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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

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More small businesses are discovering a personal computer. But is a computer appropriate for your business? Bill Brohaugh writes about the ins and outs of buying a computer. He defines computer terms and even gives a list of computer books and magazines.

PAO Review 66

Only about 1,000 people attended the recent Pacific Amusement Operators Show in Anaheim, California, but Mary Claire Blakeman reports that both exhibitors and operators were glad they attended.

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Cover Credit: Sega Electronics' Frank Fogleman, vice chairman and chief operating officer (left), and Bob Rosenbaum, vice president of marketing and sales, are on the jungle trail with **Congo Dongo**. Dick Dixon of Sega Customer Service is the gorilla! Location courtesy of the San Diego Zoo. For a related story on Sega and its recent promotions, see page 34.



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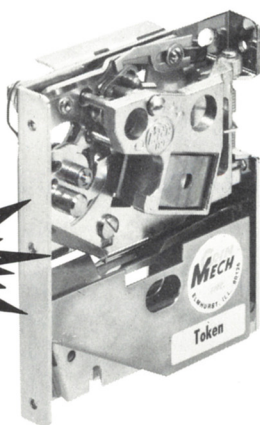
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COMING SOON
FROM ATARI



STAR WARS*

THE COIN VIDEO EXPERIENCE

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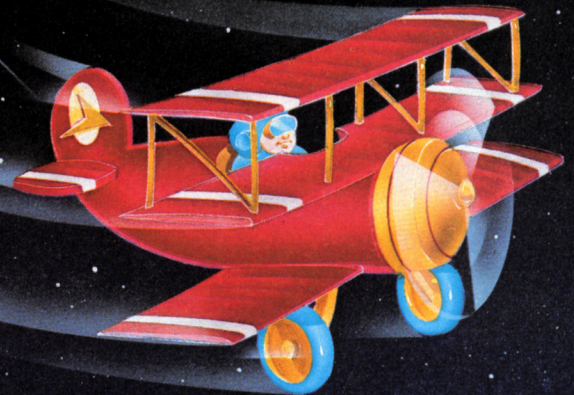
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WAKE UP TO A COMPUTER FILLED WORLD



Thank goodness I woke from that dream...’er nightmare. I was a mere human being in a world possessed by computers! Everywhere I looked or went, a computer leered at me.

But after I woke, I still saw computers everywhere. I went to the local Grab-A-Burger, and the woman at the counter punched my order into...the computer, flashed it on a screen, and totaled it.

Then I went to pay my phone bill, and the clerk said she couldn’t find my name...on the computer. She was hesitant about taking my money since the computer didn’t OK it...so I told her I’d just wait until that computer finds me in its memory.

While I was downtown, I went to pick up my plane tickets. “Let’s check...the computer,” said the beaming travel agent.

Then I went to the bank. “My bank statement is wrong,” I told the clerk. “Our...computers don’t usually make mistakes,” the teller informed me.

Am I dreaming? My life seems to be meshing very closely with these electronic marvels. Our society has reached a point where computers are a necessity instead of the luxury they were only a few years ago.

Computers don’t intimidate youths. Computers fascinate them as youths accept them as a part of their

lives like my generation accepted television.

The work these electronic laborers do staggers the imagination. I can remember when I was amazed at the technology that produced a hand-held calculator!

It’s been said that almost everyone will need to have some computer knowledge to function in the job market. Does that sound like an exaggeration?

Schools offer computer courses even to very young children. These kids use computers in classrooms like we used textbooks.

Yes, computers are here to stay. The coin-op amusement industry is participating in this evolution as more and more people realize the potential of computers. Some companies have even developed software custom-made for the coin-op industry.

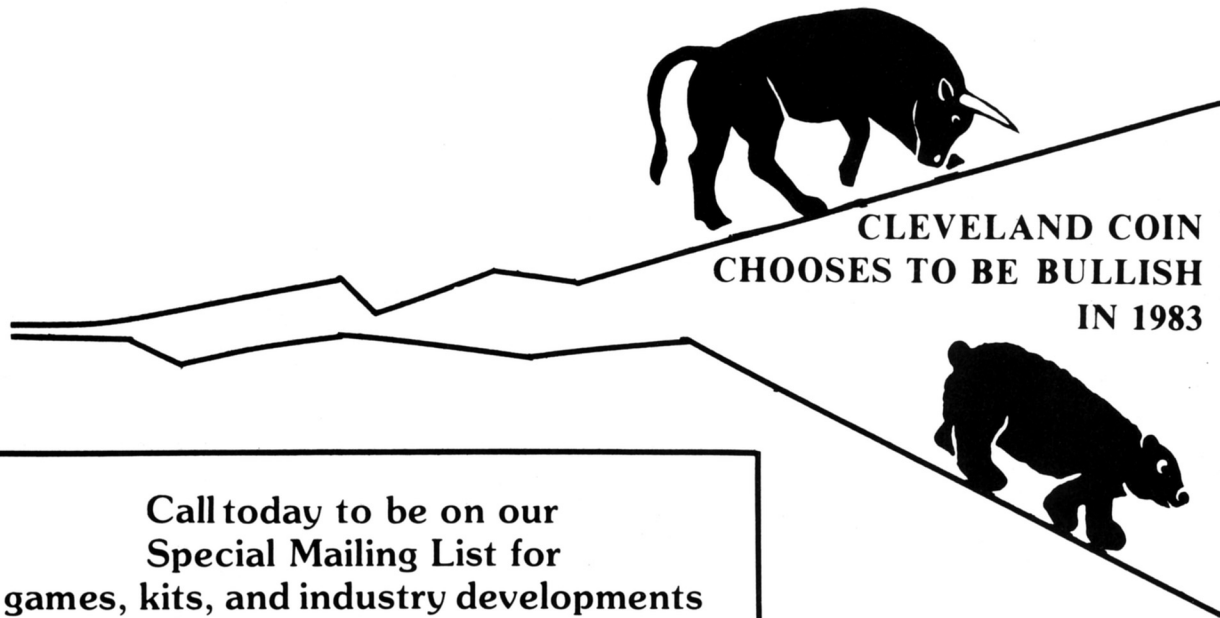
I think if we look back to today in 20 years, someone will exclaim, “You mean there were really companies that existed without computers?”

Valerie Cognevich

Valerie Cognevich
Executive Editor



State of the Economy — 1983



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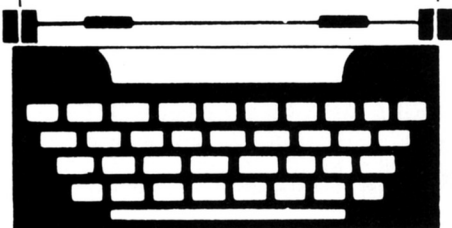
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Letters to the editor . . .



"Pole Position" ad

Editor's note: This letter was sent to Donald Osborne, Atari's vice president of marketing.

I have seen the (Atari/*Pole Position*) ad (See *Play Meter*, April 15, p. 4) in many of the trade magazines and find it to be in poor taste. Too many people outside of our industry (including administrators and legislators of state and local governments) see these magazines and believe that the games are nothing but money producing machines making all of the operators fabulously wealthy. It is an image that hurts us, and the plain fact is that most companies operating in the game business are making very little profit. It is a capital and labor intensive business with profit margins being quite small.

I feel *Pole Position* is a fine game and is doing quite well for the operators, but anyone looking at this ad is certainly going to get the wrong idea about the game business. Armed guards? Give us a break!

In the future, as one of the most respected companies in the industry, better judgment should be used.

Melvin Pearlman
Vice President
Amusement Operations
Chuck E. Cheese's
Pizza Time Theatre
Cleveland, Ohio

We here at Atari Inc. are very sensitive to your feelings regarding our *Pole Position* ad running in the coin-op trade magazines. But in today's marketplace where there are tremendous economic pressures on operators for game earnings, it is imperative that we—as manufacturers—communicate

the quality of our products. The fact is that *Pole Position* is a superb earner. Many operators are still not aware of this. Our intent is to let them in on this fact so that they can take advantage of it.

The "armed guards" concept was used merely as a visual pun to emphasize the proven earnings power of the game. As for any derogatory connotation you may have derived, I can truthfully state that no one has worked harder than Atari to promote a *positive* image of the video games industry and foster good community rapport.

We have gone all across the country in our public relations efforts to reinforce this position.

We cannot become so paranoid that we feel obligated to hide our successes and achievements from the world. To have to apologize for a successful product is ridiculous and certainly not constructive business practice. The highlights in our industry should be recognized and given due credit...and the benefits thereof shared by all.

Donald B. Osborne
Atari Vice President of Marketing
Milpitas, California



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NEWS BY MIKE SHAW

TRIUMVIRATE OFF TO SHAKY START • ATARI TO SHARE TEST DATA • FLORIDA ABC CHALLENGES 'LITTLE CASINO' • CHICAGO OPS TOLD 'NO' ON GRAY AREAS • AGMA MAY STAGE INDUSTRY SHOW • MIDWAY SUES DIGICOURSE • MAGNAVOX SUES FOR 'PAC-MAN' ROYALTIES • DISTRIBUTION AGREEMENT TESTED • CORNHUSKERS MULL VIDEO LOTTERY • CAP II UNVEILED

TRIUMVIRATE OFF TO SHAKY START



What was supposed to be the first joint task of the three major coin-op industry associations—to work together to strengthen state and local associations—has created doubts as to the potential effectiveness of the triumvirate (AMOA, AGMA, AVMDA).

Focusing on an Illinois tax issue Amusement Games Manufacturers Association Director Glenn Braswell chided the Amusement and Music Operators Association for giving "little or no cooperation" to the AGMA effort in Illinois. AMOA and Amusement and Vending Machine Distributors Association leaders, however, contend their associations individually contributed to the effort.

But Illinois state association Director Kem Thom, whose organization was the supposed focus of their support, said the state engineered its own effort to combat the \$100 per slot state tax proposal.

"Our effort was completely local," Thom said. "We gathered industry information from some national publications and simply presented the truth about our industry, how much money we operators were losing. We didn't even use any industry literature. We used the Sanford C. Bernstein (a New York investment consultant firm) report, which predicts a continuing decline in game locations.

"We had a meeting in Chicago, and manufacturers and distributors were present," Thom added. "But they were Illinois people and not there as representatives of any national association."

AGMA President Joe Robbins characterized that April 26 meeting differently. An open letter to Illinois operators summoning them to a follow-up meeting June 10-12 in Springfield called the meetings necessary "because of the tragic lack of an effective state operators' association with full time legal counsel...The operators in Illinois do not support their organization and there is no directed legal help available whenever an operator is faced with problems on a local level."

"We don't go into an area unless we are requested to," Chicago-based AMOA Director Leo Droste explained. "We provided statistical information to Illinois, but it has always been our policy not to interfere unless we are asked to do so by the local operators."

While Braswell complained AMOA is generally unwilling to proceed with the triumvirate's programs to help state associations, Droste insisted the three associations are moving ahead with cooperative efforts.

He said the associations are developing a manual that includes step-by-step instructions on setting up a state association and are revising their

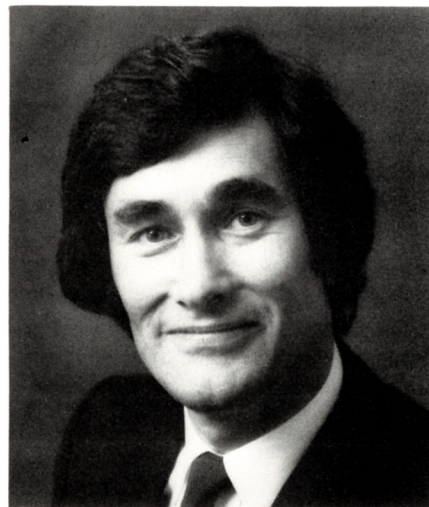
community relations brochure, "Coin-Operated Amusements & Your Community: Facts About Video Games & Game Centers."

AVMDA Director Ed Doris also sees a cooperative spirit among the associations.

"Most importantly, we are communicating with each other, exchanging information so that we avoid duplicating what each other is doing," he noted.

"But we are working together." •

ATARI TO SHARE TEST DATA



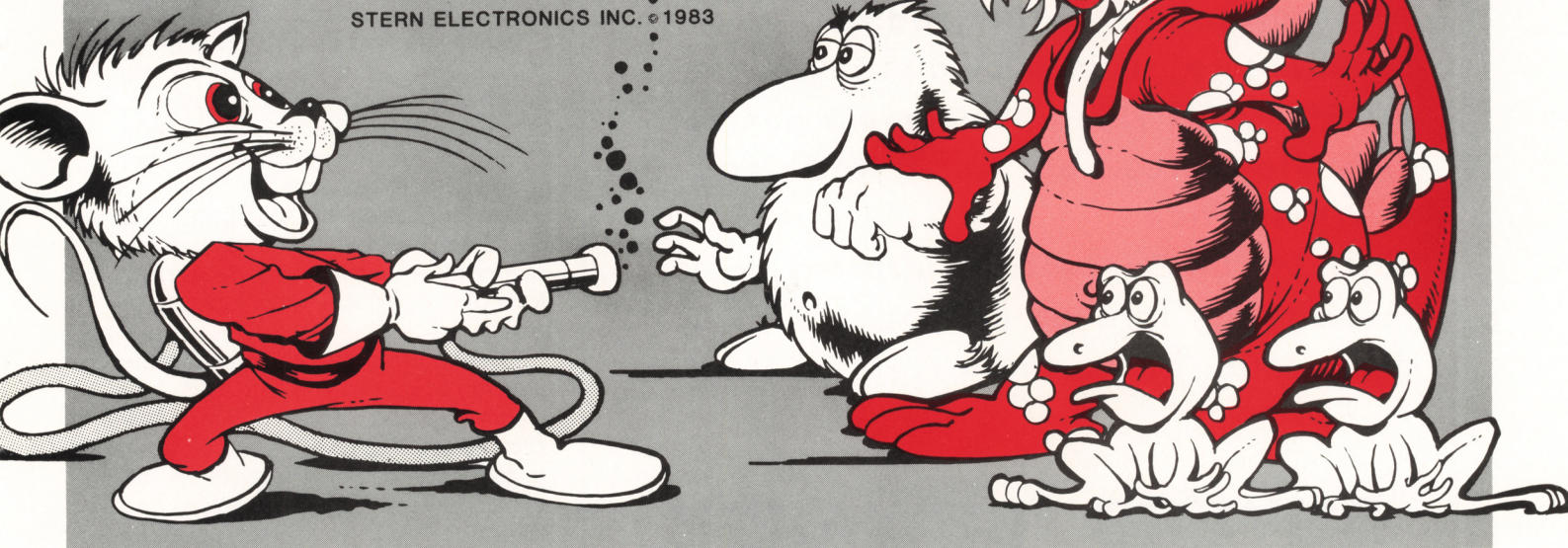
John Farrand

Atari will share data from an expanded new product testing program with distributors and operators, coin-op division President John Farrand announced at the company's annual distributors' meeting.



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- Throw flame to exterminate frogs if blocked by them.
- Get POWER DRINK to change to SUPER MOUSE and swallow monsters nearby. SUPER MOUSE is never beaten by monsters.
- POP FLAMER disappears if touched by monsters.

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NEWS

Noting that it is "most important that operators feel confident" new videos they buy will be profitable, Farrand said Atari will alter its testing procedures to include more sites and to produce more pertinent data on player response to its new products.

Farrand spoke at a May 14 banquet marking the culmination of Atari's 1983 distributors' convention, a week long event held at the Buena Vista Palace near Disney World in Orlando, Florida.

"To begin with, our testing procedures will be more mathematically sophisticated," Farrand said.

Game performance data will be broken down according to different types of locations, he indicated, and revenues of test pieces will be compared to the performances of other games at test locations.

Farrand said the company will share test data so that all three industry segments—manufacturers, distributors, and operators—can function as one.

"They all must be profitable for the industry to go forward," he said.

Farrand said Atari has many new concepts for games—the company introduced two new videos at the distributors' meeting, *Star Wars* and *Arabian*—but is determined to "market only No. One and No. Two games."

The announcement coincided with the appointment of Mary Fujihara as director of marketing research. The promotion, Farrand indicated, reflects the company's intent to broaden the role of research in its new product development.

"It's encouraging to see the coin-op division's management team carefully considering research results in the decision making process," Fujihara told *Play Meter*. "We have learned that the video game playing public has become very selective." •

FLORIDA ABC CHALLENGES 'LITTLE CASINO'

While admitting it is uncommon for any illegally operated video card



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NEWS

**IT IS!
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UH HUMM!** **IT AIN'T!
'TAINT!
NUHMM!**



games to be picked up, Florida's Alcoholic Beverage Commission (ABC) ruled Digital Controls' *Little Casino* games that allow extended play are gambling devices and subject to confiscation.

The ruling has been challenged by the company in a state appellate court.

An opportunity to win an extra hand by scoring 100,000 points and another by scoring 200,000 can be eliminated by the flick of a switch, making the game acceptable as an amusement piece to the Florida ABC. But Digital Controls' boss Michael Macke, who received "pure amusement" ratings for the game in nearly 30 states, does not want to bow to the ABC limitation.

"We are pressing the issue because we don't want to lose ground," Macke said.

Little Casino is operated in California without the extra hands provision, a requirement Macke accepted without challenge. But Florida is the only state that classifies the game, under any conditions, as a gambling device.

"It is a game of chance that offers extended play," a Florida ABC enforcement official told a *Play Meter* reporter posing as a bar owner who wanted to install the games. "But we are not likely to check bars that have the games for gambling activity."

Most of the investigation of card games being used as gambling devices results from information supplied by other bar owners, he said.

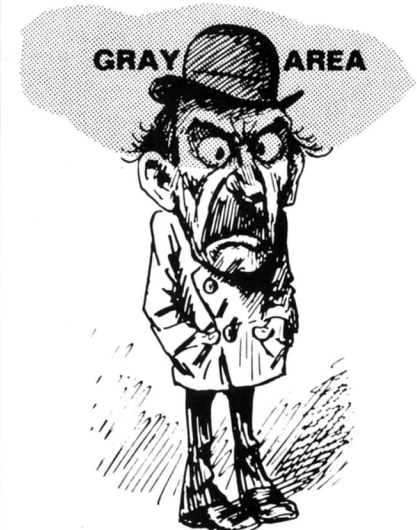
"The industry polices itself, especially when competition is stiff," he explained.

In its appeal, Digital Controls asked the court to overturn the commission's

opinion. Among other objections, the Atlanta firm claims the game contains elements of skill and should not be classified as a game of chance.

"You've got to know when to hold 'em and know when to fold 'em," attorney Charles Gardner explained. •

CHICAGO OPS TOLD 'NO' ON GRAY AREAS



Chicago operators received a city licensing commission opinion that it is illegal to locate video poker games there.

But the commission's directive to remove the games from locations could prove ineffective in light of Illinois court rulings that favor the legitimacy of the games as amusement, rather than gambling, machines.

A group of Chicago operators, noticing the games becoming more visible in Chicago locations but hesitant to operate them because of the confusion, asked for the city's opinion on the games' legality.

Joseph Kelly, director of the Mayor's License Commission, sent the city's operators a copy of a letter noting that the games had been ruled illegal in the U.S. Court of Appeals in Chicago and by the attorney general's office. The letter was also sent to locations whose liquor licenses were due for renewal May 1, threatening that operating the games could result in the revocation of licenses.

Although U.S. Circuit Judge Arthur

YOU CAN BANK ON

BAGMAN

© 1983



THE GAME:

The player maneuvers Bagman through various mine shafts picking up money bags and placing them in the wheelbarrow at the surface of the mine.

A time controlled bonus is awarded upon placing the money bag in the wheelbarrow.

While climbing through the mine shafts, Bagman must avoid pursuing guards, the moving ore carts and the moving elevator.

Bagman can temporarily defend himself by using a pickax or dropping a money bag on the pursuing guards.

Bagman is moved horizontally and vertically by 4-way joystick.

The action button is used to make the Bagman perform the other tasks:

- Pick-up and drop the money bag
- Pick-up and drop the pickax
- Grab and release the ceiling beam to avoid the ore carts
- Placing a money bag in wheelbarrow
- Pick-up and drop the wheelbarrow



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Play Meter's Equipment Poll

TOP VIDEOS Arcade Locations

Thirteen of 29 videos (45%) with a response rate over ten percent have above average performances.

	Rating		
	July 1	June 15	June 1
1. Pole Position/Atari	100.0	100.0	100.0
★ 2. Xevious/Atari	68.7	69.9	67.3
★ 3. Time Pilot/Centuri	66.1	68.5	68.9
4. Q*bert/Gottlieb	65.4	65.1	65.5
★ 5. Front Line/Taito	64.6	64.1	—
★ 6. Millipede/Atari	63.7	66.6	71.6

Provisionally Rated Videos
(Above average performing games, with a response rate between 10—25%)

Provisional Ratings	Rating		
	July 1	June 15	June 1
Congo Bongo/Sega	81.6	—	78.5
Sinistar/Williams	78.5	72.5	68.9
Star Trek/Sega	76.4	72.8	72.6
Zoo Keeper/Taito	71.0	65.3	63.1
Mappy/Bally	70.4	80.8	86.1
Food Fight/Atari	68.7	63.9	71.3
Mad Planets/Gottlieb	62.2	—	76.7

NOVELTY (non-videos) Arcade & Street Locations

Five of 9 novelties (56%) with a response rate over ten percent have above average performances.

	Rating		
	July 1	June 15	June 1
1. Whac-A-Mole/Bob's Space Racers	100.0	—	—
2. Skee-Ball/Skee-Ball	99.9	—	—
3. Chexx/ICE	96.0	—	—

Provisional Rated Novelties
(Above average performing games, with a response rate between 10—25%)

Provisional Ratings	Rating		
	July 1	June 15	June 1
Boom Ball/Meltec	112.9	—	—
Mini Skee-Ball/Skee-Ball	97.9	—	—

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.

TOP VIDEOS Street Locations

Twelve of 22 videos (55%) with a response rate over ten percent have above average performances.

	Rating		
	July 1	June 15	June 1
★ 1. Pole Position/Atari	100.0	100.0	100.0
★ 2. Time Pilot/Centuri	67.5	84.8	77.9
★ 3. Mr. Do!/Universal	67.2	77.4	76.5
4. Q*bert/Gottlieb	62.2	72.1	69.7
★ 5. Millipede/Atari	60.7	69.0	63.8
6. Joust/Williams	58.0	64.1	—
★ 7. Moon Patrol/Williams	58.0	—	63.6
8. Ms. Pac-Man/Bally	57.9	62.8	64.6

Provisionally Rated Videos
(Above average performing games, with a response rate between 10—25%)

Provisional Ratings	Rating		
	July 1	June 15	June 1
Xevious/Atari	73.2	67.1	67.3
Front Line/Taito	72.7	—	66.7
Sinistar/Williams	66.9	67.6	—
Star Trek/Sega	60.7	64.1	—

TOP PINBALLS Arcade & Street Locations

Eight of 13 pinballs (62%) with a response rate over ten percent have above average performances.

	Rating		
	July 1	June 15	June 1
★ 1. Q*bert's Quest/Gottlieb	100.0	87.1	100.0
2. Defender/Williams	97.4	74.0	—
3. Eight Ball Deluxe/Bally ..	81.4	86.4	88.3

Provisionally Rated Pinballs
(Above average performing games, with a response rate between 10—25%)

Provisional Ratings	Rating		
	July 1	June 15	June 1
Joust/Williams	126.0	108.0	—
Time Fantasy/Williams	120.3	95.3	—
Grand Slam/Bally	89.3	100.0	—
Spirit/Gottlieb	82.5	84.7	—
Striker/Gottlieb	80.2	81.9	—

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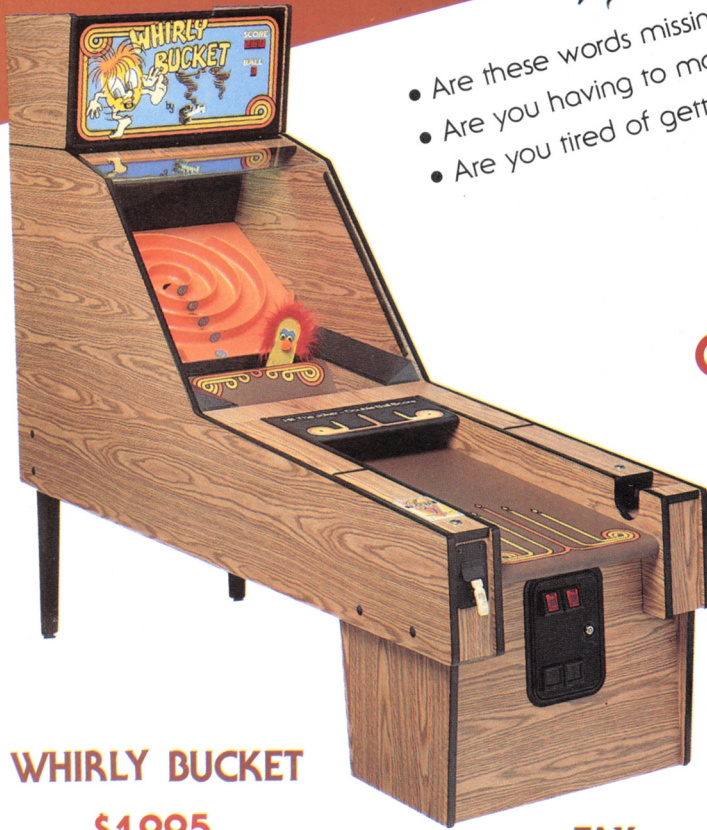
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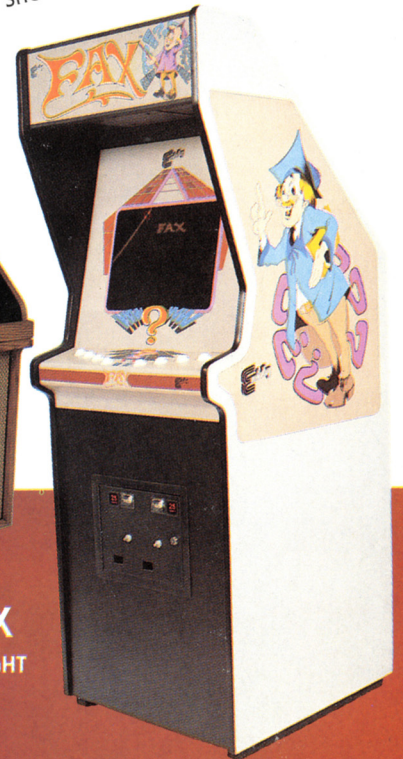
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Dunne ruled Computer Kinetics' *Draw-5 Poker* a gambling device, he found another of the company's video card games a game of skill and, therefore, an amusement device.

Shortly thereafter, video poker games seized by police in Kankakee and Madison Counties on the basis of former Attorney General Tyrone Fayner's opinion were ordered returned when the judges in both cases determined the games were amusement machines.

State's Attorney L. Patrick Power, who prosecuted the Kankakee case for the state, said the attorney general issued an opinion on the games at his request. He said the Kankakee case was tried specifically to test the attorney general's ruling.

"I must admit the arguments of the defense were quite compelling," Power said. "I'd be hard pressed to argue very strenuously that the judge's decision was wrong."

"Either all of us or none of us should be able to use them," said Ken Thom, president of the Illinois State Association.

Thom said the letter from the city "did some good" in decreasing the number of video poker games on location. He estimated that before the letter was issued, about 5 percent of the approximately 7,000 Chicago establishments with liquor licenses offered the games.

AGMA MAY STAGE INDUSTRY SHOW

The Amusement Games Manufacturers Association may soon conduct its own industry trade show.

A resolution to establish what could be a third major industry trade show was to be voted on when manufacturers convened for their annual AGMA membership meeting May 20 in Alexandria, Virginia.

According to AGMA Director Glenn Braswell, manufacturers were to consider the "market potential" of holding an industry trade show and hear proposals from at least one show management company.

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Manufacturers have discussed holding their own show, Braswell said, for about a year.

Braswell implied that the AGMA show may possibly be set to compete with either the AMOA or the AOE.

The coin-op amusement industry offers two major shows annually. The Amusement and Music Operators Association offers a fall extravaganza, while *Play Meter*, in cooperation with Conference Management Corporation, holds its Amusement Operators Expo in the spring. •

MIDWAY SUES DIGICOURSE

While the parties gather evidence in the Digicourse Inc. patent infringement suit against Louisiana video game distributors, Bally/Midway, whose videos allegedly violate the patent, has taken action against Digicourse.

Bally contends it discredited the Midway name, that its patent should be declared invalid, and that, nevertheless, Midway videos don't infringe on that patent.

The suit, filed in U.S. District Court in Chicago, asks for \$1 million in damages. It contends New Orleans-based Digicourse principal James Lapeyre and his attorney Paul Hayes "disparaged Midway's video games" by publicly stating through a published interview with *Play Meter* (December 15, 1982, p. 23) that Midway games infringed on the Digicourse patent.

Midway has also asked the court to find Hayes in violation of the legal profession's code of ethics, claiming he wrongly demanded damages from Bally/Midway as a condition of settling the Louisiana suit.

Hayes said the Midway suit is "without merit," but beyond that he would have "no comment, in view of Midway's activities."

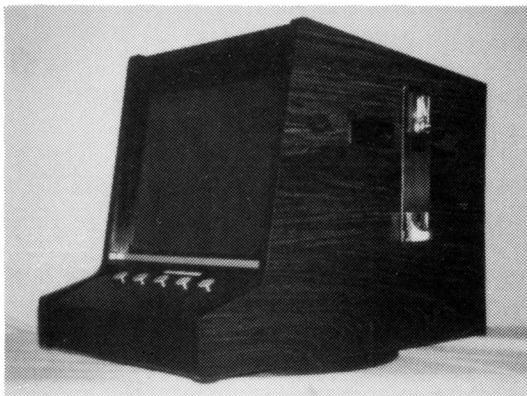
The Digicourse suit, filed August 9,

1982, and scheduled for trial on December 5, 1983, in U.S. District Court in New Orleans, seeks a "reasonable royalty" of about 5 percent of the revenues from allegedly infringing games sold by New Orleans area distributors.

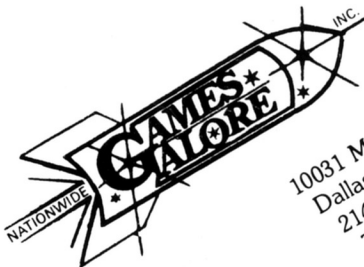
Although the suit is filed against four Louisiana distributors, the games' manufacturers, fearing they could be held liable by the distributors if Lapeyre's claim is successful, took up the fight alongside their distributors.

The four Louisiana distributors in the suit are A.M.A. Distributors, New Orleans Novelty Company, Rowe International, and S&H Novelty Company.

The list of games reads like a poll of the industry's greatest hits. Midway's *Pac-Man* and *Ms. Pac-Man*, Nintendo's *Donkey Kong*, Sega's *Frogger*, and Taito and Gottlieb videos are named as games that, unauthorized, employ Lapeyre's patented design whereby the game monitors are positioned at an angle to prevent light reflections on the screens from within or from outside the game. •



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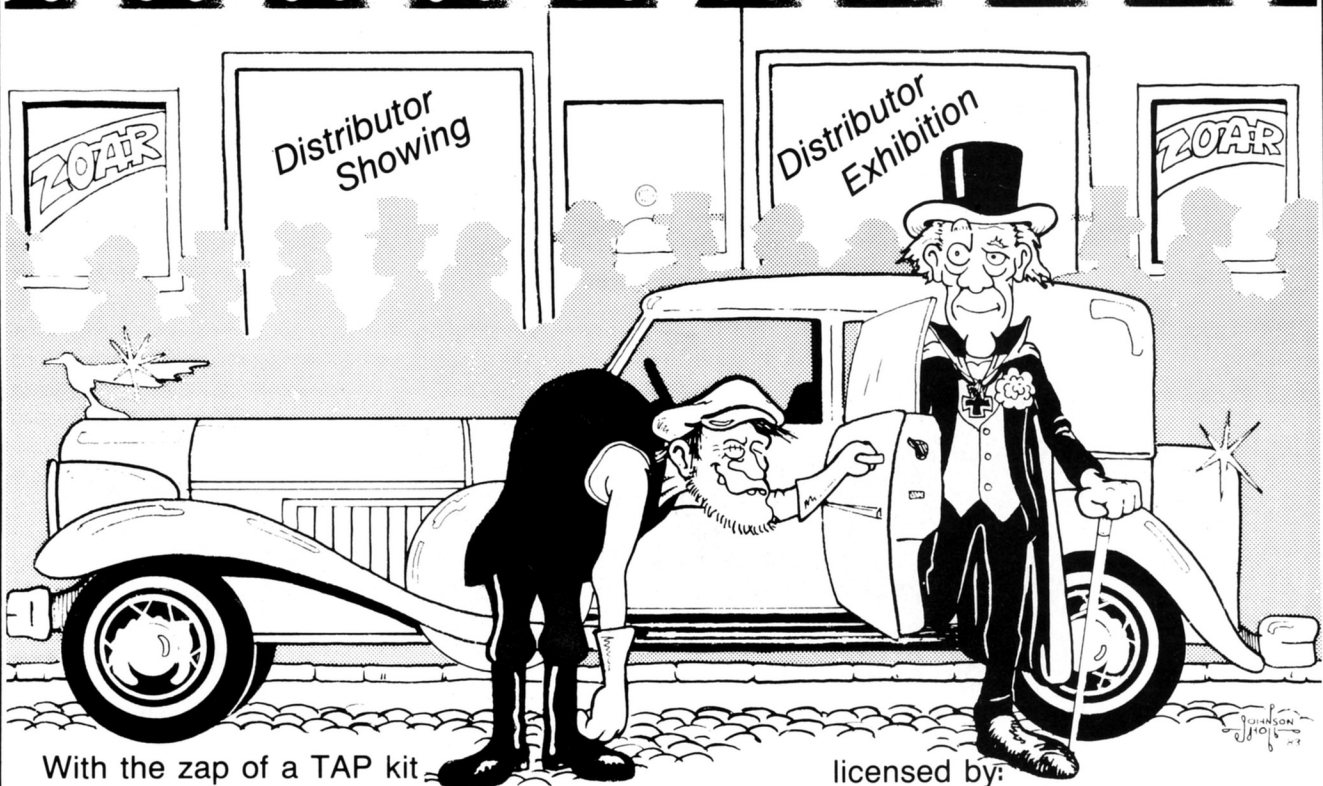
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MAGNAVOX SUES FOR 'PAC-MAN' ROYALTIES

Magnavox Company has filed suit against Bally Manufacturing, claiming Bally has not made payments for technology it licensed from Magnavox for use in its coin-operated video games.

The suit, filed April 15, asks for millions of dollars in royalties and back interest. Bally attorneys deny the suit has any merit, but was filed in retaliation to a suit Bally won against Magnavox's parent firm, North American Phillips.

The Magnavox suit claims Bally owes up to \$25 for each of certain, but unspecified video games it has produced since 1976. The suit contends the games employ patented technology, the rights to which Bally agreed were Magnavox's when the two com-



panies settled a 1974 suit. As part of that settlement Bally—as did Atari and Williams—agreed to make royalty payments for each piece it produced that utilized paddle ball technology patented by Sanders Associates and exclusively licensed to Magnavox for its Odyssey video game systems.

Magnavox claims royalties are owed on *Pac-Man* and "other coin-op games" produced by Bally, but Bally

attorney Sidney Katz said that only a couple of older Midway sports theme videos employed the technology and that required royalty payments were made.

Rather, Katz suggested, the Magnavox claim is in retaliation to a suit Bally and Atari won wherein North American Phillips was enjoined from further production of a home video game, *K. C. Munchkin*. The court ruled the N.A.P. game infringed on the copyrights of *Pac-Man*. Currently, the parties in that suit are arguing over what kinds of damages are due Atari and Bally. •

DISTRIBUTION AGREEMENT TESTED

Wico Corporation, supplier of parts and accessories to the coin-op industry, has filed suit against graphics pro-

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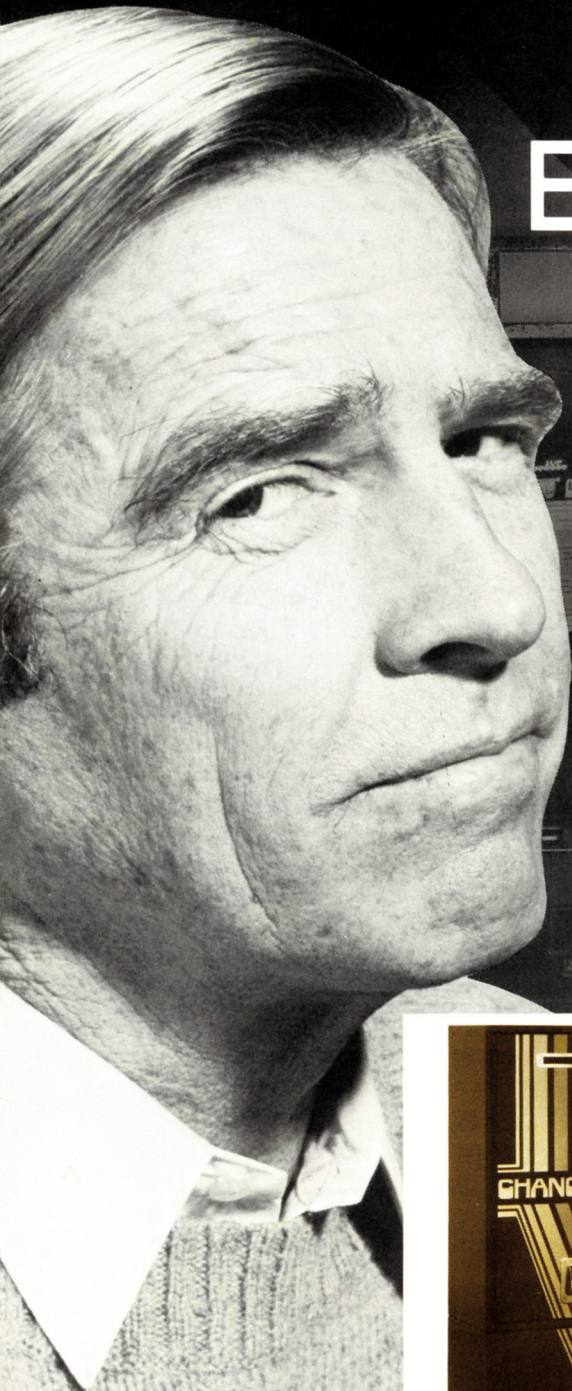
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ducer Willis Industries, charging it with violating an exclusive distribution agreement for Wico to handle Willis' Environgraphics package

Wico has been distributing the Environgraphics kits, decorative and promotional wall pieces for game locations, for more than a year and wants to either continue as exclusive distributor of the artwork or have Willis buy back the line.

Willis counsel Timothy Ward said the firm became dissatisfied with Environgraphics kit sales through Wico and, in

late February, decided to sell the kits direct to operators. Since it has taken back the line, he said, sales have improved markedly.

"Our decision was made after open communication with Wico," Ward said. "We have always enjoyed a congenial relationship with them, and we are surprised they are being such poor sports about this."

The case could be an interesting test of the strength of contracts between suppliers and distributors. •

CORNHUSKERS MULL VIDEO LOTTERY

In Nebraska, where local lotteries contribute thousands of dollars a week to city coffers, some state officials are pushing for a piece of the action by supporting a measure to legalize a statewide video game lottery.

The measure, postponed when it

NCMI Survival Seminar Schedule

The National Coin Machine Institute will hold a legislative seminar program for operators of coin-op games, phonographs, and cigarette machines June 22-24, at the Marriot Hotel in Orlando, Florida.

Here is the NCMI program for its First Annual Industry Survival Seminar.

Wednesday, June 22: 8—10 p.m.

Evening Session

Opening Remarks Van Myers
Video Games Glenn Braswell-AGMA
Cigarettes Jack Kelly-Tobacco Institute
Music Jerry Gordon
Economic Overview Prof. Boris Parl,
Northwestern University
Public Relations Leo Durand-Hill & Knowlton
Organizational Structure and
Industry Problems Barry Rosenthal, Esq.
Closing Remarks and Announcements Van Myers

Thursday, June 23: 9 a.m.—6 p.m.

Morning Session

Opening Remarks Van Myers
Legislation: Herbert M. Beitel
Opening Statement Herbert M. Beitel
State Program Penna. Representative
Organizing Politically Allen Weintraub
PAC Funds Richard George
Litigation Barry Rosenthal, Esq.
Questions & Answers Herbert M. Beitel
Public Relations Alan R. Mount
Opening Statement Alan R. Mount
Available Materials Don Osborne
National Public Relations Leo Durand
Questions & Answers Alan R. Mount
Cigarettes Tiny Weintraub
Opening Statement Tiny Weintraub
Hanging Tough Brown & Williamson
Presentation TI Jack Kelly

Questions & Answers Tiny Weintraub
Closing Remarks and Announcements Van Myers

Afternoon Session

Opening Remarks Sonny Silverstein
State Association Programs Millie McCarthy
Opening Statement Millie McCarthy
Meetings Richard George
Public Relations Programs Sharon Harris
Alan R. Mount
Questions & Answers Millie McCarthy
Family Fun Centers Thomas F. McAullife
Family Fun Center Review Thomas F. McAullife
One Operator's Experience Arnold Kaye
Questions & Answers Thomas F. McAullife
Publishers Panel Herbert M. Beitel
Play Meter Ralph Lally
Replay Ed Adlum
Vending Times Vic Lavay
Questions & Answers Herbert M. Beitel
Economic Panel Arthur Fein
Opening Remarks Arthur Fein
Cigarettes Melvin H. Grossberg
Music Jack Kerner
Banker TBA
Questions & Answers Arthur Fein
Closing Remarks Van Myers

Evening Session - 6-9 p.m.

Reception
Dinner Served
Introduction Speaker Van Myers
Featured Speaker Robert Mullane

Friday, June 24

(Times to be announced)

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was killed in a Senate committee March 18, has the support of some industry leaders although the majority of Nebraska operators oppose it.

Loren Brackenhoff, executive director of the Coin Operated Industries of Nebraska, supports the proposal, but the 50-member operator association he heads voted to oppose it.

"Operators fear the video lottery games would be placed side-by-side with their *Pac-Man* games," Brackenhoff said.

He added that, in addition to this fear, Nebraska operators are concerned they might get no part of the revenues from the lottery games. State Senator Loran Schmitt, a Nebraska distributor for video and slot machine manufacturer International Games Technology, assured operators they would be included in the lottery game distribution and profits, but operators are still concerned.

Brackenhoff said a bill for a statewide ticket lottery was sidelined May 16. But, he added, bills for either the ticket or the video game lottery are sure to surface again because there is a lot of support for a state lottery in the Nebraska legislature.

Also he noted, there is a desire to control and benefit from gambling in the state, not only in the form of lotteries, but with "gray area" games.

"You don't know how much money went in, how much was paid out, or whether anybody attempted to tamper with them," he said about the video card games. "And the public is a little frightened about these proliferating city, county lotteries." •

CAP II UNVEILED



THE
REALITIES
OF BEING
AN
OPERATOR

Atari has revised its Community Awareness Program to make it useful in combating tax demands made on video game operators from state and local governments.

"The presentation no longer deals with social issues, whether the games are good or bad," commented Margaret Lasecke of Atari public relations. "Instead it focuses on the tax issue, the blatant demands being made on operators for money by all levels of government."

The videotape, the heart of the CAP package, has been reduced from 17 to seven minutes. An interview with Tom McAuliffe of Time Out, a national arcade chain, was inserted into the program.

"The interview treats the realities of doing business as an operator," Lasecke noted.

The tape includes statistical data from the recently released Sanford C. Bernstein investment analysis of the industry, data on the expenses of conducting a video game operating business, and comments on the demands made of locations to make decisions for children who play the games that should be made by their parents.

CAP II includes a booklet explaining the roles of manufacturers, distributors, and operators in the industry, as well as information for operators on dealing with broadcast and print media.

Lasecke said the program was redesigned on the basis of the feedback from those who used the original package. •

THE CALENDAR

June 16—18

OMAA's 1983 Exposition of Music and Games, Hyatt Regency, Columbus

June 22—24

The First Annual Industry Survival Seminar, sponsored by the National Coin Machine Institute, Inc. (NCMI), Marriott Hotel, Orlando, FL

July 15—17

Montana Coin Machine Operators Association, Bozeman

July 25—29

Tenth Annual Conference on Computer Graphics and Interactive Techniques, Conference Office: 111 East Wacker Dr., Chicago, IL. Sponsored by the Association for Computing Machinery's Special Interest Group on Computer Graphics, Engineering Society of Detroit, IEEE Technical

Committee on Computer Graphics, and Eurographics, Detroit, MI

September 8—11

North Carolina Coin Operators Association (NCCOA) Convention and Trade Show, Hyatt House & Convention Center, Winston-Salem, NC

September 22—25

West Virginia Music and Vending Association, Ramada Inn, South Charleston, WV

October 7—8

Amusement and Music Operators of Virginia "Silver Jubilee" Trade Show, John Marshall Hotel, Richmond

October 13—15

Amusement Operators Western Conference, Biltmore Hotel, Los Angeles, CA, sponsored by Play Meter and managed by Conference Management Corp.

October 13—16

12th ENADA (National Exhibition of Automatic Amusement Machines) Congress Building, EUR, Rome

October 13—16

National Convention-Exhibit of Vending and Foodservice Management, McCormick Place, Chicago

October 27—30

AMOA Exposition 1983, The Rivergate, New Orleans, LA, Hilton Hotel, headquarters

November 18—20

1983 IAAPA Trade Show, The Rivergate, New Orleans, LA

November 23—25

INCOMAT '83 (International Coin-Operated-Machines-Exhibition and Congress) Vienna-Congress-Center, Oberlaa, Vienna

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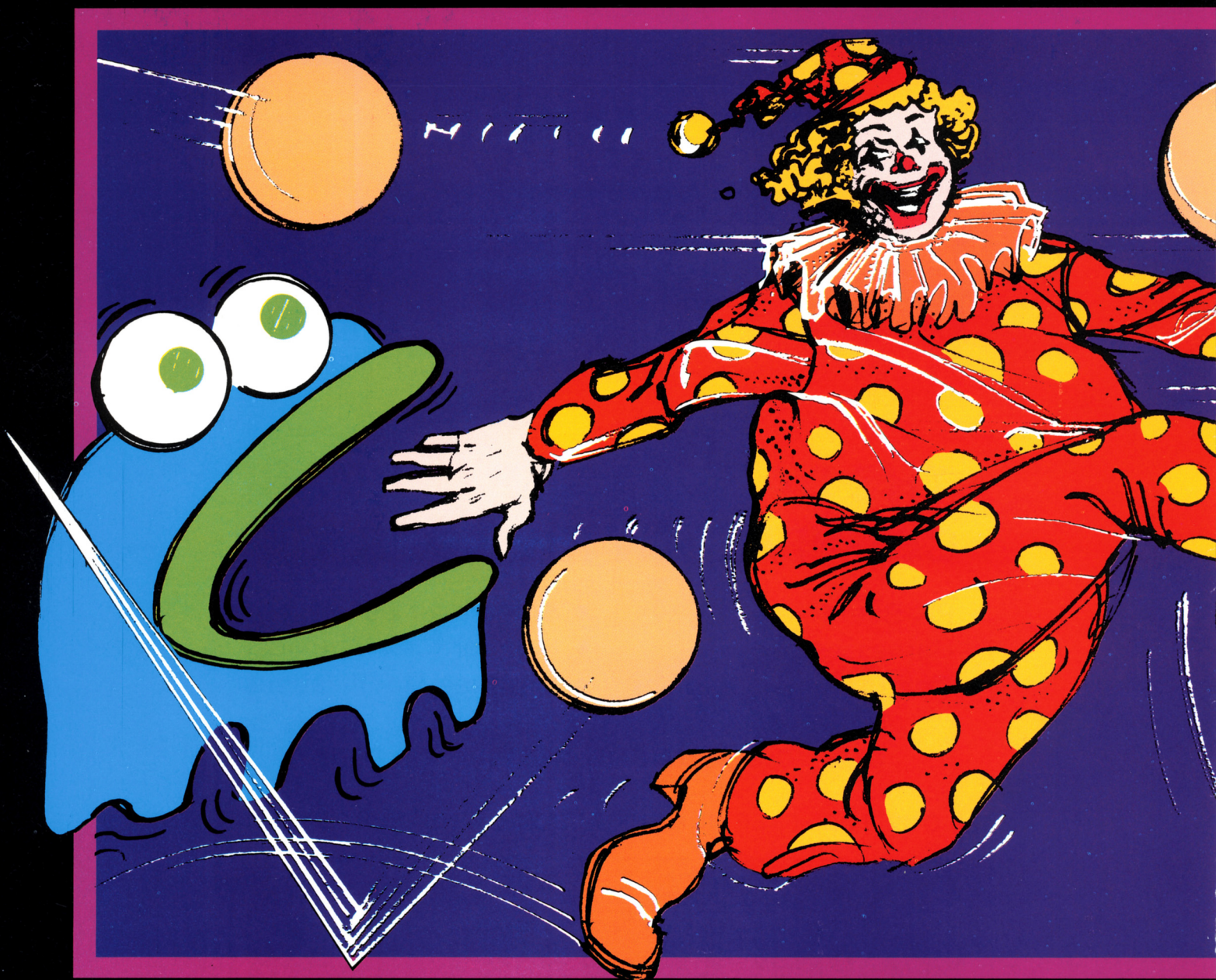
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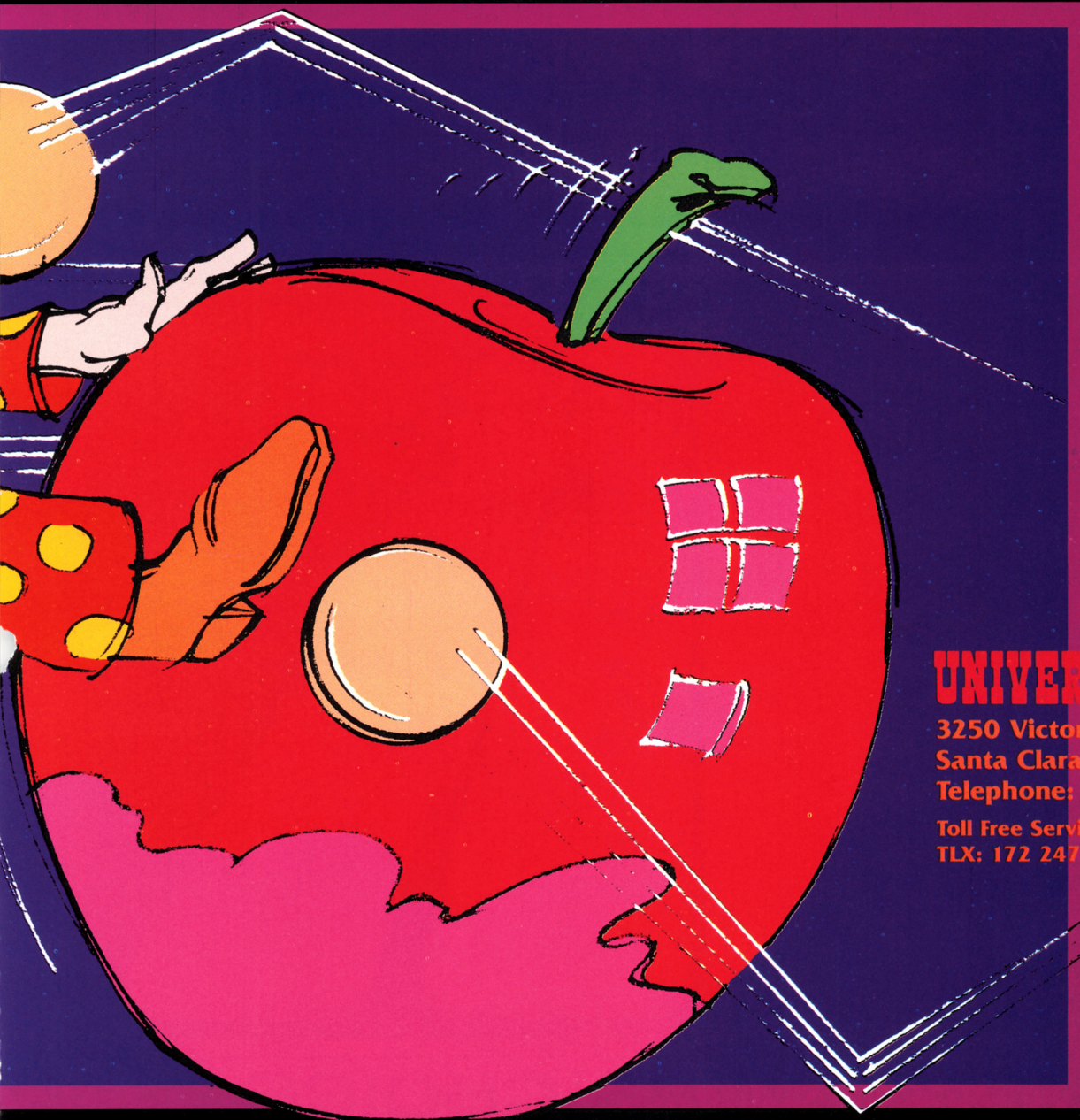
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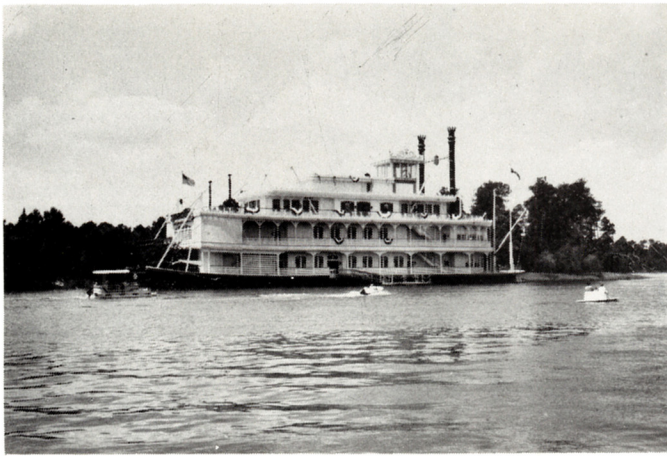
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Atari staged entertaining events at several of Lake Buena Vista's most alluring spots.



The beautiful Lake Buena Vista Palace housed the 1983 Atari distributor conference.

ATARI DISTRIBUTORS FEAST ON FLORIDA SUNSHINE, RELISH CORPORATE PROMISES

Atari is very image conscious. The company has developed a weighty public relations department that develops means to convince skeptics of the positive aspects of video games and then peddles those points whenever someone will listen.

And the company spends millions of dollars on television commercials designed to make the name Atari synonymous with video games.

During its annual distributor convention in May, Atari did much to further its image with its most immediate coin-op customers. Distributors feasted on Florida sunshine and resort luxury during a week of business mixed with pleasure at the new Buena Vista Palace, near Disney World in Orlando, Florida.

Not only was the setting first class, but there were elegant promises from Atari coin-op chief John Farrand whose principal message at the week's concluding banquet was a pledge to produce only top earning games. (See related story in News section.)

"We will market only No. One and No. Two games," Farrand vowed, bolstered by the company's recent success with *Pole Position*, enabling Atari to corner a large share of the depressed dedicated game market.

Parent's blessings

With the blessings of parent Warner Communications, Atari will spend more energy and money on market

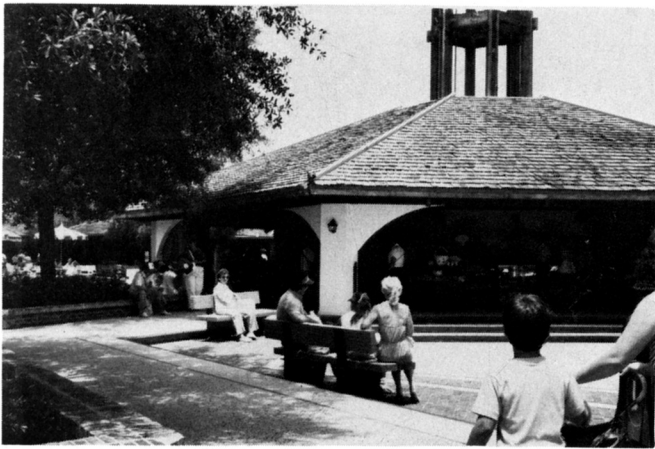
research in an effort to take some of the guesswork out of video game development. Expanded research and testing will insure a product to excite the most selective of players, and it is the company's fondest desire to make

operators feel confident about buying Atari videos. Farrand's promise is based on this recently kindled desire to sophisticate game testing methods.

Atari hopes operators will feel confident about two new games



Atari spirits were high as the week of distributor meetings came to a festive ending. Shane Breaks, who heads the Atari European office, toasts the event with Public Relations Manager Margaret Lasecke.



Distributors' families enjoyed the shopping and entertainment at Lake Buena Vista Village.



Distributors enjoy a song and dance show at the closing banquet.

unveiled at the distributor show. *Star Wars*, the first game produced under an agreement between Atari and Lucasfilm Ltd., and *Arabian* are the latest pieces in a prolific flow of new product from the Sunnyvale manufacturer.

"We have to continue to introduce new products in order for the company to be profitable," Farrand told *Play Meter*. Whereas the hit games of yesterday sold more than 70,000 pieces, only slightly more than 20,000 of the very best games produced in 1983 will be bought by operators, he explained.

Atari should know. *Pole Position* has been atop industry charts for several months, but it is doubtful *Pole Position* sales will even approach 30,000 pieces.

Besides, Farrand would have operators understand, it is not the proliferation of video game titles but rather the proliferation of locations that has the public bored with video-mania.

Quality and quantity

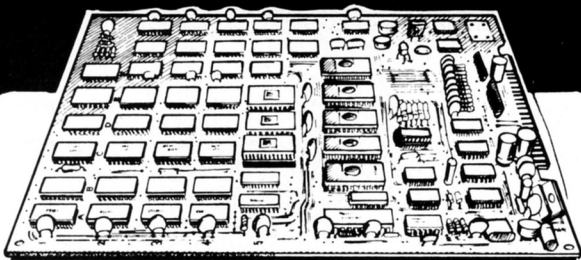
What is important to distributors, because it will inspire confidence in

operators, is to build good games rather than few games. And the Atari promise to its 1983 distributor conference is to systemize more certain methods of making sure the games Atari produces are winners.

"We have come a long way in nine years," Farrand told the banquet hall full of tired and tanned Atari distributors.

If Atari is to go a long way in the next nine years, it will be adhering to the promises it made in 1983 to its distributors that will, at least in part, get it there. ●

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Sega's *Congo Bongo* Draws a Backlog of Orders

By Valerie Cognevich

Sega Electronics premiered *Congo Bongo* at the recent AOE show in Chicago with positive results—a backlog of orders.

"It really took us by surprise," commented Sega's Bob Rosenbaum. "We are fortunate to have highly flexible production capabilities to respond to the demand *Congo Bongo* has created."

Play Meter singled out *Congo Bongo* for its cover because it was introduced after *Star Trek* was thrust onto the market with a nationwide promotion. However, Sega is not planning a promotion for *Congo Bongo*—the game is holding its own with sustaining earning power.

In *Play Meter's* July 1 "Equipment Poll," *Congo Bongo* ranked Number One in the provisionally rated videos category for arcade locations. (See p. 16.) It got an 81.6 performance rating. *Sinistar* by Williams came in second



with a 78.5 rating, and Sega's *Star Trek* is third with a 76.4 rating.

Provisionally rated videos are above average performing games with a response rate between 10-25 percent.

Star Trek appeals to arcade locations and is a game players' game. But *Congo Bongo* appeals to many types of players. *Congo Bongo* has a broad appeal to locations such as bars and convenience stores.

"It's easy enough to appeal to casual players," said Sega's Frank Fogleman. "Yet it offers ample challenge for anyone who dares to master it."

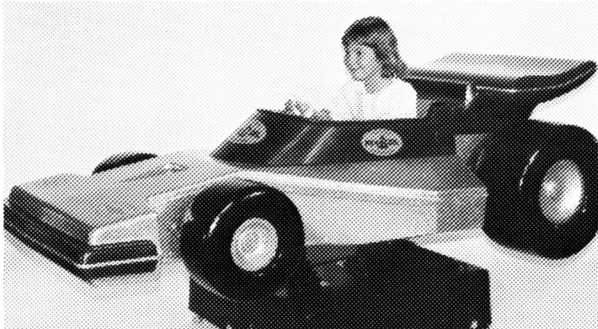
Everyone in this highly unpredictable industry ponders the mystery of what the players want. No one has come up with the solution.

But Sega has a solution for the moment. Sega appealed to serious players with *Star Trek* and offers casual players *Congo Bongo*, a game that is holding its own. ●



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Universal Launches Distributing Company

By Mary Claire Blakeman



Since the amusement industry is family oriented, Universal wanted its show to be for the family. Here a clown waits for another face to paint.



Universal's Clare Teerlink, of the regional sales department, talks with operators.

With a clown on hand to paint faces and a magician to entertain the children, Universal U.S.A. launched its new distribution company at an open house for more than 200 California operators.

"The amusement industry is very family oriented, and so is our company. We wanted this show to be for the entire family, so we brought out the clown and magician," said Bill Cravens, vice president of sales for Universal Distributing Company.

While the April 30 open house was complete with Japanese sushi, American snacks, and an open bar, Universal U.S.A.'s move into distributing is far from fun and games. The company made the move after a serious analysis of the bottom line—and a decision to pursue the market for conversion kits.

"When we came out with *Mr. Do!* kits, distributors did not want to handle conversions," Cravens said. "We started distributing the kits as a test and found it could be done profitably. It worked so well that we decided to stay with it."

Cravens added that the company doubled its sales for several months in a row. Sales manager Joe Morici concurred, saying, "I overshot my goal by \$20,000 for the last couple of months." Cravens added that, as of May, the company had back orders in excess of 1,000 units.

With the vast changes in the industry, George Nakayama, executive vice president of Universal, thinks other manufacturers will have to make similar moves. "I think manufacturers will have to be like Bally; they'll have to start doing everything," Nakayama said.

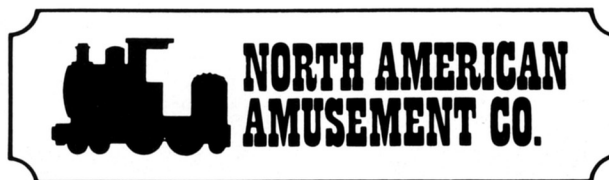
Indeed, besides dedicated games and kits, Universal is licensing games to Coleco and, Nakayama announced, the company will eventually manufac-

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ture as many as 2,000 slot machines per month in its Tokyo plant.

While Nakayama alluded to Bally, he emphasized that any growth in the company will take place slowly, "step by step." Cravens, too, added that the distributing arm of the company will primarily concentrate on the California market instead of trying to get big fast.

Promote product

"We're certainly not going to be Bally's size, but this does give us one or two people in the marketplace who are primarily talking about our product and secondarily talking about someone else's product," Cravens said. "Also, we can make decisions fast because we're a small company. We don't have to go through 14 corporate levels to hear an operator say a product is no good."

Conversion kits were the primary motivation for entering distribution, but Cravens predicts they will only account for about one fourth of the market. "We feel the kit business will

go on," he said. "It is not a Band-Aid. It will maybe account for 25 percent of the market, and we want half of that. We don't want to be known just as *Mr. Do!*. We want to be Mr. Kit."

Cravens added that conversion kits will probably survive even if there are technological advances in the industry: "Even if laser discs come along, there are a million games out there. Operators still will not be able to afford to buy all the new laser disc games. To me, that means there are a million games out there to be converted."

While no one knows for certain what will happen in the coin-op business, many California operators said that they are happy about Universal's move. San Jose route owner Jeff Stern said that the company's Santa Clara location is an important convenience for him. "It used to cost me \$25 in gas to go to San Francisco and back," he said. "And, if a game is hot, you need it right away. Going to San Francisco, I may sometimes lose a whole day."

Stern added that Universal's service

department has treated him well, even to the point of providing an unorthodox method of problem solving. "One time they even fixed my game right in the truck," Stern said. "They ran an extension cord right out to the truck, found the problem, buttoned it up, and I drove off."

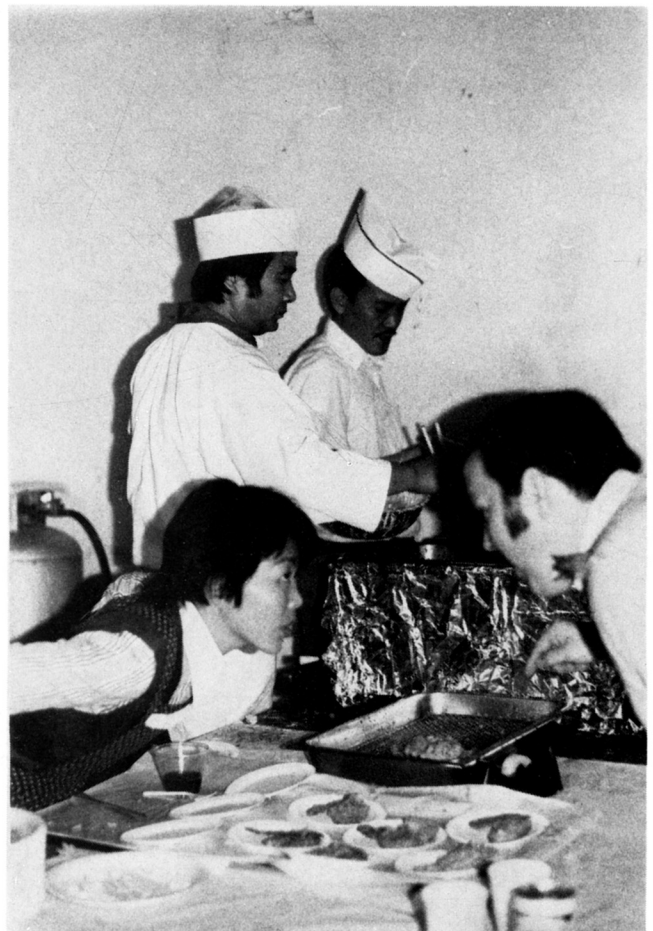
Open house winners

Stern is not the only person happy with Universal—several lucky winners in a drawing for equipment went home with smiles also. Joe Mirabell of G & G Amusement in Montebello won a *Brixx* kit, Howard Katzman of Galaxy Game Center in Santa Clara received a *Mr. Do!* upright game, Art Carpenter of Conjo in Redding got the *Mr. Do!* cocktail table, while Sandy Kaplan of High Score arcade in Santa Cruz won the *Mr. Do!* conversion kit.

Other winners included Claudia Gray of Davies Family Fun Center in Fair Oaks who received a *Lost Tomb* kit, and Bill Bennett, selected as the winner of a year's subscription to *Play Meter*. ●

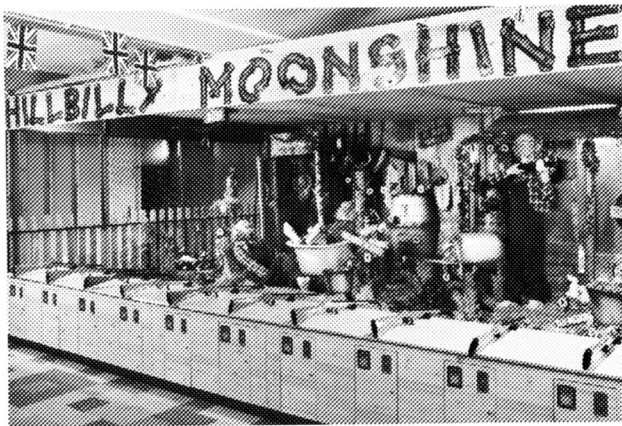


George Nakayama (right), Universal's executive vice president, thinks more manufacturers will consider distributing.



Japanese tempura and sushi, along with American food, were served.

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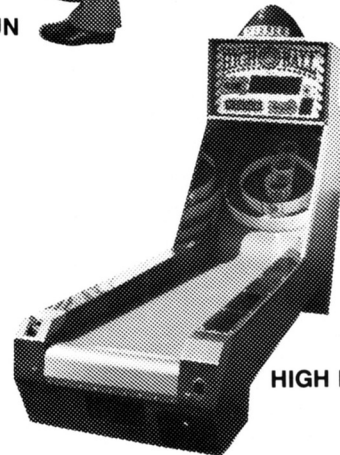


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IT TALKS!

Telecommunications network allows ops to handle home, arcade games

By Valerie Cognevich

Today's industry economics were not designed with the operator in mind.

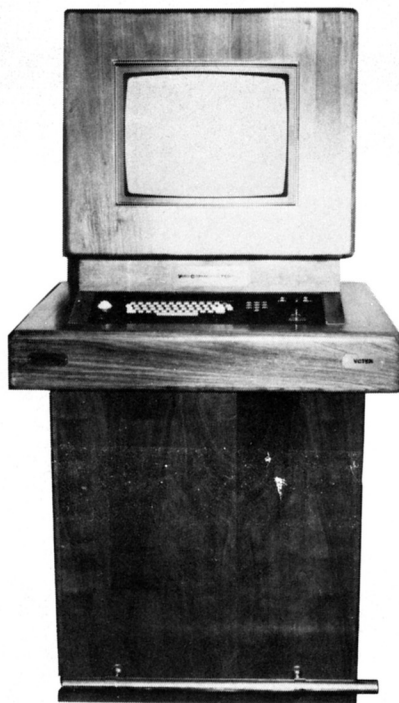
The manufacturer sells his games to the distributor and makes his money. The distributor in turn sells the games to the operator and makes his money. Then the operator lines up locations, places the games, and then gives half the game earnings to the location so the location makes his money.

Then the operator takes his half of the earnings and wonders when he will see any real profit as ends keep getting harder to meet.

The operator is playing a game of Russian roulette, attempting to discern which games will be hits and then trying to have those games available to his customers as soon as possible.

But this is the way the industry works. Is there a solution?

Video Communications, located in Richmond, Virginia, has spent five years developing a system called the Video Communications Terminal (VCTER) which could revolutionize the industry. According to Michael



The VCTER looks robotic in appearance. This unit is covered with a fine wood for locations such as restaurants and doctors' offices. Another cabinet of durable material will be available for arcade locations.

Sattelmaier, president of the firm, the system is based on solid economic principles designed for the operator. It will be available in November.

"What we are doing," Sattelmaier said, "is placing the computing power the U.S. government had only a couple of years ago into the hands of whoever wants it."

The system is a telecommunications network incorporating a highly sophisticated computer with almost limitless capabilities, Sattelmaier said.

According to reports from *USA-Today* and industry analysts, the future lies in telecommunications. More than \$30 billion worth of business transactions will take place on telecommunication systems in the next three to five years, according to the national newspaper.

Video games

Of course, operators want to know what telecommunications can do for them.

"The video games that can be put on the VCTER are far superior to any

current game out there simply because the memory capacity is so large," Sattelmaier said.

"We are not as concerned about today's quality of games since the life span of a video game is so short," he continued. "We are looking to the future and the next level of games being written for our system that will not be able to be matched by anything today."

The VCTER technology will also supply laser disc games. Operators are looking to them as the next step in the evolution of the coin-op industry.

"If we really wanted to be nasty about it, we could put our laser games on 10 cent play and still make more money for the operators than conventional laser disc games," Sattelmaier stated.

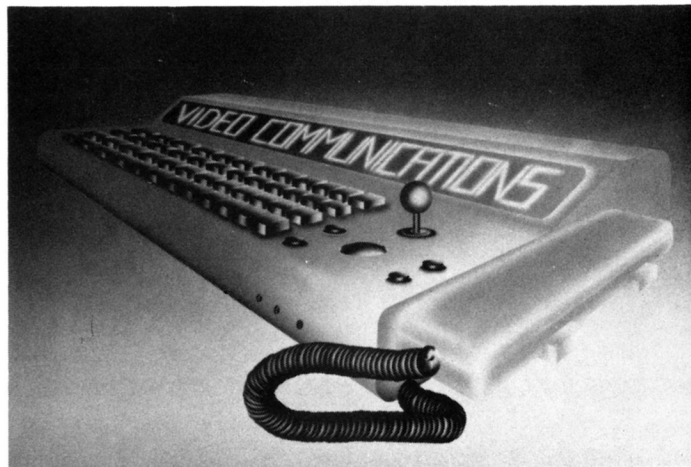
"When the industry goes to the 50 cent play for laser games, the equipment will nearly double in cost. Then the operator will still be scratching his head saying, 'I thought I was supposed to be making some money somewhere!'"



"...we could put our laser games on 10 cent play and still make more money for the operators than conventional laser disc games."



Local TV stations interview Michael Sattelmaier about VCTER.



This is the VCTER home unit complete with a receiver to utilize the computer telephone.

Games available

The VCTER works on the same principle that a library works. It doesn't throw out old books, it just adds new ones. VCTER does this with games. New games are added, but old ones are still available.

The games are fed into each unit via a host station in each geographical location—much like the telephone company's switching stations. The system can hold an infinite number of games making all games available to players.

The newer games are promoted through track modes on the system. The VCTER speaks to the customer, luring him to the machine and enticing him to communicate with it.

"The system is designed to do what other games cannot do—pull the customer over to it, talk him into



Kenneth Hare (marketing representative), James Blackburn (executive vice president), Michael Sattelmaier, and Rick Scott (marketing representative) were at the recent AOE in Chicago.

something, and let him enjoy himself as he communicates with the machine.

"The players don't have to know how to operate a computer, because the machine instructs them even before customers insert their quarters," Sattelmaier said.

Marketing the system

Not only is the system different, but its marketing is unique. The operator does not buy the machines; instead he puts a \$500 security deposit (about 1/26 of the value of the machine) and splits the profit with the company as well as the location. In other words, the operator, location, and Video Communications each get a third of the profit.

"If the operator does not make any money, we do not make money," Sattelmaier pointed out.

The company is trying to sign about 2,000 operators to be dealers for the system.

"Once we have signed our limit of operators, we will sign up no more," Sattelmaier said, "I don't feel like it's fair to those who break ground to sign up those who just sat back expecting their lion's share of the market.

"But the operator has nothing to

lose. If what we say is absolutely false, and the operator doesn't make a dime, he just turns in the equipment, we give him back his security deposit, and he has not lost anything."

Other uses

But the games are not the only function of this system.

The home market, forbidden to operators in the past, will be within reach. Video Communications also has a home version available for operators. Each home user pays a slight security deposit, fills out a credit application, is given a credit limit, and is billed each month by Video Communications.

The customer can buy any of the services offered within his credit limit.

The customer is charged a quarter (billed at the end of the month) for each game brought up on his TV screen. He can, however, play the game for as long as he wants. The customer incurs an additional charge only if he wants to play a different game.

The system also has other services available, including making airline reservations. This can be done from a home unit or an arcade unit. (The two

types can communicate with each other.)

If the customer wants to make airline reservations, he makes a selection from the main menu which includes choice of games, messages, and other services. The screen then displays a flight schedule. The customer types in the necessary information, uses his Video Communications credit card, and the reservation is made. Video Communications pays the airline and bills the customer.

The operator receives a commission on the transaction like a travel agent does.

The home system offers a computer telephone plugged into the regular phone plug. Using it for long distance calls automatically puts the call through the cheapest way possible, saving the customer money.

The system also can be used to receive and send messages. If someone in one location wants to leave a message for his friends, he can leave the message there or do it from home since the two interface.

The message can be retrieved by various codes by using a name, code number, name and code number, or name, code number, and address. •

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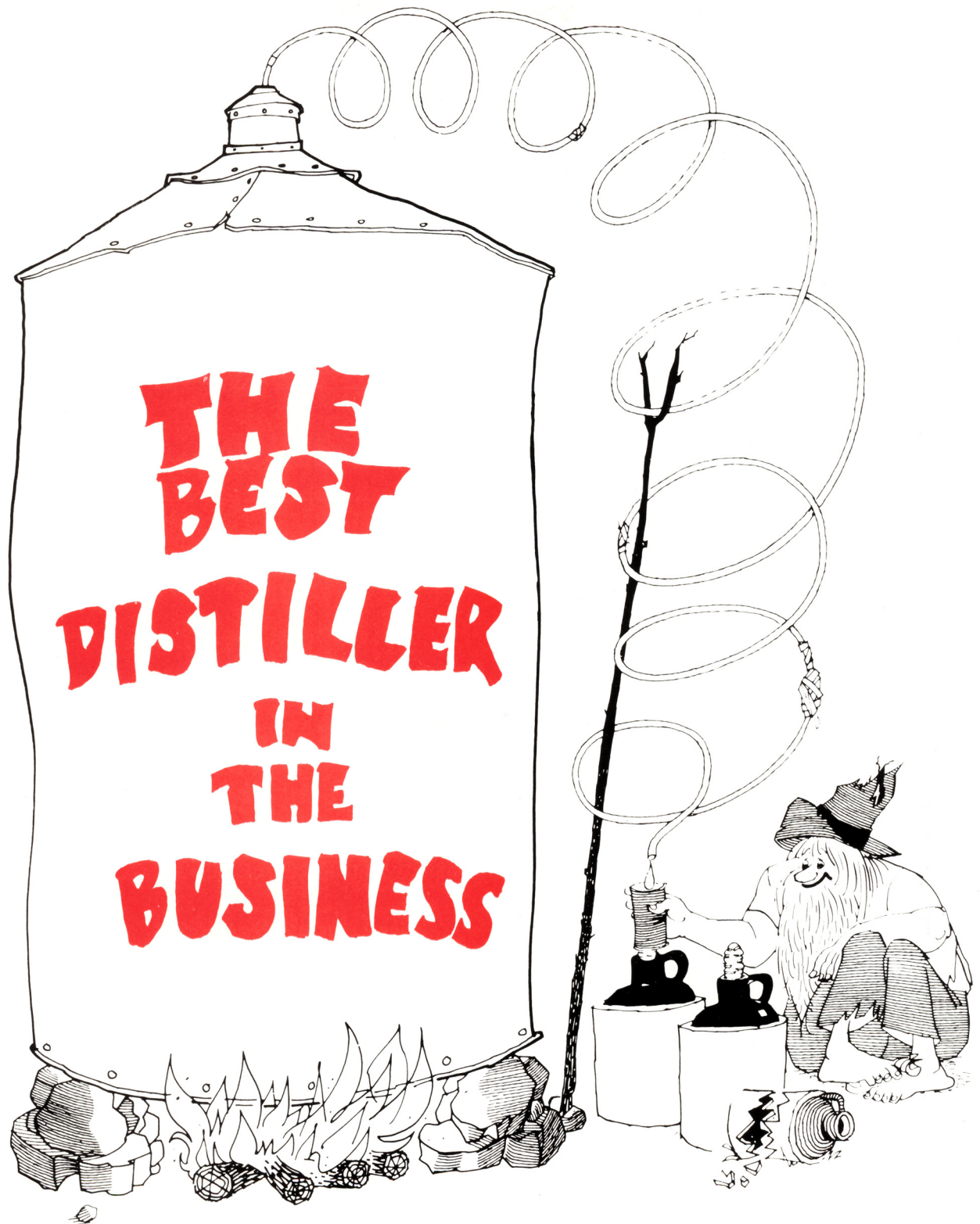
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The Operator's Computer Sourcebook

By Bill Brohaugh

In *Mappy*, a new Namco/Bally video, the title character dashes and bounces about, grabbing various treasures. During the game, Mappy gathers TV sets, safes, and copies of the Mona Lisa.

And Mappy also gathers a treasure that looks suspiciously like a personal computer.

That's only appropriate, because more small businesses these days are discovering what a treasure the personal computer can be. I consider myself a small business: writing articles provides me a side income that helps me pay not only for my frequent stops at the local arcade, but also for a computer of my own.

I'm writing these words on a personal computer—the Kaypro II—using a word-processing package called "Perfect Writer." After I finish this article, I will submit it to *Play Meter*, then make record of the submission using one of my computer's filing programs. When *Play Meter* pays me for the article, I will record the income on a general business-ledger program. The post office loses my article? No problem, because I can ask the computer to print another perfectly typed copy.

Should I need a list of all the articles *Play Meter* has bought from me, the computer will search my files and type out a list. And come tax time when the IRS asks me to itemize my small-business expenses, the computer will tally how much I spent on postage, phone calls, business-related travel, and so on.

Your business, on the other hand, does more than allow you to drop some extra coins into nearby video games (which probably belong to you, anyway). It feeds you and your family, clothes them, pays for your house and car, and generally supports your life on this planet. A personal computer can be just that much more important to your financial well-being than it is for mine, because the business you'll use it for is that much more financially important to you.

Business help

Besides, your video games and pinball machines are run by computer. Shouldn't they run your business, too?

The surprising answer is maybe, maybe not. That's for you to decide. I have found my computer useful, but don't let me talk you into buying one. Though the prices of personal comput-

ers are dropping (Remember how calculator prices dropped?), hardware and software are still major investments. We're talking prices of thousands of dollars if you buy a machine with sufficient memory (more on what that means later) and if you buy computer programs of sufficient complexity to perform as the business tools you want them to be.

First, let me define "personal computer."

Computers have been around for some time. But it wasn't until recently that some computer whizzes started playing around with creating their small versions as a hobby. With an entrepreneurial leap on pretty much the same level as Nolan Bushnell turning the "hobby" of computer games into such commercial ventures as *Computer Space* and *Pong*, the hobby of building "microcomputers" was turned into such commercial successes as the ever-popular Apple.

The first-generation microcomputers were primitive, and to put them to any real practical use required a lot of technical knowledge and even more ambition. These computers, for instance, couldn't even type lowercase letters. Computer programs were



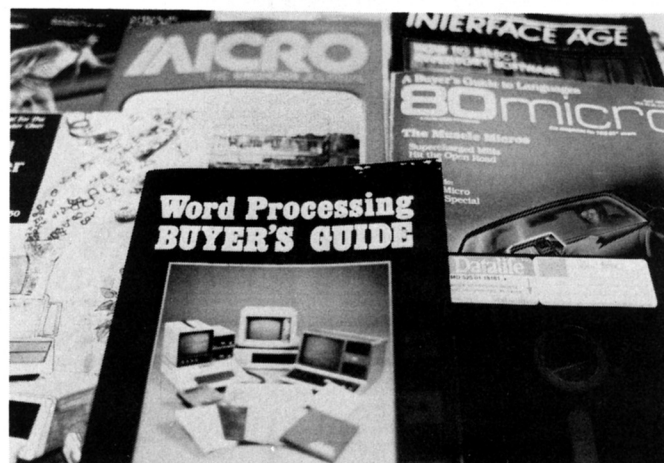
Your video games and pinball machines are run by computer. Shouldn't it run your business, too? Maybe. Maybe not.

More small businesses are discovering what a treasure the personal computer can be.



The machinery is getting cheaper, the software more useful, the computers, in general, easier to use.

Shopping for a computer has become more complex—more than 175 computer magazines are published.



written with CAPITAL LETTERS, so why bother with lowercase?

All that began to change with the second generation of the micros, when the Apple II, the TRS-80 Model III, and other such computers debuted. The manufacturers began to see the vast potential of the computers, especially in the business community. Improvements were made, new computers were created, and new "user-friendly" (which means you don't have to be an IBM executive to run it) software was written.

What generation are we in now? The third? The fifth? Hard to say. The growth of the computer market and of the sophistication and technology in

the field hasn't moved forward; it's leaped ahead. That's good in that the machinery is getting cheaper, the software more useful, the computers, in general, easier to use. That's bad in that shopping for a computer has become more complex. Maybe the next step is a computer program that helps you select computer programs.

Computer elements

Anyway, the typical computer system comprises these elements:

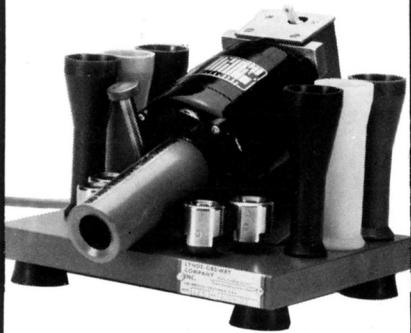
- A **keyboard**, like a typewriter keyboard, except it has more keys—and it

houses the microprocessor that runs the computer.

- A **monitor**, which serves the same purpose as a video game monitor: it displays information.

- **Memory storage**. This takes two forms: **internal** memory and **external** memory. Internal memory is the computer's ability to store program information; you "load" the software program into the internal memory. The higher the "RAM" of the computer, the greater its internal memory, and the more complex the programs it can handle. RAM stands for Random

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Access Memory.

External memory is information storage outside the machine, where information such as tax records, income records, or ledgers are stored. This information is usually stored on "floppy discs." These are discs of magnetic material where information is stored.

Imagine that the material used to make audio tapes is formed into a disc; that's basically what a floppy disc is. In fact, some computers actually store information on cassette tapes. Don't even consider such a computer. Retrieving information stored on a cassette is time-consuming and clumsy. Floppy discs are inserted into disc drives so that you have access to the information. You can get by with one disc drive, but having two simplifies many operations.

- A **printer**. There are two kinds. One is expensive and relatively slow, but produces neat, readable letters—as neat and readable as those produced by a good office typewriter. That's called a "letter-quality" printer. You might consider getting one if you plan to use the computer to prepare any material that will be seen or used by people outside of your company.

Otherwise, the other type—called a "dot matrix"—might do. Dot matrix printers are generally faster and less expensive, but are also less readable. Whereas a letter-quality printer forms each letter by striking a key against paper (with a ribbon between, of course), just as your typewriter does, the dot matrix printer uses a series of small rods to form the letter.

Suppose you want to print an O. The printer will jut out a series of the very small rods, forming the shape of a circle, and strike them against the ribbon. Take a look at your phone bill or your next grocery receipt if your grocer is computerized. Note how the letters on the bill or receipt aren't solid, but are formed by a series of small dots. That's a dot matrix printout. It's less readable, but is probably fine for your purposes.

Also, the quality of dot matrix is getting better as the technology is improved. Another consideration is that if you want to print out graphics—such as graphs, charts, even pictures—you want a dot matrix. And, yes, there are more types of printers than these two, but the most common are dot matrix and letter-quality.

- Optional is a **modem**, a device that allows your computer to communicate with other computers. Don't

worry about a modem for a while, but after you've mastered normal business uses of your computer, you might want to consider shopping for one. One of the primary benefits of a modem is the ability to gain access to "data bases" that can give you instant information on stock prices, airline schedules, weather, news, and all sorts of things. But that's another article.

- Finally, the **software**, or the **program**. Software isn't soft, though it does appear on floppy discs usually. Software is the opposite of hardware—the computer itself. Software tells the hardware what to do.

Software first

This is why the software is more important to you than the hardware. Look for the software you want first, then buy the hardware that can use that particular software. (The computer business has a major, silly, frustrating flaw right now. Software and hardware aren't universally compatible, which means that a program written for the TRS-80 won't run on an Apple or a Commodore or an IBM PC and vice versa.

For example, a software program designed for the coin-op industry—the Operator's Investment Analysis Computer System (Innovative Management Consultants, 611 La Rue, San Marcos, Texas 78666)—is designed to operate on the Radio Shack TRS-80 Model 4 and the Apple. (For more on this program and others designed specifically for the coin-op industry, see a related article later in this issue. It's wise to consider software written with exactly your type of business in mind, but if you already own a computer, you may not be able to get one that will work on your system.)

Buying the computer can be a long process, especially if you begin to compare all the available hardware and software. Or it could be a very short process, if you walk into a computer store and buy the first equipment you see.

This plan of action is recommended:

Step One: Read, read, read. Visit a bookstore, computer store, and/or library and find a good, basic text about personal computers. There's a lot of them. I've listed some that you might find useful at the end of this article. If you can't find these specific books, look around for one that assumes you're a computer idiot.

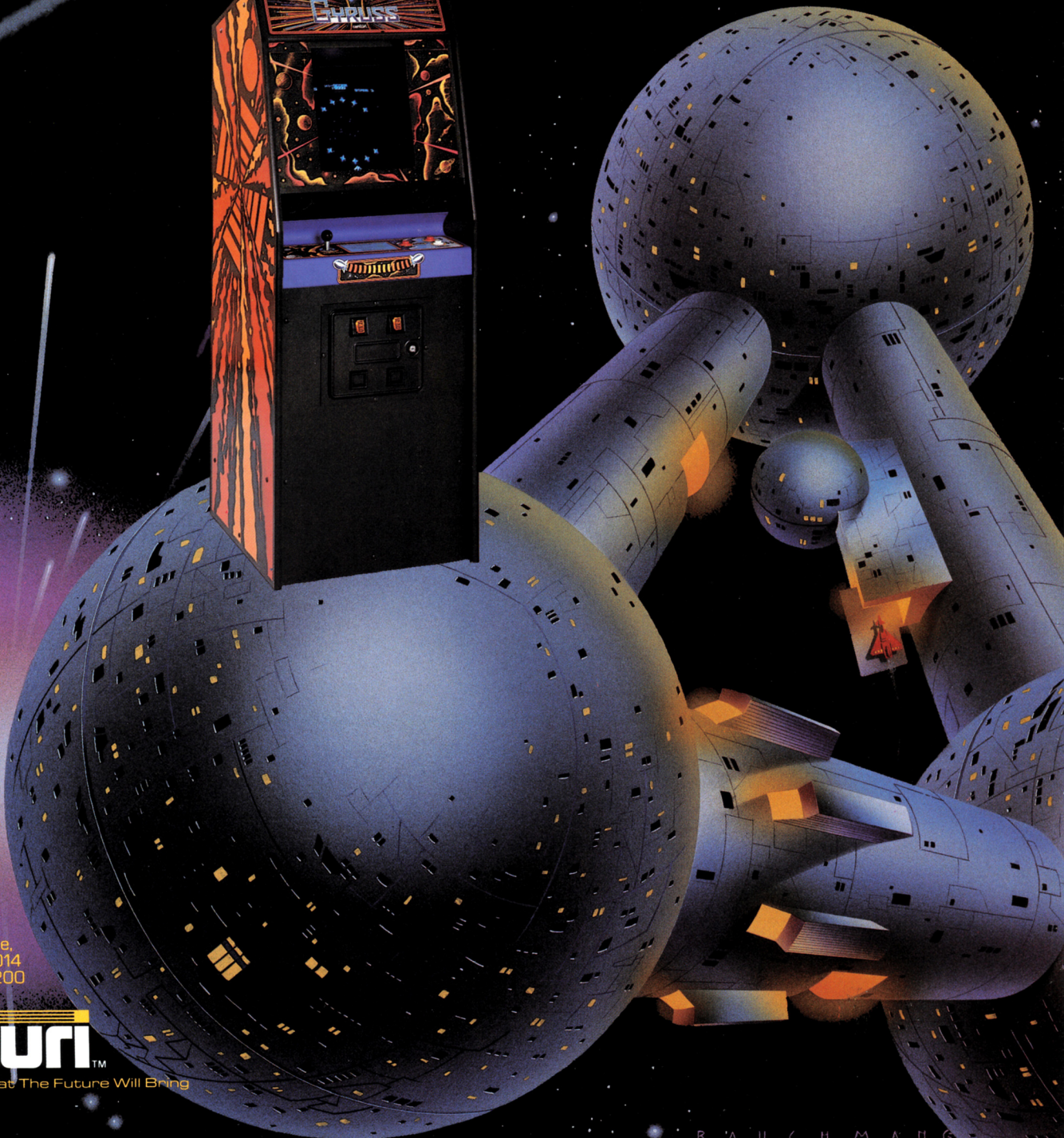
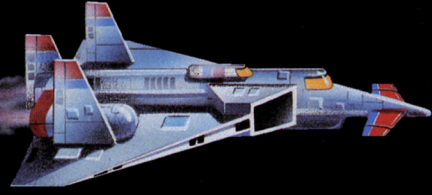
And that's the unofficial Step Two. Resign yourself to the fact that you're a computer idiot for a while. Some

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computer salespeople have a bad habit of speaking in a foreign language some call computerese. Find someone who treats you as if you were in your first day of Komputer Kindergarten. Of course, you don't want a salesperson who will be too elementary or even condescending—but the salesperson should be willing to teach you with the same care and the concern that your original kindergarten teacher used.

Reading, therefore, isn't for the purpose of giving you that "little knowledge" that you can turn into a dangerous thing by trying to bluff a lot of knowledge in front of the salesperson, but should instead give you a foundation for the time you will spend in stores, attending Komputer Kindergarten.

Also read computer magazines—but for a reason different from the reason you read the books. With the books, you're seeking a basic grounding in personal computers and software. With the magazines, you're looking for more specific information—not only on the capabilities of the computers, but also the *problems* you can run across when using them. Magazines point out shortcomings and give you tips on how to overcome them. Simply knowing about potential problems will, if nothing else, heighten your consumer awareness and prod you to be more careful when shopping.

There's another seemingly strange reason for reading the computer magazines. *The ads.* Sounds odd, but turn to the back of this magazine. What do you find? The classified ads. Flip through the pages directly in front of and behind this article. Find something interesting in the ads? Chances are you did. Ads in computer magazines, just as ads in this magazine, can be very informative. You learn about computers that may meet your needs. You find bargains. You discover a software program that might suit you. You learn of a new function that you hadn't known about before. The ads demonstrate the range of the current technology, while supplying specific, usable information about that technology.

Reading, also gives you a grasp of that strange language I mentioned before: computerese. The sessions in Komputer Kindergarten go more smoothly if you and the salesperson can speak the same language—even if you're speaking pigeon computerese while the salesperson has mastered true computerese.

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quick dictionary:

- **ROM** means "Read Only Memory." This is the portion of the computer's memory that stores the computer's basic operating instructions.

- **RAM.** The higher the RAM, the more complex operations you can run on the computer. RAM is measured in kilobytes.

- A **byte** is measure of information, and it is enough information to store a numeral or a mathematical symbol or a letter in the alphabet. For example, the computer uses four bytes of storage

to register the word "byte." A **kilobyte** is not 1,000 bytes, as you might assume, but 1,024 bytes. (This is because computer logic is based on the "binary" system, or a numerical system based on 2 instead of 10: $2 \times 2 = 4$, $4 \times 2 = 8$, $8 \times 2 = 16$, $16 \times 2 = 32$, $32 \times 2 = 64$, $64 \times 2 = 128$, $128 \times 2 = 256$, $256 \times 2 = 512$, $512 \times 2 = 1,024$.)

The more "K" (kilobytes) the computer has, the more power it has. My computer has 64K and can run some fairly complex programs. This is twice the power of what the typical computer had just a couple of years back: 32K. Shortly, the 128K comput-

er will become less expensive and more common. Don't be swayed by the TV ads for computers that dazzle you with low prices. These are usually base-level computers with very little memory: on the order of 4K, far too little to be useful to you.

- **Disc** I explained before, in the context of "floppy disc." But becoming more common is the "hard disc," also known as a "Winchester." A hard disc gives you far more storage capacity than a single floppy disc—and you pay for that capacity, into the thousands of dollars.

At the end of this article, you will find a partial list of computer magazines. I had hoped to compile a nearly complete list—until I discovered that more than 175 such magazines are published. The magazines included here are those that have a wide range of coverage, give special attention to business uses of personal computers, and are easily accessible, either on the newsstand or by subscription.

A few useful books are also listed there, but such a list can only touch on the number of books that are available—and new ones are coming out all the time. Again, check the computer stores and bookstores for the latest titles.

The Official Step Two: Find your local computer stores. You can buy much of this equipment through mail-order houses (which you'll find advertised in the computer magazines), which can mean that you will find some bargains. The problem in dealing with mail-order houses is that they don't provide nearby repairs and other support. I highly recommend buying through a local store. A helpful, friendly salesperson can answer questions, make recommendations, and otherwise provide help and aid that you won't be able to get from a mail-order house.

Look not only for software and hardware, but also for a salesperson you trust and like. Of course, you don't want to buy anything from someone just because he has a winning smile. But you are likely to spend a lot of time with the salesperson—before and after the sale.

Before: The salesperson should be willing to give you detailed demonstrations of the programs and computers you're interested in. He should answer all questions with as much detail and care as you need to understand what's going on. In several instances, a computer store has allowed a potential buyer not only to test the equipment,

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but also to bring some work to the store and use the computer to perform actual business functions over a period of weeks. Can you imagine your local car dealer lending you a 1983 Thunderbird for a few weeks while you decide if it's the car for you?

After: The salesperson should be able to give you a certain level of training on using the computer. The more, the better. Sure, the manual will tell you how to use the equipment, but a good, caring salesperson will be able to offer insights on how to cleverly adapt the computer to your uses.

Sometimes the training can be formal: regular classroom instruction. Such instruction can be free, or it can cost an extra fee. (If you are charged for the classes, check to see if everyone from your company who takes them must pay a separate fee.) Classes are better in that your education will be structured, and the teacher is unlikely to leave out important details. Individual training is better in that the education is not structured, allowing you to discuss your individual needs in more detail. If the computer store offers classes, take them.

Also, you're going to have questions after you leave the store. Things will go wrong, or maybe just seem to go

wrong. Maybe you have misread the manual. Or maybe the manual isn't clear. Your salesperson had better be willing to be patient with you.

Step Three: Decide if you want a computer in the first place. "But shouldn't I have decided that about three pages ago?" you ask. No. Because now you're in a better position to make a logical and informed decision.

First, list the tasks and jobs that the computer can help you with. Taxes? General accounting? Payroll? List the jobs you *know* the computer will be able to help you with alongside those that you doubt the computer can handle. You may be surprised when you take your list to the computer store. New programs are being written daily.

Be specific. Don't write, "I'd like the computer to keep the books," when your real need is something like this: "I'd like the computer to track the differences in profit margins between pins, videos, jukes, and pool tables, and then break those profit margins down according to location. Then maybe I'll be able to see if I should move a pool table out of Street Location A, and replace it with a video game, and put the pool table into Bar B, which already has a pool table, but

also has a lot of pool shooters who may not care for video games. Then I'd like a rundown of expenses vs. collections for some of the outlying areas on my route and to know at what distance from my headquarters I hit the point of diminishing returns." Complex and awfully specific, but you wouldn't be considering a computer if your problems were simple and general.

Also list the **formats** that might help you. If columns of numbers befuddle you, while pie charts make everything clear and understandable, write on your list: "capability to prepare pie charts." Some computers don't have graphics capabilities, and couldn't print out bar graphs, charts, or other visual aids. Some computers, like the new Apple Lisa, prepare such charts with so much artistry that it should be called the Mona Lisa. But the Lisa is expensive—in the area of \$10,000. Look at the Lisa, then look at computers with lesser ability, and try to balance what you want with what you can get by on.

Take this list to the computer store while you're shopping. Your preliminary search will have pointed out answers to some of the questions and problems on your list, but now that you understand the computer better,



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your questions and problems will now be more specific, and maybe even more ambitious.

Now, consider the *disadvantages* of turning various jobs and functions over to the computer:

- **Expense.** These babies aren't cheap. But, neither are video games and pinball machines, and a basic computer system costs about as much as one of those machines. Of course, the same tax advantages of investing in new coin-op equipment apply when you buy a computer for business use.

- **Training time.** You don't sit down and start working. First, you must learn the basics of your individual computer—and all computers have specific quirks that only a few days at the keyboard will teach you properly. Second, you must spend time learning how to apply the software you buy to your specific needs. Remember that training time must be multiplied, for each employee will be using the system.

- **"Transfer time."** You will have to transfer all sorts of information, from addresses on your Rolodex to numbers in your ledger to invoice information in your file cabinet onto your computer system. Plan a few days for such "retooling."

- **The computer's true ability to handle the job you want it to handle.** Be honest. Are you buying the computer because it's nifty and looks like fun? Well, that's OK, but it's terribly inefficient. Some jobs are better done by human beings. For instance, my ledger for my freelance business requires about three minutes of updating every day. Yet, I also record the information on a computerized file.

If I had bought the computer *only* for the computerized ledger abilities, I would have wasted my money. But because the computer proves so useful with my writing, the accounting functions are gravy. So make sure you buy the computer for the meat, and not the gravy. And remember one very important thing: Computers Don't Think. Don't expect them to.

- **"Crashes."** Computers are hardly perfect, and occasionally they malfunction. Sometimes, you will do something wrong. Something went wrong on my floppy disc, destroying a portion of the information file I had used to write this article. The system "crashed," which in English means it went haywire. The original version of this paragraph, and about three hours' worth of other work, were banished into computer oblivion.

This sort of thing is rare enough, and you can take safety precautions to make sure it doesn't happen. For instance, you can "back up" your work—that is, make a copy of the floppy disc and all the information on it. What's more, you're just as likely to lose paperwork as you are computer-work.

I lost a manila file folder containing a speech I had written—about five hours' work. So what's the difference between losing a manila file folder or the same amount of work on a magnetic disc? The point is that you must be careful, and you have to be careful in different ways than you're careful with paper. Again, a little training and rethinking is in order.

- **"Down time."** A disc drive stops working, or your printer goes haywire. Even if these problems occur years from now after you've given the equipment a healthy workout, the computer "going down" will cost you time. How long can you afford to be without a functioning business system? How soon can repairs be made (again, a good argument for dealing with local vendors)?

Step Four: Start talking. Show your lists to the computer salesperson and allow him to show you how a computer might solve certain problems.

Show your lists to operators you know who already have a computer. *Show them to anyone* you know who works on a computer. A salesperson's optimism may be tempered with some realistic evaluations of daily work and performance of a computer.

If someone you trust makes recommendations, seriously consider following them. I looked round and round for my computer until another writer put it succinctly in a letter to me: "If you want a word processor, GET THE KAYPRO." No quibbling there. I looked into the system, liked it, felt more confident because someone I trusted also liked it, and bought it.

Step Five: Start reading again. Once you start narrowing down the software, ask to read what is known as the "documentation." This is the "user's manual," telling you what the machine can do, how to coax the machine to do it, and how you can deal with problems. Again, beware that odd language known as computerese. The documentation should be your friend, not a constant challenge to your ability to decipher code.

Step Six: Choose the software first. Then select a computer that handles that software. A machine without an



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adequate program is useless to you, but a less-than-adequate machine that uses a wonderful program will still serve you well. The ideal, of course, is matching excellent programs with an excellent computer.

Step Seven: Buy the computer. Or don't buy it. It's your decision. But let me offer an "operator's dozen" of computer-buying tips:

1. Can the computer store supply the entire system—computer, monitor, software, and printer? You're better off if it can. Elements of a package often work better together, and it's good if the salesperson is familiar with everything in the package. If you buy your printer elsewhere, for instance, and something goes wrong, one salesperson who sold you the computer may say, "Hey, the printer's fouling up, and I don't know what to do about it," while the salesperson who sold you the printer says, "Printer's fine. I think it's the computer."

2. Shop around. In buying my computer, I decided I wanted a Diablo 620 letter-quality printer. Price? One store quoted \$1,300. Another said \$1,600. A third store wanted \$1,300, but had never had one in stock, and besides, "The printer might go on sale sometime soon." I finally found a store that wanted only \$1,000 for the printer. A 60 percent fluctuation in asking price!

3. Consider doing what I did: buying a portable. I didn't buy this machine for the portability. The thing's going to stay in one place. Plus, 26 pounds isn't all that portable, as far as I'm concerned. I bought it for price. The Osborne, the Kaypro, and other such machines offer a lot for a low price: disc drives, built-in monitor, and a complete software package, including word-processing and computer spreadsheet programs. They go under various names. The granddaddy was Visi-Calc, and the imitators often use similar names. Mine is called Perfect Calc. These programs can be invaluable. Ask a computer salesperson to demonstrate the program.

5. Look into used equipment. With things changing so fast, a two-year-old computer might be considered obsolete, yet can offer you everything you need in a computer. Be wary of used equipment, though—perhaps even more so than you are with other previously owned material.

6. Don't look forever. Draw the line somewhere. I mentioned that 175 computer magazines are now published. That's nothing compared to the

number of types of computers being manufactured: some 250, according to *Desktop Computing*. Now aren't you glad there are only four pinball manufacturers?

7. Look for a computer with a keyboard that has a good "feel." By that, the keys respond to your touch easily, yet don't record letters and numerals if there's a rise in barometric pressure. Just like the flippers on a pin, like the joystick on a video, keys should be responsive, and you should be comfortable with them.

Spend a lot of time comparing keyboards and their feel. Compare, too, the layout of the keyboard. The keyboard should have a keypad, which is a set of numerical keys, often to the right of the main set of keys, arranged similarly to the number keys on a calculator.

8. Most of the computers on the market today use 5¼ inch mini floppies. You'll find them perfectly usable, as the amount of information you can store on such floppies has been increasing. For example, the mini-floppies used by my computer store are 191K. That's about 60 double-spaced pages of text. (A normal novel has about 300 double-spaced pages.) Yet, you might

want to consider a system that uses what used to be the standard floppy size—8 inch. The TRS-80 Model II uses 8-inch floppies, which store considerably more information than do the mini-floppies. Again, you pay for such capability, though.

9. Depending on the size of your

An Invitation

Have you already jumped into the electronic waters of business computers? We'd like to hear from you. Drop a note to Bill Brohaugh in care of *Play Meter*, Box 24170, New Orleans, Louisiana, 70184. If you're willing to share the lessons you have learned with other *Play Meter* readers, briefly describe your experiences with small business computers and give your phone number.

business, you might have custom software written for you. This can be very expensive, but possibly practical if you have unusual needs and your business is very large. If you're interested, check the section on this topic in the book, *Computers for Small Businesses*.

10. Talk expandability with the

salesperson. If and when your business grows, your computer may have to grow with it. Can the computer be upgraded so that it has more memory? What is its capability to link up (interface with) more "peripherals" (things like printers and modems are considered peripherals).

11. Be aware that major brands of computers will have the greatest access to a broad range of supporting software. Specifically, the TRS-80, Apple, Commodore, and IBM computers are well-supported by a vast array of software. Lesser-known brands of computers have a more limited selection available.

12. Related to that, you might as well check the availability of games for the computer you're considering. Why not? You wouldn't be in this business if you didn't love games. So get a lot of business done, but have a touch of fun, too. This is a specific way of giving you some good general advice: get a flexible machine and have some fun investigating its capabilities.

13. Finally, keep your eye on that *Mappy* video, and make sure that Mappy doesn't grab your treasured personal computer when you aren't looking. ●

Computer Magazines for Business People

The creativity in the computing magazine field is amazing. Just look at some of the titles: *InCider* makes for a nice pun not only on the word "insider" but also on the fact that it covers the Apple. From the same publisher comes *Hot CoCo*, about color computers (nudge nudge—get it?).

A great deal of the creativity comes in simply all the creating that's going on—creating of the magazines themselves. At least 175 computer magazines are on the market today.

Visit your local bookstore and/or computer store to see sample issues of the publications you're interested in. (You'll also probably discover two or three new ones that have been introduced between the compilation and

publishing of this list.) Read an issue or two before subscribing. If you can't find copies at the local stores, write to the subscription departments of the publishers, explain that you're interested in subscribing, and request a sample. Most will send one in the hope of giving you a taste.

The range of these magazines is vast. Some are complex; some are aimed at the pure beginner. Some are little more than gaming magazines; others are nuts-and-bolts technical journals; still others fall somewhere between.

Pay particular attention to the first group, the magazines there are specifically aimed at adapting computers to small-business use. Those that follow also cover using computers in small

businesses, but only as a part of a wider range of coverage.

Business Magazines

1. *Business Computer Systems*, Cahners Publishing Co., 221 Columbus Ave., Boston, Massachusetts 02116. Covers business, financial uses of computers, and data base use.

2. *Business Computing*, H&E Computronics, Inc., 50 N. Pascack Road, Spring Valley, New York 10977. Features software reviews. Newsletter.

3. *Business Systems Update*, 701 E. Irving Park Road, Rochelle, Illinois 60172. Particularly useful, because it is

*Check the availability of games for the computer you're using.
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the *Reader's Digest* of the business computer world. It collects and reprints articles from 35 different magazines, and other sources as well—including *The Wall Street Journal*.

4. *Computer Business News* 375 Cochituate Road, Box 880, Framingham, Massachusetts 01701.

5. *Computer Decisions*, Hayden Publishing, 50 Essex St., Rochelle Park, New Jersey 07662. Covers use of computers on the management level in government, industry, etc.

6. *Desktop Computing*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. Bills itself as "The Plain Language Computer Magazine for Business." Includes reviews, questions and answers, buyers' guides. Recommended.

7. *Interface Age*, 16704 Marquardt Ave., Cerritos, California 90701. Good publication with a heavy emphasis on business and professional use of microcomputers. Recommended.

8. *Small Business Computer*, 39 E. Hanover Ave., Morris Plains, New Jersey 07950. Published by the people who publish *Creative Computing* (see description below). For the novice user; includes reviews and coverage of applications.

General Magazines

1. *A.N.A.L.O.G. Computing*, A.N.A.-L.O.G. Magazine Corp., 565 Main St., Cherry Valley, Massachusetts 01611. For Atari computer users, beginning to advanced, business to games.

2. *Antic: The Atari Resource*, 297 Missouri St., San Francisco, California. For Atari users.

3. *Apple Orchard*, 910-A George St., Santa Clara, California 95050. For Apple users.

4. *Byte*, Byte Publications, 70 Main St., Peterborough, New Hampshire 03458. More of a technical journal, for those interested in how the computer works.

5. *The Color Computer Magazine*, New England Publications, Highland Mill, Camden, Maine 04843. Of limited interest: for users of the TRS-80 Color Computer and the TDP-100 Microcomputer.

6. *Compute!*, Box 5406, Greensboro, North Carolina 27403. Wide-ranging monthly covering the Apple, Atari, Pet/CBM, VIC-20, OSI, Radio Shack Color Computer, Commodore 64, and Sinclair ZX-81. Technical material, programs, games, business applications.

7. *Compute!'s Gazette*, Box 5406, Greensboro, North Carolina. Devoted to beginning users of the Commodore VIC-20 and 64 personal computers.

8. *Computer Buyer's Guide and Handbook*, Computer Information Publishing, 191 King St., Cappaqua, New York 10514. Published four times a year, this magazine reviews hardware and software, and otherwise informs you about computers and programs.

9. *Computer Shopper*, Patch Publishing, 407 S. Washington Ave., Titusville, Florida 32780. Updates of new products, and software reviews.

10. *Creative Computing*, Ahl Publishing, 39 E. Hanover Ave., Morris Plains, New Jersey 07950. General magazine about personal computers, including business applications. Recommended.

11. *Creative Computing Buyer's Guide to Personal Computers, Peripherals and Electronic Games*, and *Creative Computing Software Buyer's Guide*, Ziff-Davis Publishing, 1 Park Ave., 12th Floor, New York, New York 10016. Two annual publications from the parent company that owns *Creative Computing*. Evaluations, profiles, and reviews of computers and programs, including those for business use.

12. *The DEC Professional*, Professional Press, Box 362, Ambler, Pennsylvania 19002. Highly technical publication for users of Digital Equipment Corp. (DEC) equipment.

13. *Dr. Dobb's Journal*, 1263 El Camino Real, Box E, Menlo Park, California 94025. A "hands-on" journal about how computers work.

14. *Easy Home Computer*, 350 Fifth Ave., Suite 6204, New York, New York 10118. A reference guide for the novice—those who bought computers in the last six months and now realize there's more to them than playing games. Also a guide for those planning to buy a computer in the next six

Computer Books

This list of computer books only scratches the surface of those available. I've heard that one publisher is planning 900 computer books in the near future. This sounds exaggerated, but it shows how much library shelves will be sagging under the weight of computer books.

Check the bookstore, the library, and the local computer stores. You'll find books about individual computers, like the IBM PC, and books about specific software programs, like WordStar (a word-processing program). You'll find books about machine languages, such as BASIC and CP/M, and books about games, computers in general, and—no kidding—how to hate computers.

But here are a few to get you started:

- *Business System Buyer's Guide*, by Adam Osborne and Steven Cook, Osborne/McGraw-Hill, c/o Data Dynamics Technology, Box 1217, Cerritos, California 90701. Adam Osborne, besides being a computer expert, designed the Osborne I personal computer.

- *The Computer Book*, by Peter A. McWilliams, Prelude Press, Box 69773, Los Angeles, California 90069. A basic, humorous, easy-to-read introduction to computers. McWilliams pulls no punches. Also look into his *Word Processing Book*.

- *Computers for Small Business: A Step-by-Step Guide on How to Buy*, by Gary Bencar, La Cumbre Publishing, Box 30959-B, Santa Barbara, California 93105; \$9.95. A little too general, but a good starting point. Includes worksheets to help you determine your needs.

- *Word Processing Buyer's Guide*, by Arthur Naiman, BYTE/McGraw-Hill, 70 Main St., Peterborough, New Hampshire 03458. A good introduction to a specific application, though general information on how computers operate is good, too.

Of course, there's a book club:

The Computer Book Club, Blue Ridge Summit, Pennsylvania 17214.

And, yes, a software-of-the-month club: The Software Connection, Box 141319, Dallas, Texas 75215. Programs for Apple, Atari, Radio Shack, and VIC 20 computers. •

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DIGITAL CONTROLS

months. Covers hardware and software.

15. *80 Micro*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. Thick monthly brought to you by the folks who publish *Desktop Computing*. Recommended for users of the Radio Shack TRS-80 computer. Packed with reviews, informational articles, and actual programs that you can convert from the printed page to disc programs.

16. *80-U.S. Journal*, 80-Northwest Publishing Co., 3838 S. Warner St., Tacoma, Washington 98409. Also dedicated to the TRS-80.

17. *Hardcopy*, Seldin Publishing Co., 1061 S. Melrose, Suite D, Placentia, California 92670. Devoted to Digital Equipment Corp. (DEC) computer equipment.

18. *Hot CoCo*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. For users of color computers.

19. *InCider*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. Publication devoted to the Apple, including columns on business, software, and new products.

20. *InfoWorld*, 530 Lytton Ave., Palo Alto, California 94301. A weekly newspaper whose greatest value is in keeping up to date on new computers, printers, programs, and other innovations.

21. *Instant Software*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. This publication prints actual programs that you type onto a blank disc and *voila*, "instant software." Includes business software.

22. *Lifelines/The Software Magazine*, 1651 3rd Ave., New York, New York 10028. Software reviews.

23. *List*, Redgate Publishing, 3407 Ocean Dr., Vera Beach, Florida 32960. Recommended, though expensive. Articles introducing you to personal and business computing, followed by lists of various types of programs, including business programs you may be able to apply to your business.

24. *Mechanix Illustrated Computers*, CBS Publications, 1515 Broadway,

New York, New York 10036. A basic guide to "assembling a decent computer system, for business or the home." Published twice a year. Includes a buyers' guide to manufacturers.

25. *Microcomputing*, Wayne Green, Inc., 80 Pine St., Peterborough, New Hampshire 03458. Magazine for the more experienced computer user interested in exploring the full possibilities of computer applications. Covers Atari, Pet, TRS-80, IBM PC, Apple, etc.

26. *Mini-Micro Computer News*, MMC Publications, Bellaire, Texas 77401. Bills itself as the "newspaper for the hobbyist to the small businessman."

27. *Nibble*, Micro-Sparc, Inc., Box 325, Lincoln, Massachusetts 01773. For users of Apple computers: programming, new products, and original programs.

28. *99er Magazine*, Emerald Valley Publishing Co., 1500 Valley River Road, Suite 250, Eugene, Oregon 97405. For users of the Texas Instruments 99/4.

29. *OS/Tech*, Consult/DM, Inc., Box 517, Clearwater, Florida 33517. A newsletter for Osborne users.

30. *The Paper*, Box 460, Livingston Manor, New York 12758. For users of Commodore PET microcomputers.

31. *Peelings II*, 2260 Oleander, Las Cruces, New Mexico 88004. A magazine that evaluates hardware and software for the Apple.

32. *PC: The Independent Guide to the IBM Personal Computer*, 1 Park Ave., New York, New York 10016. Packed with advertising, this thick publication covers the range of applications of the IBM PC.

33. *PC World*, 555 DeHaro St., San Francisco, California 94107. Another thick publication. For the "second-generation" of IBM PC equipment, in more ways than one. The creators of *PC: The Independent Guide* began this publication when the Ziff-Davis Publishing Co. bought *The Independent Guide*.

34. *Personal Computer Age*, 10057 Commerce Ave., Tujunga, California

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P. O. Box 35
Belle Plaine, Iowa 52208

At least 175 computer magazines are on the market today.

91042. Hardware and software reviews and related articles. Also devoted to the IBM PC.

35. *Personal Computer News*, Box 848, Pt. Reyes, California 94956. New publication; covers hardware, software, news—including small-business information.

36. *Personal Computing*, Hayden Publishing Co., 50 Essex St., Rochelle Park, New Jersey 07762. General publication for people just getting started in computing.

37. *Popular Computing*, 70 Main St., Peterborough, New Hampshire 03458. Perhaps the most human of the computing magazines. Has software and hardware reviews, and other general articles. Prides itself on its non-technical focus. Recommended.

38. *Portable Computer*, Miller Freeman Publications, 500 Howard St.,

San Francisco, California 94105. For users of compact computers, of which the Osborne was the first. Other portables include the Kaypro II, the Jonos, the Athena, and the Compaq.

39. *Reference*, Constant Communications, Box 1200-A, Amherst, New Hampshire 03031. Published six times a year, this is for business users of the IBM Personal Computer. Includes reviews and evaluations.

40. *Small Systems World*, Hunter Publishing, 950 Lee St., Des Plaines, Illinois 60016. Covers applications of small computer systems in business.

41. *Softalk*, 11160 McCormick St., North Hollywood, California 91601. For Apple users.

42. *Softalk for the IBM Personal Computer*, 11201 Magnolia Blvd., North Hollywood, California 91601. Devoted to the IBM PC.

43. *Softside*, 6 S. St., Milford, New Hampshire 03055. For users of the TRS-80, Atri, IBM PC, and Apple II computers.

44. *Sync*, 39 E. Hanover St., Morris Plains, New Jersey 07960. For users of the Timex/Sinclair computer.

45. *Systems and Software*, Hayden Publishing, 50 Essex St., Rochelle Park, New Jersey 07762. Covers use of computers in management systems.

I mentioned data bases in this article. Some data bases actually publish "newsletters" that you can tap into using your computer and a modem. Some of those newsletters, you won't be surprised to hear, cover computers. For example, The Source (1616 Anderson Road, McLean, Virginia 22101) carries such electronic publications as *Apple City*, *IBM PC Gazette*, and *Product Reviews*. ●

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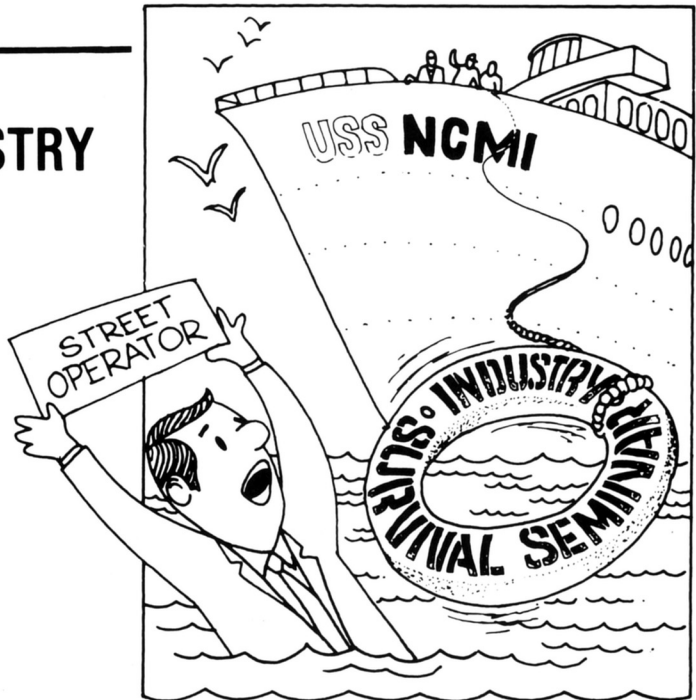
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SOME QUESTIONS

THAT THIS SEMINAR WILL ANSWER

- ...How do you stop anti-coin machine legislation?
- ...What is the best way to develop political "clout"?
- ...Why should I care about cigarettes, when my business is video games?
- ...How do I handle the media when a crisis occurs?
- ...How can I improve the profitability of my business?
- ...Where is the video game business headed?
- ...Whom do you have to know to get a favorable law passed?
- ...When will the financial community ever understand the coin machine business?

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Software Spec Sheet

CAME Software Systems Inc.
5200 Newberry Rd.
Gainesville, FL 32607
Telephone: 904/375-8580

Reference

Machine name
Manufacturer name
Machine location and route
Maintenance at location—change location name and/or address of location.

Equipment

Change location for equipment
Equipment maintenance at location
Previous date and previous location for machines
Revenue on equipment
Route income reports by location and route

Sales

Produce sales report/update—closing monthly sales and pre-closing income report
Sales history—statistics by location, machine, and game type
Life of machine and sales totals
Return on investment report

Depreciation

Depreciation history
Computes depreciation
Integrates depreciation with general accounting system

General

Update general ledger
Update general ledger file with new locations and routes
Post general ledger entries
Post checks/deposits
Produce bank reconciliation statement
Monthly P&L's by location, route, and consolidated
Monthly balance sheet
Monthly income statement

CIO Systems/Software
1608 East Burnett St.
Long Beach, CA 90806
Telephone: 213/595-0801

Route Information

Customer additions with hard copy contract printouts for the customer file
Update contract information
Customer delete function
Inquire by customer name and number
List a complete customer history report

Contract expiration report based on number of days requested
Print customer labels or index cards
Print salesman's initials

Equipment

Add new machine information and assign machines to locations
Change machine information
Remove machine from files
List machines by model number or list by product name
Move machines by model number from the current location to new location and record date in and date out
Inquiry or listing on all locations and the machines at the location including date in and date out
Display specific machine type (name of game) and all the locations that have that type
Machine depreciation system

Sales

Display collection information including customer and operator split less minimum guarantees; machine averaging
Printing of financial history and 1099 capabilities
On-line display of collection earnings less than a requested amount
Collection report printing for route collection—report selected by route number and number of days (7-14-21 or 28)
Machine depreciation report, for tax purposes
Total averages calculated

General

Runs on CPM, D Base 2 and the North Star Disc Operating Systems

Digital Innovators Inc.
29 Charlotte St.
Painesville, OH 44077
Telephone: 216/352-0922

Location Information

Name, address, phone number of location
Name and phone number of owner
Location working hours
Name of collector
Day and week of collection
Machine commissions
Date contract expires
YTD totals
Remarks line for any additional information

Equipment

Lists all equipment in certain locations (up

to 60 pieces)
Date installed
Machine serial number
Shop number

Equipment History

Automatic file transfer of equipment upon its removal from a location, giving date removed and name of machine
Previous 10 machines removed

Sales

Location's collection broken down by machine
Date of last collection
Previous collections
Review a certain game's performance in each location
List all such machines giving location names, each machine's average earnings, and amount of last collection for each piece
Determine a weekly minimum collection for each machine to produce list of substandard machines including each piece's location, average earnings, and period of time on location
Printout of annual sales by route, week by week

General

Print out every location's address on paper and adhesive labels
Weekly route list by collector
Cigarette and jukebox location lists

Additional Program

Inventory program—keeps track of all parts, reorder level, quantity in stock, price per unit, where purchased

Innovative Management Consultants

611 La Rue
San Marcos, TX 78666
Telephone: 512/396-3330

Sales/Cost

Input data from floppy disc—each disc can contain 1,000 machines; use as many discs as necessary
Print data—a permanent record of machine performance during any given time period
Add machines
Move machines from one location to another and record
Omit machines whenever you sell or trade equipment
Add revenues
Location codes contain percentage splits with location owners and flat rate service fees—review, add, or omit loca-

tions at any time

Administration cost—allocate general administrative expenses to each machine for accurate profit calculations—review or change the administrative cost when necessary

Sort option

By location
By machine number/name/type
By maximum/minimum return on investment
By maximum/minimum revenue
By maximum/minimum net profit
By location and type

Performance

Collection reports for each location given automatically
Performance reports on every machine sorted
Location cost represents (1) the percentage split paid to a location owner, (2) any monthly service costs, (3) depreciation expense for the period—all costs, including administrative costs, are adjusted to the period of time represented by revenue
Net profit of the selected machine
Book value of the equipment
Annual ROI—return on investment for the machine selected
Enter—allows you to skip over individual machines and examine only the totals for those machines sorted

Additional Programs (in Basic Package)

Machine history—machine's history performance, data is geographically plotted
Collection report—list of all machines at any location
Coin-count reconciliation—reconciles collected revenues with meter readings
1099 program—keeps track of how much each location earned throughout the year, prints the 1099 tax form with location name and address at the end of the year
Prediction program—gives projection of what machines' revenues will be for the next two weeks, plots a trend line based on machines' past earnings, also gives an accuracy prediction
Data Base Management Program—keeps track of any information the operator wants (what machine has been at which location, name of machines, serial numbers, when machine was moved in or

out, what replaced it, who replaced it, etc. Can also keep track of repairs and what technician did to fix machines.)
Telecommunications System—set up to handle remote data entry and remote reporting by telephone

General

Software now works with Radio Shack Model 4 Computer and Apple Computer. Will soon be available for use with the IBM Personal Computer, and the Zenith 80

Micro Computer Sales
P.O. Box 53376
Fayetteville, NC 28305
Telephone: 919/483-2003

Machine Data Base

Machine serial number
Description
Location list (up to 999)
Cost of machines
Current value (net book value) of machines

Sales

Period to date income of each machine
Income generated by location
Income generated by route (or game rooms)
Year to date income
Income for last 12 periods (months)
Vendor's name (up to 999)
Machine type
Date purchased
Depreciation (fixed amount or percentage)
Current earnings status (up or down and where located)
Date of last income update
Current meter reading
Last meter reading
Print route tickets

General

Software currently being developed for IBM Personal Computer

Validata
428 S. Perry St.
Montgomery, AL 36104
Telephone: 205/834-2324

Trend Analysis

Weekly sales report (totals by category)
Trend summary report (totals by category)
Weekly and YTD gross profit indicators

Printout of annual sales (by route, weekly)
Weekly sales comparisons (this week this year to same week last year)

Route Control and Management

Complete location reporting system
Customer file report—(sorting of account records by route, day, stop sequence, machine #, and name)
Daily sales tickets
Salesperson's daily sales and cash report
Monthly and consolidated accounts receivable statements
A/R aged trial balance (by route with page totals and grand totals)
Daily accounts receivable change-in-balance report
Individual account analysis
Machine commissions payable list (computed on any time frame)
Commissions tables (nine different methods for computing commissions)
Commissions check writer (will combine several accounts on one check)
Commission check register
Sales and cash receipts register
Equipment sales/cost ratio report
Six months sales tracking report
KEYSEARCH (TM)—design and print custom designed reports and sort them in virtually any order
Mailing labels (for any group of accounts)

Payroll

Payroll transactions (hourly, salaried, commissioned)
Employee listings
Employee payroll information report (QTD, YTD earnings and deductions)
W-2 forms
941 quarterly tax report form
Local tax report form
State and local tax accumulation report
Payroll register
Paycheck writer system with check register

Inventory Control

Inventory list master
"Staleage" control monitor (by route and product)
Purchase order to manufacturer
Receiving report to accounts payable
Load sheets (to truck from warehouse)
500 individual warehouse items
Individual or multiple truck listings (200)
Inventory turns and stock reports
Credit memo (from truck to warehouse)
Reconciliation of truck and warehouse inventories (on any time interval)

For more information on these systems, see the August 15, 1982 *Play Meter*, page 42. Software packages sold by amusement machine distributors will be featured in the September 1 issue of *Play Meter*.

THE PAO SHOW

NOT BAD FOR A FIRST TIME

By Mary Claire Blakeman

The premier of the Pacific Amusement Operators show was like a virgin's wedding night: not bad for a first time, but ultimately, it didn't live up to expectations.

While Terry Cunningham, producer of the PAO, hoped for a crowd of 3,000, he ended up with about 1,000 attending the show at the Disneyland Hotel in Anaheim, California, April 22-24. Many of the 35-plus exhibitors at the three-day show were naturally disappointed in the final turnout, but most said the show was worthwhile and operators reported they learned a lot about the industry.

"This show was smaller than I expected it to be—but the people who did come were buying people rather than tire kickers," said Patrick Reed of Entertech, the company producing Moppet Video. "With all the California manufacturers we have out here, I don't feel we should always have to go to Chicago."

That sentiment was echoed by many, including Dean McMurdie, president of Circle International, the one major distributing company exhibiting at the PAO. "We have long needed a West Coast show and that's evidenced by the fact that operators from the western United States do not attend East Coast and Midwest shows in proportionate numbers," McMurdie said. "Perhaps we should have a national show which alternates with one year on the East Coast and one year on the West. It's strange but an operator will fly from Seattle to San Diego faster than he will fly from Seattle to Chicago."



The seminar on conversions was well attended. Mark McCleskey of Data East (standing) explains **Bump 'N' Jump** while (left to right) Jim Fuller, Omni Games; Clare Teerlink, Universal; and Allan Rhodes, Tago, wait to speak.



Mel LaForce, of Kiddie Rides U.S.A., Lila Zinter, of Exidy, and Bob Breither, of Destron/GDI, were panel members at the seminar on kiddie rides.



The PAO featured equipment for just about any taste including kiddie rides, jukeboxes, dedicated videos, conversions, and other products.



This need for a major West Coast show was the main impetus prompting Cunningham to produce the PAO. A former field service representative with Atari and Exidy, Cunningham said he was in a position to talk directly with operators. "Doing field testing, I was going into a lot of arcades, and I was surprised at the number of people who did not go to Chicago," he said.

PAO hurdles

Actually, given the obstacles he had to overcome, Cunningham did a good job in making the PAO a reality. Cunningham said he met unexpectedly stiff resistance from West Coast distributors and then, just before the show was to be set up, his drayage and storage company went on strike. Fortunately, Curtain Exposition Services of San Francisco came to the rescue and the show went off on time. He compared the experience to power hang gliding in which, Cunningham said, "If a problem comes up, you just keep going through the hurdles. If you can't get over something, you go around it."

Part of the resistance by distributors was due to the number of video card games exhibited at the PAO, but Cunningham said he used AOE and AMOA guidelines in allotting booths. Although there were nine exhibitors of video card games, the show was well-rounded with a little something for everyone: Circle International's display included many of the current dedicated games; Exidy showed its *Whirly Bucket* and *Fax* question and answer game; Kiddie Rides U.S.A. and North American presented a selection of rides; conversion kits were shown by companies like Venture Line and Omni Games; and Vending International offered numerous arcade novelties.

There was also a video jukebox from Video Music International; a pool table from Global Billiards; *Chexx* from I.C.E.; and other non-videos from Destron/GDI, Computetic Devices, and Penn Ray. WICO, Scan Coin, Falcon International, and Goods Manufacturing International also exhibited support products.

Another feature of the PAO was the seminars including information on technical topics by Randy Fromm of Randy Fromm Arcade Schools; advice on equipment inventory by Frank Nickerson of WICO; a discussion of distributing in the 1980s led by Dean McMurdie; and a session on kiddie rides presented by Lila Zinter of Exidy, Melvin LaForce of Kiddie Rides USA, and Bob Breither of Destron/GDI.

But the seminars which drew the

most attention were those on game conversions, video card games, and marketing strategies for operators. During one seminar, Mike Macke, president of Digital Controls (makers of *Little Casino*), promoted the use of video card games and stressed that they be used strictly for amusement. He discouraged one operator's suggestion that bartenders be allowed to give out free drinks for winners playing these games.

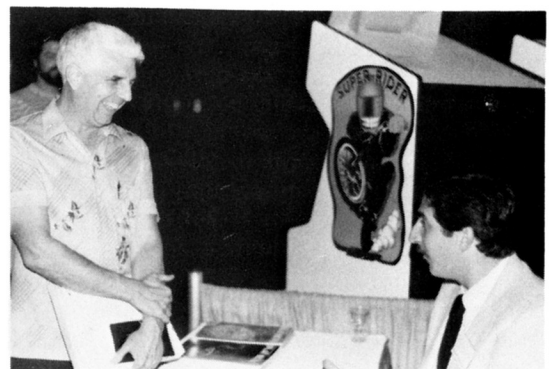
In another session, Roy Jespersion, Circle International marketing consultant and a professor at California State College in San Bernadino, told operators that the key to a marketing strategy is to "sit down and figure out what kind of situation you are in and what needs are being satisfied." (See accompanying story.)

Game conversions were a big topic of



CHEXX, from ICE, was one non-video in attendance.

Jimmie Sellers (left), a coin-op consultant from Anaheim, discusses the show with Randy Fromm. Fromm teaches technical instruction through his Arcade Schools.



conversation at the PAO in and out of the seminar rooms. Many operators, such as Dale Moore of Far West Associates in Redondo Beach, expressed their relief at the move toward game conversions as a way to help them through tight times. "I'm impressed by the quality of conversions I've seen," Moore said. "Sometimes, players won't play a conversion at first, but once they see that it's a game like *Mr. Do!* then they will play it. If the graphics are good and play quality is good, conversions will do well.

"But conversions won't save the industry," Moore added. "They will

give the industry a first-aid remedy for this shake-out period. They will bridge the gap between the period of uncontrolled growth that we went through and the future period of controlled growth."

Conversion seminar

At the seminar on conversions, Allan Rhodes of Tago told the audience that "The main thing with conversions is to do it properly—be sure to take off existing art work and change the PC board." Omni Games President Jim Fuller added that for anyone with questions about conversions, the best

tack is "to see your own lawyer." Data East's Mark McCleskey demonstrated his company's conversion process and announced that the company is now offering board-kits for *Bump 'N' Jump* and *BurgerTime*.

One route owner attending the seminar liked the idea of conversions but underlined the widely-held view that convertibles will also have to be good games to make it. "Convertibles are good for us," said Jeffrey Simons of Empire Entertainment in Woodland Hills, "but the only weak point is that they have to produce almost as much as a new game, because the location still looks at the total number of dollars produced. If a location is making \$55 a week instead of \$50, they want the game that makes more money and they don't care what we paid for it."

Simons added that he is glad he attended the PAO, and that before the show, he had not realized that there are so many game conversions available.

For Simons and the hundreds of other attendees at the show, the PAO provided them with the opportunity not only to learn about conversions or marketing, but to connect with the industry, get hands-on experience with new products, and to learn about solutions which other operators are using for common problems.

Many operators would like to see that opportunity become available on an annual basis, and as attendees at the PAO, their \$25 entrance fee automatically makes them members of the Pacific Amusement Operators Association. PAO producer Cunningham said this association will work with others in the state on problems like restrictive ordinances and excessive license fees.

Whether the PAO and its association are successful may depend on the way the industry deals with the legitimate concern about "too many shows."

Exidy President Pete Kauffman suggested an industry-wide survey to determine the most efficient location and timing of shows. "I would like to see more coordination between distributors, operators, and manufacturers about where, when, and how many shows we have," Kauffman said. "Chicago in the winter isn't the ideal place to hold a show, and I'd like to see them move it around a little."

As for Terry Cunningham, he has already booked the Disneyland Hotel for the next PAO in April 1984. •

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Marketing Consultant Outlines Strategies for Operators

By Mary Claire Blakeman

While attendees of the first Pacific Amusement Operators show tried out games and learned about various aspects of the industry, one of the largest crowds gathered for a seminar on effective marketing strategies for operators and arcade managers.

The seminar was led by Roy Jespersen, marketing consultant for Circle International distributing, and a professor of marketing at California State College in San Bernadino, who also worked with the Golf 'N Stuff golf/arcade chain.

While many operators report a drop in sales compared to last year, Jespersen said that others seem to be doing well and are actually recording

increases in revenue. The difference, he said, is marketing.

As the coin-op industry matures, it cannot just rely on new products and Jespersen cited the experience of Polaroid to illustrate the idea that new technology alone does not ensure success. "Polaroid was product-oriented and did not take the consumer into account," he said. "As a result, the company lost \$90 million on Polarvision and it resulted in Mr. Land stepping down."

The coin-op industry, he added, has been easy to get into, but "to survive and be effective has not been so easy. To survive, you must establish a market strategy," Jespersen said.

A market strategy involves defining a target audience and developing a marketing mix which includes controllable and uncontrollable variables. Operators can control factors such as location, placement of games, and pricing. But they must adapt to other variables which include the cultural, social, and political environments; economic conditions; competition; and technological advances.

Study audience

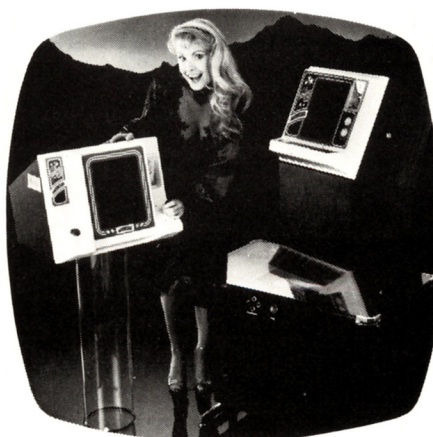
To begin, he suggested that operators define their target audience and become familiar with changes in that audience. Operators should know the age, income, and lifestyle of their

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customers. "For instance, in the last five years there has been a 12 percent decline in the number of 7 to 18-year-olds in this country, so logic follows that if your business is off by 12 percent, part of it is because there are fewer kids," Jespersen explained. "At the same time, there has been a 40 percent increase in the number of 35 to 49-year-olds and that may be a new market."

Knowing the media habits of the target audience is also important so that promotion and advertising can be effective. Jespersen recalled one television blitz that did not quite work out: "Our ads were running on TV between 2 a.m. and 7 a.m.—Now what kid is up at 2 a.m.?"

Jespersen also outlined the kinds of questions operators must consider regarding locations. In shopping malls, arcades are heavily dependent on foot traffic and customers usually come in on an impulse. Neighborhood storefront businesses, on the other hand, usually draw more people from the surrounding area, although foot traffic figures into the equation as well.

For route owners, the location of games within a building, competition

from other routes, and the attitudes of people in a location can be important factors. In a resort area, the entire family must be taken into account, so the operator may want to have kiddie rides, video games for teenagers, and card games for adults.

As most in the industry realize, the

In the last five years, there has been a 12 percent decline in the number of 7 to 18-year-olds in this country.

legal and political environment of an area can affect business as much as any other factor. Even before the Mesquite case (in which a town council tried to ban minors from playing video games, see *Play Meter*, May 15, p. 14), Jespersen ran into a town ordinance which almost caused his company to lose more than \$60,000.

A location in a Sacramento mall was 80 percent completed when the chief of police informed Jespersen that no one under 18-years of age could go into arcades. After some negotiation, the arcade was allowed to open and the ordinance was later changed, but Jespersen said he learned an important lesson.

Know the environment

"Before you do any operating, you must be informed about the legal environment," he said. "Since that time, we have inserted into our leases a clause which says 'If there are any changes in any legislation affecting the video game industry, this lease is null and void.' Of course, people may balk at that at first, but if you point out to them what you're faced with, they usually accept it."

Jespersen also encouraged operators to be innovative about packaging their products. But the main point he emphasized was that members of the industry not be passive about shaping its future: "We must sit down and give serious thought to what we can do to see ourselves through this time—or else we should just pack it in." •

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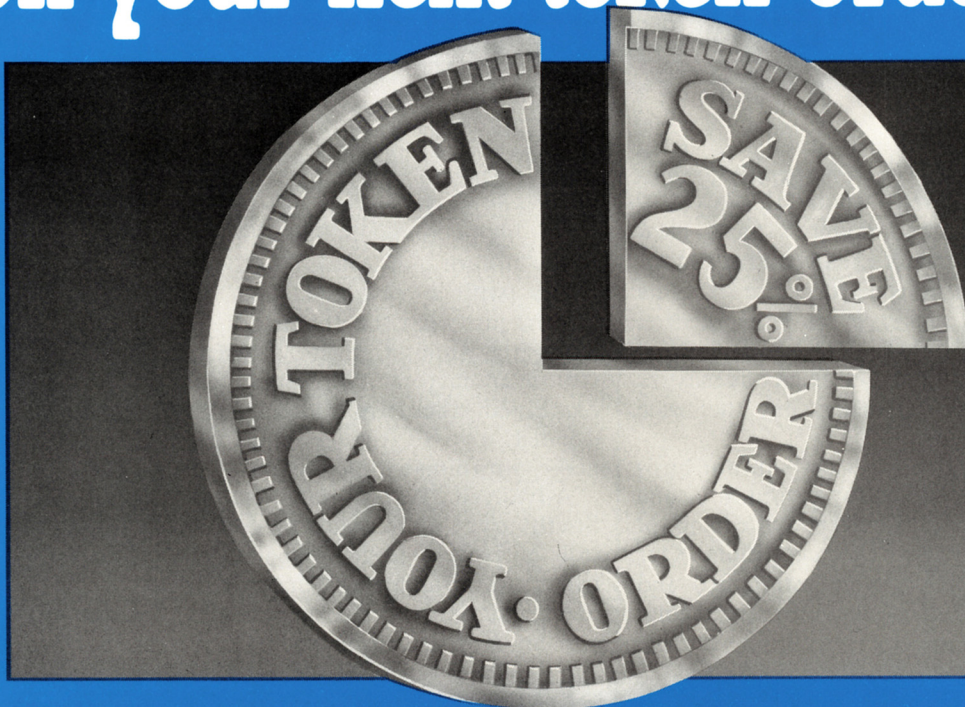
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FRANK'S CRANKS

By
Frank
Seninsky

Animated characters have a purpose in the coin-op industry

Where will the coin operated amusement business be in three years? Recently "big dollars" have been invested in what I shall call the restaurant—animated characters—game concepts, such as Pizza Time Theatre, Show Biz, Mark Twain Riverboat Theater, and others. Each one may try to out-do the other, but the basic concept is here.

As it has always been in our business, the successful operator is one who knows his market and can adapt to changing market conditions. Our society craves to be entertained and continually searches for interesting gathering places. The 20-40 year age

group doesn't desire to play games in arcades as much as it once did. It seems that a high-class nightclub with good food, liquor, entertainment, and games (with a reasonable price tag) may be just what the doctor ordered.

I heard about Gadgets, a Warner Communications subsidiary that combined these ingredients, and decided to visit the company that makes its animated characters.

Advanced Animations Inc. of Southbury, Connecticut, is a subdivision of Leisure Development Corp., which is a subsidiary of Warner, which owns Atari.

John Conway, director of adver-

tising, gave me the grand tour of the 60,000 square foot facility. The primary concern of Leisure Development is the growth of Gadgets, which presently has several operating locations in the East. The Looney Tunes Revue (shown in Figure 1) and the nightclub performer Sammy Sands (shown in Figure 2, along with two assistants—doesn't the lady on the right look just like Afton Cooper, the glamorous nightclub singer on "Dallas"?), are made exclusively for Gadgets.

Impromptu movements

Sammy is a spoof on a lounge enter-



FIGURE 1

tainer who sings "Feelings," tells one-line jokes, and interacts with the bartenders and waitresses in the Laboratory (Gadgets' name for its cocktail lounge). Sammy's movements, which are preprogrammed, can also be controlled impromptu by means of a joystick control stationed behind the bar.

Advanced Animations also makes full-length characters which are sold to the public. The Electric Mice Orchestra pictured in Figure 3, comes complete with full staging, curtains, and lighting. The curtains are made of a burgundy Austrian pull velvet fringed in gold. The characters (from left to right) are: Stevie Fingers on the synthesizer, Digger Dan on sax, Baby Stix on drums, Boots Cassidy on guitar (also lead singer), and Jellyroll Jackson on piano. Jellyroll spins around and special guest, B.J. McCool, appears and does his Elvis routine. An announcer, with a voice just like Don Pardo's, introduces the Electric Mice Orchestra.

The complete EMO costs approximately \$120,000 and is about 20 feet in length and 8 feet wide. It takes three to four weeks and more than 100 people to manufacture the EMO or any similar setup.

One of the other projects that Advanced has just completed is the Country Cross Roads of Nashville. This includes five separate stages, each in a separate room, that historically traces the evolution of country music. Some of the 24 characters include Sister Clarissa (gospel singer), Davy Crocket and General Jackson (Did they sing too?), Hank Williams, and Elvis.

A programming animator, actually a small computer, controls all the movements of the characters. The initial program is entered through a reel to reel drive. The animator is made by Kimchuk in Brookfield, Connecticut, (which, by the way, was founded by James Marquis, president of Advanced Animations). There are 96 channels and each channel can back-track. Backtracking is a double motion so there are almost 200 movements.

Each character has a part steel—part aluminum armature which is accurately cut and welded together. As an example, the moving parts on an eye are cut to within .01" tolerance.



FIGURE 2

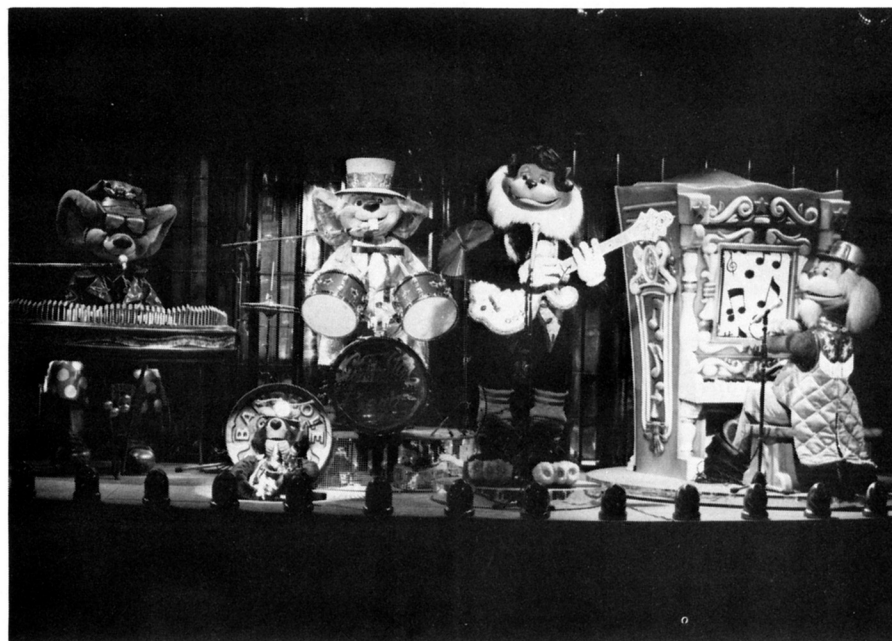


FIGURE 3

Compressed air cylinders are responsible for the fluid body movements. These are the same cylinders that are used in hospitals for surgical procedures.

Fluid movements

The cylinders are connected by $\frac{3}{8}$ inch Universal tubing and operate at 60 psi. Unlike the Walt Disney characters at Disneyland/Disney World which are rigid and mechanical in their motions, the Advanced movements are much more fluid and realistic.

Fiberglass is utilized for the body molds which are covered with a urethane, skin-like coating. Animal fur is added, for cosmetic appearance. Custom tailors make each individual costume. Velcro pressure fasteners are used instead of buttons and zippers for easy costume removal during service.

Next I saw the assembly and testing of each character and how each background scene is hand painted. The whole process is very professional. Most of the people working at the plant looked like electromechanical

pinball mechanics who found a new calling in life.

I also found out that James Marquis was first introduced to the amusement business when he was asked to design and develop a variable price setting coin board for Irving Kaye battery operated pool table drop slots.

I, Marquis, and other company personnel were in agreement that companies like ShowBiz and Pizza Time will soon find that they are mainly in the restaurant business. They must provide quality food if they are to compete successfully with other restaurants. Also the novelty of animated characters wears off and these characters should be changed every eight to 10 weeks.

The industry jargon for this is "wearing factor." The childrens' market has a longer wearing factor than the adult market, for example. Leisure will change its characters and scenery at least four times each year.

Applies to coin-op industry

Where is all this leading us?

Presently, animations are a substitute for live entertainment. Remember that the movie industry started with animated cartoons. These characters could be used for training and perhaps even replace teachers in the classroom someday. In the amusement industry, anything is possible. The concept of food, games, and entertainment is a good one.

Of all the characters I've seen, Advanced Animations' characters are the most realistic and fun to watch and listen to. However, from what I've seen and heard about Gadgets, I feel its concept is good (combining food, entertainment, games, and alcohol and somewhat targeting on an adult market), but it spends too much money putting the concept together.

It is also trying to capture the childrens' market by separating the alcohol from the games and entertainment. This could perhaps be a mistake.

My advice is to target on one market (hopefully the adult one) and concentrate on it. Let the little kids go to Pizza Time. •

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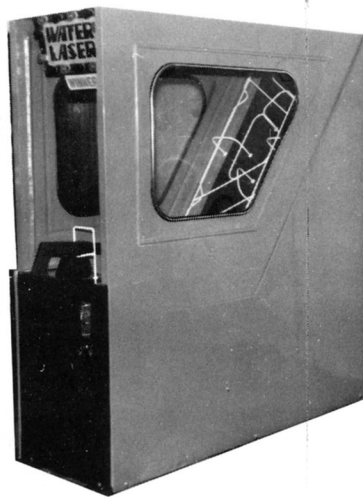
Bonk the bullies

Bob's Space Racers introduces *Bully Buster*, another game in its line of kiddie equipment.

Bully Buster has electronically synthesized sound and a selector switch for beginner, intermediate, or advanced play, which allows operators to match the starting speed of *Bully Buster* to the skill level of their customers.

A progressive difficulty level starts the game at a slower speed and increases it according to the success of each player.

The object of the game is to bonk the bullies on the head as they pop in and out of their holes. A player gets points for each bully he can bonk before it goes back into its hole.



Make a splash!

Water Lasers, a new arcade piece from American Arcade Specialty Company, is leak proof and constructed as a single unibody unit.

The player attempts to drive the ball up a maze with a stream of water to a hole at the end of the maze. Sound effects are played if the player drives the ball through the hole. The player then either gets a score or a ticket, depending on how the operator programs the game. *Water Lasers* is available with a ticket dispenser.

The game must initially be filled with two buckets of water, but then, the operator is set for months, a company official said. No water hook-up is necessary. As *Water Lasers* is played, the water is aerated and stays clean.

American Arcade Specialty Company also has available a kit of chemical neutralizers to add to the water if necessary because water may be different from city to city, some with more or less chlorine, additives, etc.

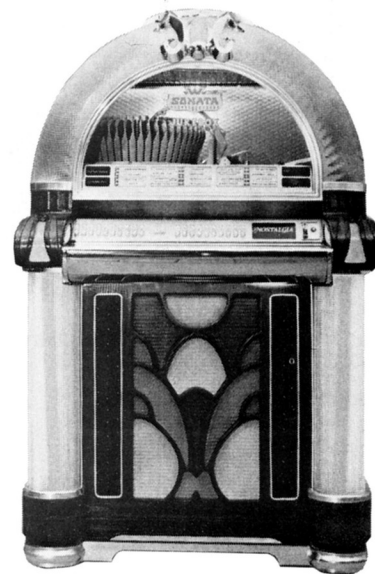
Length of play is set at one minute with targets ranging from easy to hard. *Water Lasers* features a lighted score board and fully covered front splash shield.

A golden oldie

Sonata Corporation S.A. offers the *Sonata 1050*, a new vintage-styled jukebox with a distinctly nostalgic look. Although the *Sonata 1050* is an exact replica of the *Wurlitzer 1050*, the internal mechanism is upgraded to make it a finer playing machine.

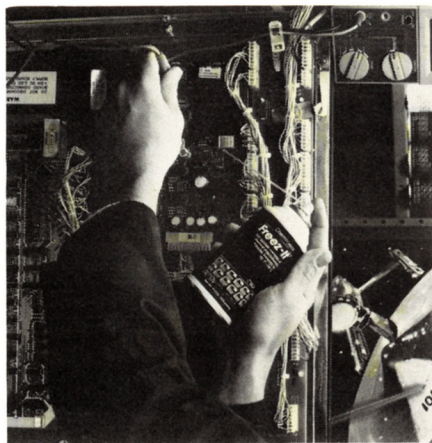
Styled in the tradition of the pop music days, the new giant-sized model can be used in pizza parlors, corner bars, soda fountains, and restaurants.

The jukebox is a 100-selection phonograph which plays 45 rpm records exclusively or can be adapted to play 33 1/3 and 45 rpm records intermixed. The stereo amplifier produces 40 watts of music power per channel, and the *Sonata 1050* features two 6-inch and two 12-inch speakers.



Aids to the Trade

Electronic grade coolant



Chemtronics has formulated an electronic circuit/component coolant to aid in the servicing of video games and vending machines.

Introduced at the Amusement Operator's Expo in Chicago, Freeze-It makes thermal intermittent trouble shooting of circuit boards and electronic components easier, company officials claim. Applied as an aerosol spray, Freeze-It will freeze to -65°F (54°C) instantly. Copper circuitry frosts and turns white, exposing hair-line cracks in PC boards.

Rapid chilling allows individual components to be isolated for instrument testing. Defective resistors, transistors, capacitors, and other component parts are identified.

Freeze-It coolant can also be used to prevent transformer burnout. If a transformer starts to smoke, spraying the transformer keeps wax, varnish, and shellac from running and causing short circuits. It also frees adhesives.

Freeze-It may also be used for low temperature testing circuits and equipment, preventing cold solder joints, soldering delicate heat sensitive components, and as an aid in shrink fit assembly.

Freeze-It coolant can be used on plastics, rubber, paints, or metal. It is also non-flammable, non-toxic, odorless, and leaves no residue. Active ingredients contain 100 percent pure Freon 12. Freeze-It has been tested to meet Federal Specification BB-F-1421.

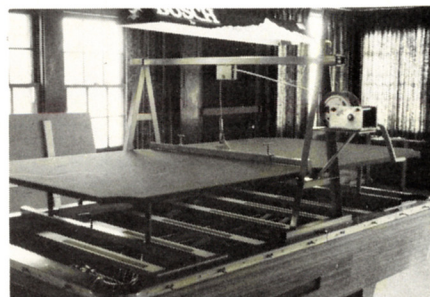
An added feature is a specially designed, three-way variable control valve that controls the spray zone. Pinpoint application or wide area coverage can be selected.

Pinpoint application avoids chilling components adjacent to the part being tested. A wider zone spray will result in a colder spray than with conventional coolants for applications where extremely rapid cool-down is required. An extension tube is also supplied for areas that are difficult to reach.

Chemtronics' Freeze-It Circuit-/Component Coolant is supplied in 15 and 22 ounce aerosol spray cans.

For further information, contact Customer Service Department, Chemtronics Inc., 681 Old Willets Path, Hauppauge, NY 11788. Telephone: 516/582-3322.

E-Z Slate Lifter



World Wide Distributors Inc. has been appointed exclusive distributor in Illinois, Michigan, and Missouri for the E-Z Slate Lifter, according to Charles Bentler, president of E-Z Lifter Company.

The E-Z Slate Lifter fits all sizes of coin-operated pool tables. This unit enables one man to lift the slate safely,

without strain, for recovering or service on ball tracts, the company claims.

Distribution will be handled by World Wide branch offices in Royal Oak, Michigan; Grand Rapids, Michigan; and St. Louis, Missouri as well as at the main facility in Chicago.

For further details, contact World Wide Distributors Inc., 2732 West Fullerton Ave., Chicago, IL 60647. Telephone: 312/384-2300.

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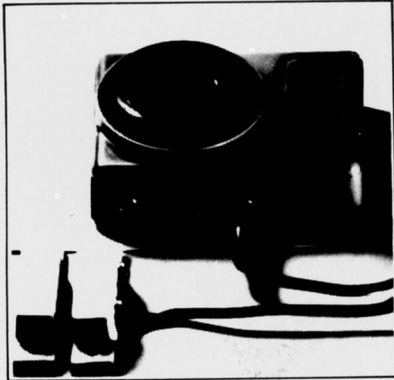
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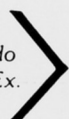
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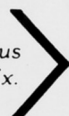
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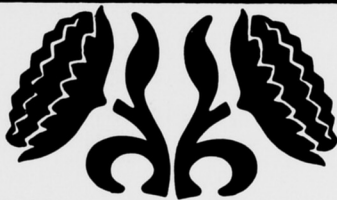
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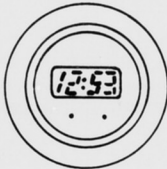
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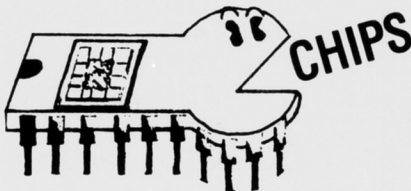
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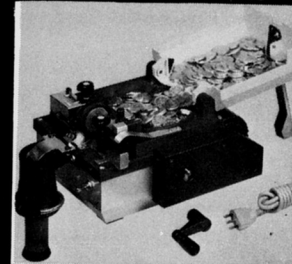
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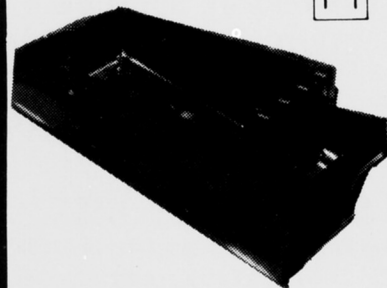
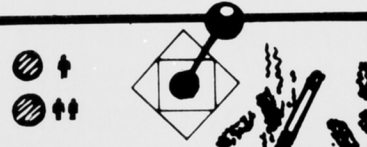
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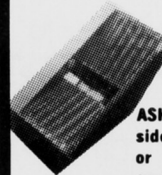


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