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Cover Story:
LAI Games
builds on
success

IAAPA Expo:
Inspiration
and
education

Year in
Review:
Highlights
of 2012

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Despite economic conditions, this year began with a hopeful attitude at the Amusement Expo in March. The show held much promise; vibes were definitely better and moods merrier than in 2011. New games were plentiful, even if caution held operators back from investing as much as they wanted. The new games keep coming because standing still is not an option; we can only go forward.

More new games debuted at the American Amusement Machine Association (AAMA) Distributor Gala in August, many destined to be seen in completed form for the first time at the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando in November, which continues to be a showcase for coin-operated equipment.

The big curve ball that was thrown the industry came in the form of Hurricane Sandy, a latecomer in the hurricane season, which devastated the Eastern seaboard on Oct. 29. Sandy dealt a crippling blow to the power grid, claimed lives, damaged businesses and communities of all types and sizes, and changed forever the physical landscape of coastal cities.

I remember touring the Jersey Shore 22 years ago, thinking, "What a special place!" Each stop had its own flavor: Keansburg, Point Pleasant, Atlantic City, Seaside Heights, Wildwood. Photos taken after the storm look like scenes from an Irwin Allen disaster movie from the early 1970s.

The industry is resilient and will rebound, even though it may seem at this early stage that it could never happen. As a survivor of Katrina, *Play Meter* can affirm that it will require years of rebuilding, but that the cities and the industry in the affected areas will come back strong.

We can relate to digging through debris and muck looking for family keepsakes, hoping against hope that when you hold up that water-soaked family album a few images inside may be salvageable. Mostly, the blurred emulsion on the paper looks more like Jackson Pollock paintings.

We can relate to brown watermarks on homes where the water remained far too long. We can relate to not being able to re-enter your community to assess damage. We can relate to the strange juxtaposition of a car stuck in a tree and a boat carried by storm surge from the harbor and dropped into a front yard. We can relate to the total darkness of one community in contrast to the lights of a nearby community that happened to fare better. It is otherworldly.

My heart went out to the grandmother on Staten Island, N.Y., who found a photo of her mother in her wedding gown, the only photo she said she had of her mother. From where she stood I was amazed that she was able to find anything. I wish I could have found the photo of my mother and father on their wedding day in 1943, he in his Army uniform and she in a blue suit in front of St. Anthony Church.

While there was advance notification of the storm, nothing could have prepared the East Coast for the kind of wallop packed by Sandy. The cleanup effort is enormous and ongoing. Where to start? What can be saved? Where will all the sad piles of household appliances, furniture, children's toys, and broken possessions end up? Landfills will be reopened. Trees will be replanted. The human spirit will draw on inner strength as neighbors help neighbors through this tragedy and industry members support each other and begin the process of healing physical and emotional wounds. ▲



BONNIE THEARD
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.
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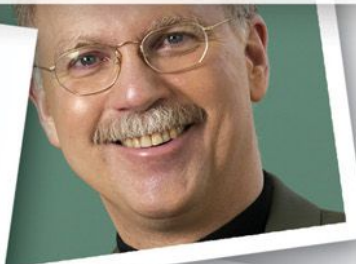
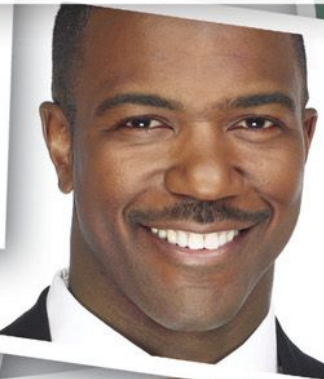
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SAY WHAT?



10

second
interview
with...

Greg Bacorn, 27, founded Barron Games International with Anna Bacorn in 2007. The couple lives in Buffalo, N.Y., and just had their first child, Nadya Bacorn, in June 2012. Barron Games develops new air hockey designs, kiddie rides, photo booths, and other redemption games. Bacorn spends a lot of time traveling, developing new games, and meeting with customers.

My first job was:

working as a server at the Country Club of Ithaca.

My favorite type of music is:

country/classic rock.

I wish I had the nerve to:

run for political office.

If I were invisible:

go to the White House situation room and into the Tokyo Japan (NRT) airline baggage transfer sorting conveyer system, it just fascinates me!

If money and time were not obstacles, I would:

travel the world with my family and live out of an airplane.

One word that describes my personality is:

very energetic and forward thinking.

The best advice I ever got was:

"If you're prepared and you know what it takes, it's not a risk. You just have to figure out how to get there. There is always a way to get there."

My favorite TV show is:

"Alaska State Troopers"/"Last Man Standing."

If I could have dinner with a famous person that person would be:

Tom Hanks.

My most cherished inanimate possession is:

my Sony laptop and Bose headphones (for flying).

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Attendees entering the show.

IAAPA



From left: AMOA President Andy Shaffer, John Newberry of Venco Business Solutions, Chris Felix of MEI, and Scott Parker of ICT.

Endless entertainment

Seemingly endless aisles of games, rides, food, and all kinds of entertainment services were on display at the International Association of Amusement Parks and Attractions (IAAPA) Expo Nov. 12-16 in Orlando, Fla.

Coin-op companies were well represented in the Coin-Op Pavilion and elsewhere on the giant exhibit floor. Mark Struhs of Raw Thrills said, “Our major show in the spring is the Amusement Expo; our major show in the fall on a global scale is the IAAPA Expo.”

Struhs spoke about what it takes to grab the attention of today’s players: “We almost have to shock the player with innovation and excitement where

the game practically says, ‘Come over here and play me!’”

The IAAPA Expo was the place to be for that innovation and excitement.

Rick LaFleur of I.F. LaFleur & Sons commented on the value of this show: “We have to be aware of other marketing techniques and efficiencies that coin-op can use to enhance our opportunities.

“This show opens your eyes to a lot of creative talent in different places. Those are the dollars we are competing for with our customers. Based on what I’ve seen at the show, on the

amusement side there is a lot of creativity and opportunity. As always, the common ingredient is working to make it happen.”

Eric Dusing of the Entertainment Group said, “There seems to be a lot of promising equipment at this show. I’m encouraged about a lot of new innovations offered by the manufacturers.”

Jerry Johnston of Amusement Unlimited, a first-time attendee, said, “I’m excited; there are a lot of new and different things to see.”

Following is a recap of new products at the expo:



AMI Entertainment Network



CenterEdge Software



Coast to Coast Entertainment



AAMA



Adrenaline Amusements



Andamiro USA

Adrenaline Amusements introduced Black Out, a new breed of merchandiser that combines multi-touch and transparent screen technology. Players have five tries to flick over the characters at the darkened sun. Also new: Lane Splitter Extreme, in which players drive their motorcycle through traffic at top speed.

AMI Entertainment Network showcased its Megatouch Live counter-top running on the ML-1 hardware with new 2013 Legacy software release that includes games such as Grimm Fairy Tales Photo Hunt and Monkey Bash World Tour. Also, the Rowe NGX Face Place, an NGX jukebox with V3 software from AMI and Smile 2.0 photo technology from Apple Industries, which allows patrons to play music, take photos, print photos, and send to friends through social media.

Andamiro USA had a booth full of new games: the Alice photo booth with

Chroma Key effect, four cut cartoon backgrounds, auto face detection, and editing tools; Color Boyz 5 Heroes family friendly redemption game; Dino Family redemption game using a golf ball dropped into a targeted hole; En Shoot basketball game with halftime show; i-Cube prize merchandiser; Over the Top arm wrestling game; Pump It Up 2013 Fiesta 2 dance simulator and Pump It Up Infinity software with 30 new songs; and Vincent Van Gogh's Masterpiece portrait booth.

Apple Industries has faith in the growth potential of photo booths in bar locations, made easier with its Smile 2.0 software in all Face Place photo booths (not including Magazine Me). Smile 2.0 not only offers eight popular software packages including fun backgrounds and face replacements, but also connects to social networks and offers the ability to upsell additional prints.

Apple has been working with AMI

Entertainment for the Rowe NGX Photo Booth Juke with Smile 2.0 to add a new dimension and new revenue stream to jukeboxes. Apple has a full line of photo booths, from the Face Place Deluxe to the Photo2Go to the Face Place Wedding Booth.

Arachnid Inc. was proud of its Galaxy 3 Live dart game with remote play, remote NDA sanctioned leagues, flipable target, 19-inch flat screen, and LED tri-color illumination. Also shown: Chuck A Luck Darts.

Barron Games debuted the QuadAir Jr. multi-player air hockey game for two to four players, a baby brother to the original QuadAir with a fun jungle theme and all the features of the big sibling. Also new: the sleek Air Ride version of Barron's two-player redemption air hockey table with scoring on the playfield and many customizable features.

Bay Tek Games brought the Dizzy Chicken redemption game with LCD



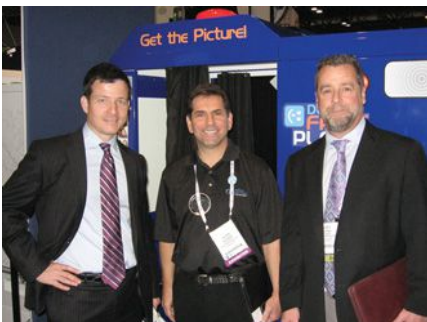
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Apple Industries



Barron Games International



Bay Tek Games



Benchmark Games



Bob's Space Racers



Brady Distributing

monitor and crazy graphics; the Pig Out children's redemption game where little ones score tickets by launching balls into a pig's mouth; and the Prize Hub self-contained prize counter available in four modules.

Benchmark Games displayed its new Explosive pop-it-style game where two players compete to pop the balloon and win the jackpot; Monster Drop single player, which fills the area between the Slam-A-Winner and the

Monster Drop two-player games; and the next generation Tickets To Prizes that holds 840 small to medium-size prizes and five featured prize compartments (ideal for bowling and skate centers).

Big Daddy Games LLC showcased its phone-based sweepstakes system. Users purchase a phone card and are automatically entered into a sweepstakes. Company officials describe it as a simple, user-friendly system. The

company plans to launch its Cyber Sweepstakes system soon.

Bob's Space Racers debuted Crazy Canz, where players push the handle to propel balls into a trash can as the lid opens; Bob's Fishing Hole, where players net fish and weigh them on the scale for prizes that equate to the weight of the fish; and Pirate Loot, a coin drop game where players time the drop of the coin onto the playfield toward five targets with different values



Champion/Valley-Dynamo



Coastal Amusements



CORE Cashless



Digital Centre



Eball



Elaut USA



Embed



Falgas USA



Firestone Financial Corp.

(one moving target and four stationary).

Also from Bob's Space Racers: Puppy Jump, where players push a button to make a bulldog jump rope to gain tickets; and the new bowling-themed group game Strike Zone that challenges players to propel balls through 10 holes in a race to see who gets to 100 first.

Bromley Inc. featured several of its games including Heroes of Action four-player coin pusher with Marvel license. The game will be available in March 2013. Also shown: Save My Kitty.

Carolina ATM showed its new outdoor kiosk for ATMs, which features 24/7 access, great visibility, and is 100 percent weatherproof.

Champion/Valley-Dynamo featured the furniture-quality Top Cat pool table for upscale locations with all the operator friendly features of a Valley table. Also shown: the air hockey line including the Short Shot small footprint table, Firestorm, and Hot Flash.

Coast to Coast Entertainment showcased its ReRave interactive music game with full screen and half screen play modes in a new cabinet configuration; Ticket Tornado, which invites players to grab as many tickets as they can (a bonus ticket can award a free slice of pizza or a free attraction); the Stage 2 Controller Web-based monitoring system; and its line of cranes including the new PrizeExplosion and Rock-n-Roll.

Coastal Amusements introduced Temple Run, a licensed ticket redemption game with an ancient civilization theme and track ball control; The Simpsons Soccer, a sports game enhanced with video from the popular "The Simpsons" TV series and a 32-inch LCD monitor; and Sea Wolf 55, the newest installment of the popular shooting game, this time with a 55-inch screen.

Coin Tech, makers of the Xperience debit card reader, introduced mobile apps for smart phones, tablets, and mobile devices; and online game system apps to be connected with patrons as in a social network.

CORE Cashless featured two new products: the ticket kiosk that dispenses



Gold Standard Games



ICE



ICT



Arachnid Inc.



Ideal Software Systems



Injoy Motion



Intercard



Jennison Entertainment Technologies



Jersey Jack Pinball

not only debit cards but also wristbands; and the mobile app Paydia that allows patrons to add money to their account at home or while at an entertainment location.

Creative Works debuted Atomic Rush at the show, a small footprint game featuring all touch screens and all LED lighting. Users tap colored lights when they flash. The company describes it as a reaction “Simon Says” type game. There are multiple game formats; some are stationary while others require players to move around. Also shown: Lazer Frenzy and Game Patrol.

Design Plus featured its Pro Striker alley roller. There are now kits available for every Pro Striker made from

1996 through 2008.

Digital Centre was on hand promoting several of its newest products and features. The Instant Souvenir Kiosk uses the WD card in any digital camera to create a stream of photos for purchase. The Mega Strip has 6 by 16-inch strips. All Digital Centre units have a code at the bottom that refers to myphotocode.com, where customers can pick up and send photos to friends for up to 30 days. Also new: Crystal Photo Booth and Expression 3.0 software.

Eball International showed its five-in-one sports simulator. Manufactured in Australia, the game allows users to play soccer, football, cricket, rugby, or Australian football by kicking the appropriate ball at the screen.

Embed featured its Color-Glo color changing card reader, an all-in-one solution for point of sale and redemption management. Redemption Pro allows up to four staff members to assist multiple guests at the same time from one station.

Elaut USA displayed its Carre centerpiece crane; E-Claw crane suitable for use with jumbo plush; the Wizard of Oz two-player model of its giant six-player coin pusher; plus a two-foot square redemption center for the Wizard of Oz.

Elton Amusements brought its original Roll-A-Ball Derby multi-player game available in theme park and family entertainment center FEC models.

Falgas USA introduced the Heron

:-) FACE PLACE™



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MEI

Carousel with 20 seats (choose from a variety of animals, carriages, and spinning pots); also the Western Train with two big horses that can be ridden as they pull a series of wagons: stage-coach, saloon, and mine wagon along a track.

Family Fun Companies has taken to the high seas with Biggest Catch, in which players use a giant button to drop cannonballs into a boat. The goal is to get as many balls in without tipping the boat or the game is over. The more balls into the boat, the more tickets won. Also new: The Revenge of Hammerhead, in which players use a ship's wheel to guide balls into life rings to escape the jaws of a hammerhead shark.

Global VR made 3D affordable with The Swarm, a solid shooter with seven levels, 13 secret rooms, and monsters and bosses to defeat. The game comes with a 47-inch 3D monitor and is operator selectable for either 2D or 3D, also yellow or red Parental Advisory System (PAS) label setting. The real 3D technology glasses can be imprinted with the name of the location.

Gold Standard Games/Shelti was proud of its Premium Model air hockey with overhead video monitor that dis-

plays scores and can provide tournament information and more, customizable by the operator. This model is ideal for FECs; it will be available in January 2013.

Ideal Software Systems launched its next generation card reader, the Ideal Flash Reader IR, with new technology for online and mobile applications whereby location customers can use their smart phone to take a photo of the back of their debit card to see the balance, and then add more value to the card using their credit card.

IGPM/Kalkomat introduced its new mobile application for iPhone and Android that makes it possible for operators to download manuals, instructional videos, marketing materials, order parts, and more for Kalkomat's boxing games.

Also new from Kalkomat: software for boxing game tournaments, to be called Boxing Game Bar Fights, through which players can see all the participating locations and track the winners. Coming soon is Kalkomat's ComboBoxer, a game that combines boxing and soccer.

Injoy Motion brought its new Air Series simulator games with roll and pitch movements. Street Racing Stars

AIR features 18 recognizable sports cars, 15 exciting tracks, and five leagues, all supported by hot rides with roaring engines. Also in the AIR Series: Dido Kart and Power Boat GT.

Innovative Concepts in Entertainment (ICE) introduced the Monsterous coin pusher, Milk Jug Toss ball throwing game with a carnival theme, Penalty Kick and Shoot Out coin games, Doodle Jump video redemption game, Lift Mania forklift crane, Winner Every Time crane, ICE Emporium two-player skill crane, and Fast Track Soccer. Also shown: Harpoon Lagoon table fishing game, coming soon.

Intercard showcased its iPlanner scheduling for parties; the iReader Eclipse all in one unit; the redesigned iTeller kiosk for purchasing and recharging debit cards, now with the option of a 23-inch LCD screen; and the GCE Universal Hopper kit from Global Coin-Op Equipment that makes it easy to operate quick coin games in a card swipe location.

Jennison Entertainment Technologies featured its popular Space Ballz drop-the-ball game. Snow Down is coming soon from Jennison. Also shown: Hollywood Reelz and Intermis-



Muncie/Indiana Ticket



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Pyramid Technologies



QubicaAMF

Jersey Jack Pinball brought its highly anticipated Wizard of Oz pinball. The product should be finalized within the next few months. The pinball features two monitors, all RGB LED lighting, no wires, and is the first wide-bodied “Williams-style” pinball.

Jolly Roger showed its Candy Van candy and toy dispenser. The durable unit can hold around 20 glass dispensers. The Voyager kiddie ride has four different movies and works on actuators. The Camper Van has educational games to teach children to identify international flags. The Eco-Freddie kiddie ride/video game teaches children to recycle. Also shown: Gallopers Carrousel and Photo Kiosk.

Kingdom Photo Booth LLC had its Photo Prints photo booth that comes in two sections and can be transported in a mid-size car. The King photo booth is similar but a sit-down professional-style product. The Elite booth is wheelchair compliant and can hold up to eight people. All audibly and visually up sell extra strips and have other operator adjustable features.

LAI Games featured its Balloon Buster game and merchandiser. Use the arrow to pop balloons and prizes will drop. The new Ghost Town four-

player sit-down shooter will be available around Jan. 1. Choo Choo Train, Princess Castle, and Pirate Ball are three similar ball toss games with themes sure to have broad appeal amongst children.

LAI’s Toy Zone plush crane complements the popular Catch n Grab and Stack n Grab games. Rolly Rolly is a ticket redemption ball rolling game. The Mega Spin prototype is an exciting spin-the-wheel ticket redemption game.

Laser Star Amusements showed Tasty Tubes, a granulated candy-art maker. Also shown was The Ticket Shootout ticket-dispensing haunted saloon and a smaller version of The Pirate Shootout.

Legacy Coin Operated Distributors displayed the TouchTunes Virtuoso jukebox and a line of hand crafted furniture from Carolina Creek Chairs.

Magnetic Cash displayed its wireless debit card system with intuitive graphic interface and its kiosk station.

MoneyTree ATM showed its Palmetto countertop ATM, which is attractive and easy to use. Also shown: Mesquite model.

Muncie/Indiana Ticket showed its Replay Ticket made of 100 percent recyclable material. There are 3,000 in

a deck.

Namco America won a Brass Ring Award for its Dark Escape 4D two-player shooter. Its main features include a panic sensor that monitors players’ heart rates, attached antimicrobial glasses, surround sound for each player, seven speakers, two air blowers in front and back of the game, and four stages with specific fear themes.

The Triple Turn ticket redemption game has players push a plunger, which taps the ball into one of three turning tubes. It can fall through different hole values. The Rush for Goal prototype has players push a button to move a plunger forward and balls drop into the end zone. Balls have an RF chip so the game can determine their ticket value.

Also from Namco: Pac-Man Smash is a four player air hockey game that randomly shoots out up to 24 pucks at a time and creates a frenzy on the playfield. The Drop the Hook skill merchandiser features prizes suspended on hooks. The object is to use two buttons to move the plunger to the left and forward to aim for six different shaped holes. Also shown: Pac-Man Basketball game, Pac-Man Ghost Bowling alley roller prototype, Cascading



Raw Thrills/Betson



RDC Ride Development



Sacoa Playcard System



Sega Amusements

Balls, and Animal Kaiser.

National Ticket showcased its line of wristbands. Additionally, the company is now working with En Coded Guardian to create child-locating wristbands that work with a bar code.

Nickels & Dimes featured Around the World, a two-player interactive coin pusher with video involvement. Players spin the wheel and play mini games within the game. Also shown: Rubik's Cube kid's crane. Both will be available Jan. 1, 2013.

Ocean Amusement Machine Co. followed an animal theme with its Animal Feast, in which players press lighted keys to match animals as they light up; and Crazy Animals, in which players toss balls at animals that appear on the video screen to gain points and tickets.

Party Center Software featured its Party Center Management software system for family entertainment centers.

The system allows for online booking, management, and up sell. A new RSVP tool is coming soon as well as a waiver collection system.

PrimeTime Amusements displayed its LeBron James statue, Golden Buddha statue, and "Lucky Cat" statue based on Miguel Paredes' painting. The company also brought its bowling game, Bowling Cafe, which can be branded for any location. Also shown: PrimeTime refurbished arcade games.

Pyramid Technologies had its new Phoenix Thermal Printer. The printer is DIP switch configurable, flash memory upgradeable, and customizable to meet your specific needs. The Sentry Security Module validates every printer ticket. Features include easy setup, stand-alone operation, simple flash updates, and power adapter included.

QubicaAMF had its Highway 66 mini-bowling lanes that feature a vari-

ety of games, on-lane advertising, glow in the dark lanes, multiple payment options, a redemption option, and other extras.

Raw Thrills/Betson brought the SnoCross deluxe motion simulator with 42-inch LCD panel and motion seat that takes the player through seven intense tracks based on the X-Games venues. There will be the option of a matching marquee for multiple linked units. Also new: Big Buck HD Panorama model with online features, cinema-quality graphics, and credit/debit card acceptance shown with 55-inch and 80-inch monitors (operators may purchase their own monitors to suit each location).

RDC Ride Development Co. showed its Krazee Whirl electric or gasoline operated bumper cars. The cars only require one operator to manage the cars on the RDC-patented low



Smart Industries



SuperBooths



Suzo-Happ



Team Play



Triotech



VendEver

voltage floor. Steering features dual joystick controls to spin 360 degrees. The floor is approximately 100 square feet.

Sacoa Playcard System was on hand promoting its Wireless Debit Card system. New is the Color-Shot HD display reader and Kiosk K-2.

Sealy Technology displayed Crazy Penguin, a ball toss game; the Magic Doll Cube, a square crane the size of a cocktail table game; and the Ocean Star Fishing game for one to four players.

Sega Amusements featured a host of new product. Giant Key Master is a two-sided merchandiser where one side is a traditional Key Master and the other is able to hold much larger prizes. Key Master Colors are now available; in addition to the range of colors offered, the company will create custom colors in runs of 26 or more. The Winner Every Time kit comes with decals and turns any Key Master into a winner every time merchandiser.

GRID is now available in a 42-inch deluxe version, which is bigger with a greater field of vision. KO Drive is now available as a casual driver video game and will be available in the first quarter of next year. Cuckoo Clock is a ticket-redemption quick coin roll game where players try to time the roll of

their coin through a slot in a ticking clock.

Also from Sega, Pirate's of Monster Island is a video redemption game where players explode different objects off the deck of a pirate ship. It will be available in the first quarter of 2013. The Double Shot! prototype features two spinning wheels where players try to land on the two highest numbers, which are multiplied by each other to give the number of tickets won. Also shown: Sonic kiddie ride, SuperBooths photo booth, Two-Player Sonic Air Hockey, and Sonic QuadAir.

Simuline highlighted its X-Rider motion-based simulator. There are over 30 videos available for this unit.

Skee-Ball Inc. featured its Feed Me Brains zombie-themed, redemption ball-drop game. Also shown: Hot Shot one player full-size regulation basketball game, Skee-Ball alleys, Spin-n-Win!, and Super Shot.

Smart Industries debuted its Shoot to Win Arena. The two-player (team play also possible) basketball game features three levels. The first plays like a normal basketball game, the second introduces "guarding" hands, and the third level has the hands going even higher to block the ball. The cabinet is

designed to look like a real basketball court. The backboard is customizable and the unit will fit under 8-foot ceilings. Also shown: Happy Sailor, Happy Dance, Ultimate Big Punch Deluxe, Toy Chest, Push-n-Win, Pirate's Chest, Candy House Crane, and Hollywood Photo Booth.

Starshow was on hand featuring its Automated Karaoke Recording Studio. Users select their track and video clip and record their performance. Once processed, the system creates a mastered disk with their music video, all within 90 seconds.

Stern Pinball had its X-Men and AC/DC pinball machines. The company was also showing its newly designed ticket redemption kit for pinball. The kit has been proven to dramatically increase earnings for operators.

SuperBooths had a series of interactive photo booths including the SuperBooth Coin-op (SB-C) where users choose from virtual photographers who lead them through an entertaining photo shoot with wind effects. The SuperBooth Event Booth (SB-E) combines music, celebrity, fashion, and photography into one product and features social media integration, flexible design, branding opportunities, and



Universal Space



Venco Business Solutions



LAI Games



Big Daddy Games

custom video and printout upgrades. Also shown: Pictabotz kiddie photo booth.

Suzu-Happ Group showcased its LED Fluorescent Slate Sign. Also shown were LED MR-16s, which last about 20,000 hours. Also shown was the celebration topper for tabletop games and the company's air purification system.

Team Play Inc. brought its Fun Stop Photo Booth, which snaps pictures of passers-by to pull them in. The booth has dual printers, all LED lighting, and a steel-frame cabinet.

Toccata Gaming International featured its Pong 180 Degrees electronic beer pong table. This one or two-player game features a rotating cup platform, LED lighting, dual monitor setup, automatic ball return, full operator menu, and multiple access doors. Also shown: Balance Ball in

redemption or thermal printer models. Users play with their feet to move the screen along one of 48 different tracks while gathering coins for tickets.

Triotech showed its XD Theater with 3D graphics, moving seat, and light and wind effects. Typhoon has four new movies available: Speedcoaster 6D, Snow Ride 6D, Hover Chase 6D, and Rats Race 6D. Pirates is a 3D interactive theater where players shoot at the screen.

Universal Space highlighted its Fruit Mania X-treme skill-based video redemption game. This sit down game has players shoot veggies that push fruit over a ledge. If the fruit drops in the spin zone, tickets are won. Astro Invasion is a space themed ball throwing game where players aim for different stationary and moving targets. After Dark stand up and sit down versions have players spin a wheel to

avoid rocks and other obstacles while shooting monsters.

Universal's Pirate's Hook is a two-player ticket redemption game where players lower the hook to catch fish with different ticket values. Bike Rally lets players pedal a bike while aiming for and avoiding certain objects to gain points. Cowboy Shootout comes in both ticket redemption and voucher versions where players shoot stationary and moving targets to rack up tickets. Also shown: Tubin Twist, Mini Express Train, Veggie Riot, Whacky Froggy, Ducky Splash, and Waterpark Adventure.

U.S. Bowling Corp. showcased its small ball mini-bowling system Rollerball with 32-inch LCD monitors standard and Stand-A-Lone Control Console that can have a bill acceptor, ticket dispenser, or card swipe with ticket dispenser.



Carolina ATM



CoinTech



Design Plus



Jolly Roger



Kingdom Photo Booths



MoneyTree ATM



Party Center Software



Simuline



Wahlap Technology

Venco Business Solutions showed its new weather-proof outdoor kiosk, which allows for the placement of ATMs in an outdoor setting.

VendEver LLC featured its Cotton Candy Factory machine with stainless steel interior, LED lighting, and patented self-cleaning system. The unit now features credit card compatibility and telemetry recording for errors and cash accountability.

Visual Sports Systems focused on its multi-sport simulators with six sports in one system: baseball, basketball, football, golf, hockey, and soccer. Choose from the Arena Series for promotions, the VS Series for permanent installments, and the VS Elite customizable system for indoor golf centers.



Sealy Technology

Wahlap Technology featured its Speed Driver racing video with six game modes; the Storm Racer driver that can be linked up to eight units;

and the Turtle Stacker prize merchandiser with operator adjustable settings.

Zamperla featured its Alien Smash interactive touch screen ride. Kids strap in and soar towards a touch screen where they hit aliens on the screen. The Zap Tourist is a coin-op kiddie ride that moves back and forth. The Air Race is an airplane-themed, trailer-mounted ride that comes in two or four seat versions with either six or eight arms.

Zhongshan Golden Dragon brought its Super Speed driving game, which is linkable up to four cabinets. The driver takes players through eight different Chinese cities. Also shown: Hoop Jam Stadium, Sports Center, and Treasure Hunt. ▲

Software



www.corecashless.com

CORE Cashless is a global company with staff positioned around the world ready to provide everything needed to manage a site, increase control, and improve income. CORE has a Total park Solution for every area of the amusement industry.



www.gatemaster.com

Gatemaster Systems features point-of-sale and ticketing software for amusement facilities. Its software is unique in that all point-of-sale features are easily accessible from a single, all-inclusive program, not separate add-on modules. Together with Internet ticketing and scheduling, which is integrated, and real time, your ticketing solution is complete.



www.partycentersoftware.com

Visit Party Center Software's Web site to schedule a free demo of this management tool designed to improve efficiency, reduce the labor involved in booking and running parties, and allows for greater off-site management.



www.routeexcel.com

RouteExcel features several varieties of route and league management software systems. Highlights include the ability to streamline collections, generate schedules, smart phone capability, and ease-of-use. ▲

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TAP INTO HIGHER EARNINGS!

LAI Games builds on SUCCESS

This international company covers all the bases as it strives to be an entertainment one stop shop.

Mention the games Stacker and Lighthouse and everyone knows they are high-performing titles from LAI Games and among the biggest hits in the redemption game arena.

LAI Games is a division of Leisure and Allied Industries (LAI), a 54-year-old company founded by Malcolm Steinberg in Australia in 1958. LAI operates Timezone entertainment centers around the globe and developed into an amusement equipment manufacturer.

LAI is also the parent company of Embed, a fully integrated debit card and redemption management system with an international presence.

LAI Games established a U.S. office in Dallas in 2006 and has been providing memorable titles ever since. The original Stacker game proved so successful, it spawned numerous sequels such as Mini Stacker, Mega Stacker, and Stacker Wall Street.

Recent titles to also make an impact include Speed of Light, a large footprint redemption game that has a loyal player following; Little Masterpiece, a children's coloring game; and the Snap-shot Photo Booth.

The fact that the parent company has been operating games for half a century-plus adds a unique perspective to LAI Games. *Play Meter* spoke with officials at LAI Games to find out more about the company's success and what's coming down the pike.

Is there a philosophy behind the successful game designs from LAI Games?

Our game developers strive to produce games that are innovative and interesting to players. With hundreds of games to choose from, especially in the larger locations, there must be something unique to get their attention and make them want to play.

Our new products for 2013 were designed with this in mind. They all have an added dimension that sets them apart from the crowd. For example, Mega Spin adds a new twist to typical redemption wheel games.

It's actually three wheels in one, and players can move to progressively higher levels and try to increase their winnings or to win a ticket jackpot. Mega Spin also has a cool, futuristic look that attracts attention.

Are players more sophisticated and demanding today in terms of game play and the types of prizes they will play for?

Absolutely. Today's sophisticated players expect top-notch prizes in merchandising games. But it's not just about the prizes. You've also got to offer players a unique experience.

We have just completed a test of our newest merchandiser, Balloon Buster. Although it had the same prizes as some other games, it out-earned its competitors. When the prizes are equal, players will choose based on entertainment value.





Malcolm Steinberg (l), Founder and Chairman of LAI, with Chris Brady in Singapore.



Balloon Buster was tested at iT'Z.



From left, by Balloon Buster at a Timezone in Indonesia, LAI Games' Steve Bryant, International Sales Director; Chris Brady, Sales Manager; and Marshall Ashdown, CEO.

The same holds true with redemption games. So many games vend tickets these days that there must be something compelling in order for a player to choose a certain game.

We've seen great success with our Speed of Light game because there are no other games like it on the market. Many games test hand-eye coordination but Speed of Light requires full body participation.

The game has inspired a following online, and players post videos of their plays every day on YouTube. They comment on each other's videos, give tips on how to play, and post their scores.

Dave & Buster's has recognized the potential of the game and have worked closely with our developers to create a system that will allow them to have Speed of Light player promotions and to run nationwide tournaments.

The game was featured in D&B's Games of Summer promotion and television commercials. Recently the Houston Texans NFL team had a Speed of Light challenge for charity at a local D&B's, with proceeds benefitting the Greater Houston Boys and Girls Clubs.

How important are trade shows for LAI Games? What kinds of comments are you getting from opera-

tors at recent shows?

Trade shows are extremely important to us. It's the best chance we have to showcase our games to a large number of customers. Something we hear a lot from operators is how glad they are that companies like LAI Games are coming out with brand new titles. That's why they go to the shows— to find great new games for their arcades—not to see the same titles repackaged every year.

How many trade events will LAI Games participate in during 2013?

We will attend at least six major shows next year, plus a number of regional shows worldwide.

There is a definite increase in the number of trade shows in Asia. Do you see growth potential in the Pacific Rim and/or any other areas?

Asia is a key market for LAI Games and the growth potential is huge. The market is very price focused with the tendency for many operators to source low cost games from China. But this is



Chris Brady (r) and Perry Jones III, the seven-foot first-round pick in the NBA at Dave & Buster's by Speed of Light.

changing as we are seeing many new high quality family entertainment center (FEC) developments in up-market mall and leisure locations.

These new developments are seeking the very best and innovative high earning games and are prepared to make a greater initial investment in games.

This trend will continue as we see the continued growth in popula-

tion, disposable income, and the resultant increase in leisure/shopping developments in many of the developing economies of Asia.

Our sister company—Timezone—is well placed in the Asia market with over 230 FECs in Indonesia, Singapore, Vietnam, India, Philippines, Australia, and New Zealand.

Timezone is the leading player in this market and has always striven to provide the best in game entertainment. LAI Games of course supplies games to Timezone but we are also starting to see increased game demand



A closer look at Balloon Buster.



Steve Bryant and Marshall Ashdown check out Balloon Buster.

from other operators wishing to emulate the success of Timezone.

LAI Games consistently brings new products to every trade event. What are the latest titles from the R&D team?

In addition to Mega Spin, which was mentioned earlier, we have developed a children's version of Speed of Light called Little Speedy. We found that some smaller kids had trouble reaching the top row of buttons, and operators told us they'd like to see a pint-sized version.

The full production model of Balloon Buster is another great design by our developers. The game looks great and gives the illusion that prizes are suspended by balloons that players try to pop.

In reality, the prizes are held by small prize arms that release when sensors detect a winning play. This design protects the prizes from dropping for other reasons, such as a laser popping the balloon or a leaky balloon.

We also have a new, premium crane called Toy Zone. The beautiful cabinet has plush creatures all over and LED lights that do a great job of capturing players' attention.

The new Ghost Town is an impressive, four-player shooting game with a graveyard theme. Rolly Rolly is a quick redemption game where players try to make a ball roll into holes with different point values to win tickets.

How large is the R&D team?

We have a team of 20 people, including designers, artists, programmers, technicians, and mechanical and electrical engineers. However, many people in the company contribute to the R&D process, from factory workers to the CEO. Even friends and family pitch ideas and give feedback on games and concepts.

What are some of your most popular games currently available?

Speed of Light is currently our most popular game. It can be found in every Dave & Buster's, Main Event, and John's Incredible Pizza in the country.



Chris Brady with a production run of Willie Wheels.



Steve Bryant (l) and Chris Brady at Timezone Singapore.

It was recently rated as the #1 game at DisneyQuest, the five-story arcade at Walt Disney World Resort. The game is a winner because people can't play anything like it at home; they have to go to an arcade.

Mega Stacker is a phenomenal money maker, and a must-have for larger game rooms. These can also be found in the larger FEC chains. We also have a new all-tickets version, Mega Stacker Lite.

For places with younger players, Little Masterpiece and Willie Wheels, a children's driving game, are very popular for FECs and pizza chains,

and are also in every John's Incredible Pizza. The Snapshot photo booth is a hit with FECs as well as party rental companies.

LAI Games has stepped up to the plate with games for young players, such as Chuckles the Clown, Little Masterpiece, and Willie Wheels. Tell us about your newest games for young players.

In addition to Little Speedy, we have three new ball toss redemption games: Pirate Battle, Choo Choo Train, and Princess Castle. Each one has a cabinet, music, and voice callouts that match its respective theme.

Princess Castle was created just for girls, with a pink and purple cabinet the looks like a fairytale castle. All three games make a stunning presentation when banked together.

We also have Rainy Days, a water game that doesn't require plumbing. Kids have to catch water from thunderclouds into a bucket to earn points and tickets. The Rolly Rolly game is designed to appeal to all ages, including youngsters.

Is LAI Games considering adding any new types of products to its portfolio?

Yes, at the International Association of Amusement Parks and Attractions (IAAPA) Expo in November we displayed a new state-of-the-art locker system. It is all electronic and will be sold on a revenue-share model. It's a great solution for water and theme parks who want an electronic system that will save them and their guests time and effort.

LAI Games is always looking for opportunities to diversify into new product areas. We are a forward looking company aiming to grow our business.

Another example of diversification was our recent completion of a major driving simulator contract for the Indonesian Police Force. This \$3.4 million contract will enable the police to provide driver safety training to new drivers throughout Indonesia.

Where would LAI Games like to be five years from now?

We want to continue to be known as a company that produces excellent, high-earning games that enhance the success of our entire industry. We want to keep pushing the envelope and to be the company to look to for innovation and quality.

Our aim is to provide a wide portfolio of games and other products for the leisure and amusement industry so that we become a "one stop shop" for our many customers.

For more information on LAI Games, call (888)211-6370; Web (www.LAIGames.com). ▲



The Evolution of a Game: Balloon Buster

If you've ever wondered what the process is like, from the design concept of a game to the prototype to the testing, LAI Games takes it step by step:

Phase 1: Typically, ideas are generated through brainstorming activities within the R&D department, or pitched to from others within the company or group. These ideas are loosely explored and documented. However, all ideas are screened before committing any resources to them.

First, we identify those we feel have the most potential, and generate a short list of concepts. This short list is then presented in a New Product Development (NPD) meeting where our sales and marketing team assesses the ideas based on consumer trends, originality, and market potential, while the development team looks at the technical feasibility, current products in development, and development cost.

Approved ideas are worked into the development schedule, and move through concept development, design, and prototyping.

Phase 2: Each project goes through multiple iterations as the product is developed, tested in house, tested on location, and introduced at trade shows.

The Balloon Buster prototype was introduced at the International Association of Amusement Parks and Attractions (IAAPA) Expo to get feedback from operators and players. Next, the game was rigorously tested in our factory and multiple improvements were implemented.

The next test phase occurs on the operating side of the LAI Group, in Timezone locations. Balloon Buster was placed on test in multiple Timezones throughout central Asia.

LAI Games looked at revenue reports, gauged customer feedback, and determined if there were any technical issues that needed

to be resolved. The sales team and CEO visited Balloon Buster on location at Timezones in Singapore and Indonesia to ensure the game was performing well.

Phase 3: A production model is produced after rigorous testing and consumer feedback, and passed on to production and marketing.

At this stage, Balloon Buster was tested at high profile locations in the U.S. to ensure that it would perform as well domestically as it had overseas.

For our tests, we choose only the best locations because we can depend on getting excellent feedback on revenues, player reaction to the game, and any other issues we need to be aware of. For Balloon Buster, we selected Main Event and iT'Z Family Food and Fun as our test locations. The game was the #1 prize vendor at both locations during the test period.

Brian Coen, Vice President of Operations for iT'Z, said, "Balloon Buster is a clear winner! The earnings are exceptional, and the dazzling look makes it a standout

in the room. The game has proved to be our best performing prize vendor, and I have no hesitation recommending it to other operators."

We were very pleased to find that Balloon Buster out-earned all others in its class in both test locations. Being the first on the scene with Lighthouse and Stacker, and having sold 15,000 Stackers, we are experts at merchandisers. We know what players look for, and we deliver it.

Once a game tests successfully, it is added to the LAI Games catalog and fully supported by the sales and marketing team. Results are communicated to distributors and we begin to get the word out. The goal: To get high-earnings games into as many operators' hands as possible! ▲

"LAI Games is most famously known for Stacker; it set a high bar. As a company we have been striving for a long time to emulate that success with a new game. We believe that Balloon Buster has the potential to be another Stacker. The game play is unique, exciting, and believable to players. It has all the appeal of a high-performing prize vendor. Balloon Buster will be the game to look for in the coming months."

—Marshall Ashdown, CEO of LAI Games



Going bananas for Rubik's Cube



Josh and Zach Sharpe

Two new games from Coastal Amusements feature impressive cabinets and unique game play.

October was certainly a busy month on the pinball front, especially in the Chicago area. There were two tournaments held at the GameWorks location in Schaumburg with the bi-annual Tournament of Champions as well as a new Pre-Expo Fall Classic tournament during the week leading up to the 28th annual Chicago Pinball Expo.

We critics did fairly well across the board with Zach winning both GameWorks tournaments and placing second in the expo tournament. Taking a break from diaper duty, Josh was able to finish sixth, fourth, and fourth at each respective tournament as well.

It's only a matter of time before Colin will be dominating the Junior's division. Unfortunately Grandpa Roger had a broken thumb and wasn't able to compete as much as he'd like to have, but we'll cut him some slack for now.

Before our "best of" showcase of the new products unveiled at this year's International Association of Amusement Parks and Attractions (IAAPA) Expo, we will take a look at a few products that Coastal Amusements showcased at last year's event: Monkey Mania and Rubik's Cube.

MONKEY MANIA/ COASTAL AMUSEMENTS

Analysis: Monkey Mania is an interactive water racing game where players can go head-to-head or play as a single player. Using a banana as a gun, players must shoot water at the lit targets on the cabinet to help their monkey win. While the physical action takes place on the lower level with the banana water gun and cabinet targets, the visual action takes place on a 32-inch LCD monitor mounted on top of the game to show-

case the monkeys racing up the river.

Pros: Without a doubt Monkey Mania's strongest asset is its cabinet design. First, who doesn't absolutely love monkeys? Second, Coastal Amusements was able to creatively use a banana in place of your standard squirt gun as the controls, which is a very nice touch.

While Monkey Mania isn't licensed off of anything, we couldn't help but get a Madagascar feel to the artwork and animation, which can only help attract new players. And while the physical specs look great, the animation and accompanying sounds on screen aren't too shabby either.

Cons: Our biggest gripe with Monkey Mania is ironically with one of our favorite aspects of the game: the bananas. We completely understand that the bananas need to be fixed position "guns," especially since they are shooting water. However, the amount of angles and movement you can get with the banana gun is very limited and unfortunately decreases the amount of action and difficulty possible.

Overall: We feel Coastal Amusements has done a solid job with Monkey Mania. If we were to judge a book solely by its cover, Monkey Mania would be one of the best games to come out of Coastal Amusements' stable without a doubt. However, our biggest concern stems (no pun intended) from the lack of difficulty and challenge with the current set-up. There are plenty of other water gun games on the market that have much more variety and targets to shoot at within their own environments.

We only wish we would have seen the same strategy and game design elements established here as well since after only a few games being played,



there's no true sense of thrill or excitement because the range of motion is so minimal. Perhaps if there were more targets to shoot at on the cabinet, it'd create a more frenzied environment while trying to race your monkey up the river. While we're confident that Monkey Mania will do just fine on location given its family friendly and fun theme, we can't help but feel this banana isn't quite ripe yet.

Overall rating: ★★★ 1/4

RUBIK'S CUBE/ COASTAL AMUSEMENTS

Analysis: The goal of Rubik's Cube is pretty self-explanatory: to solve the Rubik's Cube! Players are first introduced to a video that showcases

the sequence in solving the cube. By using the control panel in front of them, players must use the up, down, left, right, or middle buttons, similar to the old game Simon Says. Players win tickets for each cube that is solved and ultimately win the bonus ticket payout by solving all the cubes.

Pros: Similar to Monkey Mania, Coastal Amusements is on point in the cabinet design department. We couldn't help but think of the cabinet design of ICE's Tippin' Blocks, which is an extremely flattering statement since we felt that game looked outstanding on location. In addition to its design, the overall interface between the instructional video describing the sequence of moving the cube and accompanying sounds created a neat little environment.

Cons: Our biggest concern with

players taking advantage of the game, which is a positive, the negative effect would be the sheer amount of tickets that are being spit out of this machine, something that could be a cause of concern for operators on their bottom line.

Overall: Our feelings on Coastal Amusements' Rubik's Cube are eerily similar to what we stated above with Monkey Mania. There's no denying the amount of detail and thought that went into the design and production of each title, which clearly shows, and the game looks and sounds great.

It's the overall gameplay that concerns us most, especially in terms of replay value. While it might not be a part of the company's original game play design, we would have loved to see a bonus round of sorts or some type of additional action outside of the standard "repeat" sequence from the instructional video.

Besides the incentive of easily winning tickets (aided by video recon if available), there's not much variety on hand to maintain a level of freshness we feel could have been implemented. Nonetheless, with a theme/game that everyone and their mother is aware of, there's no denying that first coin drop will be easily secured for a spin around the old block (our apologies, but pun intended on this one).

Overall rating: ★★★ 1/4

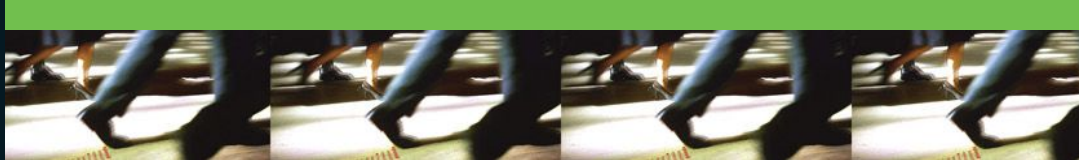


"Coastal Amusements was able to creatively use a banana in place of your standard squirt gun as the controls, which is a very nice touch."

Rubik's Cube is in the form of how the game plays. While the instructional video is very nice and informative, any type of memory game can easily be recorded and we could see players easily cheating the system, especially with how sophisticated phones have become.

While the net result could lead to more

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types.



Reflections on the year

As the year comes to a close, John Margold, Chairman of the American Amusement Machine Association (AAMA), reflects on the events and accomplishments of 2012 and looks ahead to 2013.

“Looking back on the Amusement Expo in March, we had a very successful show with the National Bulk Vendors Association (NBVA) joining us again in Las Vegas,” said Margold. “AAMA and the Amusement and Music Operators Association (AMOA) recently extended the contract with W.T. Glasgow Inc. to manage our trade show. Glasgow has the experience and stability to run our show, which the company has done well for many years.”

He added, “We have a tremendous group of people from both associations on the show committee who are working on the Amusement Expo 2013 and future shows to make them better. AAMA and AMOA are working well together and getting closer all the time, moving our show forward.”

Another example of the spirit of cooperation can be found in the decision by AMOA to join with AAMA in its quarterly travels to Washington, D.C. Margold said, “I am pleased that AMOA leaders have opted to come with us to Washington to meet with legislators.”

Margold said, “Even if you don’t have a specific agenda item you wish to discuss with elected officials and their staff, it’s always good to make friends, hear what is going on in Washington, and share the concerns of small businesses and business managers. By small business I mean companies that have less than 10 employees. Most people would say that’s what makes America strong, all the small businesses. And our industry is very reflective of that.”

The first joint visit will be scheduled for February 2013 and will consist of Margold; John Schultz, President of the AAMA; Rick Kirby of Betson New England; and several AMOA leaders. Margold explained, “We’re protecting the interests of the industry and the associations, which is our primary function.”

According to Margold, another significant reason AAMA exists is to support worthy children’s charities. AAMA has a long history of donating funds to the Children’s Miracle Network and Kids Enjoy Exercise Now (KEEN). One of the fundraisers is the annual Christmas Wreath fundraiser, this year augmented by the addition of a new item: Cinnamon Roasted Nuts.

Margold said that Tina Schwartz of the AAMA staff “has a passion to raise money for these charities” and “to expand ways that people can support our charities.”

“We don’t mention our charities enough,” said Margold. “We are a relatively small group of manufacturers and distributors, and we do a pretty good job of raising money for our charities.”

He added that AAMA has extended the contract of President John Schultz. “The Board of Directors is thrilled with the work being accomplished by John, Tina, and Jennifer Anker,” said Margold. “It’s difficult in the trying times of this economy to keep expenses in line while getting all the work done.”

Margold commented, “You can be profitable doing business in a smaller world, as long as you are careful and adjust your expenses to that smaller world. We have to run our association like a business, always striving to give more value and never taking existing customers for granted. In terms of the Amusement Expo that means creating more reasons to come to the show. We have to provide greater value at all times.”

The show committee met at the International Association of Amusement Parks and Attractions (IAAPA) Expo, which just concluded in Orlando. While there are numerous teleconferences during the year related to show planning, Margold said that there is an added benefit to having everyone sit around a table and talk it over in person.”

Dates for the Amusement Expo 2013 are March 20-22 at the Las Vegas Convention Center. For more information, visit (www.amusementexpo.org). ▲



John Margold
AAMA
Chairman

“Most people would say that’s what makes America strong, all the small businesses. And our industry is very reflective of that.”

Rocking and rolling along

Say the words “Rock ‘n’ Roll Tour” and one name comes to mind: not Mick Jagger of Rolling Stones fame but our own Andy Shaffer, President of the Amusement and Music Operators Association (AMOA). Shaffer’s self-described “tour” of state meetings and trade events has taken him all over the country since he took the reins of the association in March.

Shaffer makes the most of each trip, coming in early in the day and taking advantage of talking face to face with operators on their home turf. He delivers a multi-pronged message on the benefits of AMOA membership, and encourages participation on the Board of Directors and The Hesch Scholarship Fund that awards scholarships to deserving college-bound students.

The last two stops on the tour in 2012 included the West Virginia Amusement and Limited Video Lottery Association (WVALVLA) Expo Oct. 24-25 in Charleston, W.Va., and the Music and Vending Association of South Dakota (MVASD) Annual Meeting Nov. 29 in Deadwood, S.D.

Shaffer drove three hours from his office in Columbus, Ohio, to Charleston, W.Va. He could not say enough positive things about the West Virginia event.

“Show organizers said it was the best attended show in the last several years,” said Shaffer. “I am so proud of that association; the operators in that state are phenomenal. I was impressed with everyone in that organization including Michael Haid, Executive Director; Herk Sparachane, President; and George Carenbauer.

“They treated me very well,” said Shaffer; “I was very happy to be a part of their show. They did a beautiful tribute to the late Leoma Ballard, a Past President of AMOA and long-time director of the West Virginia association. It was obvious to me that Leoma had an enormous impact on operators in that room.”

Shaffer commented that West Virginia operators were breathing a sigh of relief because they had just completed a new 10-year licensing agreement with the state for the video lottery program that began in 2001. “They were happy to remain in the game; spirits were high,” said Shaffer.

Shaffer said he took advantage of that positive energy to challenge attendees to become more deeply entrenched inside of AMOA. At the present time there is no representative on the Board of Directors from West Virginia and no Hesch Scholarship applications.

“I challenged everyone in the room to step up and try to come to San Antonio in February for the State Council Meeting,” said Shaffer.

The biggest event in the first quarter of 2013 is the Amusement Expo March 20-22 in Las Vegas. Shaffer is more than satisfied with what’s happened thus far in plans for the expo.

“I think we’ve done so much good work up to this point. The show committee had time to meet during the AMOA Mid-Year Board Meeting in Colorado. We should have every detail nailed down by the time we come back from our meetings in Orlando at the International Association of Amusement Parks and Attractions (IAAPA) Expo.”

The Amusement Expo 2013 will be the time for Shaffer to

welcome his successor: John Pascaretti of Pascaretti Enterprises. Shaffer said, “I want to go on record and say how excited I am for John and AMOA.

“The more I am around John and the more involved he gets in conference calls I think he will blow everyone away as president. He brings a 360-degree view of the industry. Coming from distribution, he knows what makes operators tick and he knows both the distribution side as well as the manufacturing side.”

In conclusion, Shaffer said, “I could not have been more proud of my family and AMOA than during the four days in Colorado at the Mid-Year Board Meeting. It has been by far the pinnacle of my presidency. I can’t imagine anything topping it. It was so gratifying to see AMOA members from all over the country come to a spot that is special to me.” ▲



“I am so proud of the West Virginia association; the operators in that state are phenomenal. I was impressed with everyone in that organization.”

—Andy Shaffer, AMOA President

Photo above:

Presidents all, (l-r): Jerry Derrick, Andy Shaffer, and Lee Wesson.
(Photo courtesy of John Newberry of Venco.)

Jim Chapman



Combine these tips to “wow” your customers and make their experience at your location that much better.

Jim Chapman has been a part of the coin-op industry for over 25 years. His experience ranges from manufacturing cranes, merchandisers, redemption, and video games to operational experience in FECs. You can find him at trade shows sharing his passion and experience when giving redemption seminars. He can be reached via e-mail (jimmychaps@aol.com).

Fresh redemption tips



TIP THREE

REDEMPTION TIP ONE

As I was out in the trenches doing some seminars in Indiana and Ohio, I came across a gift card idea that made so much sense to me: Victoria's Secret!

An operator shared this with me and you could have pushed me over with a feather, what a great idea! It appeals to both men and women. And from the expression on his face, I could tell this card has filled many a cash box for him. Give it a try where you can!

REDEMPTION TIP TWO

I was speaking with a good friend of mine who shared with me that he is adding a 50-inch monitor to his redemption counter wall. He plans to highlight his new prizes, show pictures of his customers winning piles of tickets, and advertise his upcoming events.

What a great idea! This will add even more excitement to his redemption counter, show his players that they can win all the tickets they need for the prizes they are saving for, and all of his messages will be viewed by

every one of his customers. Thank you Keith for sharing such a great idea.

REDEMPTION TIP THREE

Are you still using the game Lighthouse? If so, have you ever rolled up bricks of tickets as prizes? Try it and wait until you see the looks on your customers' faces!

REDEMPTION TIP FOUR

This tip is a personal one. With the year winding down and the holidays upon us, make it a point to make a real difference in a person's life. The holiday season is filled with laughter, joy, and time spent with your family.

Take a few moments to search for a family that is not as lucky as you are. Go to your church, a local school, or a halfway house and invite a family or two to your location.

Show them a great time, feed them, let them enjoy your attractions; fill their pockets with coins for your games. Most of all let them know you care and that there is someone in the world with a kind heart. Make a real difference in their world. ▲



Redemption Plus has large variety

Redemption Plus is now featuring several new items. Jokes on You™ Big in Ice (#316933) are creepy bugs in fake ice cubes. Big Eyed Jungle Plush are cute eight to 9-inch plush that come in a variety of characters including a lion, elephant, giraffe, and monkey. Giant Sticky Hands (#316946) measure 12.75-inches and provide hours of sticky fun. Hanging Tye-Dye Peace Dice (#317040) can hang from rear-view mirrors. They come in several colors and measure 3-inches.

Feather Peace Bracelets (#315853) are made with colorful feathers hanging from a silver metal peace sign. Magic Shot Basketball Set with Pump (#316461) is the perfect way to practice your shot in your own room. It comes with a backboard, mini basketball, and pump. Battle Bugs™ (#315864) are 2-inch, realistic, insect-like creatures that move on their own. Turn them on and watch them vibrate around. The item requires one AG13 battery (included). Tech Deck® Maloof Money Cup™ (#315968) allows kids to collect boards and stickers from the best riders in the world



like Billy Marks, David Gonzalez, Mark Appleyard, Torey Pudwill, Paul Rodriguez, Chris Cole, and Tommy Sandoval.

To win the Mattel® Whac-A-Mole® Card Game (#316859) you'll need to collect all the cards! Play begins with the cards being dealt equally among players in face down piles. Turn by turn, each player reveals the card on the top of their pile. When there's a match, the first player to slap the Whac card earns all the cards played during that round. Watch out for the Wild card! When it's played anyone can hit the Whac card and win all the cards! For more information, call (888)564-7587; Web (www.redemptionplus.com).

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Christmas mixes from S&B

S&B Candy and Toy Co. has all new Christmas Crane Mixes for 2012.

S&B's Christmas Candy and Toy assortment now features an array of Christmas items like red and green candy items and seasonal toys including Christmas ornaments, elf porcupine figures, Santa magic springs, holiday kaleidoscopes, Santa pencils, and M&M Christmas trains and collectible rail cars.

The Christmas Candy assortment includes candy cane nuggets, foil wrapped Tootsie Rolls and Mike and Ikes, Red Hots, and many red and green candy items. These items are perfect for Christmas but will blend in with a standard candy mix after the holiday season.

S&B's Christmas plush mixes are available in single and jumbo sizes. For more information, call (800)773-0531; Web (www.candyandtoy.com).

Sureshot features mustache items



Sureshot Redemption is now offering new, trendy mustache products. Plush 'Stach Mask (#25347) is a great item for both kids and adults. These plush mustaches have an elastic band that wraps around your head and stays securely on your head. They are available in an assortment of styles and range from five to 8-inches in size.

Another fun item for everyone is the Mustache Mix (#25317). These mustaches are self-adhesive and reusable. Just peel and stick. This item is available in an assortment of colors and styles and is a great low-ticket item for your redemption counter. For more information, call (888)887-8739; e-mail (sales@sureshot-redemption.com); Web (www.sureshot-redemption.com).



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New products from Allstar

Allstar Vending has released two new flat items and two 2-inch capsuled toys this winter season.

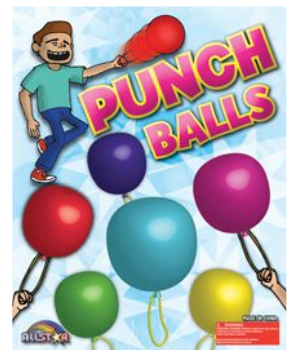
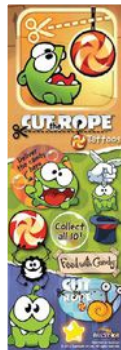
Allstar is now offering Disney Fairy Tattoos #4. Disney Fairy Tattoos #4 are floral, fanciful, and feminine, and feature 10 fairy favorites from Tinker Bell to Rosetta and more.

“We decided to go with the traditional fairy designs that little girls love,” said Sharon Shlien, Vice President of Allstar Vending.

On the heels of its Angry Birds series, Allstar Vending is excited to offer Cut the Rope tattoos. This series, which stems from an incredibly popular app, is a series of 10 tattoos and has multiple transfers on a single sheet.

“The artwork on this property is very appealing,” Shlien said. “It would sell on its own. Whether the consumer knows about the game or not will not matter, the product itself will draw attention. For fans, the product will have even greater appeal.”

Also new from Allstar is String Dolls Series #2 in 2-inch capsules, which allow kids to cast a spell, make a wish, or use as a lucky charm.



The dolls wear costume elements like crowns, hearts, angel wings, and more. This item is great for boys and girls of all ages. Each String Doll comes with its own name and backstory. The company suggests a 75-cent to \$1 vend. Each box contains 250 pieces per case.

Punch Balls in 2-inch capsules come with an attached rubber band made of strong material, which will not break. This item has tons of play value! The company suggests a 50-cent vend for this toy. Stickers and tattoos come packed in 300-count boxes and are a suggested 50-cent vend. Two-sided display cards are also available.

For more information, call (800)685-7066; Web (www.allstarvending.com).

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HMS Monaco has iPhone accessories

HMS Monaco is now featuring a line of iPhone accessories that operators can use in either redemption or prize machine operations. These accessories will help to make the iPhone more user-friendly and convenient.

Products include iPhone cases for the iPhone 4 and 4S, micro USB car chargers, touch screen gloves, and Stylus pen laser LEDs. They'll be instant crowd pleasers at a very reasonable price. For more information, call (800)777-0901; Web (www.hmsmonaco.com).



Southpark, Domo, and more from A&A

The pop culture icon Domo has built a worldwide following. Domo went from being a television mascot in Japan to a trendy character spanning fashion, accessories, electronics, and novelties within the U.S. **A&A Global** supports this total "Domo-nation" with its latest licensed product: Domo Eraser Figurines. These new erasers fit into 1.1-inch or 2-inch capsules and feature Domo with six different poses in a variety of six colors.

The kids from South Park are now available as detailed figurines. From the hit adult cartoon series on Comedy Central, these 2-inch figurines are a collection of 12 characters from the show, including Kenny, Cartman, Stan, Kyle, Butters, Wendy, Token, Ike, Timmy, Jimmy, Chef, and Mr. Garrison. South Park is Comedy Central's longest running program and the series is slated to run through at least 2016.



From Dr. Krinkles' Laboratory, A&A is also releasing The Gooli Toys! Dr. Krinkles is a "mad scientist" who makes "mad monsters," like the Goolis, with funky designs that appeal to kids everywhere. An exclusive 2-inch item from A&A, these new Goolis are the first series of figurines made up of seven unique characters with various colors and designs. The outlandish Goolis go on daily adventures that always go wrong, but work out in the end. Quip, Blinks, Largo, Shummi, Koz, Skellbo, and Gork each has his or her own personality.

A&A Global Industries has two shipping locations in Baltimore, Md., and Los Angeles to minimize freight costs and expedite order processing. For more information, call (800)638-6000; Web (www.aaglobal.com).

Coast to Coast ready for holiday season

Coast to Coast Entertainment is back up and running after feeling the brunt of Superstorm Sandy. The company is ready for the holiday season ahead with Christmas Pre Packs, a nice mix of holiday plush toys; Coast to Coast's best selling generic plush; RC Cars in Cans; Android tablets; Knobby Balls uninflated; and head phones; among other desirable items. Coast to Coast offers free shipping with all plush mixes. For more information, visit (www.coastentertainment.com). ▲

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MERCHANDISE MARKET AT IAAPA 2012



Marty Luepker and Brian Riggles of S&B Candy and Toy Co. showcased the company's Superhero Mix.



From left: Matt Lemoine, Peter Quinn, Sean Silvia, and Neil Soranti of Rhode Island Novelty with mustache balls.



Namco debuted its line of licensed Nam Gear electronics which include Pac-Man headphones, Pac-Man plush, watches, video cameras, cell phones, projectors, and more.



Howard McAuliffe and Barb Suter of Redemption Plus show a Giant Plush Mustache, a popular item available in small, medium, and large.



Ray Zammit of Nancy Sales holds Smurfs plush. Among other popular products on display were Fruit Ninja and Annoying Orange plush.



Charles Caplan and Dawn Noyes of Play Time Toys highlighted premium novelty merchandise like cameras, ebooks, epads, and other electronics.



Joseph Lacona and Chad Rundles of Gloworks wearing Animal Hats. The company also showed Lighted Tubes, Neon Lights, and other glow-in-the-dark products.

MERCHANDISE MARKET AT IAAPA 2012



From left: Bryn Netz, Meg Bonnichsen, Sondra Doyle, Aaron Graves, Rorie Keller, and Mike Lynch of Sureshot Redemption wearing 'Stach Masks.



Marc Mandeltort (l) of Marco Specialties and Marty Murin of Rainbow Falls Video Service with Beaver Machine Corp. bulk vending units.



Cheryl Noell of Noel Industries with Bluetooth Vibration Speakers, one of the company's best sellers.



Brandon Bloomquist and Rick Tran of Redempronic talked about their motion capture camera with playback feature, which is an original design.



Sega Prize Division featured Hello Kitty and Sonic plush, which is licensed for distribution in the U.K.



Aaron M of Advanced Asian Amusements holds Day of the Dead plush.



From left: Phillip Brilliant, Gerry Clothier, Brian Ross, and Maggie Mitchell of A&A Global with "The Gooli Toys" plush.



From left: Cecilia Fajardo, Heather Deluca, Jim Plescia, Melissa Marquette, and Chris Marquette of Impulse Industries hold Day of the Dead plush and Big Eyed Babies plush. Also new: Removable Christmas Scarves and Hats to instantly turn ordinary plush into Holiday plush.



Andrew Vetock, Kevin Klein, John Lanmar, Steve Loberg, and Lae Phonphakdy of Fun Express highlighted a host of products including a 72-inch Plush Snake, Airzooka, Knobby balls, Hoppers, and Buddy the Skateboard Dog.



David Katz of Bonita Marie International with Charlie Keegan of Main Event USA.



Rasha El Bakly of Allstar Vending displayed Cut the Rope stickers and tattoos, Angry Birds and WWE stickers and tattoos, and Punch Balls for 2-inch capsules.



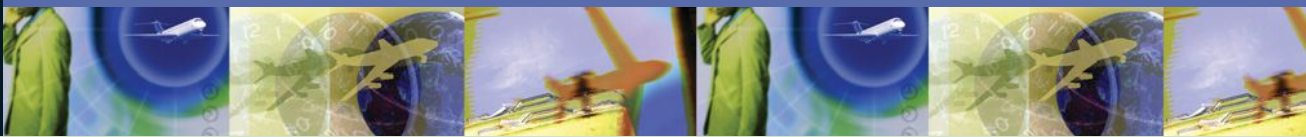
OMG So Kwai! plush from LAI Games.



Dan Pyles of Gattitown and Victor Vela of Kelly Toy highlighted Round Bodies collectible plush in small, medium, and large.



Pat Hoye and Joe Rinaldi of Toy Network LLC featured Day of the Dead skull banks and Metallic Animal Bladder Balls. ▲



December 6-9

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web: www.tureksfuar.com.tr

December 16-18

GTI Asia China Expo

Guangzhou, China
China Import & Export Fair
tel: +866-2-2760-7407, ext. 207
e-mail: gametime@taiwanslot.com.tw
web: www.gtiexpo.com.tw/cnen/

January 8-11, 2013

Consumer Electronics Show (CES)

Las Vegas, Nev.
Las Vegas Convention Center
tel: (866)233-7968
e-mail: CESreg@CE.org
web: www.cesweb.org

January 22-24

EAG International

London, England
ExCel Centre
tel: +44(0)1582-767-254
e-mail: karencooke@eagexpo.com
web: www.eagexpo.com

January 29-31

IAAPI Trade Show

New Delhi, India
Pragati Maidan
tel: +91-22-6523-1643
e-mail: info@iaapi.org
web: www.iaapi.org

February 2-6

National Association of Truck Stop Operators

Savannah, Ga.
Westin Savannah Harbor Golf Resort
tel: (703)739-8573
email: staylor@natso.com
web: www.natsoshow.org

February 5-7

ICE Totally Gaming

London, England
ExCel Centre Centre
tel: +44(0)20-7384-8110
e-mail: jason.miller@clarionevents.com
web: www.icetotallygaming.com

February 7-9

AMOA Council of Affiliated States Meeting

San Antonio, Texas
San Antonio Marriott Riverwalk
tel: (847)428-7699
e-mail: llschneider@prodigy.net
web: www.amoa.com

March 19-21

International Pizza Expo

Las Vegas, Nev.
Las Vegas Convention Center
tel: (800)489-8324
web: www.pizzaexpo.com

March 19-21

Nightclub & Bar

Las Vegas, Nev.
Las Vegas Convention Center
tel: (888)692-2066 (attendees)
e-mail: jhoivik@guestex.com
web: www.ncbshow.com

March 20-22 **PM**

Amusement Expo

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

March 20-22

National Bulk Vendors Association (NBVA) Expo

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

April 5-7

GameNET Expo

Athens-Iamia, Greece
E.K.E.P. Exhibition Centre
fax: +30-210-24-210-2478-786
e-mail: info@game.gr
web: www.gamenetexpo.gr

April 19-27

Team Dart 2013

Las Vegas, Nev.
Bally's Las Vegas
tel: (317)367-1299
fax: (317)387-0999
web: www.ndadarts.com

April 23-25

Dubai Entertainment, Amusement & Leisure Show

Dubai, UAE
Dubai World Trade Centre
tel: +971-4-343777
e-mail: themeparks@iec.ae
web: www.themeparksdubai.com

April 24-26

NAMA OneShow

Las Vegas, Nev.
Venetian/Sands Resort and Expo Center
tel: (312)346-0370
fax: (312)704-4140
web: www.namaoneshow.org

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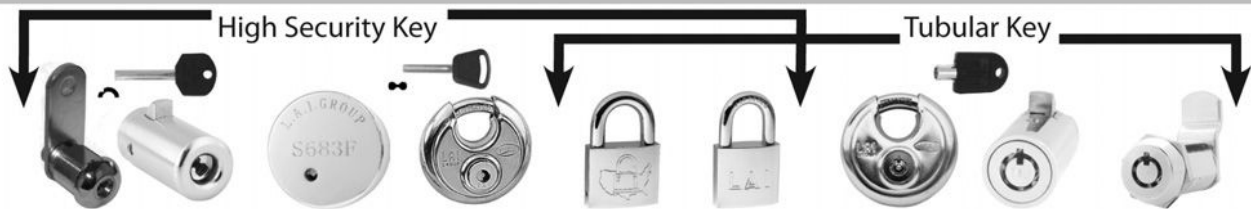
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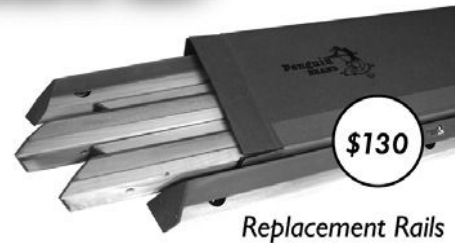
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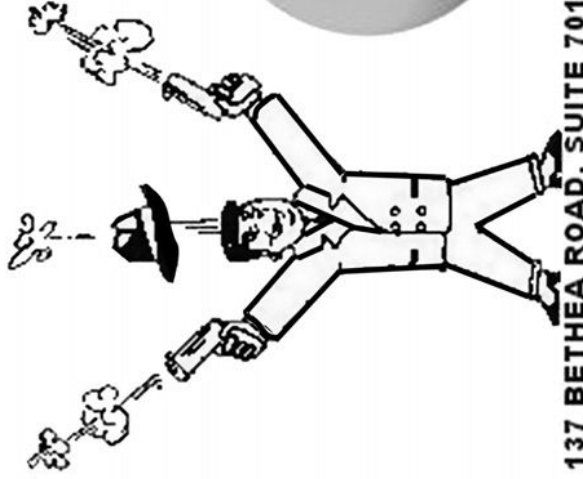
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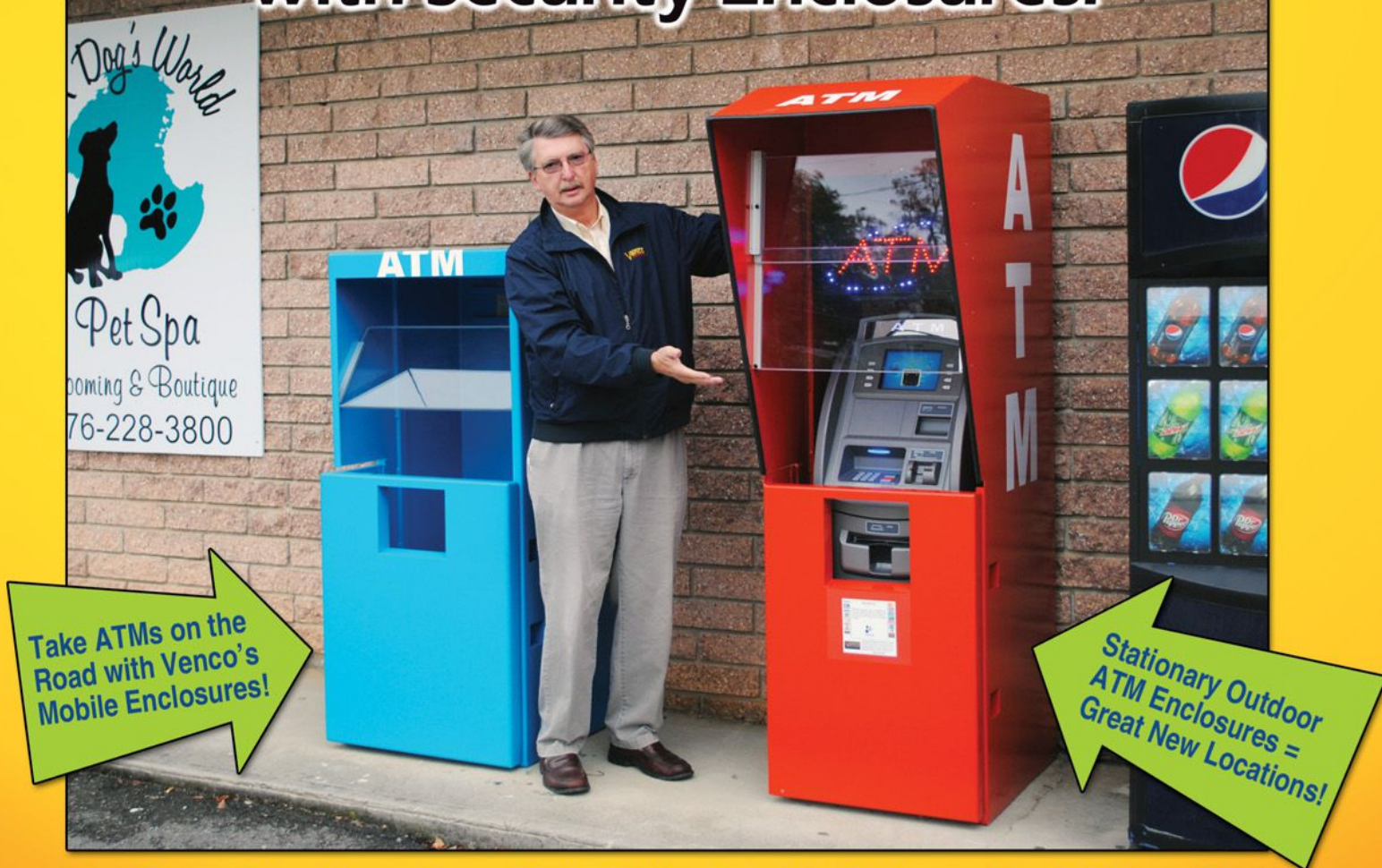
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