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**35th Annual
Survey:**
State of the
Industry
Report



FEBRUARY 2012

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February 2012
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33 State of the Industry

Operators from across the country have shared their thoughts, views, and comments with us and we've used that information to compile a comprehensive view of the state of the industry.

46 Show Preview: Amusement Expo

The 2012 Amusement Expo is fast approaching. Check this issue for the schedule at a glance, seminar topics, crossover information, and everything else you need to know to get ready for the show in March.

43 Las Vegas: 25 things to do

We've compiled a listing of 25 fun, new, and exciting activities in Las Vegas for those visiting the city in March for the Amusement Expo.

73 Pinball Expo

Pinball Expo 2011 was a hit with collectors and pinball fans of all things pinball. Check here for coverage of all the guest speakers, awards, celebrities, and more.

On the Cover

Sureshot Redemption has remained a leader in the redemption industry through supplying quality merchandise, helpful advice, and an experienced eye for what works.

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There's nothing like receiving an invitation to your 50th high school reunion to bring you up short and take you on a quick ride back in time to the days before personal computers, cell phones, iPods, apps, mega-screen TVs, home media rooms, and cable TV—even before the two-car family.

It's also hard to imagine a time before the flashy and technologically advanced games now filling the marketplace. Of course we had jukeboxes, pinball, pool tables, and Skee-Ball.

At school dances in the gymnasium music was not provided by a DJ (unknown at the time) but by local garage bands with names like The Contours and The Corvettes (no copyright infringement worries then). Bands played the current top 40 tunes (no license fee concerns either). The last song of the night was always "Night Train," which later came to be more associated with strip clubs.

When *Play Meter* produced its first issue in December 1974, popular equipment of the day included flipper-style pinball games, foosball, jukeboxes, pool tables, shuffleboard, and early video games.

Play Meter soon recognized the need for real statistics on the industry and produced its first State of the Industry Report in 1976. We've continued ever since, reaching out to our subscribers to supply data and carefully compiling the results to get a true picture of the industry. We post statistics for the last five years so it's easy to make comparisons and see emerging trends.

In addition, we ask readers for their unvarnished comments, which they readily provide. And we ask them to vote on their top games of the year in seven categories: bulk vending machine, jukebox, pinball, redemption game, table game, touch screen countertop, and video game. These are the *Play Meter* Operators' Choice Awards presented during the Amusement Expo in Las Vegas (March 14-16).

To the question of the year ("What is your top tip for survival in these trying economic times?") one operator responded: "If you can't increase sales, cut expenses, and be prepared to work more for less money." The same operator said, "Innovation is not our friend. It is leaning toward the individual user and not the commercial user."

One practical operator offered: "Outwork your competition and change with the tastes of your customers." Another said, "Focus on getting and keeping the best locations. Get rid of under-performing locations because they are a waste of your time, which can be better spent elsewhere."

An extremely well organized operator put forth a five-point plan: 1) closely monitor income per unit and keep a rotation schedule; 2) monitor price per play based on the age of the game and the location demographics; 3) monitor weekly, bi-monthly, and monthly payouts on all cranes, merchandisers, and ticket games; 4) keep all equipment clean and in working order (ask yourself, "Would I let my child touch this?"); and 5) keep investing and keep communicating with your locations.

Categories of coin-op equipment have grown since the '70s, evolving over time just as the industry has evolved. We don't know what the industry will look like decades from now, but one thing is for sure: new technologies will continue to impact the industry and operators will continue to meet challenges head-on.

To the operators who responded to the State of the Industry Survey, and took the time to share information about their businesses, we thank you. We couldn't have done it without you. The industry is the beneficiary of your input. ▲



BONNIE THEARD
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.
E-mail:
(editorial@playmeter.net)

Hats Off!

to the operators that participated in our 2011 Annual State of the Industry Survey.

I would like to personally thank the operators that responded.

Your input helped make the results a valuable resource for our industry.

The results of the 2007 through 2011 survey can be found on pages 33 through 42 of this issue.

Carol Lally

*Publisher
Play Meter Magazine*



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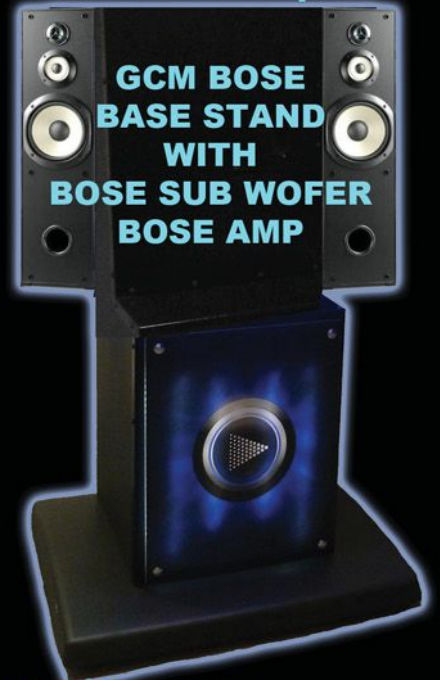
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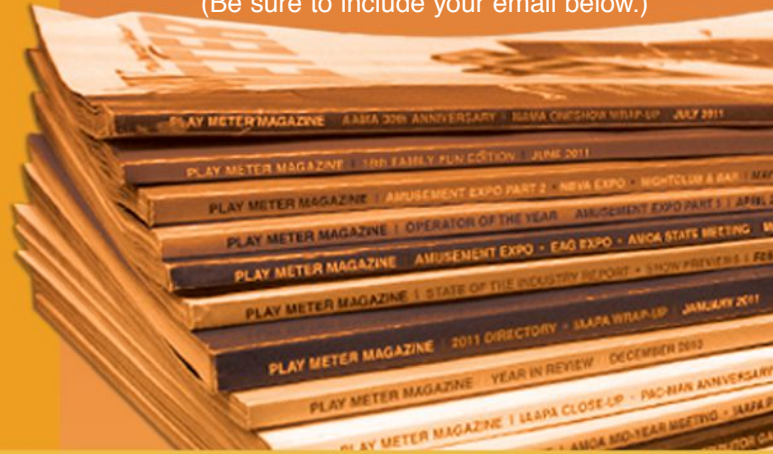
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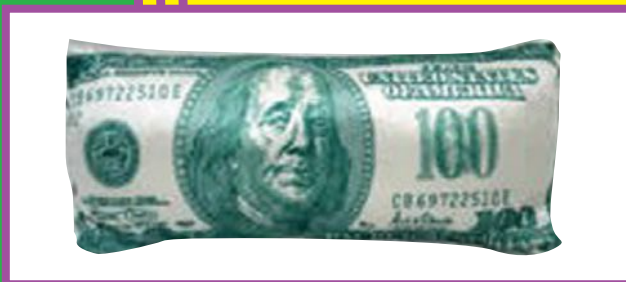
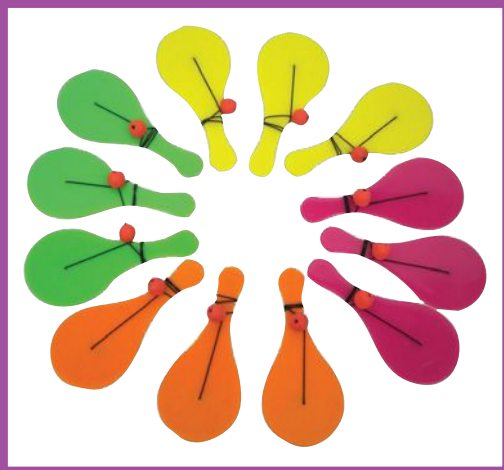
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SAY WHAT?



10

second
interview

Rori Keller, National Sales Manager of SureShot Redemption, got her start in the industry at Ace Novelty in Los Angeles, Calif. 1988. She lives in Corona, Calif. with her husband Bob Snyder, longtime industry consultant, and dog Sophie.

My first job was:

My first job was: food service in the buffet at Harrah's Lake Tahoe. We're talking the 60's and buffets were much different than what they are now. As a high school student it was exciting to wait on various stars that came in to eat between the dinner show and late show. Such visitors included Jack Benny, a very young Wayne Newton (Danke Schoen was at the top of the charts), the Smothers Brothers, Danny Thomas (remember him?), the Lennon Sisters and other members of the Lawrence Welk troupe, along with many others whom I've now forgotten, but pretty exciting for a high school kid.

My favorite type of music is:

a mix. On my iPod I have a mix of '50s standards, early rock and roll, '60s, '70s, some '80s, and current country that's not too twangy.

I wish I had the nerve to:

be more of a risk taker and more gregarious.

One thing I can't live without is:

my husband. He's the greatest! Our dog is a close second - cutest dog in the whole wide world. She is pictured cruising the harbor with her life vest on.



My favorite cocktail is:

Jack Daniels with Diet Coke or wine, it's a toss up.

One word that describes my personality is:

complicated.

The best advice I ever got was:

wait awhile to get married, you're too young; I didn't. But, had I listened, I might never have met my husband and best friend.

My favorite TV show is:

The Bachelor/Bachelorette (call me crazy, but I'm addicted) for fun and Sunday Morning for interesting stuff with a mix of news.

If I could have dinner with a famous person that

person would be:
the president.

My most cherished inanimate possession is:

my iPad, another addiction.



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HOT CLICKS

The Amusement Expo 2012 is fast approaching. Check out these Hot Clicks for Web sites that help ensure you're ready for the show.



Amusement Expo; (www.amusementexpo.org)

The official Web site of the Amusement Expo. "Click" here for all the information you need regarding events, seminars, exhibitors, and more!

Las Vegas Hilton and Casino; (www.lvhilton.com)



The Las Vegas Hilton and Casino is the official hotel of the AAMA/AMOA Amusement Expo. Check the Web site for all the information you need regarding rooms, amenities, entertainment, dining, and more.

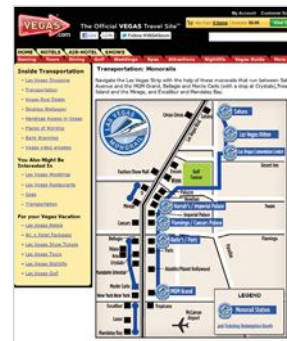
The AAMCF 13th Annual Charity Golf Tournament; (www.lvpaiutegolf.com/wolf_course.html)

The AAMCF 13th Annual Charity Golf Tournament will take place at the Las Vegas Paiute Golf Resort. Take a look at The Wolf Course, site of the tournament, and longest golf course in Nevada.



Las Vegas Transportation; (www.vegas.com/transportation/monorails.html)

Navigate Las Vegas with this map detailing public transportation routes including the Las Vegas Monorail, the Mirage-Treasure Island Tram, the Bellagio-City-Center-Monte Carlo Tram, and the Mandalay Bay-Excalibur Tram. ▲



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STATE OF THE industry report

Play Meter

2011 VITAL STATISTICS

Number of locations

Arcades: 2,100

Street: 101,000

FECs: 1,800

Total locations: 104,900

Number of operators: 2,200

- Air Hockey*39
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What is your top tip for survival in these trying economic times?

"If you can't increase sales, cut expenses and be prepared to work more for less money."

General Business

1. Do you operate in:

	2011	2010	2009	2008	2007
Arcades ONLY	1%	7%	4%	6%	2%
Street Locations ONLY	34%	36%	24%	43%	61%
FECs ONLY	5%	3%	12%	12%	9%
Bulk ONLY	6%	5%	2%	9%	*
Various Combinations	54%	49%	58%	30%	28%

NOTE: Street operators have moved to various combinations (continuing the trend to more street/bulk combinations).

2. How many locations do you have?

	2011	2010	2009	2008	2007
Arcade	2,100	2,700	3,400	5,000	2,500
Street Location	101,000	110,000	147,000	168,000	221,000
FEC	1,800	1,900	1,200	3,000	1,200
Bulk	30,000	37,000	24,300	*	*

3. If an FEC operator, what do you operate?

16% of FEC operators have laser tag and 20% have miniature golf.

4. If an FEC operator, what types of events do you host?

36% of FEC operators host birthday parties.

5. How long has your company been in business?

	2011	2010	2009	2008	2007
Average	34 yrs.	35 yrs.	27 yrs.	29 yrs.	30 yrs.
10 yrs. or less	6%	13%	15%	19%	19%
11 to 25 yrs.	37%	29%	39%	31%	27%
Over 25 yrs.	57%	57%	46%	50%	52%
Less than a year	*	1%	2%	*	*

6. Are you optimistic that your company will be in the coin-op industry five years from now?

	2011	2010	2009	2008	2007
Yes	85%	89%	77%	91%	93%

7. Has your community been affected by a smoking ban?

	2011	2010	2009	2008	2007
Yes	69%	52%	45%	49%	58%

8. Do you attend major industry trade shows?

	2011	2010	2009	2008	2007
Yes	61%	59%	60%	61%	84%

NOTE: Those who named which trade shows, the Amusement Expo was at the top of the list.

9. Are you pleased with the Amusement Expo, the new single coin-op show in the spring?

	2011	2010
Yes	79%	80%

10. Have routes been sold in your area in the past year?

	2011	2010	2009	2008	2007
Yes	52%	50%	52%	42%	62%

11. What is the average target age of your customers in the MAJORITY of your locations?

	2011	2010	2009	2008	2007
12 yrs. & Under	13%	9%	22%	8%	9%
13 yrs.-18 yrs.	13%	8%	12%	14%	10%
Over 18	37%	38%	25%	38%	45%
All Ages	37%	45%	41%	40%	36%

"Focus on gaining and keeping only the best locations and get rid of under-performing locations because they are a waste of your time."

What is your top tip for survival in these trying economic times?

State of the Industry

REPORT

FEBRUARY 2012

12. What is YOUR share of the location split?

	2011	2010	2009	2008	2007
GAMES					
Under 50%	7%	2%	5%	11%	9%
50/50 Split	66%	8%	71%	64%	77%
Over 50%	27%	30%	24%	25%	13%
MUSIC					
Under 50%	8%	17%	22%	11%	14%
50/50 Split	40%	39%	42%	46%	56%
Over 50%	52%	44%	36%	43%	30%
BULK					
Under 50%	41%	46%	37%	*	*
50/50 Split	21%	16%	23%	*	*
Over 50%	38%	38%	40%	*	*

13. Is the Internet vital to your business?

	2011	2010	2009	2008	2007
Yes	73%	72%	60%	67%	60%

14. Does your business have a Facebook presence?

	2011	2010
Yes	30%	21%

15. Does your business have its own Web site? E-mail address?

	2011	2010	2009	2008	2007
WEB SITE-Yes	46%	34%	43%	33%	44%
E-MAIL ADDRESS-Yes	79%	69%	72%	81%	70%

16. Do you use a "Smart Phone" in your business?

	2011	2010
Yes	44%	33%

NOTE: GPS was the top picked App.

17. What industry Web sites do you visit regularly?

The #1 answer was "distributor and parts suppliers," followed by *Play Meter*.

18. Where do you get your industry news?

Magazines	96%	Web sites	35%	E-newsletters	41%
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19. Which social networking sites do you visit?

Facebook	38%	Twitter	7%	Other	12%
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20. In the past 12 months how have the following fared:

	2011	2010	2009	2008	2007
COMPETITION					
Increased	30%	21%	37%	27%	27%
Decreased	24%	37%	26%	21%	20%
Unchanged	46%	42%	37%	52%	53%
LOCAL ECONOMY					
Increased	6%	7%	2%	5%	20%
Decreased	80%	84%	86%	79%	60%
Unchanged	14%	9%	12%	15%	20%
YOUR BUSINESS					
Increased	22%	23%	13%	25%	33%
Decreased	57%	56%	67%	52%	44%
Unchanged	21%	21%	20%	23%	24%

What is your top tip for survival in these trying economic times?

"Outwork your competition and change with the changing tastes of your customers."

21. Are you a member of any associations?

	2011	2010	2009	2008	2007
Yes	67%	64%	60%	79%	75%

NOTE: Increased number of operators involved in both AMOA and state associations.

22. Who do you rely on for your equipment financing?

	2011	2010	2009	2008	2007
Banks	20%	23%	37%	29%	27%
Firestone Financial	10%	14%	21%	16%	14%
Finance myself	63%	58%	37%	45%	54%
Distributor	7%	5%	5%	7%	5%
Other	*	*	*	3%	*

23. Are you utilizing any type of online tournament or contest?

	2011	2010	2009	2008	2007
Yes	35%	28%	23%	32%	33%

24. How do you plan for your new game purchases?

	2011	2010	2009	2008	2007
Dollar Amount (average \$) (8% of operators)	\$20,000	\$25,000	\$50,000	\$74,000	\$33,000
Percent of Gross (average %) (2% of operators)	10%	19%	18%	10%	40%
Buy equipment as needed	90%	81%	86%	85%	93%

25. Are you using a cashless payment system for your games?

	2011	2010	2009	2008	2007
Yes	44%	25%	33%	13%	4%

26. Do you plan to diversify your business?

	2011	2010	2009	2008	2007
Yes	52%	45%	53%	40%	39%

27. Do you sell machines to the home market?

	2011	2010	2009
Yes	64%	60%	59%

28. Do you see video gaming coming to your state?

	2011	2010
Yes	39%	40%

29. Do you visit distributor open houses?

	2011
Yes	77%

Pinball Games

	2011	2010	2009	2008	2007
Average Weekly Gross	\$31	\$31	\$33	\$42	\$47
Average # Per Operator	11	11	10	12	17
Total # On Location	15,004	15,433	17,000	20,000	33,000
Total New Purchases	2,728	2,806	2,900	5,000	2,500

62% operate pinball machines; 61% last year.

28% of those operating pinball games bought new ones.

"Adapt to the changing structure of our industry. Operator promotions are the key to our success."

What is your top tip for survival in these trying economic times?

Video Games

Dedicated Video Games

	2011	2010	2009	2008	2007
Average Weekly Gross	\$58	\$71	\$69	\$213	\$88
Average # Per Operator	80	86	113	92	87
Total # On Location	146,080	168,130	254,000	211,000	209,000
Total New Purchases	9,130	7,640	20,250	21,000	22,000

51% of those operating dedicated games bought new ones.

Video Game Kits

	2011	2010	2009	2008	2007
Average Weekly Gross	\$38	\$35	\$42	\$65	\$71
Average # Per Operator	49	37	49	39	62
Total # On Location	88,347	60,421	93,100	90,000	148,000
Total New Purchases	9,015	9,798	13,300	18,000	17,000

44% of those operating kits bought new ones.

Deluxe Video Game Simulators

	2011	2010	2009	2008	2007
Average Weekly Gross	\$96	\$86	\$115	\$194	\$102
Average # Per Operator	27	19	13	26	12
Total # On Location	29,700	20,539	13,000	60,000	29,000
Total New Purchases	3,300	5,405	6,000	16,000	13,000

36% of those operating deluxe simulators bought new ones.

53% bought an average of 21 used video games in the past 12 months.

Do you still charge 25 cents per play on ANY of your videos?

	2011	2010	2009	2008	2007
OLD games-Yes	70%	63%	62%	66%	68%
NEW games-Yes	15%	14%	20%	13%	15%

What is your standard price per play on your video games?

	Upright videos:			Deluxe videos:			Kits:		
	2011	2010	2009	2011	2010	2009	2011	2010	2009
25 cents	4%	5%	7%	3%	2%	*	20%	27%	26%
50 cents	64%	72%	59%	13%	19%	23%	70%	70%	56%
75 cents	14%	7%	16%	15%	19%	31%	3%	*	7%
\$1	18%	16%	16%	65%	37%	42%	7%	3%	7%
Over \$1	*	*	2%	4%	3%	4%	*	*	4%

Photo Booths

	2011
Average Weekly Gross	\$123
Average # Per Operator	6
Total # On Location	4,356
Total New Purchases	1,452

33% operate photo booths.

36% of those operating photo booths bought new ones.

State of the Industry
REPORT
FEBRUARY 2012

What is your top tip for survival in these trying economic times?

"Maintain good relationships with location owners. Let them know by your actions that you care about their business, too."

Jukeboxes

Digital Downloading Jukeboxes	2011	2010	2009	2008	2007
Average Weekly Gross	\$155	\$155	\$162	\$203	\$218
Average # Per Operator	39	28	43	8	22
Total # On Location	65,208	41,216	64,500	50,000	41,000
Total New purchases	15,048	16,192	13,500	12,000	13,000

76% operate digital jukeboxes; 64% last year.

74% of those operating digital jukeboxes bought new ones.

60% said they were using new advertising features on digital jukeboxes; 56% last year.

39% said they would like a karaoke feature; 33% wanted a photo feature; and 28% wanted social networking.

CD Jukeboxes	2011	2010	2009	2008	2007
Average Weekly Gross	\$61	\$56	\$61	\$70	\$74
Average # Per Operator	13	6	15	17	28
Total # On Location	14,872	6,900	17,625	22,000	54,000
Total New Purchases	1,144	2,300	1,175	1,800	1,000

52% operate CD jukeboxes; 50% last year.

52% of those operating them bought no new ones; 81% last year.

45 rpm Jukeboxes	2011	2010	2009	2008	2007
Average Weekly Gross	\$35	\$55	\$30	\$35	\$44
Average # Per Operator	1	1	3	12	12
Total # On Location	176	184	1,050	3,000	6,000

8% operate 45 rpm jukeboxes; 8% last year.

57% said that when they switch, it will be straight to digital jukeboxes; 43% last year.

14% indicated they would replace a 45 rpm with a CD jukebox; 43% last year.

29% said they have no plans to change; 14% last year.

Pool Tables

	2011	2010	2009	2008	2007
Average Weekly Gross	\$56	\$55	\$58	\$78	\$76
Average # Per Operator	35	31	51	43	45
Total # On Location	62,370	55,614	84,150	80,000	100,000
Total New Purchases	7,128	5,382	8,250	9,000	7,000

81% operate pool tables; 78% last year.

30% of those operating pool tables bought new ones.

42% indicated that they are using pool tables with battery-operated bill acceptors; 42% last year.

60% indicated they run tournaments on their table games, primarily pool tournaments; 38% last year.

How much are you charging per play on your pool tables?

	2011	2010	2009	2008	2007
Over \$1	16%	14%	11%	8%	7%
\$1	62%	51%	64%	47%	50%
75 Cents	31%	27%	14%	33%	29%
50 Cents	9%	8%	11%	12%	13%

"Keep marketing regardless of the economy. Everyone has some entertainment budget and those who market get a slice of that budget."

What is your top tip for survival in these trying economic times?

Electronic Darts

	2011	2010	2009	2008	2007
Average Weekly Gross	\$32	\$24	\$26	\$31	\$42
Average # Per Operator	25	14	55	49	36
Total # On Location	35,750	16,422	64,800	66,000	53,000
Total New Purchases	11,440	3,519	10,800	11,000	4,500

65% operate electronic darts; 51% last year.

40% of those operating electronic darts bought new ones.

17% run leagues on all of their dart games (14% last year); 27% on some of their dart games (28% last year); and 56% on none of their dart games (59% last year).

Shuffleboards

	2011	2010	2009	2008	2007
Average Weekly Gross	\$26	\$14	\$17	\$24	\$29
Average # Per Operator	3	4	3	4	6
Total # On Location	1,386	1,656	1,800	2,800	3,400
Total New Purchases	924	828	600	700	under 500

21% operate shuffleboards; 31% last year.

31% of those operating shuffleboards bought new ones.

Air Hockey

	2011	2010	2009	2008	2007
Average Weekly Gross	\$61	\$55	\$65	\$80	\$62
Average # Per Operator	8	8	9	9	10
Total # On Location	12,320	12,676	12,600	13,000	15,000
Total New Purchases	3,080	4,761	4,200	7,600	2,000

70% operate air hockey; 69% last year.

13% of those operating air hockey bought new ones.

Foosball Tables

	2011	2010	2009	2008	2007
Average Weekly Gross	\$15	\$16	\$20	\$23	\$26
Average # Per Operator	4	3	6	7	4
Total # On Location	5,720	5,199	6,000	8,000	7,500
Total New Purchases	1,430	1,173	1,000	1,500	*

65% operate foosball tables; 51% last year.

14% of those operating foosball tables bought new ones.

Boxers

	2011
Average Weekly Gross	\$87
Average # Per Operator	6
Total # On Location	6,996
Total New Purchases	3,498

53% operate boxers.

61% of those operating boxers bought new ones.

What is your top tip for survival in these trying economic times?

"Stay with moneymakers such as cranes, music, pool tables, darts, and street redemption."

Redemption/Novelty

	2011	2010	2009	2008	2007
Average Weekly Gross	\$118	\$100	\$151	\$198	\$182
Average # Per Operator	54	83	80	78	45
Total # On Location	72,468	101,177	128,000	120,000	67,000
Total New Purchases	21,472	20,723	17,600	25,000	8,000

61% operate redemption/novelty equipment; 58% last year.

63% of those operating redemption bought new ones.

Have you encountered legal problems with redemption/novelty equipment in your area?

	2011	2010	2009	2008	2007
Yes	16%	23%	12%	15%	13%

Is there a prize value limit in your area?

	2011	2010	2009	2008	2007
Yes	28%	33%	38%	31%	29%

NOTE: Prize value limits average \$12.50.

Kiddie Rides

	2011	2010	2009	2008	2007
Average Weekly Gross	\$35	\$40	\$33	\$44	\$48
Average # Per Operator	13	11	11	13	10
Total # On Location	10,010	9,108	12,100	12,000	8,000
Total New Purchases	1,540	3,312	3,300	3,000	under 1,000

35% operate kiddie rides; 36% last year.

14% of those who operate kiddie rides bought new ones.

Cranes

	2011	2010	2009	2008	2007
Average Weekly Gross	\$121	\$92	\$82	\$115	\$123
Average # Per Operator	30	20	30	21	20
Total # On Location	58,080	39,560	51,000	47,000	38,000
Total New Purchases	11,616	9,890	17,000	18,000	8,000

88% operate cranes; up from 86% last year.

55% of those operating cranes bought new ones.

Rotaries

	2011	2010	2009	2008	2007
Average Weekly Gross	\$59	\$67	\$85	\$94	\$75
Average # Per Operator	11	8	6	7	5
Total # On Location	4,840	3,864	2,700	2,500	3,000
Total New Purchases	880	483	450	*	*

20% operate rotaries; 21% last year.

14% of those operating rotaries bought new ones.

"Eliminate weak accounts; replenish strong accounts. Buy more of what earns."

What is your top tip for survival in these trying economic times?

Countertops/Touch Screen Games

	2011	2010	2009	2008	2007
Average Weekly Gross	\$38	\$43	\$47	\$62	\$74
Average # Per Operator	34	36	39	43	56
Total # On Location	62,832	58,788	68,250	78,000	120,000
Total New Purchases	7,392	13,064	12,250	15,000	18,000

84% operate countertops; 71% last year.

60% of those operating countertops bought new ones.

Video Poker

	2011	2010	2009	2008	2007
Average Weekly Gross	\$139	\$81	\$92	\$236	\$356
Average # Per Operator	22	5	11	79	44
Total # On Location	11,616	2,300	5,500	15,000	5,000

29% operate video poker; 20% last year.

17% of those who operate video poker bought new ones.

Is law enforcement cracking down on this type of equipment in your area?

	2011	2010	2009	2008	2007
Yes	57%	62%	48%	45%	52%

Have video poker machines been seized in your area?

	2011	2010	2009	2008	2007
Yes	63%	59%	40%	55%	75%

Do you know any operators involved in a court case involving video poker?

	2011	2010	2009	2008	2007
Yes	52%	51%	38%	40%	71%

NOTE: We've asked this question for many years, and the answers always vary because it's a difficult category of equipment to quantify; results may be very different year to year.

8-Line Games

	2011	2010	2009	2008	2007
Average Weekly Gross	\$94	\$97	\$105	\$160	\$350
Average # Per Operator	29	36	30	49	55
Total # On Location	13,398	19,044	15,000	23,000	31,000

21% operate 8-Line games; 28% last year.

35% of those who operate 8-Line games bought new ones.

Is law enforcement cracking down on this type of equipment in your area?

	2011	2010	2009	2008	2007
Yes	58%	57%	54%	50%	43%

Do you know operators who have been involved in a court case involving 8-Line games?

	2011	2010	2009	2008	2007
Yes	64%	48%	41%	46%	57%

Have 8-Line games been seized by law enforcement in your area?

	2011	2010	2009	2008	2007
Yes	51%	53%	46%	58%	64%

State of the Industry

REPORT

What is your top tip for survival in these trying economic times?

"Focus on cranes, merchandisers, ATMs, bulk vending and digital music. They are the only categories that seem to be consistently relevant."

Automated Teller Machines (ATMs)

	2011	2010
Average Weekly Gross	\$50	\$65
Average # Per Operator	22	18
Total # On Location	16,830	16,146
Total New Purchases	4,950	5,382

45% operate ATMs; 39% last year.
 68% of those operating ATMs bought new ones.
 48% indicate they will add ATMs to their route.

Vending-Bulk

	2011	2010	2009	2008	2007
Average Weekly Gross	\$32	\$56	\$67	\$66	\$35
Average # Per Operator	63	48	133	165	267
Total # On Location	72,512	76,176	205,000	217,000	217,000

41% operate mechanical bulk; 13% operate electronic bulk.
 24% indicated that they have raised their bulk vend price-per-play in the last 12 months; 26% last year.
 43% have seen traditional amusement operators adding bulk to their routes; 42% last year.
 31% have added other types of equipment, with cranes at the top of their list; 61% last year.
 Mechanical machines averaged a weekly gross of \$30 (\$24 last year), while electro-mechanical machines averaged a weekly gross of \$38 (\$88 last year).
 29% of bulk operators have been hurt by CPSIA requirements; 19% last year.
 75-cent - \$1 vends increased 12% over last year.

Vending-Full Line

	2011	2010	2009	2008	2007
Average Weekly Gross	\$72	\$63	\$55	\$123	\$222
Average # Per Operator	88	63	55	108	162
Total # On Location	25,168	27,531	22,000	30,000	45,000

13% operate full line vending equipment; 19% last year.
 9% of those who operate Vending-Full Line bought new ones.

What type of full line vending machines do you operate?

The most common answers were cold drinks, snack, food, coffee, and personal products.

Vending-Cigarette

	2011	2010	2009	2008	2007
Average Weekly Gross	\$137	\$186	\$192	\$135	\$169
Average # Per Operator	19	22	15	16	28
Total # On Location	8,778	10,120	8,250	9,000	23,000

21% operate cigarette vending machines; 20% last year.



25

things to do in Las Vegas

Since its inception, the very nature of the coin-op industry is providing entertainment, so it's no surprise that the Amusement Expo takes place in one of the world's most famous entertainment venues: Las Vegas.

A visit to this glittery destination for the show also includes some down time when the exhibit hall closes. We've put together a "mini-guide" full of 25 fun things to do and see in Las Vegas for those visiting the city in March.



21

ADDICTION RESTAURANT

455 E. Harmon
(702)369-5400
Type: American

Developed by celebrity Chef Vic Vegas, Addiction Restaurant has been described as a "sleek modern venue serving classic dishes with a twist." Think sandwiches and salads.

BELLAGIO BUFFET

3600 Las Vegas Blvd. S.
(888)987-6667
Type: buffet

A trip to Las Vegas isn't complete without visiting one of its famous buffets. The array of food at The Bellagio buffet is vast, featuring Japanese, Chinese, seafood, Italian, a poultry selection, and a salad bar. The Bellagio offers a "gourmet buffet" on Friday and Saturday nights.

BACHI BURGER

470 E. Windmill Ln. #100
(702)242-2244
Type: Burgers

Asian flavors, Asian-inspired, and gourmet cooking infused into the All-American classic hamburger. The chef recommends The Ban-Mi Burger, the Wagyu Short Ribs, and Portuguese Doughnuts.

PIERO'S

355 Convention Center Dr.
(702)369-2305
Type: Italian, Romantic

Featuring authentic Italian cuisine, the menu has been described as "fresh and good" and the service, outstanding. The atmosphere is quiet and perfect for family meals and romantic dinners alike.

SWITCH STEAK

3131 Las Vegas Blvd. S.
(702)770-7000
Type: French

Switch, a French-inspired steakhouse and seafood restaurant with an emphasis on the finest seasonal ingredients, is named for the physical transformation the restaurant experiences each meal.

LITTLE CHURCH OF THE WEST

4617 Las Vegas Blvd. S.
(702)739-7971

Built in 1942, this chapel has been the site of numerous celebrity weddings and featured in movies. The church has been moved three times throughout its history and has married more than 100,000 couples.

MORMON FORT

500 E. Washington Ave.
(702)486-3511

Before Las Vegas became "Las Vegas" it was a stop on a trail used by settlers, mail service, and Paiute tribes. In 1855, the Mormon Church built a settlement here. The Old Mormon Fort buildings are the oldest non-Indian structures in Las Vegas today.

MORELLI HOUSE

861 East Bridger Avenue
(702)822-6536

The Morelli House was designed and built in 1959 by the Sand's orchestra conductor and music director Antonio Morelli. The house was ultra-modern for its day and in some aspects defies architectural classification. The site is now occupied by the Junior League of Las Vegas.

PARIS EIFFEL TOWER

3655 Las Vegas Blvd. S.
(702)946-7000

Don't miss the view from the Paris Eiffel Tower. Visitors take an elevator to the top while a guide points out other prominent Las Vegas landmarks.

PEEP SHOW

Planet Hollywood Resort and Casino
3667 Las Vegas Blvd. S.
(800)745-3000

Catch the show with celebrity Holly Madison on March 15 at 8 p.m. and 10:30 p.m. at Planet Hollywood Resort and Casino. It's been described as "a perfectly naughty night out for any fan of first class live entertainment-Vegas style!"

THE BEATLES™ LOVE™ BY CIRQUE DU SOLEIL®

3400 Las Vegas Blvd. S.
(800)963-9634

On March 15, catch The Beatles™ Love™ by Cirque du Soleil®. The experience is described as "an intimate and powerful entertainment experience that captures the love that the Beatles inspired during their astonishing adventure together."

LAS VEGAS MOB EXPERIENCE

3801 Las Vegas Blvd. S.
(702)739-2222

The Las Vegas Mob Experience museum features a collection of over 1,000 mob artifacts and memorabilia including items belonging to many infamous mobsters.

VEGAS INDOOR SKYDIVING

200 Convention Center Dr.
(702)731-4768

Experience the sensation of skydiving in an indoor environment. The indoor wind tunnel, one of only a few in the country, is based on a design used to train Army skydivers.

THE PARLOUR AT EL CORTEZ HOTEL & CASINO

600 E. Fremont St.
(702)385-5200

The El Cortez Hotel & Casino recently underwent renovation to modernize its dining, entertainment, and gaming options while still honoring its historic heritage. The new additions are The Parlour lounge, a retro bar/lounge featuring a baby grand piano, leather club chairs, and a vintage cocktail menu.

INSERT COIN(S) VIDEOLOUNGE GAMEBAR

512 Fremont St.
(702)477-2525

This video game lounge and bar features specially designed tables with a variety of gaming consoles and cocktail service. There is also a 60+ capacity Beta Bar, a section of refurbished vintage arcade games (think Pac-Man and Donkey Kong), and a dance floor.



HUNTRIDGE THEATER

1208 E. Charleston Blvd.

The Huntridge Theater opened in 1944. The building served as a movie house for almost five decades before being converted to a performing arts center in 1992. The theater was closed in 1994 but the building still stands.

SHARK REEF AQUARIUM

3950 Las Vegas Blvd. S.
(702)632-4555

Fun for children and adults alike, Las Vegas is home to one of the only predator-based aquariums in the country. Visitors can see sharks of all varieties, sawfish, giant rays, sea turtles, piranha, jellie fish, and a rare golden crocodile.

BLUE MAN GROUP

The Venetian
3355 Las Vegas Blvd. S.
(702)414-1000

Described as “an absolutely ecstatic experience” and “impossible to describe” The Blue Man Group’s show at the Venetian is a classic Las Vegas experience. Show times are 7 p.m. and 10 p.m.

NEW YORK NEW YORK ROLLER COASTER

3790 Las Vegas Blvd. S.
(702)740-6607

Thrill seekers can head over to the New York New York roller coaster located inside the New York New York hotel. This coaster lifts you 203 feet in the air and drops you 144 feet, leaving you coasting at 67 mph. The experience is reported to simulate a jet fighter’s “barrel roll.”

LA REVE—THE DREAM

Wynn Las Vegas
3131 Las Vegas Blvd. S.
(702)770-7000

Presented at Wynn Las Vegas, this performance offers an intimate aqua theater featuring aerial acrobatics, provocative choreography, and artistic athleticism. Experience a world of fantasy, adventure, and intrigue.

CLOUD 9

6870 South Rainbow Blvd. #108
(702)586-9743

Cloud 9 is a helium balloon that floats guests over 500 feet in the air for a sky-high view of Las Vegas. Located near the Mandalay Bay hotel, the balloon is tethered to the ground, offering a new experience for even the most timid of travelers.

KEVIN BURKE: FITZ OF LAUGHTER

Fitzgerald’s Casino and Hotel
301 E. Fremont St.
(702)388-2111

Recurring daily, Fitz of Laughter is performed in Fitzgerald’s Casino and Hotel. The show, hosted by The Las Vegas Entertainer of the Year, combines insightful humor, mentalism, and fire eating.

BELLAGIO FOUNTAINS

3600 Las Vegas Blvd. S.
(888)987-6667

The Bellagio Fountains now “perform” to six new songs including The Beatles’ “Lucy in the Sky with Diamonds” and Michael Jackson’s “Billie Jean.” Showtimes are every half hour between 3-7 p.m. Monday through Friday and every 15 minutes between 7 p.m. and midnight Monday through Friday. Saturday, Sunday, and holiday shows are even more frequent.

FREMONT STREET ZIP LINE

425 Fremont St. Suite 160
(702)410-7999

The Fremont Street Zip Line allows visitors to fly down an 800-foot-long zip line over crowded Fremont Street at over 30 mph. The cost per ride is \$15 before 6 p.m. and \$20 afterwards.

TITANIC: THE ARTIFACT EXHIBITION

3900 Las Vegas Blvd. S.
(702)262-4444

This exhibit, featuring over 300 artifacts, amazing replicas, and more, truly brings the Titanic experience to life. This unique exhibit is entertaining, educational, and fun for the entire family.





Amusement Expo 2012

Wednesday–Friday • March 14-16, 2012

Las Vegas Convention Center, Las Vegas, NV



YOUR KEYS TO REAL VALUE!



Amusement Expo registrants receive:

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- 🔑 One day reciprocal admission policy between Amusement Expo and Pizza Expo right next door
- 🔑 Top-of-the-line manufacturers ready to sell
- 🔑 An education program that takes place before the show opens – no missing any exhibit time
- 🔑 Special hotel rates at The Las Vegas Hotel (formerly Las Vegas Hilton), Amusement Expo headquarters, only \$109 per night

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"We are more than satisfied using the Sacoa PlayCard System. Sales are up 20% and customer satisfaction is at an all time high due to constant promotions and discount offers. Our managers are now free to dedicate their time to cater to customer needs, motivate our personnel and general oversight of the operation. The management reports are fast and to the point. This enables us to base our decisions on hard facts. Whereas previously the question was "Is it worth the investment to install PlayCard at all our stores?", it has now changed to: "How do we go about upgrading all operations in the shortest possible timeframe?"

Raul Vasquez, Manager of City Park, Colombia.



Contact Us:
+1 (214) 256-3965
sales@sacoa.com
www.playcard.com.ar

VISIT US AT

Booth #123-124
March 1-3, Bombay, India

DEAL 2012
Dubai Entertainment
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Booth #D7/DB

Sacoa
Wireless Debit Card System

Don't Get Left Standing Alone.....



American Amusement Machine
Charitable Foundation

2012 Charity Golf Outing

Tuesday, March 13
1:30pm shotgun

Las Vegas Paiute Golf Resort
Las Vegas, NV

Lunch, Prizes & Fun Provided!
Make This Part of Your
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Join The Pack on the “Wolf” Course at Paiute!

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Contact Tina Schwartz at 847.290.9088 or tswartz@coin-op.org for details.



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Panyu Startoon E-Game Machine Expo 2012 (SEM 2012)

Welcomes any enquiries from companies interested in participating.



**March
5~7, 2012**

Hall 1 & 2, Poly World Trade Center

Guangzhou, China

China's Most Commercially Valuable Electronic-Game Exhibition in Spring 2012

While global economic focus is on China, you should not lose your chance to enter this market.

SEM 2012 is organized by People's Government of Panyu District, it is believed that SEM 2012 is destined to succeed in gathering a long list of exhibitors and providing the most advanced and complete array of e-game related product offerings.

With leading R&D capabilities and organized machine supplying chains, the development of the e-game industry in Guangzhou is much more mature than other cities in China. Located in Guangzhou, Panyu has developed as a well-known manufacturing powerhouse of the Chinese e-game machines and related products and services; therefore, professional buyers are able to make a one-stop purchase at this district and it has become a new destination for both local and foreign professionals to buy amusement equipment. Facing the future, on the basis of its celebrated manufacturing power and continuous support from the Chinese government, Panyu is transforming itself actively and heading on the road of becoming a nationwide R&D headquarters of the e-game industry of China.

China: Global Economic Focus Full of Business Opportunities in 2012

Chinese electronic-game industry has drawn a large amount of international professionals' attention. It is believed that SEM 2012 will be the most professional and commercially effective show among the e-game related exhibitions next spring in China.

sem.chnam.com

Targeted Exhibitors
The exhibition is a grand assembly for all types of Chinese companies related to the e-game industry involved in such activities as manufacturing, distribution, trade, supply, retail and amusement venue operation.

What Will You See?
In this exhibition, you will see various types of China-manufactured innovations and products including amusement machines, amusement games, theme park facilities, and fitness equipment. Do not miss this chance to make purchases.

How to Reach Us?
Please feel free to contact us for inquiring about booth rental issues or admission tickets, your participation will definitely enrich the exhibition. For further information about the show, Please contact +86-20-2287-1703(Rep.)/Miss Andrea or Emily
E-mail: semexpo@chinaamuse.com

COVER STORY



The Sureshot Redemption team, front row, (l-r): Aaron Graves, Bryn Netz, and Dennis Sidler; middle row, (l-r): Mile Lynch, Rorie Keller, Sondra Doyle, Meg Bonnicksen, and Hasha Zangana; back row, (l-r): Jim Waldsmith, Jennifer Young, and Richard Mays.



meets market demands

Quality items, exceptional service, and knowledgeable staff are hallmarks of this merchandise supply company.

Building lasting relationships with customers is a core precept at The Foland Group, the parent company of Sureshot Redemption.

The Ontario, Calif.-based company has four divisions: Charm Company (rocking and ride-on toys), Dennis Foland Inc. (souvenir and custom logo merchandise), Prize Proz (prize incentive programs for fundraising), and Sureshot (serving the redemption merchandise industry).

Sureshot came on the scene in 1997 to answer the demand for quality prize merchandise as more entertainment venues began to offer a larger percentage of redemption games that gave players tangible rewards for their accomplishments.

Any stop at the Sureshot booth at a trade show reveals the vast array of merchandise available, from birthday party items to remote control cars. The company can supply all the basics in

terms of small, medium, and large items, plus the unusual such as licensed Monopoly games, battery-operated toys, crazy hats, hand puppets, you name it.

Play Meter spoke with Mike Lynch, Vice President of Sureshot Redemption, to find out more about the company's products, services, and staff, and today's market demands.

Sureshot has been serving the amusement industry for 15 years.

How has the market changed since then, and how has Sureshot adjusted to new market demands?

The market for redemption prizes has constantly been evolving, particularly as there is an increase in redemption games in family entertainment centers (FECs). Along with this growth of redemption games comes an increase of sophisticated players demanding bigger and better redemption prizes.

These players have become savers, demanding more sophisticated and pricier prizes. The staple redemption items are still necessary—and the best sellers—with an ever-increasing demand for variety.

What are some of your most popular “standard” items in stock and what are some of the most popular “new” items?

Staple items have remained the

same for many years: yo-yo’s, erasers, finger puppets, pencil toppers, finger traps, and of course, any kind of bouncy ball. We always offer new styles of these staple items each year.

Other popular items include PVC animals such as a whale, dinosaurs, and snakes; Marvel and Princess banks; and five-inch knobby balls. Our GID Blaster is probably one of our hottest items, and the jumbo pump rocket. Another popular item is the Big Bite Gummy Bear. New are the floating shark and clown fish, which will be a hit, and new Monopoly games.

Sureshot displayed a variety of themed Monopoly games at the recent IAAPA Expo 2011. How are customers responding to these unique games? What are the latest ones?

Sureshot Redemption is the exclusive distributor of Monopoly games by USAopoly to the amusement industry.

Our customers absolutely love the themed Monopoly board games and their guests love them, too. Some of the most popular versions include Hello

Kitty, The Beatles, Family Guy, Nintendo, and The Nightmare Before Christmas. New for this year is Metallica.

Approximately how many items are featured in your new 2012 catalog? While it’s not possible to name them all, what are some of the newest items?

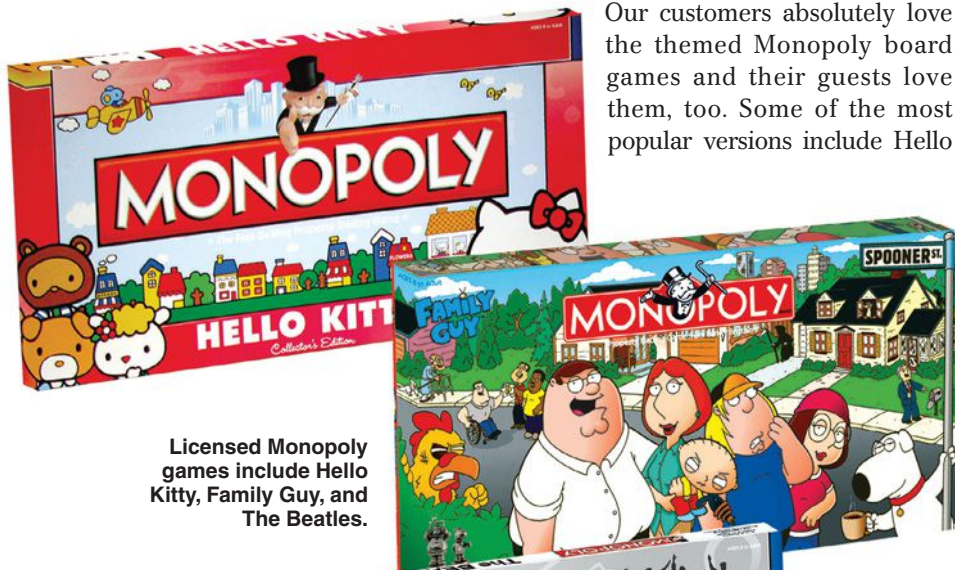
The Foland Group has over 6,500 items in stock. Over 2,500 items will be featured in the 2012 catalog. We are very excited about our new merchandise for 2012. We will continue with our popular USAopoly line of licensed games.

In addition, we will carry popular 2012 movie licenses including The Amazing Spider-Man, The Avengers, Battleship, Madagascar, Ice Age, and The Dark Knight Rises (Batman movie), to name a few. We will continue to carry the most popular licenses including Disney, DreamWorks, and Warner Brothers.

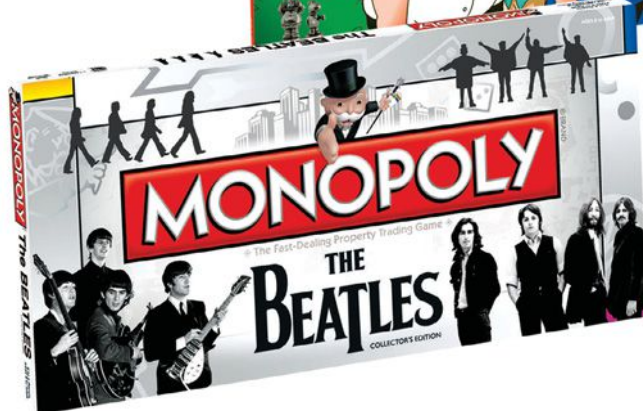
Are you seeing an increase in new FECs or the remodeling of existing ones? How important is the redemption center to their operation?

The new FECs seem to be the large box type with multiple venues, including bowling, restaurants, and bars with upscale lounge areas. We have had good fortune in finding new customers that are building from the ground up.

Many existing FECs that offer a full range of entertainment options including redemption, dining, soft modular play areas, miniature golf, bumper boats, and go-karts are remodeling and



Licensed Monopoly games include Hello Kitty, Family Guy, and The Beatles.



Colorful new Fiesta push.





Customers can have a field day in the new showroom.



A wall of prizes in the new showroom.

adding additional attractions. The goal is to offer something for everyone in the family to get them to stay longer.

Our extensive network of well-seasoned sales representatives help our existing customers with re-merchandising their redemption display on a regular basis to keep them fresh and profitable. A well-run redemption counter is vital to an FEC's success. It's a prize center and also a profit center. We have seen FECs open with more redemption games than video games.

What's your best advice to customers looking to stock their redemption center? What range of prize merchandise should they consider?

Keep an even balance between girls and boys. The type of merchandise depends on the targeted market. Consider a heavy concentration on small to medium prizes and a good selection of high-end merchandise that your customers will want to save up for.

Light-up products such as disco lights and glitter lamps are great to flash on the redemption wall.

What tips do you offer for how to display prizes at redemption counters?

Prizes must be seen in order to be won, so don't be shy about displaying redemption prizes. Your redemption center should be full of good prizes and have adequate lighting to attract your customers. It should be maintained and restocked to always look full and inviting to your guests.

Display proper signage from your game room directing your customers where to go to redeem their tickets. The selection of prizes should regularly be updated with new or different redemption items. The more popular items you offer your guests, the more they will come back and play.

We like to use the acronym N.I.C.E.®:

- N Neat and organized
- I Informative (ticket values on everything)
- C Consistent and clean
- E Enthusiastic employees

What are the advantages of using your Electronic Packing List (EPL)?

EPLs are a great tool when used correctly to accurately track merchandise usage and monitor inventory. We have also gone one step further with several customers in regard to receiving Digital Purchase Orders. The EPL also sets the standard ticket value for the location, to help the employees check in and display the products.

What led to building a new showroom and a new distribution



Inside the expansive warehouse.

center, and how are they beneficial?

Our facility is over 250,000 square feet with the showroom being 3,500 square feet. We outgrew our old showroom, which led us to the decision to move it to a larger area to accommodate our current inventory. Just like in a retail store, our customers like to come in and see, touch, and feel all of our new items as well as to take note of how items are packed.

How much of your merchandise is made especially for retail and how much for games/cranes/redemption centers?

We have a fairly good and evenly distributed mix of redemption and retail items. Fifty percent of our merchandise is redemption items and the other 50 percent is retail items. Many of our retail items make great redemption prizes.

How big is the sales force today?

Our current sales force is comprised of 15 sales representatives with extensive redemption experience. This includes in-house sales as well as those

out in the field. Having sales representatives located across the country benefits us in assisting our customers by responding to their needs quickly and efficiently.

Are customers who visit your booth at trade shows looking for certain types of items these days? Are they more price-conscious or more quality-conscious?

Quality has become more important as customers want to give their guests more value for their money. In today's economy, the public is looking for value for their dollar.

At trade shows, customers usually want to see what's new. It is also just like a miniature version of our showroom so we are able to point out tips and techniques for displaying merchandise.

At the Amusement Expo, our favorite show, we get to showcase our new products from our new annual catalog. We strive to give our customers a balance of both savings and value along with quality merchandise.

Customers are also looking to us for

new ideas and advice to help their facility grow. They want to know what's working for other redemption centers.

What are some of the greatest strengths of Sureshot?

Sureshot is the pioneer in providing complete merchandise service including store planning, assortment planning, setup, and re-merchandising to the amusement business. The Foland Group has offered in-store setup and merchandising since 1979. Our goal is to help our customers improve their business. In short, we will do whatever necessary to help our customers succeed.

In addition, we offer inventory management programs and we are compliant with all POS systems as well as EDI. Our in-house art department can develop a complete logo program with our customer's existing artwork, or we can help create a logo to meet their requirements.

How is Sureshot helping customers in today's difficult economy?

In today's economy, we know that everyone is price-conscious as well as quality-conscious. We offer promotions to our customers on great quality products.

One of our current and popular promotions is our Top 10 Weekly Deals. Customers receive weekly e-mails of new deals of the week. The Top 10 Weekly Deals can be accessed through our eOrder site. If an FEC is not a current customer, they can set up an account and instantly access these great deals.

At Sureshot Redemption we pride ourselves on our commitment to turn around customer's orders within 24 hours. Sureshot will continue to provide the best quality assortment at the best price with exceptional service.

For more information, call (888)887-8738; e-mail (sales@sureshot-redemption.com); Web (www.sureshot-redemption.com). ▲



An IAAPA overview



Josh and Zach Sharpe

The critics visit several of their favorites from the IAAPA Expo 2011.

While we can't say the nightlife is as exciting in Orlando as it is in Las Vegas, there's no doubt where the most exciting show is.

The International Association of Amusement Parks and Attractions (IAAPA) Expo held in Orlando has it all: coin-op equipment, 3D/4D/5D/6D simulators (Albert Einstein might have to explain anything above 4D), giant inflatables, and food stations located throughout. And that's only naming a few of the attractions on hand.

With this only being our second time at this show, we were again impressed by the sheer size of this convention and hope to make it a staple on our annual tradeshow trip calendar.

Similar to what we've done in columns past, this month we will take a look at some of our favorites from the fall 2011 event, followed by more in-depth reviews in months to come.

We usually like to award a single company for showcasing the most quality equipment at the show (volume never hurts), however this year no one

in particular truly stood out.

That being said, we did notice a huge influx of Asian Pacific companies getting into the mix with a host of new drivers, shooters, and redemption games.

While most of these games were slightly behind the curve of what's currently out in the U.S. market, it's definitely something to monitor in the upcoming year. There could easily be some new players in town and we hope this will only help to increase the competitive landscape, pushing every company to produce higher quality and more innovative games to market.

CONNECT 4/BAY TEK

What can we say, we're suckers for nostalgic themes and Bay Tek tugged at those strings with its latest, Connect 4. The classic board game comes to life in redemption form, allowing players to play head to head or against the computer for a chance to win some big tickets. Bay Tek has done a fantastic job with its cabinet design, creating a large footprint that would stand out at any location.





Transformers Pinball



Ice Age
Ice Breakers



Speed of Light



Tron Pinball

SPEED OF LIGHT/LAI GAMES

LAI Games certainly brought one of our favorite games in Speed of Light. As we've mentioned time and time again, we love having to work for our tickets via skill-based gaming and it's tough to top that element with this game.

With 30 different buttons spaced out in front of the main cabinet, players must use speed and fast reflexes to hit the lit buttons. The faster a player is, the more tickets they win. What's great about the Speed of Light, besides its clever and fitting title, is the fast game play that's accompanied by fantastic lighting effects and upbeat music.

ICE AGE ICE-BREAKER/ICE/PLAY MECHANIX

It's very fitting that a company called ICE would secure the rights to a recognizable animated license like "Ice Age." In this redemption game, players must hit one of the acorns in front of them using a mallet (five acorns in total).

This causes a visual break in the ice on the flat 42-inch horizontal monitor, shooting its way towards a toggling bonus structure of tickets.

By avoiding the drifting characters and timing which acorns to strike, players can ultimately win Scrat's bonus. The game is simple and fun, the cabi-

net design with additional 22-inch monitors fits the theme nicely, and with a fourth movie coming up next summer, the release of this game could not be timed more perfectly.

UNDER PRESSURE/PALE NIGHT PRODUCTIONS

A description of the display is as follows: A man runs up to the window that viewers can see into and frantically tries to open it. This causes the window to shake violently. Suddenly, a zombie steps in, grabs his head, and crushes it between her hands, blasting viewers with water.

This prop is a crowd favorite and will startle even the bravest of patrons.

While this isn't a game, we had to give special acknowledgement to Pale Night Productions' display of interactive horror. All of the company's interactive portraits are unique, creative, and definitely took us by surprise the first time through.

We were fortunate enough to capture video proof of how startling and scary the Under Pressure display is. We'll just have to see if Courtney and Monica are brave enough to post it on *Play Meter's* Web site or Facebook page!

TRANSFORMERS AND TRON/STERN PINBALL

Last, but certainly not least, we

wanted to mention what took place at Stern's booth at this year's show. While we did give Transformers a full review in our last edition, this was the first public show to showcase Stern's latest gem.

We must give extra kudos to Marco Specialties for doing a fantastic job of hooking up monitors, speakers, and lighting to create an event-like atmosphere around the games on display.

Additionally, Stern had a Tron on display with a ticket dispenser attached. Harking back to the days of Gottlieb's Super Mario Brothers or William's Ticket Tac Toe, we have not seen a true redemption pinball on the market in what seems like forever. We love this forward thinking and trying to push pinball into different markets. ▲

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.



LED Slate Sign and LCD EzSign TV

Suzo Happ has new products to illuminate your business and increase sales. The LED Fluorescent Slate Sign is a multipurpose sign that allows users to place their message in fluorescent lights and change it as often as they'd like.



The boards are great in arcades, casinos, restaurants, hotels, pubs, and shops. Messages can be written and wiped off as often as needed. Over 50,000 hours of illumination means there is no need for an external lighting source. The board comes with a pack of six fluorescent pens, a 13-foot extension cord, power adaptor, two microfiber cleaning cloths, a controller, and an instruction manual. The energy efficient LEDs save up to 80 percent over conventional light bulbs.

Another new product is the 32, 42, or 47-inch Commercial LCD EzSign TV. Without any additional hardware, the LG EzSign TV can be used to show live television broadcasts along with signage content with included software. Users can create their own signage content and make revisions on the fly. A variety of template designs are available.

Features include: digital signage function with free software, public display settings, EcoSmart™ energy saving levels, Energy Star 4.1 and RoHs compliant, Auto sensing remote jack pack (RJP) compatible, Pro:Centric™ ST, Dynamic contrast ratio 60,000:1, native display resolution, built-in ATSC/NTSC/QAM clear tuner, invisible speaker system with hidden speaker grilles, LG's exclusive XD Engine, multiremote IR code, USB 2.0 media host for photos and music, USB cloning, Clear Voice II, Real Cinema™, two HDMI inputs with HDCP V.1.3 with deep color, and a two year limited warranty (parts and labor).

For more information, call (847)593-6130; Web (www.suzohapp.com).

MEI Conlux coin changer

MEI Conlux® has launched its next-generation five-tube coin changer, which replaces its CCM5 model coin changer. The new Conlux MCM5 provides increased tube capacity, additional float options, and enhancements in product durability and aesthetics.

The Conlux MCM5 accommodates two full rolls of coins, and the coin tubes are fully accessible from the back of the cassette for faster coin filling. The MCM5 also provides new float options to manage coin inventory.

Operators can either select from one of two preset factory float levels (\$34 or \$52) or they can program the float level simply by pressing the discriminator's float button up or down to the desired dollar amount.

"Operators are looking to get more for less in these tough economic times and the MCM5 gives them a workhorse coin changer at an economical value," said Tom Vogt, Americas Director for Conlux. "Conlux engineers took the heritage technology in the CCM5 and retooled it to satisfy operator needs for the next decade."

The MCM5 automatically programs the cassette when it is snapped into place and provides simultaneous three-coin payout for faster transactions. In addition, the MCM5 uses 30 percent less power than the CCM5 while in idle state, giving operators a competitive advantage to win over new accounts.

The Conlux MCM5's enhancements in product durability and aesthetics include: a single-piece coin door that swings open to give better visibility of the coin path, a newly colored green coin gate that makes jams easier to spot, a sturdier return lever to withstand the harshest handling, a nine-button keypad and improved labeling that makes it faster and easier to program the device, and a third diagnostic LED light on the discriminator to "flag" maintenance needs.

"We've used the Conlux CC5M for years, and it has always performed reliably for our routes at a tremendous value," said Jim Braker, Owner of Beaver Vending Inc. in Beaver Dam, Wis. "That's why we jumped at the opportunity to participate in the beta trial for the new MCM5. We found it to be durable, high performing, and easy to use. The nine-button keypad and LED lights have really improved field programming and diagnostics, and we really like the single-unit coin door."

For more information, call (866)657-7549; Web (www.meigroup.com). ▲



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 6 Column Sticker = 1 Machine
 Games Such as Stacker, Crane, Road Trip, = 1 Machine

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<input type="checkbox"/> OP5	10,000 to 14,999	\$1,200	2 Show Badges	Discover and
<input type="checkbox"/> OP6	15,000 +	\$1,600	3 Show Badges	Debit
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<input type="checkbox"/> NON-TRADITIONAL SUPPLIER		\$1,500	2 Badges with Each Booth	

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By: _____
Signature

Date: _____



February 9-11

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e-mail: amoa@amoa.com
web: www.amoa.com

February 22-23

East Coast Expo

Atlantic City, N.J.
Golden Nuggett
tel: (732)240-0000
e-mail: njaa40plus@aol.com
web: www.njamusements.com

March 1-3

IAAPI Trade Show

Mumbai, India
Bombay Exhibition Centre
tel: +91-22-6523-1643
e-mail: info@iaapi.org
web: www.iaapi.org

March 5-6

AmEx

Dublin, Ireland
Green Isle Conference Center
tel: +353(0)21/431-6776
e-mail: info@coin-opnews.eu
web: www.coin-opnews.eu

March 5-7

SEM (Panyu Startoon E-Game Machine Expo)

Guangzhou, China
Poly World Trade Center
tel: +86-20-2287-1721
e-mail: peterlee86@163.com
web: www.sem.chnam.com

March 9-11

CIAE

Guangzhou, China
China Import and Export Fair Pazhou Complex
tel: +86-20-22106418
e-mail: info@grandeurhk.com
web: www.chinaamusement.com

March 12-14

Nightclub & Bar

Las Vegas, Nev.
Las Vegas Convention Center
tel: (888)966-2727
e-mail: mswaim@guestex.com
web: www.ncbshow.com

March 13-15

International Pizza Expo

Las Vegas, Nev.
Las Vegas Convention Center
tel: (502)736-9500, ext. 520
e-mail: boakley@pizzatoday.com
web: www.pizzaexpo.com

March 14-16 PM

Amusement Expo

Las Vegas, Nev.
Las Vegas Convention Center
tel: (708)226-1300
e-mail: info@amusementexpo.org
web: www.amusementexpo.org

March 14-16

National Bulk Vendors Association (NBVA) Expo

Las Vegas, Nev.
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tel: (888)628-2872
e-mail: info@nbva.org
web: www.nbva.org

March 14-16

China Attractions Expo

Beijing, China
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e-mail: caapa@163.com
web: www.caapa.org

March 14-17

ENADA Spring

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Rimini Expo Centre
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e-mail: g.zoni@riminifiera.it
web: www.fierarimini.it

April 13-21

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web: www.ndadarts.com

April 17-19

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e-mail: jacob@iec.ae
web: www.themeparksdubai.com

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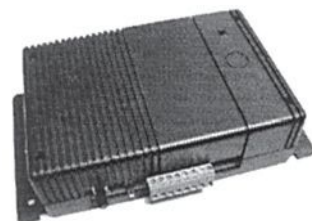
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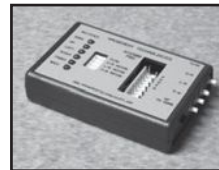
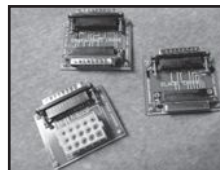


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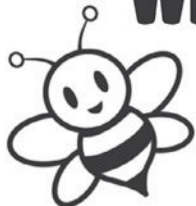
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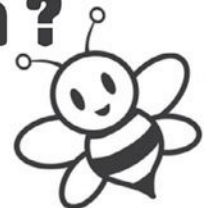
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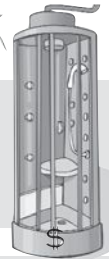
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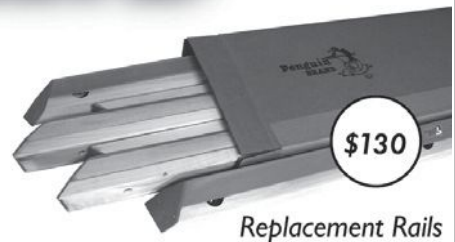


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