1974 Our 20th Year 1994

PLAY METER Magazine

VOLUME 20, No. 10 FOR THE COIN-OP ENTERTAINMENT INDUSTRY SEPTEMBER 1994

AMOA '94 PREVIEW

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NEWS BULLETIN

WAL-MART TO REMOVE VIOLENT-THEMED GAMES

In a July memo from the Wal-Mart Stores Inc. home office in Bentonville, Ark., the company notified its coin-op video game suppliers of the decision to "modify our amusement equipment program to make it more appropriate for general audiences." The memo called for the removal of all violent video games, such as *Mortal Kombat, Mortal Kombat II, Time Killers,* and *Lethal Enforcers* by Sept. 30. More desirable equipment will take their places, including indoor kiddie rides, play-till-you-win cranes, pinball games, and non-violent-themed videos.

Play Meter contacted Wal-Mart headquarters for comment. It was acknowledged that the new policy was the result of several factors, including recent publicity regarding game ratings and parental concerns. A spokesman added, "Our customer concerns are our main focus."

When asked if the company would continue to offer for sale home game versions of violent-themed video games, the Public Relations Department deferred to the merchandise buyer, who was unavailable. A call to a local Wal-Mart electronics department confirmed Wal-Mart's sensitivity to objectionable material. An employee cited several examples of audio tapes and books that the store has refused to sell, in keeping with the values of company founder Sam Walton.

This move comes as no surprise to many industry members. Wal-Mart's sympathies surfaced at the spring Senate hearings on video game violence, when the company endorsed the concept of a ratings system and agreed not to sell unrated video games after a system was adopted. There are 2,056 Wal-Mart outlets in the United States and Puerto Rico.

SKEE-BALL ACQUIRES NATIONAL SPORTS GAMES

Skee-Ball Inc. of Chalfont, Pa., manufacturer of the classic *Skee-Ball* game and an extensive line of novelty/redemption machines, signed a definitive agreement on Aug. 17 to purchase National Sports Games Inc. of Phoenix, Ariz., manufacturer of sports-themed amusement games. The closing was scheduled to be finalized by Sept. 1.

The announcement came from Skee-Ball president Joe Sladek, who said that the addition of NSG is key to the company's continued long-term growth in domestic and international areas. According to Skee-Ball executive vice president Mark Kane, NSG provides a complementary balance to the Skee-Ball product line, strategic geographical positioning near the West Coast, and greatly enhances engineering capabilities.

Immediate reorganization will involve the expansion of the Phoenix sales resources, the merging of the engineering and design efforts, and the building of a larger facility there in 1995. NSG founders Greg Sullivan and Marshall Cook will remain with the combined entity and perform significant roles in the company's future direction.

CRANES UNDER FIRE IN CONNECTICUT

Referencing an existing gambling statute, the Connecticut Department of Public Safety, Division of State Police, Statewide Organized Crime Investigative Task Force, has declared crane-type vending machines illegal. An Aug. 11 communication from SOCITF commanding officer Lt. Michael Woodson stated, "These machines have been deemed illegal, as they are games of chance, not entertainment, and therefore are considered gambling devices. Since most businessmen and other persons do not realize these machines are illegal, I suggest you so notify the managers of the involved gaming facility and have the machines removed. The State's Attorneys in the various jurisdictions have indicated they will prosecute continued violations of this type." Look for more details in the next issue.

PROMOTIONS AT NAMCO

Kevin Hayes, president of Namco-America, announces the promotions of Frank Cosentino to vice president of sales and marketing and Mike Cooper-Hart to vice president of manufacturing. Together, Cosentino and Cooper-Hart have 34 years of coin-op experience and have been instrumental in the growth and development of the company over the past three years.

LAZER-TRON GAINS UL APPROVAL

Lazer-Tron of Pleasanton, Calif., manufacturer of novelty/redemption games, has received Underwriter Laboratories' listings for the following games: *Aftershock, Awesome Toss 'Em, Jungle Rama, Ribbit Racin', Shake, Rattle & Roll, Spin-A-21, Spin-To-Win, The Wave,* and *Wild Thing*. The company intends to seek UL approval on all future games.

OPEN HOUSE SCHEDULE

A number of distributors are planning post-AMOA Expo '94 open houses. Following are dates we could confirm before going to press: Atlas Distributing, Chicago, Oct. 6; Atlas Distributing, Grand Rapids, Mich., Oct. 13; C.A. Robinson and Co., San Francisco, Oct. 5; C.A. Robinson and Co., Los Angeles, Oct. 7; Green Games of Tennessee, Memphis, Tenn., Oct. 31.

MORE WACKY GATORS

Data East of Melrose Park, Ill., is happy to extend the production run of its popular *Wacky Gator* novelty/redemption game. According to Data East senior executive vice president Gary Stern, "Originally we planned on ending the run in June. When we made this announcement at ACME, our distributors ordered so heavily we quickly ran out of games. The number of games we were oversold made our decision to extend the run necessary."

CENTURY CLUB TO MEET AT AMOA

Steve Kordek and Jim McNeely invite all industry veterans with 25 years or more under their coin-op belts to meet during AMOA Expo '94 on Fri., Sept. 23, 3-5 p.m., in Plaza D at the San Antonio Convention Center. Refreshments will be provided by Dynamo Corp. Contact Kordek at (312) 961-1000 ext. 1548, FAX (312) 961-1010, or McNeely at (210) 824-9223, FAX (210) 228-0423, to advise if you will attend.

WEST VIRGINIA STATE SHOW

All 25 booths are sold out for the upcoming state show sponsored by the West Virginia Music & Vending Association, scheduled for Sept. 8-10 at the Charleston House Holiday Inn in South Charleston, W. Va. For more details, contact Leoma Ballard, (304) 949-3289.

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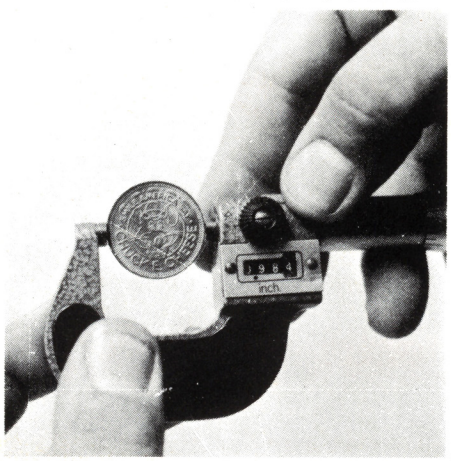

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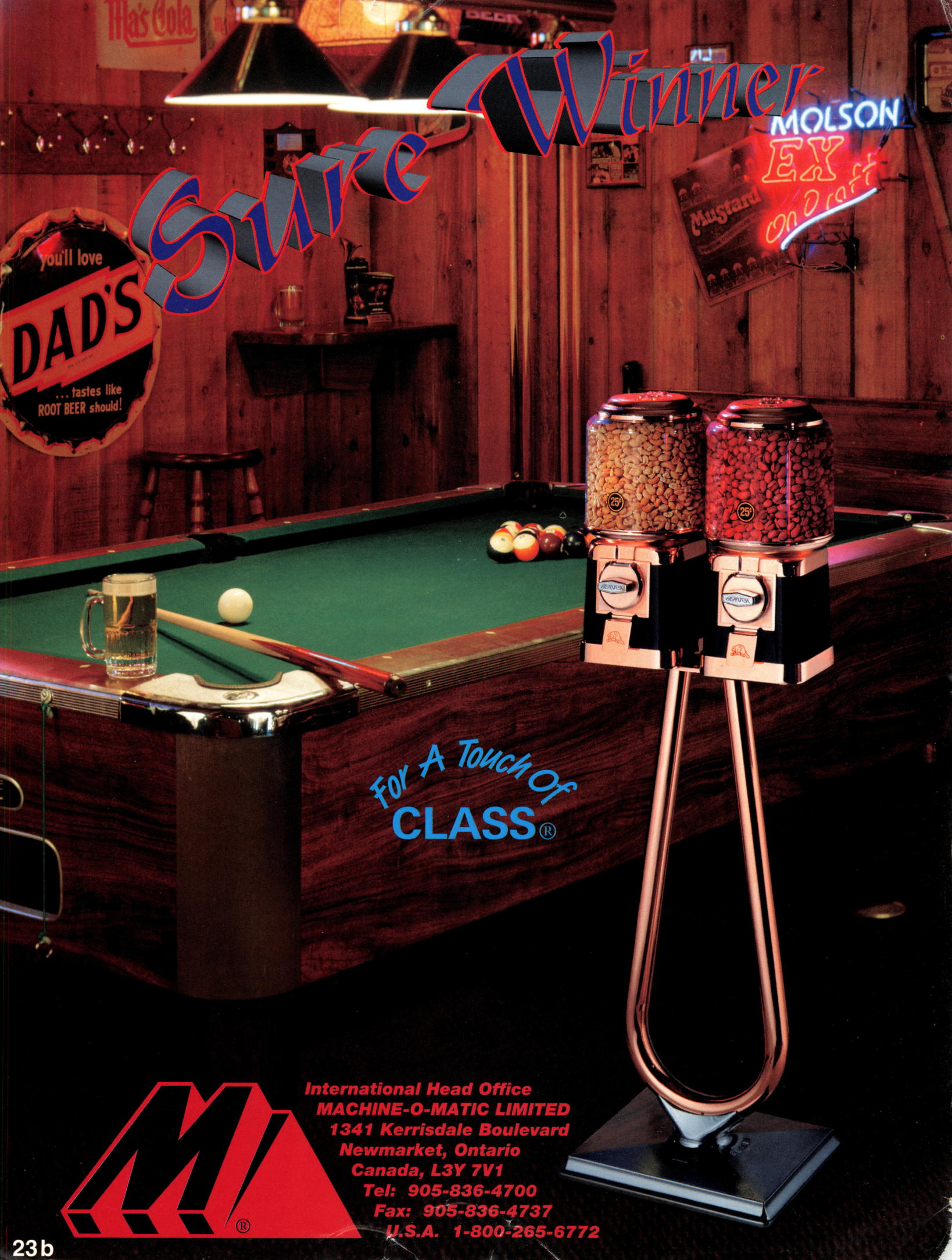

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Thousands of attendees converged in Mexico City for the AAMA-sponsored show, where conversations centered around the old problem of copied games and the new problem of post-NAFTA regulations that make it difficult to bring electronic games across the border. Bureaucratic red tape and game testing fees are cited as complicating the process and adding costs that are eventually passed on to customers.

AMOA '94 Preview 110

Think big, think Texas, think new games and services. In other words, prepare to attend the industry's major fall event. Learn about what to see and do in host city San Antonio, gain a sneak peek at products scheduled for display, scan the exhibitor list and floor plan, and enjoy the "Coinman Interview" with R.A. Green III of Rosemary Coin Machines in Myrtle Beach, S.C., outgoing AMOA president.

Quarter Notes: educating accounts 168

Reduce service calls. Save time and money. Sound good? Rich Holley of Southeast Game Brokers believes that one way to avoid the all-too-quick placement of out-of-order signs on your games is to train accounts to use a basic checklist before rendering games non-functional. His advice ranges from general to specific and covers pool and foosball tables, pinballs, jukeboxes, darts, air hockey, and bill changers.

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COVER

The Sega Enterprises Inc. (USA) family includes, (clockwise): Alan Stone; the Redwood City, Calif., office staff; *Daytona USA* twin; Howell Ivy; *Jurassic Park*; Barbara Nappi (center) at the Fremont, Calif., facility; *Virtua Fighter*; John Hill; the sales and marketing team; Doug Shipley; and Ken Anderson.

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FROM THE EDITOR

Are you ready for Pog?

I flipped the TV to "Entertainment Tonight" several days ago and came face-to-face with the next fad—Pog. The first time I'd seen the name was in a King Plush ad which sported the word Pog in its headline.

I didn't exactly know what it was, but figured it was something I'd run across somewhere soon. I was right. And it wasn't a stuffed bear with a catchy name.

I was glued to the TV set as Leeza Gibbons told us how popular Pog is. How popular is it? Let's simply say that there are schools banning it from classrooms, while others are calling it gambling for kids.

Valerie Cognevich
Editor

No doubt you're on pins and needles waiting for me to tell you exactly what it is. It's not high technology by any means. In fact, it could only be called extremely low technology. Here's the story: you take some round disks about the size of a silver dollar made out of heavy cardboard. One side is blank while the other side is adorned with anything from your favorite rock star or movie star to the name Pog or smart designs.

You place a stack of these disks on a flat surface. Then you take a solid disk made of steel, or something of that nature, and slam it down on the stack of disks. Those that turn upside down revealing the blank side are taken by the player. The player accumulating the most disks wins the game.

There were interviews with outraged teachers who claim this is blatant gambling for kids. They argue that children will learn the basics of gambling and go on to be gambling adults. Children defended the game saying it's fun and they don't play for anything but fun. School principals are setting down the law against it. Kids love it even more because adults seem to be so adamant against it.

It's interesting to see something as simple as tiddly winks or marbles claiming the attention of children used to high technology. There's even an organization called the World Pog Federation promoting the sport.

While we demand even more creativity from video games, reasoning that kids are not content with yesterday's technology, here comes something to defy all logic. It makes us crazy. We have known all along that no one really knows what players want in a game, but we've been fairly certain that it's something with lots of bells and whistles. Now Pog comes along and we are back to square one and even the certainty of high-tech is not all that certain anymore.

We are very sensitive to comments about the industry. Leeza Gibbons, in her introduction to Pog, said that kids were willingly passing up time on video games to entertain themselves with a game or two of Pog. Blasphamy to our ears! What's the attraction? We want to know what would take kids away from video games. No one may be able to figure it out, but you'll quickly notice the interaction among players. Laughing, talking, and squealing with delight are all elements you'll see when kids are playing Pog.

What can video game manufacturers offer that will appeal to players? I wouldn't be surprised to see a video version of Pog. After all, kids are used to playing something a little more sophisticated; let's give it to them.

Wait, hold the presses. I just got a note from my good friends at Lazer-Tron about what they will show at AMOA. It's *Pogger*, a rotary merchandiser with Pogs or milk caps as prizes. Lazer-Tron noted that the Pogs that feature many different characters are valued by kids as highly collectible!

Isn't this a great industry. Nothing gets by us. Long live coin-op!

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EQUIPMENT POLL

REDEMPTION

GAME	MFG.	POINT VALUE
ALLEY BOWLERS		
1. Skee-Ball	*(Skee-Ball)*	8.00
2. Smartball	*(Smart)*	5.86
SPORTS GAMES		
1. Strike Zone	*(Purple Star)*	9.00
2. Super Shot	*(National Sports)*	8.00
3. Hoop Shot	*(Doyle)*	7.50
4. Sonic Blast Man	*(Taito)*	7.40
5. Full Court Frenzy	*(I.C.E.)*	7.38
6. Slugfest	*(Williams)*	6.82
7. Goal Post	*(Doyle)*	6.33
8. Putting Challenge	*(I.C.E.)*	6.29
9. Shoot to Win!	*(Smart)*	6.00
10. Championship Basketball	*(Grayhound)*	6.00
11. UB-QB Football	*(National Sports)*	5.67
SINGLE COIN PUSHERS		
1. Rock N' Roll	*(Betson)*	8.67
2. Klondike	*(Betson)*	8.00
SINGLE CRANES		
1. Classic Watch Crane	*(Smart)*	9.67
2. Candy Crane	*(Smart)*	7.79
3. Clean Sweep	*(Smart)*	7.48
4. Big Choice	*(Betson)*	7.38
5. Skill Crane	*(Grayhound)*	7.14
6. Hollywood Crane	*(Maxwell)*	5.50
CHILD-SIZE GAMES		
1. 1/2 Pint Frenzy	*(I.C.E.)*	8.60
2. Shoot to Win! Jr.	*(Smart)*	8.60
3. Li'l Hoop Shot	*(Doyle)*	8.20
4. Li'l Dump the Ump	*(Doyle)*	7.00
5. Smart Toss 'Em	*(Smart)*	6.67
6. Super Mario Mushroom	*(Premier)*	6.40
7. Bozo Basketball	*(Design Plus)*	6.00
8. Kiddie Can Alley	*(Bob's Space)*	6.00
9. Skee-Toss B.C.	*(Skee-Ball/ Betson)*	5.56
10. Barnyard Babies	*(Skee-Ball)*	5.33
ROLL DOWNS		
1. Spin-to-Win	*(Lazer-Tron)*	7.92
2. Junglerama	*(Lazer-Tron)*	7.33
3. Clown Rolldown	*(Baytek)*	6.71
NOVELTY		
1. Home Run Hitter	*(CCI)*	9.33
2. Ribbit Racin	*(Lazer-Tron)*	8.67
3. Dinoscore	*(Planet Earth)*	8.67
4. Feed Big Bertha	*(Smart)*	8.27
5. Pop-A-Ball	*(Coastal)*	8.20
6. Wheel 'Em In	*(Bromley)*	8.18
7. Rock-N-Bowl	*(Bromley)*	8.08
8. Aftershock	*(Lazer-Tron)*	7.86
9. Pop-A-Tac-Toe	*(Coastal)*	7.67
10. Addams Family Values	*(Midway)*	7.40
11. Whac-A-Mole	*(Bob's Space)*	7.38
12. Dump the Ump	*(Doyle)*	7.33
13. Hot Shot Basketball	*(Williams)*	7.33
14. Coin Circus	*(Am. Sammy)*	7.25
15. Wacky Gator	*(Data East)*	7.21
16. Killer T-Rex	*(Smart)*	7.00
17. Hop-A-Tic-Tac-Toe	*(Data East)*	6.82
18. Knock Down	*(Meltec)*	6.50
19. Simple Simon	*(Am. Sammy)*	6.33

REDEMPTION

GAME	MFG.	POINT VALUE
20. Super Bank It	*(Lazer-Tron)*	6.29
21. Hungry Hungry Hippos	*(I.C.E.)*	6.00
22. Neck-N-Neck	*(Bundra)*	5.86
23. Goofy Hoops	*(Romstar)*	5.80
24. Cosmo Gang	*(Data East)*	5.75
25. Cracky Crab	*(Namco)*	5.60
26. Big Mouth	*(Meltec)*	5.44
27. Flip-N-Win	*(Planet Earth)*	5.33
28. Double Cheese	*(Midway)*	5.33
29. Bank It	*(Lazer-Tron)*	5.00

VIDEO KITS

GAME	POINT VALUE	LONGEVITY POINTS
1. NBA JAM Tournament *(Midway)*	7.65	209
2. D&D Tower of Doom *(Capcom)*	7.27	190
3. World Heroes Jet *(SNK)*	7.13	108
4. Alien vs. Predator *(Capcom)*	7.12	91
5. Raiden II *(Fabtek)*	7.03	393
6. Lethal Enforcers *(Konami)*	6.90	1148
7. Super Street Fighter II Turbo *(Capcom)*	6.84	70
8. Drug Wars *(Am. Laser)*	6.50	234
9. Mortal Kombat *(Midway)*	6.49	1285
10. Super Street Fighter II *(Capcom)*	6.46	272
11. BloodStorm *(Strata)*	6.45	62
12. Super Sidekicks 2 *(SNK)*	6.25	11
13. Samurai Shodown *(SNK)*	6.22	498
14. Warriors of Fate *(Capcom)*	6.13	52
15. World Rally *(Atari)*	5.80	382
16. Windjammers *(Data East)*	5.40	42
17. Golden Axe-Revenge *(Sega)*	5.29	373
18. Time Killers *(Strata)*	5.27	517
19. Aero Fighters *(Mc O'River)*	5.26	393
20. Art of Fighting 2 *(SNK)*	5.24	55
21. Gals Panic II *(Kaneko)*	5.20	169
22. Great Sluggers *(Namco)*	5.20	*
23. Top Hunter *(SNK)*	5.20	*
24. Fatal Fury Special *(SNK)*	5.13	32
25. Street Fighter Champ *(Capcom)*	5.07	1262
26. World Heroes 2 *(SNK)*	5.04	296
27. World Heroes *(SNK)*	5.04	*
28. Fighter's History Dynamite *(SNK)*	5.00	9
29. Varth: Oper. Thunderstorm *(Romstar)*	5.00	16
30. Baseball Stars 2 *(SNK)*	4.86	*

EQUIPMENT POLL

VIDEO & PINBALL COMBINED

	GAME	MO. ON CHART	MO. IN TOP 10
1.	Daytona USA *(Sega)*	1	1
2.	Mortal Kombat II *(Midway)*	10	10
3.	Suzuka 8 Hours 2 *(Namco)*	5	5
4.	Outrunners *(Sega)*	12	12
5.	Revolution-X *(Midway)*	2	2
6.	Star Trek: Next Generation *(Williams)*	8	7
7.	Suzuka 8 Hours *(Namco)*	23	17
8.	The Addams Family *(Bally)*	30	30
9.	Virtua Fighter *(Sega)*	6	6
10.	Ridge Racer *(Namco)*	7	7
11.	Virtua Racing *(Sega)*	22	22
12.	World Cup Soccer *(Bally)*	2	2
13.	NBA JAM *(Midway)*	18	17
14.	NBA JAM Tournament *(Midway)*	4	4
15.	Solitaire Challenge *(Dynamo)*	3	2
16.	Indiana Jones *(Williams)*	11	11
17.	Guns N' Roses *(Data East)*	1	1
18.	D & D Tower of Doom *(Capcom)*	4	4
19.	Run and Gun *(Konami)*	9	7
20.	Demolition Man *(Williams)*	4	4
21.	Rescue 911 *(Premier)*	4	4
22.	World Heroes Jet *(SNK)*	3	3
23.	Alien vs. Predator *(Capcom)*	2	2
24.	Raiden II *(Fabtek)*	9	9
25.	Twilight Zone *(Bally)*	17	17
26.	Lucky & Wild *(Namco)*	13	3
27.	Lethal Enforcers II *(Konami)*	4	3
28.	White Water *(Williams)*	19	13
29.	Lethal Enforcers *(Konami)*	23	23
30.	SSF II Turbo *(Capcom)*	3	2
31.	Fish Tales *(Williams)*	24	17
32.	Cybersled *(Namco)*	9	5
33.	Last Action Hero *(Data East)*	11	5
34.	Jurassic Park *(Data East)*	15	14
35.	Under Fire *(Konami)*	2	0
36.	Judge Dredd *(Bally)*	9	3
37.	The Who's Tommy *(Data East)*	5	4
38.	Crime Patrol *(Am. Laser)*	12	5
39.	Drug Wars *(Am. Laser)*	7	5
40.	Mortal Kombat *(Midway)*	24	24
41.	Creature/Black Lagoon *(Bally)*	19	14
42.	Super Street Fighter II *(Capcom)*	9	7
43.	BloodStorm *(Strata)*	2	1
44.	The Getaway *(Williams)*	28	13
45.	Moto Frenzy *(Atari)*	21	1
46.	Tales from the Crypt *(Data East)*	9	5
47.	Star Wars *(Data East)*	23	10
48.	Racin' Force *(Konami)*	1	0
49.	Final Lap 3 *(Namco)*	17	1
50.	Cue Ball Wizard *(Premier)*	22	2
51.	Super Sidekicks 2 *(SNK)*	1	0
52.	Samurai Shodown *(SNK)*	12	10
53.	X-Men *(Konami)*	30	12
54.	Warriors of Fate *(Capcom)*	4	0
55.	Rocky and Bullwinkle *(Data East)*	18	6
56.	Street Fighter II *(Premier)*	40	32
57.	Shootout At Old Tucson *(Am. Laser)*	3	0
58.	Dracula *(Williams)*	16	7
59.	World Rally *(Atari)*	13	9
60.	Royal Rumble *(Data East)*	3	2

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Daytona USA *(Sega)*	9.20	60
2.	Mortal Kombat II *(Midway)*	9.01	595
3.	Suzuka 8 Hours 2 *(Namco)*	8.91	280
4.	Outrunners *(Sega)*	8.82	632
5.	Revolution-X *(Midway)*	8.50	114
6.	Suzuka 8 Hours *(Namco)*	8.31	1066
7.	Virtua Fighter *(Sega)*	8.20	331
8.	Ridge Racer *(Namco)*	8.05	373
9.	Virtua Racing *(Sega)*	7.96	1186
10.	NBA JAM *(Midway)*	7.72	988
11.	Solitaire Challenge *(Dynamo)*	7.52	127
12.	Run and Gun *(Konami)*	7.22	419
13.	Lucky & Wild *(Namco)*	7.00	396
14.	Lethal Enforcers II *(Konami)*	6.94	179
15.	Under Fire *(Taito)*	6.60	69
16.	Racin' Force (Konami)	6.33	13

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Star Trek: Next Generation *(Williams)*	8.41	429
2.	The Addams Family *(Bally)*	8.22	1727
3.	World Cup Soccer *(Bally)*	7.83	91
4.	Indiana Jones *(Williams)*	7.33	516
5.	Guns N' Roses *(Data East)*	7.33	43
6.	Demolition Man *(Williams)*	7.21	173
7.	Rescue 911 *(Premier)*	7.19	196
8.	Twilight Zone *(Bally)*	7.02	804
9.	White Water *(Williams)*	6.91	677
10.	Fish Tales *(Williams)*	6.81	876
11.	Last Action Hero *(Data East)*	6.75	372
12.	Jurassic Park *(Data East)*	6.73	669
13.	Judge Dredd *(Bally)*	6.60	263
14.	The Who's Tommy *(Data East)*	6.57	174
15.	Creature From Black Lagoon *(Bally)*	6.48	684

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 & Pinball combined column (#1 game receives 60 points, #2 game receives 59 points, etc.) **Indicates new or reappearing games.*

UP FRONT

Beware the comfort zone and other field talk

State shows are enlightening occasions. They afford an opportunity to really find out what's going on in the field, what the industry is up against, and how we can sometimes derail ourselves without realizing it.

This was the case at the annual conventions of the Pennsylvania Amusement and Music Machine Association and the Amusement and Music Operators of Texas. PAMMA members turned out in force to hear more on the main topic of conversation: legalized gaming. AMOT members believe this issue will come up in their next legislative session, but focused on practical matters and educational sessions this time around.

Bonnie Theard
Managing Editor

Read our extended coverage of both trade events in this issue. Take note of these revelations, from the mouths of operators and distributors:

What's going on in the field: "It's good to see such a crowd, but we should have a record turnout all the time. After all, this is our livelihood."

"We're seeing places open up that someone has poured quite a bit of money into. We all know that not all of these mega-locations are going to make it. We'll just sit back and wait for them to learn a bitter lesson. That lesson is that it takes more work than most are willing to do to be successful."

"I've had a better summer than I've had in years."

"Manufacturers had better wake up and smell the quarters. Redemption is getting old; forcing so much on us won't work anymore. We need some video games that aren't recycled from home games and don't cost us our firstborn child."

"Operators need to ask themselves if video poker is really what they want."

"This business is like harvesting crops. We have to separate the chaff from the wheat: look at all the equipment, determine what we can really use, and let the rest go by the wayside."

What the industry is up against: "Operators always seem to be on the defensive. We have nothing to be ashamed of. I think it's this violence thing that keeps cropping up. Suddenly, everyone thinks we're trying to corrupt kids."

"He's right about people thinking we're corrupting kids, but I don't agree with operators who say that the violence doesn't matter. It does matter to parents."

"I'm beginning to believe what someone told me a long time ago. We should be fighting video gaming because the state is going to want to take control of it."

"The small guys are being squeezed out, and not just in our business. It's happening in all types of businesses."

How we derail ourselves: "Some operators in the state won't pass muster in the licensing process if video gaming passes. They are not as professional as they should be."

"We have to look at trends and capitalize on them, then move on to the next trend. Look at taverns: for a while it was wine coolers, then ice beer. They go from one theme and decor to another. The customer's desires are changing."

"We can't do business today the way we used to. Some of the old-time operators are having trouble making adjustments."

"An operator might get $800 for an old 45 jukebox and suddenly he thinks all his old boxes are worth $800. Better to sell several for $200-$400 and invest in a new CD jukebox."

"There's some terrific equipment out there. I know some of my fellow street operators are crying about equipment, but if you open your eyes you'll be amazed at what's there."

"Beware the comfort zone. You have to take risks if you want the reward."

WACKY GATOR... IT'S A SMASH HIT!

"Edison Brothers has operated Wacky Gator since 1990 and week in and week out it's earnings are among the top of our redemption equipment category. In addition to very strong earnings, the game has proven to be extremely reliable experiencing very little down time." Rich Long, Vice President of Purchasing, Edison Brothers Mall Entertainment, Inc.

"We've operated Wacky Gators for years and its earnings are consistently among the best of our redemption products. It's an extremely important part of our redemption game mix." John Werner, Game Merchandising Manager, Namco Cybertainment, Inc.

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South Dakota pulls plug in the summer of video lottery discontent

The unthinkable has happened. Nearly 8,000 video lottery terminals in South Dakota were shut down at 3 p.m. on Fri., Aug. 12 after the Supreme Court issued notification a mere 48 hours in advance. The decision came on the heels of the Court's June 22 ruling that declared video lottery unconstitutional.

As Play Meter reported last month, Gov. Walter Miller called a special session on July 11 to address the situation. At that time, legislators decided to place an amendment on the Nov. 8 ballot to give voters the opportunity to decide the issue by changing the Constitution. The Constitution was amended in 1986 to allow lotteries, then voters approved video lottery in 1989 and again in 1992.

After the special session it was a matter of waiting for the other shoe to fall: would the Court shut down the games or let them operate until November? It was a day-to-day vigil until Aug. 10 when the Court announced the imminent shutdown, refusing to either rehear the case or delay implementing the June ruling.

Said South Dakota Amusement and Vending Association president Bob Correa of Hasvold Vending in Sioux Falls, S.D., "Of course we respect the Court and the decision-making process, but I don't feel 48 hours is appropriate for a timely shutdown, or what you would call an orderly shutdown."

Another operator commented, "The greatest fear has been realized. It's like death; you know it's coming but you don't know when. And when it does, it's a bummer."

Since the state/private enterprise program began in 1989, video lottery has contributed over $500,000 million to South Dakota's coffers. The '94-'95 budget counted on video lottery for $65 million. The state can dip into the budget reserve fund to balance the budget and avoid deficit spending, but severe cuts will be necessary to fill the considerable gap after Sept. 23.

At risk are countless jobs in the video lottery industry, which employs between 3,000 and 4,000 citizens. Many locations face closure since video lottery accounts for a major share of their business. Also expected: a rush of applications for unemployment benefits.

The coin machine community had to respond quickly to remove the machines, store them, and face the accounting nightmare. Most are making an effort to keep employees as long as possible, hoping to last until the election in November.

Longtime video lottery opponent JoDean Joy of Miller, S.D., was quoted in the local press: "I think there will be a decided increase in retail sales because in a lot of families either dad or mom gambled away the check and there wasn't much money for food, let alone clothing." She failed to say how unemployed workers will be able to afford new clothing, let alone food.

NSM, intouch celebrate

Jurgen Jost (l) of NSM with Steven Katz (c) and Thomas Silinski of intouch.

NSM-America recently celebrated its expanding CD-ROM business with a presentation honoring its first and largest CD-ROM client, the intouch group.

Held at San Francisco headquarters of intouch, the occasion marked the integration of the 2000th NSM CD-ROM jukebox into intouch's multimedia, interactive iStation.

The iStation is a kiosk that allows customers to sample music selections from

continued on page 18

We'd like to say that our Solid Gold™ heralds an entirely new era in coin-op music.

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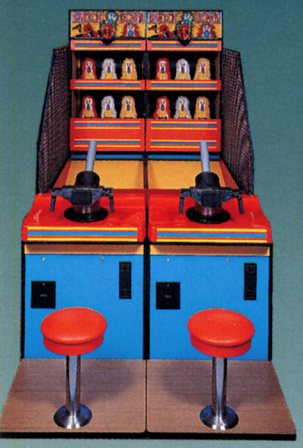

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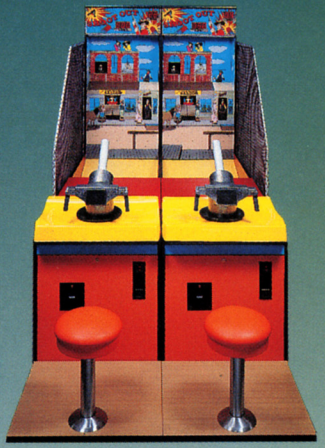

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NSM, intouch

continued from page 14

nearly 40,000 albums at retail music stores. Each iStation contains four NSM CD-ROM jukeboxes with a total capacity of 400 CD ROM discs.

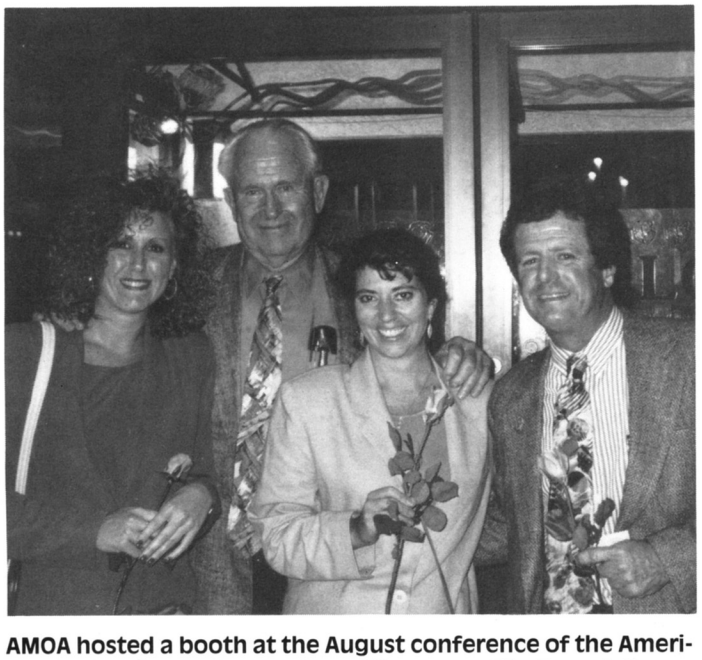
Each disc contains five 30-second samples from 150 different albums, giving each iStation the capacity of up to 60,000 albums.

NSM vice president Jurgen Jost presented an NSM Nostalgia Gold jukebox and plaque to intouch's CEO Thomas Silinski and vice president of product development Steven Katz.

Said Jost: "Our relationship with the intouch group has been quite strong, but it is just one of many applications where we feel NSM can enjoy a great deal of success in the rapidly expanding CD-ROM business. Given the wide range of applications available for our CD-ROM jukebox, we expect tremendous growth for this product line in the future."

NSM and the intouch group joined forces in 1990. NSM's CD audio changer, the heart of the NSM coin-op jukebox, was modified to suit iStation applications and has since become the heart of that unit as well.

On the legislative trail



AMOA hosted a booth at the August conference of the American Legislative Exchange Council in Tampa, Fla. From left: AMOA membership coordinator Kim Rundle, AMOA vice president Doug Minter of Tip Top Amusement Co., AMOA government relations liaison Laura Olson, and FAMA president Rich Holley of Southeast Game Brokers.

In memoriam: Mr. Hide Nakajima

Last month we reported the sad news that Mr. Hide Nakajima, president of Atari Games Corp. since 1985, had died in Tokyo, Japan, in July.

The industry knew Nakajima as a dedicated, caring, and competitive leader whose 21 years with Atari spanned a time frame filled with technological and social change.

He was one of Atari's earliest employees, having joined the company in 1973, one year after its formation. Nakajima was executive vice president of Atari Japan, the exclusive distributor for Japan at that time. He continued in this same role until 1982 when he moved to California and became president of Namco-America Inc.

When Atari Inc.'s coin-op games division was restructured in 1985, he became its president. The name soon changed to what is now known as Atari Games Corp.

Under his leadership, Atari Games brought innovation and vitality to the video game industry, starting with the successful *Gauntlet* in 1985.

In 1987, Atari Games formed a wholly-owned subsidiary, Tengen Inc., to serve the rapidly growing consumer entertainment software market.

Later, in 1990, Atari Games started another division to capitalize on the success of an evolutionary 3-D hardware system and driving model, which was first developed for the coin-op version of *Hard Drivin'*. This division, the Simulation Products Group, develops custom driving simulators for applications such as law enforcement training.

Mr. Hide Nakajima

In his nine years as president, Atari Games launched over 50 coin-op titles and just as many consumer titles for various home systems.

He excelled in tennis in his earlier years but golf was his real passion. His competitiveness on the green was known to all who walked the links with him.

Nakajima's wife and daughters reside in Tokyo. They have always been a close family, even though they were separated most of the year.

His style, warmth, and leadership will be greatly missed by all who knew him.

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CCI purchases Amutronics

Bouncing Bandit now in the CCI corral.

Coin Concepts Inc. of East Brunswick, N.J., has completed an asset purchase agreement with Amutronics Inc. of Asbury Park, N.J., for the exclusive rights to certain technologies produced by Amutronics.

In addition, CCI has purchased the rights to manufacture Amutronics' redemption games, including *Bouncing Bandit, Double Cross, Wacky Wheels, Three Ring Circus,* and *Over the Rainbow*. As part of the agreement, CCI will provide service and support for all existing Amutronics products.

Said Jim Pietrangelo, president of Amutronics, "We would like to thank everyone who supported and believed in us. We are very proud to have produced games that proved themselves winners in a very competitive marketplace. Frankly speaking, it takes a great deal of capital to move a new manufacturing company to the next level in the business cycle.

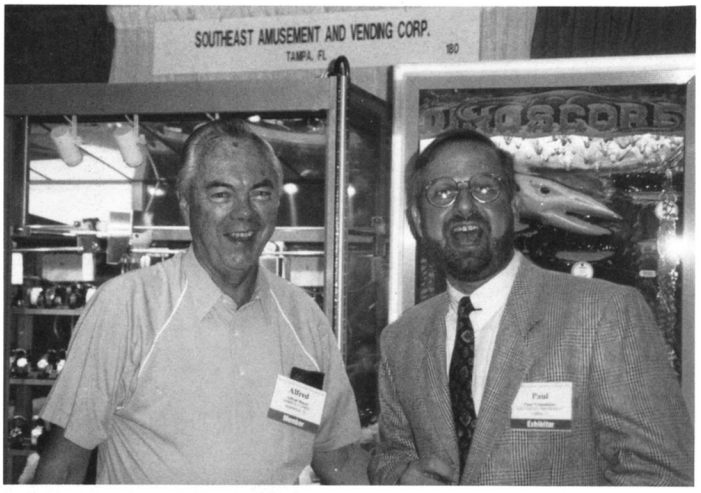
"After much soul-searching, we decided that our products would be better served if they were placed in the hands of a large, more established concern, such as CCI. Art and Gary Warner have done amazing things with that company in a relatively short time. We believe that Amutronics' line will prove to be deserving of the confidence they have placed in it."

Gary Warner, vice president of sales and marketing for CCI, commented, "The Amutronics line of games is a great addition to our already powerful lineup. Not only are these games high earners, but moderately priced."

In other CCI news, the company is happy to announce that it has shipped its 700th *Home Run Hitter* redemption game since its debut at the American Coin Machine Exposition in the spring.

CCI president Art Warner boasts, "*Home Run Hitter* is gaining momentum as time progresses and will be a winner for a long time to come." He added thanks to all CCI distributors for their continued support.

Virgadamo conducts seminar in Hawaii



Paul Virgadamo (r) of Southeast Amusement and Vending welcomes fellow Floridian Fred Hoyer of Sunshine Bowl to the bowling proprietor's convention.

Paul Virgadamo with sons Alex (l) and Adam at the Southeast Amusement and Vending booth.

Paul Virgadamo, president and CEO of Southeast Amusement and Vending in Tampa, Fla., recently conducted a seminar at the 62nd National Bowling Proprietor's Association of America Convention and Trade Show in Hawaii.

The seminar, "Amusement Vending in Bowling Centers: Improving Your Bottom Line," was based on Southeast's successful program. The educational session was well received and should keep redemption maven Virgadamo busy consulting with bowling proprietors around the globe.

Over 300 attendees came to the Hilton Hawaiian Village in Honolulu for the bowling event.

Virgadamo is also a columnist for Play Meter. Look for his recommendations in this month's "Dollars & Sense."

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VNEA and Valley add to Mosconi fund

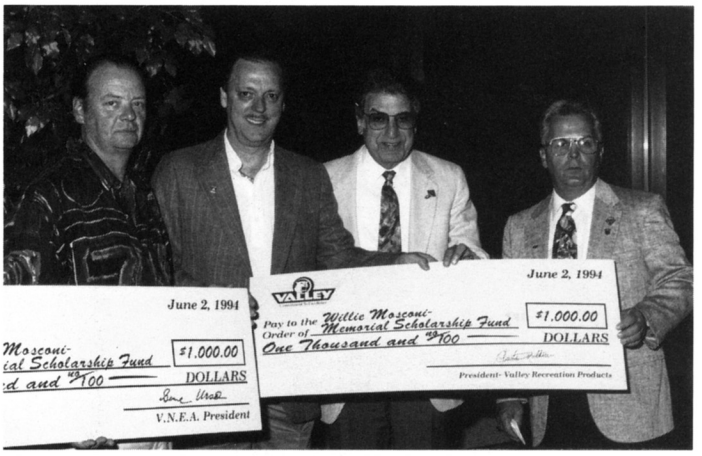
The Valley National 8-Ball Association and Valley Recreation Products have each contributed $1,000 to the Willie Mosconi Scholarship Fund to honor the pocket billiards legend.

The two checks were given to respected pool instructor Jerry Breisath and pool tournament coordinator and consultant Gary Benson of High Country Games in Ft. Collins, Colo. Both Breisath and Benson are on the board of directors of the Billiard Congress of America.

Plans call for 15 Mosconi scholarships to be awarded annually to winners of regional tournaments sponsored by the Association of College Unions International. Scholarships are administered as part of the Billiard Education Foundation, a nonprofit organization formed through the efforts of the BCA.

VNEA president Gene Urso of Madison Coin Machine in Monona, Wis., said, "It's an honor for the VNEA to have a part in acknowledging the respect that Willie Mosconi holds in the world of pocket billiards. He did so much to bring pool playing to today's level of respectability for everybody, including young people. It seems fitting to honor him by helping young people obtain an education."

Chuck Milhem, president of Valley, agreed: "Willie Mosconi's name is synonymous with pocket billiards, where he was a commanding force throughout his competitive career. Valley is delighted by the VNEA initiative and is glad to participate in a positive way to help young people further their education. To be able to do it in memory of a man who was an example of dedication and integrity, as well as one I was privileged to know as a personal friend, makes this a truly outstanding and satisfying project."



VNEA and Valley contributed to the Willie Mosconi Scholarship Fund. From left: Gary Benson, Jerry Breisath, Chuck Milhem, and Gene Urso.

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Drew's Treasure Chest approved

Drew's Distributing Co. of Spartanburg, S.C., has received approval from Gaming Laboratories International for its *Treasure Chest* 8-Line game for the Minnesota Indian gaming market.

The hardware, software, and random-number generator have all been fully tested and approved. The game features a 19" monitor, hopper payout, $1-$100 internal bill acceptor with locking removable magazine, and three internal progressive jackpots.

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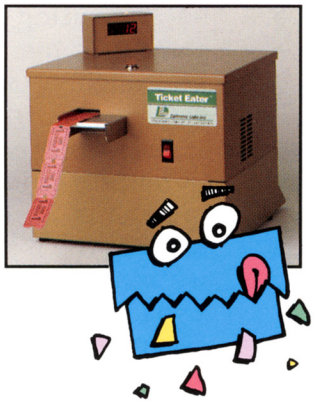

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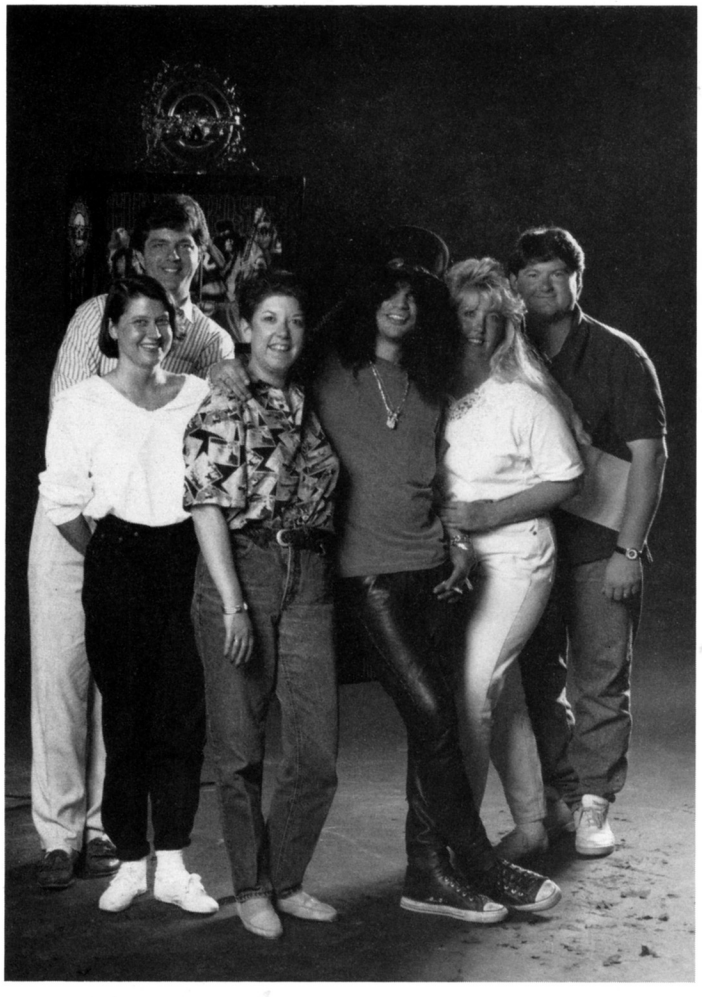
Slash visits Data East



Pinball fan Slash of Guns N' Roses with new friends at Data East, (l-r): Drew Maniscalco, Holly Mathis, Shelley Sax, Slash, Darlene Lamz, and Jim Gorman.

Slash, the lead guitarist of the mega-star Guns N' Roses rock group, recently paid a visit to Data East headquarters in Melrose Park, Ill. He got "up close and personal" with the company's newest pinball bearing the name of the famous band, giving his seal of approval to the final game version.

It was also an opportunity to rub elbows with executive vice president Gary Stern, vice president of design and engineering Joe Kaminkow, and other staff members.

According to Kaminkow, pinball fan Slash "contributed to the design, development, and playfield layout of this game, not to mention the outstanding custom music and speech."

An autographed poster of Slash is included in every game, along with a merchandise order form for promotional materials.

Acclaim and Marvel team to promote reading

In conjunction with its launch of *Spider-Man & Venom: Maximum Carnage* for the Super NES and Genesis, Acclaim Entertainment joins with Marvel Comics to co-sponsor the "Acclaim/Marvel Paint the Town Well-Read" reading drive.

Participants must read four books of their choice and send in a completed entry form included with the new game. The form must include the book titles, teacher's signature, and school address. A certificate specially designed by a Marvel artist will be sent to the teacher's attention.

Said Terry Stewart, president of Marvel Entertainment Group, "We hope this program will serve to remind kids that there are many wonderful forms of entertainment, including video games and reading."

Added Sam Goldberg, vice president of marketing for Acclaim, "Joining with Marvel in this reading drive is a simple way to motivate kids not only to play video games and read comic books, but also to expand their entertainment horizons."

In other Acclaim news, the company has completed its acquisition of Voyager Communications Inc., publishers of Valiant Comics. Voyager now becomes a wholly-owned subsidiary of Acclaim.

Robert Holmes, president of Acclaim, commented, "We are extremely excited about this acquisition and look forward to not only expanding comic publishing, but also bringing Valiant Comics characters to a variety of entertainment media.

Acclaim recently announced its first Valiant Comics-based video game, *Turok: Dinosaur Hunter*, for Nintendo's forthcoming 64-bit system, Ultra 64. Voyager publishes 16 monthly comic books under the Valiant name.

The company also is looking forward to the September 9 "Mortal Friday" release of Midway's *Mortal Kombat II* for all leading hardware systems. A marketing blitz is underway, including TV spots, in-store promotions, and point-of-sale materials. A newsletter is in the works, as well as action figures and collector cards to capitalize on the game's popularity.

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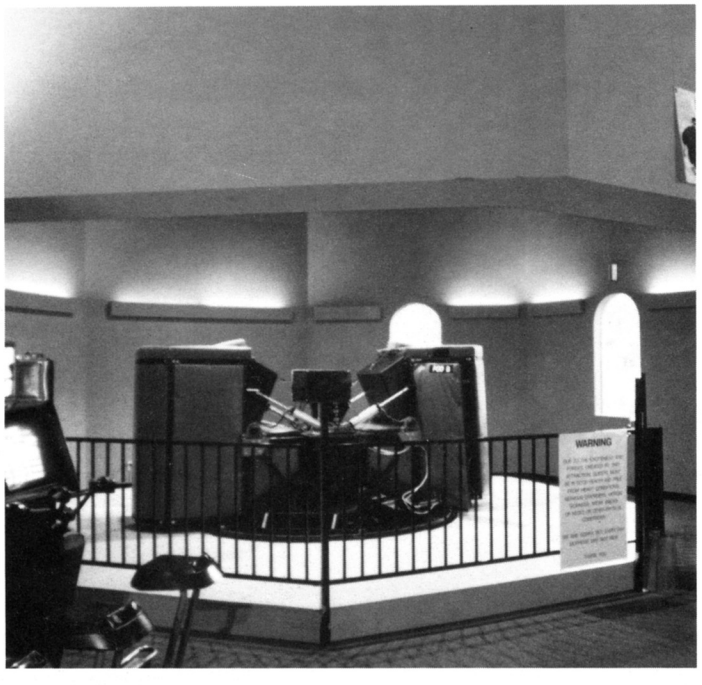
U.S. Astronaut Hall of Fame features Gravimetric Theater



Asian Technologies' SU-1000 Gravimetric Theater.

A new thrill ride can be found at the U.S. Astronaut Hall of Fame, home of the U.S. Space Camp: the *SU-1000 Gravimetric Theater* from Asian Technologies.

Renamed The G-Force Trainer because of the five G-Force level reached during the ride experience, it is a one-of-a-kind two-seat simulator that rotates up to 45 revolutions per minute. Two pods spin with the riders inside as pneumatics move the pods up and down.

The standard test pilot ride in the *SU-1000* involves a jet fighter that encounters turbulence, barely misses hitting a mountain, and eventually dives toward Earth, spinning out of control.

The *SU-1000* and the four-seat *SU-1500* offer patrons a choice of different scenic rides with built-in thrills. Units fit in a 12' x 12' circle. New installations will soon appear in Portland, Ore.; Davenport, Iowa; and Saudi Arabia.

For more information, contact your local distributor or Bulldog Amusements, (206) 869-6400.

Valley awards Image Series pool table

Apex Amusement of Melrose Park, Ill., is the lucky winner of the Valley Recreation Products' *Image Series* contest, which was initiated to heighten awareness of the new upscale line of pool tables.

Mike Lupo, owner of Apex, had a choice of the Traditional, Country, or Contemporary models. He selected the Traditional but has not decided which location he will "favor" with the new designer table.

Doug Blair of Valley said, "We wanted to get the word out that our new designer line of tables is now available and pique operator interest at the same time."

Entry forms were sent to all operators; the winner was drawn at random from the respondents. Lupo's entry was sent through Worldwide Distributing of Chicago.

Added Blair, "The tables are the perfect answer for bars and restaurants that don't want a coin-op table that looks like a coin-op table. The *Image Series* was designed to help operators increase the price per play. People expect to pay a little more when they get more and these tables are obviously more."

Valley is installing increased capacity, price-adjustable coin mechs (five-coin vertical) so operators can charge up to $1.25 per play. The factory setting is now at $1 per play to encourage the installation of tables at the higher price setting.

Wedding bells

Sharon Harris of Stan Harris & Co. and attorney Ron Segal were married on May 22 at the Rittenhouse Hotel in Philadelphia. Industry members in attendance included Mr. and Mrs. Arnie Aronovitz of Apple Vending, Mr. and Mrs. Fred Wood of Mid-State Amusements, and Bob Herman of Ace Amusements.

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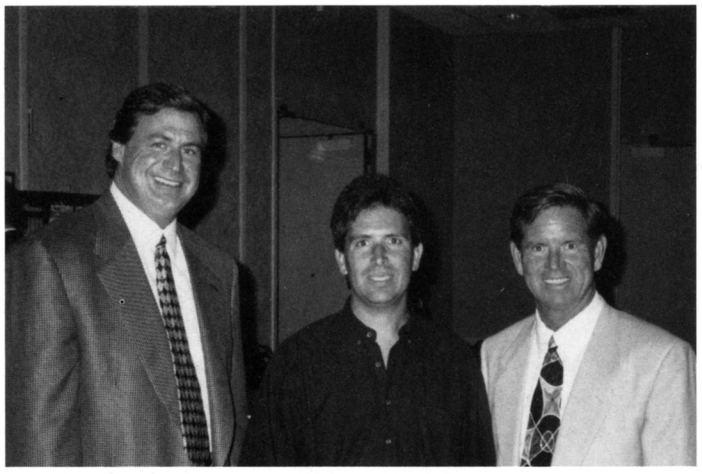


In Cleveland: Bill Kraft (l) and Steve Shaffer (r) welcome Jim Comella of Cadillac Music.

In Cincinnati: Bill Westerhaus (l) of Pioneer Vending joins Jim and Hal Hayes of Gem Music.

Shaffer hosts two product showings

Ohio-based Shaffer Distributing Co. hosted two parties in June to introduce new product and strengthen friendships with their customers. Cincinnati and Cleveland were the sites of the gatherings.

Among the items displayed were Rowe's *MM1* and *Diamante CD* jukeboxes, Midway's *Revolution-X* video, and Bally's *World Cup Soccer* pinball.

Operators and family fun center owners in southern Ohio, West Virginia, and Kentucky came to Cincinnati, where they were able to meet Bob Lentz of Williams Bally/Midway. Nearly every operator in the northern Ohio market journeyed to Cleveland, where they could discuss jukeboxes with Jerry Gordon of Rowe. Lentz was also available to speak with attendees in Cleveland.

Silent auction at Fun Expo '94

Have you been looking for a great buy on a kiddie ride, ticket scale, or redemption game? You might be one of the lucky winners at the Fun Expo '94 silent auction.

Fun Expo is the family entertainment center and miniature golf trade event set for Oct. 1-4 in Las Vegas, Nev. The auction will be ongoing during the show. Products will be displayed near the food court area.

Funds generated by the silent auction will go to the International Family Entertainment Center Association for market research and educational programs.

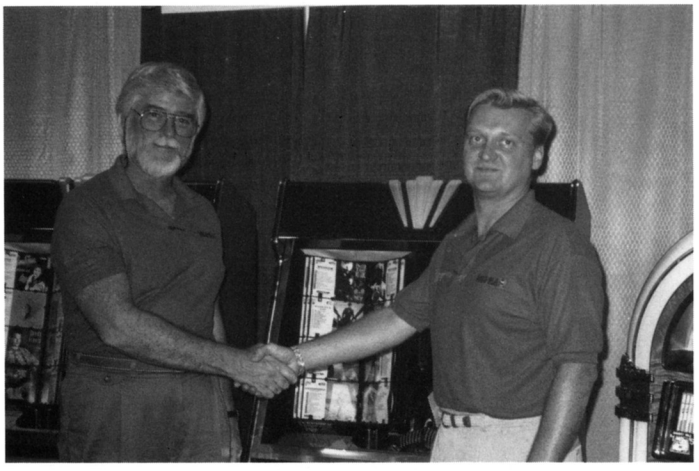
Here's how the silent auction works: stroll about the displays and decide which products are best suited to your business, write down your bid, and hand it in. The highest bidder wins the product when the bids are tallied!

Included in the product offerings are a redemption starter kit from Oriental Trading Co., a *Home Run Hitter* redemption game from Coin Concepts, a *Snack Attacker* crane from Advanced Games & Engineering, an inflatable bounce unit from Mapes Enterprises, a ticket scale from ARMS International, and free installation of a TAMS System from Dynamic Technologies.

In addition, look for a *Danny the Dinosaur* kiddie ride from Daemco Fun Riders, a cowboy character mannequin from Characters Unlimited, and a $10,000 credit on a *Lazer Runner* game unit from Ascension Products.

Gary Warner of Coin Concepts is chairman of the silent auction committee. He is still accepting donations to this worthy cause. Companies wishing to participate can reach him at (908) 390-9009; FAX (908) 390-3373.

Distributor handshake



Glenn Streeter (l) of Antique Apparatus/Rock-Ola and Gary Stoken of Revenco have a deal. Revenco, a distributor for western Pennsylvania, now represents the full line of jukeboxes and vending product for AA/Rock-Ola. Streeter and Stoken were at the recent PAMMA convention.

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New Jersey approves Tekbilt changer

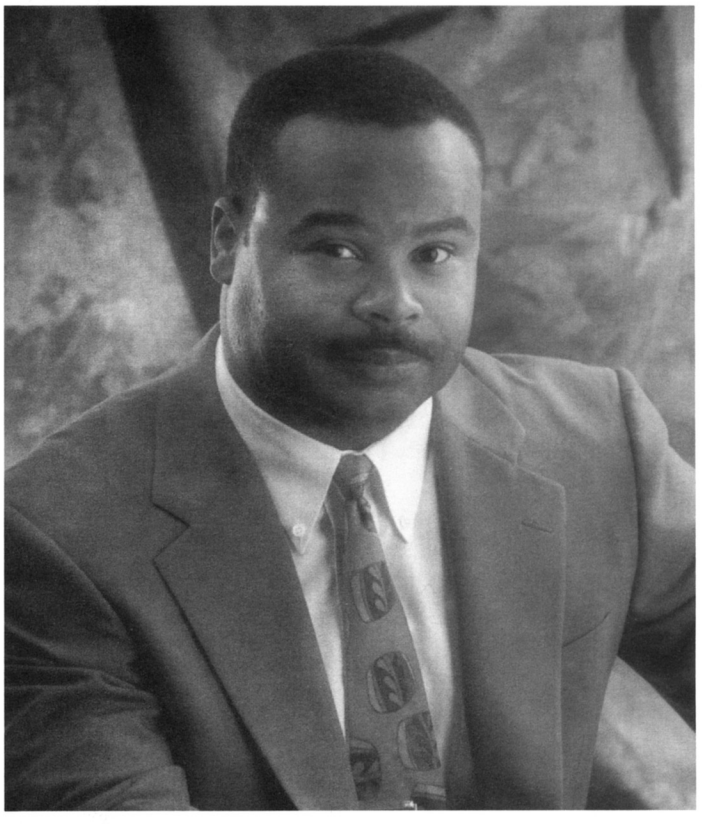
Tekbilt Inc., the Huntingdon Valley, Pa.-based producer of high-security bill acceptors and coin-handling equipment, has received approval from the state of New Jersey Division of Gaming Enforcement for its *ICM 1000* casino changer.

The *ICM 1000* meets all of the division's requirements in terms of operational proficiency, appropriate security measures, locking mechanisms, and accounting capabilities.

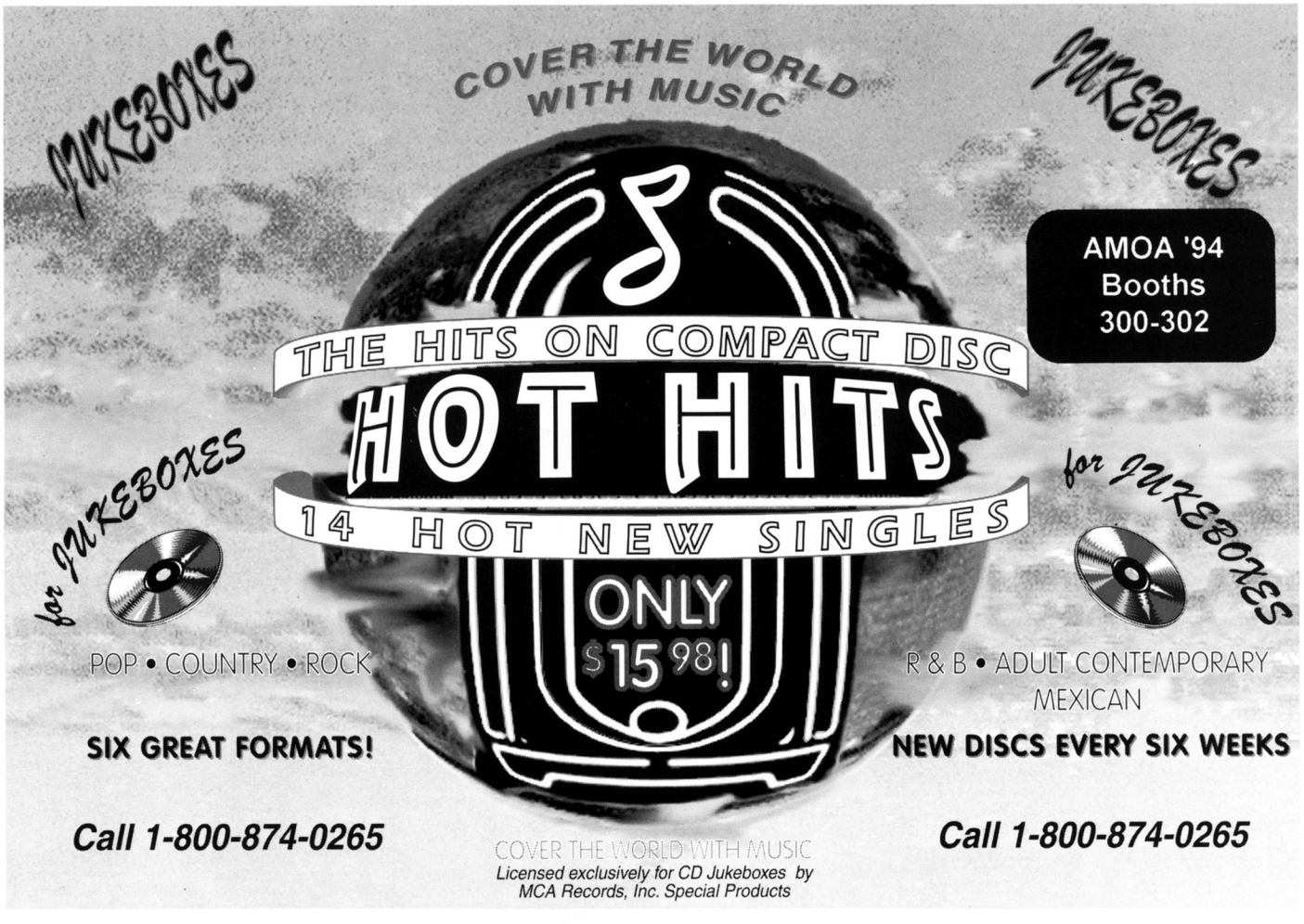
The unit is a high-speed, high-capacity machine with state-of-the-art on-board intelligence. The ICM accepts all U.S. denominations from $1-$100 and dispenses all U.S. coins and casino tokens through dual Asahi Seiko hoppers.

For more information, contact Tekbilt, (800) 666-7776, or its national distributor, TDN Money Systems, (800) 322-1316.

Motivational speaker



Michael Singletary, well-known in both gridiron and business circles, is the keynote speaker at the business meeting at AMOA Expo '94. Catch him on Friday morning, Sept. 23, 8:00 a.m.-10:00 a.m.



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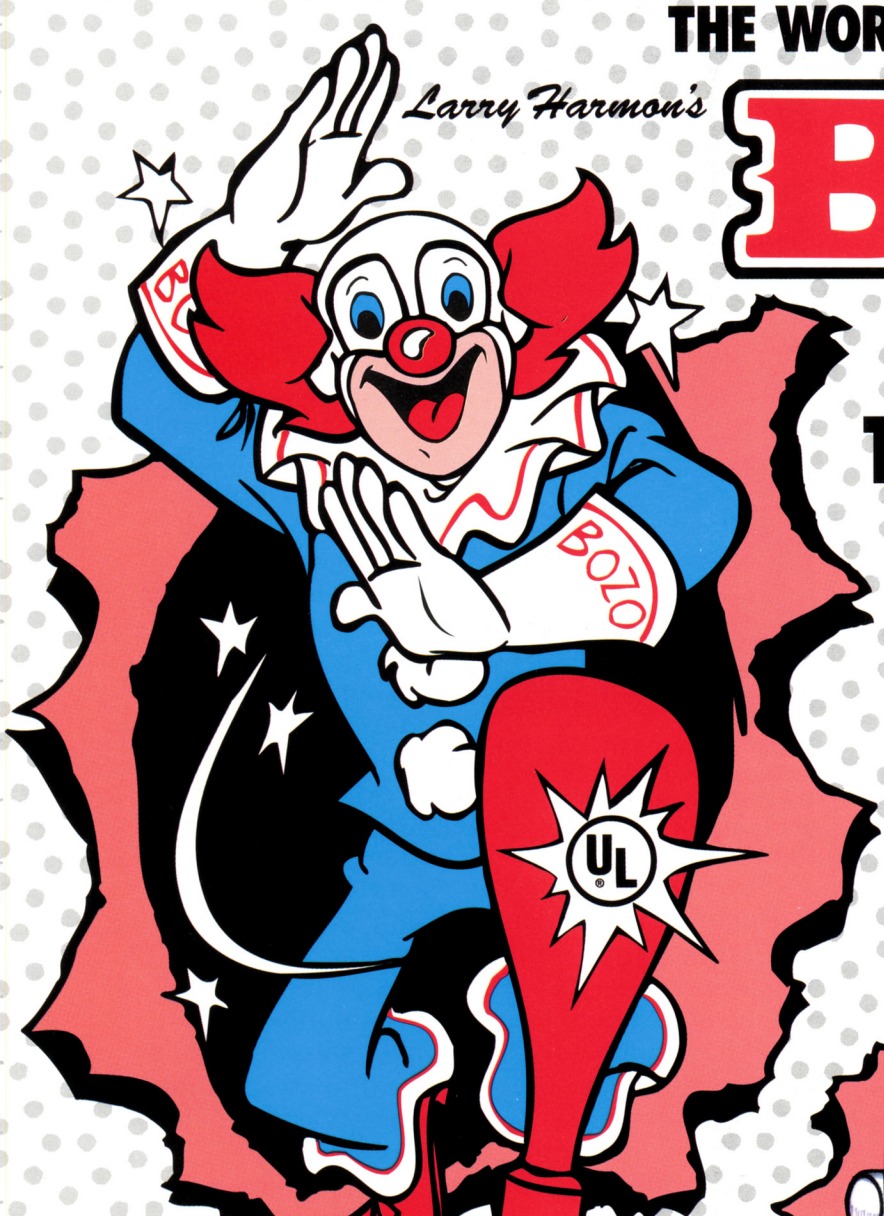

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SKILO comes to coin-op

Imagine a high-tech version of bingo. Add a wheel, multiple players, tons of redemption points, and you have *SKILO*, a new game set to debut at AMOA '94.

Lou Cappetta, owner of ARMS International, has taken an old concept and brought it into the '90s. Cappetta is well-known in the industry; he also was the founder and former owner of Bonita Marie International.

Here's how *SKILO* works: players control the game by starting and stopping the *SKILO* wheel with stop and go buttons at their stations. To win big points, players try to get the five *SKILO* letters in a line. Once a player has the winning pattern he pushes the call attendant button and freezes the game. The win is verified and the system transfers the points to the winning table.

Player tables consist of a $1-5-10-20 bill acceptor, two ticket dispensers, an adjustable coin acceptor, a *SKILO* card reader, stop and go buttons, replay and cancel buttons, a call attendant button, and bar-coded cards and markers.

There's more to it; the multiple player aspect generates excitement as players race to see who gets *SKILO* first.

Joining Cappetta in launching the new product are industry veterans Jim Pietrangelo and Wylie Irwin. Both have experience in game design, manufacturing, operating, and consulting.

For more information, contact Cappetta, (908) 901-2233.

Designing NANI

The design team for the National Amusement Network Inc. meets at the EDS office in Detroit. At right are AMOA's Craig Johnson, Gene Urso, Frank Seninsky, and Mike Leonard. In 10 minutes they came up with 150 valid ideas for NANI.

Pinball lovers gather for annual show

Roger Sharpe of Williams Bally/Midway won a trophy in the manufacturer's division at the 5th Annual Pinball Show.

Pinball manufacturers joined game enthusiasts and collectors for the 5th Annual Pinball Show, held June 25-26 at the Safari Resort in Scottsdale, Ariz. Participants enjoyed the 100 games on display and had an opportunity to match their skills in tournament play.

Steve Kordek, Tom Cahill, and Roger Sharpe of Williams Bally/Midway discussed the future of pinball and the concept of licensed pinball games. Tim Seckel of Data East was the featured speaker at the banquet.

Local collectors Mark Staltari, Dave Vogt, and Julia Slayton provided classic games from their collections, while Mountain Coin and Betson Pacific supplied the newest titles.

Tournament winners included Keith Elwin, Bally division champ, who received the *World Cup Soccer* pin as first prize. Dave Hegge captured the Data East division and was rewarded with a *WWF Royal Rumble*. Barbara Chablewski took the women's division; Hal Erickson won the electromechanical title.

Other prizes went to Tim Arnold for best restoration of *Countdown*, and Dan Wilton for the most popular game, *Star Trek: The Next Generation*. Rick Miller won a *Gladiators* pin donated by Premier Technology for the Sunday raffle. The $1,500 garnered by the raffle was donated to the Make-A-Wish Foundation.

Exhibitors included Herb Silvers of Fabulous Fantasies, Jim and Judy Tolbert of For Amusement Only, Don Westphal of Amusement Sales, Neil Jamieson of Gameroom Warehouse, Joel and Vicki of Pinball Lizard, Dan and Holly Ferguson of Houston, Mark Pratt of Coast To Coast Audio, Jim and Marilyn Shelberg of Pingame Journal, the Rogers family of Pachinko Paradise, and Mike Pacak of the Pinball Expo.

Plans are underway for the 1995 show. For more information, contact chairman Bruce Carlton, (602) 831-9699.

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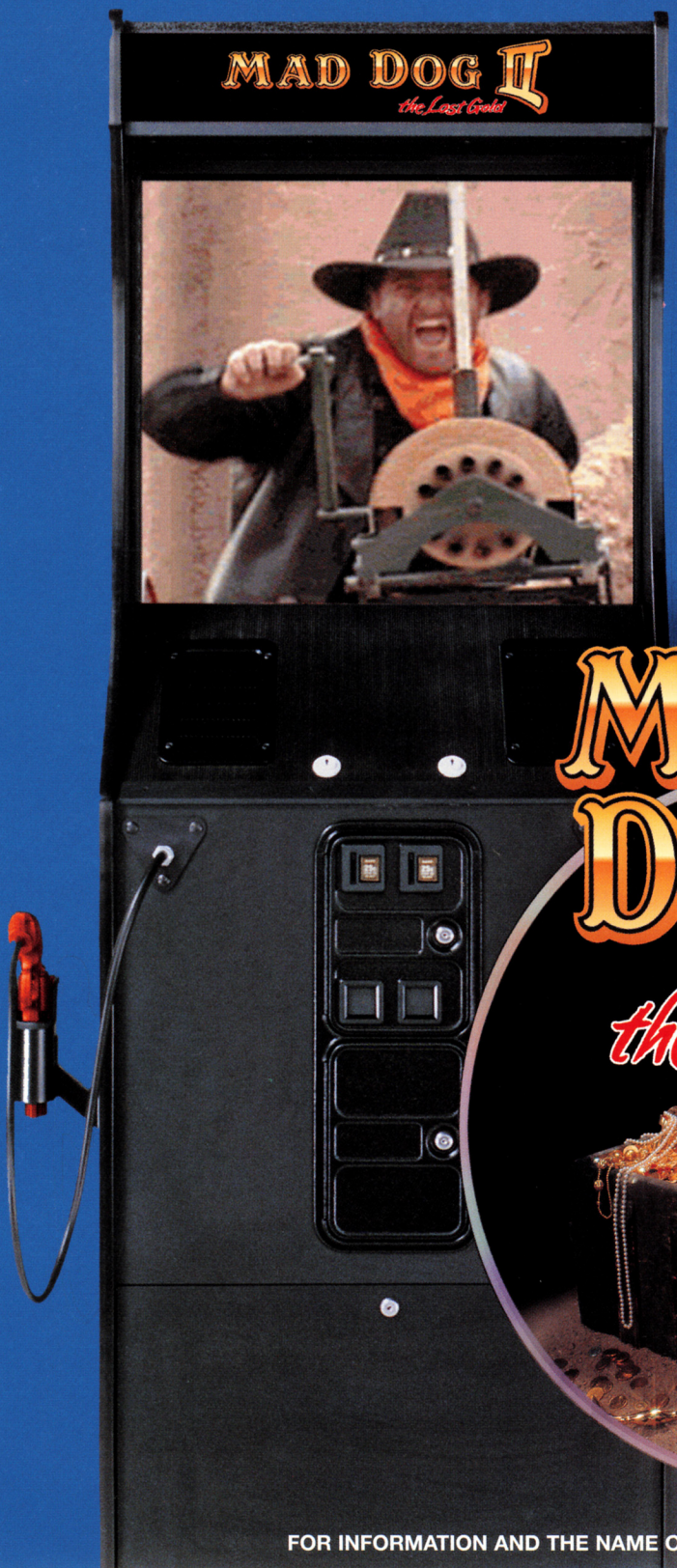

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AMOA-NDA sponsors new tournament in Orlando, Fla.

The Amusement and Music Operators Association-National Dart Association will host its first International Singles and Doubles Tournament Oct. 20-22 at the Radisson Twin Towers in Orlando, Fla.

AMOA-NDA's successful international team competition recently celebrated its ninth anniversary. The new singles and doubles event is in response to player demand and the continued growth of the sport.

Team Dart IX awarded over $132,000 to 3,800 contestants this past spring. For more information on the upcoming event, contact Joe Conway, (414) 476-4665; FAX (414) 476-7454.

In other news

* IGT-International of Reno, Nev., announced the acquisition of Wyatt & Associates of Pleasanton, Calif. The purchase means IGT-International gains the Casino Management Series software product line, an alternative to IGT's Smart Marketing and Revenue Tracking System aimed at the needs of small to medium-sized casinos.

Ken Moberly, director of marketing for IGT-International, believes the new system has a definite niche in the international marketplace.

* Video Lottery Technologies of Atlanta, Ga., has entered into a definitive agreement to purchase privately-held Imagineering Systems of Reno, Nev., a leading supplier of computerized casino keno games.

J. Stephen Vanderwoode, president and CEO of VLT, feels the acquisition will enable VLT to enlarge and diversify the company's product line in the expanding gaming industry.

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- Clarence Mabes, UPPER EAST TENNESSEE DISTRIBUTING

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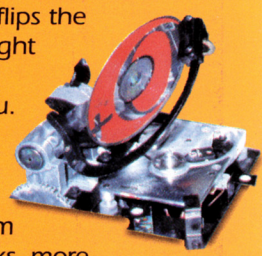

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Acclaim announces management posts

In a series of moves by Acclaim Entertainment, the company has made several management position appointments.

Robert Horjus has been named to fill the post of director of finance and administration with Acclaim's newly-formed Coin-Operated Entertainment Inc. Horjus will be responsible for directing the financial, accounting, customer, and technical service operations.

"Robert brings vital financial and industry experience to our newly-formed coin-op entertainment company," said Tom Petit, president of the new company. "We're confident Robert's business acumen will serve Acclaim well."

Horjus previously served as director of accounting with Sega Enterprises USA.

Jeremy Schwartz has been named senior manager of the research and development department. He will be responsible for supervising the development of 3-D software and software enhancements for Acclaim's Advanced Technologies Group (ATG).

"We're confident Jeremy's software and programming experience will continue to put Acclaim on the cutting-edge of product development," said Wes Trager, vice president of engineering and advanced technologies.

Steve Rein and Patrick Runyon have been promoted to art directors in digital production for ATG.

Some of their responsibilities will include building production teams and overseeing the creation of animation and artwork for future CD, advanced processor, and cartridge-based titles. Current projects include Alien Trilogy, the first title produced using ATG's proprietary motion capture technology.

"Steve and Patrick's work on our proprietary character animation system technology has received awards and recognition throughout the video game, film, and video production industries," said Trager.

Also, Joseph Caiola has been promoted to the position of M.I.S senior manager. His new duties will include overseeing the company's global area and local area networks, and all related systems and software.

AAMA appoints Ellis

Rebecca Ellis

Rebecca Ellis has been named deputy director of the American Amusement Machine Association.

Ellis, who has worked for four years in marketing with Williams Bally/Midway in Chicago, will be involved in all aspects of AAMA activity. Her responsibilities will include overseeing the day-to-day office operations of the AAMA, working to expand current programs, and developing new ones.

"We're happy to have a professional with Ellis' experience," said AAMA executive director Bob Fay. "She brings more than 15 years of solid experience, including marketing, trade show planning, and general management. Her insight into the coin-op industry will be a definite asset."

Sadoff joins NSM-America

Alicia Sadoff, formerly with the Strata Group, has accepted the position of EMT sales manager with NSM-America. She will be responsible for all EMT Kiddie Ride sales in the United States and Canada.

"While Alicia brings a strong sales background to EMT Kiddie Rides, she also has a strong customer services attitude," said John Margold, NSM's vice president of sales and marketing. "We feel Alicia will be a solid part of the NSM/EMT team."

WMS Gaming hires Flynn

WMS Gaming, a subsidiary of Williams Bally/Midway, has appointed Jerry Flynn as its new regional sales manager.

Flynn will be responsible for increasing WMS' market penetration of its gaming product line throughout the Midwest. His duties will include new business development and the maintenance of existing business opportunities in that region.

Prior to joining WMS Gaming, Flynn worked for Bally Gaming.

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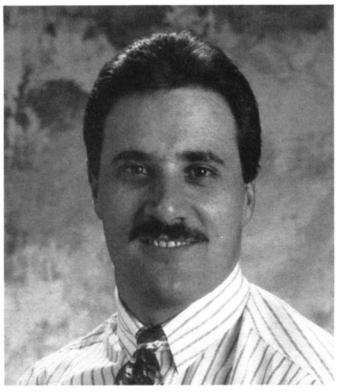
Shaff named IGT-Intl. program director

The Reno, Nev.-based IGT-International has promoted Rick Shaff to program director-Pacific Rim.

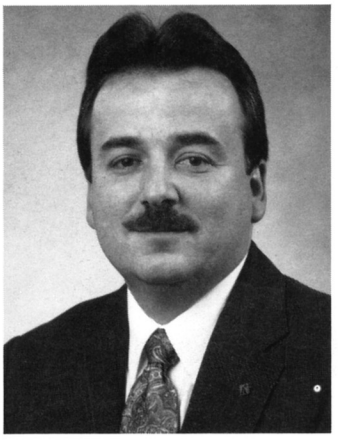
In his new position, Shaff will have direct responsibility for leading all phases of IGT-International's development in the Pacific Rim area. Shaff formerly served as vice president of operations for IGT-International.

"I'm excited about the challenges offered by this new position," said Shaff. "The Pacific Rim area has tremendous potential for becoming one of the largest gaming machine markets in the world."



Rick Shaff

American Laser Games names Belt and Burns



Jim Belt

Jim Belt has been appointed to the Chicago-based position of regional sales manager for American Laser Games.

Belt, an 18-year veteran of the coin-op industry, will work to enhance ALG contacts with distributors east of the Mississippi River. He will also provide added support in sales and service training for the company's live-action arcade products.

Belt has worked in marketing and sales with Taito, Kaneko, and Williams Bally/Midway, all based in the Chicago area. During his 11 years with Bally, Belt moved from production line work to quality assurance to marketing and engineering.

ALG has named Sandy Burns to the post of administrative assistant. Her responsibilities will include coordinating special events and projects to promote ALG's live-action video games for coin-op venues such as arcades and nightclubs, as well as the company's CD-ROM home entertainment products.

Burns was previously with Galles Racing International for nine years, working in public relations, marketing, and as sponsor liaison.

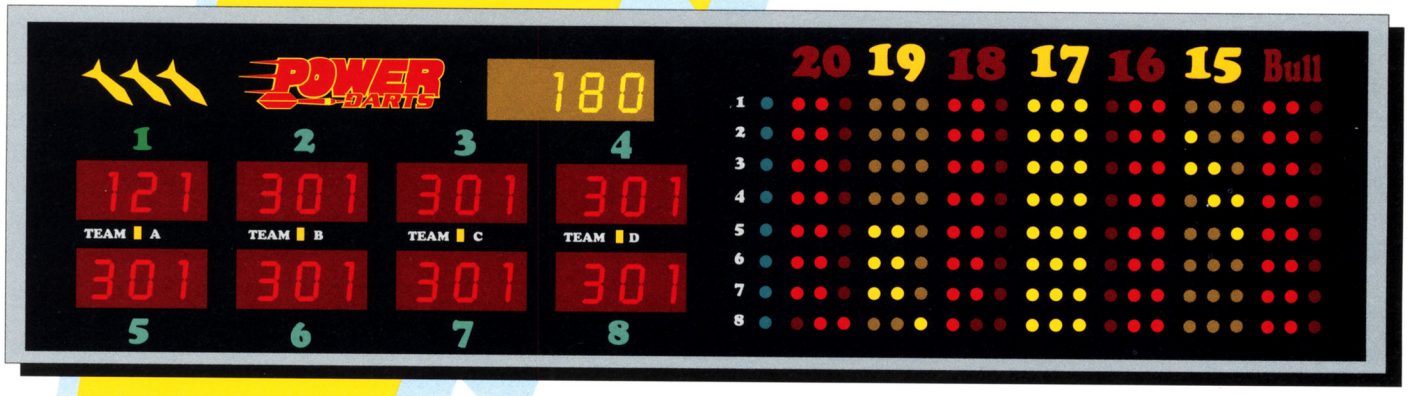
Veryfine Products hires Walsh

The Westford, Mass.-based Veryfine Products has hired J. Timothy Walsh as its new southern district manager of vending sales. Walsh will be responsible for vending sales development in North and South Carolina.

Walsh brings more than 25 years of experience in the food industry to Veryfine. Walsh has been active on the board of directors for the North Carolina Vending Association.

Veryfine features a comprehensive line of fruit juices, juice cocktails, drinks, iced teas, and lemonades available for the vending industry.

ELECTRIFYING



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Hetzel joins BetStar

The Carlstadt, N.J.-based BetStar has hired Werner Hetzel in the position of sales consultant.

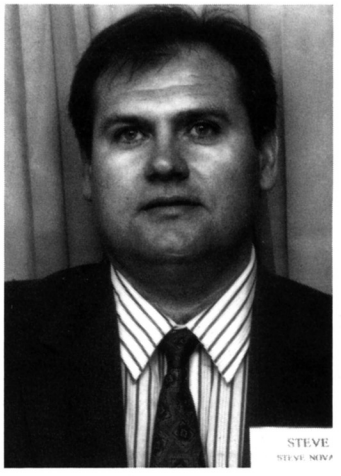
Hetzel brings more than 30 years of experience in the gaming industry, including tenures with Harrah's, IGT, and Bergmann USA. Hetzel will be working in Stateline, Nev.

Chicago Lock names Bowditch

Chicago Lock Co. has appointed Bo Bowditch as its California sales representative. Bowditch has over 20 years of experience in the hardware, locksmith, and locking systems industries.

Dale Padjen, general manager of Chicago Lock Co., said, "We're glad to have Bo onboard. He brings extensive industry sales experience to our team, and he's knowledgeable about the California territory."

Data East adds Novak



Steve Novak

Data East USA, the Melrose Park, Ill.-based producer of video, pinball, and redemption games, has named Steve Novak to the post of technical support manager.

For the last seven years Novak has worked as technical support manager at the Data East facility in San Jose, Calif. While there, Novak worked with telephone support for the video and redemption game divisions, RMA procedures, and operator PCB repair. He will continue to assist operators with pinball service problems.

"Data East is proud to welcome Steve," said Gary Stern, senior executive vice president and general manager. "His seven years of dedication and experience will be a tremendous asset to Data East's expanded, team-oriented technical service division."

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AAMA makes Casa Juconi donation

AAMA's Bob Fay presents a $10,000 check to Fundacion JUCONI's Sarah Thomas in Mexico City, Mexico. The donation will assist a children's halfway house.

Casa Juconi, a halfway house for children living on the street, received a $10,000 donation from the American Amusement Machine Association on July 18 during the EXIME Show in Mexico City, Mexico.

Casa Juconi is part of Fundacion JUCONI (Junto Con los Ninos-Together with the Children), a project that provides services to more than 250 children each year in the industrial city of Puebla, 100 miles east of Mexico City.

Bob Fay, executive director of the AAMA, presented the check to Sarah Thomas, president of Fundacion JUCONI. Said Fay, "We are pleased to do something special for an organization that is attempting to help children."

Programs include Operation Friendship, which contacts working children on the streets; Centro Juconi, a day center for the children and their families; and Community Extension, which promotes family support for the children in their own communities.

According to Thomas, AAMA's donation will be used not only to improve Juconi's own programs, but to help other organizations implement effective programs for street children in Mexico and beyond.

Dates set for Asia Pacific Conference

The Asian leisure industry is the focus of the 3rd Annual Asia Pacific Theme Parks & Attractions Conference and Exhibition set for Sept. 20-23 at the Pan Pacific Hotel in Singapore.

Developers, designers, investors, consultants, and industry suppliers are among those expected to attend, drawn by the interest and activity in the Pacific Rim. Over 200 international and regional attendees came to the 1993 event.

Among the corporate sponsors are Togo Japan, a manufacturer of major amusement rides; Zamperla Sud Asia, the youngest company within the Zamperla Group; Iwerks Entertainment, a producer of movie-based specialty theaters; Imax Corp., developer of the IMAX film systems; and Landmark Entertainment Group, a producer of themed attractions.

A host of seminars are scheduled to accompany the exhibits. Topics on the agenda include worldwide trends, new-generation theme parks, the water park industry, technology and thrills, entertainment design, finance and investment, management and operations, and the evolution of high-end attractions from hard rides to virtual reality.

For more information on exhibits, transportation, and housing, contact AIC Conferences, 65-222-8550; FAX 65-226-3264.

Asian Amusement Expo

Officially opening this summer's Asian Amusement Expo, (l-r): Ron Carrara of Lazer-Tron; Bob Fay of AAMA; William Brekke, acting senior commercial officer of the American Consulate General; Peter Lam of the Licensed Amusement Game Centres Trade Association; and Mark Struhs of Dynamo Corp.

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LUCKY DUCKY is American Sammy's latest idea in coin pusher redemption games. Our new "Sammy Shooter"* coin flipper will have everyone in every arcade and family fun center doing flips....with coins that is!

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The only game in its class with a story! Lucky Ducky is the key to the players success. His sweetheart Desdemona and side kick Dump Duck make the game come alive! And, watch out for Duces Duck ! Each time a coin is flipped into 1 of 9 Targets, the characters prompt the player on which connection to go for. The four Bonus Targets make the game play even more interesting by rewarding bonus tickets. The animated display give hints on how to spin the reels and drop the bonus Car.

Like all of American Sammys' redemption games, Lucky Ducky will be UL listed and operator tested for reliability and percentage payout . Lucky Ducky has all U.S. made components.

* patent pending

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GAME DIMENSIONS

• HEIGHT - 74" • DEPTH - 34" • WIDTH - 28"

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HP and Division sign VR agreement

Hewlett-Packard and The Division Group have signed a strategic alliance and product development agreement that will strengthen the two companies' offerings in the growing market for virtual reality applications in computer-aided design, training, and medicine.

HP is the second largest computer supplier in the United States; Division is a virtual reality technology provider headquartered in Bristol, England.

According to Charles Grimsdale, managing director of Division, "Graphics performance is the principal barrier to widespread acceptance of virtual reality for mainstream applications. We are devoting considerable research and development effort towards products that combine high levels of image fidelity and real-time interaction."

Added Mark Canepa, general manager of the advanced systems division in HP's workstation systems group, "Virtual reality is swiftly emerging as an important technology in engineering and other key markets where we have a leadership role."

The agreement covers collaboration in the areas of virtual reality accelerator hardware, simulation development software, workstations, and solutions for customers with virtual reality applications.

EXIME '94

Daniel Villa of Nuevas Sinfonolas de Mexico in Guadalajara and his sister Maigui Villa at the NSM-America booth during the recent show in Mexico City. (Turn to page 54 for complete coverage of EXIME '94).

Rincon ushers in Rowe product

Rincon Musical, Rowe/AMi's distributor in Mexico, held its third distributor conference in July at the Crown Plaza Hotel. Representatives came from all 32 regions of Mexico.

Rowe senior vice president Joel Friedman joined Rincon president and chairman of the board Enrique Calderon to welcome the distributors. Together they unveiled the new LaserStar *Diamante* CD jukebox and the *MM-1* CD jukebox to a standing ovation, accompanied by the soccer chant of Duro! Duro! Duro!

Rowe's Joel Friedman welcomes operators and distributors in Mexico.

Friedman presented Calderon with Rowe's special music sales award. Calderon thanked the Mexican family of distributors and invited them all to the grand opening of Rincon's new offices in Guadalajara the following evening.

ATEI unveils global logo

In keeping with its growing status as one of the world's leading international amusement industry exhibitions, organizers of the Amusement Trades Exhibition in England have unveiled a new corporate logo. It depicts the London landmark of Big Ben and images of amusement products against a backdrop of the world map.

Explained exhibition manager Peter Rusbridge: "One of the most outstanding aspects of 1994's 50th exhibition was the high proportion of overseas visitors and companies who traveled to London from literally all corners of the world.

"This is something which ATEI is committed to build upon, consolidating the show's position as an invaluable platform for exhibitions marketing to a truly global audience, and for visitors who are guaranteed of seeing all of the world's latest amusement products housed under one roof."

Attendees this year came from all corners of the globe: Malta, Estonia, Jordan, Hungary, Morocco, Namibia, Iceland, Greece, South Korea, Finland, and Portugal..

For more information on ATEI, contact Alex Fierek or Chris Jones, +44-273-204817.

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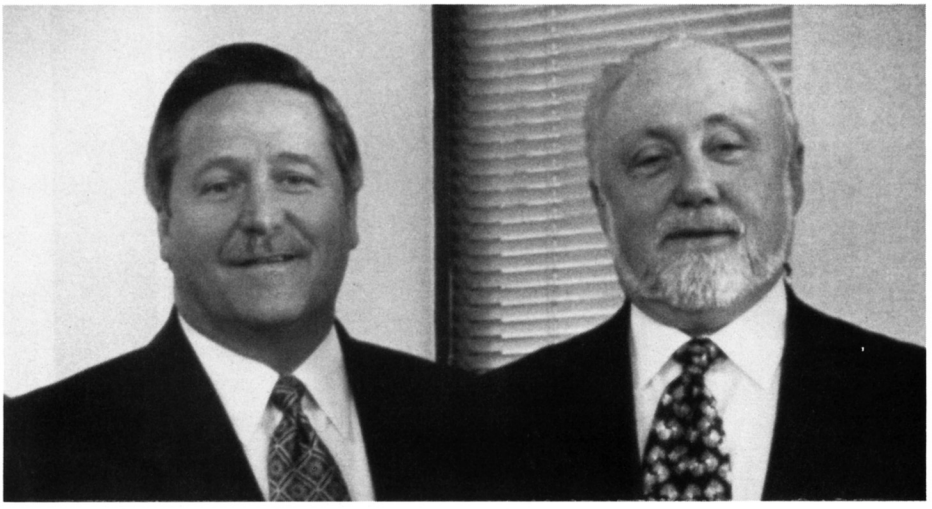
COVER STORY

Sega reinforces its commitment to coin-op



President Al Stone (l) and Director of Sales and Marketing Ken Anderson.

The sales and marketing team, (l-r): Andrea Burnett, Al Stone, Ken Anderson, Doug Shipley, Barbara Nappi, and Karen Davis.

Buy Sega, go to jail? That wasn't exactly what Sega Enterprises USA's new president Al Stone had in mind for buyers of *Daytona USA*.

But it nearly happened to arcade owner Jean-Pierre Auclair. His crime? Obstructing traffic. It seems he placed a Daytona USA near the front window of his Montreal arcade. The game drew such crowds, and halted traffic as people stopped to watch the players scream down a simulated NASCAR raceway on the Sega screen, that it caused quite a commotion.

"It's certainly something we didn't take into consideration, but I guess crowd control is a risk you take when you buy a Sega game!" quipped Stone.

What is it about this game that makes even passersby come to a screeching halt to take a look? "*Daytona USA* is one of Sega's highest-earning and most technically-advanced games," Stone explained. "Its appeal extends even to spectators who can easily see every realistic twist and turn of the raceway, while watching each player's reactions in a sophisticated system of immersion. It is as captivating to those watching the action as it is to players."

Stone, a well-known industry veteran, explained that drawing crowds is part of every game design. "We strive to transform the spectators into players by making them an offer they can't refuse as they watch the screen. We give them nearly as much information as we give the players about the playing experience."

This philosophy extends to Sega's marketing efforts as well. Information is the key element in Sega's aggressive new push to broaden its position in the coin-op industry. "We intend to provide more information to distributors and players and seek more information from the field," explained Stone. "Ultimately, we plan to make Sega known to every pair of hands and eyes likely to play or purchase a game."

Considering Sega's considerable resources, it's not an idle claim. In sharp contrast to

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Available in either a deluxe model with life size 50" projection screen or a twin cabinet with 26" high resolution monitors, Daytona USA™ has lots of ways to keep players coming back. They can select a high speed oval course for a warm up before moving to an advanced Grand Canyon run or an all-out madcap seaside course. For real time head-to-head competition up to eight "twins" can be linked. A "time trial" option allows racing against the clock on any of the three courses. Daytona USA™, fast, fun, and a definite checker flag winner in the earnings race. Call your Sega distributor for a personal preview.

SEGA™

DAYTONA USA™

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Sega's impressive corporate headquarters building.

Assuring manufacturing quality are, (l-r): Stefanie Voss, Dave Dodd, Tetsuo Ono, Howell Ivy, and Kathie Allison.

The customer service team, (l-r): Dave Cantrelle, Darl Davidson, Judy Hernandez, Rachel Ramirez, Ken Westerfield, Lisa Krupinski, Carol Washington, and Doug Holmes.

From left: Gary Collins, Cesar Perez, Bob Rubia, and John Henry Morgan take care of warehouse shipping and receiving.

many of its competitors, Sega is stepping up efforts in research and development for the coin-op market and is dramatically expanding its field sales force. The company also plans to move aggressively into a relatively new market for Sega, street locations.

Sega's ongoing commitment to the street operator is evident in a decision by Hayao Nakayama, representative director of Sega Enterprises Ltd., to lavish Sega resources on this market. But, Stone added, in keeping with Sega's vision, the company waited until it had the right products and the right distribution leverage to move boldly into this market.

"We're not a 'me too' manufacturer," noted Stone. "We waited until we could offer Sega's technical wizardry packaged and appropriately priced for street operators." Sega plans to debut a full line of games designed for street locations at ACME '95 in Reno next March.

Supporting its push into new market areas, Sega is spending millions. The idea is to place more information in the hands of what Sega director of sales and marketing Ken Anderson calls the extended Sega family: distributors, operators, and players.

"We have so many communication tools available to us at Sega," Anderson explained. "We can access literally millions of players and potential players in North America. We will draw on all of our resources to let every possible player in America know that Sega games provide the ultimate game playing experience. This translates into fuller cashboxes and operators' decisions to add more Sega games to their routes."

Sega also plans to make its awesome arsenal of promotional materials more accessible to distributors and operators. "You've got to get into the foxholes with the people to see what they really need," Anderson suggested. "With more sales representatives in the field to act as liaisons, we'll be in a unique position to offer

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even higher levels of service. We'll have ears in all the right places to know what our customers need."

For example, he added, "We might offer suggestions for sales tools and tournaments based on what we see in the field. Or we might supply T-shirts, mugs, or other promotional items designed to increase location earnings. The bottom line is that we'll be working closely with distributors to find out what they really need to service their territory. We'll support them in any way we can."

Included in that support will be more information about the games themselves. "There's a tremendous amount of information about our games that distributors don't know yet, simply because they haven't been told," Anderson said. "But that's going to change drastically. Information on features and benefits, how to read game sales diagnostics, and tips on how to play are all on our agenda. Whether we provide this information person-to-person or in regional seminars, we will make it happen."

But, Anderson emphasized that the flow of information goes both ways. "We want to know what we can do to improve our games," offered Anderson. "We want feedback from all levels. We'd like to hear from the operator in East Landing, Texas, for example, if he has an idea as to how our coin door could fit differently or how we could make it easier for him to operate Sega games. You can find Al Stone and me at every industry trade show. Come and talk to us at the booth; we're eager to hear from you. It's the only way we're going to learn what you want us to know."

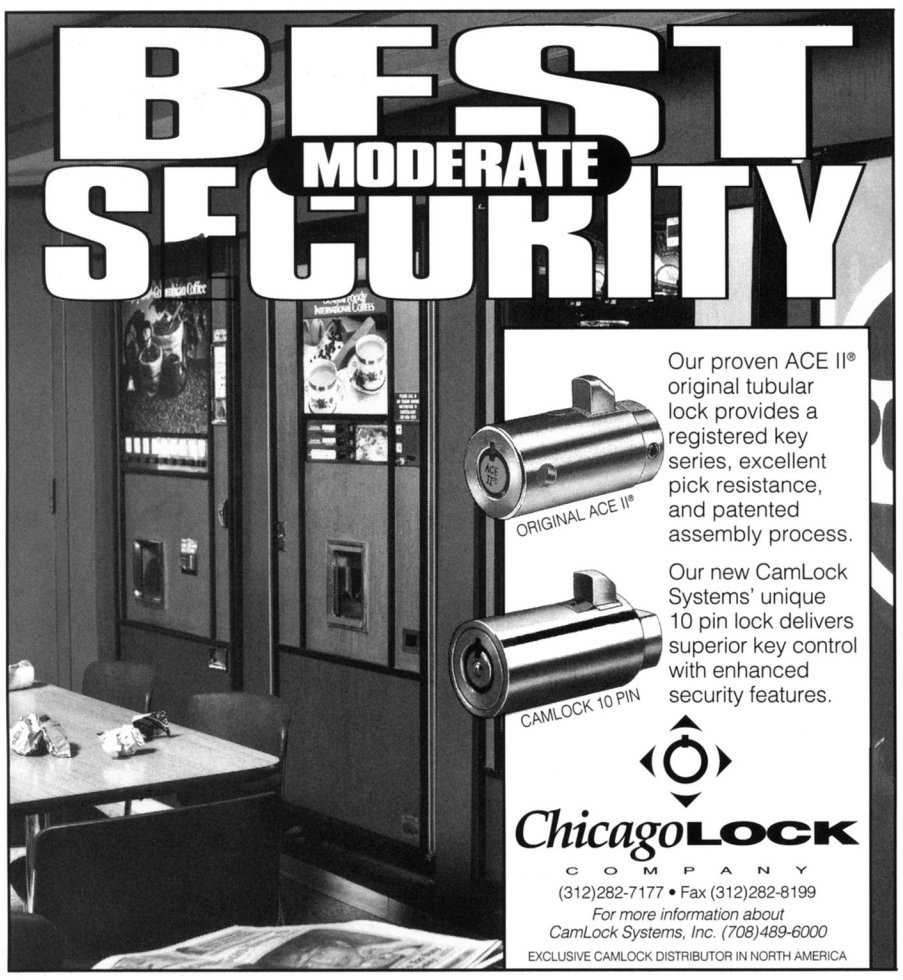
Sega's customer service and superior parts response is second-to-none thanks to the capable direction of executive vice president Howell Ivy and director of service Darl Davidson. "Manufacturing quality, also under the direction of Ivy and director of operations Dave Dodd, is the best you can find in the industry today," Stone added.

Behind every successful company is someone taking care of the finances. Sega's Jim Welch is in charge of finance and credit and, like Anderson and Stone, is only a phone call away. "I'd describe Jim as accessible as well as efficient," said Stone.

While focusing on exceptional service, Sega is breaking new ground in technology. "Put simply," Stone explained, "technology earns. Our most technically-advanced game, *Daytona USA*, has earned more since its release than the industry has experienced in the entire history of video games."

Beyond the technical aspect of creating simulation, Sega does a tremendous amount of field research, recording the location and the look of every rock and tree along the raceway or roadway, to capture the simulation as accurately as possible. "We're developing an exciting new computer graphics-based game that so closely simulates the actual landscape that players would recognize the roads and streets if they visited the location in person," Stone advised.

Who said perception is more credible than reality? "Sega, of course," Stone asserted.



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EXIME '94

Mexico: a changing market after NAFTA

From the center of the crowded convention floor in downtown Mexico City, the folk singer belted out "Cielito Lindo," oblivious to his somewhat noisy surroundings.

But the mariachi's song soon gave way to the sounds of bells, buzzers, and computerized and digitized noises from hundreds of state-of-the-art coin-op amusement devices that were assembled for Exposicion Internacional de Maquinas de Entretenimiento held at the Exibimex July 20-21.

At the ribbon cutting ceremony, (l-r): John Blouin of James Industries, Bob Fay of AAMA, Ron Carrara of Lazer-Tron, Jerry Gordon of Rowe, and Frank Gumma Jr. of American Vending Sales.

The crowd that gathered at the Rincon booth to listen, applauded and then quickly dispersed to see some of the many other colorful, eye-catching exhibits. The crooner smiled, removed his black sombrero, and quietly set down the microphone.

More than 2,500 manufacturers, distributors, importers, operators, and visitors converged on this capital city of some 20 million residents for this year's event, sponsored by the American Amusement Machine Association (AAMA).

Show organizers and participants described EXIME '94, formerly the Latin American Amusement Music & Games Exposition, as a resounding success in light of the country's sluggish economy and current political instability.

"Actually we're a little bit over last year in attendance and exhibitors," said show manager Bill Glasgow of William T. Glasgow Inc. "I was concerned because the economy here is still soft."

Many Mexican distributors agreed.

"This is probably one of the best shows of the year for us," said Enrique Calderon Tapia, president of Rincon Musical S.A. de C.V. through an interpreter. "The operators have accepted our merchandise very well."

Tapia's sentiments were echoed by many others in the industry from Mexico and its new trading partners in the United States. While the Mexican coin-op amusement industry is still regarded as one of the youngest in the free world, the situation is changing in the wake of the North American Free Trade Agreement (NAFTA). Operators and manufacturers say the country's widely-held reputation as a dumping ground for old and obsolete equipment is slowly fading away.

Problems still exist

Videojuegos falsificados, or counterfeit game boards, is a problem that still plagues the Mexican coin-op industry. It was also a focus of EXIME '94 and the topic of a seminar held by the Anti-Counterfeiting Advisory Group (AAG).

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But like the state of the industry, that problem is getting better.

"The situation has improved tremendously over the last year," AAMA executive director Bob Fay said. "In the last several months there have been no new copies to our knowledge to come in here." Prior to 1993, Fay said counterfeit game boards virtually controlled the market in Mexico.

"We believe the enforcement effort on behalf of the Mexican government has really helped the situation. We hope the trend continues," Fay added.

The AAMA and other investigative groups are now working with other governments worldwide in an attempt to clean up an international marketplace that remains tainted by counterfeit game boards.

Rhyn Tryal, director of the AAG's Latin American Investigations, told a group of Mexican operators and importers that some 2,000 counterfeit game boards were seized from Mexican distributors in a series of 12 raids that began in 1993.

Most of the counterfeit game boards that were seized were *Street Fighter* and *Mortal Kombat,* because of the popularity of the games.

It is estimated that a vast majority of game boards in Mexico are still counterfeit.

"Right now the market is not clean, but there are no counterfeit boards being sold," said David Shaw Jr., a Mexico City-based attorney for a group of international manufacturers.

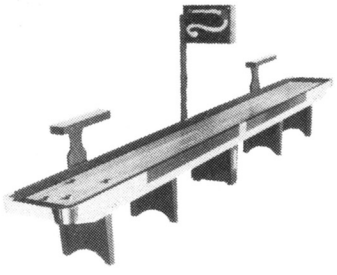
Tryal said legitimate boards can easily be distinguished from illegal boards by a company name on the components, or by a hologram which reads "AAMA Protect." The hologram, which is manufactured in the United States, cannot be reproduced.

One of the more interesting questions from a group of Mexican importers and operators was: "Why are you attacking only the counterfeit industry in Mexico? Why aren't you going directly to the source where they're making the boards in Korea?"

Tryal said that investigations show that the technical research for copying game boards is actually done in Europe. Plans are then sent to Asia where the boards are mass-produced. Tryal told the group that the AAG has jurisdiction worldwide.

"We are trying to attack on

THE FINEST IN COIN OP BILLIARDS, POOL AND SHUFFLEBOARDS



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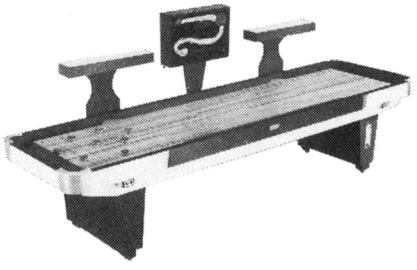

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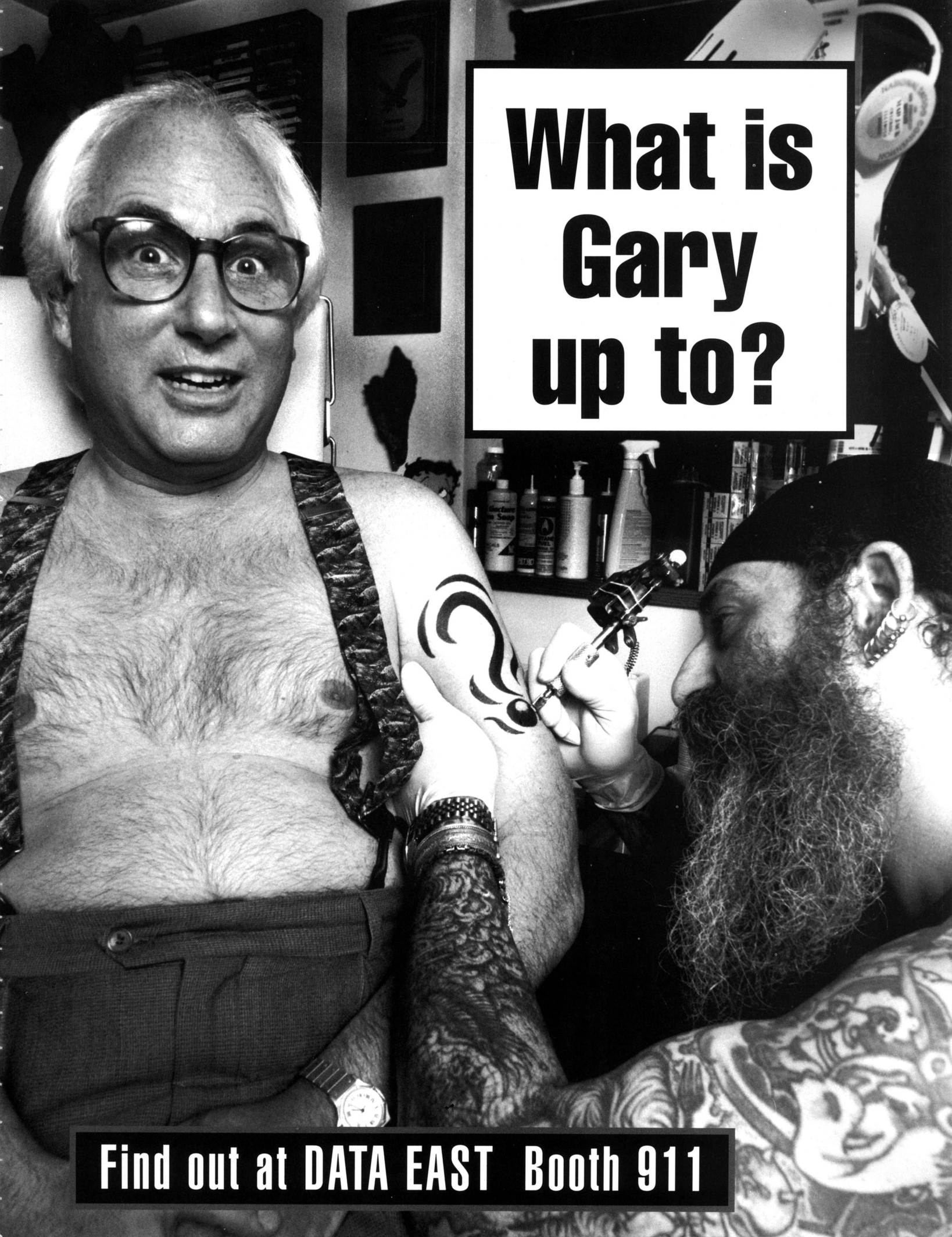
What is Gary up to?
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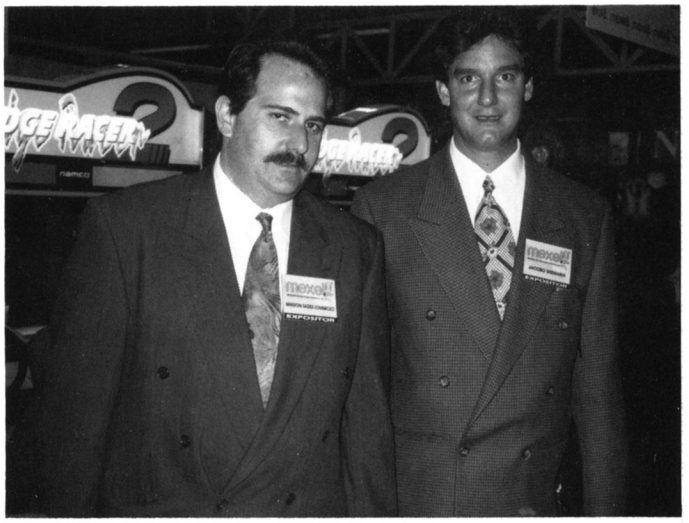
EXIME '94

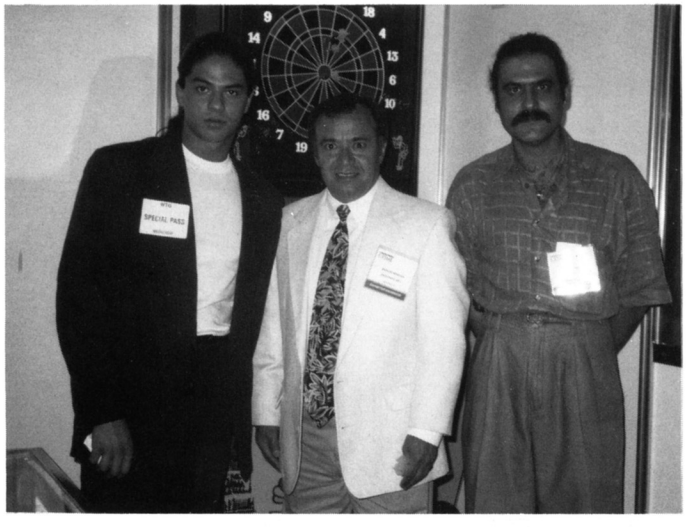
Henry Fong (l) and Carlos Laguardia by Taito's Lucky Carnival.



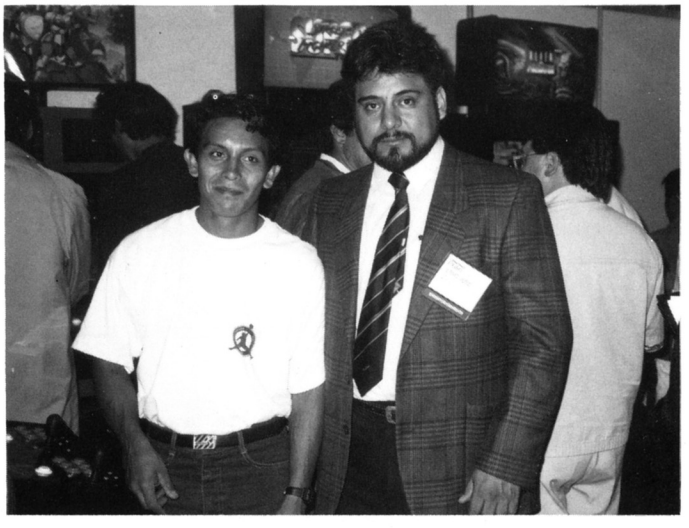
Bension Sades (l) and Jacob Shemaria of Mexel by Namco's Ridge Racer 2.

Joe Dillon and Lenore Sayers of Williams Bally/Midway by Revolution-X.

Mike Rudowicz (l) of Konami and John Blouin of James Industries by Lethal Enforcers-Gunfighters II.



Sergio Morales (l), Marcio Bonilla, and Sony Croudo at the Arachnid booth by the Galaxy.



Videojuegas' Raymond Alejandro (l) and Bernardo Andrade.

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all fronts," he told the group. The biggest problem for investigators is that the illegal boards are stored in offices separate from the major manufacturers. These storage facilities, he said, are frequently moved.

"It's very difficult," Tryal concluded. "But through cooperation with the Korean government and new laws implemented in the country, a lot of progress has been made."

One of the main goals of the AAG is to create a clean market where competition will flourish.

"Right now it's completely unfair. How can a legitimate manufacturer in the United States or Japan sell a product that they've put $1,500 into, and there's another (illegal) copy out there that costs $400?" he asked. "There are certain steps that have to be taken to protect intellectual property. And that's what we're trying to do."

Tryal and Shaw said they believe the majority of the Mexican importers share a genuine desire to legitimize the industry.

"I think a lot of them are willing to pay the additional money and to deal only in legitimate goods if they know they don't have to compete with someone else who is buying counterfeit and selling it a lot cheaper," Tryal said.

Other problems exist

Some distributors at the show said NAFTA has made it more difficult to get electronic games across the border, with the additional paperwork, expenses, and bureaucracy created by the Mexican government.

Companies are now required to get every game pre-approved in the form of a number issued by Normas Officiales Mexicanas (NOM), the governmental agency that is the equivalent of Underwriters Laboratories (UL) in the United States.

"We're still selling into Mexico but it's not in the volume that we used to," said Judy Holbrook of Southgate Amusement & Vending in San Antonio, Texas. "It's costing the customers about 35 percent more to comply with the new regulations."

Before a company brings an electronic product into Mexico, it must provide the government with a copy of the game and testing fees, which can cost in excess of $1,000 per game. The costs may include laboratory reports, required by NOM, registration of the game with an-

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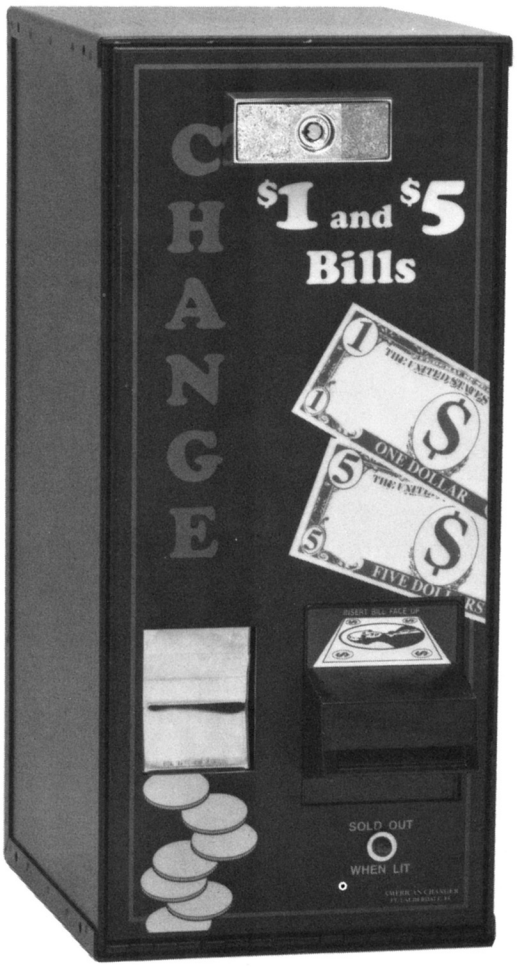

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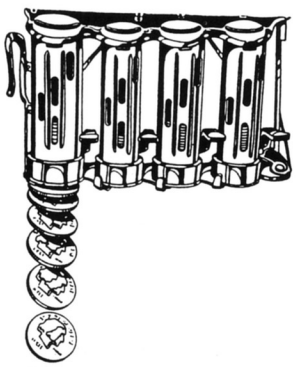

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other governmental agency (SECOFI), and often legal fees.

"They take that system to the laboratory and do whatever tests they feel are necessary. Heat tests, shock tests, whatever," said Ted Schweitzer, Southgate's vice president.

Schweitzer said the equipment is returned but the Mexican government reserves the right to recall it for additional testing.

"Each customer who buys a piece of equipment must first get it tested even though someone else has already had it preapproved and tested in their name," said Martin Resendez of TCR Amusements in Laredo, Texas.

After the tests are complete, the equipment is registered with SECOFI and the company is issued a NOM number.

Holbrook said that before the passage of NAFTA all that was required was a certificate of origin. The document included basic information such as the name of the game, the manufacturer, the customer's name, and serial number.

Now, Holbrook said a NAFTA form, a certificate of origin, an importation license, the invoice, and the NOM number is required to get the game into Mexico.

"It's harder to get games across the border because the government has actually put up a blockade by making regulations that are almost impossible to fulfill," said Resendez, who also contracts with the Mexican government to test equipment for NOM. His company is Metrica America, a laboratory in Monterrey, Mexico.

"We don't mind providing the service to get NOM numbers, but we prefer selling video games and amusement equipment," he added.

Resendez, who sells coin-op games for a living, said after the new restrictions went into place sales at TCR Amusements dwindled from $4 million a year to less than $1 million.

"NAFTA is what turned on the fan and all the cow patties came flying," he said. "It's a silly law and the watchdogs are not doing their job. It's supposed to be free trade and it's not."

"It's harder to get games across the border because the government has actually put up a blockade by making regulations that are almost impossible to fulfill."

Resendez said American games are high quality and he can't understand why the Mexican government will not recognize UL. "It's a king of the mountain kind of thing.

Emilio Porte, director of Diversiones Monterrey S.A. de C.V., said with NAFTA came bureaucracy and paperwork that has created headaches for him and his customers.

"We prefer to work like last year with no NAFTA," Porte said. "Because it's easier to bring in equipment, even with the (Mexican) taxes, than to deal with all the paperwork. Then they change the rules all the time."

Officials with AAMA said they were aware of the additional restrictions and responsibilities that came with NAFTA. But in light of the horror stories from some distributors, the AAMA says it has not been bombarded with complaints.

Fay said he became aware of an incident last Spring when a shipment of Mexican electronics products was denied entry into the U.S. because the products had not been UL tested and approved. Fay said he was told that the Mexican government countered by not allowing some U.S. products into its country, citing non-compliance with its NOM requirements.

"When this came to our attention we addressed it through the commerce department and the embassy in Mexico City," Fay said. "The word I got was that the problem had been worked out.

"I'm not saying there are not any problems, but there's nothing on our books," Fay added. "We can't address situations unless they are brought to our attention."

Fay said there were problems after the international trade agreement went into effect, adding, "like any new trade agreement, there are bureaucratic steps that can make exportation cumbersome."

Meanwhile, many distributors are keeping a close watch on the Aug. 21 presidential and federal legislative elections in Mexico, which could have a bearing on some of the foreign rules ushered in with NAFTA.

"With the elections we're not sure what will come with all of the NAFTA rules and regulations that are now in place," Resendez said.

Customers wanting to buy equipment, Holbrook said,

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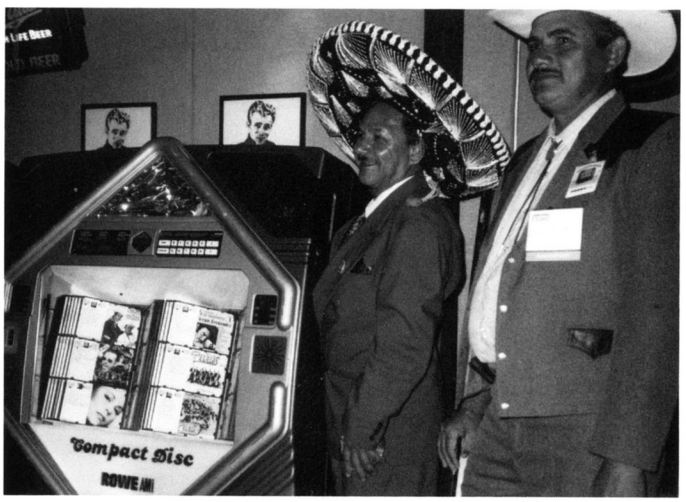
EXIME '94

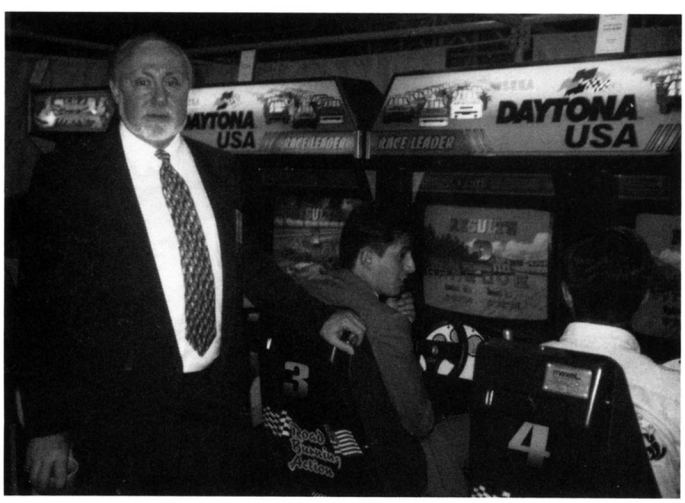
I.C.E.'s Ralph Coppola showcased The Flintstones.

In the Mayoni booth: Isaac Ben-Yehuda (l), Yolanda Escobosa, and Oscar Robins.

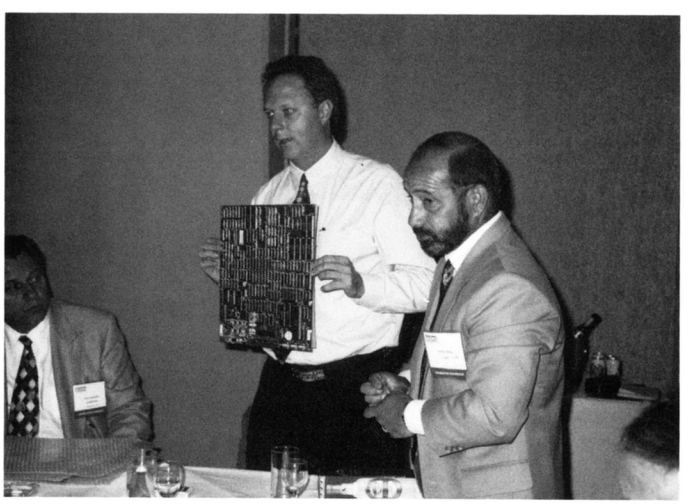
Dave Meyers and Mireille Chevalier of Merit by the Scorpion.



Isidro Rodriguez (l) and Enrique Calderon with Rowe's Diamante in the Rincon booth.



Players enjoy Daytona USA as Sega's Ken Anderson looks on.



Mexico City attorney David Shaw Jr. (l) and AAC's Rhyn Tryal display an illegally copied game board.

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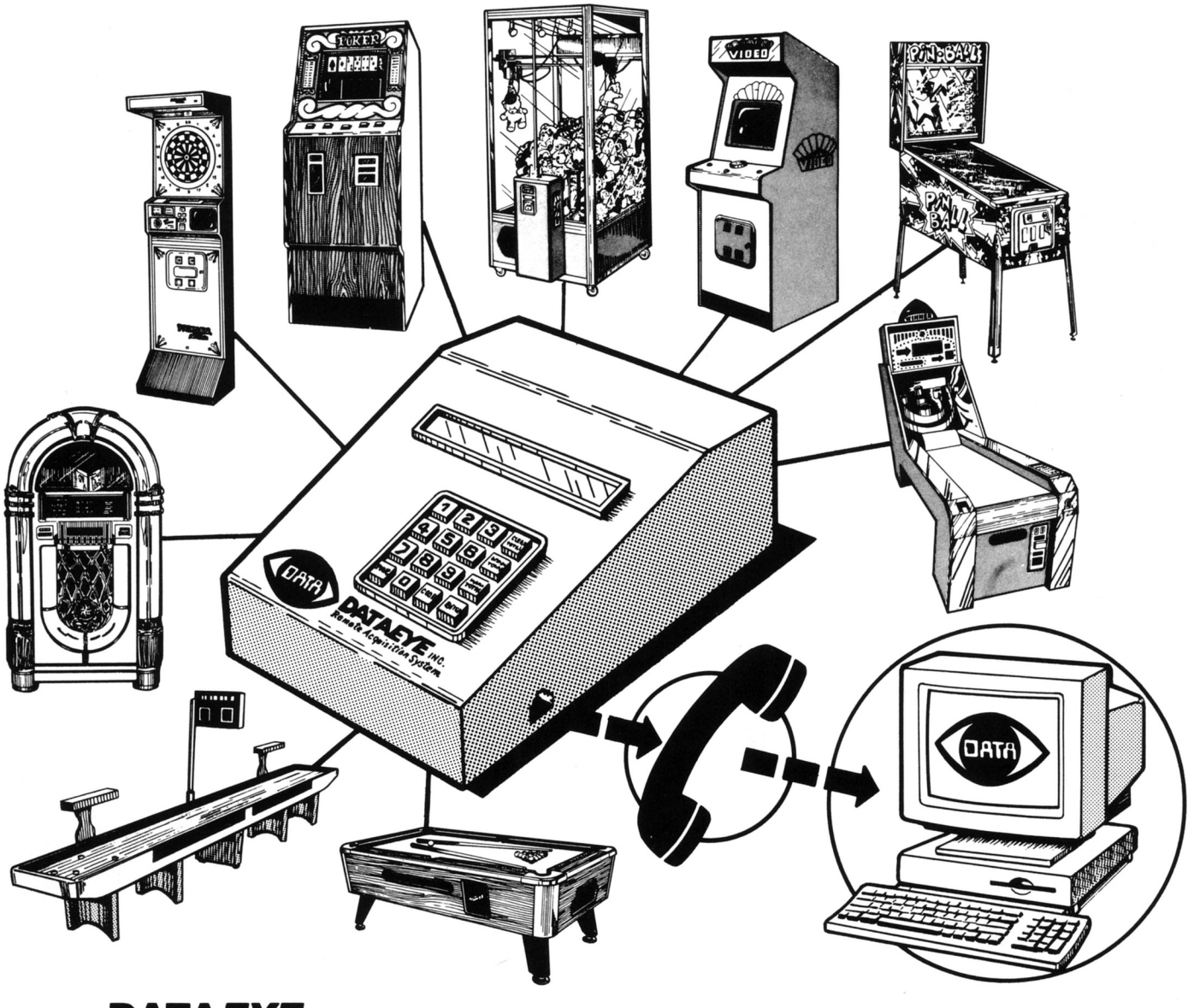

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need to inform themselves on the new law, talk to their accountants and government officials, and see what can be done to expedite the paperwork.

What was hot?

Some of the more popular video games and driving simulators at EXIME '94 were: Konami's *Lethal Enforcers-Gunfighters II* and *Racin' Force;* Atari's Primal Rage and T-MEK; Sega's *Daytona USA;* Namco's *Cybersled, Suzuka 8 Hours 2, Ridge Racer 2,* and *Great Sluggers;* and American Laser Games' *Drug Wars.*

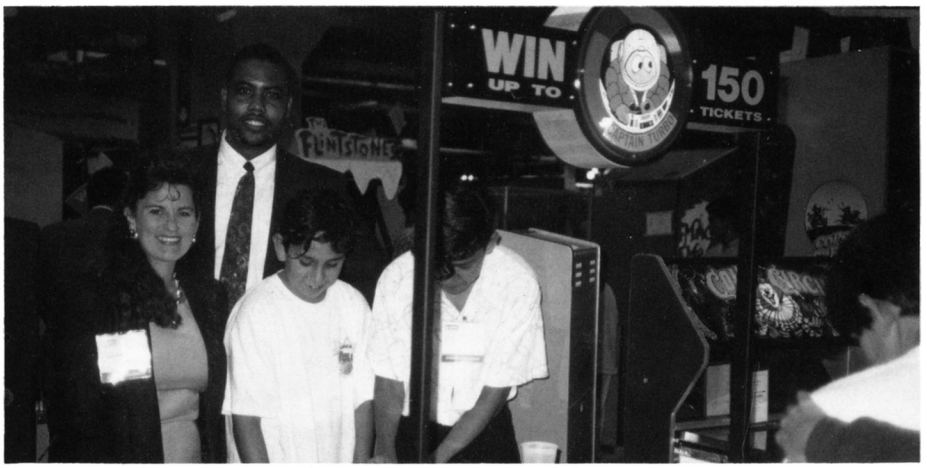
In the Williams Bally/Midway area the top video games were *Mortal Kombat II, NBA JAM Tournament Edition,* and *Revolution-X,* which features the rock band Aerosmith. Pinballs on display there were *World Cup Soccer* and *The Flintstones.*

Meanwhile, Data East showcased *Royal Rumble, The Who's Tommy Pinball Wizard, Tales From the Crypt,* and its new pinball release, *Guns N' Roses.*

In video fighting games, SNK brandished an impressive lineup for its Neo-Geo system with *Super Sidekicks 2, The Art of Fighting,* and *World Heroes 2* on three huge monitors.

In the redemption area, children lined up to play *Toss Em* by Coin Concepts; *Wacky Gator* by Data East; and *Killer T-Rex, Candy Crane,* and *Feed Big Bertha* by Smart Industries. Another big hit with the kids was *The Flintstones* from I.C.E. Other redemption games enjoying play were Doyle's *Lil' Hoop Shot, Jaleco's Basket Bull,* and Coastal's *Jungle Jive.*

Seminars at EXIME featured discussions on kiddie rides, CD jukeboxes, and redemption.



Kristin Montgomery and Craig Ward of Quick Silver watch youngsters play Turbo Pusher.

From left: Guillermo Villa, Nibardo Robelo, Russell Etheridge, and Antonio Arrones by the Rock-Ola/Antique Apparatus Classic.

At the SNK booth, (l-r): M. Kitazawa, Jaime Jerade, Elida Davalos, David Ramirez Medrano, and Oscar Gutierrez.

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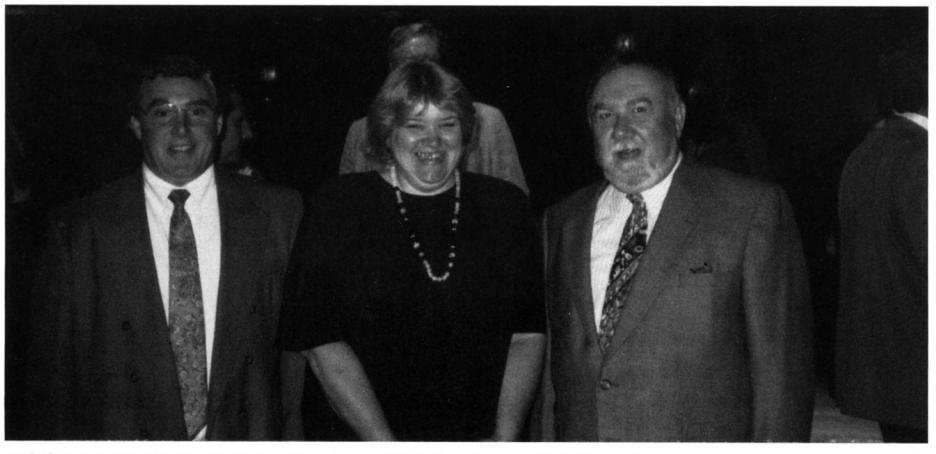
MANUFACTURER MEETING

Cruis'n Chicago streets with Midway

The WMS group, under its Midway banner, held a distributor meeting in late July at the glitzy Park West nightclub in Chicago to introduce a game that is equally glitzy—*Cruis'n USA*.

Leiberman Music's Glen Charney in the sitdown unit as Steve Leiberman (c) and Music Vend's Marv Galante look on.



Williams' Leslie Ross joins Eastern Distributors' Phil Sternberg.

National and international distributors witnessed Williams Bally/Midway sales head Joe Dillon literally unveil a new driving simulator amid disco lights strobing and pretty models strutting their stuff.

The fanfare may not be lost, however, as *Cruis'n USA* seems to be a small quantum leap in technology for the "big drivers."

Utilizing newly licensed technology from Nintendo, the 25-inch monitor employs 3-D, texture-mapped, high-resolution graphics, which Midway is calling "Ultra Graphics." The full-motion simulator pivots on three axes and closely duplicates the bumps, jumps, twists, and whiplash acceleration of a cross-country road rally.

The steering mechanism provides the driver constant feedback on road conditions as he cruises at felony speeds, whizzing past famous landmarks.

Production manager Jim Green demonstrated the game play: a 14-stage, 3,800-mile linear road race traversing 11 states, from California to our nation's capitol, Washington, D.C. There are plenty of opportunities for collisions with opposing racers, landmarks, and road-kill, while listening to your choice of music on the racer's radio. The full simulator also employs a durable padded seat, auto or manual transmission, and working fog and tail lights.

Midway is offering the video technology on *Cruis'n USA* as a fixed sit-down for those locations that may not warrant the larger version. "Both the simulator and sit-down will have a two player link kit available in the near future," Green offered.

Distributor chatter was extremely upbeat. They agreed that the simulator has all the bells and whistles of the other popular simulators, plus a few extras. Pricing is expected to be in line with existing product of the genre.

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Players compete against nine other vehicles, and only by passing checkpoints in the allotted time do they receive the extra seconds needed to complete that race. Of course, should they win in any race, operator-selectable free play of the next stage is a well-earned reward.

And at each finish line, a detailed map charts player progress.

The race can be initiated at any point on the route. But only by making the complete journey from start to finish can drivers enjoy the full Cruis'n USA experience, complete with a number of special scenes and surprises—just one example of Midway's attention to detail that should come as no surprise at all.

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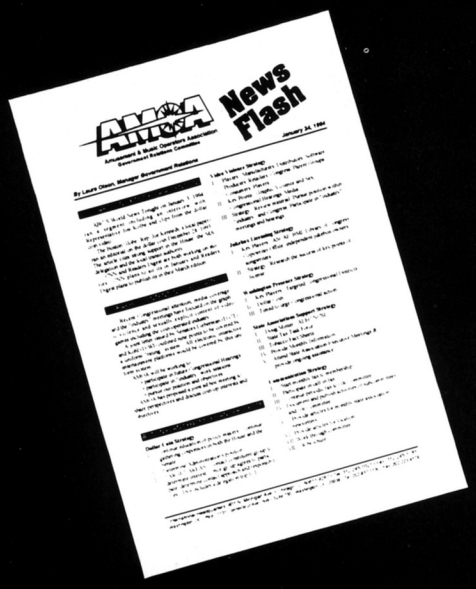

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Each month — generally the last week — AMOA members receive either by FAX or mail a report on issues impacting the coin-op industry. The report , called AMOA "News Flash," is compiled jointly by AMOA's Washington office and AMOA's Government Relations Committee.

Insightful and informative, AMOA "News Flash" updates members on the status of legislation and regulations impacting the industry. In short, a monthly insider hotline to the inner workings of the nation's capital!

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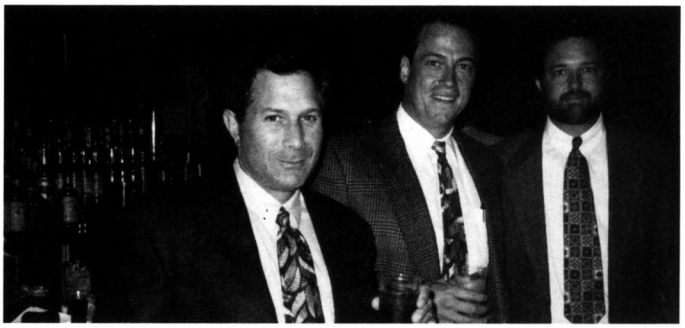
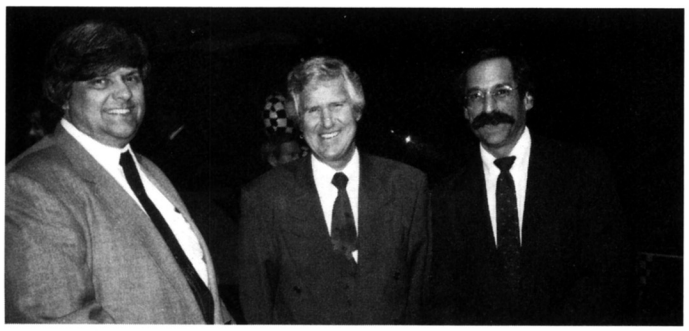
Jim Franz of H.A. Franz & Co. takes a turn as Franco's Rubin Franco and Williams Bally/Midway's Rachel Davies cheer him on.



Time for a quick drink, (l to r): Moss Distributing's Terry Moss, American Vending Sale's Ron Bolger, and Williams Bally/Midway's Greg McKay.



Williams' Ken Fedesna (l) and Roger Sharpe flank Britain's Bob Deith of Deith Leisure.

State Sales' Steve Koenigsberg tries the "big" simulator with Brady Distributing's Jon Brady checking for road-kill.

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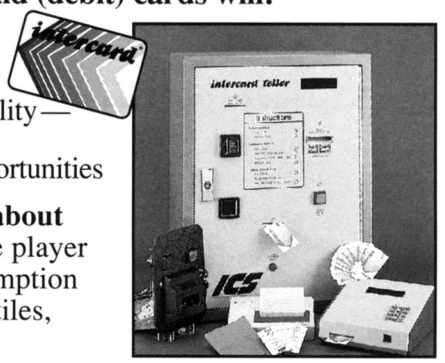

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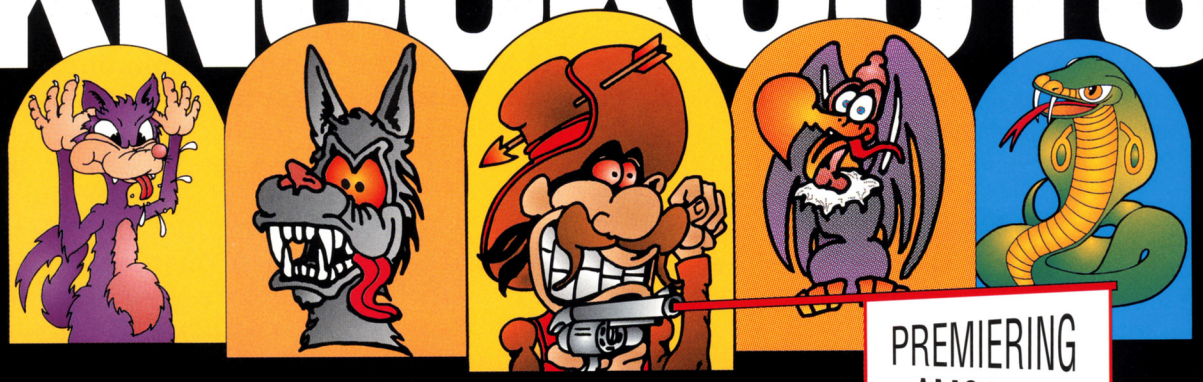

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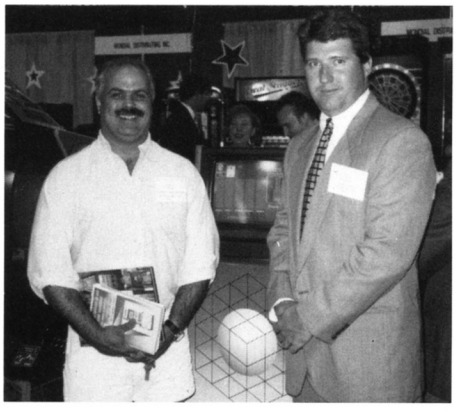
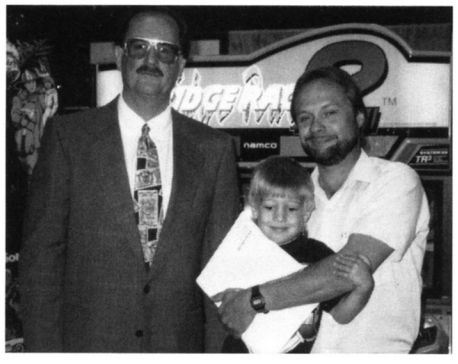
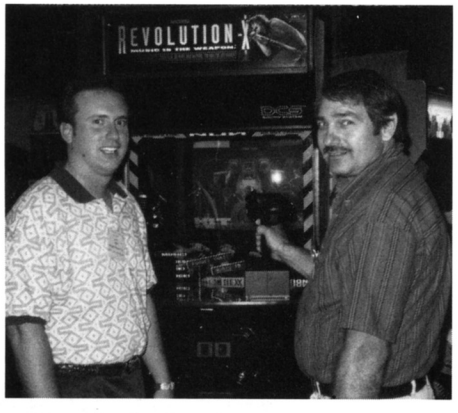
Happy trio, (l-r): Sen. William Stewart, Arnie Aronovitz of Apple Vending, and Rep. Fred Trello.



Chris Carzo (l) of Monarch Amusements and Jack Sullivan of New Image by the Photo Play countertop, which now has Solitaire.



Jeff Sullivan (l) of Mondial with Tim Zanot of Zanot Vending and his son Johnny by Namco's Ridge Racer 2.



Jeff Yantz (l) of Valley and Jay Balson of Jay's Vending by Midway's Revolution-X.

STATE SHOW

PAMMA optimistic on video gaming issue

Members of the Pennsylvania Amusement and Music Machine Association must believe in the lyrics from an old song: "eliminate the negative, accentuate the positive."

Positive thinking prevailed at the group's 11th annual convention, held July 22-23 at the Seven Springs Resort deep in the hills of western Pennsylvania. And it's no wonder, after hearing from Rep. Fred Trello and Sen. William Stewart, two legislators who are absolutely bullish on the concept of video lottery.

There's nothing like a major issue or a crisis to elicit a big turnout at a state show. PAMMA's hopes for successful passage of video lottery contributed to the record number of attendees (358) who came to hear more on this important subject. Hopes for video lottery were dashed in 1990 when a bill passed the House and Senate but was vetoed by Gov. Bob Casey.

"Now its a whole new ballgame," said one attendee, referring to the November governor's election. The race is between Lt. Gov. Mark Singel (D) and Congressman Tom Ridge (R).

Trello and Stewart, prime sponsors of video lottery legislation, joined PAMMA counsel Wayne DeLuca in addressing the membership. DeLuca said, "It does not appear to be a question of 'if' but 'when.' Come Jan. 1, 1995, things will move quickly."

He cautioned: "In this industry issues stay dormant, then come up again and catch people unaware. When it passes, you will want to be postured to file the necessary applications." DeLuca referenced the recent happenings in South Dakota as an example of the speed of change. (Note: In June, South Dakota's Supreme Court ruled video lottery did not meet the definition of a lottery in the state Constitution and was therefore unconstitutional. Thankfully, Pennsylvania does not have the same definition of a lottery in its Constitution.)

"You may have to adjust the way you do business," advised DeLuca, "to qualify to be licensed under the statute." The bill planned for introduction in the 1995 legislative session is not the same as the one proposed in 1990.

Basic provisions are: 1) only one class of license: operator, location, distributor, or manufacturer, 2) four machines per location, 3) local referendum vote, 4) an on-line system, 5) split of the net proceeds: 33 percent to the location, 33 percent to the operator, 34 percent to the state, 6) written contracts with locations for a one-year minimum, 7) financial and criminal background checks, 8) four games allowed: poker, bingo, keno, and blackjack, and 9) no inducements to locations; severe penalty for attempting to buy locations.

The bottom line: get your house in order. Be sure that all local and state taxes are paid and that your company is on solid ground. Meet with your banker and accountant; start now to secure financing.

DeLuca concluded: "Don't be in a position where legalization passes you by. You won't stay in business. We feel certain this legislation will pass next spring. We are confident we have the votes and don't want

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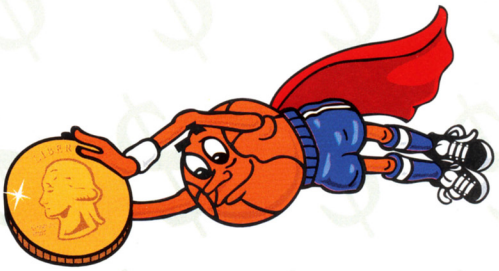

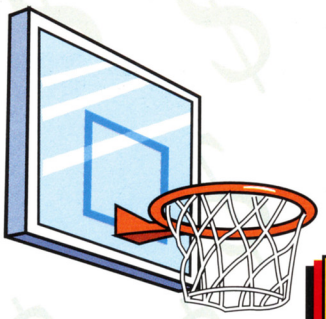

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The Jasek family of City Coin Machine by Coastal's Arrow Alley: Betty and Joe with Christine, Michael, and Joey. Joe Tunney of Coastal is in the background.

Jim Wittler (l) of Betson-Pittsburgh and Brian Duke (r) of Capcom show Alien vs. Predator to Dave Hart of H. Lazar and Son.

PAMMA leaders, (l-r): Ken Brandt, John Milliron, Lou Larson, Bill Shay, and Lou Manolios.

Lee Wesson (l) and Tom Rice (r) of Peachtree Music with Mort Ansky of U.S. Games and the Countertop Champion with new Solitaire.

any member who supported PAMMA through the lean times to be left behind."

John Milliron, executive director of PAMMA, informed members that regional meetings will be held in the fall to address more specific language in the proposed bill. He invited all to attend, adding, "Your interest is what will carry this over in 1995."

Legislators speak

Rep. Trello (D), chairman of the House Finance Committee, vice chairman of the Allegheny County Democratic Committee, and Speaker Pro Tempore of the House, traced his interest in video lottery back to 1988. "I was looking for an alternative to taxes," explained Trello. "This was the only way to generate revenue for my district and the whole state."

Trello characterized his district as one of "hardworking people." He cited the plight of the tavern industry, which in his words "needs a boost." According to Trello, between 1990 and 1991, 1,600 liquor-licensed locations went out of business in Pennsylvania.

Trello said Gov. Casey vetoed the bill in 1990 because he didn't want to expand gambling, yet he allowed playing the lottery on Sundays. Trello received a round of applause when he suggested, "How can people be bad who invented the game called *Pac-Man?*"

A confident Trello said, "I give you my firm commitment that video lottery will be introduced. This is the right thing to do and we're going to do it."

Sen. Stewart (D), Democratic chairman of the Community and Economic Development Committee, a key supporter in the Senate, had this to say: "It's a tough job trying to convince our colleagues that your industry is a big part of the Pennsyl-

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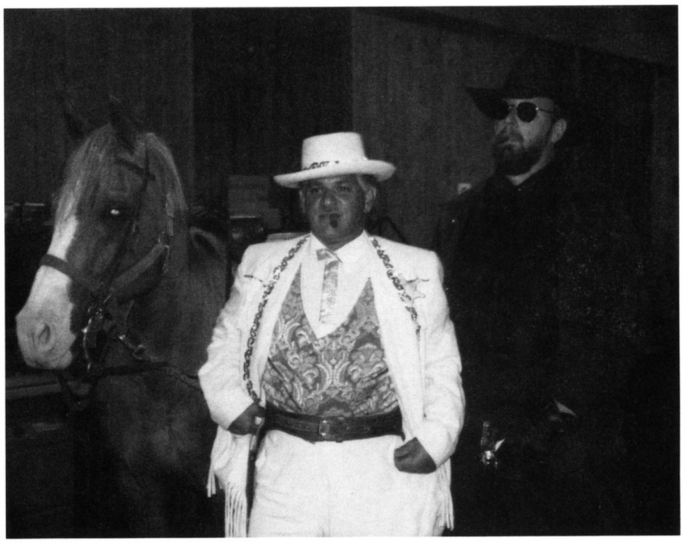
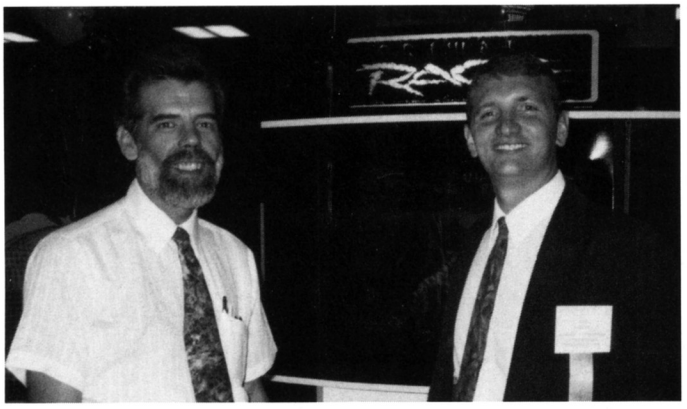
"Slim Bob" Mills of Arachnid joined the floor show with rhythm and blues headliner Barbara Blue at the Friday night exhibitor's bash.



Lou "Sidney the Rhinestone Cowboy" Larson and Jim "Johnny Ringo" Wittler made a grand entrance to kickoff the auction.



Bob Busche (r) of Betson-Pittsburgh shows Atari's Primal Rage to Don Chilcott of Americade Fun Center.

From left: Morris Zacher, Helene Dichter, Phil Sternberg ("Man of the Year") and Joe Dillon.

vania economy."

He explained how difficult it is to move a complicated piece of legislation through the Legislature while "trying to accommodate the various interests."

Stewart noted, "A couple of years ago, in the political scheme of things, you were in the relative Dark Ages. Now you are poised and ready. I truly think 1995 is going to be the year." A tight vote in the Senate back in 1990, combined with a number of new faces in the Senate today, prompted Stewart to recommend an ongoing lobbying effort in the Senate.

He mentioned the interest in riverboat gaming, which was not an issue in 1990, adding: "We don't want to let riverboats come before video lottery comes. Keep convincing your representatives. We're trying to convince our colleagues."

Operators speak

Attendees had a lot to say about the prospects for video lottery and the current state of the industry.

Lou Larson of Betson-Pittsburgh: "We as an industry have waited patiently and positioned ourselves with our friends in state government to introduce legislation once more. Private enterprise will not be denied.

"The black eye that has followed our business throughout time is almost erased. No industry has gone through the adversity and frustration that we see and, to be frank, is unfounded. This is a new beginning."

He added: "The support that this industry has shown to limit violence in video game play, work in conjunction with major league baseball, tell children to stay in school and not do drugs, and give a child self esteem proves that this industry is responsible."

Jay Balson of Jay's Vending: "I've been in the business since the '60s. The cashpan seems to stay the same. In the past it was

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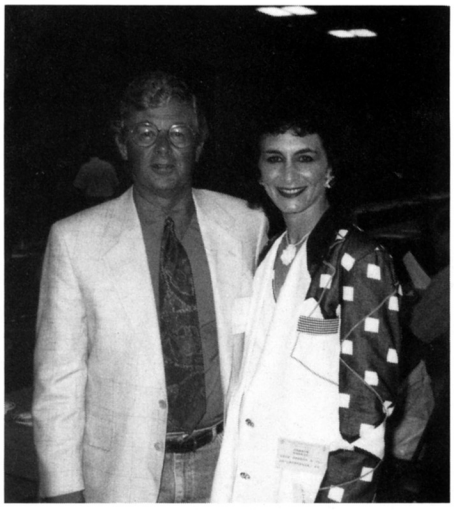
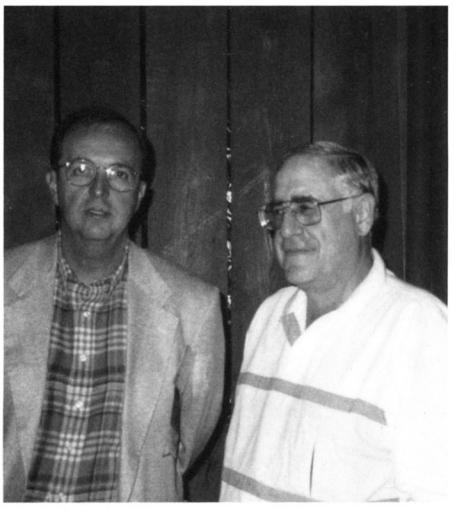


Newlyweds Sharon Harris of Stan Harris and Co. and Ron Segal.

The snazzy staff at the Arachnid booth: Bill Ward (l), John Sousa (r), and Bob Mills.



PAMMA counsel Wayne DeLuca (l) and Neal Donovall of Donovall Music.

filled with nickels, now it's half full with quarters. The reason we have to look to video gaming is to stay alive. I'm sorry the industry has to go that way, but everybody wants to survive."

George Ray of Uncle Bill's Amusements: "Our tavern locations are looking forward to video lottery. Some are on the verge of closing if they don't get something. The laws are making it tougher on taverns today."

Peter Kohut of P-N-L Vending: "Everyone's looking for video lottery, locations and vendors. No one's guaranteeing us anything yet. It's not an investment to be taken lightly.

We're working hard with our legislators. I really feel good about it. We have a good relationship and that's unusual. It's no good guy vs. bad guy. We're not on opposite sides of the fence. After all, it's for the people."

Russ Martin of Murray Amusements: "This is a very conservative state; we'll have to wait and see. I don't think it will be that easy to pass. After election day we'll know more."

Chris Carzo of Monarch Amusements: "Manufacturers have forgotten about the adult market. They are gearing product for their chains while the street operators are starving for new product.

"Some operators have lost touch with their customers. As their company grows they don't go out on the street anymore and that's a mistake. They fall in love with their equipment and don't sell or trade it. Let's put it this way: if a game's not doing well it won't do any better the longer you keep it.

"The industry is in a period of transition. It's an exciting time, yet a time of shakeouts. It's coming down to the guys who are willing to take risks. All businesses face change. We have to adapt to change if we want to go into the future."

New product

Among the new games on display were two pinballs: The *Flintstones* by Williams and *Guns N' Roses* by Data East.

On the video end it was *Ridge Racer 2* and *Great Sluggers* by Namco; *Primal Rage* and *T-Mek* by Atari; *Daytona USA* by Sega; *Alien vs. Predator* by Capcom, *Battletoads* by Electronic Arts, *Revolution-X* by Midway, and *Fast Draw Showdown* by American Laser Games.

Only two video lottery terminals were on the show floor: *Lucky Touch* by Arachnid and *Diamond Touch* by Premier Technology. Jukeboxes were well represented, including the *Diamante* by Rowe, the *Solid Gold* by NSM-America, and the *Legend* by Antique Apparatus/Rock-Ola.

In the new redemption game arena, ICE's *The Flintstones* garnered interest from children, as did Dynamo's *Junior Hockey*.

Solitaire seemed to be the card game of the hour, appearing in Dynamo's *Solitaire Challenge* upright, U.S. Games' *Countertop Champion,* New Image's Photo Play countertop and upright, and Merit's *Megatouch* countertop.

Banquet and awards

The auction preceding the banquet was conducted by Fred Wood of Mid-State Amusement. His assistants, who arrived on horseback, were Lou "Sidney the Rhinestone Cowboy" Larson and Jim "Johnny Ringo" Wittler of Betson-Pitts-

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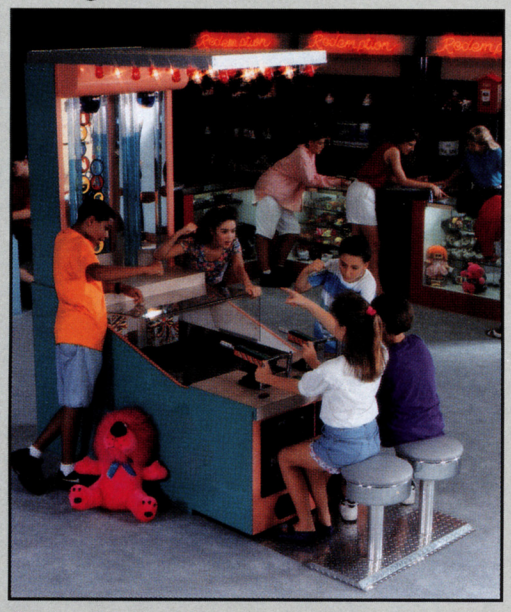

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burgh.

Nearly $18,000 was raised from the auction, which included items generously donated by Arachnid, American Laser Games, Data East, Dynamo, Konami, NSM, Revenco, Roth Novelty, Rowe, SNK, Valley, Williams, U.S. Games, Atari, Capcom, Namco, Sega, Planet Earth, Merit, Profit Vending, Apple Vending, and Play Meter.

Phil Sternberg, president of Eastern Distributors in Philadelphia, was honored as "Man of the Year." Eastern's vice president Morris Zacher presented the award to Sternberg, calling him "a person of integrity, love, and concern. Someone who does the right thing no matter what. The association really made a very wise choice."

When accepting the award, Sternberg said, "I've been in this business for 40 years. It's so pleasant to see this crowd. We've seen tremendous progress in this industry over the years. It's an amazing field we are in and it's fun because of the good people.

"We are one of the leaders in the entertainment world. Today all of us support and respect each other. I'm very appreciative of this honor." His parting words were, "Work hard and think positively."

Bonnie Theard, managing editor of Play Meter, was the keynote speaker at the banquet. Theard imparted the emotion and facts surrounding recent happenings in South Dakota and Louisiana in regard to legalized gaming. The message was clear: passing the law to allow gaming machines is but a small part of the process; keeping it without being taxed out of existence is the long-term concern.

The final bit of business: the annual $20,000 raffle. Seven lucky winners came away with cash prizes. The grand prize went to Walt Seder of Seder Vending, followed by Mark Weiner of Conshohocken, Pa.; The Moose Club of Bellefonte, Pa.; Mid-State Amusement; Gary Stoken of Revenco; Michael Serma of Kay's Music; and P-N-L Vending.

Sincere thanks are extended to Suzanne McWilliams of Lou Georges Vending and Lou Larson, who chaired the convention, and also to John Milliron and Janet Polly of PAMMA, who staged a record-breaking event.

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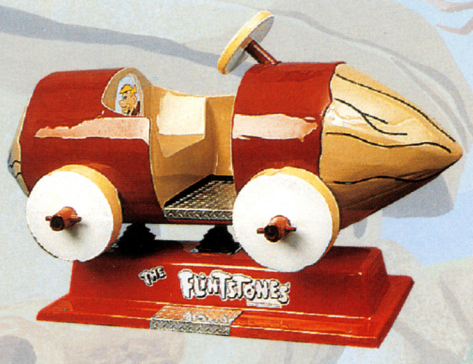

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NEWS FEATURE

Games make a splash at legislative event

Sen. Bob Nettle of Ohio registers to play in the AMOA pinball tournament. At the booth, (l-r): Kim Rundle and Laura Olson of AMOA, Lee Wesson of Peachtree Music, and Bill Treger of Betstar.

Charles Pasqua (l) of LAMOA and Bob Nims of AMA Distributors by the Rowe Diamante.

Jim Smith of the Legislative Council of North Dakota plays **Rescue 911** as Mona Lacombe of LAMOA looks on.

Chad Brooks of Texas (l) takes on Roosevelt Crawford of Washington, D.C., on Sega's **Virtua Fighter.**

"Next year we have to have a bigger booth," said Lee Wesson of Peachtree Music in West Virginia, as he was nudged aside by state senators and representatives vying for time on two *Rescue 911* pinball games.

The occasion was the National Conference of State Legislatures' 1994 Annual Meeting and Exhibition in New Orleans July 23-28. For the past five years, the Amusement and Music Operators Association has taken a booth at the conference.

In addition to Wesson, a member of the AMOA board of directors, the booth was staffed by AMOA government relations liaison Laura Olson, AMOA membership coordinator Kim Rundle, and Betstar's Bill Treger, also an AMOA board member. Mona Lacombe of the Louisiana Amusement and Music Operators Association assisted.

Three days were devoted to exhibits; the meeting portion was comprised of seminars, panels, and roundtable discussions on both federal and state

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Tournament winners Rep. John Alario and his wife Ree (l) and Rep. Tommy Warner and his wife Mary with Flintstones plush prizes from Play-By-Play.

Children of NCSL attendees enjoyed the game room set up by AMA Distributors.

issues. Significant topics included international trade agreements, state law, education and job training, communication and information policy, human resources, welfare reform, fiscal affairs, Indian gaming, and science, energy, and the environment.

The NCSL is a nonpartisan organization that serves the legislators and staffs of the nation's 50 states, its commonwealths and territories.

According to Olson, the whole purpose of AMOA attending the event is to offer good will, promote our industry's image, and open doors for the future.

Said Olson: "Hopefully, in the long term we can establish a positive reputation on the national level." As a follow-up to this first contact, AMOA forwards to state associations the names of their legislators who came by the booth.

Nearly 200 exhibiting firms were represented, covering the health care, insurance, recycling, transportation, and communications industries, among others. Associations for architects, teachers, geologists, and fire fighters were also present.

AMOA sponsored a pinball tournament and awarded prizes for the top score every hour. Prizes were Flintstones plush items donated by Play-By-Play Toys and Novelties of San Antonio, Texas. All coin-op products in the booth were supplied by AMA Distributors of Metairie, La., which also set up a 20-game arcade for attendees' children at the host hotel, the New Orleans Hilton Riverside.

The booth featured Rowe's new *Diamante* CD jukebox, Sega's *Virtua Fighter* video, Smart's *Candy Crane*, and Premier's two pinball games.

The NCSL will be held in Milwaukee, Wis., next July 16-21.

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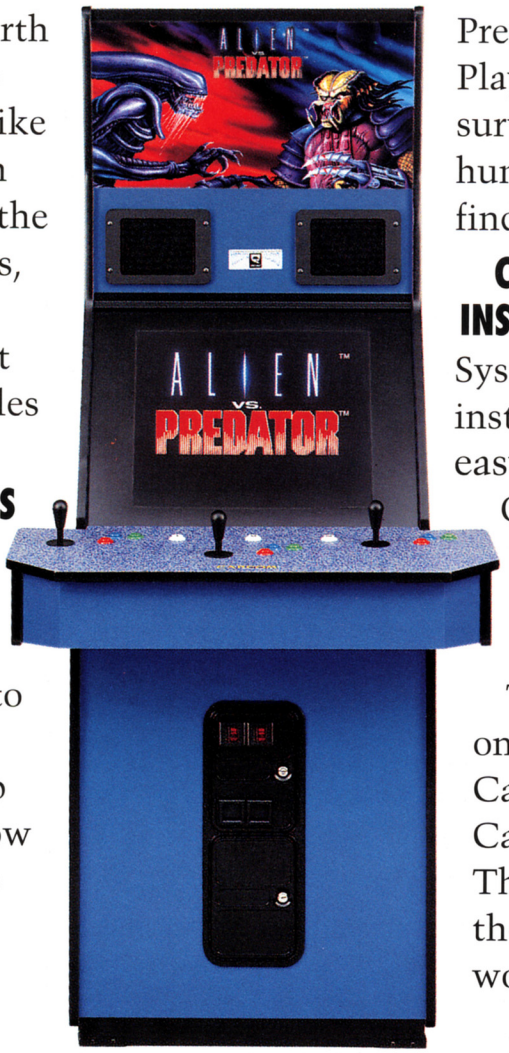

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STATE SHOW

A big welcome in Austin for Texas operators

The Amusement and Music Operators of Texas held its annual meeting and convention in Austin the last week of July. While the exhibits and social functions were a treat, it was the seminars on valuing your business and successful negotiating that made the trip worthwhile.

Immediate past president of AMOA, Craig Johnson, and his wife Jana received a big welcome and a few gifts from Texas operators.

The board of directors making vital decisions.

Still smiling after completing registration duties, (l-r): Ann Gilliam, Janie Powell, and Vancie Todaro.

How much is it worth?

Joe Foster of TD Rowe gave a seminar entitled "Valuing Your Amusement and Vending Business." He began by telling the audience that valuation is not a precise science. "When we talk about value, we can be talking value according to the IRS or value to a willing buyer.

He continued to explain that a business has actually two values, the fair market value and the investment value. The fair market value is what the IRS works with, while the investment value is specific to a particular buyer. This is why it is vital to know why a business owner is wanting to place a value on his business.

There are several different reasons someone may want to value their business: estate, divorce, dissolving a partnership, recapitalizing for a loan, damage assessment after a fire or other catastrophe, and, of course, the reason that Foster focused on: selling.

One of the most important aspects of valuing your business for sale to a willing buyer is determining which kind of buyer you're dealing with. There's a financial buyer, who plans to make a stand-alone investment. This type will generally hire a manager to handle the business. It is a separate business from what he's already doing. He may not plan to work in the business himself.

Then there's the strategic buyer. This is one who is another operator, competitor, supplier, customer, or owner of a similar business. He can "marry" the two businesses, thus eliminating the need to hire a management team. Buying a similar business produces "synergistic benefits." In other words, when marrying the two businesses, a buyer can use his own administration, he's eliminated a competitor, and there's improved efficiency.

Foster then got to the heart of placing a value on a business by describing three methods to do it.

1. Income method: This is the most common way and is determined by cash flow and future benefits.

2. Cost method: This way involves balance sheets, assets, and adjustments.

3. Market method: This is similar to how real estate is valued. It takes a comparative approach by noting similar sales, talking to brokers, and comparing facts and circumstances. This is not often used to sell an amusement route.

Other things to consider when placing a value on your business are risk, market return on investment, stability of the business, marketability (it's less liquid than stock), age of equipment, relationship with customers, etc. Whether the value is too high or too low for a prospective buyer depends greatly on the future results of the business, which are never

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predictable with any certainty. For example, if the business is now a mom and pop operation, the future result could be very different if the new owner ran it more like a corporation.

Foster encouraged anyone thinking of selling a business to get it ready like you would if you were selling a car or a house. For instance, here are a few things you can do to get ready for prospective buyers:

1. Have a long range plan. If you know you will be selling your business in the future, it's never too early to begin preparations. Don't rush out to update your equipment right before selling because it will cost way too much.

2. Review your labor costs. If you have your second cousin twice removed on the payroll, but he's not a productive part of the company, let him go. A prospective buyer will scrutinize how much it costs to pay employees

3. Think about first impressions. Spruce up the place when someone comes to look. You don't want a perspective buyer to see dirty floors and unkept offices. It will make a difference.

4. Make sure you have non-compete contracts with key employees. Many businesses depend on key people for their success. If you have no contract when you decide to sell, valued employees could open their own business, thus lowering the value of yours.

5. Update pricing. Yes, what you charge on your games will matter. Most operators have their pool tables on 75-cent or $1 play. If you're still charging a quarter, it's time to make changes.

6. Be honest. If a prospective buyer finds out you've been less than honest about something, you can believe that everything else will come under extra scrutiny. Don't lie, you'll be found out in the long run.

7. Get a computer. Although many operators still believe in the old methods of doing things, even if it works for you, computers are now a vital part of our industry. Anyone looking to buy a business will be expecting to use a computer.

Foster wrapped up his session by comparing a sale to a puzzle. "All the pieces will eventually fit, but everyone will have to make concessions. You'd be surprised how many times money isn't the only concern," he said.

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Negotiating in any situation

Ralph Hasson, vice president of Chorda Conflict Management in Austin, made negotiating seem easy. He has been a mediator for 14 years and served as a conference attorney for the U.S. Court of Appeals conducting settlement conferences for the court. He also teaches negotiation at the University of Texas.

Hasson began by acknowledging that when there is a problem, most business owners go to one of two people: their lawyer or their accountant. The lawyer will focus on the legal advice, while the accountant will give the financial side. For successful negotiations, you must have all the information you can get.

Here are the four possible scenarios you may choose from when faced with a conflict:

1. Avoidance: This is when the issue is simply avoided. There's no chance to talk, so

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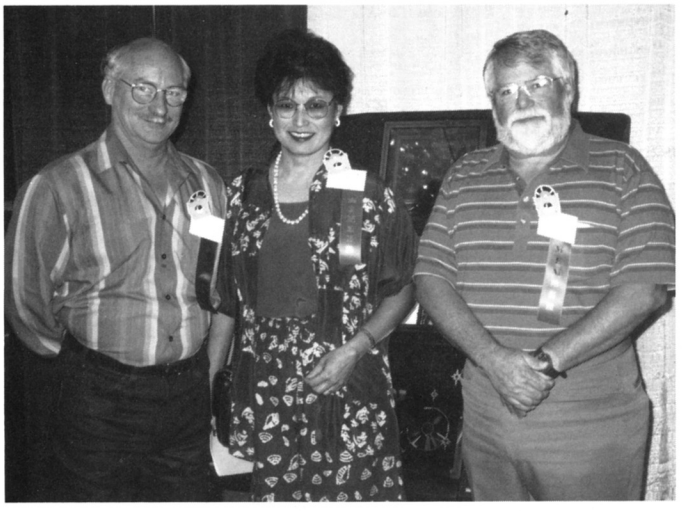
American Laser Games' Jim Jarocki with his son Alex.



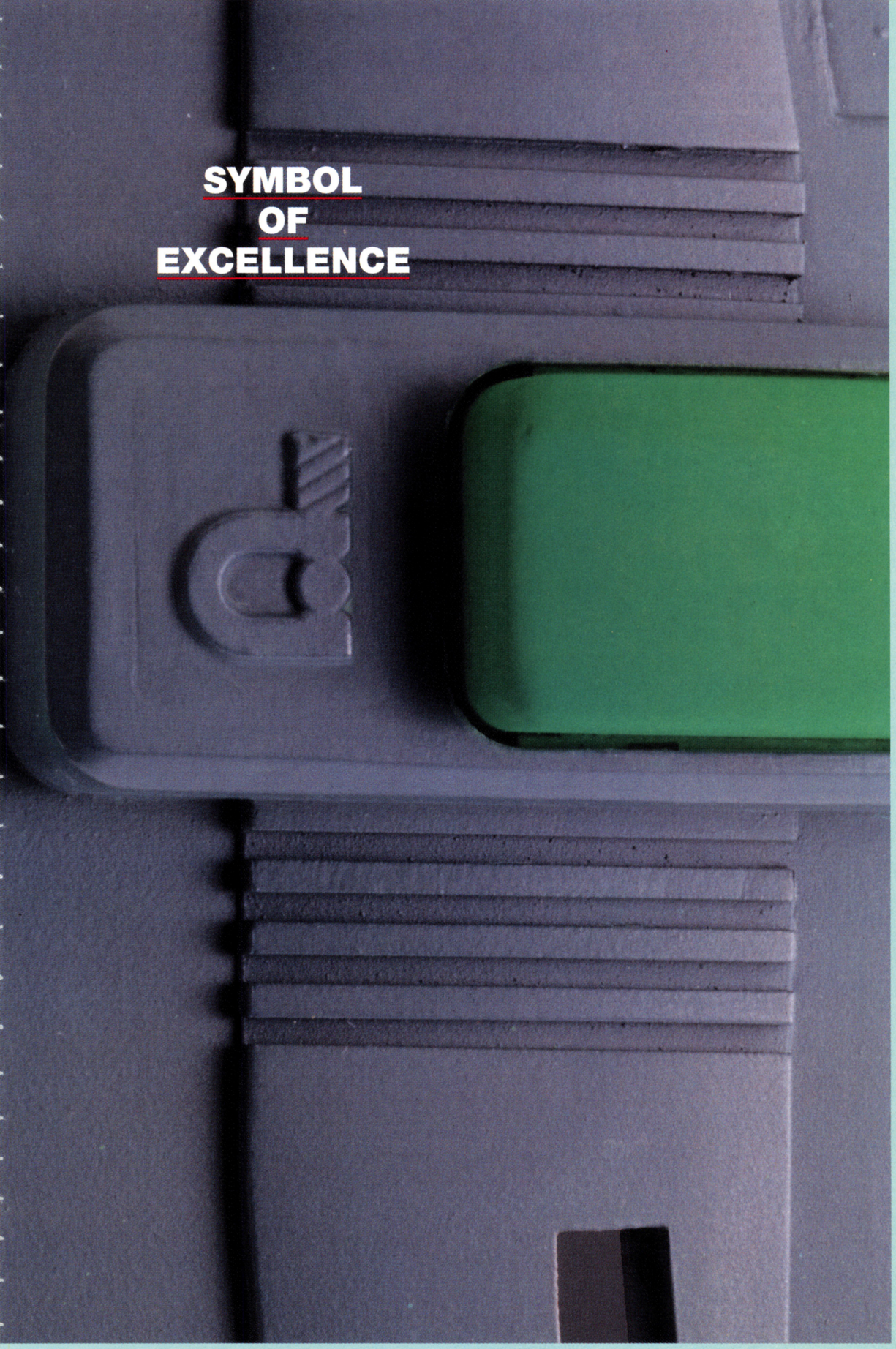
John Coble (r) of SunBelt Amusements congratulates Nathan and Ida Bush of Kurt Taro & Associates on their 27th wedding anniversary.

Mick White (l) of Tornado visits with John and Jackie Sullivan of Success Plush.

Jim McNeely (r) of Southgate talks with Ernie Barberio about the upcoming Century Club meeting during the AMOA show in San Antonio.

Howard Smoyer (l) of New Image Technologies with Jim Baugus and Sharon Pennington of D&C Amusement.

Southland's Bobby Earp (r) talks shop with Tom Davis of Big Spring Music.



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Mike Filion of Imonex had a lot to say about his company's products.

From left: Dock and Betty Ringo of Wallace Distributing with their good-looking son Bryan and grandson Jason.

The crew from H.A. Franz & Co., (l-r): Bobby Jozwiak, Joe Franz, Floyd Taylor, and Jerry Gray.

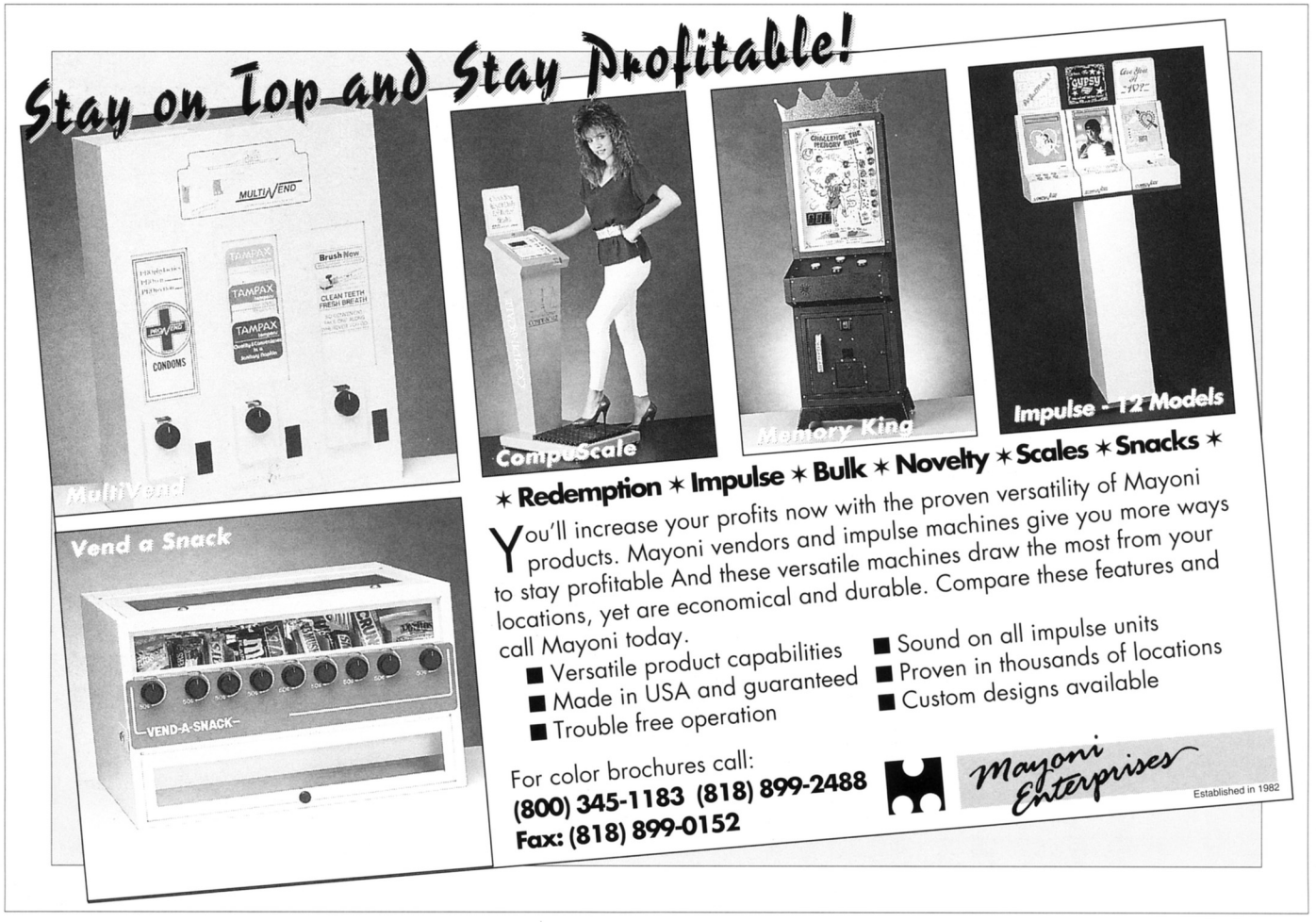
the thought is that the passage of time might help. You have decided that you would rather live with it than deal with it. Said Hasson, "Short of the person dying so you don't have to face him again, things usually just get worse when you choose to avoid it."

2. Unilateral power play: Instead of trying to talk things through, a person simply takes over. Hasson gave the example of those who tried to assassinate Hitler. All other options were closed.

3. Higher authority: This could go as far as a courtroom. However, it could consist of going to someone higher in command at a company.

4. Collaboration: This is when an outside, third party is called in. This often is used when there is a desire to preserve the relationship after the dispute is resolved.

Hasson discussed ways to begin negotiating. The first thing you must do is know who the parties are. Anyone who can help reach a conclusion should be included. He gave an exam-



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ple of a couple going through a divorce. The couple and their attorneys would sit down and reach an agreement in principle. As soon as they would leave the meeting, negotiations would break down. It was determined that the couples' respective mothers were causing the conflict. They were included in the negotiations and soon things were worked out.

The next thing that you must do is study all the variables. There are interests, other factors, BATNAs, and possible solutions. Hasson discussed each in detail:

1. Interests: This is different from a position. If two kids are fighting over an orange, their positions are that they want the orange. The obvious solution is to simply cut it in half. However, if you ask each of them why they want it, one may say he's hungry and wants to eat it, while the other may be baking a cake and needs the peel. Now you have their interests. The solution then becomes giving one the meat of the orange and the peel to the other.

2. Other factors: This is any information that will lead to negotiating. This is objective criteria like expert opinion and expectations.

3. BATNAs: This stands for Best Alternatives to No Agreement. You need to know what you will do if you can't reach an agreement. This would be your alternate plan.

4. Possible solutions: This can be anything that will resolve one issue or the whole thing

After outlining the methods to begin negotiations, Hasson asked the audience for some possible scenarios where negotiating is needed in the coin-op industry. Dealing with customers, of course, was the unanimous answer. Hasson then advised operators to use "Active Listening." This is a method through which you focus entirely upon the other person's communications, the internal frame of reference, and then reflect back to the person what you have heard. The goal is to let the person know that you hear what is being said to you. In active listening the focus is not on your view or opinion, but rather on the other person's content.

For instance, an irate customer blasts you for not having the CDs he wants for his jukebox. You would repeat his statement back to him like this: "You say that we have not given

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you the CDs you want. I'm certainly sorry that we haven't made you happy. What exactly is it that we can do?" It is important for you to let the person know that you care. By repeating his statement back to him, he knows that you understand. Do not condemn. Instead of saying, "Everyone knows that we give you all the CDs you need," say something like "I'm confused about what you are saying about us not giving you the CDs you want."

Johnson on AMOA and NANI

Craig Johnson, immediate past president of AMOA, was the keynote speaker at the banquet. He proudly told the audience that AMOA finished 1993 financially better than it has since its inception in the 1940s. Johnson then gave Texas operators an overview of of AMOA's newest program, the National Amusement Network Inc. (NANI). This is a system that will enable operators to link video games up to a national computer system. Johnson said that EDS, which is working with AMOA on the project, is willing to invest a whopping $100 million to seeing NANI become reality.

Johnson admitted that just two years ago the AMOA technology committee met skepticism from all sides. However, Johnson is so confident that NANI will change the industry he had this to say: "I have a sad prediction, but one that will prove correct. I believe that 20 percent of all operators are in jeopardy of losing their businesses. They refuse to see what the future will bring. We are witnessing a new world in video entertainment. With stronger competition, the way we've done business in the past won't work anymore."

Johnson also talked about income forecasting. During Johnson's term as president, he volunteered his company as a test case for the IRS using income forecasting. The IRS issued a letter ruling, which was what Johnson and AMOA was hoping for. However, Johnson said he's amazed that more operators are not taking advantage of using this method of depreciation. "I don't have a huge business," Johnson said, "but by using income forecasting last year I was able to save my business over $30,000."

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were dealt a blow when law enforcement questioned the legality of redemption games. Sheriff's deputies raided a location and roped off an area of redemption games with police crime scene tape, claiming that it was illegal for patrons to accumulate tickets on redemption games. They based their actions on a Texas state law that says that you can't win anything more than 10 times the value of what you put into a machine for one play. If you insert a quarter to play a game, you cannot receive anything more than $2.50 in value.

The vice squad interpreted this to mean that customers could not continue to accumulate tickets in any one machine.

AMOT's lobbyist and attorney Judge Robert Hughes told the Texas group that although the case has not been decided completely, so far a judge has ordered the city of Dallas to pay the attorney for the accused location over $100,000 in legal fees.

In other news, Hughes told Texas operators that there was a chance that the issue of casino gaming would be brought up in the next legislative session. "No matter what happens," he said, "casino gaming will have an impact on our industry. With video poker, operators will be in a whole new world."

Play Meter's editor Valerie Cognevich addressed the group about the effect of video poker in Louisiana. She stressed the need to be prepared and not take anything for granted. "Passing a video poker bill is only the beginning. You will be attacked constantly from all sides by people and groups opposed to gambling."

Judge Hughes emphasized the importance of knowing your legislators. "Don't wait until the house is on fire, the ox is in the ditch, or the assassins are out to get you before you try to get in touch with your representatives. The time to make contacts is before you need them."

State senator Ike Harris of Dallas addressed the group, also stressing the importance of knowing your representatives.

Other happenings

While operators were treated to the latest equipment, very few manufacturer representatives were on hand to talk to them about that equipment. Five of the major distributors in Texas chose to share booth space. Commercial Music, H.A. Franz, Master Sales, Southgate Amusement and Vending, and SunBelt Amusement offered attendees their products in one area of the exhibit hall.

Southland, Wallace Distributing, and Wild Distributing opted to man their own booths. Other exhibitors included Imonex, ABC Inc., Silent Partner, Wurlitzer, Big Electronics, Rebecca's, Seeburg, Circuit Board Sales, and Laramie Interests. Manufacturer representatives who attended included Howard Smoyer of New Image Technologies, Chris Brady of Dynamo, Gary Connelly of Valley, Ed Blankenbeckler of Seeburg, Mick White of Tornado, Jim Jarocki of American Laser Games, and Jerry Reeves of Wurlitzer.

FAMILY FOCUS

Child's play reaches new levels at Explorations

Question: What group of citizens is woefully lacking in a regimen of regular exercise?

Answer: America's youth. The group that loves fast food, languishes for hours daily before the TV, and couldn't run a mile in less than 10 minutes if their allowance depended on it.

The dilemma of how to engage children in age-appropriate exercise and keep them smiling at the same time intrigued Michelle Tucker of Boca Raton, Fla., a young mother concerned with the physical fitness and general health of her young daughter and other children.

Children line up to redeem their tickets at an Explorations prize counter.

Tucker solved the dilemma in 1992 when she designed Explorations, an indoor fitness and entertainment center catering to youngsters from one to 12 years old. She now serves as president of Explorations Franchise Group Inc.

Not content with the exercise aspect, Tucker added a restaurant and snack bar with healthy offerings such as salads and low-fat frozen yogurt. It seats up to 120 comfortably.

Tucker chose a nautical theme, making the core of the center the U.S.S. Explorer, a playstructure for children aged four to 12 that is divided into activities fore and aft and port and starboard.

Physical therapists and exercise professionals added their input. The result? A playport with 40 activity stations. A smaller area, the Dinghy, offers eight activities especially for children aged four and under. An adult lounge with an oversized picture window allows a full view of the children at play.

Eight Explorations locations are currently operating on the Eastern seaboard; an ambitious expansion plan underway could muster as many as 32 more centers open by the end of the year. The first Explorations, in Boca Raton, is company-owned, while the others are franchise locations usually positioned in a atmosphere. Centers are generally open from 9:30 a.m.-9:30 p.m. 365 days a year.

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Forty activity stations await youngsters in the U.S.S. Explorer playstructure.

Sammy the Sailor greets children in an Explorations party room.

5,000-10,000 square feet; 10,000-15,000 square feet, with 5,000 square feet devoted to the U.S.S. Explorer; and mega-centers in the 30,000-40,000-square-foot range. The first mega-center is under construction in Orlando, Fla., and will open in December.

Explorations offers everything from fitness testing and free lectures to weekly adult and children's aerobic classes. And yes, a game room is an important element at Explorations.

According to vice president Bruce Levy, "The game room accounts for between 20-30 percent of a location's revenue."

The game mix is heavily tipped to the redemption side and includes the time-honored *Skee-Ball* and *Whac-A-Mole*, as well as roll downs, cranes, child-size basketball games, token-operated kiddie rides, and a few videos.

Says Levy, "We're looking for games that challenge a child's hand-eye coordination and motor skills. We try to stay away from violence."

The 10,000-15,000-square-foot facilities, currently the most common size, offer a 20-unit game room. That number changes up or down, depending on the size of the center. "This is an area we try not to eliminate," notes Levy. "The games are a very important part of our business. They add to the whole experience."

Redemption counters feature small items, T-shirts, cameras, radios, bicycles, and much more. The company offers many prizes bearing the Explorations name and plans to expand awareness through licensed merchandise.

Two unique supervised programs are ChildWatch, a two-hour period when parents can take exercise classes or run errands, and Camp Explorations, a two-hour after-school play time. Party rooms are an integral part of the centers; an average of 15 parties per day are scheduled on weekends.

Explorations aims to be more than a play and entertainment spot for children. Tucker sees it as a community center with a variety of membership options, as well as pay-as-you-go visits. First-timers receive a free membership to Sammy's Sailing Club. Return visits earn points that can be redeemed for gift certificates, prize merchandise, tokens, and other items.

Safety and security have top priority. All locations have surveillance cameras with video recorders. Children play in their sock feet; self-adhesive tags accompany stored shoes and match a corresponding number given to parents. Sensormatic wristbands are issued in the ChildWatch program. Children under 18 must be accompanied by an adult.

There's even a mascot, Sammy the Sailor, a blue bear who will soon be joined by more mates, including Weight-Watching Whale and Working-Out Walrus. Sammy visits with the children as they play and makes appearances in the community to promote the message of fitness and healthy eating.

Explorations has positioned itself well in the marketplace,

being one of the few franchises of this kind at a time when family values and healthy living are major issues.

"Creativity is the key for us," said Levy. "Our franchisees will be a storehouse of information in the industry. We want our owner-operators who are totally involved in their communities to help make decisions on what we do next."

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COMPANY PROFILE

The fun stacks up at Quick Silver

"This is a real gaming story where the stakes are high. A way of life. The bet has been placed on a company called Quick Silver. The odds of success are at best a calculated gamble. Why do we think we can win? The answer is simple. It's the people behind the company. First and foremost we are innovative people. Innovation meaning being open to change and ready to respond to that change, not simply doing business as usual. Innovation is a way of thinking about business, our business. Like other successful companies having a few good ideas is not enough. Successful companies, don't stop creating their business."

Reading these poignant words conjures up visions of a young man about to embark on the journey of his life with no promise of success. You can't help but perceive his deep faith that he will succeed.

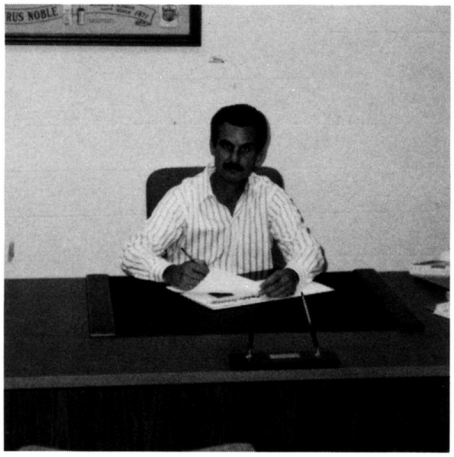
That man is Alex Malavazos and his words were written a decade ago. Quick Silver started with one basic concept and project; today the company is working on several projects simultaneously.

Alex believed 10 years ago that companies must strive for innovation and excellence to be successful. He is still a firm believer that "it's the sharing and trying of new ideas that makes our business uniquely fun."

Ask Alex his views on the coin-op business and he'll tell you it's like the fashion industry: "Products today may not be fashionable tomorrow. If this sounds crazy, just look at the life span of products in our industry. Even Skee-Ball has made changes to meet customers' demands."

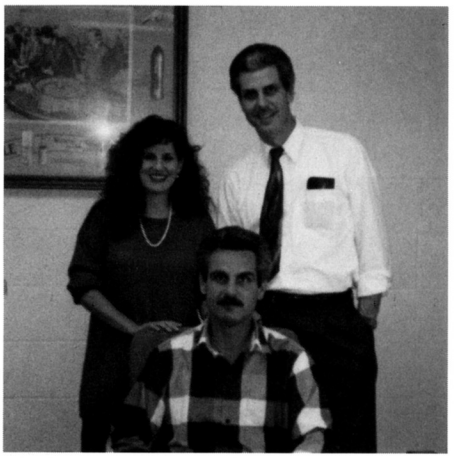
Quick Silver is becoming a household name. The company has developed over 14 new products in whole or part, which include electronic parts for itself and other companies. For example, Sega U.S.A. licensed Quick Silver's quick change game as its first redemption product in the United States. Quick Silver also co-developed the *Tic-Tac-Toe* game manufactured by Skee-Ball.

Its latest products include



We found out that president Alex Malavazos didn't simply clean off his desk for this photo; he's really this organized!

While some executives may confine themselves to a desk, vice president Greg Malavazos is just as comfortable in the production area on a forklift.



Kristin Montgomery with Alex (seated) and Greg Malavazos.

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Turbo Pusher, now with a new flashing marquee; and *Fiddle Stix*, a classic skill game that can be seen at AMOA with a new capsule dispenser option.

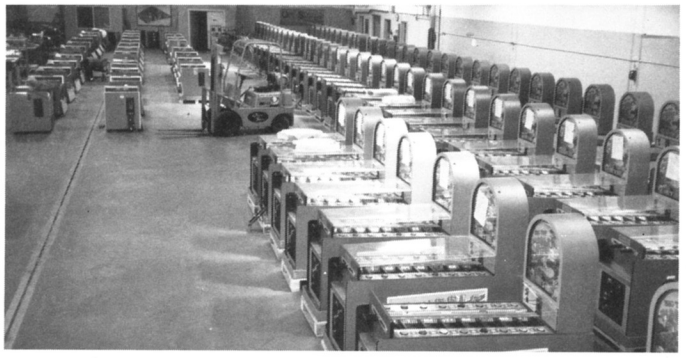
Quick Silver will debut two new products at AMOA: *Hollywood Stars* and *Alley Cats*. *Hollywood Stars* is a small footprint redemption game that will fit into any location. It's reasonably priced and equipped with either a ticket or capsule dispenser. *Alley Cats* is designed with children under 12 in mind. It is available with a ticket or capsule dispenser.

Other companies have used Quick Silver's engineering and/or equipment in their products. Quick Silver's standard central processing boards and software are becoming ever present in the marketplace. "Our CPU boards provide a great value to manufacturers, distributors, and operators alike," Alex noted. "They are versatile, user-friendly, reliable, and relatively inexpensive."

While the industry would deem Quick Silver a resounding success, Alex puts it in perspective: "To be successful you need the right product, at the right time, for the right price. Unfortunately, the word 'right' can mean several things to many people. For some, the only thing that counts is what's in the cashbox today. Although a narrow view, it's a common one."

He continued, "Like all successful companies, we must make profits in the long run from our products or services to reinvest for the future of our business, the community, and the industry as a whole. For our part, we strive to build products that have clear price/value relationships that excite players.

Quick Silver's facilities in San Leandro, Calif.



Rows of Fiddle Stix and Turbo Pushers ready to ship.

We use the best materials and craftsmanship and provide excellent customer support. We started this business as a way of life, not just for the dollars."

The key personnel at Quick Silver? Everyone, including its distributors. "Our distributors are an extension of our company and are in a real sense part of our company team," Alex explained.

The team at Quick Silver includes Alex, who started in the gaming business as marketing manager for IGT. He says that the desire to create games never left him.

Alex's brother Greg has been with the company from the beginning and is credited with steering Quick Silver into the amusement side of the business as a logical change from gaming products. Greg was formerly with the largest telecommunications company in California in an upperlevel management position.

Alex and Greg call their uncle Chuck the brains behind the mechanical designs of their equipment. He heads up Quick Silver's mechanical engineering department. Chuck was the senior design engineer for several nationally-known companies before coming on board at Quick Silver.

Kristin Montgomery heads up marketing and sales. Says Alex, "We are very proud to have her." Kristin previously held positions at Data East and Sega.

Also coming to Quick Silver from Data East is Craig Ward, the manufacturing manager. Roy Peterson, well-known in Silicon Valley for his expertise and knowledge in electronic engineering, is the head of the electronics department. He previously was at Memorex Corp., where he was a senior design engineer.

Reflecting on Quick Silver's future, Alex said: "I would ask you to recall a gaming mathematical truism known to everyone who has ever pulled a lever or pushed a chip: 'In the long run the odds are with the house.' Our business still generates cold hard cash to the operators and provides fun, excitement, and entertainment value to customers so they will return again and again. As long as the house is open and the game is in play, the fun just keeps coming. Our new slogan is, 'Where the fun stacks up!'"

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Dramatically increase your earnings with Quick Silver's revolutionary coin game, **Turbo Pusher**. With an attractive flashing marquee and a unique multiplier feature, this two-player pusher-type game will launch your profits into outer space.

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AMOA '94

Get ready for San Antonio

Finding things to do and see at AMOA Expo '94 in San Antonio later this month won't be a problem for the more than 8,000 operators, distributors, manufacturers, and their families expected to attend.

The Rivercenter, a one million square-foot retail, dining, hotel, and entertainment complex, offers a spectacular view of the river lagoon and lush landscaping.

Photos courtesy of San Antonio Convention & Visitors Bureau and Sea World of Texas.

While not scouting the monsterous floor of the San Antonio Convention Center, AMOA '94 visitors are extended a Texas-sized invitation to experience the charm, warmth, and culture of this historical city.

Now the 10th largest city in the United States, San Antonio began in the early 1700s when Spanish missionaries settled a tiny village on the edge of Texas hill country. Their legacy can still be felt today in modern San Antonio.

Visitors who want to trace the city's past are invited to explore four exquisite, tranquil missions, or the legendary Alamo. Other sights visitors won't want to miss are the historic Menger Bar, the Buckhorn Hall of Horns, Fins and Feathers, Sea World of Texas, the Lone Star Brewery, or the San Antonio Zoo.

Where to start

River Walk: In the heart of the city, sequestered 20 feet below street level, is the city's most popular attraction, the Paseo Del Rio or River Walk. Along the tree-shaded banks of the San Antonio River are cafes, shops, galleries, and restaurants, all offering tastes of the city's diverse cultures.

Cobblestone paths line both sides of the San Antonio River as it meanders 21 blocks through the center of the business district. While the River Walk is quiet and parklike in some areas, it becomes full of activity in others. European-style sidewalk cafes, specialty boutiques, nightclubs, and gleaming high-rise hotels line the scenic banks.

Groups can dine aboard open-air, candlelit barges while listening to jazz and mariachi music flowing from the nearby hotel clubs.

River shuttles pick up and deliver visitors at any location on the River Walk that can be safely accessed. A 40-minute narrated boat tour is $3 for adults and $1 for children. Party/charter boats for up to 32 people can be rented for $60 an hour.

Arneson River Theatre: On the River Walk, visitors can see several other points of interest, such as the Arneson River Theatre. One of the most unique theaters anywhere, its stage is set on one side of the San Antonio River, while the audience is seated on the other.

La Villita: Just up river is La Villita, or "Little Town." More than 200 years old, this area is one of the first settlements in San Antonio. Its charming adobe, wood, and brick build-

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ings have been carefully restored and it now serves as studios and shops for local artisans. La Villita includes a collection of 26 shops, three restaurants, and the post office. This community has become a favorite gathering place for the locals.

HemisFair Park: Also on the San Antonio River is HemisFair Park, the site of the 1968 World's Fair. Located next to the convention center, it features the Institute of Texas Cultures and the 750-foot-high Tower of the Americas.

Southwest Craft Center: Built by French nuns, the center once was the first girls' school in the city. It is now a gallery and workshop for area artists. Exhibits of carving, weaving, and pottery are on display.

Other sights

The Alamo: Originally called Mission San Antonio de Valero, this is where Davy Crockett, Jim Bowie, and 187 other brave men held off more than 4,000 Mexican troops for 13 days. The locals say most visitors here are surprised to find the famous mission located in the middle of downtown.

The cry "Remember the Alamo" became the rallying point of the Texas revolution. Today the Alamo is a shrine to its valiant defenders and is open to the public.

A 20-minute film on a big screen TV at the Alamo as well as an IMAX show in the nearby Rivercenter Mall tells the story. Admission to the Alamo is free but donations are appreciated.

The missions: In addition to the world-famous Mission San Antonio de Valero, visitors won't want to miss Mission Concepcion, Mission San Jose, Mission San Francisco de la Espada, and Mission San Juan de Capistrano.

Established by the Franciscans during Spain's colonial era in the early 1700s, these churches capture the essence and architecture of the area. Except for the Alamo, all of the missions are active churches and are included in the San Antonio Missions National Historical Park.

Remember the Alamo. This is where Davy Crockett, Jim Bowie, and 187 other brave men held off more than 4,000 Mexican troops for 13 days.

Other downtown points of interest:

The Menger Bar: The historic Menger Bar, a small room inside the Menger Hotel, dates back to 1859. Visitors here can order a drink and contemplate the history of the establishment. It was here where Teddy Roosevelt challenged cowboys and shopkeepers to join his Rough Riders.

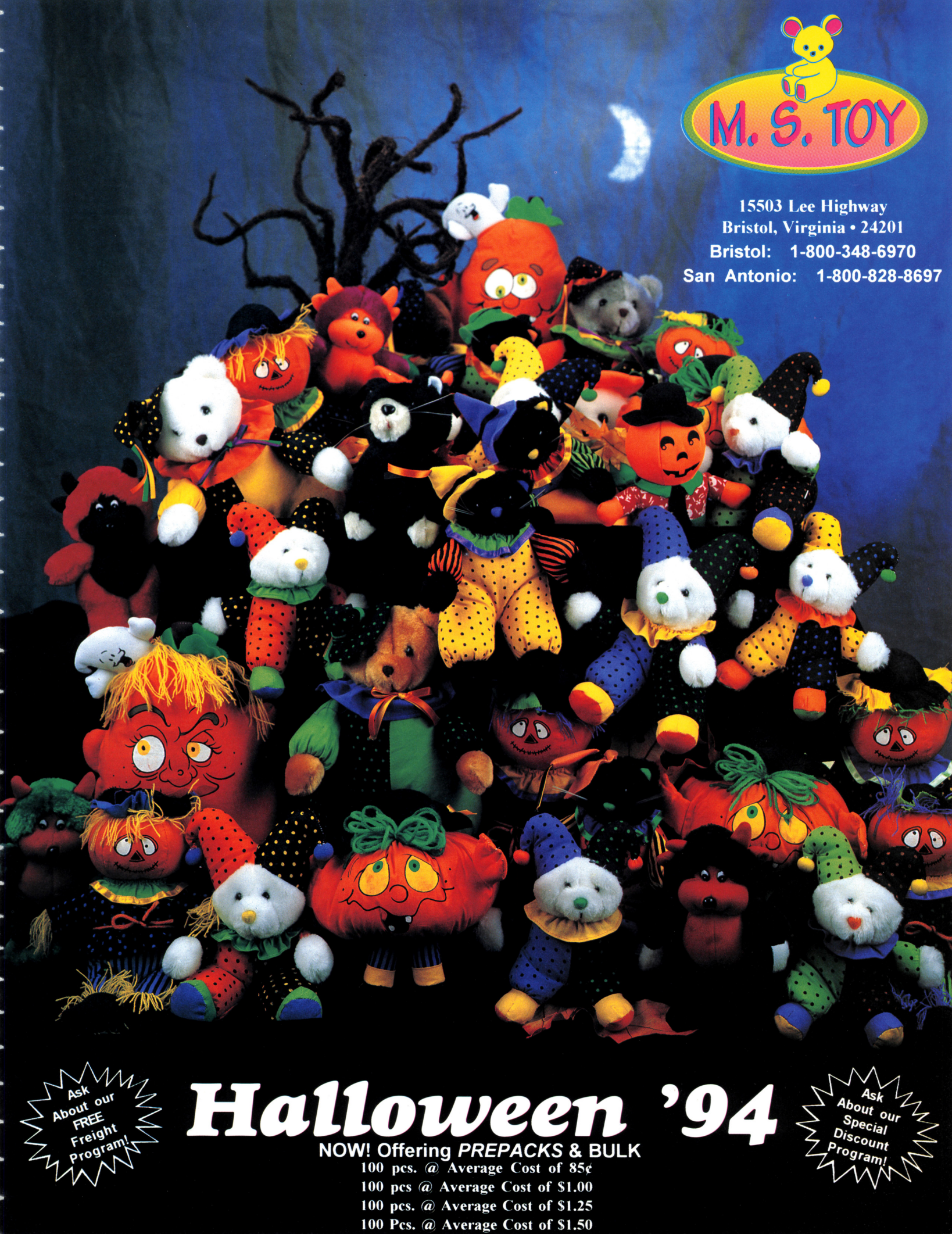
You also won't want to miss the San Fernando Cathedral (the oldest cathedral in the United States), the opulent Majestic Theatre, and the King William Historic District, an elegant residential area started by prominent German merchants.

Family attractions

Fiesta Texas: Sprawled at the base of 100-foot cliffs, this theme park is a celebration of the culture and traditions of South Texas. Fiesta Texas was created around four theme areas: the Mexican town of Los Festivales; the German village of Spassburg; the 1920s cowboy boom town of Crackaxle Canyon; and the small Texas town of Rockville during the golden age of rock n' roll. Visitors can see live shows, rides, food, architecture and craft demonstrations, and a water park.

Sea World of Texas: Just 10 minutes from downtown San Antonio, life-like dinosaurs, animal shows, concerts, and water attractions can be seen. More than 300 penguins, walrus, and many other flippered, feathered, and furry friends are on hand. Guests here are introduced to some of the oceans'-most fascinating creatures including Shamu, the world's most famous killer whale.

San Antonio Zoo: Just a five-minute drive from the River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Walk and the Alamo is San Antonio's internationally-famous zoo. Surrounding the site are limestone cliffs, which allow close-ups of elephants, rhinos, penguins, sea lions, cheetahs, tigers, koalas, and many other species. The zoo houses 3,612 animals of 674 species.

A $3 million Children's Zoo features a tropical tour with a boat ride that visits miniature exibits of animals from many countries.

Gardens

The San Antonio Bontanical Gardens: Thirty-three acres of lush lawns and foliage, exotic blossoms, waterways, colorful vegetation, and native Texas exhibits await guests.

The Lucile Halsell Conservatory: Located at the botanical gardens, this $6.5 million, 90,000-square-foot conservatory offers visitors the chance to view thousands of plants up close. Visitors follow a tunnel into another world 16 feet below the surface.

Brackenridge Park/Japanese Tea Gardens: Groves of live oak trees, quiet pools, stone bridges, and lush greenery greet visitors to this 423-acre park just two miles from town. Visitors can ride by mini-railway, cable car, or by horseback to get a panoramic view of the park.

Shopping

Market Square: The old tradition of the town market as a center for restaurants, shops, vendors, entertainment, and festivals continues at Market Square, or El Mercado. With more than 35 shops, El Mercado has everything from tacos to treasures, pinatas to pearls, and margaritas to mariachis. This indoor and outdoor market offers shoppers selections of jewelry, pottery, blankets, leather goods, and other items. There is also a Farmer's Market with plants and produce.

Rivercenter: Housed in a glass and steel structure at the end of the San Antonio River is the Rivercenter, a three-story shopping experience. From the large and well-known, such as Foley's and Dillard's, to small specialty shops, shoppers can find it all here.

Inside the Rivercenter, visitors can see a 45-minute docudrama on the Battle of the Alamo ("The Price of Freedom") on the IMAX Theatre's 60-foot screen. Two other features are "Blue Planet" (space shuttle missions) and "Speed" (man's fascination with movement). Multiple cinemas show first run movies as well.

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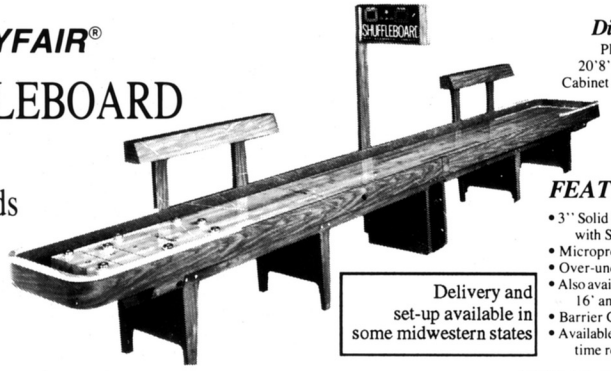

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Suburban malls: For those who wish to venture away from the heart of town, a large number of traditional shopping malls are available. Among them are North Star Mall, Rolling Oaks Mall, South Park Mall, Windsor Park Mall, Ingram Park Mall, and Central Park Mall.

Museums/cultural exhibits

Air Force History and Traditions Museum: This museum maintains a collection of rare airplanes and components. More than 70 aircraft are displayed around the base while the components are housed inside the museum.

Alamo Museum: Housed on the grounds of the historic mission, the museum exhibits artifacts from the Alamo battle and the period of the Republic of Texas, including personal items belonging to the Alamo heroes, portraits, manuscripts, photographs, maps, and weapons.

Cowboy Museum & Gallery: Relive the Old West in this recreation of an 1870s town, complete with saloon, gun shop, general store, jail, and fort. Exhibits occupy some 5,000 square feet of space.

Fort Sam Houston Museum: Also a historic landmark, the 500-acre fort traces the history of the U.S. Army in San Antonio from 1845 to the present. The museum houses more than 2,500 artifacts, ranging from buttons, uniforms, firearms, edged weapons, artillery, horse equipment, personal memorabilia, and an extensive photographic and archival collection.

Hangar 9/Edward H. White Museum: Hangar 9 is the oldest aircraft hangar in the Air Force. It houses the Museum of Flight Medicine and contains exhibits on the history of the base, the development of manned flight and the evolution of aerospace medicine.

Hertzberg Circus Museum: More than 20,000 items of circus memorabilia are found here. Included is a scale model of a three-ring circus. A tribute for children of all ages.

Institute of Texan Cultures: Featuring the ethnic diversity of Texas in exhibits depicting the lives and contributions of some 30 cultural groups.

Mexican Cultural Institute: Founded in 1972 to promote San Antonio's heritage of historical, cultural, traditional, and social bonds with Mexico.

McNay Art Museum: A private museum featuring post-Impressionist works by Gaugin, Picasso, Van Gogh, and Cezanne. Also exhibited are arts and crafts of New Mexican artists and Medieval and Gothic collections.

Old San Antonio Exhibit: Sponsored by the San Antonio Conservation Society, this exhibit is a small collection of art objects, artifacts, and symbols relevant to the history of La Villita.

Plaza Theatre of Wax: With more than 200 wax figures, this theatre features likenesses of movie stars, a theater of horrors, and Texas history.

Pioneer, Trail Drivers, and Texas Rangers Museum: This museum of 19th and 20th century memorabilia features guns, saddles, badges, and pictures of the prominent men who used them. The famous Texas Rangers are immortalized in this museum.

Ripley's Believe It Or Not!: Eight major theme galleries are

Shamu and Grandbaby Shamu thrill audiences at Sea World of Texas, the world's largest marine life park in San Antonio.

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Drop the ROCK targets N light the ROLL lane for super count down bonus.

Get all the band members on stage to increase the number of balls in play during multi-ball.

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filled with more than 500 exhibits of the bizarre and the beautiful. A unique attraction for the entire family.

San Antonio Museum of Art: Art collections from the ancient to the contemporary can be found in this castle-like structure in the former Lone Star Brewing Co. building.

Texas Transportation Museum: This museum is filled with antique pedicabs, horse drawn and gas powered vehicles, locomotives, and model railroads.

Witte Museum: The Witte houses an extensive collection ranging from dinosaur bones to 8,000-year-old rock art. It's an in-depth exhibition exploring the ecological diversity of the Lone Star State.

Additional attractions

The Spanish Governor's Palace: The National Geographic Society called this structure "the most beautiful building in San Antonio." Officials of the Spanish Province of Texas once lived here.

Lone Star Brewery: Tour the home of the local brew and see the famous Buckhorn Hall of Horns, Fins, and Feathers. A massive collection of 3,500 specimens of horned animal trophies is just a few steps away from the Lone Star Saloon.

Where to dine

Boudro's: *Esquire* magazine considers this River Walk restaurant to be one of the 50 best new eateries in the nation. Select from blackened fish, prime rib, and a series of shrimp dishes.

The Fig Tree: Chateaubriand and lobster are two of the specialties at this River Walk restaurant with a terraced patio. It's located in the last privately-owned house on the River Walk.

Little Rhein Steakhouse: Patio and terrace dining in a picturesque restaurant overlooking the River Walk. Look for seafood and beef combination dishes, lamb, and veal. It's right across from the convention center.

Mariachi musicians serenade visitors in San Antonio's El Mercado, or Market Square.

L'Etoile: For elegant dining, sample selections from the menu prepared by Paris-trained chef Thierry Burkle. Classic French cuisine that local food critics applaud.

Other good choices include Ruth's Chris Steak House, Babylon Grill, or El Mirador.

Editors note: The restaurant list could go on forever, especially those featuring specialties of the Southwest. Check at your hotel or be adventurous.

Nightlife

Evening entertainment can be found in a variety of spots. For country music, visit the Blue Bonnet Palace, Circle B&R, the Elbow Room, or Helotes Creek Saloon.

If it's rock n' roll or blues you crave, come to the Landing, Mardi Gras, the Razz Club, or X's.

Hot jazz can be heard at Canal Street, Cafe Camille, or Boccone's.

For Conjunto/Tejano, come to Club Miami, Desperado, King Armadillo, Latin Fever, or the R&R Bar and Grill.

Side Trips

Natural Bridge Caverns: Designated as a registered U.S. Natural Landmark, it owes its name to the 60-foot natural limestone bridge at the entrance. Stunning 30- to 50-foot formations dazzle visitors. Picnic areas surround the caverns.

Cascade Caverns: More caves in the rustic hill country, this one with a 100-foot waterfall. The caverns are situated on a 105-acre park not far from San Antonio and Sea World of Texas.

Natural Bridge Wildlife: A family attraction of more than 200 acres with hundreds of exotic animals and birds on view It's located just off Natural Bridge Caverns Road.

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AMOA EXPO '94 Schedule of Events

(All events will be held in the San Antonio Convention Center unless otherwise noted.)

Wednesday, September 21

3:00 p.m.-8:00 p.m.	Registration

Thursday, September 22

8:00 a.m.-5:00 p.m.	Registration
9:00 a.m.-10:00 a.m.	Distributor Hour
9:00 a.m.-10:30 a.m.	Seminar: "Video Game Violence"
9:00 a.m.-4:00 p.m.	Seminar: "How to Interview and Hire the Right People" (ongoing session)
10:00 a.m.-5:00 p.m.	Exhibits Open
10:30 a.m.-12:30 p.m.	Seminar: "Depreciation"
11:00 a.m.-3:30 p.m.	Spouse Program and Luncheon
Noon-2:00 p.m.	State Association Luncheon (by invitation only)
1:00 p.m.-3:00 p.m.	Seminar: "Vending From A-Z"
3:00 p.m.	Hesch Drawing
3:00 p.m.-4:00 p.m.	Seminar: "Leagues, Part I (New)"
4:00 p.m.-5:00 p.m.	Seminar: "Leagues, Part II (Mature)"
6:00 p.m.-8:00 p.m.	AMOA Member Welcome Reception (free)

Friday, September 23

8:00 a.m.-5:00 p.m.	Registration
8:00 a.m.-10:00 a.m.	AMOA Business Meeting and Breakfast (Keynote Speaker: Mike Singletary)
9:00 a.m.-10:00 p.m.	Distributor Hour
10:00 a.m.-Noon	Seminar: "NANI"
10:00 a.m.-5:00 p.m.	Exhibits Open
Noon-3:00 p.m.	Seminar: "How to Give Exceptional Customer Service"
2:30 p.m.-4:30 p.m.	Seminar: "Innovative Technology"
3:00 p.m.	Hesch Drawing
3:00 p.m.-5:00 p.m.	Seminar: "Team Building" Century Club Meeting (sponsored by Dynamo)
6:00 p.m.-11:30 p.m.	AMOA Awards Show and Banquet (featuring Kenny Rogers), Marriott Rivercenter (by ticket only)

Saturday, September 24

8:00 a.m.-3:00 p.m.	Registration
8:00 a.m.-10:00 a.m.	Seminars: "FECs: New Trends," "Legalized Gaming"
10:00 a.m.-Noon	Seminars: "Redemption Workshop," "Intelligent Payphones"
10:00 a.m.-4:00 p.m.	Exhibits Open
12:45 p.m.-2:45 p.m.	Seminar: "Selling Contracts to Locations"
3:00 p.m.	Hesch Drawing

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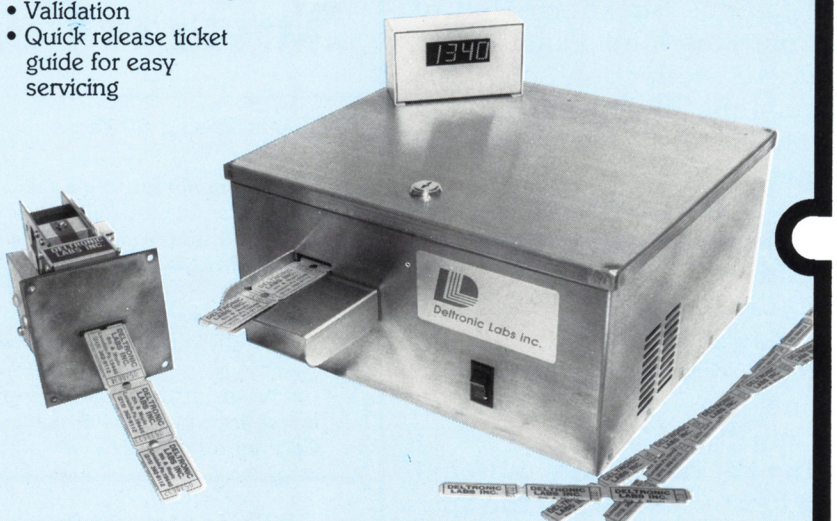

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AMOA PREVIEW

Redemption may dominate, but there'll be more

We'd be deluding ourselves if we thought the upcoming AMOA show in San Antonio would be dominated by anything but redemption equipment. We saw it just six months earlier at the ACME show, held just outside of Chicago. Someone quipped that there were more redemption games on the floor than people.

Just kidding, of course, but there was little doubt that it was a redemption show. Said one showgoer, "It's good to see all of the redemption. Most of it isn't any good, but there's plenty of it!"

"Street operators will be pleasantly surprised with the video product, which includes some promising kits."

The industry is witnessing an explosion of family entertainment centers, prompting an inflated demand for redemption equipment, the game of choice for most of these locations. Manufacturers have responded to the need for more and more redemption; we'll see the fruits of their labors in force as we walk the convention floor.

What about video games? Operators have seen the shift away from video and are not quite sure what it means. Does no one play video anymore, or are there not enough affordable ones available? One operator at ACME said, "This is scary. Where's the product for street operators? Where are the kits?"

It's a question that is being asked in all industry circles. Will we find the answer at AMOA? I think street operators will be pleasantly surprised with the video product, which includes some promising kits.

Will virtual reality reappear after a conspicuous absence at ACME? Most believe that virtual reality's time has not quite come. It reminds me of laser disc technology a decade earlier. It was awesome in its concept, but not quite ready for practical use. We saw valiant attempts at prototype virtual reality systems, but none so far have lived up to expectations.

Here's a small preview of some of the new product we'll see at AMOA. This is by no means a complete list so don't pass by any booth; it may hold the "hit of the show!"

Redemption

We'll see plenty of redemption and the lineup looks impressive. A unique concept among redemption manufacturers is showing an entire product line, not simply one or two new games. For example, Bob's Space Racers has shown the popular *Whac-a-Mole* for about 17 years now as one of its staples, which also includes *Pattie Cakes, Roll-A-Ball, Super Shifter,* and *Sidewinder.* The company has added a new bowler roller designed just for kids. It's encased in plastic for safety; the ball can't accidentally come out.

Bob's will also show its new line of water gun games, including *Rising Water* for two, four, or six players. Look for a vertical water game and a ramp water game with a variety of characters.

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I.C.E.'s Flintstones redemption game.

Lazer-Tron is showing some exciting additions to its impressive product line: *The Wave, Super Bank-It II, Flintstones, Pirate's Gold,* and *Pogger.*

The Wave is a baseball-themed version of *Aftershock.* It has new bonus rounds that allow players to win up to 100 tickets on one coin. *The Wave* can also hook into Lazer-Tron's patented Progressive Jackpot display.

Flintstones, a two-player ball toss race game featuring a patented color recognition technology, is based on our favorite prehistoric family and coincides with the movie release. Fred and Barney are the primary runners in this prehistoric track and field meet. The faster the player tosses his correct color ball in the hole, the quicker his character will run up the track. There is a special bonus hole for a competitive edge over the competition.

Pirate's Gold is a pachinko/coin game featuring a bonus jackpot and a large treasure chest that fills up with players' coins.

Pogger is a four-player rotary merchandiser, featuring Pogs or milk caps as prizes. Pogs are about 1-1/2 inches in diameter and feature different characters. Lazer-Tron will also show *Super Bank-It II*, a new and improved version of the popular *Bank-It* and *Super Bank-It.*

GaMCO, which has been making redemption games for a decade, tells us that it is not introducing any prototypes, but will be showing its current lineup, complete with new features. Look for *Dino Shoot,* based on shooting gallery games that are such a hit at carnivals and fairs; *Dream Team*, an automatic or new push-button, rapid-fire mini-basketball game that kids have been flipping over; *Boogiemen*, the newest model with over 20 added features, including a brighter purple cabinet; and *Tiddly Dinks*, one of GaMCO's highest earners that features dayglo tubes into which players flip coins.

If you love the *Flintstones* as much as most of us do, don't miss I.C.E.'s booth where the company will feature *The Flintstones,* a unique novelty game with pinball-like action designed specifically for kids. The cabinet replicates the original Flintmobile. There's a 3-D playfield featuring nine targets, five jumping characters, the Bronto crane, and the Brunsrock Bowling Lanes.

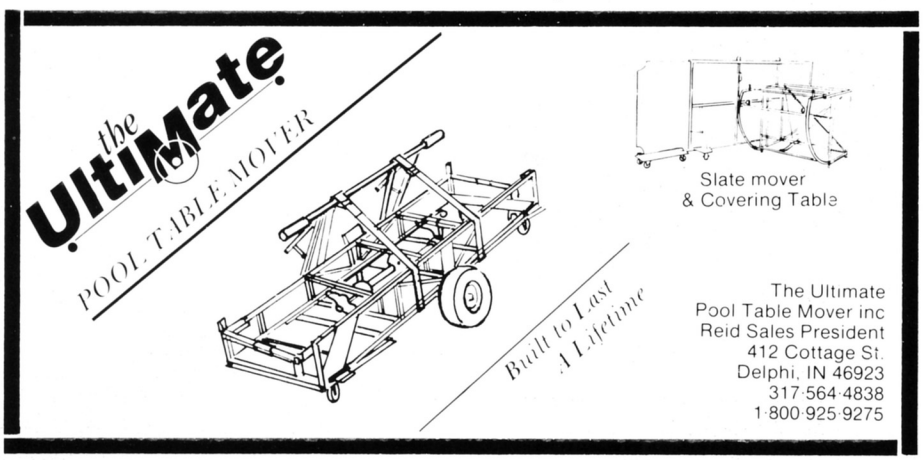
Coastal is planning some pleasant surprises for attendees. *RoboBop* has a new look with a bold yellow and red cabinet with lots of flashing lights. It's available in five languages; a new capsule vending version will be on display.

Tropical Island, an attractive round, six-player coin pusher manufactured by Harry Levy and exclusively distributed by Coastal will be previewed. The game will be available in a ticket award format. A bonus system deposits additional coins onto the play area to promote play.

Coastal's *Feed Fido* offers players a chance to launch a bone to three friendly, hungry puppies—Fifi, Fido, and Patch. Simple game play and easy scoring make it ideal for any age group.

Show Time Dancing Puppet is Coastal's interactive animated character that allows players to sing along into a microphone. Coastal also hinted that it may have three or four new pieces that are still under wraps.

Coin Concepts is also adding some new products to its superb lineup. You can stop by the booth to see new games as well as old favorites. There's *The Dealer*, a sit-down, casino-style poker redemption game with a



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Williams' **The Flintstones** pinball.

Data East's **Guns N' Roses** pinball.

chic look and adjustable percentaging.

Mirage is a flamboyant, four-player rotary with eye-catching graphics. *Froggy Jr.* is Coin Concepts' popular whacking ball launcher designed for kids (adults can't resist it either). *Jungle Tumble* is a jungle themed ping pong game where kids shoot balls into one of six slots to hear authentic animal sounds.

Coin Concepts' popular *Home Run Hitter* is a baseball themed coin roll game where players can win up to 300 tickets. Watch baseball players run around the bases as singles and grand slams are hit.

Coin Concepts will also feature *Ol' McDonald,* a kids' game challenging players to steer the farmer so he can catch falling eggs from the top of the barn; *Watch Crane*, the classic Belgian crane; *Splat-A-Rat,* a game where players bop rats on the head as they emerge from street pipes; *Dream Boat*, a 50's-themed single-, double-, or four-player coin pusher; *Flamingo,* a Las Vegas-themed six-player coin pusher; *Gold Rush*, a family-themed six-player coin pusher; and a new game that is still secret.

Bay Tek will treat showgoers to its lineup of redemption that includes *Jungle Picnic* and *Kiddie Clown* roll downs, roll downs with jungle animal and clown themes respectively; *Rock N Roll 4*, a roll down with a '50s theme; *Fielder's Choice*, a baseball-inspired roll down; *Pizza Roll*, challenging players to roll for points and pizza ingredients, and its original rolldown.

In addition, Bay Tek will highlight its new Progressive Jackpot sign that is adaptable to all of its products. There's a sign uniquely designed for each game.

Bromley has made a name for itself in the redemption arena, so get by the booth to see *Super Wheel 'Em In*, a sequel to *Wheel 'M In* with new features; *Super Rock 'N Bowl*, featuring a new sweeper to remove coins from the playfield and more new features; and *Dino Rally*, a prehistoric racing themed redemption piece.

Betson will feature *Rage in the Cage,* a basketball redemption game. In addition, Betson will debut two new coin pushers: *Dinosaur Valley* and *Gold Coast*. Betson may surprise at-

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Screen from American Sammy's Krazy Bowl.

tendees with a new game, but details were sketchy at press time.

Taito will be showing several redemption pieces. *Zoo Keeper* is a ball toss game with jungle animal sounds. *Madhatter's Tea Party,* a coin flip game, features wacky wisecracks and silly sounds from "Wonderland."

Taito's *Lucky Carnival* redemption game features a three-player shooting gallery, with a capsule dispenser with prize capsules replenished automatically. There will also be a new four-player redemption game that has yet to be named.

Benchmark, a new company formed by three long-time industry veterans, will show *Roll For Gold,* which garnered quite a bit of attention at ACME. Also look for *Boomer* and *Golden Goose,* two games the company says will knock your socks off!

Jaleco will debut *Alley Cats*, a redemption piece challenging players to knock down alley cats by rolling up to nine small wooden balls down an alley and up a ramp into the alley cat area. You'll also be treated to *Alien Command*, which combines the lively fun of screen animation with the feel of a mechanical game. One or two players fire laser guns at mechanical UFOs that are kidnapping astronauts.

If you have kids, you'll quickly recognize *Sonic the Hedgehog*, the famous character from Sega's home entertainment systems. This time the character comes to life in a redemption game, also named *Sonic the Hedgehog*, with three dedicated, interchangeable playfield options and a revolutionary operating system.

"The industry is witnessing an explosion of family entertainment centers."

Smart Industries' product line keeps growing. In addition to the must-have favorites, the company will introduce the super single *Candy Crane*, a new version of the already popular *Clean Sweep Candy Crane*. This one offers the same features and options as the original with a greater product capacity. Smart will also show *Jackpot* 4-player rotary merchandiser. This version has been updated with a polycarbonate mirrored playfield, designed to eliminate the risk of breakage and allow a smoother movement.

Smart will also feature an updated version of *Shoot To Win* and *Chuckles the Clown* basketball games. The two now have moving hoops that move in a vertical fashion, set on a random program. The highlight at Smart's booth will be its Redemption Center. The machine enables locations to offer redemption without staffing a redemption counter.

Quick Silver plans to introduce two new redemption pieces, *Hollywood Stars* and *Alley Cats,* in addition to *Turbo Pusher* and *Fiddle Stix. Hollywood Stars* is a small footprint redemption game designed for locations with limited space. *Alley Cats*, a game made especially for kids under 12, is available with ticket or capsule vend and other unique features.

If you're in the market for a crane, try the *Candy Shop* from Grayhound. Players win a prize every time. Grayhound will also feature *Penalty Kick*, a one- or two-player soccer-themed sports game. Players kick a real soccer ball at a lighted backboard for points and tickets.

AGE will introduce its new watch and jewelry crane, *The Prospector*. It features an elegant black steel cabinet with red accents and texturing. It has a red pyramidal dome with a flashing strobe light and special sound effects.

Mayoni will show its line of bulk vendors, scales, and novelty pieces. These include *Di-*

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novend, a new giant bulk vendor or gumball machine; *Ziggy the Clown*, a talking vendor that dispenses eggs, toys, rubber balls, etc.; *Fun Shuttle* and *Zord Robovend*, giant bulk vendors with voices; *Sergeant Major*, a bulk vendor with two compartments; *Mini Pinball*, a bulk vendor with a free pinball game in every sale; *Compuscale*, a state-of-the-art electronic scale; *Talking Gypsy*, a talking impulse machine; *Multivend*, a personal products vendor; and *Vend-A-Snack*, a countertop office-type food vendor.

Video games

While redemption promises to dominate the show floor, many operators will be searching for the latest video games. They'll want kits and dedicated units. Atari will feature two videos, *Primal Rage* and *T-Mek*. *Primal Rage* is a one-or two-player with finishing moves and hidden surprises. Outrageous characters come complete with acceptable non-human violence.

T-Mek is a two-player, deluxe sit-down game with a tournament package and link option for up to four players. Atari may also have at least one more game, although details were not available at press time. Just to be sure, get over to the Atari booth.

No, Capcom has not planned a new video in the Street Fighter series. This time the company will captivate audiences with *Darkstalkers*, available as a full kit, a kit for Capcom's system, or dedicated. In this fighting themed game, the action takes place among a host of ghouls, ghosts, witches, goblins, vampires, etc. The cartoon graphics make the blood and gore more acceptable. Capcom hinted that it may also have another video surprise.

SNK never disappoints those operators seeking high-earning, long-lasting video games. The company announced two new games for its *Neo-Geo* that will possibly be the best yet. "Our expectations are very high," noted a company executive. Along with those two offerings, SNK will feature *King of Fighters*, which features popular characters from three of its games: *Art of Fighting*, *Fatal Fury*, and *World Heroes*. All characters have new moves as they find out which team is superior.

Sega's Daytona USA

"Shut up and bowl," challenges American Sammy with its latest one- to four-player video kit the company says is aimed right at the street operator. *Krazy Bowl* was developed in-house and features over 29 animated scenes with realistic sounds, quick pin action, and secrets throughout the game to keep players coming back for more. Family fun centers also will be ideal for this bowling action video.

Strata is feverishly working on a number of reasonably priced kit games for the street market. "It is too early to tell, but we hope to bring at least one new game to debut at the AMOA," explained a Strata spokesman. However, the company will feature *Bloodstorm*, a one-on-one fighting game with action-packed moves and a variety of characters.

My husband would love this game! For avid fishermen and even those who don't like to be face-to-face with the slimy beasts, *Sports Fishing* is the perfect game. Sega brings us fishing fun in this sit-down video game. Catch a fish when it strikes in this on-boat fishing simulation game.

Sega will also debut *Wing War*, an aerial combat battle with eight different types of fighters engaged in heated dogfights. Natural and realistic images are made possible via processing 180,000 polygons a second.

Sega's *Desert Tank*, with real-time texture mapping, challenges players to destroy the deadly enemy tanks and foil the evil enemy computer's plan to nuke the world.

Sega will also highlight *Daytona USA*, which lets players experience what it's like to power a 750 horsepower NASCAR stocker around Daytona's high-bank turns. It's Sega's latest virtua-reality ac-

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tion game. Also check out *Virtua Fighter*, with mesmerizing polygon graphics.

Taito will show several videos: *Darius II*, a video game kit with shoot 'em up action, is on Taito's new 32-bit system. *Global Champion* is a two-player fighting kit, also on the 32-bit system. *Bust A Move*, for the Neo-Geo system, is a two-player strategy/puzzle game. *Bubble Symphony* is a two-player kit called a *Bubble Bobble* sequel.

Taito will also debut *Operation Wolf III*, a dedicated yet inexpensive street piece that is a sequel to *Operation Wolf*, one of the most popular videos of all time. *Two Minute Drill*, a video/redemption game, features digitized NFL film footage and four skill levels.

If it's fast-draw gun action you're seeking, American Laser Games has it with *Fast Draw Showdown*. It's an update of the old mechanical fast-draw games. Players go against 60 opponents for the fastest time. During the show, American Laser Games will sponsor a tournament. All attendees are invited to compete for prizes at the booth.

American Laser will also highlight *Mad Dog II* and *Shootout*, developed for its CD-ROM system; *Last Bounty Hunter*; and *Drug Wars*. In addition, the company promises three other CD-ROM kits: a futuristic sports game, a combat maze shooting game, and a flight combat game.

Jaleco will show two video games: *F-l Super Battle*, an upright driving game where players choose from three realistic race courses; and *Junior Grand Prix*, which features all the excitement of Formula One racing in a cabinet modified for children.

There's hardly a show that we don't all anxiously wait to see what Namco produces. This time showgoers will be dazzled by *Ridge Racer 2* and *Great Sluggers*. *Ridge Racer 2* is a sequel to one of the best driving simulators of the year. Up to eight players can compete head-to-head in *Ridge Racer 2*. Players can judge the distance of the drivers behind them by glancing in their rearview mirror. The audio has been enhanced. Conversion kits are available to update the original.

Great Sluggers features superstars, savvy veterans, and hot new rookies in a baseball-themed video. This one- or two-player interactive game is available as a universal kit.

"With interest in redemption games reaching a fevered pitch, it's time to take a closer look at this equipment."

Electronic Arts, which has made a splash in the home market, will debut its first coin-op game, *Battletoads*. It a two- or three-player interactive kit. *Battletoads*, a seven-level frenzy across the solar system, is also inexpensive. Also see *Madden Football*, the four-player coin-op version, which features new software.

Konami will show *Racin' Force*, a 3-D racing experience with four Grand Prix tracks to choose from and day and night driving; and *Gun Fighters*, the two-player western-themed version of *Lethal Enforcers*, which takes players back to the Wild West and challenges their marksmanship through five levels of play.

What was conspicuously missing at ACME was virtual reality. Just months previously at the AMOA show, there was an explosion of virtual reality offerings. At ACME there were none. It seemed that the virtual reality companies were regrouping and assessing the industry. Will we see virtual reality this time around?

Alternate Worlds Technology, the first company to tout an affordable virtual reality alternative, is scheduled to exhibit. Its forum is "virtual reality for the masses." The company will show its hardware and three software packages currently available. There are also at least four more programs in various stages of completion

Utopia will be demonstrating, by appointment only (214/517-3377), a new virtual reality video game system featuring an updated version of its classic Aztec "explore the pyramids" *Montezuma's Revenge*. This upright game system will be Utopia's first in a series of economical games.

Pinball

If it's a good pinball you want, AMOA may be the place to find it. Bally Midway will show *World Cup Soccer*. It brings to life the excitement of the international sporting event that's been invading the United States.

Williams has *Demolition Man*, in which a dangerous criminal and a street-wise cop, frozen in the 20th century as punishment, are thawed out in the 21st century. If you loved the movie, you'll be able to experience it again in this pinball. Williams also plans to exhibit its *The Flintstones* pinball, another game based on the lives

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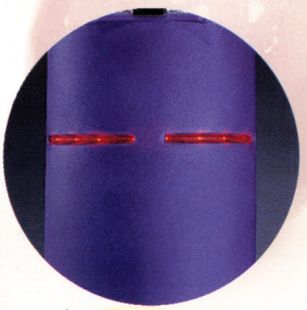

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of the most popular prehistoric family ever.

Data East will be featuring *Guns N' Roses,* based on the sensational singing group that has sold over 55 million albums. Slash, the lead guitarist of the group, is an avid pinball player who has 14 games in his home. Slash contributed to the development of the game.

Premier is bound to have some new offerings, but we were unable to find out any information about its plans for AMOA. It might behoove you to check out the booth so you don't miss seeing all the pinballs available.

That's not all

Redemption and video dominate shows, but there are many other types of equipment available. For example, Rowe recently introduced its latest *LaserStar* jukebox, The Diamante. This latest in its line of CD jukeboxes is stunning.

Rock-Ola/Antique Apparatus will feature the *Legend* and the *Rocket CD* jukeboxes with the mesmerizing full-view mechanism.

NSM's *Solid Gold* will be highlighted at its booth, along with it vast array of wallboxes and unique custom designs for every location.

If you're in the market for pool tables, you're in for a treat. Dynamo will highlight its *Excalibur,* the elegant furniture quality pool table, and its *Dynamo Pool Table,* location proven for years.

Valley will have its stunning *Image Series* line of custom decor-matching pool tables. They're available in three styles: Contemporary for modern lounges; Country for rustic locations; and Traditional for the familiar bar setting.

In addition to the vast array of equipment on display at AMOA, there will be dozens of support and supply companies displaying their wares. It's an opportune time to make contacts with these companies. With redemption reaching fever pitch, take some time to view all the items available for your redemption counter. As someone once said, "You can have the best redemption equipment, but if you aren't offering merchandise worth playing for, players won't stay in your location."

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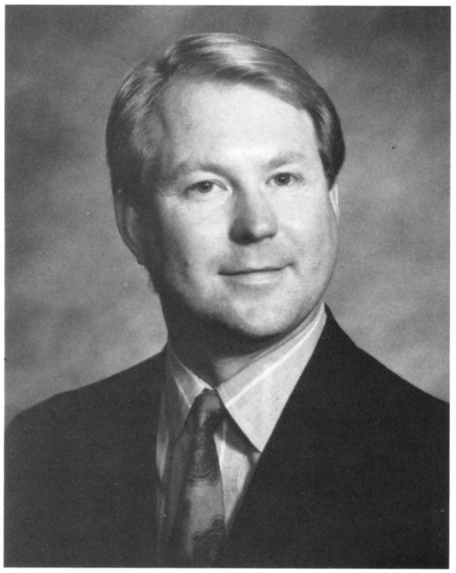
COINMAN INTERVIEW

R.A. Green III

R. A. Green III of Rosemary Coin Machine in Myrtle Beach, S.C., has spent the last year representing the Amusement and Music Operators Association as its president.

During the upcoming AMOA Expo he will be making his final official appearance as president before settling back in his office, a place his employees will be glad to see him.



As is Play Meter's tradition, we have asked R.A. to reflect back on this last year, as he hands over the reigns of responsibility to his successor, Tami Norberg-Paulsen of C&N Sales in Mankato, Minn.

Craig Johnson was referred to as the "Technology President." What words would you choose to describe your year as president?

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What did you discover to be the main concerns of operators during your year of traveling around the country?

Adverse legislation in the form of higher taxes and more governmental regulation and intervention in our industry. Also, the changing technological advances made by other entities in the entertainment field that are in direct competition with the street equipment.

Gambling is a hot topic in many states. Could you briefly describe the situation in South Carolina and how you've applied your experience when talking with operators in other states?

South Carolina faces a statewide referendum on video poker on Nov. 8, to be held on a county-by-county basis. The result of this vote will determine whether or not cash payouts on video poker machines will be legal in each prospective county. Although South Carolina has had legalized gaming on machines since the early 1980s, it has been only since 1990 that the practices of some newcomers to the game business in our local and state markets thrust our industry into a negative political spotlight.

For the last four years the South Carolina Coin Operators Association has raised and spent more than $500,000 per year on its legislative and public relations battles. That money has been raised from association members and their locations.

Having our future placed in the hands of the general public demands a totally new strategy on the part of the coin machine owner. While voter registration is certainly nothing new to us, educating the public is a new but necessary challenge that can only be accomplished by South Carolina coin owners working together as a unified group.

In speaking to various state associations across the country I have stressed that the largest enemy we face as an industry is a lack of commitment and participation from coin machine

Valerie Cognevich

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DIMENSIONS

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WALL HANGING TYPE 8 LINE, 9REEL SLOT
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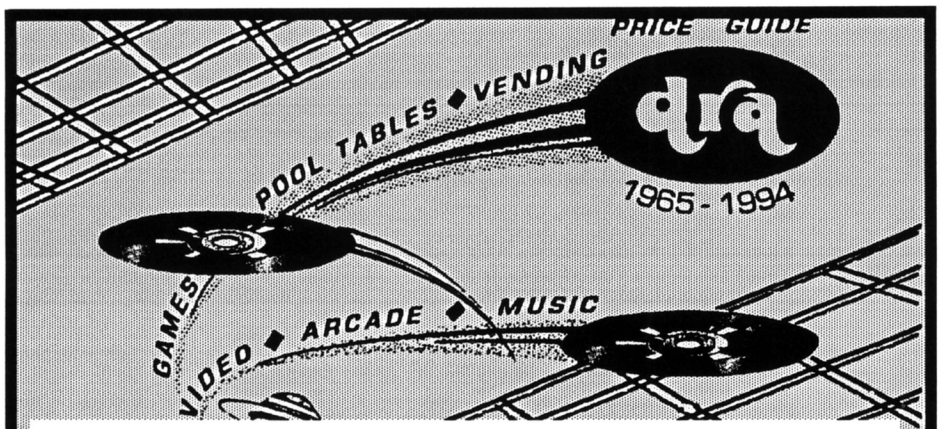

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owners in working together towards a common goal. While this is no different from any other industry, state associations and its members should realize when trying to pass pro gaming legislation that we have corporate competitors. If allowed they will leave coin machine operators out, as was the case in Oregon. Our only hope on a state-to-state basis is strong political involvement across a broad section of members of that state.

"I predict that the more progressive operator will survive and prosper in the future."

Do you think it's fair for coin-op and home video games to be lumped together when discussing violence in video

No. However, as an industry, Congress did not allow us any latitude on a separate rating system. As you know a year ago AMOA came out with a position paper against excessive violence in video games.

Is the industry doing enough to really know what the end user is thinking and what he wants? What can be done?

I am glad that you asked that question. I had an opportunity, along with eight fellow coin machine owners, to spend an afternoon with a video game manufacturer. We talked on a wide variety of subjects. The manufacturer's aim was to sell additional products in the U.S.

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market. As a group we questioned this manufacturer about his latest release. While the company had spent considerable effort in building a beautiful game and invested a significant amount of time and money in advertising it to the coin machine owners, they admitted to us that the game had never been field tested in the U.S. market.

Unfortunately, the great majority of all video products that we see are still aimed at the eight-to-18-year-old male market. If you want to see what a marketing campaign looks like and how creative it can get, turn on your TV next Saturday morning and watch the commercials promoting home video games.

Were there any surprises for you during your travels? Has your opinion on anything changed?

Yes. At a recent state association meeting I was surprised to discover that few of the owners utilized coin machine profit-sharing agreements. They still do business with just a handshake. I think that is great—but is it a wise business practice?

Let me share with you a telephone conversation I had last week. A member (who still operates with just a handshake) called me with this story: he had just lost his three top video game locations to some fast-talking salesman from out-of-state who came through taking orders and signing multiyear contracts for virtual reality machines.

Now everyone who reads this article will know that the out-of-state guy can't make any money in the long run. But that is not his goal. He is merely a biz-op guy who will set up a small string of accounts, put an ad in the newspaper, and sell this over-priced equipment to some novice who knows absolutely nothing about our industry. The location will be lost, the investor will lose, and the biz-op guy will be selling shares to a gold mine in South America next week.

Your only defense is to sign your accounts up now and treat them as well as if you did not have the agreement. The smile and the handshake still works. The agreement just keeps the bad guys away.

Is AMOA doing anything to help people who need information about the industry?

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port is now being published and will be sent to members of the press, state association executives, and all members of AMOA. AMOA's Government Relations Committee, chaired by Tami Norberg-Paulsen, has recently compiled a press packet to help state associations answer questions on state and local levels concerning violence in video games. Each month the committee is sending out a broadcast fax to all of our members. This publication deals with pending federal legislation that affects our members.

AMOA's Legalized Gaming Committee is publishing the Video Guide Post monthly. This publication, which goes to state executives, AMOA board members, and state regulators across the country, deals with the gaming industry and how it relates to us.

What are some programs, other than NANI, that AMOA is focusing on?

In the coming year you will see AMOA expand its support to charities. For example, we will be helping fund Give Kids the World, a non-profit facility in Florida that deals with the last wish of terminally ill children.

In addition, you will see a marketing campaign to enhance AMOA's role in the business world. Your incoming president has a marketing degree and intends to use it. AMOA's Technology Committee will continue to be on the lookout for new and innovative opportunities for our members.

How is NANI progressing? We've heard rumors that the ultimate goal of the NANI technology is to download games into locations. Is there any truth to it? What is AMOA foreseeing for the future of NANI

NANI is progressing daily. We have taken the time and care to make sure that this product, when brought to the marketplace, will be fully tested and cost effective.

No, the goal is not downloading games. NANI's ultimate goal is to provide a network to take our members into the 21st century. By embracing this new technology we can increase our bottom line not only through additional coin drop but by capitalizing on new revenue sources of advertising and couponing.

The downloading of games will no doubt happen one day, but that day is quite a way off. I

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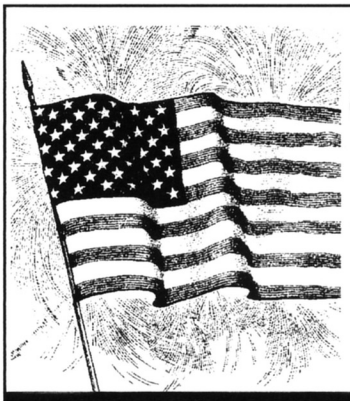

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recently saw a poll that revealed that less than 10 percent of our members are computerized. As an industry we are operating high-tech 1990s equipment and tracking it with a 1950s paper system

Participation in NANI will require a computer in the coin machine owner's office, not for the downloading capabilities but for monitoring game play.

NANI should be limited only by our imagination.

Where do you see the industry in five years? In 10 years?

As an industry I don't believe we have fully penetrated all of the markets available to us. While I think the number of units on the street will increase in the future, I see a decline in the number of coin machine owners.

"The downloading of games will no doubt happen one day, but that day is quite a way off."

As our industry becomes more technically sophisticated and competitive, many of the coin machine owners who are not willing to adapt to change will be forced from the marketplace.

In speaking to people around the country, I generally identify two camps: the people in our business who are content and want nothing to change, and the more progressive owners who welcome the change with great anticipation.

I predict that the more progressive operator will survive and prosper in the future.

In answer to an operator's letter we both received, is the way AMOA chooses board members fair? He had some thought-provoking points about why someone should be chosen based on ability rather than simply where he lives. After all, AMOA is a national organization working together for the good of the industry as a whole. What difference does it really make where someone lives?

You are correct, AMOA is a national organization working together for the good of the industry as a whole. However, to maintain proper geographic representation from across the country, our bylaws specify that only three members from any state may serve on our board of directors at any one time.

We should remember that AMOA deals with national issues on a federal level. We need a broad base of representation on our board in order to cover all of the political bases. Elected officials listen to their constituents and could care less what someone from another state wants or thinks.

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An open letter to AMOA

This is a letter that Steve Piantieri sent to AMOA president R.A. Green after a conversation with him about AMOA's board of directors selection process. Green's response is found in the accompanying interview.

This letter is written in response to the conversation we had while walking through the Orlando airport during the FAVA/FAMA trade show in April. I appreciate you giving me your time and attention to explain AMOA's criteria for board member selection. I have a different opinion and wish to share it with you. As a proud Italian-American I enjoy a controversial confrontation between respectfully intelligent people.

Concerning AMOA's primary determinant for choosing prospective board members please let me know which states have had poor representation so that I may take residency there.

It is unfortunate, but evidently true, that a passive, poorly motivated, nominally qualified third-year AMOA member from a state with relatively little amusement activity has a much better chance of serving on the board than does an adamantly aggressive, second-generation, long-standing AMOA/MOA member that is well-informed and actively involved in his state association, but from an already well-represented state.

Just as our U.S. government has 100 Senate members, they also have 435 or so members of the House, a non-homogenized representation of effort. There are a handful of states that are home to the majority of our amusement activity. AMOA would be best served by being well-represented by members from these states.

I run my route like AMOA should run its board of directors selection process. I earn the most money from proven equipment in well-established and highly-frequented locations. If I place unknown equipment into questionable bars, I don't expect much from them. AMOA would accomplish more and better projects in less time by enlisting the efforts of truly interested members regardless of their locale, rather than trying to spoon the sauce of talent over all 50 states. My analogy can be simplified by saying that I choose the best equipment for my better locations, while my mediocre locations get the used equipment.

"I run my route like AMOA should run its board of directors selection process."

Setting equipment in a yet unsaturated area of town is of no importance to me. I believe that all board members do the same. I wish that AMOA would use this criteria for determining its choice of applicants for inclusion on the board instead of filling in some blanks with the hope of making something from nothing in the name of distributing the resources. Let's face it, if it were the NBA you wouldn't care what part of the country the player came from as long as he was the best choice for your team.

The criteria currently being used, that of choosing members based on which state needs representation rather than a member's ability, undermines AMOA's code of ethics, which states: "...the spirit of competition has been so deeply embedded within each human being (especially a street route operator) as to cause it to enter into and influence every transaction...We recognize fair and ethical competition as a means of making our industry more efficient and to stimulate the greatest possible service to the public."

A potential board member must build himself up via his continuous involvement in his state association and other structured charitable and social organizations, honing his interpersonal skills and being at his zenith if and when he chooses to continue his climb up the convoluted AMOA ladder. Likewise, the AMOA has a yearly window of opportunity which must be met in order to assure itself continued quality representation in the future. The timing of the two is crucial.

AMOA has removed a portion of my impetus for any ascent in its parody of government decision-making, based not on an applicant's ability but on need—the government's or, in this case, AMOA's perceived need to disseminate the goods. If I choose not to rotate quality equipment into my better bars (i.e. those states that have been at the forefront of crucial industry issues and have repeated representation on the board; Florida is a good example), I may lose that opportunity by allowing someone else to set my bar. A disgruntled but talented AMOA member may move on to wherever his talents are more appreciated. Both parties therefore risk missing this window of opportunity.

Steven Piantieri
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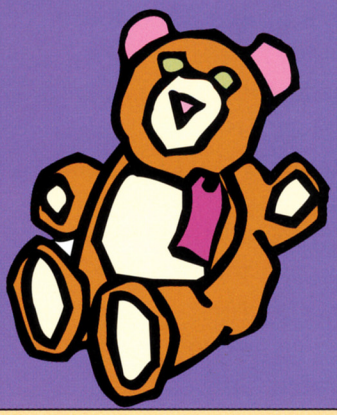

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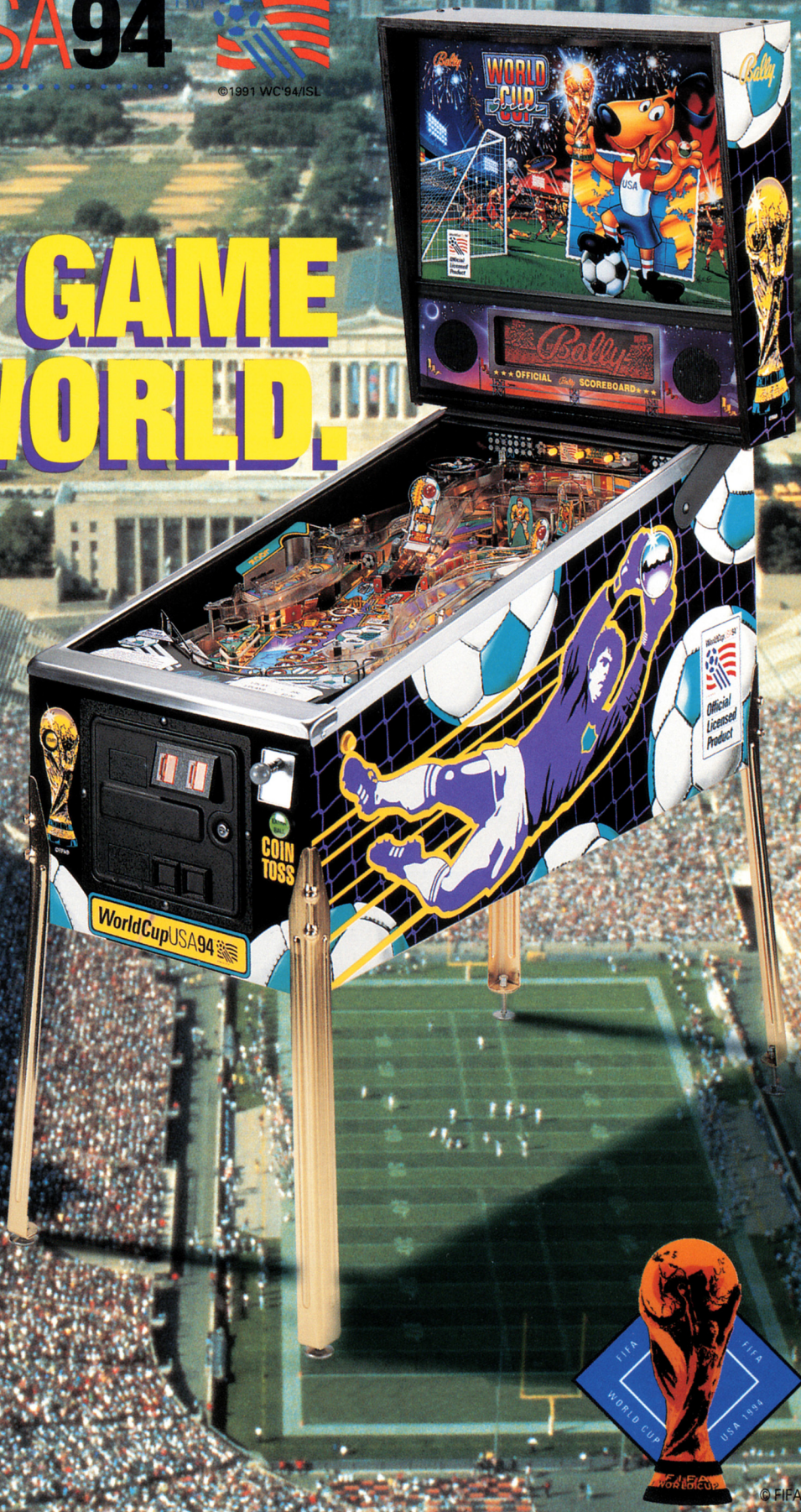

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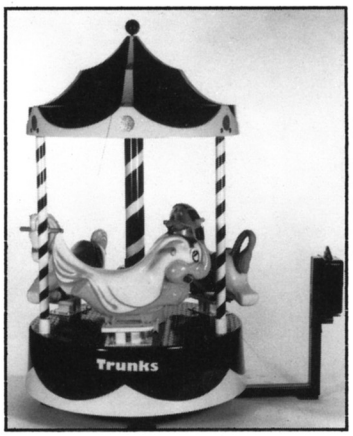

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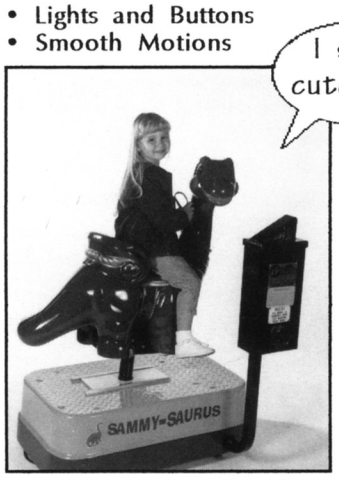

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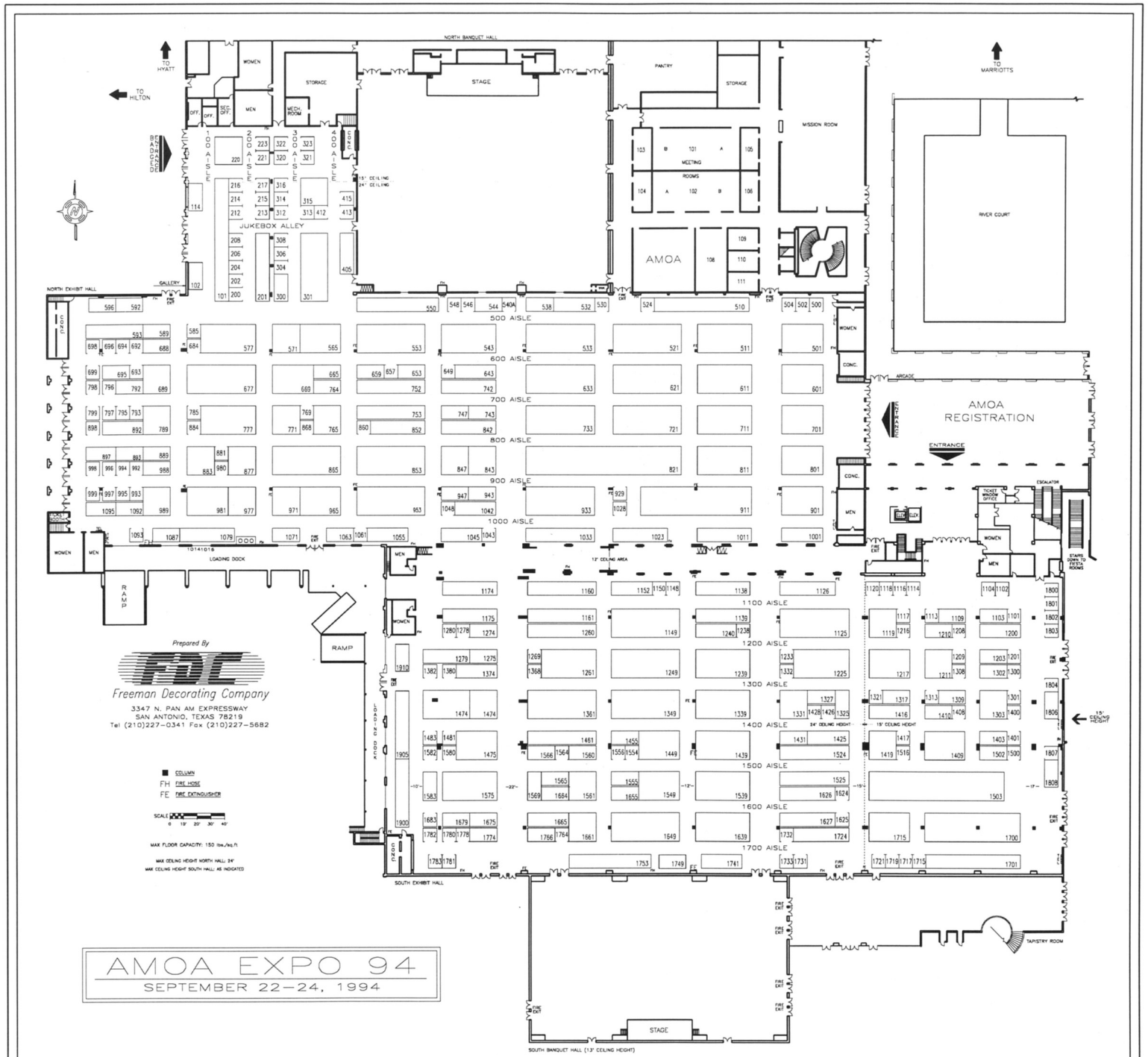
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GUEST COMMENTARY

Revisiting the issue of video game violence

Louis Boasberg
New Orleans Novelty Co.

I have written many articles defending the alleged violence in video games; let this be the last hurrah on the subject. Video games and movies are not real war, they are games and entertainment. War is war and real war is immoral and evil. There is nothing noble about war at any level

There is no reason to think that playing a video game, reading a book, or watching a movie about war will influence a carefully taught child any more than reading a liquor advertisement would make the child drink a glass of bourbon.

The average American parents are always shirking their duty and forever depending upon schools, teachers, the police, the state legislature, and Congress to make their children honest, upright, law-abiding citizens. But it doesn't work that way. If a youngster does not get the fundamental difference between right and wrong from his parents in his formative years, all is lost.

Whenever local, state, or federal legislative bodies take up the subject of censoring books, movies, video games, and records, these are all tactics. Publicity stunts to divert the minds of the public from the real business at hand. Attacks on the above mentioned subjects make great viewing on the evening news and interesting reading in the morning papers. And of course, such moves are praised by the "fire and brimstone" religious fanatics.

They are not interested in anything except video games, which give our youngsters a chance to be heroes, martial arts experts, great warriors, crack shots, knights in shining armor, or super wrestlers, boxers, or quarterbacks. Playing such video games today merely brings the old game of cowboys and Indians up-to-date.

There are many who condemn the violence in video games that show the loss of limbs, heads, and other body parts. But let me remind you that this is fiction. If we ban the aforementioned video games, we would also have to ban such literary classics as "The Tale of Two Cities," "The Scarlet Pimpernell," and others that vividly describe the guillotine beheading aristocrats.

If we condemn and advocate banning video games, we certainly would have to have another book-burning and throw into the fire "War and Peace," the story of Joan of Arc, and thousands of others that depict man's cruelty to man.

When politicians take up the cudgel of loud but well-financed minorities, it distracts the public from their fund-raising schemes, penchant for accepting favors from lobbyists, and ineptitude in understanding and doing something about real problems such as poverty, immigration, housing, and the homeless. It is much easier, and generates more publicity, to condemn certain video games, books, movies, and records.

Has there been any decrease in witch hunts since ancient and colonial times? How well all of us remember the witch hunt conducted by Congress against the movie industry when every writer, director, and actor who espoused a liberal cause, and who stood up for human rights, was branded a Communist.

Those declared guilty were not condemned to Devil's Island or jail. Worse, they were deprived of earning a living in the movie industry. A fanatic or extremist on any subject is dangerous and should be schooled in the rules of tolerance and the philosophy of "live and let live."

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OPEN HOUSE

Canadian Coin celebrates anniversary

Canadian Coin Machine celebrated its fifth anniversary with customers and friends at a gala open house barbecue held in June.

"I can't believe it's been five years already," said general manager Jim Niblock. "It was tough starting from scratch but we did it thanks to a loyal staff that has been a vital part of our company since the beginning. I'd really like to thank Judy, Ian, Par, Will, and Hau for being there."

Canadian Coin Machine prides itself on its service, which the company credits for its success. "From the start, we knew we wanted to focus on service and that's just what we've done. Our customers know that they are important. They also know that we will support them any way we can," explained Niblock.

The turnout for the open house was impressive. Customers from as far away as Alberta joined the Canadian Coin staff for a day of celebrating, enjoying a look at the latest in equipment, chatting with many manufacturers' representatives, and chowing down on some of the best barbecue around.

Niblock said, "We appreciate

Colorful balloons added a festive touch to the anniversary party.

Redemption factory representatives, (l-r): Meltec's John McEwan, Skee-Ball's Mark Young, ICE's Greg Kania, and Coastal's Bobby Keelyn.

General manager Jim Niblock with Atari's Elaine Shirley.

Factory representatives, (l-r): SNK's Mark Chan, Fabtek's Steve Ward, and Sega's Doug Shipley.

Data East's Joe Blackwell (l) and Pete Gustafson.

SNK's Mark Chan (l) presents one of a dozen door prizes to lucky operator Larry Gerber of Troy Vending. Canadian Coin Machine's Jim Niblock looks on.

the good turnout of customers. We had plenty of product to show them. In fact, we had to borrow extra power from our neighbor to keep everything running! We also appreciate the support we've received from our suppliers over the past five years. This was a good opportunity to show them our fine city and thank them."

What does Niblock see for the future? "We are very glad we chose to get into redemption. We are considered redemption specialists in this area because we did our research and made positive decisions."

Will Canadian Coin Machine be around for awhile? "You'd better believe it," exclaimed Niblock. "Let's just say that we signed a renewal on our lease. We're here to stay!"

American Laser Games' "bounty hunters" Jim and Stan Jarocki with Brad Downer (l) of Johnny Zee's Amusements.

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TWENTY YEARS AGO

I remember it well

When I saw that Play Meter was celebrating its 20th anniversary, I dug out some of the early issues. I vividly remember one in particular because it almost wiped out Play Meter before it could get started!

The first two issues were regarding the outgoing and incoming MOA (then) presidents. At that time the issues were thin (ads hadn't started to come in yet), so the interviews were almost the whole issue. The third interview was me. Fred Granger, who was the director of MOA, went ballistic. He figured that he should be the one getting all the recognition. He was screaming at the board meeting, knocking the magazine.

Poor Ralph (Lally, Play Meter founder) needed ads to continue and poor Sonny (Albarado, the first managing editor) was scared he'd made it rough for Ralph. We were giggling, thinking that we finally hit the mighty Hitler's ego. Fred eventually became a great fan of the magazine when every issue would say, "...and Mr. Granger reported."

Sonny picked me for the interview because New York state had such a rough time after I testified for Bobby Kennedy in 1957. Each year the state put in heavy per machine taxes to punish "those mobsters." (Actually, I didn't realize until five years later that it was an extortion scam!) It stopped the following year when I put in a licensing bill to make sure no mobsters were in our business. In all the years that bill was in place, there were no bills against us.

But we got caught up in a battle over sales tax and had to fight that up to the Court of Appeals. It has stuck ever since and even helped New Jersey when it copied the New York state bill.

I recall when we legalized pool tables. Someone asked me why I was fighting for smoke-filled rooms with bookies and mobsters. Now, when I see svelte young women playing pool and 250 pool professionals (some earning six-figure salaries doing commercials), I wonder who would say that about pool rooms to me today.

Legislation against us (for money) was always with the excuse that they must punish those shadowy people who were destroying children with pin games. I had never played a pin game—or any game—but I decided to set up the first state tournament to "undemonize" the pin game to stop adverse legislation. The publicity was great. Newspaper reporters were shown competing on TV the first night, which was for them. Legislative aids were asking for applications.

It was in the middle of all of this that Play Meter contacted me about an interview. I was the state association president and the first MOA director, so it was not out of line. But I'll never forget nearly blowing Ralph's dream for a magazine.

I'd just like to say that I'm happy for all of you and for all who enjoy Play Meter. I'm sure that Ralph has a beautiful awareness of its success.

Millie McCarthy
Catskill Amusements Inc.

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COMPANY PROFILE

Utopia Technologies

To envision, design, and market a quality video game that the public will embrace and put lots of money into has remained one of the greatest challenges in the coin-op amusement industry.

But that challenge was met early by two youngsters who grew up down the street from each other in a New Jersey suburb in the 1970s. Before college, and even high school, Robert Jaeger and Steve Bergenholtz were already working with sophisticated computer programs, designing high-tech software for video games.

Robert Jaeger (l) and Steve Bergenholtz review the art work of one of the new characters for an upcoming virtual reality game.

Today, they are co-owners of Utopia Technologies Inc., a software development firm with offices in Plano, Texas, and New York City. Utopia creates video games, from concept to completion, for licensing to the amusement industry.

Like many of his peers in the late '70s, Jaeger became fascinated with video games. But instead of hanging out in the local arcades with friends, Jaeger spent much of his time immersed in books teaching himself computer programming.

"I knew at an early age that this was what I wanted to do," said Jaeger, 27, now president and chief game designer for Utopia in New York City. Although there were few books available on such a relatively new topic, he was able to learn enough to begin programming some simple games.

By the time he was 15, Jaeger was discovered by Parker Brothers at a consumer electronics show in Chicago. Company officials were so impressed with Jaeger's software designs that they licensed his game, "Montezuma's Revenge." The game remained as one of the top 10 games on the home video market for several years. It is still being sold today.

Although he was only 15, Jaeger said he wasn't really surprised at Parker Brothers' interest in *Montezuma's Revenge.*

"I knew the game was going to be a hit," said Jaeger. "It was actually more overwhelming when they sent a limousine to pick me up. Having a big company roll out the red carpet for

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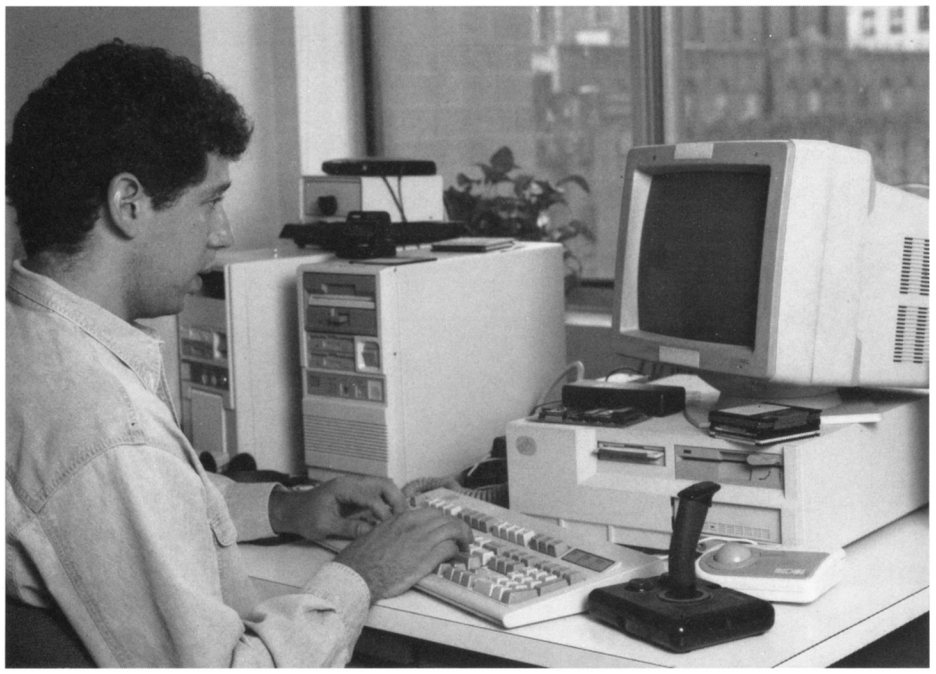

Jaeger creates software at his programming workstation at Utopia's office in New York City.

a 15-year-old, that was nice."

Meanwhile, Bergenholtz, now 28 and vice president and marketing director for Utopia, was working in his area of expertise, product development and marketing.

The relationship has worked out well for the two. Soon after Utopia was founded in 1992, the company landed a contract with the Norcross, Ga.-based U.S. Games, a worldwide leader in the countertop game market.

Work days are long at Utopia, often going from 14 to 16 hours straight into the early hours of the morning. While Jaeger coordinates game design between the artists and the programmers in New York, Bergenholtz is usually busy gearing up for another software project by compiling market research and other documentation in Texas.

On weekends, Bergenholtz is often on the phone with arcade owners and route operators across the country offering insight and exchanging information.

"We're striving to do things that have not been done before," Bergenholtz said. "New concepts, new ideas. We're not looking at doing the same kind of game over and over again.

A new game starts with a concept. Jaeger, who is also an artist and musician, said inspiration can often strike at unusual times.

"Many times I've woken in the middle of the night with a dream that eventually evolved into a game," he said. Jaeger always sleeps within reach of a notepad, so he can capture the moment on paper. Jaeger will often take the notepad with him during the day, or when he goes out.

After an idea is born, Jaeger and Bergenholtz start on a storyboard, or story line, which is a general visual outline. This process usually involves about 100 artist sketches. But at this point, the game is far from completion

"Typically, from the time of storyboarding to the time of the completion of the project, it looks like two different products," Jaeger said. "Games tend to evolve. As you're creating or writing the code, you come across new ideas and then you realize that some of the things that you wanted are just not possible to do.

Bergenholtz tests the second release of Countertop Champion with touch screen Solitaire.

Users' Reports

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"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

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Coin	Capacity	Coin	Capacity
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Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
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"I've never actually started a project and had it look exactly the way I originally intended." The exceptions have been straight-forward ideas, such as the pool and bowling games in *Countertop Champion.*

Bergenholtz said good ideas are often discarded because market research indicates that the game simply won't make enough money. "Before we dedicate a year to a project, we want to make sure that it's a winner," Jaeger said.

The development of a piece of software can often take up to a year and even longer.

The software design business has been a big money-maker for Utopia. When Jaeger began to study the market in the late '80s, he immediately recognized a void.

"I realized there was a lack of good countertop games," he explained. "The ones on the market were outdated and inadequate for today's technology."

So Jaeger and Bergenholtz continued their research. They interviewed distributors and route operators across the country getting input on what games and features they would like to see in countertops. One of the main requests from route operators, Bergenholtz said, was to make operator controls that were easy to use.

"We began designing a countertop video game system with all the diagnostic and accounting features that could be used through a touch screen-user interface, without the dip switches or jumpers to adjust," Bergenholtz said.

Countertop Champion utilizes all off-the-shelf components. Bergenholtz said this idea saves thousands of dollars and countless hours in designing and manufacturing custom hardware.

"It's the only countertop on the market that's 100 percent route operator-controllable via the touch screen," he said. "There are no dip switches or buttons inside. Everything we do is operator-friendly."

Utopia and U.S. Games soon unveiled *Countertop Champion.* It has more than 50 games, including bowling, pool memory master, quick draw, blackjack, and trivia games.

The touch screen Countertop Champion.

Utopia's second release of *Countertop Champion* now includes Solitaire. At AMOA '94 in San Antonio this month, Utopia plans to unveil its newest countertop release, which will include 3-D golf, concentration, fortune teller, finger painting, a Wheel of Fortune-type of game, and more.

Jaeger said Utopia is creating a new line of redemption games for the same reason it developed *Countertop Champion.* "Because all of today's redemption games are based on old computer technology," he said. "The coin-op industry needs to modernize itself in order to stage a strong comeback."

Utopia updates its software twice a year to include new trivia questions, new games, and variations of existing games, Bergenholtz said. The company provides a minimum of 45 days of field testing before the release of any new software product. Utopia places a prototype of the game on location for testing and asks for feedback from players for modification, he added.

Utopia is designing software for several other industry segments, including virtual reality, video redemption, CD-ROM, upright videos, and other innovative touch screen games utilizing high-quality graphics. The company is already in the process of mapping out original video redemption games. Within the next few months Utopia expects to release a new project that will put a new twist on the virtual reality market.

In addition to developing other original ideas, Utopia has been in contact with representatives of NASA in developing virtual reality games using government patents in the arcade arena.

Since the late '70s, the industry and its games have become much more sophisticated. With that advancement comes the need for specialization. "Today's games require specialists to do individual jobs," Jaeger said.

In order to remain competitive with the home video game

market, the coin-op industry must keep coming up with new innovations and ideas.

"The home video game market has developed some excellent games," Jaeger said. "Therefore, instead of releasing the same game under different names, the coin-op industry must develop new concepts and ideas that are better and/or different in order to compete."

With the ongoing specialization of the industry, Utopia is filling a much-needed niche. "There is a trend, and I've heard of situations where staffs of programmers have left big companies to start their own development companies," Jaeger said.

"Typically, programmers, artists, and game developers in general don't fit into the standard corporate mold," Jaeger offered. "The corporate structure isn't conducive to great creative work."

"In order to remain competitive with the home video market, the coin-op industry must keep coming up with new innovations and ideas."

Utopia is in the process of finishing a top-of-the-line 3-D graphics engine to be used as the heart of the company's future games. Utopia is using a stereoscopic 3-D technique on the new engine, in which two images are combined into one, creating the illusion of depth—or virtual reality. The project has been in the works for almost three years.

By using techniques such as this, Utopia intends to successfully bring affordable virtual reality into the coin-op business within the near future.

"Our goal is to make Utopia the industry's leader in software design and development," Bergenholtz said.

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THE OUTER LIMITS

Virtual reality update and a few surprises

The Digital Equipment Corp. announced in late June that its Alpha AXP computers will power a new virtual reality commercial entertainment system, which features interactive, real-time, 3-D virtual reality capabilities. This new system will offer a great deal of power.

"A new motion platform will allow for physical feedback, something missing in most of today's virtual reality experiences."

The system, from SyberTrek AG of Zurich, Switzerland, is called the *SyberLine One*. It will be based on the DEC 3000 Model 600 Alpha AXP workstation running the DEC OSF/1 operating system, and is equipped with two 3-D graphics accelerators from Kubota Graphics Corp. *SyberLine One* made its debut on June 15 at Alcatel STR's virtual reality symposium in Zurich's Technologypark.

The *SyberLine One* player's helmet displays interactive 3-D impressions through two small eye-level monitors. Head movements are detected by helmet sensors, which tell the unit how to move the image seen by the player.

A joystick creates the sensation of flight, while an audio system provides stereo sound. The flight game, "On the Edge of the Universe-Watchdog 7," was demonstrated at the symposium. This game allows a player to fly through canyons, ward off enemies in the air, and defend space stations. The systems are linked, so participants can play against the computer or against each other.

SyberTrek AG, a technology leader in virtual reality simulation systems, is also exploring industrial market applications such as flight simulators.

Look for similar product from Merkur Splelothek. It is part of the Gauselmann-Group, the largest coin-op amusement machine producer in Europe with 3,500 employees and 1993 revenues of 917 million DM. With these connections to the amusement industry you may soon find such equipment in real use.

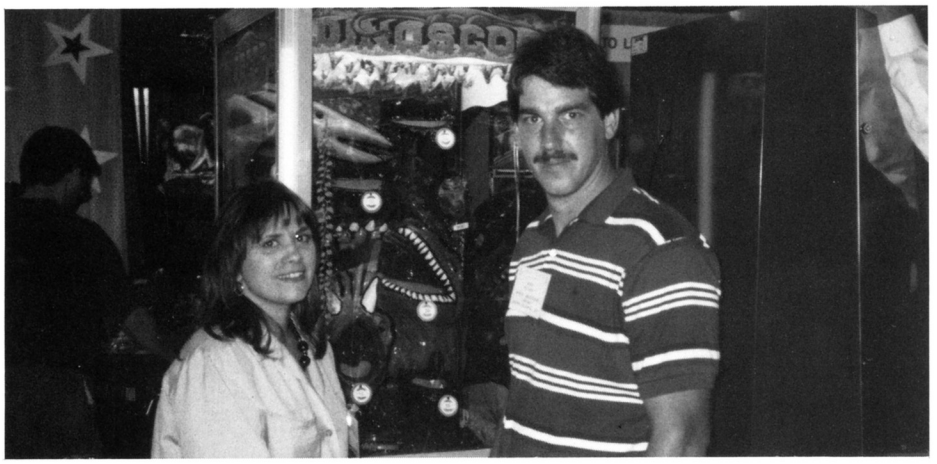
(Digital, the Digital logo, VAX, and AXP are trademarks of Digital Equipment Corp.)

Eye on the future

Another company to watch is Amusitronix, a high-tech entertainment company specializing in virtual reality. The company unveiled some of its technological marvels at the PC Expo on June 28.

Amusitronix offers immersive virtual reality systems such as *CyberCycle* and the *Virtual Hanglider*. Its systems include proprietary software and runs on Pentium-based PCs by using a head-mounted display and position tracking. The systems provide a first-person virtual experience.

Dave Stubblefield



Debbie Gonzalez of Planet Earth shows Dinoscore to Mike Miller of State Amusement at the PAMMA show in July.

Amusitronix is working on a motion platform to be used for ride simulation. This will allow for physical feedback, something missing in most of today's virtual reality experiences. 3-D audio will also be a nice improvement. Look for more from this company soon.

Home games improve

Here's a sneak peek at Nintendo's *Ultra 64 Game System*. Word out of Redmond, Wash., these days is that Nintendo will be ready for action in the fall of '95. Its 64-bit 500 MHz RAMBUS technology should, if it lives up to claims, smoke everything now in the home game arena. The target price will be less than $250.

This new RAMBUS technology should allow Nintendo to process from memory at a transfer rate clocked at 500 MHz (compared to the current rates of 40 MHz to 66 MHz). If the stories are to be believed, this system will really cook. We'll wait and see.

Redemption notes

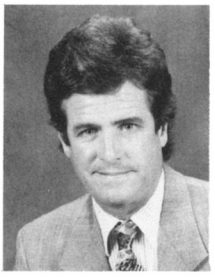
Dinoscore is a redemption game worth mentioning. It seems to be one of the hottest pieces around. One unit I tracked over the last few months captured a high of more than 11,000 tokens (25-cent value each), with an average of more than 7,000 for the entire sample.

The secret to this game's earning power is that you shoot tokens at targets in the game. The units do come from the factory set for fairly high payouts. The one I studied paid out about 11 tickets per token, with each ticket worth about a half-cent. The payout was lowered to about seven tickets per token without a noticeable drop in revenue.

The only fuss I have about this unit is the cabinet construction. It could stand to be a little stronger and the plastic work could be done better. But the proof is in the weight of the bags you carry away to be counted.

This is a redemption game and as such won't suit everyone. I also fear that the same game without the redemption aspect would be a less than worthwhile piece. However, if you do redemption, give this one a look!

As always, I wish you good games and big profits! See you at AMOA '94 in San Antonio.



QUARTER NOTES

Educating your accounts equals money saved

All of us in the coin machine business have to deal with a serious problem: games that are needlessly put out of order by someone at the location, which creates unnecessary service calls.

If we could at least reduce the number of times this occurs, it would result in:

1. Money saved: You would not have to dispatch a service person, which wastes time and mileage.

2. Money earned: The games are in service, not out of order, sometimes without being notified for days.

"It is much easier to teach someone how to behave if you don't first have to break bad habits."

To cope with this common problem, we must examine the reasons that locations are so quick to pop on an out-of-order sign before trying to do anything to correct the problem.

One sure reason is that employees find it the easiest thing to do. They will put up an out-of-order sign merely because someone said that a game was not working properly, never having investigated for themselves. A game with an out-of-order sign is one less thing for them to worry about.

Unfortunately, there is a mood of ineptitude sweeping across this country and this plays right along those lines.

Another reason a game is put out of order too quickly is because people outside of our business tend to regard amusement games as mysterious and awesome. A person with enough sense to run a convenience store or a bowling center is certainly qualified to take a few minor steps that would keep the games up and running. However, being afraid of the games and thinking that every malfunction is a mammoth problem leads them to place that sign at the slightest hint of trouble.

If we consider these two factors and correct them, the rest will follow. The first thing is to get the proprietor directly involved. You'll certainly get his attention when you remind him that if you aren't making money, neither is he. He should then be eager to help. But remember that he is unschooled in this area. Maybe all you can hope for is that he'll make sure you are called when an out-of-order sign is placed on a game.

We can reduce the frequency of these occurrences by teaching our accounts a few simple things that can be done before placing a game out of order. Just like the military and giant manufacturers, you can break down a task into such small increments that even a mouse could perform them. I'll save that discussion for a future article. Remember that we are not trying to make technicians out of anyone, so keep things real simple.

The best way to teach locations these tricks is with a hands-on situation. Seeing is believing. Each location needs to be treated differently depending on the equipment that is there. Why spend time on equipment that they don't have and may never come in contact with. At the end of your class you should have a little quiz. Do something like put one coin in a game that requires two to start. Then ask what should be done

Rich Holley

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because the game won't start. They will be so proud of themselves for solving this minor problem that self confidence will be built and the anxiety reduced.

Obviously, there are many ways to skin a cat. But all that matters is that in the end your accounts will no longer feel overwhelmed by the games and will have performed some basic checks before calling.

The following is a checklist that you can leave at each of your locations. Tack it to a wall where it can easily be accessed. I suggest modifying this list to include only the equipment that pertains, particularly at your smaller locations. Each item on this checklist should have been covered in your mini seminar with the location. I will expound on each one in the following paragraphs based on my experience. I am sure that everyone will have experiences of their own not covered here that can be added to the list.

General

1. If it has a plug, unplug and plug back in. Unplugging and plugging in a game will often cure problems related to electrical interference, but most of all it will ensure that the game is plugged in.

2. Is the power switch in the "on" position? How many times have you sent someone on a 20-mile round trip service call to turn the power switch of a game on? The person closing up at night may have turned the game off and, of course, without checking, it is assumed to be out of order.

3. If one coin slot is jammed, put a screw in it and use the good one(s). A phone call would not hurt. When God created amusement games, he put more than one coin slot on most of them for a very good reason. I leave screws along with a little WICO screwdriver in a baggie at each location for this purpose. If tape is used, there is a good chance that someone will pull it off.

4. The complaint is that the game is eating quarters. Does the game require two coins to start? Did the customer press "start" button? Put coins in and check for yourself. Do not just give the customer his money. Remind your locations that they will be gladly refunded for any money given back to customers.

Here are some other tips to pass on to your locations:

1. Always have signs on games that require more than one coin to start. That does not mean that everyone will read it, but you'll save time on the ones who do.

2. This may seem obvious, but not all people realize that they have to press a start button, especially on pinballs.

3. Encourage accounts to physically put coins in games that are supposedly eating quarters, as opposed to giving the money to the customer. Never question refunds. Believe me, it is cheaper than putting the game out of order.

Here are some tips for specific equipment. Remember to exclude those sections if they do not apply to your location. If you have too much information that does not pertain to the location, they may not take the time to wade through it:

Air Hockey: If the puck is not coming out, remove the end cover and clean out the debris. The most common problem is foreign objects such as coins or candy jamming up the end slots. When the game is placed on location, remove two screws from each end so that the two remaining screws across from each other are all that holds the end covers on.

Make sure that all the screws have the same kind of head. Leave a screwdriver with the location. You stand a much better chance of them cleaning out the ends with only two screws to remove than four. You should also make them aware that air hockey games do and will jam on the ends on a regular basis. It comes with the territory. Leave a spare puck with the location in case of theft.

Bill changers: If they won't accept bills, do one of four things: a) open the validator and remove the stuck bill, and remove any foreign material; b) make sure the harness is firmly attached to the validator; c) check to see if the hoppers are almost empty; and d) check to see if there are coins in each hopper.

Many bill changer problems are caused when money is being removed or hoppers are being filled. The person performing this is usually a little careless and sometimes disturbs the harness that is attached to the validator. The other problem is that the changer starts to give incorrect change and then puts itself out of order when the hoppers are almost empty. Not everyone has a key to the change machine and may not realize that this is the case. Before calling, the person in charge or the person with the key should be informed.

Darts: If the game is not giving the correct score, determine whether the customer read and understood the instructions. Try the game yourself. You will be gladly refunded.

Seems like this shouldn't happen, but it does. Teach your locations how to play. Not only will they be helpful to the customers, they may drop a few quarters themselves.

Jukeboxes: If songs are skip-

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ping or being rejected, tape a sign to the jukebox that says "Do not play song #_____. Then call in the problem. Do not put the entire jukebox out of order.

Does this sound familiar? Some of the records on a jukebox are skipping. I suppose you would have to be a mental giant to think of writing down those songs so that they could easily be replaced. Or is that just the way it is?

Pinball: A ball is stuck. Turn the game off and shake the ball loose. Turn the game back on. (Please note where the ball stuck so that a service technician can inspect it the next time he is in.)

Many times balls get stuck due to a freak shot or just because that is what pinballs do. Using the shaking technique has about a 50 percent success rate.

Pool/Foosball: The balls are stuck. Use a service key to unstick the balls and remove any debris.

Leaving a service key for these type of games makes all the sense in the world. However, it touches a nerve with some operators. Let's suppose that a particular account abused their privilege of having a key by allowing customers to play $20 worth of free games at happy hour. This is not something I agree with, and I believe it should be sternly addressed with the owner. But look at the mathematics: typically you would have received 50 percent of the $20, which amounts to $10. Wouldn't a service call cost every bit of $10 in addition to the downtime on the table?

My experience with leaving service keys with locations has been overwhelmingly positive and the goodwill and sense of partnership are strongly reinforced. Nonetheless, if you are still not metering your games, I suggest that you do so before giving anybody one of your keys.

If you are operating redemption game, a different set of circumstances exist. You will need an attendant at least part of the time who will have to be trained on a higher level than what we have been discussing.

Do not be discouraged if all of your accounts do not immediately respond to the training that you have so graciously provided. It may take months of repeating the same old things on the phone before your customers get it. It is a good idea to talk them through whatever their problem is and wait on the phone for them to return after trying what you suggested. In other words, read them the what-to-do list tacked to their wall. If they are successful, be sure to compliment and say that they are on their way to becoming a great technician!

It is much easier to teach someone how to behave if you don't first have to break bad habits. Whenever you set a new account, be sure to hold a class the same day.

Being persistent and, of course, patient will eventually pay off in the end. Even the slowest of learners will learn from hearing you say the same things over and over. It will be music to your ears when your location calls in for service and then immediately says, "I've already unplugged it and plugged it back in." Now they're involved, mission accomplished.

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BEFORE PUTTING A GAME OUT OF ORDER AND CALLING FOR SERVICE, HAVE YOU CHECKED THE FOLLOWING?

GENERAL:

1. If it has a plug, unplug and plug back in.
2. Is the power switch in the "ON" position?
3. If one coin slot is jammed, put a screw in it and use the good one(s), a phone call would not hurt.
4. Complaint is : "Game is eating quarters."
   a) Does game require 2 coins to start?
   b) Did customer press "START" button?
   c) Put coins in and check yourself. Do not just give customer money, you will be gladly refunded.

PROBLEM	SOLUTION
AIR HOCKEY:	
Puck not coming out.	Remove end cover and clean out debris.
BILL CHANGERS:	
Won't accept bills.	a) Open validator, remove stuck bill. Remove any foreign material. b) Make sure harness is firmly attached to validator.
Not dispensing coins.	a) Are hoppers almost empty? b) Are there coins in each hopper?
DARTS:	
Not giving the correct score.	a) Did customer read and understand instructions? b) Try it yourself. You will be gladly refunded.
JUKEBOX:	
Songs skipping or being rejected.	a) Tape sign to jukebox that says: DO NOT PLAY SONG #_____ DO NOT PLAY SONG #_____ b) Call in problem. Do not put it out of order.
PINBALL:	
Ball stuck.	a) Turn game off and shake ball loose. Turn game back on. (Note where ball stuck so that service tech can inspect it the next time he is in.)
POOL/FOOSBALL:	
Balls stuck.	Use service key to unstick balls and remove debris.

PLAYER'S PERSPECTIVE

Conflict of good vs. evil underlines fighting games

The struggle to be victorious, whether battling mutants or engaging in aerial dogfights, is a central theme underlining fighting-themed videos. Sports-inspired games share that desire to win, albeit without the bloodletting.

Four games that invite the player to take up the challenge are featured this month.

Alien vs. Predator

Theme: These two creatures, made for separate 20th Century Fox films, have reached their highest level of popularity in recent years. A hint of their relationship was first seen in the "Predator 2" film with the Alien skull in the hunters' trophy case. This was carried further in several limited- series comic books, and toys were made depicting the struggle between the two races.

The first video game adaptation appeared for home systems. The new System II kit from Capcom does a much better job with the theme than the home cartridge. Three players can choose one of four characters: Major Dutch Schaefer, the Predator Hunter, Lt. Linn Kurosawa, and the Predator Warrior.

A shaky alliance is forged to deal with the Alien invasion of a major Earth city and the corrupt government agency intent on making the Aliens become new biological weapons. The creature incarnations in the game are very loyal to the films, unlike the home versions, which use the silly gorilla and panther Aliens, among others. Using this appealing theme was a smart moves, as I'm sure collections will prove.

Graphics: The signature Capcom graphics are present and resemble the look of *Knights of the Round, Cadillacs and Dinosaurs,* and *The Punisher* in character movement, background scenery, and story visuals between rounds. Backgrounds are quite detailed and change from deserted, ransacked city streets to dark Alien nests.

A bit of gore is included, from decapitated Aliens spurting acidic blood to human nests with Alien babies bursting forth. Not pleasant for children to see, but faithful to the movies.

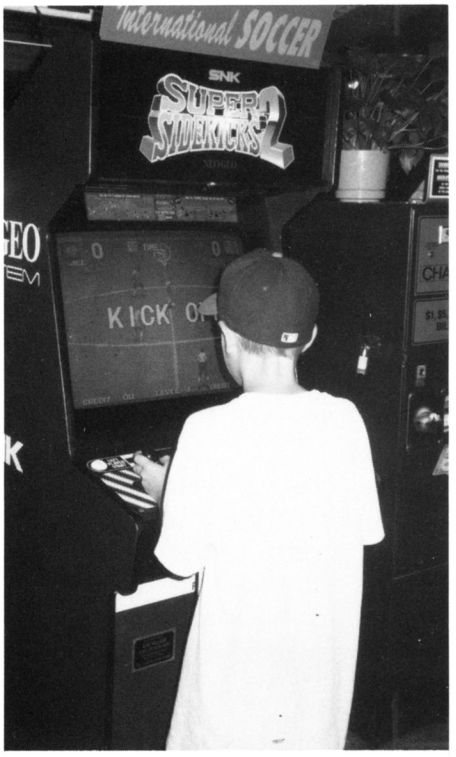
The two Predator characters are distinguished by color and the weapons used; Aliens vary slightly in size and the method of attack. The queen's nest is quite a sight, with eggs scattered across the floor and Alien warriors coming out of the walls and ceiling. There are a couple of things I would change about the game, but graphics is not one of them.

Controls: Joysticks are used to manipulate the characters' movements. Button A allows the two human characters to use their hand-held weapons and the two Predator characters to use their shoulder-mounted laser cannons, each for approximately 10 seconds before having to recharge for an equal amount of time.

Button B performs a regular

Greg Reeves

A young player gets involved in the game action of Capcom's **Alien vs. Predator.**



International soccer competition is the theme of SNK's **Super Sidekicks 2** for the Neo-Geo.

Data East's **Fighter's History Dynamite** is a sequel, this time made for SNK's Neo-Geo.

attack, enabling characters to use spears, swords, collected weapons, or just fists to fight the enemy. A combination of both buttons allows a super attack that reduces the player's energy. Finally, button C causes a jump or dash, depending on the direction of the joystick.

It's worth mentioning the System II's cabinet design of face-front speakers with large, separated marquee and wide, deep control panel.

Game Play: After inserting credits, the player can choose one of the four characters and proceed level-to-level through the infested city until reaching the queen's hive. The game's objective is then only half complete, since the true enemy is the corrupt military that holds Aliens in storage.

I think it would have been more appropriate to have only two characters, namely the Predators, chosen by the players. First, three characters on the screen at once is too busy to follow. *The Punisher* worked better because there were only two players at a time.

Second, humans teaming with Predators is not consistent with the theme. For instance, if Predators were removed from the game, the story would be perfect for Aliens. The reverse would not work, however. Predators do not team up with anyone

Furthermore, the most appealing aspects of the movies, namely the surprise attacks, constant fear, and imminent failure, have been replaced with too much firepower, slow Aliens, and gung-ho attitudes.

On the other hand, small details are present in the scenery and characters that preserve the familiar look. Today's game players need more action, so following the movie theme too closely would probably slow it down too much.

Super Sidekicks 2

Theme: Unless you talk about an *NBA JAM* sequel, most sports-themed games don't cause a lot of anticipation from game players. However, most of those games tend to be among the best playing experiences in the arcade.

They are usually successful because the theme and method of play are already set. All that remains is the decision as to which perspective to use and what graphic capability to employ.

Soccer is not one of the most-seen sports themes in the game room so there isn't a lot of competition among manufacturers using this theme. This excellent kit allows the player to choose one of eight international

teams and play several games in one of six areas of the world, including Europe and South America. Simply having more points than the opposing team at the end of the time meter allows the player to progress to the next match.

Graphics: Standard Neo-Geo graphics are employed for the kit (assuming you call 100 megs standard). A three-quarter perspective, as if the player is sitting in the lower part of the stands, is used to create the depth of the field.

The field itself has a nice 3-D look when the players run across it. The view changes only when a penalty kick is in effect; it is seen from on the field, looking into the goal from behind the kicker.

I like the fact that the crowd is just heard, not seen, because the field sometimes gets cluttered with athletes and extra details would further confuse the player. With digitized and polygon graphics rapidly advancing to realism, it's nice to see games that develop bit graphics to their maximum potential.

Controls: The fact that the four Neo-Geo buttons change their functions for each kit makes learning them a little difficult, but once again, only the first three are used here.

Button A allows a short distance pass to another player, or just a kick when used in offense, while the current athlete in use can slide to knock down an opponent in defense. Button B enables the player to kick a high pass offensively and tackle a team member defensively.

A short kick can be performed in offense with button C, which also allows the player the important defensive job of selecting an on-screen character to control in order to regain the ball. As usual, the joystick directions determine the movement of athletes and the direction of kicking.

Game Play: The player chooses his team nationality and the circuit of matches to play. The computer then randomly flips a coin, giving the ball to the winner for the kick-off. The play on the field begins, requiring the player to keep the ball moving to avoid losing control.

The characters are small enough to allow room to move on the screen, but it occasionally gets confusing to keep track of the ball with all the players on the screen at once. The goalie is controlled by the computer, so the player only needs to keep the ball moving.

A really good aspect of the game is the crowd reaction. The cheering and yelling increases as an athlete nears a goal, and gets loud when a score is made. The combination of the crowd noise, voice-synthesized announcer, and team reactions make the scoring sequence a must-see

The Neo-Geo I played was set at full volume, which helped pull me into the game. Like last month's *Windjammers,* this game is enormously fun. I hope it doesn't suffer a lack of attention because of the multigame system.

"Sports-themed games tend to be among the best playing experiences in the arcade."

Fighter's History Dynamite

Theme: Sequels to fighting games seem to keep coming. In this case, one of 13 characters can be chosen to compete in the same fashion as all fighting games. The original *Fighter's History* was released as a kit, while *Dynamite* is made for the SNK Neo-Geo library

Graphics: With digitized fighters and polygon realism available, a game of this sort can easily be taken for granted. Truth is, a lot of detail went into the background scenes.

A neat feature is showing the progression of time from match to match by having the sun lower in the sky for each round, resulting in darkness for the final match. Most characters have distinguishing costumes and can make distance attacks, but their stances and movements are familiar.

Controls: Once again, the joystick controls a character's jumping, crouching, advancing, retreating, and defending from attacks. All four Neo-Geo buttons are used: A and B cause a fast jab and powerful punch, respectively, while C and D have the same effect for kicks. Each character's special moves can be found by experimenting with different combinations of the controls.

Game Play: The characters from the original, including Lee, Samchay, and Ray, have made the transition along with a few new faces like the card-carrying Clown. The basic rules go without saying, as they do in all fighting games.

A feature limited to this series is the flashing of weak

points. After a few attacks are performed, the opponent reveals a weak spot via a flashing body part. Striking this spot will cause the enemy to be stunned and speed a victory.

Twin Eagle II

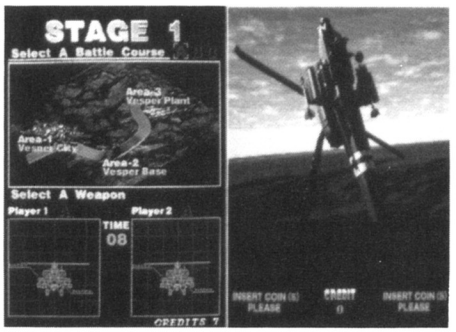
Theme: Rather than merely invading and destroying a foreign country with only an armed helicopter, as in the first *Twin Eagle*, this time around the player does the same to rescue a hostage.

Armed with bombs, missiles, a vulcan gun, and several special moves, the player's chopper must shoot through several planes, tanks, helicopters, and buildings to reach the prisoner.

"The attract mode and starting visuals are so real and smooth-playing that you could swear it was movie footage."

Graphics: Although the theme is similar to the original, the game's graphics are worlds apart. Instead of ordinary bit technology, this sequel uses digitized pictures of all vehicles on the screen, as well as some backgrounds. The animation sequences between rounds would make a CD ROM game envious.

The attract mode and starting visuals are so real and smooth-playing that you could swear it was movie footage. Even the exploding vehicles look real. To use these graphics with an overhead flying game is effective and interesting, since usually only first-person simulators can spare the room needed for such an impressive display.



Aerial combat is at the core of Seta's Twin Eagle II: The Rescue Mission.

Controls: The eight-way joystick allows control of the chopper through most of the screen, and is used in conjunction with the buttons to perform special weapon attacks.

Three buttons per player fire the vulcan gun, air-to-ground missiles, and a powerful cluster bomb. Five techniques, including a heat-seeking missile launch and a napalm release, can be accomplished by performing the provided directions.

Game Play: One or two players may begin the mission by choosing one of three courses. The action begins right away as the choppers are bombarded by several on-screen targets. As in Fabtek's Raiden, the player often dodges fire rather than take aim because the action is fast and furious.

Along the way, extra bombs, gun power-ups, and extra men can be collected once the player has destroyed certain planes or buildings. The action is like most shoot-em-ups; the real features are the advanced graphics and special moves. Available as a kit, this game can be placed anywhere due to its universally appealing game play.

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FRANK'S CRANKS

Young player puts cranes to the test

What is absolutely the best method of determining the payout percentage (win rate) and hit frequency of a crane? Alpha-Omega Amusements came up with the answer, although it was entirely by accident.

Seven-year-old Calvin John Nagel Smiley told his aunt that he wanted to play a crane 1,000 times. Word traveled back to me and I immediately offered him the opportunity to fulfill his wish. Calvin John was invited to come to the office after school, but his crane play would have a purpose. Calvin John was instructed to keep track of how many times he played the crane and we would count his winnings at the end.

Calvin John Nagel Smiley, busy at work checking the win rate of a crane.

On his own, Calvin John took a piece of paper, a regular pencil, a red pencil, and went to work on the project.

What he did was most interesting. He put down a mark each time he played the crane (in groups of five) but used a red pencil to indicate every time he won a prize. He counted the number of times he played (230) and the number of times he won (47).

He won 14 times on his first 35 attempts. His hit frequency was approximately 20 percent, or one win for every five attempts. The win rate was 47 x $1.25 minus 230 x 25 cents.

We make zero money when Calvin John plays our crane; he is just too good!

Tech News

Following is another item from the Alpha-Omega employees' "Technical News Bulletin."

Infrared sensor cards: You are receiving this bulletin with an infrared sensor card, a useful troubleshooting tool when working in any game room that uses infrared sensors or optos.

By putting the card in front of an infrared emitting device, you will be able to physically see the infrared beam's reflection on the card, which would otherwise be invisible to the naked eye.

If you observe the beam emitting from your TV remote control unit on the card, you will see what I mean.

We decided to purchase a number of these from Radio Shack because this product is now a discontinued item in their inventory.

Frank Seninsky

How to use the sensor card:

1. Optos are comprised of two parts: an emitter and a detector. Sometimes these two parts are in the same housing as a single module, like the ones you see on the steering wheel assemblies of most driving games, or they can be far apart.

Each is mounted on separate boards like the ball sensors of *Bozo Grand Prize*. In either case, the basic principle is the same—break the beam and the detector side will translate it as a switch closure.

2. The card can tell you if the emitter side works or not, but it cannot tell the same for the detector side. In most cases, where both are mounted on the same board and share the same +5 or +12 volt source, you save yourself some guesswork too on whether the board is getting power or not.

"An infrared sensor card is a useful troubleshooting tool when working in any game room that uses infrared sensors or optos."

3. Due to differences in the wavelengths of various infrared devices, the brightness response of the card will vary from machine to machine. For example, when used on a good working ball sensor of a *Bozo Grand Prize*, you can barely see the beam and it is dim enough to be considered no good if observed on an opto for a Williams' pinball.

In such cases, it is best to do comparisons. Always compare the beam of a known good opto with that of the suspect one in the same machine.

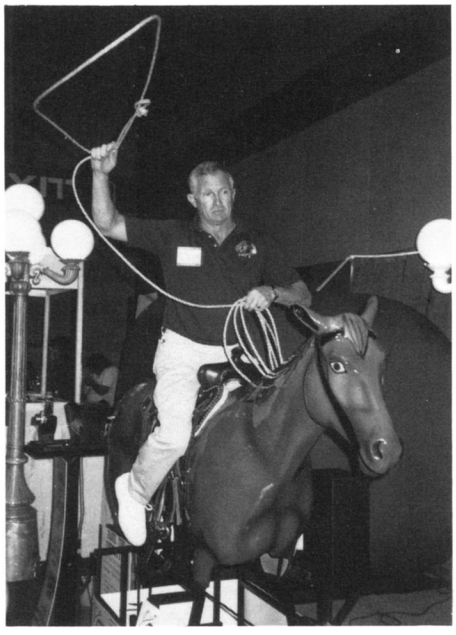
Note: the infrared detector card (part #72-0005, cost $7) is available from MCM Electronics, 650 Congress Park Dr., Centerville, OH 45459-4072, (800) 543-4330.

FUN EXPO '94

Family fun is serious business

It's a fact. Family fun in the 1990s has become big business and Fun Expo '94 in Las Vegas next month will provide the products, information, and insight needed to succeed.

More than 5,000 trade buyers, operators, and information seekers from every corner of the amusement business will pack the Las Vegas Convention Center Oct. 1-4 to preview some of the latest products and innovations. The products, along with more than 40 scheduled seminars at the show, will provide anyone in the family entertainment business with the winning edge.



At Fun Expo '93, Dave Kent of Sports Time Park rides Rodeo Roper at the Amusement Equipment Exchange booth.

The show is open to owners and operators of family entertainment centers, waterparks, bowling centers, skating rinks, or miniature golf courses. Others who could benefit are owners or operators of family-oriented fast food restaurants or retail stores, parks or recreation areas, driving ranges, go-kart tracks or bumper boat facilities, or those in the party rental business.

"We believe that anybody who provides any kind of family entertainment can benefit by participating," show manager Bailey Beeken said. "Whether it's adding a ball crawl in the corner of a children's clothing store or developing a full-scale family entertainment center, Fun Expo will have have something for everyone."

Visitors are invited to share and exchange information with more than 275 exhibitors in 600 booths on the convention center floor. An impressive lineup of seminars and round table discussions are being offered to coach industry leaders on sharpening their business, management, and marketing skills.

Seminar topics range from "Choosing and Purchasing Your FEC Location," to "Group Sales," and "Alternative Financing." Other seminars will include "Redemption for Rookies," "Merchandise Management for Redemption Centers," "Americans with Disabilities Act Compliance for Fun Centers," and "Game and Kiddie Ride ROI." Other discussions will cover safety management, insurance, go-karts, food service, waterparks, and how to market your business.

All seminars at Fun Expo '94 have been tailor-made to suit everyone in the business, regardless of their experience. Seminars are divided into categories: start-up level (for those planning a facility or expanding an existing business to include family entertainment); veteran level (for experienced operators); and general interest.

"With the growth of the show came the demand for education," Beeken explained.

Noted coin-op speakers will include Skip Doyle of Doyle International, Play Meter columnist Frank Seninsky of Alpha-Omega, Mike Kerwin of GAMES Family Fun Center, Michael Getlan of Amusement Consultants, Rorie Keller of Ace/Acme, and Bob Snyder of Bob Snyder and Associates.

The expansion of Fun Expo has paralleled the phenomenal growth of FECs. And that growth shows no signs of letting up soon. According to the U.S. Census Bureau, by the year 2000 there will be 37 million children under the age of 12 liv-

The International Family Entertainment Center Association

SILENT AUCTION

taking place at FUN EXPO 94, Oct. 1 - 4, Las Vegas, NV.

SILENT AUCTION DONORS

The International Family Entertainment Center Association thanks the following participants for their generous donations. FUN EXPO attendees are encouraged to bid on and win the great silent auction prizes, as well as help IFECA jump start the important market research and educational programs that are so vital to the advancement of the family entertainment center industry.

HIGHLIGHTS OF THE AUCTION

Ace/Acme - Power Ranger Redemption Kit.

Action Lighting - A Wizard Lighting System.

Advanced Games & Engineering - A "Snack Attacker" winner every time crane game.

Adventure Golf Services, Inc. - $1,000 towards an Adventure Mini-Golf Course.

Aerotrim, U.S.A., Inc. - $1,000 credit towards an Aerotrim.

Ali Oop Play Environments - One case of Ali Oop stuffed animals.

Amusement Business Magazine - One year Subscription.

ARMS International, Inc. - Ticket scale with external display.

Ascension Productions, Inc. - $10,000 credit towards a Lazer Runner.

Astro Putt, Inc. - Southwestern Rug.

BayTek, Inc. - A Programmable Sign.

Benchmark Entertainment, L.C. 3 Swing Tracer Golf Units.

Birmingham Golf N Games - Phoenix Suns' All-Star Charles Barcley official NBA auto-graphed Basketball.

Bonita Marie - Crane Kit.

BNW - Sports Plaques.

Brady Distributors - NFL Hard Yardage Conversion Kit.

Dan Brechner & Co. - Plush Kit.

Bullock Smith & Partners - 1 hour free Consultation.

Characters Unlimited - Cowboy Character Mannequin.

Coin Concepts, Inc. - The new and exciting HOME RUN HITTER game.

DAEMCO FunRiders, Inc. - Danny the Dinosaur Kiddie Ride.

Deltronic Labs, Inc. - One Ticket Eater.

Dynamic Technologies - Free Installation of the TAMS system.

Edison Brothers Entertainment - Reconditioned Video Game.

FUN EXPO - Orlando Travel Package

FunTime Playgrounds - Kiddie Ball Pool

Humetrics, Inc. - Hiring, Selection and Testing kit.

HMS Monaco - One Crane Kit.

International Recreational Go-Kart Assn. - One Year Membership.

Laramie Interests - Crane Kit.

Leisure Activities Unlimited - $300 Credit toward Balloon Typhoon.

Mapes Entertainment - An Inflatable Bounce with blower.

Marylen Costume Design - One Costume.

Mason Corp. - Five Roller Racers.

Operations Distributors - 9 Ball Shoot-out Conversion Kit.

Oriental Trading, Inc. - Redemption Starter Kit.

Pentes Design, Inc. - 500 Playpen Balls.

Peter F. Olesen & Associates, Inc. - 2 certificates for 4 hours of consultation.

Play by Play - Plush Kit

Playball - $200 worth of cards

Play Meter Magazine - 2 subscriptions.

Seattle FunPlex - Seattle Mariners All-Star Outfielder, Ken Griffey, Jr. autographed Baseball.

Skeeball, Inc. - A Merlins Mirror Game.

Slush Puppie, Inc. - 3 Slush Puppie Umbrellas.

SOS Goodstuff - Looney Tunes and Holograms.

For further information about the auction or if you're interested in donating prizes, please call IFECA Headquarters at 914-993-9297 or write us at 242 Central Avenue,

ing in the United States. Those numbers represent the largest demographic group to emerge since the post-World War II baby boom.

"These children will have more than $6 billion of their own money to spend, and they influence the spending of another $3 million," Beeken said.

Fun Expo began in 1990 with 225 booths and 1,700 antendees. This year, visitors can expect to see more than 600 booths. The growth in the number of FECs is just one reason for the growth of Fun Expo. Beeken said Fun Expo was the first show to address niche markets, those outside of the traditional amusement markets.

When FECs became popular, owners of other family oriented facilities had to expand to become competitive in order to survive.

Technological advances have brought new capabilities to the family entertainment industry. Manufacturers and suppliers at Fun Expo will be showcasing groundbreaking new products. More than 20 percent of the exhibits are products that have never before been shown before.

Some things you'll see at Fun Expo '94:

* Baseball, basketball, and other sports games
* Bumper boats and water games
* Coin-op skill and redemption games
* Consultants, architects, and designers
* Costumes and animated characters
* Decor and theme elements
* Food and beverage
* Go-kart equipment
* Miniature golf design and equipment
* Operations/management solutions
* Party room supplies
* Redemption merchandise
* Rides and attractions
* Signs, flags, and banners
* Simulators, virtual reality, and laser games
* Snack bar supplies and services
* Soft modular playgrounds and inflatables
* Ticketing, cash control/security devices
* Vending equipment and supplies
* Publications and associations

Fun Expo '94 will have a free supervised hospitality center during the show. Children ages 2-9 will be entertained by bonded sitters in a secure and fun area next to the exhibit floor.

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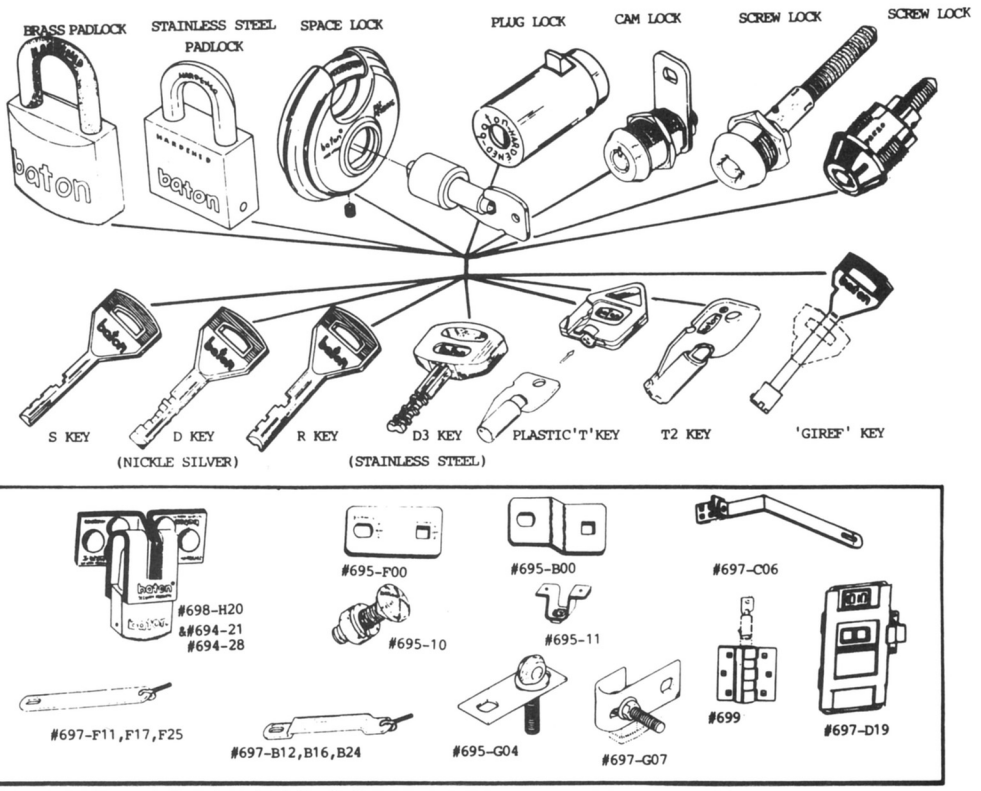

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TAX TIPS

Transfer planning: suddenly a hot tax topic

The stock market is lousy. Getting a bank to finance growth or a business acquisition is tough. Try to sell your business and you will find that the number of willing and able buyers is not only smaller but such buyers are offering less than you could have received two or three years ago. Does this type of business environment have any positive tax impact on closely held businesses?

"Once you know the value of your business, you can compute the range of damage the estate tax can cause."

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 number is (312) 207-1040. The address to send for the special reports (at a nominal cost) is Book Division, 300 South Riverside Plaza, Chicago, Ill. 60606.

Irving Blackman

The answer is a resounding yes! In what area? Transfer planning. How do I know? My transfer/succession/estate planning seminars are pulling larger audiences. But more importantly, owners of family businesses are calling my office, consulting, then implementing plans to transfer their businesses to their kids. Heartwarming! For years, we heard owners talk, but do nothing, about putting a transfer plan into effect. Now they are taking action.

One question is central to all transfer plans: What is your business worth? Whether your transfer plan is a sale of the business to the kids (usually a tax disaster), a gift, a redemption, or some other method or combination of lifetime transfer methods, the same big question stands tall—what is your business worth? And the question does not change if you want to wait to transfer all or part of your business after death.

Since the business is almost always the biggest dollar-value asset of a family business owner, its value is critical to both the transfer plan and the estate plan. I still find this fact hard to believe, but these are the facts based on my experience of working with hundreds of business owners through the years: about five percent really know what their business is worth (usually result of an appraisal); about 50 percent greatly overvalue their business, and about 45 percent use book value (rarely the right method) as the measure of the business' worth.

You wouldn't set the price on an item or service you were about to sell until you determined the cost. The same logic applies to developing a transfer-your-business plan. The fair market value of your business dictates your potential estate tax cost. The message is clear: you must know this cost. If you plan to sell or transfer your business, it is essential to have your business appraised.

Once you know the value of your business, you can compute the range of damage the estate tax can cause. Best of all, you are in a position to create a transfer plan that can reduce (sometimes even eliminate) the estate tax, yet keep you in control of the business for as long as you live and provide you and your spouse with a source of retirement income.

You may send for these special reports: "How to Value Your Business for Tax Purposes," or "Transfer Your Corporation to the Next Generation—Tax Free."

Are business life insurance premiums deductible?

Borrowing money is one of

the pillars of the American way of doing business. A business often collateralizes a loan with particular assets such as real estate, equipment, or inventory. Sometimes the collateral is more indirect—like the general assets of the company, its profitability, and the integrity of management.

The smaller the business, the more important the "integrity of management" means a single driving force—the business owner. He/she is the person the lender is really looking to as the essential means through which the business will find a way to repay the loan plus the interest. What happens if the owner dies?

To protect against the possibility that the death of the owner will mean nonpayment of all or a portion of the loan, many lenders insist on life insurance. The concept is simple and logical—in case the owner dies, the life insurance proceeds will be used to pay all or a portion of the outstanding debt. Logic dictates that the premiums for such a policy should be deductible as a business expense. Right?

Wrong. The courts have consistently held that premiums paid on a life insurance policy to secure a business debt are not deductible. In a key case, the court gave this reason: if the owner lives and pays the debt, the policy will become a personal asset. If a corporation owns the policy, the same reasoning would apply, because after the debt is paid, the policy will become a general asset of the corporation (See Ragan V. Comm. TC Memo 1980-94).

There is some good news in this item. When the death benefit is collected, 100 percent of the proceeds are income tax free. But caution: life insurance proceeds are taxable for estate tax purposes.

You may send for these special reports: "How You Can Beat the Estate Tax—Legally," "The Secret of How the Rich Create Wealth and Income Without Risk," or "How to Triple Your Pension, Profit Sharing, or IRA Value."

Learn tax tricks for a closely held business

Family owned businesses have reached into the big company bag of tax tricks and grabbed onto something called nonqualified deferred compensation plans (NDC plans). They can be great tax-wise. Or an absolute disaster.

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Let's look at an NDC plan typical of those I see coming into my office in droves from all over the United States. Joe Owner will receive a sum certain (say $350,000) at the rate of $50,000 per year for seven years. Often, the amount is contingent, like 2-1/2 times Joe's average salary in the last two years of employment. The payments usually start when Joe reaches a set retirement age, becomes disabled, or dies (then the payments or remaining payments go to his wife or kids).

What's the tax effect of an NDC plan? Nothing, until the payments start. Then, the company gets a deduction as the payments are made and Joe (or his family) pays tax as payments are received. Really a good deal if the company is in a higher tax bracket than Joe (or another recipient).

But what if Joe is in a high tax bracket and does us the disservice of dying before all of the payments are received? The tax consequences for the company are unchanged. But the payments received by Joe's family are taxed twice—once for income tax (the same if Joe had lived) and a second time for estate tax.

Sound scary? Try this: if Joe's children are in a 40 percent income tax bracket and Joe is in a 50 percent estate tax bracket, $100,000 turns into about $30,000 after taxes. Is there any way to beat this horrible tax result?

Yes! Instead of an NDC plan, put your money into a death-benefit-only plan (DBO plan). The basic difference between the two plans is that a DBO plan starts to pay out only when Joe dies. The tax consequences are the same, except for one wonderful detail: the DBO plan payments are not subject to the estate tax. And DBO plans have one more big benefit: the amount of payments due because of the DBO plan reduces the value of your business, further reducing your estate tax.

One caution: This article does not cover every rule, detail, and trap of the plan discussed. But check out DBO plans with your professional. You'll be glad you did.

You may send for these special reports: "How to Value Your Business for Tax Purposes," "Your Business—America's Best Tax Shelter," or "How to Take Money Out of Your Closely Held Corporation."

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DOLLARS & SENSE

Marketing and placement are keys to success

In today's depressed economy, competition for discretionary entertainment dollars is fierce. It's not easy for even aggressive location owners and operators to compete with high-tech, multimedia competition. With very few exceptions, they must have more than one source of revenue to keep the establishment open.

In this struggle to compete, some locations have gone so far as to add miniature golf, lazertag, and even carnival/midway type rides and amusements to the previously typical mix of amusement games. It's made these places true destination family entertainment centers.

Redemption games are grouped at Adventure Island in Henderson, N.C.

For today's location owner/operator to be successful, it is imperative to market and promote all aspects of the location. This particularly applies to amusement games, where promotion is more critical than ever for maximum income. Unfortunately, many location owners are not aware of this fact. All too often, they inform me that their game revenue has declined dramatically and they don't know why.

Let's take a look at several likely reasons for the decline and discuss what can be done about it.

Location, location, location: During the video game boom of the early 1980s, games could be placed virtually anywhere (probably even the restrooms) and still make a great deal of money. However, the video game boom has come and gone. Along with increased competition, especially from the consumer market, game play has shifted from destination to impulse.

In other words, today's average player generally does not seek out specific games; he plays games when they are spontaneously encountered. Therefore, it is critical to place games in viable, high-traffic spots within the location. There is a direct correlation between game placement and dollars generated.

Game arrangement and placement: Not only is it important for games to be visible, it's also important to arrange games according to the interest and type of players most likely to play them. For a long time the primary players of amusement games were teenage and pre-teenage males. This left an untapped player base of every-

Paul Virgadamo

Games should be arranged so no particular age group is intimidated. At Dinosaur-Us in Glendora, Calif., the video and pinballs are in a separate area.

one else—adults, young females, and small children.

With the tremendous interest in redemption games in recent years, it is now possible to reap revenues from this previously untapped market of players. But the games must be arranged properly in such a way that no particular age group is alienated or intimidated. For example, since video games still appeal mainly to teenagers, group the videos in one area. You wouldn't want to mix videos with redemption games for young children. Parents would rather forbid their youngster from playing a game than let him mingle with sometimes boisterous teenagers.

Redemption games should be arranged according to the age group they are most played by (adult, kiddie/toddler, family games, etc.). Whenever possible, cranes, candy cranes, and rotaries should be placed in the busiest area of the location. Never place billiard tables in the same general vicinity as the amusement games. Taking care to arrange games properly will create a comfortable environment for all players, thereby maximizing revenue.

Arcade appearance, game volume, and rotation: While game arrangement is certainly a key factor to success, it is also important to keep the games clean, appealing, and current to keep players interested. Sometimes, something as simple as periodically rearranging the games within the arcade will give the room a new look and perhaps allow customers to "discover" games they may not have seen before, even though they were there all the while. This is like giving your house a new look by rearranging the furniture.

It is an excellent idea to place a list of rules and regulations in a conspicuous place, either within the room or at the entrance, explaining to customers exactly what is expected of them ("No Food, Drink, or Smoking Permitted;" "No Gambling;" "No Loitering;" No Foul Language;" etc.). Care should be taken to keep the noise at an acceptable level for all players and spectators by adjusting the volume on each game.

Lighting: Finally, lighting is a key consideration. While the game room should not be dark or dingy, it also should not be too bright. You don't want a hospital/sterile environment. For the ideal lighting, you can place colored plastic fluorescent light sleeves on each light. These sleeves are inexpensive and will create an interesting and appealing environment, while not making the room too bright.

By implementing a few of these basic suggestions, today's location owner and operator will have a competitive edge over competition that has not bothered to do its homework.

Sue Monday & Shantelle Gaynor

REDEMPTION REPORT

What's burning a hole in your pocket?

Deals, deals, deals! We've got *Pac-Man, Asteroids, Space Invaders, Pong.* We've even got those redemption things. Whatever you want, we've got it!

When you're in the market for equipment, you'll hear many sales pitches like the one above. However, go to some of these places and instead of the equipment you want, you'll get problems. You have to know how to shop for your equipment. You need to know where to go and how to make sure you get what you really need. If your distributor gives away a toaster with every sale, he's not the one for you.

First, you need a reputable distributor who can help with all of your concerns, not just equipment. If you are starting out, ask around and don't go to the first guy with flashy clothes and a nice smile. He might be a nice catch for one of your children, but that doesn't mean he will get your center up and running.

Second, you need to understand the laws in your area. Virtually everywhere, redemption equipment needs to meet certain skill levels or it is considered gambling. As Randy Chilton of Chilton Vending once said, "If you can tie your hands behind your back, put a pencil in your mouth, and still operate the game and win a prize, there is no skill involved!"

Your distributor should be familiar with the law and be able to help you with any questions you may have about legality. If there is still a problem, you can contact companies like Bob Snyder & Associates, who specialize in researching and defining the laws regarding redemption equipment in your area. If you are running questionable equipment, it could possibly be seized by local law enforcement agencies.

Once you find a distributor you feel comfortable with, here are some questions to ask yourself when choosing games:

1) Does the game offer a new experience to your game room? You need a variety of games, ranging in style and concept, as well as in play value vs. payout value. There are sports games, carnival games, knock downs, roll downs, pushers, fast quarter, children's games, shooting-spearing-dicing-mincing-pureeing games (oops, Julia Child took over for a second!). Make sure that each game or group of games offers a new experience in your game room.

2) Does it cater to your customer age group? It is vital to buy equipment that your customers will enjoy. If you build an adult entertainment center and stock it with games like Smart's *Big Bertha*, your customers will not be entertained. Your market is an older crowd and they need games designed for them. If you build a children's entertainment center, by all means *Big Bertha* is a must-have game.

Speaking of children's entertainment centers, here's a piece of advice for those of you who have or plan to have a ball crawl. Make sure the redemption games you buy have balls that are either interchangeable or so distinctive that they can be easily separated from the crawl balls. Your balls will get mixed up because kids are not the neatest critters on the planet!

3) How is the game built? Is the manufacturer reliable? You need to carefully consider the quality, reliability, and sturdiness of the games. Children will crawl on the games and if they fall off, you could be held liable. Make sure all games are strong with no small pieces that will fall off. If it fits in a child's hand, you can find it in his mouth.

Remember, if there is a way to get into the game, a child will find it! Make certain that all games fit into the safety parameters you set for your center. You may want to go to one of the conventions to see all of the new games displayed. It's an opportunity to browse, ask questions, and compare. Be a smart shopper.

As the redemption industry grows, some companies are spending a lot of time and money to come up with new ideas and safe games. Others are busy copying the original ideas of those other companies. Since the time of the first wheel there have been such knock-offs. Just be happy the oval wheel was only a fad!

Generally, the original product is better. If you have any doubts, your distributor should be able to guide you. Ask questions, think about your customers, spend wisely, and stay away from salespeople who wear sequins, unless you're shopping for Las Vegas show girls!

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TECHNICAL TOPICS

Butane soldering iron: it's a gas!

It started out as such an easy repair: a simple broken wire on a fire button. All I had to do was strip the insulation off the end of the wire and solder it to the switch. I looked for a place to plug in my soldering iron but the only receptacle was behind the game I was working on.

When I pulled the game away from the wall, the leg levelers dug into the wooden floor, leaving deep gouges and angering the location owner. My simple repair had become a nightmare! I made up my mind to look into rechargeable 801dering irons and found one that recharges in just five seconds.

"If you haven't looked into butane-powered soldering irons, you don't know what you're missing."

But it doesn't recharge with electricity; it uses butane gas. What a great invention! If you haven't looked into butane-powered soldering irons, you don't know what you're missing. Not only does the iron recharge quickly, it also heats to operating temperature in about 30-45 seconds. The temperature is adjustable and lasts for about 20 minutes (at low heat) between fillings.

The iron I purchased is made in Japan and marketed under at least two different names. One carries the trademarked name of Pryropen Jr. (also known as Weller Model Number WST2). Weller products are available from most reputable electronics distributors. The other company marketing this iron is Master Appliance Corp. of Racine, Wis. Master's version of this soldering iron is called Ultra Minitorch (also trademarked); it's Model Number UT-50.

The iron has replaceable tips. There are a number of different replacement tips available, including a hot air tip that is useful for shrinking heat-shrinkable tubing. The hot air tip also can be used to pinpoint components like integrated circuits that have thermally intermittent failures. The component can be heated with the hot air from the iron to produce a failure and then cooled with freon to verify that the part is definitely bad.

The Pryopen Jr. is available for around $60. This may seem like a lot to pay for a soldering iron, but I don't regret my purchase at all. It's saved me a lot of time and hassle. It's been especially useful for working on control panels. In one instance I had to work on a control panel in a very noisy location. Instead of working amidst the noise and confusion, I simply removed the entire control panel and performed the repair in the quiet and comfort of the front seat of my service vehicle. What a blessing that was!

Removing integrated circuits

Although today's video game computer boards (logic boards) are pretty darn reliable, I do a couple of board repairs per month. When I need to obtain a

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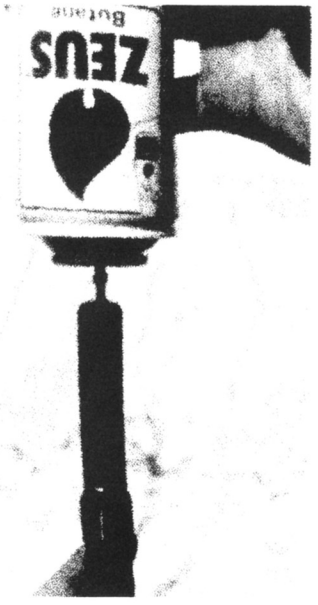


The Ultratorch Model UT-50 butane-powered soldering iron

replacement integrated circuit (IC), I rarely have to purchase a new one from a parts distributor. Like most operators, we have lots of junk boards sitting around, left over from old games that have been converted. These old boards are a cornucopia of replacement components. All you have to do is figure out a way to remove the ICs from the board.

It goes without saying that the parts must be removed intact and without damage. In most cases, an IC is removed from a printed circuit board by cutting it out to prevent damage to the board.

But if the board is a junk board anyway, saving it from harm is no longer a prerequisite. Damage to the board is inconsequential as long as the IC itself isn't harmed during the removal process. There are special soldering iron bits that can be employed to remove ICs, but here is a super fast way to do it that requires all the skill and finesse of a chimpanzee (or one of the other great primates).

Removing ICs from a junk board is a simple, two-step process. The first step is to use a propane torch to heat a section of the printed circuit board. A 4" x 4" area seems to be about right. The second step is to whack the board against the edge of a workbench with a rapid motion. Guess what? All the ICs fall off the board! Stubborn components can usually be pried from the board with a small screwdriver.

It's best to do this outside, because it stinks like heck! Since few people have an outdoor workbench, the board can be struck against some other object in order to shake the chips loose from the board. I have found that the bumper on a 1957 Chevy works just fine, but you may choose to use a Ford or Buick.

Author's disclaimer: Do not try this on a board that you intend to repair or operate! Obviously, this ruins the printed circuit board. I don't want you going around telling everyone that Randy Fromm said you can remove an IC from a board with a blowtorch! However, this is a great way to strip a large number of components from a board in a very short time.

TECHNICAL TOPICS

A simple ticket-dispensing meter

Any ticket-redeeming arcade operator can tell you that one of their recurring nightmares is games dispensing too many tickets per play. Since not all ticket-dispensing games are equipped with ticket meters, tracking the exact number of tickets dispensed can be tricky. It is not difficult to install a simple, reliable meter that will put an end to that nightmare.

It is easy to add a meter to any Deltronics Model DL-1275 ticket dispenser (the one with four wires: white, red, black, and blue). This simple circuit uses readily available parts, and can be built and installed in less than one hour, at a cost of about $5. You will need some lengths of red, blue, black, and white stranded hookup wire; a meter (I used a 12 VDC Veeder-Root meter, but 5 VDC and 24 VDC meters will also work with this set-up); a 5 VDC SPDT relay (Radio Shack Catalog #275-243); an IN4401 diode (Radio Shack Catalog #276-1101); and a mini-PC board (Radio Shack catalog #276-159) to mount to the relay and diode.

"Any ticket-redeeming arcade operator can tell you that one of their recurring nightmares is games dispensing too many tickets per play."

Mount the relay in the center of the little board and solder its terminals into place, then determine which terminals go to the coil. Follow the traces on the PC board and mount the diode with the unbanded side towards the relay—connected to one side of the coil—and the banded side to one of the other traces which does not connect to the relay.

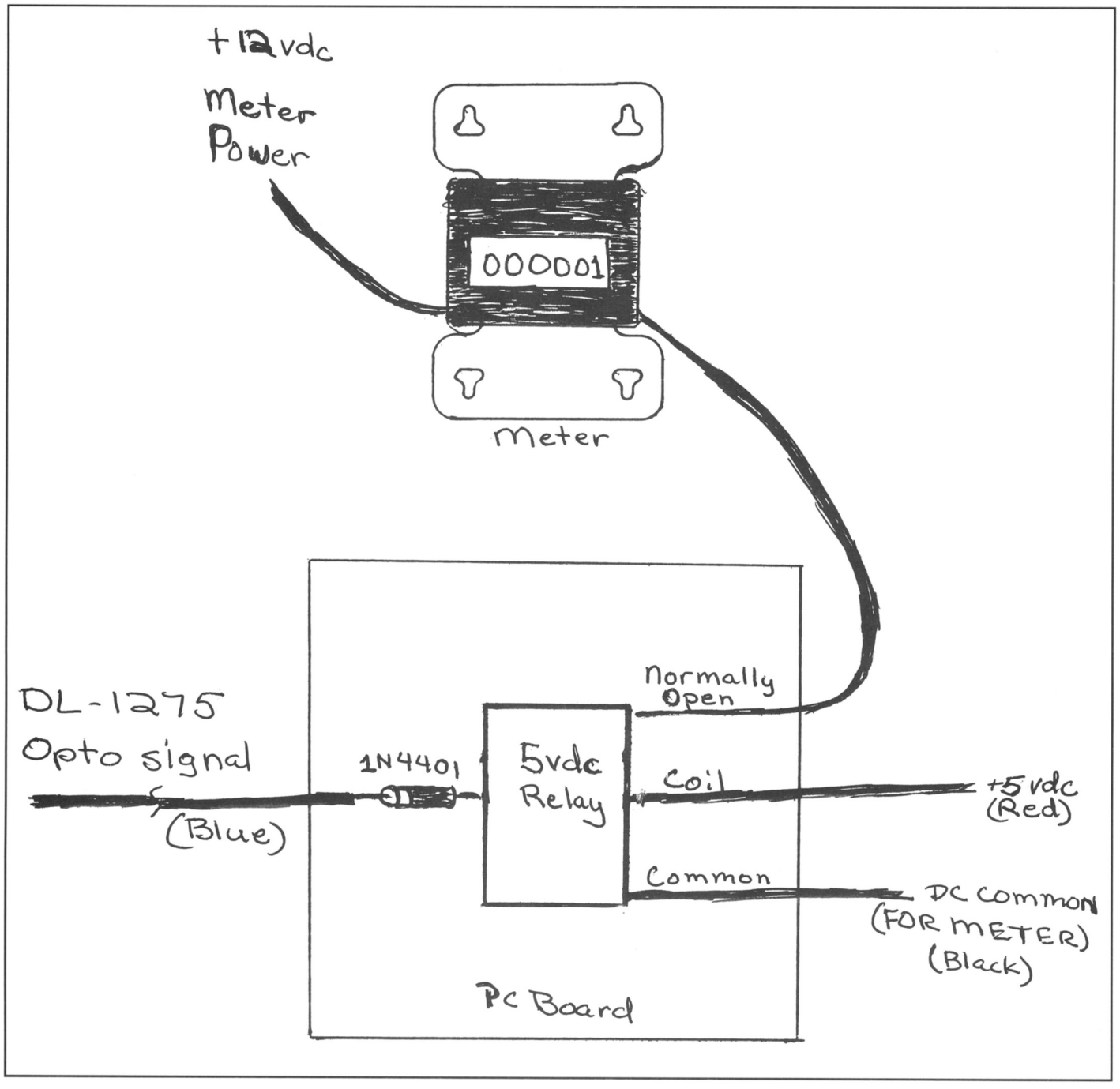
Solder a blue wire (approximately 12" long) to this trace to provide a connection to the relay through the diode. This wire will be connected to the signal line of the ticket dispenser. Connect a red wire (approximately 24" long) to the other side of the coil. This will be connected to a steady 5 VDC power source (I used the coin door lights). If your game does not have a 5 VDC source handy, you may substitute a 12 VDC relay and use a 12 VDC source here.

The other terminals of the relay are for the switched line. Determine the common and normally open terminals. Solder one of the meter's leads to the normally open terminal. Solder a black wire (approximately 24" long) to the common terminal of the relay.

Now we are ready to install the meter circuit into the game. Mount the meter near the ticket dispenser in a location where it is easily read. Mount the PC board close by. Connect the blue wire to the sensor line in the harness coming to the ticket dispenser. Do not connect the wire directly to the ticket dispenser! You do not want your attendants disconnecting the ticket meter every time they have to change out a jammed ticket dispenser!

Connect the black wire to a DC common and the red wire to your 5 VDC source (or the proper voltage to operate your relay). Connect the free lead of the meter to a voltage source. Since I used a 12 VDC meter, I connected it to the 12 VDC line in the ticket dispenser harness

Charlotte Webber



with a white wire. If you use a meter which requires a different voltage, hook the meter lead into the appropriate voltage.

Power-up your game and pass a ticket through the opto on the ticket dispenser. The meter should click each time the opto sees a ticket notch. This meter will sometimes register a few more clicks than actual tickets dispensed, because it trips if tickets are being pulled back into the game after game tests, but it should definitely let you sleep easier!

"Tracking the exact number of tickets dispensed can be tricky."

Charlotte Webber has been a manager for Aladdin's Castle Inc. for seven years. She is mainly self-taught in electronics, but is a graduate of Randy Fromm's Arcade School

TICKET TECH

Signs tell customers what they need to know

Most redemption games need some kind of sign explaining the cost to play and the points required to get tickets. Players need to know if there are special bonuses if two coins are inserted before starting a game, or if there is a way to get triple tickets.

A typical sign for a bank of Skee-Balls should list the following information:

* The name of the game in bold at the top of the sign
* The cost per game and the number of balls per game
* Points required for each ticket
* Any special bonuses

The area designated for the points required for tickets should list each point span. For example:

SKEE-BALL
1 token, 9 balls

Points	Tickets
0-150	1
160-200	2
210-250	3
260-300	4
310-350	5
360-400	6
410-450	7
460-500	8
510-550	9
560-600	10

Of course, this is only an example. Instead of listing each point level individually, you could list something like this: "First ticket at 150 points and every 50 points after"

However, this can be confusing to redemption game players and I don't recommend using it. Better to have too much information than information that is confusing or unclear.

Don't use one of those "stick the letters onto a background" signs. Yes, they are cheap; they look cheap, too. You are projecting a professional image with your sign; show it.

The material the sign is made of also will affect profits. A sign that is painted on cloth will look unprofessional in about two weeks when it starts to sag. Get your signs made out of wood or some other sturdy material so they will stay fresh and professional looking for a long time.

Don't think, though, that every redemption game must have a sign. Games that shoot, roll, or toss some sort of ball definitely need signs. Also, if a redemption game gives away some ungodly number of tickets, that needs to be displayed.

It doesn't matter if you hang your sign over the game or attach it to the wall. I like attaching the sign to the wall because there is less chance it might fall and injure someone. It also is more secure when a draft of air hits it.

Your signs do not need to have 16-channel, eight-color chaser lights around the edges or 200 feet of pink neon. Just a sign that is properly lit will do the job. If you do want to make your sign extravagant, go ahead. But a flashy, glitzy sign takes away from the game itself.

Those "moving" LED signs that are available for less than $200 are great for promotions

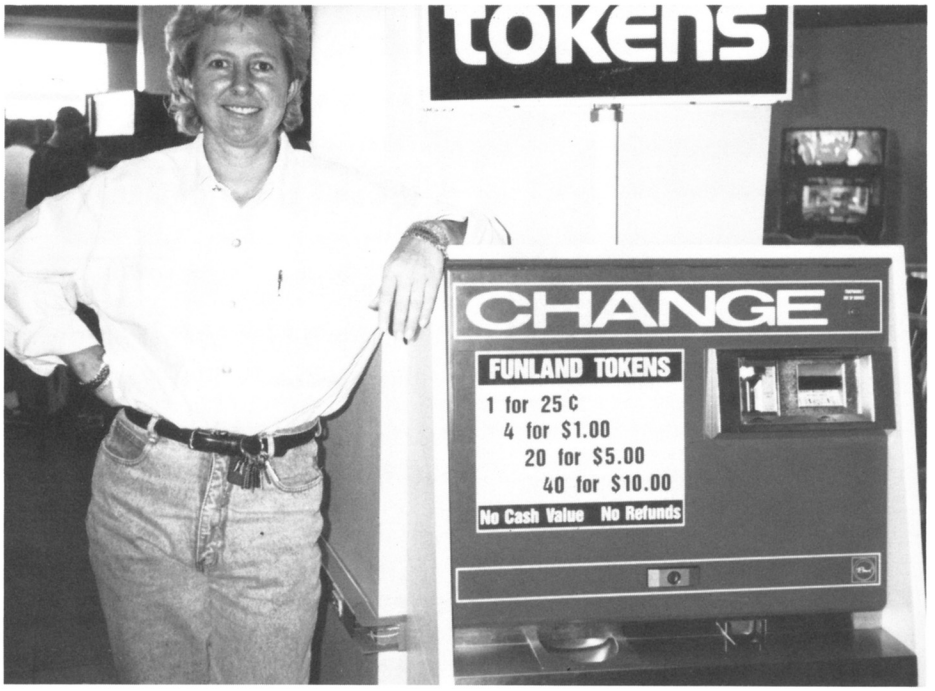
"Ticket Vic" Fortenbach

or special events, but not for above redemption games.

Your sign might cost as much as $200, but take into consideration how much you've invested in the game and how many times players have asked you how many points they need for a ticket. If you figure this into the equation, the cost will most certainly be worth every penny.

The wording you select is up to you. But keep in mind that if your customers can't read it (because it's too small) or understand it (because of weird text) your overall profits will suffer.

OK, I'll admit that some people don't (or can't) read, but that's no reason to overlook signs. Signs will help the smart people know which game center to spend their money in!



Lauran Bromley of Funland in Chicago is a firm believer in signs. Here she shows one on the change machine.

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WHAT'S NEW

Guns N' Roses

Data East has combined the heavy metal rock energy of Guns N' Roses with the roll of a pinball to create its latest release, *Guns N' Roses*.

The game features nine of the band's greatest hits, including the worldwide debut of "Ain't Goin' Down," which is heard during the extra ball play. "Welcome to the Jungle" is heard when coins are inserted.

In addition to an outstanding soundtrack, players take aim at several ramps to spell out Guns N' Roses to start the 50 million point hurry-up countdown. Shoot the ball into Slash's Snake Pit to multiply points.

Three flippers, dual ball shooters, double drop target banks, a left kick back, and triple ramps are just a few features that add to the challenging playfield.

Inside each game is a signed promotional poster of GnR lead guitarist Slash, and also an order sheet for other GnR promotional materials.

For more information, or distributor referral, contact Data East Pinball, Inc., 1990 Janice Ave., Melrose Park, IL 60160; (708) 345-7700; FAX (708) 345-7718.

The Flintstones

I.C.E. debuts *The Flintstones,* a unique novelty-redemption game with pinball-like features, based upon the popular television cartoon series and hit movie.

While designed specifically for kids, players of all ages will appreciate the action, graphics, and sound effects.

The unique game features a wood and steel game cabinet built to resemble the original Flintmobile. The 3-D playfield features nine targets, five jumping characters, the Bronto-crane, and the Brunsrock Bowling Lanes.

More than 100 custom sound effects are used, including the real voices of your favorite Bedrock characters. Recorded digitally in full stereo sound, the game talks to players and even tells the attendant when the game is out of tickets.

A step is provided but the game is elevated to allow taller children the opportunity to stand on the floor with no interference. In addition, the flipper buttons have been moved closer together for smaller children with a shorter reach.

For more information, or distributor referral, contact Innovative Concepts in Entertainment, 1501 Kensington Ave., Buffalo, NY 14215; (716) 833-0481; FAX (716) 833-1342.

Turbo Pusher and Fiddle Stix updates

Quick Silver has updated its *Fiddle Stix* and *Turbo Pusher* redemption games.

The update for *Fiddle Stix* includes a new add-on marquee and a multiplier feature that enhances game play. Players match lights on the playfield with a flashing light on the marquee to win up to 150 tickets.

Turbo Pusher now includes a flashing light marquee, updated music, and a multiplier feature for maximum earning power.

For more information, or distributor referral, contact Quick Silver Development Co., 620 Marina Blvd., San Leandro, CA 94577; (510) 895-9699; FAX (510) 895-9747; (408) 737-7491; FAX (408) 738-0969.

Daytona USA Twin

Sega unleashes *Daytona USA Twin*, a state-of-the-art, high-speed, 3-D racing simulator in a two-player, sit-down dedicated cabinet. *Daytona USA Twin* features the same sophisticated virtual reality graphics featured in the *Daytona USA* deluxe model.

The game features eye-catching, colorful racing machines in a double file column, roaring off into a 200 mph high-speed race. Players can choose from three tracks: Daytona Oval for beginners, Grand Canyon for intermediate players and, for experts, the Seaside course. Players can enjoy neck-and-neck competition with up to eight other racers on a high-quality 26-inch monitor.

Included is an "opposite direction" feature in which players can turn their car 180 degrees on the track and watch the rest of the pack scream towards them at ultra-high speeds. At each player's disposal is a steering wheel, accelerator, brake pedals, and a four-speed gearshift.

A V.R. button allows players to alternate the four different visual perspectives and the realistic sensation of drifting, actual steering weight, and kick-back. A "time trial" option allows racing against the clock on any of the three courses.

For more information, or distributor referral, contact Sega Enterprises Inc., 275 Shoreline Drive, Suite 201, Redwood City, CA 94065; (415) 802-3100; (415) 802-3120.

The Software Center

Diversified Business Systems brings the vending industry to a new level with the *Software Center*, a computer software merchandiser that vends software programs for the office and the home.

The Software Center provides customers with the opportunity to use and select high-quality software programs at an affordable price. With the touch of a button customers can select from five different categories such as business, education, utilities, games, and communications.

All programs can be purchased on either 3-1/2" or 5-1/4" diskettes, which are stored in the merchandiser. Each program comes with instructions for downloading and telephone numbers for support services. There are more than 2,000 different programs to choose from.

Features include multicolored graphics on a 14" monitor, a motion sensor, audio, easy-to-follow on-screen instructions, multidenomination bill acceptor, fax modem, and telephone jack, which all come standard.

For more information, or distributor referral, contact Diversified Business Systems, 8191 South 700 East, Sandy, UT 84070; (800) 264-4645; FAX (801) 255-8998.

Compact Table Hockey

Dynamo unveils its new compact table hockey, designed for arcades and other locations with tight space requirements. The playing surface of the table is 3' x 6', a 25 percent reduction from the standard 4' x 8' field of play.

The smaller playing field requires faster reaction time and offers a quicker game. The table comes with its own protective net.

Research indicates the need for a "kiddie" size table in family entertainment centers, and a demand for a small footprint, high-action table game in the traditional markets.

The table was initially produced in deluxe blue and white but will soon be available in the same color patterns introduced earlier this year on the full-size Hot Flash table.

For more information, or distributor referral, contact Dynamo Ltd., 2525 Handley-Ederville Road, Richland Hills, TX 76118; (817) 284-0114; FAX (817) 284-7606.

Demolition Man

Williams unleashes *Demolition Man,* a pinball experience based on one of the year's major blockbuster action films by the same name.

The game features dual steel gun handle-grip controls that can double as flipper buttons as well as moving the Cryo Claw. Once the ball is trapped by the Cryo Claw players may choose where the ball is dropped to begin one of five play modes.

Four two- to five-ball multiball sequences represent the four major battles fought by the movie's principal stars. By completing Fortress Multiball, Museum Multiball, Wasteland Multiball, and Cryo Prison Multiball, players can reach an explosive seven-jackpot finale that builds as each sequence is completed.

Players are challenged to complete the combination bonus by following the lights and firing the pinball through a series of ramp and loop shots for extra points. Other features include a floating eye with its retina-scan hurry-up explode feature and, for the first time ever in a pinball machine, an actual miniature car crash for extra scoring.

The CD-like DCS sound system has customized speech from Sylvester Stallone and Wesley Snipes, who star in the movie.

For more information, or distributor referral, contact Williams Electronics Games, 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

Redemption Centers

Smart Industries releases its first portable, fully-automated, self-contained vending *Redemption Center*. The unit does everything a regular center would but requires no attendant.

The Smart *Redemption Center* will accept individual or consecutive tickets with no limit on the amount. The machine counts, cuts, and separates each ticket and has a capacity of 110,000 tickets. Included is a bar code reader for identifying the ticket value and vendor location.

The vending unit has six trays that adjust to desired width, depth, and height for the desired merchandise. With 29 coils, it has a capacity of 486 pieces of merchandise. *The Redemption Center* measures 36" deep x 36" wide x 78" high. With a marquee it measures 96" high.

Standard features include a keyboard for selecting merchandise, an LED display, and a double coin mechanism.

High ticket items are displayed in optional display cases above the machine. The unit has voice messages and an attract mode and has a computer audit and bookkeeping mode, which can either be printed off by the printer or by telephone hookup.

Options include a $1-5 bill changer, a $1-5 bill acceptor and display boxes for trade-up prizes.

For more information, or distributor referral, contact Smart Industries, 1626 Delaware, Des Moines, IA; (515) 265-9900 or (800) 553-2442; FAX (515) 265-3148.

Twin Eagle II

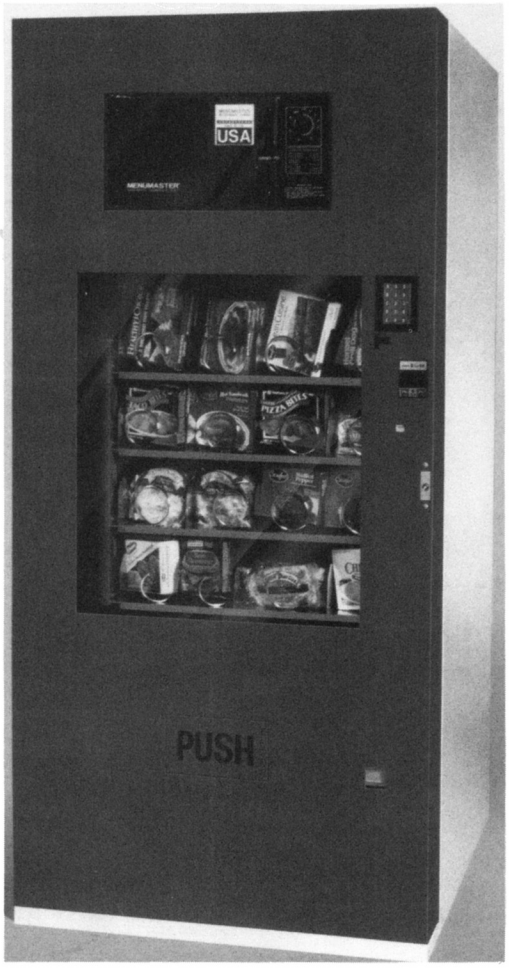
Seta USA releases *Twin Eagle II*, a video kit designed for a vertical monitor and two-player simultaneous play.

Features include three buttons (fire, bomb, missile), and one joystick. It is a JAMMA direct plug-in kit.

Other features include high-speed scrolling, three stages and nine levels, special command codes to generate various super weapons and special attacks, digitized graphics and realistic animation, a test mode and accounting mode.

For more information, or distributor referral, contact Seta USA, 105 E. Reno Ave., Suite 22, Las Vegas, NV (702) 795-7996; FAX (702) 795-8096.

Automatic Cafeteria



Amavend introduces the *Automatic Cafeteria* system, which provides coin-operated, on-site food services without a kitchen, grill, or a cook.

The flagship of AVS' *Automatic Cafeteria* is its *Hot Frozen Food & Ice Cream Center.* This machine can dispense any type of packaged food, pizza, ice cream, sandwiches, hamburgers, etc. It's equipped with a built-in commercial microwave. Features include a computer controller board, LED readout, adjustable frost free operation with thermostat, sealed refrigeration unit, cash and vendor counter, dollar bill acceptor, and an electronic coin changer. The machine can dispense up to 32 different products.

Complementing the *Hot Frozen Food & Ice Cream Center* is the *Snack/Soda/Juice Center Combo.* It offers five selections of soda and juice, plus another nine selections of candies, snacks, chips, and pastries.

Another component of the AVS system is a revolutionary popcorn machine. Occupying less than five square feet of floor space, the machine measures and pops each cup of popcorn fresh. This vendor uses a commercial stainless steel cooker, an adjustable corn measuring system, and a hot air cooking method.

For more information, or distributor referral, contact AVS Automatic Cafeteria System, Dept. FEC, P.O. Box 24, Fayetteville, AR 72702; (501) 443-6791; FAX (501) 443-4024.

Megastar Kit, Game-Pak

Merit releases the Megastar Kit in four different configurations, which can upgrade Merit games to include three touch screen games: Solitaire, Run 21, and the all-new Trivia Whiz 2000.

Upgrade A will convert late model Merit equipment such as the Super Pit Boss, Pit Boss 2, or Pit Boss Superstar. The kit, which can be installed in 15 minutes, includes a memory expansion board and new chip set.

Use the Upgrade B chip set to put Megastar in the Superstar 30, or any Merit countertops. This kit can be used to convert last year's Superstar 30 full kit.

The Megastar board kit is a quick conversion for any older Merit video game.

The Megastar full kit contains everything you need to convert any horizontal color monitor video game.

Another new release from Merit is the Megastar Game-Pak, available for the Trivia Whiz, Phraze Craze, Match Game, Tic Tac Trivia, Pit Boss, Pit Poss 2, Super Pit Boss, Superstar Pit Boss, and Superstar 30.

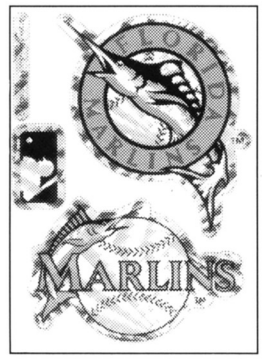
For more information, or distributor referral, contact Merit Industries Inc., 2525 State Road, P.O. Box 5004, Bensalem, PA 19020; (215) 639-4700; FAX (215) 639-5346.

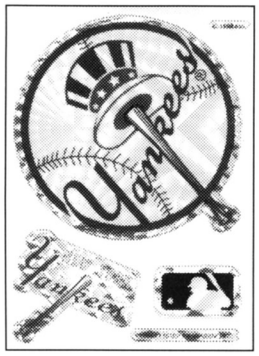
Baseball stickers

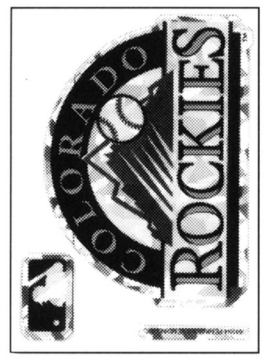
Peninsula Vending introduces Major League Baseball, a complete line of licensed pro baseball stickers. All 28 team logos are depicted on these prismatic stickers.

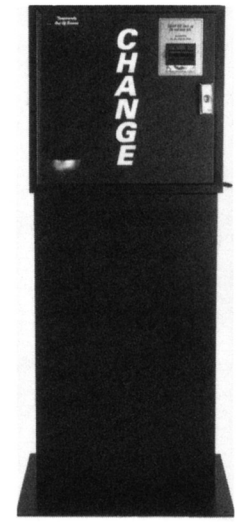
Peninsula features a complete line of sports stickers including the National Football League, U.S. Soccer, and the National Hockey League. These 2-1/5" x 3-1/5" stickers can be used for promotions, retail sales, and product tie-ins. Other sizes and styles are available.

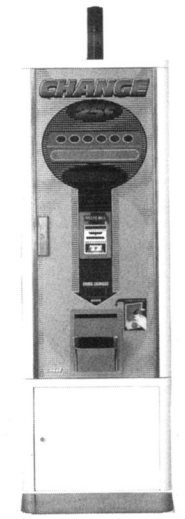
For more information, contact Peninsula Vending Inc., 3801-C Charter Park Court, San Jose, CA 95136; (408) 978-3588; (800) 266-3589; FAX (408) 978-9694.











Game room and casino changers

Drew Distributing debuts four models of bill changers, with two models for game rooms and two models for casino applications.

For game rooms, the M1A or M2 models would fit the bill. Both accept $1-5 bills or tokens, have three-point locking systems, battery back-ups, and hopper-run switches.

The M1A has a 1,600 bulk coin capacity and an 11-gauge steel door. Sensors count coins so there are no switches to break. The M2 has a 3,200 bulk coin capacity, a swing-out bill acceptor, sensor counting, and is built of 11-gauge steel.

Options on both models are $10 and $20 bill acceptors, an alarm system, bill counter, and a Mars GL5 bill acceptor. The M1A has the option for a pedestal. Options for the M2 are a header and base, and a 3,200 coin capacity hopper which will extend the capacity to 6,400 coins.

Drew changers use Mars, JCM, or CBV bill validators.

With the floor stand the M1A is 54" high x 23" wide x 23" deep at the base of the stand. For just the wall unit the dimensions are 20" high x 21" wide x 7" deep. The M2 is 72" high x 13" wide x 14" deep.

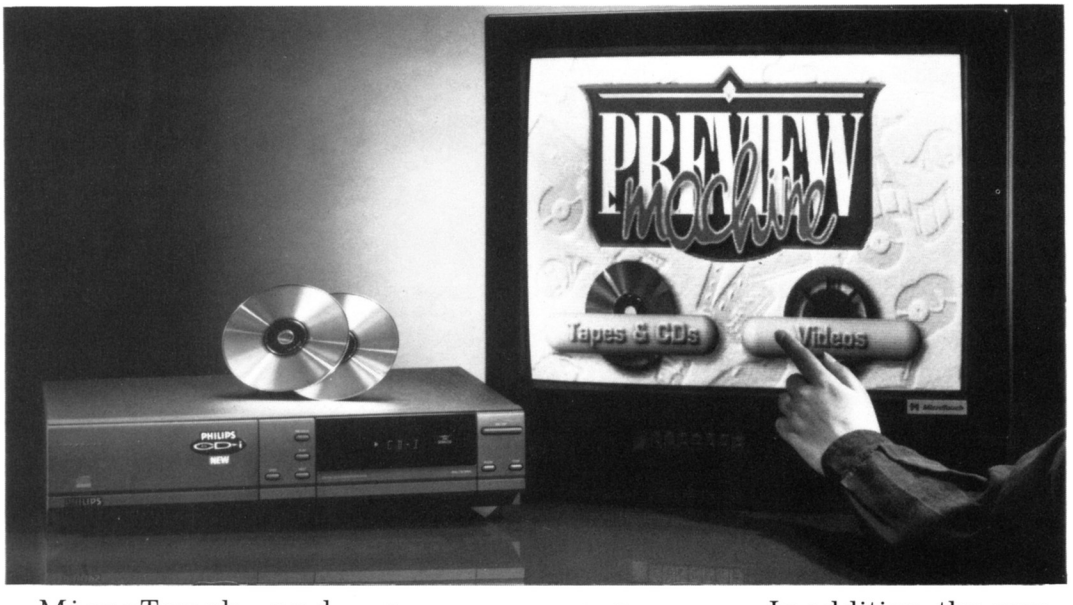
For casinos the BC 250 and BC 2000 will do the trick. Both models will accept $1-5-10-20-50 or $100 bills, and use 120V 60Hz as a power source.

The BC 250 will hold up to 40,000 quarters or 10,000 $1 tokens. It's built of heavy-duty steel and has a security locking system. Its dimensions are 65" high x 22" wide x 18" deep. The BC 250 is 73.8" high with the tower lamp.

The BC 2000, which will hold up to 12,000 quarters, is available in 25-cent coin, 50-cent coin, $1 token, and $5 token changers. Its dimensions are 66.4" high x 14.4" wide x 17.3" deep. The BC 2000 is 77.7" high with the tower lamp.

For more information, contact Drew Distributing Co., 120 Southwest Drive, Spartanburg, SC 29301; (803) 574-0162; FAX (803) 574-7680.

CD-i touch screen



MicroTouch and Philips Consumer Electronics have developed and are marketing a new controller that allows a MicroTouch touch screen to work with any Philips CD-i system.

Increasingly, systems integrators are offering this type of product to companies wanting to market products and services through terminals or kiosks, to train employees or to disseminate information to the public.

MicroTouch is offering touch monitors based on Philips monitors and TV sets. The CD-i touch monitors come with a CD-i disc with calibration software. The MicroTouch CD-i touch screen doesn't require any special drivers and plugs directly into the CD-i player's input port, allowing the serial port to remain free.

The first TruePoint touch monitor for the system is the CDi-20, a 20-inch touch monitor that combines the Philips PA3520C color monitor/receiver with the MicroTouch analog capacitive touch screen. The CDi-20 has a video resolution of 600+ TV lines (horizontal) and a touch resolution of 1,024 x 1,024 touch points. The audio output is 2.5W per channel with dbx stereo noise reduction. Features include event programming, programmable power lock and volume, and a 24-hour, non-volatile clock that retains all system settings in the event of a power loss.

The TruePoint CDi20 comes with a five-year warranty on all the touch screen components, and a one-year warranty on the Philips monitor.

In addition, the company acquired a new, patented touch input technology under the terms of an exclusive licensing and asset purchase agreement with Moonstone Designs, a UK-based engineering company. The unique projected capacitive touch technology allows a touch to be detected through up to 2" of glass. A separate technology called projected audio, which enables audio output to be projected through glass, was also purchased.

MicroTouch will be introducing a family of products based on the new technology later this year.

For more information, or distributor referral, contact MicroTouch Systems Inc., 300 Griffin Park, Methuen, MA 01844; (508) 659-9000; FAX (508) 659-9100.

Coin Doubler

Two-Bit Score Amusements releases the Coin Doubler Module Rev. 2, which allows operators to set late-model, "50 cents per play only" pinball machines to "25-cents per play."

The module quickly installs on the coin door and converts all new pinballs that use the Williams WPC systems. The module fools the computer into thinking two coins have been inserted.

The company is offering a free exchange to anyone who purchased the first model.

For more information, contact Two-Bit z4418 Pack Saddle Pass, Austin, TX 78745; (512) 447-8888; (512) 447-8895.

Collector's cues

Dart Mart unveils three new GCue collector's edition pool cues based on Jack Daniel's premium whiskey, the Grateful Dead, and several Playboy playmates.

The Playboy cues feature centerfolds such as Marilyn Monroe, Pam Anderson, Anna Marie Goddard, and Julianna Young.

All GCue models are made in America of hard rock maple and feature Le Pro leather tips, implex joints with stainless steel pins, and a fine Irish linen wrap.

For more information, contact Dart Mart Inc., 2255 Computer Ave., Willow Grove, PA 19090; (800) 423-3220; (215) 830-0501; FAX (215) 830-0779.

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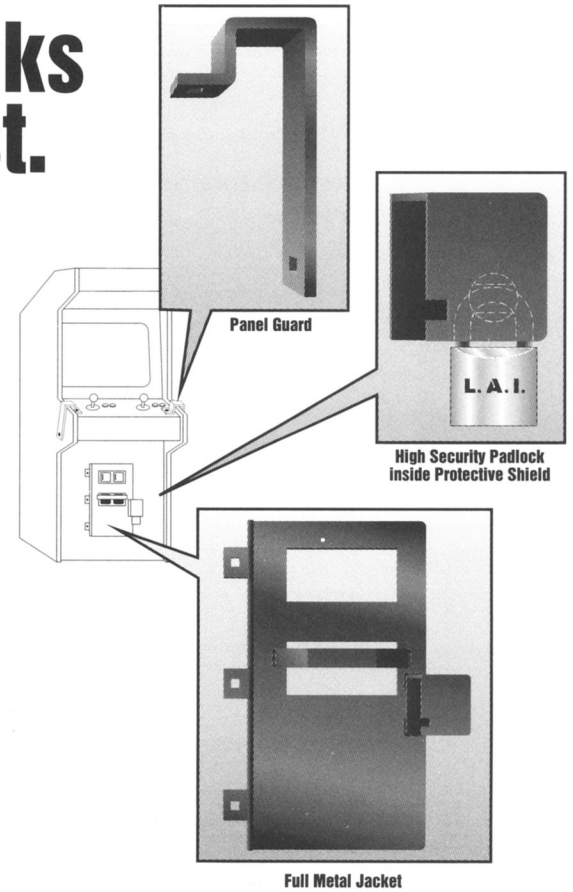

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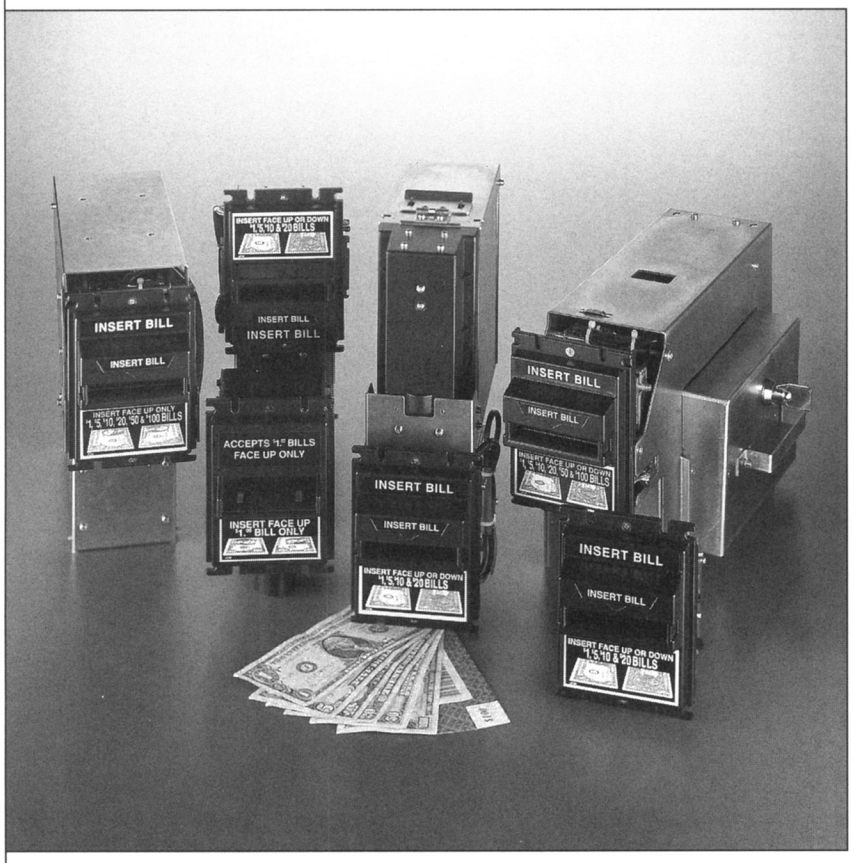

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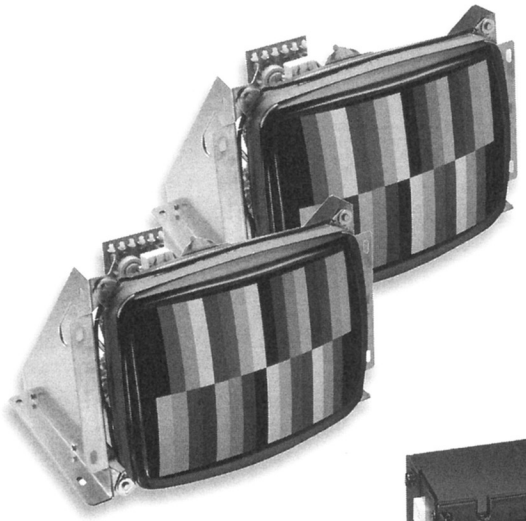

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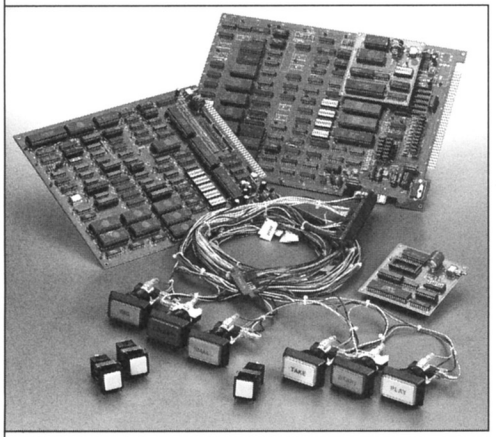

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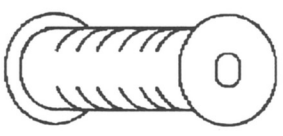

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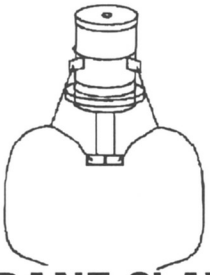

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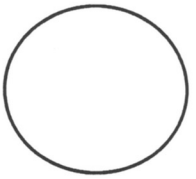

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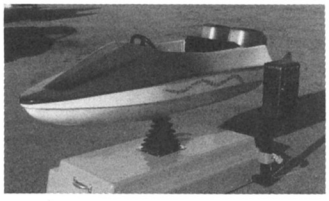

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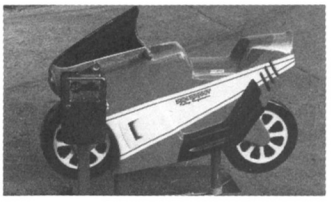

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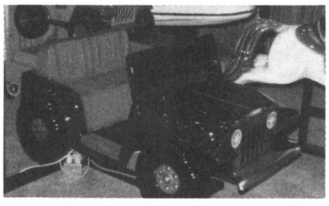

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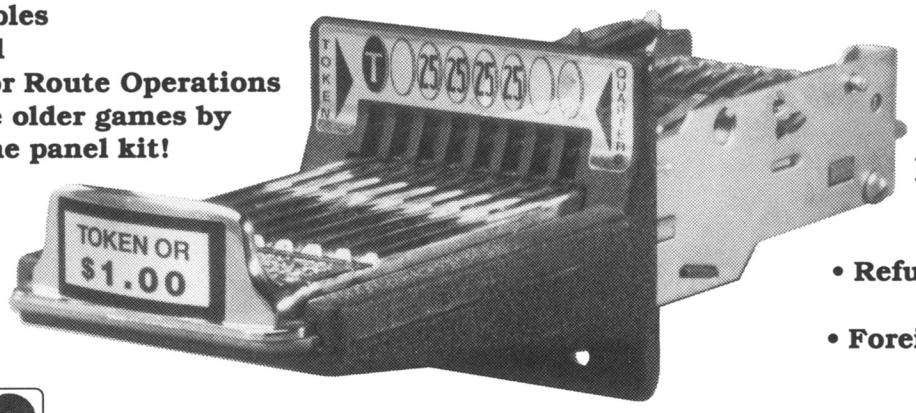

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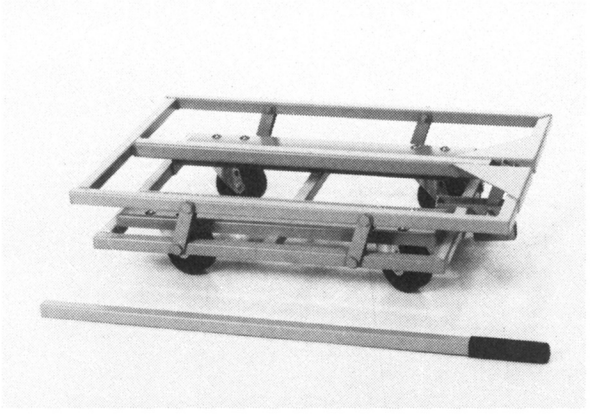

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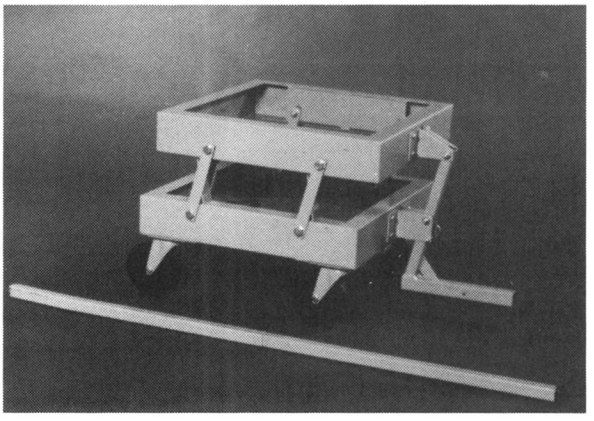

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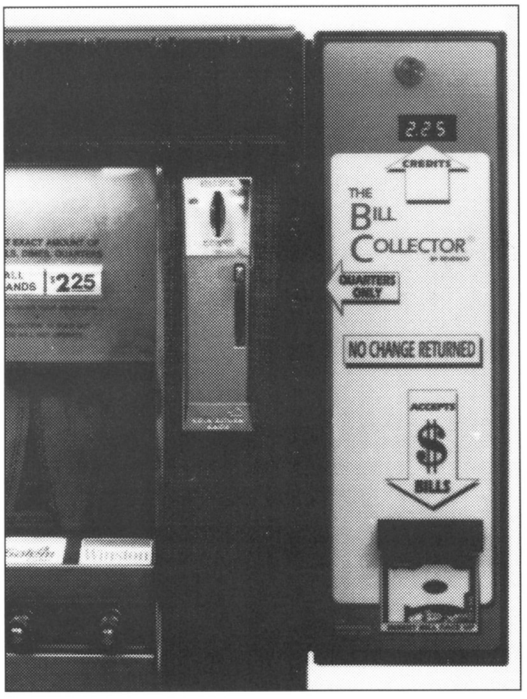

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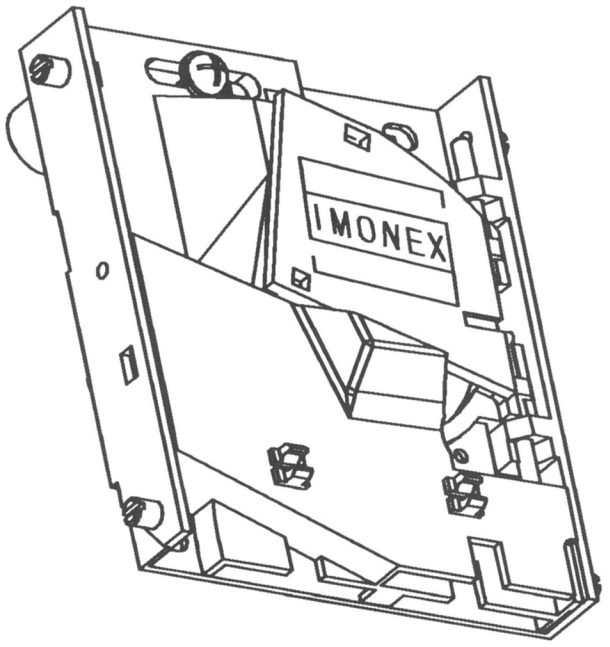

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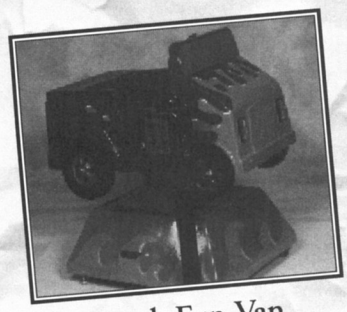

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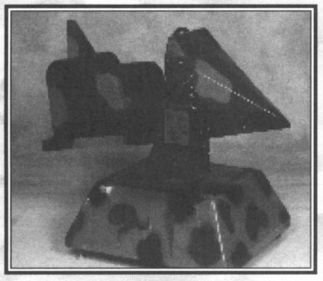

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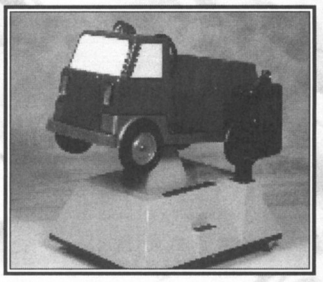

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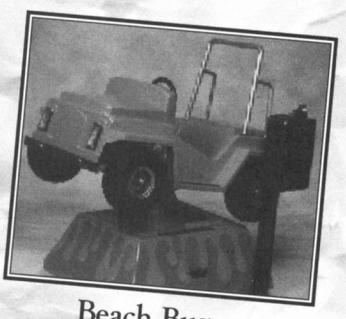

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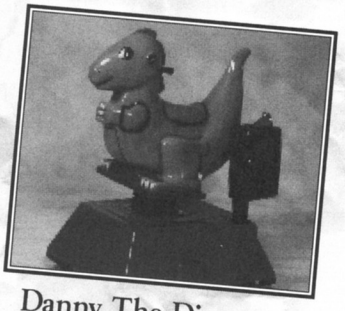

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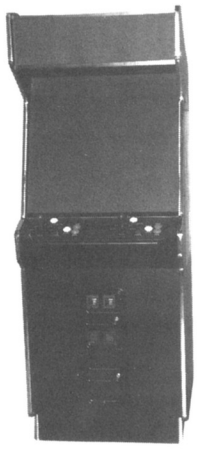

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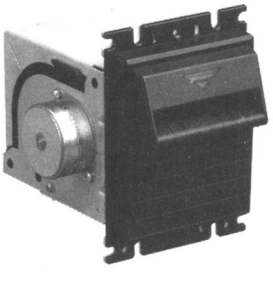

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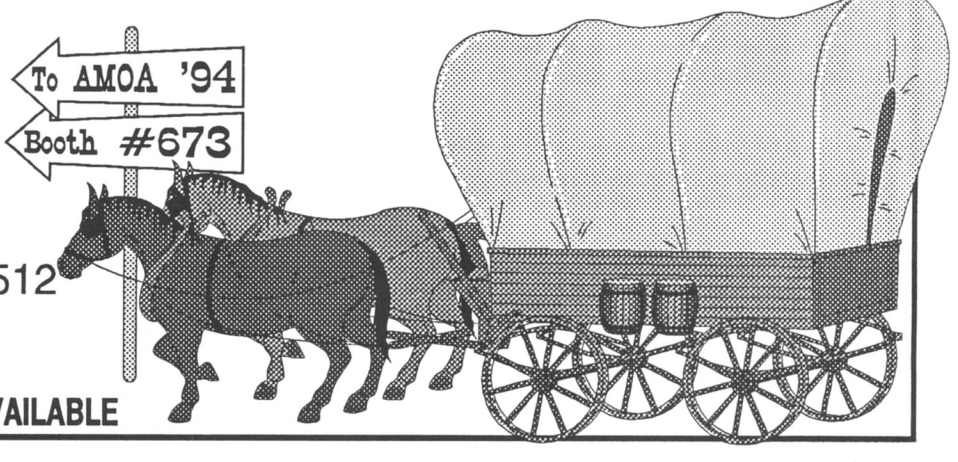

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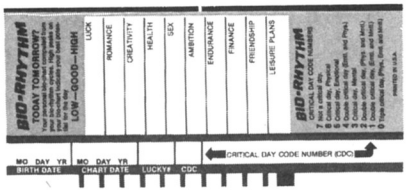

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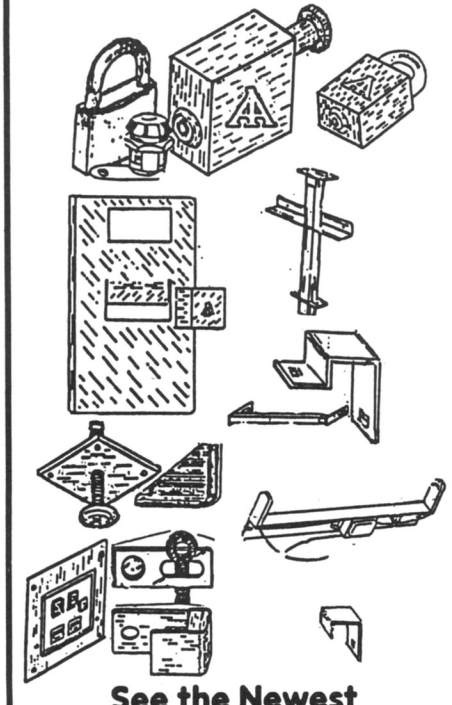

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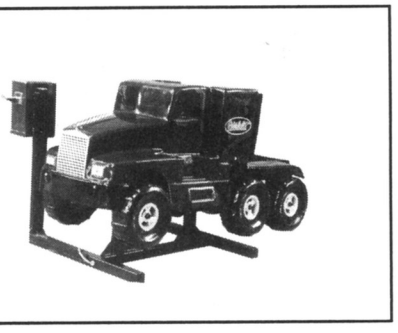

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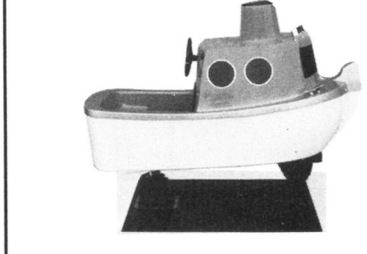

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1994

September	17 **Columbus, OH** Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866	22 thru 24 **AMOA Expo '94** **San Antonio, TX** • Not An Auction • Visit Us At Booth #1104		
October	1 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866	2 thru 4 **FUN Expo '94** **Las Vegas, NV** • Not An Auction • Visit Us At Booth #190	15 **Dallas, TX** Big Town Mall, I-30 and U.S. 80, Take Big Town Blvd. Exit off I-30 Cellular: 214-384-7626 Reorder Tone Dial: 502-551-1866	22 **Tampa, FL** Florida State Fairgrounds, Special Events Building Highway 301 off I-4. Cellular: 813-623-7626 Reorder Tone Dial: 502-551-1866
ovember	5 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866	Collector's Auctions 12 **Chicago, IL** **Ramada Inn - O'Hare** 6600 N. Manhiem Road, Rosemont, IL *4th Annual Pinhead Collector's Auction in association with Pinball Expo '94.* Attendance info. Contact: Rob Berk at 1-800-323-3547 A 10% Buyers Premium will be applied. Collector's Auctions		October 29 **Columbus, OH** Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866
ecember	10 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866			

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auctions begin at 10am local time.
consign games for sale: bring to the
tion site on the Friday before the auction
ween 9 am and 9 pm.
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February	4 **Houston, TX** Ft. Bend County Fairgrounds, Bldg. 'C' Hwy 36 9/10 mile south of Hwy 59 (Rosenberg) Cellular: 713-824-7626 Reorder Tone Dial: 502-551-1866	25 **Tampa, FL** Florida State Fairgrounds, Special Events Building Highway 301 off I-4. Cellular: 813-623-7626 Reorder Tone Dial: 502-551-1866	
March	4 **Columbus, OH** Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866	11 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866	23 thru 25 **ACME Trade Show** **Reno, Nevada** • Not An Auction • Visit Us At Our Booth
April	1 **Columbus, OH** Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866	8 **Tampa, FL** Florida State Fairgrounds, Special Events Building Highway 301 off I-4. Cellular: 813-623-7626 Reorder Tone Dial: 502-551-1866	29 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866
May	13 **Columbus, OH** Rhodes Building, Ohio State Fairgrounds 17th Street & Clair Avenue Cellular: 614-271-7626 Reorder Tone Dial: 502-551-1866		
June	3 **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866		

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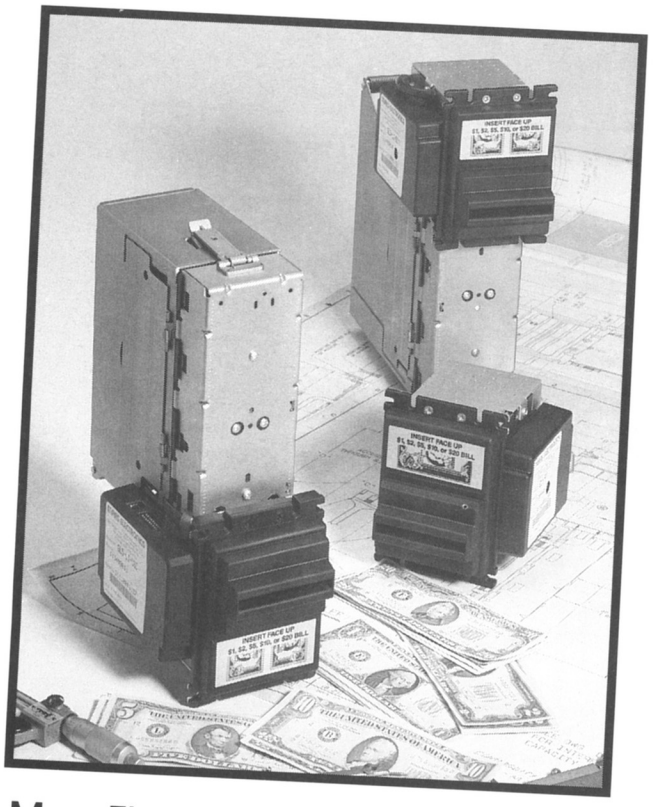

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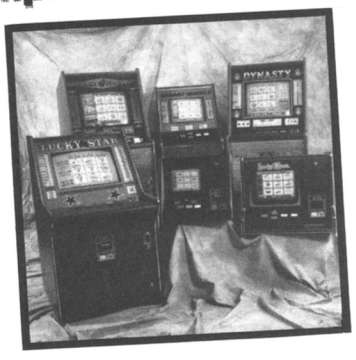

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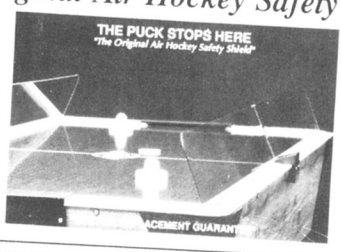

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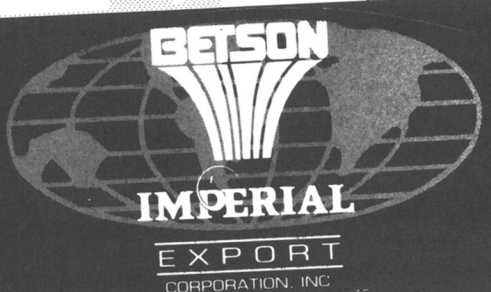

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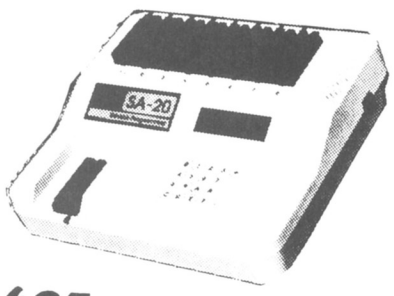

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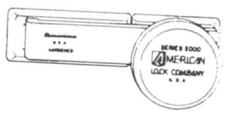

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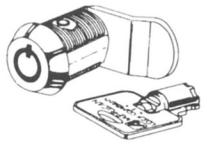

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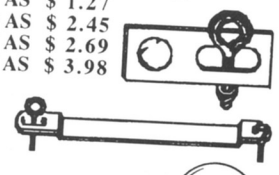

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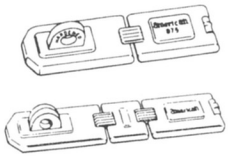

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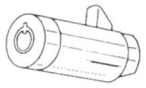

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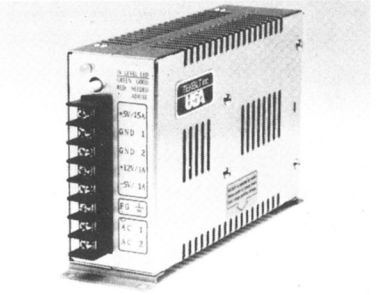

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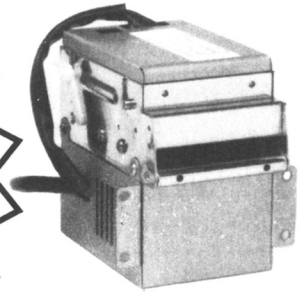

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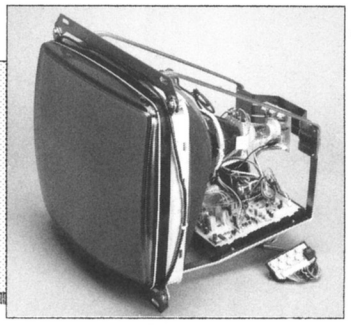

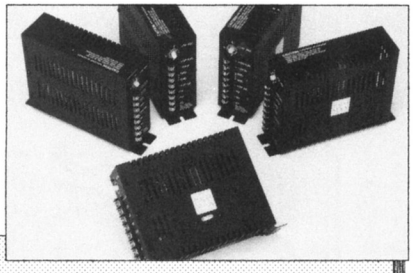

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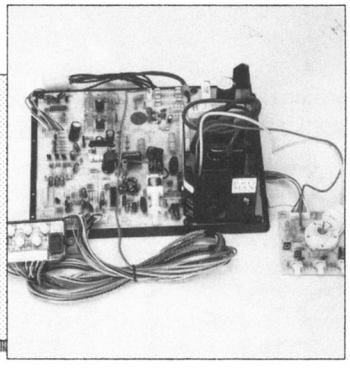

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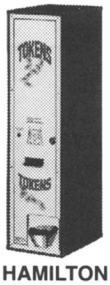

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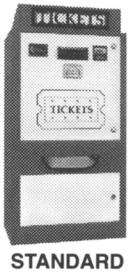

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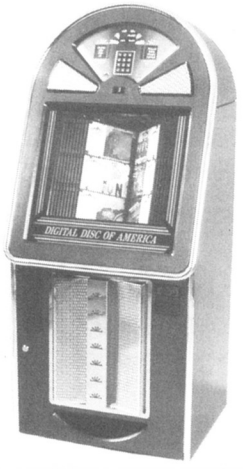

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Width: 27"
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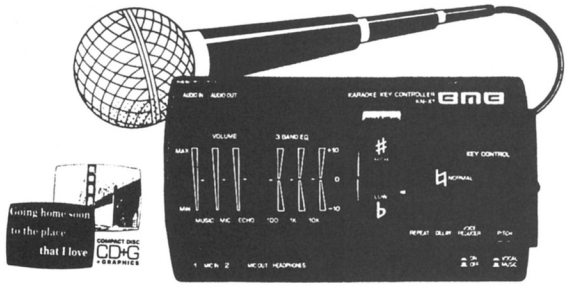

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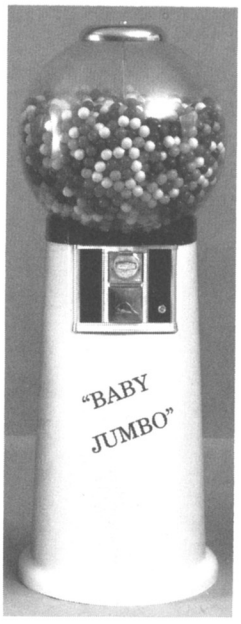

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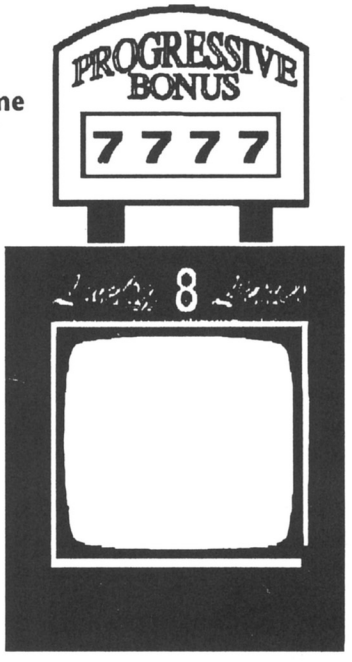

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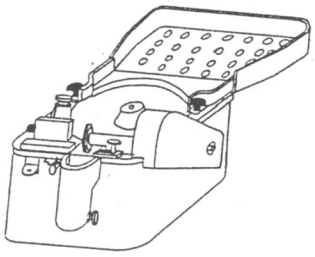

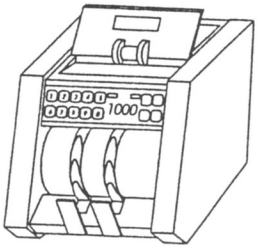

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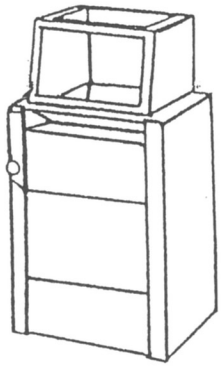

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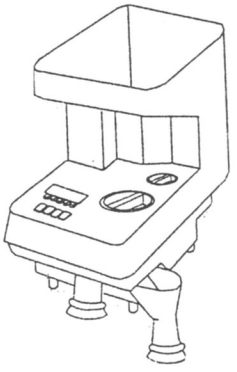

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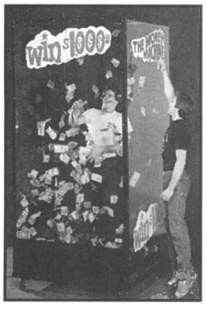

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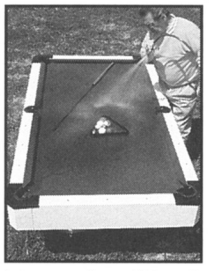

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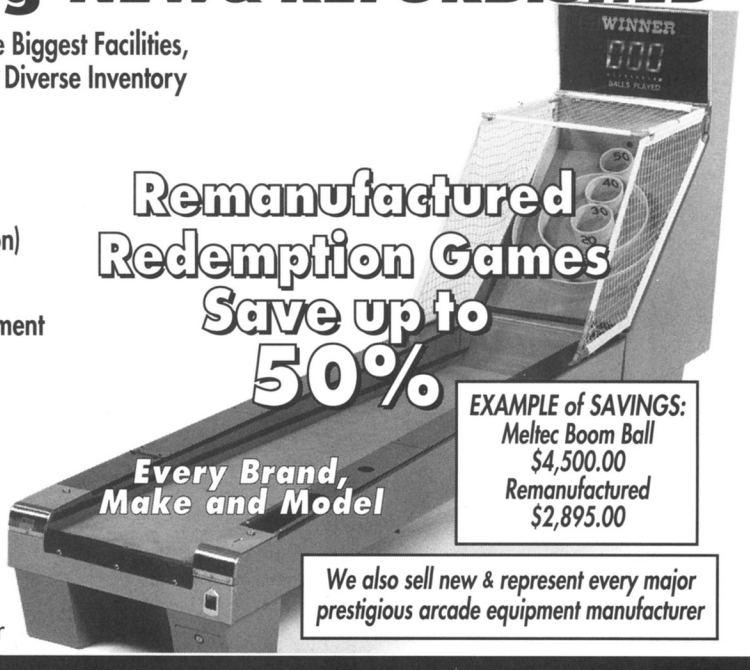

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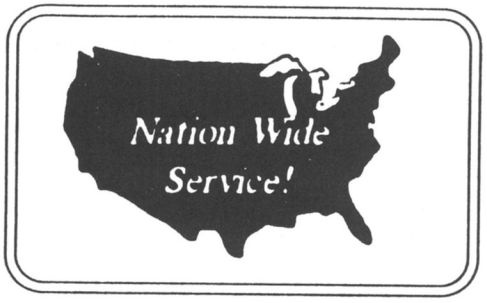

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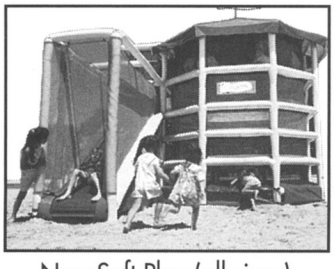

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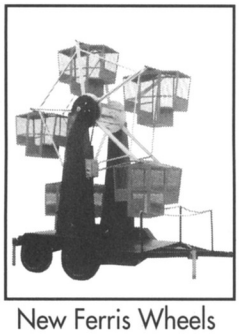

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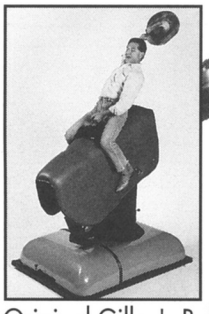

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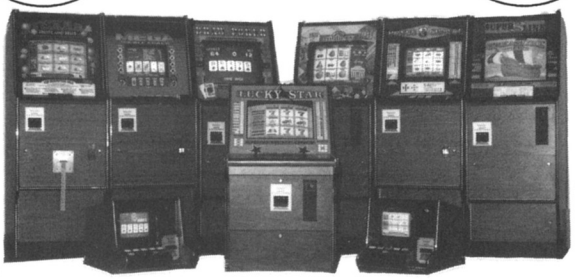

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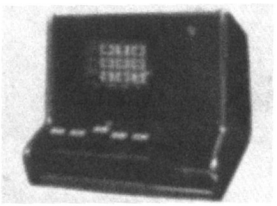

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Location: Knoxville Convention Center
525 Henley Street - Telephone (615) 544-5371

BALTIMORE, MARYLAND
SAT., OCT 15, 1994 - 10:00 A.M.

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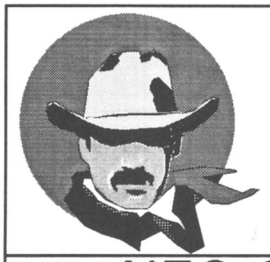

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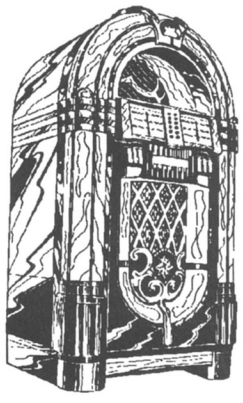

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Saturday, September 10, 1994 - 10:00 a.m. (EASTERN)

Sunday, September 11, 1994 - 12:00 a.m. (EASTERN)

United States Marshal's Service Seizure

1020+ Seized Video Gambling Machines
• Louisville State Fair & Exposition Center (East Hall "A")

LOUISVILLE, KENTUCKY

These machines were seized from the Southern district of Indiana (U.S. Marshal Frank J. Anderson) and are to be sold in the Western district of Kentucky (U.S. Marshal Charles W. Logsdon)

DIRECTIONS: Interstate 65 to Fair/Expo Exit. State Hwy. Signs will lead you to the State Fair Grounds. Easiest access to Eash Hall "A" is through Gate 1 & closest parking is Brown or Sky Blue Lot. Feel free to call our offices at 615-371-9955 for a free diagram of the parking facilities & location of East Hall "A".

If you own a business, enjoy video games or are looking for a unique gift or conversation piece, make plans to attend this absolute auction!!

Viewing 8 AM
Day of Sale Only

A partial listing of over 1020 video gambling machines includes, but is not limited to the following:

- Turbo Poker
- Cherry Master Video
- Lucky 8-Line
- Kasino Kate
- Jacks Or Better
- Super Poker
- High Speed Bonus
- Cherry Jubilee
- Hi-Lo
- Mother Lode
- Top Draw
- Counter & Table Top Type Video Machines
- Trailblazer Video
- El Dorado
- Greyhound Poker
- Riviera Poker Machine
- Pengo Machine
* Deluxe 8 Video

The majority of these machines have $1 thru $20 bill acceptors.

IMPORTANT NOTE: Suggested Lodging is Executive Inn, 830 Phillips Ln., Louisville, KY Toll Free 1-800-626-2708, or 1-800-626-2706.
Executive Inn is located just across the street from the State Fair Grounds.

ALL ITEMS WILL SELL TO THE HIGHEST BIDDER! • All items MUST be removed days of sale

TERMS: Cash on days of sale. Checks will be accepted ONLY if accompanied by a current dated bank letter addressed to the Frank Collier Auction & Realty Company. This bank letter must be signed by a Bank Officer and if dollar amount is limited, then this amount must be stated in the letter. All items must be removed days of sale. Announcements day of sale take precedence over all other advertising. All items sell as is, where is. No warranties. Inspect to your own satisfaction. 10% buyers premium in effect.

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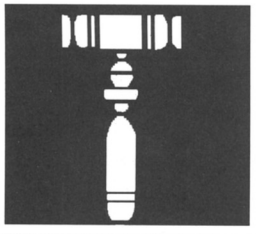

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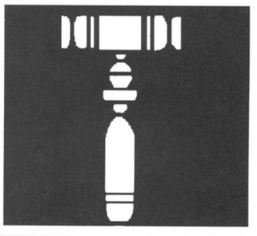
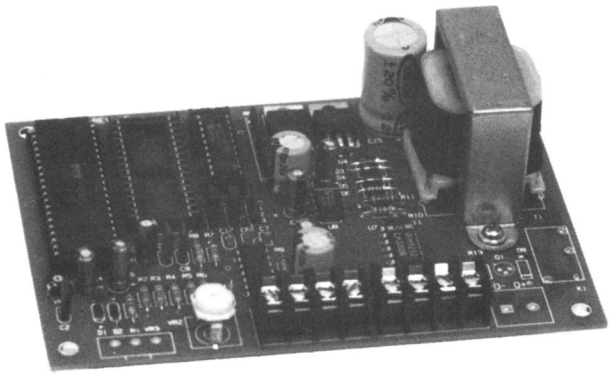


kiddie ride

Sound & Control



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	3	9	LASTIMA QUE SEAS AJENA	VICENTE FERNANDEZ
	4	10	INALCANZABLE	LOS BUKIS
	5	5	LOS MACHOS TAMBIEN LLORAN	BANDA MACHOS
	6	8	TU ULTIMA CANCION	LOS TEMERARIOS
	7	3	PURA SANGRE	BRONCO
	8	6	TODO MI VIDA	ANTONIO AGUILAR, HIJO
	9	--	RECORDANDO A LOS PANCHOS	VICENTE FERNANDEZ
	10	--	JUNTOS CANTAN AL MARIACHI	C. SANCHEZ & G. BELTRAN
TROPICAL / SALSA	1	--	EXITOS DE LA DINAMITA (No. 1)	SONORA DINAMITA
	2	--	ES UN ESCANDALO	SONORA DINAMITA
	3	9	MI TIERRA	GLORIA ESTEFAN
	4	--	CARA DE NINO	JERRY RIVERA
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POP	1	2	TE CONQUISTARE (No. 1)	LOS FUGITIVOS
	2	3	AMOR PROHIBIDO	SELENA
	3	1	VIDA	LA MAFIA
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North Carolina Amusement Machine Association Convention and Trade Show, Marriott Executive Park Hotel, Charlotte, N.C. Contact Howard Cole, (800) 824-1476.

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November 2-5
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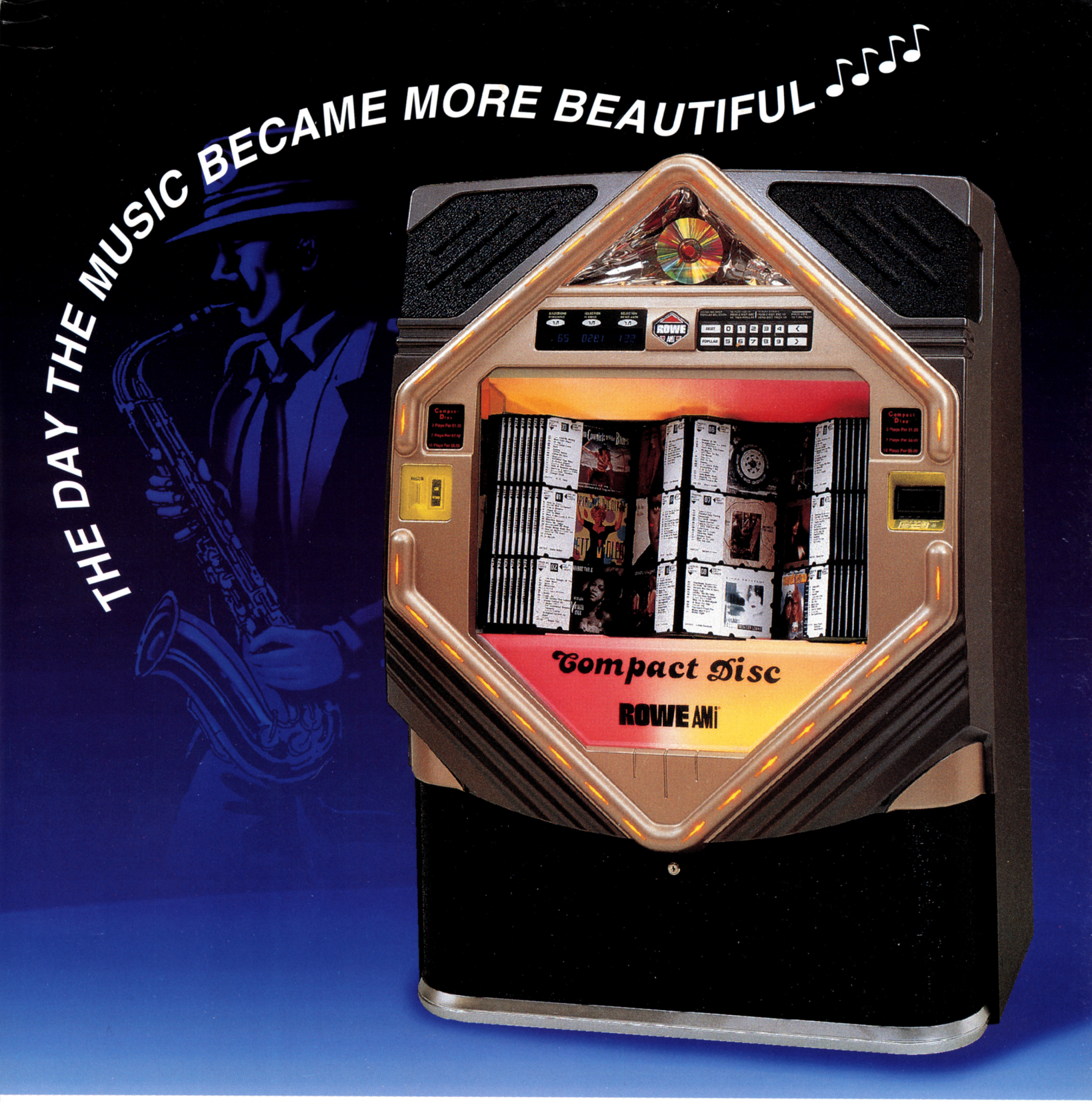

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