VOLUME 19, No. 10 FOR THE COIN-OP ENTERTAINMENT INDUSTRY SEPTEMBER 1993

PLAY METER magazine

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Fall Buyer's Guide

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NEWS BULLETIN

► **CALIFORNIA LAW PUTS CRIMP IN AMOA SHOW...** Gaming companies who had planned to exhibit their machines at next month's AMOA show in Anaheim, Calif., will not be allowed to do so because of a California statute banning slot machines. Authorities apparently believe that machines such as video lottery terminals and 8-liners fall under the rubric of "slot machine." Gaming exhibitors would only be allowed to show the face of the machine, with the "guts" removed; it could not be a working machine.

AMOA is offering a full refund to those gaming exhibitors who don't want to keep their booth space (about 100 booths in all). Exhibits manager Susan Gilbert says only one company, PARS Electronics, has cancelled so far. She adds that AMOA is still working with state officials to try to rectify the situation.

► **NEW DISTRIBUTORSHIP IN NORTHWEST...** General Coin closed its distributorship doors in Seattle and Portland on Aug. 31. Those doors were reopened the next day by American Coin Machine Distributors Inc., which is owned by former General Coin sales manager Mike McWilliams and other investors. McWilliams will head up the Portland office; Jerry Estes will do likewise in Seattle.

American Coin will represent most of the lines previously represented by General Coin.

► **MAXIMA OUT OF BUSINESS?...** We've received some complaints from operators who sent in deposits for cranes from Maxima Entertainment Corp., based in Laguna Hills, Calif., and never received the merchandise nor their money back. Our repeated attempts to reach officers of the company were futile; an answering service screened all calls. Now there's not even a live voice, just a recording saying the phone number is no longer in service. Are they out of business? It sure looks that way.

► **KAUFMAN LEAVES PREMIER...** Steve Kaufman has resigned his position as executive vice president of Premier Technology to head up the coin-operated division of Electronic Arts. The San Mateo, Calif.-based Electronic Arts is a diversified entertainment and educational company that develops, publishes, and distributes software worldwide.

"I wish Steve the best business success in his new position," said Premier president Gil Pollock. "Electronic Arts has chosen one of the finest men in the coin-op industry to head up this division. He will be missed a great deal."

The bulk of the international sales gap left by Kaufman's departure will be filled by Pollock. L.J. Greene has been promoted to international sales and marketing manager. In addition to maintaining her current marketing functions, she will be responsible for ensuring follow-through on all export sales issues.

► **TEXAS GETS REDEMPTION LAW...** The Texas Legislature has passed a law that defines what a gambling device is and makes exceptions for redemption equipment. It went into effect Sept. 1.

According to the law, the definition of a gambling device does *not* include "any electronic, electromechanical, or mechanical contrivance designed, made, and adapted solely for bona fide amusement purposes if the contrivance rewards the player exclusively with non-cash merchandise prizes, toys, or novelties (or representation of value redeemable for those items) which have a wholesale value available from a single play of the game or device of not more than 10 times the amount charged to play (it) once, or $5, whichever is less."

The law says a defense to prosecution is the fact "that a person played for something of value other than money using an electronic, electromechanical, or mechanical contrivance which is excluded from the definition of a gambling device."

► **WALKER GOES TO H. BETTI...** Jeff Walker has been hired by H. Betti Industries to head up the company's new product development efforts. He will be based initially in Pleasanton, Calif.

"We're happy to have Jeff as part of our team," said H. Betti chairman Peter Betti. "This strengthens our commitment to developing exciting new products in redemption and in amusement games. His experience in manufacturing and distribution, both domestically and internationally, blends well with the current and future makeup of the H. Betti group."

Before coming to H. Betti, Walker worked for Capcom USA as vice president of sales and marketing.

► **U.S. GAMES APPROVED IN SOUTH DAKOTA...** On Aug. 4, the South Dakota Lottery approved U.S. Games' *Pot-O-Gold* machine for video lottery play. It's the first video lottery game in the state to offer five-cent play. Locations in Sioux Falls and Rapid City received the first *Pot-O-Gold*s.

"We are pleased that the approval process went so smoothly and appreciate the trust that has been placed in us by the South Dakota Lottery," said U.S. Games president/CEO Mike Pace. "Additionally, we are committed to much more than just meeting the requirements of the Lottery for this game. The South Dakota version of *Pot-O-Gold* will live up to the game's reputation for attracting maximum play and operating flawlessly."

Pot-O-Gold players have a selection of either nickel or quarter play and an initial choice of five games: Jacks or Better, Aces or Better, Joker Poker, Blackjack, or Keno.

"I welcome U.S. Games to the South Dakota market," said Curt Everson, director of administration for the South Dakota Lottery. "I look forward to a solid, long-term working relationship."

► **JALECO PROMOTES HERMANSON...** Mary Hermanson has been promoted to sales and marketing manager at Jaleco USA. She will handle distributor accounts and develop advertising, game artwork, press releases, and promotions. Hermanson spent six years with Konami Inc. before joining Jaleco in February.

► **VIDEO LOTTERY EXPANDED IN W. VIRGINIA...** On Aug. 16, the West Virginia Lottery Commission approved amended rules and regulations for expansion of video lottery operations to all the state's pari-mutuel racing facilities.

Mountaineer Race Track & Resort, which is operated by Mountaineer Park Inc., currently operates 165 video lottery terminals under a contract with the Lottery Commission. Its video lottery sales for May through July 1993 have increased by 29 percent over the same period in 1992.

The video lottery regulations expressly allow up to 400 VLTs at each licensed racetrack, and provide for additional terminals beyond 400 after the initial six months of operation, subject to Lottery Commission review of market conditions and the impact of additional machines.

The regulations also provide that the Lottery Commission will receive 40 percent of net revenues after payment of all prizes. The balance of those net revenues will be kept by the licensed racetrack.

► **HARZER JOINS BETSTAR...** Bob Harzer has left his job as a sales representative for Premier Technology's gaming division to join the sales department of Betstar Ltd. The Carlstadt, N.J.-based company manufactures video lottery terminals and other legal gaming equipment, the Taifun air hockey table, and video cabinets. Harzer will work in both the North American and international markets.

► **ARM CHAMPS II AND TODAY...** Jaleco's video strength-tester, *Arm Champs II*, was featured on the Aug. 20 edition of NBC's "Today Show." Andy Pargh, the program's gadget genius, involved Bryant Gumbel, Katie Couric, and other show personnel in playing the game. Also shown were the Postal Buddy touch-screen stamp and card vending unit, a Polaroid photo booth with a variety of novelty backgrounds, and American Greetings' Creata Card, a personalized greeting card machine.

► **CONDOLENCES TO LIPKIN FAMILY...** Play Meter extends its deepest sympathies to industry legend Sol Lipkin, whose wife of 39 years, Margaret, passed away on Aug. 12. She had been ill off and on for many years. Among the other survivors are sons Gene and Bruce. "Margaret was truly a Southern lady who never lost her accent or her charm," said Sol of his wife, who was from Roanoke, Va.

► **SADLY MISSED...** We also offer our sympathies to the family of Marjorie Weinberg, who passed away Aug. 13. She was the daughter of the late David Gottlieb, founder of D. Gottlieb & Co., and the sister of Alvin Gottlieb of Alvin G. & Co. In addition to her brother, she is survived by her husband Judd Weinberg, a sister, three sons, and eight grandchildren.

► **ON THE MOVE...** Please make a note of the following address changes:

Namco-America's Chicago sales office is now located at 875 Supreme Drive, Bensenville, IL 60106. The phone and FAX numbers are (708) 238-2248 and (708) 238-9333.

And, effective Sept. 13, Imperial International can be found at 621 W. Route 46, Hasbrouck Heights, NJ 07604. The phone numbers are (800) 526-6261 and (201) 288-9199; the FAX number is (201) 288-8990.

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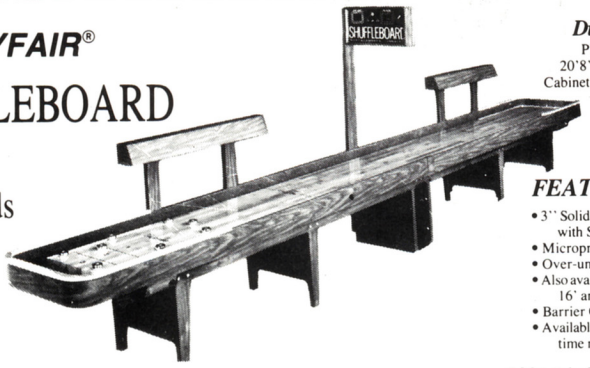

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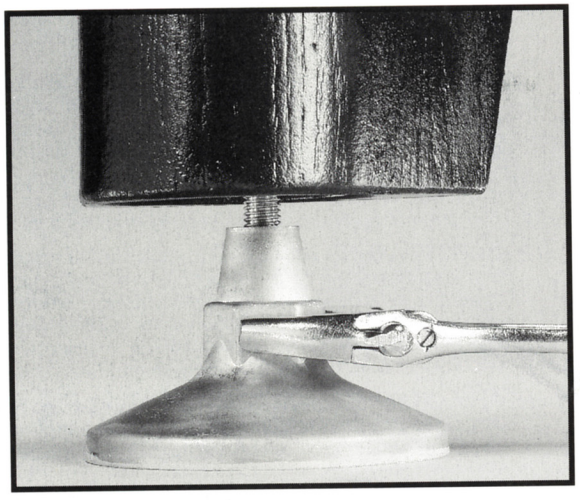

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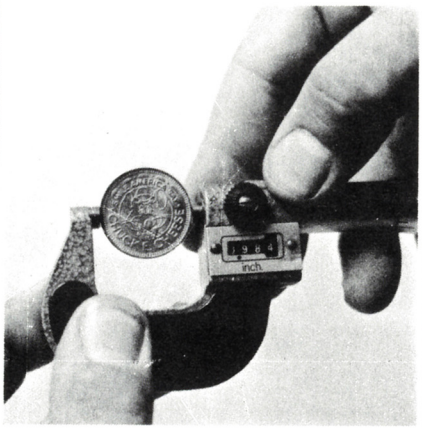

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PLAY METER magazine

Volume 19, No. 10 September 1993

FEATURES

AAMA Latin American Expo 46

For the fourth year AAMA traveled south of the border to display the latest coin-op equipment and host informative seminars for operators and distributors in Mexico. Although growth has been steady, Mexico remains a market hindered by high tariffs and compromised by counterfeit games.

Fall Buyer's Guide 53

September is synonymous with "back to school." In the coin-op world it's "back to basics" and time for our fall catalog of mainstay equipment, such as pool, darts, and jukeboxes. Check out our complete listing of games in these categories and many more in preparation of upgrading or adding games on location.

Fun Expo 107

Are you having fun yet? At this annual family fun center symposium you will be treated to exhibits from over 160 companies, as well as 28 educational sessions targeting the family market. Fun Expo surveys this new-age entertainment concept and offers practical advice on everything from planning to promotions.

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COVER

While sci-fi lovers enjoy excursions to other galaxies, Illinois dart manufacturer Arachnid takes pride in creating next-generation games such as *Galaxy* darts and the *Lucky Touch* VLT. From left: the company's Marcio Bonilla, Bill Ward, and Sam Zammuto with the finished products.

Wanna see a traffic jam? Park this baby on your floor and you'll be stopping customers left and right.

OutRunners™

Hey, this is no ordinary driving game. With its advanced high resolution graphics made possible by SYSTEM 32 and the incredible Sega Digital Stereo System, OUTRUNNERS brings all the pulse-pounding, adrenalin-pumping realism of a Gran Prix driving adventure right to your floor. And its knock-dead twin seat cabinet will have you turning record profits in record time!

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To further accelerate profits, you can link OUTRUNNERS with additional two player models to provide head-to-head competition for up to eight players. With a starting lineup like that, you'll have a pile up of customers eager to compete.

To test drive OUTRUNNERS, contact your authorized SEGA distributor. Then floor it to the bank.

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EQUIPMENT POLL

REDEMPTION

	GAME	MFG.	POINT VALUE
	ALLEY BOWLERS		
1.	Skee-Ball	(*Skee-Ball*)	7.95
2.	Smartball	(*Smart*)	7.75
	SPORTS GAMES		
1.	Sonic Blast Man	(*Taito*)	8.75
2.	Full Court Frenzy	(*I.C.E.*)	8.47
3.	Shoot To Win!	(*Smart*)	7.25
4.	Hoop Shot	(*Doyle*)	6.90
5.	Slugfest	(*Williams*)	6.88
6.	UB-QB Football	(*National Sports*)	6.20
7.	Hot Shot Basketball	(*Williams*)	6.00
8.	Putting Challenge	(*I.C.E.*)	5.45
9.	Pop-A-Shot	(*Pop-A-Shot*)	5.00
	SINGLE COIN PUSHERS		
1.	Klondike	(*Betson*)	8.17
2.	Clown Around	(*Betson*)	6.20
	SINGLE CRANES		
1.	Big Choice	(*Betson*)	7.69
2.	Clean Sweep	(*Smart*)	7.36
3.	Hollywood Crane	(*Maxwell*)	6.64
4.	Jumbo Crane	(*Grayhound*)	5.80
5.	Skill Crane	(*Grayhound*)	5.70
	CHILD-SIZE GAMES		
1.	Shoot To Win! Jr.	(*Smart*)	9.00
2.	Kiddie Whac-A-Mole	(*Bob's Space*)	7.83
3.	Skee-Toss B.C.	(*Skee-Ball/Betson*)	7.08
4.	Super Mario Mushroom	(*Premier*)	7.00
5.	Lil' Hoop Shot	(*Doyle*)	6.83
6.	Bozo Basketball	(*Design Plus*)	6.67
7.	Bozo Grand Prize	(*Exit*)	6.38
8.	Jr. All American	(*CCI/UETD*)	6.20
9.	Toss 'Em	(*CCI/UETD*)	6.17
	ROLL DOWNS		
1.	Spin To Win	(*Lazer-Tron*)	8.64
2.	Tic-Tac-Toe	(*Skee-Ball*)	6.57
	NOVELTY		
1.	Super Bank It	(*Capcom*)	8.88
2.	Wacky Gator	(*Data East*)	8.67
3.	Rock-N-Bowl	(*Bromley*)	8.50
4.	Wheel 'm In	(*Bromley*)	8.43
5.	Robo-Bop	(*Coastal*)	8.00
6.	Neck-N-Neck	(*Bundra*)	7.60
7.	Big Mouth	(*Meltec*)	7.50
8.	Whac-A-Mole	(*Bob's Space*)	7.50
9.	Feed Big Bertha	(*Smart*)	7.27
10.	Knock Down	(*Meltec*)	7.09
11.	Hop-A-Tic-Tac-Toe	(*Data East*)	6.93
12.	Flip 'N Win	(*Bulldog*)	6.80
13.	TMNT Pizza Drop	(*Exit*)	6.80
14.	Pop-A-Ball	(*Coastal*)	6.75
15.	Cracky Crab	(*Namco*)	6.67
16.	Can Alley	(*Bob's Space*)	6.33
17.	Boom Ball	(*Meltec*)	6.14
18.	Bank It	(*Capcom*)	6.08
19.	Cosmo Gang	(*Data East*)	5.91
20.	Five Card Draw	(*CCI*)	5.50
21.	Pop-A-Slot	(*Coastal*)	5.40
22.	Hungry Hungry Hippos	(*I.C.E.*)	5.10
23.	Bowler Roller	(*Bob's Space*)	5.00

VIDEO & PINBALL COMBINED

	GAME	MO. ON CHART	MO. IN TOP 10
1.	NBA JAM (*Midway*)	6	6
2.	Mortal Kombat (*Midway*)	12	12
3.	Jurassic Park (*Data East*)	3	3
4.	The Addams Family (*Bally*)	18	18
5.	Virtua Racing (*Sega*)	10	10
6.	Twilight Zone (*Bally*)	5	5
7.	Lethal Enforcers (*Konami*)	11	11
8.	Street Fighter Champ. (*Capcom*)	17	17
9.	Title Fight (*Sega*)	2	1
10.	Race Drivin' (*Atari*)	35	34
11.	Race Drivin' Panorama (*Atari*)	26	19
12.	Terminator 2 (*Williams*)	26	26
13.	Suzuka 8 Hours (*Namco*)	13	9
14.	Street Fighter II (*Capcom*)	30	30
15.	Mad Dog McCree 33''/50'' (*Betson*)	7	5
16.	Terminator 2 (*Midway*)	23	21
17.	Time Killers (*Strata*)	8	8
18.	Dracula (*Williams*)	5	4
19.	Fun House (*Williams*)	32	32
20.	X-Men (*Konami*)	18	12
21.	White Water (*Williams*)	7	6
22.	Creature From The Black Lagoon (*Bally*)	7	6
23.	Mad Dog II Lost Gold 33''/50'' (*Am. Laser*)	29	11
24.	Martial Champion (*Konami*)	3	0
25.	Lethal Weapon (*Ocean*)	3	3
26.	Gal's Panic II (*Kaneko*)	2	2
27.	Hard Drivin' (*Atari*)	53	48
28.	Star Wars (*Data East*)	11	9
29.	Fish Tales (*Williams*)	12	10
30.	Lucky & Wild (*Namco*)	2	0
31.	The Getaway (*Williams*)	17	13
32.	Elvira (*Midway*)	46	32
33.	Final Lap 2 (*Namco*)	31	26
34.	Mad Dog McCree 25'' (*Am. Laser*)	11	1
35.	Rocky & Bullwinkle (*Data East*)	6	4
36.	Punisher (*Capcom*)	3	1
37.	The Machine (*Williams*)	27	21
38.	Whirlwind (*Williams*)	43	29
39.	Super Chase (*Taito*)	6	4
40.	Tee'd Off (*Premier*)	2	0
41.	Road Riot (*Atari*)	25	19
42.	World Heroes 2 (*SNK*)	4	4
43.	Cue Ball Wizard (*Premier*)	10	2
44.	Lethal Weapon 3 (*Data East*)	14	8
45.	Fatal Fury 2 (*SNK*)	7	7
46.	Final Lap 3 (*Namco*)	7	0
47.	Steel Talons (*Atari*)	22	17
48.	World Rally (*Atari*)	1	0
49.	Street Fighter II (*Premier*)	6	0
50.	Fighter's History (*Data East*)	5	1
51.	Moto Frenzy (*Atari*)	10	0
52.	Golden Axe-Revenge (*Sega*)	8	1
53.	Final Lap (*Atari*)	49	32
54.	Skins (*Irem*)	5	2
55.	WWF Wrestle Fest (*Am. Technos*)	23	19
56.	Turbo Out Run (*Sega*)	51	41
57.	Sunset Riders (*Konami*)	23	14
58.	Aero Fighters (*McO'River*)	13	10
59.	Art Of Fighting (*SNK*)	11	7
60.	Batman (*Data East*)	21	7

EQUIPMENT POLL

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Street Fighter Champ (*Capcom*)	7.95	971
2.	Street Fighter II (*Capcom*)	7.29	1,594
3.	Time Killers (*Strata*)	7.20	388
4.	Lethal Weapon (*Ocean*)	7.00	84
5.	Gal's Panic II (*Kaneko*)	6.83	66
6.	Road Riot (*Atari*)	6.39	856
7.	World Heroes 2 (*SNK*)	6.38	163
8.	Fatal Fury 2 (*SNK*)	6.23	223
9.	World Rally (*Atari*)	6.20	13
10.	Golden Axe-Revenge (*Sega*)	6.07	89
11.	Skins (*Irem*)	5.91	97
12.	WWF Wrestle Fest (*Am. Technos*)	5.89	855
13.	Turbo Out Run (*Sega*)	5.87	1,449
14.	Sunset Riders (*Konami*)	5.86	704
15.	Aero Fighters (*McO'River*)	5.77	339
16.	Art Of Fighting (*SNK*)	5.70	289
17.	Addams Family (*Ocean*)	5.63	47
18.	Spider-Man (*Sega*)	5.56	1
19.	Knights of The Round (*Capcom*)	5.50	164
20.	In The Hunt (*Irem*)	5.50	61
21.	Warriors Of Fate (*Capcom*)	5.43	23
22.	Final Fight (*Capcom*)	5.22	1,196
23.	King Of The Monsters 2 (*SNK*)	5.18	181
24.	Captain America (*Data East*)	5.07	531
25.	Tetris (*Atari*)	5.03	*
26.	World Heroes (*SNK*)	5.00	382
27.	Turtles In Time (*Konami*)	5.00	175
28.	Rai Den (*Fabtek*)	4.89	731
29.	Super High Impact (*Midway*)	4.87	727
30.	Baseball Stars 2 (*SNK*)	4.75	*
31.	Three Count Bout (*SNK*)	4.72	70
32.	WWF Super Stars (*Am. Technos*)	4.70	*
33.	Track-Pak (*Leland*)	4.70	708
34.	Capcom Bowling (*Capcom*)	4.68	*
35.	High Impact Football (*Midway*)	4.64	595

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	NBA JAM (*Midway*)	9.60	357
2.	Mortal Kombat (*Midway*)	8.98	708
3.	Virtua Racing (*Sega*)	8.63	556
4.	Lethal Enforcers (*Konami*)	8.06	600
5.	Title Fight (*Sega*)	7.86	80
6.	Race Drivin' (*Atari*)	7.82	1,784
7.	Race Drivin' Panorama (*Atari*)	7.80	1,079
8.	Suzuka 8 Hours (*Namco*)	7.30	584
9.	Mad Dog McCree 33"/50" (*Betson*)	7.29	290
10.	Terminator 2 (*Midway*)	7.21	1,199
11.	X-Men (*Konami*)	7.03	800
12.	Mad Dog II Lost Gold 33"/50" (*Am. Laser*)	7.00	271
13.	Martial Champion (*Konami*)	7.00	99
14.	Hard Drivin' (*Atari*)	6.77	2,461
15.	Lucky & Wild (*Namco*)	6.71	67

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Jurassic Park (*Data East*)	8.85	166
2.	The Addams Family (*Bally*)	8.63	1,097
3.	Twilight Zone (*Bally*)	8.50	279
4.	Terminator 2 (*Williams*)	7.35	1,385
5.	Dracula (*Williams*)	7.19	190
6.	Fun House (*Williams*)	7.18	1,498
7.	White Water (*Williams*)	7.00	294
8.	Creature From The Black Lagoon (*Bally*)	7.00	294
9.	Star Wars (*Data East*)	6.72	422
10.	Fish Tales (*Williams*)	6.71	512
11.	The Getaway (*Williams*)	6.69	689
12.	Elvira (*Midway*)	6.67	1,568
13.	Rocky & Bullwinkle (*Data East*)	6.61	234
14.	The Machine (*Williams*)	6.53	1,062
15.	Whirlwind (*Williams*)	6.53	1,346

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

FROM THE EDITOR

The reality of it all

There are two subjects that are dominating headlines in nearly every trade publication dealing with our industry: violence and virtual reality—one good, one not so good. On one hand, everyone's trying to figure out if games are too violent, if they are the cause of all that's wrong with the world, and what should be done about it.

On the other hand, there are those trying to make video games so real that the player will be picking bugs out of his teeth after a high speed chase through the country.

The coin-op industry is in the middle of a dilemma: games with a certain amount of violence are making the bulk of the revenue. But no one likes to hear negative comments against the industry so some feel that it is our moral obligation to put the brakes on making any more games with violent themes.

If it's any consolation, the coin-op industry is not the only one under attack. In the July 12, 1993, issue of *Time* magazine, writer Kurt Anderson addresses another type of violence in an article entitled "The Great TV Violence Hype." Television violence, according to the article, "has been the subject of a dozen high-profile, low-impact congressional hearings since 1952." I've been trying to imagine what was considered violent on TV back then!

TV executives have responded to outcries about violence in their shows with parental advisories warning about programs "deemed potentially upsetting." The article quotes Terry Rakolta, who founded Americans for Responsible Television, as calling this effort "ineffectual, serving only to make congressmen and network executives feel nice about themselves. And she's right, it's a pseudo-fix, quick, clean, and breathtakingly easy compared with doing any of the things that would reduce actual violence—banning private gun ownership, for instance."

One point I found extremely interesting in Anderson's article was the subject of TV violence causing aggressive behavior. He said, "The correlation (of watching fictitious violence and behaving aggressively) is statistically quite modest. Most of the observed aggressiveness is bratty boisterousness, not violence."

It's plain to see that those trying to do something about violence on TV are offering no proof of violence affecting youngsters (or older people, too, for that matter). Anderson brings up the point that one senator offered a pathetic instance of TV violence as evidence: a chain-saw movie he once saw several years earlier in a motel room. To further alienate himself, he admitted that he watches very little television. OK, on to other proof. There's very little.

I said in an editorial that violence in other aspects of life are far worse than any seen in a video game. This article only reinforces the reality that while everyone likes to feel better about doing something—no matter how little—to keep youngsters away from violence, it's a nearly insurmountable task.

Until some drastic steps are taken to take violence out of children's environments in all its forms, they will be exposed to it one way or another. Putting a warning at the beginning of a TV show will do little to stop the exposure.

Just yesterday, our local newspaper began a chilling series on a type of violence that is permeating the country—kids with guns. The series details the frightening fact that "trying to stop youth violence can be a perilous undertaking."

The article points out that no matter how many programs the government institutes to help young people avoid being a victim or doing the victimizing, "the best defense is a strong and open relationship with parents." □

Valerie Cognevich

Valerie Cognevich
Editor

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LETTERS

What great ideas!

Bonnie Theard's "Up Front" column ("Coin-Op's Little Instruction Book," July '93) was super. What great ideas. I especially like #183, #253, and #421. I only wish more people would pay attention to their reputations.

Off the top of my head, here are five more I'd like to add:

1. Make your trade association work for you. Don't pass the work off to the other guy. It doesn't matter how big or small you started out if you both end up with nothing.

2. Keep your locations educated as to what you do and how much work is involved. Seeing how involved running a coin-op business really is will make them appreciate your needs.

3. Brag about this industry! We have helped entertain the world in an inexpensive way for more than 60 years. And, in this economy, people need to smile as much as possible.

4. Roll up your sleeves and work hard. Successful businesses grew from determination, energy, and ambition, not from ego.

5. Be honest. This industry is too small to get away with deception for too long. Keep the coin-op network singing your praises instead of crying the blues over you.

Hope you like them.

Sharon Harris
Stan Harris & Co.
Philadelphia, PA

A worthy cause

Thank you for your generous donation to the Wayne Hesch raffle. Your generosity and support are deeply appreciated.

Jim Hayes
Gem Music & Vending
Dayton, OH

Jim's letter is the perfect opportunity for us to remind all in this industry of the worthwhile raffle held during the AMOA show to benefit the Wayne Hesch Scholarship Fund, named after late AMOA president Wayne Hesch. The money from the raffle goes toward scholarships that enable worthy recipients to complete their education. If you are interested in participating (all donations are deeply appreciated), please contact committee chairman Gene Winstead at (612) 544-5200. □

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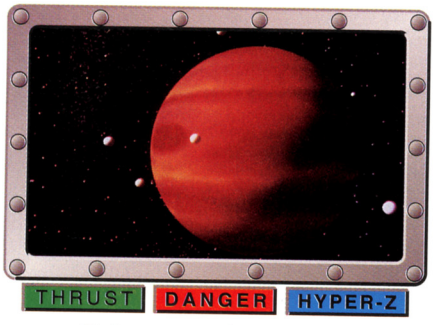

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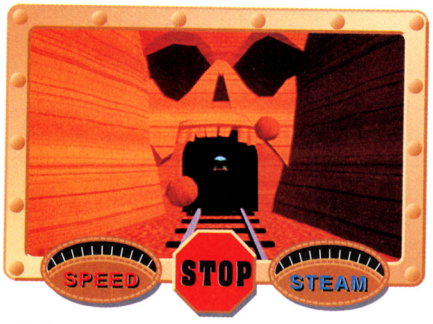

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Louis Boasberg
New Orleans Novelty Co.

Violence is in the eye of the beholder

In my long career in the coin machine industry and as a contributor of articles to our trade journals, I have seen coin-operated games used as scapegoats by the media as a principal cause of the violence practiced in real life by some youngsters.

Therefore, as I have in the past, I will take up the defense of all games—home and coin-op. I'll begin by repeating what I said during the days of Exidy's *Death Race*, a driving game that depicted a car hitting pedestrians. Although it happens every day in real life, it caused quite a fuss when depicted in a coin-op game. Here's what I had to say in the mid-'70s:

"There is hardly a man alive today who in his childhood did not play with toy soldiers, forts, and guns or play cowboys and Indians, cops and robbers, pirates, etc. There was nothing wrong in playing war games, reading war stories, or seeing war movies. That is, the moralists told us, as long as the good people always won—the cowboys beat the Indians and the American army beat the Germans, Japanese, British, Spanish, North Koreans, Italians, or whoever happened to be the bad people at the time.

"None of us were considered 'sick' playing these games. However, today there is a game called *Death Race*. TV networks, national magazines, and newspapers have labeled anyone who plays the game as sick. It is my opinion that the criticism of *Death Race* is unjust. We've watched this game being played by youngsters and adults alike; every one of them were happy and amused. There was no hatred, violence, malice, or thoughts of destroying mankind written on players' faces.

"I don't think a single person who ever played *Death Race* thought of running over pedestrians any more than someone playing coin-op war games has thought of starting a war. People who would deliberately run over pedestrians in real life were sick before they even played *Death Race*. Believe me, a video game won't make them any worse. It is strange indeed that TV networks showing violence, sex, torture, war, and cruelty should criticize *Death Race*. But then, I guess they have to make a living and attract viewers."

Now back to the present. I just read Valerie Cognevich's editorial, "Living in a Glass House in a World of Rocks." I could not resist joining her cause because it is a just cause. Once again, video games are a target being hit with accusations of causing violent behavior in real life. If we eliminated games featuring martial arts, sword fighting, hand-to-hand encounters ... wait! If we eliminated video games *entirely* from the face of the Earth, would that end even one-tenth of the violence kids are exposed to every day?

We'd have to go much further, like eliminating the nightly news with vivid showings of violence and man's cruelty to each other. Then we'd have to do away with stories and pictures of life in all of its worst situations. Above all, we'd have to do away with violence in movies. Today's youngsters are exposed to Schwarzenegger and Stallone wiping out everyone! And how about the many "Halloween" and "Nightmare on Elm Street" sequels and numerous horror movies too gruesome to mention?

As a youngster in 1925, I vividly recall seeing Lon Chaney's silent version of "The Phantom of the Opera." During the unmasking scene, a young lady sitting in the same row fainted and had to be carried out of the theatre! I don't recall an outcry to eliminate "The Phantom of the Opera" book or movie. The musical of today will probably run forever.

I say that the simulated encounters taking place on video game screens can never be more violent than real-life wars, street fights, riots, looting, dope and narcotic battles for supremacy, big city muggings, gang wars, Mafia and gangster fights, deaths, murders, suicides, etc. that youngsters are exposed to everyday.

How glorious and exhilarating it is when a youngster playing a video game can be a hero, a martial arts expert, a great boxer, a daring super race driver, and be given the chance to be a fighting, shooting hero, overcoming the forces of evil. There are also opportunities to be a sports hero, winning tournaments, national championships, the Super Bowl, or beating Michael Jordan at his own game on *NBA Jam*.

The present campaign against violence in video games is merely a cop out by parents. They want the press, police, and school teachers to do their work for them and make their children upright, honorable citizens.

Valerie's comments about the press are well-taken' I speak from experience. Having been exposed to the press many times during my lurid "life of ill repute," I can honestly say one thing: "the evil that men do" makes the front page; "the good is oft interred with their bones" on the back pages in fine print.

I understand your frustration, Val, but when newspaper reporters call be courteous, but beat them to the punch. Ask them about violence on the streets, the terrorists, wars. Ask them if their own newspapers should accept ads for violent movies. Also ask them if their own children enjoy playing video games in arcades or at home. Ask that one all-important question, hasn't violence been a part of life since Genesis? Then as a parting shot, ask them whether their children should read "Little Red Riding Hood," "Snow White," "The Wizard of Oz," and the many other Fairy tales that depict violence.

Before they answer any of those questions, jump in and tell them that no well-raised, carefully-taught youngster will be affected by exposure to violence in real life and certainly not in the simulated environments of video games any more than they would be affected by playing war games or reading Fairy tales. □

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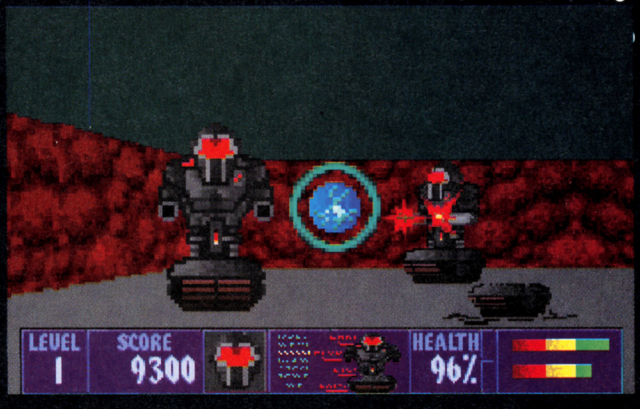

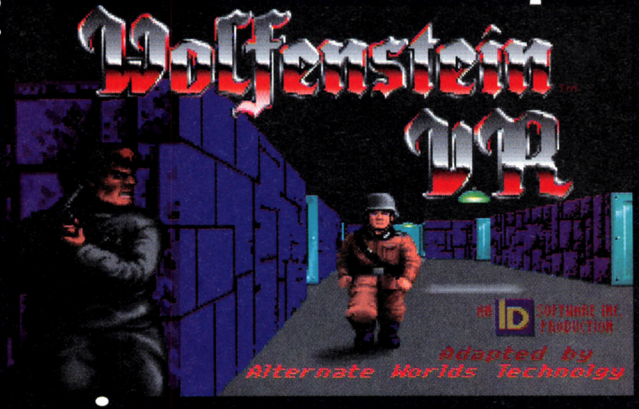

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Randy Chilton

What to do about the price-per-play issue

Is it any wonder that the typical operator is cash poor? We have only ourselves to blame. One of the reasons is that there are still operators in every market who continue to put out brand new videos and pinballs on 25-cent play. They do the same thing with CD jukeboxes. We continue to make gradual progress on increasing the cost per play on our games, but at the current rate we are not keeping up with the economy. It all boils down to economics.

In the late '70s and early '80s the typical video game cost less than $1,500, and it was set at 25 cents a play. I can remember vividly when my father was scheduling the *Asteroids* video for our route. Earnings of $300 to $400 per week were the norm. If the game dropped below $200 a week in gross earnings at a location it was immediately rotated out and placed in another location, one where it could earn "good money."

We see earnings such as these with select games today, but certainly not with a game that cost less than $1,500. Today a typical dedicated video game will cost, on average, $3,000. The gross earnings may be the same as the videos of 10 to 15 years ago, but that's doubtful. Even if the earnings are the same the return on investment is 50 percent less, because the game costs twice as much. Pinballs are an excellent example. The costs escalated with inflation but the price per play, up until recently, continued to be a quarter.

"Our customers tend to run our businesses and dictate to us what our pricing policy should be. I don't recall McDonald's calling me to discuss the price increase for a Big Mac."

The first thing some operators do after uncrating a game or jukebox is adjust the factory pricing of 50 cents a play down to 25 cents. It doesn't take many of these operators to mess up the market for an entire area. Unless the operator has deep pockets, this type of operating will be his demise. It just doesn't add up. We shouldn't be trying to convince our customers that we need videos and pinballs set at 50 cents per play. Rather, we should convince them that all games should be *$1* per play. Many manufacturers don't have much respect for the operating community, and seeing this type of activity is a good example as to why.

From the studies I have seen on this issue, the United States lags far behind other countries when it comes to pricing our equipment. The equivalent of $1 per play and more is considered standard in many countries, but not in the United States. One of the major reasons is that operators are typically bad sales people. Our customers have generally been with us for a number of years. They tend to run our businesses and dictate to us what our pricing policy should be for their locations. Generally, we give in. However, I

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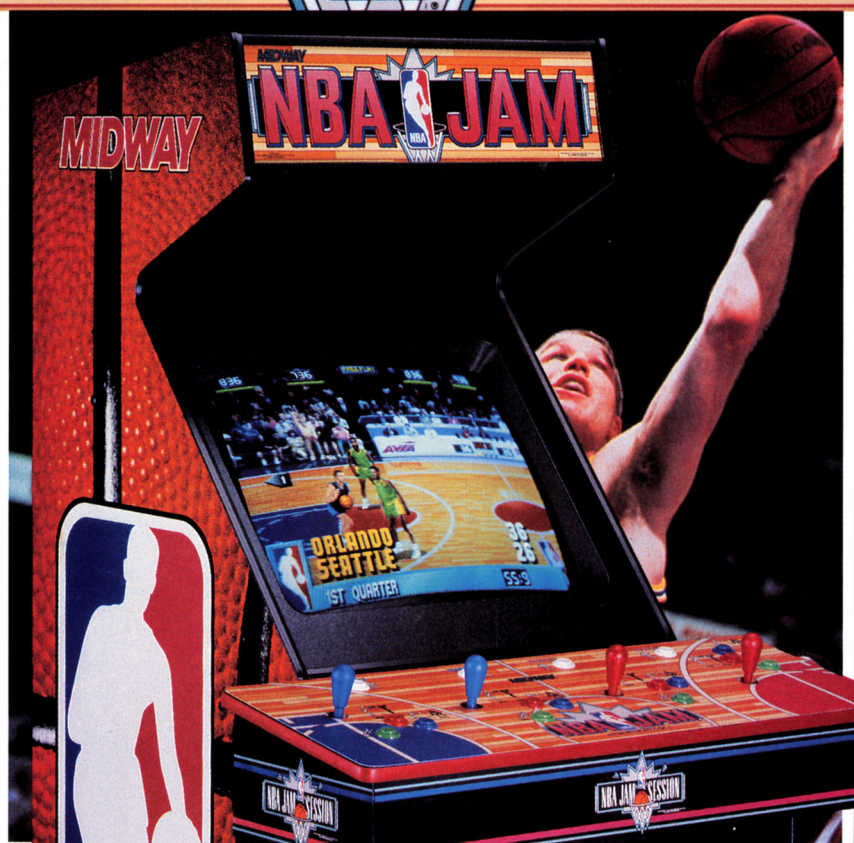

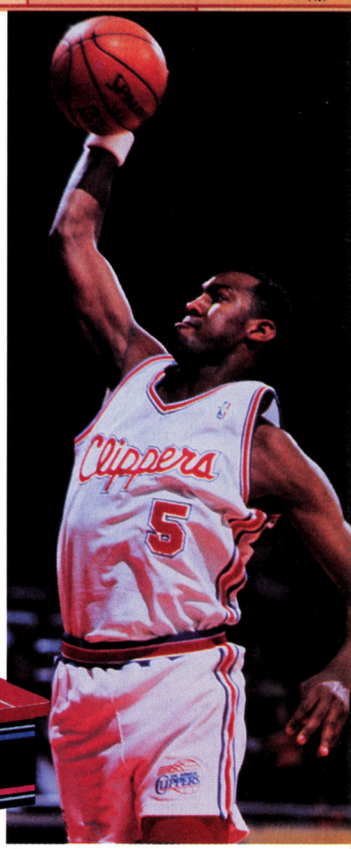

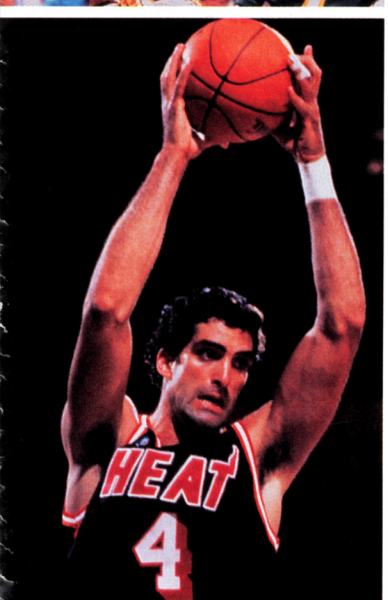

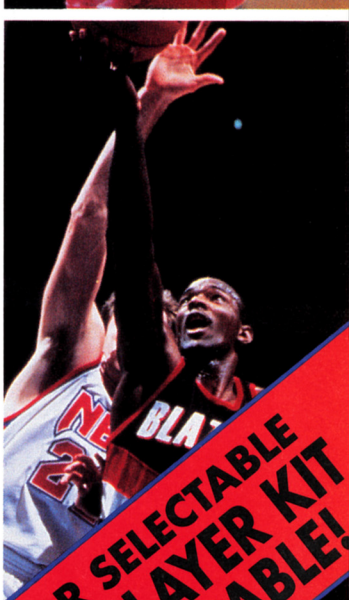

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Do you still charge 25 cents per play for *both* of these video games?

don't recall McDonald's calling me to discuss the price increase for a Big Mac.

What we need to do is educate ourselves and our customers about the benefits of obtaining a higher price per play. You may very well experience a decrease in play initially. This is a typical consumer response, regardless of the product. Everyone hates price increases, but here's the key: every time a product that a customer uses becomes more expensive, the customer goes through a price vs. value reevaluation process—either consciously or subconsciously. If the perceived value of the product is less than its actual price, the customer stops purchasing that particular product.

If you go into your arcade and try to increase the *Dig Dug* to 50 cents per play, the customer is most likely to make the decision that the perceived value is much less than the cost of the product, therefore choosing not to purchase it. However, if you bring in an outstanding game such as a dedicated *NBA JAM*, the likelihood that the customer will accept the pricing at 50 cents per play with 50-cent buy-in is much greater. In our market this has been well received with the high-quality new games we've purchased in the last few years.

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to manufacture equipment that will have a high perceived value to our customers. The products we have seen of late—outstanding video games and pinballs, CD jukeboxes, and other types of equipment—have had a wide degree of acceptance with a higher price per play. It then becomes the operator's responsibility to maintain the integrity of that pricing. In many cases we don't.

In a discussion with a manufacturer he expressed his frustration with operators who change the pricing downward from the factory-recommended setting. He said the company has considered making the minimum price per play fixed at a given level. If the operator wants to go below that level, it would require a special conversion kit at additional cost. I'm not sure if that would be legal, but I'd be in favor of it. I think if any operator has a *Fun House* or newer pinball set at less than 50 cents for one play, we should print his name and company name on the front page of this magazine for all to see.

The dollar coin would give us a big boost in increasing our price per play, but it's not a reason to delay. The coin will just make it easier. I think we all have to plan for our businesses as if the dollar coin won't pass for a number of years. If it does, then we're just that much better off. The dollar coin is incredibly practical and would save the U.S. government a tremendous amount of money. I used to think that common sense was the basis for lawmakers' decision-making. But based on my experiences, I'm now certain that this is not the case.

What goes hand in hand with the price-per-play issue is the 50 percent commissions we've all been paying to our customers since the beginning of time. Sure, there are many locations that can be run very profitably at that commission rate, but there are more than a few that cannot. Commission expense is the largest expense item any operator has in his entire business. Up until recently, I couldn't even tell you what our commission expense was; we never tracked it.

The first line on our income statement was "Operator Income." Now it's "Gross Income," followed by "Operator Income." You subtract the operator income from the gross income to get the "Commissions Paid" figures. The percentages are very interesting. Do you know how significant it can be to decrease your commissions paid percentage by one or two percent company-wide? It adds up very fast.

Many operators—particularly dart and pool league operators—have already been successful in addressing this issue. Many of the commissions are well below the 50 percent level, but the operators are giving a value-added service by organizing the leagues for their customers.

What really got me thinking was my exposure to the lottery industry. It's remarkable to me the penetration they have received by only paying the location owners who sell the tickets approximately five percent of gross sales (it varies slightly from state to state). If they increased their commission structure to 15 percent, they would have everyone selling lottery tickets. They don't do this, however, because it wouldn't be profitable. Interesting, isn't it? In many cases it's the same customers who think that the lottery paying them five percent is a better deal than us paying them 50 percent commissions from the pool table revenues. I want to meet that lottery salesman.

The income-forecasting method of depreciation

I hope that every operator is now familiar with this method of depreciation for their coin-operated machines. For those who aren't, this method simply allows you to depreciate your equipment based on its actual life expectancy (based on earnings) rather than a straight five or seven years, as was the case prior to the recent private letter ruling received by AMOA president Craig Johnson.

We have been personally involved in the evolution of this project for a number of years because of the effect on our company. We were audited for the years of 1988 and 1989, and our income-forecasting methods were initially disallowed. After a lengthy process of appealing to the IRS, we ended up paying the IRS a significant amount of money in penalties. Based on the recent ruling we petitioned the IRS; they have reversed their earlier decision and will rebate the money we paid in penalties. This doesn't happen very often.

"Craig Johnson should be on everyone's Christmas list for the effort he put into the income-forecasting project."

Craig Johnson should be on everyone's Christmas list for a long time for the effort he put into this project. This ruling will change the way you manage your business. It will definitely change the profitability of purchasing coin-operated assets that typically earn the majority of their money in the extreme front end of their useful life. If you're not familiar with this ruling, do yourself a favor and learn about it. You can get more information by calling AMOA at (800) YES-AMOA or referring to Jeff Rosenthal's article on the ruling in Play Meter's July issue, pg. 26. □

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Why I don't fill out the Equipment Poll

Garfield, that pudgy feline from the comics, always has creative excuses for why he doesn't want to do something, such as exercise. He admits that "I know I should exercise but I prefer to grapple with a hot fudge sundae."

More excuses? Try: "I'm not into sweat," "I'm very attached to my fat cells," or "My muscles would hate me in the morning."

When it comes to reluctant participants, filling out the Equipment Poll ranks right up there with Garfield's aversion to exercise. We've heard all the excuses: "I'm a small operator and my votes don't count." Not true. Every vote counts, whether you have 15 games, 150 games, or 1,500 games.

"I'm too busy, you'll have to call me every month and I can tell you over the phone." Time constraints don't allow, although it would be nice to chat about the industry in general. But then, you don't have time.

These excuses sound better than "I don't have a pen with ink to match this month's color on the poll," or "I never buy anything new and can only check off *Tetris* and *Turbo Out Run*."

The return envelope is postage paid so there's absolutely no expense involved. A number of those envelopes make it to our door with other things in them—anything but the Equipment Poll. We understand the value of a dollar but would like the Equipment Poll returned with an honest "as you see it" rating placed on the games. There's no substitute for this kind of information and it can only be obtained from our operator readers.

This is a good opportunity to address some questions from operators regarding the poll.

Q: Why doesn't the poll include kiddie rides, multi-player cranes, foosball, and other games?

A: We've expanded our poll to include redemption/ novelty equipment, a reflection of the interest and sheer volume of product in that category. Multi-player cranes and coin pushers used to be on the poll but were rarely checked off, leading us to surmise that single player units dominate the field. The two-page ballot is jam-packed and would have to expand greatly to accommodate more categories.

Q: Can you ask operators to actually give gross dollar amounts on the poll?

A: Gross dollar amounts are relative and can be misleading. What's considered a good weekly return for an operator with street locations in a small town may not qualify as a good weekly return for one with street locations in the suburb of a large city.

Q: How about printing the frequency of repairs within a given amount of time?

A: This would be hard information to obtain. Checking with distributors and fellow operators is one way to forestall purchasing a poorly assembled or inherently defective piece of equipment.

All inquiries and comments on the poll are welcome. We sincerely appreciate the time spent by those who fill it out and thereby help us keep the entire coin machine community apprised of game standings.

We've often been told that our poll is a true reflection of game popularity. Some older equipment remains on the poll because, as one Michigan operator noted: "Not all operators can justify buying every new product that comes out."

When the poll comes your way, take it seriously. A few minutes of your time will contribute to a realistic reading on the most-played games. We'd like to make something good even better. □

Bonnie Theard

Bonnie Theard
Managing Editor

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Anti-counterfeiting group formed by JAMMA

An organization known as the Video Game International Anti-Counterfeiting Advisory Group (AAG for short) has been created to attack worldwide counterfeiting problems, announced Hayao Nakayama, president of the Japan Amusement Machine Manufacturers Association (JAMMA), which is funding it. Some American manufacturers will also join the AAG.

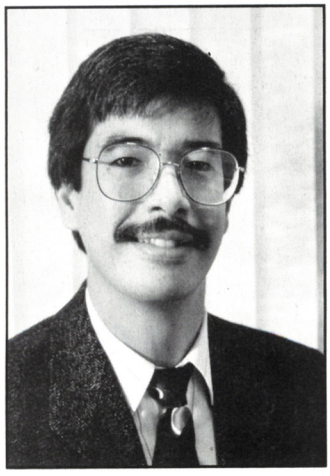
The organization will gather evidence of infringements, provide training to U.S. Customs and police officers, and assist game manufacturers in protecting their intellectual property rights.

Bob Fay, executive director of the American Amusement Machine Association (AAMA), has been appointed superintendent of the AAG. He will administer the day-to-day operations and supervise the regional directors of investigation in Europe, Asia, and Latin America. Rhyn Tryal, a former DEA agent, will serve as a regional director in Latin America, while former IRS agent Vince Gambino will do likewise in Italy and Spain.

"The AAG is going to take an extremely aggressive approach in combating counterfeiting activities," Fay said. "This concept has long been needed, and I am delighted to serve as its first superintendent. Our investigators will gather evidence of intellectual property rights infringements, as well as work with prosecuters and government officials regarding tax and other matters as they pertain to counterfeiting."

"We are very grateful to AAMA for its cooperation in this very important project, and we are optimistic that through Fay's efforts the worldwide counterfeiting problems will be greatly reduced," JAMMA's Nakayama said.

Williams hires Jackson



James Jackson

WMS Gaming, a division of Williams, has named James Jackson to the position of senior vice president. He will spearhead the company's move into the casino gaming industry worldwide, overseeing and directing new product development, sales and marketing, and business expansion.

"The addition of Jim Jackson substantiates our commitment to become a major player in the casino gaming marketplace," said WMS president Rick Currie. "The vast experience and knowledge he brings will enhance our efforts to compete successfully in this highly competitive marketplace."

Jackson's most recent position was general manager of Sigma Game Inc. in Las Vegas. Prior to that he was the company's director of sales and marketing.

Capcom launches video game tournament

Capcom USA is in the midst of staging the "Slam Masters National Team Battle Royal" tournament, a multi-city competition involving scores of video game players. It's being co-sponsored by *Die Hard Game Fan* magazine and takes place on Capcom's *Saturday Night Slam Masters*, a four-player wrestling title suited for head-to-head tournament play.

Teams of two will compete in a double-elimination format at some 300 arcades until Sept. 6. Local team winners will then advance to the regional finals on Sept. 26, with the culminating finals set for Oct. 9-10 in San Diego. The top prize is a pair of *Super Street Fighter II* arcade games; additional prizes include home video game systems and game software. All participants will receive a tournament T-shirt and poster.

"This tournament is the largest and most aggressive mega-marketing program ever designed to support a coin-operated video arcade game," said Joe Morici, Capcom USA's senior vice president. "Having garnered a tremendous response from distributors, operators, and players, our tournament promises to set a new standard in the area of product promotion for the arcade market."

The launch of *Saturday Night Slam Masters* also marks the debut of Capcom's "Q-Sound," a patented 3-D virtual audio technology that offers state-of-the-art sound capability. It will now be incorporated into all future Capcom coin-op videos.

For more details on the national tournament—schedules, registration and location information, etc.—call the Capcom hotline, (900) 680-2583.

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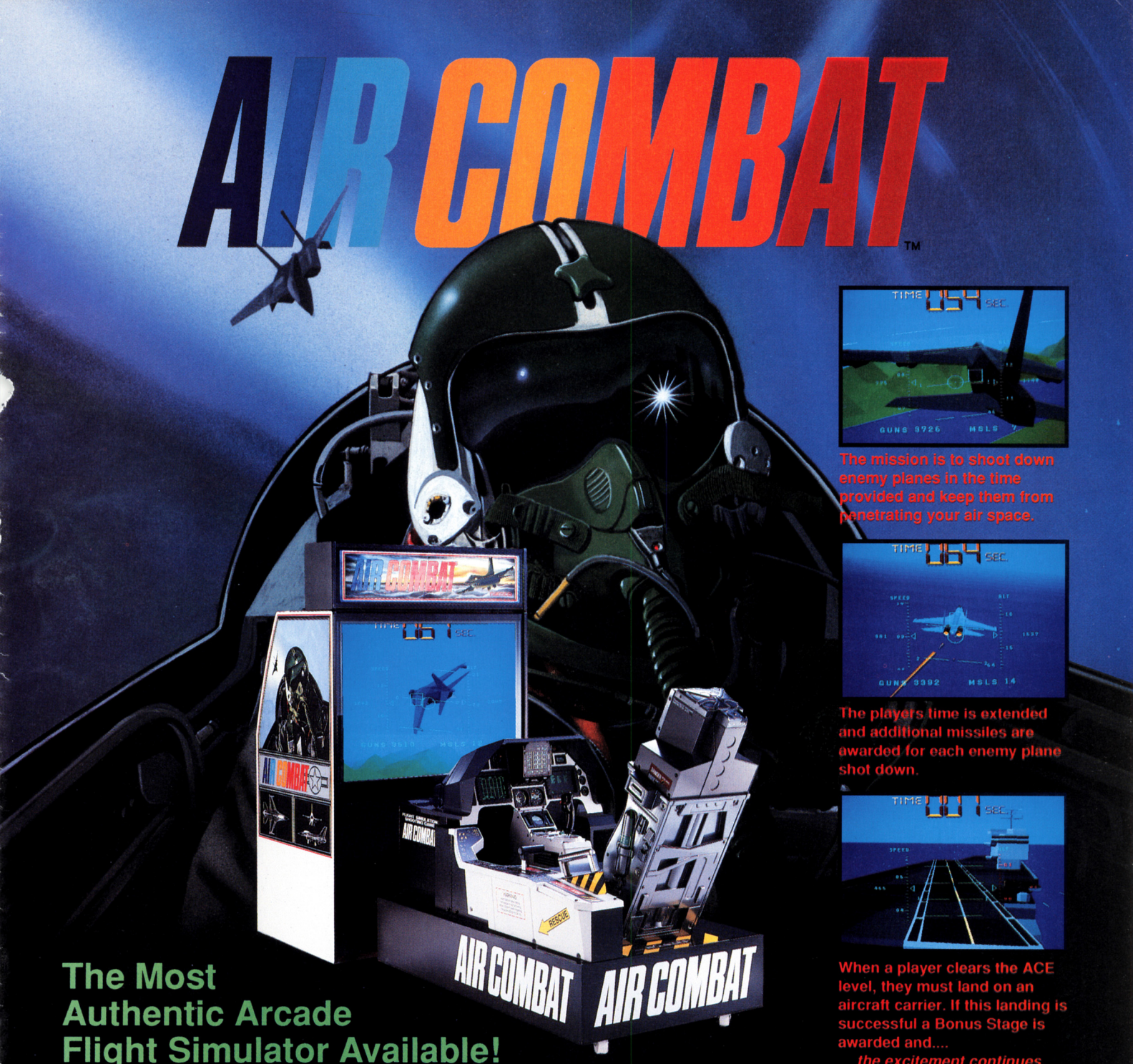

The mission is to shoot down enemy planes in the time provided and keep them from penetrating your air space.

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Pioneer: we're not leaving coin-op

Is Pioneer departing the coin-op industry? Based on a letter sent by the company's Bud Barnes and Steve Young, the answer is an emphatic "no." Here's a portion of that letter:

"Several of our distributors have contacted us recently concerning Pioneer's commitment to the coin-op industry. Apparently there are rumors circulating regarding our possible withdrawal from the market. We would like to set the record straight: Pioneer is committed to continuing our successful participation in the coin-op industry. We will continue selling and marketing CD jukeboxes. At the same time, our engineers are developing new products that Pioneer will bring to the coin-op market in the coming years."

Barnes and Young say the rumors could have been fueled by Pioneer's decision not to "actively participate" in the upcoming AMOA show. They wrote, "We are currently focusing our efforts on maintaining our current network of distribution while preparing for our new jukebox, to be released next year. In addition, several exciting products—some involving karaoke—are under development and will be introduced when ready.

"Please understand that our absence at the AMOA show in no way should be interpreted as our departing the coin-op business. We have big plans for our future, and our next jukebox should set new standards that will have our competitors scrambling to catch up."

A group of engineers from the Japanese home office is currently touring the United States to develop ideas for the increased profitability and technical advancement of Pioneer's CD jukeboxes.

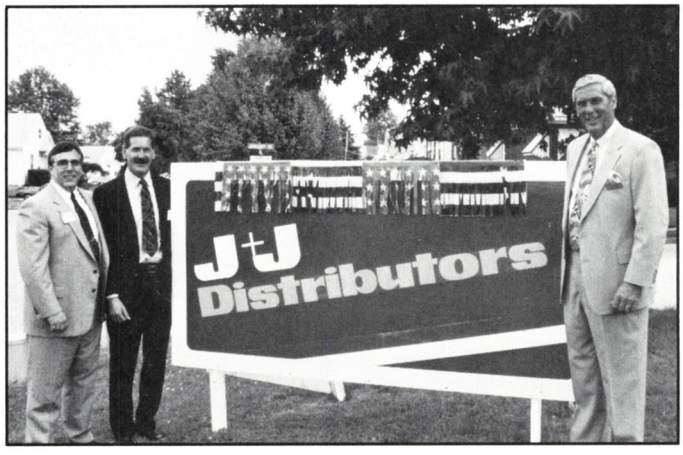
"While the team from Japan is exploring new features to expand the capabilities of our *LaserJuke* systems, our focus here is to support our existing distributors and customers by finding ways to enhance operator revenues," Barnes said. "Today, most laser jukebox manufacturers are benefitting from technology such as data retrieval systems, dual amplifiers, and multiple CD players that Pioneer introduced into the market. We're currently assessing new developments like optical disc technology so that we can continue in our leadership position by designing products that will fully maximize operator opportunities."

J & J gets new home in St. Louis

J & J Distributors welcomed nearly 500 people to its new St. Louis facility, a 22,000-square-foot building, in mid-June. Attractions at the open house included a buffet dinner (by J.B. Vending Co.), a well-stocked bar, a clown and magician, and numerous prizes.

But as vice president/branch manager Jack Silverest pointed out, the building itself was the major attraction. The 4,000-square-foot showroom floor featured the latest in new videos, pinballs, redemption games, pool tables, and Rowe jukeboxes and dollar bill changers. Also prominently displayed were vending machines and accessories by Rowe, Dixie-Narco, Royal Vendors, Coin Acceptors, and Menumaster (microwave ovens).

Dennis Sterns, J & J's territorial music and games manager, viewed the excellent open house turnout "as a continued challenge to provide top equipment and services to our family of operator customers."



From left: J & J president Kelly Flynn; Jack Silverest, J & J vice president (St. Louis); and Pat Harper, J & J vice president (Indianapolis).

J & J's Tim Clark (c) with American Laser Games' James (l) and Stan Jarocki.

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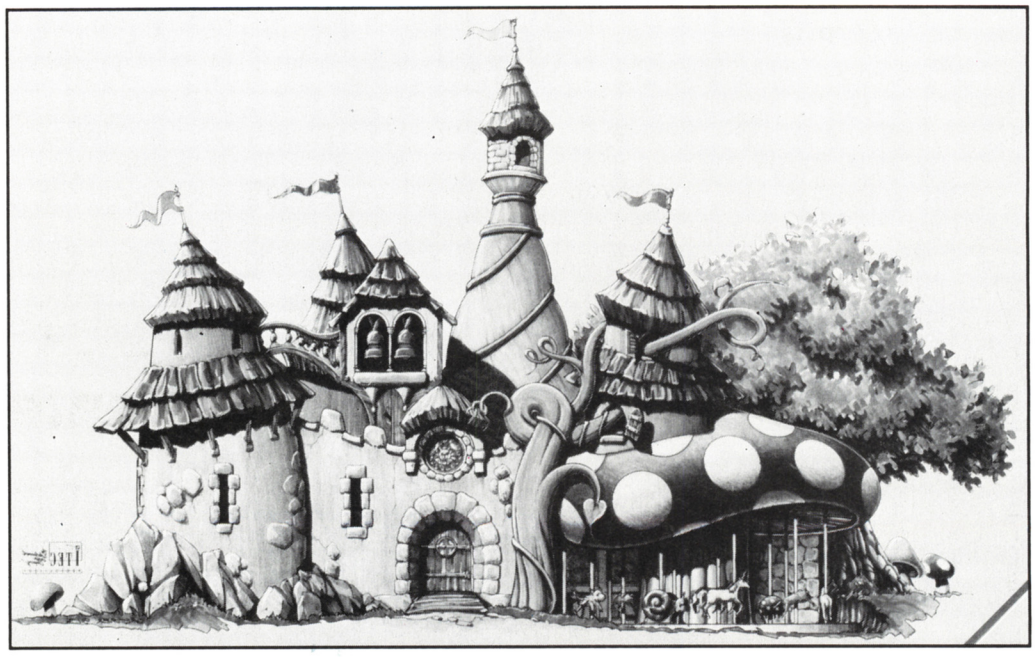
Bringing happiness to some special children

All it took was one visit for Bill Miller. He was so moved by what he saw that he pledged to enlist the help of his industry, the coin-op amusement industry.

The place was the Kid's Village at Give Kids the World, a 35-acre resort in Kissimmee, Fla.—which happens to be the city where Miller operates his company, WGM Amusements Inc. The resort is dedicated to providing six-day, cost-free family vacations to children with life-threatening illnesses whose wish is to see Mickey Mouse. Last year more than 4,000 children from all 50 states and more than 25 countries visited the Village.



In October the Village will unveil its latest addition, the Magical Castle. More than 150 companies have donated their time, money, and resources to the $2 million project, which will feature scenes and characters from such fairy tales as "Jack in the Beanstalk," "Hansel and Gretel," "Alice in Wonderland," and "Cinderella." There also will be a gameroom in the Magical Castle, which is where Miller comes in.

For months he's been asking for equipment donations from members of the coin-op industry. Additionally, Miller would like to see a special fund set up within AMOA for Give Kids the World. (Note: To that end, AMOA president Craig Johnson has formed a committee consisting of Miller—who's chairman—Don Hesch, Clyde Knupp, and Gale Sherman.)

"I think that a one-time fund of $50,000 would let us turn the equipment around once or twice a year," he said. "If all the members of our industry got involved with this just once and sent in a donation of $50 or $100, we could fund this forever. We can all well afford it for the happiness of the children, the ones who we make our money from. Once you see these kids they'll touch your heart."

The following companies have already donated videos, pinballs, jukeboxes, foosball tables, and cabinets: Capcom, SNK, Strata, Mc O'River, Williams/Bally, Data East, Leprechaun, Rowe, NSM, Tornado, Century Vending, Lieberman Music, Tip Top Amusements, Music-Vend, T & M Distributors, and, of course, WGM Amusements. Miller says the game "wish list" includes *Jurassic Park, Virtua Racing, Suzuka 8 Hours*, and *Moto Frenzy*.

For more information on Give Kids the World, call Miller at (407) 846-8500.

VNEA names officers, board

Gene Urso of Madison Coin Machine has been appointed president and chairman of the board for the Valley National Eight-Ball League Association (VNEA). His term runs until the end of June 1995.

Urso has been an active board member for the past nine years and was the 1993 recipient of the Warren Kelley Meritorious Service Award.

Also named to VNEA posts were the following: Cheryl McCown of Charlie's Recreation, first vice president and chairman of the executive committee; Gary Benson of High Country Games, second vice president and treasurer; Gary Nelson of Stansfield Vending, third vice president and chairman of the committee for the committees; Vince Leavey of Western Automatic Amusements, charter holder director at large; Paul Huebler of Huebler Industries, manufacturing director; and Chuck Milhem of Valley Recreation Products, secretary and liaison to the board.

New distributor for Mayoni

The product line of Mayoni Enterprises is now being distributed in Mexico City by Ingenio y Technologia, announced Mayoni's Isaac Ben-Yehuda. Ingenio will carry all Mayoni products and parts and provide full service.

The distributorship is headed by David Traconis Bello, and it has offices in Mexico City, Guadalajara, and Acapulco. Another office will open shortly in Merida.

Mayoni's distributor in Guadalajara continues to be Aifad, headed by Emilio Shahin Masso.

OCMA elects officers

At its July meeting, the Ohio Coin Machine Association (OCMA) elected the following slate of officers: James Hayes of Gem Music & Vending, president; Michael Zappa of Lorain Music, first vice president; Rodney Stebelton of Stebelton Music, second vice president; John Rizek of Big City Vending, secretary; Larry Van Brackel of Van Brackel & Sons, treasurer; and Ronald Rentz of R & Z Vending, chairman.

The OCMA board of directors is comprised of Nancy Baxter of Pioneer Vending; Carl Brown of B & B Music; Phil Elum of Elum Music; Richard George Jr. of Roy George Music; Dan Harder of Shaffer Services; Joe Rutherford of Hughes Music; and Lowell Wessels of Coin Systems Co.

Bromley unveils amusement center in Chicago

Lauran Bromley (c) with family, (l-r): sister Bryann Bromley, father Marty Bromley, mother Allyn Bromley, and aunt Ethelda Singer.

The redemption area at Funland.

Lauran gets chided by a cop for not having her liquor license. For shame!

Lauran with Data East Pinball's Gary Stern (l) and Jerry Marcus of Atlas Distributing.

Funland, Chicago's largest family amusement center at 16,000 square feet, has been opened by Bromley Inc. Company president Lauran Bromley hosted a grand opening party over the Fourth of July weekend for members of the coin-op industry.

Not surprisingly, Funland has a strong mix of redemption games, including six Bromley *Wheel'm In*s and four *Rock-N-Bowl*s. It's served by a 30-foot prize counter to "fuel" games. There's also in excess of $1 million worth of high-tech video and other games, such as Sega's *R360* flight simulator (there are only six in the United States), *Virtua Racing*, and Namco's four-player *Suzuka 8 Hours*.

Funland also features the Majestic Bumper Car, the only bumper car located indoors, and an interactive/educational playroom for children aged two to 10. The latter, which represents a $100,000 investment by Funland, is a soft-play park with "fun ball crawl" and slides. It takes up an entire floor at Funland.

The family amusement center is open seven days a week. It's located next to K-Mart in Chicago's Brickyard Mall, 6455 W. Diversey St. The phone number is (312) 637-4010.

Indian gaming gets congressional backing

Twenty-nine members of Congress recently sent a "Dear Colleague" letter urging "continued federal protection of the right of American Indian tribes to conduct gaming operations on their tribal lands."

The letter, signed by a bipartisan group of House members, noted that Indian gaming "constitutes less than two percent of the total amount wagered nationwide, yet it has become the target of increasing attacks by those who wish to preserve existing gambling monopolies." Those opponents, the letter maintains, want congressional changes to the Indian Gaming Regulatory Act, "which would totally undercut the authority of the tribes and deprive them of one of the few successful economic development programs they now have."

Rick Hill, chairman of the National Indian Gaming Association (NIGA), said, "This strong showing of congressional support reflects the growing recognition that tribally sponsored gaming creates hundreds of thousands of jobs for Indians and non-Indians alike. It spurs real economic development and provides funding for essential services on chronically impoverished reservations."

Interestingly, seven of the letter's signers are from Minnesota, a state whose coin machine operators have loudly complained about the effects of Indian gaming. They are James Oberstar, Martin Sabo, Jim Ramstad, Bruce Vento, Tim Penny, Collin Peterson, and David Minge.

ICMOA stages annual meeting

The income-forecasting method of depreciation for operators and Illinois' video lottery efforts were just two of the topics covered at the Illinois Coin Machine Operators Association (ICMOA) annual meeting, held June 25-27 at the Inn at Eagle Creek.

AMOA president Craig Johnson recounted his efforts to get the IRS to allow the income-forecasting method and explained how using it would save operators money. He also addressed the subjects of interactive games and recognition of the coin-op industry by bankers.

Other speakers were operator Ray Shroyer, who updated the status of video gaming legislation in Illinois; ICMOA lobbyist Zack Stamp; and Illinois state representative Larry Hicks, who told operators how to communicate effectively with legislators.

The ICMOA political action committee auction raised over $27,000, while the video gaming auction netted in excess of $24,000. ICMOA executive director Adonna Jerman wished to thank the many manufacturers who contributed items for the auctions. She gave special thanks to Jerry Marcus of Atlas Distributing, whose efforts "guarantee that the PAC auction is an annual success."

In other news

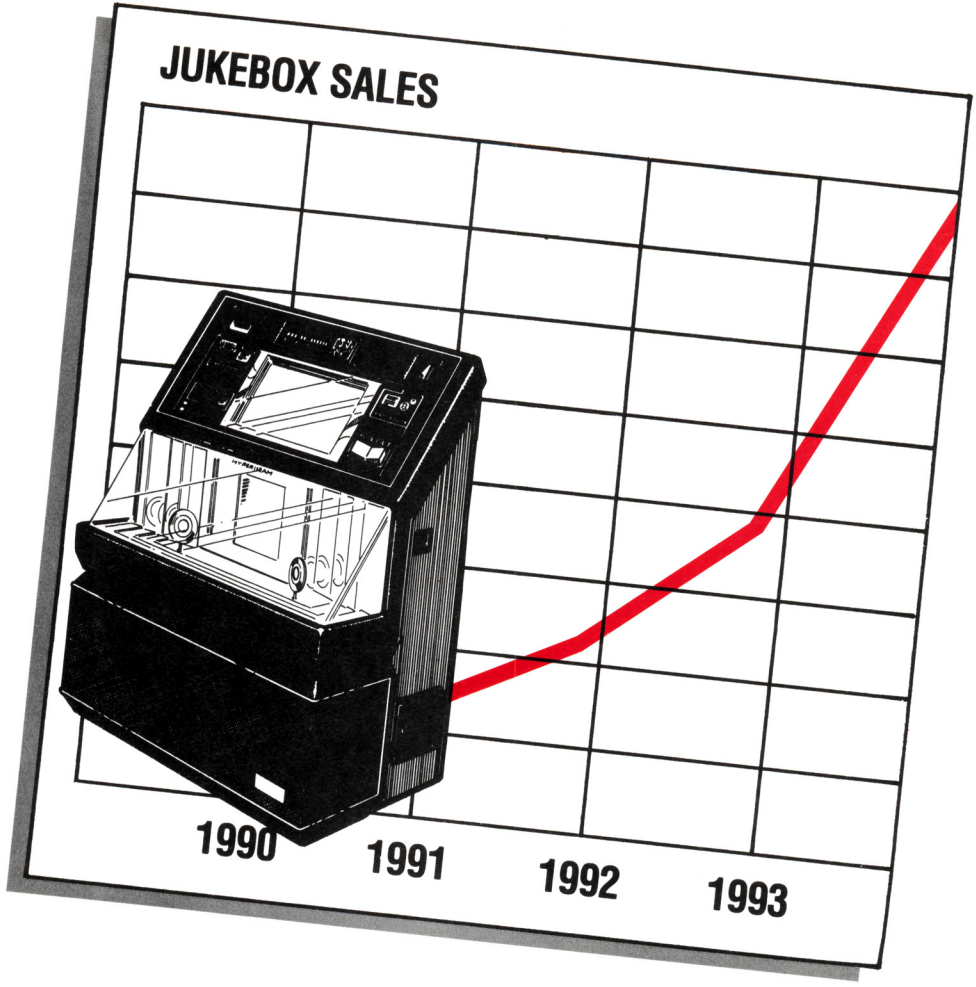
• Harlow Norberg, longtime president of C & N Sales Co. in Mankato, Minn., recently stepped down to become chairman of the board. Tim Norberg is now president of the company; sister Tami Norberg-Paulsen is the secretary/treasurer.

• Ultimate Lazer Games announced that its laser game equipment will be installed in Minneapolis's Mall of America. A 9,000-square-foot facility will be built to house the equipment and other attractions. Opening is planned for November.

• Patrice Crogen has been appointed director of gaming development for the eastern division of Collins Casino Co., a recently formed affiliate of Collins Music Co.

• *Bowling Industry* magazine has added Paul Virgadamo to its roster of regular editorial contributors, beginning with the September issue. Virgadamo, president and CEO of Southeast Amusement & Vending Corp. in Tampa, serves as a consultant to bowling centers in matters relating to coin-op amusements, especially redemption games.

• Looking to combine business with pleasure by attending a foreign trade show? There are three opportunities coming up: the Taiwan Amusement Exhibition, Sept. 17-21 (886-2-393-7404 for information); the AMOAQ International in Queensland, Australia, Sept. 29-Oct.2 (61-7-841-1021 for information); and the Spanish Amusement Trade Show in Barcelona, Oct. 20-22 (93-416-14-66 for information).



What's Going On?

Why have NSM Jukebox sales been soaring up every year? Even more so in the last few months?

There are literally dozens of reasons, but it boils down to one simple answer.

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Fact is, that's exactly what most operators who have switched to NSM jukeboxes have done. They've proven it to themselves. We didn't do a thing, except give them the facts.

Most were large operators. Operators that have the "horsepower" to do a thorough study. That's one of the reasons our sales have soared so wildly in recent months. They initially purchased only a few NSM's to test, now they're converting their routes and taking scores of machines.

These large operators have found that NSM is the top-earning, most reliable machine on the market today. And, most importantly, they know digital technology is advancing rapidly . . . and they realize that their NSM Jukeboxes are the most capable of adapting. Uniquely capable.

For all this, we're not asking you to just "up and switch" to NSM Jukeboxes. What we are asking is that you look a little closer. See our new Performer Series™ of NSM HyperBeam™ 100-CD Jukeboxes now on the showrooms of all NSM Distributors.

For more information and the name of the Distributor nearest you contact .

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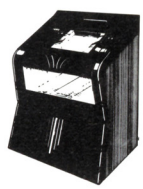
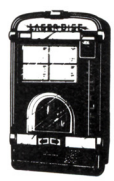


The Performer-Classic™



The Performer-Wall™

The Performer-Grand II™

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AAMA teams up with Major League Baseball

AAMA took part in Major League Baseball's "All-Star FanFest Exposition," held July 9-13 in Baltimore, by sponsoring the "FanFest Arcade," a coin-operated amusement game area with half baseball-oriented games and half top-sellers.

With the help of AAMA president Steve Koenigsberg of State Sales and Service in Baltimore and a host of AAMA members, who allowed their equipment to be used, the FanFest Arcade developed into one of the most highly traversed areas in the Baltimore Convention Center. The games netted over $4,000 in quarters, with the proceeds going to the Children's Defense Fund.

The association took advantage of the availability of 150,000 people by taking a survey of when, where, and how often people play coin-operated games. "As an incentive for completing the survey, we had a drawing to win a personally autographed Barry Bonds baseball bat," said AAMA associate director Elaine Kite. "Our PR/programs coordinator, Angela Orlando, collected 6,600 survey cards. The results are now being tabulated and will be published in the near future."

What a beautiful bride!

Congratulations to Alicia Lavay, director of advertising for *Vending Times*, who recently married the gentleman on the right, Danny Ostrowsky. Also pictured is proud papa Vic Lavay, *Vending Times*' vice president and executive publisher, and his wife Fay.

Dinosaur kudos

At the recent Pinball Show in Scottsdale, Ariz., Data East's pinball hit *Jurassic Park* was voted the most popular game. Pictured in the front are design team members Joe Kaminkow (l) and Neil Falconer; in the back are John Carpenter (l) and Lonnie Ropp.

Arachnid readies for ninth BullShooter tour

Arachnid's 1993-94 BullShooter dart tour, the company's ninth, kicks off Sept. 17-19 in Minneapolis, Minn. An additional $20,000 has been added to the tour's total purse, bringing the prize money up to $180,000. Sixteen qualifying tournaments are scheduled for the United States, not to mention several other international ones. The BullShooter Finals are set for Memorial Day weekend (May 27-30) in Chicago.

The $6,000 qualifying tournament in Minneapolis, like the ones to follow it, will feature play in eight main events: Pro Singles, Men's Singles, Women's Singles, Men's Doubles, Women's Doubles, Open Doubles Cricket, Mixed Doubles Cricket, and Mixed Triples.

Here are the already-scheduled tour dates and venues:

- Sept. 24-26: St. Petersburg, Fla.
- Oct. 1-3: Spokane, Wash.
- Oct. 15-17: Fayetteville, N.C.
- Nov. 5-7: Houston, Texas
- Nov. 19-21: Philadelphia, Pa.
- Dec. 3-5: Omaha, Neb.
- Jan. 7-9: Atlanta, Ga.
- Feb. 11-13: Leavenworth, Kan.
- March 11-13: Syracuse, N.Y.

For more information on the BullShooter tour, call (800) 435-8319 or (815) 654-0212 in Illinois.

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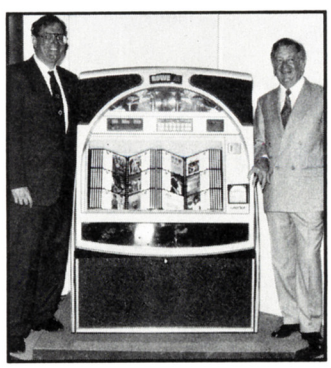
News from Japan

According to Japan's *Game Machine* magazine, Sammy Industries Ltd. has succeeded Taito Corp. as exclusive distributor in Japan for Premier Technology pinballs. Sammy will begin the arrangement by bringing in Premier's *Tee'd Off*. Minoru Suzuki, managing director of Sammy Industries, said the company would like to import between 200 and 350 units of each Premier pinball title.

The magazine also reported that Namco Ltd. has entered into a technical cooperation agreement with The 3DO Co. to supply computer graphics chips and take a minority stake in the company, which introduced its multimedia, interactive CD player at the summer CES show. Major investors in 3DO include Matsushita/Panasonic and Time Warner.

Jukin' in Brazil



The Rowe booth at the recent Salex '93 show, held in Sao Paulo, Brazil, received a lot of attention from South American operators. Pictured by the *LaserStar CD100C* jukebox are Rowe's Joel Friedman (l), senior vice president of music/currency, and Rex Yannarell, senior vice president of international sales. □

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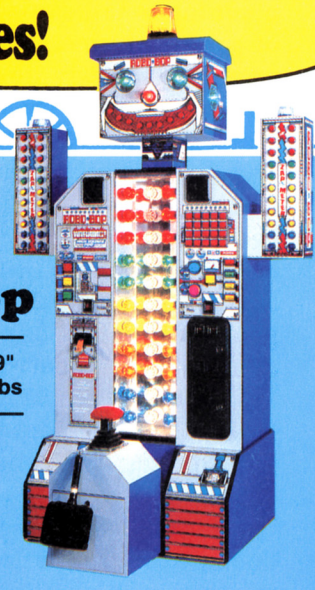
93" x 56" x 39"
Weight: 495 lbs



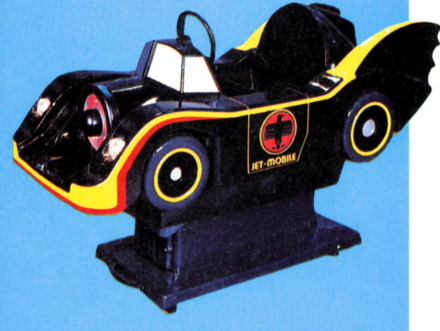
Jungle Jive

82 1/2"x 24 1/2"x 29 1/2"
Weight: 275 lbs

Jungle Jive

88" x 49" x 45"
Weight: 850 lbs

AVAILABLE IN
2 or 4-PLAYER



Jet-Mobile

61" x 27" x 39"
Weight: 165 lbs

Trash Can Alley

27 1/2"x 44"x78"
Weight: 295 lbs

Melody Mouse

79 1/4"x 29 1/4"x 24 1/4"
Weight: 325 lbs

Top Gun

81"x 33 1/4"x 75 1/2"
Weight: 525 lbs

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INTERNATIONAL NEWS

Compiled by the editors of EuroSlot

JAPAN/U.S.

• Executives recently revealed that Sega is planning to build dozens of small theme parks around its newly developed virtual reality system. Fifty parks are planned for Japan, starting with a site in Osaka next year. Another 50 are scheduled for the United States over the next few years. The estimated cost of each park is between $10 to $15 million. Sega is believed to be seeking partners in both countries.

It is claimed by some industry experts that Sega, which sold an unsuccessful arcade business in 1990, will never build as many parks as anticipated but will move cautiously. The company will begin by opening some smaller amusement centers in the United States. One is due to open in the new Luxor Hotel in Las Vegas later this year.

Many other companies are developing similar parks, but the Sega plan looks more ambitious. Namco's Tokyo theme park, Wonder Egg, has already scored highly, and expansion is to take place elsewhere in Japan and in the United States. Edison Brothers already has three Exhilirama virtual reality amusement centers operating in the United States, although they are smaller than what Sega plans. Paramount is working on a Star Trek virtual reality attraction, while Sony is said to be planning an ambitious, high-tech theme park.

HONG KONG

• If passed, legislation designed to tighten control of Hong Kong's 600 amusement game centers could lead to half of them being closed, operators claim. Mr. Lam Kwok-Tung, chairman of the trade association for licensed amusement game centers, said he felt helpless in the face of such legislation.

The new laws would prohibit games featuring graphic scenes of violence, nudity, or "seductive" gestures. Card games such as blackjack or poker, or games of chance with little or no skill involved, also would be banned.

According to Mr. Lam, the proposals would turn away many customers. He also believes that proposals to reduce the opening times of children's centers by two hours is too restrictive and would interfere with business. Legislators want 16 to be the dividing age for adults and children, while the trade association wants it to be set at 18.

"We will lobby legislators to withdraw some proposals, such as those on opening hours," Mr. Lam said.

AUSTRALIA

• The Australian trade show season was launched by a seminar on violence in video games at the recent Council of Accredited Amusement Operators (CAAO) exposition in Melbourne. Addressing the topic of game classification, Chris Blackman, marketing manager for Leisure and Allied Industries, argued for industry self-regulation.

He outlined the Entertainment Seal of Approval System, whereby games will qualify for a seal of approval if their content complies with the industry code. To obtain this, operators must enter into a licensing agreement to ensure that it is not misused. The press had been invited to hear the industry's case, but a news item about the trade show on prime time TV still showed a young boy, standing on a chair, playing *Lethal Enforcers*.

Pinball and dart leagues, which are only just beginning to take off in Australia, were the subject of a less controversial seminar. Operators were given a comprehensive rundown on how to set up and administer leagues with the news that in some locations test set-ups have tripled revenues.

Most of the equipment on display at the Moonee Valley Racecourse Centre was being shown in Australia for the first time. Pinball attracted particular interest among operators, especially *Jurassic Park, Twilight Zone*, and *Tee'd Off*. Following the worldwide trend, dedicated pieces dominated the video scene, although *NBA JAM*, which is doing well in Australia, will soon be available in kit form. *Crime Patrol, World Rally*, and *Virtua Racing* were also popular.

Gamesmaster, well known for air hockey tables, came up with a surprise package in its pool-oriented redemption game, which was completed just in time for the show. If the game tests well the company will be looking to make contacts in the international market.

During the two-day event some fine jukeboxes were on display, including the NSM *Performer* series. But the music machine that stole the show was a 1941 78 rpm jukebox from Wurlitzer. It had been restored by Delano Reiss, Australia's premier antique pinball and jukebox collector. Over 200 show dance attendees enjoyed the background music playing on the machine during pre-dinner drinks.

NEW ZEALAND

• Censorship of video games in New Zealand is being discussed. The government has a Films, Videos, and Publications classification bill under study, which would control coin-operated video games.

A delegation from the industry, consisting of Darrell Skiffington (Auckland), Mike De-Ruyter (Wellington), and Gary Walker (South Island) recently met with Minister of Internal Affairs, who will be responsible

for enforcing the new law.

There has been a recent outcry about violent games, and if the new law is passed members of the public will have the right to challenge the presence of games they consider unsuitable. If successful, the games would either be withdrawn or only permitted for restricted audiences.

TURKEY

• A unique plan has been launched in Turkey to encourage operators to get rid of out-of-date PCBs and try new ones. The PCB rental idea has been developed by Vector International Ltd., and so far it has had a good response.

The operator must sign a rental contract, hand over a guarantee check that covers the price of the board, then pay in cash the agreed sum for the first 10-day rental period. After 10 days the operator has three alternatives. He can 1) terminate the contract, return the PCB, and have his check back; 2) choose to renew the deal and pay for another 10 day's rent; or 3) buy the board, in which case he can hand over the cash or have his check cleared and receive an invoice.

The operator therefore has the advantage of personally testing the board in his machine before making up his mind, and he can research what game performs best in his location without the risk of losing an initially large outlay on an unsuitable machine. The owner can also make a 10 to 30 percent monthly income from renting the boards, and there is considerable market potential as older boards are removed from the machines.

Ankara-based Vector International Ltd. has been in business since the beginning of 1993 and has extended the rent-a-board system across the country through a surface mail service. Hakan Arsan, who set up the plan, is pleased with the results so far and believes it is the first of its kind in the world.

GREECE

• Michael Tsimogiannis, who represents his country at Euromat, has quashed rumors that Greece is opening up to payout machines. He said there has been no change in Greek law.

"The rumors concern the JPM game *Reel Magic*, which is the only 'payout' machine permitted in Greece and which began to enter the country in January," he said. "It appears to be a payout machine because it has a payout tray and looks like an AWP machine, but it's not allowed to operate as a payout in Greece. You may only win or lose points. If an operator is found to be running it as a payout machine, the police will close his arcade for two or three months and seize the machine."

ROMANIA

• The laws on payout machines and other forms of gambling changed in Romania in mid-June. The latest version of the law—covering live gaming casinos, slot machines, bingos, and lotteries—has been approved, according to a Romanian correspondent. He also reports that a commission has been set up to organize the implementation of the new regulations.

However, a warning is given that "since previous versions of the Romanian gambling laws never actually went into effect, there is no reason to believe that the new law will be executed. However, the commission has started work, so this time it may happen."

Euroslot has been informed that "there are changes every day in how the regulations are implemented, which makes it difficult to describe the new law."

RUSSIA

• Russian operators and distributors have welcomed new laws regulating the industry, which allow the government to exercise control over the licensing of machines. This is seen as a positive step in terms of attracting capital from overseas. Foreign investors should now feel more confident knowing that there is some means of regulation and monitoring in the Russian industry.

Boris Belotserkovsky, managing director of Unicum, said, "This should lend a greater sense of stability and credibility to the market. It will only help to expand the industry to bigger and better levels."

SPAIN

• A new consultancy service, Total Gaming Systems, has been set up by the O.N.C.E. Group of companies in Madrid. The firm takes over from Global Game System and will offer advice on all aspects of the gaming industry. The relaunch is part of a group marketing drive and financial consolidation, which will ensure higher capacity and versatility.

FRANCE

• At the recent general assembly of Euromat, the French delegation claimed during discussions that France should be regarded as a special case when it comes to paying charges to fund the struggle against PCB copies. They didn't see why they should pay charges such as those paid in the luxury goods sector, for example, with Cartier, Dior, and Lacoste.

The CFA also condemned the excessive price of original boards and the policy of some Japanese manufacturers who, the CFA claims, use arcade games to increase the sales of their consumer products. The CFA requested that manufacturers not distribute arcade games until at least a year after they've been

launched onto the operators' market.

After speaking out at the Euromat meeting in Brussels, the CFA addressed all French operators to make sure they understood the position regarding PCB copies and the conditions they believe must be respected by the Japanese manufacturers.

IRELAND

• A new 10-pence coin will be introduced by the Central Bank of Ireland in mid-November. The coin, valued at six cents, will be 22 millimeters in diameter, weigh 5.45 grams, and have a rim of 1.86 millimeters. It will be comprised of 75 percent copper and 25 percent nickel, and the edge will be a coarse mill in inset beading.

Some problems are anticipated for the coin machine industry while the new coin is being introduced.

UNITED STATES

• Atari Corp. is contracting with IBM to build its new 64-bit Jaguar Entertainment System in a bid to regain ground on market leaders Sega and Nintendo. The home entertainment system will be available this autumn in New York City and San Francisco, and early next year across the United States.

To be priced at about $200, it's set to compete with Nintendo's Super Famicom/Super NES and Sega's Mega Drive/Genesis. The Jaguar will also have an optional CD-ROM drive.

INTERNATIONAL

• In the latest survey of world competitiveness, Japan held onto its number one ranking. The report is published annually by the World Economic Forum and the International Institute for Management Development, both based in Switzerland, and produces findings on 22 different countries.

The statistics, compiled in 1991 and 1992, show that Japan is out in front in terms of domestic economic strength, management, and science and technology, but its lead is not as great as in previous years. Experts believe that this reflects a move away from collectivism to individual values.

The United States regained second place in the table this year, which shows the country's confident outlook and solid current account performance. Germany lost its runner-up position, dropping to fifth place. Finland suffered the biggest drop, falling from 10th to 17th place. This is due to the loss of export markets in the East. □

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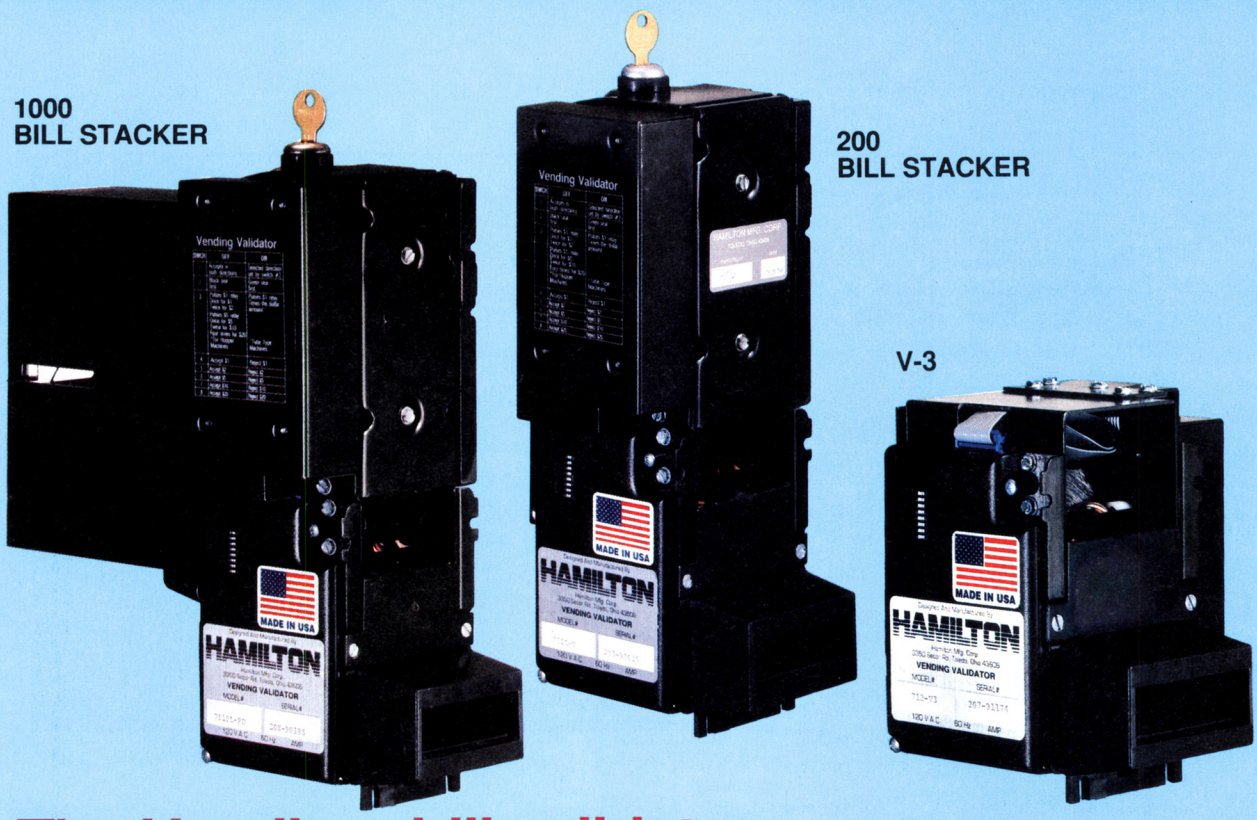

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HAMILTON

President Bill Ward (r) and gaming marketing and sales manager John Sousa.

Arachnid spins an impressive product line-up

Americans love to play darts. It's a staple in bars across the country, with more and more players finding pure enjoyment in participating in tournaments and leagues. But darts is not a new concept.

The game has roots as deep as you care to dig. Traveling into the annals of history, we see the pilgrims challenging each other in a sport called "butts," using short arrows instead of spears.

We can travel further back to 1374, when Chaucer refers to a "darte." And in 1532 Anne Boleyn presented Henry VIII with a set of darts. A great story, perhaps, but more than likely they were simply short hunting arrows.

Many overly creative writers have filled historical gaps with their own legends. However, most agree that the true beginning of the game of darts as we know it lies with the British soldiers. In the 1600s English soldiers challenged each other by throwing spears at the ends of wine barrels or the cross-sections of tree trunks. Due to bitterly cold weather they moved the sport indoors, making spears impractical. They created short darts to be used on a more carefully marked playing board.

By 1896 dart games were much

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the same as what we play today. That year Englishman Brian Gamlin developed the marking system used on modern dart boards. Two years later an American filed a patent on a folding paper flight and in 1906 the first metal barrel was invented. The first known 180 was thrown in 1902 by John Reader, a British undertaker.

In 1927 the first major dart tournament was held, sponsored by a London paper, "The News of the World." Thus 1927 goes down in history as the year darts was first considered a major force in the world of games.

Arachnid opens

In 1974 Arachnid developed the first electronic dart game. Times have changed since then; so has Arachnid. What began as a leisure pastime in local bars has become a full-blown competitive sport with international finals and high-stakes money awarded. As an industry leader, Arachnid is committed to the continuing need for new development.

Today there are more than 90,000 *English Mark Darts* games on location and that number is growing daily. As electronic darts becomes more competitive it becomes more important to keep thorough, accurate statistics of every league player.

The nationally recognized S.P.R.E. ranking system by the National Dart Association requires a ranking for all players who wish to participate in its team dart tournament. Meeting the needs of operators and players became the basis for a concept that has revolutionized the electronic dart industry. So sit back, relax, and read about the *Galaxy* series dart games—only from Arachnid.

Galaxy darts

Galaxy offers greater flexibility, higher profits, and easy operation.

Below left:
Sam Zammuto, vice president of marketing.

Below right:
Marcio Bonilla, vice president of sales.

According to the National Sporting Goods Association, there are over 17 million dart shooters in the United States. By the time you record, collect, and verify statistics for every player, of every game, of every league, you're talking a lot of paperwork. *Galaxy* was developed to help the operator avoid much of this paperwork.

Dartman II, *Galaxy*'s software program, makes automatic data collection a reality. It was designed for efficient league management by eliminating time-consuming paperwork. State-of-the-art features include: a quick sort of stats and standings for all players,

teams, locations, and leagues; accurate recording of league, location, team, and player information; the ability to tailor *Galaxy* to a specific market; and easy expansion opportunities with new games and new functions.

The *Galaxy* league system lets operators set up any league format and program up to a 30-game match and shooting sequence. Once a player inserts his quarter and selects dart league play, the *Galaxy* Team Card takes over. It automatically programs in the team name, player names, playing order, and games to be played from information on what looks like a credit card. Team Cards replace the need for scoresheets and ensure accurate scoring and stat collection.

After league night, stats must be collected either automatically with the modem or manually with the Operator Card. With a modem, the operator simply sets up the Dartman II computer program at the end of the day. It already has all phone numbers and the time to start calling programmed into the system. By the time the operator gets to work in the morning, the stats will be waiting.

As an added bonus, operators may want to display printouts of team standings and player stats at league sites as an incentive for players to practice and improve their games.

There are additional programs Arachnid offers to achieve the full benefit of the *Galaxy* league system. There's Spider Writer, used to program up to three messages for display on the screen. The display could be league and tournament information, league start dates, location specials, etc. The operator loads or programs the Spider Writer screen and loads the machine set-up data. Just insert the Spider Writer card into a *Galaxy* machine, select and enter the game set-up sections and messages will be displayed on screen to help you step-by-step.

Another handy feature allows operators to save all of the information for game set-up and copy it

Below left, (l-r): Advertising manager Barry Reithmeier, assistant advertising manager Debbie Lamont, and *BullShooter* magazine editor Jeanne Penney.

Below right, (l-r): The sales department: Lori Dull, Tami Spitz, Ron Bonnell, Candy Nelson, and Julie Stotler.

Arachnid's consumer products division.

Arachnid's accounting department.

Arachnid's engineering department.

Arachnid's manufacturing department.

to other *Galaxy* games. All information will be copied exactly as programmed into the first machine.

Arachnid has added a new twist to soft-tip dart competition, the Top Gun Challenge. Players work their way through the top 10 and then to the "Top Gun" spot. It's a challenge designed to allow players to compete during non-league time.

In 1986 the first annual BullShooter World Championship Finals took place in Chicago, drawing 1,000 entrants from around the United States competing for $25,000 in prize money. Arachnid recently concluded its 8th Annual BullShooter World Challenge of Champions Tour with over $160,000 in prize money at the 16 regionals and $60,000 at the finals. Over the Memorial Day weekend, 5,800 entrants from 38 states and nine foreign countries signed up for the eight-event World Championship competing against the best players in the world. Plans are underway for BullShooter 9, which will boast even higher stakes.

Arachnid has added a new twist to soft-tip dart competition, the Top Gun Challenge.

Expanding into video poker

In 1991 Arachnid began development in a new segment of the industry with a video gaming device called *Lucky Touch*. Arachnid was recently approved for manufacturing video gaming devices in the state of Louisiana, which approved video lottery just over a year ago. Arachnid has placed several games in off-track betting locations and has been pleased with the player response. Arachnid is on the launching pad to becoming a serious competitor in the video gaming market. □

Coming soon for a customer near you — ingenious ideas from the new, old company: Moloney!

The Moloney family — veterans in the games industry — has a brand new company, established to create and produce a new line of ingenious games!

They will start by introducing innovative new games, plus a unique new redemption concept, at the AMOA Show in October. Moloney Manufacturing is new on the scene. But in reality it's an old, established company because it's managed by successful veterans of the coin games business. Among these veterans: Don Moloney, son of Bally founder Ray Moloney, cousins Bill and Earle Moloney, Herb Perkins, and others, all representing more than 200 years of experience!

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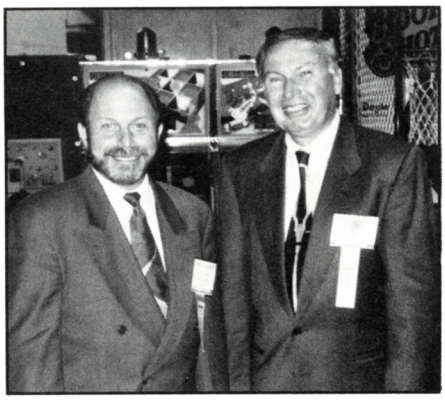
James Jarocki (l) of American Laser Games with Carlos Perez del Hierro of Vese.



AAMA president Steve Koenigsberg (l) and executive director Bob Fay.

Dynamo's Blenda Selvey and James Industries' John Blouin by the new Dynamo *Bulls-eye* shuffleboard.

Taito's Jim Belt beside *Hat Trick Hero '93*, a soccer game that's doing well in Mexico.

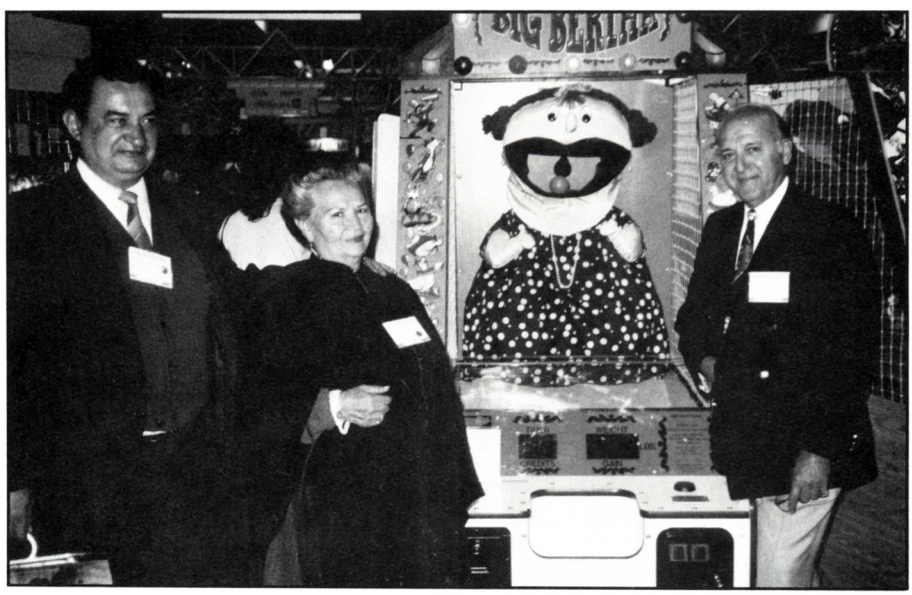
AAMA LATIN AMERICAN EXPO

Bringing the Mexico

Mexico City's most famous affiliation with games has, to date, been of the Olympic variety in 1968. But by annually staging the Latin American Expo, the American Amusement Machine Association (AAMA) is hopeful that the capital city will be equally renowned as the hub of Mexico's coin-op game market.

This year's show, the fourth one, took place at Mexico City's Exhibimex on July 21-22. Some 160 booths were sold, representing a near 25 percent increase from last year. But unlike the previous three expos, in which attendance practically doubled from one year to the next, this year's attendance mirrored last year's: 2,080 in 1992 compared to 2,213 in 1993.

The attendance figures seem to reflect a Mexican marketplace that could be described as flat. "The operators I've talked to say business is down," said one parts



These Mexican operators enjoyed playing *Feed Big Bertha* by Smart Industries. They're pictured with Smart's Larry Berke.

games to City

supplier. "I'd have to agree with them. We haven't been doing as well in Mexico lately as in the past." Here's a sampling of comments from other U.S. exhibitors at the show:

• "It's nothing to write home about, but certainly better than before AAMA set up a trade show here."

• "If we can make a dent in the copy board situation in Mexico—over 90 percent of the games here, I believe, are still copies—this would really be a hot spot for our games."

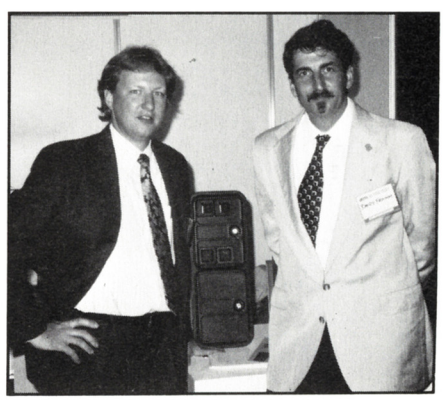
• "This is my fourth show, and I think it's actually gotten too big. It may be four times as big as it was four years ago, but I guarantee you the Mexican market hasn't quadrupled since then. We sell about 125 games a year in Mexico. That's good; it's 125 games that we might not have sold in another foreign market. But when you consider

Pamela Schaeffer (l) of Asahi Seiko with Lauran Bromley and Minerva Orta of Bromley Inc.

Tornado Table Soccer's Link Pendley (l) and Luciano Ramirez.

Data East's Pete Gustafson and Patty Blanding of James Industries at the latter's booth. James Industries handles Data East and Premier product in Mexico.

At the Romstar booth, (l-r): Ranulfo Corona of Chips, Romstar's Rene Lopez, Jose Vidal of Juegos Video, Gabriel de la Torre Martin of Video Galex, and Romstar's Tim Jackson. The three companies are part of Romstar's "Group 90" Mexican distribution team. Romstar handles the marketing of Capcom product in Mexico.



Technical guru Randy Fromm (r) with Michael Meisinger of Coin Mechanisms.

that the 125 represents five different games in the product line, it isn't so impressive. So just because you see so many manufacturers here, don't think that means the Mexican market is booming; it isn't. Your competitors are here, so you have to be here."

• "This is our first time exhibiting at the show, and though we didn't take one order today, I think we have to establish a presence in Mexico. Our type of equipment isn't popular here yet, but you never know when that could change."

• "Pinballs aren't the repair nightmares that they used to be, and operators can count on good technical support from distributors like Mexel. So yes, Mexican operators are warming up to pinballs more now than in the past, but there's still plenty of room for improvement in terms of sales."

• "I'll tell you, a lot of operators here are really mad about Diversified Coin (a Capcom route-operating company) having a big route down here and hurting their businesses. They don't appreciate their being here at all."

• "Redemption games are being well represented in Mexico by (distributing company) Vese. Despite the high duty on equipment, we're happy to be selling games in this market."

Speaking of the high duties, which hover around 32 percent on games entering Mexico, AAMA executive director Bob Fay says passage of the North American Free Trade Agreement (NAFTA) would greatly help this industry's manufacturers.

"The association definitely supports it," he said. "If it passes, there are nine categories of equipment that would either have the duties immediately removed or gradually phased out in a one- to five-year period."

Fay was also happy to report that the Video Game International Anti-Counterfeiting Advisory Group, an international organization funded by JAMMA to attack worldwide counterfeiting, is up and running. He hopes that the AAG's activities will, in time, lead to a 10-20 percent increase in the sale of legitimate games in Mexico.

The AAG will gather evidence of infringements, provide training to U.S. Customs and police officers, interact with foreign governments, and assist JAMMA members in protecting their intellectual property rights. Fay has been named superintendent of the AAG and will also supervise the regional

prizes!

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MINI MIDWAYS – A mini midway can compound the interest of long time customers and new customers alike. Why limit your facility to arcade games? You can capture the magical fun and excitement of parks and carnivals with your own mini midway. Group games and individual games such as Water Games, Roll-A-Ball Derby, Super Shifter and Bowler Roller can add new interest and sparkle to your operation. We have developed many mini midways for operations around the world. Let us customize a mini midway for you.

EXPERIENCE – For over twenty years we have played a major role in the games and amusement industry. We are the largest manufacturer of group games in the world and a major producer of arcade games. We have first hand experience from operating to manufacturing and as a result you get popular, dependable games with a proven record of success and profitability.

Whac-A-Mole™

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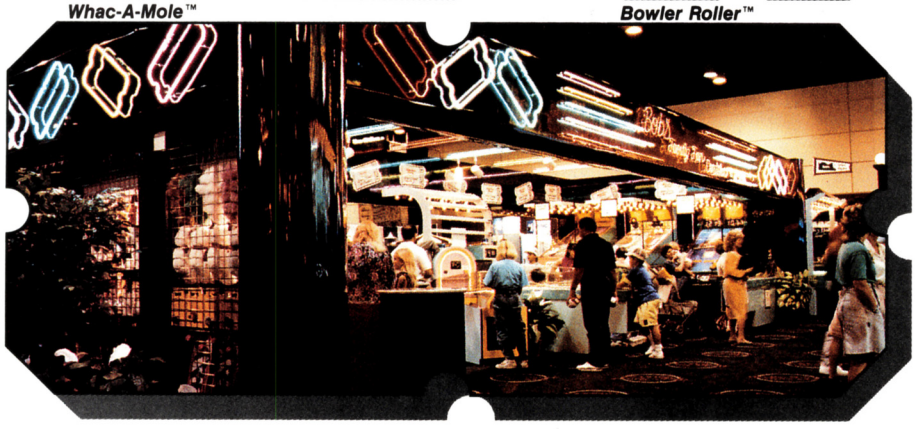
We have become the biggest because we are the best. You can be sure of quality products, dependable service and helpful operations support when you buy or lease our games. Look to us for great games, great new innovations and great operating concepts. We can help you capture **100% OF YOUR CUSTOMERS' INTEREST, AND COMPOUND IT DAILY.**



Family Fun Center/Redemption Center

Whac-A-Mole™
Sidewinder™
Roll-A-Ball (Derby)™
Bowler Roller™
Super Shifter™
Water Games™
Crossbow Shoot™
Can Alley™
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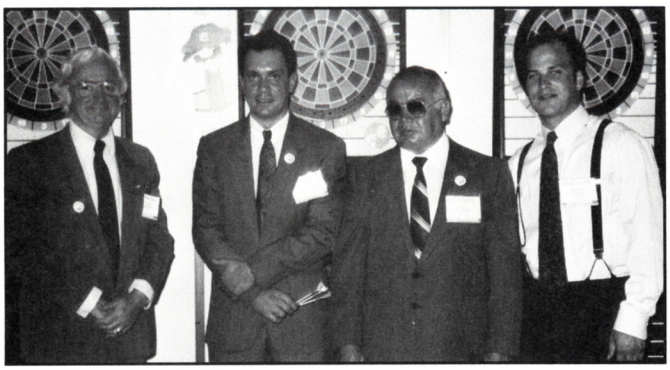
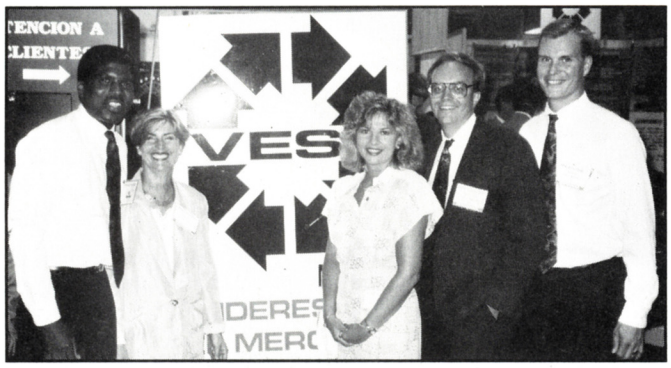
Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970



Valley's James Griffiths (l) and Mark Boehman (r) with Everardo Hernandez Reynoso (second from left) and Luis Basurto Landeros.

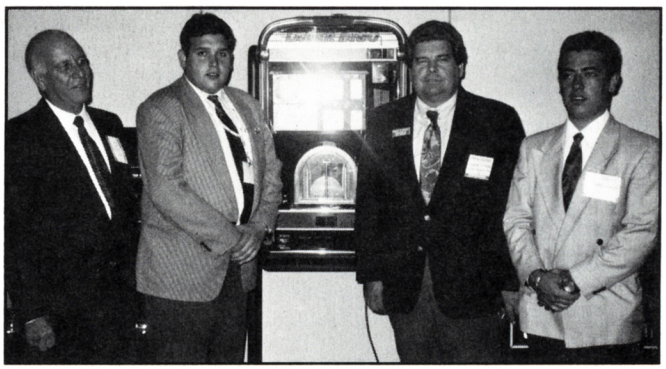
Happ Controls' Jim Happ (l) and Erineo Carranza (r) with Patrocinio Corrales of CMJ in Costa Rica.



The Vese booth was filled with product by numerous U.S. redemption game manufacturers. Pictured, (l-r): Reggie Moultrie of Skee-Ball, Becky Weber and Lori Treankler of Bay Tek, John McEwan of Meltec, and Todd Hennink of Skee-Ball.

Williams' Tom Cahill and Lenore Sayers with Martin Miranda (r) of Mexel. The huge Mexel booth represented such companies as Sega, Namco, Atari, Strata, Mc O'River, Fabtek, Konami, Jaleco, and Lazer-Tron.

At the Century Vending and Distributing booth, (l-r): Rhonda Fletcher of Bonita Marie, Century's Jerry Monday, Susan Lynch of Play Pal, and Century's Sue Monday.



At the James Industries booth, NSM's George Haydocy (second from right) with, (l-r): Jorge Kuri Solis, Daniel Villa Alvarez, and Mario Alberto Garduno.

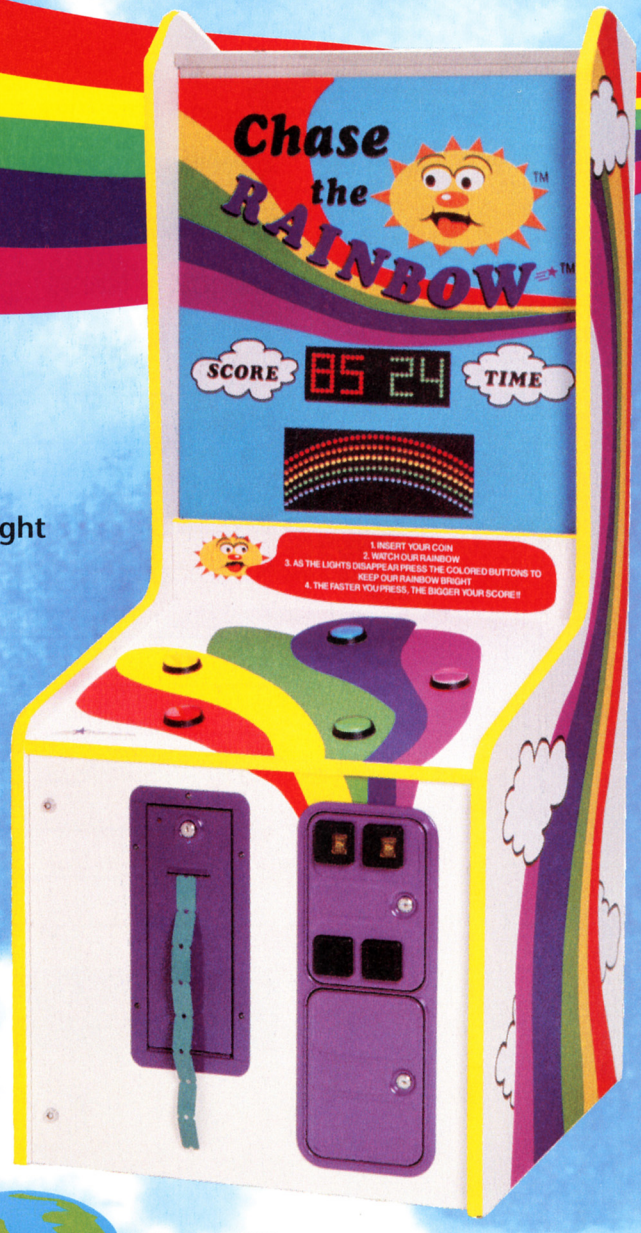
directors of investigations in Latin America, Europe, and Asia.

"When you combine the formation of the AAG to fight counterfeiting, the possible passage of NAFTA and the positive things that would bring, and the increased promotion and awareness of our industry through this trade show, you see that the time has never been better for coin-op manufacturers to do business in Mexico," Fay said. "But all we can do at AAMA is create the opportunities. It's up to the individual manufacturers to take it from there."

Still, the Mexican market has some quirks that don't seem to make sense. Valley's James Griffiths says his company does OK with dart machine sales in Mexico, but that the same isn't true for Valley pool tables. On its face that might not seem odd, until you dig deeper and find out that in Mexico, operators *cannot* have pool tables in liquor-licensed establishments, but they are allowed in restaurants. No pool tables allowed in bars? Try to imagine that, American operators! □

Introducing Chase the RAINBOW™

PROUDLY MADE IN USA
BY
Purple Star, Inc.™



The sun will always be shining on your bank account with these standard operator friendly features:

* Adjustable payout ticket dispenser
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* Ability to hold 4000 tickets, with low level ticket light
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PLAY METER MAGAZINE

1994 Directory

If you have not received a notice from Play Meter asking you to verify your company and its information...

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This truly important Source Book for our industry will encompass Manufacturers, Distributors, Associations and Support and Supply Services--the latest verified listing for every firm associated with the coin-op amusement industry.

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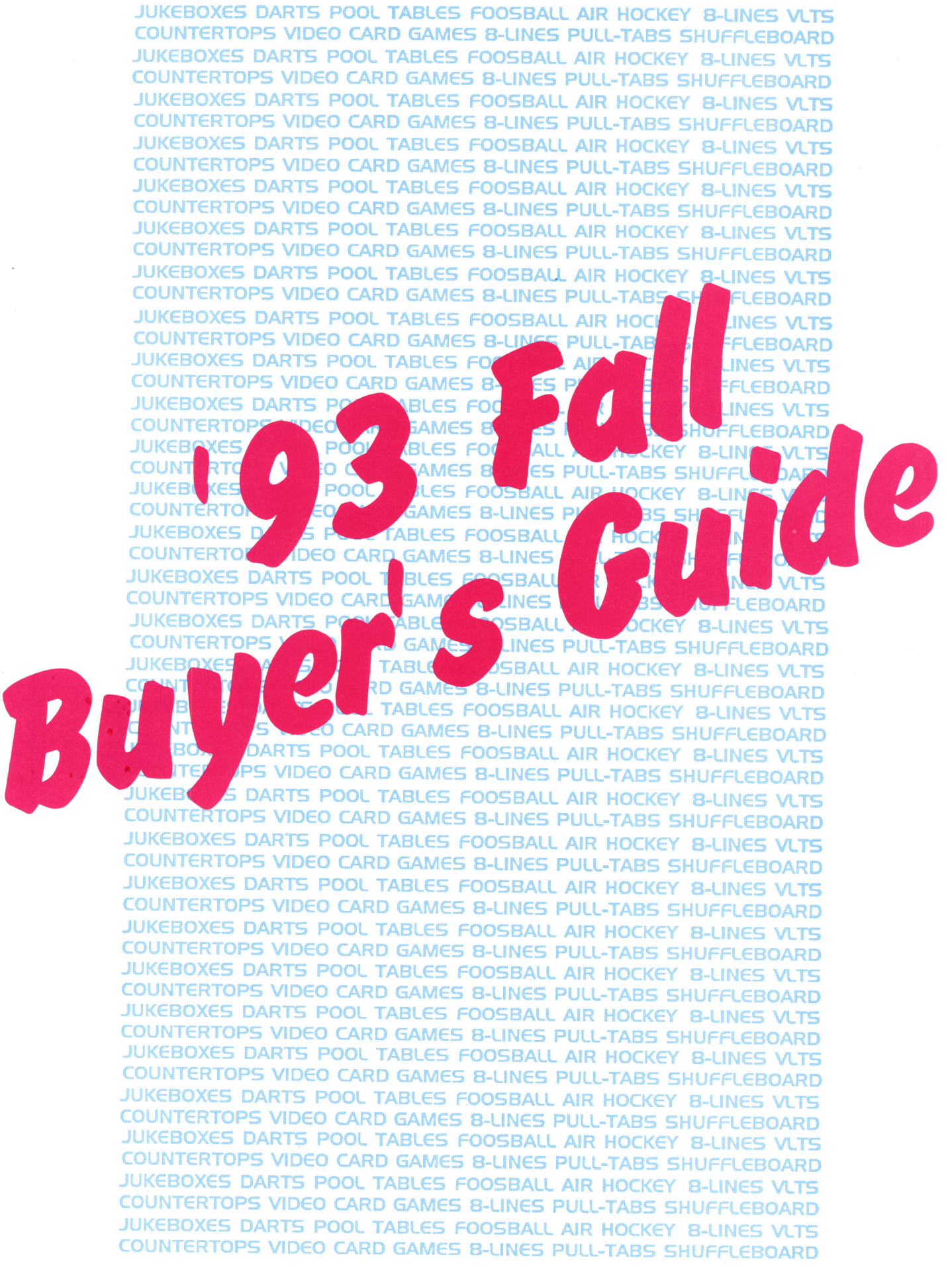

'93 Fall
Buyer's Guide
JUKEBOXES DARTS POOL TABLES FOOSBALL AIR HOCKEY 8-LINES VLTS
COUNTERTOPS VIDEO CARD GAMES 8-LINES PULL-TABS SHUFFLEBOARD

Darts

6500 Super 6 Plus II
Arachnid

This model offers three Cricket games for two to four players and a switchable double bull's-eye. Standard are the Arachnid Web, Spider Writer, League Slot, variable price switching, auxiliary TV hookup, and accumulating credits. Conversion update kits are available.

6300 T
Arachnid

A larger 12" overhead display monitor is the standout feature that makes game play more visible for both league and tournament players and spectators. This game has all the same features as the English Mark Darts 6300 and all the popular games.

Galaxy
Arachnid

Features include a hands-off league management system that automatically records all data for NDA "S.P.R.E." points-per-round and marks-per-round for national player ranking, remote information retrieval option, all the most popular games, and the Top Gun Challenge ladder to promote play.

Oak Cabinet Super 6 Plus II
Arachnid

A dart game designed specifically for placement in finer establishments. It is crafted of real oak with all the features of the Super 6 Plus II, including a full menu of nine games. Available options: bill validator and stacker.

Arachnid INC

Conversion Kits
Arachnid

Any English Mark Darts games with a monitor (Series 6000 or higher) can convert to the *Galaxy*. Features: automatic player change, double bull's-eye, and Smart Target. Kits contain a main board, power supply, league card reader, decals, new Arachnid Web, wire harness, instructions and templates. 6800 conversion kits adapt later model games.

Dart Star
Medalist Marketing

Features include eight different game selections: 301, 501, 701, 1001, Cricket, Count-Up, Rotation, and 01 options. It is the only board to offer Random Cricket. The game maintains player stats and is designed by operators, keeping simplicity and reliability in mind; a league program is available. Price-per-play: 25 cents up to 75 cents.

Merit Dart Kits
Merit Industries

301/501/701/801/901/1001, equal darts, lo-score, no-score Cricket, player-selectable split bull's-eye, improved sound, and a multiple-player Solo Challenger are all part of the new Merit dart machines. Enhanced player statistics make league play easy. Available to upgrade either Merit Scorpion Upright or Scorpion Stinger games.

Pub Time Premier Edition
Merit Industries

Features include video monitor display, player-selectable menu with all 301/501/701 options, Cricket, team play, Scorpion target, and exclusive Solo Challenger (multi-skill level) single player vs. machine competition. It has a complete range of credit adjustments, league features with player stats, bill acceptor option, and 24-month warranty.

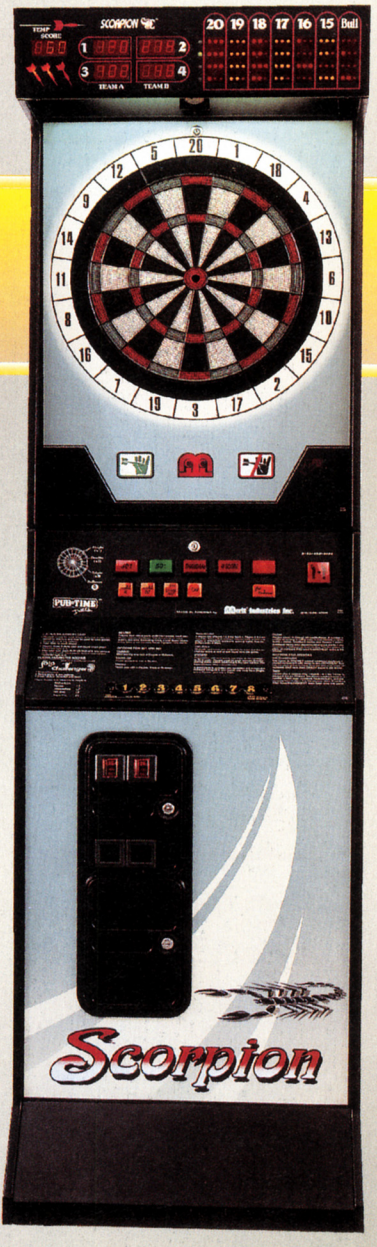
Scorpion STINGER '94

UNEQUALED

ADDS STRATEGY TO '01 GAMES

'01 EQUAL™

IMPROVES SKILL



"IT AIN'T OVER 'TIL IT'S OVER" ...YOGI BERRA

Was Yogi referring to '01 DARTS??? We don't know, but his immortal words ring true when the game is played on the new SCORPION STINGER '94. Our exclusive player selectable '01 EQUAL DARTS™ feature adds an entirely new element to the game – STRATEGY – and keeps the tension mounting 'til the last player throws the very last dart.

'01 EQUAL™ HOW IT WORKS

THE GAME DOESN'T END WITH THE FIRST PLAYER TO REACH "0". INSTEAD, EACH REMAINING PLAYER IN THAT ROUND HAS A FINAL TURN TO GO OUT, IF POSSIBLE. THE PLAYER WHO FINISHES WITH THE LEAST DARTS THROWN IS THE WINNER.

It's now stricly a game of skill – the disadvantage of unfavorable throwing order is eliminated. With '01 EQUAL™, players sharpen their skills by setting up the most strategic "out" shots, and then going for the win with the fewest darts. The feature opens up a completely new form of league competition.

'01 EQUAL™ is part of the STINGER '94 expanded game menu - the widest choice ever available. We've added the entire range of '01 games, 301 thru 1001, with the touch of a single button. Check out all the new features that continue to make SCORPION the BEST game in town . . . right, YOGI ?!

USER FRIENDLY OPERATION - EASY ACCESS TO ALL GAMES

NEW GAMES

301/501/701/801/901/1001 - Plus all options.

SHANGHAI/ *New* BASEBALL - An American Favorite.

HI-SCORE/ *New* LO-SCORE - A new twist - Low score wins, but missed darts count 50!

CRICKET/CUT-THROAT CRICKET and *New* NO-SCORE CRICKET - Fast paced, marks only.

NOW BETTER THAN EVER

The ORIGINAL Computer Challenge Player

League Feature

1,2 or 3 players against SOLO, any game
NOVICE TO CHAMPION SKILL LEVELS

SOLO CAN SUB FOR AN ABSENT TEAM PLAYER
NO MORE FORFEITED MATCHES
MORE FUN FOR THE PLAYERS

STINGER '94 IS ALSO AVAILABLE AS A KIT FOR ALL SCORPIONS

Other NEW FEATURES on STINGER '94

PLAYER SELECTABLE
SOLID BULL 50/50
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MEGA BLASTER™ SOUND SYSTEM

BONUS SPIN™
MATCH FEATURE AFTER EVERY GAME ATTRACTS MORE PLAY

Street Smart - Performance Driven℠

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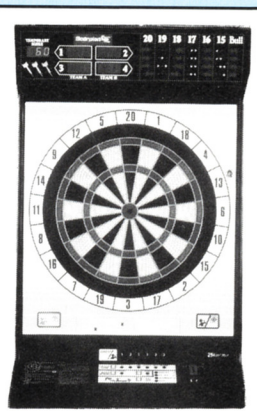
Darts

Pub Time Supreme Kit
Merit Industries

An easily installed kit featuring Merit's exclusive Solo Challenger, it gives the standard Pub Time the II + 2 feel. With 25 games and variations of 301/501/Cricket, Cut-throat Cricket, and other popular games, this kit updates all earlier Pub Time Standard and Super Deluxe models.

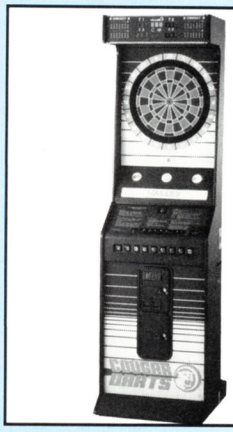
Scorpion Stinger
Merit Industries

This model has all the great features of the Scorpion Upright plus the new flip-top cabinet, making it the easiest to set-up and install. Included are 301/501/701/801/901, equal darts, lo-score, no-score Cricket, player-selectable split bull's-eye, improved sound, and multiple-player Solo Challenger. Enhanced player statistics make league play easy.



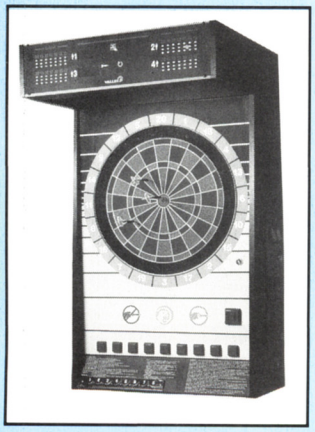
Scorpion Wall Mount
Merit Industries

All the features that made the Scorpion upright popular are now available in this space-efficient model that allows more flexibility in placement. It offers the Solo Challenger, automatic player change, the new match feature, and a full game menu. It also has the 24-month warranty.



Cougar Darts Floor Model
Valley Recreation

Features include new games (701, 901, Mark 21) and Honest Ernie, overhead scoring with four-player Cricket standard, new graphics, league software with Feats readout, fold-down design, flush mounting, five-year warranty on the T-60/30 spider target and the patented double bull's-eye, "Truscore" microprocessor, and MET approved (complies with UL 22).



Cougar Wall Mount
Valley Recreation

Fits above obstructions and features the T-60/30 thin flush-mount spider target, multiple games, automatic one-dart-out calculator and display, overhead scoring with four-player Cricket standard, "Truscore" microprocessor, side-mounted steel double slot/double door coin mech, five-year target warranty, programmable round limits, and side-hinged front panel.

League Machine
Valley Recreation

Efficient pool or dart scoring that's practically error-free and works with any table or any model machine. An accurate, hassle-free improvement for league scoring, it cuts league expenses and score time (75% average), processes 40 score sheets per minute, and produces a score sheet for later review. Set-up takes less than an hour.

VALLEY
Commitment To Excellence

Honest Ernie Computer Competitor
Valley Recreation

This 56-piece kit helps promote dart playing and includes attention-getting cardboard cutouts of Ernie challenging patrons to a game of darts, marquees that sit atop Valley machines, posters, stickers, and table tents that explain how to play darts and dare players to play against "Fairly Honest" Ernie.

VALLEY
Commitment To Excellence

League Operational Kit
Valley Recreation

League kit, posters, sign-up forms, official rules, team rosters and schedules, a handbook on dart league recruitment, organization, and management.

COUGAR DARTS

THE NEXT GENERATION

New features to cut service time and costs, improve play and profits!

- "Fold-Down" design for ease of movement
- Simplified front entry for easier maintenance
- Attractive multi-colored display
- New INFRA-RED automatic player change

New Games!
701 • 901
MARK 21 • ERNIE

New Features!
Program allows round-limits, bull's-eye and pricing preferences to be individually set for every game.

NRTL LISTED MET
Complies with UL 22 Listing No. FT-115-WCK

New COUGAR DARTS can be moved, installed and serviced faster and easier by only one person with the all-new cabinet design.

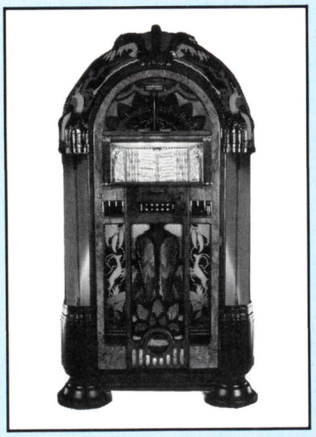
VALLEY

Valley Recreation Products, Inc., 333 Morton Street, P.O. Box 656, Bay City, MI 48707 / (517) 892-4536 / 1-800 248-2837

Jukeboxes

The Bubbler
Antique Apparatus

This jukebox gets its name from a unique bubble tube system. Bubbles of air perk to the top of the unit's eight tubes, while a kaleidoscope of colors flow through its translucent plastics. With the new series III, the whole front of the cabinet opens up. It uses a Dixie-Narco $1 and $5 bill acceptor and comes with a 5-2-1 warranty. Available through Rock-Ola distributors.



The Gazelle
Antique Apparatus

This model features art deco fawns playing the pipes of Pan above and two leaping gazelles, etched in the glass panels, below. The gazelles and side columns are illuminated with changing colors and four bubble tubes running up the sides. Like all other models, it has a 100-CD capacity and a 280 watt amplifier system with dual equalizers. Available through Rock-Ola distributors.

The Coca-Cola
Antique Apparatus

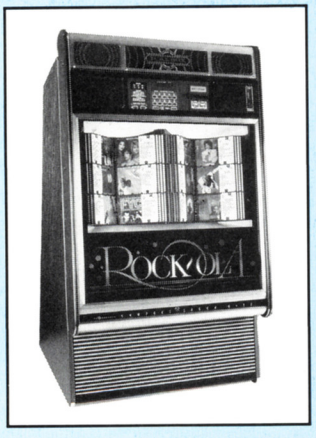
This magnificent jukebox was originally done exclusively for Coca-Cola with its designs in the etched glass, upper plastics, and round disc. AACO now has an exclusive license to sell this machine. Features include 100-CD capacity and a 280 watt (RMS) sound system. Available through Rock-Ola distributors.

Model 91 Countertop
Antique Apparatus

This all-CD jukebox was featured in the Playboy Collection as a reproduction of a table-top version that plays 100-CDs. The CD 91 has speaker jacks in the back for a remote speaker system. It also comes complete with a coin mechanism for quarters only and takes up less than two cubic feet of space. Includes 5-2-1 year warranty; available through Rock-Ola distributors.

The Peacock
Antique Apparatus

This is the company's top of the line model. It features six bubble tubes, rotating colors in the side columns, and the "polarization of light" in the peacocks. Each feather in the peacock's plumes changes colors independently from the next feather. AACO offers three types of speakers. Available through Rock-Ola distributors.



The Gala
Antique Apparatus

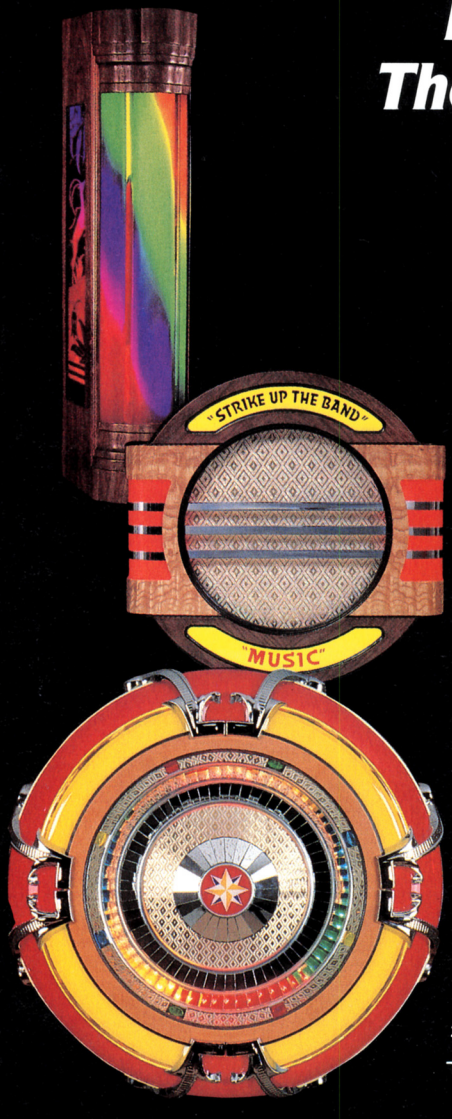
This contemporary CD jukebox features brushed aluminum trim, eye-level coin and bill entry, an illuminated keyboard, 280 watts of power, dual equalizers, and a great speaker system. Also built-in test programs for the CD player and the CDs. It comes with an eye-catching graphic display. Available through Rock-Ola distributors.

The Rocket
Antique Apparatus

Available in late fall. It's a smaller, less expensive contemporary design that will feature a 48 or 100-CD capacity. The compact mechanism design, made for the Nostalgic line, will be featured. Other standard features include a Dixie-Narco $1 and $5 bill acceptor and coin mechanism, a 280 watt (RMS) sound system with equalizers, and motorized pages. Available through Rock-Ola distributors.

The Panther
Digital Disc

A 100-selection CD jukebox. Features include a sleek cabinet design that inhibits customers from placing any food or beverage on the machine, easy access front door, heat-treated molded plastic trim, and Mars bill acceptor. It is available with or without the new Cheetah mechanism, which guarantees a quick and smooth transition from one CD to the next.



If Someone Recommended Us, They've Probably Been Paid Off...

Both in the cash box, and their return on investment.

Antique Apparatus makes the most reasonably priced jukeboxes on the market, and they are available at a Rock-Ola distributor near you.

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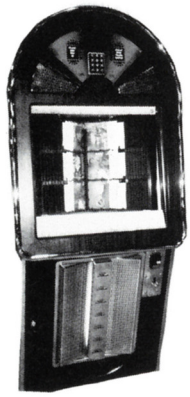
Jukeboxes

Cheetah
Digital Disc

The mechanism has two Phillips player heads allowing no delay in music. It can be operated in split mode, where you need two different types of music in two rooms. Other features include auto and smart card disc management, full audit data, twin amps, clock timer, and dual volume controls. The Cheetah mechanism is available in a hideaway cabinet.



1812
Digital Disc

This box is finished in rich cherry wood and comes standard with a MARS bill unit. Features include full-disc management, background music programming, P.A. capabilities, clock-timer board, and 100 watt amplifier. Compatible with the company's 100 selection title flipping page.

Golden Age Classic
Digital Disc America

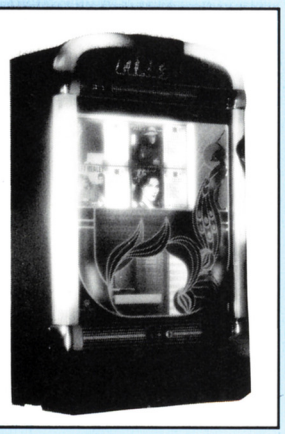
This jukebox has 1940 styling, all-aluminum cast-metal trim (24 pieces), and is hand-polished with triple-plated chrome (optional 14-karat gold trim). Other features include eight bubble tubes, simple push and flip title selection page holder, built-in disc management, and 200 watts of power.

Super Cougar
Digital Disc America

This jukebox has a cabinet designed with no horizontal surfaces, preventing customers from placing food or drinks on it. Features include two easy-access front doors, 100-CD capacity, motorized flipping pages, four-position light controls, dual-volume control, clock timer, and extensive security and bookkeeping features.

Classic CD
Golden Age Jukebox

This jukebox, which has a 100-disc capacity and a 60 full-view picture display, is nostalgic in appearance. Among the features are all-aluminum, cast metal trim; hand-polished, triple-plated chrome; user-friendly pushbutton operation; a built-in disc management system; unlimited track selections; background music; and song lock-out.



Fire Bird II
NSM-America

This wall-mounted unit is ideal for locations that don't have space for a conventional jukebox. It's an attention grabber with sculpted peacock art, mirrored glass, color-burst pilasters, and chrome adornments. Features include the Hyperbeam laser disc sound system, a 100-CD "quick change artist" changer, and a picture display title viewer, a real-time clock, free credits, and attract mode.

Performer Grand II
NSM-America

This unit is the first in the Performer Series and at the top of the NSM jukebox line. It features a visible mechanism and rotating disc animation, the Hyperbeam laser disc sound system, a 100-CD "quick change artist" changer, a picture display title viewer, a real-time clock to program background music, attract mode, free credits, and maximum play time setting.

Performer Classic
NSM-America

This unit is the "economy" model and is the second machine in the Performer Series. It's bathed in bold swaths of bright blues and reds with mirrors to shower the colors. It has animated laser chase lights, and soft lines, and gentle curves. It offers all of the standard NSM features. Options include wireless remote control and collection information retrieval.

To make money, the first thing a jukebox has to do is catch the eye.

NSM *presents*
The Eye-Catcher

The new Performer-Wall™

A complete 100-CD jukebox that hangs on a wall.

A jukebox that catches patrons eyes. Entices locations that wouldn't normally consider a jukebox. And provides its operators with a host of money-making features like no other.

But, most importantly, The Performer Wall's HyperBeam™ system can handle just about anything advancing CD technology comes up with. And CD technology changes are now all but guaranteed to happen.

See The Performer-Wall and the entire Performer Series™ of "eye-catchers" from NSM at your nearest NSM Distributor. Find out why more operators across the world are switching to NSM HyperBeam jukeboxes than ever before.

For more information & the name of the Distributor nearest you, contact . . .

NSM
The Performance Machine™

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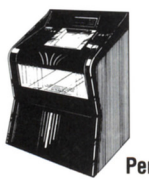
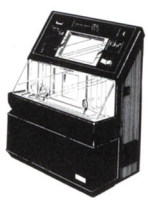


Performer-Classic™

Performer-Wall™



Performer-Grand II™

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- Real Time Clock!
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Jukeboxes

Performer Wall
NSM-America

This wall-mount unit is the third machine of the Performer Series. It has ebony and silver silk-screened front glass, accented by glistening chrome and pulsating laser chase lights. Features include the Hyperbeam laser disc sound system, a 100-CD "quick change artist" changer, a real-time clock, built-in interfaces for using external music sources and a picture display title viewer.

CD Laser Juke CJ-V99
Pioneer

This model can accommodate up to three CD changers, each of which holds 18 discs. It incorporates a separate amplifier for its external speaker systems, in addition to a powerful amplifier for the main speakers. Other features include semi-automated data retrieval, background music, and up to a 25-song lockout.

CD Laser Juke CJ-V55LR
Pioneer

Among the features are data retrieval (LED); best hits, auto, or album play; 300-watt amplifier for both internal and external speakers; space-saving design; and wired remote control. The V55LR also has standard bill and coin acceptors.

ROWE

CD Hideaway
Rowe

This remote hideaway unit holds up to 100-CDs. It features a 250-watt amp and seven-band graphic equalizer. The dimensions are the same as Rowe's *DanceStar*.

LaserStar America CD-100 C
Rowe

Rowe's latest entry in the *LaserStar* series features the company's acclaimed title display; 12 full-sized CD jackets; easy-to-read title strips; halo lighting; motor-driven pages that accommodate up to 100-CD albums and title strips; and three rotating CDs in a rainbow of changing colors; it's equipped with a Rowe $1/$5 bill acceptor.

LaserStar CD-51A
Rowe

This attractive, compact unit is cost-effective for operators; it stocks up to 51 CD albums. The jukebox offers a changeable front panel that holds a custom sign for promotions, advertising, and the name of the location or operator. Dimensions: 25.3" deep, 35" wide, and 49.2" high. Bill acceptor for $1-$5, with 500-bill stacker.

LaserStar Nostalgia
Rowe

This jukebox has the look of the past on the front. The cabinet has eight bubble tubes and changing colors. It's equipped with a CD-100C mechanism. The CD version holds up to 50 discs. This and other Rowe CD boxes have these accessories: a *CD LaserStar* wireless remote and *LaserStar* printer interface kit. This unit is now made in Grand Rapids, Mich.

Laser WallStar
Rowe

This CD wallbox has a choice of either 50 CD album covers/title strips or six CD album covers and up to 96 title strips (100-CD display). The box can interface with the CD *Hideaway* or *LaserStar* jukeboxes. A CBA-II bill acceptor has a capacity for 500 $1-$5 bills.

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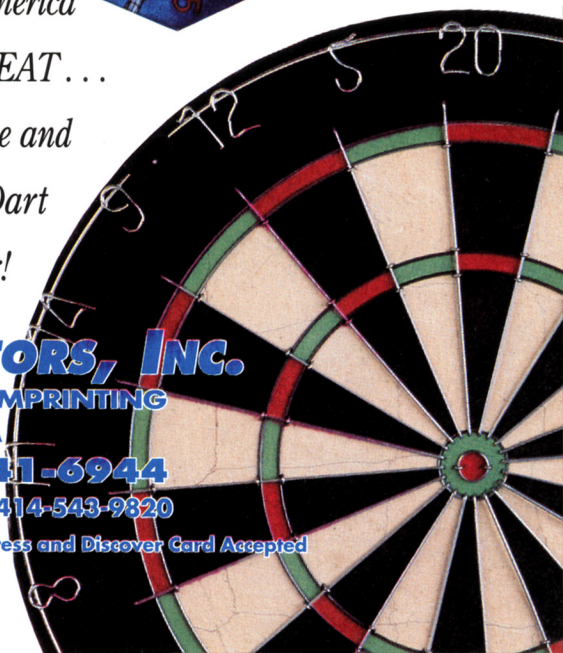

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Jukeboxes

CD Wallette
Rowe

This unit is designed as a replacement for vinyl wallboxes and to open up new markets—ones that require small countertops and wall-mounted jukebox selectors. It has an attractive design and style that allows the jukebox to match any decor. Rowe also manufactures a CD/video jukebox add-on kit.

Blast Effect
Seeburg

An affordable CD jukebox with an automated easy-to-read automated title display and a modular mechanism that holds up to 102 CDs. Programmable features include a play stimulator, next play priority, selection lock-out, and background music with adjustable volume levels.

New Orleans CD II
Wurlitzer

This jukebox features three-dimensional graphics and 50-disc capacity. Discs are stored vertically; all 50 CD titles are in view. Other features include a four-digit LED display for the disc and track number; microprocessor control; play stimulator; and plug connectors for auxiliary speakers.

New York, New York
Wurlitzer

Named in honor of the city's prominence as a center of entertainment, this jukebox holds 100-CDs. It features a unique Y-shaped, bubble-tube front and New York City's skyline on mirrored panels. The back of the unit is curved, making it reminiscent of Wurlitzer boxes in the '50s and '60s.

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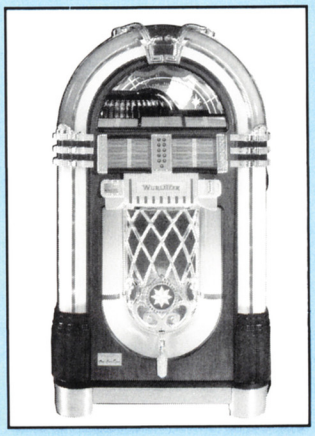

One More Time
Wurlitzer

In the design of the most popular jukebox ever produced, Wurlitzer recreates its *Model 1015* with back-illuminated, rotating color drums and pulsating bubble tubes. The unit, available in both vinyl and CD versions, comes with six speakers and a three-way stereo system.

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Pool Tables

Bumpa Pool
American International Shuffleboard

Features: All deluxe accessories, genuine Formica throughout, professional K-66 type rails, highest grade billiard cloth, guaranteed automatic ball return, exclusive "cue ball lock," tamper-proof cash box, and cheat-proof "feather-touch" coin chute mechanism.

The Classic
American International Shuffleboard

Features: 38-1/2" x 54" x 31" high, 220 lbs. (domestic packed) or 285 lbs. (export packed), one set of 10 high-grade balls (five red, five white), two high-quality 48" cue sticks, one chalk holder, one box of pool chalk, one rules sign, and extra tips, cement and cue clamp.

The Classico
Baracuda Recreation Products Inc.

Features: For indoor or outdoor use; made of precast concrete; available in coin-op and non-coin models; assembled from 25 pre-cast pieces that bolt together; superflat top is fitted with standard rubber cushions and stain-resistant green felt; fitted cover; and choice of colors.

Coin-Op Table
Continental Manufacturers

Features: Mechanical design and architectural features simplified; constructed of the best materials using wood, imported Italian slate, and lamination; reliable coin mechanism; heavy-duty lock box; and drop or push chute.

Royal Oak
Corner Pocket Billiard Supply

Features: Contemporary oak design; one-piece 7/8" slate bed; aluminum, heavy-duty adjustable leg levelers; cue ball separator; exclusive dump system featuring no electronics; counter balanced ball tray; and slide chute operation.

The Challenger
Dufferin Inc.

Features: Solid aluminum side panels; doweled and framed 1" slate; heavy-duty laminated frame; full 6-1/2" hardwood rails covered with formica; built to BCA specs; outside ends of leg pedestals finished with heavy-duty molded plastic sleeves; and height-adjustable, die-cast metal leg levelers.

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Pool Tables

Dynamo Pool Table
Dynamo
Features: Availability in four sizes; modular coin box system; steel ball ramp; "push Lok" plastic pocket liners; steel slate support system; polished chrome corners; standard interchangeable parts; plastic pocket ramp system; universal cue ball separation system; and plywood construction of floors/walls.

Excalibur
Dynamo
Features: Solid hardwood oak rails and blinds; genuine handmade leather pockets with bullion decorative fringe highlights; oak V-shaped cabinet; sturdy country club oak legs; brass inlays; brass push chute; and standard Dynamo components.

8-Pocket Right Angle Table
8-Pocket Right Angle Billiards
Features: A uniquely shaped table for a different billiard challenge; new pockets and shots; available in coin-op and non-coin-op models.

The Coin
Global Billiards
Features: Solid all-plywood construction with high-pressure Formica laminate, solid hardwood rails with full-size K-66 profile rubber cushions; a magnetic separator; anti-cheat mechanism; one-lock sliding window; a trap door for debris removal; no chalk problems; and a new free play feature with the turn of a key.

Old Timer
Global Billiards
Features: This has all of the same features as the standard Global Coin table. It is available in three sizes: 7'-40" x 80"; 8'-44" x 88"; or 9'-50" x 100" (three-piece 1" slate.) It also comes with the new free play feature available with the turn of a key.

Shark
Grayhound Electronics
Features: All-plywood construction; triple laminated legs; solid nylon roller on the trip rod; heavy-duty levelers; removeable coin box; adjustable price per play; ready access to the ball gate spring; rails and corners interchangeable with most leading tables; and a one-piece, high-impact plastic ball track system.

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- Responding Time per Answer
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OPTIONS:
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• Ticket Dispenser

Entertainment with a Touch of Class

Dimensions • Height - 69" • Width - 24" • Depth - 25"

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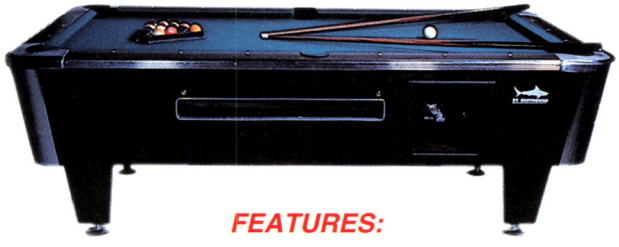
JUMBO SKILL CRANE

FEATURES:
- Modern Design for More Locations
- Chaser Lights Enhances Cabinet
- Redesigned Sliding Glass Door for:
  -Increased Viewing of Prizes
  -Easy to Load Prizes
  -Added Security
- Removable front Console for Easier Entry through Doorways
- Separate Locked Cash Box
- P.C. Boards Mounted on One Board
- Adjustable Claw
- Joystick or Buttons
- Adjustable Cost Per Play
- Adustable Time Per Play
- LED Readout Buttons

OPTIONS:
- Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor

Dimensions
• Height - 76" • Width - 41"
• Depth - 37"

SHARK POOL TABLES



FEATURES:

• High Impact Plastic Ball Track System - *Foreign Objects Won't Get Stuck*
• Superior Ball Action • Professional-Quality Cloth Covering
• Durable All-Plywood Construction • Championship Rail Rubber
• Laser-Cut Ball Traps • Removable Coin Box
• Long-Lasting Triple-Laminated Legs • Heavy Duty Levelers
• Trap Doors for Convenient Clean Out • Adjustable Price Per Play

COMPLETE WITH BALLS AND RACK

DOUBLE PLAYER BASKETBALL

FEATURES:
- One or Two Players Simultaneously
- Music in the Attract Mode
- Programmable Price Per Play
- Programmable Points for Free Games
- Programmable Playing Time
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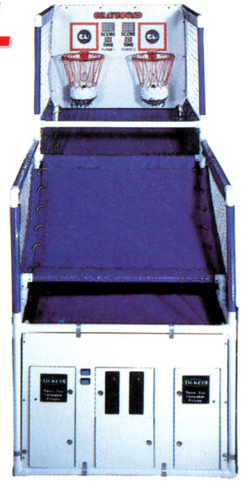
- Easy to Assemble and Relocate
- Family Entertainment



OPTIONS:
- Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor
- Netted Dome

Dimensions
- Width - 4'
- Depth - 8'
- Height - 8'

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Pool Tables, Foosball

Pool Table
Great American Billiards
Features: Constructed of 3/4'' cabinet grade plywood; steel slate supports; unitized composite ball return; ABS injected legs; dome shake proof washers on rails and corners; hinged and locked clean-out hatch; die cast chrome plated corners; and modular coin box housing. Available in five coin-op sizes and two non-coin models.

Pro Series Coin-Op Table
Murrey & Sons
Features: New high tech design; polyethylene one-piece ball return system with magnetic 2-1/4'' and 2-3/8'' cue ball separator; solid hardwood and plywood construction; professional cushions and wool/nylon blended cloth; fully adjustable coin slot from 25 cents to $1 per game; separately keyed and locked metal cash drawer; solid hardwood pedestals with 6'' easy level leg adjusters; available in 3-1-½' x 7' or 4' x 8' sizes.

Cougar ZD-5
Valley Recreation
Features: Coin-operated, mechanical; one-piece polyethylene ball return; redesigned coin chute to minimize cost and repair of break-ins; door mounted counter for readability; all-plywood cabinet; durable high-pressure laminate; coin mechanism adjustable to $1 play; one-piece Italian slate with end-to-end support system; double-reinforced fiberglass legs; replaceable pocket liner screws; accessory package; four sizes.

The Leopard
Valley Recreation
Features: Coin-operated, electronic; can be pre-set for Rack Play, Time Play, or Rack/Time Play for full flexibility; functional components are housed in a unitized service drawer for easy repair; reinforced fiberglass legs, one-piece Italian slate; optional factory-installed electronic bill acceptors. One size—101''.

El Tigre
Valley Recreation
Features: Home pool table; crafted with genuine Italian slate, one piece with end-to-end support system; one-piece polyethylene ball return system; playfield and contour rubber cushions covered in nylon-wool blend cloth, backed for long wear; chrome-plated corners; double reinforced fiberglass legs. Three sizes: 88'', 93'', and 101''.

World Sport Foosball
R.H. Belam
Features: Deluxe model with patented ''quiet play''; tempered glass-top covering the playfield; telescopic rods with ball bearings; tamper-proof ball return; sturdy aluminum legs; and playfield made of tempered glass.

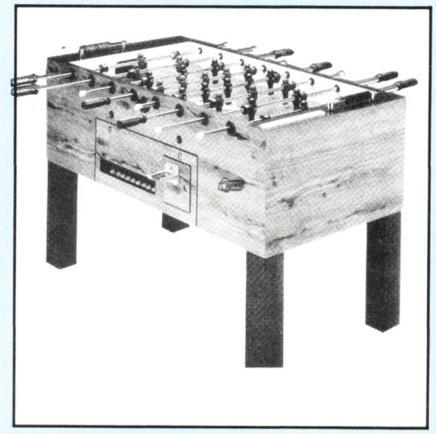
Foosball

Rene Pierre Foosball 2000
Brady Distributing

Features: Hard chromed outside rods, hard varnished beech furniture finish of the cabinet, locking device by the latch, steel inside ball chute, light shock absorber springs, adjustable number of balls for each game, and removable gerflex base for easy cleaning.

Striker
Dynamo

Features: Quality construction; transparent goal for higher spectator visibility; color graphics; oversized legs with pool table-style levelers; 1/8'' laminant end walls; three game options; single ball vend; alarm; adjustable pricing; overhead scoreboard; and shot speed meter. Available in electronic or mechanical.



DS-3 Soccer Table
Dynamo

Features: Polypropylene playing figures for breakage resistance, a molded playfield constructed of high-pressure laminate, steel quick-glide rods, slide-out drawer, choice of nine or 11 balls, a molded ramp, a one-piece cabinet, and Dynamo-sponsored regional and national playoffs.

Premier Championship Soccer Table
Imperial International

Features: Burn-resistant, laminated Navajo oak; triple-chromed solid rods; one-piece lexan playfield; longer, soft rubber handles; medium density fiberboard core is higher impact resistant than plywood; solid fiberboard core legs; steel cross dowel construction; and recessed drawer system.

Indoor Soccer
Murrey & Sons

Features: Solid chrome-steel rods, tournament-size cabinet playfield, professional scoring device, chrome ash trays, rubber-handled grips, easy access ball return, genuine ABT coin slot (25 cents standard), special metered ball-count mechanism, and non-slip rubber casters.

Tournament Soccer
Penn-Ray Billiards & Recreational Products

Features: Walnut finish with black playfield;playfield corners mitered flush with playfield for strength, perfect for bank shots; large handles; only one moving part in coin door; patented ball metering system vends 9-11 balls; solid double-chromed rods; complete with ABT 50-cent coin chute.

Foosball, Air Hockey

The Standard
Tornado Table Soccer

Features: Long-lasting men; the "McCloud Split-Bearing," octagon handles; rubber bumpers; solid-steel posts; stainless-steel rods; hand-crafted fiber-wood cabinet; high-pressure laminate surface; three-man goalie; simple lock system; and nine balls dispensed per game.

Taifun Table
Betstar

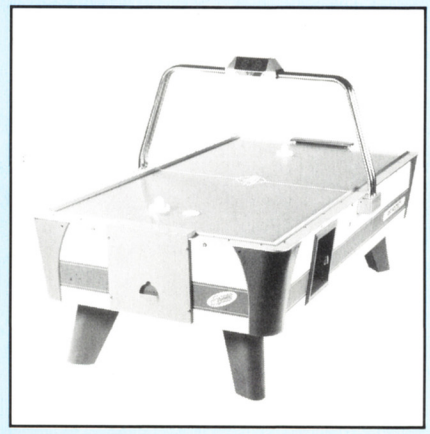
Features: Plastic-coated playing surface; all around profile strip; fluorescent rails; display for game credit, time left, and goals made; easily accessible service slide; optional playing time; automatic puck barrier; special pucks and mallets; overhead scoring with integrated black light; and new dual mechanical coin mechs.

Comet
Dynamo

Features: A glow-in-the-dark appearance package; heavy-duty, long-wearing laminate top; player-approved goal size; premium blower and rails; deluxe mallets and pucks; all-plywood cabinet; electronic scoring with digital readout; and high-impact polystyrene leg system.

Dynamo Air Hockey
Dynamo

Features: Heavy-duty, long-wearing laminate top; premium blower and rail construction; player-approved goal size and table design; centerline for tournament play; deluxe mallets and pucks; electronic scoring with digital readout; push coin chutes; and easy removal of goal for service.



Deluxe Air Hockey
Dynamo

Features: The features are the same as the *Dynamo Air Hockey* with the addition of a deluxe color package and overhead scoring to enhance player appeal.

SST-8 Table Hockey
Imagination Leisure

Features: Stainless-steel top that won't wear out; drop coin chute; electronic digital scoring; automatic puck return/;puck lock-in at game's end; adjustable time and score; locked access doors to all parts including goal areas; locked cash box; 100 percent mica cabinet; "top scorer" large digital readout overhead score unit optional; and reinforced goals and frame. Also available the smaller SST-LITE.

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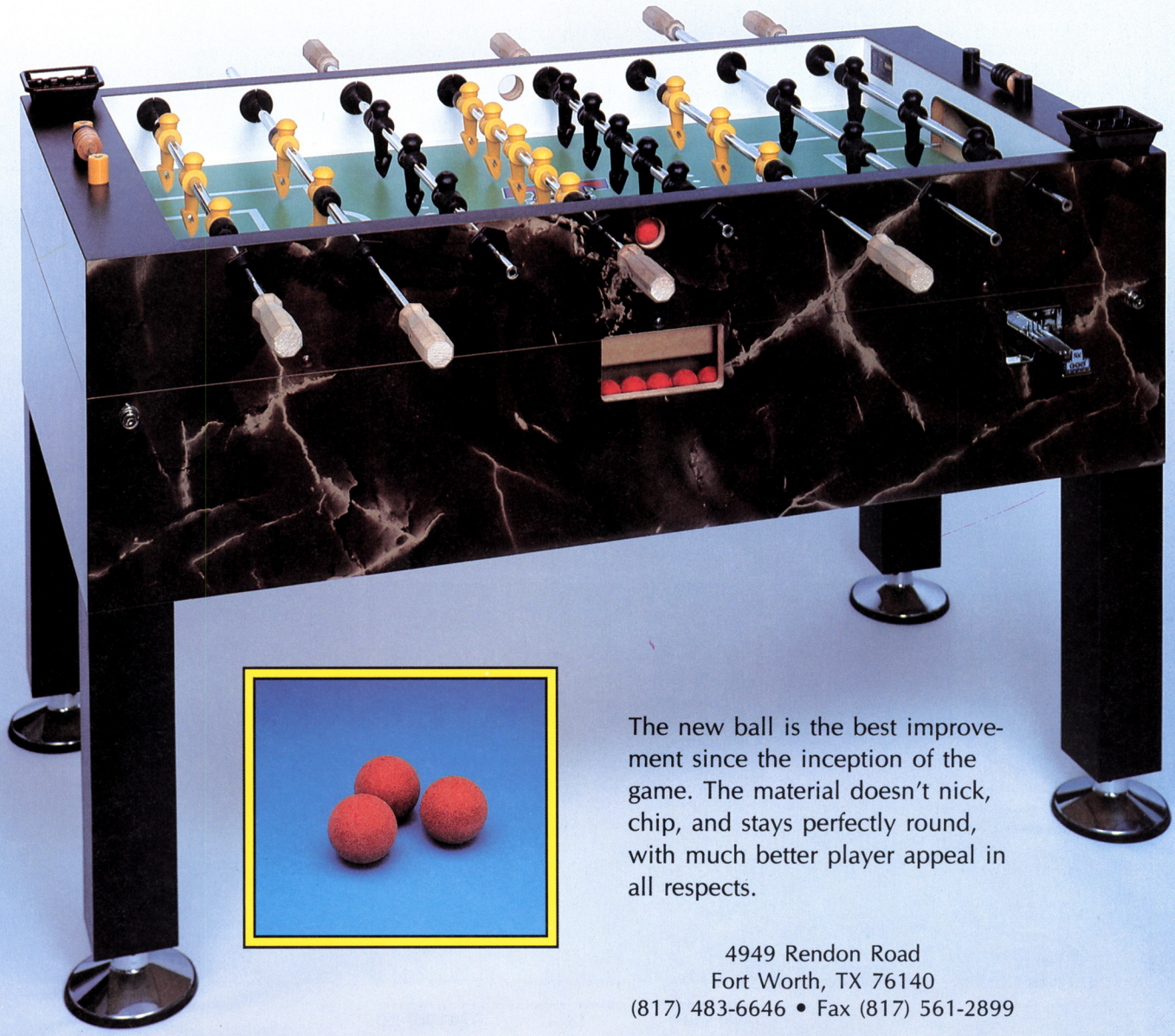

The new ball is the best improvement since the inception of the game. The material doesn't nick, chip, and stays perfectly round, with much better player appeal in all respects.

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Shuffleboard

Royal Bank Shot (9 ft.)
American International Shuffleboard

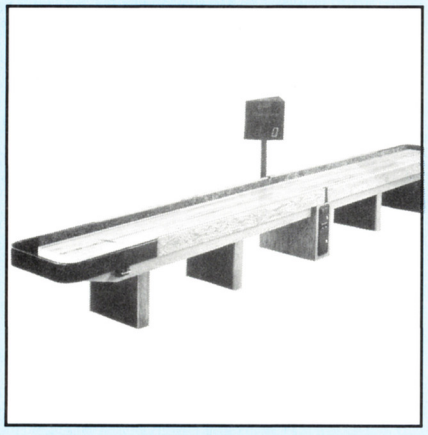
Features: Compact size allows for easy fit in locations; pin-gate control to prevent free play; slick Dura-Lak finish; climatic adjusters to ensure a level playing surface; electric (digital) scoreboards; and kits for organizing tournaments or leagues.

Royal Cushion (9 and 12 ft.)
American International Shuffleboard

Features: The 9 ft. has the same features as the 9 ft. Royal Bank Shot; the 12 ft. features a "horse collar game" where up to nine players score individually; adjustable pin-gate control for 15, 21 and 51 points; a Rail-Type Electric Scoreboard, and a full set of accessories.

Royal Longboard
American International Shuffleboard

Features: Availability in 16-, 18-, 20-, and 22-foot sizes; pin-gate control; Dura-Lak finish; climatic adjusters; electric scoreboards; sparkler weights; tournament kits; a scoreboard lit by pedestal fluorescent lamps; and complete accessories and instructions.



Dynamo Shuffleboard
Dynamo

Features: Totally electronic operation; automatic shut-off; unique scoreboard design with programmed pause and audible feedback on each score; 3/16" poured, resin finish applied to the 4/4 maple playing surface; a rich oak cabinet; heavy-duty leg levelers; and optional light kits and dollar bill acceptor.

Grand Master Shuffleboard
Playfair Shuffleboard

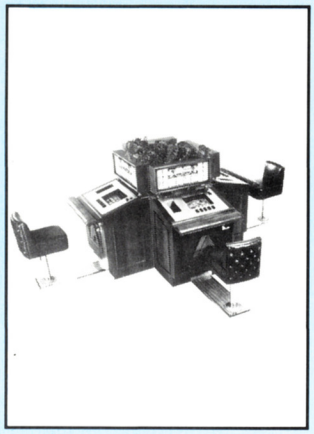
Features: 3" solid maple playing surface with silk-screened graphics; microprocessor-controlled, over/under cash box doors; available without coin doors for time rental play or home use; and available in 22', 18', or 16' sizes; options include customized siding and an improved play-barrier control device to prevent free play. Also available in the Signature Series for home use.

State of the Industry Surveys will be in the mail soon. Please fill yours out and return it to us. The results will appear in January.

Video Lottery Terminals

Lucky Touch 2000
Arachnid

Features include a heavy-gauge, metal casino-style cabinet with 19" VGA touch-screen monitor; 16-bit 286 platform; multiple games; dot-matrix impact printer with bar code capability; multi-denominational bill acceptor; self-test diagnostics; customized card backs; and player-selectable volume, deal speed, and bet.



Drop In/Slant Top
Aristocrat

Suitable for in-bar, video lottery terminal, and sit-down applications. All-metal enclosed unit drops into any cabinet. Choose from hundreds of video line-up, poker, keno, and blackjack games, all video lottery certifiable, regulations allowing.

Wild One
Aristocrat

One among a broad line of high-reliability video pokers. Bill validator/printer models approved for Montana and South Dakota lotteries and casino venues in over 50 countries. The cabinet is all-metal; custom scoreboards and game programs available; progressive compatible.

Multi-Game VLT
Aristocrat

Louisiana video poker multi-game pokers offer all-metal cabinet, fast coin feed, built-in side-mount Mars bill acceptor, maximum play appeal, and versatility. Low-boy and high-top (pictured) configurations available. Choice of artwork, either Bourbon Street or Mardi Gras graphics.

V7000 Game Maker
Bally Gaming

A 13" or 19" touch-screen unit with 60332 microprocessor; modular, single-board design; internal bill acceptor; all-metal cabinet; easy-to-use diagnostics; and high-speed ticket printer with graphic and bar code capability. Ten games are offered, from poker to bingo and pull-tabs to reel games; a button model is also available.

Big Choice Casino
Betstar

Casino-style, 19" touch-screen machine with an advanced CPU board (Motorola 6800), multiple games, electric coin mech and JCM bill validator with 600-bill stacker, advanced security features, and auto-hold for poker games—all in a state-of-the art metal casino-style cabinet.

Galaxy Casino
Betstar

Choose from five poker games: joker poker, deuces wild, aces or better, jacks or better, and tens or better. Features include a 68302 CPU board, 19" monitor, all-metal cabinet, button panel, ticket printer or hopper (depending on jurisdiction), and electronic coin mech and bill validator with 600-bill stacker.

Star-Lotto
Betstar

A video lottery terminal in an amusement-style cabinet. Features include a 19" touch-screen, modular configuration, electronic coin mech and JCM bill validator with 1,000-bill stacker, ticket printer, comprehensive accounting and diagnostics, and multiple games (poker variety, keno, bingo, blackjack).

Video Lottery Terminals

Fortune's Favor
Big Ten Electronics

Upright unit with 13" or 19" monitor, 8088 microprocessor circuitry, battery backup memory, and bill acceptor. There are three different games (aces or better, jacks or better, joker poker) with both help and raise features, different card styles and decks. Speed, sound, background colors, and reader screen are programmable.

Lott 'O Luck
Big Ten Electronics

Casino-style cabinet with three poker games. Features include 19" monitor with CVB bill stacker, all-metal cabinet with chrome front, and button controls. The game can be modified for keno or other poker games.

Casino Style Poker
Drew Distributing

Five choices of basic poker are offered: draw poker, four jokers, deuce's wild, joker's wild, and raise-up poker. Features include EGA graphics and either a ticket printer or coin hopper. Also available: *Captain Jack*, a six-player blackjack game with credit or hopper payout, and *Respin 8*, a legal reel game with eight-coin random play.

Treasure Chest
Drew Distributing

A casino-style, multi-game machine with built-in diagnostics and optional built-in 14-segment multi-color progressive display, all-metal cabinet, button panel, ticket printer, separate bill acceptor access door, and either 13" or 19" CGA-EGA monitor. Choose from a library of poker games, bingo, blackjack, and line-up games.

Louisiana/Montana Draw Poker
Dynamo

Casino-style, all-steel cabinet with Wells-Gardner color monitor, touch-screen technology, and bill acceptors and coin acceptors with optical anti-cheat feature. There's a multi-game format that includes aces or better, jacks or better, joker's wild, and keno in certain markets.

Louisiana/Montana Draw Poker Upright (touch-screen)
Dynamo

A slide-out drawer is a special feature in this model, which comes with single-board electronics, automatic "hold" for ease of play, multiple bill acceptor with 1,000-bill stacker, 19" touch-screen, and software with complete accounting system backed by mechanical meters.

Louisiana/Montana Draw Poker Upright (button)
Dynamo

Features are the same as the touch-screen model but with button controls. Look for multi-game format, operator-selectable game speed control, modular/tilt-out printer, and multiple bill acceptor with 1,000-bill stacker.

Players Choice Arcade
IGT

Features include a 19" monitor and operation in any of three configurations: button, touch-screen, or combination touch-screen and button panel. There are multiple game programs including poker, line-ups, and keno. The bill acceptor is built into the cabinet.

Video Lottery Terminals

Players Choice Classic
IGT

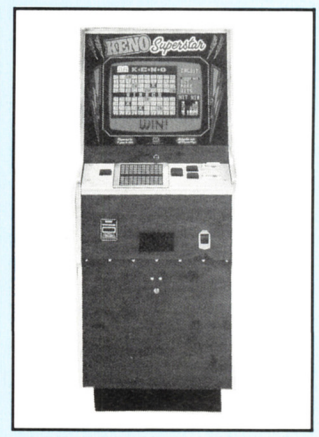
Available in a choice of touch-screen, button, or combination unit with touch-screen and buttons. It is offered in a wide range of multi-game programs. The cabinet is a casino-style with side-mount bill acceptor.

Player's Choice Flat Top/Slant Top
IGT

The Flat Top works right in the bar while the Slant Top is designed for stand-alone application. Both offer a full range of games. The ergonomically designed button panel provides simple, rugged player interface conducive to rapid game play.

Draw Poker Superstar
Merit Industries

Approved in Montana, this 19'' monitor game has a poker program that's operator-selectable from one to four games. It's bill acceptor-ready (available with JCM stacker) and has menu-selectable background colors. A variable credit feature allows players to select games at a 5-, 10-, or 25-cent value.



Keno Superstar
Merit Industries

A Montana-approved game with 19'' screen, it comes with an NCR journal printer to accommodate state-regulated operations. The upright cabinet is equipped with an approved bill acceptor. The game is also approved for the South Dakota market.

Montana Superstar (button)
Merit Industries

All features in the Montana touch-screen casino model are available in a button model. Standard are: four poker games plus the variable credit value feature that allows players to select any game at a 5-, 10-, or 25-cent value. There's a side-mounted 1,000-bill stacker, which is also available on the keno model.

Montana Superstar (touch-screen poker)
Merit Industries

Five games in one cabinet with player-selectable, variable credit featuring Joker Poker, Deuces Poker, Aces Poker, Tens or Better, and Jacks or Better. The casino-style cabinet has a touch-screen, external side stacker with 1,000-bill capacity, and NCR journal printer. It's available with a keno program.

Louisiana Superstar 2000 (touch-screen)
Merit Industries

A multi-game touch-screen unit with five poker games: tens or better, jacks or better, aces or better, deuces wild, and joker poker. The casino-style cabinet has an externally mounted side stacker with 1,000-bill capacity and an NCR journal printer to comply with state regulations.

Louisiana Superstar 2000 (button)
Merit Industries

All of the same features found on the touch-screen model are now available in a casino-style button model. This unit also includes the side-mounted 1,000-bill stacker.

Video Lottery Terminals

Golden Touch
PGI

Available as a combination unit or separate button or touch-screen unit in a classic casino-style, all-metal cabinet with a 13" or 19" VGA monitor, ticket printer, multiple games, and bill acceptor with stacker inside the cabinet. In the 19" model the stacker is accessible from outside the machine; in the 13" it's accessed by the main door.

Diamond Touch
Premier Gaming

A classic model with chrome trim, built-in bill acceptor and 1,000-bill stacker, multiple games, 13" or 19" monitor, touch-screen or button panel, and ticket printer with bar code capability, housed in an all-metal cabinet. Glass can be customized to suit the jurisdiction.

Pot-O-Gold
U.S. Games

Touch-screen technology in an all-metal casino-style or upright cabinet with a 19" monitor. Game choices include poker, pull-tabs, pick lotto, bingo, and keno. The bill acceptor is built-in and the game can accommodate both a ticket printer and hopper. The company specializes in Indian gaming and regulated markets.

Riverboat Queen
Video Gaming Technologies

Features include a 19" touch-screen, metal casino-style cabinet with mirrored marquee and front glass, operator-selectable card graphics, CD-quality sound effects, dual copy printer, paper currency validator, and electronic coin acceptor. Ten games are available in the expandable cartridge system.

Casino Model VLT
Video Lottery Consultants

Hands-on interaction is afforded players in this touch-screen unit with multi-color graphics, easy-to-follow instructions, programmable scrolling banner, multiple game format, dual coin acceptors, and multi-denominational bill acceptor.

Upright VLT
Video Lottery Consultants

A unit with player-friendly features such as touch-screen technology; anti-glare monitor; on-screen accounting, audit, diagnostic, and game statistics; on-board communications capability; and multiple game format with bilingual options.

19" Upright VLT
WMS Gaming

Touch-screen technology in an all-metal, casino-style cabinet with single board system, multi-denomination bill acceptor, comprehensive accounting and diagnostic capabilities, VGA monitor, and player-selectable game library that includes poker, keno, slots, blackjack, and more. Available with a ticket printer or hopper, or both.

19" Slant Top VLT
WMS Gaming

The first slant top with a 19" touch-screen, VGA monitor, and game menu of poker, blackjack, keno, slots, and more. Features include an ergonomic design, padded armrest, chair, in-cabinet bill stacker, and heavy-gauge steel inner cabinet. Also available: ticket printer or hopper, or both; customized models for Indian casinos and riverboats.

Video Bingo/Card/Horse Race/Roulette

Quarter Horse
Arjay

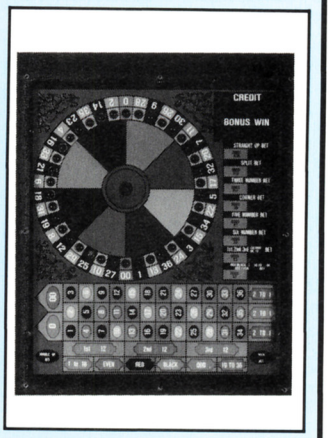
A horse racing game with 19'' monitor, heavy-duty industrial-type disc player, dual coin entry, adjustable number of credits, electronic audit system, and optional bill acceptor. For those desiring flexibility, a redemption option is available.

Draw 88 Poker
Big Ten Electronics

Standard features include electromechanical meters, battery back-up memory, complete software accounting, and a 13'' monitor. Among the operator-programmable features are: continuous play credits, three sound modes, and two card styles.

Reno Classic
Big Ten Electronics

Keno with a host of programmable features: 11 game speeds, continuous play credits, sound, background colors, and reader screen. Standard hardware includes 13'' or 19'' monitor, 8088 microprocessor circuitry, Ardac bill acceptor, and complete software accounting.



Mini-Real Roulette
BTR International

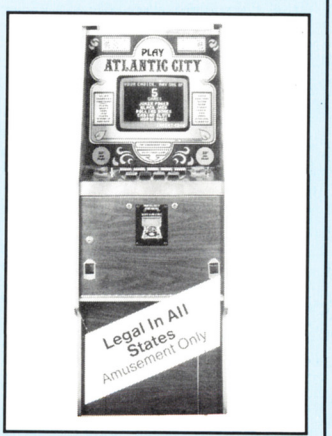
Functions are the same as real roulette and even more interesting. Features include LED display, different language to meet requirements, hardware and software modification support, and two play modes—main game and double-up. Also available: *BTR Poker* with a joker function and special bonus for one pair.

Double-Up Draw Poker
Drew Distributing

The classic game of draw poker, housed in a new design upright woodgrain cabinet with button controls, coin mech and bill acceptor, built-in static control, and 13'' color monitor.

Lucky Girl
Drew Distributing

A strip poker with a variety of game choices: Joker Wild Poker, Flush Fever, Save-Up, Double-Up—Love Chance, Double-Up—Bingo, and Double-Up—New High or Low. Also available: *Lucky 21-D, Lucky Bingo, Lucky 77, Lucky 25*, and more.



Atlantic City
Grayhound

An adult entertainment video that offers a choice of five games in one cabinet: Joker Poker, Black Jack, Rolling Bones, Casino Slots, and Horse Race. Also available as a 9'' or 13'' countertop for locations with space limitations.

Casino Games
Grayhound

A multi-game unit offering Casino Slots, Black Jack, Joker Poker, Rolling Bones, Horse Racing, Dog Racing, Beat the Spread, Pull-Tab Bingo, Superbowl, and Play the Races; a GEI $1-5-10-20 bill acceptor is optional. It also comes as a countertop.

Video Bingo/Card Games

Casino Royale
Grayhound

Casino games housed in an antique, oak-finish cabinet detailed with brass ornamentation and a plexi and header of ornate design. Multiple games are available. Options include a coin mech, bill acceptor, and ticket dispenser.

Super Poker
Grayhound

An upright cabinet poker game (also countertop and kit) with added features and many options for operators, such as adjustable win percentages. There's also an optional GEI bill acceptor for $1-5-10-20 bills. Also available: *Hi-Lo Double-Up Joker Poker*.

Hi-Lo Double-Up Joker Poker
Leisure Entertainment

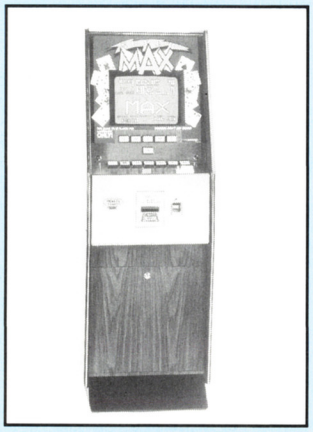
Eye-catching graphics highlight this poker game with either a 13" or 19" color monitor. Sound effects are realistic, the cabinet is sturdy, and a $1-5-10-20 bill acceptor is available. Leisure also stocks a variety of boards, kits, and bill acceptors.

Iowa Premium Poker
Merit Industries

Approved in Iowa, this five-card draw poker game has a token dispenser and a raise feature. It is available with a bill acceptor. (Iowa Code 99B:10)

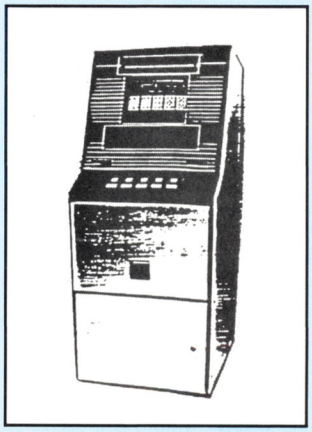
Turbo Poker II
Micro Mfg.

Features include raise after deal, bonus jackpot, hi-lo bonus hand, extra cards, low pairs win, and automatic draw, deal, and play. Available in upright, 13" mini, or countertop with bill acceptor. Also available: *Turbo I* and *Classic Joker Poker*; all pokers available as kits, which include board, plexi, buttons, harness, and manual.



Super Max
PARS Electronics

Available as dedicated upright or kit, the game features five card draw, bonus draw, raise, super bonus multiplier, auto bet, enhanced statistics, ticket dispenser capability, and a choice of double-up or progressive hi-lo. For South Carolina only. Also available: *Wild Double-Up II*.



Video Poker Tournament Machine
PVA

A tournament-format draw poker machine that features a flexible prize structure. It is a game of skill in full compliance with tournament laws and regulations. Also available: *Shooter Bingo*, a game similar to bingo.

Bayou Bingo
Premier Technology

Touch-screen electronic bingo designed for the Louisiana market. Features include a built-in bill acceptor with 1,000-bill stacker, 13" monitor, and all-metal casino-style cabinet. Players may choose one-, two-, or three-card games and play straight line or coverall bingo.

Video Card Games

Bingo
RAM Star
A bingo game for the Indian and legal gaming markets, it can be equipped with a hopper or journal printer and comes in upright and casino-style cabinets. Also available: the LaSalle sit-down console cabinet that can house poker, bingo, and line-up games.

Double-Up Poker
Southeastern Distributors
Features include Wells-Gardner monitor, computer power supply, double lock system with high security, dedicated cabinet, stainless steel front panel, back door entry, and one-year warranty. Space is cut for a bill acceptor.

Draw Poker 13"
Xytek
Choose from a large selection of poker programs. Features include a works-in-a-drawer cabinet, newly added rear-access panel for monitor adjustment, and games that range from plain draw poker to sophisticated auto programs. Options: bill acceptor and ticket or token dispenser.

Draw Poker 19"
Xytek
Another works-in-a-drawer cabinet with rear-access panel, high quality components, and dual top-entry coin mechs. Program features available: random bonus, super bonus, aces or jacks, quarter or nickel play, hi-lo, adjustable percentage, and auto raise, bet, and draw. Options: bill acceptor and ticket or token dispenser.

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Countertops

Golden Poker
Arjay Export

A draw poker game housed in an all-metal cabinet that measures 15-1/2'' deep x 11-1/4'' wide x 13-1/2'' high. Game features appear at the right alongside of the 6'' color monitor. Also available: *Deluxe Poker, Diamond Poker,* and *Super Mini-Boy* models.

El Dorado
Grayhound

Countertop model of the new skill-stop reel game, available with bill acceptor and stacker. Features include Flip 7 Bonus, Pair Bar Bonus, Money Bag Bonus, Pool Bonus, and more. Dimensions: 21'' wide x 22'' deep x 21'' high. The game also comes as an upright or kit. Also available: *Cherry Master* and *Dynasty*.

High Roller
Grayhound

A multi-game countertop featuring trivia, action games, and casino games. Features include a front coin drop, 9'' or 13'' monitor, on-screen bookkeeping, high score recognition, custom advertising, bonus questions, large security hasp, full factory warranty, and separate locked cash box. Software upgrades are available.

Video Trivia
Grayhound

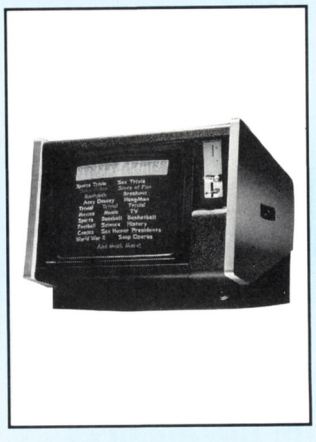
Choose from countertop, upright, and cocktail models of trivia with categories as diverse as science, music, comics, sports, TV, M.A.S.H., Hollywood, cartoons, TV soaps, general knowledge, and more. A game for one or two players. New games available in countertop and upright: Sex Appeal and Sports Mania.

Pit Boss Superstar 30
Merit Industries

A 30-game unit with full bookkeeping and diagnostics, auto game rotation, optional 12 screens of custom advertising, and swivel base. Game choices include nine action games, 10,000 new trivia questions, five categories of Phraze Craze, and five classic casino games. Available in 9'' or 13'' monitor countertop, 19'' upright, and kits.

Micro Countertops
Micro Mfg.

Choose from a variety of 8-line games and pokers. Features include a 9'' or 13'' Wells-Gardner color monitor, Mars bill acceptor, and swivel base (standard). A printed plexi is available.



Street Games
New Image Technologies

A touch-screen countertop featuring 35 games, from casino-style to trivia and reflex themes. The UPS-shippable unit has a 13'' color monitor, swivel base, and custom advertising screens. Games include 11 versions of Hangman, 18 trivia-based games, Slots of Fun, Brick Buster, and more.

Bar Brain
U.S. Games

A total of 25 games come in this one package, a UPS-shippable countertop with front coin mech or bill acceptor with stacker, 9'' color monitor, all-steel cabinet with woodgrain sides, large security hasp, large cash box, and optional bill acceptor. Fifteen screens of advertising are possible with an optional keyboard.

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Countertops/Pull-Tabs/8-Liners

The Bar Topper
Xytek

A host of poker and 8-line games are available in this UPS-shippable countertop with swivel base, 9'' monitor, and Mars bill acceptor with stacker. This Wing/Eagle distributor has W7, W8, W10, W11, and W15 8-liners, Lucky Bingo, and Lucky Girl Poker; also buys and refurbishes existing poker boards for sale in new cabinets with a new warranty.

Electronic Pull-Tab Dispenser
Advanced Gaming Industries

Features 3,200 pull-tab capacity, tamper-proof metal cabinet, bill acceptor and coin mech, battery backup, keypad for features and audits, printer for auditing, and complete self-test diagnostics. Options: 2, 4, 6, or 8 dispensers, large LED display, modem on-line capacity, metal base, and foreign currency acceptor.

Oasis Network
Infinational Technologies

A network of linked electronic pull-tab dispensers offering players a choice of 12 games at any one time. Each pull-tab game is finite and networked, allowing multiple players to compete for winning tickets. It has been approved for Indian gaming facilities and charitable markets. There are over 40 games and a progressive feature to stimulate play.

Video Tab
RAM Star

A five-deal pull-tab machine with finite deals. The machine is currently equipped with a journal printer and will soon have a hopper. It is available in an upright version, as well as a casino-style cabinet.

Wild Fire
Sharp Image

An electronic pull-tab machine featuring casino-style cabinet, modular components, finite cartridge system, adjustable pay tables, full accountability, optional tower lamp and handle mechanism, and tickets dispensed on each and every play.

Zanadew
Tekbilt

A dispenser for pull-tabs, breakaways, or pickle tickets in the most popular sizes. Features include six-column dispenser, over 3,000 ticket capacity, four-digit money-in display, full bookkeeping and accounting, and bill acceptor for $1-5-10-20 bills.

Pot-O-Gold
U.S. GAmes

A video pull-tab designed to meet all the requirements of Indian gaming and video lottery jurisdictions. The unit features pull-tab, pick lotto, poker, bingo, keno, and much more.

Hi-Lo 8-Lines
Drew Distributing

The famous W-4. Features include normal and special odds and bets up to four per line for up to all eight lines (32 maximum). Special odds are for the entire nine reels of the screen. The game's plexi is bright colored in red, gold, and green.

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8-Line Games

Lucky Bells
Drew Distributing

One in the series of Wing match-up, skill-stop reel games, housed in a new cabinet with colorful Monte Carlo plexi, coin mech, and bill acceptor. The woodgrain cabinet also accommodates poker games.

Lucky Bingo
Drew Distributing

Features include lucky jackpot, bonus line, gold coin fever round, and double-up love chance. Separated special odds and bingo odds are easily readable and encourage a challenging spirit.

Lucky Gold
Drew Distributing

Any combination of all fruit pays 15 times the total along with points from winning lines. Also look for any nine gold symbols (10 times the total), double-up love chance, and double-up new high or low to create the best poker hand.

Lucky Star
Drew Distributing

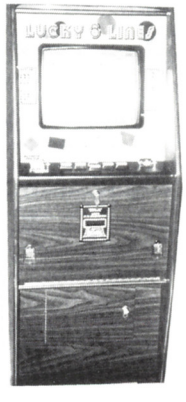
The W-11 Eagle Wing reel game with these features: free play, pool points bonus, fever, double-up love chance, combinations, and double-up high or low. The game is a compatible connector with W-4. Also available: Lucky Girl, W-4 8-Lines, W-7 Skill Chance, W-8 Bonus Chance, and 6-Card Poker.

Lucky 75
Drew Distributing

A special "hold system" adds excitement to this game. Features include free play, star bonus, fever mode, bingo double-up, combinations, and poker double-up (guess if the next card will be higher or lower than the previous card).

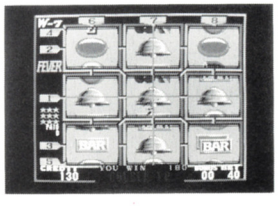
W-7 Skill Chance, W-8 Bonus Chance
Drew Distributing

Popular 8-line games: W-7 features normal odds that correspond to the combination shown on the same line, and special odds that are multiplied by the total bets; W-8 offers normal and special odds, a jackpot, bonus free play, and an extra five-times-win.



Lucky 8-Lines
Duke Distributing

Choose from W-4, W-6, W-7, W-8, W-11, W-15, F-5, F-16, Bingo, Jumbo Lucky 90, and cherry games, available in deluxe versions and economy models with either 13" or 19" monitors. Kits can also be ordered for uprights, cocktail cabinets, countertops, and minis.



Skill Chance
Eagle Co.

One in a series of 8 line games that includes W-8 Bonus Chance, W-11 Lucky Star, and W-15 Lucky Bells, with unique hold and re-spin. Also available: 8-lines and pokers for Indian casinos and other gaming markets, three-reel and nine-reel mechanical slots, and bill changers for casinos.

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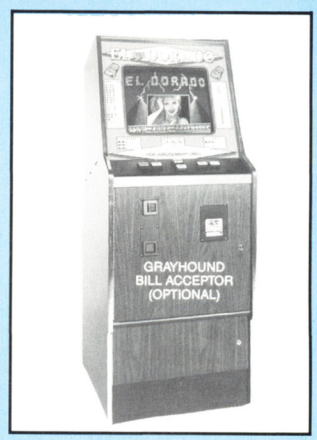
8-Line Games

8-Line Games
Games of Tennessee
Choose from a variety of 8-line games: Magical Odds, Treasure Island, cherry games, and more. All can be housed in GTI's new woodgrain-finish mini-cabinet that measures 19-3/4" wide x 24" deep x 60" high and suits all 8-line games and pokers.

Dynasty
Grayhound
New in the Grayhound family of games, it's an 8-line game with bingo feature, multi-bonus features, optional GEI bill acceptor for $1-5-10-20 bills, and 16 ways to play. Available in upright, kit, and countertop.

Cherry Master '93
Grayhound
Eight different ways to win with five different bonuses: cherry, bell, pool, single bar, and a times-50 bonus in hi-lo double-up mode. Skill-stop and female stripper optional. Available as PCB, kit, and countertop, all with optional GEI bill acceptor for $1-5-10-20 bills.



El Dorado
Grayhound
Features include skill-stop, all-stop, and a host of bonuses: flip 7, pair bar, 1-2-3 bar, gold ingot, and money bag. The game is from Dyna and available in upright, kit, and countertop; the GEI bill acceptor for $1-5-10-20 bills is optional.

Super 8-Lines
Leisure Entertainment
Choose from a standard upright cabinet or space-saving mini-cabinet with 13" or 19" monitor for this 8-line game. Features include eye-catching graphics, realistic sound effects, sturdy cabinet, and double-up strip action figure. Also available: $1-5-10-20 bill acceptor.

Cherry Bonus III
Micro Mfg.
Available in upright, 13" mini, countertop, or kit. Features include a Mars $1-5-10-20 bill acceptor and 19" Wells-Gardner monitor. The game offers eight or 16 lines of play, cherry, bell, and bar fever rounds, and pool point bonus. This is an original Dyna board with skill stops. Also available: Cherry Bonus II.

Lucky 8-Lines
Micro Mfg.
Features include 19" Wells-Gardner monitor and a Mars $1-5-10-20 bill acceptor. A host of other 8-line games are available that offer a variety of bonuses, pools, and free plays. Upright cabinets are available in slant- or flat-top styles.

Magical Odds
Micro Mfg.
This game has a unique color odds feature found in no other 8-line game. Other features include joker fever, red joker bonus, and a double-up game. Available in an upright, 13" mini, countertop, or kit.

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Available games include W-4, W-6, W-7, W-8, W-11, W-15, Alladin, cherry games, bingo, blackjack, pokers, and the new Fruit Bonus. Choose from 19" monitor upright, 13" mini, 9" and 13" countertop with stacker, and 19" slant-top in dark or light woodgrain.

Super 8-Line
Xytek
Choose from a large group of 8-line programs, available in 13" or 19" works-in-a-drawer cabinet with dual top-entry coin mechs and rear-access panel. Other features: fever bonus, progressive jackpots, free-spin bonus, adjustable percentaging, double-up with and without stripper, and more. Options: bill acceptor and ticket or token dispenser.

W-11 Lucky Star
Xytek
Wing 8-liner with all the features and bonuses: pool point bonus, fever game, free play bonus, three different double-up modes, built-in skill-stop, percentage-settable, and more. Options: bill acceptor and ticket or token dispenser.

W-8 Bonus Chance
Xytek
Wing 8-liner available in 13" or 19" upright, countertop, or kits. Features include three different double-up modes, jackpot, fever mode, minimum and maximum bet settings, wide range of percentage settings, built-in skill-stop, poker bonus in double-up mode, and a bonus free-play mode. Options: bill acceptor and ticket or token dispenser.

W-7 Skill Chance
Xytek
A popular 8-line game that comes in either 13" or 19" upright, countertop, and kit. A host of operator-settable features include two types of double-up, minimum and maximum bet settings, wide range of percentage settings, skill-stop, and fever and bonus spin modes. Options: bill acceptor and ticket and token dispenser.

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RATE AA
[Lethal Skill]
Strong breather

LADY-BATHERA

SIZE : 183cm 65kg
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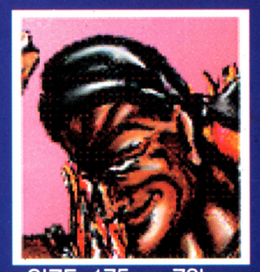
ILICE

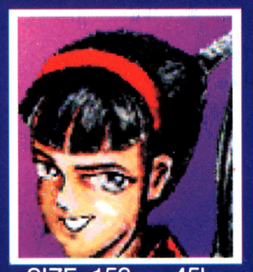
SIZE : 175cm 60kg
RATE : A
[Lethal Skill]
Shining moon

BLOODY HELL



SIZE : 175cm 78kg
RATE : A′
[Lethal Skill]
Technical Boom

SHINOBU

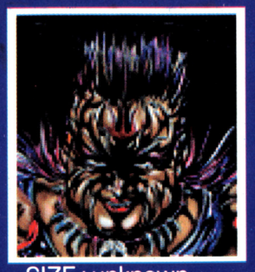


SIZE : 153cm 45kg
RATE : A
[Lethal Skill]
Kiliuken

RAI-JIN

SIZE : 192cm 102kg
RATE : AA
[Lethal Skill]
Thunder

BIG-MAMA



SIZE : unknown
RATE : AAA
[Lethal Skill]
Anger Warp

GENERAL-LEE

SIZE : 175cm 78kg
RATE : A′
[Lethal Skill]
Technical Boom

FIRE-KONG

SIZE : 180cm 200kg
RATE : A′
[Lethal Skill]
Flying Body attack

AKIRA

SIZE : 182cm 86kg
RATE : A′
[Lethal Skill]
Iron nail

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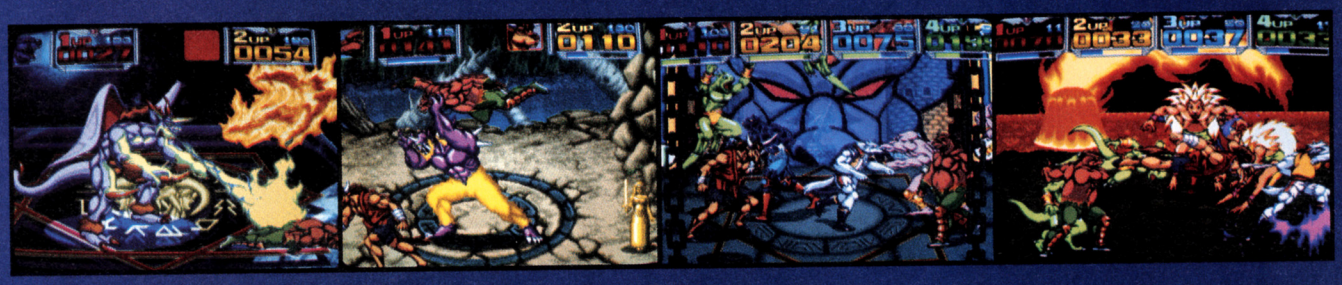

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Play Meter Magazine

(504) 488-7083

Strata: building American games for an American audience

Strata's advisory committee, (seated, l-r): Steve Jaskowiak, Elaine Ditton, Richard Ditton, and Mike Hanson; (standing, l-r): Larry Hodgson and Scott Morrison.

Strata's support personnel, (front row, l-r): Alison Quant and Linda Koch; (second row, l-r): Mae Keyes, John Cassiday, Mike Hanson, Greg Ryza, and Carol Anderson; (third row, l-r): Lynn Ballard, Gay Bilotta, Alicia Sadoff, and Karen Clausing.

When the American consumer is told to "buy American," he sometimes resists because, frankly, the quality of product is often inferior to that from Japan or Europe. But in the video game arena, American operators gladly spend their money on product manufactured by Incredible Technologies/Strata of Rolling Meadows, Ill.

Incredible Technologies, created by Richard and Elaine Ditton in July 1985, serves as the development company, while Strata handles the sales and marketing of IT product. After spawning such hits as the still-popular *Capcom Bowling*, the company decided to market its own product and started Strata in September 1989.

IT operated out of the Ditton household initially, then moved into its first office in January 1987. The company expanded again in December 1992 by relocating to a 12,000-square-foot facility.

Time Killers: why all the fuss?

Though the IT/Strata video *Time Killers*, released in late 1992, has been condemned by some in the in-

dustry for being too violent, company president Richard Ditton says the criticism is baseless. In fact, he contends, the outcry has really only come from a vocal minority.

"I think we deal in cartoon violence, which is on a totally different level than real violence," he said. "Standard TV shows contain much more violence than exists in video games. I think the whole issue has been totally blown out of proportion.

"Driving games have always been popular in arcades, and we've always wanted to get into that area. Now we have the hardware capable of doing it."

"When we test a game, we usually have someone from the company there watching. We're very much in contact with the arcade owners. *Time Killers* was tested in five locations in Chicago, and we were looking for comments about violence. We didn't get any! I'd be surprised if any arcade that received negative comments got them from anyone but a vocal minority that hates video games. But we've been dealing with those people since *Pac-Man*, which was supposed to destroy society as we know it."

Ditton says for a manufacturer to not give the players what they want would be less than sensible—and what they want is fighting games that contain violent action. "We tried creating cutesy games, like *Peggle*, but operators didn't want to buy them and players didn't want to play them. Then we put out a fighting game and it put us on the map, though we had had success with sports videos like *Golden Tee Golf* and *Rim Rockin' Basketball*.

"Players demand violence in the games, and they're disappointed when it's not delivered. I check Prodigy and Compu-Serve to see what the players are saying, and I understand they've started a letter-writing campaign to Nintendo asking that the violence in games like *Mortal Kombat* be kept in. There's a fine line to be drawn, of course. I'm totally against the level of violence in movies—heads being severed, arms being pulled off. But that's not the same as violence that appears in Saturday morning cartoons. Kids know that's make-believe."

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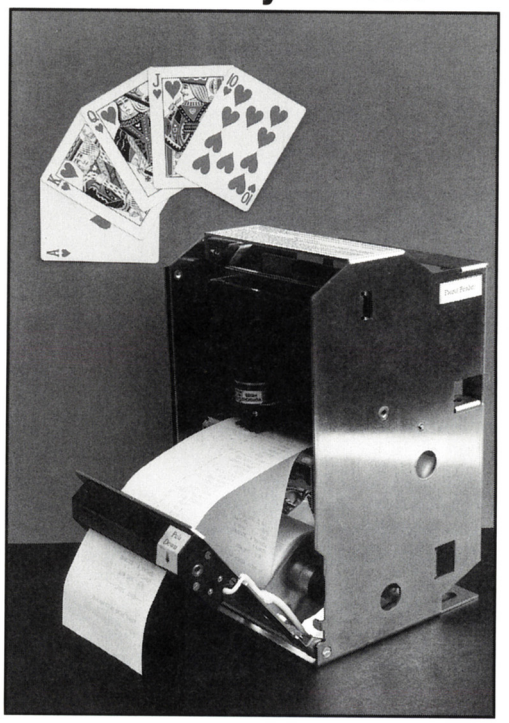

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After sound digitizing, the *NFL Hard Yardage* design team poses with Chicago Bears announcer and WGN commentator Wayne Larrivee at Strata headquarters. Seated are Scott Morrison (l) and Larrivee. Standing, (l-r): Jim Terdina, Ralph Melgosa, Bob Nagel, Richard Ditton, Jim Zielinski, Alan Noon, John Cassiday, and Mike Cihak.

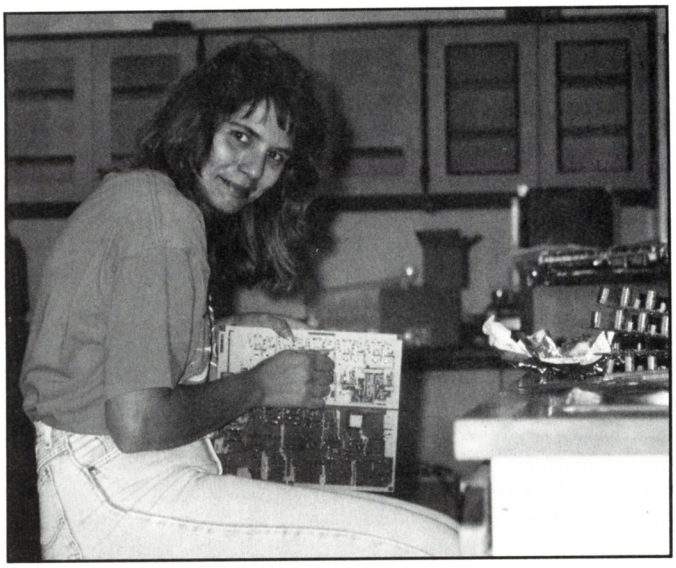
Strata's technical engineering and technical support team, (seated, l-r): Scott Allie, Terry Little, and Tino Kalafatis; (standing, l-r): Scott Keane, Steve Jaskowiak, and Jeff Siegrist. Ann Vonckx is not pictured.

Remember the hilarious scene from the film "Monty Python and the Holy Grail," in which the Black Knight gets both of his arms and legs chopped off in a sword fight—then wants to continue the battle, despite having blood spurting in every direction. That scene from the PG-rated movie was the inspiration for *Time Killers*, and Ditton says those who've criticized the game probably didn't pick up on the black humor.

"Part of the game play that we built in was the loss of limbs," he explained. "You obviously lose your ability to fight as well when that happens, but you can still win by fighting with your head. It's dark humor, and though some adults may have missed it, the kids didn't. The first time they see the game they laugh; they aren't horrified. If you look at the way we did the art, you'll see it's comically, not grossly, drawn."

What separated *Time Killers* from the horde of fighting-themed videos and allowed it to shoot up the game charts?

"It has more moves and more animation than any fighting game ever," Ditton said. "Each of the



Technician Ann Vonckx combines lunch with board repair.

Driver's Edge team members Jane Zeto, Chris Oberth, and Larry Hodgson take a break from technical work to pose for the camera.

characters was programmed very differently, with their own separate moves and ways of getting to the moves. *Time Killers* is very much a player's game. It's hard to play it once and be able to play it well. You have to get into it more. The game has three times as many moves as *Street Fighter* and one-and-a-half times the moves of *Mortal Kombat*. It's very deep, which hurt the game somewhat because you can't just walk up and play well."

"I think we deal in cartoon violence, which is on a totally different level than real violence. I believe the whole issue of violence in video games has been totally blown out of proportion."

Time Killers is like other successful Strata videos in another key area for operators: those long legs. "Though we're through with *Time Killers*, I expect players to play it out on location for quite a while," Ditton said. "All of our games have had legs; they tend to earn a lot longer than normal. For example, we sold *Golden Tee Golf* for three years and *Rim Rockin' Basketball* for over 18 months. We're still selling a few *Strata Bowlings* here and there. Ours is a company that doesn't mind going out and making a short run. If people want to buy our games, we'll sure sell them."

A new direction

Operators should keep an eye out for Strata's next game, which will be a departure for them. Tentatively titled *Driver's Edge*, it's the company's first foray into driving games. The sit-down will soon be out on test and given its official debut at the AMOA show.

"Bigger, simulator-type games like *Driver's Edge* will push our hardware to the limit," Ditton explained. "We're into our third-generation hardware now, which we designed to be able to accommodate this. So *Driver's Edge* is a natural extension of the coin-op videos we're doing. Driving games have always been popular in arcades, and we've always wanted to get into that area. Now we have the hardware capable of doing it."

Strata will also debut a football-themed video, *NFL Hard Yardage*, at the AMOA show. Through licen-

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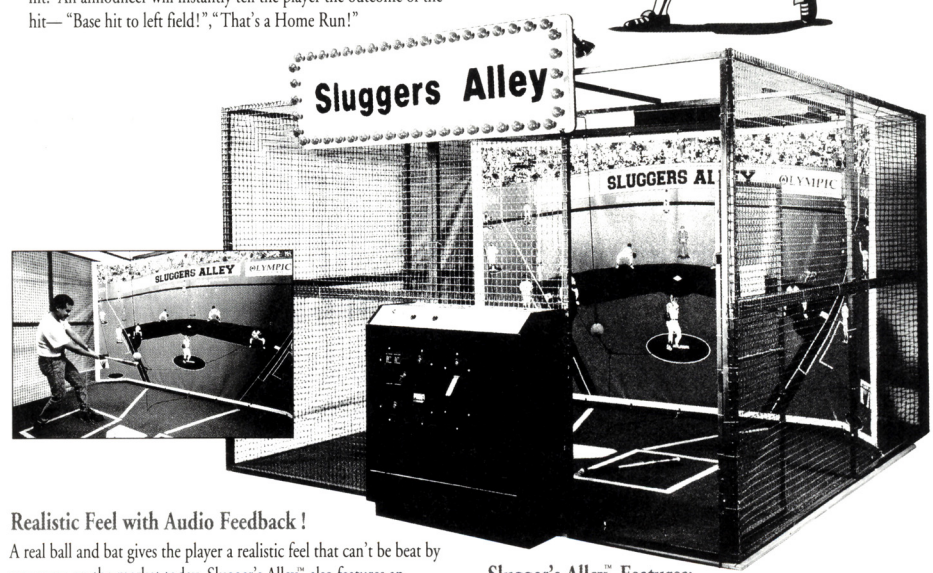

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sing arrangements with NFL Properties and NFL Films, the game will contain film clips, team names and player numbers, authentic team helmets—even jiggling cheerleaders. Ditton is unsure whether it will be released as a kit or in dedicated form, a subject he was eager to discuss.

"I used to always be for kits, because that's what the operators want," he said. "But I've gone into a covenience store and seen a Strata game—that I worked on for a year—in a cabinet that looked like it had been kept out back in the rain. The controls were rusted; it just looked awful. Operators should put the same pride in cabinetry that we put into creating the game, but unfortunately that isn't always the case.

"Since I want to ensure that Strata games look good out on location, I almost feel forced to go dedicated with the first runs. I used to think that manufacturers did that to rake in a little more money, but now I'm beginning to think that they do it so the games will earn when they get out there. I'm still undecided about what to do with *NFL Hard Yardage*. We've worked very hard on the game; it's going to be state-of-the-art with digitized graphics. The last thing I want is for an NFL official to show up at his neighborhood convenience store and see 'NFL' stuck sideways on the cabinet with cigarette marks that were burned into the control panel in 1987. Imagine the phone call we'd get from him the next day!"

Being one of the few American video game manufacturers is nice from a patriotic point of view—"it keeps American engineers employed," Ditton quipped—but supporting companies like Strata goes beyond flag waving.

"Since the games are done by American engineers and American programmers, they have more of an American feel," Ditton said.

Jane Zeto and Dale Kerkman input art data for Strata's *Driver's Edge*.

"From across the room you can tell a Japanese game from an American game. The art and the feel are more our style, and the American music blows theirs away. Strata games are designed, developed, and tested here to play to American audiences. The Japanese definitely have a different way of looking at things, and you can see that in most of the videos that are brought over here."

"Operators should put the same pride in cabinetry that we put into creating the game, but unfortunately that always isn't the case."

With, for example, virtual reality technology coming to coin-op, elaborate multimedia machines headed to the home, and the possible coin-op competition of 3DO and its hardware system, doesn't that make small video game companies like Strata a bit nervous?

"Since our games are done by American engineers and American programmers, they have more of an American feel."

"We in coin-op deal in social interaction," Ditton said. "The arcades are a great place for kids to hang out together and have some fun, and they can't get things like driving simulators at home. Another thing they can't get at home is the competition. Games like *Time Killers, Street Fighter*, and *Mortal Kombat* have the element of you against another human being in a 'King of the Hill' competition. That's a social event.

"I judge a lot of this by our kids. My six-year-old has Nintendo, Sega, and NEC home systems and over 100 game cartridges. Still, every night, he asks me to take him to the arcade! The home games just don't provide the competition that the arcades do. But they help us, I think, because they get people more involved in games."

As for virtual reality, Ditton be-

lieves it's a fad. "The headsets are impractical in a multi-use environment," he said. "The ergonomics aren't there. We provide play for time, usually two to three minutes long. But the suiting and unsuiting of the virtual reality systems is too long. People will do it once or twice, but not a lot. Some companies may be making improvements, but I really think virtual reality is a total fad.

"3DO will probably take out a booth at the coin-op shows and have all sorts of fancy demonstrations. They're a fine company, but they've never done coin-op before. Their success will depend on how good their knowledge of this market is. But I don't feel threatened at all."

The Strata gang

Though Strata is officially running three game teams right now, Ditton says the size of the company is such that an interweaving of duties is normal. Don't look for tightly proscribed job descriptions.

"We prefer that everyone help out the best they can with game design," he said. "There were probably 10 people who offered suggestions that were used in *Time Killers*. When you get a lot of input you come up with good things."

The 40-plus employees at IT/Strata include the following:

Advisory committee: Richard and Elaine Ditton, Mike Hanson, Larry Hodgson, Steve Jaskowiak, and Scott Morrison.

Sales: John Cassiday.

Engineering: Steve Jaskowiak, Tino Kalafatis, Scott Keane, and Jeff Siegrist.

Technical Support: Scott Allie, Terry Little, and Ann Vonckx.

Programmers: Richard and Elaine Ditton, Mike Hanson, Larry Hodgson, Leif Marwede, Chris Oberth, Jim Terdina, Jane Zeto, and Jim Zielinski.

Sound Programmers: Mike Cihak and Leif Marwede.

Artists: Dale Kerkman, Ralph Melgosa, Scott Morrison, Bob Nagel, and Alan Noon.

Marketing: Lynn Ballard and Alison Quant.

Shipping/Production: Carol Anderson, Linda Koch, and Greg Ryza.

Accounting: Gay Bilotta and Karen Clausing.

"We love coin-op; we love doing these games," Ditton concluded. "That's what we're in it for. I hate to sound immodest, but we know how to build good games here at Strata." □

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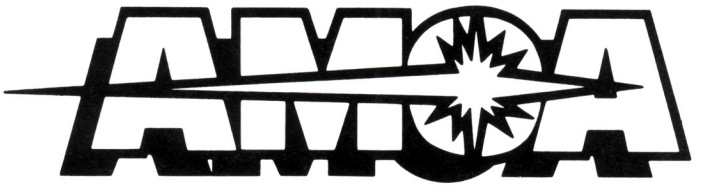

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FUN EXPO

Burn these letters into your memory: FEC, which stands for family entertainment centers. You'll be hearing more about the growth of this concept as the arcades and game rooms of yesterday and today evolve into the family fun emporiums of tomorrow. Carefully note the growth of the Fun Expo, an annual symposium of exhibits and educational sessions targeting family fun centers. Fun Expo III is slated for Sept. 30-Oct. 2 at the Nashville Conference Center in Nashville, Tenn. The trade show bills itself as "the only show focusing exclusively on the design, development, and operation of family fun centers and miniature golf courses."

Instead of single-use mini-golf courses, batting cages, go-kart developments, and mostly video-only game rooms, we are now seeing an expansion into a wide range of amusements to create multi-use facilities with entertainment choices that satisfy a customer base ranging from toddlers to retirees.

Here's the Fun Expo agenda in-brief:

Seminars: To help attendees zero in on sessions (28 total) that suit their specific needs, show organizers have labeled them as SU-start-up level, V-veteran level, and G-general interest. In addition, there's a list of suggested seminars for those branching out from malls, bowling and skating centers, parks, and standard golf centers.

Coin-op industry members are again major participants. Vic Fortenbach of VICCO Inc., "Ticket Tech" columnist for Play Meter, speaks at "Procedures, Operations, and Plans for Smoother and Safer Family Fun Centers" (G); Jane Adkins of Take Ten Corp. joins the panel of "Negotiating Family Amusements in the Shopping Center" (G); Frank Seninsky of Alpha Omega Sales, "Frank's Cranks" columnist for Play Meter, offers redemption advice in "Redeem Your Facility" (SU); Joe Tunney of Coastal Amusement participates in "Game and Kiddie Ride R.O.I." (V); and Valerie Cognevich, editor of Play Meter, moderates "The Future of Redemption" (V).

A host of other sessions cover marketing and promotions, strategic planning for first-time operators, personnel motivation and hiring practices, ADA compliance, financing, indoor and outdoor centers, staying competitive, and more.

Idea pavilions: Back by popular demand, an interactive redemption pavilion complete with games and merchandise displays that allow attendees to be swept-up by the enjoyment of redemption. Also, a miniature golf hole-in-one design pavilion that showcases the latest trends in products and the best course designs.

Social events: The First Annual Banquet and Casino Night is slated for Oct. 1 featuring Nickelodeon Channel TV celebrity Marc Summers. The "Nash-Vegas" portion includes casino games played for prizes. Nashville tours are also available: Music City Extravaganza, a tour of downtown that stops at the Country Music Hall of Fame; a visit to one of the oldest legal distilleries in the country; and an evening at the Grand Ole Opry for the best country music talent around.

Exhibits: Over 160 companies are represented; 40-plus are coin-op related manufacturers, distributors, and suppliers of parts and merchandise. The remaining exhibitors include design consultants, miniature golf equipment manufacturers and suppliers, food and beverage companies, trade publications, insurance companies, and specialty ride manufacturers.

Why family entertainment centers? One-day excursions, close to home, are ideal for the family on a budget. And besides, players aren't one-dimensional; their entertainment choices shouldn't be either. For more information on Fun Expo, call (914) 682-2027. *The photo is from Fun Expo II at the Coastal Amusement Distributors booth.*

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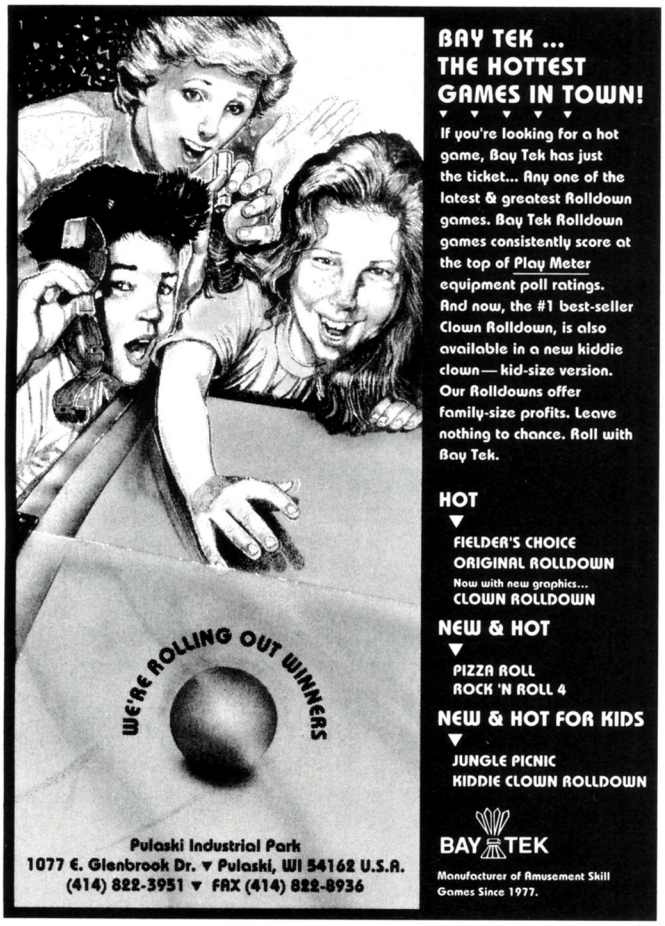

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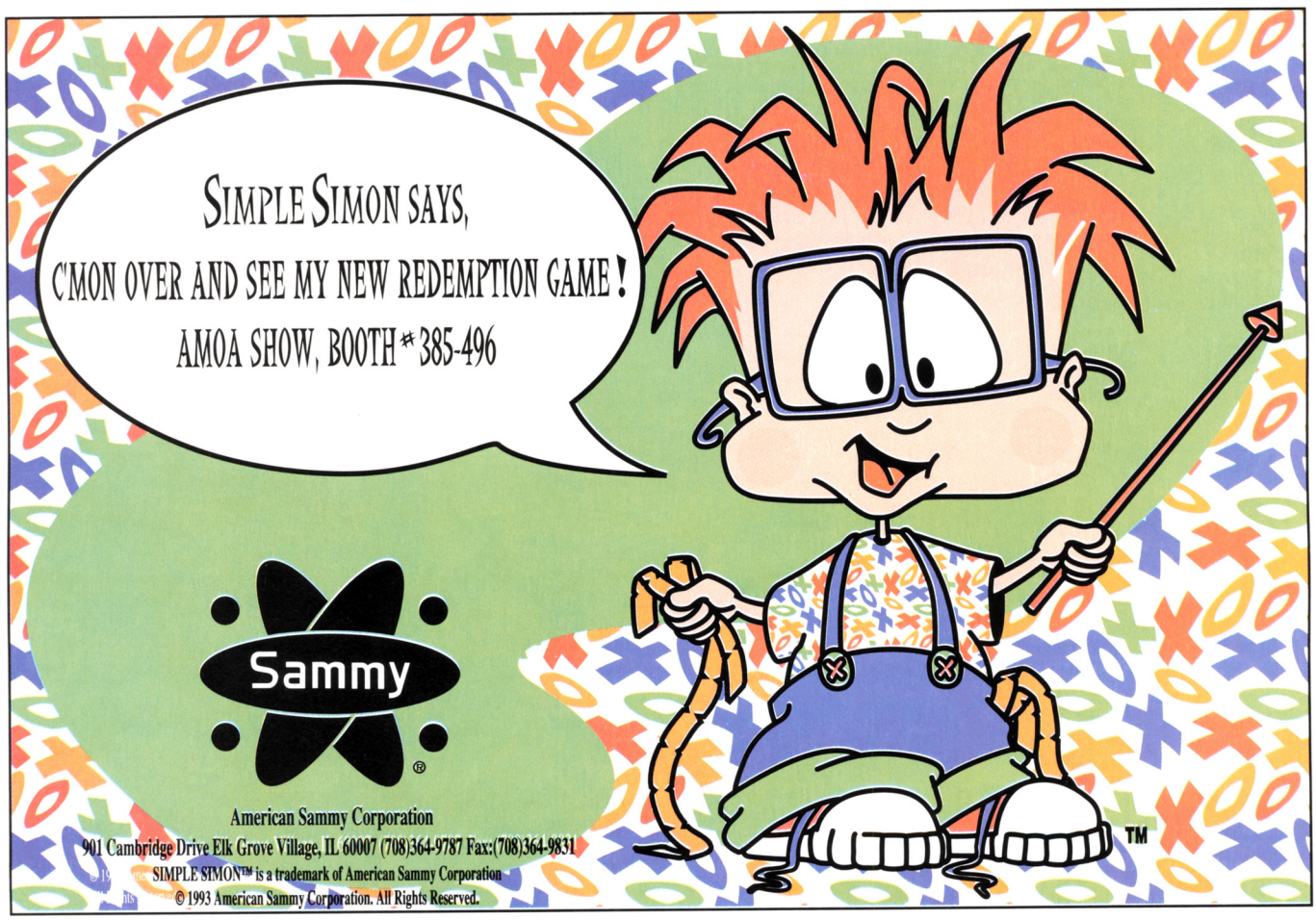

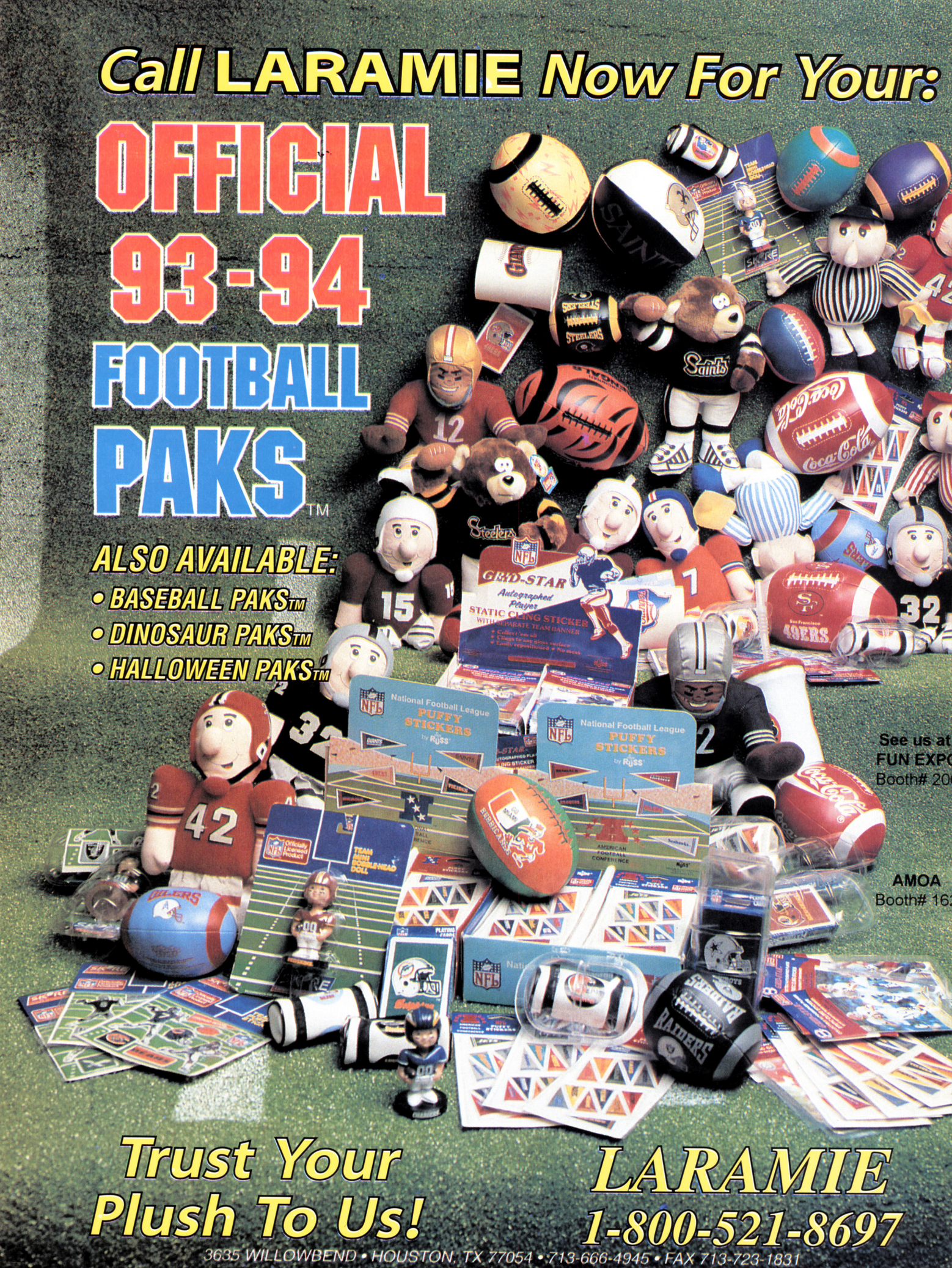
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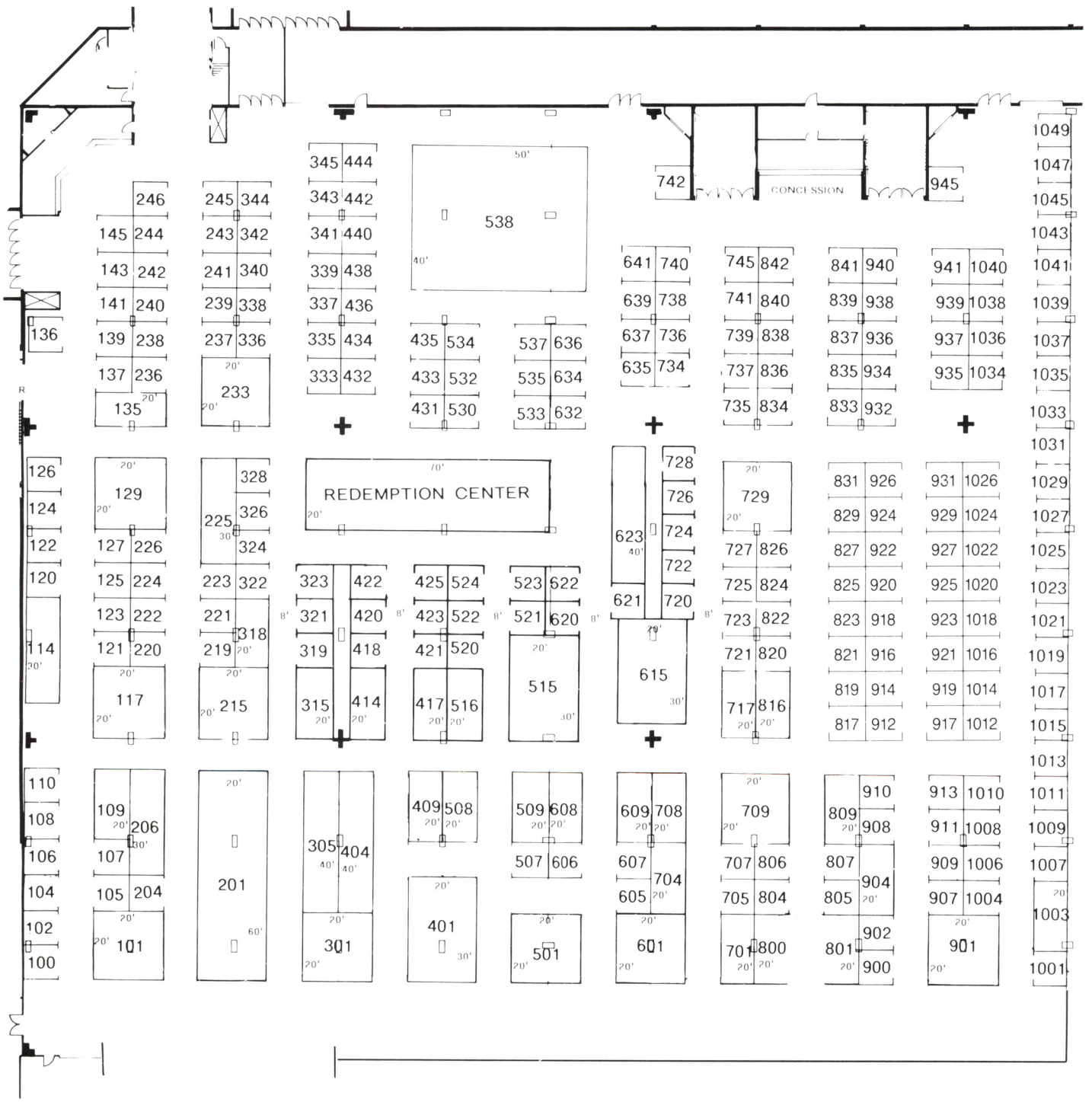


From left: Brady Distributing's Marty Smith, Jon Brady, and Steve Sprinkle.

From left: Crane National Vendors' Steve Freedman, Glenn Esser, and Ralph Deal; Jane and Clark Whiddon of Dolphin Milven.

AMAF stages fourth show in Orlando

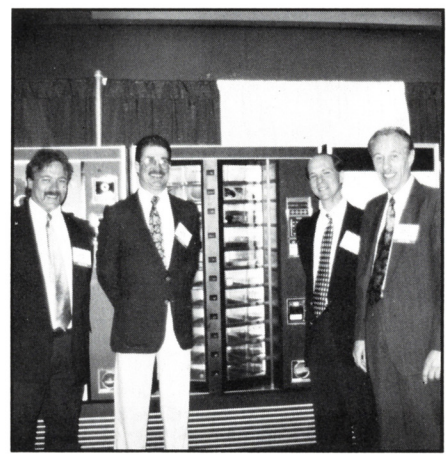
Vending machine operators from all parts of the Sunshine State converged in Orlando for the fourth Automatic Merchandising Association of Florida (AMAF) convention and trade show, held July 16-18 at the Stouffer Orlando Resort. The event drew about one-third more operators than last year, and they had a record 135-plus booths to visit.

Attendees were treated to an exhibit floor chock-full of the latest vending equipment. They also received a legislative update on the '93 session by AMAF lobbyist Stephen Metz. Four victories were highlighted:

- The association successfully amended a bill to tax milk and juice at the food sales tax rate instead of at the higher beverage rate.
- The association defeated a proposal to charge a $100 fee on all machines that dispense food and beverage items. Instead, a $17 fee

Polyvend's Thad Johnson (c) is flanked by James Industries' John Blouin, Patricia Andreu, Aldo Andreu, and Jim Roberts.

AMAF lobbyist Stephen Metz briefs members on the 1993 session of the Florida Legislature.



At the Birmingham Vending booth, (l-r): Kevin Dunn of Birmingham Vending, Jim Day of Rowe, Jerry Spiegelman of Birmingham Vending, and Lou Bruzzano of Rowe.

will be placed only on machines that dispense potentially hazardous foods, as defined by the Department of Business Regulation.

- The association successfully backed legislation to shift the collection point of the one-penny advance disposal fee from the retail to the wholesale level and delayed implementation until October 1993.
- The association backed legislation that makes the business premises responsible for securing local occupational licenses.

The convention was more than just business, though; there was time set aside for fun. Brady Distributing sponsored a shotgun golf tournament, while Frito-Lay, Crane National Vendors, and Rockline Filters played host to an opening night poolside reception. The following night's "Catch the Magic" reception featured strolling magicians performing close-up magic, culminating with a banquet and entertainment by world-class magician Giovanni. □

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Vending

PEOPLE AND PRODUCTS

James to represent Polyvend

James Industries, which recently opened offices in Miami and San Juan, Puerto Rico, now provides exclusive representation for Polyvend Inc. in Florida, Puerto Rico, and South America, announced James president John Blouin.

In other news concerning Polyvend, it has signed a letter of intent to purchase certain assets of Lektro-Vending Inc., including the product line and brand name, according to Polyvend executive vice president of sales and marketing Stewart Lyman. Lektro-Vend production activities will now take place at Polyvend's Conway, Ark., headquarters.

Polyvend is a leading manufacturer of snack, drink, and— with the Lektro-Vend transaction — food vending equipment. It also produces microwave ovens.

Brady adds Panasonic to line

Brady Distributing is now serving as a distributor of Panasonic microwave ovens. The 800-watt model is available with either a touch-pad or dial selection, while the 1,200-watt model comes with a touch-pad. The ovens feed energy to the center of the food, which eliminates cold centers and burnt edges.

New sandwich crackers from Frito-Lay

Frito-Lay introduces two sandwich cracker varieties to its snack line: Jalapeno & Cheddar and Bacon & Cheddar. The former is designed to take advantage of the growing Mexican and Cajun flavor craze, while the latter is the vending industry's first-ever bacon-flavored sandwich cracker. Each come in 1.4-ounce packages, 144 to the case. Shelf life is 126 days.

For more information, call 800-HI-TURNS (448-8767).

NAMA adds Schleyer

LyNae Schleyer

LyNae Schleyer has joined the National Automatic Merchandising Association (NAMA) as manager of meeting services. She replaces Marie Shaw, who left to pursue other interests.

Schleyer will assist in the preparation, promotion, and execution of two convention/trade shows per year, as well as other smaller meetings. In addition, she will help with planning, site selection, and hotel/travel contract negotiations.

Flatto offers deal

Flatto Mfg. Co., manufacturer of *The Postage Center* stamp vending machine, is making a special offer to operators: all orders received before Sept. 15 will result in a 50 percent savings on the retail price of $595 (minimum order of two machines). Flatto will also throw in 5,000 stamp folders for free.

The company maintains that operators can realize a cash profit of up to $240 each time the two-column machine is emptied. Features include easily adjustable coin slots to accept from 25 cents to $1.25 in five-cent increments; a slug and foreign coin rejector; and the flexibility of either countertop or wall-mounted use.

For more information, contact Flatto Mfg. Co., P.O. Box 2044, Miami Beach, FL 33140; (305) 673-0771 (phone and FAX).

All locked up

The Vanamatic Series of locks from Van Lock Co. provides eight combination changes within the same lock. When keys are lost or stolen, these locks are readily field-changed for continued high-security protection. And though traditional features are maintained, the Vanamatic hole pattern and internal design are different. The virtually handmade key and flat-face lock design deter thieves.

Van Lock's new Steel Series features both a steel latch and a hardened steel front. By using these locks, operators don't need expensive stainless-steel handles, special hardened cover plates, or costly handles that require a set screw.

For more information on these and other locks, contact the Van Lock Co. Inc., 3609 Church St., P.O. Box 44066, Cincinnati, OH 45244; (800) 878-1826 or (513) 561-9692; FAX (513) 561-0314.

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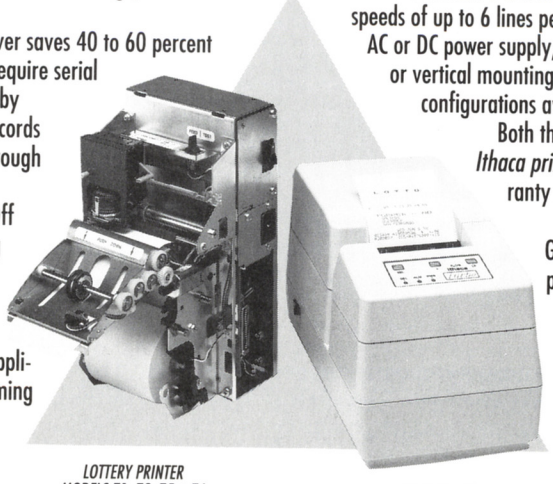
The Series 50's Integral Cash Drawer Driver saves 40 to 60 percent on the cost of comparable cash drawers that require serial or parallel interfaces. It simplifies operations by eliminating complex cables and excess power cords and operates both printer and cash drawer through a single port.

Series 50 options include Automatic Cut-Off and Turbo Speed, which allows receipt printing at speeds of 7 lines per second or more without compromising print quality.

ITHACA designed its Series 70 Video Lottery Printer for Video Gaming and KIOSK applications requiring a printer located within a gaming unit that offers consistent peak performance.



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The Series 70 is a totally engineered package that includes print speeds of up to 6 lines per second with fast logic seek, paper cutter, AC or DC power supply, rewind, bar code printing and horizontal or vertical mounting capabilities as standard equipment (custom configurations available).

Both the Series 50 and the Series 70 - *in fact ALL Ithaca printers* - are backed by a full one year warranty that includes parts ***AND*** labor.

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Wide assortment from Nabisco

Vending is now part of the Nabisco Foods Foodservice Division. We'll feature four of the company's initial product offerings this month and four more next month.

According to Nabisco, it makes four out of the 10 best-selling cookies in America: Oreo, Nutter Butter, Chips Ahoy, and Mini Chips Ahoy. Other favorites—Fig Newton, Lorna Doone, and Swiss Creme Sandwich—give Nabisco a cookie lineup of much appeal to vending operators.

The weights of the various cookie packages are as follows: Oreo and Fig Newton—2 ounces; Nutter Butter—1.9 ounces; Swiss Creme Sandwich—1.75 ounces; Lorna Doone and Mini Chips Ahoy—1.5 ounces; and Chips Ahoy—1.4 ounces.

For the upscale snack market, Nabisco offers New York-Style bagel chips. These crunchy, bite-size snacks are available in four varieties: Garlic, Cajun, Cinnamon Raisin, and Plain. Health-conscious consumers will like the fact that the bagel chips are twice-baked instead of fried, contain no cholesterol or preservatives, and are low in sodium.

Packaging is in 1-1/4-ounce bags; each flavor variety comes packed in 60-count cases.

Nabisco also has the bases covered when it comes to providing hard roll candy brands for vending machines. Its Beech Nut Wintergreen, Peppermint, and 5-Flavor are the top three mint/hard roll candies in vending today, the company says. Breath Savers is the leading sugar-free mint at retail, while Life Savers continues to be an American tradition.

Beech Nut Candy flavors include Peppermint, Wintergreen, Spearmint, 5 Flavors, Cherry, and Fancy Fruit. Life Savers come with Peppermint, Wintergreen, 5 Flavors, Tropical Fruit, and Wild Cherry. Peppermint, Wintergreen, and Spearmint are the flavors included in Breath Savers packages.

In a category all by itself is Nabisco's Now and Later candy, which combines the lasting power of hard candy with the chewiness of a soft candy. The Now and Later vend bar is available in two varieties. The Classic Fruit assortment comes with traditional Grape, Lime, and Strawberry flavors, while the RAD-Berry assortment features Red Radberry, Green Tingleberry, and Purple Wildberry.

Now and Later, which is the third best-selling non-chocolate candy in America, comes in 2.4-ounce packs. And like all the other Nabisco vend products, it is backed with the company's powerful advertising support.

For more information, contact Nabisco Vend, P.O. Box 720, Hudson, WI 54016; (800) 852-9393.

Saving time with RouteSail

"RouteSail" hand-held computers, engineered by Validata Computer & Research Corp., are ideal for vending operators who want to greatly improve their accountability systems. The device, which is more than a mere data collector, eliminates manual paperwork and errors in all route accounting functions; maintains daily updated information on all products, price settings, vending machines, and locations; eliminates key entry of route transactions into in-house computers; and forces the routeman to be more alert with each transaction.

Optional features include a portable printer, a fixed-mount printer, docking modules, and remote data transmission. And the company points out that independent surveys indicate most customers felt the hand-held system paid for itself during the first year of use.

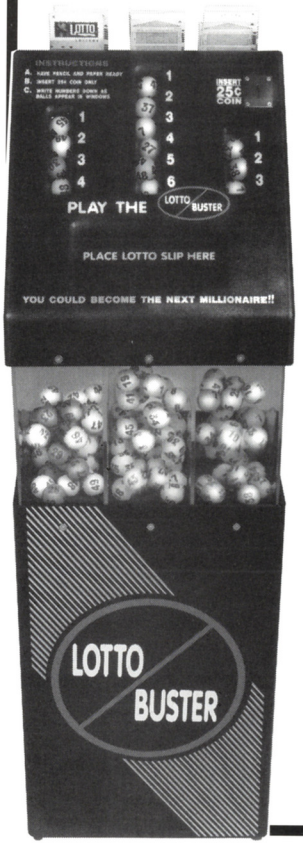
For more information, contact Validata Computer & Research Corp., 428 S. Perry St., Montgomery, AL 36104; (205) 834-2324.

An apple a day

In keeping with the country's shift to more healthful snacking, Mott's Foodservice has come out with Apple Sauce Fruit Snacks. They come in three flavors: natural, cinnamon, and original. The snacks are a dietician's dream: they contain no fat or cholesterol; are low in calories and sodium; and are rich in Vitamin C. The original and cinnamon flavors come in a 4-ounce serving size, while the natural flavor comes in a 3.9-ounce cup. No refrigeration is needed.

As an incentive to operators, Mott's is running a promotion called "Winner's Cup." For every case (72 cups per case) purchased until Dec. 31, operators will receive a point. The more points accumulated, the bigger the prize to be redeemed. Twenty-two points, for example, results in a black desk clock. Other prizes: 30 points—European-style pen set; 52 points—quartz wall clock; 60 points—"apple" telephone; 136 points—Canon 35mm camera; 348 points—Panasonic microwave oven; and the top level of 940 points—Zenith 25" color television.

For more information, contact your local Mott's Foodservice representative or call (800) 225-6127.



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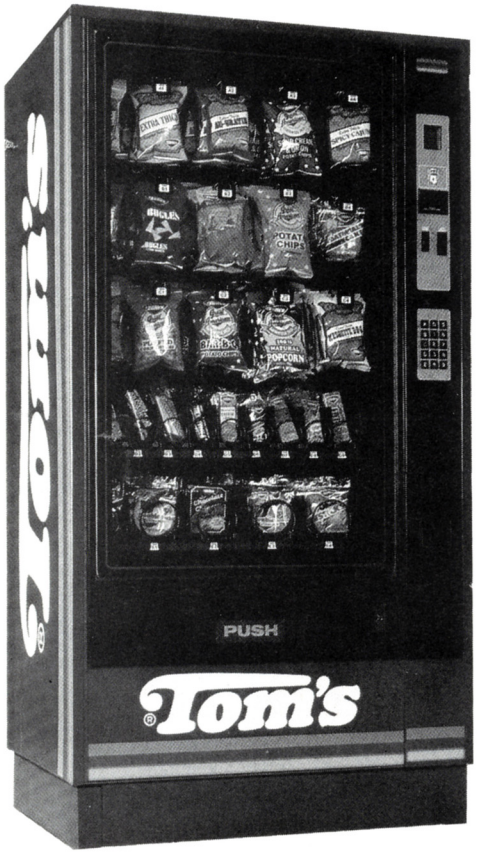

Polyvend: Arkansas's other success story

"If someone wants to get into vending, Polyvend can offer plenty of free advice in addition to just providing the equipment. That's one of the reasons we've been so successful."

Long before Bill Clinton ever brought the national spotlight to the state of Arkansas, a company based in the city of Conway was making a name for itself as a pioneer in the vending machine industry. That company, Polyvend Inc., provides equipment to thousands of U.S. vending customers, not to mention those in such foreign countries as Great Britain, France, Germany, Denmark, Australia, and Israel. It has over 200,000 vending machines on location globally.

The origins of Polyvend go back to 1962, when Metal Stamping Corp., a contract metal fabrication firm, was founded. Within two years the company had revolutionized the vending industry by creating the world's first glass-front snack vending machine. The design quickly became the industry standard, elevating the small company to new heights. Today Polyvend, also a leader in metal fabrication and contract manufacturing, employs over 300 people at its massive 285,000-square-foot plant. But the company isn't content to rest on its laurels, as Stewart Lyman, the executive vice president of sales and marketing, made clear.

"A couple of years ago we acquired Polymold Inc., which has its manufacturing operations in Fort Collins, Colo.," he said. "They primarily manufacture injection plastic-molded parts for sale to others. And in early July we pur-

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chased most of the assets of Lektro-Vend Inc.—the brand name, the inventory, and a lot of the equipment. We've moved the manufacturing of Lektro-Vend product to here in Conway, Ark. The manufacturing and shipping of product under the Lektro-Vend brand name has begun. We're utilizing the former Lektro-Vend distribution network rather than combining the Polyvend and Lektro-Vend product lines.

"Lektro-Vend made quality, durable snack machines. They were around a long time and were the actual inventor of the dual-helix. In addition to the snack machines, they had a combination snack/cold food machine. In essence there are two compartments within the same cabinet. Lektro-Vend also had a separate, free-standing food machine in development before the company dissolved. We will complete that and add it to the Lektro-Vend product line. Polyvend is very well represented in international markets, but Lektro-Vend has, to date, been undermarketed internationally. So we'll be expanding distribution of the Lektro-Vend product line in foreign markets as well."

As for its own line, Polyvend has this company policy: "We try to design and build what our customers want, not sell them what we make." That credo is evident when one takes a look at Polyvend's array of snack machines, for example. The company's countertop vendor is designed for small office and break-room locations, while three different mid-sized machines give operators a choice for environments like schools and manufacturing plants. And, when the situation calls for a big, impressive vendor, Polyvend provides the giant *PV 700* machine. With a unique method of helix attachment, it holds the maximum number of snacks that are physically possible. There are no plates to remove and no cumbersome product doors.

Lyman says Polyvend designs drink machines to be aesthetically compatible with its snack machines: the same color, the same trim, etc. "They look extremely good in a bank of machines," he said. "We don't actually manufacture them; they're manufactured to our specifications by another company."

Why should music and games operators who are just entering the vending industry buy equipment from Polyvend instead of other leading manufacturers?

"What distinguishes Polyvend is we're innovators; we've been manufacturing vending machines longer than anyone else," Lyman said. "We make quality equipment with the industry's longest warranty on components. This tells operators that we're confident in our quality. We have the lowest prices on spare parts, which again shows that we have confidence in what we make.

"We have a network of regional sales managers and a complete technical staff to offer support in the marketplace. We have a very strong affiliation with a financial company that allows us to offer an attractive leasing and/or financing program to buyers of Polyvend machines. And in addition to all those tangible, measurable benefits, we're just nice folks to do business with!"

How's a novice operator to know just what equipment should be a part of his mix, and in what quantities? Lyman says Polyvend helps the operator keep the process from being mere guesswork.

"One of the things we offer, and I think it's unique to the industry, is the experience of a lot of people with strong operating backgrounds," he explained. "As an example, in addition to my years with Polyvend, I've been executive vice president of sales and marketing for Tom's Foods. Polyvend has manufactured all of Tom's snack vending equipment since 1965, and over the years the company has purchased over 150,000 glass-front vendors from Polyvend.

"So we know vending, not only from an equipment standpoint but also in terms of site selection, financial set-up of the route, advice on the compensation of route salesmen, commission schedules, technical and service matters, and many other facets of the business. If someone wants to get into vending, Polyvend can offer plenty of free advice in addition to just providing the equipment. That's probably one of the reasons we've been so successful: we understand the business from the customer's point of view. We know that everyone has different needs based on his market, competition, objectives, and financial capabilities."

What product unveilings can operators expect at the upcoming NAMA show in Chicago?

"Besides the Lektro-Vend line, we're going to introduce some new features on our equipment," Lyman said. "One of them is an anti-vandal door that we've developed. It's a heavy, see-through, polycarbonate shield that can be applied to the machines at the factory. It looks like the bubble-front that you see on drink machines, but it's clear. You talk about protecting the glass! We tested it by dropping a bowling ball on it from 20 feet up, and the ball just bounces off. Operators with high-risk locations will love the protection this gives to their $2,500 machines." □

Team USA, (l-r): Debbie Shutt, Brad Halley, Becky Korhonen, and Floyd Bissonette.

Team USA's Debbie Shutt (c) with Germany's first place winner and the Netherlands' third place winner.

World Dart Championships and Valley/Loewen Cup

Seventeen international teams gathered in Brig, Switzerland, in early June for the World Electronic Dart Championships, conducted by the Federation of European Compact Sports. It was also the occasion for the inter-country 7th Annual Valley/Loewen Cup competition between Team USA and Team Germany.

The championships were organized by the Loewen sport group of Stot and Schweizerischer Compact Sport of Switzerland. Competitors came from Croatia, Finland, France, Germany, Great Britain, Greece, Hungary, Italy, Liechtenstein, Luxembourg, Netherlands, Slovania, Spain, Switzerland, and the United States.

Brig, a picturesque and historic Alpine township, greeted its international visitors with a ceremony that included a local brass band, team flag parades and national anthems, and ladies in traditional costume serving Schnapps in the centuries-old Stockalper Palace. The mayor welcomed the players in five languages.

Hours of practice preceded the competition, with Team USA quickly adjusting to the smaller international target. A total of 60 NSM Royal Dart machines by Valley Recreation Products were used during the three-day event.

Team USA was composed of Debbie Shutt, Brad Halley, Becky Korhonen, and Floyd Bissonette. Each won a place on the team at the spring Valley World Cup competition in Las Vegas.

Keen observers of the sport noted that the teams to watch were the Netherlands, Germany, Great Britain, Luxembourg, and the United States. All but Great Britain took home honors.

Many of the matches were true cliffhangers. Team USA members acquitted themselves well, with Debbie Shutt finishing a close second to Heinke Suhn of Germany in Women's Singles. Jose Van Tangale of the Netherlands placed third. Brad Halley and Floyd Bissonette took second place in Men's Doubles behind the German pair.

The team championship was won by the Netherlands, with Germany taking the second spot and the United States placing third.

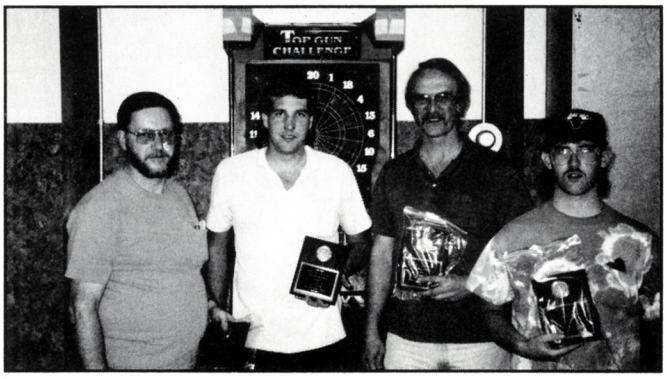
The final event on the program was the long-awaited Valley/Loewen Cup. The standard of play was high and in the end a strong German team captured the title for the third year in a row.

Gunter Schmid of the NSM company Stot manned the computers and presided over the play with Stefan Reichert of the German DSAB and Hanspeter Weber of NSM's Royal Dart distributor in Switzerland.

The 1994 World Championships are scheduled for Europe again, with additional teams expected from Eastern Europe. The next Team USA, chosen from qualifying events in the United States, will attempt to bring home the Valley/Loewen Cup. Congratulations to all the competitiors for outstanding performances. □

Winners in Women's Team 301: Randi White, Pam Martin, Diane Wasserman, and Sandi Cobb.

Winners in 301 Open: Mark Tusing, Steve Huffman, Jim Hepperly, and Mike Bonham.



The 701 Masters team.

Second place team, Women's 301.

OCMA hosts annual dart championship

Nearly 200 electronic dart enthusiasts from the Buckeye State gathered at the Franklin County Fairgrounds in Columbus, Ohio, on May 7-8 for the Ohio Coin Machine Association's annual state dart championship. Players competed for $7,500 in guaranteed prize money.

Thirty-two Arachnid *Galaxy* dart games were used in the competition. Sixteen OCMA members sponsored teams: Bremer Vending, Capitol Vending, C & J Games, Elum Music, Gem Music & Vending, Glass City, Gold Coin Amusements, Hughes Music, JCS Enterprises, Lorain Music, Pioneer Service, Point Games & Music, R & Z Vending, Shaffer Services, Star Amusement, and A. Van Brackel & Sons.

First place winners and their sponsoring companies were:

Cricket Singles: Steve Market (Shaffer Services).

Four-Person Team 301: Mark Tusing, Steve Huffman, Jim Hepperly, and Mike Bonham (C & J Games).

Four-Person 701 Masters: Scott Buckley, Dave Emmons, Brad Wethington, and Rick Davis (Gem Music & Vending).

301 Women's Singles: Randi White (Pioneer Service).

Four-Person Women's Team 301: Randi White, Pam Martin, Diane Wasserman, and Sandi Cobb (Pioneer Service).

Mixed Triples: Dave Bennett, Chuck Clanton, Randi White (Pioneer Service).

Plans are underway for the 1994 tournament. OCMA encourages all its operator members to become involved in electronic darts. □

Foosball nationals come to the Big Easy

Tornado's 20th Anniversary Tour rolled into New Orleans for the Fourth of July weekend and welcomed 2,100 players to the National Foosball Championship. Competitors from all over the country vied for the $40,000 purse and titles in categories that recognized rookies and pros alike.

The New Orleans Airport Hilton, the host hotel, was decorated in red, white, and blue banners. Tornado memorabilia was displayed, including the evolution of the Tornado "men" on the playing field.

Todd Loffredo of Colorado was the top winner, capturing Open Singles, Open Mixed, Open Doubles, and Two-Ball Rollerball. He is the second player in the history of the sport to win all three open events at a major tour championship.

Special 20th Anniversary National Championship jackets were awarded in several events. Team shirts were popular, as well as Tornado Tour T-shirts.

Players who took home honors in the major categories were:

Open Singles: 1st—Todd Loffredo, Colo.; 2nd—Louis Cartwright, Maine; 3rd—Tracy McMillin, Texas.

Tracy McMillin and Glen Beauchamp of Texas battle with Mark Rudnicki and Kevin Everson of Colorado.

Terry Moore of California and Todd Loffredo of Colorado (l) in a match-up with Russ King of Louisiana and Tommy Adkisson of Oklahoma.

Ronnie Lewis (l) of Louisiana, a Men's Doubles champion in 1976, and Reggie Congleton of Texas, first national Men's Singles champion in 1974, compete again.

From left: Tornado's Dave Courington, Steve Murray, and Link Pendley.

Tell it like it is, says operator/player

He minced no words: "This sport has been ignored. Operators are *missing it.*" The object of his comments: foosball. Amid a crowd of players at Tornado's July Fourth Nationals, arcade owner/player Brian King of Fremont, Calif., spoke up for his favorite sport.

King has always been an avid player. After nine years in the arcade business, promoting foosball through tournaments at his Galaxy Game Center (nicknamed Foos Central), he knows what he's talking about.

"This is amazing," he remarked, "players from all over the country. It's as big as the dart championships. There's no interaction on other games that compares with that on foosball. Players get excited and make noise in this sport. It's a magnet for other players in your game room. I know it because I've seen it. This is real competition."

His enthusiasm for the game is boundless. "I'm a player who became an operator. My revenue on foosball will go up 40 percent per

At the sign-in table before a match: Dave Jones (l) of Florida and Brian King (r) of California.

week before the Northern California State Championship. Players put a lot of time and money into improving their game. They don't practice video games but they do practice foosball. It's an ego sport: I can shoot faster than you."

King has four tables in his game room and runs three weekly tournaments. "If you don't have tournaments and promotions it doesn't work," he notes. "Just look at the return on investment for your motivation."

According to King, foosball appeals to all age levels and both genders. "Lawyers come in to play, saying, 'I used to play this in the '70s.' Tournaments cover categories of 17 and under, 35 and older, and everyone in-between. That's three decades of players—something important to remember."

He spends time giving lessons to newcomers entering the sport. "You give back what you get out of it," explains King, who also publishes a monthly newsletter to stay in touch with his players.

King takes the trade press to task for not doing more to promote this sport. He feels that what the industry did for darts it can do for foosball—get behind it full blast.

Former champions Reggie Congleton and Ronnie Lewis, who play in local leagues and competed in the nationals, agree that the sport is "not nearly as popular right now." Operators like King want to turn that around. □

A room crowded with foosball competitors.

Steve Beni of Ohio and Danny Casey of Kentucky take on Steve Mori of Utah and Steve Mohs of Minnesota.

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Open Doubles: 1st—Todd Loffredo and Terry Moore, Calif.; 2nd—Tommy Adkisson, Okla., and Russ King, La.; 3rd—John Zoller, La., and Gregg Perrie, Calif.

Open Mixed: 1st—Todd Loffredo and Shellie Langley, Wyo.; 2nd—Ron Nevois, Fla., and Chris Brazel, Wash.; 3rd—Tommy Adkisson and Cara Richardville, Texas.

Women's Singles: 1st—Liz Hill, Okla.; 2nd—Cami Carter, N.C.; 3rd—Michelle Donovan, Calif.

Women's Doubles: 1st—Melanee Tosh and Liz Hill, Okla.; 2nd—Jimmie Watkins, Ga., and Cara Richardville; 3rd—Christina Fuchs and Kelly Masuda, Calif.

35 and Over: 1st—Jay Compton and John Zoller, La.; 2nd—Gary Conley and Rob Russell, Mich.; 3rd—Terry Braud and Louis Barcelona, La.

Next stop on the tour: the $100,000 World Championship of Foosball at the Dallas/Ft. Worth Airport Hilton Conference Center, Sept. 1-6. □

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Ohio 8-Ball event draws record numbers

A total of $25,000 in cash prizes and trophies were on the line when 1,020 competitors crowded into the Canton Memorial Civic Center in Canton, Ohio, in early May for the 12th Anniversary OCMA/Valley 8-Ball League State Championship.

Elum Music Co. of Massillon, Ohio, hosted the event, in which 19 OCMA operator members fielded 160 men's teams, 32 women's teams, and 12 master's teams.

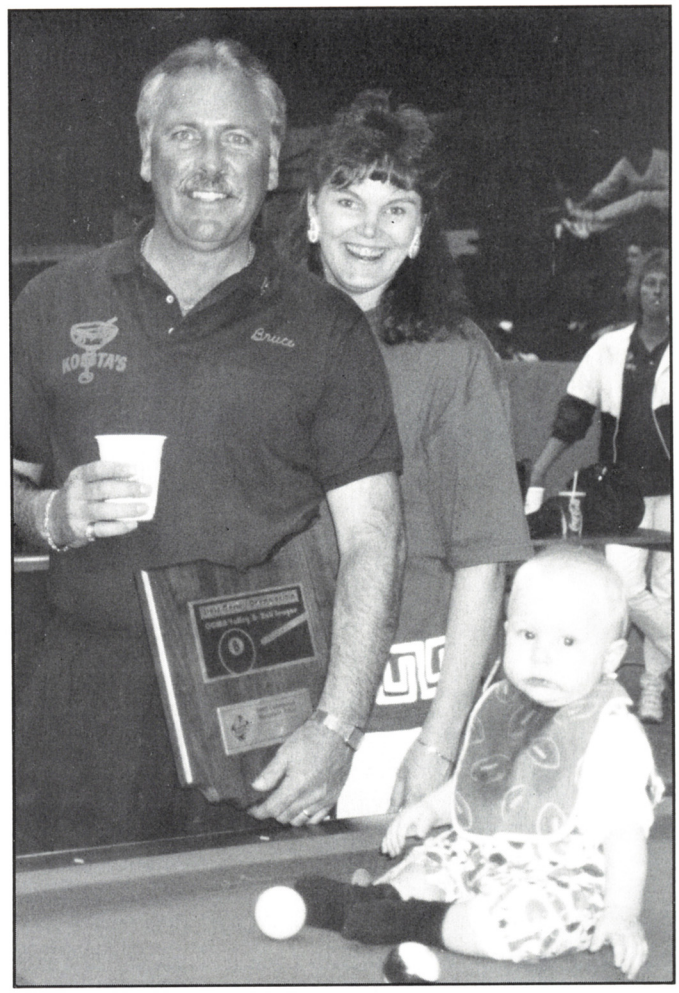
Participating companies included Acme Music of Niles, Alexander Music of Youngstown, B M Vending of Hilliard, Bremer Vending of Toledo, Elum Music of Massillon, Gem Music & Vending of Dayton, Gold Coin Amusement of Bellbrook, Hughes Music Co. of Springfield, R.L. Hull & Sons of Mt. Vernon, JCS Enterprises of Dayton, Lorain Music of Amherst, Nick's Music & Games of Toledo, Ohio Vending of Elyria, Point Games & Music of Tiffin, R & Z Vending of Dayton, Shaffer Services of Columbus, Stebelton Music & Vending of Lancaster, Thomas Video & Vending of Prospect, and A. Van Brackel & Sons of Defiance.

The OCMA Sharpshooter Team and the Canton/Stark County Leadership Team, competitors in the "Celebrity Challenge."

Members of The Gang, Women's Division first place winners, with tournament directors Steve Guilford, Jerry Dunbar, Toni Dunbar, and Dave Youhas.

From left: Steve Guilford, Gregg Elliott, Toni Dunbar, Tom Elum, and Jerry Dunbar.

Ship 'N Shore, first place winners n the Open Division, with tournament directors in the back row.



You're never too young to start playing pool! A member of the Master's Division first place team (Kosta's) with his family.

Tournament director Toni Dunbar of Shaffer Services was assisted by co-directors Steve Guilford of A. Van Brackel & Sons and Jerry Dunbar of Shaffer Services. All three were impressed by the hospitality of Canton/Stark County and the conduct of the players, spectators, volunteers, and local media.

A Celebrity Pool Challenge highlighted the opening day of competition. Guilford and Dunbar formed the OCMA Sharpshooter Team with John Ramberger of Gem Music & Vending, Gregg Elliott of VNEA, and Mary Meade (head referee) to match skills with local area leaders.

The Canton/Stark Leadership Team consisted of Dennis Saunier, president of the Canton/Stark Convention and Visitors Bureau; John Muhlbach, Pro Football Hall of Fame board member; Bobbi Muhlbach; Dave Motts, Pro Football Hall of Fame director of operations; and Stann Tate, sports sales marketing manager for the Canton/Stark Convention and Visitors Bureau. Saunier's team won the match, 44-40.

Paul Corey, associate executive director of OCMA, presented the Meritorious Service Award to Toni Dunbar after the opening ceremony.

Winners in the major events and their sponsors were:

Open Division: 1st—Ship 'N Shore, Nick's Music & Games; 2nd—Melody Lane, Elum Music Co.; 3rd—Donnie's #5, JCS Enterprises.

Women's Division: 1st—The Gang, Acme Music; 2nd—Larry's Ladies, Hughes Music Co.; 3rd—South Market, Elum Music Co.

Master's Division: 1st—Kosta's, Lorain Music; 2nd—Big E, Gem Music & Vending; 3rd—New Orleans, Gem Music & Vending.

Nick's Music & Games came away with a double-header, sponsoring winners Kelly Espinosa, Men's Singles, and Dawn Fital, Women's Singles.

OCMA and Shaffer Services extend a thank-you to everyone who worked hard to make the '92-'93 season a success. □

VNEA Jr. Championship welcomes 92 teams

Fourteen charter holders sponsored 92 teams in the 3rd Annual VNEA International Juniors Championship held June 18-20 at The Kahler Hotel in Rochester, Minn.

Trophies, savings bonds, two-piece cues, and cue cases were among the prizes awarded to the talented younger set and future league players. Sponsors of the event included D & R Star of Rochester, Minn., Coca-Cola of Rochester, Huebler Industries, McDermott Cues, Mali Cues, Viking Cues, and Valley Recreation Products.

Famed pool instructor Jerry Briesath offered instructional tips and impressed the young players with his trick shots and cue ball control exercises. Winners and runners-up in the Mini-Singles sessions held throughout the three-day event were rewarded with two-piece cues and cue cases.

Past tournament director Fred Saack received an appreciation award for his services over the last two years. He introduced new tournament director Don Kruger, who officially opened the event. Also introduced at the opening ceremonies: Dick Hawkins of D & R Star, Gene Urso of Madison Coin Machine (VNEA president), and Paul Huebler of Huebler Industries.

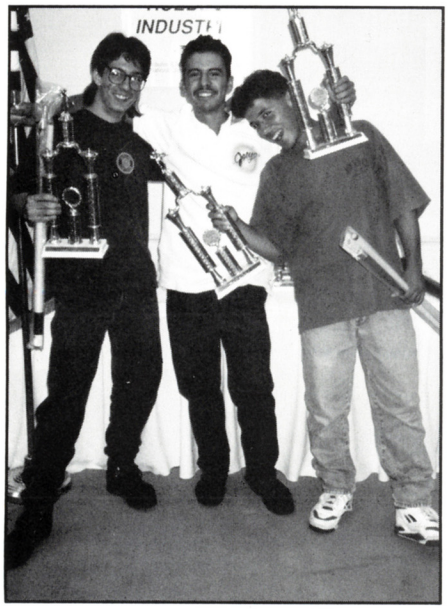
Team champions and their charter holders were:

Youth Division (9-13): 1st—Yankees—Chad Knudson, Reeves Koster, and Nick Nelson, D & R Star; 2nd—Cue Critters—Adam Smith, Scott Sinclair, and Derek Camilleri, Western Automatic-Canada; 3rd—Sharkey's Aces—Cody Hodgins, Brad March, and Brandon March, C & N Sales.

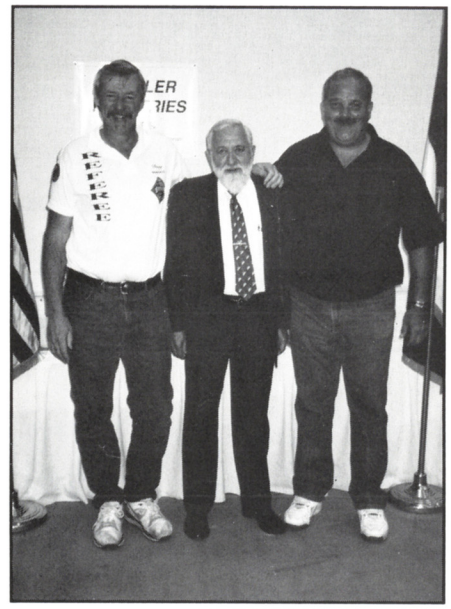
Minors Division (14-17): 1st—Higdon Custom Cue Untouchables—Kerry Kavanaugh, Jamie Nichols, and Justin Johnson, Stansfield Vending; 2nd—Evilocity—Shawn Loss, Paul Chapman, and Ted Moore, American Amusement Arcades; 3rd—Broadway Pool Fools—Andy

Hard Luck champs in the Youth Division, Lariat Lanes #4 from South Dakota.

The Canadian Majors Division Hard Luck team, the Sharks.



Majors Division team champions, Shooter's #1.



Referees Doug Rowland (l) and Dick Collier (r) with Paul Huebler.

Sunday morning Mini-Singles finalists Dustin Sheedy (l) and Chad Mason (r) with with tournament director Don Kruger.

Alsop, Josh Hedstrom, and Julian Bernath, Advanced Amusements.

Majors Division (18-20): 1st—Shooter's #1—Mike Militello, Joey Tackett, and Joseph Cochran, Lucky Coin; 2nd—Broadway Losers—Tanya Harig, Darren Moen, and Ron Broderson, Advanced Amusements; 3rd—Skill Mill #2—Brian Fox, Josh Holm, and Tim Heckman, Theisen Vending.

Hard Luck winners were:

Youth Division (9-13): Lariat Lanes #4—John Peck, Jamie Dvorak, and Rocky Spaid, Automatic Vendors.

Minors Division (14-17): The Bobs—Trevar Wencl, Ben Larson, and Chad Ramgren, D & R Star.

Majors Division (18-20): Sharks—Gary Mark, Greg Stevenson, and Jon Howe, Joyland, Ontario, Canada.

Mini-Singles winners were: *Friday*—Aaron Culver, Jeff Hudson, Joey Tackett, Casey Miller, Dave Helder, and Marlo Macik; *Saturday*—Justin Loss, Chad Van Vooust, Eric Engelken, Seren Erickson, Paul Kneitl, and Jeremy Frost; *Sunday (morning)*—Chad Mason, Dustin Sheedy, Jeremy Drummer, Justin Boyer, Tracy Smith, and Chad Garness; *Sunday (afternoon)*—John Mullet, Sam Muchen, Roy Mullet, Casey Miller, Dana Olson, and Rob Lawrence.

Congratulations to all the winners and participants for another successful championship. □

Vince Levy (r) of Western Automatic-Canada with Youth Division team runners-up, the Cue Critters.

VNEA's Gregg Elliott with the Best Dressed Team, Hudson's Hurricanes of Nebraska, (l-r): Marie Sutton, Jeff Hudson, and Zach Berry.

"Ticket Vic" Fortenbach

Ticket-Dispensing Bill Changer

If easy promotions are a must in your game center, I have an idea that is easy to install, almost automatic, and can really boost your redemption game income.

What is this idea? Installing a ticket dispenser on your Standard Change-Makers bill changer and vending tickets for dollars. Your customers will get tokens or quarters *and* tickets for each dollar. Great idea, you say, but how is it done? First, let's get into the logistics of this idea, then I'll cover how to actually install it.

Most redemption games average a 20 to 30 percent ticket payout. A bill changer is different because it generates no income. So this idea is like giving away money since tickets are valued at about a penny each. This may not sound reasonable to you, but read on.

The idea is to "prime the pump"—to get your customers started in saving redemption tickets for the bigger, more valuable prizes. But to get the bigger prizes more tickets will be needed, so your redemption games will get played more.

You may be thinking that someone could come in with $100 and "buy" the redemption prize they want. Sure, that's a possibility, but what are they going to do with 400 tokens? They'll play your games, buy your food, ride your cars and boats, and play miniature golf. Plus the repeat business will increase your overall profit, since the tokens can be used only at your game center.

Your redemption percentages will remain the same on a game-to-game basis, but the tickets redeemed will increase. And while you'll see an increase in the number of tickets "used," this increase is negligible.

Setting the ticket-to-dollar ratio is simple. Any combination you feel is appropriate will work. The settings I used were five tickets for $1, 15 for $5, 30 for a $10, and 60 for $20. Tokens were also vended with the tickets. The equivalent amount is based on one token equaling 25 cents (four-$1, 20-$5, 40-$10, 80-$20).

If you feel this is too much, then adjust the tickets or tokens for the ratio you feel comfortable with. It might include 10 tickets and three tokens for $1. Again, any combination will work. If you use the above combination, your bill changer will actually turn a profit of 15 cents for each dollar (one ticket equals one cent and one token equals 25 cents). The ideas are limitless!

How do you do this marvelous idea? First you will need a Standard Change-Makers bill changer series 500. This company makes a bill changer with a ticket dispenser already built in. If you are thinking of upgrading your bill changers, go with the one with a ticket dispenser. You don't have to use it, but it's there if you need it. Other bill changers might work, but I haven't tried them.

If you already have a four-hopper Standard changer, great. Standard also makes a two-hopper, pedestal or wall-mount changer, but there is no room to install the ticket dispenser or ticket bin inside.

Standard makes a board to interface the hopper input to a ticket dispenser. Yes, you will have to use one of the four hopper inputs for the ticket dispenser. The three other hoppers will be more than enough for tokens since each one holds more than 2,000.

The interface board is called a U.I.M. module (see photo #1). You

will need this as well as a ticket dispenser (I'd recommend Deltronic Labs' dispenser), a ticket dispenser cable, 12-volt power supply, and a ticket bin. All of the items are available from Standard Change-Makers and Deltronic Labs. The addresses are listed at the end of the article. A DL-1275-H ticket dispenser is used by Standard and sold by Deltronic Labs, but the DL-1275 will work just as well.

I used a black ticket dispenser front plate from Standard, but the stainless steel front plate from Deltronic labs may make a better and easier installation.

The 12-volt D.C. power supply needed is for the ticket dispenser. The hoppers all use 120 volts A.C. I used an old switching power supply, one in which the +5 volts was dead. I connected the main power for the power supply up to the hopper switch outlet. This way when the changer is out of service, there is no way the ticket dispenser will "free run" and vend tickets.

I mounted the ticket dispenser next to the token output tray (see photo #2). You will need to drill four mounting holes and a slot for the tickets into the metal of the bill changer. Since the changers have a quarter slot, there was no room on the door for the ticket dispenser.

I mounted the ticket bin with double-stick tape in the same position as the fourth hopper. Remember, the ticket dispenser is the same as a hopper! You can have one or the other, but not both. I used double-stick tape to avoid drilling more holes in the changer.

The U.I.M. module is mounted right under the programming keyboard. The threaded studs from the changer matched up perfectly with the U.I.M. module mounting holes.

The cable connected up to the U.I.M. module, the ticket dispenser, and the power supply very easily, since all the connectors were complete with the cable. Be sure to ground both the U.I.M. module and the ticket dispenser. If your ground wires are not correct, or you don't run a ground wire at all, you will experience an intermittent out-of-order situation on your changer.

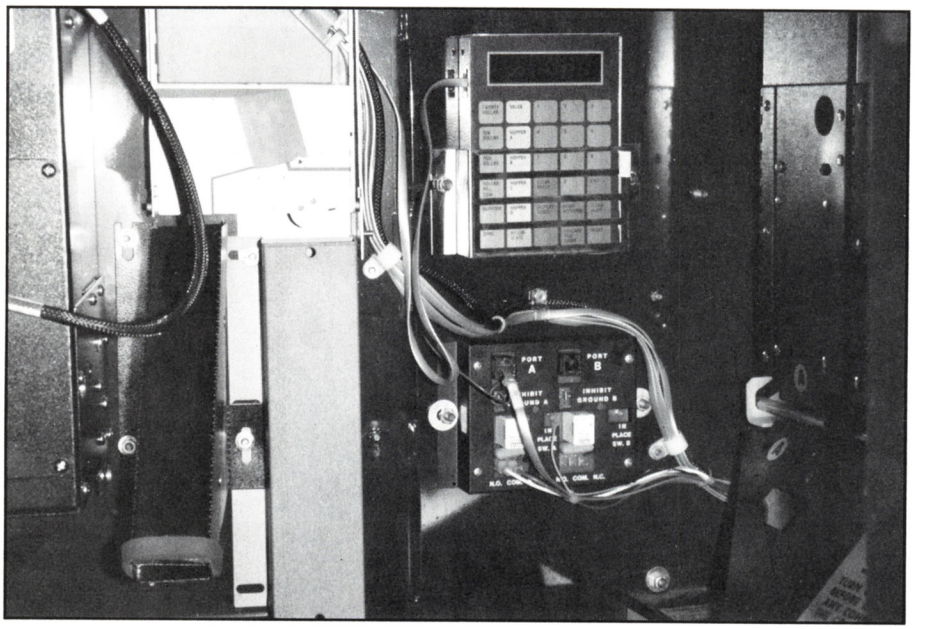


Photo 1

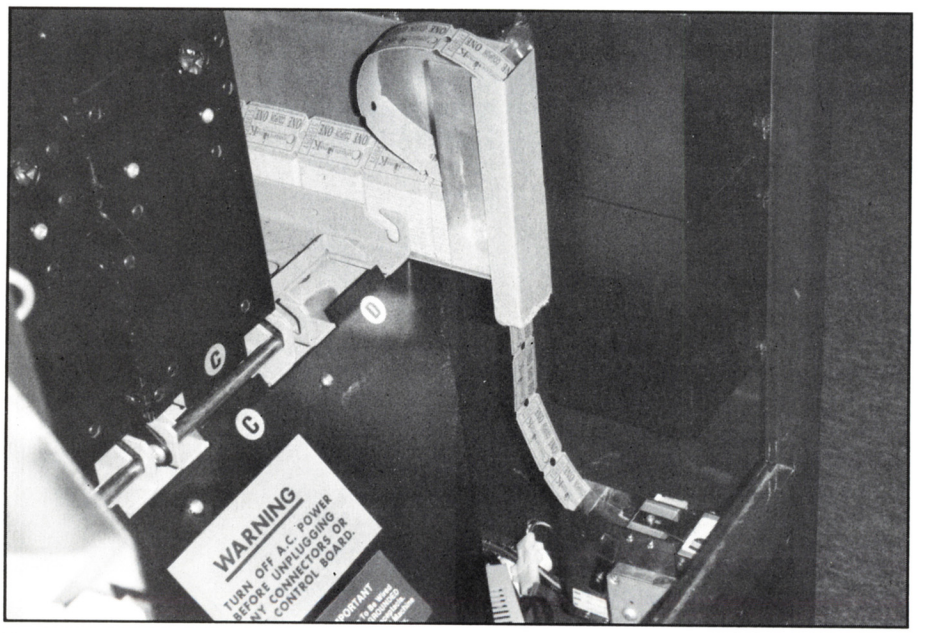


Photo 2

Programming the bill changer is simple. First you need to assign a value to the new ticket dispenser. I left the value at 25 cents, the same as it was for the fourth hopper. Next I set the hopper (in this case it was hopper D) to vend the correct number of tickets for each denomination of paper bill. The tokens dispensed from hoppers A, B, and C also had to be reprogrammed, since the changer was working with one less hopper.

One thing to keep in mind: the

ticket dispenser is the same as a token hopper. When the tickets run out it's the same as a hopper running out of tokens or quarters. The changer will display an "ERROR D" on the programming keyboard display if the changer is on when tickets are loaded. Also, power to the dispenser is turned off when this condition is present.

You cannot advance the tickets using the ticket-advance pushbutton when the changer is on. You might connect the power supply to the power outlet in the rear of the changer instead of the switched hopper power outlet. But the risk of "free run tickets" is more possible. You can also unplug the ticket dispenser when you reload tickets. Better yet, install a "ticket load" switch that will disconnect the ticket dispenser notch output from the U.I.M. module. The changer will never know what's going on.

The whole installation took about two hours and was not as hard as I expected. Standard Change-Makers also makes a U.I.M module for a card dispenser. You can then dispense a "frequent player" membership card for $5.

The Part number for the ticket-dispensing U.I.M. module is 05M00131; for the card dispenser module it's 05M00133; and 04C00123 for the power cable.

Here are the addresses I promised: Standard Change-Makers, 3130 North Mitthoeffer Road, Indianapolis, IN 46236; phone (317) 899-6966 (ask for Christopher Roth in service).

Deltronic Labs, 120 Liberty Lane, Chalfont, PA 18914; phone (215) 997-8616 (ask for Steve Jr. or Sr.).

Thanks to Camelot Park Family Entertainment Center in Cathedral City, Calif., and John Loretz for helping me with the installation. □

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"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

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"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

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.882	9,000	1.000	7,500
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Jim Schelberg

Premier's *Tee'd Off*

Although *Tee'd Off* didn't make it to the recent Pinball Show in Scottsdale, Ariz., Gunther did. He was seen all over the show, but his favorite spot was among the pinball tournament trophies. Maybe he thought they were for golf and wanted his!

Who is Gunther and why is he saying all those things about me? The answer, at least as far as Premier Technology's *Tee'd Off* goes, is: that's how he is programmed.

Premier's latest pin game revolves around one of the country's most popular, and frustrating, sports—golf. Gunther, the mechanical dancing gopher, sits on top of the game taunting players as they try to complete golf shots and game objectives.

Tee'd Off features rounds and modes with tie-ins to familiar golfing terms. Players can pitch, putt, slice, hook, or score a hole-in-one. You can even get caught in bad weather (although in this case it's not really that bad since it's raining cats and dogs!).

A popular television event is the Skins Game. *Tee'd Off*'s version in-

volves a very interesting but dangerous twist. Dangerous? How can pinball be dangerous?

When the player completes the word "SKINS" during the spell skins round, he is given a choice. Choosing the Skins Game is where the danger lurks. At the beginning of this timed round, the game flashes the three left targets. Completing them before time expires will double the player's entire score. That certainly doesn't sound very dangerous, does it? Well, here's the scary part: failing to complete the targets resets the score to zero!

"Premier's latest pin game revolves around one of the country's most popular, and frustrating, sports—golf."

There's a way out, though. The Mean Hole green target lights up to allow the player to recover the lost score. This chance remains active until the player's score passes the lost value or the ball is lost. What a heartbreak to see your entire score wiped out! But what a challenge to fight to get it back.

"Players can pitch, putt, slice, hook, or score a hole-in-one."

This game is more of a collaboration than usual by Premier's two head designers. Ray Tanzer (*Operation Thunder* and *Street Fighter II*) contributed the playfield design. Jon Norris (*Super Mario Brothers* and *Cue Ball Wizard*) concentrated on the game rules that give the game meaning. □

A special thanks to those who made it happen

Rick (c) came to the show to visit his game on display.

I went to the recent Pinball Show in Scottsdale, Ariz., to play new and old pinball games and meet new and old pinball friends. I also went to set up a display sponsored by my magazine, *the pinGame journal*, called "The Making of A Pingame—Williams' *Whitewater*."

The designer, Dennis Nordman, and Williams Electronics were extremely generous in shipping two large crates of *Whitewater* "stuff" to Arizona. On display, among other items, was Dennis' original playfield designs, a full-size cardboard playfield model and the original "whitewood" playfield, with hand-built plastic ramps.

There was only one thing missing—an actual game! I called show organizer Bruce Carlton and pinball champion Julia Slayton, hoping they could help me find the real thing to display in my booth. I was told that there were only about seven games in the state and only two in the Phoenix area.

Although the prospect of finding a game for the weekend didn't look promising, Rick Caldwell of Video Round-Up in Scottsdale came to the rescue. Julia didn't have to ask twice as he gladly agreed to loan us his *Whitewater* for the weekend.

I was truly impressed that an operator would show so much generosity by allowing a popular game to be pulled off location and put on free-play at a collector's pinball show for a whole weekend! Rick placed a sign at Video Round-Up from *Whitewater* explaining to its fans that it was spending the weekend at the Pinball Show and would be back soon! The display was very well-attended and the game was in constant use. Thanks Rick, Dennis, and Williams. □

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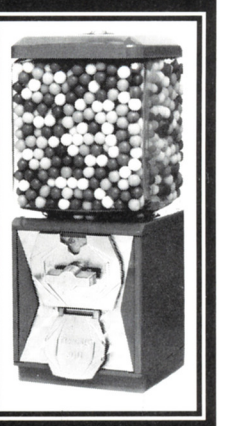

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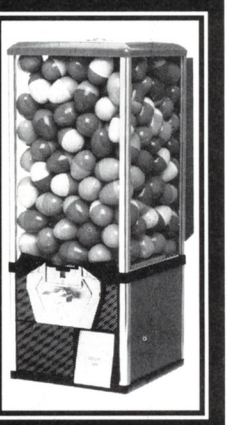

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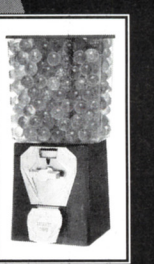

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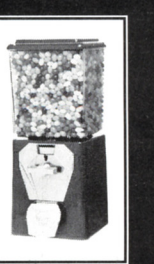

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Greg Reeves
Ray Hepburn

Simulators a welcome break from fighters

Major video game manufacturers seem to be listening to the playing public because the ratio of fighting games to other types of games is decreasing. This trend is extremely pleasing to us and will be beneficial to the industry.

There are countless other themes to be explored and game formats to be used. The problem is that many companies use only one format for non-fighting games: impressive but costly simulators.

While simulators take the industry in a positive direction, there are some difficulties. The sheer size of these games often precludes placement in the average street location, and therefore makes them suitable solely for large, modern arcades or shopping malls. The donut shop or convenience store locations are just as important as their larger counterparts. Along with size restrictions come financial barriers—some simulators can cost more than family cars.

Such games must also be set at a higher price-per-play to make the game profitable. Higher cost discourages some players from sampling the simulators and leads them back to the less expensive (per play) fighting games. Simulators could even have a psychological effect on younger players, overwhelming them with the complexity of the controls and the size of the machines.

Ray faces an opponent who's a mean fightin' machine in Sega's *Title Fight*.

What's the solution? Perhaps manufacturers should make more non-fighting-themed kits for normal size dedicated cabinets. Recent games such as Irem's *In the Hunt* and Atari's *World Rally* are good examples of this alternative.

Now for a look at three enjoyable videos in the simulator category:

World Rally

Game licensing is often a risky move for an industry leader such as Atari. *Knuckle Bash*, Atari's previous licensed video, made no waves in the sea of fighting games. But now the company has released *World Rally*, a universal kit continuing the always popular theme of race driving. The digitized, true-to-life graphics of the car and scenery deliver a realistic challenge.

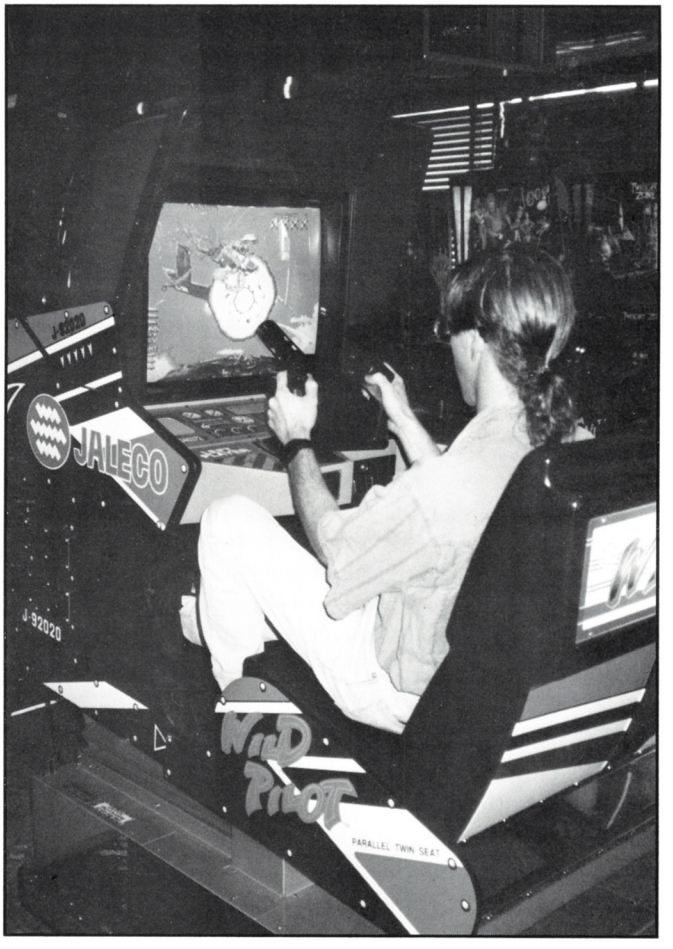
It's funny how a video game can make a player turn serious and dedicate himself to completing the mission before him, as if he had more to lose than a quarter.

World Rally differs from other games of this sort in several ways: 1) the player views his car from a third-person perspective, as though in a low-flying helicopter following the course; 2) there are no opponents in the game, instead the player races against time; and 3) the player does not choose from many different cars but uses a modified Toyota Celica to negotiate the track.

By using a steering wheel, two-speed shifter, and the accelerator pedal, the player drives his car through the course to reach the goal in the 60 seconds allowed.

One of four courses can be chosen, each harder than the last: Monte Carlo, the Acropolis, San Remo, and 1,000 Lakes (ranging from easiest to hardest). All courses have three tracks with varying terrain, such as snow and mud. Multiple obstacles, in the form of ramps and logs, and the challenge of night driving await the player.

The computer warns of upcoming obstacles and turns, and a distance meter at the top of the screen displays the remaining length of the course. *World Rally* is suitable for any location and should do well as a rare commodity—a driving kit.



Aerial dogfights await players of Jaleco's *Wild Pilot*.

Title Fight

Sega is rapidly becoming the king of simulation games with the technological breakthrough of *Virtua Racing*, followed by *OutRunners, Air Combat*, and the current boxing-themed *Title Fight*.

The huge, dual-monitor dedicated cabinet makes use of controllers never seen before. Two short joystick grips with wrap-around hand guards imitate boxing gloves and allow the player to simulate punching by pushing forward, or guarding by pulling inward.

The fighter is viewed in outline only; the player sees through him as in Nintendo's *Punch-Out!!*. This viewpoint is probably used to allow characters to dodge blows easier than in a first-person perspective.

Opponents react to successful strikes and actually start to show signs of abuse. If the player is knocked down, the screen becomes wavy and the referee is seen leaning over while counting to 10. Spinning the glove joysticks renews power and the fighter can stand to battle his opponent again. The game ends after a "knock-out" or "draw" decision.

The voice simulation, crowd participation, announcer and referee actions, and colorful boxers enhance the mood of the game and lend the right touch of realism. Game play is a bit limited and may not hold the player's interest for an extended period of time. *Title Fight*'s size and appearance make it a good arcade piece.

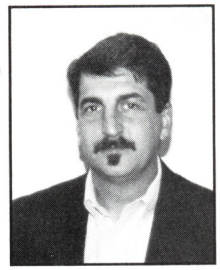
Wild Pilot

Jaleco's games tend to be first-person simulators such as *Cisco Heat*, the high speed police chase through California's hilly city. *Wild Pilot* takes players into the clouds for a furious battle above city skyscrapers and water.

The large dedicated cabinet rocks and sways to the movement on the screen as the player pilots his World War I biplane through modern-day dogfights. The plane is equipped with two machine guns controlled by two players. Occasionally, rockets can be acquired to eliminate everything on the screen.

The plane's flight path is controlled by the computer, so players need only worry about firing the weapons. Enemies launch missiles, which must be destroyed before they reach the player.

Although the graphics are impressive, the game is crowded with opponents and the screen a bit jumbled. The cabinet's movement is a tad jerky; it should flow and sway more smoothly to simulate flight. *Wild Pilot*'s size may limit its location placement, but it is fun and a lot like an amusement park ride. □



Randy Fromm

Sencore's Super Scope!

For the past two months, my column in Play Meter has focused on how to use an oscilloscope to view and measure all types of electronic signals. As you recall, after going through the procedure of obtaining a stable display on an oscilloscope, you're only half finished. You still have to count graticule divisions (and subdivisions) and do the math required to obtain the exact voltage, frequency, or timebase of the signal you're viewing.

Needless to say, this is a time-consuming hassle that also leaves the troubleshooting procedure wide open to all kinds of human error. As a technician, math is not my strong point; electronics is what I do best. Wouldn't it be nice if there was a way to use an oscilloscope without doing all the math? As long as I'm dreaming, I might as well dream of an oscilloscope that will automatically synchronize and display the signals without having to mess around with the vertical, horizontal, and trigger adjustments every time I move the probe to another point in the circuit.

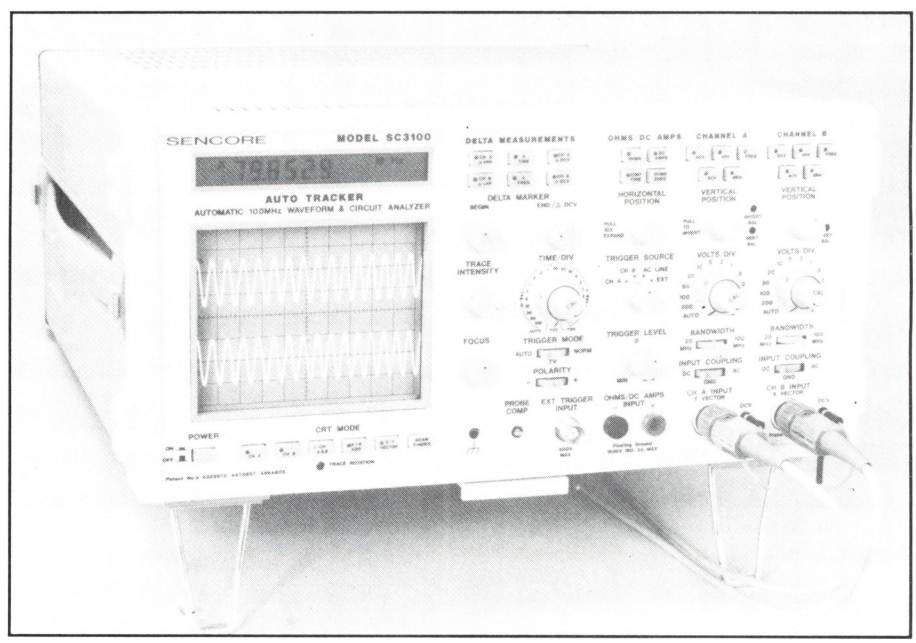
If you're ready to make the big move and invest in an oscilloscope, you'll want to consider the Sencore SC3100 Autotracker. The SC3100 is such an amazing piece of test equipment that Sencore doesn't even refer to it as an oscilloscope. Instead, it's called an "Automatic Waveform & Circuit Analyzer."

This extraordinary piece of servicing equipment has so many interesting features that I want you to just sit back, relax, and let me tell you about them. In a nutshell, however, the Autotracker selects the proper settings for volts/div and sec/div, automatically displaying two complete cycles of a periodic waveform. No knobs to tweak or buttons to push. You just move the probe from point to point in the circuit and the SC3100 does the rest. At the same time, a digital display located just above the CRT gives you a readout of DC volts, AC volts, frequency or time period. There's even a built-in ohmeter! I swear, the thing does everything but make the coffee (although I hear that's going to be offered as an option sometime in '95!).

Operation

The operation of the SC3100's CRT display section is identical to that of a standard oscilloscope. The vertical and horizontal controls are calibrated to allow CRT analog measurements of signals just as we have seen in the June and July issues of Play Meter.

However, most of your measurements will be made using the digi-



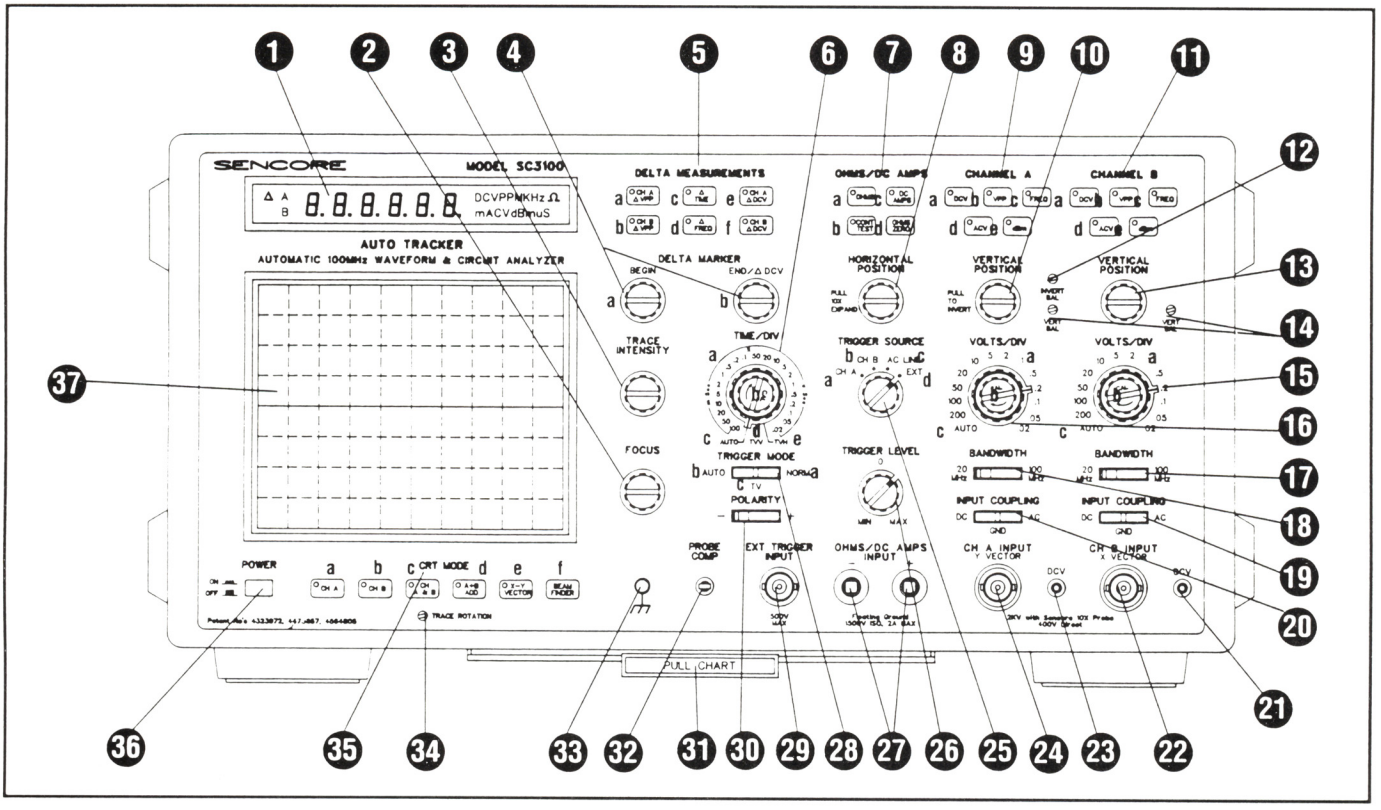


Figure 1: front panel controls and features

tal readout. The Waveform & Circuit Analyzer's digital functions give results that are faster, more accurate and subject to much less operator error than conventional analog oscilloscope measurements.

Let's start by taking a look at the controls. Refer to figure 1.

1. DIGITAL READOUT—provides a readout of any of the delta measurements (5), OHMS/DC Amps (7), channel A digital tests (9), or channel B digital tests (11) functions. The correct decimal placement and annunciators to indicate the channel, function, and range are automatically displayed.

2. FOCUS—adjust for sharpest trace on CRT display (37).

3. INTENSITY—determines brightness of CRT trace.

4. DELTA MARKER CONTROLS—use with the delta measurements buttons (5) to position the intensified delta measurement bar on the waveform.

a. & b.) BEGIN & END—controls automatically exchange function if the delta bar end is positioned before the beginning.

b.) END/DDCV—adjusts the intensified point when the Delta DCV functions are selected (5e & f).

5. DELTA MEASUREMENTS—selects the parameter that is measured by the delta bar. Readings are displayed in the digital readout (1).

a.) CH A △PPV—measures the peak-to-peak voltage of the intensified portion of the channel A waveform.

b.) CH B △PPV—measures the peak-to-peak voltage of the intensified portion of the channel B waveform.

c.) TIME—measures the time duration of the delta bar for either the channel A or channel B waveform.

d.) △FREQ—converts the time duration of the delta bar to the approximate frequency.

e.) CH A DELTA DCV—measures the instantaneous voltage to ground of the intensified point on the channel A waveform. Use with the delta DC marker control (5b).

f.) CH B DELTA DCV—measures the instantaneous voltage to ground of the intensified point on the channel B waveform. Use with the delta DC marker controls (5b).

6. TIMEBASE—sets the sweep speed at which the CRT beam moves horizontally across the CRT. Controls do not affect the digital measurements.

a.) TIME/DIV—selects the time value for one major CRT division.

b.) VERNIER—allows the sweep speed to be varied within the major steps selected by the TIME/DIV Control.

c.) AUTO—allows the microprocessor to automatically select the sweep speed needed to dis-

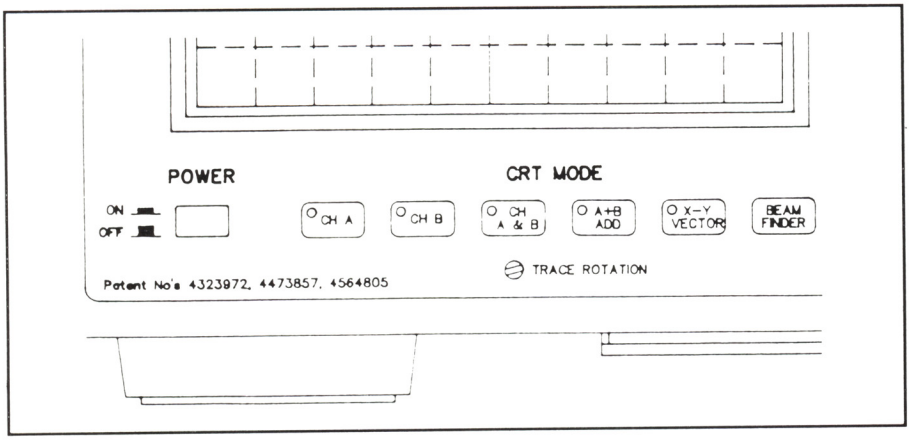


Figure 2

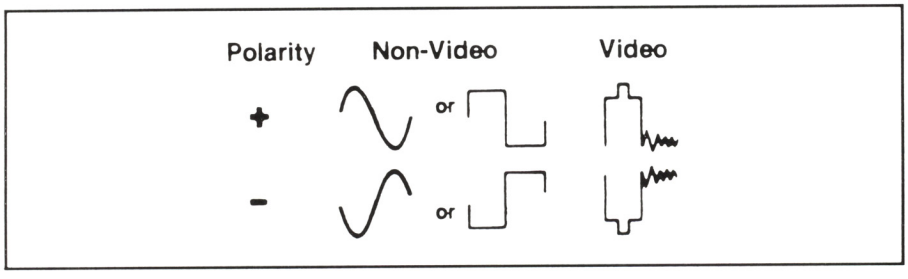


Figure 3: the trigger polarity switch determines whether the trigger circuits use the rising or falling signal transition.

play 2 to 5 cycles.

d.) TVV VIDEO PRESET—displays two vertical fields of composite video and automatically selects video sync separators.

e.) TVH VIDEO PRESET—displays two horizontal lines of composite video and automatically selects video sync separators.

7. OHMS/DC AMPS—use with the OHMS/DC AMPS input (27) and DVM test leads to measure circuit parameters. Readings are displayed in the digital readout (1).

a.) OHMS—select to measure resistance values up to 100 megohms.

b.) CONT TEST—provides a near-instantaneous audible tone indication of continuity and digital readout of resistance values to 210 Ω.

c.) DC AMPS—select to measure DC current.

d.) OHMS ZERO—push when either the OHMS or CONT TEST (7a or b) is selected and the test leads are shorted together to zero out the internal and test lead resistances.

8. HORIZ POSITION/IOX EXPAND CONTROL—use to adjust the horizontal position of the CRT trace. Pull to expand the CRT display horizontally by a factor of 10.

9. CHANNEL A AUTO-TRACKING TEST BUTTONS—selects the measured parameter of the waveform applied to the CH A INPUT Jack (24).

a.) DCV—measures the average DC voltage.

b.) VPP—measures the peak-to-peak voltage.

c.) FREQ—measures the frequency.

d.) ACV—measures the RMS AC voltage.

e.) dBm—measures the dBm voltage level.

10. VERTICAL POSITION (CH A)—determines vertical position of the channel A trace. Pull knob to invert the polarity.

11. CHANNEL B AUTO TRACKING TESTS—selects the measured parameter of the waveform applied to the CH B INPUT Jack (22).

a.) DCV—measures the average DC voltage.

b.) VPP—measures the peak-to-peak voltage.

c.) FREQ—measures the frequency.

d.) ACV— measures the RMS AC voltage.

e.) dBm— measures the dm voltage level.

12. INVERT BAL—calibrates the channel A invert amplifier for the same DC reference level for inverted and noninverted displays.

13. VERTICAL POSITION (CH B)—determines the vertical position of the channel B trace.

14. VERT BAL (Channels A & B)—calibrates the input circuits for the same DC reference level for each setting of the VOLTS/DIV switch.

15. VOLTS/DIV (CH B)—selects the vertical deflection factor for the channel B CRT waveform display and the range for the VPP readings.

a.) VOLTS/DIV Control—sets the voltage value for one major CRT division.

b.) VERTICAL VERNIER—allows the vertical deflection to be varied within the major steps selected by the VOLTS/DIV Control. Does not affect the digital measurements.

c.) AUTO—Allows the microprocessor to automatically select the VOLTS/DIV range needed to display 2 to 4 divisions of deflection.

16. VOLTS/DIV (CH A)—selects the vertical deflection factor for the channel A CRT waveform display and the range for the VPP readings.

a.) VOLTS/DIV CONTROL—selects the voltage value for one major CRT division.

b.) VERTICAL VERNIER—allows the vertical deflection to be varied within the major steps

selected by the VOLTS/DIV Control. Does not affect the digital measurements.

c.) AUTO—allows the microprocessor to automatically select the VOLTS/DIV range needed to display 2 to 4 divisions of deflection.

17. BANDWIDTH (CH B)—determines the bandwidth of the signal applied to the CRT, digital meter and trigger circuits from the CH B INPUT Jack (22).

18. BANDWIDTH (CH A)—determines the bandwidth of the signal applied to the CRT, digital meter, and trigger circuits from the CH A INPUT Jack (24).

19. INPUT COUPLING (CH B)—selects DC or AC input coupling, or ground reference of the signal applied to the CH B INPUT Jack (22).

20. INPUT COUPLING (CH A)—selects DC or AC input coupling, or ground reference of the signal applied to the CH A INPUT Jack (24).

21. DCV Jack (CH B)—input routes DC signals around the channel B input coupling switch (19) to allow DC measurements while CRT is AC coupled.

22. CH B INPUT Jack—supplies signals for all channel B tests except DCV.

23. DCV Jack (CH A)—input routes DC signals around the channel A INPUT COUPLING switch (20) to allow DC measurements while CRT is AC coupled.

24. CH A INPUT Jack—supplies signals for all channel A tests except DCV.

25. TRIGGER SOURCE—selects signal source that is used to trigger the sweep circuits.

a.) CH A—selects the signal applied to the CH A INPUT (24).

b.) CH B—selects the signal applied to the CH B INPUT (22).

c.) AC LINE—locks the trigger circuits to the 60 Hz AC line.

d.) EXT—selects the signal applied to the EXT trigger input jack (29).

26. TRIGGER LEVEL—determines the amplitude of the input signal that triggers the trigger circuits. The trigger circuits will trigger at the center of a symmetrical waveform when set to "0". The "+" and "-" areas indicate amplitude change only, not trigger polarity.

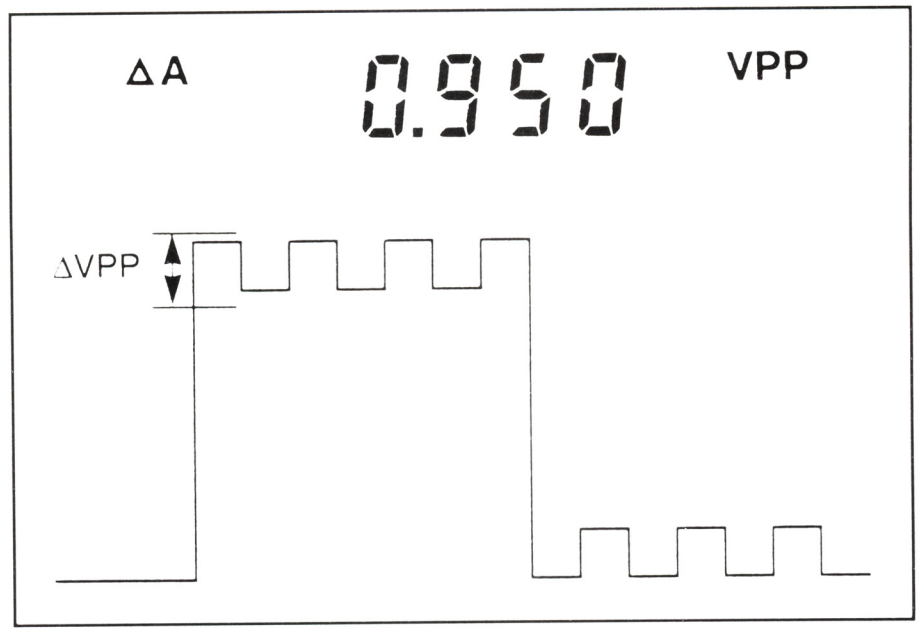


Figure 4: the delta VPP function measures the peak-to-peak voltage of the selected waveform portion.

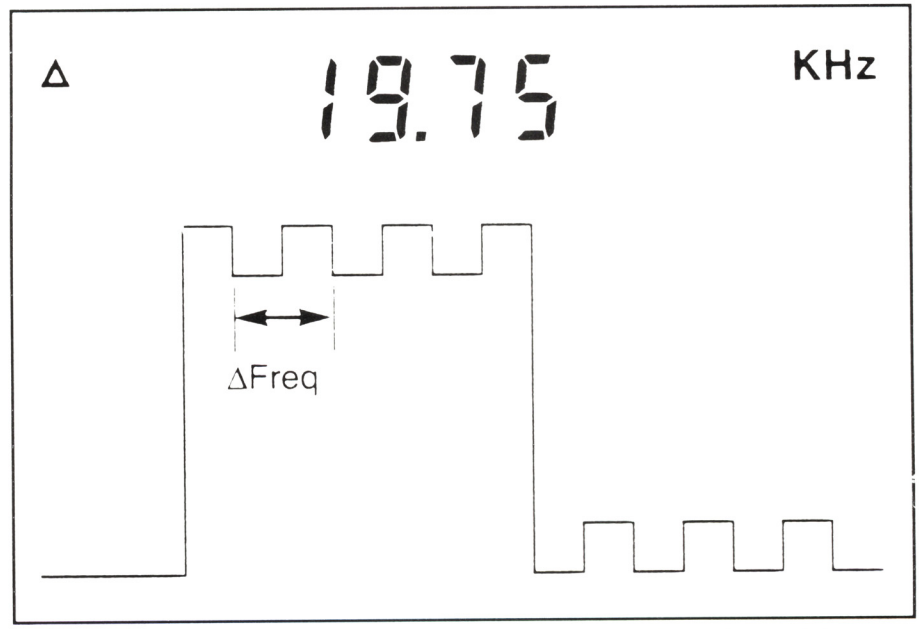


Figure 5: the delta frequency function converts the actual time of the intensified waveform portion to equivalent frequency.

27. OHMS/DC AMPS INPUT—provides a connection for the DVM TEST LEADS to make ohms and DC current measurements.

28. TRIGGER MODE—selects three different options for triggering the waveform.

a.) NORM—produces a trace only when the triggering circuits are locked to the incoming signal selected by the trigger source switch (25).

b.) AUTO—produces a trace at all times.

c.) TV—selects special sync sep-

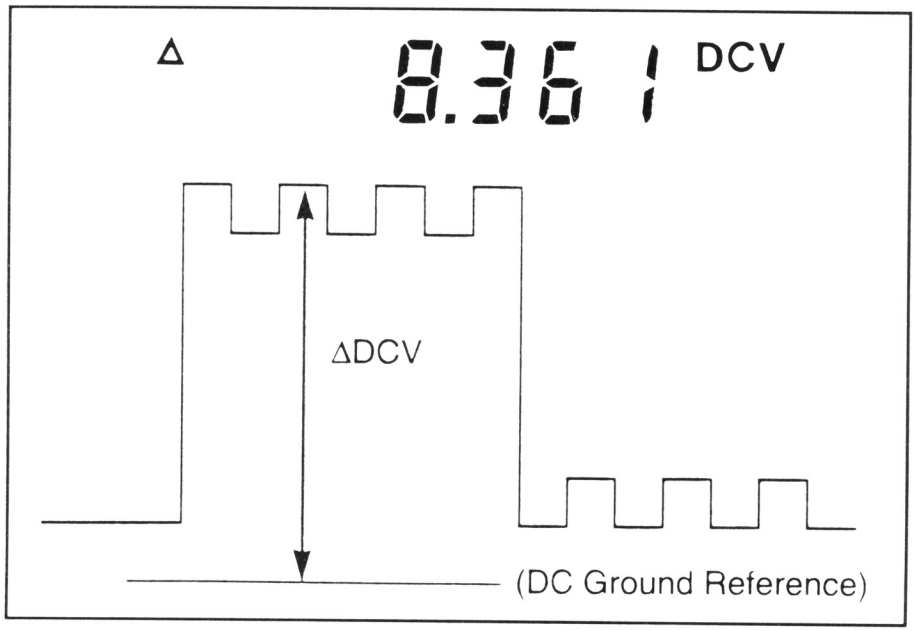


Figure 6: use the delta DCV function to measure the instantaneous voltage level of a point on a waveform.

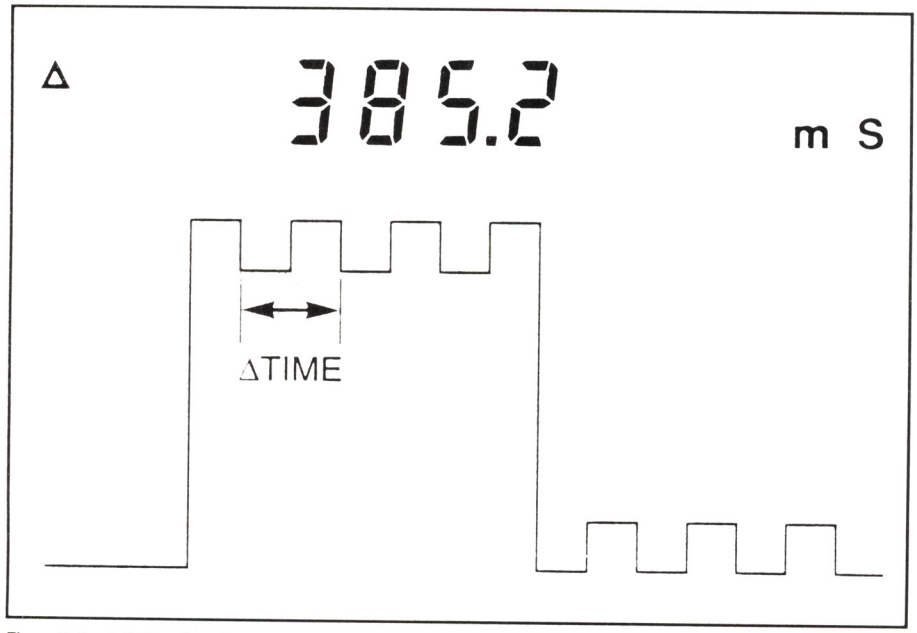


Figure 7: the delta time function measures the actual time of the intensified waveform portion.

arators to trigger on the sync pulses of composite video signals. Automatically selects vertical sync for "msec" sweep speeds and horizontal sync pulses for "microsecond" sweep speeds.

29. EXT TRIG INPUT Jack—allows an external trigger signal to be used when the trigger source switch (25) is set to "EXT".

30. TRIGGER POLARITY—sets the trigger circuits to trigger on either the positive (+) or negative (-) transition of the incoming signal. The polarity refers to the sync pulse polarity of video signals.

31. PULL CHART—provides simplified operation instructions.

32. PROBE COMP—provides square wave signal for compensating the 10X low capacity probes.

33. GROUND Jack—provides a connection to use the black DVM TEST LEAD for grounding and DC measurements.

34. TRACE ROTATOR—electrically positions the trace to compensate for different magnetic field conditions. Adjust so that the CRT trace is parallel to the horizontal lines etched on the CRT.

35. CRT DISPLAY MODE BUTTONS—use to select the trace display mode on the CRT.

a.) CH A—displays a single trace of the CH A INPUT (24). Press together with CH B Button for A & B dual alternate display.

b.) CH B—displays a single trace of the CH B INPUT (22). Press together with CH A Button for A & B dual alternate display.

c.) A & B—displays both the channel A & B traces. Dual chop display is selected when the TIMEBASE TIME/DIV control (6a) is set between 100 and .1 msec. Dual alternate operation occurs between 50 and .02 msec. Select dual alternate mode for slower sweep rates by pushing the CH A and the CH B CRT display mode buttons simultaneously.

d.) A+B ADD—provides a single trace display showing the algebraic sum of the CH A and CH B input signals.

e.) X-Y VECTOR—selects X-Y operation. The CH A INPUT Jack (24) provides vertical deflection and the CH B INPUT Jack (22) provides horizontal deflection.

f.) BEAM FINDER—press to locate the relative position of the trace(s).

36. POWER—push in to apply AC power; push and release to remove power.

Simplified CRT setup

The controls on the front panel are grouped according to their function. To display and lock in a waveform on the CRT simply move from right to left across the front panel performing these steps: 1. Apply the signal. 2. Adjust the trigger controls. 3. Adjust the horizon-

tal sweep controls.

Follow the above steps whenever you apply a new signal or experience difficulty locking a waveform.:

To obtain a waveform display on the CRT:

1. Push the POWER button.
2. Press the desired CRT MODE button to produce a single trace, dual-trace, or vector display.
3. Apply the signal to the vertical input:
   a.) Connect the 10X low capacity probe to the INPUT Jack of the desired channel.
   b.) Connect the 10X low capacity probe to the signal.
   c.) Set the input coupling switch to "AC".
   d.) Set the VOLTS/DIV switch to "AUTO" or set it to produce a display that is 4 to 6 CRT graticules high.
4. Adjust the trigger controls to lock the waveform:
   a.) SOURCE to match the input channel to the desired reference channel.
   b.) MODE to "Auto." Use "TV" for composite video signals.
   c.) POLARITY to the desired polarity. Set to match the sync polarity for composite video.
   d.) Adjust LEVEL to lock the trace.
5. Adjust the TIMEBASE Control to "AUTO" or set for the desired number of cycles.
6. Adjust the vertical position, horizontal position, focus, and intensity controls as desired for the best waveform display.

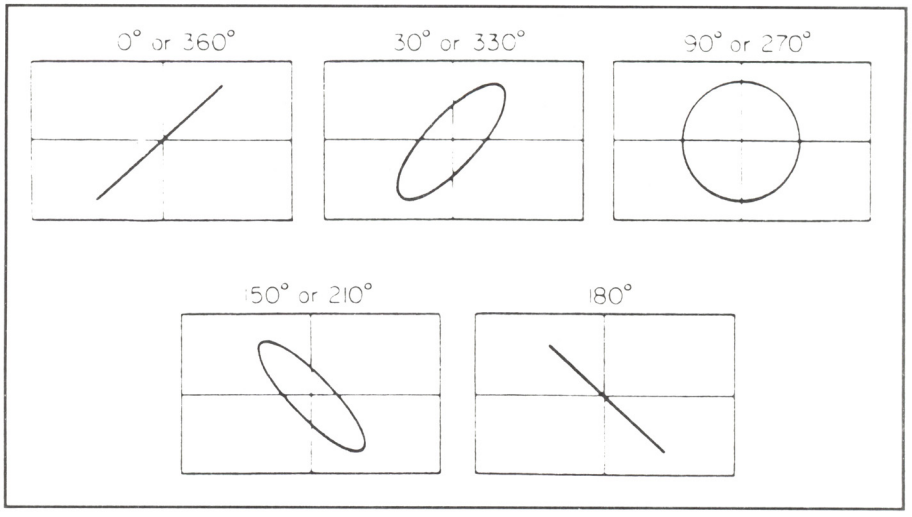


Figure 8: the vector mode shows phase relations.

Locating the trace with the beam finder

Naturally, the SC3100 has a "beam finder." When you can't see the trace because one or more of the CRT controls is improperly set, use the beam finder to help you locate the trace. Pressing the BEAM FINDER button overrides four controls or circuits: 1) The intensity is increased, 2) "AUTO" trigger mode is selected, 3) The gain of the vertical amplifiers is reduced to bring the trace onto the CRT screen no matter where the vertical position controls are set, and 4) The gain of the horizontal amplifier is reduced. These four conditions will force the trace onto the screen no matter where the front panel controls are setting. The location of the trace(s) on the CRT when you push the BEAM FINDER button tells you what to do next to obtain a visible trace.

CRT modes

The SC3100 has six different CRT display modes which are selected by the four CRT push buttons located below the CRT (see figure 2). The display options are: 1) Channel A single trace; 2) Channel B single trace; 3) Channel A & B dual chop; 4) Channel A & B dual alternate; 5) Channel A + B add; and 6) X-Y Vector.

Channel A or B single trace

Signals applied to the channel A and channel B inputs may be displayed independently. Press the CH A or the CH B button to display the desired signal. A signal applied to one channel will not affect the signal that is displayed on the other channel.

The channel A trace may be inverted by pulling out the channel A vertical position control. The inversion affects only the displayed waveform. The triggering polarity of the inverted signal does not change when channel A is inverted.

Dual trace

Press the "A&B" button to view both waveforms simultaneously. The SC3100 automatically selects between dual chop display mode or dual alternate display mode depending on the setting of the TIME/DIV Control. All of the sweep rates between "100 msec" and ".2 msec" produce the dual chop mode. Dual chop means that the CRT electron beam draws portions of each trace as it moves across the CRT. This reduces flicker at the slow sweep speeds. The sweep speeds from ".1 microsecond" to .02 microsecond" produce the dual alternate mode. In the dual alternate mode, the electron beam draws the complete trace for one channel and then draws the complete trace for the other channel. This prevents the traces from appearing segmented.

At times the dual chop mode may cause interference in the trace at the "msec" sweep speeds. This interference is common with all dual-trace oscilloscopes and is caused by the CRT beam quickly moving between the channel A and B

traces. The interference only becomes noticeable when the frequency of the input signal is at or close to a multiple of the chopping frequency. If this interference occurs, place the SC3100 into the dual alternate mode by simultaneously pressing the CH A and CH B CRT MODE buttons so that both LEDs are lit.

Algebraic addition or subtraction (A + B or B-A)

Some applications require two signals to be added to form a composite, or subtracted to show the difference of two signals. Press the "A+B ADD" CRT mode button to algebraically add the two signals. To subtract the signals, press the "A+B ADD" button and pull the channel A vertical position control out to invert the channel A display.

The phase relationship of the signals determines whether the resulting waveform is larger or smaller in amplitude than the applied signals. If the signals are in phase, adding them will increase the size of the displayed waveform and subtracting them will produce a waveform that is either smaller than either of the applied signals or that shows total cancellation. If the two signals are 180° out of phase, the opposite occurs. Adding produces cancellation and subtracting causes an increase in the resulting waveform. The resulting display of signals having phase shifts other than 0° or 18° will be their instantaneous sum or difference.

Vector (X-Y) operation

Press the "X-Y vector" CRT mode button to use the CRT as an X-Y display. In the vector mode, the signal applied to the channel A input causes vertical (Y) deflection and the signal applied to the channel B input causes horizontal (X) deflection. The resulting "Lissajous" pattern shows the phase and frequency relationships of the two signals.

The vertical gain is controlled by the channel A VOLTS/DIV control and the channel A vertical position control adjusts the pattern's vertical position. Use the channel B VOLTS/DIV control to set the horizontal gain and the horizontal position control to adjust the horizontal position. The channel B vertical position control has no effect when the vector function is selected.

Connecting to a hot chassis

As with other oscilloscopes, the BNC input connectors, probe ground leads, and front panel ground jack of the SC3100 are connected to the AC line third wire safety ground. This requires caution when you connect to a "hot chassis" piece of equipment. A hot chassis is a device that does not have an internal isolation transformer. In coin-op repair, we typically encounter a hot chassis in monitors and on the primary side of switching regulator power supplies.

Always connect a hot chassis to an isolation transformer before connecting the SC3100 to the unit under test. The isolation transformer allows the hot chassis to float in reference to earth ground. Connecting the ground of the SC3100 to the hot chassis without isolation will damage the chassis power supply or the ground connections in the SC3100. Only connect the chassis to the isolation transformer. Do not connect the SC3100 to the isolation transformer.

NOTE: Using an external transformer with a device that contains internal isolation will not cause a problem. If in doubt, always use an isolation transformer!

10X low capacity probe

Most measurements are made using the supplied 39G292 10X Low Capacity Probes. These probes isolate the capacitance of the test lead and the input circuits from the circuit test point. This reduces circuit loading and the resulting measurement errors. The special design of the 39G292 Probe protects the SC3100 to 2000 volts DC or AC peak-to-peak. The 39G292 Probe also provides a separate isolated circuit for making DC voltage measurements independent of the CRT input controls.

The only disadvantage of using the 10X Low Capacity Probe is reduced sensitivity. The 10X Probe limits the lowest measuring range of the SC3100 to 20 mV/div. This allows useful measurement of signals as small as 10 millivolts (.010 volts) which is adequate for most circuit tests.

You can read the digital tests direct and use the markings around the VOLTS/DIV control directly when using the 10X Probes with the SC3100. You do not need to multiply readings by ten as you do with some other oscilloscopes.

Special design of the 39G292 10X probe

The 39G292 10X Low Capacity Probe is specially designed to route the DC voltage to digital circuits separately from the CRT or digital peak-to-peak function. You do not need to have the input coupling switch set to "DC" to measure DC voltage on the digital display.

These separate paths require two connections to the SC3100. The BNC connector couples the signal to the CRT and digital VPP circuits while the mini-banana DCV jack couples the DC voltage to the digital display.

The probe contains separate 10:1 dividers for the DC digital display measurement path and for the CRT/VPP measurement path. This prevents loading problems caused by the capacitance of the DC lead. The input impedance of the CRT circuits at the BNC input jack without the probe connected is 1 megohm DC coupled and 2 megohms AC coupled. The impedance at the DCV input jack is 1.5 megohms.

Connecting the 10X Probe to the inputs increases both input impedance values by ten, making the

AC impedance 10 megohms and the DC input impedance 15 megohms. The circuit test point, however, sees both of these measuring paths in parallel, which effectively make the impedance at the probe tip 6 megohms. While this is a somewhat lower impedance than most oscilloscopes, very few circuits will be affected by the 6 megohm impedance. If circuit loading is a problem you can disconnect the DCV lead from the DCV input jack to increase the input impedance to 10 megohms.

The supplied 10X Probe Accessory Kit contains two yellow and two red Probe ID Bands. You can place one band around the probe wire near the tip and the other band of the same color around the wire near the BNC end. Color coding each probe allows you to quickly know which probe is connected to each input without tracing the wires back to the probe tip.

Unscrewing the retractable probe tip exposes a metal ground ring. This ground ring may accidentally short against components and IC pins if you are using the needle tip. The supplied probe accessory kit includes a ground insulator ring that slips over the probe tip and covers up the exposed metal when you use the needle tip.

Probe frequency compensation

Because 10X probes form an AC voltage divider with the scope input, the impedance of the probe must be set to match the impedance of the oscilloscope input. The 10X Lo Capacity Probes supplied with the SC3100 have a small trimmer capacitor built into the BNC connector body. In order to obtain a fiat frequency response this compensation capacitor must be adjusted to match the probe capacitance to the capacitance at the input jack.

Once you have compensated the probe, check the compensation periodically to ensure the probes are still properly matched to the SC3100 input. An uncompensated probe may result in waveform distortion or incorrect amplitude readings. The compensation affects both the CRT display and the digital peak-to-peak function.

To compensate the probes:

1. Connect the probes to the PROBE COMP Jack.
2. Set the VOLTS/DIV control for both channels to ".5".
3. Set the TIME/DIV Control to ".1 msec".
4. Lock in the waveform with the TRIGGER controls.
5. Select the channel A display.
6. Adjust the probe compensation capacitor in the probe connection to the CH A INPUT for the best square wave.
7. Repeat steps 5 and 6 for the channel B probe.

NOTE: Recompensate the probe if you move it to another input channel.

NOTE: The PROBE COMP signal has square edges but may not be 50Ç duty cycle. Do not use the PROBE COMP signal as a frequency or amplitude calibration.

Vertical CRT display

The vertical CRT display section of the SC3100 functions like other oscilloscopes to provide a visual display of the signal applied to the input channels. This section explains how to obtain a locked in waveform on the CRT.

NOTE: The Auto-Tracking measurements can be made without displaying the waveform.

Selecting AC or DC coupling

As we saw in the June issue of Play Meter, the input coupling switch selects how the signal is coupled to the vertical circuits. When the switch is in the "DC" position, any change in the average DC level applied to the input will cause the trace to move vertically by an amount proportional to the DC voltage. This is important when you need to view the sum of the AC and DC components of the signal.

But this trace shifting may be annoying when the DC component is not important or when the DC voltage is being monitored with the Auto-Tracking digital DCV readout. You can use AC coupling for many tests. In this mode, a capacitor is connected in series with the input circuits to block the DC component. This allows the trace to stay at the same vertical position on the CRT as the DC voltage changes or as the probe is moved to different test points. Remember, the cool thing about the SC3100 is that the readout will always tell you what the DC voltage is, regardless of the input coupling. The input coupling switch may be in any position when making any of the digital readout measurements.

Setting the vertical size

The VOLTS/DIV switch controls the amplitude (vertical size) of the displayed waveform by adjusting the amount of gain or attenuation of the vertical circuits in fixed steps. The role of the VOLTS/DIV switch is greatly diminished in most of SC3100's applications compared to conventional analog oscilloscopes. This is because the Waveform & Circuit Analyzer's digital display provides a faster and much more accurate measurement-direct readout of all voltages.

For most applications you simply set the VOLTS/DIV switch for the desired amount of vertical detail or until you see the entire waveform displayed on the CRT. Turning the VOLTS/DIV switch clockwise will increase the amplitude of the displayed waveform, while turning it counterclockwise decreases the amplitude. Calibrated voltage markings around the switch allow you to match alignment instructions and waveform displays in service literature.

A variable vernier ("CAL") control located in the center of the VOLTS/DIV switch allows you to "fine-tune" the waveform's amplitude. The setting of the vernier con-

trol does not matter (it does not need to be in the cal position) when using any of the digital display measurements. However, it must be turned fully clockwise to the calibrated detent position if you are making CRT-based measurements. The CRT is calibrated for direct readings when using the supplied 39G292 10X low capacity probes. The digital meter circuits automatically compensate and read direct when either a 10X or direct probe is used.

Autoranging

This is one of the neatest features of the Autotracker. When the VOLTS/DIV switch is set to the "Auto" position, the SC3100 automatically selects the range needed to produce a display that is approximately 3 vertical divisions tall. The ranges that are automatically selected are the same as those available by manually turning the VOLTS/DIV switch. The amplitude of the display will vary between 2 and 4 divisions depending on the range that is selected. The vertical vernier control is not automatically adjusted in "Auto" and may be used manually to fine-tune the size of the waveform display.

NOTE: Signals that are larger than 800 volts peak-to-peak will result in a display that is larger than 4 divisions. But you wouldn't be silly enough to 'scope something greater than 800 volts, would you?

The SC3100 will autorange to follow the input signal as you move between test points. You will, however, need to adjust the VERTICAL POSITION control to position the trace on the screen.

Excellent Service Tip: if you select "AC" INPUT COUPLING when using "Auto" VOLTS/DIV, the DC component of the signal does not move the waveform as you move between test points. You can probe a half-dozen test points in the time it would take you set up for just one using conventional scoping techniques.

Vertical position

Use the channel A and channel B vertical position controls to position the trace(s) at any desired location on the CRT. If the input coupling switch is set to "DC" you may need to reposition the trace each time you move to a new test point. Unless the DC component is important, leave the INPUT COUPLING switch set to "AC" so that you do not need to reposition the trace as you probe different test points.

The channel A vertical position control also contains a switch to invert the channel A display. Pull the control outward to invert the dis-

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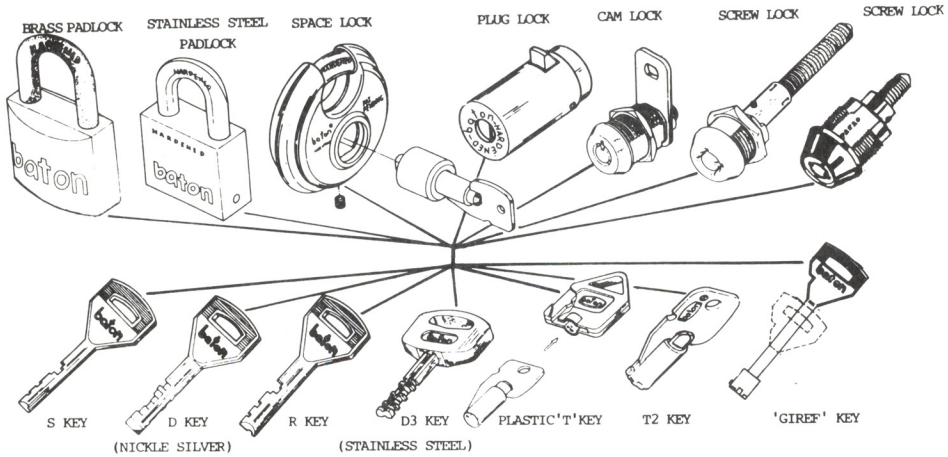

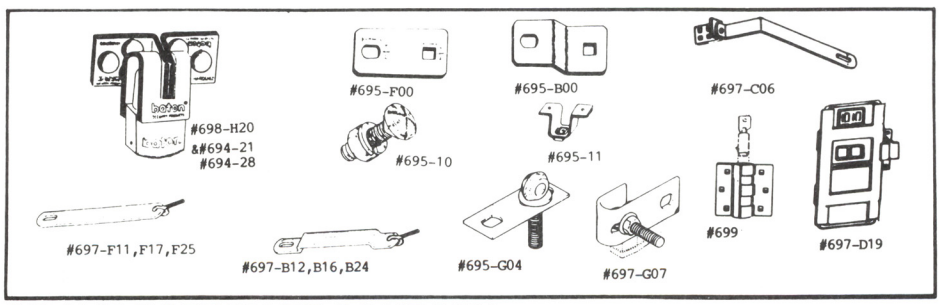

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play and push the control in for a normal display.

Bandwidth switch

The bandwidth switch allows you to select the frequency range of the signal applied to the CRT and digital measuring circuits. The "100 MHz" position allows the full bandwidth of the SC3100 and is used for most signals.

The "20 MHz" position attenuates all signals above approximately 20 MHz. Use this position to prevent high frequency noise from causing interference with measurements and waveform displays. This position is especially useful to eliminate interference when using the most sensitive (.02 to .1) attenuator settings.

NOTE: The "20 MHz" bandwidth position may attenuate or completely filter out fast glitches and transients. Use the "100 MHz" bandwidth position when looking for fast signal transitions and frequencies above 5 MHz.

Setting the trigger circuits

The trigger circuits reference the horizontal sweep circuits to the input signal to provide a stable, locked-in waveform display. The trace is stable (in sync) when each successive horizontal sweep starts at the exact same point on the signal. The waveform may jitter or "run" if the trigger adjustments are improperly set.

Trigger adjustments

Four adjustments are used to obtain a stable trace on the SC3100. They are listed in the order in which you should set them when locking in a waveform.

Trigger source

The trigger source control determines to which input the CRT display is referenced. Usually you will trigger on the same signal that is applied to the vertical amplifiers. A few special tests require referencing the sweep circuits to the AC line frequency or to an external signal.

CH A and CH B reference the sweep circuits to the signal applied to the channel A or B inputs. These two positions are used for most waveform measurements. There are two general rules to follow when using these references:

1. When viewing only one trace set the TRIGGER SOURCE to the channel you are viewing.

2. If you are viewing both channels set the TRIGGER SOURCE to the channel that gives the most stable reference. If the two signals are different frequencies select the channel that contains the lowest frequency.

AC LINE locks the sweep circuits

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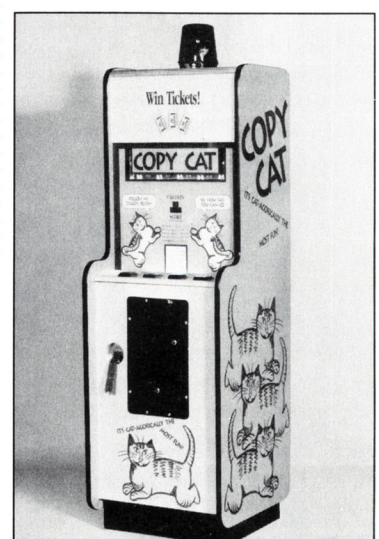

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to the 60 Hz AC line signal. You may want to use this trigger source when troubleshooting 60 Hz power supplies or isolating power supply ripple. If you suspect a test point contains AC ripple, set the TRIGGER SOURCE Switch to "AC Line" and set the TIME/DIV switch to "1 msec." Ripple will remain stationary on the CRT while all other signals will be out of sync.

NOTE: Don't use "AC Line" TRIGGER SOURCE viewing video signals. The vertical video sweep rate is not referenced to the AC line and the waveform will not lock.

External references the sweep circuits to a signal applied to the EXT TRIG INPUT Jack. Referencing both CRT traces to a third signal is useful for certain applications, such as viewing what happens after a particular event or trigger pulse occurs.

Trigger mode

The trigger mode switch selects one of three types of triggering: "Auto," "TV," or "Norm." Many measurements will be made using the "Auto" trigger mode. The "Norm" and "TV" positions provide stable triggering for special signal applications.

AUTO (automatic) provides a trace whether or not the trigger circuits are locked to a reference signal. This mode provides a trace at all times to simplify setting the remaining trigger and CRT controls.

You can use this trigger mode to view all waveforms except video signals and low repetition rate signals. Use "TV" for video waveforms and "Norm" for low repetition rate signals.

NOTE: Do not confuse "auto" TRIGGER MODE with the autorange functions. You must properly set all of the trigger controls when "Auto" TRIGGER MODE is selected.

"TV" switches sync separators into the trigger circuits to provide stable triggering on composite video signals. The trigger circuits are referenced to either the horizontal sync pulses or the vertical sync pulses depending on the setting of the TIME/DIV switch. All "msec" sweep speeds reference vertical sync while all "microsecond" sweep speeds reference the horizontal sync pulses. The TRIGGER POLARITY Switch must be set to match the polarity of the video sync pules when using TV trigger mode (see figure 3).

NOTE: It is not necessary to have the TRIGGER MODE set to "TV" when using the video preset positions of the TIME/DIV switch.

NORM (normal) produces a trace only when the trigger circuits receive a large enough amplitude signal, as controlled by the TRIGGER "Level" and VOLTS/DIV Controls. The CRT will remain blank until a trigger pulse occurs. The normal trigger mode can be used to trigger on all waveforms, except video signals. Use the normal mode to view low repetition rate signals that are unstable when viewed in the "Auto" mode.

In the "Auto" TRIGGER MODE the sweep circuits keep the electron beam from scanning across the screen for a short time while they wait for a trigger pulse. But, if no trigger pulse occurs, the circuits automatically start the electron beam across the screen. The repetition rate of most signals is fast enough so that the trigger pulse occurs before the trace starts. The repetition rate of a few signals, however, is slow enough so that the trace has already moved part way across the screen before the signal transition occurs. This causes the displayed waveform to appear unlocked. The normal trigger mode prevents this problem by not starting the electron beam until the input signal triggers the circuits.

Trigger polarity

The trigger polarity switch determines whether the trigger circuits respond to the positive or negative voltage transition of the input signal. The "+" position starts the trace on the portion of the signal that is increasing in amplitude, while the "-" position starts the trace on decreasing transitions.

Most signals will lock equally well with either polarity selected. One exception is video signals. Here the POLARITY switch must be set to match the polarity of the video sync pulses so that the sync separator can properly separate the sync pulses from the video information. Set the TRIGGER POLARITY switch to "+" if the video sync pulses are positive (pointing up) and to "-" if the video sync pules are negative. Selecting the wrong polarity may result in an unstable trace and will produce incorrect peak-to-peak readings when using the Delta Peak-to-Peak function on video signals.

Trigger level

The trigger level control sets the voltage level of the input signal that will trigger the SC3100's trigger circuits. All symmetrical waveforms have two points that are the same voltage level the polarity control determines whether the voltage level selected by the trigger level control is on the rising transition or on the falling transition. The "+" and "-" markings on the TRIGGER LEVEL control refer to where the trace begins relative to the top and bottom of the CRT. This is true with either TRIGGER POLARITY switch setting.

Setting the horizontal display

The TIME/DIV switch (timebase) sets the horizontal time parameter of the displayed waveform. However, do you remember what a hassle it was to figure out the frequency and/or period of the waveform? Well, you don't have to do that at all with this oscilloscope. The digital measurement functions provide much faster and more accurate time and frequency measurements than can be made using

the CRT. This saves a lot of time when troubleshooting! The main use of the SC3100's timebase is simply for waveform viewing.

Setting the sweep speed

The TIME/DIV switch (timebase) sets the speed of the electron beam as it moves across the CRT screen. For most applications you simply set the TIME/DIV switch and its associated vernier control for the desired amount of horizontal detail on the CRT.

Turning the TIME/DIV switch clockwise causes the electron beam to move faster across the CRT. This expands a waveform horizontally and allows you to see more waveform detail. It also allows you to view higher frequency signals. Turn the TIME/DIV switch counter-clockwise to view signals that are lower frequencies.

The waveform can be expanded horizontally by a factor of ten by pulling the HORIZONTAL POSITION control outward. This allows you to view signals in more detail as well as view higher frequency signals. The fastest sweep is increased to .002 microseconds (2 nanoseconds)/division.

The digital measurement functions will continue to read correct when the waveform is expanded horizontally. However, you will need to divide all CRT-based time measurements by 10. The waveform will be at the same approximate horizontal position when it is expanded as it was in the normal view.

Autoranging is another excellent feature! When the TIME/DIV switch is set to the "Auto" position, the SC3100 automatically selects the range needed to display approximately 2 to 5 cycles of the waveform. The ranges that are automatically selected are the same as those available by manually turning the TIME/DIV switch. Therefore, the number of displayed cycles varies depending upon the range that is selected. Neither the horizontal vernier control nor the 10 expand are automatically controlled and may be operated normally to fine tune the waveform display in the "Auto" position.

The SC3100 will autorange to follow the input frequency as you move between test points. In order for the SC3100 to automatically select the sweep speed, the TRIGGER circuits must be set to properly lock-in the waveform. Simply set the TRIGGER controls the same as you would if you were manually setting the TIME/DIV switch. For most signals set the LEVEL control to "0" and the SOURCE to match the input channel. Always set the TRIGGER SOURCE switch to the input that has the lowest frequency when you are displaying two different frequencies. The timebase will autorange to match the frequency of the channel selected by the TRIGGER SOURCE switch.

The timebase speed is selected based on the digital frequency counter. If the timebase does not seem to range correctly, push the digital FREQ button for the channel you are viewing. An unstable frequency reading means that the timebase will not properly autorange. You will need to readjust the TRIGGER controls so that they are able to better lock the waveform, or set the TIME/DIV switch manually.

The timebase will not autorange when the "TV" TRIGGER MODE is selected. This is because there are two possible sweep speeds that may be desired the vertical rate and the horizontal rate. Use the TV preset positions of the TIME/DIV switch for fast setup of video waveforms.

Video presets

The video preset positions of the TIME/DIV switch provide a quick way to view video waveforms. Selecting either the TVV or TVH preset automatically selects the proper sweep rate, selects the "TV" trigger mode and sets the trigger circuits to trigger on the correct video sync pulse no matter where the trigger mode switch is set.

This simplifies set-up when alternately measuring video and non-video signals, as the TRIGGER MODE switch may be left in either the "Auto" or "Norm" position. Switching the TIME/DIV switch out of the video preset position returns control of the trigger circuits to the MODE switch.

TVV—displays two vertical fields of video. TVH—displays two horizontal lines of video.

Be sure to set the trigger polarity switch to match the sync polarity of the video sync pulses and set the trigger level control to "0" when using the video presets.

If you need to view the video signal in more detail than is provided by the presets, you can still use the TIME/DIV switch and the "TV" trigger mode.

Using the auto tracking digital functions

The Auto-Tracking digital tests provide AC voltage, DC voltage, and frequency measurements of the signal applied to either the channel A or B inputs at the push of a button. These digital parameter measurements are called "Auto-Tracking" because the readout constantly and automatically follows the input signal without you needing to adjust any controls or set measurement cursors. In fact, the signal does not even need to be displayed on the CRT to use the Auto-Tracking tests! The signals for both the CRT display and digital readout are applied through the same probe.

Most of your waveform measurements will be done using either these Auto-Tracking digital tests or the SC3100's Delta tests. The Auto-Tracking digital tests measure parameters of the entire waveform, while the Delta tests are used to measure a portion of the waveform.

Digital readout not affected by CRT controls

The signal takeoff to the digital circuits (both the Auto-Tracking and Delta tests) is made ahead of the CRT controls such as the vertical and horizontal position controls, vertical and horizontal vernier controls, and input coupling switches. This allows you to set the CRT display to any convenient size without affecting the digital tests. Because the digital tests are independent of the circuits, they are also much more accurate than CRT-based measurements.

The Auto-Tracking digital tests operate properly without the CRT trace locked or displayed. This allows you to use the digital readings to help set the CRT controls. The digital frequency and peak-to-peak readings, for example, can be used to set the TIME/DIV and VOLTS/DIV controls.

You can measure the DC voltage at the test point by simply pushing the "DCV" button of the corresponding channel. The DCV function is fully autoranged and operates independent of the CRT display. You may adjust the CRT display to any convenient size or set the INPUT COUPLING switch to any position (even "GND") without affecting the DC reading!

The DCV function measures average DC voltage. Average DC voltage is the same value that is indicated on schematics and is the power supply or B+ voltage, for example, that a DVM measures.

The SC3100 provides a direct readout of the peak-to-peak amplitude of any signal applied to the input. Simply press the "VPP" DIGITAL READOUT button for the corresponding channel. Specially designed circuits allow you to make VPP measurements on low duty cycle, low frequency signals to 20 Hz, and high frequency signals up to 120 MHz.

The PPV function is semi-autoranged and has four ranges selected by the VOLTS/DIV control. This insures that the measuring circuits have proper signal level to provide a correct reading. If the digital readout shows flashing "8888," turn the VOLTS/DIV switch counterclockwise. If the LCD shows a PPV reading with very little resolution, turn the VOLTS/DIV switch clockwise. The digital PPV reading is not affected by the setting of the vertical vernier controls.

NOTE: The PPV readings are fully autoranged when the VOLTS/DIV switch is set to "Auto."

The digital display is more accurate than the CRT for two reasons. First, the digital circuitry has a much better basic accuracy. The CRT accuracy is 4Ç with a frequency response of 3 dB, while the digital circuits are 2Ç with a frequency response of 0.5 dB to 30 MHz. Secondly, the digital meter catches fast signal transitions which are easily overlooked on the CRT. Overshoot, fast spikes and random noise often go unnoticed on the CRT but are detected by the digital PPV meter.

Frequency measurements

Pressing the channel A or B "FREQ" button displays the frequency of the signal applied to the vertical input from 10 Hz to 150 MHz. The frequency function is fully autoranged, so there is no need to select resolution, read rates, or frequency ranges. All readings are updated in a half second or less.

The ACV function allows you to measure AC voltage as an RMS value (.707 of peak) for direct comparison to service literature and to true RMS reading DVMs. Most service literature, for example, lists the AC voltage at switches, fuses, and other AC power supply test points as an RMS value. Use the SC3100's ACV function when making these measurements to eliminate calculating the RMS voltage value from peak-to-peak readings.

Note: The ACV Reading is correct for all sinewave measurements. It will not agree with RMS meters on non-sinewave waveshapes.

The ACV function is semi-autoranged and has four ranges selected by the VOLTS/DIV control. This insures that the measuring circuits have proper signal level to provide a correct reading. If the digital readout shows flashing "8888," turn the VOLTS/DIV switch counterclockwise. If the ACV reading has very little resolution, turn the VOLTS/DIV switch clockwise. The ACV readings are unaffected by the setting of the trigger and timebase controls and vertical verniers.

Using the delta measurements

Many applications require you to measure the peak-to-peak amplitude, instantaneous DC voltage, time, or frequency of only a portion of a waveform. This is the function of the SC3100's digital delta measurements.

In the world of electronics, "delta" means "difference." Such as the difference between one voltage point on a waveform and another or the difference between one point in time and another. The delta measurements provide a much more accurate waveform measurement than can be made using the CRT for two reasons. First, each measurement is made using the same high accuracy circuits that are used to for the Auto-Tracking digital measurements. Secondly, the delta bar is part of the CRT trace which virtually eliminates errors caused by parallax and interpretation.

The delta bar

The delta bar is a portion of the trace that is brighter than the rest of the trace. It defines the part of the waveform that is measured by the digital circuits. The delta marker "Begin" and "End" controls set the portion of the trace(s) that is intensified when one of the delta measurement buttons is

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selected. If you have selected a dual trace display mode, both CRT traces will show the delta bar. Which channel is measured depends on the selected function.

The delta marker "Begin" and "End" controls are multi-turn potentiometers. The function of the two controls automatically reverses if you position the end of the delta bar before the beginning. This prevents you from losing the intensified bar if the beginning and end are exchanged. This is also helpful when you want to make a measurement before and after a certain point on the waveform, as it is only necessary to change the position of one end of the delta bar to make the two measurements.

When you select the Delta DCV function, only a small spot of the waveform will be intensified. This is the Delta DC Marker. You can move the position of the Delta DC marker with the "End/DCV" DELTA MARKER control.

The intensified area of the Delta Bar and Delta DC Markers is part of the waveform. This eliminates parallax errors—errors in interpreting a part of a CRT division—and minimizes interpretation errors when setting the waveform portion that is measured. Other digital scopes use cursor measurement bars, which are subject to much greater setup error.

The Delta functions can be used to accurately measure peak-to-peak voltage, time, frequency, or DC voltage at any point or points along the waveform, all by tweaking a couple of knobs and pushing a button!

Using vector mode

While the Delta Frequency function provides a simple, accurate measurement of phase, there are times when you only need to know if two signals are in phase or what their approximate phase is. At these times you will want to use the X-Y vector mode.

In the X-Y vector mode the signal applied to CH A INPUT produces vertical (Y) CRT deflection and the signal applied to CH B INPUT produces horizontal (X) CRT deflection. The resulting display, called a Lissajous pattern, shows the phase and frequency relationships of the two signals. Figure 8 shows typical phase relationships shown by the vector mode.

Measuring Ohms and Amps

The SC3100 Waveform & Circuit Analyzer allows you to completely analyze a circuit. In addition to its waveform analyzing functions, the SC3100 includes an ohmmeter, continuity tester, and DC Current meter.

These tests are made through the OHMS/DC AMPS INPUT Jacks using the supplied DVM test leads. They are completely separate from the Auto-Tracking test functions, Delta Measurements, and CRT display. The measurements are displayed in the digital readout and each function is fully autoranged.

Computer automated bus operation

The SC3100 can even be used for computer-controlled automated testing. Under computer control, a program can be developed that automatically sets up any of the front panel measurement controls and reads the digital display. The front panel controls that are not computer controlled are POWER, DELTA MARKERs, FOCUS, INTENSITY, TRIGGER LEVEL, VERTICAL POSITION, VERTICAL VERNIER, HORIZONTAL POSITION, and HORIZONTAL VERNIER.

The SC3100 can be used with either IEEE-488 or RS-232 control. The SC3100 functions as a Talker/Listener. In the listener mode, the computer can set the SC3100's front panel controls via the interface bus. As a Talker, the SC3100 sends all of the digital measurements to the controller on command. The unit continually returns the data in the digital display to the computer. The data is in a standard data format.

The signal at the SC3100's interface accessory jack must be translated to the desired standard by one of the Sencore Interface Accessories. The Interface Accessory is connected between the controller and the SC3100. The Interface Accessory connects to the controller using standard IEEE-488 or RS-232 cable.

The settings of the SC3100's front panel controls can be automatically set with a computer. The first valid bus command locks the front panel controls out of manual operation. All of the front panel controls (except those noted at the beginning of this section) remain locked out until a "CPO" (control panel on) command is sent. The SC3100 functions the same under bus control as it does during manual control and the digital meter continues to display the selected measurements.

Whew! That's about it—kind of. In reality, this piece of test equipment is so cool, you have to get your hands on one to appreciate how easy it is to troubleshoot using the SC3100. For a free information package, contact Sencore, 3200 Sencore Dr., Souix Falls, SD 57107; (800) SENCORE. □

Randy Fromm conducts service schools around the country. See his ad for details.

Irving Blackman

What you don't know can cost you plenty

Darn it, I'm mad. Starting Jan. 1, 1993, a new tax law forces the plan sponsor of a qualified pension or profit-sharing plan to withhold taxes equal to 20 percent of the amount of the distribution payable to the plan participant.

This new law leaves two escape hatches: the participant can direct that the distribution of his benefit be transferred to either a specific rollover IRA or another qualified plan.

Actually, this new law is not that big of a deal. There's no tax increase, but our cash-short government grabs the money up front instead of waiting for the normal tax payment dates.

So why am I mad? Because there is not one word about "income in respect to a decedent" (IRD)—the real tax-thief-in-the-night connected with qualified plans. IRD? Few plan participants have heard of it.

IRD is an old law. It's a bad law today and it will be even worse after the new law takes effect. Here's why: because of the 20 percent tax, more plan participants will transfer their would-be distributions to IRAs and other qualified plans. This means that more people will die with all or part of their plan funds still inside qualified plans. And that's when IRD strikes—at death.

Here's a simple example explaining IRD. Suppose Joe Owner has $300,000 in a profit-sharing plan when he dies. The $300,000 is IRD and will be attacked twice by the IRS. The entire $300,000 is subject to income tax when distributed to Joe's heirs. And, get this, the entire $300,000 is also subject to estate tax! Yes, you read it right—double taxation.

Rotten, you say? Well, watch what happens when the numbers get larger. Every dollar over $762,000 is subject to three taxes: a 15 percent excise tax, the income tax (probably 31 percent), and the estate tax (probably 55 percent). Oops, I almost forgot. Your state of residence will also get a piece of the action. Certain complex credits usually reduce the effective rate of tax to between 80 and 90 percent (even more in some states). That's right, your family gets a dime to 20 cents of every dollar; the tax collector gets the rest!

The entire IRD tax area is a complex maze designed to confiscate retirement funds that took you a lifetime to build, *and it does*. Most people, including professionals, are shocked after the horror of IRD is explained to them. Let's look at some real numbers. If you are in a high tax bracket and take a distribution during your life from your qualified plan, you are hit with about a 30 percent income tax (say each distribution is $100,000). This leaves you $70,000.

When you die, another 50 percent for estate taxes slices the &70,000 in half. Now only $35,000 (35 percent of the $100,000) is left for your family. Taxes gobbled up $65,000. If you die with money in your qualified plan, the balance is taxed twice as IRD—once for income tax and a second time for estate tax. This results in the same 35/65 percent tax disaster as the when you were alive example. Then you throw in other possible federal and state taxes and that ratio can reach 10/90—your family gets only 10 cents of every dollar.

A new concept, as far as I know,

is called the IRD avoidance concept and can turn that 10 cents back into a dollar. Although complex to implement, the concept can be explained as a simple three-stop process:

Step #1
The plan participant (Joe) takes his distribution in the form of an annuity payable for life.

Tax Results
a) Income tax: tax-free
b) Estate tax: no value at death, so no tax

Step #2
Joe collects the annuity payments for life.

Tax Results
a) Income tax: taxable as ordinary income
b) 15% excise tax: subject to tax if payments are large enough

Step #3
Joe causes an irrevocable life insurance trust (often called "the super trust") to purchase a life insurance policy, using the after-tax balance of the annuity payments to pay the premiums.

Tax Results
a) Estate tax: insurance proceeds are estate tax free

If you have a significant amount of money in a qualified plan, you owe it to yourself and your family to check with your tax professional to determine how the IRD avoidance concept can save you huge amounts of taxes and also create wealth greater than the original amount in the plan. □

Irving Blackman is a senior tax partner in Blackman Kallick Bartelstein, a CPA firm specializing in closely held businesses. He has agreed to consult with readers of this column. His tax hotline is (312) 207-1040.

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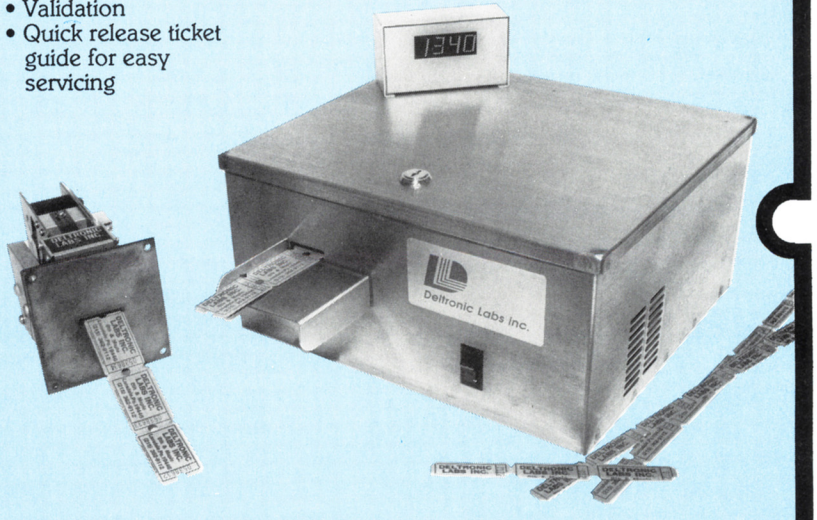

- Counts and destroys redeemed tickets

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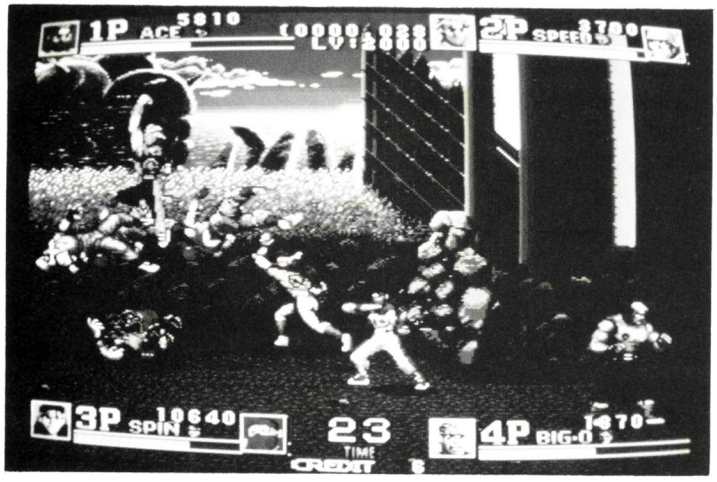
Zero Team USA

Fabtek debuts a four-player, horizontal-scrolling fighting game that features six phases and numerous bosses. The kit, *Zero Team USA*, is licensed from Seibu, the makers of *Raiden, Seibu-Cup Soccer,* and the soon-to-be-released *Raiden II*.

The game allows players to pick up weapons and special items during their journey for later use in a quest to maintain justice in a world of crime and violence. Each hero possesses unique fighting talents that enable him to defeat the ultimate villain.

Zero Team USA has been designed specifically for the American market and is different than *Zero Team*. The kit is available with an optional button pack.

For more information, or distributor referral, write Fabtek Inc., 8434 154th Ave., N.E., Redmond, WA 98052; (206) 881-0900; FAX (206) 881-6503.



Air Combat

Namco-America introduces *Air Combat*, a flight simulator that immerses players in a 360-degree, 3-D battlefield. Realistic air warfare action is achieved through 3-D polygon imaging on a 46" rear-projection TV.

The game cockpit comes complete with back-lit instrumentation panels and throttle and control stick (parachute not included!). A six-speaker sound system and sub-woofer add to the impact.

Players select from three difficulty levels: Cadet (easy), Captain (moderate), and Ace (hard). Novice players receive flight and combat instructions at the cadet level to help them learn to pilot the aircraft.

Realistic graphics and audio combine to bring players a true dogfight simulation experience. The mission: shoot down enemy planes in the time allotted and prevent them from penetrating your air space.

Bombers allow players to practice apprehending and destroying enemy planes, which are challenging for even the best pilots.

For more information, or distributor referral, write Namco-America Inc., P.O. Box 641630, San Jose, CA 95164; (408) 383-3900; FAX (408) 383-0128.

Tournament Hockey

Prism Products now offers *Tournament Hockey*, a talking scoreboard with lights, timer, music, and a professional announcer.

Tournament Hockey affords more control over the time and scoring options on air hockey. The goal-by-goal announcements, along with music, crowd cheers, clapping, stomping, and one-minute warning messages add excitement.

The unit is manufactured in the United States and constructed of sturdy steel. It is dipswitch programmable; a Spanish version is available. Retrofit kits include everything required for installation, which can be done on location in minutes. It fits both old- and new-style tables.

For more information, or distributor referral, write Prism Products, 1081 Country Club Road, Lake Zurich, IL 60047; (708) 540-6400; FAX (708) 540-6404.

Pit Boss Superstar 30

Merit introduces a tavern video system with 30 games in one cabinet. The new *Pit Boss Superstar 30* combines nine action games, 11 trivias, five Phraze Craze games, and five casino games.

It is available in either a 9" countertop version or a 19" upright model. Existing games in the field can be upgraded to the *Superstar 30* with a full kit, update kit, or board kit. A 13" countertop version is being readied in time for AMOA Expo '93.

The action game additions include Wipe Out, Breakin' Bricks I, II, and III, Invasion Force, Pit Pong, and Solo Pong. Trivia games feature 10,000 new questions on sex, rock 'n roll, TV, movies, and more. Casino games include Joker Poker, Seven Card Stud, and Bonus Blackjack.

Also look for new cabinet colors and 12 operator-programmable advertising screens. The game is shippable by parcel service.

For more information or distributor referral, write Merit Industries, 2525 State Road, Bensalem, PA 19020; (215) 639-4700; FAX (215) 636-5346.

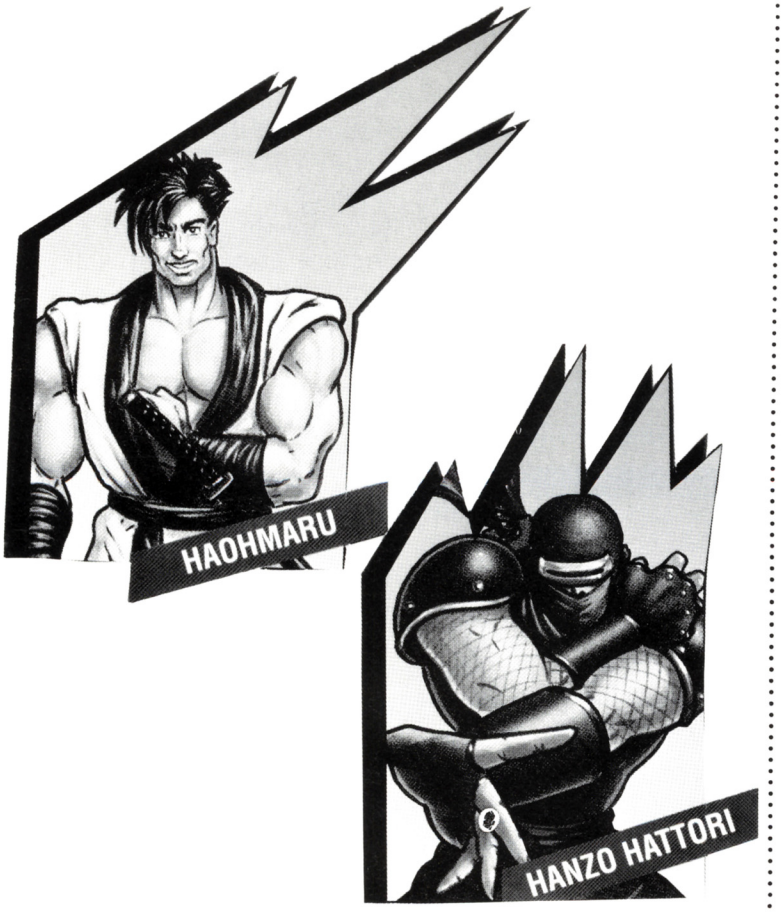
Samurai Shodown

SNK introduces another mega-shock video kit for the *Neo-Geo* screen with *Samurai Shodown*. The competitive two-player game allows a second player to join in at any time.

Twelve heavyweight characters can be chosen by the player: Kyoshiro Senryo, Nakoruru, Wan Fu, Haohmaru, Hanzo Hattori, Charlotte, Earthquake, Genan Shiranui, Jubei Yagyu, Galford, Ukyo Tachibana, and Tam Tam.

Each of the warriors possess special powers and talents that render them formidable foes for their opponents. Also at their disposal are unusual weapons, explosives, and animal allies that turn every encounter into a battle with unpredictable results.

For more information, or distributor referral, write SNK Corp. of America, 20603 Earl St., Torrance, CA 90503; (310) 371-7100; FAX (310) 371-0969.



Punchy the Clown

Alvin G. & Co. enters the redemption market with *Punchy the Clown*, a mini-pin with adjustable leg height, ticket dispenser standard, double coin mechs, and a playfield that features a huge clown face.

Clown images dominate the carnival-themed game, which asks players to ring the bell, dunk the clown, throw pies, and shoot the clown out of a cannon. Pop-bumpers are the clown's eyes and nose. Players use two flippers to propel the ball around the clown's face.

The character of Punchy appears on the backglass, playing a calliope and getting ready to dodge a pie headed in his direction. The cabinet is a vivid red with accent colors of yellow, blue, and white. Dimensions are 70" high x 40" long.

Alvin G. has established a redemption division and plans more games for this new line. *Punchy the Clown* uses the same state-of-the-art electronics and high-quality playfield parts as the company's regular pinball line.

For more information, or distributor referral, write Alvin G. & Co., 905 W. North Ave., Melrose Park, IL 60160; (708) 345-9000; FAX (708) 345-2222.

Economy changer

Micro Changers Inc. has introduced its new EC15 Economy Changer. Housed in a high-security cabinet, the EC15 provides an inexpensive alternative for locations where ultra-high capacity is not an issue.

The EC15 utilizes an electronic control system that's as reliable as it is simple. This $1/$5 bulk load changer has a $400 quarter/token capacity. It's uniquely interlocking 10-gauge doors with reverse silk-screen panels are virtually mar proof. The unit can be mounted to a wall, base, or alongside a vending machine.

The EC15, measuring 6-1/2 inches wide x 36 inches high x 15 inches deep, is priced at $1,295 and is also available in a rear-load version for slightly more.

For more information, contact Micro Changers, P.O. Box 112035, Campbell, CA 95011; (408) 377-9032.

Non-sport trading cards

Comic Images has introduced two more trading card series—African-American heroes and adventures in fantasy—that can be used in card dispensers in special locations.

Comic Images is working closely with ANIA, the association of black comic book publishers, in its African-American heroes series. It's the first-ever African-American trading card series dedicated to African-American heroes. ANIA's vision is to promote the voice of African-Americans through comic book heroes and experiences.

The second series is "Adventures in Fantasy" by Michael Whelan, featuring 90 stunning pieces of art. There are mysterious monsters, aliens, ethereal elves and fairies, and wild science fiction and fantasy images.

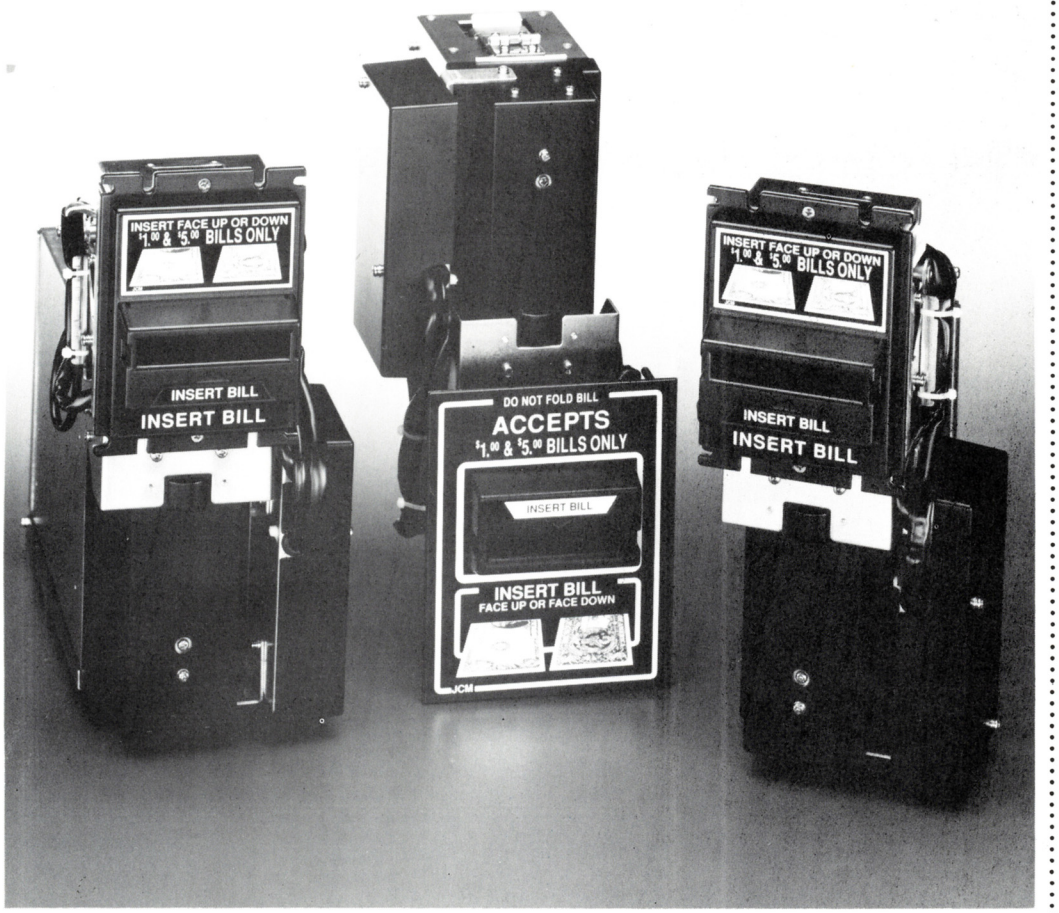
For more information, contact Comic Images, 280 Midland Ave., Saddle Brook, NJ 07662; (201) 794-9877 or FAX (201) 794-9488.

Cleaner and polish

Nu Look Products has developed a new one-step cleaner and polish that will not be harmful to the new pinball playfields. Williams service technicians have issued warnings that playfield cleaners that contain mineral spirits may affect mylar adhesion. Nu Look's new cleaner was developed to be compatible with the mylar playfields. *Diamond Bright* cleans, waxes, and protects, but is safe because it's free from all harmful ingredients and has been thoroughly tested.

Diamond Bright is available in 16 oz. containers.

For more information, contact Nu Look Products, 1340 Stirling Rd. #10B, Dania, FL 33004; (305) 922-8877 or FAX (305) 922-8881.



JCM intros new bill acceptors

JCM has introduced a new family of low-cost amusement bill acceptors and a high security Canadian bill acceptor for lotteries and casinos.

The low-cost bill acceptors have been designed for pinball, jukeboxes, photo booths, video games, and other applications where the benefits and pricing flexibility of bill acceptors has not yet been fully realized.

The DBV-30 series features $1 and $5 dollar acceptance in stacking capacities of 400, 600, or 1,000 bills, as well as four-way note acceptance so that the bill acceptor can be used optionally in either an up or down stacking configuration.

The Canadian bill acceptor has received wide recognition among Canadian lottery officials for performance and security.

For more information, contact JCM, 750 General Washington Ave., Suite 600, Norristown, PA 19403; (215) 631-9191 or FAX (215) 631-5716. □

Color match game ticket

Beaver State Electronic Corp. has developed a new promotional game called *Color Match*.

It's a colorful game ticket that is handed out to customers, giving them a chance to win prizes. Winning tickets come separately so they are controlled by the retailer.

For more information, contact Beaver State Electronics, P.O. Box 162, Reedsport, OR 97467; (503) 271-3654 or FAX (503) 271-2966.

LATINO Jukebox Top 30

FOR MONTH ENDING JULY 1993

COMPILED FOR COMPACT DISC JUKEBOX OPERATORS

	THIS CHART	LAST CHART	TITLE	ARTIST
REGIONAL MEXICAN	1	1	★★ No. 1 ★★ CASMIRA	BANDA MACHOS
	2	2	CON SANGRE DE INDIO	BANDA MACHOS
	3	5	LASTIMA QUE SEAS AJENA	VICENTE FERNANDEZ
	4	--	ARRIBA EL NORTE Y ARRIBA EL SUR	FERNANDEZ Y AYALA
	5	6	POR EL MUNDO	BRONCO
	6	10	MEXICAN HOT HITS III	COMPILATION
	7	4	QUE TE RARO TIENE	VICENTE FERNANDEZ
	8	7	QUIEREME	LOS BUKIS
	9	3	LA GARRA DE...	LOS TIGRES DEL NORTE
	10	--	SIEMPRE TE RECORDARE	LOS YONICS
TROPICAL/SALSA	1	7	ES UN ESCANDALO	SONORA DINAMITA
	2	9	LOS 10 EXITOS MAS EXPLOSIVOS	SONORA DINAMITA
	3	4	CUENTA CONMIGO	JERRY RIVERA
	4	--	CON CORAZON ABIERTO	ORQ. GUAYACAN
	5	1	SALSA DE HOY II	COMPILATION
	6	--	REY RUIZ	REY RUIZ
	7	--	ROMPECABEZA	TITO NIEVES
	8	--	MENTIRAS	MARITO RIVERA
	9	--	EN SALSA Y MERENGUE	COMPILATION
	10	--	BACHATA ROSA	J.L. GUERRA
POP	1	1	THE BEST	ANA GABRIEL
	2	2	ROMANCE	LUIS MIGUEL
	3	--	ARIES	LUIS MIGUEL
	4	--	MI TIERRA	GLORIA ESTEFAN
	5	4	GREATEST HITS	ROBERTO CARLOS
	6	--	GIPSY KINGS	GIPSY KINGS
	7	6	15 EXITOS	MARISELA
	8	8	MEXICAN HOT HITS II	COMPILATION
	9	5	CON AMOR ETERNO	PANDORA
	10	9	SILUETA	ANA GABRIEL

SAMPLING BY THE LATIN JUKEBOX, GARDEN GROVE, CA.
BASED ON ACTUAL JUKEBOX PLAY REQUESTS.

What's Hot in Coin-Op

(A monthly survey conducted by AAMA)

Convenience Stores

Video: NBA JAM (Midway)
Mortal Kombat (Midway)
Street Fighter Champ (Capcom)
Lethal Enforcers (Konami)
Samurai Shodown (SNK)

Pinball: Jurassic Park (Data East)

Other: Crane (unnamed)

Pizza Parlors

Video: NBA JAM (Midway)
Mortal Kombat (Midway)
Street Fighter Champ (Capcom)
Lethal Enforcers (Konami)
Samurai Shodown (SNK)

Pinball: Jurassic Park (Data East)

Other: Jukebox (unnamed)

Movie Theaters

Video: Mortal Kombat (Midway)
Street Fighter Champ (Capcom)
Samurai Shodown (SNK)
Lethal Enforcers (Konami)
NBA JAM (Midway)

Other: Crane (unnamed)

Nightclubs & Sports Bars

Video: Lethal Enforcers (Konami)
Street Fighter Champ (Capcom)
NBA JAM (Midway)

Pinball: Jurassic Park (Data East)
Twilight Zone (Bally)

Other: Darts, Pool Table (unnamed)

Amusement Parks

Video: Mortal Kombat (Midway)
Lethal Enforcers (Konami)
Street Fighter Champ (Capcom)
Samurai Shodown (SNK)
Lucky & Wild (Namco)
NBA JAM (Midway)
Virtua Racing (Sega)

Pinball: Twilight Zone (Bally)
Tee'd Off (Premier)
Jurassic Park (Data East)

Other: Air Hockey (unnamed)

Bowling Centers

Video: Mortal Kombat (Midway)
Lethal Enforcers (Konami)
Street Fighter Champ (Capcom)
Samurai Shodown (SNK)
Lucky & Wild (Namco)
NBA JAM (Midway)
Virtua Racing (Sega)

Pinball: Twilight Zone (Bally)
Tee'd Off (Premier)
Jurassic Park (Data East)

Other: Air Hockey (unnamed)

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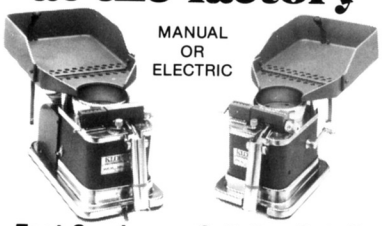

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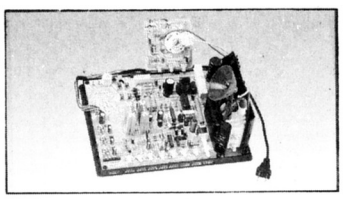

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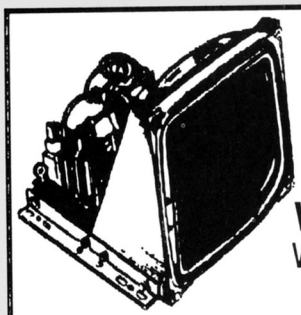

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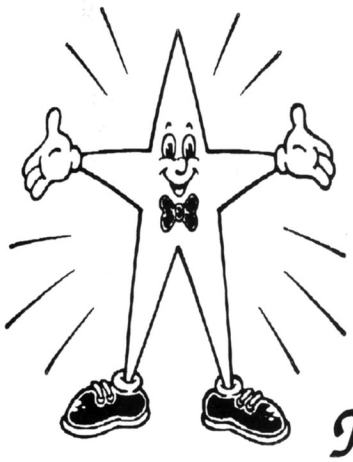

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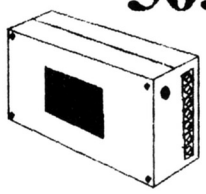

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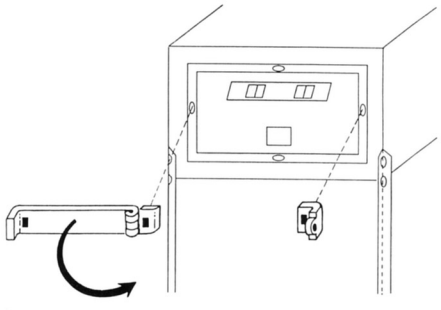

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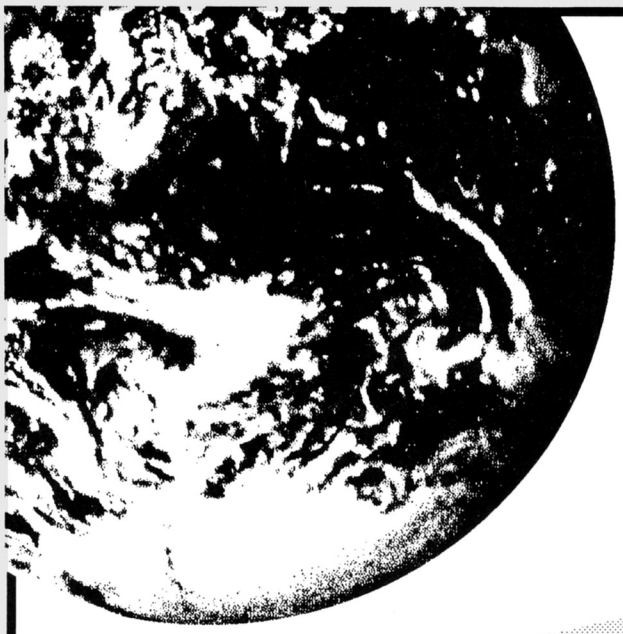

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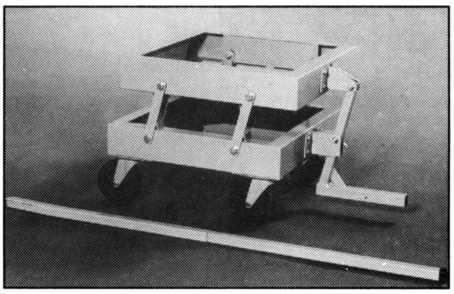

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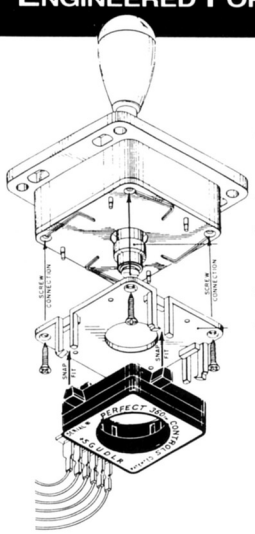

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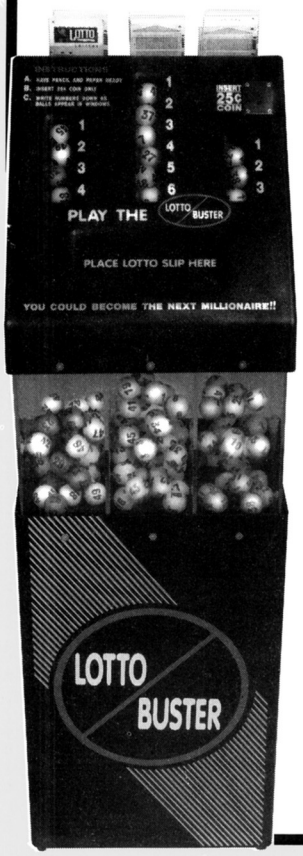

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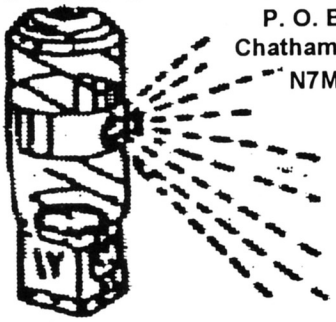

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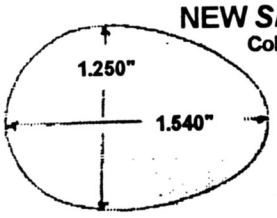

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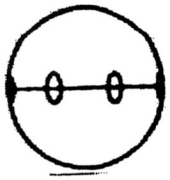

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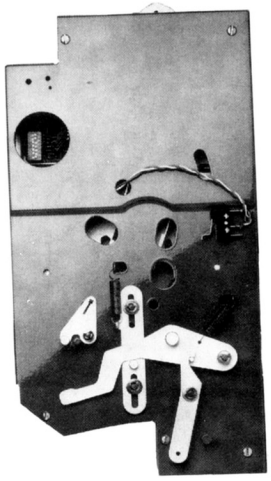

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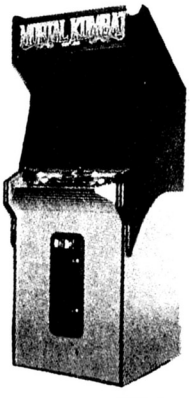

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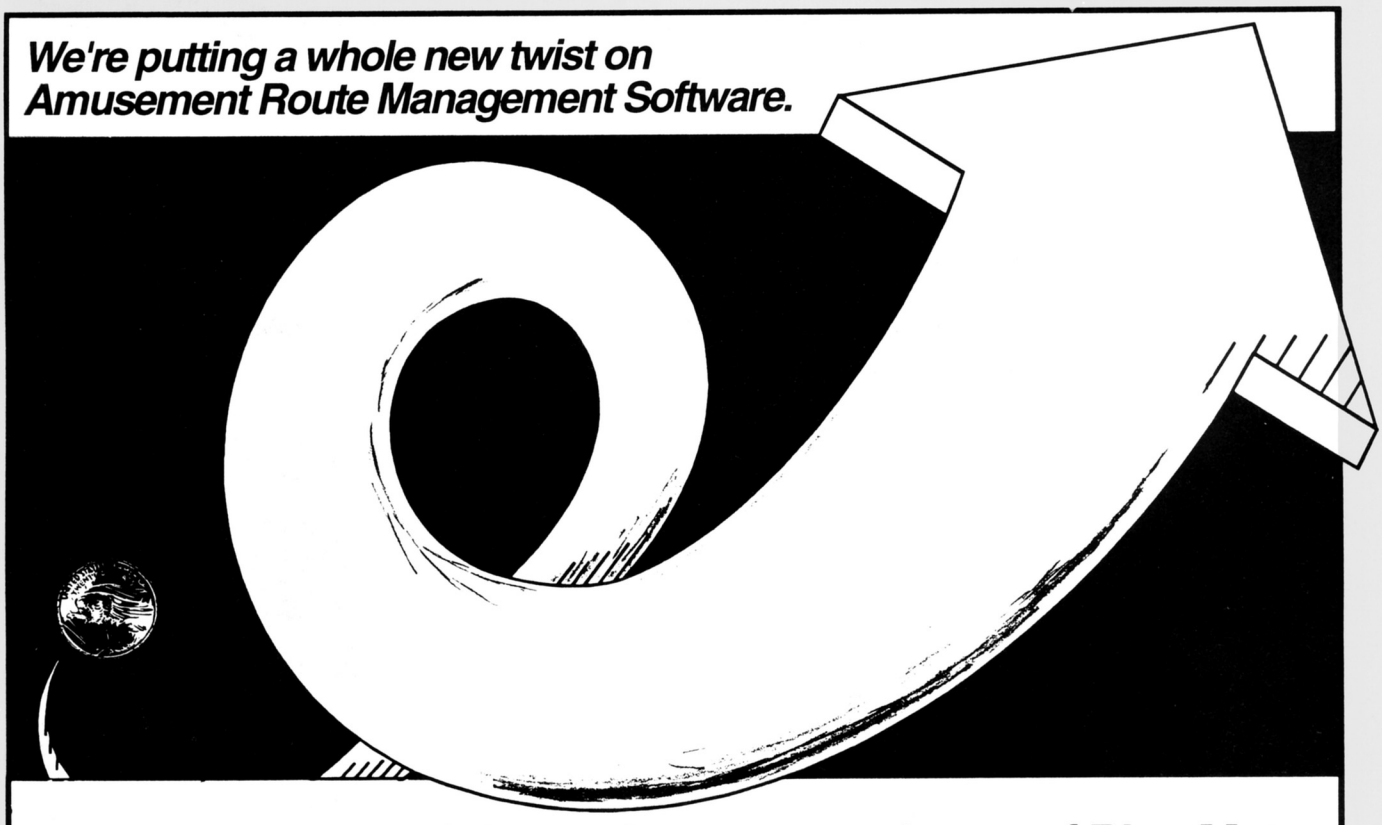

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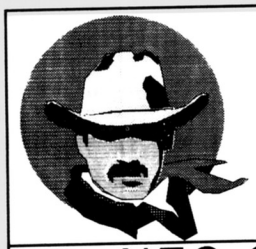

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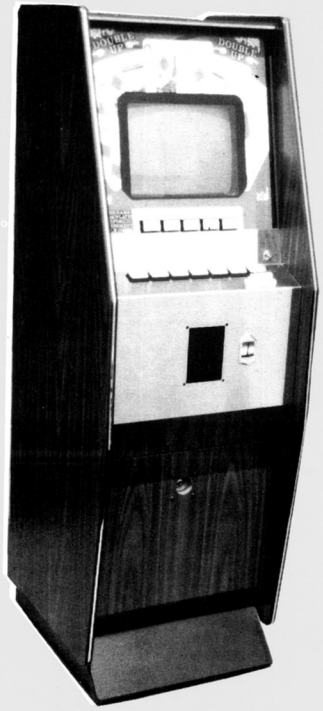

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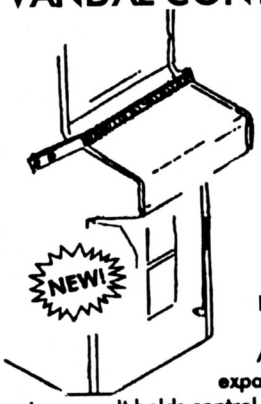

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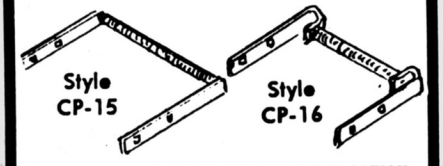

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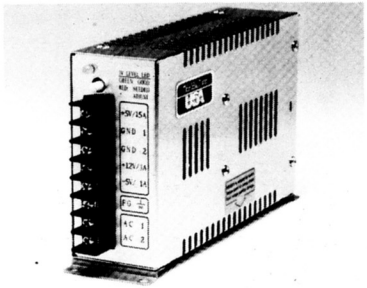

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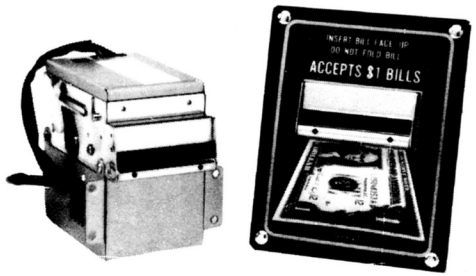

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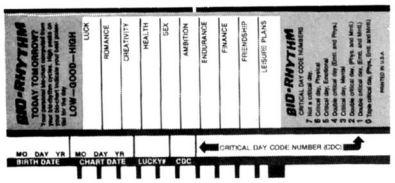

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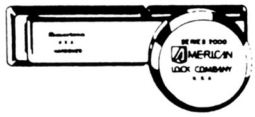

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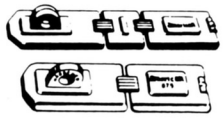

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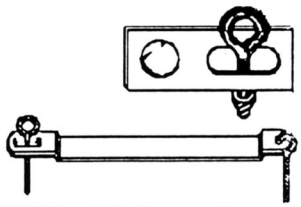

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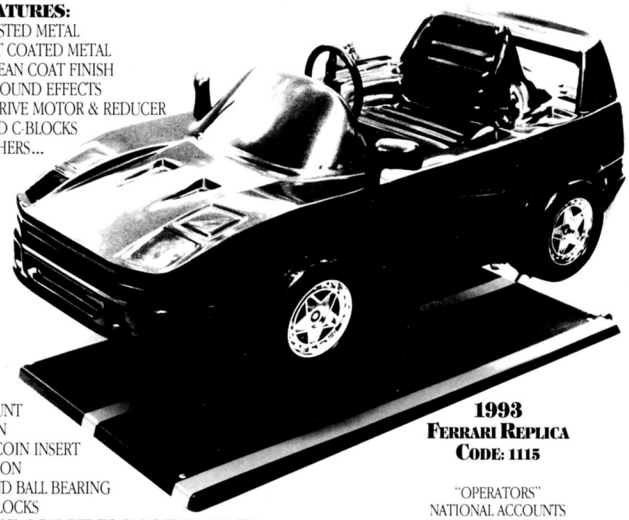

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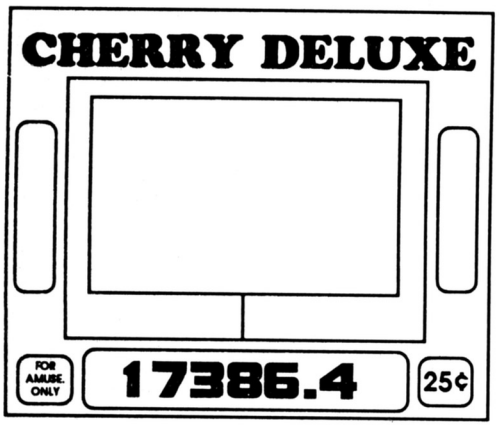

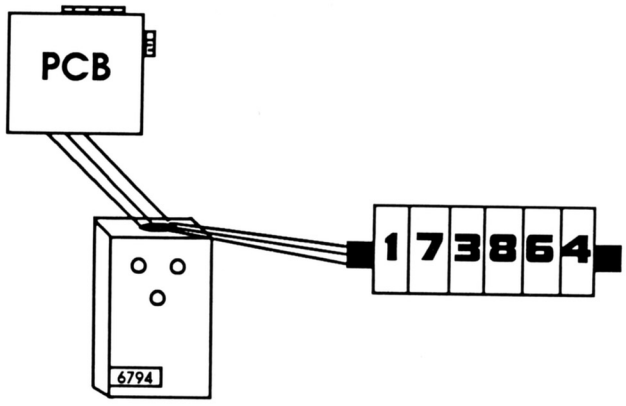

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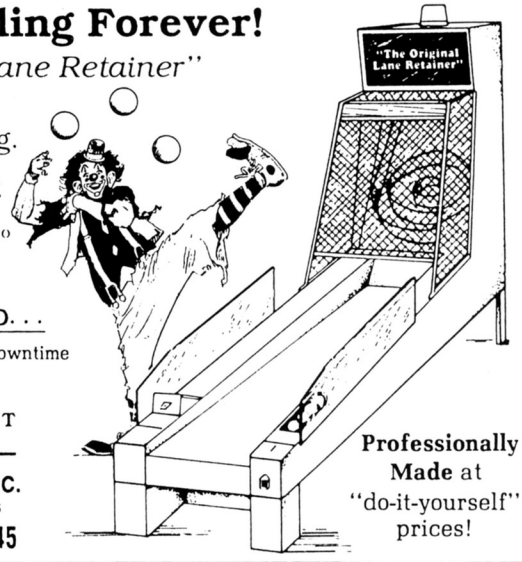

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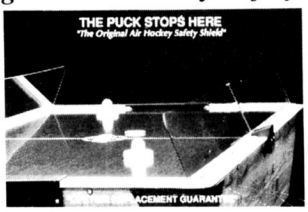

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December	**4** **Orlando, FL**	**11** **Indianapolis, IN**		

– 1994 –

January	**8** **Houston, TX**	**15** **San Jose, CA**	**29** **Indianapolis, IN**	
February	**5** **Louisville, KY**	**26** **Tampa, FL**		
March	**5** **Columbus, OH**	**12** **Indianaplis, IN**	**17 thru 19** **ACME Trade Show** Chicago, IL	
April	**16** **Columbus, OH**	**23** **Tampa, FL**	**30** **Indianapolis, IN**	
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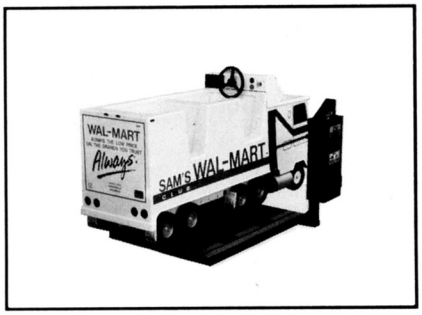

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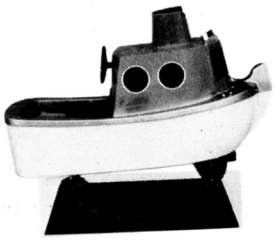

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September 9-11
West Virginia Music and Vending Association (WVMVA) Convention and Trade Show, Charleston House Holiday Inn, South Charleston, W.Va. Contact Leoma Ballard, (304) 949-3289.

September 9-12
9th Pinball Expo, Ramada Hotel/O'Hare, Rosemont, Ill. Contact Robert Berk, (800) 323-3547, or Mike Pacak (800) 321-2722.

September 17-21
T.A.E. '93 (Taiwan Amusement Exhibition), World Trade Center, Taichung, Taiwan. Contact Creative International Public Relations, Tel. (02) 3937404; FAX (02) 3215098.

September 21-23
World Gaming Congress and Expo, Las Vegas Convention Center, Las Vegas, Nev. Contact Gaming and Wagering Business, (212) 594-4120; FAX (212) 714-0514.

September 23-26
North Carolina Amusement Machine Association (NCCOA) Convention and Trade Show, Charlotte Marriott Executive Park Hotel, Charlotte, N.C. Contact Cindy Earp, (919) 584-4833; FAX (919) 584-6669.

September 30-October 2
3rd FUN EXPO, International Family Fun Center and Mini-Golf Show, Nashville Convention Center, Nashville, Tenn. Contact Bailey Beeken, (914) 682-2027; FAX (914) 682-2152.

September 30-October 2
National Automatic Merchandising Association (NAMA) National Convention and Trade Show, McCormick Place North, Chicago. Contact the NAMA Convention Dept., (312) 346-0370.

September 30-October 2
Amusement Machine Operators Association of Queensland (AMOAQ), Australia, International Convention, Marriott's Surfers Paradise Resort on Queensland's Gold Coast. Contact Ken Priest, 61-7-841-1021; FAX 61-7-841-1332.

October 7-9
World Waterpark Association 13th Annual Symposium and Trade Show, Convention Center, Ft. Lauderdale, Fla. Contact Patty Miller, (913) 599-0300; FAX (913) 599-0520.

October 21-23
Amusement and Music Operators Association (AMOA) Expo '93, Anaheim, Calif. Contact AMOA, (312) 245-1021; FAX (312) 321-6869.

November 9-11
Riverboat Gaming Congress and Expo, New Orleans Convention Center, New Orleans. Contact Gaming and Wagering Business, (212) 594-4120; FAX (212) 714-0514.

November 17-20
International Association of Amusement Parks and Attractions (IAAPA) 75th Anniversary Convention and Trade Show, Los Angeles Convention Center, Los Angeles. Contact Susan Mosedale, (703) 836-4800; FAX (703) 836-4801.

March 17-19 (1994)
American Coin Machine Expo (ACME), Rosemont Convention Center, Rosemont, Ill. Contact W.T. Glasgow Inc., (708) 333-9292.

April 21-23 (1994)
National Automatic Merchandising Association (NAMA) Western Convention and Trade Show, Las Vegas Convention Center, Las Vegas, Nev. Contact NAMA Convention Dept., (312) 346-0370.

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Still the odd shot here and there

It appears that just as the Cold War has ended, leaving the former Soviet Union and the United States with a stockpile of missiles to point at somebody else, so too has the once-bitter relationship between manufacturers and operators. Oh sure, each side still rags the other; were the situation otherwise, it'd be about as much fun as Moe swearing off violence against the other Stooges. But there doesn't seem to be as much confrontational posturing; remember the trade show "Firing Lines" of the late '80s?

An abundance of quality product has been the right medicine to assuage hurt feelings. But that doesn't mean manufacturers and operators always skip merrily down the primrose path, hand in hand. Two stories in this month's issue make mention of subjects that still cause consternation: price per play and dedicated vs. kit video games.

Operator Randy Chilton, in his "Street Talk" column, wrote, "Many manufacturers don't have much respect for the operating community, and seeing this type of activity (operators adjusting a game's factory-recommended setting of 50 cents per play down to 25 cents) is a good example as to why.

"In a discussion with a manufacturer he expressed his frustration with operators who change the pricing downward. He said the company has considered making the minimum price per play fixed at a given level. If the operator wants to go below that level, it would require a special conversion kit at additional cost. I'm not sure if that would be legal, but I'd be in favor of it."

A lot of operators would undoubtedly be furious if such a scenario ever unfolded—"I know my market; don't tell me what to charge for my games!" I can see these words spoken as the operator points to a time-worn cabinet housing a hot, just-released kit, as if to say, "How can I charge 50 cents a play for *that*?" Indeed, he probably can't, which leads to peeve number two, as described by Strata president Richard Ditton in a "Company Profile" this month. While discussing whether to release *NFL Hard Yardage*, an upcoming NFL-licensed video game, in dedicated vs. kit form, he said:

"I used to always be for kits, because that's what the operators always want. But I've gone into a convenience store and seen a Strata game—that I worked on for a year—in a cabinet that looked like it had been kept out back in the rain. The controls were rusted; it just looked awful. Operators should put the same pride in cabinetry that we put into creating the game, but unfortunately that isn't always the case.

"Since I want to ensure that Strata games look good out on location, I almost feel forced to go dedicated with the first runs. We've worked very hard on *NFL Hard Yardage*. The last thing I want is for an NFL official to show up at his neighborhood convenience store and see 'NFL' stuck sideways on the cabinet with cigarette marks that were burned into the control panel in 1987."

Price per play and dedicated vs. kit. Two issues that many manufacturers and operators still don't see eye to eye on. It's not my desire or place to take a position on either one. I write about it simply to give the issues an airing, like Chilton and Ditton have. Through dialogue comes understanding and, it is hoped, resolution. □

Christopher Caire

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Features Editor

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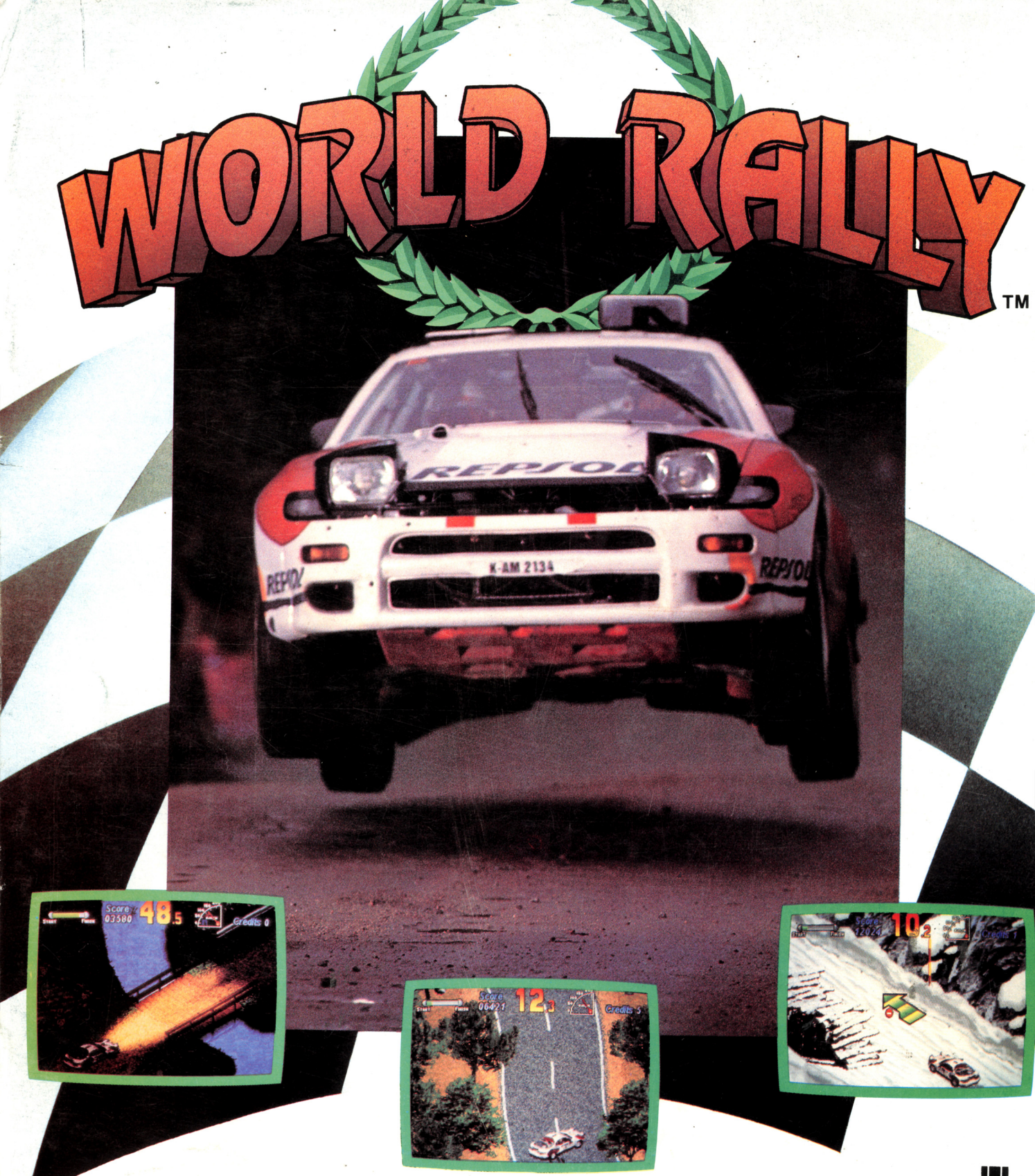

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