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Chris Warren, Century Gaming, Helena, MT
President, AMOA-National Dart Association
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The question on everyone's mind is simple: How is business? Is there hope at the other side of this seemingly endless tunnel of stagnation? One of the best answers came earlier this year at the Amusement and Music Operators Association (AMOA) Council of Affiliated States Meeting in San Antonio. In a word: flat. Flat is the new normal. Increased efforts, better service, and more promotions are needed to maintain the status quo. Many in the industry are holding their own in the current economy.

It is hoped that the American Amusement Machine Association (AAMA)/Amusement and Music Operators Association (AMOA) Amusement Expo, a combination of the industry's fall and spring shows into one major event, will be the jumping off point for a better outlook in 2010.

Charles Goldstuck, CEO of TouchTunes Interactive Networks, commented on the Amusement Expo: "There is better energy and more momentum at this show. People are starting to feel a little better. They are struggling, but are stable. There are signs of scattered regional improvement in business conditions, and there is more of a neutral feeling on the economic climate."

He took a realistic approach to today's marketplace: "We have to bridge the gap between our products and services and what consumers expect in venues. We have to build what consumers want, and what works in locations. We have to participate in a meaningful way with consumers. They are more demanding, more discerning, and have greater expectations. I'm bullish about the opportunities in this digital age."

As I walked the floor of the Amusement Expo, I had an overall positive feeling. Most of the attendees and exhibitors I spoke with had a positive attitude. In advance of the show we had estimated eight pages of new products for our popular "Games at a Glance" comprehensive game list that operators appreciate. Instead, we had 10 pages of new products in the April issue, and an additional page in this issue. Clearly, there were more new products for operators to consider.

Due to the dates of the show and our deadlines—which rarely mesh—we split our coverage, with 23 pages for the Amusement Expo in April, and 19 pages this month. There was a lot going on at the show to draw the attention of any reporter.

Also included in this issue: coverage of the "Coin-Op Think Tank" seminar featuring past recipients of the *Play Meter* "Operator of the Year Award." Due to the time slot of 8 a.m. on the last day of the show, the crowd for the seminar was small, but attendees who braved the hour got a mega dose of good advice from six outstanding operators from various parts of the country willing to share their ideas and experiences. You can't put a dollar value on that kind of information coming directly from those in the trenches.

Whether you attended the show, or sat this one out, you will find much to enjoy in this issue. More signs point to a forward-looking industry. If our game list is any indication, good products are plentiful. If the comments from the show floor are any indication, business is starting to pick up. Let's hope that glimmer of a trend continues. ▲



BONNIE THEARD
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.
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Amusement Expo revisited

So much happened at the first American Amusement Machine Association (AAMA)/Amusement and Music Operators Association (AMOA) Amusement Expo and the Fun Expo in March that *Play Meter* has included additional information in this issue.

Featured in the following pages are a photo scrapbook, seminar coverage, game reviews, Century Club meeting, hot prize merchandise, and more new game introductions.

At the press conference for the shows, representatives from AAMA, AMOA, and the International Association of Amusement Parks and Attractions (IAAPA) discussed the outcome of the Amusement Expo and the Fun Expo.

The tough economy impacted the shows, in particular the Fun Expo, which posted lower numbers than the last Fun Expo in spring 2009 (example: 674 attendees for 2010 compared to 1,115 attendees for 2009). Numbers for the Amusement Expo were close to that of the spring show in 2009 (example: 1,830 attendees for 2010 compared to 1,710 attendees for 2009).

Gary Brewer, President of AMOA, said, "In talking with exhibitors I received positive feedback. We've finally answered the request for one show. We have worked closely with AAMA for the last six months. If we put our hearts and minds to it, there is so much we can accomplish."

Dates have been selected for Amusement Expo 2011: March 1-3 in Las Vegas, coinciding with the dates for the International Pizza Expo. A crossover with that show in 2009 got high marks, and drove more traffic to both events.



Pac-Man characters brought attention to Namco's Pac-Man Battle Royale.



The opening ceremonies featured a Presentation of Colors by an Honor Guard from Nellis Air Force Base.



At the press conference, (l-r): John Schultz and David Cohen of AAMA, Charles Bray of IAAPA, and Gary Brewer and Jack Kelleher of AMOA.

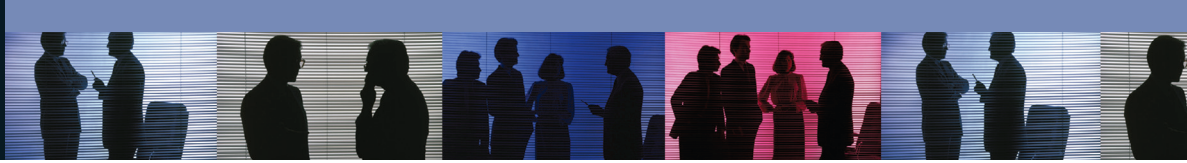
2010 AMUSEMENT EXPO 2010 FUN EXPO





2010 AMUSEMENT EXPO 2010 FUN EXPO





Time to visit: *Play Meter's* booth at the AAMA/AMOA Amusement Expo was the perfect spot to visit industry friends. *Left:* Al Kress of Benchmark Games stopped by to see *Play Meter* Publisher Carol Lally; *right:* Joel Friedman of Enco Systems also took time to visit.



Congratulations to a friend: Illinois coin machine industry members congratulated John Neville of Blackhawk Music Co. on being named *Play Meter's* "Operator of the Year 2009" at the AAMA/AMOA Amusement Expo and Fun Expo. From left: Chris Hesch of A.H. Entertainers, John Neville, Tony Shamma of American Vending Sales (AVS), and Jacquie Neville of Blackhawk Music Co.



Wedding bells: Cortney Black, Amusement and Game Sales Representative for American Vending Sales (AVS), married Graig Kinzler on Oct. 10, 2009, at The Links at Carillon in Plainfield, Ill. Graig is a two-time Golden Tee World champion, a former employee of Global VR, and is currently working in the wine industry. The couple honeymooned in Punta Cana, Dominican Republic; they reside in the Lincoln Park neighborhood of Chicago.

Pinball forever: Roger Sharpe of Sharpe Communications plays Big Buck Hunter Pro Pinball from Stern Pinball at the AAMA/AMOA Amusement Expo and Fun Expo. The former pinball designer, *Play Meter* columnist, and game licensing expert loves pinball. At his left is Steve Epstein, formerly of the famous Broadway Arcade. Sharpe and Epstein are Co-Directors of the International Flipper Pinball Association (IFPA). ▲



Trade Show Extra

With so many games, exhibitors, and products at the recent AAMA/AMOA Amusement Expo, it was impossible to fit it all into one issue. Here are some more products and services that were on display:

American Alpha Inc. displayed a wide range of 8-line games, amusement games, and the Foto Morph photo booth (available in a portable version and open-air booth). In both booths, six entertaining photo modes give customers new hairstyles and crazy makeup, and even turn them into animals. High-resolution prints are produced quickly. Phone (734)438-0420; Web (www.americanalphainc.com).

Apollon Global Technologies (AGT) brought its newest redemption games and coin pushers, including the Crazy Circus coin pusher. The carnival theme appeals to players of all ages, and is compact in size (32-inches wide by 62-inches high). The game features an interactive sound package, animated LCD display, unique "Coin Shower," and can be outfitted for ticket redemption. Other recent games include the Always Win Crane, Big Cannon redemption game, FIFA kicking game, and Mr. Boxing boxer game. Phone (909)598-5199; Web (www.agtglobal.com)

Brady Distributing debuted Breakaway Robot Soccer from I.R. Robot Co., a game that is like Robot Foosball. Players drive their robots to push the ball into the opponent's goal. It is available in two-player and four-player versions. Phone: (704)357-6284; Web (www.bradydist.com).

Mega Mania Diversions introduced its Snap-Back Shuffleboard Summit Coin-Op model, which is also available in a non-coin model. Other non-coin models include the Pinnacle and Tavern. Snap-Back games are seven feet long and play like regular shuffleboard games. The games feature solid wood construction and electronic scorekeeping. Phone (888)322-9076; Web (www.megamaniadiversions.com).

PM Studios showcased its new rhythm game, DJ Max Technika. The game runs on a network service called "Platinum Crew," which allows all DJMAX games to network a ranking system, online updates, and community forums. Each machine uploads the daily scores, allowing players to see their rank on the Platinum Crew Web site. In addition, the game receives weekly updates, ensuring new content including missions, songs, and tournaments. The cabinet is interactive and offers Lite, Popular, and Technical modes. Players can register their Technika Player Cards online to create a DJ profile that will display rank, score, player status, and "effector items," or tools that will enhance game play that can be purchased with player points. Phone (732)752-1051; Web (www.pm-games.com).

Toccata Gaming International LLC, a manufacturer and distributor of custom gaming applications, highlighted its new game, Down Under Dollars. In addition, Toccata has a full line of unreleased games that are in the testing phase at the present time. Toccata builds custom software applications to suit operators' needs, including sweepstakes and other gaming conditions (under each individual state's review). Toccata also offers lease plans, and cabinets are available in upright, sit down, and countertop models. Phone (920)727-4700; Web (www.toccatagaming.com). ▲



American Alpha
Foto Morph



Toccata Gaming
Down Under Dollars



PM Studios
DJ Max Technika



AGT
Crazy Circus



Mega Mania Diversions
Snap-Back Shuffleboard



Kelsey drew the winning ticket for the Honda Fury motorcycle in the Hesch Raffle; Vince Gumma of American Vending Sales (AVS) won.

Our resident kid critic, Kelsey McKay, tackles the top games of the recent AAMA/AMOA Amusement Expo.

Wow, the AAMA/AMOA Amusement Expo turned out to be a real hit. The management did a great job of putting it all together. I used to have to go to the spring and fall show to see all the manufacturers' products, but not now. One show, with all the manufacturers in one place, certainly worked for me. I will miss the AMOA fall show, but I understand it has to financially work for everyone.

The games were well displayed, and the show was again a large size. The people at the show were happy to be there, and I saw many of my friends from all over the country. Every year I meet new people, and the shows bring the best operators and the best manufacturers in one place. If they're serious, they're here.

I have a tough job to find the best three machines at a show that are new, never shown before, or not yet available to operators. The competition is stiff, as there are a lot of great machines being offered by many companies, and they all treat me well. I played games for two days straight. I sure love my job!

Now, let's get on to the show:



Fast Trax from Grand Products was one of the favorites.

Third Place: Cotton Candy Factory by VendEver

This is a great new machine that opens up a new type of fun. This machine is attractive to see, fun to watch, and the candy tastes great. It's cool to watch it being made fresh right in front of you. Like a robot, the machine makes the cotton candy, and the product is as fresh as it gets. No bags or sticky candy on a stick, it surely gets my vote. No more sticky hands to touch other machines with!

Second Place: Fast Trax Racing by Grand Products

This is a good prize machine with NASCAR appeal in the looks department. The theory is taken from the car-



Kelsey plays Game Gate from Quasimoto Interactive at the Sega booth.

nival-style old “Horse Race Derby” or “Roll a Ball Derby” games. You pull back on the gearshift lever and shoot the ball at the highest number, which is four. This advances your car up the racetrack. You race another car—the computer—to the finish line, and the first car to the top wins. The machine vends prizes, or it can be tickets if you wish. Difficulty levels can be set, too. In my opinion, this game is a moneymaker. You’ll want to play it again and again.

First Place: Robot Soccer by I.R. Robot Co.

I previously picked this game at the IAAPA Expo, and I wouldn’t have picked it again if there hadn’t been major changes to the machine. It was in the FEC NRG booth, and the machine is like Robot Foosball. You drive your robot to push the ball into your opponent’s goal. It comes in two or four-player versions. I taught my dad to play, and then beat the heck out of him. He’s a good sport, but hates losing to a kid. The robots are fun to drive around, and the more you play, the better you get. The game is made in Korea, and Brady Distributing handles U.S. sales I think it will be a big hit in arcades, and on boardwalks.

Honorable mentions:

The first honorable mention goes to TouchTunes for its myTouchTunes iPod application, which gives users the option to choose songs on the TouchTunes jukebox and play them without even leaving their seat.

The next goes to Global VR for NASCAR Team Racing. This kit can be added to any NASCAR game, and it adds a lot more tracks with a new style of cars. The third goes to Sega once again for Game Gate. I know I’ve mentioned this before, but it really is that good, and this time they have truly perfected it with new features. The last goes to Sureshot Redemption for all its



Kelsey’s first place pick, Robot Soccer, was on display in the FEC NRG booth.



Kelsey holds a “Twilight” figure at the Sureshot Redemption booth; at right is Rorie Keller.

great products. My favorites were the “Twilight” collectable figures.

Well, I guess that wraps it up. I’ll be back next year... Just look for the kid with the endless smile. ▲

Kelsey McKay is the daughter of Shaun McKay of Bullseye Amusements in Spokane, Wash.



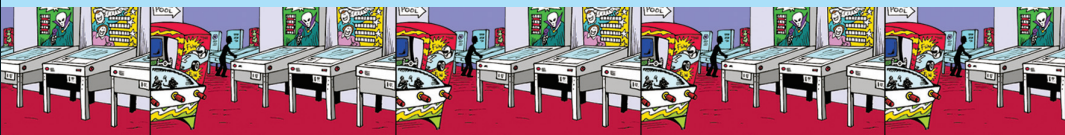
Kelsey gives a “thumbs up” for VendEver’s Cotton Candy Factory.

Checking out the games

Josie Warren, granddaughter of Chris Warren of Century Gaming in Helena, Mont., enjoyed playing the wide variety of games on display at the AAMA/AMOA Amusement Expo. The following are some of her favorite game/attraction experiences:



- Human Gyroscopes from GyroStore: “This game physically turns you upside down.”
- Typhoon from Triotech: “I liked the seat motion effects tied into the film.”
- Hummer from Sega: “A fun driving game.”
- Rock Climbing from Spectrum Sports: “What a challenge!”
- 2010 Classic Alley from Skee-Ball: “This fun game requires skill.”
- Big Buck Hunter Pinball from Stern Pinball: “A game full of multi-ball action.”
- Candy Cranes from Smart Industries and S&B Candy & Toy Co: “Who doesn’t like candy?”
- Photo Finish Racing from ICE: “A classic roller game with a big screen to see your horse’s progress.” ▲



Amusement Expo Standouts: The Top Five



Josh and Zach Sharpe

The inaugural AAMA/AMOA Amusement Expo brought a plethora of new equipment to Las Vegas. The Sharpe brothers sifted through the debuts to pick their top five game additions.

After much anticipation, the time had finally arrived for the combination of the Amusement Showcase International (ASI) and the Amusement and Music Operators Association (AMOA) Expo for the first annu-

Flipper Pinball Association (IFPA). Due to the positive feedback from the Pin-Golf Challenge held at last fall's show, this year's tournament was held on Stern's latest games, Big Buck Hunter Pro and Shrek pinball machines.

“Games were constantly being played throughout the three-day show, and we heard nothing but positive comments coming from exhibitors, players, and operators alike.”

al AAMA/AMOA Amusement Expo. If this is any indicator of how future trade shows will be, then sign us up right now!

There was a noticeable increase in exhibitors and equipment on display, not to mention the overall traffic and attendance appeared up from last year. In addition, the environment itself seemed very positive. Games were constantly being played throughout the three-day show, and we heard nothing but positive comments coming from exhibitors, players, and operators alike.

Furthermore, what's become a staple at the Stern Pinball booth was once again on display with the help of the International

Drawing 20 players in total (with a quarter of those players being first-time competitors), it was another successful tournament for attendees. In the end, Jim Belsito from Rialto, Calif., took home the crown, beating not one, not two, but three Sharpes in the final!

Outside of the tournament area, there was plenty of new equipment showcased at the event. This month we will take a look at some of our favorites, and as always, we will write detailed reviews on these games and many more in the months ahead.

TIPPIN' BLOCKS/ICE

ICE had plenty of new equipment on display at this year's show, but the one game that really stood out was Tip-pin' Blocks. The physical footprint of this game is quite





Deadstorm Pirates



Big Buck Hunter Pro



Terminator Salvation



Operation

impressive, with a cabinet made out of illuminated blocks. In addition, the physical controller used to manipulate game play is interactive and fun. The premise is simple and easy to understand: Catch and balance falling blocks on the screen to reach the “win zone” for the big-ticket payout.

DEADSTORM PIRATES/ NAMCO

Namco was another company with loads of new equipment for exhibitors and players to enjoy. Our favorite from the line-up was the adventure shooting game Deadstorm Pirates. The graphics and sound encompasses you in the enclosed, sit-down environment. The recoil feedback on the gun and the ability to maneuver the steering wheel enhances the gaming experience.

Namco has done a fantastic job with this pirate adventure. Too bad this game did not come out sooner, like at the height of the “Pirates of the Caribbean” movies, to really capitalized on the popularity. Then again, there is a fourth movie (and potentially fifth and sixth) in the works, so the timing could end up working after all.

OPERATION/ COASTAL AMUSEMENTS

Coastal Amusements has done a remarkable job of transforming the

beloved children’s game, Operation, into a full-blown redemption game. Using a similar control system to one found on a typical crane game, players must successfully “extract” as many body parts as possible without touching the metal sides in the allotted time. There are a range of values for each body part, and more specifically, a flashing area that can award even more tickets. Operation will easily appeal to a wide range audience with its nostalgic theme for parents and adults, as well as its lasting popularity as a children’s game.

TERMINATOR SALVATION/ RAW THRILLS/BETSON

While the specific title of Raw Thrills’ latest shooting game is a bit late (the “Terminator Salvation” film came out in theaters last year), there’s no denying the overall popularity of the series. Staying true to form within this universe of man versus machine, this latest shooting game has all the action any player could ask for. The graphics and sounds are top notch, and the addition of the “clip action reload” make Terminator stand out of the crowd within this genre. In addition, the cabinet design is outstanding, with a giant Terminator illuminated with

red eyes mounted on the top, surely added to attract any player’s eye on location.

BIG BUCK HUNTER PRO/ STERN PINBALL

Last, but certainly not least, we have to mention Stern’s latest pinball machine, Big Buck Hunter Pro. While we gave this game a full review in a previous edition, more time has passed with the machines being on location. The overall consensus is that this game is not only a winner, but also more importantly, an earner. Stern has certainly hit the sweet spot with this title, and we can’t wait to see what they have in store for the next title, Iron Man. The timing could not be better, with the second movie coming out this month. ▲

With a father like Roger Sharpe, the original “Cornered Critic,” it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types. Growing up in an environment immersed in games, maybe it is no surprise to find them offering their views and analysis of the latest equipment; not only from a player’s perspective, but also from the position of industry advocates.



Bulk Business

at the Amusement Expo

The first annual AAMA/AMOA Amusement Expo brought new exhibitors, new products, and new faces to the show floor. Here is a quick look at some of the new bulk vending, plush, and redemption products:



A&A Global sales associates talk to customers in the fully stocked booth.



David Katz of BMI Merchandise holds a photo of a redemption center that was recently revamped by the company. BMI is now offering an all-in-one solution to stocking, designing, and maintaining redemption centers, and is reporting at least one new project per week. "We do it all for them. We make it easy, and we make it successful," Katz commented.



Maggie Mitchell of Kemac Toys with the company's diverse range of products, including new Hamster Wheel Runners, licensed Disney pen and paper sets, new NCAA beanies and football plush, and Tickets to Prizes and Stacker Kits.



Brian Croel of Novelty Inc. holds a Dora the Explorer puzzle, one of the company's many new Nickelodeon products.



Cris Millar (l) and Kevin Klein of Fun Express with the company's exclusive new debut, Plush Bouncing Balls.



Heidi Olsen-Hughey of OK Mfg. by the Sports Ball Gumball Machine. The company was also showing its One Stop Fun Shoppe modular kiosks, the Tractor Time candy crane, and the Captain Claw crane.



From left: Steve Schulman of **HMS Monaco**; Tony Farrington of Family Fun Center in Omaha, Neb.; and Ira Erstling of HMS Monaco. The company was showcasing its exclusive "Jersey Shore" items, based on the hit MTV reality show. Items included magnets, buttons, T-shirts, water bottles, and more.



Jack Kelly of **NANCO/Nancy Sales Co.** holds the new Domo character, which is popular in Japan and comes in a variety of sizes, and perennial favorites—M&M's merchandise.



From left: Dick Pirics, John Sullivan, Dawn Noyes, Georgia Meyers, and Charles Caplan of **Play Time Toys** in front of the company's display of diverse toys and novelties, which range from minor prize kits to premium electronics.



Maya Stevenson (l) and Michelle Misite of **Rhode Island Novelty** hold individually wrapped toys from the company's T2P Kits, designed exclusively for the Tickets to Prizes Prize Station.



Barry Lederman of **Peek-A-Boo Toys** with a new Emonimals plush character, Super Hero Hog.



In addition to debuting two new cranes, **S&B Candy and Toy Co.** also offered an array of new capsule products, plush items, and Micro Ball Mixes.



Mike Lynch (l) and Bryn Netz of **Sureshot Redemption** with the company's new Shrek 3 merchandise. Available in time for the film, items include water bottles, plush, banks, balls, yo-yos, Frisbees, action figures, and more.



From left: Rachelle Granger, Jason Patterson, and Courtney Hunter of **Redemption Plus** with the company's new Jumbo Tennis Balls and Super Space Balls, which can bounce up to 50 feet in the air.



Balta Garcia (r) of **The Toy Barn** shows Easter plush to Mike Damtew of Mountain Coin Distributing. Garcia said, "I met a lot of new customers at the show. The biggest interest was in our Easter plush. Everyone loves stuffed animals." ▲

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From left: Peter Guterres, CEO; Val Levitan, President; and Boris Itskov, Chief Technical Officer.

By Bonnie Theard

Technology continues to push the industry forward, and operators are embracing a new innovation from JVL Corp.

We've all heard the expression, "You can't have your cake and eat it too." JVL Corp. takes exception to that time-honored statement, and has proven that you can indeed have it all. The prime example: the Encore with Media Stream—billed as "the first and only touch screen entertainment system with music streaming technology, where games and music meet."

Countless songs are available on demand with Media Stream when it partners with the Encore touch screen countertop using a broadband Internet connection to *stream* digital music from an off-site server to a local audio system. Media Stream content is always expanding; it is not stored on hard drives or CDs. This is a next-generation music delivery platform.

Peter Guterres, CEO of JVL Corp., said, "Our objective with music was to create a low cost solution for operators that gives them all the benefits of converting a casual game machine, such as the Encore, into a full-fledged digital jukebox system that will give you access to over two-and-half million music tracks. It's a no-brainer that, for a nominal investment, anyone who has an Encore can convert it into a digital jukebox. This is necessary today for operators who need to increase their cash boxes."

He continued, "Operators are finding new opportunities where they can put this pairing of games and music. You can get everything from Mel Torme to the hippest music; it's not only traditional pop music. When you select a track, the unit recommends music from the same era, and grabs it from all sources. You get the names of similar artists you may enjoy. Locations are benefiting from the suggestions, and building their own favorite playlists."

Guterres explained: "It's a great engineering feat that the average time of Media Stream Search for music is 100 milliseconds. Seventy-percent of searches are completed between three to seven keystrokes, and 95-percent of searches are completed within two words. We kept the graphic user interface intuitive so patrons can easily search by typing in what they are looking for."



The staff of JVL.

He added, "One operator told us, 'It's the best thing since popcorn.' There are so many advantages: The Encore with Media Stream is easy to move from one location to another, the price is right, and there are no hidden fees or contracts."

UNTAPPED MARKET

How does the Encore with Media Stream fit in with the current music landscape filled with digital jukeboxes? Guterres said, "Don't think of a conventional establishment where you already have digital music. Think about a place with a CD jukebox." (According to *Play Meter's* State of the Industry Report 2009, there are 17,625 CD jukeboxes on location.)

Guterres continued, "Locations that still have CD jukeboxes are prime to convert to the Encore with Media Stream. They were not early adopters of digital music. It's not necessary to sign a long-term contract with JVL. Music licensing fees do apply, and you

pay as you do with any other music service: a percentage of the music revenue (from 15 to 20 percent), but you are not tied into a long-term arrangement. We don't have contracts; we have agreements with operators."

In conclusion, he said, "We are here to work with operators to help them get into successful locations so we can both benefit. It does not do anyone any good if operators have to keep a system that is not making money for them."

The Media Stream box plugs into the operator's sound system. It weighs only 1.85 lbs., and is the means for the music to be streamed throughout the house system. It can be connected wirelessly to the Encore touch screen countertop, and located anywhere as long as the wireless signal is strong and consistent, even the back room.

"That is the technology part of the equation," said Guterres. "Plus, our music library is always expanding to include new additions in all music gen-

res, from jazz to hip hop. There is also a smart feature: If patrons are selecting from one genre, the center of the screen with say 'search new and hot' and show genres popular in that location. It's like flipping through your own personal collection of songs."

Kris Geck, Business Development Manager for JVL, commented, "As a manufacturer representative, one always wonders how a new product will be perceived, by operators as well as end users. While beta testing our original product, I witnessed an amazing first impression, which was totally unexpected from me. You always want to believe the best in the product you represent, but seeing it with my own eyes really opened them!"

While the Media Stream has garnered considerable attention since its debut, the high-definition (HD) games on the Encore are also drawing praise.

There are a total of 23 HD games, the top five being Texas Hold'em, What's the Difference—Erotic (the only

one of its kind), Monster Truck, Kick 11's, and Pirate Madness.

JVL Corp. has a library of 150 games in all categories: action, cards, strategy, puzzles, quiz, and much more. Of the top 15 games, 12 are rendered in "high definition" (JVL is the first company in the world to implement this type of technology in touch screen amusement games).

FROM THE ROUTE

It's natural for company officials to be confident in their products, which they have nurtured along in development, sharing the vision of the designers and the faith of the employees, based on a solid history.

"The proof is always when you go to the end-user," said Guterres. "Let's hear what the field is saying."

Alvin Gerlach of Hub's Music in Aberdeen, S.D., has five installations of Encore with Media Stream in a variety of locations: four bar/taverns and one bowling/fun center. Gerlach participated in the beta testing; his units have been in place since August 2009.

Gerlach said, "One location had a digital jukebox but not the traffic to support it. The Encore with Media Stream saves them space and money. Ironically, the Media Stream is doing more business than the digital jukebox did!"

He spoke about the advantages of the Encore with Media Stream: "Customers like to page through the music, and it's right in front of them while they are playing the countertop. They don't have to get up; it's convenient,

and attracts more people. From an operator's standpoint, the units are easy to maintain."

Gerlach mentioned that the bowling/fun center really likes its unit, which took the place of a CD jukebox. The location is bringing in much better revenue than the CD jukebox. In addition, in one small town of only 40 residents, the Encore with Media

soon as the Media Stream came out, we signed on. There are a number of advantages; for example, being able to play games and select music at one spot. It's also flexible. We've placed one Encore with Media Stream at the bar for games and music, and put a separate Encore with Media Stream dedicated strictly to music at a different place on a stand in the location.

We can offer the equivalent of two jukeboxes in one location, shared with games.

"We could put as many as three Encore with Media Stream in a location. Customers don't have to leave their place at the bar and go over to a jukebox. The Encore with Media Stream is like a free standing jukebox."

How has the bottom line been affected? White said, "We're seeing \$75 to \$100 per-week increases in the music side in locations where we have two units. The amount varies by location. It tells you on the screen how much money came from music and how much came from games. It proves that customers are playing music from the bar."

He added, "We have three more installations scheduled. Locations say they enjoy the format, in particular that you can

select music by opening a book and choosing a decade. You can also type in a specific song you want. Customers are playing songs you thought they would not play, because they see it in the book, show their friends, and remember it. They will say, 'How long has it been since you heard that song? Let's play it.' This factor has increased revenue for me, and my locations."



Monster Truck



Kick 11's

Stream in the local bar does very well, proving that the unit is equally at home in all kinds of locations, from large to very small. Gerlach said he would probably add more Encore with Media Stream units in the future.

Greg White of White Amusement in Chattanooga, Tenn., has four units on location. He commented, "We already had Encore units in place; as

White continued, "In a small location, all you need is the Encore with Media Stream. It has a built-in amp, and will push enough wattage for your speakers. We've been working with JVL for a long time. We're converting everything over to the Encore. In addition to the music access, customers like the HD games; they are better than anything I've seen on a home console game. It really feels like you are in the games."

Tony Paskiewicz of Columbia Amusements in Baltimore, Md., also has four installations of the Encore with Media Stream, and two more planned. Columbia Amusements has a long history with JVL, dating back 12 to 15 years. Paskiewicz said, "Our route is 100-percent JVL countertops. We still operate some Retro and Vortex units; they all work phenomenally well, and the service is great."

Paskiewicz explained that when he gets a new model in, he brings it home and asks his family, friends, and neighbors to play. "Something good always comes out of it," he said, adding, "The children test their minds with the trivia, and they give me honest feedback."

Columbia was part of the original beta test, so his units have been on location for six months. The company selected different venues for the first three placements: one with a digital jukebox, one with a CD jukebox, and one with no music at all.

"We tried this to gauge the response for a variety of venues," said Paskiewicz. "We are making a commitment to install these systems on a somewhat regular basis. We generally

find that patrons are courteous to each other when it comes to selecting music and playing games. Patrons are getting all the music they want. With the new software, searching for music is quick and user-friendly; it even breaks it down to what's popular in that location. Patrons seem to like it more than a traditional digital jukebox."

Another one of Columbia's Encore with Media Stream locations did not have any music, but wanted a wall jukebox. Paskiewicz said, "We sold him on trying this system because it takes up such a small space, and it is even more user-friendly than a wall jukebox. Some old school locations may not understand, but the customer does. We are trying to guide the owner into new technologies."

John Newberry of Venco Business Music in Bland, Va., has two chain restaurant locations with the Encore with Media Stream, which were installed around the first of the year. "We've been pleased," said Newberry, "we have not had any problems. They are well suited for locations without room for a traditional jukebox. This is a product that works well in a niche market once operators understand how to use it."

He continued, "Patrons can either play a game or play music. If someone wants to play music while someone is playing a game, that's not a bad thing. It shows that you may need to have another machine in that location. There are a lot of venues with a high-speed Internet connection that

can use this piece of equipment."

Ken Stansell of American Amusement Co. in Chattanooga, Tenn., has three Encore with Media Stream in a variety of locations, including a bowling center and a fraternal organization. American Amusement Co. is planning on adding three more units in the near future.

Stansell spoke about the advantages: "This is not the heavy invest-



Pirate Madness



What's the Difference—Erotic

In speaking about locations where the Encore with Media Stream replaced a CD jukebox, Paskiewicz noted, "That type of location does not do what a digital jukebox location does. By putting in an Encore with Media Stream you can offer more music than the CD jukebox and free up floor space for another piece of coin-op equipment, an ATM machine, or a table."

ment of the full-scale digital jukebox. That means we can start earning revenue from day one instead of waiting for our investment to be paid for. That's huge for return on investment."

He added: "The Encore with Media Stream has everything. I personally like the book display for music by decade. One of our installations has older clientele, and they hardly played the jukebox that was there before. The Encore with Media Stream has performed very well in that location because it's simple to use, and customers know they can find music they remember."

Stansell had Encore units before the introduction of Media Stream. "The graphics on the unit were the selling point," he said. "We've had good results with the HD games. The addition of the Media Stream means we can make more money by offering games and music in one machine. For marginal locations, or small locations, it's not practical to buy a countertop and a digital jukebox, but if you can go in with a countertop with games and music for one-third of the investment, that makes sense."

Tyler Kingston of Best Distributing in Salt Lake City, Utah, has one Encore with Media Stream in a small sports bar and grill. Kingston said, "We've had it on location for three months; it's a brand new location that did not want a full size jukebox due to space limitations."

He continued, "This is the perfect solution, and the location is very happy. In fact, that one unit is doing so well that we plan to add another countertop. You can hook up multiple countertops to the same Media Stream, and customers can play music from both machines."

Kingston said he has been "very happy with the service from JVL," adding, "the company has more than taken care of us." Best Distributing has operated every model in JVL history,

dating back to the Conquest. The company continues to operate Retro and Eclipse units.



Texas Hold'em

Jim Schubert of Schubert Vending in Valley Springs, Calif., also has one Encore with Media Stream in a location. Schubert said, "This spot had a CD jukebox, which we have replaced and given customers access to digital music and HD games. The location and the customers are happy."

Schubert added, "It's convenient because you can play games and select music at the same time. I'm planning to add another unit in that same location. When we removed the CD jukebox, it freed up space and the location was able to add another pool table."

Schubert said he has observed, "When customers play music, they hang around and start to play games. We've found that both music and game revenue have gone way up. People who played games before, but did not play the jukebox, now select music. Having the music option picks up business on the games as well. The HD games are so bright and clear, they really draw people in."

Encore with Media Stream is a combination of innovations and technologies designed to help operators serve their customers and prosper. For more information, call (800) 296-6657; Web (www.jvl-ent.com). ▲

The origin of JVL Corp.



Joseph Levitan,
Founder and
Chairman

JVL Corp. derives its name from company Founder and Chairman, Joseph Levitan, and his son, Val, President. Joseph, endearingly called "Big Joe," immigrated to Canada from Russia in early 1980 with his family, in search of a new world and new opportunity.

An engineer by trade, Joseph began repairing coin-op machines in 1981, which was the origin of JVL. What began as a small coin-op repair service has developed into a fully integrated multimedia technology company that is pursuing opportunities all over the world.

JVL Corp.'s first countertop, the Concorde, was released in 1995, followed by the Conquest, Eclipse, Vortex, Retro, and now the Encore with HD2 and Media Stream.

According to JVL's CEO, Peter Guterres, "Technology is ultimately what drives our company. JVL will not sacrifice engineering quality or engineering standards, principles implemented and upheld as fundamental by the Levitan

family. We are first and foremost a technology and engineering company, with platforms in amusement, mobile, gaming, and now music."

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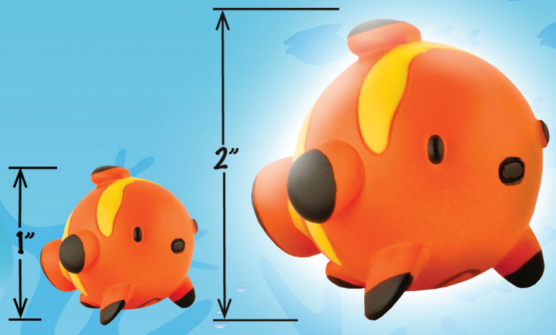
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July 22-24

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Corpus Christi, Texas
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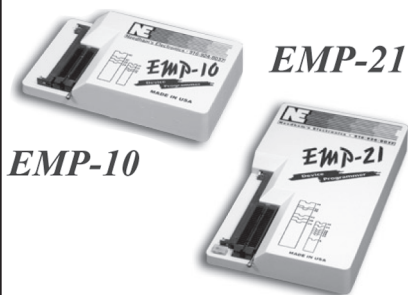
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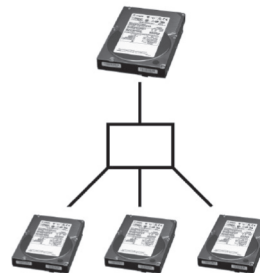


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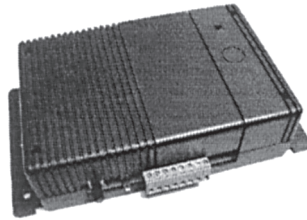
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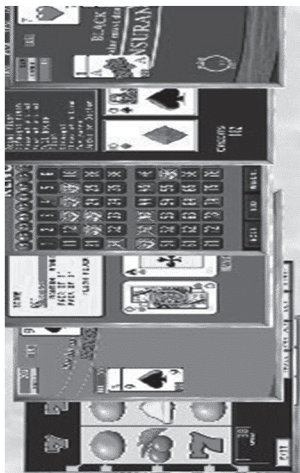
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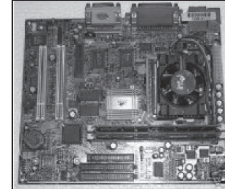
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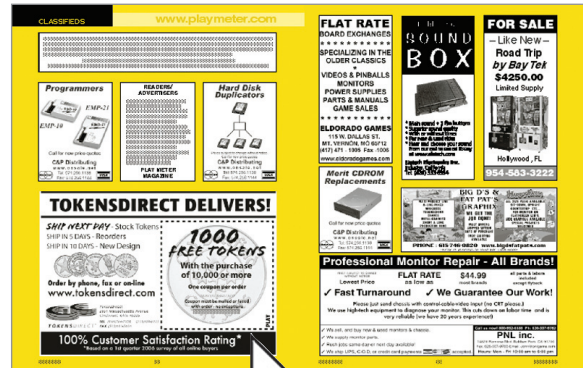
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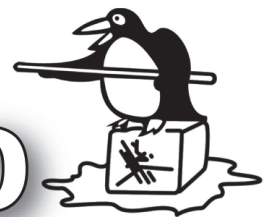
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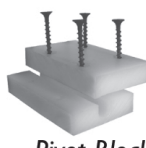
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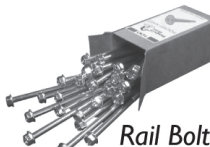




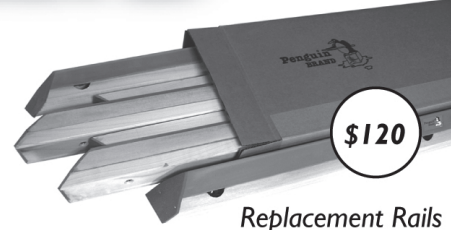
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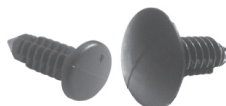
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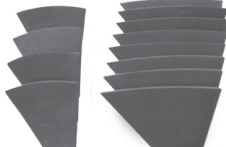
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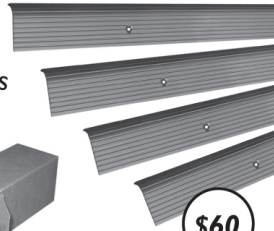
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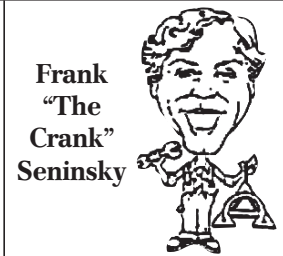


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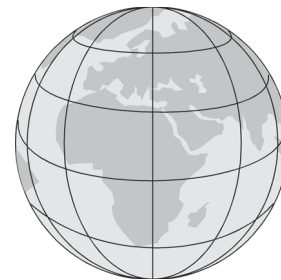
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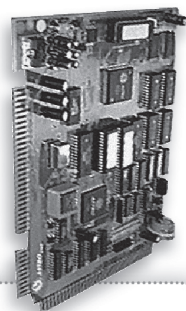


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