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# play <sup>"The Operators' Choice"</sup> METER

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**BONNIE THEARD**  
Editor

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

If anyone wants to know what the Amusement and Music Operators Association (AMOA) does for its members and the industry, read the article in this issue about the AMOA Mid-Year Board Meeting in Savannah, Ga.

A dedicated group of operators from around the country took time away from their businesses to put their heads together to find ways to increase membership, provide education opportunities for fellow operators, and generally make the coin machine industry a better place for all its inhabitants. You can't put a price tag on that kind of commitment.

To tell the truth, it makes me wonder why every operator in the country is not a member of not only the national association, but also their state association because the benefits are so clear.

If a state does not have an association, but a group of operators want to establish one, AMOA is ready and able to help you get started and put you in touch with operators who have gone through the process and can give you the benefit of their experience.

We always hear that associations are formed when a crisis arises, such as excessive taxation, and can wither on the vine once the crisis has passed. The whole idea is to gain a powerful voice in large enough numbers to be noticed by local officials and state legislators. We want to protect our industry's small businesses so they are not steamrolled over by legislation passed by those who are either unaware of our existence or know very little about us.

A state association can help on so many levels: lobbying, educating, monitoring proposed legislation, networking, hosting state pool and dart tournaments, being politically active, meeting annually for business updates and socializing with peers, and forming a cohesive group. Yes, there are dues and a time commitment, but that is an investment in the future viability of the industry.

The ideal place to get started on the road to organizing an association, or making your present organization even stronger, is to attend the upcoming AMOA Council of Affiliated States Meeting Feb. 9-11, 2012, in Phoenix. This is far and away one of the best meetings of the year because of the diversity of the attendees and the scope of the program, which includes state reports, management sessions, legislative updates, and much more. This meeting is an education powerhouse and a place to get fresh ideas on dealing with common problems.

At the Affiliated States Meeting this year, Gary Brewer of Brewer Amusement Co. and the Tennessee Coin Machine Association (TCMA) said, "Members of our association meet with their state representatives so they will be in the right place at the right time. It's obvious to us how much it has helped us and changed the attitude of what our business does tremendously."

Rick LaFleur of I.F. LaFleur & Son and the North Dakota Coin Machine Operators Association said, "If you put your heart and soul in it, there's much we can accomplish. Education is powerful. Individuals may not have a solution to a problem, but collectively we do."

For more information on the Affiliated States Meeting, contact AMOA Vice President Jerry Johnston of Oregon, (541)688-1888, e-mail ([jerry@amusementunlimited.com](mailto:jerry@amusementunlimited.com)); or Lori Schneider, Deputy Director of the AMOA, (800)937-2662, e-mail ([llschneider@prodigy.net](mailto:llschneider@prodigy.net)); Web ([www.amoa.com](http://www.amoa.com)). ▲





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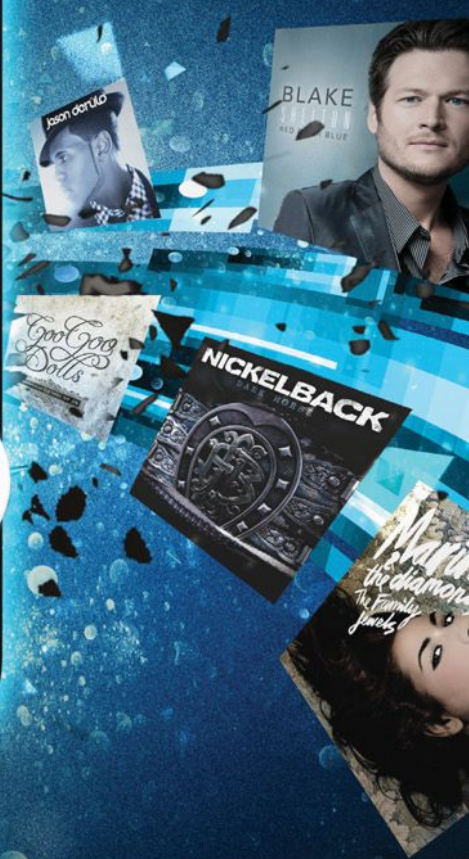


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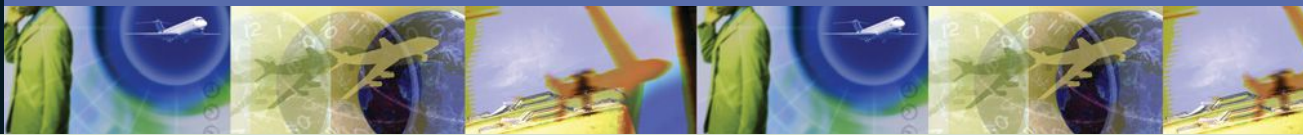


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# AMOA plans for growth



## Communications and networking mark annual gathering.

The Amusement and Music Operators Association (AMOA) held its annual Mid-Year Board Meeting in the hub of Southern hospitality in Savannah, Ga., at the Hilton Savannah DeSoto Hotel, September 23-27.

The agenda included business meetings and social events for attendees and spouses including a dinner at the Pirate's House, one of the Top 10 most haunted establishments in the U.S., and a trip to Tybee Island.

Some attendees also participated in the 33rd Bob Nims' Golf Classic, named for the late Bob Nims of Lucky Coin Machine Co. and AMA Distributors in Louisiana, a Past President of AMOA. Unfortunately, rainy weather cut the event short.

AMOA President Donovan Fremin of Delta Music in Louisiana and his

wife Amanda welcomed attendees including the American Amusement Machine Association (AAMA) Chairman John Margold of AMI Entertainment Network and his wife Julie and AAMA President John Schultz and his wife Linda.

The Mid-Year Meeting was also the occasion to announce the slate of principal officers and class of new vice presidents who will take office on March 16, 2012, at the Amusement Expo. Those officers are: President, Andy Shaffer of Shaffer Services in Ohio; First Vice President, John Pascaretti of Pascaretti Enterprises in Michigan; Treasurer, Bobby Hogin of Hogin Amusement in Tennessee; and Secretary, Jerry Johnston of Amusement Unlimited in Oregon.

The new Vice Presidents for the

Class of 2015 are: Tim Carson of Amusement Services in Montana, Vince Gumma of American Vending Sales (AVS) in Illinois, and Jim Marsh of Hart Novelty in Washington.

Numerous committee meetings covered membership, state associations, Innovator Awards, Hesch Scholarship Fund, the Notre Dame Management Program, Amusement Expo education, the Coin-Op Cares and Charitable Foundation, program partnership development, the AMOA/National Dart Association (NDA), and more.

### BOARD MEMBER COMMENTS

Eight-year board veteran Hal Williamson of Gardner's Up North, said, "The Mid-Year Meeting is the most important meeting because you



Seated, (l-r): Marty Murin, Rainbow Falls Video Service, and Donovan Molitor, Donovan's Vending Service; standing: Phil Juckem, All Brands Vending.



Rick LaFleur (l) of I.F. LaFleur & Son and Lloyd Williamson of Williamson's Amusements.



Seated: Shirley LaFleur holds granddaughter Emily McDaniel; standing: Lindsay LaFleur McDaniel and Rick LaFleur, I.F. LaFleur & Son.



From left: Jerry Johnston, Amusement Unlimited; Larry Hillmire, Stanton Automatics; and Hal Williamson, Gardner's Up North.



From left: Ralph Amick, The New Vemco Music Co.; Alan Chaffe, A.A. Amusement; and Tracy Ferris, A&M Amusement.

have more time, more face-to-face contact, and you're setting up the national trade show, among other decisions. This is really the meat and potatoes of the industry." Williamson serves on 12 committees.

Another eight-year board veteran, Marty Murin of Rainbow Falls Video Service in New York, serves on seven committees. He said, "For me, networking is a key benefit of this meeting. I'm in this industry by choice and I'm proud to be serving with my peers."

Five-year board member Tony Paszkiewicz of Columbia Amusements in Maryland, who chairs two committees and serves on eight to nine committees, said: "It comes back to the lines of communication and exchanging information. At this meeting you are laying the groundwork for future projects and future growth for the AMOA. You can't do that in your office; you have to be here to participate."

New board member Brenda Daniel of Ideal Music & Games in Florida

commented on the meeting, "It's been the same experience as the Notre Dame Management Program, an opportunity to network and learn. Here you find support and help. I feel like it's a big brother program with peers I can turn to for advice." Daniel is serving on five committees.

Another new board member, Britt Bruner of D&E Music & Vending in South Dakota, said, "What's been most impressive to me at this meeting is how much board members reach out to those of us who are new. They pull us in like we've been part of the group for years. The meetings have been very informative and opened my eyes to the greater mission of the AMOA, which is far more than I realized." Bruner is serving on five committees.

Keith Myrmoe of Great Amusement in South Dakota, Chairman of the Industry Promotion Committee, said this about the meeting: "There is a lot of power here; a lot of ideas."

#### COMMITTEE ACTION

Following are highlights of a num-

ber of the committee meetings:

**AMOA/National Dart Association (NDA):** Lloyd Williamson of Williamson's Amusements opened the meeting by explaining, "The purpose of the committee is to explore the ways the two groups, the AMOA and the National Dart Association (NDA), can work closely together."

NDA members must be members of AMOA to join. The cost per player to sanction NDA is \$8. For the fee members become a part of an international organization, receive the *Throw Lines* magazine, adhere to standardized rules, and can participate in the tournament.

"We sell NDA sanction to our players as setting them apart from independent leagues," said Britt Bruner of D&E Music & Vending.

"States like Wisconsin and South Dakota aren't necessarily in a position where they need the tournament in Las Vegas like other states do. It is of more value in other parts of the country but there's still value for us," added Bruner.



From left: Bruce Duncan, Future Targets, and Sally Ann Lochli; Karen and Donovan Molitor, Donivan's Vending Service; and Scott and Virginia John, Amuse-O-Matic.



From left: John Schultz, AAMA, and Linda Schultz; Andy Shaffer, Shaffer Services, and Dana Calland; Tracy and Kristen Ferris, A&M Amusement.



Pam and Keith Myrmoe (l), Great Amusement, and Brenda Daniel, Ideal Music & Games.



AMOA President Donovan and Amanda Fremin (l) and AAMA Chairman John Margold and Julie Margold.



From left: Susan Butler; Emily Dunn, Tom's Amusement Co.; and Gaines Butler, Metro Distributors.

"Another good thing about the NDA is there are classes and divisions sectioning players by ability," said Donovan Molitor of Donivan's Vending Service.

New officers were elected at the NDA meeting held in Indianapolis in July including Marsha Peterson of Alaska, President; Judy Mehle of High Country Games in Colorado, Vice President; and Lloyd Williamson, Secretary/Treasurer. New officers will take over in February 2012.

**Expo Education:** There are six time slots available for the education program during the Amusement Expo, set for March 14-16, 2012, in Las Vegas.

Marty Murin of Rainbow Falls Video Service conducted the meeting, which considered a wide variety of possible subjects: social media and marketing your business, ATMs, gaming, merchandising equipment for self-redemption, sample Notre Dame session, and trends in networking and connectivity, security systems and loss

prevention, and technical sessions, among others.

Dale Lazar of H. Lazar & Son said, "The information shared needs to be meaningful, practical, and geared to route operators and the challenges they face."

The idea of breakout sessions with attendees in small groups for round table discussions was uniformly endorsed. Due to the continued interest in gaming proposals at the state level, Murin suggested a session titled "Preparing for Gaming in Your State." He said, "We have a huge chance to be able to educate operators on how to lobby to be sure they are included in legislation."

Rick LaFleur of I.F. LaFleur & Son said, "We have a big job on this committee. Last year we had good attendance at the seminars. This is the kind of thing you can't get looking up equipment online. The education of the industry is the foundation for where we are going."

**Hesch Promotion:** Tony Pasz-

kiewicz of Columbia Amusements opened the discussion by remarking on the spike in ticket sales at the Amusement Expo this year for the Hesch Scholarship Raffle due to the number of prizes and the Grand Prize of a 2011 Chevy Malibu.

Paszkievicz said, "We're going to try for an increase for ticket sales again this year. I have a lot of faith in this group to sell tickets."

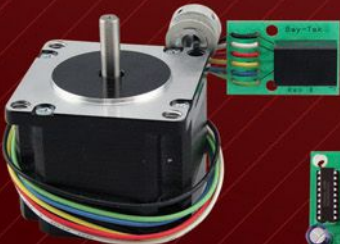
The Grand Prize for 2012 will be an iconic vehicle: a hot red Ford Mustang with a V6 engine, spoiler, and manual transmission.

The committee spoke about plans to reach out to the coin machine community for prize commitments and to garner a wider range of prizes that will appeal to a larger audience.

AMOA members who sell a high number of tickets will be rewarded with giveaways such as coffee mugs, shirts, tote bags, jackets, and a Coin-Op Cares windbreaker. The highest reward will be a free night at the Las Vegas Hilton for the Amusement

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From left: Dale Lazar, H. Hazar & Son; Bonnie Theard, *Play Meter*; Phil Juckem, All Brands Vending; and Larry Bershtein, Capitol Amusement Co.



Jim and Diane Marsh, Hart Novelty.



The Tybee Island Lighthouse.



From left: Vince Gumma, AVS; John Pascaretti, Pascaretti Enterprises; and Russ Mawdsley, Russell-Hall.



Britt Bruner (l), D&E Music & Vending, and Dale Balzano, Hoops Unlimited.

Expo 2012.

**Industry Promotion/Jukebox Promotion:** Industry Promotions and Jukebox Promotions became one at the Mid-Year; the two committees will combine their efforts to promote the entire industry.

Rick LaFleur of I.F. LaFleur updated attendees on the status of jukebox licenses through the Jukebox License Office (JLO): “With the JLO we are below the minimum of the agreement we have with them. We want to extend that agreement and make some changes. Member benefits are still in place. AMOA members receive a discount for CD boxes.”

The committee discussed its continuing success in collaborating with the St. Baldrick’s program, a tavern generated, volunteer-driven charity committed to funding research to find cures for childhood cancers.

“We’ve always looked for a mission and couldn’t find a program that wanted us to be their milk carton,” said John Margold, AAMA Chairman.

LaFleur commended AMI, Touch-

Tunes, and Ecast for coming together to support this fundraising opportunity for the AMOA. The jukebox manufacturers participated in a program whereby jukebox patrons could donate a credit or a portion of a credit to St. Baldrick’s when they made music selections.

The AMOA raised around \$15,000 for St. Baldrick’s from the participation of customers through that program. At the Industry Gala Reception during the Amusement Expo in Las Vegas in March several AMOA members raised about \$10,000 by participating in the event.

Brenda Daniels of Ideal Music & Games suggested the committee try to tie promotions to more of an operator level to allow for more local promotions. There was a brainstorming session for expanding the St. Baldrick’s program.

Donovan Fremin, President of AMOA, told attendees, “The biggest challenge facing this group is to stop direct sales from the manufacturer. The biggest opportunity that both

committees have is to create some kind of recognizable insignia to put on jukeboxes, games, etc., to set us apart.”

**Innovator Awards:** Larry Bershtein of Capitol Amusement Co. conducted the meeting, which focused on the selection process for this prestigious award. Which drew 24 entries this spring. Manufacturers submit descriptions of their new products and explain the innovations.

The product must be available, not a prototype. The selection is a multi-stage process. Awards are presented at the AMOA Annual Business Meeting during the Amusement Expo.

After the judging committee narrows down the field, they go to the exhibit floor of the Amusement Expo early to see the products in person and ask questions.

Marty Murin of Rainbow Falls Video Service said, “You get to meet with the designers and engineers and see the passion they have for their products.”

Bershtein said, “We’re looking for something that is new and important

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A happy group enjoys a seafood lunch at Fannie's on the Beach.



AAMA Chairman John Margold (l) and Tony Paszkiewicz, Columbia Amusements.



Mike Zolandz (l), SNR Denton, and Andy Shaffer, Shaffer Services.



At the Pirate House, seated: Rita Fremin; standing, (l-r): Dale Fremin, Delta Music; and Donna and Gary Brewer, Brewer Amusement Co.

to the industry, and it's up to us to decide who deserves this award. It's a blast to see what people come out with, and you are the first ones to see it. That's one of the benefits of being on this committee. Everyone who has done this before has enjoyed it; new members of the committee will enjoy it also."

**Membership:** Phil Juckem of All Brands Vending conducted the meeting. Topics included the annual Membership Directory, renewals and retention of members, post-Amusement Expo surveys, member benefits, and changes in the association's dues structure and simplification of the member categories.

Juckem said one of the goals of the survey was to identify people in the industry who are not participating and reach out to them.

Hal Williamson of Gardner's Up North, Sub-chairman of the Webinar program, spoke about the advantages of the targeted Webinars, the first one on pool tables conducted by Dave Courington of Valley-Dynamo, the sec-

ond on bill validators conducted by MEI, and the third on redemption conducted by Frank Seninsky of Alpha-Omega and Amusement Entertainment Management (AEM). One of the topics considered for future Webinars: service-oriented topics.

Jim Marsh of Hart Novelty said, "Most of our members don't have service technicians at a table fixing games. For instance, if I take my technician to a trade show, half of my workforce is gone. We need to get education programs to the level that our membership needs."

It was suggested to make the Webinars available on the AMOA Web site, accessible by password, which would be a huge member benefit.

When discussing new ways to recruit members, Andy Shaffer of Shaffer Services spoke about the power of YouTube: "The number two search Web site behind Google is YouTube. By opening ourselves up to YouTube we may get thousands of views by people who don't know about us and may become new mem-

bers. They may find us through YouTube instead of traditional avenues."

The final topic: refreshing the annual fall mailing that provides members with all the latest association materials to keep them up to date on everything from the Notre Dame Management Program to the Hesch Scholarship Fund.

**Notre Dame Program:** Dale Lazar of H. Lazar & Son conducted the meeting, which looked at the range of topics included in the present Notre Dame Management Program curriculum and the changes in the class composition. Class 15 is currently in progress; Class 16 will begin in spring 2013.

There appears to be a new cycle of more employees than business owners attending the Notre Dame Program, which prompted talk of fine-tuning the program and increasing marketing efforts to raise awareness of the program.

Keith Myrmoe of Great Amusement said, "I found the classes on how to



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A large crowd signed up for an outing to Tybee Island.



New Principal Officers, (l-r): Jerry Johnston, Amusement Unlimited (Secretary); Bobby Hogin, Hogin Amusement (Treasurer); John Pascaretti, Pascaretti Enterprises (First Vice President); and Andy Shaffer, Shaffer Services (President).



From left: Jack Kelleher, Lori Schneider, Maggie Kapinos, and Jamie Griffiths of AMOA.



Hal Williamson (l), Gardner's Up North, and AMOA President Donovan Fremin.



Vice President Class of 2015, (l-r): Tim Carson, Amusement Services; Jim Marsh, Hart Novelty; and Vince Gumma, AVS.

handle the Y generation very valuable." He added, "Companies are sending their pillars and posts that help us manage our businesses."

Myrmoe also said the change in attendees could be attributed to business owners who found it so beneficial that they are encouraging their employees to sign up. Tracy Ferris of A&M Amusement said, "I think this program is good for management and owners."

Lazar pointed to a number of reasons why industry members go to Notre Dame: to gain more knowledge of the business, to learn new ways of doing business and creative ways to cope with the times, to hone communication skills, to network, to learn new strategies and market approaches, and to overcome obstacles our industry faces.

The Masters Class of continuing education for previous class graduates also elicited discussion. Phil Juckem of All Brands Vending suggested a Masters Class every three years.

Tony Paszkiewicz of Columbia Amusements said there is a need for something new and different in that program, adding: "The business environment changes and we need to keep up with it."

**State Associations:** Emily Dunn of Tom's Amusement opened the discussion about the annual Council of Affiliated States Meeting, to be held Feb. 9-11, 2012, at the Wyndham Phoenix in Phoenix. Plans are underway for the program, which will include state reports, presentations on timely topics, manufacturer panels, and more.

"This year's meeting was a huge success," said Larry Elbert of Camden Amusement. "Much of the format will stay the same. We may add a presentation on leagues and tournaments, which drive more revenue for operators and associations."

Tim Carson of Amusement Services said, "It's a fabulous meeting. It's a must-do for your calendar. Anyone who comes once will want to come again."

The goal is to draw representatives from 30 states. Jerry Johnston of Amusement Unlimited has been conducting an outreach program to invite participation from states that do not have an association.

This is an important meeting where ideas are exchanged and information imparted on vital issues to the industry. It's also an ideal place for operators to gain support and knowledge about starting a state association.

The group discussed the value of state pool and dart tournaments. Brenda Daniel of Ideal Music & Games said, "If there is no unifying need to bring operators together, a state tournament would be beneficial."

Hal Williamson of Gardner's Up North offered: "State tournaments are hard work, but you start small and learn what to do."

Also discussed: Web sites for state associations, online forums, and a mentoring program to assist new associations. ▲

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Every year the number of companies showcasing coin-op equipment grows. Much of that coin-op presence is concentrated in the Coin-Op Pavilion sponsored by the American Amusement Machine Association (AAMA).

At the IAAPA Expo 2010, John Schultz, President of AAMA, commented, "This show is very important to our members. We started this pavilion a

number of years ago and now most of coin-op is in one area with booths centered around our pavilion." The IAAPA Expo is part of AAMA's Location Trade Show Program offered by the association as an avenue to showcase its members' products to a wide range of audiences.

More coin machine operators are traveling to this show, and for good reason. Last year, Kama Reed of BJ Novelty said, "To me this show is not just about coin-op; it's about ideas. Games are the commodity. At this show we see what other entertainment venues are doing. There is a lot of energy at this show, and fresh ideas."

Similarly, Phil McBride of T&G Music said, "I come to this show to

look for other products that I can use in my business. You are exposed to so much at this show."

While there is no secret formula to success, one thing is certain: being in a super-charged atmosphere surrounded by the latest equipment is one step on the way to revitalizing your business.

IAAPA was founded in 1918 and represents more than 4,000 facility, supplier, and individual members from more than 90 countries. The association strives to help members improve their efficiency, marketing, safety, and profitability while maintaining high professional standards. For more information on IAAPA Expo 2011, visit ([www.iaapa.org](http://www.iaapa.org)). ▲



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# Exhibitor List



## Exhibitors of Coin-Op Interest

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AAMA .....	2100
Adrenaline Amusements .....	1211
Adventure Golf Services .....	4233
Allied Specialty Insurance .....	3221
American Changer .....	2779, 1604
American Specialty Insurance .....	4602
AMI Entertainment .....	1802
Amusement Products LLC .....	5118
Andamiro USA Corp. ....	815
Apple Industries Inc. ....	803
Arachnid Inc. ....	727
Astro Carpet Mills .....	1819
Automated Batting Cages Corp. ....	2831
Barron Games Intl. ....	3406
Baton Lock & Hardware Co. ....	1710
Bay Tek Games Inc. ....	1024
Bears2Go.com .....	1711
Beckman Insurance Agency .....	5408
Benchmark Games Inc. ....	1315
Betson Enterprises .....	2015
Bob's Space Racers Inc. ....	2615, 2815
Bonita Marie Intl. Inc. ....	1624
Brady Distributing Co. ....	613
Bromley Inc. ....	1319
Brunswick Bowling & Billiards .....	1331
Camp Iliff .....	4206
Carolina ATM Services .....	4356
Castle Gold Inc. ....	2629
CenterEdge Software .....	831
Champion Shuffleboard .....	600

CLM Entertainment Inc. ....	3427
Coast to Coast Entertainment .....	1606
Coastal Amusements Inc. ....	1821
Coca-Cola Company .....	4800
Coin Tech S.A. ....	3403
Comfy Edutainment Centers .....	3462
CORE Cashless Inc. ....	638
Cost of Wisconsin Inc. ....	3924
Creative Works Inc. ....	2228
Deltronic Labs Inc. ....	2006
Design Plus Industries Inc. ....	1917
DH Recordings LLC .....	213
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Dippin' Dots .....	3600
Doron Precision Systems Inc. ....	2652
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EMBED Intl. Pty Ltd .....	1031
Eurolink Development LLC .....	1320
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Falgas Industries .....	3871
Family Fun Co. ....	1309
Fantasy Entertainment .....	1020
Firestone Financial Corp. ....	2000
Flagship Carpets .....	3239
Flashing Blinky Lights .....	3682
Formula K Ltd. ....	5106
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Fun Industries Inc. ....	736
Gateway Ticketing Systems Inc. ....	2269
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Goffa Intl Corp. . . . .	2606	LaZer Runner Laser Tag Systems . . . .	2028	Price Chopper Inc. . . . .	2838
Gold Medal Products Co. . . . .	2200	Locking Systems Intl. Inc. . . . .	517	Primetime Amusements . . . . .	1626
Good Stuff/Div. of Win Stuff Inc. . . . .	3012	Magnetic Cash . . . . .	2102	Punch Line Games . . . . .	231
Great American Recreation Equipment . . . . .	2031	Manley Toy Direct LLC . . . . .	3019	Pyramid Technologies Inc. . . . .	2002
Haas & Wilkerson Insurance . . . . .	4421	Master Pitching Machine Inc. . . . .	2808	QNC Inc. dba Quik n' Crispy . . . . .	624
Harris Miniature Golf Courses Inc. . . . .	3231	MaxFlight Corp. . . . .	3050	QubicaAMF . . . . .	215
HMS Monaco . . . . .	2612	MedTech Wristbands . . . . .	3206	Quick-Tag (The Hillman Group) . . . . .	611
Hoffman Mint . . . . .	1603	MEI . . . . .	1600	RDC/Ride Development Co. . . . .	2624
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IGPM Group / Kalkomat . . . . .	1806	Mini Melts Inc. . . . .	3069	Redemptronic . . . . .	510
Incredible Technologies Inc. . . . .	1702	MoneyTree ATM . . . . .	3774	Rhode Island Novelty Inc. . . . .	1609
Injoy Motion Corp. . . . .	406	MT&L Card Products . . . . .	342	S&B Candy and Toy . . . . .	3409
Innovative Concepts in Ent. (ICE) . . . . .	806, 1006	Mueller Recreation Products Inc. . . . .	202	S&S Worldwide Inc. . . . .	5100, 7000
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Larson Intl Inc. . . . .	4220	Penny-Press Machine Co. LLC . . . . .	834	Team Play Inc. . . . .	2013
Laser Star Amusements Inc. . . . .	415	Pentavision Global Inc. . . . .	412	Toccata Gaming Intl. . . . .	109
Laser-Blast . . . . .	2833	Perky's Pizza . . . . .	100	TokensDirect . . . . .	1817
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LASERTRON Inc. . . . .	800	Plastic Card Systems Inc. . . . .	519	Toy Factory LLC . . . . .	524
Lazer Frenzy Lazer Maze . . . . .	2229	<b>Play Meter Magazine . . . . .</b>	<b>1709</b>	TrainerTainment LLC . . . . .	734
Lazer Mazers . . . . .	4640	PLI . . . . .	2012	Triotech Amusement Inc. . . . .	1324
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Wittek Golf Supply Co. Inc. . . . .	2133
Wristband Resources Inc. . . . .	3615
Yuehua Token Co. . . . .	503
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Zhongshan Golden Dragon Amusement . . . . .	1336



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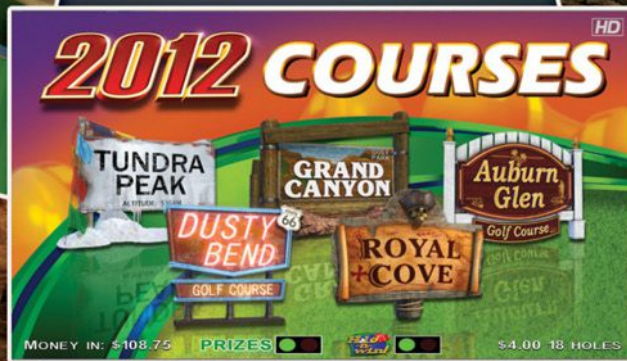
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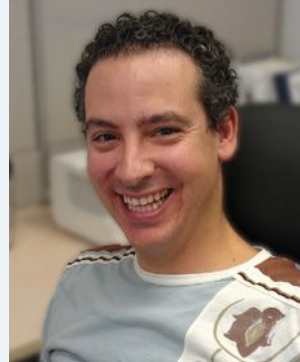
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SAY WHAT?



**10**  
second  
interview  
with...

**Craig Goodman**, International Sales Manager for Brand Vending, got his start in 2001 as an account manager. He has since traveled to Ireland, London, and Spain to visit distributors. Goodman said, "I love what I do, love the relationships I have built over the last 10 years, and there is no other industry I would rather be in."

My first job was:

Cleaning boats in high school.

My favorite type of music is:

Rock/alternative rock.

I wish I had the nerve to:

Base jump.

One thing I can't live without is:

My wife and two boys, Hudson and Getty.

My favorite cocktail is:

Iced tea.

One word that describes my personality is:

Eccentric.

The best advice I ever got was:

Do unto others.

My favorite TV show is:

Most anything on Food Network.

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

Morgan Freeman.

My most cherished inanimate possession is:

of course... Squishland.



# reinvents Megatouch



Megatouch ML-1

**“Live With AMI”  
launched a new  
system that’s all about  
bringing social  
experience into the  
on-premise world.**

**R**einventing an iconic brand like Megatouch is a task not taken lightly by the creative team at AMI Entertainment Network. For nearly two years the touch screen counter-top that achieved household name status was in the process of being redesigned with expanded features befitting the digital age.

It was only natural that the avenue selected to launch the product would be a live presentation streamed to distributor offices across the country.

Dubbed “Live with AMI, a virtual trade show,” a simulcast presentation was made to 23 locations on Sept. 27 and put the new Megatouch ML-1 and Megatouch Live directly into the hands of operators and distributors.

ML-1 is a next-generation multi-touch gaming system that’s loaded with new features and a brand new global gaming network called Megatouch Live. (For complete product details, check the “What’s New” section in this issue.)

The presentation also included information on the new smart phone jukebox selector app and the new football Smart Skin for the NGX jukebox. The live presentation originated at the Radisson King of Prussia and was co-hosted by Betson Philadelphia in King of Prussia, Pa.

Products were unveiled by Mike Maas, President and CEO; A.J. Russo, Creative Director; and Bill Layne, Product Manager of the Game Division. AMI representatives were dispatched to each distributor location to provide further information on-site.

Lou Larson, Division Vice President of Betson Pittsburgh, said, “The operators in attendance were really buzzing about the product. It was a great presentation by Mike and his staff. The ML-1 raises the bar with features that will bring players back and entice them to stay.”

## THE PRESENTATION

Maas began the presentation by saying, “Today we are debuting a new entertainment system, the ML-1, which runs on Windows (Microsoft Embedded Windows 7) and has the Megatouch 2012 Ion software. We have developed this new system (a cloud-based service) to help operators make more money by getting more people to play. The new system requires broadband connectivity and

gives players more reasons to play.”

Megatouch Live includes in-game challenges that players use to gain higher scores and to earn higher points. Another feature is the Megatouch Live Score, which is a tally of a player’s scores and recognizes their skill. Token and upgrade features are used to buy virtual goods with virtual currency, which gives players a competitive edge.

Additional new features are the Global Leaderboard, which displays players’ rankings throughout the world; Player Accounts that give players access to their accomplishments; and share scores with friends on Facebook Connect. AMI’s game studio will continue to create new games to ensure a flow of fresh content.

**“We started nearly two years ago with the explicit notion to build a system that would drive earnings back up.”**

*Play Meter* staff attended the event at the offices of Betson West in Buena Park, Calif., and followed up with AMI afterward to learn even more about the ML-1 and Megatouch Live.

## STABLE PRODUCT

AMI has held fast to supporting its existing platforms to help operators get the most mileage from their equipment, with frequent updates. What was the catalyst for the new platform?

Maas said, “We went to great effort to continue to support the old platform. In fact, new software was released recently right on time for the Ion system, and we will do that for years to come. We’re not leaving those systems behind.”

He continued, “The catalyst was simple: earnings on countertops are down. We started nearly two years ago with the explicit notion to build a system that would drive earnings back up.”

How long was the product tested and

in what types of locations? “We Beta tested for almost two months in a variety of locations with multiple operators,” said Maas. “Given this is a completely new rebuild of the Megatouch system literally from scratch it’s amazing how stable this product turned out to be. It was an amazing engineering feat.”

Where did the name come from? Maas said, “We named it Megatouch Live because it’s an online connected system. It’s easy for us to update and to address any technical issues. If we have a new idea we can quickly bring it to the market. It’s radically different from that perspective because it’s always connected and always accessible.”

Russo said, “We’ve had so many ideas from the operating community

that we could not accomplish on the existing platform (built on Linux). By going to the cloud system and Windows 7 we now have tools that allow us to work lightening fast. We now have a system that is constantly growing and evolving. We wanted to create a product that would get players to constantly check to see what’s new. Over a period of 18 months we reinvented Megatouch, and during that same time span we came out with our normal Ion releases.”

## ENGAGE PLAYERS

Maas said, “We still have our traditional, loyal Megatouch player base. It’s a strong subset of people. That’s a good base but we need to appeal to new players who are exposed to other exciting and dynamic game experiences, which we did not have years ago. We’ve developed new features to engage that audience. We’ve done it carefully because we don’t want to lose the core player base. Tournamaxx



From left: Elliot Teitelbaum of Elliot’s Vending, Bobby Scola of Bill’s Vending Service, Mike Maas of AMI, and Ken Kavalkovich of Betson Philadelphia.



Mike Maas talks about new games, content updates, and Tournamaxx.



From left: John English of Automated Entertainment, Albert Aguirre of Fear None Darts, and Kyle Berger of Betson West.



Jeff Scheer (l) and Kyle Berger of Betson West.



From left: William Lewis of Cricket Amusement, Tom Kelly of Partners Vending, Ken Kavalkovich of Betson Philadelphia, and Jeff Missmer of Missmer Amusements.



From left: A.J. Russo, Bill Layne, and Mike Maas in Philadelphia.



Jim Roe of AMI shows the features of the ML-1 to an audience at the Betson West office.



Classic will bridge that gap. We want to open a whole new audience.”

He added, “This is a device made for social interaction. It’s all about bringing your social experience into the on-premise world.”

What kind of feedback is AMI getting from the industry? Megan DePaul of the Marketing Department said, “Feedback has been positive. Operators who attended the Live with AMI events were glad to have some hands-on experience with the ML-1.”

This was a totally new experience for everyone. Maas said, “It was like a live TV show in a studio setting. It was powerful, a big event, probably the biggest announcement we’ve made at the company. We wanted to do something special and we achieved that goal.”

Russo said, “With a traditional trade show, expenses are involved. With Live with AMI operators could go to their distributor and get all the product details immediately. Even after the show, because it was recorded, operators can visit the Web site to see the presentation again. That’s a big advantage.”

Distributors and operators want to know when they can get the ML-1. The answer: The ML-1 is shipping now in the English version. By early next year a full set of additional languages will be available.

### MORE TO TALK ABOUT

When Russo talks about the ML-1 you can feel his passion for the product. The word “cool” is a staple, and you can hear the excitement in his voice. He said, “There is plenty to talk about on the hardware side, from the 22-inch screen to the multi-touch capability that provides a more social experience. The machine runs well and looks gorgeous.

“On the software side, with the current Ion machines, if the player gets the highest score he has no way of knowing. Now imagine a player engaged in the game seeing his high

score right on the screen. Scores are constantly being posted to the cloud and you can quickly see that your score tops everyone in the world who is playing; that’s really cool. The social media aspect comes into play because players are able to broadcast their scores to all their friends and tell them where they are playing tonight.”

He added, “Our partnership with Microsoft will be important in driving players to the games. In the end, that’s what matters: driving new players to experience the product and taking loyal players to the next level.”

### REVENUE SHARING

Because the ML-1 is a connected machine, AMI is using the same business model employed for its digital downloading jukeboxes. The hardware is provided at a very reasonable cost. It comes with all the content and updates, trivia, Tournamaxx system, and anything else that may be introduced for the life of the machine.

AMI takes 20 percent of the coin drop, in effect a manufacturer’s fee. Operators are billed on a monthly basis—a simple process.

Maas said, “This is the right business model for this product. It’s what operators need to increase earnings.”

AMI is in the process of developing a marketing plan to help operators promote the ML-1 to players. Currently available are posters, table tents, coasters, and napkins. The smart phone app coming out late this year will allow players to interact with all kinds of AMI equipment, and can also be used as a promotion vehicle.

AMI believes that rugged, always-connected systems benefit distributors, operators, bar owners, and game players. The reinvention of Megatouch is part of the company strategy to keep its coin-op product offerings technologically advanced, fresh, and inviting to players. The complete Live with AMI presentation can be viewed at ([www.amientertainment.com/livewithami](http://www.amientertainment.com/livewithami)). ▲



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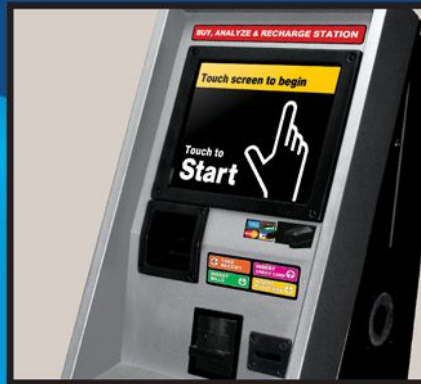
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**Coast to Coast Entertainment**  
([www.coastentertainment.com](http://www.coastentertainment.com))

Coast to Coast has a variety of holiday plush available year-round. Choose from Patriotic Mix, Valentines Pre-Packs, Easter or Christmas Pre-Packs to add holiday cheer to your cranes. Christmas items include a mix of cute plush characters wearing Santa hats.



**Rhode Island Novelty**  
([www.rinovelty.com](http://www.rinovelty.com))

There's an entire section of Rhode Island Novelty's Web site dedicated to holiday items. Christmas items include inflatable antlers, Christmas bracelets, Christmas coloring books, and more.

**Sureshot Redemption**  
([www.sureshot-redemption.com](http://www.sureshot-redemption.com))

Sureshot has several Nightmare Before Christmas games that make fantastic holiday prizes. Nightmare Before Christmas Yahtzee, Operation, Monopoly, and Jenga will add a spooky, festive feel to your redemption center.



**BMI Merchandise**  
([www.bonitamarie-intl.com](http://www.bonitamarie-intl.com))

BMI Merchandise is now featuring Angry Birds Christmas plush just in time for the holidays. Road Trip, Winners' Cube, and Trap Door kits are available featuring four Angry Birds characters wearing Santa hats. ▲



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Blake Barrious of B&L Amusement gets a Virtuo demonstration from TouchTunes Account Representative Matt Ammirati at the Partners Meeting Welcome Reception.

# TOUCHTUNES invests in the FUTURE

Going out on a limb technologically is customary for TouchTunes Interactive Networks, a company that changed the jukebox genre with the introduction of the first digital downloading jukebox 14 years ago.

Looking back on the advancements from 78-rpm records to 45-rpm records to CDs, those changes were slow compared to the leap forward with digital and the addition of powerful capabilities never imagined.

Flash forward to fall 2010 and the announcement, at its first Partners Meeting, of the myTouchTunes loyalty program and social network and the myTouchTunes Mobile app that gives consumers more opportunity to experience TouchTunes and play music.

TouchTunes raised the bar yet again with the introduction of its Virtuo SmartJuke at the Amusement Expo in March and with the preview of its Virtuo Karaoke app and Virtuo Photo Booth app at its 2nd Annual Partners Meeting in September. (A separate article on the Partners

*The digital jukebox pioneer is committed to continual innovations that ensure the relevance of the music experience in the changing social/mobile landscape.*



Meeting appears in this issue.)

Dare we ask what's ahead in the future? Charles Goldstuck, President and CEO of the company, does not shy away from answering that question.

*Play Meter* caught up with Goldstuck after the Partners Meeting to find out more about the products, priorities, and corporate culture at TouchTunes.

"Our company is absolutely committed to innovation in the marketplace," Goldstuck began. "We firmly believe that our industry desperately needs innovation. We don't see a lot of innovation coming from the industry at this moment, even though technology today allows us to be more innovative. We now have access to technology platforms that were not available two or three years ago. It's pretty astounding."

**TOP LEFT:** Steve Brecher, Chief Operating Officer

**BOTTOM LEFT:** Lawrence Coelho of West Coast Amusement and Michael Lansing of Michael Lansing Amusements during a break at the Partners Meeting.

Goldstuck acknowledged that when TouchTunes came out with the myTouchTunes Mobile app last year, some industry members were “rather dismissive of that initiative,” adding, “but when you look at the performance of our app today, it has become a mainstream source of new revenue.”

The vision and direction for a company starts at the top. Goldstuck said his philosophy has always been: “If you deliver opportunities for your customers, the business will take care of itself.”

Lately businesses have been negatively impacted by the economy, including the coin machine business. Goldstuck commented, “As companies like Apple show with the iPhone and iPad, irrespective of economic conditions, if you introduce innovative products that enrich people’s lives, consumers will spend money.”

### THE SOCIAL ARENA

He promised, “You can expect continuous innovation from us. We are clearly moving the company and the industry into the social arena.”

He noted that currently 200 million people access Facebook through their mobile phones, not on their computer. “Mobile is a prolific platform for the consumption of entertainment,” he said.

We’ve all heard the term “staying ahead of the curve.” “Being ahead of the curve is solidly being ingrained in the DNA of our company,” said Goldstuck. “The benefits are already being felt.”

Goldstuck is well aware of the challenges faced by the industry: “There currently are many threats to our industry, whether it be smoking bans, iPod usage in locations, or others, and thus we have no choice but to stay ahead of what is happening with consumers and what is going on in the out-of-home arena.”

He added, “You can’t ignore the

**TOP RIGHT:** A breakout session during the Partners Meeting.

**BELOW:** Charles Goldstuck, President and CEO



***“If you come up with the right product and services, customers will support you.”***

importance of Facebook with its 750 million users worldwide. We have to integrate that into our business. The social environment typified by Facebook is something we talk about at TouchTunes every day; it’s that relevant.”

He noted, “Facebook is making it easier to integrate the outside world into their ecosystem. Every new initiative Facebook comes up with makes it easier for us to integrate with their audience. Facebook’s enhancements generally help us.”

### CONNECT WITH PARTNERS

Attendance at the TouchTunes Partners Meeting grew substantially in one year. Goldstuck places a high

value on this event and said it “will be a permanent fixture on the calendar.”

“It’s going to be a part of our relationship with our partners and customer base,” he said. “It’s difficult when you only see your customers en masse once a year at a trade show. Our development and innovative cycle is so robust that it is becoming important for us to see our customers more often.”

He continued, “We had a very strong showing this year. We know it’s difficult for operators to take time away from their businesses and we appreciate it. We devote considerable resources to this event, and we value the feedback from operators. This is an opportunity to meet with them face-to-face. That alone makes it so worthwhile. We could not be happier with what how this meeting has evolved.”

Goldstuck remarked that there are fewer opportunities for these kinds of events. “Given that we have so many customers, it’s difficult to reach them all the time. This venue works out very well.”

For Goldstuck, it’s critical that customers are fully conversant with what TouchTunes is doing and what new opportunities are available to them.

“We know that our partners are investing capital and buying into our vision,” remarked Goldstuck. “Nothing can be more important to this company than fulfilling that commitment.”

**BREAK NEW GROUND**

“The Virtuo SmartJuke is the biggest investment we’ve made in any new product,” said Goldstuck. “When you attempt to create an opportunity where you can significantly galvanize earnings, you have to make a significant commitment. The karaoke and photo booth apps are complex to design and challenging to bring to the marketplace.”

He explained: “In effect, we’ve had to create a licensing environment for karaoke. There is no standard licensing protocol for an institutional karaoke solution in-venue. We are breaking new ground. The music industry is constantly looking for ways to enhance their opportunities. It’s important to us to come up with licensing arrangements that are sustainable and are a win-win for everyone.”

In an effort to understand its customers, TouchTunes does extensive market research and does not cut corners. TouchTunes has two customers: the operator and the patron, and both have to be happy.

To that end, Goldstuck said, “We have to be relevant to our audi-

ence. Being relevant in the present does not guarantee that you will be relevant in the future. Our development plans must stay abreast of where consumer interests are going.”

**CONTINUE THE JOURNEY**

Goldstuck came on board two years ago. What did he see as the major challenges facing the company at that time?

Goldstuck said, “We were starting on a journey and I accelerated that journey into the future. We had to strengthen our digital media capabilities as well as prepare the company to move into a cycle of rapid innovation. We also had to be able to adapt to constant change.”

He continued, “We went from an operator facing business to an operator and consumer facing business.

We’ve successfully done that. And now our journey really goes to the next

**Building value in a social world**

To engage consumers and stay relevant, TouchTunes recognizes that entertainment must include elements that are social, mobile, and local. To drive revenue, by reaching today’s technology-savvy consumers who have high expectations, TouchTunes has introduced:

- ◆ myTouchTunes loyalty program and social network whereby members earn free credits and other rewards, build custom playlists, and share and interact online. This app automatically posts plays (when opted in) to Facebook and Twitter (also Foursquare opt-in). TouchTunes currently has over 27,000 fans on Facebook.

- ◆ myTouchTunes Mobile app that includes loyalty bonuses, social networking integration, and allows consumers to play music on the jukebox with their mobile devices. TouchTunes has tracked more than 200,000 downloads since September 2010.

- ◆ Virtuo SmartJuke that is visually appealing and serves as a platform for new apps that will drive incremental revenue. Two of the apps, karaoke and photo booth, were previewed at the recent TouchTunes Partners Meeting. The user interface engages consumers and encourages more music play. ▲

**BOTTOM LEFT:** At a TouchTunes meet-and-greet with artists, New York City venue owner Edward Brady and friends meet Susan Tedeschi and Derek Trucks of Tedeshi Trucks Band backstage at their Sept. 10 Beacon Theatre show, (l-r): Brady, Trucks, Tedeschi, Brady’s guest Risa, and Tara Spence.

**BOTTOM RIGHT:** Christian McMahan, Chief Marketing Officer



chapter, which is about being able to innovate on a perpetual basis, because it will not be good enough to come up with a new product and rest there. We must continually improve and adapt our products to match the marketplace.”

When he joined the company in May 2009, TouchTunes had digital jukeboxes in approximately 30,000 locations. That number has grown to more than 50,000 locations today, a staggering growth figure.

TouchTunes will soon embark on a new frontier by moving into the international arena beyond North America. That will bring it’s own

**“Being ahead of the curve is solidly being ingrained in the DNA of our company.”**

challenges since every country has its own licensing protocol. The company began preparations some time ago to meet the licensing needs.

Goldstuck’s background makes him eminently qualified to spearhead this endeavor. He co-founded J Records, which was later sold to Bertelsmann Music Group (BMG). When J Records was purchased, Goldstuck assumed the role of Chief Operating Officer at BMG. Before that he held senior executive posts at Capitol Records and Arista Records.

Two characteristics stand out at TouchTunes: Dedication to working with operators for a true partnership, and continually investing in innovation. The end product of both: growing business.

In conclusion, Goldstuck said, “In the final analysis, if you can show your customers they can earn more money by investing in your equipment, they will invest. Customers have to be comfortable that the investment will pay off. We’re finding that if you come up with the right product and services, customers will support you.

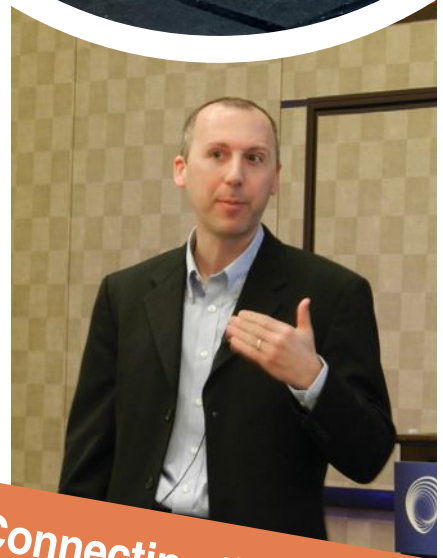
“That’s why we felt compelled to

**TOP RIGHT:** Gary Hough of Gary’s Music sings with members of Rubix Kube at the closing event of the Partners Meeting.

**BOTTOM RIGHT:** Marc Felsen, Vice President, Corporate Marketing



provide the myTouchTunes Mobile app to operators and their customers. It’s been a phenomenal success. Operators recognize it as a powerful tool. They are seeing a significant uplift in revenue in those locations that are deploying and promoting the app.



**Connecting through music**

The core of TouchTunes is music. The company has taken the jukebox music experience and added new dimensions that make the jukebox the centerpiece of entertainment in a given location.

TouchTunes has cultivated close relationships with music labels, publishers, and artists, ensuring the most relevant content is licensed and available (example, securing the rights for Led Zeppelin’s full catalog, Bruce Springsteen’s full catalog, and the greatest hits from Jimmy Buffet).

TouchTunes has secured the latest releases from established labels and independents. Because of this, the company has become a sought-after marketing partner for the music industry. TouchTunes has pre-released numerous albums across the network before their official release.

In addition, TouchTunes has hosted high-profile events and initiated music promotions that often include sweepstakes that generate excitement. Recent examples included trips for two to see Brad Paisley and Kid Rock in concert. ▲



## Dirty Drivin' to Frightfearland



Josh and Zach Sharpe

*One driver  
and one shooter,  
both with a twist!*

Who dat? Unfortunately not the Chicago Bears this time around. As much as it pains us to write and acknowledge, we have to give credit where credit is due, so as fans of the game, congratulations to the *Play Meter* staff on their recent New Orleans Saints victory over our beloved Bears. We'll see how this crazy NFL season pans out, but hopefully we can have a nice rematch sometime in January come playoff time.

In other "sporting" news, Raw Thrills and Play Mechanix hosted their 4th annual Big Buck Hunter World Championship at the Cubby Bear in Wrigleyville. With over \$50,000 in prize money, the event was a huge success for all involved and showcased the potential our industry has to offer to the public...competitive play!

With proper promotion and a competitive environment, it's a recipe for success in maintaining and growing a player base regardless of the game(s) involved. Also

on hand, Stern and the International Flipper Pinball Association (IFPA) ran a high score tournament on Stern's latest game TRON, which added some additional competitive opportunities for players.

Back to the task at hand, for this month's column, we will take a look at Raw Thrills' latest driving game, Dirty Drivin' and Global VR's shooting game, Frightfearland.

### DIRTY DRIVIN'/ RAW THRILLS

Raw Thrills enters familiar territory with another racing game to add to its catalog, Dirty Drivin'.

**Analysis:** The best way to describe Dirty Drivin' is to say it's a combination of H2Overdrive, Fast and Furious, and Super Mario Kart all mixed into one with a splash of Red Bull. Dirty Drivin' offers players ten different rides to choose from, with the opportunity to race on 14 different tracks.

In addition, there are hundreds of upgrades available to purchase. Similar to Mario Kart, during game play players can pick up different power-ups available on the course. To activate these special power-ups, players must use the custom chrome skull crank that is near the steering wheel.

**Pros:** If there is anything we're accustomed to throughout the years, it's definitely the fact that Raw Thrills is known for its racing games. Dirty Drivin' follows suit and again showcases how a good driving game should be produced. From a game play perspective, the company did a great job on incorporating the custom chrome skull crank/activator on the cabinet.

First of all, the crank looks really cool from a visual standpoint, but it's also a lot of fun using it to shoot weapons among other power-up goodies at a player's disposal.

What also sets Dirty Drivin' apart is





its overall attitude stemming from the chrome skull, the “dirty” artwork and theme, and the vehicular combat taking place on screen. We couldn’t help but remember an old pinball game Williams designed in the ‘90s called No Fear, which had equal “attitude” with its game play.

**Cons:** I’d say our biggest gripe with Dirty Drivin’ is it’s almost too busy for its own good. Sometimes while playing you don’t even know what’s going on because it’s sensory overload.

Going further, there’s a bit of a disconnect with the power-ups and the activator crank. While playing Super Mario Kart, it’s crystal clear once you’ve picked up an item to use, and crystal clear when it’s being used. There were plenty of times during the course of game play where we weren’t sure if (a) we picked up a power-up and (b) if we successfully used it or not.

**Overall:** Dirty Drivin’ is a perfect addition in Raw Thrills’ already well-built resume of driving games. While there are certainly aspects of this game that we would consider minor gripes, from top to bottom this game is simply fun to play.

Whether it’s playing against your friends (linkable up to eight units) or against the computer, there’s something intrinsically fun when it comes to the mayhem taking place on screen.

Not too many driving games these days have a “toy” as part of their cabinet design and the custom chrome skull crank is a great touch; pun intended. In addition, and this probably sums up Dirty Drivin’ to a “T”, there is no brake pedal to be found anywhere on the game!

**Overall Rating:** ★★★★★

## **FRIGHTFEARLAND/ GLOBAL VR**

It’s been quite some time since we’ve reviewed a Global VR game. This month, we take a closer look at its latest carnival shooting game, Frightfearland.

**Analysis:** Imagine a nice friendly amusement park filled with all the attractions you’d expect to see: roller coasters, Ferris wheels and spinning teacups. Now

*“Whoever the artist/graphic designer is on the Global VR team, we’d just like to give special kudos on a job well done.”*

imagine that the same amusement park is filled with scary killer clowns among other armed monsters and you pretty much have Frightfearland.

The game features 15 selectable levels with the addition of one bonus level with cooperative play as an option. In addition, Frightfearland also includes 12 mini-game missions, six boss characters, and three different endings depending on how the game is completed. Global VR also created two different cabinets, a standard 42-inch and a deluxe 46-inch/50-inch cabinet.

**Pros:** Personally, we are not big fans of clowns ever since Stephen King’s book *IT* came out. The fact that we get to take out our aggression on these scary clowns in addition to the other monsters is an added bonus.

From a game play perspective, the action is frenetic, the graphics and sounds complement it well, and the overall dilapidated amusement park feel of the theme is a nice touch.

In addition, the artwork on the cabinet is fantastic. Whoever the artist/graphic designer is on the Global VR team, we’d just like to give special kudos on a job well done. Though the amazing graphics don’t change our feelings towards clowns.

**Cons:** Our biggest gripe with Frightfearland (and other shooting games with similar cabinet designs) is the fixed gun on the cabinet. There’s something nice about being able to physically hold up a gun and aim all over the screen at any given moment.

We are not big fans of this lack of freedom when it comes to any fixed gun game. To us, it almost takes away from the shooting game since your mobility and aim-ability are much more limited.

**Overall:** We feel Global VR has done an alright job with Frightfearland. When we first saw this game, we couldn’t help



but recall an old shooting game Midway created in the late ‘90s called CarnEvil.

This game also featured familiar amusement park elements and a horror-theme. Unfortunately, by comparing these two games directly, it leaves Frightfearland a little underwhelming.

Sure the graphics and sounds are much better as one would expect through the advancement of technology. However, there’s nothing truly defining that makes it stand out from other shooting games on the market. Plus, CarnEvil doesn’t have a fixed gun! That being said, Global VR has still created a fun game that would fit well on location in any amusement-park-type setting. ▲

**Overall Rating:** ★★★★★ 1/4

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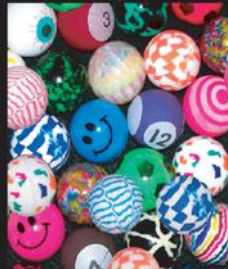
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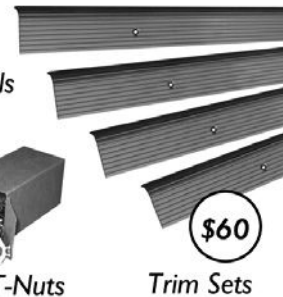
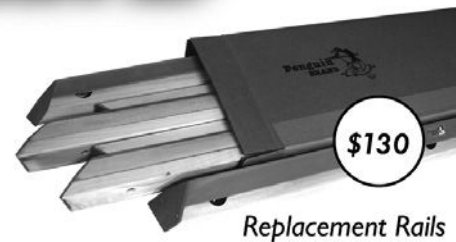
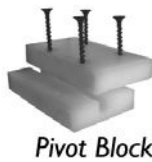


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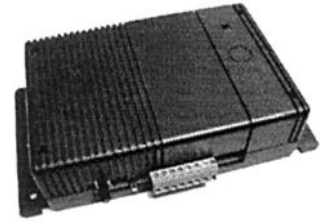
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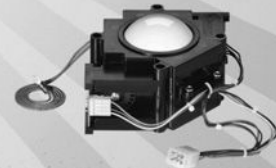
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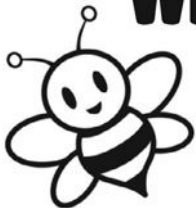
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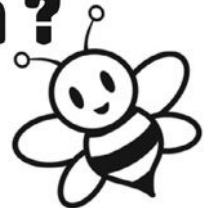
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