we'll have the finest line of pinballs the industry has ever seen."

Walter Waldman of Kentucky Coin and Rubin Franco of Franco Distributing were awarded silver wine buckets in honor of their 25 years as Gottlieb distributors. Alvin Gottlieb, chairman of the board and Jim Newlander, Gottlieb's Eastern Regional representative, made the presentations.

Mike Tremont, his C&W band and his troupe of 20 Western dance instructors, who had been waiting in the wings, then took over the festivities and treated the guests to an outstanding display of various Western dances.

Commenting on recent successful Gottlieb product, Caras said, "As well as *Black Hole* has done and continues to do, our next pingame,

Haunted House, will really knock their socks off." *Haunted House* features a lower playfield, similar to *Black Hole's*, but in addition, it incorporates an upper playfield making a total of three separate and distinct playing areas. The *Haunted House* theme has been carried throughout the game with each playfield representing a separate floor of the house. Adding this to the game's artwork and "creepy" sound effects has produced a piece which the Northlake producer expects to "exceed the levels of excellence and performance that *Black Hole* established."

The Gottlieb exhibit at the AMOA was designed to feature its latest development, a pinball-video hybrid game called *Caveman*. "At the moment, *Caveman* doesn't really represent a finished product, but one that is in its final stages of development. We decided to show the game to try and gauge the public's reaction to the concept and if that reaction is any type of indication at all, we have got another hit on our hands," Caras said.

The combination of a "prehistoric" video maze game, a challenging pinball playfield, colorful prehistoric artwork, and sounds make the game. "We had a number of people trying to place orders for *Caveman* and we weren't even able to quote them a delivery date for the game yet," Caras said. Sampling for the game is tentatively set for early March.

Dave Berte, director of market research for Gottlieb, had his department conduct over 200 in-depth interviews with operators at the AMOA show and said he is confident the information they obtained will help Gottlieb design its products and services to match the needs of the constantly changing marketplace.

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Pinballs rolling upward in sales and game revenue

An upward trend in pingame sales and income producing levels has been spotted by industry sources since the past Fall.

Tom Nieman, vice president/marketing of Bally Pinball Division explained it this way: "I think everyone at the AMOA Show came away and saw there was not that big, one, dominant video game that everyone thought would be there, as there was last year *Pac-Man* or *Defender*, whatever." Without the one—or a few—sure hit videos, "the door was open to look around," he said.

Into the vacuum came pinball and renewed interest in its staying power. As one barometer, there is the sales rise in the maintenance product of pingame surface cleaners. Joe Peters, president of Wildcat Chemical Co. reported the sales of its Wildcat #125 cleaner started to rise last Fall, and he has seen sales of the cleaner go up 20 percent over six months ago.

"Pinballs are making a resurgence," Peters said. While his video related chemical products are "still doing extremely well in sales," he said he attributes the rise in Wildcat's pinball maintenance products to the sales and play of new-format pingames that have entered the scene to compete with the new videos.

At Bally, Nieman cited the appeal of two pingames that have shown lasting play power—*Black Hole* from

Gottlieb and *Centaur* from Bally. He would add to these the new Bally pin called *Vector*, which his division was presently testing worldwide and he saw as a good game, incidentally equipped with a \$1 bill acceptor which he expected would prove itself in *Vector's* income reports.

Such pin products have been "given the opportunity to get back into the marketplace by the video factories with no big videos now available," opined Nieman.

Another factor weighing for pins in a leaner time for videos, industry sources said, is the favorable resale value of pins—a factor not typically maintained by videos after a period of some 18 months.

However, as an example of the income pull of top pingames over time, one industry marketer pointed to *8-Ball Deluxe* commanding a premium on resale—"if you can find someone who wants to give one up."

—by Ray E. Tilley



Pinball service products were in good supply when Wildcat Chemical exhibited at AMOA show last fall (where, above from right, Joe Peters, Hoddy Franz of H.A. Franz & Co./Houston, and Mrs. Felicia Peters were photographed). But now, Peters says, 'We can't keep them in stock.'

Taito offers 'tournament chips' in Qix

Taito America has developed a new tournament program for its video game *Qix*, allowing the operator to set parameters for the appearance of bonus markers, which gives the accomplished player the ability to obtain an additional marker and gain higher scores, while giving the operator more profit from an already popular game.

"We've increased the challenge especially for tournament play with the addition of tournament chips that can be easily installed by an operator," said Sales Manager Mike Von Kennel. "The new feature will keep the operators' earnings up," he added.

With the new program, bonus

markers appear in the upper right hand corner of the screen when a player fills 85 to 100 per cent of the screen. The percentage is set by the operator, Von Kennel explained.

Bonus markers appear for as many screens as the player can clear, meaning that an accomplished *Qix* player can get as many as nine markers in addition to the points normally achieved through skillful play.

"Really, there is no limit to scoring potential," Von Kennel said. "*Qix* fans will be able to explore whole new dimensions to this intriguing game," he added.

Von Kennel pointed out that other than providing a more brilliantly

colored screen in silver and burgundy, the 16 ROMs that comprise the tournament chip package have not changed the playing features that have already proved so popular with operators and *Qix* players alike. "But with the tournament chip package, profits can be upped considerably," he said.

Qix, introduced at the Chicago AMOA show by Taito America, has already broken all sales records for the Elk Grove Village company, said the manufacturer.

For more information on the new tournament chips or to order the package, contact a local factory-authorized Taito America distributor.

COMMENTARY:

AS THE COIN-OP WORLD TURNS

The industry faces a crisis that may well decide its fate...

By Roger C. Sharpe

I suppose I shouldn't be very surprised, since life tends to have to be a potential problem on many occasions in the past. But maybe in the back of my mind, like so many others, I thought it would be different this time around. However, it isn't and unfortunately the worst is probably still ahead...

I remember not too long ago when pinball was riding the crest of a tremendous boom in interest and awareness. Although it was never truly embraced totally, there was a kind of snob appeal to it that almost likened the public's discovery to that of porno films (since Jackie O. was witnessed seeing "Deep Throat" it was considered a chic form of entertainment that drew celebrities and the average crowd to the "new art form"); and so it was with pinball and the finding that people such as Hugh Hefner and all his show-biz cronies were enjoying the silver ball in his palatial mansion's game room.

Suddenly there was the groundswell, with a movie, newspaper and magazine accounts of all types, television shows trying to capture the mood of the phenomenon, and no less than six books published on the subject. The only problem was that although the games were finally being recognized in a primarily favorable light, there still lurked a hesitancy and reluctance to completely take them in and leave behind the old sentiments attached for so long to both the product and those responsible for making and operating it. The ancient stigma was not to die.

In fact, in the face of all the glory there began a new movement exploring the nature of the machines and whether they were not more harm than good as many attached values to pins' existence that far outweighed the truth. It was a vicious cycle that had always riddled the industry and seemed destined to do so for however long the coin-op

business would be around.

Interestingly, although many barriers were laid in its path, pinball was still able to take some advantage of its remarkable success, capitalize on it—and find New York and Chicago being two cities that finally opened their doors to the operation of the games.

However, since the coin-op business is doomed to its heritage of popularity cycles, pinball wasn't to remain in the spotlight forever and began to fade from the public's consciousness only to be replaced by the new kid on the block: video.

It wasn't as if the concern over the games had ceased to exist or be a factor, but it was no longer "newsworthy" to spout on the bandwagon for some sweeping restrictions. There was, of course, the IRS ruling that tended to prohibit the running of tournaments, but even this was only a small measure compared to what might have happened if pinball had survived in the eye of the storm.

With the initial slow and methodical growth of video in the early years, the threat to coin machines seemed far more distant although there were the exceptions, such as Exidy's *Death Race* which managed to raise a small turbulence that soon passed. Somehow the overall feeling was that electronics and television screens could possibly transcend past event. The new people entering the business, those young turks who brought modern thinking and approaches to the games, assumed that they would be immune to the long held beliefs, only because they were different as was their product. What they failed to take into account was the guilt by association. Their product was part of the total coin machine business; it was found with other varieties of games in not only the newest locations that were structured to fit the mood of the late-Seventies and

beyond, but also those that had existed for so long and were looked upon with disgust as hang-outs and less than noble operations. In addition, there was the factor of the audience and that it hadn't appreciably changed from those who had played in the past.

Sure, there was an influx of new individuals seeking out video, but this didn't offset the fact that kids were still predominantly the bread and butter of the industry. And with the rise in success, so too came the early warning signs that the fight ahead would take place and would have to be confronted all over again.

Price of success

What most of the entrants into the video game sweepstakes failed to accept was the notion that, although the new companies they were forming along with the new minds they were tapping to establish and innovate a just-as-new technology (which was to help spawn an entire new toy industry and lay the groundwork for the more rapid acknowledgement and demand for home computers), the bottom line remained that their sole motivation in life was to conscript and hook children via what all knew to be innocent entertainment. None considered the ramifications of the eventual success and what it would bring in return.

Although few would be willing to admit it, the similarities to pinball and its heyday are numerous today. The press in newspapers, magazines, and television has been just as smitten and captured as it was with pinball—even more so, because of the scope of video's impact. Even the books will come, with Warner's already offering a paperback on mastering video games and many more soon to follow.

By the same token, so too has the criticism and public scrutiny begun,

and that poses a very real threat to the games and future of the industry. Even as of this writing, a Supreme Court case has been set in motion, with the hope of righting all the wrongs and clearing the path of what tomorrow can bring. (*Play Meter*, January 1, page 46.) But this still doesn't tackle the main issues inherent in whatever the industry will produce whether it's pinball, video, or some still as yet discovered form of entertainment that's next in line to be king of the hill. The only saving grace is the hope that maybe the public has become a bit more sophisticated and less intimidate with the passage of time, although this possibility seems remote.

The nature of the media coverage to date has been both good and bad, depending upon the source and also the prevailing mood of the local populace, although the thrust of most stories always seems to entail some mention of the number of games manufactured and estimates of their incredible earnings, which never ceases to send shock waves down the spines of "concerned" mothers and opportunistic politicians looking for some platform to take to ensure their election. And with the wealth of material to choose from, it appears that a three-part series

which recently ran in the *New York Daily News*, one of the world's most widely read newspapers, offers an indication of what is on the horizon.

At this point I know what some of you are thinking, "There he goes again, bringing up something that's happening in New York." Well I hate to tell you, in fact there's no love lost between The Big Apple and this misplaced Midwesterner, but although it is a city with unique problems not just in terms of coin-machines, the problem being faced are very real and apply across the board to everyone in coin-op, everywhere. It's not such an isolated instance that you can easily dismiss as being just a "New York problem," because it isn't—the ramification and accusations begun here can have an impact across the rest of the country, which is why I was so troubled when I ran across the *Daily News* series and the tone it took, as well as some of the issues it implied regarding the nature of the industry.

"The New Game Arcades" series admittedly centered around the operation of three illegal arcades in Manhattan, where the zoning and licensing of equipment has been an issue every since things were opened up in 1976. But, once again, I must remind you that the issues you're

about to read can pertain to your area as well, if you consider them in general terms and realize how the attacks are shaping up. So let's take a look at some of the "highlights" of the first installment of the series, because it gives an indication of the fear, jealousy, firmly held beliefs, and distrust the outside world holds and associates with all of the coin-machine industry—not just those individuals in New York City.

"...The whole story behind the sudden, allegedly illegal emergence of such multimillion-dollar businesses as *Gameways*, *Just for Fun*, and *Games, Games, Games* on Manhattan's East Side is nothing if not *strange*.

Strange and, many observers believe, 'worrisome.' For it may well be that underneath it all lies a sophisticated plan to capitalize on the \$2.8 billion national video-game craze and turn Manhattan into one big video-game parlor. With the East Side's first three arcades grossing as much as \$4 million a year, according to city estimates, there is ample incentive for some interests to try to open up the whole town

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by hacking away at city zoning regulations that make it next to impossible to legally run an arcade anywhere but in Coney Island and the Rockaways. If so, it's certain that the number of parents already concerned about their children feeding lunch money into *Pac-Man* machines will grow into a small army before long.

The story's cast of characters includes: a nurse from Bellevue and her sister, whose finances officials are more than a little curious about; a number of men with ties to Times Square sleaze; a State Supreme Court judge who issued a controversial ruling; the city's Department of Consumer Affairs; a former attorney with the department accused of using his insider's knowledge to help his client flout the law; and a political candidate who has made the case a *cause celebre* in his campaign to unseat an incumbent city councilman."

The scenario that's unfolding here has got to be all too familiar for anyone who has been in the business longer than two weeks. It's almost like a nightmare, only video has been substituted for pinball and the numbers are bigger. Who's throwing around those kind of figures in terms of money? Do you know that those estimates in the story are based on every game in every arcade earning \$1,000 each per week, every week for a year? It's crazy, but it's what the public thinks, which is why you have so many "strangers" getting into operating and looking for that quick buck, no matter what—and no governing industrywide body to regulate against them. Isn't the time fast approaching?

But more than this, did you see the "lunch money" return again to strike fear in the hearts of mothers around the country, and what about that hot-to-trot politician (isn't it always tied into election year campaigns when coin-machines get hit the hardest, only because they're such an easy target?) and don't forget the other cast of characters and how big this 'expose' could wind up being. We're talking about corruption within the judicial system on a Supreme Court level, as well as the ties to the Times Square underworld. And it gets even better in the second part.

The central character in this episode is Elliott Pearson, who

describes himself as "just a nice Jewish boy out to make a buck like everybody else," the 56-year-old owner of two illegal arcades under investigation in the report. The story begins by suggesting that Pearson's "money comes from midtown peep shows" and that he became "intrigued with video games during an unsuccessful attempt to negotiate a \$9 million deal to buy the Horseshoe Club in Reno, Nevada."

It goes on to recount that he owned "a bar-and-restaurant in midtown for about six months" which was in a building "notorious enough to have prompted State Supreme Court Justice Robert E. White to order its first two floors closed for a year last September after three massage parlors were found to be operating there," although there was no specific accusation that Pearson was involved.

Criminal elements

The manager of one of this fellow's arcades is described as being "criminally prosecuted in 1976 and 1977 for promoting obscenity at a Times Square establishment...a building owned by Michael Zaffarano, a reputed captain in the Carlo Gambino crime family." If that weren't enough to raise attention, the article intimates that drugs are being sold at the arcades as well. And we're talking about a report that "counted 110 video machines at Pearson's two locations, and estimate that they produce as much as \$8 million annually."

Can you believe the web being spun and how this feature in the *Daily News* has tried to position the nature of the industry and those who might be involved with it? We're talking about heavy stuff here, enough to scare most parents as well as their children away and cast doubt on the moral fiber of the entire coin-machine business.

If anyone missed the point of the three-part series and what it was leading up to, the clincher appeared in the last installment, when the following was stated:

"...The nagging suspicion is that a certain outside interest that stands to profit handsomely from the right court decision...The 'outside interest?' The video-game industry. And, according to many, what we are seeing may well be a *battle royale*—one that could conceivably reach the U.S. Supreme Court—to determine the future of arcades not only

in New York City but across the nation. The prospect of an industry victory is one that does not sit well with many East Siders already convinced that their new neighbors will breed everything from drug use to muggings to truancy.

Shea & Gould is one of the city's most prestigious and most expensive law firms. Consumer Affairs officials were therefore startled when its name turned up last June as counsel for Just for Fun, a video-game parlor on E. 34th St. and Third Ave...

But it wasn't just that Shea & Gould was *involved* in the case. It was also the *issue* the firm raised in its motion that arched eyebrows. Broad constitutional issues...

Said Lydia Brown of Community Board 6: 'It's quite clear that the industry is making this a test case because it would like to move into Manhattan.' And, as Alan J. Rogers, general counsel for Time-Out, which operates more than 50 legal arcades in New York and 20 other states, noted: 'If a prime market like New York City was opened up, manufacturers like Bally could make a lot of money selling machines to distributors.' Just for Fun, with only 60 machines, is said by city officials to take in as much as \$4 million annually.

Chief among the constitutional issues: Can a locality use zoning laws to enforce what amounts to a blanket prohibition of these quarter-guzzling machines?...

Shortly before the firm took on the Just for Fun case, the U.S. Supreme Court rules that the borough of Mt. Ephraim, N.J., had infringed upon the right of freedom of expression of the owner of an 'adult bookstore' by using zoning ordinances to bar it from a general commercial area.

'It's a smoke screen,' insisted Calvin House, the department's counsel. 'We challenge the finest constitutional scholar to find any reasonable connection between First Amendment rights and video games.'"

Maybe I've over-reacted, but I'm hit by the enormity of the issues that lay ahead and the fact that although the coin-machine industry may finally

win the battle, it could well lose the war it has fought so long. Here the industry is seen as something similar to peep shows and pornography, with this broad connection to constitutional rights. It's scary because the industry could be forever tainted—even though I for one have fought long for getting things in their true light, but not at all costs—by risking people and communities to have a court decision shoved down their throats so they have to accept arcades even if they don't want them.

That's not how it should be. There should be a sense of honor and integrity, but both seem lost in the fervor to settle things once and for all.

The last part of the series even added a note about the New York City Council and Department of Consumer Affairs as well as other recent confrontations elsewhere around the country:

“The committee's efforts reflect an increasing concern throughout the country that the current video-game mania promotes everything from crime to 'idle youth' who would rather spend their lunch money in arcades than school cafeterias. Coral Gables, Florida, for example, recently refused to grant a one-year permit for a parlor until its owner agreed to hire an off-duty police officer to stand guard. Mesquite, Texas is in the U.S. Supreme Court defending its refusal to allow a subsidiary of Bally Manufacturing Corp. to open an arcade because of the firm's gambling operations [sic].

And, closer to home, the village of Babylon, L.I. just last month passed a law that not only severely limits the number of machines permitted in any one establishment, but bars youngsters below the age of 16 from setting foot in an arcade unless accompanied by an adult.”

We're finally at that crossroads that many felt would never, or might not have had to ever, arrive. And I can't stress enough how important this all is for each and every one of you who makes his living from coin-machines now and wants to continue doing so into the future without having to hang your head in shame when people ask what business you're in.

Do yourself a favor. Re-read, carefully and completely, the excerpts I've offered here. Then give this issue to a friend in the business who may not have seen it and have him pass it on. Stay in touch with your local distributors, trade associations and any national organizations such as the AMOA, AVMDA, or ADMA you may belong to. Read the trades

religiously as well as your local papers.

If you're an absentee owner, the time has come to visit that location more often and take a more active part. Stay in touch with the industry and don't isolate yourself. It may be a long fight and the consequences are just too precious to risk—believe me. ●

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Arcade seminar airs operating facts, gripes

About 400 persons attended the arcade seminar held November 20 in conjunction with the IAAPA Show in Kansas City.

Seminar moderator Jon Daugherty brought together a panel of nine

other speakers with the subject of arcades taken in two parts—cash accountability methods and formulating arcade projections.

Panelists in the first segment included Virgil Vance of Van Brook

of Lexington and Phyllis Bohrer of Green Duck Manufacturing (both on the subject of tokens operations), Dr. Carroll Price of Ford Price (on polygraph testing), and Ed Schroter of International Totalizing Systems (on an internal cash accountability system).

The second half of the panel, whose responsibility it was to work out pro-formas for various sizes of amusement parks, included Larry Berke, Midway Manufacturing; Frank Ballouz, Atari, Inc.; Jerry Marcus, Empire Distributing; Marshall Caras, D. Gottlieb & Co.; Chuck Arnold, Rowe Distributing; and Fred Skor, World Wide Distributing.

The IAAPA (or "Parks") Show was once a big show on the manufacturers' exhibit circuit calendar. But, in recent years, coin-op participation in the show has shrunk considerably. That trend continued this year with more and more factory representatives at the show saying the event was of little sales value to them.

Nevertheless, the arcade seminar did appeal to those operators who attended, some of whom vented their gripes at the factory reps. And by and large, the seminar was balanced and instructive.

Starting off the seminar, Vance stated that "tokens may not be for everybody." But he noted that apparently nearly everybody was looking into them. "The token industry is exploding, as is the coin-op amusement industry, if not more so," he said.

He cited operator interest in internal cash controls and promotions as "the two leading reasons why more and more operators are using tokens in their arcades."

Bohrer pointed out that another incentive which operators had for use of tokens was that it freed up their cash so they only had to "rob" one machine (the change machine) instead of each individual game. Also, she noted, it helped cut down on losses due to burglary.

In the question-and-answer session, several operators voiced concern over other operators'



First half of seminar had speakers (left to right) Phyllis Bohrer on tokens; Dr. Carroll Price, polygraphs; Virgil Vance, tokens. Also shown, panelist Larry Berke.



Distrib and factory reps spoke on pro-formas for arcades operated in amusement parks: (l-r) Jerry Marcus, Fred Skor, Marshall Caras, Frank Ballouz, Chuck Arnold.



Presentation on internal cash controls: seminar leader Jon Daughterty (left) and Ed Schroter, of International Totalizing Systems.

tokens ending up in their machines.

Vance noted that, first of all, the operators should try to hammer out a workable arrangement whereby the token-dispensing operator would buy back the tokens at face value. But Vance also pointed out that since tokens cannot legally be manufactured to the size of U.S. currency, and non-token operator whose machines are accepting these tokens should check out his coin mech adjustments. "Don't take the fish-hooks out of your coin mechs," he said. "It may make it easier to repair, but then your mechs may end up accepting the tokens."

Price, speaking on polygraph testing of employees, said there are three types of polygraph tests being administered today: (1) pre-employment, (2) periodic, and (3) specific cases.

He said the tests measure psychophysiological reactions and were 90-95 percent accurate when administered by competent testers.

The problem, however, as one operator pointed out, was one of finding a competent tester.

Schroter, talking about his company's unique cash-accountability system, said it can be hooked up to a telephone line and can be hooked into the computer format plug to interface with the telephone.

Operating in parks

Gottlieb's Caras told the amusement park operators that many of the large parks' management are kidding themselves. "These people are investing high sums in equipment that is closed down two-thirds

of the year," when they buy their own games," said Caras. With that downtime, the parks are not able to invest in new equipment.

Caras recommended using a route operator as the servant of amusement parks' needs and operating mode. Pressure the route operator to install the best games, Caras indicated. "The operator is perfectly able to operate the games for 130 days, then moving them to another location."

Empire's Marcus concurred: "I'd get an operator in there," he said. "You'd get more with a 50/50 split. You'd maximize your income. I'd recommend an operator except maybe for the *Skee-Ball*," he said, referring to the type of equipment which doesn't lend itself to rotation.

Caras spoke to the optimum space per game for the game room as 30 square feet. That average assumes an "intelligent use of clusters and single games."

United Artists operating company's Daughterty suggested to the attendees that they own their own games, however, and that they sell the games at the end of the season to recoup their investment.

Toward the panel, criticism issued from at least one operator, angry with games manufacturers for also operating games.

Another operator said, "I think we're heading for a doomsday if you keep raising the game prices" (speaking to the factory reps).

On a critical note, too, Caras lashed out at the AMOA for not taking a definitive stand against gray area equipment. ●

Founder leaves E.A.S.

Electronic Amusement Service announced the departure of Bill Bolton for a new career. He founded E.A.S. in 1973 as an independent service for operators and distributors, to handle repair of the new electronic games.

Electronic Amusement Service was sold to Oakland Cigarette Service, Inc. in October 1979, but remains as an independent repair facility. Bolton continued as operations manager for E.A.S. as well as an Oakland Cigarette Service vice president since the sale.

Paul A. Crankshaw, senior technician for E.A.S. since 1976, assumes the additional duties of operations manager of E.A.S.

New Williams distribs

Williams Electronics, Inc. has announced the appointment of several new distributors for Williams products within the U.S. and Canada.

In Arkansas, Jacks Amusement Co., Inc. has been appointed as a Williams distributor. The firm is located at 310 Strong Highway, El Dorado, Arkansas, telephone 501/863-5600.

Three offices of Rowe International, Inc., 3701 N. 29th Avenue, Hollywood, Florida, telephone 305/920-1622; 5065 St. Augustine Road, Jacksonville, telephone 904/733-6250; and 1725 W. Cypress, Tampa, telephone 813/251-1801.

In New York, New Jersey, and Connecticut, Betson Enterprises has been assigned the Williams line. Its offices are: Betson Enterprises, 6 Empire Boulevard, Moonachie, New Jersey, telephone 201/440-2200; 1045 Route 109, N. Lindenhurst, New York, telephone 516/226-0400; and 301 Brewster Road, Milford, Connecticut, telephone 203/878-6966.

Also appointed, to cover the Canada province of Ontario, is New-Way Sales Co., 2050 Kipling Avenue, Rexdale, Ontario, telephone 416/746-2255.

Commenting on the appointments, Williams' Sales Director Joseph Dillon said, "We welcome the opportunity to work with these new distributors. Their appointments will strengthen the sales of Williams products and result in increased service to our customers."

Computer program adapts to amusement operators

Innovative Management Consultants has announced that its Operator's Investment Analysis Computer Program, designed for amusement and other vending operators, has successfully been sold in 25 states and four foreign countries including Ireland and Australia. The program was first displayed at the Amusement Operator's Expo held last March in New Orleans.

According to a company spokesman, the success of the program, designed for the Radio Shack TRS-80 series of computers, is attributed to "the fact that it is the most efficient way to break the 'revenues are my only consideration' syndrome."

"Prior to the Operator's Investment Analysis computer program," said the spokesman, "most operators simply looked at the revenues a machine generated to evaluate a location and the machine. This has been their main analysis tool. However, revenues don't tell the whole story. There are expenses and depreciation which must be considered.

"Herein lies the power of the Operator's Investment Analysis

computer program, it makes every machine and every location within the company a profit center. In other words, every machine has its own revenues and its own expenses. Included in a machine's expenses are its share of operating costs at the particular location, the machine's depreciation, and that machine's share of running the entire company, sometimes referred to as administration cost. Once the computer has allocated all these costs to the machine it can then determine a net profit for that machine at that location." The program also calculates a return on investment for the machine and for the location.

The Innovative Management program also incorporates a unique feature called "flex-time programming" which means you can collect your machines and get an accurate analysis for any time periods, for example one day or 35 days. The time of the collection does not affect the analysis; the computer simply recalculates the expenses, net profit, and the return on investment based on the number of days which the revenue collection

represents. Even if there have been machines at a location for different periods of time, the computer will still generate accurate reports which will balance with the receipts from the location, according to the programmer.

With the Operator's Investment Analysis computer program it becomes easy to see when a machine should be rotated. Machines can be sorted out based on their profits and whether a machine is generating a loss, which means that it is not generating enough revenues to pay its share of the expenses and its depreciation.

When rotation of a machine fails to raise the profits to an acceptable level, determined by the operator, the operator is shown that the machine becomes a candidate for disposal.

For the operator who is interested in rotating his equipment based on return on investment, the program will generate a "hot list" of all the machines which fall below your own established criteria for an acceptable return on investment.

Machines' data can also be accessed by a company-assigned number, by type such as video, pinball, or pool and they can also be accessed by machine name.

"One of the most powerful sort routines is to sort by machine name. This way if you have fifteen *Tempests* it is easy to see how they are all doing by profits generated and return on investment relative to each other. You may find that *Tempest* does good at some types of locations but not at other types of locations. Also you may find that a particular piece is generating high profits at every location, and this could be a cue to buy more of that particular piece. By the same token if you have a machine that is not generating profits at any location that machine is ready for disposal," said the programmer's literature.

The Operator's Investment Analysis computer program is available from Innovative Management Consultants, 2040 Lisa Lane, Fayetteville, Arkansas 72701; or call collect 501/521-0868.



Innovative Management principals Charles Ross and Bob Priesmeyer, center above, demonstrated computer program at 1981 Amusement Operators Expo.

Lil' Hustler



Lil' HUSTLER



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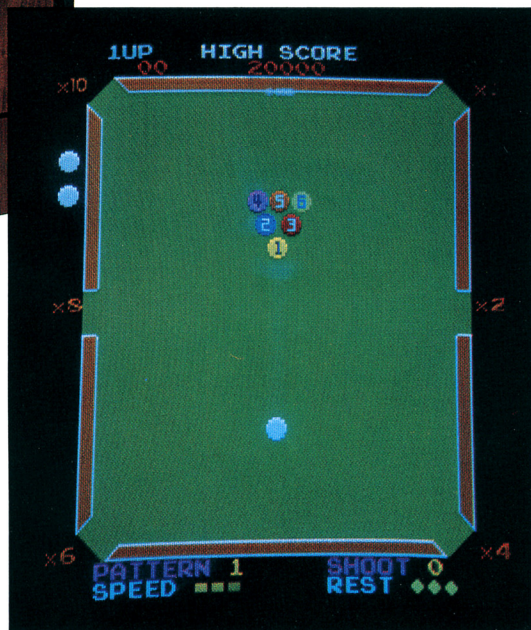
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HOW TO PLAY

- ① Game begins with rack of six balls
- ② Target dot moves around table cushion to align cue ball
- ③ Shoot button moves cue ball toward target dot; cue ball hits any object ball in its path
- ④ Continually rotating "Speed Bars" vary force of stroke on cue ball
- ⑤ If three shots are made within allotted time, extra shots are awarded
- ⑥ Bonus points are earned if all object balls are sunk in six shots
- ⑦ Double score is earned if two object balls are sunk in one shot
- ⑧ A bonus cue ball is awarded if player earns 10,000 points



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How the New Tax Law Affects Small Businesses

By Joseph Arkin CPA

The new U.S. tax act started as a simple across-the-board 30 percent reduction in rates, spread over a three-year period. What has emerged in the Economic Recovery Act of 1981 is one of the most comprehensive overhauls of the Internal Revenue Code in the last 25 or 30 years.

To pass judgment as to whether it helps the rich at the expense of the poor, or favors big business over little business, is putting one's self in a position of interpreting the provisions of the Act in a political sense, instead of in the broader overview of what will the net effect be on the pocketbooks of all taxpayers.

This article will explain the key provisions of the Act as it affects most operators—the so-called small entrepreneurs of coin-op.

Perhaps the most overlooked item in newspaper and magazine articles on the new tax law is that beginning with tax years after January 1, 1982, a taxpayer operating as a single proprietor, partnership, or corporation can write off the first \$5,000 of cost of property placed in service after January 1, 1982. To put it simply, an asset that formerly had to be capitalized and depreciated over many years can now be written off as an expense, subject to a \$5,000 limitation in 1982 and 1983, \$7,500 in 1984 and 1985, and \$10,000 in 1986 and thereafter.

Those who giveth, sometimes take away. Even though the expensing of a newly acquired asset is not permitted on a 1981 return, Section 179 which permitted an additional first year depreciation of 20 percent has been repealed, effective January 1, 1981. Also, any asset expensed under the new Section 202(a) cannot be used to compute investment credit.

To claim this "expense" deduction, it is necessary to file an election on an original return (including a late-filed original return) specifying the items of property for which the election is being made, and setting forth the cost of each such item being currently written off as an expense. Note that this election cannot be revoked without the written consent of the Commissioner of Internal Revenue.

On balance this writer, a C.P.A. and tax practitioner, believes that the taxpayer expensing the first \$5,000 of newly acquired property in 1982 and 1983 will fare better than taking depreciation and the investment credit.

The new depreciation rules provide a great boost to those in business to spur modernization and expansion of the existing operation.

The Act establishes a new system of depreciation rules called the Accelerated Cost Recovery System. Generally speaking this replaces the class Life ADR System for property placed in service after 1980 in tax years ending after 1980.

This will not preclude a taxpayer from continuing to

claim post-1980 ADR depreciation on pre-1981 assets for which ADR election was made

Did you have a fiscal year ending in 1981? If you did and had assets acquired after January 1, 1981, you have to file amended tax returns increasing the deduction for assets placed in service after January 1, 1981, thus reducing taxable income. But, you'll have to recompute the calculation for the investment credit.

The new law sets a period of cost recovery for eligible property at 3-year, 5-year, 10-year, and 15-year periods, depending upon the type of property.

Briefly, assets falling into the 3-year class include automobiles, light trucks, research and development equipment, race horses older than two years, other horses older than 12 years, and personal property with an ADR midpoint life of four years or less under prior law.

5-year category includes most other equipment, single-purpose agricultural structures and petroleum storage facilities;

10-year category includes items not of general interest to readers of this publication unless they own mobile-homes, theme park real estate, etc.;

15-year category includes all other real estate and will have a significant meaning and effect to many business firms which heretofore had to take depreciation over a 30, 40, or even 50 year period.

The new law establishes percentage tables for application to the unadjusted basis of property to be depreciated. There are different tables for 1981-84, 1985, and post-1985. Such tables are not reproduced here as it is this practitioner's viewpoint that contemplated purchases should be discussed with your accountant to best determine the tax ramifications of buying now or deferring purchases to future dates.

The 1982 tax rates for those operating in the corporate form of entity (other than Subchapter S) will drop from 17 to 16 percent on the first \$25,000 of profit, and from 20 to 19 percent on earnings from \$25,000 to \$50,000. In 1983 there will be another one percent drop in each bracket.

Single proprietors, members of partnerships and stockholders of Subchapter S corporations are taxed as individuals.

From 1981 through 1984 there will be an overall reduction of 23 percent:

1981.....	5 percent
1982.....	10 percent
1983.....	10 percent

On the low side the 14 percent bracket is reduced to 11 percent, and on the high side, the maximum bracket of 70 percent is reduced to 50 percent.

Because most of the relief is applicable after January 1, 1982, except in unusual cases, it is best to bunch-up deductions in 1981 and defer income to 1982 where

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Without going into detail, here are some pertinent facts for those in business to take into account:

- A corporation can accumulate \$250,000 instead of \$150,000 before being faced with a penalty for not making dividend distributions to stockholders. Such payment of dividends amounts to double taxable, hence the new law is helpful.

- There is a higher ceiling on the amount of used equipment qualifying for the investment credit:

1980.....	\$100,000	(old law)
1981-84.....	125,000	(new law)
Thereafter.....	150,000	(new law)

- A bigger reduction from market value from some family-owned farms and business properties when appraised for estate purposes.

- Subchapter S corporations can have, after December 31, 1981, 25 instead of 15 stockholders and there is a new set of rules liberalizing trusts being allowed to be stockholders.

- Beginning in 1984 there will be an indexing (downward) of 1985 tax rates to prevent what is known as "bracket creep." And, the indexing (upward) will also apply to the present \$1,000 allowance for each exemption claimed on a form 1040.

- The withholding tax tables issued for payrolls after October 1, 1981 will remain in effect until June 30, 1982. Thereafter, for payrolls in July 1982 there will be a new set of withholding tables issued.

- To avoid what has been called a marriage penalty tax, for years beginning January 1, 1982 there will be a deduction in tax liability based upon the earnings of the spouse with the less amount of earned income.

	Husband	Wife	Other	Total	Tax	
Earned Income	\$15,000	\$13,000	\$1,000	\$29,000	3729.79	(1981)
Earned Income	15,000	13,000	1,000	29,000	3224.50	(1982)
Earned Income	15,000	13,000	1,000	29,000	2759.00	(1983)

Note: There are several rules spelling out what items of income are considered to be earned income. The reduction of marriage penalty applies only to earned income.

- Charity deductions for those who do not itemize deductions will be available beginning January 1, 1982.

1982-83 25% of first \$100 donation will be allowed.

1984 25% of first \$300 donation will be allowed.

1985 50% of any amount, limited to 50% of A.G.I.

1986 100% of any amount, limited to 50% of A.G.I.

1987 The provision expires.

- One-time exclusion for persons who are over 55 years of age is increased from \$100,000 to \$125,000 for sales or exchanges of a principal residence sold after July 20, 1981.

- Net operating loss carry-over incurred after tax year ending December 31, 1975 is increased from seven to fifteen years.

- Beginning with tax years commencing January 1, 1982, an individual who is an active participant in a qualified employer pension plan can establish an Individual Retirement Account (IRA). The amount allowed to be put into an IRA and escape current taxation is the smaller of \$2,000 or 100% of the individual's earned income.

Individuals are permitted under present law to self-direct the investment policies of an IRA account even though under the control of a trustee or custodian (bank, insurance company, etc.).

However, for property acquired after 1981, no deduc-

tion is permitted for investments in collectibles—art works, stamps, coins, rugs, rare books, antiques, gems, metals, etc. or any other item designated by the IRS as a “collectible.” This section was a “sleeper” provision inserted into the law and not fully comprehended by the members of Congress who had to vote on the new Tax Act. Attempts are already underway to introduce legislation to repeal this section. (Act Sec. 314(b), adding new Code Sec. 408(n).)

- HR-10 Keogh plans beginning with tax years after January 1, 1982 will be permitted to have contributions of the smaller of \$15,000 or 15 percent of the individual's net income from self-employment.

- A big, big tax break for the single proprietor or partner is that after 1981 a participant in an HR-10 plan may make contributions to an IRA independently of contributions to the HR-10 plan.

Did you purchase an “all-savers” tax-exempt certificate?

What the banks and savings and loan associations didn't tell you in their growing ads is that you are barred from taking an interest deduction for interest paid on indebtedness incurred to purchase or carry investments in qualified certificates. This is the same rule applicable to tax-exempt municipal obligations. Be wary of the word “carry.” If you have funds to invest in tax-free certificates or municipals and owe money to a bank (even on an old loan), the IRS maintains that you should use available funds to repay the loan before making any investments in tax-free obligations.

- There is going to be a special exclusion for net interest (what you earn after reduction for interest paid on other than business or home mortgage indebtedness). This new provision starts in 1984 and is not now explained in detail here.

- Own any public utility stocks individually? Some are now paying dividends deemed to be tax-free by reason of the dividend being termed a return of capital. The amount you receive is currently listed on your return and any tax-free portion (up to 100%) is deducted at the bottom of the column. The tax-free amount is used to reduce the cost basis of the stock in your hands.

Now individuals only can now elect to reinvest dividends paid by public utilities having a dividend reinvestment plan, and by not taking cash dividends can elect to exclude from taxable income the sum of \$750 for a single return, \$1500 for a joint return. This provision will expire on December 31, 1985.

The stock taken in lieu of cash dividends has a basis of zero and when sold will be either ordinary income or long-term capital gains, depending on the amount of time held. You cannot avail yourself of this tax-saving device and sell off shares in the same company acquired earlier.

- Are you using Uncle Sam as a cheap (12% per annum) source of funds? Some taxpayers deliberately pay taxes late to avoid borrowing at 1, 1½, or 2 percent above prime rate. Effective immediately there is a new method of computing the rate to be charged and will be pegged to 100% of the prime rate interest charged by the private sector.

- Forms 1099-Int, 1099-Div, 1099-NEC, 1099-Misc. have to be filed annually accompanied by Form 1096. A new “get tough” policy is now in effect. You must report payments of interest to a private lender, payments to your unincorporated landlord, accountant or lawyer, etc. There are severe penalties—take heed!

The author is licensed as a CPA by the states of New York and Florida. He has written extensively for trade and professional journals.

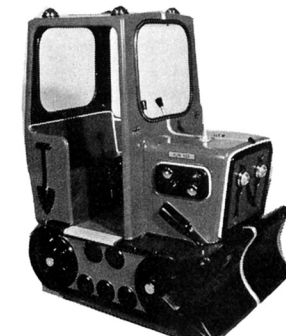
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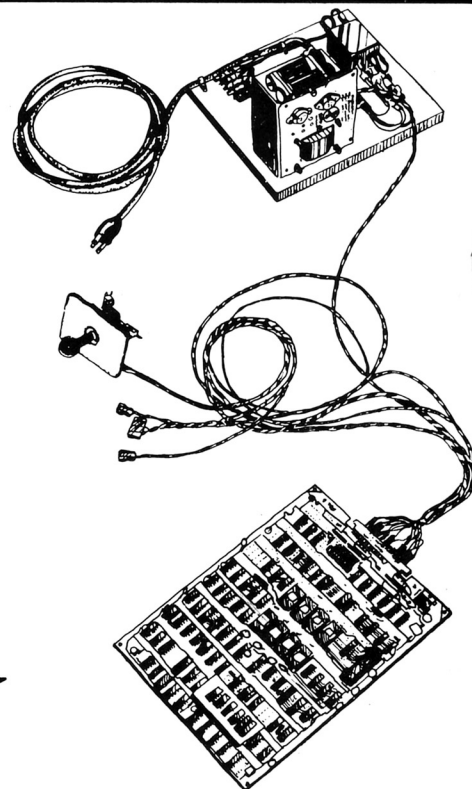
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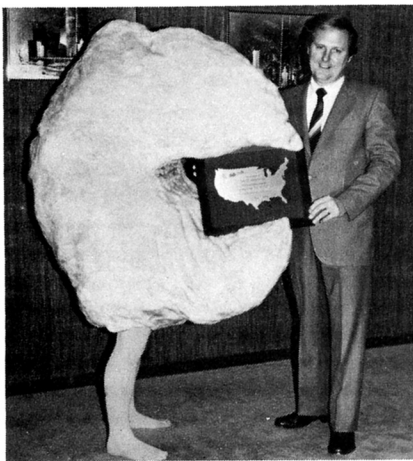


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NEW-GAME P.C.B. AND CONVERSIONS



On Midway's Pac-Man anniversary day, employees surprised Midway President David Marofske with costumed Pac-Man (above) presenting a plaque.

Market still hungry for Pac-Man?

Midway is denying industry speculation that production of the phenomenally popular *Pac-Man* will soon cease. Early in December, Midway reported more than 95,000 *Pac-Man* videos had been produced and current demand was outstretching production by about a week and a half.

Larry Berke, sales chief for Bally's Midway division, was admittedly evasive when he stated that *Pac-Man* production "will continue as long as the demand is there."

The record breaking production numbers for *Pac-Man* dwarf earlier Midway successes with *Space Invaders* (60,000) and *Galaxian* (50,000).

"It's possible," indicated Berke, "that *Pac-Man* will outproduce the other two combined."

Even a shutdown in production of *Pac-Man* in favor of two new Midway videos as yet undisclosed would not necessarily be permanent. "We closed down and restarted production of *Galaxian* three different times," Berke told *Play Meter*.

With the older pingames, production was often stopped after a pre-planned run, but Berke contends that developing a video game is such an expensive effort that production must continue as long as the industry wants the game.

But Berke was speaking cautiously. "That is not to say that we won't decide tomorrow or next week to bring production to a halt. But I can say now that we will continue to make *Pac-Man* games until at least after the first of the year."

—Mike Shaw

Midway brings wide-scale infringement actions

In a legal action filed by Midway Mfg. Co. against Imperial Games, Inc., Telum, Inc., and Tremonton Shamrock, the U.S. District Court for the District of Utah, Central Division, issued temporary restraining and impoundment orders against the defendants.

Impounded from defendant, Imperial Games, were 21 games labeled "Gobbler" consisting of 12 upright and 9 cocktail models which, according to a recent court order, are "substantially identical" to Midway's *Pac-Man* game. Also impounded were 27 games without electronic printed circuit boards. These games were labeled "Super Star" but were in cartons labeled "Ready Packman." Also impounded were a quantity of read-only memory (ROM) packs for a game called "Cat and Duck" alleged to infringe Midway's copyright on *Pac-Man*.

Subsequent to these impoundments, Imperial filed a motion for the return of the impounded goods. That motion was heard by the Court concurrently with Midway's motion for preliminary injunction. Midway also filed an application for a contempt citation. After a contested hearing, Midway's preliminary injunction motion was granted. The court took the other matters under submission, and ten days later cited Imperial for contempt based on its continued operation of *Gobbler* games after the TRO was entered. At the same time, Imperial's application for return of the impounded goods was denied.

The Court indicated that a further

hearing would be held to determine the appropriate punishment for Imperial on the contempt citation.

Midway brought an action against 42 defendants in the U.S. District Court in Honolulu, Hawaii, for infringement of its rights in the *Galaxian*, *Pac-Man*, and *Rally-X* video games. Midway sought and obtained a temporary restraining order and impoundment orders against every defendant.

In total, 130 games were impounded, including 67 copies of *Galaxian*, 57 copies of *Pac-Man*, and 6 copies of *Rally-X*. A contested preliminary injunction hearing was conducted on Midway's motion against those defendants who had not stipulated to a preliminary injunction, and the injunction was granted by the Court.

Midway's counsel in Chicago has stated that Midway is entitled to an award of its lost profits from the sale of each of these games, the profits of each defendant from operating the infringing games, and reasonable attorneys' fees incurred in the prosecution of the action.

The seized games bore various names, including *Racing-X*, *Moon Alien*, *Puckman*, *Xistar*, *Galaxian Part I*, *Galaxian Part II*, and *Galaxy Ship*.

Midway announced it will continue its active enforcement of its rights in its popular video games against all infringers by civil action in the federal courts, as well as U.S. Customs seizures of imported copies.



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Robert Betti (center) mingles with New Jersey operators at Moonachie.

Betson parties in Northeast

Betson Enterprises, a division of H. Betti Industries, Inc., Moonachie, New Jersey, recently held its 1982, 488 Rock-Ola Phonograph Showing. Separate showings were held in each of three market areas.

For New York customers, Leonards of Great Neck accommodated over 300 customers to a beautiful buffet dinner where the Rock-Ola 488 phonograph and most new coin operated amusement games were displayed.

Manufacture representatives that attended this gala evening were Dr. David Rockola, Frank Shultz, and Charles Miller, of Rock-Ola Manufacturing. Joseph Dillon and Lou Wilson of Williams Electronics attended also.

The New Jersey showing, held at George's Restaurant in Moonachie,

entertained over 280 customers, as well as Marsha Young of Taito, Dr. David Rockola, Ben Rochetti of Stern Electronics, and Ken Anderson of Game Plan. Once again, buyers found the display overwhelming, said a Betson spokesman.

Connecticut customers enjoyed themselves at the Ramada Inn in New Haven where Dr. Rockola, Midway's Manufacturing Larry Berke, and Lou Wilson from Williams Electronics mingled with the 200-plus guests.

Chairman of the Board Bert Betti awarded door prizes and Christmas gifts were given to all the women attending.

"We found all three showings to be very successful and a very enjoyable time for all who attended," said Betti.



Pictured at Taito's recently completed first round of service schools, above are: Jay Flanders, Monroe Distributing/Fairfield, Ohio; Jim Demsey, Monroe Distributing/Cleveland; Marcello Aillon, Petersn Coin Machine/Houston (standing); Kevin Moody, Kentucky Coin Machine/Louisville (standing); David Strong, Monroe/Cleveland (seated); Randy Kane, Liberman Music/Minnepolis (standing); and Roxanne Burns and Jose Lopez, of Taito America.

Big State booming

After one year in business, Big State Supply Co. of Fort Worth, Texas reports "tremendous response" to the full-line maintenance and parts house from the operator market in many parts of the U.S.A.

At the East Seminary Drive company, "we have doubled our work force," said its owner, Joe Peters. Hiring seven more employees in the past 30 days, he said in early January, this reflects gross sales that have more than doubled from one year ago.

"Electronic parts are doing extremely well," said Peters, with a heavily back-ordered situation on hand and seeing the demand rise for electronic components for current video games.

Olen McClendon, as chief operating officer, has "put Big State together," said Peters. The supply house serves not only the Southwest but fills orders constantly from the Northeast, the western states, and the West Coast, said its officers.

Big State's new 1982 catalog of more than 100 pages, color-coded for reference, has been mailed to customers.

Taito gold winners

Six winners have been announced in Taito America Corporation's "Drawing of the Gold" contest which began at the AMOA show in Chicago.

Each of the lucky winners will receive a five-gram, 24 karat gold Swiss ingot, framed in gold on a gold chain, and a certificate of authenticity.

Taito's winners are:

- Marcy Mason of Laramie, Wyoming, secretary/treasurer of High County Games and Music;
- Paul Noga of Springfield, Illinois, mechanic with All Star Music;
- Vernon S. Ness of St. Cloud, Minnesota, owner of Vern Ness Games & Music;
- Paula Aronfield of Wichita, Kansas, assistant to the president of Lemans Family Fun Center;
- David R. Yoder of Cleveland, Ohio, customer service manager for Cleveland Coin International; and
- Robert A. Perry of Trenton, New Jersey, president of B & L Vending Inc.

All of the winners will be presented with their prizes by their local Taito America distributors.



MUSIC PROGRAMMING

by pat matthews

Around the world in vinyl

A little about deadlines. In the magazine business, what is dated February 15, 1982, is probably in your hands in January, but was written before Christmas. There is a reason for my mentioning this. To give you an example of just how slow the record industry is releasing new product in the weeks preceding the

holiday season, the pick album (the only one) in this week's Year End edition of *Billboard Magazine* is one of those exercise dance albums. Things are slow.

Take It Easy On Me—Little River Bank—Capitol/5057

It's destined to be the second

consecutive smash hit from the recent George Martin-produced LRB lp, *Time Exposure*. Like "The Night Owls" it was written by resident genius (he's the studious looking one) Graham Goble. This time they're a bit more melodic with reaching harmonies and that's good. Sounds a lot more like what you've grown accustomed to hearing from this Australian superstars. Great song!! *10 out of 10* quickly.

Sweet Dreams—Air Supply—Arista/AS 0655

While we're down under, let's take a listen to another Aussie group. This one's written by another Graham (must be a popular name there). He's Graham Russell, premier songwriter for this group which has stunned the record world with their continuous successes Stateside and elsewhere. When I first heard the album from which this is culled—their second in America—I guessed there would be a truckload of singles. This is the fourth and there could be more...it's simply that good. Same stuff you've heard before from them, but they never become tiring and that's why they'll be around for a long time. *10 out of 10...again.*

When All Is Said And Done—Abba—Atlantic/3889

Before we return to the good old U.S. of A. and find out the latest on our American artists and their new product, let's take a swing Sweden way. Those sweetie pies of Pop-Rock, whose music spells hits in any language. This, the first cut from a soon to be released lp, *The Visitors*,

Pat's Play Meter 'Hit List'

- WAITING FOR A GIRL LIKE YOU—Foreigner—Atlantic
- YOUNG TURKS—Rod Stewart—Warner Brothers
- YESTERDAY'S SONGS—Neil Diamond—Columbia***
- TAKE MY HEART—Kool & The Gang—DeLite
- COOL NIGHT—Paul Davis—Arista***
- PHYSICAL—Olivia Newton John—MCA***
- LOVE IS ALRIGHT TONIGHT—Rick Springfield—RCA***
- WAITING ON A FRIEND—The Rolling Stones—Rolling Stones Records
- SHAKE IT UP—The Cars—Elektra***
- I CAN'T GO FOR THAT (NO CAN DO)—Daryl Hall & John Oates—RCA***
- CENTERFOLD—The J. Geils Band—EMI America***
- LET'S GROOVE—Earth Wind & Fire—Columbia
- LEADER OF THE BAND—Dan Fogelberg—Full Moon/Epic***
- COME GO WITH ME—Beach Boys—Capitol***
- SOMEONE COULD LOSE A HEART TONIGHT—Eddie Rabbitt—Elektra***
- TROUBLE—Lindsey Buckingham—Asylum***
- HARDEN MY HEART—Quarterflash—Warner Brothers (Geffen)
- COMIN' IN AND OUT OF YOUR LIFE—Barbra Streisand—Columbia***
- HOOKED ON CLASSICS—The Royal Philharmonic Orchestra—RCA
- LEATHER AND LACE—Stevie Nicks/Don Henley—Modern
- SHE'S GOT A WAY—Billy Joel—Columbia
- I WOULDN'T HAVE MISSED IT FOR THE WORLD—Ronnie Milsap—RCA
- YOU COULD HAVE BEEN WITH ME—Sheena Easton—EMI America***
- THE SWEETEST THING—Juice Newton—Capitol
- TURN YOUR LOVE AROUND—George Benson—Warner Brothers***

***—denotes songs reviewed previously by Play Meter.

has all the punch and verve which, until recently, highlighted their music. The girls have never sounded better than they do as they vocalize oh so sweetly together on this natural Top 10 crossover hit. *10 out of 10* on highest chart.

Crazy (Keep On Falling)—The John Hill Band—EMI America/P-A-8096

Finally, our feet are on home turf. In case you've forgotten, this is the guy who used to be the singer/songwriter for Orleans ("Still The One," et al). He also did a solo tune a couple of years ago called "Power." That was an anti-nuke song which gained him notoriety for his appearance at the No-Nukes concerts of 1980. This is more commercial than controversial and is a good rocker to boot. Great hooks highlight this sure winner. It's one of those "where have I heard this before?" type songs. But you probably haven't. *9 out of 10...hopefully.*

Be Mine (Tonight)—Grover Washington, Jr.—Elektra/E-47246

After shaking the cult image with his duet with Bill Withers on "Just The Two Of Us," that sweet sax man is back with Grady Tate on vocals, and blowing that incredible horn. It's jazzy and romantic with a perfect blend of lyrics and instrumentation. The sax solo will most likely blow you away...so be prepared for it. *10 out of 10* on highest chart...probably the R&B ones.

One Hundred Ways—Quincy Jones with James Ingram—A&M/2387-S

While we're in the groove, let's do another soulful ballad. "Just Once" featured this incredible combination and brought just deserved recognition to the much overlooked Jones lp, *The Dude*. A little bit more up-tempo, yet no less soulful than that recent smash, this will be great for getting them together on that dance floor. Wear this record out, ya hear? *10 out of 10* on the highest chart... and it will crossover.

Feel Like A Number—Bob Seger & The Silver Bullet Band—Capitol/P-A-5077

"Motor City Bob" kicks out the jams once again on this live rocker from the *Nine Tonight* lp. It features those oh so familiar sandpaper vocals on a song that may be older than half the audience at the concert. Really kicks!!! Party hearty, you hear?? *8 out of 10* at best, unless the industry really gets depressed.

PLAY METER CALENDAR

February 16-18

Northern Show, Blackpool, England

March 3-5

Australia's AMOA Convention, Hilton Hotel, Melbourne

March 5-6

AMOA Notre Dame Management Seminar, Notre Dame, Indiana

March 26-28

Amusement Operators Expo '82, Hyatt Regency, Chicago

March 31-April 2

Coin-Op '82, Irish Amusement Trades exhibition, Leopardstown Racecourse Centre, Dublin

April 2-4

NAMA Western Convention—Exhibit of Vending and Food-service Management, Brooks Hall, San Francisco

April 2, 3

AMOA/Notre Dame Advanced Seminar, Center for Continuing Education, Notre Dame, Indiana

April 14-23

Milan Fair, Internat'l Business and Meeting Center, Milan, Italy

April 16-18

FAVA/music, games, and vending show, Curtis Hixon Convention Center, Tampa, Florida

April 30, May 1

Wisconsin Music Merchants Association exposition and annual membership meeting, Milwaukee

May 7-8

Ohio Music & Amusement Operators, annual convention and show, Columbus

June 3-5

Amusement and Music Operators of Texas, Americana Hotel, Ft. Worth

June 20-25

Bowling Proprietors Association of America, 50th annual convention and trade show, Town and Country Hotel, San Diego, California

July 16-17

Montana Coin Machine Operators Association convention, Outlaw Inn, Kalispell, Montana

September 10-12

Joint North and South Carolina associations meeting, Radisson Plaza Hotel, Charlotte

September 24-25

West Virginia Music & Vending Association convention, Ramada Inn, South Charleston, West Virginia

October 7-10

NAMA convention and exhibit, The Rivergate, New Orleans

October 8-9

Amusement & Music Operators of Virginia, Richmond

November 18-20

AMOA Exposition, Hyatt Regency Downtown, Chicago

New cheating device: round paper clips...

Caution to operators: round paper clips are showing up in coin-operated devices.

Tom Shepherd, president of the Round Paperclip Co., Spokane, Washington, said coin boxes in automatic laundries and, in some cases, coin-op telephones (when a penny was added for weight), and "in some parking meters around the country" had been fooled with the circular chip. The manufacturer said he had been getting complaints from coin-ops who had gotten clips instead of quarters.

"One coin operator said his equipment is sensitive to Canadian

quarters and rejects them, but for some reason, our paper clip passes in test," Shepherd told *The Seattle Times*.

Toward solving the problem, Shepherd said his company is considering altering the size of the clip to discourage its use as an "adjustable slug."

Shepherd and his wife Adrienne, incidentally, claim a "rags-to-riches" success story in manufacturing and marketing the circular clips, working themselves from debt to status and security by "adding a new twist to an old idea."

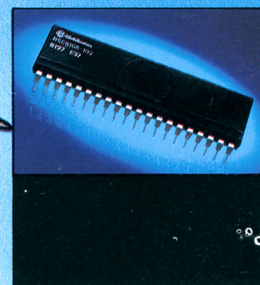
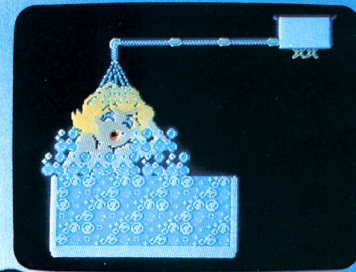
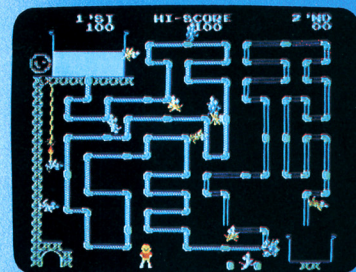
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C.R.T.	14INCH	20INCH	20INCH	14INCH
Width	850mm	870mm	600mm	466mm
Depth	545mm	560mm	690mm	560mm
Height	625~765 (Can be adjusted in five stages)	685~825 (Can be adjusted in five stages)	1625mm	1375mm
Power Source	100V~240V/ 100W	100V~240V/ 110W	100V~240V/ 110W	100V~240V/ 100W

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I.C. LOGIC DESIGN COURSE

PROGRAMMED TEST No. 6

Karnaugh Maps

[Note: Lesson 6, associated with this test, appeared in Play Meter, February 1 issue]

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

INSTRUCTIONS: The purpose of this test is to guide you step-by-step thru actual circuit design problems. Also, many of these tests will provide you with additional design technique. Most important, these tests will provide you with a gauge to establish your degree of understanding of the material covered in the text. The test is programmed. Start at block one and then follow the numbered instruction associated with your answer.

1

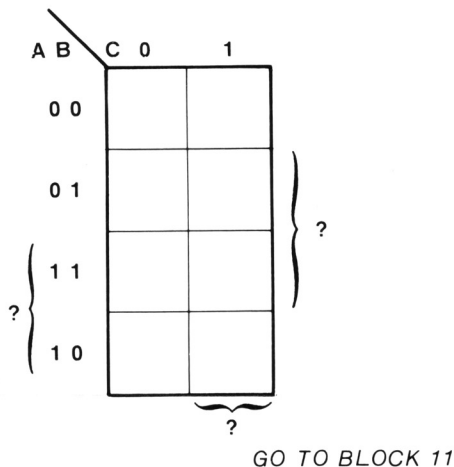
The Karnaugh map provides a convenient framework for...

- a. Synthesis GO TO BLOCK 5
- b. Minimization GO TO BLOCK 20

2

YOU ARE CORRECT!

On the three-variable Karnaugh map shown below, replace the question marks with the variable that corresponds to that section of the map.

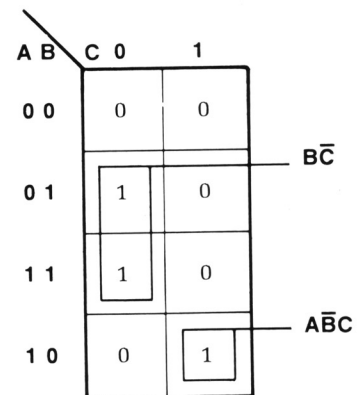


3

We can write the function as the sum of three minterms, i.e.,

$$f = m_2 + m_5 + m_6$$

On the Karnaugh map, the square corresponding to each of these minterms will contain a one.

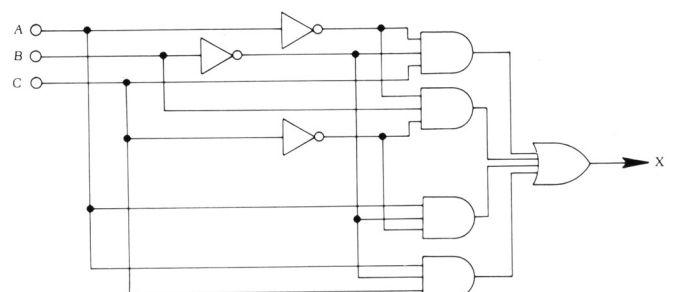


The minimized function is:

$$f = B \cdot \bar{C} + A \cdot \bar{B} \cdot C$$

Did you get the same result? If not, **do not** go on but check.

Use a K-map to simplify the following logic circuit.



GO TO BLOCK 10

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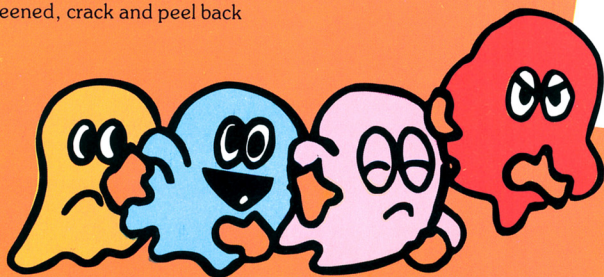
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A B \ C	0	1
0 0	0	1
0 1	2	3
1 1	6	7
1 0	4	5

Did you get the same result? If not, **do not** go on but check.

When a truth table showing minterms is used to synthesize a function, the resulting function will be in the form of:

- a. Sum-of-products GO TO BLOCK 19
- b. Product-of-sums GO TO BLOCK 6

5

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 1.

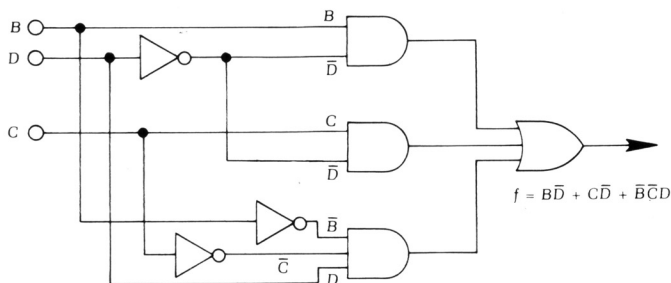
6

YOU ARE INCORRECT!

Refer to the text and then return to BLOCK 4.

7

The circuit diagram for the given function is as follows:



Did you get the same result? If not, **do not** go on but check.

GO TO BLOCK 21

8

If X is the output of the required function, our truth table is:

Truth Table				
	A	B	C	X
0	0	0	0	0
1	0	0	1	0
2	0	1	0	1
3	0	1	1	0
4	1	0	0	0
5	1	0	1	1
6	1	1	0	1
7	1	1	1	0

then the required function is:

$$f = \bar{A} \cdot B \cdot \bar{C} + A \cdot \bar{B} \cdot C + A \cdot B \cdot \bar{C}$$

Did you get the same result? If not, **do not** go on but check.

Use a K-map to minimize the function synthesized in the preceding problem.

GO TO BLOCK 3

9

YOU ARE CORRECT!

A three-variable Karnaugh map has...

- a. 8 squares GO TO BLOCK 12
- b. 6 squares GO TO BLOCK 18

10

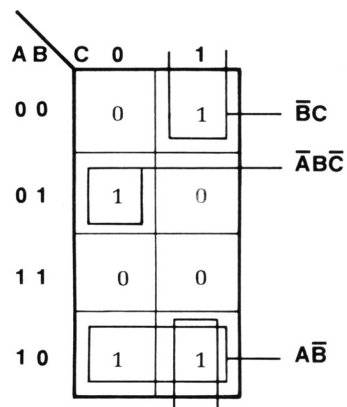
First, we determine the Boolean expression for the circuit.

$$f = \bar{A} \cdot \bar{B} \cdot C + \bar{A} \cdot B \cdot \bar{C} + A \cdot \bar{B} \cdot \bar{C} + A \cdot \bar{B} \cdot C$$

In minterm form this is:

$$f = m_1 + m_2 + m_4 + m_5$$

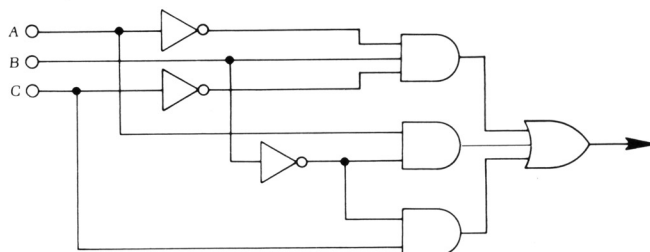
The square on the K-map corresponding to each of these minterms will contain a one.



And the minimized function is:

$$f = \bar{A} \cdot B \cdot \bar{C} + A \cdot \bar{B} + \bar{B} \cdot C$$

The circuit which will perform this function is:



(NOTE: Only one gate is saved in the minimization.)

Did you get the same result? If not, **do not** go on but check.

In the programmed test for Lesson Three, the last problem asked for the design of a three-input logic circuit with two outputs:

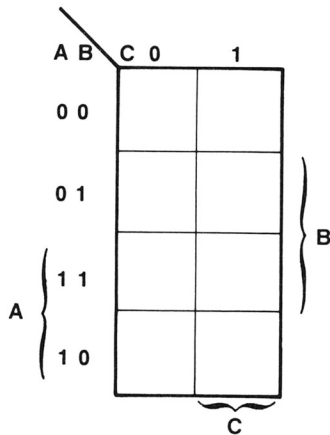
$$X_1 = [C + \bar{C} \cdot A]$$

$$X_2 = [A \cdot (A + B) + \bar{A} \cdot B] \cdot [C + \bar{C} \cdot A]$$

Refer back to the test and design a minimized circuit to perform the same task.

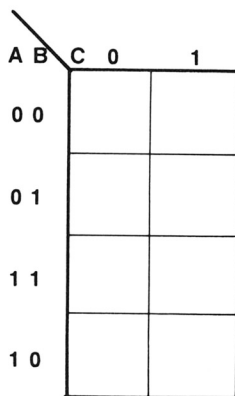
GO TO BLOCK 17

11



Did you get the same result? If not, **do not** go on but check.

On the three-variable Karnaugh map shown below, fill in each square with the number of the minterm which that square represents (0 - 7).



GO TO BLOCK 4

12

A four-variable K-map has...

- a. 12 squares
- b. 16 squares

GO TO BLOCK 14
GO TO BLOCK 2

13

The correct function is as follows:

$$f = B\bar{D} + C\bar{D} + \bar{B}C\bar{D}$$

Did you get the same result? If not, **do not** go on but check.

Draw the circuit for the above function.

GO TO BLOCK 7

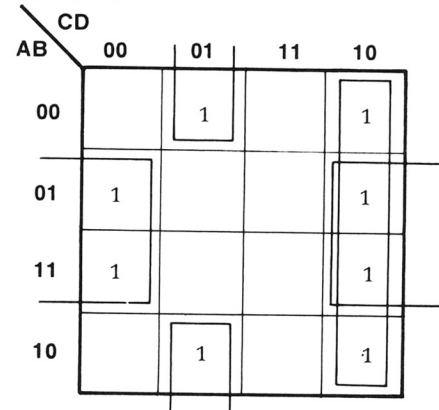
14

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 12.

15

The minimum groupings are shown below.



Did you get the same result? If not, **do not** go on but check.

Write the function for the above table.

GO TO BLOCK 13

16

YOU ARE INCORRECT!

Refer to the text and return to BLOCK 20.

17

Again, since X_1 is a part of X_2 , we shall consider only the two AND'ed parts of X_2 , that is, $[A \cdot (A + B) + \bar{A} \cdot B]$ and $[C + \bar{C} \cdot A]$.

From Theorem No. 6, we see that:

$$[C + \bar{C} \cdot A] = C + A$$

From Theorem No. 7, we have:

$$[A \cdot (A + B) + \bar{A} \cdot B] = [A + \bar{A} \cdot B]$$

And then from Theorem No. 6 again:

$$[A + \bar{A} \cdot B] = A + B$$

Now, we are in a position to write the problem in minimized form:

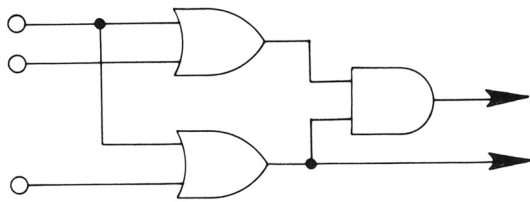
$$X_1 = C + A$$

$$X_2 = (A + B) \cdot (C + A)$$

Although it may be tempting to reduce X_2 even further, in its present form we also have X_1 , that is,

$$X_2 = (A + B) \cdot (X_1)$$

The minimized circuit will be:



The total number of gates saved is 6.

In the following K-map, determine the adjacencies which will minimize the function.

		CD			
		00	01	11	10
AB	00		1		1
	01	1			1
	11	1			1
	10		1		1

GO TO BLOCK 15

18

YOU ARE INCORRECT!

Refer to the text and then return to BLOCK 9.

19

YOU ARE CORRECT!

Using a truth table, synthesize a function that will give a one output for each of the following combinations.

- 1) $A = 1, B = 1, C = 0$
- 2) $A = 0, B = 1, C = 0$
- 3) $A = 1, B = 0, C = 1$

GO TO BLOCK 8

20

YOU ARE CORRECT!

Each square on a Karnaugh map is filled in with the state of a...

- a. Minterm GO TO BLOCK 9
- b. Variable GO TO BLOCK 16

21

This completes the test for Lesson Six. However, before going on you should review any area in this lesson you do not fully understand.

World Wide continues electronics course

World Wide Distributors, Inc./Michigan's branch office recently concluded its first Advanced Electronics Course. The eight-week course consisted of two hour sessions held each Wednesday night. The advanced course was offered as a follow-up to the Basic Electronics Course held last spring by World Wide.

The course was taught by World Wide's Chief Technician Jerry Aiello, who commented that operator response was "so overwhelming" that the next Basic Class, scheduled for January, has already been filled. However, openings in the next Advance Class scheduled for March are still available.

Michigan operators interested in attending my call World Wide at 800/482-0614.

World Wide will continue offering these classes as long as there is operator demand, said Aiello.

Distrib helps school

School districts everywhere are

feeling the pinch of budget cuts. Michigan is no exception, especially the Detroit area. Consequently, many districts are trimming back on educational programs. Recently at an area high school there was a need for video games, for use in the school's Vending Machine Repair Class.

The games provide excellent hands on training for students. World Wide Distributors' Michigan Branch was able to fill that need with two Gremlin *Head-On* TV games. The games were made available to Robert S. Tower High School for the '81-'82 school year.

The vending class is also part of a student co-op program. The program is designed for the student to work in the field of his choice while going to school. World Wide has participated in this program, and plans to participate again in the future. "The program turns out well-rounded and enthusiastic young people," said a spokesman for the coin-op distributorship.

"World Wide feels this type of vocational training is very beneficial to the students' long range goals in the amusement industry," said the spokesman.

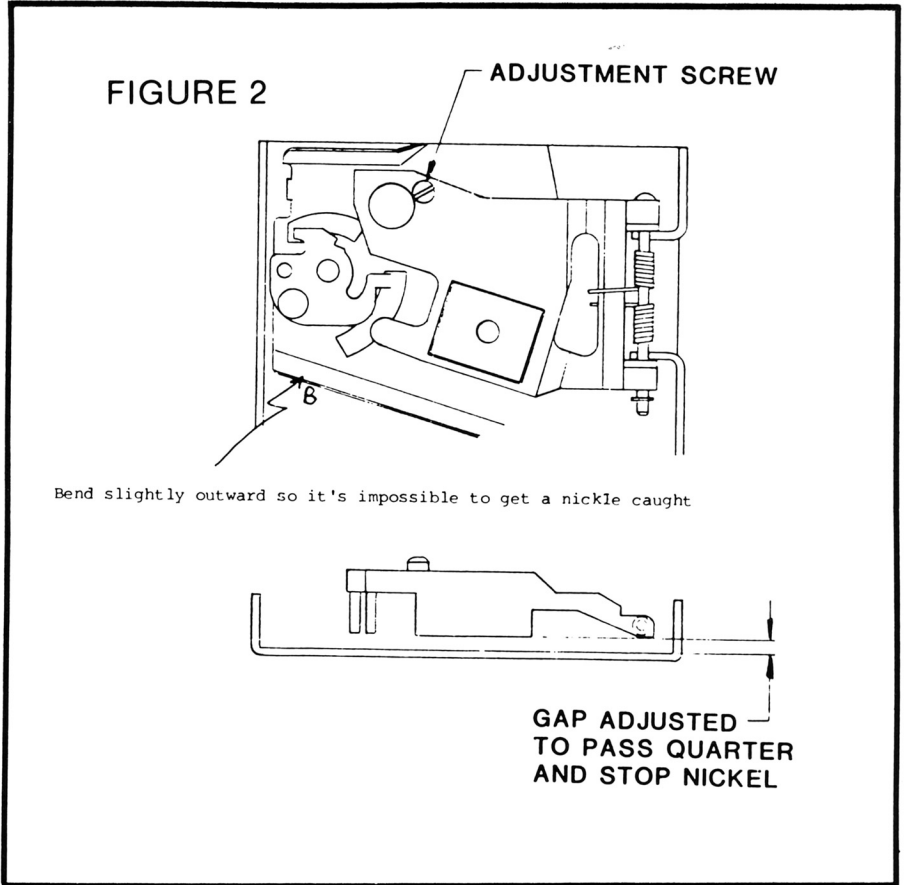
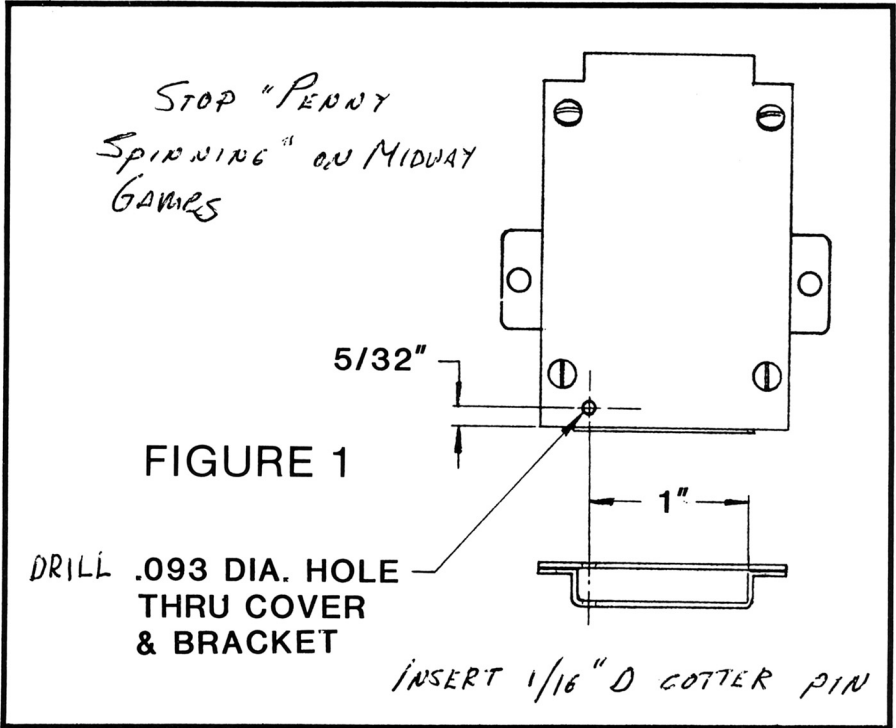
Stern adds 'hot line'

Stern Electronics has established a toll-free service "hotline" for operators and distributors of Stern coin-op pinball and video games in Illinois.

The addition of the Illinois WATS line number, 800/572-1948, completes Stern's continental U.S. network of toll-free service assistance. Stern service lines—open during business hours weekdays—are manned by engineering department personnel who provide callers with service information and general assistance.

Outside Illinois, operators and distributors may continue to call 800/621-6424.

How to stop 'quarter stringing,'
 'penny flipping,' 'nickel rolling,'
 'penny rolling,' 'wire cheating,'
 and coin-door banging...
 ...and how to eliminate those 'free games' and/or one game for 1¢



Now that I've picked a title for this article I am as surprised as you to realize how many methods there are for "beating" a coin operated amusement game. If there are operators out there who find pennies in the cashbox or more games on the meter than there are quarters in the "box" than it's up to someone in the industry to summarize some of the methods used to keep the public "honest" and keep the quarters rolling.

Let's face it. There is always someone who will find a new way to "beat" a game and obtain "free credits" or a game for 1¢. It's the industry's job to try to stay at least one step ahead because "word on the street" travels a thousand times faster than Service Bulletins do. (Why is it that the distributors never seem to get the manufacturer's service bulletins to the operators? If they did, then operators could make more money and could pay off their notes faster.)

To eliminate penny rolling or penny spinning—This problem is most prevalent on Midway games because it is easy to spin a penny down the coin chute and really get a lot of velocity and rotation on it. A simple solution is to drill a small hole through the cover bracket as shown in Figure 1. A cotter pin is then inserted which will kick the penny to the right (looking from the inside), slow it down, and cause the penny to be rejected. The cotter pin must move freely so it will absorb the force of the penny and will not hinder a quarter from passing by. Midway has part No. A090-00087-0000, a coin chute with pin, that is easy to install.

To stop nickel rolling—It's rare that you will find someone who can spin nickels through a coin mech but it can be done. Figure 2 shows an adjustment screw that can be adjusted to pass a quarter through the gap and stop a nickel from passing through. A more common method of using a nickel to get "almost free" games is to get a nickel "hung-up" or "caught" at position B in Figure 2. Secondly, a penny is then rolled very slowly down the chute and will stop on top of the "hung-up nickel." The last step is to very very carefully roll a second penny down the chute. This second penny will bounce off the first penny and follow the same exact path as a quarter would, and the credit switch will be tripped. Another penny can be rolled down the chute and the same thing will happen.

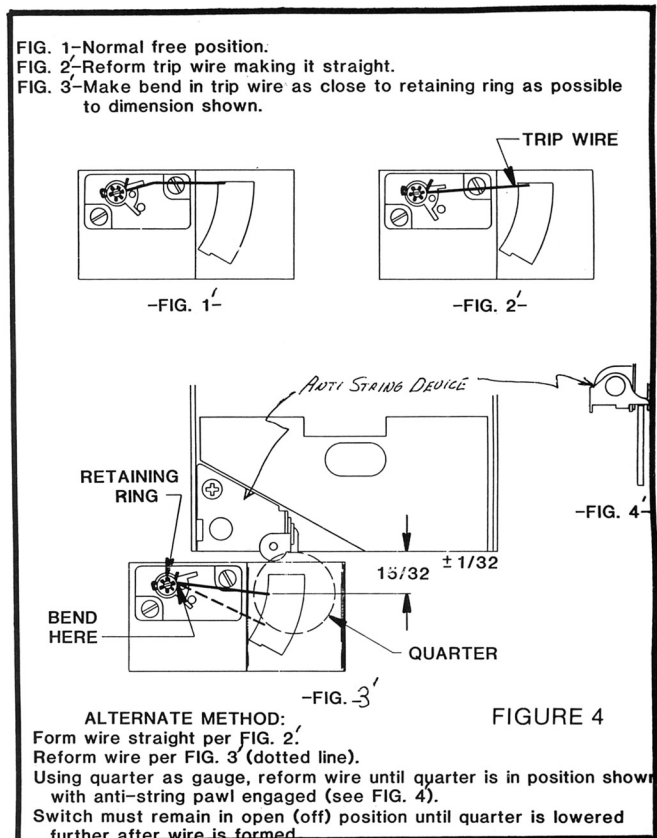
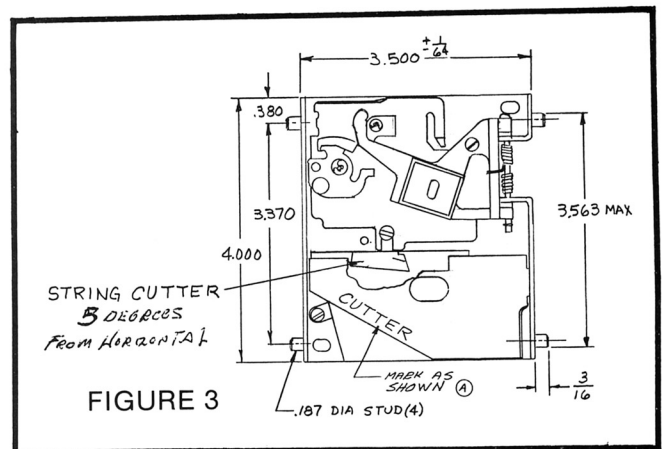
Before leaving, in almost all cases, the clever player will press the coin return and get his penny and nickel back! This helps to keep the operator off guard as to his guess why there are five hundred pennies in the coin box. To avoid this problem it's a good idea to slightly bend the metal plate at position B so that it becomes difficult to get a nickel caught there. Put your finger there and stop the nickel and release your finger slowly. Zero velocity is the best chance you'll have to get the nickel stuck. Be extra careful not to bend the lip too much or the cradle won't pivot freely. Test a few quarters to be sure you've made the adjustments correctly.

To stop quarter stringing—I can only think of three methods to stop quarter stringing and all three should be done:

(1) *String Cutter*—A string cutter is a thin piece of

metal with a razor edge that is placed on the back of a coin mech taking the place of the kicker. Coin Acceptors Inc. (Coin Co.) makes one and their part number is 563-16. (Midway's part number is 0017-00005-0214.) I have found that the cutter should be slightly angled downwards (about 5 degrees) so as soon as the string is pulled back up, the string will be cut. See Figure 3.

(2) *Anti-string Device*—Midway makes an anti-string device (part No. A090-00061-0100) that screws onto the bottom left portion of either a coin Acceptors coin mech or a Coin Machine mech cover plate. Coin Acceptor (Coin Co.) plastic acceptors have a spring-wire attached



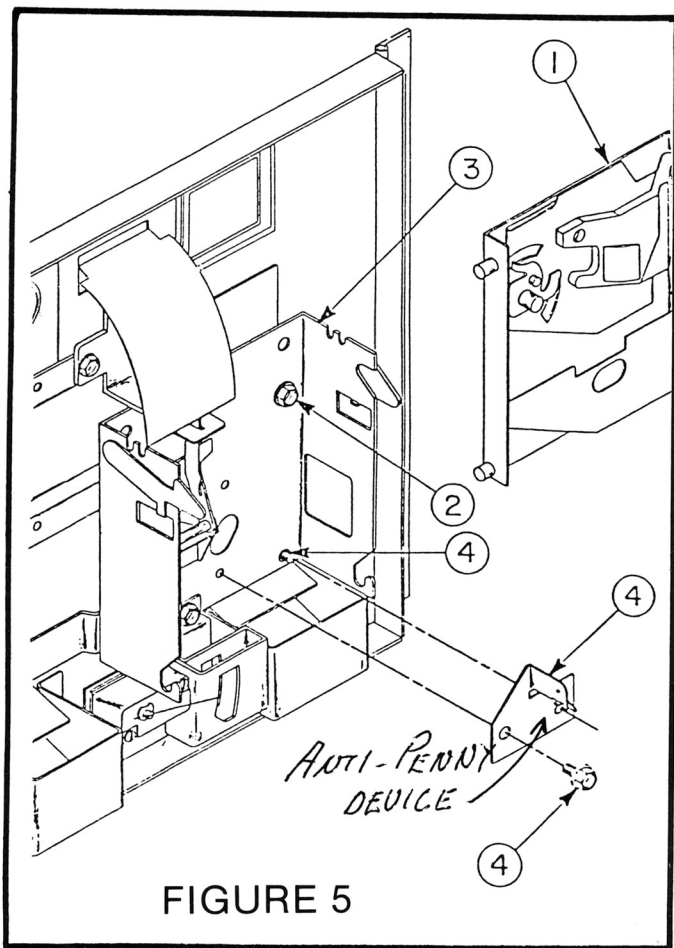


FIGURE 5

ANTI-WIRE CHEAT CLIP

1. Remove acceptor.
2. Install clip as shown, over edge of coin return cup.
3. Flat side on inside of cup.
4. Replace acceptor.
5. Source for clip :

FIGURE 6

Topy International Inc.
 1 5 8 3 Elmhurst road
 Elk Grove Village ,Ill. 60007
 (312)-439-6560
 Their Pt. No. S10203

to the mech coverplate that serves the same purpose. When pulled back, a quarter attached to a string will be stopped against the anti-string device. The device pivots downward when the quarter passes downward but will not pivot upward.

(3) In addition to installing the anti-string device, it is important to adjust the micro-switch trip wire so that the micro-switch will remain open (off) until the quarter is lowered further. This way credits won't be added each time the quarter is vibrated slightly. Follow the procedures outlined in Figure 4.

To eliminate penny flipping: *Anti-Penny Device*—Midway part No. A090-00064-0000 as shown in Figure 5 stops or hinders the flipping of pennies up through the coin return cups and down onto the micro switch trip wire. The spring-wires on the Coin Co. plastic acceptor can easily be broken off by sticking a finger or an object up the coin return and breaking the spring-wire off. As added protection against this happening, it is wise to install a hasp across the coin return opening so there is just enough space to get a returned coin out but not enough space to fit a finger fully into the return. On Midway doors the top flap on the coin return cup can be banged down to almost a 45-degree angle so pennies can't be flipped up easily. On all games that have the Coin Co. type door, metal coin return flaps should replace the easily broken plastic type that were first used. The Coin Co. metal coin return flap is part No. 905484.

To eliminate wire cheating: Figure 6 shows an *Anti-Wire Cheat Clip*. This will block the small area between the coin return cup and the acceptor where a wire can fit through and easily hit the micro switch trip wire. The clip is easy to install and is held in place by the coin acceptor.

If there are footprints or small dents in your coin door there is a good possibility that people are hitting the coin door and getting "free games." If the coin door has a slam switch it should be adjusted so that the back blade rests up against the door and the small blade is 3/32 inch apart. Bang the door and make sure that you can get the slam switch to close. This is a critical adjustment, so be careful that the slam switch will not close under normal playing conditions. If you have .a Midway game that has capacitors on the coin switch micros, take them off. They were put on to lower the frequency of having a quarter tip the coin switch without a credit being put up. When the capacitors are attached there is enough stored current to make the circuit think the coin switch has been closed when the trip wire vibrates from a sudden kick.

When all else fails and people can still kick the coin door and get "free credits;" it's fun to hook up the slam switch (or install one) to the self-test switch (if there is one). This works well on Midway games because banging on the coin door will then cause the game to go into "self-test" and the player has to wait until the game finishes the test procedure and is again ready to accept a coin. I wish this could be done on all games; of course, I wouldn't want the bookkeeping functions to appear.

If you know of another way to stop free credits please drop me a line. Special thanks to Don Herrick, Mechanical Project Engineer, Midway Manufacturing Co. who took the time to make sure that the part numbers and the diagrams were correct and rounded up most of the background information above.

Ed. Note: More on "anti-cheating" will appear in a following installment of our new series, Chief Gripes of Operating, which launches elsewhere in the present issue.

by Paul Thiele

A look at *Omega Race*

I often evaluate new video games with extreme skepticism during the first few plays. I usually read the instructions, play a few games, and make a snap judgment.

Just so you'll know my record on snap judgments, I saw Atari's *Asteroids* as frustratingly impossible (I goofed), Gremlin/Sega's *Space Fury* as stimulating (it's only adequate), and Midway's *Pac-Man* as cute fun (correct for once).

Of course, the best way to quash or confirm first impressions is to stop by various locations and see how popular these games are, and to get reactions from the players. You should also study the strategy used by the players, observe if they've detected a pattern, and consider how much time they get for their money.

Which brings me to my snap judgment on Midway's *Omega Race*: Exciting to the senses, but no big deal to play.

I was wrong again. *Omega Race*, when you learn how to play it, must be considered the best space theme game since *Asteroids*.

Midway has made a few interesting cabinet changes on this genre of games, namely fluorescent illumination on the top marquee, and the addition of an illuminated "middle marquee" below the control panel.

Midway's new games have wheels added to the cabinet bottom, evidently for ease of moving by location personnel; operators should still use a hand truck, especially on carpeted floors.

Omega Race is consistent with Midway's customary construction. It is sturdy, easy to transport and convenient to service. The game uses a black and white XY monitor with a gold plastic overlay. The picture is bounced off a mirror for a 3-D effect amidst a cosmic background painted in day-glo and illuminated by a black

light. The cash box is in a compartment, as usual.

Obviously, *Omega Race* was designed to outdazzle *Asteroids Deluxe* and *Space Invaders* game scenes, and to incorporate play features popularized in *Asteroids* and Cinematronics' *Star Castle*.

This game uses a knob to rotate the player's ship, which is a change of pace from joysticks and left-right rotate buttons. Pressing the thrust button gives the ship a supercharged burst which is especially useful in avoiding attackers, since you can't "hyperspace" out of trouble.

Comprehensive accounting statistics are displayed in the self-test mode, including a running tally of test credits. Monitor contrast and brightness pots are accessible through the front of the game after removal of the control panel and moving aside the fish-paper divider. This obviously allows the service man to see the screen as the adjustments are being made.

Omega Race offers the player bonus ships for additional coins, which proved to stimulate play in a couple of Midway's previous efforts, and could be even more effective on this superior model.

Player-select buttons are similar to those used on Atari games (flashing red lights), but appear to be more securely fastened to the control panel than Atari's. Nevertheless, foreign liquids finding their way to this area could cause service calls.

One minor fault in Midway's marketing of the game is the color brochure that, to me, implies that the game uses speech as part of its "special sound effect." Of course, *Omega Race* has no speech. What the brochure fails to explain is that the (upright model's) sound effects are stereo, and the separation is excellent. Consider this a picked nit.

Midway continues to use its

infamous front door which still lets pennies through the coin return cup and past the semieffective antipenny guillotine. Yet another improvement the firm could make on its door would be to put metal flaps in the coin returns. Exidy uses the Midway-type door with flaps, and in supervised locations the games don't have pennies in the cash boxes.

With *Omega Race*, Midway has added lamps behind the pricing plates on the door. If Midway had done this on *Pac-Man*, the game might have been more of a hit.

My suggestion to Midway is that as a Bally subsidiary, it should use Bally pinball doors in its videos. There are few better-built front doors than Bally's.

Finally, the most refreshing aspect about *Omega Race* is that it was developed by the Midway think tank.

Ever since Midway began publicly campaigning against unauthorized copies of games it bought licenses to build, it has said in its "Fair Warning" notices that the infringing companies "undermine the creativity which is essential to the life of this industry." This sounded funny coming from Midway, which hadn't designed a popular game for a period spanning from *Space Invaders* until *Pac-Man*.

That fact might have been no excuse for bootleggers to copy Midway's top games—but while other American video game companies were rolling their own, Midway was knocking off Japanese games en masse in its Illinois plant, and acting like a paragon of originality merely because it paid license fees.

If *Omega Race* is an indication of Midway's creative potential, however, it appears the company is capable of becoming a legitimate creator of "hit games," and deserving of a new respect among the industry. ●



1982: The Year of the Maze?

By Mike Bucki

It's called the "sequel" or the "spin-off." Hollywood banks on it and the major TV networks milk it for all it's worth and then some. When you find a successful formula, use it over and over until the well runs dry and something "new" comes along.

Video game designers seem to be following similar trains of thought. "Let's give the player something vaguely familiar yet different." There's nothing inherently wrong with that line of thinking. To borrow an old cliché, imitation is the sincerest form of flattery. But is flattery profitable?

It can be. Consider "Star Wars" and its sequel "The Empire Strikes Back." Both were blockbusters. Then remember "Battlestar Galactica" the TV series that started off with a bang and then flopped miserably. "Galactica" occasionally sparkled with an excellent script, but only occasionally. As the series dragged on, the theme—thirteen colonies searching for the lost planet, Earth—simply wore out, and quality disappeared from the scripts.

Looking at this year's crop of new video games it seems like too many R&D conversations six or nine months ago began with the question: "How closely can we imitate *Pac-Man*?"

Consider the following, a partial list: *Piranha*, *Streaking*, *Kaos*, *Digger*, *Turtles*, *Konami Type 102*, *Strategy X*, *Crazy Climber*, *Donkey Kong*, *Frisky Tom*, *Warp Warp*, *Lock'N'Chase*, *Lady Bug*, *Make Trax*, *Round-Up*, and *Mouse Trap*. It seems like everybody has at least one *Pac-Man* "imitation" in production or on the drawing board. Were it not for a few truly innovative games like *Tempest* and *Qix*, 1982 might be declared "The Year of the Maze."

The marketplace will, of course,

be the final arbiter of success. And like the scripts of "Galactica," there are a few gems to be found in this rock pile, and maybe a semi-precious stone or two. One of the following might belong in that semi-precious category, the other is cut glass.



Centuri's ROUND UP



Exidy's MOUSE TRAP

Round-Up by Centuri is a two-phased affair that tries to capitalize on both the maza craze and the phenomenon created by Rubic's Cube. A two-for-one deal for the player, not a bad idea it seems at first glance, the image shatters quickly under close scrutiny.

THE PLAYFIELD: The two phase of *Round-Up* give the player two almost totally different games, but only if he completes the first phase. That first phase displays a vertical maze with four exit/entrances near the corners of the screen. Nine white oval dots have been aligned in a 3x3 square at the center. The object of the game is to replace those white oval dots with red dots.

With a joystick, the player steers a cowboy through the maze and tries to capture moving white and red dots (Knights) while avoiding the enemies: Ghastly, Beastly, Homely, and Deadly. Two curves are thrown into the chase in the form of Ugly and King Rompus. Capturing Ugly turns all the Knights white temporarily, making it impossible to capture red dots for awhile. Capturing King Rompus makes all the Knights red and puts the enemies to sleep for a short period. But capturing King Rompus isn't an easy task. He's fast and devious, and whenever he appears the enemy chasers become smarter and faster.

When the cowboy captures a red dot and moves into the central square he, in effect, pushes one row of white ovals so that his captured red dot replaces the nearest dot (red or white) while the dot at the far side moves off the square and disappears. The cowboy also exits the square at the far side. Each time the cowboy moves through the central square, with or without a captured dot, the entrances to the square change.

When all nine white dots have

Amusement Operators Expo 1982

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We are extremely pleased with the nation-wide response to our third annual AMUSEMENT OPERATORS EXPO to be held this year in Chicago on March 26-28. We've chosen Chicago for EXPO '82 because it offers a more concentrated marketplace of manufacturers, suppliers, and distributors.

AMUSEMENT OPERATORS EXPO has, in only its third year, become *THE* place to go for the latest in equipment and practical, hard-hitting educational sessions. Phenomenal interest has already been shown by both the exhibitors and the seminar registrants, indicating that this show will be the biggest and best in its three-year history.

The Exhibit Hall is a sell-out...it's two and one half times as large as last year's.

We're again offering a free early-bird General Session, "The Manufacturers Face the Firing Line," this time in open forum design. A panel of top manufacturers will answer difficult questions of industry-wide importance. We're also expanding the number and scope of seminar/workshops to keep pace with our fast-moving industry.

With more exhibitors and attendees than ever before, AMUSEMENT OPERATORS EXPO has become a permanent and important industry conference and exposition.

We welcome you to it and hope you enjoy three full, satisfying and rewarding days.

Cordially,



Ralph C. Lally
Editor/Publisher
Play Meter Magazine

Amusement Operators Expo 1982

The Third Annual AMUSEMENT OPERATORS EXPO is even bigger and better than last year's. We've grown from 70 to 235 booths with virtually every manufacturer represented. These companies are aware of the evolution of AOE '82 into a viable marketplace for their products, their services, and their equipment. The spectacular Exhibit Hall at the Hyatt Regency Hotel in Chicago was designed and built specifically for trade exhibitions and will provide a dramatic showplace for the 235 exhibits.

Exciting new topics have been added to the Seminar/Workshop Program. There's something for everyone — from "New Equipment Purchasing for the 1980's" to "The Profitable Distributorship."

Faculty members include many of our Industry's leaders — pros whose experience is practical, not theoretical, and who will be imparting information not available anywhere else. Part of the Expo '82 team are: Allen Bruck of Banner Specialty Company, Marshall Caras of D. Gottlieb and Company, Stan Jarocki of Midway Manufacturing, Jerry Marcus of Empire Distributing Company, Charles Ross of Southwest Texas State University, and Virgil Vance of Van Brook of Lexington.

While the Seminar/Workshops form the main structure of your participation, you'll find that the conference and exposition will be a place where you can exchange new ideas with your colleagues, sharpen your professional skills, and come away with new perspectives, new directions, and new prospects.

It's all happening in Chicago on March 26, 27, and 28. So, come join us for the greatest AMUSEMENT OPERATORS EXPO ever.

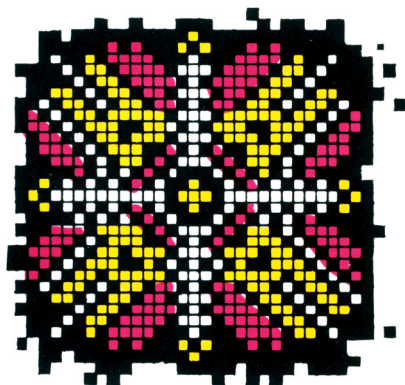


EXHIBIT HALL

250% larger than 1981! Key suppliers will demonstrate the latest equipment, services, and products available. Hours for all three days: 10:30 a.m. to 4:00 p.m. Yes, it's true — our Expo family will have virtually every manufacturer represented.

SEMINAR/WORKSHOPS

You can attend as many as six seminar/workshops during EXPO's three days. Special attention has been given to securing the best courses, and selecting the most articulate and knowledgeable seminar faculty members, including nationally recognized leaders in the amusement industry as well as experts on finances, taxes and marketing.

SEMINAR/WORKSHOP DISTRIBUTORS ONLY

Special Distributor's only three-hour seminar will be offered on Saturday, March 27. See session 408 for details.

SEMINAR TIMES

Morning sessions will be from 9:00 to 11:00. Afternoon sessions will be from 3:30 to 5:30. Non-smoking areas in the meeting rooms will be set aside.

HOTEL ACCOMMODATIONS

The Hyatt Regency Hotel is located at 151 East Wacker Drive in downtown Chicago. A block of sleeping rooms at preferred rates has been set aside for registrants. Make reservations directly with the Hotel by using the form on page A9.

DISTRIBUTORS PREVIEW

AMUSEMENT OPERATORS EXPO will feature a special distributors only exhibit preview from 9:00 - 10:30 a.m. on March 27 and 28. Join us for Bloody Marys and big opportunities.

REGISTRATION FEES

For advanced registrations (postmarked by March 5 with payment in full), the cost is \$20 per session. This includes seminar registration and admission to the Exhibit Hall.

Registrations postmarked after March 5, or made at the door, cost \$30 per session. These will be accepted on a space available basis for both seminar registration and Exhibit Hall admission.



CALENDAR OF EVENTS

EARLY BIRD GENERAL SESSION

Thursday, March 25
Cocktails 5:00 — 6:00 p.m.
Meeting at 6:00 p.m.

SEMINAR/WORKSHOPS

Friday, Saturday, and Sunday
March 26, 27, and 28
Morning sessions: 9:00 — 11:00 a.m.
Afternoon sessions: 3:30 — 5:30 p.m.

EXHIBIT HALL

Friday, Saturday, and Sunday
March 26, 27, and 28
Hours: 10:30 a.m. to 4:00 p.m.
Special Distributors-only hours:
Saturday, March 27 and Sunday, March 28,
9:00 — 10:30 a.m.

**EXHIBIT HALL ADMISSION IS
OPEN TO ALL EXPO REGISTRANTS
AT NO ADDITIONAL CHARGE**

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If you're looking for fun, Chicago is ... your kind of town.

EARLY BIRD GENERAL SESSION

THE MANUFACTURERS FACE THE FIRING LINE: WHAT'S ON YOUR MIND? ... HERE'S YOUR CHANCE TO QUESTION OUR INDUSTRY'S LEADING MANUFACTURERS

6:00 p.m., Thursday, March 25

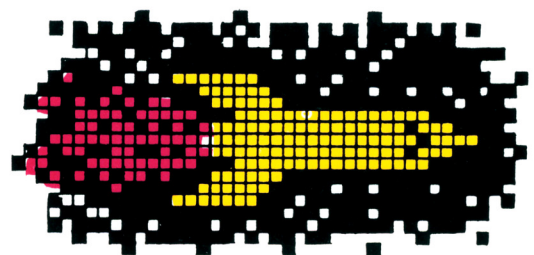
A FREE early-bird General Session has been arranged to kick off AMUSEMENT OPERATORS EXPO. Now's your chance to ask your hard-hitting questions and get some answers in this important open forum available to all AOE attendees. Take a trip into the future with these five leading manufacturing representatives and find out where tomorrow's action is.

Moderator: Joseph Dillon, Director of Sales, Williams Electronics, Inc.

Panelists: Larry Berke, Director of Sales, Midway Manufacturing Corp.; Jack Gordon, Director of Sales, Gremlin Industries, Inc.; Ben Rochetti, Director of Sales, Stern/Seeburg Electronics, Inc.; David Stroud, V.P., Marketing, Cinematronics Corp.

Preceding this session, cocktails will be available starting at 5 p.m.

Please note that the seminar is FREE to all registrants. Also, it is important that you make note on the Registration Form (page A13) if you plan to attend.



SEMINARS/WORKSHOPS

FRIDAY, MARCH 26

9:00 — 11:00 a.m.

Session 101

LOCATION COST ANALYSIS

Faculty: Charles C. Ross, Partner, Innovative Management Consultants, and Owner, Family Amusement Center

In the face of soaring costs extreme care should be taken in evaluating present and future locations. Learn how to make certain every location pulls its own weight, what income is necessary to warrant a new machine and how to detect and eliminate locations that are not profitable. A proven formula that enables you to effectively evaluate each location in terms of its profits will be included in the discussion.

(This session will be repeated as session 206.)

Session 102 

HOW TO READ SCHEMATICS

Faculty: Bruce Minus, Director of Technical Marketing Services for Gottlieb Amusement Games

Mr. Minus will instruct on how to read and interpret electronic schematics for any manufacturers pinball or video game. He will stress the basic component symbols used for analog and digital circuitry. Functional block diagrams and system flowcharts will also be covered. The seminar is geared for operators and technicians who want to isolate and trouble-shoot their game faster and more accurately. Also, how to correctly substitute components. Workbook will be provided.

Session 103

PARTS: HOW TO EFFECTIVELY PURCHASE, STOCK, AND MAINTAIN A GOOD PARTS INVENTORY

Faculty: Bill Ray, Jr., Vice President, Penn-Ray International

Can the correct use of parts purchasing become a profit center? According to this seminar's speaker, it can be. Mr. Ray will discuss the whole area of parts purchasing and stocking. He will explain how costs can be cut by wise purchasing, how to insure delivery when it is most needed, and how to avoid late deliveries. He will also offer advice on how to interchange parts, which parts are universal game parts, and how to interchange parts between machines from different manufacturers.

 Technical session

**AFTER READING
THE SEMINAR DESCRIPTIONS
CAREFULLY, TURN TO
PAGE A13 TO REGISTER.**

Session 104 

SIGNATURE ANALYSIS ... AN ERROR DETECTION TEST SYSTEM, PART 1

Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.

Microprocessor systems must have streams of data which are 100% accurate in both time and bit polarity. Signature analysis, when used with microprocessor stimulation, can detect with uncanny accuracy any bit of data which is displaced in time or is of the wrong polarity. Theory, hardware and test methods will be included in the four-part seminar. An effort to attend all four sessions should be made as each one progresses to the next. (NOTE: This is the first of a four-part series designated for the technician. An individual must register for all four parts of this program and a separate registration fee is required for each part. See Sessions 204, 304 and 404.)

Session 105

ARCADE DESIGN AND CONSTRUCTION: A PRACTICAL APPROACH, PART 1

Faculty: Steven J. Bodenstein, Vice President Development, Six Flags Amusement Centers, Inc.

It is extremely important that the owner/operator become well acquainted with all of the various details that go into the effective design and construction of an arcade. Bodenstein will discuss basic ordinances, location features, store layout for maximum utility and marketability, construction techniques and materials for maximum longevity, floor coverings, insulation and maintenance. Selection of contractors and architects, along with building permits, plans and inspections will also be discussed. (NOTE: This is the first of a two-part session. An individual must register for both parts of this program, and a separate registration fee is required for each part. See session 205.)

Session 106 

ELECTRONICS: HOW TIMES HAVE CHANGED

Faculty: James R. Hanna, Service Manager, Automated Amusements

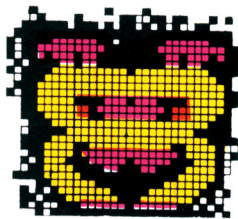
Do you find yourself not understanding the whats and whys of our new solid-state world? This seminar/workshop will include discussions on component identification, component usage and failures as applied to the coin industry. An overview of the vocabulary and uses of electronics will also be presented. The attendees will come away with an understanding of exactly what the technician is talking about when explaining a problem.

Session 107

WHEN YOU WANT TO BUY A COMPUTER — WHAT DO YOU DO NEXT?

Faculty: Donald Glendening, Coordinator of Systems and Programming, Administrative Computing Services, University of Florida

Mr. Glendening will discuss the appropriate time to implement the use of a computer. Who should and who should not be considering a computer, and after that decision is made, how to select the appropriate computer system. Mr. Glendening will be addressing this seminar to the small to medium sized operator.



SEMINARS/WORKSHOPS

FRIDAY, MARCH 26

3:30 — 5:30 p.m.

Session 201 **T** **THE DIGITAL MULTIMETER: UNIQUE METHODS FOR USING THIS METER IN TROUBLESHOOTING**

Faculty: Randy Fromm, Randy Fromm's Arcade Schools

The digital multimeter is a relatively inexpensive piece of test equipment that can be used to troubleshoot the majority of failures in electronic games. Subjects will include: Testing diodes, transistors, and other semiconductors — testing power supplies and filter capacitors. Finding short circuits in seconds instead of hours — finding bad integrated circuits — and more! (It is recommended for the novice that this course be preceded by session 102, How to Read Schematics, however it is not a pre-requisite.)

Session 202 **BUSINESS FORMS AND RECORD KEEPING FOR THE ARCADE AND THE OPERATOR**

Faculty: Stephen B. Goot, President, Total Vending Services, Inc.

In any organization internal work flow is the key to success. Accurate record keeping of all the important documents and actions is of absolute necessity. Mr. Goot will explain how to organize routes to enhance record-keeping abilities. Learn what information you need and what you don't need. Efficient use of forms and records will be demonstrated along with tips on using and evaluating the process of information gathering. Proper record keeping for a token oriented arcade will also be discussed.

(This session will be repeated as session 501.)

Session 203 **TOKENS: CHANGING THE WAY AMERICA PLAYS**

Faculty: Virgil Vance, President, Van Brook of Lexington, Inc.

Will tokens play a more and more important role in the coin-operated amusement industry? Will you be ready to move to tokens if your competitors introduce them first? This seminar will help you make the first jump . . . show you how to convert your operation into a token system. The speaker will discuss the ways in which both street location and arcade operators can increase their profits on amusement games by moving into the use of tokens. Mr. Vance has a wide knowledge of successful operations that have utilized tokens, and he will cover the entire area of token operations, including the proper use of record keeping.

T Technical session

Session 204 **T** **SIGNATURE ANALYSIS . . . AN ERROR DETECTION TEST SYSTEM, PART 2**

Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc. Microprocessor systems must have streams of data which are 100% accurate in time and bit polarity. Signature analysis, when used with microprocessor stimulation, can detect with uncanny accuracy any bit of data which is displaced in time or is of the wrong polarity. Theory, hardware and test methods will be included in the four-part seminar. An effort to attend all four sessions should be made as each one progresses to the next. (NOTE: This is the second of a four-part series designated for the technician. An individual must register for all four parts of this program and a separate registration fee is required for each part. See sessions 104, 304, and 404).

Session 205 **ARCADE DESIGN AND CONSTRUCTION: A PRACTICAL APPROACH, PART 2**

Faculty: Steven J. Bodenstein, Vice President, Development, Six Flags Amusement Centers, Inc.

It is extremely important that the owner/operator become well acquainted with all of the various details that go into the effective design and construction of an arcade. Bodenstein will discuss basic ordinances, location features, store layout for maximum utility and marketability, construction techniques and materials for a maximum longevity, floor coverings, insulation and maintenance. Selection of contractors and architects, along with building permits, plans and inspections will also be discussed. (NOTE: This is the second of a two-part session. An individual must register for both parts of this program and a separate registration fee is required for each part. See session 105.)

Session 206 **LOCATION COST ANALYSIS**

Faculty: Charles C. Ross, Partner, Innovative Management Consultants, and Owner, Family Amusement Center

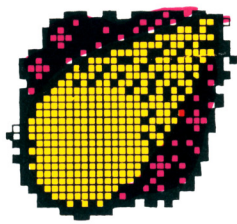
In the face of soaring costs extreme care should be taken in evaluating present and future locations. Learn how to make certain every location pulls its own weight, what income is necessary to warrant a new machine and how to detect and eliminate locations that are not profitable. A proven formula that enables you to effectively evaluate each location in terms of its profits will be included in the discussion.

(This session is a repeat of session 101.)

Session 207 **LIVING WITH LEGISLATION: HOW IT AFFECTS THE OPERATOR**

Faculty: Frank Fogelman, Vice Chairman, Sega/Gremlin

This seminar covers local ordinances and taxes and how they have come to the forefront around the nation. Mr. Fogelman will go into detail about the restrictions being imposed on the number of games in a location, the hours a location may operate and limiting ordinances that tend to ban the amusement game machine. Some guidelines and model ordinances will be discussed.



SEMINARS/WORKSHOPS

SATURDAY, MARCH 27

9:00 — 11:00 a.m.

Session 301

THE FUTURE OF THE PINBALL MACHINE: A VIABLE AND PROFITABLE PART OF YOUR BUSINESS

Faculty: Marshall Caras, Vice President of Marketing, Gottlieb Amusement Games, D. Gottlieb & Co.

This seminar will be cover the role pinball games will play in the future of the coin-operated amusement industry. Specific topics will include new game configurations and formats manufacturers will be exploring, expected technical developments, ROI, and promotions. Discussion will focus on opportunities that will be emerging in pinball and how operators can best capitalize on them.

Session 302 

TROUBLESHOOTING FOR THE CONVENTIONAL VIDEO GAME SYSTEM

Faculty: Randy Fromm, Randy Fromm's Arcade Schools

Most video game problems are easy to diagnose and repair once you know what to look for! Typical problems such as loss of picture or sound, or a screen full of "garbage", can often be isolated and repaired on location using basic troubleshooting procedures. Although this session is geared for those with little or no knowledge of electronics (we all have to start somewhere!), session 201, "Using the Digital Multimeter" is a suggested prerequisite.

(This session will be repeated as session 603.)

Session 303

NEGOTIATING COMMISSIONS WITH LOCATIONS

Faculty: Frank Seninsky, President, Alpha/Omega Amusements, Inc., and Feature Writer, Play Meter Magazine

Inflation affects amusement operators as much as it does anyone else and in a lot of cases, even more. Learn how to explain your situation to your locations in a logical and straightforward manner. Establishing weekly minimums and assessing service charges will be discussed in detail. In addition, Mr. Seninsky will get heavily involved in the use of contracts in effecting the appropriate commission structure.

**VISIT THE SPECTACULAR
EXHIBIT HALL —
ALL IMPORTANT
SUPPLIERS WILL BE THERE.**

Session 304 

SIGNATURE ANALYSIS ... AN ERROR DETECTION TEST SYSTEM, PART 3

Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.

Microprocessor systems must have streams of data which are 100% accurate in both time and bit polarity. Signature analysis, when used with microprocessor stimulation, can detect with uncanny accuracy any bit of data which is displaced in time or is of the wrong polarity. Theory, hardware and test methods will be included in the four-part seminar. An effort to attend all four sessions should be made as each one progresses to the next. (NOTE: This is the third of a four part series designated for the technician. An individual must register for all four parts of the program and a separate registration fee is required for each part. See sessions 104, 204, and 404.)

Session 305

ADVERTISING AND GENERAL PROMOTION FOR TODAY'S AMUSEMENT CENTERS

Faculty: Carol Kantor, President, Business Builders/ A Full Service Marketing Agency

Advertising is a vital element of business development. Yet many owner/operators of amusement centers fail to recognize the significance of advertising's key role. Ms. Kantor will explain effective ad campaigns, media utilization, and supportive promotions. The attendee will come away with a better understanding of advertising leading to more cost effective advertising decisions for today's amusement centers.

Session 306

RETURN ON INVESTMENT AND BUSINESS PROFITABILITY

Faculty: Charles C. Ross, Partner, Innovative Management Consultants, and Owner, Family Amusement Center

This session is designed to cover all aspects of business profitability from both a return on investment and marginal cost/marginal revenue standpoints. Ross will discuss the "how to's" of computing return on investment, determining cash flow, payback periods and net present value of a machine.

(This session will be repeated as session 405.)

Session 307 

TROUBLE SHOOTING TECHNIQUES FOR THE PINBALL MACHINE

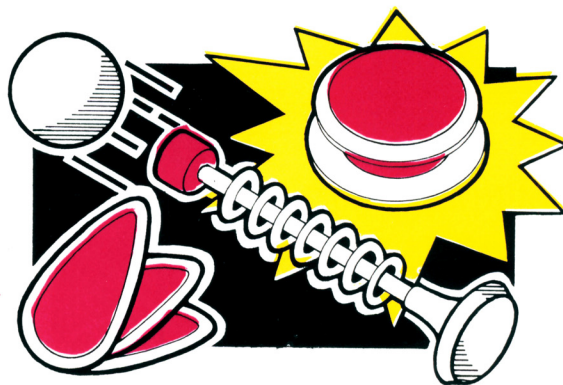
Faculty: Lou Rudolph, Director of Field Services and Technical Publications, Stern/Seeburg Electronics, Inc.

This seminar explains basic pinball troubleshooting techniques for those with little or no electronic background. Mr. Rudolph will show the serviceman how to determine the difference between play features and logic problems and if there is a logic problem, in which module. Module level repair for the street or arcade serviceman, using only a volt meter and jumper wires will also be discussed.

(This session will be repeated as session 604.)

 Technical session

SEMINARS/WORKSHOPS
SATURDAY, MARCH 27
3:30 — 5:30 p.m.



Session 401

NEW EQUIPMENT PURCHASING FOR THE 80's

Faculty: Alan Bruck, Jr., Banner Specialty Company

Faced with the stark realities of rising costs the owner/operator must become familiar with the various factors leading to a wise purchasing decision. Mr. Bruck will examine these factors with an eye toward selectivity, reliability, and supplier analysis.

Session 402

WHY A DISTRIBUTOR?

WHAT A DISTRIBUTOR CAN DO FOR THE OPERATOR

Faculty: Jerry Marcus, President, Empire Distributing, Inc.

Mr. Marcus will discuss all facets of the relationship between the operator and his distributor. The topics to be covered will include: sales, warranties, repairs, parts, and supplies. He will also discuss consulting, test reports, equipment financing, used equipment, and legislative matters.

Session 403 

TROUBLESHOOTING IN THE XY VIDEO GAME SYSTEM

Faculty: Randy Fromm, Randy Fromm's Arcade Schools

The XY video game system in games such as Atari's Asteroids and Midway's Omega Race, can display images with greater resolution than conventional "raster scan" systems. Although the trouble shooting techniques differ between the two, the XY system is as easy, or easier to repair. An easy to follow, step-by-step procedure will allow you to isolate and repair many common problems. This session is geared for those with beginning to intermediate knowledge of electronics. Sessions 201 and 302 are suggested as prerequisites.

Session 404 

SIGNATURE ANALYSIS ... AN ERROR DETECTION TEST SYSTEM, PART 4

Faculty: Jim Sneed, Director of R&D, Kurz-Kasch, Inc.

Microprocessor systems must have streams of data which are 100% accurate in both time and bit polarity. Signature analysis, when used with microprocessor stimulation, can detect with uncanny accuracy any bit of data which is displaced in time or is of the wrong polarity. Theory, hardware and test methods will be included in the four-part seminar. An effort to attend all four sessions should be made as each one progresses to the next. (NOTE: this is the fourth of a four-part series designated for the technician. An individual must register for all four parts of this program and a separate registration fee is required for each part. See sessions 104, 204, and 304.)

Session 405

RETURN ON INVESTMENT AND BUSINESS PROFITABILITY

Faculty: Charles C. Ross, Partner, Innovative Management Consultants, and Owner, Family Amusement Center

This session is designed to cover all aspects of business profitability from both a return on investment and marginal cost/marginal revenue standpoints. Ross will discuss the "how to's" of computing return on investment, determining cash flow, payback periods and net present value of a machine.

(This session is a repeat of session 306.)

Session 406

SHOPPING CENTERS AND ARCADE LEASING

Faculty: Robert Stone, Attorney, Vice President, Time Out Family Amusement Centers, Inc.

The shopping center is recognized as one of the prime factors in the growth of the amusement machine industry. Mr. Stone will discuss the factors in finding and selecting locations within a shopping center, negotiating the lease and analyzing the costs involved.

Session 407

THE COMPUTER, THE PROGRAM, AND THE AMUSEMENT OPERATOR

Faculty: Richard Priesmeyer, Partner, Innovative Management Consultants

Mr. Priesmeyer will discuss how the minicomputer can have a positive effect for the operator. Discussion will be centered around basic data processing, programs of interest to the amusement operator, and the selection of the appropriate computer.

Session 408

THE PROFITABLE DISTRIBUTORSHIP

Faculty: Chuck Arnold, General Manager, Northeast Region, Rowe International
Rubin Franco, President, Franco Distributing Co., Inc.
Arnold A. Kaminkow, President, Bally Northeast Distributing, Inc.

This session, for DISTRIBUTORS ONLY, will examine the financial, operational and marketing portions of the business. The attendee will come away with an enhanced awareness of the term "bottom line", what it means, as well as how he can obtain a more favorable profit margin.

(This is a special 3-hour course.)

 Technical session

SEMINARS/WORKSHOPS

SUNDAY, MARCH 28

9:00 — 11:00 a.m.



Session 501

BUSINESS FORMS AND RECORD KEEPING FOR THE ARCADE AND THE OPERATOR

Faculty: Stephen B. Goot, President, Total Vending Services, Inc.

In any organization internal work flow is the key to success. Accurate record keeping of all the important documents and actions is of absolute necessity. Mr. Goot will explain how to organize routes to enhance record keeping abilities. Learn what information you need and what you don't need. Efficient use of forms and records will be demonstrated along with tips on using and evaluating the process of information gathering. Proper record keeping for a token oriented arcade will also be discussed.

(This session is a repeat of session 202.)

Session 502

STARTING AND MANAGING THE ARCADE, PART 1

Faculty: Steve Isaacson, General Manager, S.L. London Music Company

Starting and managing an arcade on the surface is viewed as merely a process of using sound business sense. While this is true to some extent, the arcade operation has other factors which should be examined. Mr. Isaacson will discuss topics such as determining locations, construction, licensing, purchasing, management, game mix, traffic flow, and promotion. (NOTE: This is the first of a two-part series designed for the operator. Individuals must register for both parts of this program and a separate registration fee is required for each part. See session 602.)

Session 503

DEPRECIATION FACTS AND FALLACIES

Faculty: Charles C. Ross, Partner, Innovative Management Consultants and Owner, Family Amusement Center

This seminar/workshop will examine depreciation and its impact on business profitability. Certain misconceptions regarding which depreciation methods are best for the amusement machine industry will be discussed at length. The attendee will come away with an understanding of the proper use of depreciation and how it should be looked upon from the accounting standpoint, under the new 1981 tax laws.

 Technical session

Session 504 

THE TECHNICAL SIDE OF THE BUSINESS: WHERE WE'RE COMING FROM AND WHERE WE'RE HEADED IN ELECTRONICS

Faculty: Lou Rudolph, Director of Field Services and Technical Publications, Stern/Seeburg Electronics, Inc.

This seminar will cover the new types of logic systems and how these new systems could revolutionize the nature of video games. Also discussed will be new types of troubleshooting equipment available for these systems.

Session 505

EFFECTIVE MANAGEMENT: HOW TO EVALUATE YOUR CURRENT BUSINESS AND PLAN FOR FUTURE GROWTH

Faculty: Richard Priesmeyer, Partner, Innovative Management Consultants

This seminar provides a method for evaluating company strengths and weaknesses and outlines strategies for long term growth. Effective decision making is made easier through checklists that apply to both large and small operators.

Session 506

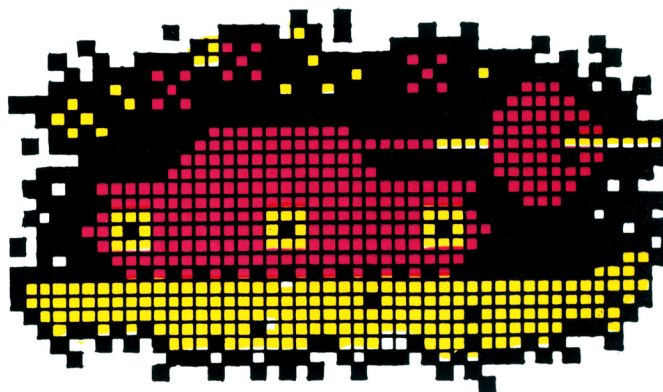
TOKENS: A COMPLETE CONCEPT

Faculty: Phyllis Bohrer, Sales Manager, Green Duck Corporation

• David Appel, Operator, General Amusements

Ray Nicholson, Vice President, Coin Mechanisms, Inc.

Because of the importance of tokens to the industry this seminar will offer an in-depth analysis from the concept to the implementation of the token. Topics to be covered will include the "proper" token for you, mechanism adjustments to keep both yours in and others out, and an operator's actual observation and recommendations.



SEE REGISTRATION FORM ON PAGE A13.

SEMINARS/WORKSHOPS
SUNDAY, MARCH 28
3:30 — 5:30 p.m.



Session 601
THE "RIP-OFF": COPIED GAMES AND THEIR EFFECT ON THE INDUSTRY

Faculty: Stan Jarocki, Vice President, Midway Manufacturing Company

Mr. Jarocki will discuss copyrights and copyright protection and the effect upon the industry of copied games. You will learn some interesting facts on copyright laws and what the copied game can mean to you, the operator.

Session 602
STARTING AND MANAGING THE ARCADE, PART 2

Faculty: Steve Isaacson, General Manager, S.L. London Music Company

Starting and managing an arcade on the surface is viewed as merely a process of using sound business sense. While this is true to some extent, the arcade operation has other factors which should be examined. Mr. Isaacson will discuss topics such as determining locations, construction, licensing, purchasing, management, game mix, traffic flow, and promotion. (NOTE: This is the second of a two-part series designed for the operator. Individuals must register for both parts of this program and a separate registration fee is required for each part. See session 502.)

Session 603 **T**
TROUBLESHOOTING FOR THE CONVENTIONAL VIDEO GAME SYSTEM

Faculty: Randy Fromm, Randy Fromm's Arcade Schools

Most video game problems are easy to diagnose and repair once you know what to look for! Typical problems such as loss of picture or sound, or a screen full of "garbage", can often be isolated and repaired on location using basic trouble shooting procedures. Although this session is geared for those with little or no knowledge of electronics (we all have to start somewhere!), session 201, "Using the Digital Multimeter" is a suggested prerequisite.

(This session is a repeat of session 302.)

Session 604 **T**
TROUBLE SHOOTING TECHNIQUES FOR THE PINBALL MACHINE

Faculty: Lou Rudolph, Director of Field Services and Technical Publications, Stern/Seeburg Electronics, Inc.

This seminar explains basic pinball troubleshooting techniques for those with little or no electronic background. Mr. Rudolph will show the serviceman how to determine the difference between play features and logic problems and if there is a logic problem, in which module. Module level repair for the street or arcade serviceman, using only a volt meter and jumper wires will also be discussed.

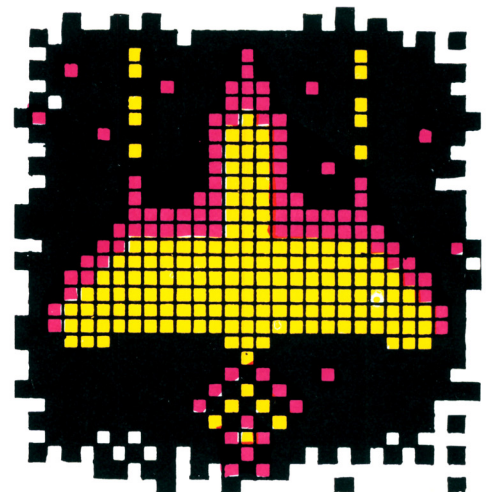
(This session is a repeat of session 307.)

Session 605
"FRANK'S CRANKS"

Faculty: Frank Seninsky

This session will provide an overview of manufacturing capabilities. Included in the discussion will be game design, reliability, and service support. Mr. Seninsky will also touch upon the role of the operator in relation to the manufacturer: how the operator can affect change, how he can play a role in the future of our business, and how he can help guide the direction of the business to achieve needed results. Also covered will be the latest industry innovations, and what innovations still need to be made by manufacturers to improve the industry. Mr. Seninsky has a broad technical background which he will share with the audience.

T Technical session



**SEMINARS FILL UP QUICKLY —
REGISTRATION FORM IS ON PAGE A13.**

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March 26-28, 1982
Hyatt Regency Hotel
Chicago, IL

HOTEL REGISTRATION FORM

A limited number of rooms at the rates shown below
have been set aside at the Hyatt Regency Chicago for
those attending Amusement Operators Expo. To obtain
these preferred room rates, you must use this form (or a
photocopy of this form).

Room rates are subject to availability, so please make
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in the requested rate category are already reserved, the
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Mail this form directly to the Reservation Department,
Hyatt Regency Chicago, 151 East Wacker Drive, Chicago,
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TO: Reservation Department
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151 East Wacker Drive
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Please make reservations for _____ persons
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Name(s) _____ Room Type _____
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Address _____

City _____ State _____ Zip _____

Telephone No. _____

Arrive: Date _____ At _____ a.m. _____ p.m.

(Reservations held only until 6 p.m. unless later arrival is
indicated.)

Departure Date _____

**CHECK IN TIME IS 3:00 P.M. AND CHECK OUT TIME
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PLEASE CIRCLE ACCOMMODATIONS DESIRED

Singles:	\$79	\$89	\$99	\$109
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Note: For third person in room extra charge \$15.00/day.
Reservations must be received no later than March 2, 1982.

RESERVATIONS ARE HELD TILL **6 P.M.** YOU MAY
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- (A) **ASSURED RESERVATIONS** — USE YOUR AMERICAN
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- (B) **ADVANCE DEPOSIT** FOR THE FIRST NIGHT TO BE
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Americade Amusement, Inc.
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Cherry Hill, NJ 08034
(609) 428-3869

Amusement Emporium, Inc.
6880 South Emporia Street
Englewood, CO 80112
(303) 771-0885

Amstar Electronics Corporation
1960 West North Lane
Phoenix, AZ 85021
(602) 997-5931

Amusement Supplies, Inc.
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Los Angeles, CA 90029
(213) 463-1568

Ardac, Inc.
4860 East 345th Street
Willoughby, OH 44094
(216) 951-3440

**Automatic Music &
Games Corporation**
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Painesville, OH 44077
(216) 352-0922

Bally Pinball Division
90 O'Leary Drive
Bensenville, IL 60106
(800) 232-3555

Big State Supply Company
1349 East Seminary Drive
Fort Worth, TX 76115
(800) 433-2915

CAME Software Systems, Inc.
5200 Newberry Road, Suite D-6
Gainesville, FL 32607
(904) 375-8580

Centuri, Inc.
245 West 74th Place
Hialeah, FL 33014
(305) 558-5200

Cinematronics, Inc.
1841 Friendship Drive
El Cajon, CA 92020
(714) 562-7000

Coin Acceptors, Inc.
4946 Daggett Avenue
St. Louis, MO 63110
(314) 664-5550

Coin Controls, Inc.
1701 Carmen Drive
Elk Grove, IL 60007
(312) 228-1810

Coin Mechanisms, Inc.
817 Industrial Drive
Elmhurst, IL 60126
(312) 279-9150

Coin Sports Distributors, Inc.
10234 Wornall
Kansas City, MO 64114
(816) 942-9500

Coreco Research Corporation
370 Seventh Avenue, Suite 301
New York, NY 10001
(212) 279-3366

Data East, Inc.
470 Gianni Street
Santa Clara, CA 95050
(408) 727-4490

Destron, Inc.
869 Fairway Drive
Bensenville, IL 60106
(312) 595-6770

Dynamo Corporation
8105 South Great Southwest Parkway
Grand Prairie, TX 75051
(800) 527-6054

Eastern Micro Electronics, Inc.
12D World's Fair Drive
Somerset, NJ 08873
(201) 469-9690

Elcon Industries
2715 Nakota Road
Royal Oak, MI 48073
(313) 549-1140

Electro Sport, Inc.
3170 Airway Avenue
Costa Mesa, CA 92626
(714) 979-1550

Exidy, Inc.
390 Java Drive
Sunnyvale, CA 94086
(408) 734-9410

Randy Fromm's Arcade School
6123 El Cajon Boulevard
San Diego, CA 92115
(714) 286-0172

Game-A-Tron Corporation
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been replaced with red ones the player gets to tackle phase two, the imitation Rubic's Cube.

Only one face of the cube comes into play. With a joystick and a cube color select button the player tries to twist his large, center-screen cube so that his colors are aligned exactly like the sample cube in the lower portion of the screen. The joystick supposedly moves a pointer around the perimeter of the player's cube to enable a left or right twist of the top, middle, and bottom horizontal rows, or an up or down twist of the left, middle, and right vertical rows. The joystick supposedly moves the pointer; the color select button twists the row of three squares in the direction indicated by the pointer.

ANALYSIS: You've probably noticed that the word "supposedly" followed both mentions of the joystick in the above paragraph. That's because in the Rubic's Cube phase of *Round-Up*, the joystick is absolutely the worst I've yet to encounter. Three-fourths of the limited time allowed the player in this phase is wasted trying, *just trying* to get the pointer to move. Too often it refuses to budge. So you press the color select button to see what happens. Two of the squares shift over, pushing off one, and a new one appears on the side opposite your pointer. But what color will the new one be? The player has no idea and the instructions offer no help. The Cube phase of *Round-Up* fails miserably and immediately turns players away. Believe me, I've seen it happen.

But, getting back to the phase-one, maze-chase part of *Round-Up* you'll find some redeeming qualities. The joystick response isn't quite as miserable; rate it poor to fair. The music and sound effects match the cutesy characters and the game action. The sharp images are colored brightly, lending some visual attraction to this sacchrine affair. But the pace and the degree of difficulty of the game-play negate the few positive qualities.

The pace is too slow, yet the game proves too hard to play. That may seem contradictory but that's the way it is. With only 3 cowboy "lives" per credit, I spent two or three hours trying to unravel the program to a point where I finally advanced to phase two. It was work, not fun, and most players aren't going to put up with that kind of hassle.

So let's say you'll give them 5 or 6 cowboy lives per credit, making it easier to advance to phase two. What do they get? An impossible joy-

stick and a game that lacks the instructions to make it understandable(!) and that, my friends, is a big turn-off.

Rating

ITA -9 (Immediate Turn Away Factor)

MO -1 (Max-Out Rating)

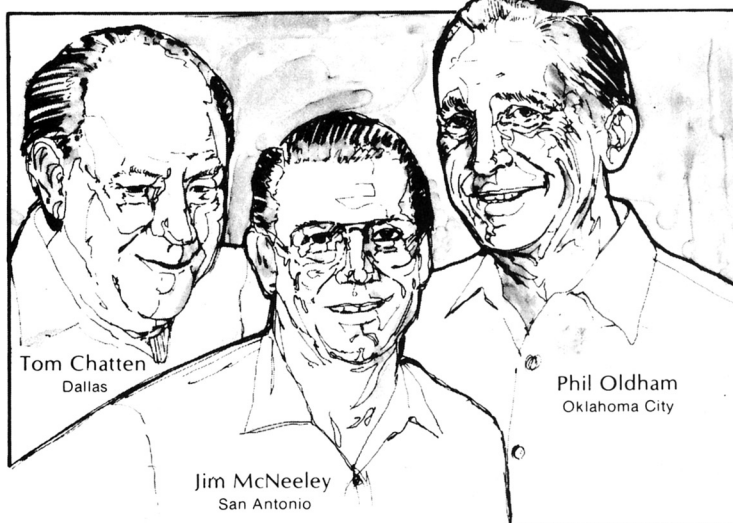
CB +1 (Come Back Rating)

For those who haven't read my reviews of November 15, and December 1, if a game easily and consistently beats novice players in less than a minute, or if it simply isn't much fun, its ITA factor will get a big minus from me. If a player can begin

play easily, and advance his playing time to beyond one minute within the first four or five tries, and if the game is fun to play, the CB rating will be expressed with a big plus. But if the game is too easy, if an expert player can too quickly extend his playing time to a point where it cuts unreasonably into an operator's profits, then the Max-Out rating will be high. MO and ITA are expressed negatively, both 0 to -9, while the 0 to +10 scale is reserved for the CB rating.

Mouse Trap by Exidy might prove to be one of the semi-precious gems

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in the rock pile of 1982's maze games.

PLAYFIELD: Remember the childhood game of "Rock breaks Scissors, Scissors cut Paper, and Paper covers Rock"—where a solid fist represented the rock, an open hand, palm-downward meant paper, and scissors were shown with the index and middle finger thrust outward, ready to cut? Exidy has taken that concept, its attractive simplicity, and has wrapped a maze around it.

A mouse runs through a maze collecting cheese bits, dog bones, and prizes. Several cats chase the mouse but when the mouse gathers a bone and the player presses the large round dog button, the mouse is transformed into a dog for about five seconds and the chasers become the chases. But then a hawk flies over the maze, searching for the dog or the mouse. Both are vulnerable to his sharp talons. But if the mouse or the dog quickly scoots to the IN box at center screen, the hawk becomes stupid and the dog or mouse is transported through a secret passageway to one of the four maze corners.

Capturing all the cheese bits,

bones, and prizes gains 10,000 bonus points for the player and a chance to run through the maze again...at a greater level of difficulty, of course. **ANALYSIS:** With bits of cheese scattered throughout the maze, along with four bones that allow the temporary and magical transformation of mouse into dog, it's obvious that Exidy's game designers borrowed heavily from the *Pac-Man* concept. But they didn't stop with mere imitation, they built on it.

In addition to the joystick control and the dog button there are three large door buttons, colored red, yellow, and blue to indicate which doors within the maze they open and close. One push opens the doors and the next push of the same button closes the same set of doors. Along with the random hawk—and remember the adept player can make the hawk stupid—these door buttons give the player a chance to change the maze. *Mouse Trap*, in a sense, offers more than *Pac-Man*.

That doesn't necessarily mean it will be as popular. The flaw that throws a wavy line across this otherwise rosy picture is the joystick. Don't jump to a totally negative conclusion, it's not that bad. It's far more

responsive than *Round-Up's* joystick. It's even better than Exidy's *Venture* joystick. But it's below—two or three notches below—the precision of *Pac-Man's* joystick. And you know far better than I that player frustration with a joystick can translate into frequent repairs.

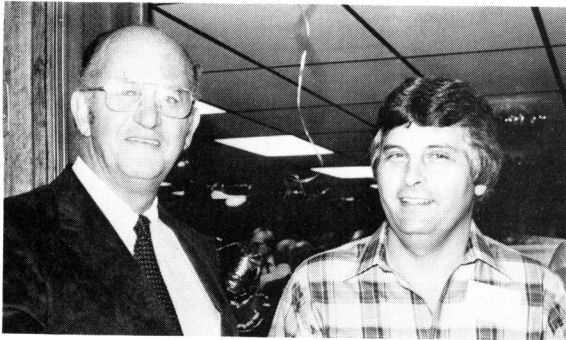
But the players will, for the most part, overlook that slight frustration. So I'm going to stick out my critical neck again and suggest that *Venture* be taken off the Top Ten for 1982 list (see January 1, 1981 *Play Meter*) and that *Mouse Trap* be put in its place. Not only is the response of the joystick better than *Venture's*, it's a better game.

Rating:

- ITA* -9 (some players don't like maze games)
CB +7 (but those who try it will like it)
MO -4 (a few experts will quickly master it)

For the benefit of the folks at Centuri who may be feeling a little battered right now, I'll have some good things to say about *Challenger* in my next Viewpoint on Video. And *Solar Quest* will be scrutinized in the upcoming review.

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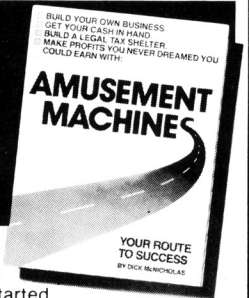
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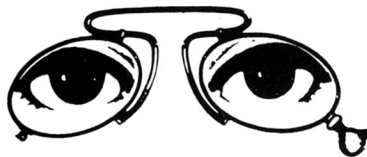
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By Roger Sharpe

Game Plan's MIKE BOSSY on view

Stronger goal-keeping

Despite the recurring reports of doom and gloom, it's difficult to completely write off the viability of pinball (as many have) when one witnesses a situation similar to mine. Just a little over a week ago, making the rounds as I usually do, I paid a visit to Station Break, a rather nice arcade (game room) in New York City's Penn Station. There I stood, quarters in hand, not expecting to play Gottlieb's *Haunted House* which was still in its unveiling week, but ready to take on one of the two *Black Holes* or any of the thirteen pinball machines. For twenty minutes in the afternoon, I couldn't get close to any of the flipper games—which are mostly on 50¢ play. All were being played, continuously.

Now I know it would be easy to say this is an isolated case, but before you prejudge, listen to a few facts. Penn Station features not only Madison Square Garden above, but is a crossroads of sorts for millions of commuters who travel from and to New York from and to New Jersey, Pennsylvania and other points west, south, and north. Station Break is a "break" for them and not only has a vast array of video games—about 60 easily—but also those pinball machines. And there were the adults playing the games, forever it seemed.

This isn't to say that pinball is the hottest thing going, but there is the sense that it's a long way from being dead, especially for adults, who have seemed to turn their allegiances, for the time being, away from the similar action and themes of video, for a break with pinball and its many nuances. As a player, it was frustrating not to have a free reign of the equipment, but as someone who has

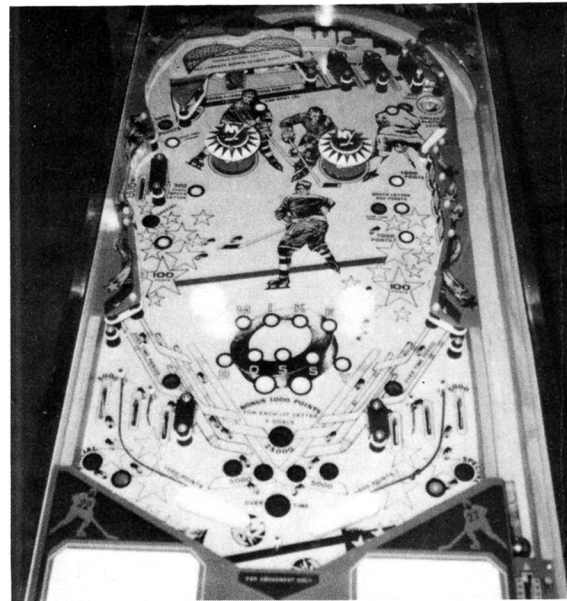
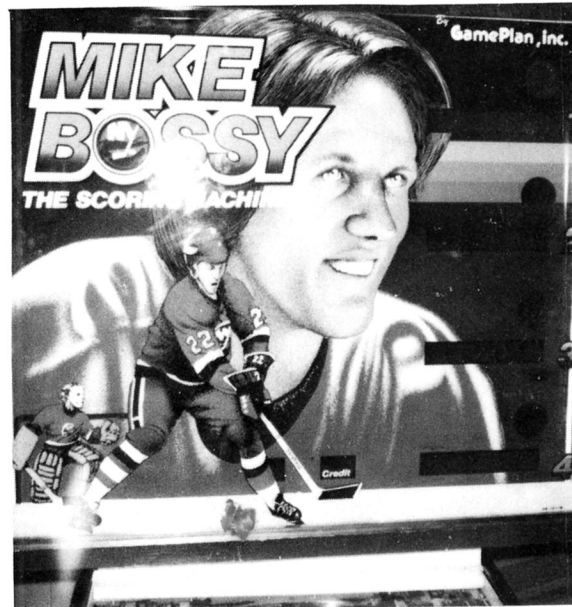
long offered that pinball can still be appealing and make a profit for the right types of locations, it was a reaffirmation of some degree, which has been proved out at a number of places I have been visiting of late. The pure truth is that the demand for the games is there and that people are playing them.

It nothing else, the past months have provided companies with an opportunity to refine their technologies and attempt to produce quality games where the only real failing has been the lack of reliability of some of the electro-mechanical features such as targets, bumpers and flippers. Even the resale market should be stronger for the fact that there is less glut to cope with. Four to six models each year from the major manufacturers would be more than enough if their efforts reflected a commitment to this form of entertainment. Time, as usual, will bear this out, given the chance.

This month, in the face of all the adversity, it is gratifying to see one company attempt a comeback, although the effort falls short of the mark. Game Plan returns with a hockey-inspired pinball. So let's take a closer look before moving on to other topics of interest. But before this, I'd like to make a public wish of good health and a quick and hearty recovery to Ralph Lally and the hope that the future is all that it can be for him. Get well quick and best wishes, Ralph.

Game Plan's MIKE BOSSY/ The Scoring Machine

Well, it's been a long time between games for this company, which has gone through a complete



Game Plan's MIKE BOSSY

change from the days of *Sharpshooter*. Although it's been predominantly making video games, this effort might be an indication of a desire to getting back to pins, but it will have to do a great deal better if it's going to be taken seriously.

PLAYFIELD: The action begins with three top lanes over on the right side that gain entry to a fairly wide-open board. On the top left is a small lane for access back to the top and a four-drop-target bank that's fronted by a side-to-side moving target, for an effect that approximates a hockey goal net. Further down are two widely spaced thumper bumpers, while over at the right is a kick-out hole and small flipper. Move down the right side is a kick-out hole and small flipper. Move down the right side and there are three targets, while the left side has a small little lane and two more targets. The bottom is a double lane down to the flippers, such as found on Stern's *Wild Fyre* and *Galaxy* among others.

ANALYSIS: Well, the action is very basic on *Mike Bossy* with targets lighting letters in M-I-K-E B-O-S-S-Y and goals being treated like multiplier values. The real feature is that "hidden" drop target bank on the top left, while the rest of the field is fairly spartan and makes the game dependent upon the flippers for any scoring. In fact, the game looks and plays like a throwback to another era when less was more and players weren't so demanding or sophisticated, although here the motif is followed through even to the point of the playfield art which looks like a sheet of ice, and a beginning "warm-up" that provides nine seconds of "ice time" before the game begins.

GRAPHICS: Although hockey isn't the household word of America in the winter, there is a big following in Canada and Mike Bossy is somewhat of a new breed legend, playing for the New York Islanders. However, celebrity games need more than just credible artwork.

PLAY: The scoring on *Mike Bossy* isn't all that high although there are seven digit scoring displays on the backglass. For free play you should be able to get by with about 180,000 points to start and 450,000 as a second limit. On extra ball, drop this down by about 80,000 points on each

unless your percentaging and players beat this into the ground.

PROS & CONS: In an age of multi-level, multi-ball games where even the best are having a difficult time surviving, this effort from Game Plan is up against the wall. Mechanically, there's no excuse for the shape of the flippers on the AMOA show floor model, which tended to color a less than glowing impression of a basic, lackluster board without any real innovation apparent, except for the drop target bank and sliding target in front. There has to be more and it is hoped that the company can take this in stride and try again in the future, with more solid efforts and games that have more going for them. It's been a long time since *Sharpshooter* for G.P. but there are other avenues to tap and directions to take which might prove far more successful than this is going to prove to be. I'm disappointed, but not without hope and will write this one off as a case of trial and error, where the latter won out.

RATING: #¼

Some other news worth reporting include a recent item in *Sports Illustrated*, December 21 issue, in which "Blip! Bounce! Tilt!" titled the coverage of the Chicago Atari/Tournament Games fiasco, which, if nothing else, proved just how naive and crude the industry can be when it is left to its own devices. All good intentions aside, there's no excuse for such a blundering, of such a magnitude in this day and age of megabucks and far reaching publicity which has catapulted the industry into the limelight once again. In the future let this absurd happening act as a warning of how not to do tournaments, and let those who want to venture into the business be far more prepared to undertake such an event.

I just feel bad for the players who were ripped off either monetarily or emotionally by what they saw as a scam—and let us all hope that the repercussions won't prove to cement feelings that are often close to seeing the industry as a rip off to begin with, since it isn't and the innocent will be the ones who suffer anyway.

Also of note, was the feature in a

New York paper of a 42-year old described by police as a "pinball kingpin" who was arrested for allegedly masterminding the fire-bombing of a Sheepshead Bay pinball arcade in March of last year with four youngsters burned, two seriously, in the incident. The story goes into far greater detail, but again does nothing to further the image of the industry in what is becoming hard times in many places around the country. The desperation inherent in such a thing, even if this guy is innocent, is a mystery to me that anyone would try to harm anyone else, especially kids, over games, or even the location that they're played in.

A recent visit with someone who is trying to open a place around the New York City area brought up another example of the idiots out there. My friend told me of his plans to open in a newly built shopping center. The details had been discussed with the owner of the mall and all plans were ready for the beginning of construction, when someone else entered into the scheme wanting to open an arcade/game room. Told by the mall owner that negotiations had already been stated with someone else, this jerk proceeded to threaten the owner's life if he were to open a location by anyone else and the whole deal was off, further fostering the image that when it comes to operating, there are less than sane individuals involved many times, and good people do have to worry about their well-being and life. How stupid it all is.

Anyway, it's time to sign off and get back to old Joshua and Zachary. But next time, there's a follow-up to that video game room controversy in New York City, a report on the recently held Consumer Electronics Show in Las Vegas where Entex and Coleco were showing off such knock-offs for the home as *Defender*, *Donkey Kong*, *Vanguard*, *Super Cobra*, *Scramble*, *Galaxian* and many more. An interesting show to say the least—hopefully I've whetted your appetite and, of course, more on pinball with some fairly startling discoveries of late. Until then, be well and prosper...and good luck with the upcoming Super Bowl, which by the time of this reading, is long past. ●

'Celebrity games need more than just credible artwork...Game Plan can try again in the future with more solid pinball efforts.'

Like Abbott and Costello

Midway Manufacturing has developed a follow-up video game in *Kick-man*...a "side-kick to *Pac-Man*."

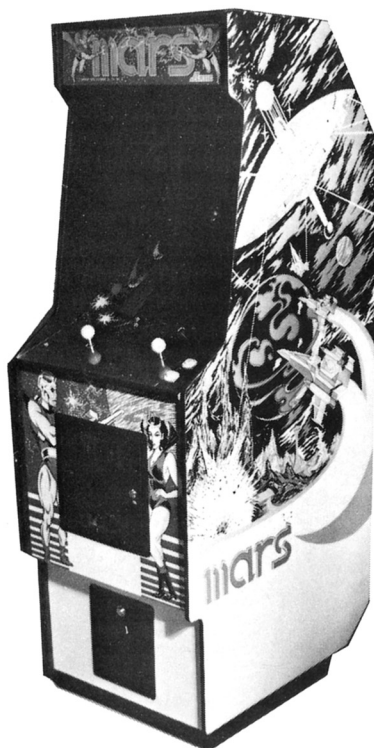
The game involves Kick-man, a clown/acrobat who pedals a unicycle back and forth across the screen in an attempt to burst or catch balloons and other objects for score. The player controls the movements of Kick-man with a rolling ball, which he spins in either direction to position Kick-man under the randomly falling objects. Should Kick-man miss, the player can hit the Kick button, which activates the clown's feet to kick the object back up for another chance.

The first screen display after start of the game tells the player that he can get directions on the object of *Kick-man* and how the game works by pressing the Kick button.

The game proceeds through many phases as Kick-man feverishly pedals back and forth trying to collect a stack of eight falling balloons. At times the famous *Pac-Man* appears to help the player increase his score. When *Pac-Man* descends and he is caught by Kick-man, he gobbles up all the balloons on the clown's head for immediate score of 200 to 1600 points. Different color balloons fall in varying speeds, plus occasional fast-falling *Pac-Man* monster creatures appear in the balloon formation that are also worth extra points.

A special challenge rack is another feature of *Kick-man*. Balloons are tossed from the balconies which Kick-man attempts to catch on his head. Bombs are also tossed which must be avoided. The player is not penalized when he misses a balloon, but the challenge rack ends; only the balloons collected are lost. In regular racks, should Kick-man miss, he falls off of his unicycle and another unicycle will continue play. The player has three chances before the game is over.

Midway's pioneering electronic development in *Kick-man* provides a completely new diagnostic package to use with the flick of a switch inside the cashbox door. No need to crawl into the back of the machine to perform many valuable tests. Complete detailed information is contained in the Midway technical manual on *Kick-man*.



Mars attacks all directions

The new video game *Mars*, manufactured under license by GLAK associates, Providence, Rhode Island, places the player in the unique position of controlling the attacking Mars ship, having complete command of all attack action.

In phase one, the Mars ship appears in the middle of the screen. The player can move in eight directions and he can fire in eight directions, which the manufacturer cites as a first on a video game. The player attacks planes as they appear from the right of the screen. As they pass his ship they release heat-seeking missiles. The missiles will follow his ship around the screen unless he destroys them. The player must also destroy targets on the ground to get points and to refuel.

Sounds are a strong component of the full-color *Mars* video.

In the third phase a flaming, spinning UFO appears. It tries to corner the Mars ship and it can only be destroyed by shooting through its spokes into one of four windows. Missiles are also released by ground control and they follow the Mars ship in all directions.

The game has a standard and a more difficult mode. Released under the Omni brand, the manufacturers are GLAK Associates, 25 Eagle Street, Providence 02908; telephone 401/274-0540 or 274-0544.

GLAK is currently appointing distributors.



Planet Patrol hits the skies

Planet Patrol, new one- or two-player maze-type video game from Status Game Corp., incorporates "suspenseful software features," according to product literature.

The player in *Planet Patrol* is chased by two alien craft while trying to score higher by reaching its ultimate: the moons. There is little rest and no stopping for the player—and "body language" soon comes into play, said Status Games.

The maze video has been tested in various loctions in the U.S. and proved itself in the cashbox and service areas, according to Status Games. For more information, contact the manufacturer at 45 Spring Street, Newington, Connecticut 06111; telephone 203/233-5581.



Secret agent video game

Escape is the reward and the goal for players of *005*, the new multi-scene computer video spy-chase game introduced by Sega/Gremlin.

005 was designed by Sega/Gremlin in Japan and was scheduled to ship from Sega/Gremlin in January, available in standard upright and cocktail table models.

Secret Agent *005*'s mission: To parachute behind enemy lines, snatch attache cases loaded with secret documents, evade enemy guards, and deliver the attache cases to a hovering helicopter. Agent *005*'s helicopter then must escape through a maze of enemy parachute and balloon bombs and defend itself in an aerial dogfight with an enemy helicopter.

Depending on the player's skill, Agent *005* can lead his pursuers through four successive scenes: a street, a warehouse, a skating rink and the final aerial dogfight. Agent *005* must perform his mission armed only with a stun-gas gun. The more challenging the escape route chosen by Agent *005*, the more points the player can score.

The player controls Agent *005*'s movements by means of a joystick and fires stun-gas with a control button on the game console. In each scene, guards appear to impede Agent *005*, but only two guards are able to attack at any one time. Guards become temporarily incapacitated when hit with a shot of stun-gas, but the player may only stun six guards before the first attacker stunned regains consciousness.

At the beginning of each round the street scene is presented. Agent *005* parachutes from his helicopter and game action begins when he picks up an attache case.

To make good his escape to the waiting helicopter, Agent *005* may choose one of several routes. He may go to the helicopter directly, or evade guards by entering a warehouse or a skating rink. The choice Agent *005* makes will affect the difficulty of his escape attempt and the number of points he can earn. The firing range of the stun-gas gun varies with the level of difficulty of the escape route chosen.

Shoot pool three ways

Gametecniks, Schiller Park, Illinois, has debuted a new coin-operated electronic video game called *Tri-Pool*.

Tri-Pool, with one of the industry's largest computer memories, permits player selection of any of three remarkably true-to-life pool games: Straight pool, nine ball, or snooker.

A unique feature of *Tri-Pool* is its "phantom spot ball" which is used to line up shots and deliver precise action and control. The game, for one or two players, allows selection of left or right English, forward or back spin, or centerball striking of the cue ball.

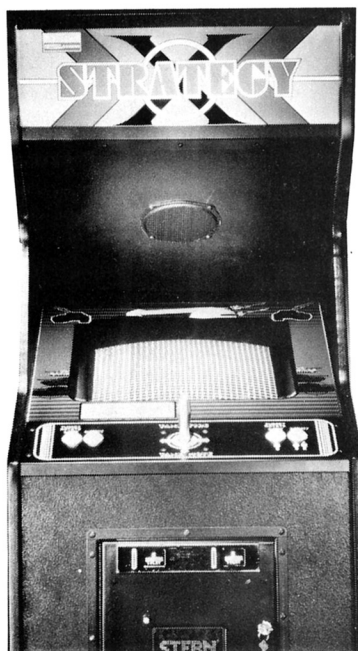
In addition to the variety of spins attainable, the cue ball may be struck by the player's choice of speed to faithfully simulate live pool action. To speed up the game and increase excitement, the player must execute his shot within 20 seconds.

Scoring is similar to conventional table pool rules, although "lucky" pockets add bonus points and all pockets become electronically smaller as the game progresses. Coins inserted within five seconds of expiration will extend play until the game is completed.

Gametecniks sales manager Pat Martin commented on *Tri-Pool*: "What we have here is a brand new electronics game as old as pool itself. Unlike most electronic video games which are based on fads, and have a short playing life, *Tri-Pool* faithfully duplicates a proven game which is over 7,000 years old! The game has withstood the test of time and today is played more than ever before. We fully expect *Tri-Pool* to benefit from this. There's no doubt it's a timeless classic."

Martin added, "The trouble with previous video pool games, is that they had fewer than the regulation number of balls and simplified rules which impaired realistic play. *Tri-Pool* is pool. The pool buff will have a distinct advantage, yet the game is basic enough to attract the neophyte who never held a pool cue. It moves fast, is challenging and competitive, and after the break you'll never face the same shot twice."

For additional information on *Tri-Pool*, contact Gametecniks, 10501 Delta Parkway, Schiller Park, Illinois 60176; toll-free telephone: 800/323-6868.



Stern offers Strategy 'X'

Stern Electronics has announced plans for production of its new video game, *Strategy X*, licensed from Konami Industry of Japan. The solid state, warfare-themed game for one or two players was scheduled for mid-November production.

The player on *Strategy X*, by moving the joystick forward, refuels and navigates his tank through enemy territory—bombarded on all sides by enemy TNT, landmines, cannons, and attacking jeeps—to penetrate four attack levels before his fuel supply is depleted. Player must destroy the alien base in the fourth level to win.

Play action is accompanied by explosive synchronized audio effects. Other game/play features include: four-directional joystick; player controlling direction of shots by pressing Turrets buttons; player firing by using button on joystick; player earning up to 300 points each time he refuels; level of play difficulty increasing with each alien base destroyed; and the fire button on the joystick is also "discharge" button.



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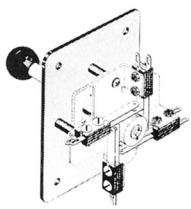
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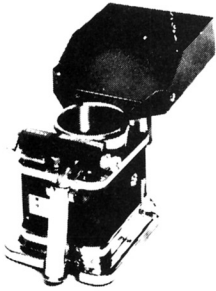
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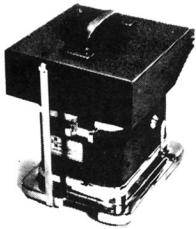
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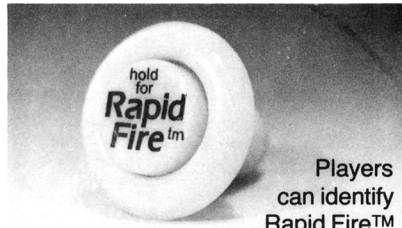
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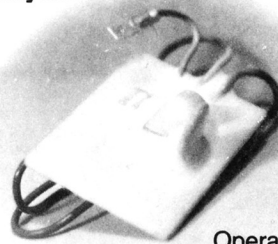
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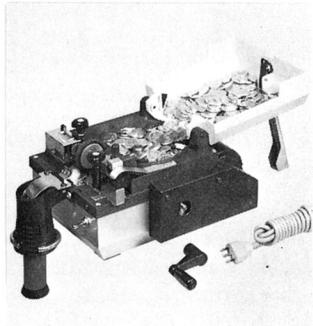
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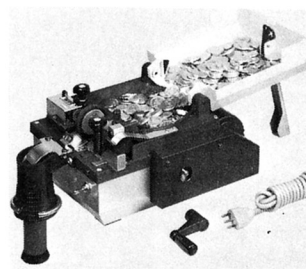
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....News briefs....news briefs....news briefs....news briefs....news briefs....ne

.....The City Council of Oakland, California has put a curfew for youngsters in effect for video and pinball arcades during school hours and after 10 p.m. on school nights. On Fridays and Saturdays, youths under 18 may stay in the arcades until midnight. Parents, educators, and neighborhood groups supported the measure, news accounts said. (Inside this issue, detailed reports cover neighborhoods' resistance to arcades in other games.).....

.....Acceptance of the resignation of Noah Anglin as president of Exidy, Inc. by Pete Kauffman, Exidy chairman, was announced in late December. Anglin told of no immediate future plans but said he was resigning to pursue personal interests. Kauffman and Anglin stressed that the parting is an amicable one.....

.....According to Pete Entringer, of St. Louis's AVA distributorship, a General Cinemas theater in St. Louis during Christmas week assigned ushers to keep people in a single line as they crowded to play the Nintendo video game Donkey Kong. Patrons later couldn't remember the movie that was playing but remembered the game, Entringer quipped.....

.....Meanwhile, Seattle-based Nintendo of America, having established U.S. copyright and trademark rights for Donkey Kong, is in the process of taking legal action in several areas against apparent infringers of the video game, according to marketing manager Alan Stone.....

.....Hoei International Inc. of Tokyo has announced that it has granted Sega Enterprises Ltd. of Tokyo and Rock-Ola Manufacturing Corp. of Chicago rights to produce its video game Jump Bug. The new game was unveiled at the Japan trade show and at the AMOA Expo. Sega has rights to the game in all areas except for the U.S., where Rock-Ola holds rights to manufacture it.....

.....Would you believe Ms Pac-Man...? That's the follow-up to Midway Manufacturing's record-running game. What might be called "The Liberated Pac Woman" will be in production at Midway in February, indicated Larry Berke, sales manager "I'd say the appeal of Ms Pac-Man is going to kindle the fire of Pac-Man," said Berke. It will feature "more challenge" than the earlier game, with two to four exits at given times moving around the screen's borders, rather than remaining fixed, among other play effect additions. Midway field tested the new game under a different (maiden?) name, and distributors were reported enthusiastic.....

.....Arnold A. Kaminkow, president of Bally Northeast Distributing, recently announced that Jack Shawcross has been promoted to vice president of New York state operations for the company. Shawcross has been in the coin machine industry 32 years and has been manager of New York state operations for Bally Northeast for eight.....

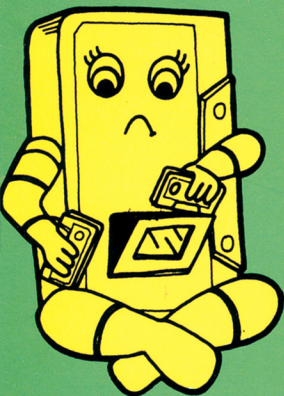
.....Monroe Distributing of Orlando, Florida announced on January 14 the opening of its new 20,000-square-foot facility as a complete sales, service, and parts center. John O'Connor, formerly with Monroe's Cleveland office will be the Orlando manager. The Orlando distributor is located at 10705-12 Rocket Blvd., Regency Industrial Park; phone 305/857-1181.....

.....Rock-Ola Vice President/Sales Hugh J. Gorman recently announced that Betson Pacific Distributing/Los Angeles was appointed as the exclusive franchise distributor for the Rock-Ola phonograph line in Northern California. Betson Pacific officers Peter Betti and Jerry Monday noted that sales and service of the Rock-Ola product will be carried out from the distributorship's 960 Howard Street office in San Francisco, as well as 1319 West Pico Boulevard, Los Angeles.....

.....Rowe International, Inc. set a grand opening party for February 11 and 12 at its new Phoenix, Arizona address: 3828 North 28th Avenue. Rowe/Phoenix retains the sales phone number 602/279-2314 and -2315, with parts calls encouraged at 279-2283 and service calls to 279-2316.....

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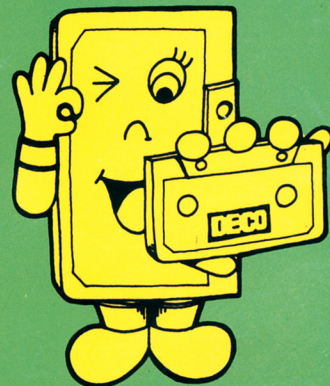
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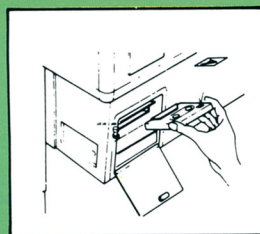
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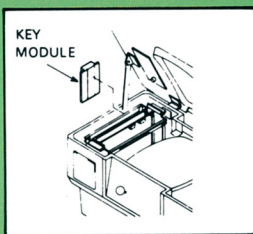
Simply change the cassettes and key modules.



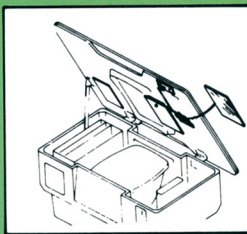
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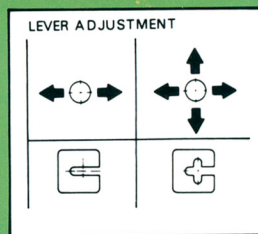
change cassettes.



set key module.



replace explanation panel.



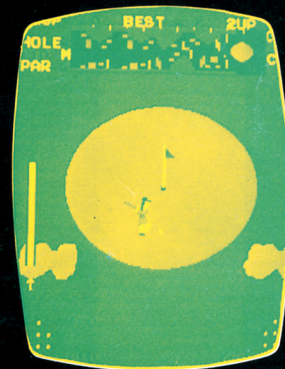
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