1974 Our 20th Year 1994

PLAY METER magazine

VOLUME 20, No. 12 FOR THE COIN-OP ENTERTAINMENT INDUSTRY NOVEMBER 1994

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AMOA Wrap Up

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NEWS BULLETIN

JUKEBOX PROMOTIONS A NATURAL IN NOVEMBER

A gentle reminder: November is National Jukebox Month, an opportunity to capitalize on this segment of coin-op equipment. AMOA's Jukebox Promotion Committee suggests notifying local media about the music month to encourage a feature on jukeboxes or your company. Be sure to place the words "November is National Jukebox" month on any advertisement or printed materials your company produces, and ask employees to spread the word when answering the phone. Inform AMOA of any unique promotions that can be shared with other operators. For a helpful jukebox media kit, contact Fred Newton at AMOA headquarters, (312) 245-1021; FAX (312) 245-1085.

A number of one-stops are joining the promotion bandwagon with special pricing on CDs or 45s, among them ATM Distributing in Cleveland, Ohio; Don Records Corp. of Farmingdale, N.Y.; The Latin Jukebox of Garden Grove, Calif.; and Mountain Coin Machine Distributing in Denver. Compilation houses Hot Hits of Nashville, Tenn., and Spotlight on Hits in Pittsburgh are offering bargains as well.

PRIMAL RAGE UPDATES FROM TIME WARNER/ATARI

E-PROM updates for *Primal Rage*, the successful stop-motion interactive video from Time Warner Interactive/Atari, are being provided free of charge. Available late this month, the first update includes additional finishing moves and further enhancements to the game engine, allowing players to use familiar algorithms from other popular fighting games to execute special moves. A second update is scheduled for release in January to add a new character and hidden sports modes, plus more finishing moves.

According to product manager Derryl DePriest, "These updates are not bug fixes in any way. They are in response to the market's demand for more buried treasure. Some of these features we will be very open about, and some we'll keep hidden, to give players the thrill of discovery. It is in all of our interests, manufacturer, distributor, and especially operator, to keep earnings on *Primal Rage* high."

In addition, players will be happy to know that the "Official *Primal Rage* Strategy Guide" is now available. The 128-page softcover book by Infotainment World takes players step-by-step through the game, detailing over 100 combination hits to devastate opponents.

A NOTE OF SYMPATHY

Ralph Winfield, a founding member of the Winfield Group of companies in Burnaby, British Columbia, Canada, passed away on Oct. 13. Ann Winfield, the other founding member and Ralph's partner for 27 years, will assume the post of CEO, assisted by Laurie Winfield as the comptroller and Manu Desai C.A. as a special consultant. The industry joins in extending sincere sympathy to the Winfield family. Ralph will be sadly missed by his many friends and business associates in the coin-op world.

DISTRIBUTORS BRANCH OUT

Mondial International and Betson Pacific are newsmakers this month. Mondial recently hosted a grand opening celebration to launch its newest branch office in Puerto Rico on Oct. 28. The address is 210 Avenida Eleanor Roosevelt, Hato Rey, Puerto Rico; the phone is (914) 738-7411. Betson Pacific is happy to announce that it has acquired the Bally/Midway video line for its customers in the California area.

AAMA INDUSTRY ACTIVITIES

AAMA has just completed the photo shoot for the annual child abuse prevention poster it produces in conjunction with the National Committee to Prevent Child Abuse. Olympic gold medalist Jackie Joyner-Kersee graces the poster, along with a *High Tops* child's basketball game from National Sports Games, a division of Skee-Ball, and a *Clean Sweep Double Crane* from Smart Industries. Posters will be available in April 1995 during Child Abuse Prevention Month.

AAMA executive vice president Bob Fay recently attended the first meeting of the Academic Advisory Panel, an advisory group to the Entertainment Software Rating Board that is part of the Interactive Digital Software Association. AAMA has encouraged video game manufacturers to implement an interim parental advisory for new video titles. For more on the game ratings situation, turn to page 20 in "Coin-Op News."

In other AAMA news, the association plans to change its membership policy and expand its membership base by affording associate memberships to related industry companies involved in theme parks and family entertainment centers, and to international manufacturers, distributors, and suppliers.

PROPOSED ADA GUIDELINES BEAR EVALUATION

Government regulation will also have an impact on family entertainment centers through newly proposed accessibility guidelines developed by the Recreation Access Advisory Committee. The guidelines, which have been released for public comment, will be added to the Americans With Disabilities Act. To ensure that industry input is considered before implementation, interested parties can order a free copy of the committee's report via FAX (202) 272-5447. After careful review, send your comments (due by Dec. 20) to U.S. ATBCB, 1331 F St., N.W., Washington, D.C. 20004-1111. Look for more on this important subject in the December issue.

THE INDUSTRY ON THE MOVE

Twenty-five-year veteran Tom Keil has joined Time Warner Interactive/Atari as a regional sales manager. The addition is part of the company's plan to provide greater interaction between the factory and distributors and operators. Keil was most recently national accounts manager for SNK; prior to that he honed his industry skills at Brady Distributing for 19 years.

Kristin Montgomery has rejoined Data East in its sales and marketing department. Earlier this year Montgomery took a post at Quick Silver Development Co. as director of sales and marketing for North and South America. She has eight years of industry experience on the manufacturing level.

Candace Cummings-Super has resigned as CEO of the Michigan Distributors and Vendors Association and the Michigan Coin Machine Operators Association for personal reasons. She will move from the Lansing, Mich., vicinity to join her husband in the Washington, D.C., area.

Kelly Olewiler is the new market development supervisor at JCM. He will be responsible for all advertising, promotions, and trade shows. Olewiler will be based in the JCM corporate office in North Las Vegas, Nev.

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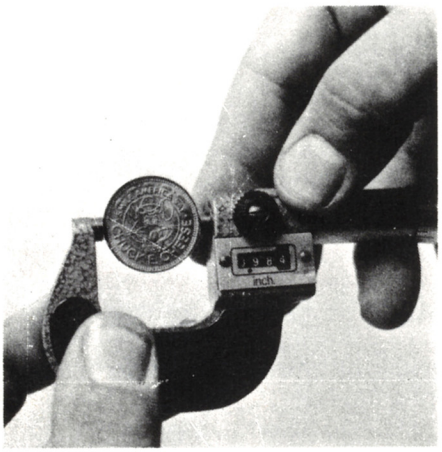

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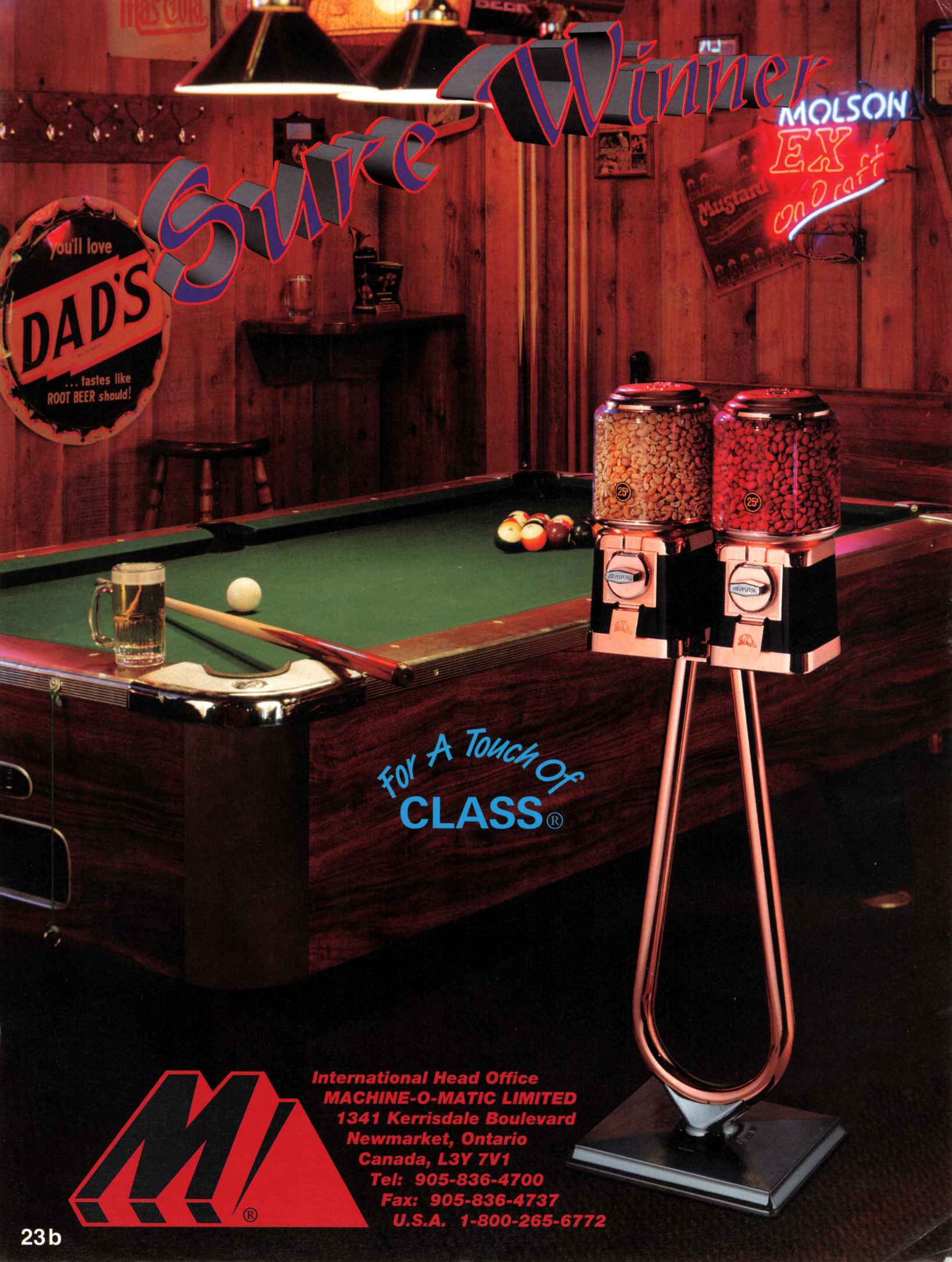
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How to tell the story of the much-anticipated fall trade event? With a 62-page special section that covers all the essentials: comments, product descriptions, special events, game picks, awards banquet, business meeting, and lots of photos. Whether you were there in person to review the equipment or not, first-timers and return visitors will glean some new facts and insights.

Fun Expo '94: the ultimate learning experience 126

Last year was an indication; this year became a fulfillment. Crowds and enthusiasm were plentiful at this fourth annual symposium for the growing family entertainment center market. A record number of seminars were packed with attendees eager to learn more about this niche. Coin-op exhibitors were pleased with the turnout and the ready-to-buy attitude that permeated the show.

IAAPA '94: sparkle on an international level 150

Trade show season is not over yet. The topper could be this 76th annual exhibition where amusement park leaders from all over the world gather to share ideas and introduce the latest advancements, from special effects and attractions to food and games. An extensive workshop program will shed new light on trends, safety, litigation, marketing, themed entertainment, merchandising, and more.

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COVER

"It's all the rage!" say Time Warner Interactive/Atari staffers, (l-r): Mike Taylor, Tom Keil, Jim Newlander, and Elaine Shirley. The foursome are pictured by the successful *Primal Rage* stop-motion dinosaur fighting game and the new interactive simulator *COPS*, which is based on the popular TV show of the same name.

GODZILLA WARS Jr.™

FEATURES:
- Easy to play
- Ticket or capsule redemption options
- Appeals to all ages

THIS LITTLE GAME IS A GIGANTIC SUCCESS!!

The popular sci-fi monster is featured in an all new redemption game for kids of all ages. Players press the fire button to launch bombs into GODZILLA'S mouth. It' a real challenge as his mouth opens and closes while he sways back and forth. Authentic movie music and the roar of GODZILLA makes this game a real attraction piece!

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Width	23 inches (58.4 cm)
Depth	29 inches (73.6 cm)
Height	66 inches (167.6 cm)
Weight	165 lbs (75kg)

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FROM THE EDITOR

Children are the future

It happened again this week here in New Orleans. A toddler was killed while supposedly safe in bed. A stray bullet zoomed past the intended target, went through a window, and struck the three-year-old boy in the head. Most likely he died right then; still his father raced frantically to the hospital clinging in vain to that last thread of hope.

Just days before, a two-year-old, riding with his father in a truck, was shot in the stomach during a drive-by shooting. On Mother's Day, a nine-year-old walking home from the park with his sister and mother was killed by stray bullets.

Valerie Cognevich
Editor

New Orleans certainly is not unique in its frightening statistics on crime. Cities across America are being swept up in a crime wave that has been unparalleled in written history. The bloody days of Al Capone and his band of bad guys pale in comparison to what is happening today. Gangsters were terrifying, of course, but since most citizens were not involved in criminal dealings, it was the type of thing that happened to someone else. I'm sure that some citizens even figured the gangsters got what they deserved. Then there was Eliot Ness, who arrived on the scene to save the day.

The current crime epidemic is infecting everyone. Kids can't ride the streets without being frightened of someone stealing their bikes right out from under them. We're afraid to stop at traffic lights because someone we know once was robbed at gunpoint while waiting for a light to change. No one dreams of parking his car without locking it, even in his own driveway. Once a luxury reserved for the eccentrics, car alarms are now a popular necessity. No matter how big our locks or menacing our dogs, our homes just don't seem as safe as they once were.

What's really scary is that much of the terrifying, brutal crime is being committed by children. Many 12-year-olds are brandishing guns and knives, taking or selling drugs, and think crime is a way of life. These kids are ruthless and think nothing of killing "the enemy," which could be you, me, or our kids. Recently, an 11-year-old boy shot a young girl, picked at random, simply to prove he was "good enough" to belong to a local gang. When the police began closing in, the gang he longed to be a part of killed him.

Teachers once were respected and parents stood firmly behind them. Trouble in school meant just as much trouble at home. I was taught to respect my teachers. In fact, respect was a priority.

Today, kids are having kids. Teenagers are proudly having babies, dropping out of school, staying single, and sadly have sealed their fate. These parents have no education, can't read the teacher's notes, and threaten to sue over discipline dished out to their kids. Parents have no respect, and that lack of respect is being picked up by their offspring. Kids are carrying guns and knives to school and, if caught, parents argue that their child needs protection. All we needed for protection was a big friend!

Our industry has a lot at stake in today's youth. While there are legislators seeking ways to get criminals off the streets by building more prisons, employing more police, and keeping multiple offenders behind bars longer, something more must be done to steer kids in the right direction in the first place. The violence issue that's been raging is only a symptom of a deeper illness. The lawmakers and parents that are campaigning against video game violence are not looking close enough at the big picture. The coin-op industry has a lot to offer young people. When was the last time any of these people visited an arcade or a family entertainment center to see the good, clean fun their children were having.

There are tournaments and challenges that help youngsters boost their self-esteem. They are heroes to younger kids who would love to play that certain game quite as good. Are video games too violent? Let's stop dwelling on that question and ask another: what would all the kids be doing if there weren't arcades and game rooms for them?

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• Against nine different lethal fighters featured in this barbaric display of the power of TAITO's new CYBERCORE software. Battle to become the Global Champion using five different attack levels and a lethal special move! A striking combination of vivid backgrounds, action graphics, and hi-fi sound effects leave you dazed in the Glory of the Fight!

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All The World Loves Soccer...

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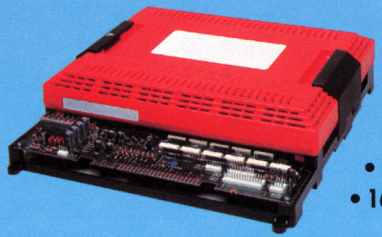
Grumple Grommit's Revenge!

• This sequel to the popular "Bubble Bobble", pits the evil Grumple Grommit against 4 new bubble blowing dragons. Each dragon has different capabilities as well as power levels. Work your way through Grommit's graphically vivid and even more challenging mazes of doom! More secrets and surprises than before!



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	GAME	MFG.	POINT VALUE
	ALLEY BOWLERS		
1.	Skee-Ball	*(Skee-Ball)*	7.23
2.	Smartball	*(Smart)*	6.15
	SPORTS GAMES		
1.	Sonic Blast Man	*(Taito)*	8.25
2.	Full Court Frenzy	*(I.C.E.)*	7.05
3.	Championship Basketball	*(Grayhound)*	6.91
4.	Strike Zone	*(Purple Star)*	6.60
5.	Shoot To Win!	*(Smart)*	6.55
6.	Slugfest	*(Williams)*	6.17
7.	Two Minute Drill	*(Taito)*	5.80
8.	Hoop Shot	*(Doyle)*	5.77
9.	Arm Champs	*(Jaleco)*	5.75
10.	Rage in the Cage	*(Betson)*	5.67
11.	UB-QB Football	*(National Sports)*	5.29
12.	Razzle Dazzle	*(Doyle)*	5.25
13.	Putting Challenge	*(I.C.E.)*	5.00
	SINGLE COIN PUSHERS		
1.	Jungle Jive	*(Coastal)*	8.25
2.	Klondike	*(Betson)*	7.71
3.	Rock N' Roll	*(Betson)*	7.33
4.	Wedges Ledges	*(Betson)*	6.00
5.	Starburst	*(CCI)*	5.75
	SINGLE CRANES		
1.	Classic Watch Crane	*(Smart)*	8.50
2.	Clean Sweep	*(Smart)*	7.63
3.	Big Choice	*(Betson)*	7.35
4.	Top Choice	*(Betson)*	7.25
5.	Skill Crane	*(Grayhound)*	7.14
6.	Candy Crane	*(Smart)*	7.04
7.	Candy Shop	*(Grayhound)*	6.75
8.	Jumbo Crane	*(Grayhound)*	6.71
9.	Action Claw	*(Betson)*	5.25
	CHILD-SIZE GAMES		
1.	Shoot to Win! Jr.	*(Smart)*	7.92
2.	Super Mario Mushroom	*(Premier)*	7.86
3.	Kiddie Whac-A-Mole	*(Bob's Space)*	7.25
4.	1/2-Pint Frenzy	*(I.C.E.)*	7.00
5.	Bozo Basketball	*(Design Plus)*	6.86
6.	Li'l Dump the Ump	*(Doyle)*	6.33
7.	Smart Toss Em	*(Smart)*	6.33
8.	Awesome Toss 'Em	*(Lazer-Tron)*	6.25
9.	Barnyard Babies	*(Skee-Ball)*	6.00
10.	Skee Toss B.C.	*(Skee-Ball/Betson)*	5.87
11.	Froggy Jr.	*(CCI)*	5.33
12.	Jr. All American	*(CCI/UETD)*	5.33
13.	Li'l Piggy Pass	*(Doyle)*	5.33
14.	Li'l Panda Pitch	*(Doyle)*	5.20
	ROLL DOWNS		
1.	Spin-to-Win	*(Lazer-Tron)*	8.00
2.	Roll Down	*(Bay Tek)*	8.00
3.	Jungle Rama	*(Lazer-Tron)*	7.83
4.	Clown Rolldown	*(Bay Tek)*	7.45
5.	Spin-A-21	*(Lazer-Tron)*	7.00
6.	Rock N' Roll 4	*(Bay Tek)*	6.50
7.	Fielder's Choice	*(Bay Tek)*	6.33

REDEMPTION

	GAME	MFG.	POINT VALUE
	NOVELTY		
1.	Home Run Hitter	*(CCI)*	9.50
2.	Rising Waters	*(Bob's Space)*	9.33
3.	Dinoscore	*(Planet Earth)*	9.15
4.	Super Wheel 'Em In	*(Bromley)*	9.00
5.	Flingshot	*(Planet Earth)*	8.83
6.	Can Alley	*(Bob's Space)*	8.67
7.	Robo-Bop	*(Coastal)*	8.67
8.	Ribbit Racin'	*(Lazer-Tron)*	8.58
9.	Super Rock-N-Bowl	*(Bromley)*	8.50
10.	Roll for Gold	*(Benchmark)*	8.33
11.	Aftershock	*(Lazer-Tron)*	8.06
12.	Wheel 'Em In	*(Bromley)*	8.00
13.	Super Bank It II	*(Lazer-Tron)*	8.00
14.	Super Bank It	*(Lazer-Tron)*	7.89
15.	Wacky Gator	*(Data East)*	7.43
16.	Pop-A-Ball	*(Coastal)*	7.35
17.	Whac-A-Mole	*(Bob's Space)*	7.33
18.	Pop-A-Tac-Toe	*(Coastal)*	7.33
19.	Rock-N-Bowl	*(Bromley)*	7.00
20.	Feed Big Bertha	*(Smart)*	7.00
21.	Shake, Rattle & Roll	*(Lazer-Tron)*	7.00
22.	Buddy Bear	*(Smart)*	6.83
23.	Killer T-Rex	*(Smart)*	6.75
24.	Dump the Ump	*(Doyle)*	6.71
25.	Super Mario Bros.	*(Fabtek)*	6.67
26.	Hot Shot Basketball	*(Williams)*	6.67
27.	Neck-N-Neck	*(Bundra)*	6.60
28.	Simple Simon	*(Am. Sammy)*	6.60
29.	Paint 'N Puzzle	*(Century)*	6.50
30.	Flip N' Win	*(Planet Earth)*	6.50
31.	Circus Hi Rise	*(Skee-Ball)*	6.29
32.	Hop-A-Tic-Tac-Toe	*(Data East)*	6.25
33.	Bank It	*(Lazer-Tron)*	6.18
34.	Big Mouth	*(Meltec)*	6.08
35.	Magic Mr. X	*(Am. Sammy)*	6.00
36.	Godzilla Wars Jr.	*(Namco)*	6.00
37.	Goofy Hoops	*(Romstar)*	5.90
38.	Cracky Crab	*(Namco)*	5.70
39.	Bouncing Bandit	*(C.C.I.)*	5.67
40.	Tiddly Dinks	*(GaMCO)*	5.67
41.	Knock Down	*(Meltec)*	5.50
42.	Boom Ball	*(Meltec)*	5.33
43.	Fuddy Duddies	*(GaMCO)*	5.33
44.	Coin Circus	*(Am. Sammy)*	5.25
45.	Addam's Family Values	*(Midway)*	5.00

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

EQUIPMENT POLL

VIDEO & PINBALL COMBINED

	GAME	MO. ON CHART	MO. IN TOP 10
1.	Daytona USA *(Sega)*	2	2
2.	Mortal Kombat II *(Midway)*	12	12
3.	Star Trek: Next Generation *(Williams)*	10	9
4.	Suzuka 8 Hours 2 *(Namco)*	6	6
5.	Primal Rage *(Time Warner/Atari)*	2	2
6.	Fast Draw *(Am. Laser)*	2	1
7.	World Cup Soccer *(Bally)*	4	4
8.	The Addams Family *(Bally)*	33	32
9.	DarkStalkers *(Capcom)*	2	2
10.	Racin' Force *(Konami)*	2	2
11.	Guns N' Roses *(Data East)*	2	2
12.	Out Runners *(Sega)*	14	14
13.	NBA JAM Tournament *(Midway)*	6	6
14.	Virtua Racing *(Sega)*	24	23
15.	Under Fire *(Taito)*	2	1
16.	Drug Wars *(Am. Laser)*	9	7
17.	D&D Tower of Doom *(Capcom)*	6	6
18.	T-MEK *(Time Warner/Atari)*	2	2
19.	Rescue 911 *(Premier)*	6	6
20.	Virtua Fighter *(Sega)*	8	8
21.	Suzuka 8 Hours *(Namco)*	25	22
22.	Alien vs. Predator *(Capcom)*	4	4
23.	Revolution-X *(Midway)*	4	3
24.	Twilight Zone *(Bally)*	19	19
25.	Raiden II *(Fabtek)*	11	11
26.	Lethal Enforcers II *(Konami)*	6	4
27.	The Flintstones *(Williams)*	2	1
28.	Lethal Enforcers *(Konami)*	25	25
29.	Tales From The Crypt *(Data East)*	11	6
30.	Demolition Man *(Williams)*	6	6
31.	NBA JAM *(Midway)*	7	4
32.	King of Fighters *(SNK)*	1	1
33.	Lucky 'N Wild *(Namco)*	15	3
34.	Indiana Jones *(Williams)*	13	13
35.	The Who's Tommy *(Data East)*	7	4
36.	Fish Tales *(Williams)*	26	17
37.	Title Fight *(Sega)*	14	2
38.	Solitaire Challenge *(Dynamo)*	5	2
39.	White Water *(Williams)*	21	14
40.	Super Chase *(Taito)*	17	4
41.	Run 'N Gun *(Konami)*	11	7
42.	Last Action Hero *(Data East)*	13	5
43.	Ridge Racer *(Namco)*	9	7
44.	Aero Fighters 2 *(SNK)*	2	1
45.	Jurassic Park *(Data East)*	17	14

PINBALLS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Star Trek: Next Generation *(Williams)*	8.33	543
2.	World Cup Soccer *(Bally)*	7.86	194
3.	The Addams Family *(Bally)*	7.77	1830
4.	Guns N' Roses *(Data East)*	7.68	97
5.	Rescue 911 *(Premier)*	7.30	284
6.	Twilight Zone *(Bally)*	7.04	870
7.	The Flintstones *(Williams)*	7.00	54
8.	Tales from the Crypt *(Data East)*	6.96	348
9.	Demolition Man *(Williams)*	6.94	234
10.	Indiana Jones *(Williams)*	6.87	574
11.	The Who's Tommy *(Data East)*	6.86	223
12.	Fish Tales *(Williams)*	6.80	922
13.	WhiteWater *(Williams)*	6.65	725
14.	Last Action Hero *(Data East)*	6.60	409
15.	Jurassic Park *(Data East)*	6.56	710

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Daytona USA *(Sega)*	9.23	120
2.	Suzuka 8 Hours 2 *(Namco)*	8.20	335
3.	Primal Rage *(Time Warner/Atari)*	8.14	113
4.	Fast Draw *(Am. Laser)*	8.00	90
5.	Racin' Force *(Konami)*	7.70	151
6.	Out Runners *(Sega)*	7.68	731
7.	Virtua Racing *(Sega)*	7.54	1282
8.	Under Fire *(Taito)*	7.50	170
9.	T-MEK *(Time Warner/Atari)*	7.33	102
10.	Virtua Fighter *(Sega)*	7.29	430
11.	Suzuka 8 Hours *(Namco)*	7.29	1150
12.	Revolution-X *(Midway)*	7.25	210
13.	Lethal Enforcers II *(Konami)*	7.00	271
14.	NBA JAM *(Midway)*	6.92	1044
15.	Lucky & Wild *(Namco)*	6.89	466

VIDEO KITS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Mortal Kombat II *(Midway)*	8.39	712
2.	DarkStalkers *(Capcom)*	7.76	107
3.	NBA JAM Tournament *(Midway)*	7.65	300
4.	Drug Wars *(Am. Laser)*	7.43	967
5.	D&D Tower of Doom *(Capcom)*	7.35	268
6.	Alien vs. Predator *(Capcom)*	7.25	170
7.	Raiden II *(Fabtek)*	7.03	461
8.	Lethal Enforcers *(Konami)*	6.97	1219
9.	King of Fighters *(SNK)*	6.90	29
10.	Aero Fighters II *(SNK)*	6.58	21
11.	Super Street Fighter II Turbo *(Capcom)*	6.54	107
12.	Mortal Kombat *(Midway)*	6.45	1312
13.	Samurai Shodown *(SNK)*	6.42	524
14.	Windjammers *(Data East)*	6.36	83
15.	World Rally *(Time Warner/Atari)*	6.35	396
16.	Samurai Shodown 2 *(SNK)*	6.11	1
17.	Addam's Family *(Ocean)*	6.10	61
18.	World Heroes Jet *(SNK)*	6.06	117
19.	Super Street Fighter II *(Capcom)*	5.87	273
20.	Aero Fighters *(Mc O'River)*	5.84	393
21.	Warriors of Fate *(Capcom)*	5.80	52
22.	Super Sidekicks 2 *(SNK)*	5.79	11
23.	Art of Fighting 2 *(SNK)*	5.72	55
24.	Lethal Weapon *(Ocean)*	5.71	193
25.	Battletoads *(Electronic Arts)*	5.69	*
26.	Gal's Panic 2 *(Kaneko)*	5.50	169
27.	Street Fighter Champ *(Capcom)*	5.41	1262
28.	Golden Axe Revenge *(Sega)*	5.33	373
29.	World Heroes 2 *(SNK)*	5.32	296
30.	Fatal Fury Special *(SNK)*	5.28	32

UP FRONT

Come one, come all, into the FEC fold

A neuropsychologist contemplating early retirement recently called to obtain information on family entertainment centers. His was not an unusual call. We are accustomed to fielding a deluge of inquiries from unlikely places seeking industry statistics and back issues. The world of amusements is really big business right now.

The individual seeking information predicted we would see a lot more people from different professions entering the FEC business. I believe he is right. Remember the doctor and lawyer types who crowded the video game market in the early '80s? Investors and plain good businessmen recognize the potential of FECs. They are joined by entrepreneurs looking to expand their current restaurants, strip shopping centers, stand-alone miniature golf courses, water parks, bowling lanes, skating rinks, and other businesses that could use the jolt of an added attraction.

Bonnie Theard
Managing Editor

Longtime operators may groan that our industry doesn't need any more newcomers who don't know a joystick from a popsicle stick. But they will come, some better prepared than others. Careful ones will attend trade shows such as the just-passed AMOA Expo and the Fun Expo, soaking up the game experience and attending every significant seminar. They will plan in advance, mapping out their financial situation, obtaining demographic studies to see if such a facility is feasible in the desired vicinity, and hiring knowledgeable consultants with a background in the industry.

They cannot be prevented from joining the free enterprise system. Whether their mousetraps will be bigger or better than what coin-op veterans can supply will be determined at the cash box. Well-intentioned and well-funded operations have been known to flop if the flow of traffic cannot be sustained. These newcomers face the same demons that all operators face.

Withholding information won't stem the tide. The better informed a newcomer the better for the industry as a whole. What's worse than a poorly-run establishment that gives the entire industry a bad image? We were all newcomers at some point in time. Learning what pleases our customers is an ongoing process. We continue to add to our education daily as we "live" the business. There is room at the coin-op table for those willing to invest the time and energy required to produce a quality family fun center that will become an asset to the community.

Opening an FEC is not a light undertaking, but a major investment. A critical point may be heeding the advice of the experts. As droll funnyman Dennis Miller said before his ill-fated late-night talk show hit the airways a few years ago: "It's like gladiator school. If you're good, you're still there, and if you're bad, they carry you out feet first."

FECs will continue to be the focus of attention as the new year approaches. It will be interesting to see how many newcomers are left standing and how many fall victim to big ideas, small results. There will also be a percentage that make it and make it big, with a mix of originality, theme, and marketing magic. A little healthy competition doesn't hurt anyone. Instead, it keeps us on our toes.

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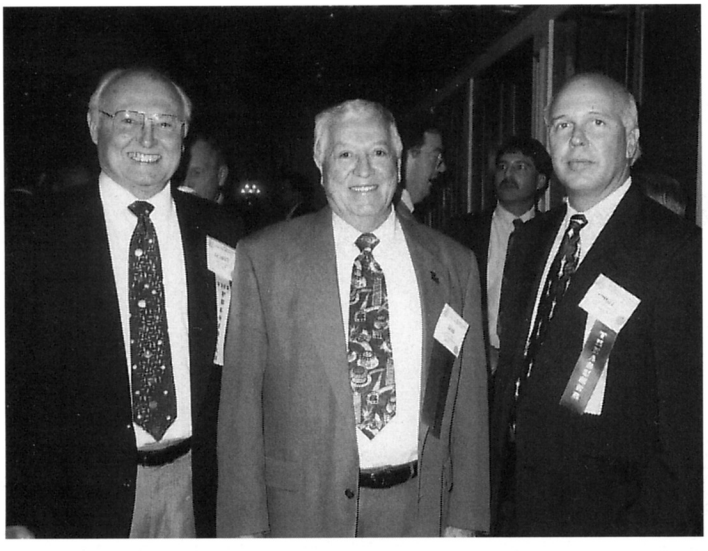
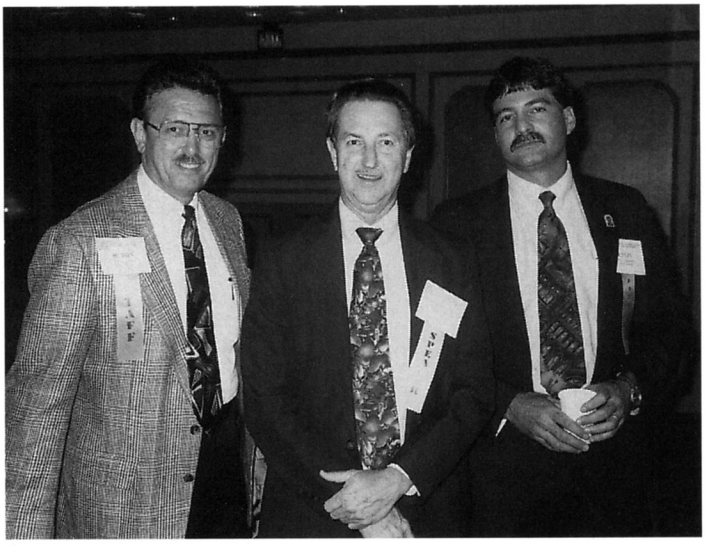
Video poker and the law dominate state convention



Aubrey Brooks (l) of Tommie's Novelty with Bob Nims (c) of A.M.A. Distributors and Bill Atkins of Four Rivers Gaming.



LAMOA's Charles Stoma (l) with Rep. J. Raymond Lalonde (c) and Kevin Craighead of Craighead Amusements.

Members of the Louisiana Amusement and Music Operators Association met in New Orleans during the first week in October, and the subject of video poker and the law topped their agenda.

At their first annual convention, state operators heard many of the same themes sounded at a seminar on video gaming at the AMOA Expo in San Antonio, Texas, two weeks previously—namely that those in the industry need to fashion a unified front if they are to successfully fend off their ever-present opposition.

"This thing needs to start today," said outgoing LAMOA president Kevin Craighead of Craighead Amusements in West Monroe. "Get involved. We've got to unify."

"I urge you to think about what makes you different from other forms of gaming," state Senator Larry Bankston told operators. "They (the opponents of gaming) will start with you and work their way up. On the feeding chain you're the number one target."

Bankston and state Representative Raymond Lalonde, both of whom spoke at the convention, helped spearhead video poker law reforms in a state legislative session this year that is credited by some with saving legalized video gaming.

The two legislators urged operators to make the case for video poker by clearly illustrating the number of jobs created and the amount of money that goes to local governments and law enforcement agencies from the business.

From left: John Georges of Delta Gaming, Lt. Kendall Fellon and Tammy Pruet of the La. State Police, Sen. Larry Bankston, and Bud Viator of Southern Trading Corp.

"Your businesses are local businesses and that could prove to be your strength in the long run," Lalonde said.

In the face of such a tenuous picture, members of the state association present preached about the need to strengthen the organization and discussed the possibility of funding an updated impact study on video gaming in Louisiana.

Making her first official call as president of the national AMOA, Tami

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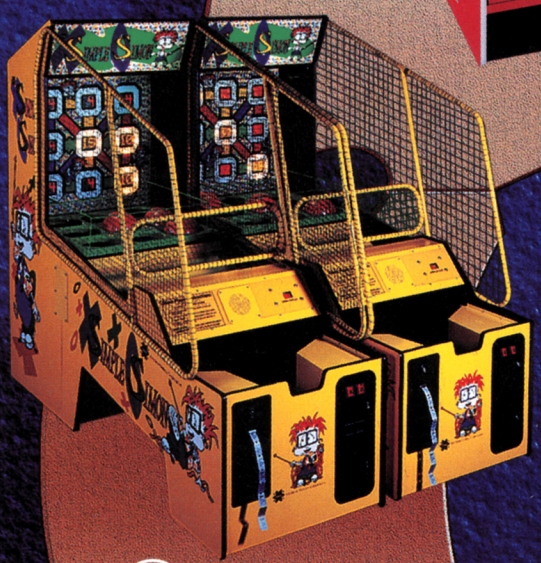

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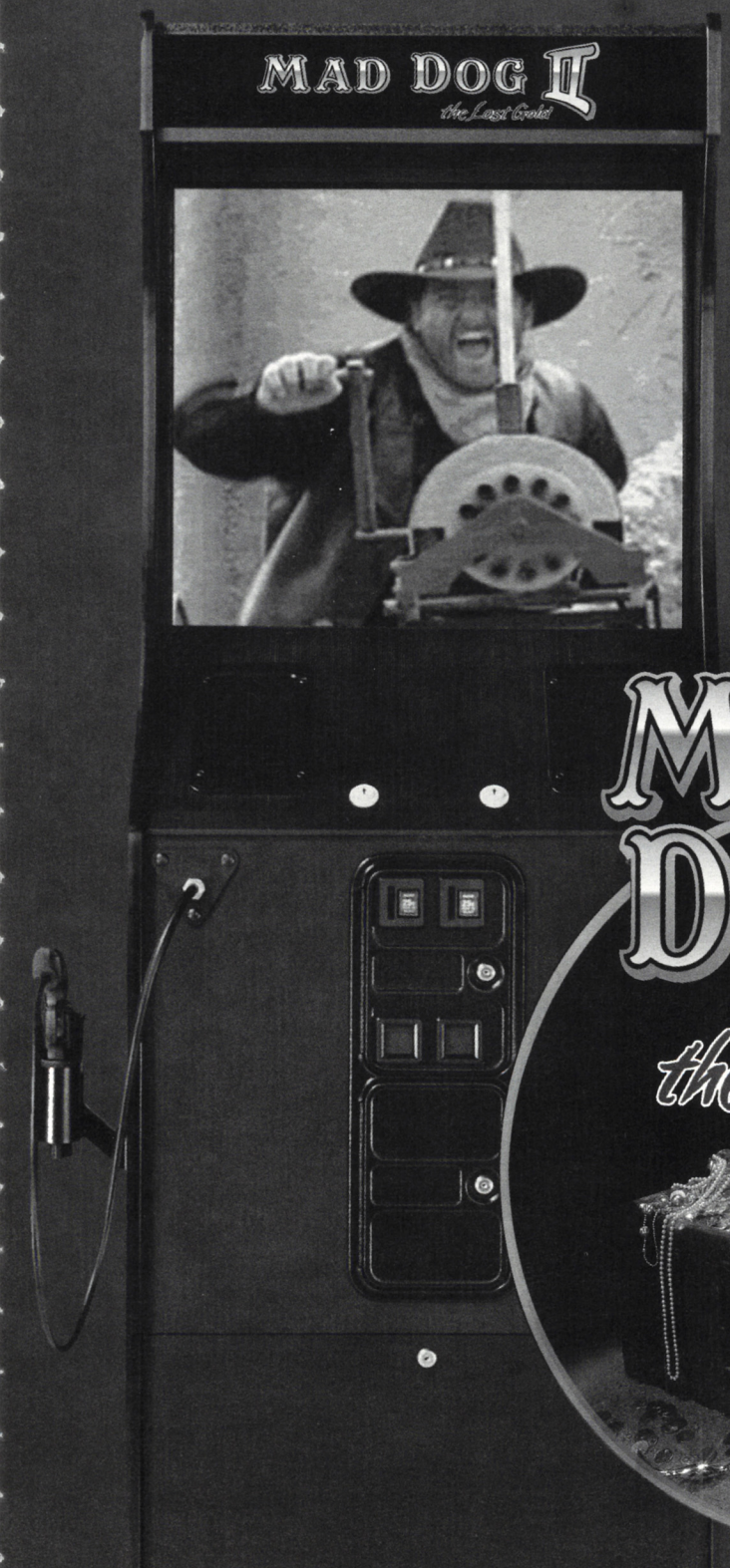

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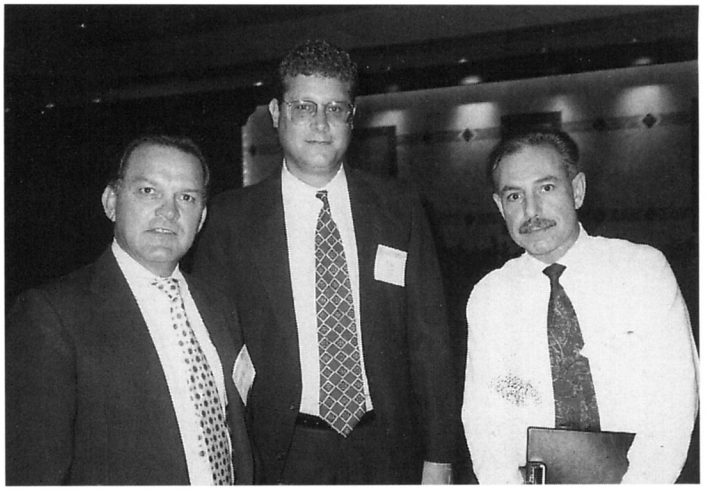

From left: Val Haydel and Val Hufft of Delta Gaming with Francis Fremin of Delta Music.

Norberg-Paulsen seconded those sentiments. The threat of government intervention, she said, is the "single most important reason to belong to your state and national trade organization."

While the threat of legislative intervention in the state may have been eased at least for the time being, a discussion by Baton Rouge attorney Frank Blackburn and Louisiana State Police legal counsel Tammy Pruet proved that there are still a myriad of issues to be decided in the courts.

Blackburn, who represents a number of operators around the state, demonstrated that point by brandishing an inch-thick printout of video poker case summaries.

With new rules coming down from state police regulators as a result of the legislative measures, Blackburn said the "litigation explosion" is likely to continue. "I don't think it will slow up much in the coming year," he said.

State police Lt. Kendall Fellon, commander of the video gaming division, said the biggest bones of contention in the past have been over defining whether an establishment meets the requirements to have video poker.

Fellon made a plea to those in the industry to discourage others from trying to misrepresent the nature of an establishment in order to get a video poker license.

"We have a relationship and we need to try to build on it so we can trust one another," he said.

Pruet warned operators against attempting to head off action by the state police by going to court before the department has held all of its in-house administrative hearings.

The courts cannot take any action until after those hearings have been held, Pruet said. "So whatever regulatory action you're trying to avoid is going to happen anyway.'

On the final day of the two-day convention, operators also got a few words of advice from CPAs Marston Holben of Chalmette and Barry Kyle with Deloitte & Touche in New Orleans on tax matters.

Looking at the proposed logo for video gaming establishments, (l-r): Mike Brouillette, Craig Tullos, and Nick Guzzardo of Reliable Amusement.

Following that session, the association members got down to their own business, electing a new slate of officers for the coming year and then adjourning to a banquet luncheon featuring the state's lieutenant governor, Melinda Schwegmann, as the speaker.

Schwegmann closed the session on a positive note, detailing growth in the tourism industry across the state. "We're seeing a lot of optimism," she said. "Government can support (business) but not dictate. It takes working together."

Association board members elected at the convention include Aubrey Brooks of Tommie's Novelty in Shreveport as president and Bill Atkins of Four Rivers Gaming in Jonesville as vice president. Board members are: Dale Fremin of Delta Music in Thibodeaux, Kevin Craighead, Joe Palermo of Jackpot Novelty in Lake Charles, Craig Tullos of Reliable Amusement in Baton Rouge, Leon Miletello of L.S.M. Amusement in Bossier City, Lou Gourgues of B & L Amusement in Harahan, and Joel Juneau of Goudeau Inc. in Cottonport.

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Rating issues still at stake

While the proverbial fat lady has yet to sing, industry leaders are laying the groundwork and hoping to negotiate the best deal for what seems the inevitable approval of a video game rating system.

"We want to go along with Congress," says Frank Seninsky of Alpha-Omega Amusement, who chairs the AMOA's committee on video violence. "There are really just a few details to iron out."

That ironing will likely be done on a rating system proposed over the summer by the Interactive Digital Software Association (IDSA) for the consumer market which lays out five age-based rating categories to be displayed on graphic icons.

The five categories are Early Childhood (for children ages three and older), Kids to Adult (from age six up), Teen (for 13-year-olds and older), Mature (beginning at age 17), and Adults Only (for players over 18).

While another rating system being developed by the Software Publisher's Association is also being looked at, industry leaders say the IDSA proposal is farther along and has the support of Congressional delegates pushing the idea of voluntary regulation.

"We have really tried to put an examination of the IDSA system first," explained AAMA president Steve Koenigsberg of State Sales & Service.

IDSA has in fact already established the Entertainment Software Ratings Board (ESRB), which utilizes anonymous demographically diverse raters to review the most graphic content of home games.

But representatives of both trade associations say that a number of modifications would have to be made to the system for it to be compatible with the coin-op industry.

Koenigsberg points out for instance that video games, unlike home games, have dipswitches that can affect the content of a game. "It could change a rating," he said. "We've thrown those issues on the table."

There is also a great deal of concern over the placement and look of any icon on video games. "We're very concerned how it is all put in a package," said Laura Olson, who manages governmental affairs for the AMOA in Washington, D.C. "Now it is time to take a look at the system and see what we can live with and what we can't. It's a different industry."

On her first official stop as president of the AMOA in New Orleans last month, Tami Norberg-Paulsen of C & N Sales Co. also expressed concern over how such a system might be implemented.

"AMOA is watching this very closely...to protect our interest," she said. "This could have an absolutely devastating effect on some of us."

The fear among those in the industry is that even though establishing the logos displaying the age limits might head off attempts at passing binding federal legislation it will nevertheless give local and state governments a hook on which to hang their regulatory hat.

That could result in taxes or regulation of where certain rated machines are placed in relation to others.

So while it is dangerous for Congress to perceive any foot dragging on the industry's part, it is equally hazardous to accept a system that is not fully integrated to the coin-op business.

"The implementation is not as simple as the home market," said Seninsky, who has concerns over who would be responsible for any violation of the system by players. "It should be the parents' responsibility. I can't see legally pinning it on me as an operator."

However, while these issues are being hashed out with the ESRB, both the AMOA and the AAMA have adopted an interim policy aimed at developing a system of parental advisory.

What the two associations are looking at is an approved advisory to be displayed during a game's attract mode that would provide information about the content of the game.

The standard adopted by the AMOA at this year's Expo '94 in San Antonio, Texas, says that in the future an "AMOA/AAMA industry approved parental guidance ratings icon...shall be a minimum of four percent and a maximum of seven percent of the vertical and horizontal screen dimensions." Those same dimensions are included in the AAMA recommendation to manufacturers.

"That's kind of in preparation, realizing that it's going to continue to be an issue," Olson explained.

"It will describe what (the game contains) if it's not suitable for a general audience," Koenigsberg said. "The response (from manufacturers) has been overwhelmingly positive."

Koenisgberg said he expected to see such a descriptor during the next major release of games.

A meeting of minds

Will giants Sega, MCA, and Universal join hands to capture a share of the family entertainment center market? While plans for future projects were not revealed, executives from the companies were very friendly after a meeting at AMOA Expo '94. From left: Mr. Masahiro Nakagawa and Al Stone of Sega, Charles "Skip" Paul of MCA Inc., Mr. Hisashi Suzuki of Sega, and Mark Cerny of Universal Interactive Studios.

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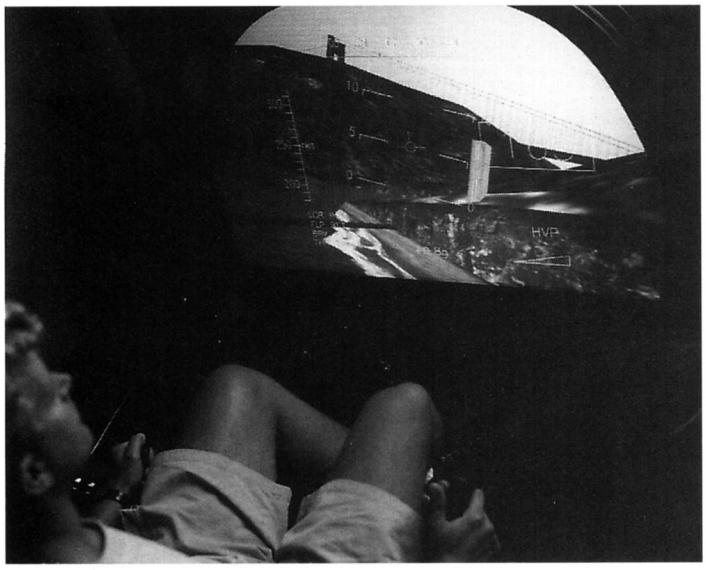
Magic Edge gains 7,000 members in first month



A player/pilot in the X-21 Hornet cockpit at Magic Edge.

During its first month in operation, Magic Edge Inc. in Mountain View, Calif., flew over 15,000 simulator missions and developed a roster of over 7,000 member pilots.

The new 12,000-square-foot facility located at 1625 Shoreline Blvd. incorporates a dazzling combination of special effects, thrills, and cutting-edge cuisine. The attraction, which opened in August, offers guests a series of choices ranging from a $6 practice flight on one of the 18 two-ton flight simulators to $12.75 for a 30-minute experience that includes preflight and post-flight briefings, and $20 for longer advanced rides to satisfy repeat customers.

"In researching some of the world's top entertainment venues and theme parks we have developed a format which captures a spirit and excitement that really surprises and captivates people," says Don Morris, president and founder of Magic Edge.

The X-21 strike fighters which guests fly at Magic Edge are networked together under the command of a squadron leader, who leads them on an interactive sortie complete with barrel rolls and hundreds of miles of beautiful landscape chock full of challenges. After the flight, pilots are also able to relive the experience on instant replay video.

The state-of-the-art technology that has gone into the Magic Edge experience has taken virtual reality to the next level, the company says. Visitors at the theme park can also take in a meal or have a drink at the Officers' Club, a high-tech futuristic restaurant and bar, or go shopping at the Magic Edge Base Exchange store.

The attraction was designed from the ground up by Magic Edge Inc. and the project was funded by game maker Namco, which owns the site along with another which opened in Tokyo, Japan, on July 16. The game's flight simulation software was developed by Paradigm Simulation Inc.

Mountasia Entertainment acquires Malibu Grand Prix

Mountasia Entertainment International, an Atlanta-based company that operates 23 family entertainment centers in six states, has agreed to acquire Malibu Grand Prix Corp., the Canoga Park, Calif.-based company with 21 wholly-owned such centers in nine states.

According to investment banker Lloyd Greif, president of Greif & Co., the Los Angeles-based firm that represented Malibu Grand Prix in the transaction, "Mountasia has positioned itself to become the largest player in the burgeoning family entertainment industry.

The acquisition will represent a sound strategic move for Mountasia to gain critical mass in the growing family entertainment industry, a field which is increasingly drawing attention from large entertainment industry players such as Viacom/Blockbuster."

Greif feels Mountasia's extensive market presence should also help penetrate neighboring markets, either through further strategic acquisitions or opening new locations.

He added: "This is an ideal merger because the companies' operations are very similar, but there is very little geographical overlap. With a combined base of approximately 50 domestic and foreign locations, Mountasia will now be positioned to achieve significant further growth, both nationally and internationally, and to compete effectively for the highly desirable family entertainment dollar."

SSFII Turbo hits stores this month

Capcom's *Super Street Fighter II Turbo* is scheduled to arrive on store shelves this month shortly before the nationwide release of MCA-Universal Pictures' "Street Fighter" big-screen movie.

The *Turbo* in question is the new Panasonic software title for the FZ-1 REAL 3DO Interactive Multiplayer, with 32-bit RISC CPU, ultra-fast graphics processing, and hi-fi digital sound capability.

Gene Kelsey, assistant general manager of Panasonic's Interactive Media Division, said, "Fans of the series will find that *Super Street Fighter II Turbo* has been faithfully reproduced."

Turbo features 17 characters pitted against each other in deadly head-to-head combat. Such techniques as the "super combo" make the competition more tactical than ever. The debut of Akuma, the most powerful enemy, will challenge players.

Homebound

The Rowe/AMi LaserStar Nostalgia CD home jukebox will gain national exposure as part of the TV show "At Home for the Holidays," due to air Nov. 26, 4 p.m., on CNBC.

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Showdown at ALG corral on new quick draw game

Tim Jones of Midwest Electronics, Ellsworth, Ill., was the first winner of American Laser Games' Fast Draw Showdown tournament at AMOA. He is pictured with his wife Sandy and (l-r) Jim Jarocki, ALG sales director; Wes Flowers, fast draw record holder; and Stan Jarocki, ALG vice president of marketing.

While shooting from the hip is often considered imprudent in modern times, it sure paid off for three attendees at September's AMOA show in San Antonio.

American Laser Games held a fast draw tournament there on its newest live-action game *Fast Draw Showdown* and awarded Justin cowboy boots to the three fastest gunslingers.

The three-day tournament drew over 100 entries, and all winning times for the tournament were under half a second.

"We noticed that the players' winning times got faster with each day, so they must have been practicing during the whole show," said Stan Jarocki, ALG vice president of marketing. "The tournament and the fast draw game created a lot of traffic at our booth."

Fast draw world record holder Wes Flowers, the top man to beat in the game, was also at ALG's booth during the show to demonstrate his speed with a six-shooter, autograph pictures, and give pointers to those challenging his record.

Fast Draw Showdown features 60 scenarios with some of the fastest gunslingers in the world. The game's computer measures the time down to one-hundredths of a second it takes a player to draw and shoot with accuracy.

Tournament winners were: Thursday—Tim Jones of Midwest Electronics, Ellsworth, Ill., with a time of .48 second; Friday—Tony Williams of Primadonna Corp., Las Vegas, Nev., .32 second; Saturday—Jerry Rogowski of Rare & Coin-It Co., Miami, Fla.,.28 second.

Rowe/AMi unveils new LaserStar Eagle jukebox

Rowe/AMi unveiled the final prototype of its new *LaserStar Eagle* wall-mounted jukebox at this year's AMOA show in San Antonio.

Executive vice president Joel Friedman said the reviews were nothing short of rave when they pulled up the curtain on the *LaserStar Eagle* at its pre-AMOA distributor breakfast.

A live golden eagle brought in by the Last Chance Forever-Bird of Prey Conservancy only heightened the already dramatic moment.

"Our wall-hung jukebox has the majestic look of the Eagle with the romance and passion of the *LaserStar*," said Friedman. "It's unbelievably beautiful and undoubtedly the product of tomorrow."

The *Eagle*, which took close to two years to develop, is longer than traditional wallboxes, guaranteeing that a table cannot be placed under it, thereby limiting access and thus revenues.

Friedman said the *Eagle* will also contain many interchangeable AMi *LaserStar* components including the amplifier, the mech, and the electronics.

"We spent a lot of time thinking about this jukebox; we didn't want a unit that would become a picture on the wall," Friedman said during a private showing in San Antonio. "We listened to operators and made it easy to install and maintain. Everything you get with the big *LaserStar* you get with the *Eagle*: 100-CD mechanism, 250-watt amplifier, bill acceptor, and 100 album covers. It really says, `Come here and play me.'"

Joel Friedman, executive vice president with Rowe/AMi, poses with a live golden eagle, the symbol of the company's new Laser-Star Eagle wall-mounted jukebox. Rowe/AMi unveiled the final prototype at a pre-AMOA breakfast in San Antonio.

Operator suggestions included a jukebox that would prompt not only an immediate response but also maintain an ongoing presence, one that was easy to service and maintain and, among other things, one that could accommodate a significant title display, eight at a time in this case.

The *LaserStar Eagle* will be available for operator viewing at the ACME show in March of 1995.

Rowe/AMi also made news in other ways at the AMOA show in San Antonio; it was voted the Most Played Jukebox of the Year by American operators.

"I am honored to accept this award on behalf of the Rowe/AMi team," said Friedman. "AMi is an 85-year-young company that is excited about the future. We are dedicated...we will continue to work at making the best jukebox possible to ensure its long-term value and a strong cashbox for our operators."

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Acclaim invests in Digital Pictures

Acclaim Entertainment has completed its purchase of a minority equity interest in Digital Pictures Inc. Acclaim's investment will be used as working capital for future Digital projects. Digital Pictures has several patents pending, including one for Digichrome, a system that compresses digitized and color optimized interactive video, and InstaSwitch, which reduces the access time between a player's commands and on-screen action responses.

Acclaim and Digital Pictures also finalized agreements regarding exclusive global sales and distribution arrangements, whereby Acclaim Distribution Inc. (ADI) will distribute Digital products over the next several years. ADI was distributor for the worldwide launches of *Mortal Kombat* and *NBA JAM*. The company now has the rights to five Digital titles, including *Slam City with Scottie Pippen, Supreme Warrior,* and *Kids on Site.*

Riverboat convention in New Orleans

The 4th Annual Riverboat Gaming Congress & Expo takes place Nov. 15-17 at the New Orleans Convention Center. More than 3,000 operators and suppliers are expected to attend the event.

Riverboat casinos are among the fastest-growing segments of the gaming industry, with numerous states passing casino gambling and many others considering legislation. At the end of 1993, there were 22 riverboat casinos in the United States. More than 100 are predicted to open by the end of '94. The conference offers the opportunity for networking and spreading information about this exciting expansion.

For more information, contact Gaming & Wagering Business, (800) 223-9638.

Drew's changer cleared for New Jersey

The New Jersey Gaming Commission recently approved the Drew's casino change machine, the BC-250. The machine allows the casino complete audit capability, with hard and soft meters, and print ticket audits. Dual hoppers vend 32 coins per second and hold $10,000 in coins.

A touch screen LCD monitor is used for diagnostics and accounting. Drew's Distributing Co. has a vendor registration for conducting sales in the state of New Jersey.

Music-Vend holds open house

K. J. Corye and Music-Vend's Dave Hall with the Rowe Diamante.

Music-Vend Distributing in Seattle held an open house in July to introduce the Rowe *Diamante* CD jukebox. Musician and songwriter K.J. Corye, one of the area's rising country/rock n' R&B stars, made a special guest appearance at the company.

The company picnic for Music-Vend was held July 31 at a local lake resort. Family members joined in the fun and games for an enjoyable day.

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Featuring Country Western star

Carlene Carter

as the voice of "Red."

It's a big country... Someone's got to tear it up!

It's literally California or bust when this "Road Crew from Hell" takes to the highways in a runaway bulldozer. And with two PinMation™ characters, dual plungers and Carlene Carter as the voice of Red, who wouldn't want to go along for the ride?

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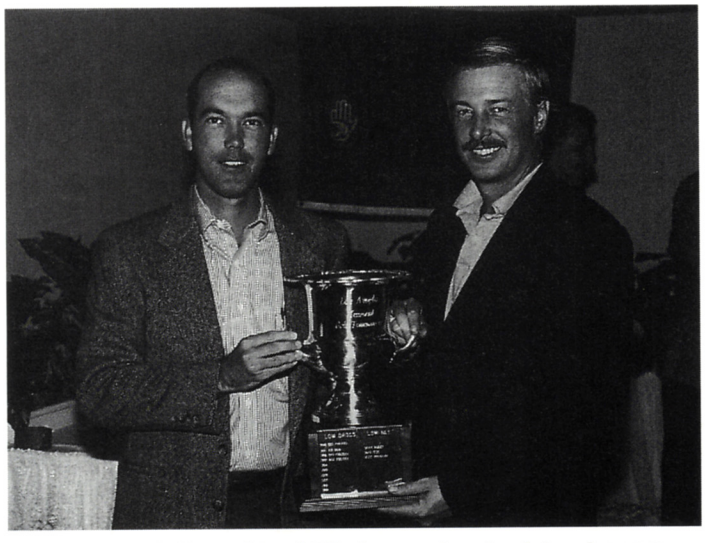
AMOA bestows display awards

In addition to its jukebox and game awards, AMOA also recognizes achievement in booth design.

This year awards were given in three booth size categories, and judging was based on product display and attractiveness of the booth.

The winners are: Mobile Record Service/ Street Beat Magazine, Pittsburgh (small); Seeburg International, Chicago (medium); and Bob's Space Racers, Daytona Beach, Fla. (large).

$45,000 raised at H. Betti golf tournament



Jeff Hudson (left) and Paul Wiederaenders took top honors for low gross and net scores respectively in the recent Lou Avoglia Memorial Golf Tournament, which was sponsored by H. Betti Industries and raised $45,000 for cancer research.

The 5th Annual Lou Avoglia Memorial Golf Tournament sponsored by H. Betti Industries was held on Sept. 12 in support of the Tomorrow's Children Fund of Hackensack Medical Center.

White Beaches Golf & Country Club was the setting of the New Jersey-based company's tournament, and 124 golfers from around the country competed on the links for the benefit of children.

Top honors went to Jeff Hudson for the low gross score and Paul Wiederaenders for low net score.

The tournament was followed by an auction of memorabilia, including an 18-hole flag autographed by Masters champion Jose Maria Olazabal, which also supported the fund-raising effort.

This year's tournament, honoring the memory of Ed Ernst, resulted in a $45,000 contribution to the medical center's new cancer research wing dedicated to studying cancers which strike children and young adults.

In Memoriam: Edna Calamari

Edna Calamari, the wife of Bally's Mr. Pinball Paul Calamari, recently passed away. She was a low-key person who made a life out of taking care of her home and raising her children. She is pictured here with her sons (left to right) Bob, Rick, Mike, and Paul.

It is a well known fact that millions of people on this earth get very little credit for being good. Such a person was Edna Calamari, beloved wife of Paul. She recently passed away.

Employed with Bally for almost 50 years, Paul was known to many as Mr. Pinball. But who was Edna? For one she was a homemaker and coin machine wife for 50 years. But unlike the more flamboyant females in that world, she was a low-key person.

Her accomplishments were that of wife and mother, and while she was not widely known, those who were close knew her to be the very best.

Throughout the entire world, wherever there is a coin machine business, the name of Paul Calamari has been known and respected. He is an extrovert who makes his presence known wherever he goes or wherever they have telephones.

And while Edna may have been seen at many dinner parties where the topic of the day was pinball, she would be quietly discussing her mutual interest, her home and her children, with her mutual friends.

She was the archetype of the age-old saying that behind every great man there is a great woman.

So while others are singing the praises of Paul Calamari, let us also raise a toast to Edna Calamari, as well as Paul's mother, the late Liz Calamari, the other woman who greatly influenced his life..

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West Virginia hosts annual gathering

Operators from West Virginia and neighboring states gathered at the Charleston House Holiday Inn in Charleston, W.Va., Sept. 8-10 for the association's 40th Annual Convention and Expo. All 25 booths were sold this year.

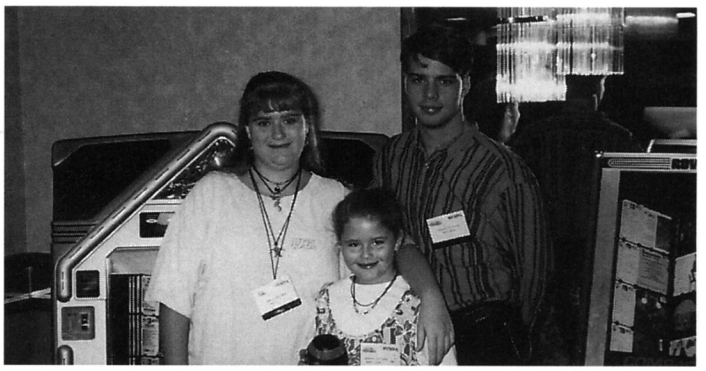
Then-AMOA president R.A. Green III of Rosemary Coin Machines in Myrtle Beach, S.C., was one of the speakers. Highlights of the event included an annual golf tournament and the second annual dart tournament of operator-sponsored teams, the "Mountaineer Classic."

Tony "Dart Man" Humphreys of Price Music coordinated the dart competition. Afterward, a double-elimination pool tournament was conducted between operators and distributors.

It was also the occasion to elect new officers. The new president of the association is John Calandros of Ace High Music in Point Pleasant. First vice president is Benny Eplin of White Amusement Co. in Logan and second vice president is Gary Warden of Warden Amusements in McArther. A banquet capped off the weekend's activities.

Outgoing WVMVA president Jerry Derrick of Derrick Music Co. in Charleston had this to say in his president's message: "We've experienced 40 years of ups and downs—what a terrific education. Now a super highway is about to open for us. High-tech is fast becoming a way of life. The National Amusement Network Inc. is the big one. It will offer opportunities that you have never dreamed of happening. Keep on the lookout."

Lee Wesson (l) of Peachtree Music with Lisa and John Calandros of Ace High Music.



Amber (l), Rebecca, and Robert Paxton.

From left: Marie Kaufman, Mountain State Vending's Richard Paxton, WVMVA attorney John McClarety, and Mildred Paxton.

Chris Brennan and Shane Overcash of Brady Distributing.

Mark Iorfida (l) of Atlas Distributing with Roy and Kay Vass of Vass Vending.

Bobby Earp (l) joins Gary Warden and Anna Clay of Warden Amusements.

Nightclub and Bar Convention in Vegas

The National Nightclub and Bar Convention and Trade Show will be held at Bally's Grand Hotel in Las Vegas Jan. 16-18. The largest convention of its kind, the event will feature displays of the latest products and services.

"We expect bar professionals from every state in the nation and several foreign countries to participate in an agenda which focuses specifically on promotions, marketing, and day-to-day operations," says Ed Meek, producer of the event. "The whole purpose is to provide every attendee with money-making, cost-saving, revenue-generating ideas."

The National Nightclub and Bar Convention and Trade Show will feature new products and services.

Topics scheduled for the convention include happy hour; on-premise, small-bar, and sports promos; marketing food and beverage outlets; and sponsoring charity events. An open forum is planned to give attendees the chance to interact and share successful promotions they've developed.

Various sessions will deal with operators' most common problems, such as liquor liability risks and political controversies. Business discussions will touch on reducing bar costs, marketing with radio, DJs, and improving service.

The show will include nightly parties, social events, and a golf tournament for exhibitors and attendees. The annual Nightclub and Bar Awards honoring the top operators and clubs will highlight the convention.

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"The quality of your product is excellent. It has truly withstood the test of time."
Joseph W. Sladek, SKEE BALL Inc.

"In our business where service is the key . . .everyone in your organization excels."
Gene Cramm, ShowBiz Pizza Time, Inc.

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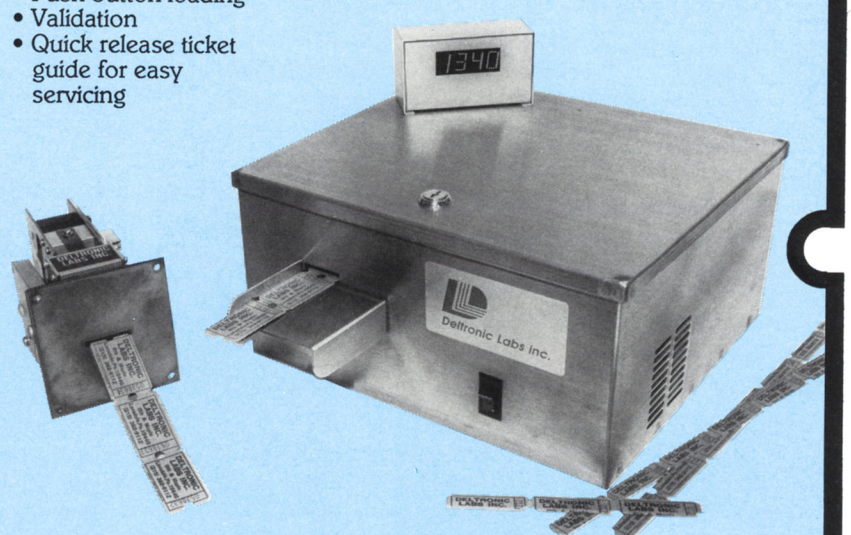

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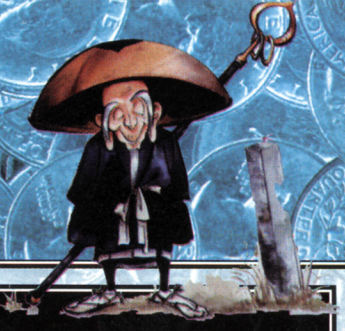


SAMURAI SHODOWN II by SNK

The long-awaited sequel to SNK's mega-hit fighting game is finally here!

Most of the stages have been modified. It seems that the seasons have changed!

With all of the technique and play control intact, SS II will be totally hot!

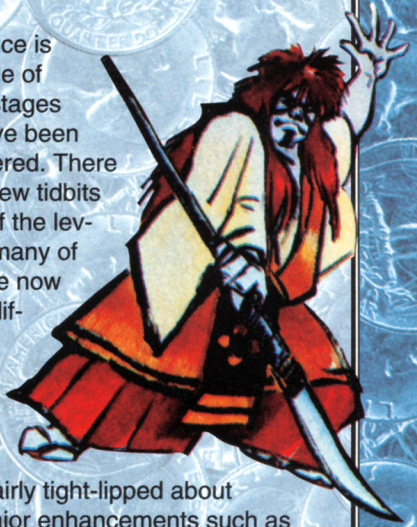
They're baaack!!! SNK is planning on releasing Samurai Shodown II very soon, and arcade junkies everywhere are rejoicing! The first Samurai Shodown enjoyed an almost cult-like following and became a big hit later in its illustrious career. Shodown ranked alongside of fighting games like Mortal Kombat and Street Fighter II in play control, graphics, sound, and technique. Shodown II appears to be a "chip off the old block."

All of your favorite characters are back, including four new faces on the scene!

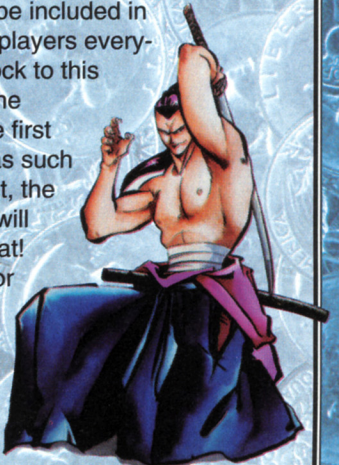
Apparently, all of your favorite fighters from the first Shodown are back to have another go at the title of the world's greatest samurai. In addition, there are four new characters joining the ranks. Some of these new characters are rather bizarre. One of the characters is a little old man who looks as though he couldn't hurt a flea!

Fortunately for him, he can inflict a lot of damage to the other warriors using wild combos and special moves. Another of the new characters, a huge, lumbering behemoth with an artificial hand, looks very ferocious.

Besides the new characters, there are some other refinements to this new Shodown. One of the biggest things that you'll notice is that some of the stages have been altered. There are new tidbits in most of the levels and many of them are now set in different seasons. SNK has been fairly tight-lipped about any major enhancements such as new moves, new stages, and a new end Boss. Expect to see some new enhancements, but don't expect Shodown II to be a whole new game.



Needless to say, no matter what new goodies will be included in Shodown II, players everywhere will flock to this machine in the arcades. The first Shodown was such a runaway hit, the second one will probably great! Stay tuned for more on Shodown II in upcoming issues of *EGM*!



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You're not worthy? Maybe not, but you'll never know unless you try SAMURAI SHODOWN II.

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Glasco vending promotion

Glasco, the Bridgeton, Mo.-based vending machine company, has designed a special promotion for vending operators.

Termed the Masterpiece Promotion, it is divided into three phases: 1) Buy any GS-1, GS-2 snack merchandiser, or GSC-8 can/snack combo and receive a free gum and mint unit ($160 value); 2) Buy a GFD-4 hot drink merchandiser and receive a gourmet international coffee option free ($280 value); and 3) Receive limited edition original modern art prints based on purchases. Each print is framed, numbered, and signed by the artist.

For more information, contact Glasco, (314) 298-3510 or FAX (314) 298-1309.

CES Interactive postponed

The Electronic Industries Association's Consumer Electronics Group announced that the planned CES Interactive Show originally set for May 1995 in Philadelphia has been postponed until May 1996 in Orlando, Fla.

On Oct. 4, Consumer Electronics Group vice president Gary Shapiro announced the change and attributed it to close dates of similar industry shows on two separate coasts: CES and CES-Interactive. Said Shapiro, "We chose to do what was best for the interactive industry."

Nintendo of America vice president of marketing Peter Main commended the decision, as did Thomson Consumer Electronics vice president of marketing and sales Joe Clayton. Thoughts now turn to the Winter CES to be held in Las Vegas Jan. 6-9, 1995.

Video Gaming update

• North Central Gaming in Great Falls, Mt., has been ranked #480 out of 500 of the fastest growing private companies in *Inc.* magazine's recently published 13th annual list, *Inc.* 500. NCG distributes amusement and gambling machines to taverns in north central Montana and owns the Fun Factory Family Entertainment Center in Great Falls.

• Bally Gaming and Shuffle Master have entered into an agreement to manufacture and market a casino video version of Shuffle Master's *Let It Ride* table game. Bally Gaming executives indicate the game will be available in the company's new *Game Maker* multigame touch screen machine, which allows up to 10 casino games on each machine. The game is based on five-card stud poker.

• Video Lottery Technologies' manufacturing subsidiary, Video Lottery Consultants, has been granted a license by the state of Louisiana to supply video poker machines and other gaming equipment to riverboat casinos in the state.

INTERNATIONAL SCENE

AAMA approves trade mission

The American Amusement Machine Association board of directors has approved an association sponsored trade mission to Indonesia, Malaysia, Thailand, and Singapore, set for April 1-16, 1995.

Heading the AAMA delegation will be foreign business development committee chairman Mark Struhs of Dynamo, committee vice chairman Ron Carrara of Lazer-Tron, and AAMA executive director Bob Fay.

The purpose of the mission will be to meet with current customers, identify new customers and investors, meet with government officials to address issues that are impacting the growth of the amusement industry, and promote the AAE Show scheduled for Hong Kong June 7-8, 1995.

For more details on the mission, contact Bob Fay, (708) 290-9088 or FAX (708) 290-9121.

Mexican authorities seize contraband

The Anti-Counterfeiting Advisory Group informs that on Sept. 3-4 a follow-up investigation of the video game distributor Electronica Nancy, Avenida del Taller No. 54-B, Colonia Transito, Mexico, D.F. was initiated by Mexican authorities and resulted in the seizure of approximately 5,000 counterfeit printed circuit boards for video arcade games.

Also seized were significant numbers of monitors, joysticks, buttons, and video game repair equipment, requiring 16 full- size tractor trailer trucks to transport.

The raid was conducted by the Mexican Finance Ministry Fiscal Police and the Mexican Attorney General's office, assisted by members of the Federal Judicial Police.

Electronica Nancy was raided in November 1993 in a copyright infringement investigation and 1,000 counterfeit boards were seized. It became apparent that imported counterfeit boards had been undervalued, thus a tax evasion investigation was initiated by the Finance Ministry.

That investigation resulted in the latest raid and the apprehension of one individual for violation of Mexican customs' laws. The owner/director of Electronica Nancy has fled Mexico and will be the subject of a concentrated police search.

InVideo produces two games for FUJI TV network

InVideo Systems, a Peekskill, N.Y.-based virtual reality game developer, has produced two games for the FUJI TV network in Japan.

The games, Ice Dungeon and Gold Rush, debuted Sept. 13 on the hit series "Naruhoda (I See) the World." Players stand against a blue screen while viewing themselves on monitors superimposed into a virtual world. A process called object-collision-detection allows them to interact in real-time with animated video objects.

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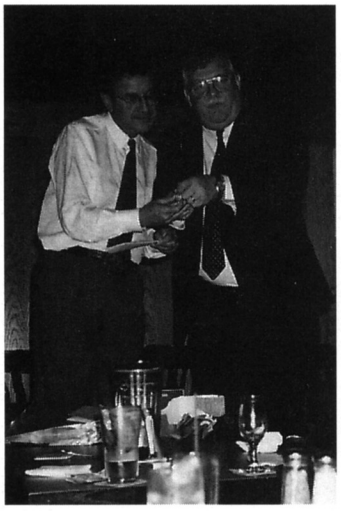
Music-Vend changing of the guards



Ray Galante presents retiring Chuck Ryan with an engraved gold watch.

Music-Vend's new parts manager, Jeanette Lancaste.

Chuck Ryan of Music-Vend Distributing in Seattle was presented with an engraved gold watch at his retirement party in July. Ryan steps down as parts manager after 30 years with the company. "Chuck was a very valued, key employee for 30 years," says Ray Galante, president of Music-Vend. "He had a huge base of clients who really trusted him."

Jeanette Lancaste succeeds Ryan as the new parts manager. Lancaste comes to Music-Vend from a sales position with Wico Distributing Corp. "She has a good knowledge of the parts industry from her work with Wico, as well as an excellent work ethic," says Galante. "Jeanette has a lot of enthusiasm about the job. She wants to learn the customers and their buying habits to broaden Music-Vend's client base."

Nicastro added as co-chief of WMS

Neil D. Nicastro has been appointed to the co-chief executive office of WMS Industries in Chicago. He will share the position with WMS' chairman Louis Nicastro.

Nicastro's new position recognizes his contribution to the performance of the company, where he has served as president, treasurer, and chief operating officer. He has also been a member of the board of directors for several years. Nicastro has held a central role in developing the home video game and slot machine businesses for WMS.

AAMCF to honor Gordon

The American Amusement Machine Charitable Foundations has announced that Jerry Gordon, executive vice president of Rowe International in Whippany Hills, NJ, will be honored at its 1995 AAMCF Annual Appreciation Dinner. The AAMCF, based in Elk Grove, Ill., is a non-profit public charity founded in 1983.

Gordon is a veteran of the coin-op industry, who started out as a partner at the National Shuffleboard and Billiards Co. in New Jersey. He moved on to H. Betti Enterprises, where he served as senior vice president, before his tenure at Rowe. Gordon was chosen as honoree based on his 38-year career demonstrating qualities of leadership and dedication.

Gordon's public service includes 30 years as a volunteer emergency medical technician with the West Essex First Aid Squad. He says he will use a portion of the dinner's proceeds to establish a scholarship fund for high-school age volunteers on the squad.

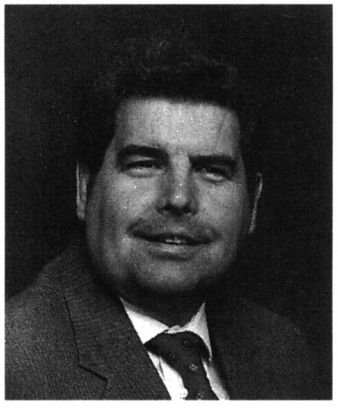
Jerry Gordon

The dinner honoring Gordon will be held at the Reno Hilton on March 24, 1995. AAMCF president Ray Galante, a former AAMCF honoree, says, "Jerry Gordon is a true leader and has contributed richly to the industry. He has been involved in every sector of the coin-op industry, and is highly regarded by all segments of the coin-machine business."

Rock-Ola names Haydocy to sales

George Haydocy has joined Rock-Ola Manufacturing Corp. as national sales manager. Haydocy will be working with the vice president of sales, Frank Schulz, out of the Chicago headquarters.

Haydocy's 35 years of experience in the jukebox industry include work with Cleveland Coin, Seeburg, and most recently NSM. Rock-Ola president Glenn Streeter says, "George will be a real asset to Rock-Ola and our future plans."



George Haydocy

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Play-By-Play promotes Chafin

Bruce Chafin

Play-By-Play and Laramie Interests has promoted Bruce Chafin to the newly created position of general manager. Chafin joined the organization in 1991 after 21 years of management experience with The Six Flags Group.

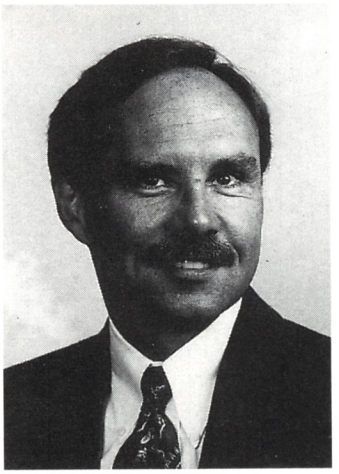
Chafin will be responsible for all areas of the company's operations, including customer service, distribution, administration, purchasing, and accounting. He has contributed to the growth of the San Antonio, Texas-based toy supply company.

Valley has new finance vp

Valley Recreation Products has appointed Thomas Matczak as its new vice president of finance and chief financial officer.

In his new capacity, Matczak will deal with financial reporting, human resources, and information systems for Valley's Bay City offices. He also will be responsible for the electronic products division and the specialty wood products division at Valley's other headquarters.

"We are pleased to welcome Tom," says Dick Shelton, Valley's senior vice president and general manager. "He brings important experience that will be valuable in maintaining our continuing growth."



Thomas Matczak

Matczak brings to his new position 14 years of experience in the electrical assembly industry, as well as extensive work in financial management with a number of manufacturing operations.

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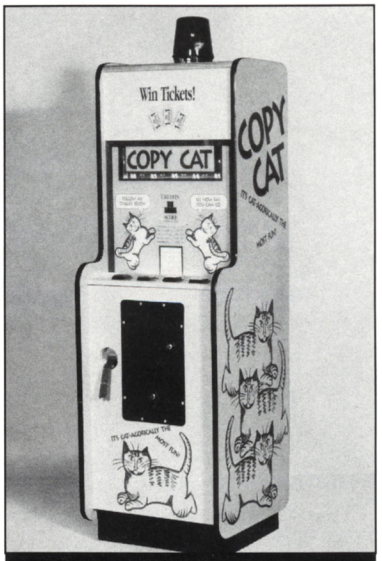

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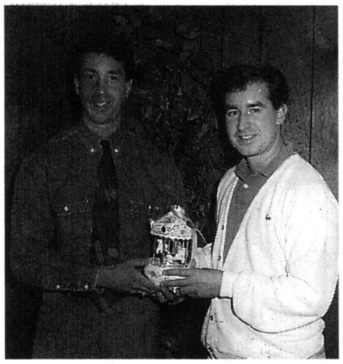
Carousel celebrates with silver namesake

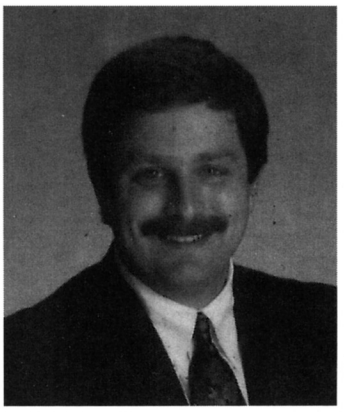


Steven and Brad Veatch of Carousel with silver carousel.

Carousel is proud of its long history of making kids happy. To celebrate its silver anniversary in the kiddie ride industry, the company held drawings at AMOA Expo '94 and Fun Expo '94, awarding a commemorative silver carousel to a lucky attendee.

Winners at AMOA were Tony and Janice DeMarco of Gameplan in New Jersey; at Fun Expo, Ted Pulver of CMI Inc. Joyrides in Idaho. A third carousel will go to an attendee at the IAAPA '94 show in Miami Beach, Fla., this month.

Maniscalco, Siefert join Sega team



Tony Maniscalco

Jack Siefert

You weren't seeing things at the recent AMOA Expo '94.

Tony Maniscalco and Jack Siefert are new faces at Sega Enterprises, even if they are well known in the industry.

Maniscalco joins the staff as midwestern regional sales manager. He has been involved in coin-op sales for four years, most recently with Pioneer Laser Entertainment.

Siefert is the new operations manager. He will work on both Sega's coin-op and home consumer products, as well as assist in the design and building of new facilities and contribute to other future projects. Siefert previously headed JAS Amusements, which designed and built family entertainment centers. He has been in the industry for 11 years.

WMS Gaming names Breindel, Durham

WMS Gaming has added Jim Breindel as a senior executive to its corporate staff to direct the company's marketing efforts in the video lottery and casino industries.

The company also promoted Tim Durham from his post as software department manager to director of engineering.

Breindel's responsibilities will include implementation of market and product research to facilitate new product creation, development of sales support strategies, analysis of the national and international market potential, and development of advertising and public relations strategies.

Before coming on board at WMS, Breindel was a marketing product consultant for the gaming industry. He also worked for GTECH Corp. as manager of the video lottery product line.

Said Jim Jackson, WMS senior vice president: "As we move forward in the rapidly expanding gaming market, we need someone like Jim who has a good knowledge of the industry and the creative ingenuity to help position our products favorably in this highly competitive business environment."

Durham's responsibilities will include supervising all engineering research and development for the company's gaming and video lottery product lines. He will hold a leadership role on the WMS steering committee, in addition to chairing the game design group.

Richard Currie, president of WMS Gaming, remarked: "Tim led the development of the operating system which now forms the basis for all product lines. He also pioneered new concepts in math models that will enable us to implement new and exciting game concepts. He has made significant contributions to our technical competitiveness."

Acclaim Europe appoints Hosken

Acclaim Europe, a division of Acclaim Entertainment, has appointed Simon Hosken as director of finance and operations. He will be responsible for overseeing the financial, accounting, and operations systems for Acclaim's European subsidiaries in London, Paris, and Munich.

Said Rod Cousens, president of Acclaim Europe, "Simon brings vital financial and operations expertise to this important new position. We are confident his extensive, high-caliber experience will enhance the overall activities of Acclaim's expanding offices throughout Europe."

In other Acclaim news, the company reports that its home release of Midway's *Mortal Kombat II* video generated over $50 million in retail revenues in the first week of availability, outdistancing opening week receipts of several summer big-screen movies.

According to Robert Holmes, president of Acclaim, "That sales of *Mortal Kombat II* have matched or eclipsed those achieved by Hollywood's top feature films is testimony to the growth of interactive entertainment as a mass market medium. *Mortal Kombat II* is enjoying a faster rate of sale than Midway's *NBA JAM*, a title we introduced for the home earlier this year which previously held the record for opening week."

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Meltec names Danielson

Novelty and redemption game manufacturer Meltec has added Brad Danielson to its staff as sales manager. Industry members first met Danielson at AMOA Expo '94, when the company introduced its challenging child-size roll down, *Cavemania*.

Danielson will be based in the company's Beaverton, Ore., headquarters.

Commenting on the debut of *Cavemania*, Meltec president John McEwan commented, "Judging from the response, we've designed a game with good entertainment value and a small footprint."

Tweedy departs Virtuality

John Tweedy, business development director for Virtuality Entertainment Ltd., part of Virtuality Group plc, is leaving the company to concentrate on marketing opportunities involving various emerging technologies within the electronic entertainment market.

Although Tweedy will not be involved in the day-to-day operations of Virtuality, he will retain strong links with the company since he has been appointed as an independent agent representing Virtuality systems in the rapidly expanding European "advertainment" marketplace.

Brodkin joins Veryfine

Veryfine Products has announced the addition of Amy Elizabeth Brodkin as Western district manager of the company's vending division. She will be responsible for vending sales development in Arizona, California, and Nevada.

Veryfine produces a comprehensive line of fruit juices, juice cocktails, iced teas, and lemonades distributed nationally.

Members of the wedding

Brady Distributing's Blair Norris was a proud father on July 30 when his daughter Denise married Rick Hughes. Here's Blair and his wife Gayle with their four children, (l-r): Denise, Angela, Rusty, and David.

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NEWS FEATURE

Tornado's Labor Day World Championship

Labor Day is not a day of family relaxation to foosball fanatics, it's the culmination of six days working toward the Tornado World Championship finals in Dallas. World class players from all over the world competed for $100,000 in cash, prizes, trophies, jackets, and world titles.

Action gets wild as the crowd watches intently.

The event posted over 4,200 total event entries, with participant growth bursting the DFW Hilton's Executive Conference Center at the seams. Trying to get a perspective on the event's growth, Tornado's Dave Courington pointed out, "Last year we had 130 players in the Pro Singles event; this year the number is 282!" There were 372 players listed for Open Doubles, 258 in Expert Singles, and 354 players in Amateur Doubles.

"Players love the DFW Hilton venue, but we've outgrown it," says Courington. Not only was the Hilton a "sell-out," but in spite of innovations, such as computerized bracket charting, events went into the wee hours every day of the tournament.

"We simply can't get enough tables on the floor (at the DFW Hilton) to accommodate this many entries comfortably," said Courington. The 6 p.m. Labor Day deadline for ending the event came and went, with many titles undecided, leaving active players scurrying for phones to change flight times home.

"Operator growth in foosball is being fueled, in part, by a new Tornado state league program, which is patterned after successful dart league programs," says Ken Alwell, Tornado's new national marketing director.

"Operators want skilled foosball players, because the better the player, the quicker the coin drop," added Courington. "It's the exact opposite of coin-op video." Courington said that explosive growth has Tornado scheduled to pour a 50,000-square-foot-slab this fall for their new factory.

Media coverage of this year's event included all major Dallas TV stations, radio and several local newspapers, and taped coverage by ESPN II

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of the finals' matches.

Winners in the event included:

Open Doubles: 1st--Todd Loffredo and Scott Wydman of Colorado; 2nd--John Smith and Eddie Gartman of Texas.

Open Singles: 1st--Tom Spear of Colorado; 2nd--Terry Moore of California.

Open Mixed Doubles: 1st--Todd Loffredo and Tracy Steele of Colorado; 2nd--Ken Alwell of Minnesota and Kelly Parasida of Pennsylvania.

Women's Doubles: 1st--Cindy Head of Alabama, and Jimmie Watkins of Georgia; 2nd--April DeVito of New York and Gena Murray of Texas.

Women's Singles: 1st--Cindy Head of Alabama; 2nd--Rissa Veloso of Massachusetts.

35 and Over Doubles: 1st--Mark Snyder and George Garber of Texas; 2nd--Russell Deyerle and Bob Maloney of Colorado.

Amateur Doubles: 1st--Terry Rue and Ted Scott of Louisiana; 2nd--Kelly Richard and Matt Steward of Louisiana.

Amateur Singles: 1st--Ken Gerard of Texas; 2nd--Ted Scott of Louisiana.

Expert Doubles: 1st--Chris Cavaler of Mississippi, and Dan Cocoran of Louisiana; 2nd--David Raddack and John Young of Texas.

Expert Singles: 1st--David Janes of Kentucky; 2nd--Lloyd Mandel of South Dakota.

Happy tournament sponsors and a baseball/foosball star, (l-r): Geno Giuntoli (Atlas Distributing), Colorado Rockies' all star slugger Dante Bichette, Tornado's Dave Courington and Ed McCloud.

In Open Mixed Doubles (l-r), Tiffany Billirakis and Steve Beine battle with Todd Loffredo and Tracy Steele.

"Better luck next time, Jon!" Jon Yarbrough (r) and his Mixed Doubles partner Laurette Gunther, congratulate Troy Dallaird and Jeanine Guercia on their win.

From left: Tommy Adkisson and Don Swan compete in Open Doubles with Robert Mares and Tom Spear.

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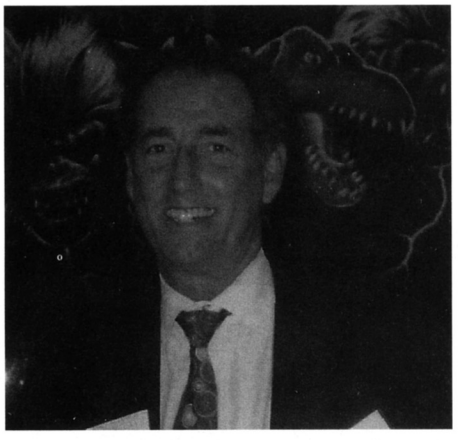
COVER STORY

A rose by any other name

It was 22 years ago that the world first heard the name Atari. A young man named Nolan Bushnell had an idea, but no one was interested in marketing it. He was forced to start his own company to introduce his invention he called *Pong*. The company? Atari Inc.

A lot has happened to the industry and to Atari the past two decades. Although already being touted as the "father of video," a few years after blazing the trail for other video game manufacturers, in 1976 Bushnell was ready to move on. Time Warner made an offer for Atari that Bushnell didn't refuse.



Time Warner president Geoff Holmes.

Earlier this year, Time Warner merged its consumer companies and announced plans to shift the corporate name from Atari Games to Time Warner Interactive. The change will not only enable the company to operate and market products under one name, but will open opportunities to work with other companies within the Time Warner Group. The company wants to make sure that operators and distributors identify the two names as one before phasing out the name Atari for good. For the remainder of this year, at least, the company will continue to use the name Atari Games in its products.

Changing the name is only one step forward for this legendary company. There's also a new commitment to listen and learn from its customers, which include players, distributors, and operators. Time Warner Interactive/Atari has long involved actual game players throughout the product evaluation process. Frequent game players are brought in to evaluate the game concepts, character designs, and new controllers early in a product's development. Atari also conducts focus groups with players once there is actual moment-to-moment game play ready. Then a game moves on to extensive field testing, generally involving up to 15 games and months of continued testing.

Distributor demands are not taken lightly. In fact, to better understand distributor needs, Time Warner Interactive/Atari has formed an advisory council to explore product direction, marketing and sales strategies, and alternative ways to support the business. The advisory board includes Ira Bettelman (C.A. Robinson), Marc Singer (Central Distributing), Dave Patterson (SunBelt), Jerry Marcus (Atlas), Joe Cirillo (Betson), and Tony Yula (Mondial). The group plans to meet quarterly and, so far, it has proven to be very effective in providing valuable direction for Time Warner Interactive/Atari management.

Time Warner Interactive/Atari also wants to start an Operator Advisory Committee. The plan is to bring together a variety of operators on a regular basis to review product design standards and discuss operating issues, particularly focusing on increasing revenues and decreasing labor and expenses.

Time Warner Interactive's commitment and dedication to the coin-op industry is evident in its latest products. *Primal*

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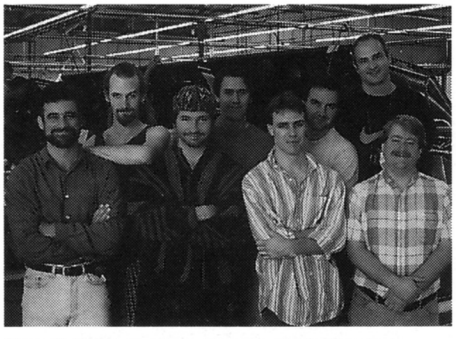
ATARI GAMES

TIME WARNER INTERACTIVE

The European duo: Pat Pickham (l) and David Smith.

The design team on COPS, (l-r): Rick Meyette, Joyce Flute, Ralph Perez, Paul Shepard, Stevie Landaverdie, Carole Cameron, and Mark Gruber.

The Primal Rage design team, (l-r): Steve Riesenberger, Dennis Harper, Jason Leong, Cameron Petty, Frank Kuan, and Derryl DePriest.



The T-MEK design team, (l-r): Dave Portera, John Grigsby, Brian LaFrance, Gary Stark, Matt Ford, Rich Chargin, Farrokn Knodadadi, and Norm Avellar.

The marketing division, (l-r): David Macias, Jackie Sherman, Mary Fujihara, Cindy Kushner, and Derryl DePriest.

In customer service, (l-r): Mark Sherman, Holly LaMontagne, and Rick McDowell.

Rage, available in both 33-inch showcase and standard 25-inch upright, was launched with the biggest marketing push the company has ever done with any product. The player awareness of *Primal Rage* is at an all-time high. And if collections tell the tale, it's a winner.

T-MEK, a two-player deluxe video, is the centerpiece of a promotional tour call Nazrac's Galactic Tour. David Macias, product manager, explained a little about this massive promotion: "We are conducting this tour to promote awareness of *T-MEK* as an insanely interactive form of competition. We will be touring in eight U.S. cities and in London. The tour takes a mini *T-MEK* attraction into each city, complete with local radio personalities, Warner Brothers recording artists, and charitable organizations."

Still more marketing support for *T-MEK* includes a tournament starter kit, free to operators, and specialty promo merchandise. Time Warner Interactive/Atari also will be offering a new software update for *T-MEK* in October which will include a new hidden arena and more "Easter Eggs."

At the recent AMOA show in San Antonio, Texas, *COPS*, developed by Nova Productions in England, was shown for the first time. "I first saw this product and knew that it was a new form of entertainment," exclaimed Mary Fujihara, vice president of marketing. "It's a coin-operated TV show and they couldn't have picked a better series to base it on. In licensing decisions, we evaluate a product based on internal assessment of manufacturing and reliability. Even more important is how it tests. *COPS* was a stand-out in our testing."

It takes a dedicated staff to run any successful company; Time Warner Interactive has just that. Geoff Holmes, senior vice president of Time Warner, is now CEO of Time Warner Interactive/Atari Games. He is responsible for the Technology Group of Time Warner companies, which in addition to Atari Games included the Full Service Network, a new interactive cable company. Geoff has been involved with Atari Games since Warner Communications purchased it in 1976.

Mark Pierce, vice president of engineering, is responsible for 10 development teams as well as the mechanical and hardware departments. In the year Mark's been in this position he has reorganized the development teams and directed many new and positive changes in the product development process. "We've hired over 40

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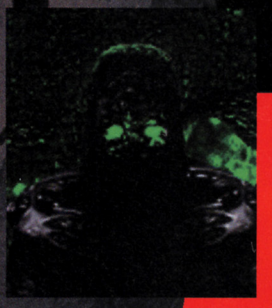
- **New** Software Release Version 5.1 includes Hidden Arenas and New Challenges.



ATARI GAMES

TIME WARNER INTERACTIVE

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new engineers from a variety of creative entertainment industries and added state-of-the-art equipment and tools to increase productivity and quality," noted Mark.

Fujihara has been with the company for 16 years. Her responsibilities include providing customer focus to the development teams. "We need each employee to understand that we have three customers--the distributor, the operator, and the player. Each segment has different wants and needs and we have to balance these factors into our development process," she explained.

Mike Taylor, who has been with the company seven years, continues his role as head of North American sales. Jim Newlander and Elaine Shirley are sales managers working closely with Mike. A recent addition to the sales staff is Tom Kiel, formerly of SNK and Brady Distributing.

Bob Sheffield, formerly corporate CFO, is now vice president of business development. Bob is responsible for prioritizing overseas and international market development and evaluating new business opportunities for the company.

Jeff Cheney, vice president of operations, heads up the manufacturing for both coin-op and consumer. He has redesigned the manufacturing facility to accommodate two production lines to handle peaks with coin-op and consumer cartridge production.

Rounding out the senior management team are Dennis Wood, senior vice president and general counsel, and Derrick Bertocci, corporate controller. A bit of nostalgia for the past will certainly be felt each time we think of the early days of video with Atari at the head. But the future is reflected in Time Warner Interactive, a future that the industry will be pleased with and happy to be a part of.

"The company wants to make sure that operators and distributors identify the two names as one before phasing out the name Atari for good."

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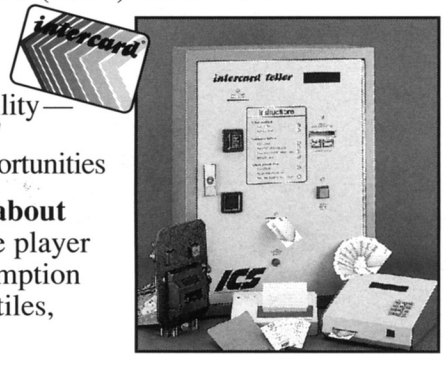

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VIDEO GAMING OUTLOOK

Video gaming fights to stay legal

While getting state legislatures to approve video gaming may seem an uphill battle to those seeking it across the country, keeping it may be even harder. That was the consensus at a recent seminar on video gaming at the 1994 Amusement and Music Operators Association Expo in San Antonio, Texas.

"The truth of the matter is the fight starts after you have it," said Robert Correa with Hasvold Vending Company in Sioux Falls, S.D. "All we've done is defend...and at the same time make a lot of money for state coffers."

"I don't know that we will ever satisfy the moral minority that absolutely despises gaming."

Correa, an AMOA board member and past president of the state operator's association, is helping spearhead the fight in South Dakota to keep video lottery, which faces an upcoming statewide referendum in November.

The state of South Dakota, one of four with statewide video gaming, first authorized video gaming in 1989 under its state lottery law. And while voters upheld that in a 1992 referendum pushed by opponents, the South Dakota Supreme Court ruled in June of this year that video lottery is not constitutional under the state's lottery exception to a prohibition on games of chance.

Attorney Robert Riter, who represents the South Dakota Music and Vendors Association, explained that the court based its decision on the fact that language allowing video poker did not make it through the initial legislative process. "It came back to haunt us," Riter said.

According to Riter, the court also objected to the fact that video poker offers player choices, although they did not address the issue of individuals choosing their own numbers in the state lottery game.

"The intent of the people in adopting (a lottery) was not to give the legislature carte blanche power to authorize any form of gaming which contains the elements of prize, chance or consideration," the court wrote. "The sole power granted was to authorize 'a state lottery,' not 'state games of chance.'"

This turn of events, Correa said, has turned operators into political campaigners, spending their own funds to fight opponents of video gaming once again. "I don't know that we will ever satisfy the moral minority that absolutely despises gaming, and they seem to pick on video gaming more than others," he said. "Their claim that this is an economic failure is false."

Another problem facing the video gaming industry, panel members said, is the rise of other forms of gaming, particularly the casino industry with its deep pockets.

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"What we've done is open the door to other forms of gaming that seem to be more sacred than ours," Correa said. "I think that's the biggest obstacle you've got out there and it's going to be a new thing across the country."

But where does this leave the video gaming industry, which has seen no new states approve video lottery or poker in the last two years? That question, according to members of the panel moderated by Dean Schroeder with Musivend Enterprises also located in Sioux Falls, is the driving issue in the industry today.

"Does this mean statewide video gaming is dead or that you as operators are not going to be included?" asked the third member of the panel, Duane Frahm, vice president of Video Lottery Consultants, Inc. in Bozeman, MT. "I think the answer is no. The video gaming patient is not dead."

Frahm cited statistics of growth and maturation in the video gaming industry in the four states in which it is now authorized: South Dakota, Montana, Louisiana, and Oregon, where the industry is run by the state. In South Dakota, for instance, the industry generates approximately $400 per machine per week, Frahm said. That is approximately $4.75 per capita per week, with 37 percent of that going to the state. While revenues are comparable in Montana, earnings in the so-called fledgling states of Louisiana and Oregon are approximately half that.

But members of the panel pointed to continued growth on those fronts as well. "Why haven't more states adopted this if it's so successful?" asked Frahm. "In a lot of ways it's up to you (operators). It's a political game and you have to play by political rules."

Frahm advised operators to organize, form coalitions, and push the issue of economic development for their respective states. With a number of ballot issues and legislative bills coming up, Frahm said, there must be a concerted effort to overcome the inertia that video gaming is experiencing across the country.

"We need a year-round public relations campaign; we get sidetracked so often, we lose focus," Correa added. "There are no easy answers when you're talking about video poker and video lottery."

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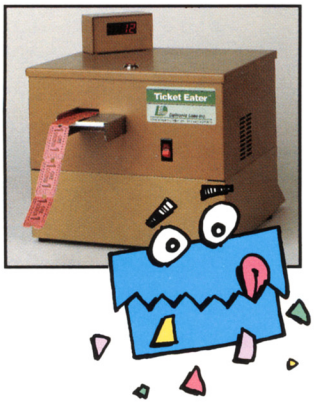

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AMOA '94

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We can take attendance figures and believe them or not. We can listen to disgruntled exhibitors and unhappy operators. Or we can believe those exhibitors who say they had more business than they knew what to do with. In fact, we can ask 100 people what they thought of AMOA and we are liable to get 100 different answers.

First, the facts: AMOA claims that there were over 7,000 owners, operators, distributors, and manufacturers at the show. There were nearly 1,000 booths occupied by just short of 300 companies.

One operator described the predicament of placing a label on the show perfectly when he said, "I just don't know how you're going to write about this show. There's a strange feeling running around this floor. I can't exactly describe it, but it feels like panic."

That comment came from an operator who was walking the floor desperately trying to find equipment for his street locations. He added, "How many times do we have to beg for games to put into bars and street locations? I guess a lot more than we've been doing."

Another street operator started to agree, then changed his mind. "At first I was going to agree with him that there are no street pieces, but I can't really agree. There are, in fact, quite a few games we could use. The problem is not the availability of the games, it's the price we have to pay. Or should I say the price we can't afford to pay."

Another operator had this comment: "The street operator is just not here. He's not going to spend the thousand or so dollars to come, but rather waits for the open houses to see what's hot. Let's face it, there's not much here that interests the street operators."

Still another operator observed, "It's strange that the AMOA is made up of mostly street operators, yet there are not that many of them here. The street operators who are here are not even spending time in the booths with equipment they can use. Instead they are playing games that they'll never be able to afford."

Even though there were some lamenting the sparse selection of pieces geared for street locations, one operator had this to say: "I've been coming to this show for 13 years and it's always about video and pinball machines. I'm used to seeing guys hunched over a bank of pinball machines—all the same game. And I want to say, 'Come on back where the real money is, by the novelty/redemption games."

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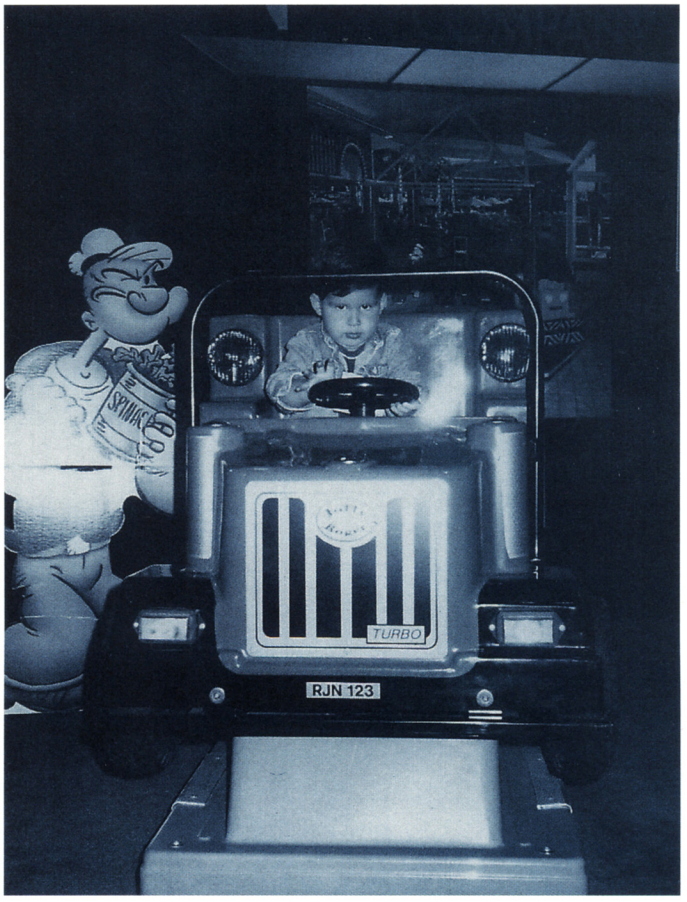
AMOA '94

"The problem is not the availability of the games, it's the price we have to pay. Or should I say the price we can't afford to pay."

The novelty/redemption games were definitely out in force. The companies that have been making redemption, and also some that have been making other products, were displaying ticket-dispensing games. Operators had quite a few comments on redemption. For example, "It's getting a little ridiculous with all this redemption. Oh, what the heck, we're used to the hit syndrome in this industry. It's up to the smart operator to pick the chaff from the wheat."

Still another thinks that redemption is the industry's salvation: "If it wasn't for redemption, a lot of us would be history. If you look around you can see that redemption is getting sophisticated and operators must be much better businessmen to be successful."



While operators were traveling the expansive aisles, it was apparently standing-room-only at the booths offering software programs. Dave Jensen at Coin ConneXion said he had to skip dinner to give several demonstrations after show hours. Imonex echoed similar feelings, noting that although the floor did not look too crowded, it was busy.

Not all exhibitors were happy. Many were disgruntled about their "back room" booth location. One remarked: "My customers who know me are seeking me out. It's the new contacts I'm missing, and that's one of the main reasons our company comes to this show."

One exhibitor even said, "Is there an imaginary stop sign that says, 'Come no further than this point?'"

Operators chatted about industry issues including game ratings. A sample comment: "Boy, the government loves to give us a hard time, even when they don't really have the whole story."

And speaking of government, another operator said, "We need a system to prevent the industry from the effects of detrimental legislation." Still another offered this: "Government is focusing on our industry because the movie and TV industries have too strong a lobby."

Then there was POG. Yes, POG. One operator called it the best merchandising ploy in creating something out of nothing, but there was a lot of interest in it. "Sure, it's a fad. I give it nine months or a year. But we have to jump on the bandwagon."

Another operator summed it up like this: "Isn't everything in this industry a fad? Even the things that have been around for years I consider a fad. It's the nature of the beast."

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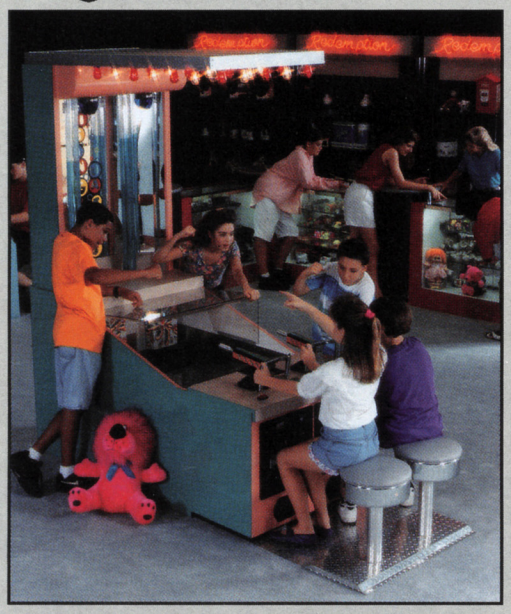

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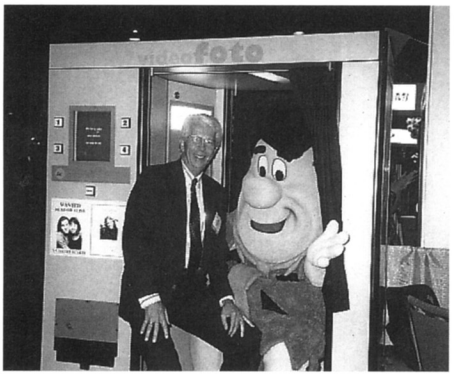
Mike Evans (l) of Kiddie Ride USA gets down to kid level with Chris Debrecht (c) and Glen Coker of Discovery Zone.

Proud to display the **Diamante** are, (l-r): Mike Weston and Rex Yannarell of Rowe's International Operations with Joel Friedman of Rowe/AMi.

Chris Kanellakis (l) of C.K. Gaming joins Todd Martin of Arachnid (c) and Vincent Marcello of Jefferson Music by the **Lucky Touch**.

Pictured with Wurlitzer's **Casino** jukebox are Ernie Veneziano (l) of Wurlitzer and operator Bryan Scopel.

Pictured with Music Vending's new **Music To Go** jukebox-style vending unit: Vesa Niemela and Mike Chapman of Music Vending.



Dan Stroick of Irata convinces Fred Flintstone of Just Kiddie Rides to have his photo taken at **Videofoto**.

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•**Cash Bowl (specialty):** Steel-framed, Lexan-paneled booth with air blower to circulate money. It includes programmable timer, siren light, built-in handles and casters for easy transport and optional moving message sign.

•**Also shown:** Century Vending's Paint'N Puzzle (redemption) and Wedges/Ledges' Pic 'N Win (rotary) in two sizes with POGs.

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•**Snack Attacker (candy crane):** A winner-every-time crane with joystick control, dual coin mech, multiple pricing control, LED display box for adjustable game time and credits, flashing lights, and adjustable volume sound effects.

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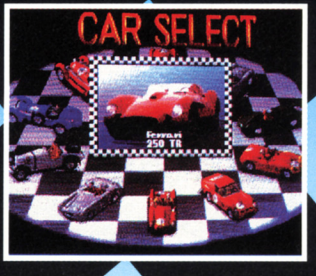

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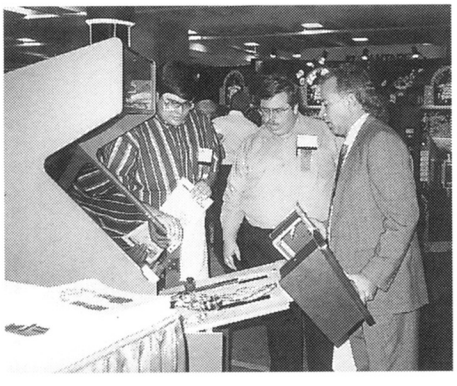
AMOA '94

From left: Don O'Brien of Five-O Corp., Ed Fonseca of Valley Cinemas, and Brad Danielson and John McEwan of Meltec by **Cavemania**.

Showing off the company's wares, (l-r): Kemac's Kenneth Cipperly and Maggie Mitchell talk with Pocket Change's Caroline Osborn and Ted Parsons.

The Bonita Marie guys showing off their new Rainbow crane mix, (l-r): George Ritacco, Edward Katz and David Katz.



Leroy Hancuff (r) of Bundra Games shows the **Action 33** cabinet to Marc Ripley and Colvern Henry of Game Bytes.

From left: Neal Andrasko of U.S. Golf & Games, Arnie and Arlene Aronovitz of Apple Vending, and Robert Sexton of Just Kiddie Rides.

Melinda Draper (l), Jim Burrows (c), and Jerry Prater of Circuit Board Sales are pleased to show their games.

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•**Also shown:** Royal (shuffleboard), The Eagle (shuffleboard), and a new overhead scoring package.

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•**Fast Draw-Showdown (video):** Western, live-action, shooting game filmed in a vertical format and viewed on the new vertical 33" monitor.

•**Mad Dog II-the Last Gold (video):** First in a series of CD ROM games with live motion picture action and shooting.

•**Way of the Warrior (video):** New release for the CD ROM game system with nine characters plus two 3-D rendered Boss characters. Each character has 60 to 80 unique moves or specialties.

•**Also shown:** Prototypes of VR Stalker and Rockerball (video).

AMERICAN SAMMY

•**Eagle Shot Golf (video kit):** Four-player horizontal monitor game featuring digitized graphics. It comes with trackball, plate, and harness (joystick-adaptable dipswitch setting) and is available now. Players select clubs, check wind conditions, and swing onto 18 challenging holes of golf and a secret 19th hole.

•**Krazy Bowl (video kit):** Vertical monitor bowling fun for one to four players, available now. Features include 29 animated scenes, realistic sounds, quick pin action, and hidden secrets. It comes with a trackball, is dipswitch-settable for a joystick, and is well-suited for cocktail cabinets.

•**Lucky Ducky (coin pusher):** Flip coins into one of nine targets on

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The Cats are back in town, and they're wilder than ever! Join JALECO in a crashin', smashin', rompin' stompin' good time with ALLEY CATS! Try to knock over all fe-lines of cats to achieve the purr-fect score! JALECO is proud to present ALLEY CATS! As usual, it's more fur- flying excitement than ever before!

DIMENSIONS

WIDTH.....2.42'
HEIGHT.....6.60'
LENGTH (13' ramp)..13.06'
LENGTH (10' ramp)..10.30'

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ALLEY CATS GAME IDEA LICENSED FROM UPPER EAST TENNESSEE DISTRIBUTING

IT'S A HIT!

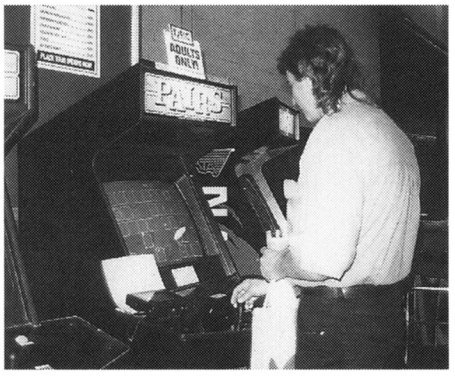
AMOA '94

Phil Cornick (l) of Xytek chats with Eric and Kit Mittel of Intuitive Corp.

Chris and Kelly Anderson (l) of Sharp Image stop to visit Kevin Sharp of Kevin Sharp Enterprises.

Hoffman & Hoffman's Michael Hoffman is flanked by New Era's Tony Chan (l) and Maggi Coinature's Ido Maggi.

Valley is working on a NANI-compatible dart game. Here's the company's Bill Nemgar (l) and engineer Billy Adams.



David Powell enjoyed playing Strata's **Pairs.**

Oscar Robins and Isaac Ben-Yehuda show off the new **Ziggy the Clown.**

the playfield to win tickets and a bonus car. Features include dot-matrix spinning reels with animated characters. Rewards can reach up to 2,000 tickets.

•**Also shown:** Coin Circus (coin pusher), Magic Mr. X and Simple Simon (tic tac toe-themed ball toss novelties).

AMUSEMENT EQUIPMENT EXCHANGE

•**Digger (novelty):** Big and little kids will enjoy the fun of picking up sand or other items with this realistic yellow mini-digger.

•**Kiddi Swing (child's ride):** Safe five-basket kiddie ride that can be coin-operated or operator-controlled. Features include adjustable coinage, timer, and sound; available in ground-mount or trailer-mount models.

•**SpaceMaze (soft play units):** Enclosed indoor/outdoor units (by Keiser) with no hard plastic areas or parts, available in seven sizes combining ball crawls and slides in rectangular, square, and hexagonal shapes.

•**Western Flyer (bicycle):** A blast from the past! Replica Columbia Deluxe Tank Model bicycles for boys and girls, originally produced in 1950. A limited edition conversation piece, the bikes are two-tone with a leather spring-loaded saddle, chrome front and rear fenders, whitewall balloon tires, and torpedo headlight.

•**Also shown:** Indoor/Outdoor Pool Table made of weather-, water-, and stain-resistant materials.

AMUTEC KIDDIE RIDES

•**Photo Rides (kiddie rides):** Little ones can enjoy a ride and obtain a photo of themselves at the same time. Parents will like this combination ride/photo experience, a solution for the common lament: "I wish we had brought a camera!"

ANTIOUE APPARATUS/ROCK-OLA

•**Rocket II (jukebox):** Small location unit with new graphics, eight CD display, hard button keypad, and self- diagnostics. A retro kit for hard button keypad is available for other units.

•**Also shown:** original Rocket, Legend, and Bubbler (jukeboxes).

ARACHNID

•**Galaxy (darts):** The company's signature electronic dart game with the Super Spider, Top Gun Challenge, and DartMan II league system that sorts and calculates all league information. From now until May 1995, Arachnid offers the Top Gun Challenge Promotion Kit

You'll Strike It RICH with This Treasure

PIRATE'S GOLD™

NEW FROM
LAZER-TRON

Players will scurry to find the keys and unlock the riches held in the treasure chest of Pirate's Gold™. Players use their skills to try and guide their coins through pins into target holes on this fast paced coin-drop game. Players win tickets for each target they hit and if they hit all 6 targets they win the jackpot.

Treasure chest jackpot

PLAY TILL YOU WIN!

Pirates Gold features a unique play till you win style which insures that every player is a winner. If the player's coin does not go into one of the targets, or the treasure chest, the coin will be returned to the player to be played again.

INNOVATORS IN REDEMPTION!

Pirate's Gold™ is brought to you by Lazer-Tron, creators of the following hit games: Ribbit Racin™, Spin-To-Win™, Aftershock™, Jungle Rama™, Shake, Rattle & Roll™, Super Bank-It II™, Wild Thing™ and Flintstones©. Experience the difference!

PIRATE'S GOLD FEATURES:

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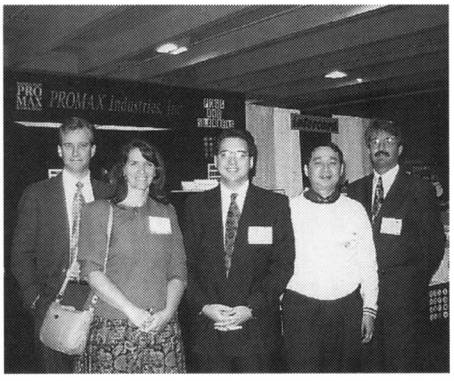
AMOA '94

Frank Eckert and Jim Chaney of Tekbilt (l) with Paul McGahan of International Payment Systems and Donna Duncan of Tekbilt.

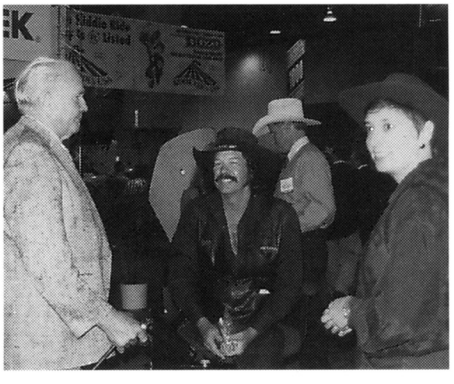


From left: James Brewer and Lynn Smilley of Wild Disp. pose for a photo with William Rivero, Mickey Chen, and Rene Mantecon of Promax.

From left: Herb and Marvin Zayon of Zayon Enterprises, Bobbi Witsen of U-Neek Enterprises, and Bob Mills of Arachnid.

Terry Geurin (l) and John Glaser (c) of IGT show the new **Select-A-Game** to Steve MacNaughton of Canada.

Southgate's Judy Holbrook with Jose Galvan Garza of International Compliance Services.



Doug Minter (l) tries his best to win a pair of boots as gunslinger Wes Flowers (c) and American Laser Games' Gail Rubin look on.

to help boost tournament play.

ATLUS

•Power Instinct 2 (video kit): Choose to play out the role of Oume (main character) or 13 others in this satirical, fighting-themed horizontal monitor game for one or two players. Kiss an opponent during the fight to gain some of his/her energy and transform into another character.

ATARI/TIME WARNER INTERACTIVE

•Primal Rage (dedicated video): A desperate, global head-to-head battle for survival featuring seven incredibly life-like characters, each with an arsenal of about 70 moves, including powerful specials and awesome finishing sequences. Available in deluxe showcase 33" and upright 25".

•T-MEK (dedicated video): All the kids we talked with loved this. Atari touts it as "a cost effective virtual reality piece." The object is to become champion of the T-MEK tournament, which consists of a series of dark and challenging arena battles.

BAFCO

•Roundabouts (kiddie rides): Twin-seat rides available with a train/dozer, car/dozer, train/car, two trains or two carousel horses.

•Also shown: Mini-rides (train, helicopter, turbo, hawk, fair lady horse) and Classic rides (tractor, truck, hot rod, veteran car, bulldozer, and mechanical lift crusader and helicopter).

BALLY

•Corvette (pinball): There's plenty to catch the eye of Corvette fans. They'll race through a drag strip course, compete on 13 international race tracks, collect 10 famous Corvette models, and meet six alluring female models driving Corvettes of their own. This narrow-body pinball is loaded with special equipment.

•World Cup soccer (pinball): Features striking cabinet graphics, a stadium-inspired playfield, and clear DCS sound.

BAY TEK

•Jumbo Winnings Sign: Mega-ticket sign with graphics themed to match each roll down in the company's extensive lineup, from the child-size Jungle Picnic to the '50s-

GUARANTEED THE MOST PROFITABLE, CROWD STOPPING, EYE CATCHING, PIECE IN ANY LOCATION !

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DINOSCORE

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BUILT SUPER TOUGH

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(May '94)

FEATURES

- Holds Six Thousand Tickets
- Over 28 Different Skill Shots to Hit
- Accurate Bookkeeping and Diagnostics
- Fantastic Realistic Dinosaur Sounds
- Easy Adjustability of Percentages of Tickets / Tokens per Coin
- Can be Set to Give an Instant Ticket / Token Once Player Inserts a Coin

- 110 or 220 Volt
- Fast Ticket Pay Out
- Very Low Maintenance
- Easy to Change Target Settings
- Aim at One of the Many Life Like Dinosaurs or Shoot into the Active Red Hot Erupting Volcano

OPTIONS

- Ticket or Token Dispenser
- Neon Cabinet Lights
- Large Prize Redemption Unit
- Bulk Prize Redemption Unit
- Combination Ticket / Token Dispenser

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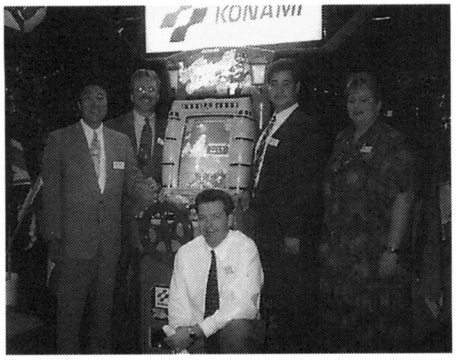
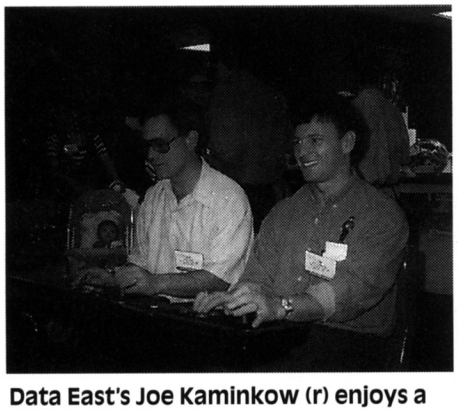
AMOA '94

Betstar's Bill Treger with his wife Bernadette and daughter Margie.



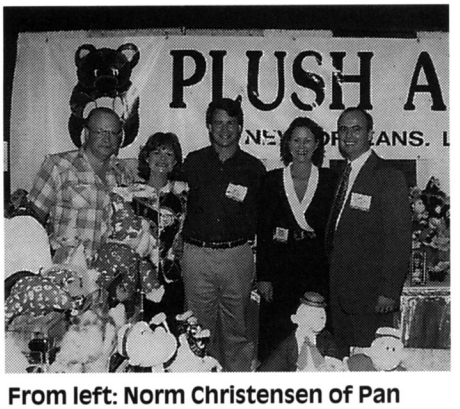
Here's part of the Konami staff with just one of its many games, (l-r): Kenji Hiraoke, Mark Porwitt, Darren Decatoire, Tim Dirnberger, and Laura Torres.

Vic Leslie (r) of London got sympathy for this broken leg from, (l-r): Marty Shumsky and Cindy Bozman of Games of Nevada, Tim Jackson of GameStar, and Paul Moriarity.



Data East's Joe Kaminkow (r) enjoys a game of **Tattoo Assassins** with Bob Gale, writer and producer of the "Back to the Future" movies, who worked on the game.

At Prizes!, (l-r): the company's Jim Tucci, Sandra Oxhorn, and Mickie Priess play host to Butch Nesmith of Gell Services.



From left: Norm Christensen of Pan Handle Amusements, Cathy Fletchinger of Plush Appeal, Kent Lyman of Music and Games, and Daryl Fletchinger and Joanne Jennings of Plush Appeal.

themed Rock N' Roll 4.

•**Also shown:** Fielder's Choice baseball-themed roll down, Clown Rolldown circus-themed roll down, and Pizza Roll build-a-pizza roll down. All feature front-hinged doors and a safety design slide-in plexiglass top.

BELAM, R.H.

•**Express Train (kiddie ride):** Electrical two-passenger train on a modular anti-derailment track with digital sound and security bumper obstacle detector. It can be operated with coin, token or ticket.

•**Also shown:** Swiss Boy Seesaw (kiddie ride).

BEST AMUSEMENT CO.

•**Super Cherry Master (8-liner):** An enhanced version of the popular Cherry Master series.

•**Also shown:** Super 2 in One, Magical Odds, Bonus 8 Chance, and Cherry Jackpot (8-liners), and Turbo Poker II and new casino style metal cabinet with progressive.

BETSON

•**Rage 'N the Cage (sports game):** Your choice of ticket or 7" street balls for redemption prize. It has hot graphics, gas plasma display, exciting sounds, and moving basket that is operator-adjustable. From Fun Merchants, a division of H. Betti Industries.

•**Gold Coast and Dinosaur Valley (coin pushers):** The latest in coin pushers from Betson.

•**Also shown:** two versions of Country Club Golf (video); Taifun Air Hockey (table game); and Crystal Fortune, Diggers Prize, and Punch Belly (redemption): and Candy Man (candy crane).

BENCHMARK

•**Golden Goose (redemption):** Fast moving coin/token roll game with dual coin chutes, sound and music, full bookkeeping and diagnostics, front-view glass, and plywood cabinet.

•**Also shown:** Roll for Gold coin/token roll redemption game.

BIG ELECTRONICS

•**Master the Monsters (redemption):** A new milk cap game that asks players to hit buttons as lights come on under finger puppets. The object is to progress through three waves to win tickets and a milk cap

Okay... We dealt ourselves a few extra cards.

Every extra card we could, actually. All so our jukeboxes won't be readily obsoleted by advancing technology.

Look at the way most every kind of information is being handled these days — words, pictures, sounds, whatever — and you'll better understand why we're building our jukeboxes with the kind of flexibility that we are ... why we're dealing ourselves some extra cards, so to speak.

For example, entire sets of encyclopedias are now being stored on a single compact disc. People are flipping through their family photo albums on computer screens. And we're only seeing the beginning.

That's the reason we dealt ourselves the extra cards ... for flexibility

For example, our HyperBeam™ CD changing mechanism could care less what size or shape a CD is ... or becomes. The mechanism simply changes trays ... trays that the CD's rest in. Inexpensive, easy-to-change trays.

In fact, the entire changer that stores and plays the CD's is just an approximate 8″ x 18″ box ... a component that can be unplugged and replaced in a few minutes.

The point is this. You can buy today's NSM jukeboxes with confidence.

NSM operators will not be readily obsoleted. In fact, from everything we see, operators that are prepared will find their earnings increasing in time to come ... and location opportunities increasing even more!

With NSM, you <u>can</u> win the music game.

Call, FAX or write for a free copy of our new booklet: "Technology that works. And keeps on working."

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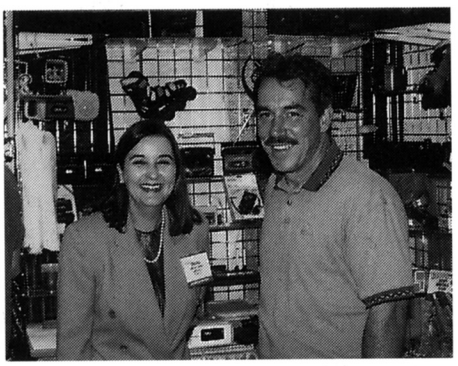
AMOA '94

At Oriental Trading, (l-r): J.R. Minick of Minick & Assoc., Sondra Doyle of Oriental, Rich Polling of Minick, Tim Jones of Oriental, Steve Fortsen, Mike O'Malley, Jerry Kasin of MGM Grand, and Aaron Grauesi of Oriental.

Jim Lyles (l) and Richard Roell (c) of VR Technology and Pat Schroeder of CGI by CGI's sit-down cabinet.

The Skee-Ball staff is happy about the popularity of their products. From left: Alec Sprouse, Dennis Keeny, and Chris Lewis.

Play-by-Play/Laramie Interest's Stephen Chernin (l) and Gerry Molina flank ABC Music's Ken and Lana McAvoy.



Rebbecca's Debora Cherry is all smiles talking with Buck Goodreau of Buck's Video.

Doug Gapter of Gapter Amusements (second from right), is greeted at the Great Lakes Dart's booth by, (l-r): Marilyn Hempel, Jay Wendelberger, and Justin Voden.

card. Payouts are operator-adjustable; the game includes complete self-diagnostic and bookkeeping functions.

BOB'S SPACE RACERS

•Rising Waters (redemption): Players shoot water cannons at the target bulls eye and as they do they fill a tube with sparkling colored water. The first player to fill his tube is the winner. Designed for redemption arcades and family fun centers.

•Arcade Water Game (redemption): A two-unit water game. Players shoot water cannons at targets. As they hit the target a "cool" bear character is propelled to the finish line of the playfield.

•Vertical Water Game (redemption): A compact unit to fit into redemption arcades and family fun centers of all sizes.

•Kiddie Bowler Roller (redemption): The popular Bowler Roller has been resized for little ones. The object is to roll the ball over the hump in the rails with just enough speed so that it will roll into the valley and stay.

•Also shown: The company's standard line of redemption pieces—Sidewinder, Whac-A-Mole, Roll-A-Ball, Bowler Roller, Can Alley, Kiddie Whac-A-Mole, Kiddie Can Alley, and Kiddie Pattie Cakes. Bob's also offers a modular redemption center.

BROMLEY

•Super Rock-n-Bowl (redemption): New version of Rock-N-Bowl, the only coin roll game with a sweeper arm to clear the playfield from fallen coins. Features include a solid tongue and groove cabinet, new sound chip, low-ticket indicator, and LED display board.

•Turf Champ (redemption): Select a favorite horse and play one to seven coins at a time. Up to 1,000 tickets can be won.

•Also shown: Wheel 'Em In, Super Wheel 'Em In, Dino-Rally, and prototype of Roller Hockey (redemption).

BUNDRA GAMES

•Fire in the Hole (street piece): Combine the challenge of darts, shuffleboard, and horseshoes in a competitive game for two players (by Weeb). Three yellow disks and three green disks are tossed into three holes to gain points shown on

L E G E N D

Few Things Attract More Attention

David C. Rockola left an indelible mark on the industry that literally echoed his name. For sixty years the Rock-Ola name has stood for quality and durability at a resonable price. Legend has it that even the term, "Rock'n Roll" was coined from the name Rockola.

Today, the heritage of music he left to millions around the globe is continued by another industry leader.

Antique Apparatus carries on the Rock-Ola legacy with the new LEGEND. Built with the same attention to detail that David Rockola was famous for.

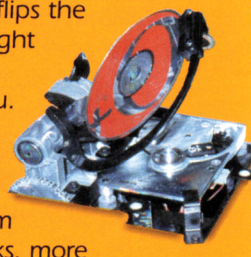
The LEGEND features: **All New Illuminated Pushbuttons** with gold contact switches for reliable and continuous "repeat play."

Powerful 280 Watt (RMS) Amplifier with slide EQ's, and dual three-way speaker system for brilliant digital sound repro - duction.

280 WATTS

The LEGEND "Sweet 16" Title Display shows 16 full size CD jackets and title cards at once.

Full View Mechanism that flips the CD's, right down in front of you.



The Legend has everything you've come to expect from Rock-Ola, great looks, more features, attracting more attention, and best of all; more profit in the cash box!

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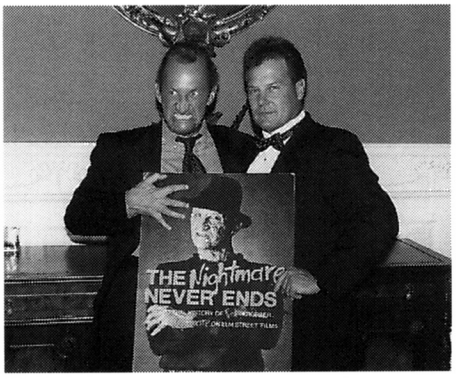
AMOA '94

At the ACE/Acme booth, Sugarloaf Creation's Linnaea Gerrish (second from left), is welcomed by ACE/Acme's Jack Kelly (l), Rorie Keller, and Ed Plotkin.

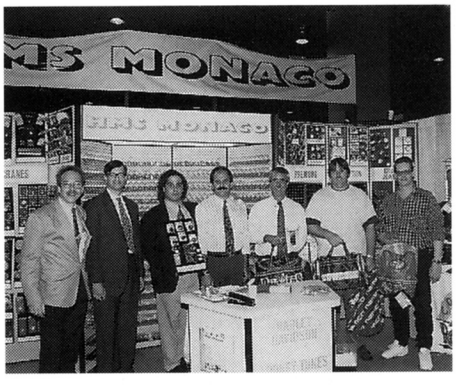


At the Premier 10th anniversary distributor gala, Steve Walton (in tux) poses with actor Robert Englund, a.k.a. Freddy Krugger.

By **Home Run Hitter**, (l-r): Luis and Carlos Topete and Emilio Porte of Mexico, Gary and Art Warner of Coin Concepts, and Gerardo Topete.

Peter Coulas (l) and Dan Dinnebeil of Grayhound show the **Candy Shop** to Tom Taylor (r) of TLT's.

Al Kress (l) and Arnold Kaminkow (c) of Benchmark show the **Golden Goose** to Kyle Ashleman of P & H Co.



From left: HMS Monaco's Bruce Haber, Steve Schullman, David Rubinstein, and Ira Erstling stuff the bags of Red Baron's Bill Beckham, Jerry Pawlowski, and Don Russell.

the overhead display.

•**Also shown:** Action 33 universal cabinet.

CAPCOM

Armored Warriors (video kit): New high-intensity combat game with side-scrolling action and 3-D sound via patented, Q-Sound technology.

•**DarkStalkers-The Night Warriors (dedicated video):** Thrilling game of supernatural conflict with 10 different animated monster warriors (Frankenstein, Werewolf, Vampire, Zombie, Mummy), each with their own powers and abilities.

•**Alien vs. Predator (video kit):** A one- to three-player, side scrolling game which allows players to choose from four different characters, including two predators and two human cyborgs. They must defeat the heinous alien enemies before they wipe out all of mankind.

•**Also shown:** Dungeons & Dragons-Tower of Doom (video kit) and Polaroid Instant Memories photo booth (specialty).

CAROUSEL INTERNATIONAL

•**Skycopter (kiddie ride):** Helicopter ride with revolving light on top, flashing lights, realistic background sounds, and revving sound control lever.

•**Singing Sammy-Saurus (kiddie ride):** Lovable green dinosaur that sings to riders.

•**Also shown:** Three Figure Carousel, The Jungle King, Speedster, and Big Rig (kiddie rides).

CHUGAI BOYEKI/KANEKO

•**Great 1000 Mile Rally (video kit):** Exciting road rally driving game in which players can choose one of 12 classic cars and race on one of 12 tracks. Available now, the game is another in the Kaneko system board line.

CIRCUIT BOARD SALES

•**Cherry Bonus 3 (8-liner):** 8-lines available with or without ticket dispensers.

•**Also shown:** Super Cherry Master, Double Up, Treasure Island, Magical Odds, and countertop unit (8-liners).

CLASSIC

•**Sweet Shop (candy crane):** Fea-

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AMOA '94

Coastal Amusements' Joe Tunney (l) and Bobbie Keelen (r) flank international vistors Roberto Zuniga and Silvia Rivadeneira.

From left: Ira Bettlemen and Leah Bettleman of C.A. Robinson pose for photo with Fabtek's Jeanne Ballouz and Steve Ward in front of **Raiden DX**.

At the SNK booth, (l-r): Jorge Hicks, Heh-Kyu Lee, Christine Bowman, and Marty Kitazawa with the dedicated **Samurai Shodown 2**.

From left: Manual Martinez of Burns Amusement with Nortech's Bob Thomas and Bob Sundstrom by the **Easy Lift** pool table cart.

American Sammy's Natalie Kulig shows **Lucky Ducky** to David Capiluoto (l) of Greater Southern Dist. and Rubin Franco of Franco Dist.

Lou Cappetta (l) explains **Skilo Bingo** to Mark and Sue Roland of Billmar Amusement.

tures include joystick control, double coin mechs, adjustable coin setting, decorative running lights, and prize-every-time.

•**Treasure Chest (crane):** Available in double, single, and large single with deep bay, joystick control, double coin mechs, decorative lighting, and bill acceptor.

•**Low Boy (crane):** A unit that allows prize viewing from the top and sides, it incorporates all the same features as the Treasure Chest in a unique size and style.

•**Also shown:** Classic Toy Shop (crane) and an extensive line of licensed T-shirts suitable for cranes and redemption counters.

COASTAL AMUSEMENTS

•**Pop-A-Tac-Toe II (redemption):** New version of the game that asks players to pop balls to achieve certain patterns. Now with a 19" monitor and progressive feature.

•**Pop-A-Ball II (redemption):** The original ball popping game updated with a 19" monitor and progressive feature.

•**Treasure Island (coin pusher):** New six-player coin pusher.

•**Speedball Rally (roll down):** New race against time roll down.

•**Toad Mobile (kiddie ride):** New in a series of two-seater kiddie rides, also includes Clown Car, School Bus, and Police Car.

•**Also shown:** Feed Fido (redemption), Penalty Shoot Out (soccer game), Show Time (specialty), and Robo Bop (redemption).

COHERENCY SOFTWARE

•**Photo Stand-In 40 (photo system):** Arrange your own composite, high resolution photos that move a captured live image to any of over 200 body backgrounds to create regular prints or transfer to calendars, buttons, mugs, and other items.

COIN CONCEPTS

•**Home Run Hitter (redemption):** Fast action game where players roll coins down a stadium playfield for scores, advancing a runner around the diamond. Includes a baseball sound package and double-stack ticket holder. Options: second ticket or baseball card dispenser, or progressive jackpot.

•**Triple Play (redemption):** Quick, one-player lottery-themed game. Use one to five coins to play your favorite three-digit numbers.

•**Bouncing Bandit (redemption):**

LUCKY BANK

Main Game

Slots of Excitement

The Latest Style Bonus Game

Double up Game

Double up plus a Bonus Poker Game in one.

*** 3 TYPES OF DOUBLE UP GAMES TO CHOOSE FROM, OPERATOR ADJUSTABLE.**

NOTE ; There is a possibility to have some changes made in actual production without notice.

NEW VIDEO GAME.

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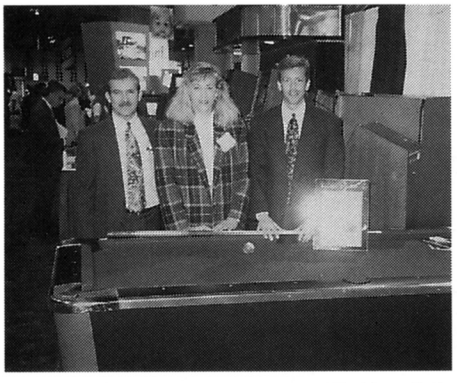
AMOA '94

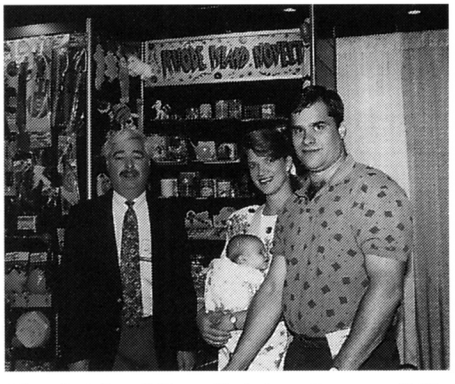
Richard Tanimura (c) of Chugai Boyeki/Kaneko by **Great 1,000 Mile Rally** with Jerry Prater (l) and Jim Burrows of Entertainment Sales.

Lori Treankler of Bay Tek and Steve Thomas of Blockbuster Corp. by the **Clown Rolldown**.

Mexican distributor Antonio Carrillo of Madisa Mexico (l) joins NSM-America's Dave Drouillard (c) and John Margold.



Games of Tennessee's Russ Elliott, Leigh Ann Brady, and Jim Brown by the new **GTI Pool Table**.



Rhode Island Novelty's Len Sormanti (l) talks novelties with Dale and Denise Luders of Kid's Play as baby Kyle sleeps.

Joe Gumeny (l) and Ed Boyd (r) of First Choice pose with Sharon Fox of ABC Coin.

A Western cowboy-themed game in which players bounce balls to match symbols or patters for winning combinations that translate into tickets.

•**Over the Rainbow (redemption):** A one to five coin game where players match symbols to score bonus tickets. There are three spinning wheels with a skill-stop feature. The game plays an Irish jig.

•**Also shown:** Dream Boat and Gold Rush (coin pushers), Froggy Jr. and Old McDonald (children's redemption), Mirage (rotary), The Dealer (card-themed skill-stop game), and Splat-A-Rat (redemption).

DATA EAST

•**Tattoo Assassins (dedicated video):** A joint venture with Bob Gale, writer and producer of the "Back to the Future" movies. Using state-of-the-art digital processing, players choose from a group of five special characters and nine highly skilled assassins, each with hundreds of special moves. In this Hollywood-meets-coin-op-games, the surprises are endless.

•**Locked 'N Loaded (dedicated video):** Two-player interactive gun game with three intense game modes for exciting head-to-head competition. Shoot hidden icons to upgrade weaponry. Features an innovative new gun with unique magazine loading feature.

•**The Mask (redemption):** Graphics include the persona of Jim Carrey in one of his bizarre roles, the green-faced egomaniac from the movie, "The Mask." Roll a coin into a pocket, over the top, or into the mask for mega-ticket payouts. Features include a self clearing vibra playfield so no unsightly coin are left laying on the playfield. Spell "ssssmoking" for super jackpot ticket bonus.

•**Dream Soccer '94 (video kit):** Players select their team's formation, foul at their own risk (or when the referee isn't looking!), and hear the game's play-by-play action.

•**Street Slam (kit for Neo-Geo):** One- or two-player real-life basketball action with super dunk shots. Includes special bonuses, like shooting when your shot meter is at full power to have your player make a super dunk shot.

•**Maverick (pinball):** Cards, cowboys, country music, and a classic title highlight this pinball based on the hit movie starring James Garner and Mel Gibson. Players enter the first annual all rivers poker championship aboard the Lauren Belle's River boat. Features include high definition and high quality,

THE ULTIMATE SLOT OF 9 REEL

EXCITING WINNER FOR '94 ELECTRO - MECHANICAL 9 REEL SLOT
SELECTABLE FROM 3 TYPES FOR A MINIMUM SPACE

WALL HANGING TYPE
8 LINE, 9REEL SLOT

DREAM 97
8 LINE, 9REEL SLOT

BAR TOP
8LINE, 9REEL SLOT

DIMENSIONS

DREAM 97 8LINE, 9REEL SLOT
(H) 1140 mm (W) 500 mm (D) 660 mm

WALL HANGING TYPE 8 LINE, 9REEL SLOT
(H) 770 mm (W) 540 mm (D) 350 mm

BAR TOP 8LINE, 9REEL SLOT
(H) 350 mm (W) 415 mm (D) 450 mm

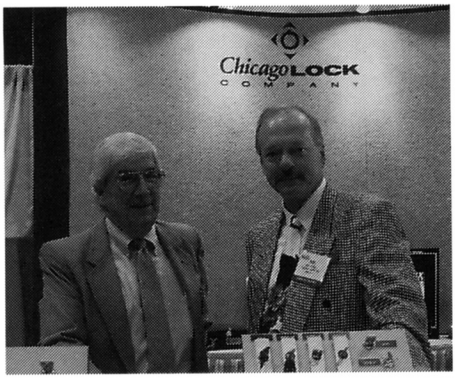
NOTE : There is a possibility to have some changes made in actual production without notice.

Manufacturer EAGLE COMPANY LIMITED
Telephon : 81-3-3331-7611 Facsimile : 81-3-3331-7600

Development WING CO.,LTD.
Telephon : 81-3-3331-7311 Facsimile : 81-3-3331-7800

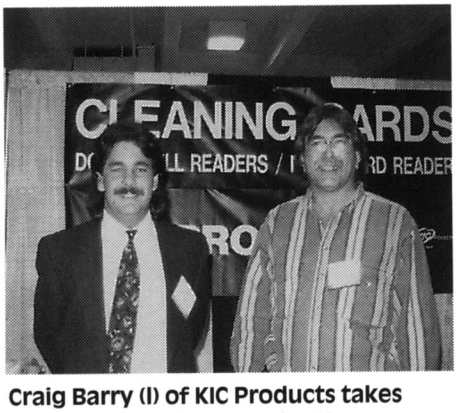
AMOA '94

Terry Hayes of Quartermaster shows the **Treasure Island '94** to Jackie Shepherd of Lucky Coin.



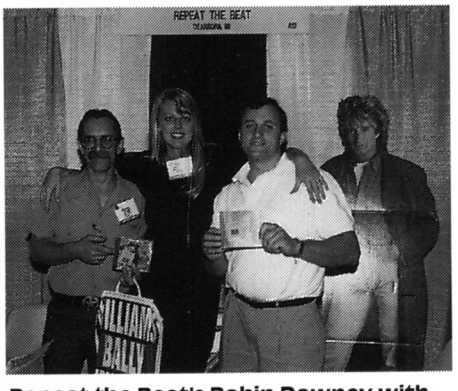
Ready for AMOA action: Glen Adkins (l) and Bob Lovell of Chicago Lock.

Paula and Timothy Keen talk "changers" with Lynde-Ordway's Tom Ordway (r).



Craig Barry (l) of KIC Products takes time to pose with operator Ken Boroweic.

At Hot Hits: Mike Robinson of Century Vending (l) meets the woman of his dreams—Cher (impersonated by Ruth Hill) as Hot Hits' Bill Guler (c) and Harlan Collins look on.



Repeat the Beat's Robin Downey with Pinball Pete's Michael Clark (l) and Mike Reynolds.

generation three wide screen display.

•**Carousel (redemption):** This has an attractive carnival theme. Roll a ball down the playfield towards a rotating circus big top tent with a number of holes underneath.

•**Also shown:** Wacky Gator (redemption).

DESIGNS INTERNATIONAL

•**Mini Midway (redemption):** Four separate units of three games each mimic midway offerings: milk can/big dart/big mouth, bushel basket/can knocker/tic tac toe, goblet toss/ ring toss/coin toss, cat rack/shooting star/can target.

•**Also shown:** Clown Alley (redemption game) and mini-bumper cars in three sizes.

DIGITAL DISC AMERICA

•**Panther (jukebox):** Attractive modern-day styling, controllable blinking lights, easy-access front door with one small back opening for servicing. Comes with single Phillips player mechanism and 100 CD-selection pager. Options: clocktimer board programing, promote Karaoke session, and personalized advertising.

•**1812 (jukebox):** Finely crafted jukebox with rich cherry wood finish, chrome-plated grills and molding (optional gold-plated), standard 100-selection title pager, full disc management, and background music programming ability. Also capable of handling Karaoke and personalized advertising option.

•**Also shown:** Karaoke kit.

DOYLE INTERNATIONAL

•**Bandit Shootout (redemption):** Two rows of despicable characters from the Old West are just asking to be toppled over in this ball toss game that rewards success with tickets.

•**Cobra Hunt (redemption):** Toss balls at three rows of cobras and win tickets. Similar to Dump the Ump.

•**Li'l Western Hat Dunk (basketball):** A young cowpoke rides a Palomino on the backglass art asks players to try their hand at tossing balls into two goals for tickets.

•**Pop Goes the Weasel (redemption):** Newest game in the children's story line. Players toss balls to knock over two rows of weasel figures that move up and down. Features include a standard uni-

Keep Silent? No Way!

Features	Coin ConneXion Amusement COMPLETE	Silent Partner*
Route-Management Computer Software (250 Machine Package)	$1995.00	$2,295.00
Add 50 machines	100.00	1,100.00
CD Inventory	included	995.00
Parts Inventory	included	1,995.00
Income Forecasting	included	995.00
Service Calls Monitor	included	1,595.00
Cigarette Inventory Control	included	995.00
Redemption Management	included	1,995.00
Coin Tracker™ Data Interface	included	595.00
Telecommunications Software for Remote Control	included	not included
GRAND TOTAL (300 machine package)	**$2,095.00**	**$12,560.00**

* According to latest available price quote information

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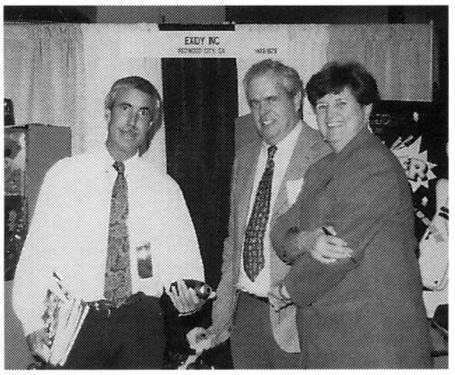
COIN CONNEXION
The Gold Standard In Route-Management

AMOA '94

Ruben Kletman of Mexico checks out speakers with Steve Devlin (r) of LA East.

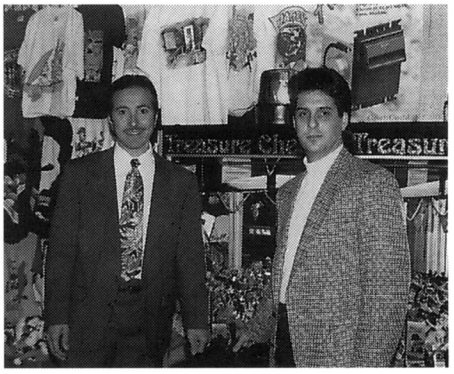
From left: William Sebourne, Lucinda Bender, and Tom Siemieniec of Namco-America by **Belly Bomber**.



Pete Kaufman (c) of Exidy asks Bill Beckham (l) of Red Baron to do his AMOA duty and check the decibel level of Virginia Kaufman.

"Groovy, man!" Dynamo's Damon Paramore (second from left) talks with Genco Amusement's Stephen Genco (l) and flower children Bev and Rich Babich of Colorado Game Exchange.

Peninsula Vending's Mike Applebaum (l) talks stickers with Australian vistor John Agostinello of Monetan P.L.



Classic's Brian Petaccio (r) shows the **Treasure Chest** crane to Frank's Vening's Frank Longo.

versal CPU board, soft plastic balls, and new graphics.

•**Wolf Hunt (redemption):** Another ball toss game that asks players to aim for revolving wolf targets to gain points that translate into tickets.

•**Also shown:** Humpty Dumpty and Mother Hubbard (children's story games), Li'l Hoop Shot, Hoop Shot Rally, and Hoop Shot 10th Anniversary Edition (basketball games).

DYNAMO

•**Excalibur (pool table):** Elegant furniture quality table but built for heavy use and tough locations.

•**Air Hockey tables:** Comes in five versions including the Standard with walnut trim and brown playing surface; Deluxe with white cabinet trim and bright blue racing stripes and playing surface; Comet with black trim and playing surface and day-glow accents, which look attractive under its built-in black light; Hot Flash, the newest, with purple top accents; and the new Baby Air Hockey, designed for smaller locations, available with short legs for kids or regular for adults and a protective net.

•**Solitaire Challenge (video):** Based on the all time favorite card came and updated for the '90s. To intensify the game, the player must play out the hand as well as compete against the clock to win.

•**Also shown:** Dynamo Pool Table, Dynamo video lottery terminals, and Draw Poker Louisiana.

EAST WEST MARKETS

EXCHANGE

•**Karate Challenge (sports game):** Don gloves to hit targets on a martial arts figure facing you. Features include a high impact striking pad that receives the punches, interactive sound, adjustable play set on coins or tokens. A ticket dispenser is optional.

ELDORADO GAMES

•**Karaoke Upright (specialty):** Karaoke unit in an upright cabinet using digitized CD-Mask ROM. The unit comes with 500 songs and holds up to 2000. Only a "background music license" is need. It has timed singing with points awarded after performance. Unit is currently imported from Mexico by Eldorado, soon to be in production

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

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

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

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

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

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

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

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

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

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

If you want to take more of these to the Bank every week . . .

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- **Non-Resettable Counter. Vended Token or Coin counts can be taken on a daily, hourly, or work-shift basis . . . *or Anytime.***
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LARGE HOPPER CAPACITY

Token Size	Capacity	Token Size	Capacity
.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000

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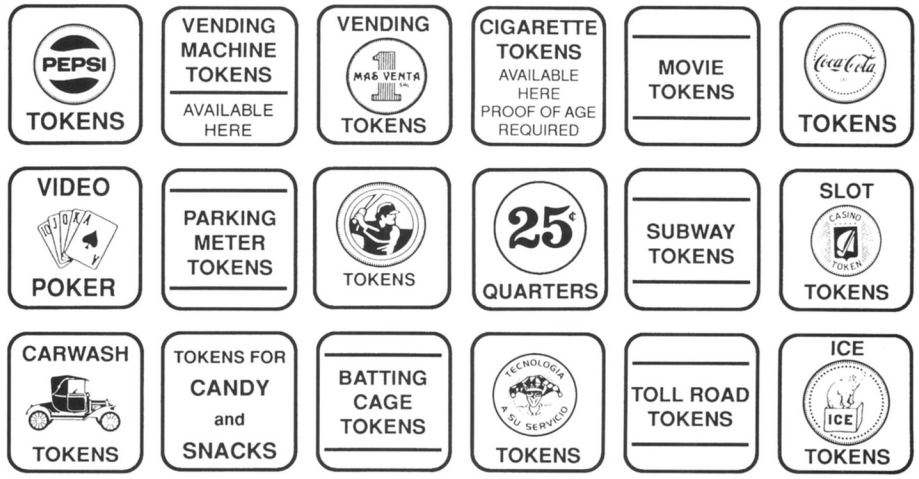
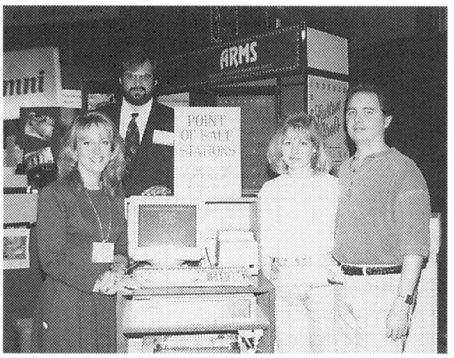


Many Stock Signs available. Custom Signs (black & white or color) designed to order.

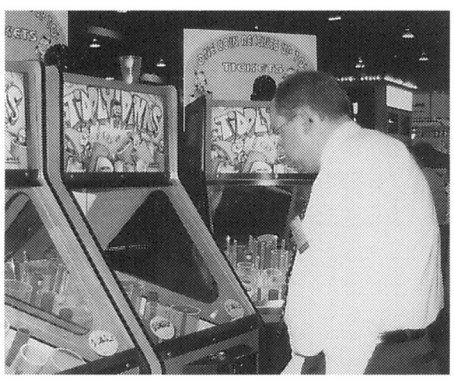
AMOA '94

From left: Randy Childers of U.S. Amusements; Joe Bates of Plush-4-Play; Mike and Shelly Lewis of Mission Crane; and Alex Cornette, Georgia Orozco, Al Askew, and Jim Carrillo of Plush-4-Play.



ARMS International's Rhonda Fletcher and Chris Weimann talking with Eagle Amusement's Jack and Brenda Peterson (r).

Welsh Amusement's Bob Welsh (l) and Jay Coleman of Gilliam Music Co. inspect the latest from Digital Disc.



Rolf Hintzke of SETA stops to try GaMCO's **Tiddly Dinks**.

Purple Star has Sumter Music and Amusement's Emery McElveen (l) "Blasting Off" as Purple Star's Ken Hadsall, Nancy Smart, and Nancy Hardt look on.

Louisiana operator Stephen Genco and his wife Stefanie (r) chat with Smart's Gordon Smart (l), Pete Walton, and one of the models in the booth.

here in the USA.

EMT KIDDIE RIDES

•**Marsupilami (kiddie ride):** Disney-themed ride with a cat- like character that is bright and cheery, attracting children with Disney music and "Hubba, Hubba" from Marsupilami.

•**Music Swing Lion (kiddie ride):** Children love playing see-saw with this lovable lion to delightful background music.

•**Sante Fe Train: (kiddie ride):** One-seater with back and forth locomotive motion and buttons that activate different sounds.

•**Bulldozer (kiddie ride):** Smaller ride for small children with only rocking motion, gas pedal, and steering wheel.

•**Skywolf (kiddie ride):** Realistic helicopter ride with propeller sounds, radio transmission, lights, and the feeling of flight.

•**Nesse (kiddie ride):** This two-seater colorful and friendly animated character from the sea gives a rocking motion ride with music. Others available: Mustang, Crocky, and Bear.

•**Porsche Turbo (kiddie ride):** All of the sounds, lights, and action are rider-activated. It comes with rubber tires, movable steering wheel, horn, music, voice sound effects, headlights, gas pedal controls, roaring motor and sound effects, LED dashboard display, and interior and exterior lights. Also available: Mercedes, Ferrari, and Black Rider.

•**Also shown:** Big Bronco, Dozer, and Tractor (kiddie rides).

EXIDY

•**Soccer Billiards (table game):** New concept for a table game using a combination of billiards and soccer rules. There are three yellow balls, three red balls, one 8-ball, and one "Q" ball that serves as a soccer ball. It measures a standard 7' with a sturdy wood frame, high-grade pool cloth, and bumpas.

•**Also shown:** Troll and Critter (redemption) from Exidy and Striker (bowler) from Design Plus.

FABTEK

•**Raiden DX (video):** Keeps the Raiden mystique alive with three

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MODEL AC-2000

Measures only
13.5"w X 26"h X 13"d

Scratch resistant graphic front

128 bonus options for token payouts

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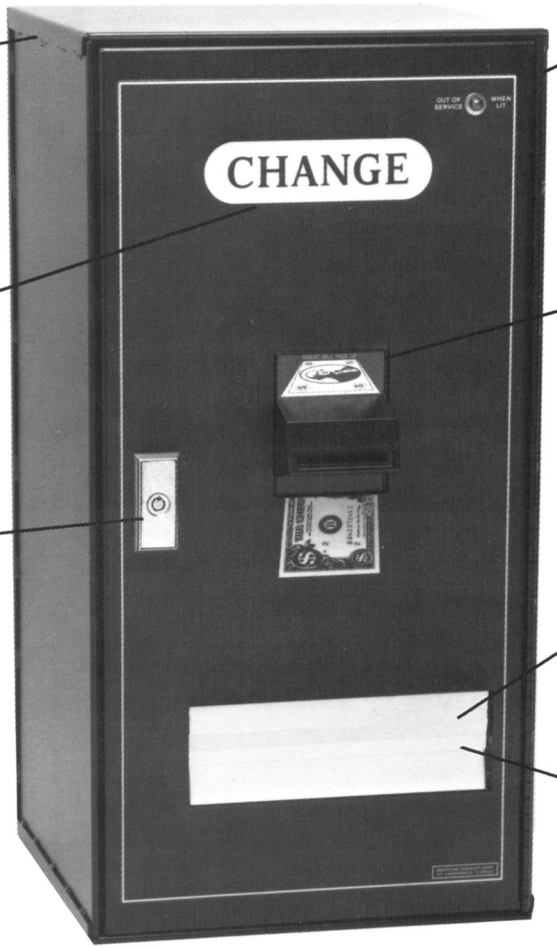
3,200 quarter / token capacity hopper loaded with options to 5,600 quarter / tokens



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Recessed saftey coin cup

Optional payout of nickels or dimes

*Optional base and header available
*Rear loaded model also available

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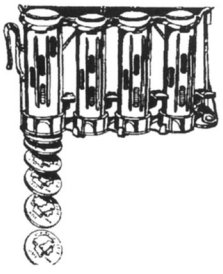

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AMOA '94

By I.C.E.'s fascinating **The Flintstones** game, (l-r): Ralph Coppola, Gene Brogowski, and Jack Willert.

Dave Loethen of Digital Disc America shows off the **Panther** to Barry Byrom of Rock'N Roll.

From left: Denis DiSarle and Bob Chapman of Great American Billiards, Joe Bonanno of Custom Fabricators, and David Celani of Great American.

Machine-O-Matic's team, (l-r): Josie and Bernie Schwarzli, Nancy Calderon, and Malcolm Knight by the **Beaver Island**.

Steve Kinder (l) and Paul Bashenich of JCM welcome Denny Nicholson of James Industries.

"Buffalo" Bill Johnston of Johnston's General Store (l) and Selectra's Alfred Mosiello.

games in one, two new mystery stages make this flying game a challenge.

•**Also shown:** Power Instinct II, Blazing Tornado, and Grudge Match Wrestling four-player game (video kits).

FALGAS U.S.A.

•**Carousel 1900 (kiddie ride):** A brightly colored, electrically-powered, three-horse ride for children. The decorative canopy is topped with a unicorn and features colorful artwork set in a crown motif.

•**Also shown:** Stars Explorer, Western Wagon, and Grand Prix (kiddie rides).

FUN INDUSTRIES

•**Hollywood Cash Cube (specialty):** A glitzy version of the Cash Cube that is popular for promotions, parties, and as fun center attractions. Players enter the glass enclosure and for a specified time try to catch coupons or cash blowing into the air. It features a solid oak cabinet and rope lighting.

•**Also shown:** Kick 'N Catch and Copy Cat (novelty) games that suit the five to 13-year-old crowd.

GAMCO

•**Tiddly Dinks (redemption):** Novelty piece based on an old-fashioned game. Players shoot a coin or token and try to make it land in transparent tubes for points and tickets.

•**Dream Team (redemption):** Rapid-fire mini basketball game. Aim at five moving baskets to score points for tickets. The cabinet sports day-glo fluorescent colors.

•**Dino Shoot (shooting game):** Prehistoric-themed shooting gallery with three levels of dinosaurs moving in different directions. Hit them for high scores and tickets.

•**Also shown:** Crown Jewels and Music Machine (rotaries) and Boogiemen (redemption).

GAMEMASTERS

•**The Ultimate (table hockey):** Bright colors and sound effects highlight this table hockey game with a center line for tournament play, heavy-duty Formica top, overhead playfield illumination, electronic coin validator, and operator-selectable pricing and time.

GAMES OF TENNESSEE

•**Motherlode (coin pusher):** Single coin pusher with anti-cheat protection and alarm, all-plywood

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• *The Souvenir & Novelty Showcase* – New for '95!

Themed products, souvenirs, candies, and novelties can mean **big margins for family amusement operators**. A visit to **Leisurexpo's** *Souvenir & Novelty Showcase* can show you how to make the most of these profit generators!

Best of all, **Leisurexpo '95** gives you the opportunity to touch, see, hear, and taste - **before you buy**! All in a relaxed and friendly atmosphere.

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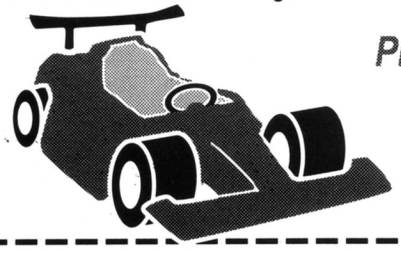

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B. ORGANIZATION (Check One)

- ☐ 1. Manufacturer (Type) _____
- ☐ 2. Food Service
- ☐ 3. Go-Karts, Mini-Golf, Fun Centers
- ☐ 4. Amusement — Theme & Water Parks
- ☐ 5. Zoo, Aquarium
- ☐ 6. Museum, Hist. Ctr.
- ☐ 7. Federal, State or City Park
- ☐ 8. Caves, Gardens
- ☐ 9. Ice or Roller Rink
- ☐ 10. Arena, Stadium Facility
- ☐ 11. Traveling Shows, Carnivals
- ☐ 12. Theme Restaurants
- ☐ 13. Raceways, Tracks
- ☐ 14. Bowling Center
- ☐ 15. Camp Ground, Resort Hotel
- ☐ 16. Arcade & Vending Dist.
- ☐ 17. Arcade Operator
- ☐ 18. Supplier of _____
- ☐ 19. Merchandise, Retail, Concession
- ☐ 20. Other (specify) _____

C. TITLE OF RESPONDENT (Check One)

- ☐ 1. Owner, President
- ☐ 2. Arcade Mgr.
- ☐ 3. Merchandise Mgr.
- ☐ 4. Food Service Mgr.
- ☐ 5. Ride Mgr.
- ☐ 6. Maintenance Mgr.
- ☐ 7. Park or Facility Mgr.
- ☐ 8. Retail Store Mgr.
- ☐ 9. Spouse
- ☐ 10. Other (specify) _____

D. CHECK THE PRODUCTS/SERVICES YOU'RE INTERESTED IN SEEING AT THE SHOW

- ☐ 1. Coin-op
- ☐ 2. Food/Beverage Supplies
- ☐ 3. Games
- ☐ 4. Pizza Products
- ☐ 5. Plush
- ☐ 6. Redemption
- ☐ 7. Rides
- ☐ 8. Soft Ice Cream/Yogurt
- ☐ 9. Souvenirs & Novelties
- ☐ 10. Other (specify) _____

E. WHAT ROLE(S) DO YOU PLAY IN THE PURCHASE OF THE TYPES OF PRODUCTS EXHIBITED? (Check One)

- ☐ 1. Final decision maker
- ☐ 2. Recommend
- ☐ 3. Specify
- ☐ 4. No role

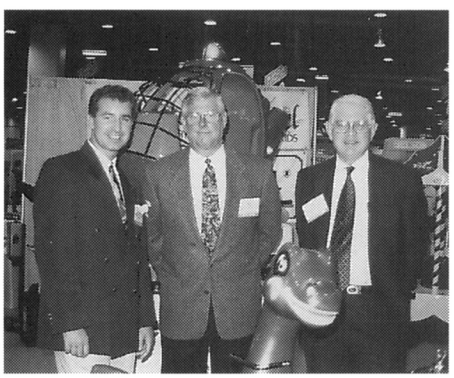
This form may be duplicated.
No one under 16 admitted.

AMOA '94

At the New Orleans Plush booth, (l-r): Cindy Woods, Mid-City Distributing's Michael Hoberman, Andrea Gibson, Darleen Hansen, and H. Lazar & Sons' Dave Hart.

Smiles all around at Good Stuff, (l-r): One Stop's Jim Jackson and Tony Lawlor, G.S.'s Hank Mackin, Dale Williams' Jackie Williams, and Pachinko Palace's Joe Farley.

Alicia Sadoff of EMT shows Michael Hill of Sunbelt Amusement how smoothly EMT kiddie rides perform.



Ready to celebrate their 25th anniversary, (l-r): Steven Veatch, David Weis, and Ken Schaeffer of Carousel International.

At Wholesale Games, (l-r): Mike Holliman, Troy Stacy, Brian Riddle, and Debra Russell with C.B. Dean of Dean Amusement Machines.

Proud of their new **HSV 2000** bill acceptor are the Leisure Entertainment team, (l-r): Abid Ghani, David Levy, David Forman, Jed Forman, and Moishe Yeshaya.

construction, lighted merchandise display case, adjustable difficulty level, and attractive bright blue cabinet.

•**GTI Pool Table (pool table):** A new 3-1/2' x 7' black Formica table with red cloth and a magnetic cue ball (also in mahogany with green cloth). Call for availability.

•**Also shown:** Kids Only Cartoon Theater (specialty); Super Cherry Master, original Cherry Master, Magical Odds, Magical Tonis, Super 2 in 1, and Treasure Island '94 (8-liners); new mahogany cabinets and countertop unit with ticket dispenser.

GAMETIME

•**The Bullet (shuffleboard):** New shuffleboard incorporating operators' ideas. Features include voice sounds, dipswitch settings, shorter game, four-point scoring section, and a pin gate to eliminate free play.

GLOBAL BILLIARD MFG.

•**The "Coin" (pool table):** Solid all-plywood construction with Formica laminate. Solid hardwood rails with full size professional K-66 profile rubber cushions.

•**Custom Table (pool table):** New custom-built burgundy color oak table with a furniture finish that has claw legs and Formica rail top.

GRAYHOUND

•**Penalty Kick 2 (sports game):** Soccer-themed game that asks players to kick a real soccer ball past a moving goalie. The original Penalty Kick is still available with three target spots on th backboard and no goalie.

•**Candy Shop (candy crane):** Chaser lights and a specially designed claw highlight this crane in a child-size cabinet. Features include sound effects, tilt mechanism, adjustable pricing, and joystick or button controls.

•**Also shown:** Treasure Chest (crane), Championship Basketball (basketball); Dynasty, El Dorado, and Super Cherry Master (8-liners); Jumbo Skill Crane (crane); and sports clocks and plaques, licensed bandanas, and comic and sport POGs (prize merchandise).

Thank You!

for Making AMOA EXPO '94 a Success!

Special Thanks to Hesch Foundation Contributors, Exhibitors and All Expo '94 Attendees

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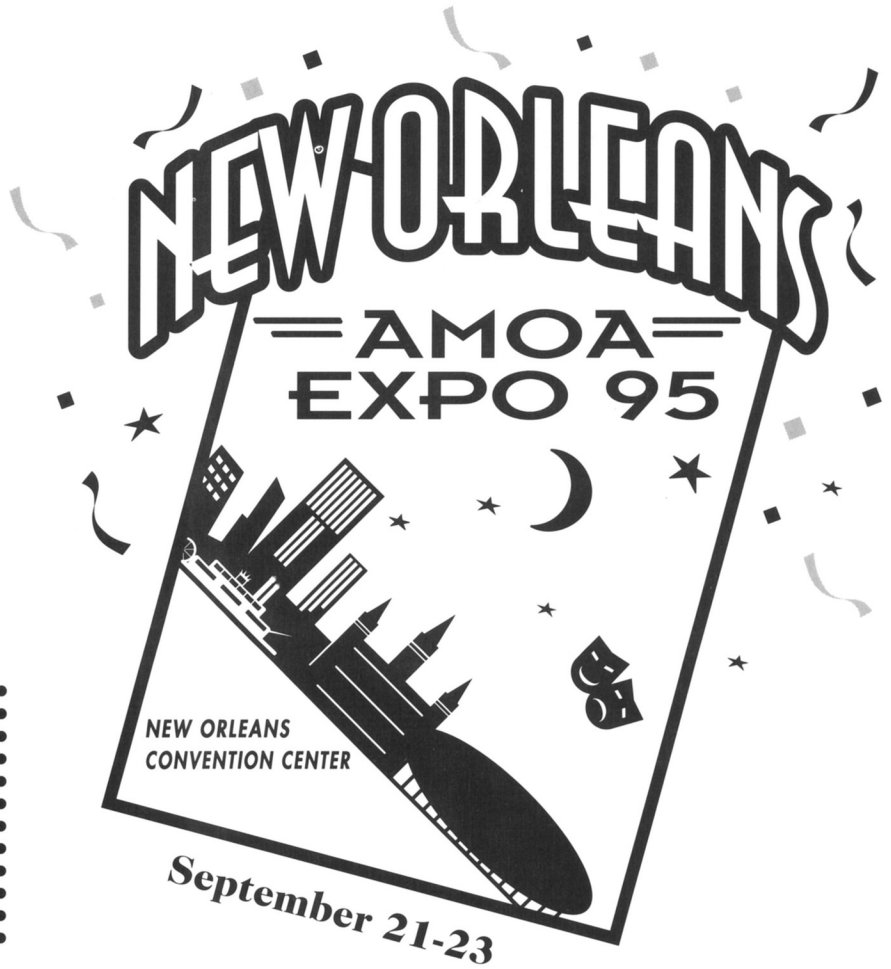
See you next year!



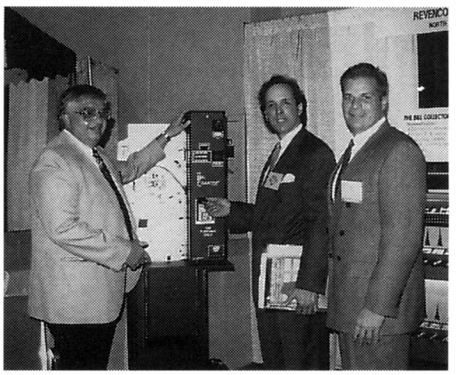
And don't forget AMOA's Government Affairs Conference, May 20-23, 1995, Washington, D.C

Amusement & Music Operators Association
401 North Michigan Avenue — Chicago, IL 60611-4267 — 312.245.1021 fax: 312.245.1085

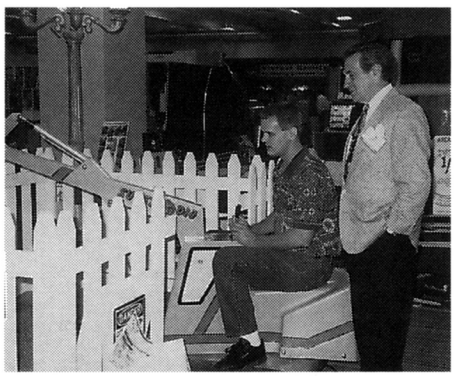
AMOA '94

Micro Mfg.'s staff, (l-r): Debbie Whitlock, Kendra Robichaud, David Beasley, and Dave Overcast stop for a smile.

From left: Bobby Earp of Southland Dist., James Blank of Games Etc., and Joe Allen and Pat Bourque of Southland Dist.



Bernie Sobek (l) and Don Brenner (r) of Revenco show off their unit to Scott Tartaglia of Shamrock Vending.



Tom Leon of Amusement Equipment Exchange watches Ricky Godwin of Godwin Music try the new **Digger**.

Reymond Safft (l) of Tuning Electronics, with Mort Ansky of U.S. Games and **Countertop Champion**, came all the way from Germany.

Dynamo had a variety of products for operators.

GREAT AMERICAN BILLIARDS

•**Pool Table:** Choose from four different models, all constructed of 3/4" plywood with hinged and locked trap door, steel slate supports, die-cast chrome plate corners, modular coin box housing, magnetic cue bell, and poplar wood top frame and rails.

IMAGINATION LEISURE

•**Neon Aire (air hockey):** Attention-grabbing neon—hot pink and green—highlight this air hockey game with stainless-steel top and chrome-plated top scorer.

•**Also shown:** Neon Aire Black Top and SST Air Cushion Hockey (air hockey):

IMPULSE AMUSEMENTS

•**Astroid Mini Giant (vending):** One in the Ultimate series of gum machines, available in seven colors: orange, blue, red, black, purple, green, and yellow. Features include a space-age molded plastic design, weighted base, extra-large cash box, and internal security.

•**Senor Pinata (vending):** new egg/capsule vending unit.

•**Also shown:** Check Your Weight scale (specialty); Dr. Love, True Grip Challenge, and Gina Gypsy (impulse machines).

INFINITY GROUP

•**Infinity V-2000 (gaming):** Video gaming unit in a casino-style cabinet with button controls, flashing winner light, and sound effects. Available in a variety of themes; programs include poker, keno, blackjack, and 8-liners.

INNOVATIVE CONCEPTS IN ENTERTAINMENT (ICE)

•**The Flintstones (redemption):** This pinball-like novelty game is designed specifically for kids. It has oversized clubs (reversed flippers), ball, and playfield all in a cabinet that looks like Fred's Flintmobile. There's over 100 different sound effects using the real voices of our favorite Bedrock families. There's a 3-D vacuum formed playfield including the Bronto crane and Brunsrock lanes.

•**Mini Dunx (basketball):** The popular features of 1/2 Pint Frenzy but designed for kids. Features a moving hoop, kid-friendly score and time indicators, special kid-sized basketballs, smaller cabinet,

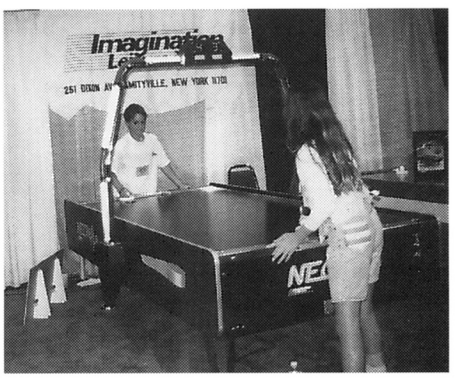
AMOA '94

At Bromley's booth, (l-r): Joey Bundra of Bromley, John Blouin of James Industries, Minerva Orta of Bromley, and Carlos Sanzs of James Industries.

Tornado presented its Distributor of the Year Award. From left: Tornado's Ed McCloud and Dave Corington, Hanson Dist.'s Tammy Watson and Scott Nelson, Tornado's Mick White, and Hanson's Dave Gabrielli.

Neal Rosenberg (l) and Bill Treger (c) of Betson entertain InterGames' David Snook.

Fun Merchants' **Rage 'N the Cage** draws a large crowd in Betson's booth.



Natalie and Brandon Enhorn play a grudge match on Imagination Leisure's **Neon Aire** table hockey.

David Swan (c) of XCP shows the **Vendacard** dispenser to Werner Wyss (l) of Wyss & Fils and Jesus Alvarez of Alvarez AG.

and contemporary colors and graphics.

•**Also shown:** Full Court Frenzy II (basketball), Hungry Hungry Hippos (redemption), Super Chexx (novelty hockey), and super Kixx (novelty soccer).

INTERNATIONAL GAME TECHNOLOGY

•**Select-A-Game (video gaming):** Touch screen unit featuring 10 games, from poker and keno to blackjack and video slots. Features include an all-metal casino-style cabinet and imbedded JCM bill acceptor with 1,000 bill stacker. It will be capable of accommodating 100 games.

INTERNATIONAL LASER PRODUCTIONS

•**Kid's Adventure Dome (novelty):** Video adventure s in space, dinosaur land, and a haunted canyon, now with a more interactive disk that allows the child to actually control the direction of the game. Available in yellow or gray metalfleck cabinet.

•**Also available:** Kid's Kwiz interactive, educational game with prize vend.

IRATA

•**Video Foto (specialty):** No mess, no fuss video photo booth that uses normal computers to generate a picture of the subject. Patrons select one of four different video images and four styles for a black and white printout in under 60 seconds. Backgrounds can be novelty calendars and "wanted" posters.

JALECO

•**Alley Cats (alley bowler):** Roll the balls and knock over 12 feline figures at the end of the lane to achieve the best score. Choose from 10' and 13' lengths. Available in November.

•**Junior Grand Prix Star II (child-size driver):** Driving fun for young ones in a cabinet scaled down for those in the three- to nine-year-old bracket, available now. Features include four racing courses, easy-to-reach steering wheel, gear shift, and gas pedal.

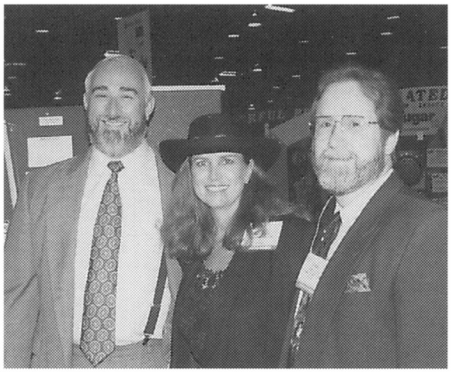
AMOA '94

From left, by **The Prospector** and Snack Attacker, AGE's Marty Lupker, David Hodge, and J.R. Fishman.

Quick Silver's team with **Hollywood Stars**, (l-r): Craig Ward, Greg Malavazos, and Kristen Montgomery.

Jaleco staff rolls in with the new **Alley Cats**, (l-r): Mary Hermanson, Mr. Shinichi Ikawa, and Jolly Backer.

Sampling Lazer-Tron's POGGER, (l-r): Roger Westmont of Modern Specialty, Ralph Mackey of Mackey Vending, and Susan Jessee and Susie Nesseler of Lazer-Tron.



Hamilton Mfg.'s Gary Calhoun (l) and Dennis Sorge flank Dale William's Jackie Williams.

Talking coin equipment are Asahi Seiko's Pamela Schaeffer (l) and Mars Electronics' Maureen McLaughlin.

•**Also shown:** Alien Command (redemption); F-1 Super Battle (video driver) and Gun Force II two-player horizontal monitor game (video kit); all available now.

JUST KIDDIE RIDES/ KIDDIE'S

•**Flintstone Rides (kiddie rides):** Rides themed to that popular prehistoric family, includes Loggin Continental, Flintmobile, and Dino. Also available: a full line of standard kiddie rides by Kiddie's.

KIDDIE RIDES U.S.A.

•**Bozo Car (kiddie ride):** Brightly colored car with everyone's favorite clown going for the ride.

•**Bozo School Bus (kiddie ride):** Friendly, smiling school bus transports the children with the world's most famous clown.

•**Covered Wagon (kiddie ride):** Horses move independently of the wagon, giving a realistic ride. All rides are now UL listed.

KONAMI

•**Ninja Series (video redemption):** There's five games in this series—Dunk Dunk Boy (basketball theme), Shuriken Boy (Ninja Star thrown at a target), Kung Fu Kid (karate theme), Balloon Arcade (shooting arrows at balloon targets), and Striker (hitting a soccer ball into a net with different values).

•**Crazy Cross (video kit):** A puzzle game similar to Dr. Mario.

•**Soccer Super Stars (dedicated video):** Developed for one to four players by the same team that did Run N Gun. It will be available next spring.

•**Gaming Pieces:** The company is offering three versions of gaming equipment: B.J. Four Split (black jack), Winner's Poker (five-hand draw poker), and Fruits Bar (a traditional slot machine).

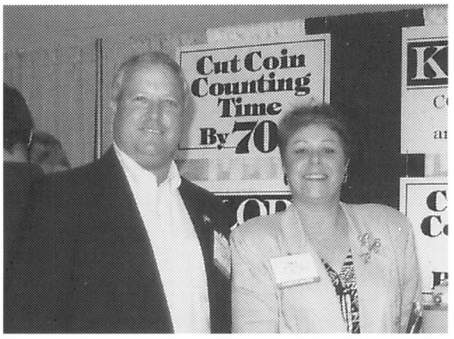
•**Also shown:** Pirates (capsules and/or redemption), Lethal Enforcers II, Gun Fighters (dedicated video with a western shooting theme), Penny Garden (coin pusher), Pleasure Castle (coin pusher with a bonus jackpot), and the Sanroid cabinet that is available now.

LAZER-TRON

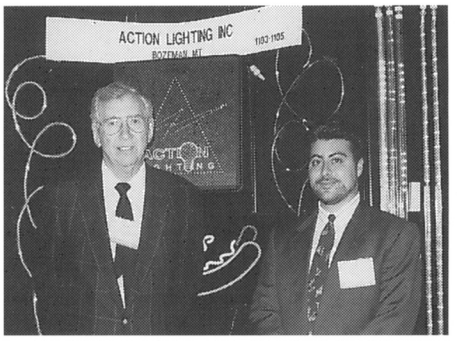
•**Pirate's Gold (redemption):** Fast coin drop game where players guide coins through pins into target holes. Tickets are awarded for each targets; hit six and win the

AMOA '94

Taito has a hit on its hands with **Operation Wolf 3**. Gary Gouse of Birmingham Vending plays the game while Taito's Ralph Orlowski (l), Anita Platacis, and John Pipp look on.



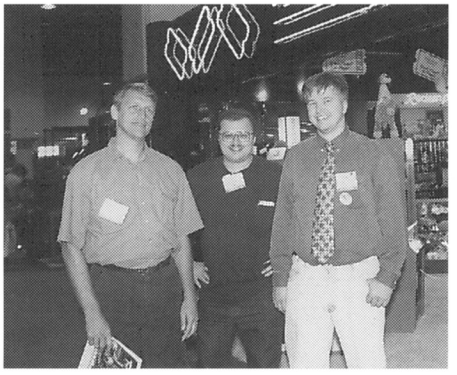
Arthur Gage of H.A. Franz checks out coin counters with Anita Rybicki of Klopp.



Carlos Colin (r) of Entretenimiento Time SA de C.V. looks at lighting with Hugh Reid of Action Lighting.

Denny Nicholson of James Industries (l) and Stephen Roberts of Midwestco stop at the Williams booth for a game demonstration.

Pictured at Best Amusment's booth, (l-r): staffers Bob Mosley, Star Mosley, and Chris Bradberry.



"Hey!, take my picture", says "Buffalo" Bill Johnston (c) with El Dorado Games' George Typaldo (l) and C & P Dist.'s John Pierce, at Bob's Space Racer's impressive booth.

jackpot.

•**POGGER (rotary):** Lively new four-player rotary driven by the "POG" craze. Features include full metering, UL listing, a glittery square cabinet, and official "POG" merchandise available from the World POG Federation.

•**Super Bank-It II (redemption):** New version of the popular coin toss basketball game with bonus play. Features include laminated plywood cabinet, improved basket sensors, adjustable coin and ticket meters, and tilt alarm. Conversion kits are available.

•**The Flintstones Bedrock Game (redemption):** Flintstone characters populate this three-bucket ball toss game that teaches color recognition and appeals to the youngest players.

•**The Wave (redemption):** Coin sliding fun with a vibrating ball field. Aim for target holes to win tickets and bonus jackpots. The game is UL listed, has adjustable skill levels, and includes real major league baseball sounds.

•**Wild Thing (redemption):** Baseball again provides the backdrop for this pinball shooting-style game that awards tickets up front. The object is to retain those tickets by completing the game before the time ticks away and the tickets run out.

•**Also shown:** Aftershock (redemption) fast action coin game; Awesome Toss 'Em (redemption) for children; and Jungle Rama (roll down).

LEISURE ENTERTAINMENT

•**Super 8 Line (8-liner):** One in a list of many 8-liners and pokers.

•**Also shown:** Super 2 in One, Cherry Eight, and Jolly Time, along with their countertop version. Featured with the equipment: the company's Model #HSV-300 dollar bill acceptor.

LOCK AMERICA

•**Roller Coaster (vending):** Giant gumball machine that lets the customer see the gumball twist and turn its way down to the dispensing slot. The coin mech (Beaver) has a lifetime guarantee. Standard colors are: neon green, yellow, sky blue, white, black, and red with either gold or silver trim.

•**Also shown:** Mini Snack Ven-

AMOA '94

Ricky Ross and Dave Jensen of Coin ConneXion said they had a great show. Here they demonstate software to Carlo Sorriento.

Victoria Holmes of Intercard explains debit card product to Peter and Iris Abrman of Faithful Vending.

From left: Dale Williams of Williams Amusements, Jerry Weiman of Doyle International, and Virginia Swanson and Tony Morales of Sea World of Texas.

No lack of interest in Coin Controls. A group too large to list stand in front of the company's display.

By **DarkStalkers**, (l-r): Frank Ballouz of Capcom, Dave Hesketh of Shaffer Distributing, and Ron Malinowski and Dennis Sable of Capcom.

Bob Lentz of Williams (r) welcomes Howard Cole and Jimmy Thorpe (c) of North Carolina and Monty Finefrock of Electronic Arts.

dors (vending) available in wall-mount units or on stands.

MERIT

•**Pit Boss Supertouch 30 (video):** 35 games in one cabinet, either upright or countertop. Features the new Solitaire and Run 21. Winner of AMOA's award for best new technology.

•**Riviera (video poker):** A video poker with casino style graphics, bonus features, Joker's Wild, and optional 19" screen. Available models include Riviera Hi-Score, Americana, and Superstar.

•**Megatouch (video):** Touch-screen video game designed for tavern locations. Features include replaceable game and trivia packs, future expansion capabilities, adjustable game pricing, and operator selectable game menu. Wide variety of games include Trivia Twister, Trivia Whiz 2000, Mem-O-Ree, Reacto, Breakin' Bricks, and Royal Flash.

•**Scorpion Darts (electronic darts):** Comes with a complete selection of popular games and a handicap feature for league competition. Also available is the Equal Darts kit, which updates all Scorpion games. There is also a wall mount version.

MACHINE-O-MATIC

•**Treasure Island (vending):** Multi-vend bulk vendor that can accommodate up to 64 individual machines and handles gum, candy, and capsules. Sizes range in length from 6' up to 24' for massive color and maximum attraction.

•**Tri Tower (vending):** A three-tiered bulk vendor that holds nine different items arranged at three different heights. It can vend any candy, gum, and capsule items. Also available in single or double towers.

•**Also shown:** New double coin mech that accepts two quarters, dimes, or nickels to allow flexibility in pricing.

MAYONI

•**Dinovend (vending):** Versatile toy vendor that handles any size egg, capsule, or gumball. Features include extra-large product capacity, one-step loading from the top, and three-sided viewing area.

•**New Ziggy the Clown (vending):** The large capacity toy bin will vend any size capsule or egg. Features

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AMOA '94

At Antique Apparatus/Rock-Ola, (l-r): Stanley Levin, George Haydocy, Michael Levin, Dennis Johnson, Glenn Streeter, Jodie Streeter, Frank Schulz, and Ross Blomgren.

From left: Damon Noriega of Worldwide Video, Marcello Machado of Embrakits in Brazil, and Brad Brown of Worldwide Video visit Renee Pierson, Carol Lally, and Carol Ann Lally Durand at Play Meter's booth.

American Shuffleboard's Richard Delfino (l) welcomes Bubba and Dianne Hein of Nelson Amusement to his booth.

Frank Minnella of L.A.I. greets operator Bill Johnston.

At the Smart booth, (l-r): Tim O'Reilly of Alouette Amusements, Jacob Shemaria of Mexel, Larry Berke of Smart, and Phyllis and Gerald O'Reilly of Alouette.

From left: John Pierce of C & P Dist., Ric Stephen of U.S. Amusement Auction, Carlos Vivas of The Game Exchange, and Mike Pacak and Leland Kesler of Fun-N-Games.

include music in the sound attraction, solid-state audio, front-loading of product, and rugged steel cabinet construction.

•**Also shown:** Compu-Scale (specialty); Fun Shuttle, Sargeant Major, and Zord Robovend (vending); Big Top Mini Pinball (game and vend unit); Memory Quiz, Carmen the Talking Gypsy, and Perfect Match (impulse machines); and Multivend units (vending) for personal hygiene products.

MEDALIST MARKETING

•**Dart Star Spectrum (darts):** Electronic darts with eight different game selections: 301, 501, 701, 1001, Cricket, Count-Up, Rotation, and 01 options. The game maintains player stats; a league program is available.

MELTEC

•**Cavemania (roll down):** Designed for the younger set. Players roll balls into three holes to match Stone Age figures on spinning reels. Features include digital sound and voice, Deltronic ticket dispenser, modulated infrared scoring, and insta-lock wheel design. It can be linked to Meltec's Progressive Super Ticket Bonus Display (available on all Meltec games except Boom Ball).

•**Also shown:** Big Mouth, Boom Ball, Knock Down, and Pot O' Gold (redemption).

MICRO MFG.

•**Major Poker (poker):** One in the series of poker games: Joker Poker, Turbo Joker Poker, and Turbo Poker II.

•**Magical Odds (8-liner):** Featured in Micro's Duraflect metal cabinet, which is available with all of of the company's games.

•**Micro Mustang (pool table):** High-quality, low-priced 7' pool table with 3/4" one-piece slate, adjustable pricing up to $1, magnetic cue ball, and one-piece ball return system.

•**Grippit Crane (crane):** Features adjustable length of play, level of difficulty, and price per play with options of sound, lighting, and DBA.

•**Ace of Spades (jukebox):** Prototype of new CD jukebox.

MIDWAY

•**Cruis'n USA (dedicated video):** Available in deluxe stand-up design, twin deluxe sit-down, deluxe sit-down, and full-motion simulator. It

has a three-way view selector, CD selector, stop-motion button, and gear shift configured for easy access. The game's three-axis full-motion system duplicates every curve, crest and crash of the 2,650 mile journey.

•Screamin' Slopes (redemption): A simple, yet challenging game with the speed and skill of Olympic ski jumping. Insert tokens into the Luckless Lodge; then it's on to a stationary ski jump ramp, a launch area which changes angles, and a bank of targets. Players have 5-30 seconds to insert the next token to "make their jump." If all 10 targets are hit and are flashing, the player wins the jackpot.

•Killer Instinct (video): A high-resolution, real-time fighting game features 10 warriors built from scratch for maximum fighting power, each with their own means of destruction. Players have an arsenal of over 15 multiple hit combos fighting for the glory in 10 3-D settings loaded with detail and hidden danger. Powered by Nintendo's Ultra 64 technology.

•Also shown: Revolution-X (video), Addams Family Values (redemption), and NBA JAM Tournament Edition (video).

MOLONEY

•Redemption Shoppe (redemption): Self-contained and unmanned redemption center that links to any one or two ticket-dispensing games. Instead of winning tickets, players find the score tallied at the unit, where they can choose from the prizes on display.

•Also shown: Tap-A-Tune (child's video).

MUSIC VENDING

•Music to Go (vending): Patent-pending music vending machine with the look of a jukebox. This computerized, robotic-enhanced vending machine becomes a stand-alone retail music store that fits in a 4'x 2' space. One-touch audio, video, and data communication system is designed to carry over 80 different titles and up to 15 pieces of each title. It takes cash, credit cards, and ATM cards. A prototype was shown; franchises are available.

NAMCO

•Belly-Bomber (redemption): Launch the "bombs" at the dragon's belly; score 30 points for extended play. Link up two units for competitive action. Features comical characters and dialogue.

•Ace Driver (dedicated video):

Side-to-side 3-D action simulates the excitement of a high-powered racing adventure. Players choose from different classes for increased speed settings.

•Ridge Racer 2 (dedicated video): High-speed driving game has new rearview mirrors for added excitement. Up to eight players can compete.

•Point Blank (dedicated video): Non-violent gun game offers players over 50 different competitions for realistic shooting with 45 caliber-type guns. Three-channel sound system provides various effects for different targets.

•Also shown: Godzilla Wars Jr. and Monster Castle (redemption), and Great Sluggers (video).

NATIONAL SPORTS GAMES

•Super Shot Deluxe (basketball): Full-size basketball game with a clear backboard that moves back and forth during game play. Features include a steel frame, sound effects, orange steel netting, wooden basketball flooring, and crowd scene.

•Also shown: High Tops (basketball) for junior players, Pitch Hitter (baseball) and UB-QB (football) for all sports fans.

NSG is now part of Skee-Ball Inc.

NEW IMAGE TECH.

•Street Games II Kiosk (trivia): Touch screen unit housing 35 games in one in a kiosk-style cabinet with 19" all-glass, damage-resistant touch-screen technology.

•Photo Play (countertop): Using CD-Rom technology, thousands of photos make up trivia games on sex, sports, TV and music, to name a few. Also available: Photo Play Kiosk.

NOEL INDUSTRIES

•Lax Jr. (rotary): A one-player merchandiser that automatically dispenses any item that fits into a 3" tray. Also available: Lax four-player unit with a dome top, rotating mirrored playfield, music and sound effects..

NSM

•Solid Gold (jukebox): Accommodates 100 CDs in two 50-capacity magazines. Offers maximum song play-length control, and contains "dual-tri" six-speaker presentation.

•Nostalgia Gold (jukebox): Classically crafted of hardwoods and polished trim, with eight colorful bubble tubes and a visible disc-changing mechanism.

•Old Fashion Wizard (wall jukebox): Decorative and compact cabinet contains special new features, including real-time clock, which allows programming up to 20 tracks. Holds up to 100 CDs.

•The Performer Wall (wall jukebox): Slightly larger than a payphone, this 100-CD capacity machine features pulsating laser-chase lights and visible disc changer.

•Firebird II (wall jukebox): Space-saving jukebox features Hyperbeam Laser Disc Sound System and automatic background music function.

O.K. MANUFACTURING

•Road Runner (vending): Giant gumball machine with a 58" x 21" base. Available in red or yellow, it accepts one coin at a time and holds 3,000 1" gumballs. Customers see the gumball wind its way down to the bottom slot.

OMNI

•Play Systems (soft play): Soft modular play equipment for family fun centers. The company designs, manufacturers, and installs the equipment, as well as adult and children's seating units.

PENINSULA VENDING

•Sticker Mania (vendor): Units have four- to six-column sticker vendors with two or three Eagle candy or gum vendors positioned in a heavy-duty custom stand.

•Also available: Stickers, stickers, stickers.

PLANET EARTH

•Dinowin (redemption): Flip coins into the head of the dinosaur to accumulate points and redeem them for prizes displayed within the game. Available in three sizes to hold 32, 48, or 60 prizes. Prize trays roll out for easy restocking. Also available: Dinowin Vendor with a slide-out bulk item dispenser.

•Dinoworld (redemption): More coin flipping fun. Two Dinoscore games side by side with a Progressive Brontosaurus Jackpot. Beacon lights and a siren go off and a digital printout announces the jackpot winner.

•Super 64 Select Redemption Center (redemption): A fully automated stand-alone unit that eliminates the need for an attendant and broadens the customer base. Customers trade their ticket or token winnings for prizes. They may purchase additional points to trade up for larger prizes, or simply buy merchandise.

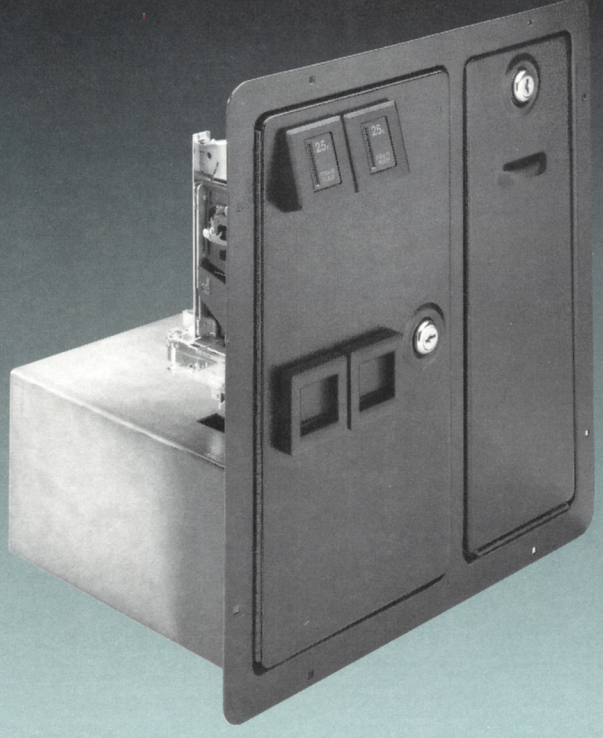
•Also shown: Fling Shot (redemption) skill shooting game.

All games come with a six-month limited warranty.

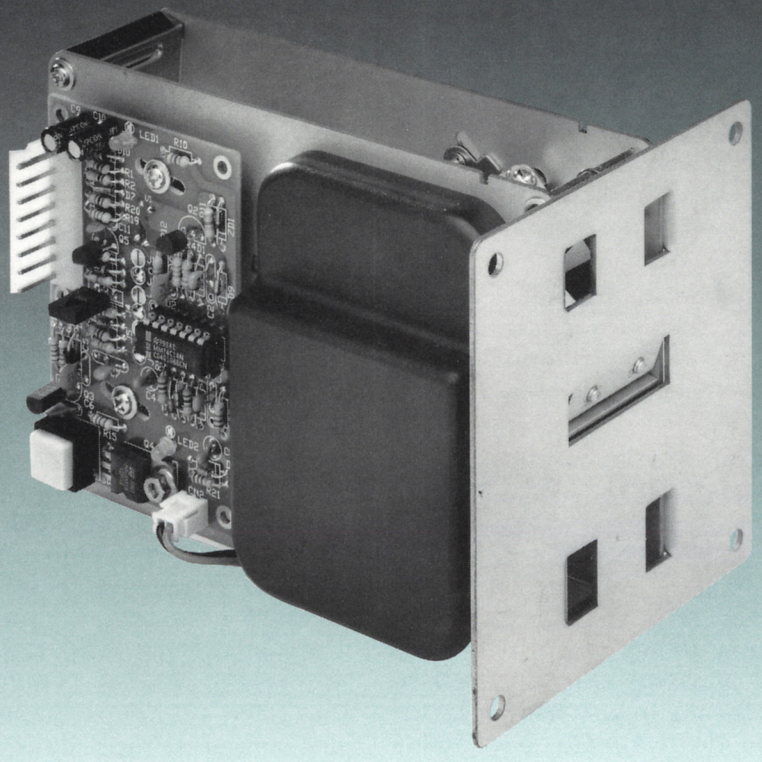
PREMIER

•Freddy, A Nightmare on Elm Street (pinball): This game is based on the horror legend, Freddy Krueger. Freddy's head shoots the ball into play while the actual Freddy voice challenges the player. There's razorblade fingertips that slash at the ball and Freddy's claw slices between flippers. Lots of Freddy Krueger scares.

•Rescue 911 (pinball): Premier has recreated the adventure of the hit series, watched by more than 30 million viewers each week. In this game players rescue trapped vic-



Coin Controls' Ticket to Redemption Success



Coin Controls is introducing at IAAPA two new products for the redemption market - the All in One Door and the CTD 100 Ticket Dispenser.

The All in One Door, created after extensive research with redemption operators, is designed to help the OEM sell their games by providing a product specified and designed by the operator.

Earnings of a hot game will no longer be limited when using Coin Controls' new All in One Door which provides 20% more cash box capacity while maintaining the industry standard front panel cut-out. To provide the extra security necessary for the expanding earnings of the redemption market. Coin Controls' All in One Door restricts access to the cash box through two separate locks - one on the exterior of the game, the other an internal lock on the cash box.

The new CTD 100 Ticket Dispenser incorporates a number of enhancements requested by our customers. This upgraded model virtually eliminates ticket jams through a variety of features that minimize the accumulation of dust. In the unlikely event of a jam, the easily removable ticket guide provides complete access to the ticket, making it the most servicable unit on the market.

Come by our booth at IAAPA to see these and other products such as front plate assemblies, hoppers, mechanical coin acceptors, electronic coin validators, and a variety of doors designed for the redemption market.

COIN CONTROLS INTERNATIONAL

Coin Controls Inc.
1850 Howard Street, Elk Grove Village, Illinois 60007.
Telephone: 708 228 1810. Fax: 708 228 1833.

tims in a cave-in rescue, combat raging fires in the wild fire rescue, and chase a speeding car in the hostage rescue.

•Bullseye (redemption): A ticket-dispensing game that looks like a small pinball game. Game play is simple: pull back on the plunger and aim for the bullseye.

PURPLE STAR

•Blast Off (redemption): Players use a mallet to hit a force-sensing launch button and send a space ship into orbit. Players can win tickets, superballs, POGs, capsules, or jawbreakers.

•Hoop Star (sports game): One- or two-player basketball game featuring operator-programmability, rope lighting on the backboard, solid-steel frame construction, electronic audits, and 7" basketballs (five per game). It utilizes the same "light curtain" technology as Strike Zone.

•Strike Zone (sports game): A pitching game that uses "light curtain" technology—pitches don't hit the curtain but pass through it. Features include interactive sound, voice and music module, operator-defined pricing for single or double batters, and sophisticated audit and system test functions.

•Also shown: Chase the Rainbow (redemption) in bulk vend and ticket models, and Dinosaur Park (redemption).

QUARTERMASTER

•Cherry Master Bonus Spin (8-liner): The popular 8-line game with the newest features.

•Simply Solitaire (card game): Dedicated game that comes in upright cabinet or cabaret-style, it capitalizes on the renewed interest in the time-honored card game.

•Also shown: Pot O' Silver (coin pusher); Jackpot Cherry Master, Treasure Island '94, Lucky Star, and Lucky Bank (8-liners): and Turbo Joker Poker II (card game).

QUICK SILVER

•City Cats (roll down): Familiar roll down game play with the added draw of bonus tickets. Features include operator-adjustable scoring and payout, pop-up award signal, compact size,and themed graphics. Available with a capsule vend for non-redemption locations.

•Hollywood Stars (redemption): Quick coin roll game suitable for both street and family locations. Features include themed graphics, solid plywood cabinet, compact size, operator-adjustable scoring and payout, and 0-250 ticket award. Available with capsule vend for non-redemption locations.

•Also shown: Turbo Pusher (coin pusher) with Captain Turbo character and Big Top Fiddle Stix (redemption) skill game.

RAINBOW CRANES

•Toy House (crane): Available in the Classic model or Neon Series, a 42" crane with modular microprocessor electronics, self-diagnostics, and scratch-resistant safety glass.

•Also shown: Treasure Shoppe (crane) designed for jewelry and watches and Toy Shoppe toy or candy crane with a play-till-you-win option.

REALITY CONCEPTS

•V-Zone (dedicated video): Virtual reality combat-themed game with headgear offering 64-bits for each eye and non-reflective lenses. Features include spiral-wrapped wiring and an infrared screen saver teaser in the headgear attract mode. Available now, and for a limited time (until Nov. 30) the company offers the game as a package with a later update that will include decals, marquee, and pre-programmed E-PROM.

ROWE/AMi

•LaserStar Diamante (jukebox): Acclaimed title display stimulates customer play with 12 full-sized CD jackets. Equipped with autoplay mode for random or pre-selected tracks.

•Compact LaserStar CD 51 (jukebox): Highlighted by theatrical step-framed halo lighting, the LaserStar holds 51 discs. Features eye-catching spinning CD display.

•Compact LaserStar MM-1 (jukebox): Eight full-sized CD jackets are displayed beside easy-to-read title strips. The motor-driven pages can be flipped by push-button controls and can be expanded to accommodate up to 100 CD albums and title strips. Can be integrated with WallStar or Wallette units.

•Laser WallStar (wall jukebox): Connect this compact unit to a larger, main machine for convenient music selection from various locations or different rooms. Holds 50 CDs.

•LaserStar CD Wallette (wall jukebox): Attractively styled in polar grey and black, this compact unit holds up to 50 CDs.

•LaserStar Nostalgia CD (jukebox): Old-fashioned craftsmanship with advanced CD sound system. Features 250 watt amplifier with dual seven-band equalizer.

SEEBURG

•Micro Music (wall jukebox): An easy-to-hang unit, which uses minimum wall space, and features a Technics 240 watt RMS amplifier with three optional sound distribution modes.

•Neon A-2V (jukebox): This modular mechanism holds up to 102 CDs. The CDM-4 Phillips quality disc reader assures precise disc tracking.

•Blast Effect A-1V (jukebox): Load any number of discs desired and the automated title display programs itself to display only those disc titles. Play time limit and lock-out selection options.

•Also shown: Skyline and Classic (jukeboxes).

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HAMILTON

AMOA '94

SEGA

•**Sonic the Hedgehog (redemption):** The character known to every kid in America dominates this game Sega bills as the answer to the demand for high-powered, fast collection redemption games. Features three dedicated, interchangeable playfield options, a revolutionary operating system, and digital stereo sound and music.

•**Spida Strika (crane):** Licensed from the United Kingdom, this unit is priced competitively to other four- to six-player cranes. An arm is constantly moving and there's no claw. It can accommodate any size merchandise.

•**Desert Tank (dedicated video in deluxe cabinet):** This realistic game was engineered by the defense experts of Martin Marietta and Sega. There's 300,000 polygons per second of 3-D fighting power.

•**Virtua Cop (dedicated video):** Lots of fun with this 32-bit, 3-D graphics engine game. Texture mapped at 300,000 polygons per second with super authentic gun-fighting action. Available in 50" cabinet and pioneer cabinet.

•**Daytona USA (dedicated video):** Available in a twin unit. Experience the thrill of powering a 750 HP NASCAR around Dayton's high-bank turns.

•**Sports Fishing (dedicated video):** Want something really different? Look no farther. Players are challenged to "catch" fish using a realistic fishing rod and reel in this authentic on-boat fishing simulation game.

•**Wing War (dedicated video):** A true aerial combat among super fighters beyond the times. Eight different types of fighters are engaged in heated dogfights. Incorporates first automatic view function. A natural and realistic images made possible via processing 180,000 per second. Player vs. player aerial shooting game is the first of its kind. Allows three perspectives—front, rear, and top.

SELECTRA

•**Selectron "300" (vendor):** A three-column plastic laminating/-decal combination vending machine with a capacity of 675 vends. This unit comes complete with floor stand.

•**Selectron "400" (vendor):** A four-column plastic laminating/-decal combination vending machine with a capacity of 900 vends. This unit comes complete with floor stand and is also available with a stackable unit to create an eight selection floor unit. Conversion kit available for baseball cards.

•**Also shown:** Selectron 600 and 800, and a new line of temporary tattoos.

SETA

•**Twin Eagle II (video kit):** Players control a chopper to combat enemy forces. Special command codes generate various super weapons. Two-player game with optional modes.

•**Also shown:** Super Eagle Shot (video kit).

KEVIN SHARP

•**Multi-Game Video System (video gaming):** A unit that will accommodate a variety of games: pull-tab, blackjack, poker, trivia, keno, bingo, and more. Among the features are single board design, networking capabilities, touch screen interface, and 3-D animation.

•**Wild Riches (8-liner):** An 8-line game with 3-D symbols and digitized audio.

•**Also shown:** Red Horse, Magical Tonic, Lucky Bank, Super 7, Super Cherry Master, and Red Hot Ice (8-liners), and the metal casino-style cabinet.

SKEE-BALL

•**Mini Tic Tac Toe (roll down):** Designed for young children aged 2-10. Sold in single player stations. Balls are rolled up a runway into a tic tac toe playfield. Tickets are awarded for each completed tick tac toe.

•**Skee-Ball Lightning (alley bowler):** All the fun of the traditional Skee-Ball with a new look, great sound, unique game play features, a tri-color dot matrix display, and many operational upgrades.

•**Car Toon Racin' (redemption):** A one- or two-player race game in which players use their pinball skills to race their hot rods down an illuminated roadway. The pinball playfield contains a variety of targets which, when triggered, cause the car to move forward a different rates of speed. Players launch balls at stationary targets, jet bumpers, and a ramp shot.

•**Also shown:** Skee-Toss BC (alley bowler), Hightops (basketball), Super Shot (basketball), UB QB (football toss), Pitch Hitter (baseball toss), Circus Hi Rise (redemption), and Skee-Ball Classic (alley bowler).

SKILO BINGO

•**Skilo (redemption):** Group skill game in which players use markers to cover numbers on Skilo cards and line up five in a row to win tickets. Components include a caller station and Skilo station. Options: player tracking system, progressive meters and signs, closed-circuit verification, and additional Skilo big boards and signs.

SMART INDUSTRIES

•**Candy Crane (crane):** Play-till-you-win feature with voice motion sound system, joystick control, double coin mech, photo eye prize counter, and square steel frame tubing. Also ask about special financing at participating distributorships. Refrigerated model available.

•**Redemption Center (portable prize unit):** Brings redemption into places never before possible. It's a totally self-contained unit to give any location the opportunity to ex-

pand into the redemption industry because the unit vends merchandise from ticket redemption.

•**Smart Toss Em (roll down):** Features attractive graphics, ticket dispenser, double coin mechs, audit program for external printer, and a gas plasma display. Designed for kids.

•**Jackpot (rotary):** Features automatic prize loader system, double coin mech, separate locked cash box, tamper alarm, 12 musical tunes in attract mode, eye catching cabinet design, rotating mirror playfield, prize storage area in cabinet, and rope lights.

•**Killer T-Rex (redemption):** A security fence has lost power after you enter the high security zone for the Killer T-Rex study project. It is up to the player to restore the 10,000 volts and stop Killer T-Rex from escaping. It's done with a supply of balls to be thrown at the menacing dinosaur character.

•**Strike Out (redemption):** The object is to strike out as many batters as possible with the fewest number of pitches. Features a state-of-the-art modular targeting system, solid steel tubing and durable vinyl coated wood construction. Designed by Sportech. Optional baseball and sports card dispenser.

•**Also shown:** complete line of Clean Sweep cranes, including Clean Sweep Jumbo, Classic Jumbo, Jumbo Watch Crane, Classic Jumbo Single, and Classic Jumbo Double; Buddy Bear (novelty redemption); Feed Big Bertha (classic novelty redemption); Smart Ball (skill alley) with a new super jackpot overhead sign display; and its line of basketball games.

SNK

•**Samurai Shodown 2 (video dedicated and kit):** Specialized graphics highlight the dedicated unit housing the sequel to the popular Samurai original. It uses a single slot pcb with a Samurai 2 cartridge and has the same cabinet construction as the Neo-Geo. Available in late November.

•**The King of the Fighters '94 (video kit):** Available now, the game offers players the dream match of fighting heroes from SNK's best games. Available now.

•**Also shown:** Neo-Geo minis, a conversion that allows players to get tickets. The cabinet is scaled down in size and has a 13" monitor.

SOUTHLAND (Magnum Mfg.)

•**Treasure Island '94 (8-liner):** One of many shown: Super Cherry Master, Cherry Master, Magical Odds, Super 2 in One, Cherry Angel, Lucky 8 Line, Magical Tonic, and The Phantom.

SPORTECH

•**Pitcher's Dream (sports game):** Baseball pitching in less than 50 square feet of space. It automatically scores both the speed and accuracy of every pitch. Options: card dispenser, $1/$5 bill handling, operator-recordable speech, and choice of two models.

•**Also shown:** Strike Out (sports game) designed by Sportech and manufactured by Smart Industries.

STRATA

•**Pairs (video kit):** Memory game for one or two players. Remove matching pairs of cards from the screen to reveal seductive pin-up beauties. Available in family and redemption versions.

•**BloodStorm (video):** Fighter game kit for two players. Search for secret enemies, weapons, and locations; player improvement increases game play. Installs easily into 5-button control panel configuration.

SUNSOFT

•**Punky Doodle (dedicated video):** Non-violent one- or two-player comical maze game aimed at the children's market. Characters Curly and Punky protect Farmer Jones' pumpkin patch with the Doodle Defense System.

•**Shanghai III (video kit):** The popular puzzle game comes to coin-op. Choose from three tile-matching modes, clear each level, and be rewarded with a bonus round. Available now.

•**Universal cabinet (hardware):** Compact design sleek white and blue cabinet with JAMMA harness and adjustable leg levelers.

•**Virtual Batting (sports game):** Batting cage look in a smaller space. Step up to the plate against one of three pitchers, swing and hit a real ball. Designed for amusement centers or sports bars.

TAITO

•**Operation Wolf 3 (dedicated video):** An international terrorist group name Skull has finally obtained the nuclear bomb and must be stopped. Code names Hornet and Queen Bee are ordered into action. One- or two-player simultaneous action, four different weapons, six action packed scenes, and an explosive final climactic showdown.

•**Cyborcore System (interchangeable video software system):** Play new software by simply connecting a cartridge to the main board. Available with a line-up of new game cartridges. Available as a kit or dedicated. Games include Darius III, Global Champion, Hatrick Hero, and Bubble Symphony.

•**Power Spikes II (kit for Neo-Geo):** Crush the opposition in three different modes of play using easy single button operation to deliver punishment. The volleyball arenas of the world have never seen advanced skill and lethal volleyball action like this. Choose from eight world powers, five serve types and eight attack types, and use one of six lethal serves or lethal spikes in the hyper mode to destroy your opponent.

•**Bust-A-Move (kit for Neo-Geo):** Bobby and Bubby return to the

video screen in this fast-paced bubble shooting puzzle game. Stack three or more bubbles of the same color and watch them explode into valuable points.

•Zoo Keeper (ball toss redemption): Players throw multicolored balls into the mouths of six playfully animated animals who open wide and beg to be fed.

•Lucky Carnival (redemption): A shooting gallery in which up to three players use a cannon to fire ping pong balls to shoot down prize capsules on the moving turntable. Players each get 60 seconds and 10 shots to play. Prize capsules are replenished automatically.

•Also shown: Two Minute Drill (NFL sports game).

TECMO

•V Goal Soccer (video kit): Joystick-controlled soccer, with different features for offensive and defensive strategies. Players use buttons to control direction, or have players kick, shoot, slide, or jump for exciting scoring.

•Cup '94 (video kit): Two players choose from 16 countries' teams for realistic soccer matches. The game offers detailed graphics and audio, as well as a special "zoom in" effect.

•Also shown: Eight Forces (video kit).

THEISEN VENDING

•Popeye (kiddie rides): Newest in the company lineup, featuring the famous character. Features include multicoin mechanism, music, speech, attract mode, and flashing lights.

•Also shown: helicopter, fire truck, big brute truck, and dozer.

TICKETS N THINGS

•POG ZONE (rotary): Domed merchandiser with four player stations and patent-pending monster tube dispenser in the center of the playfield. Of course, POGS are the main attraction and prize. Available now.

•Tickee Tickats (dedicated video): Shooting video that's suitable for the whole family. One or two players try to save tickets from Harry the Spider. Features include strobing police light, sound effects, on-screen bookkeeping, and mini-jackpot system. Available now.

•Also shown: Putts (video kit) one-player street piece with a miniature golf theme.

TORNADO

•Tornado Table Soccer (table game): High quality, low maintenance, and proven performance tables with national promotions for tournaments. The ball is made of material that does not nick, chip, and stays perfectly round. A new goal alarm is also available.

U.S. GAMES

•Countertop Champion (countertop): Select from over 70 variations of 13 games, including bowling, pool, concentration, blackjack, and golf, to name a few. Features a fast response 13" touch screen with detailed animation and color graphics.

VALLEY

•Image Series (pool tables): This table comes in three styles to fit even the most demanding locations: traditional, country, and contemporary.

•Cougar Darts (electronic darts): New features to cut service time and costs, improve play, and profits. New Infra-red automatic player change. New games include 701, 901, Mark 21, and Ernie. Valley is promoting NANI compatibility.

•Cougar ZD-6 (pool table): This table has these new features: Summit Ash laminate, reinforced ball trap, more chalk drop holes in ball return, new decorative corners,

and optional extra cut out holes.

•Also shown: League machine automated scoring for scan in or fax in; The Leopard (electronic pool table); and Cougar Wall Mount Darts.

VIDEO LOTTERY CONSULTANTS

•Upright VLT (video gaming): Touch screen technology in an all-metal, casino-style cabinet with 19" monitor, single board system, accounting and diagnostic capabilities, VGA monitor, and player-selectable game library.

WILLIAMS

•The Flintstones (pinball): Combines sights and sounds from the hit movie and long-running cartoon series. As they ride with the prehistoric family down the street, players join Fred and Barney's adventures. They race dinosaurs, help Barney change jobs, or go bowling with Fred.

•Red & Ted's Road Show (pinball): It's literally California or bust when this road crew from Hell takes to the highways in a runaway bulldozer. Country music star Carlene Carter provides the voice for one of the zany PinMation characters.

•Also shown: Strike Master (shuffle alley).

WESTERN GROUP/USI

•Cold Drink Vendors (vending): Extensive line of cold drink vending units (including 10 and 12-select models), snack vendors that can accommodate up to 32 items, and satellite machines to accompany the snack units.

WHOLESALE GAMES

•Motherlode (coin pusher): Anti-theft and alarm systems highlight this unit housed in an all-plywood cabinet. It operates on coins or tokens; a ticket dispenser is available.

•Also shown: Super Cherry Master, Magical Odds, Magical Tonic (8-liners), and Texas Poker (video card game).

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AMOA '94

WORLD CLASS CRANES

•**Redeem-A-Team, Pig Out, Treasure Chest (cranes):** Choose from three models, all constructed of heavy-gauge steel and acrylics. Redeem-A-Team offers souvenirs of professional sports teams; Pig Out is a winner-every-time candy/snack crane; and Treasure Chest features watches and jewelry prizes.

WURLITZER

•**Casino (jukebox):** Crisp, powerful sound in a bright, Las Vegas-motif cabinet design. Single, front-door entry for easy access. Contains 200-watt amplifier and six speakers.

•**New York, New York (jukebox):** A classy, high-tech cabinet, with an eight-CD display. Contains six internal speakers with 200-watt amplifier. Vertical disc storage eliminates scratches.

•**New Orleans II (jukebox):** A 50-CD capacity, with four speakers, and 200 watts of music output. Features an integrated volume control unit and connections for external loudspeakers and amplifiers.

•**CD One More Time (jukebox):** Nostalgic tunes with a modern sound. Colorful columns with rotating lights and unique bubbles add to the attractive design. A four-digit LED displays the CD and track number.

XYTEK

•**Catch-N-Win (bulk vendor):** New fun bulk vending game where players win gumballs. The better a player does, the more he or she wins.

•**High Score 8 (8-liner):** Features separate credit and score columns and high score initial entry, which makes game play parallel to all other amusement games.

•**Also shown:** Texas Fruits and Bells, Treasure Island '94, Super 8-Line, Cherry Angel, and Bank Robbery (8-liners), and Draw Poker (card game). All games feature works-in-a-drawer, rear panel monitor access, and front or top coin entry.

ZAMPERLA

•**Kiddie Rides:** A new line of brightly colored kiddie rides that includes dinosaurs, cars, Teenage Mutant Ninja Turtles characters, train, fire truck, helicopter, pony, and teacup.

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If you haven't gotten a confirmation form, chances are your company will not be included in the directory. Jot down the vital information (company name, address, phone, FAX, officers, product line, etc.) and FAX it to us now.

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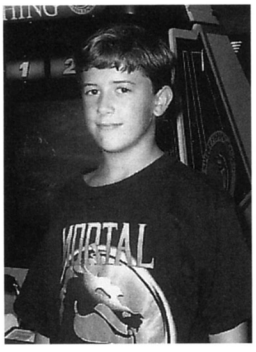
AMOA '94

If you want to know what's hot, ask the "real" experts

We asked a few of the kids at AMOA to jot down their favorite games. After all, who better than someone who frequents game rooms to tell us what they like to play.

Greg Theard
New Orleans, LA



Cruis'n USA: This was my number one favorite. I liked the way the cars smashed into each other and blew up obstacles on the road.

Revolution-X: I like the band Aerosmith so I really enjoyed this game. It was also challenging because it was hard to beat.

Sports Fishing: You felt the pull of the fishing pole. It was very realistic.

Primal Rage: This is a real exciting game. Most games don't come up with eating people to get energy. Usually you just die when you run out of life. It would be hard to learn new moves if you didn't have a programmer sitting next to you.

COPS: This was challenging because it was hard to drive the car and shoot at the same time.

T-MEK: It's hard finding the other players because you can't see behind you. The controls are pretty much fun and the graphics are good.

BloodStorm: Even though this is not a brand new game I still enjoy playing it. I keep learning new codes to turn into new characters.

The POG games were weird because I don't know what they are yet.

Rage in the Cage II: It was hard to get 100 points but when you did you got a basketball.

Michael Green
Myrtle Beach, SC

Daytona USA: This is a good game, more realistic than other driving games.

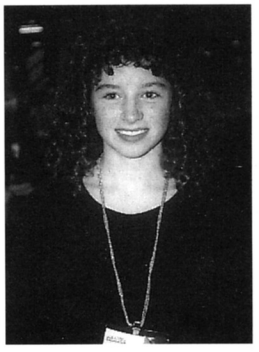
Ace Driver: Another realistic driving game.

Freddy, A Nightmare on Elm Street: A good pinball with good control. I like the way the game is set up inside with the ramps and windows you can break. You can get a claw in the middle of the flippers, press a button, and flip the ball a long distance.

Some of the new fighting games were said to be better than *Mortal Kombat* but they were not, not even close. There weren't a whole lot of moves on the other fighters.

POGGER and POG ZONE: I really got into the game of POG. I played in several tournaments and won the POGs on the table. I later won first prize in a championship match and 70 limited edition POGs. I also won some slammers and POGs in the games; some were in the candy cranes.

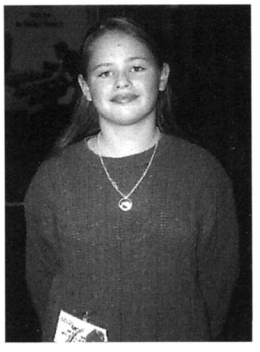
Leah Sieben
Fargo, ND



The best game at the show to my taste is *T-MEK*. It was a great game to play if you like those kinds of games. Next on my list are *Ace Driver* from Namco and *Daytona USA* by Sega, two of the best driving games.

Out of all the pinballs I liked *Freddy, A Nightmare on Elm Street* the best. I really liked the claw flipper and the claw that pops up in the drain. It also had good ramps.

Michal Sieben
Fargo, ND



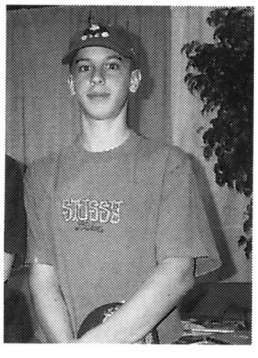
OK, this year these guys have thought of everything. There were games for big and small, young and old. In doing so, Premier has produced *Freddy, A Nightmare on Elm Street* pin-

ball. On this machine they added a new twist, but don't think I'm going to tell you! You'll have to play one and then you'll know why they added that extra button.

Even though Time Warner Interactive is the "new kid on the block" they scored with *T-MEK*. This is a virtual reality combat game. The object is to destroy the other players, but it's not as easy as it sounds. When you get in and out of that game it's like switching worlds.

Those are my favorites, but here are some other highlights from the show: *Desert Tank* from Sega, *Ace Driver* from Namco, *Cruis'n' USA* from Bally Midway, *Daytona USA* and *Virtua Cop* from Sega, *Corvette* pinball from Bally Midway, and *Rocker Ball* from American Laser Games.

Mason Ross
Leesville, LA



Killer Instinct: This game has great graphics, excellent game play, and some cool moves.

Cruis'n USA: I found some awesome graphics, great stages of play, and found it had exceptional playability.

BloodStorm: Although not a brand new game it's still appealing; It has good graphics, awesome fatalities, and good moves.

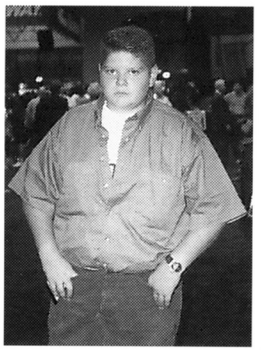
I wasn't really impressed with *Tattoo Assassin* because of its playability. There just weren't enough moves and not enough blood.

Although I'm not a pinball person, there were two pins that stood out. *Corvette* was great. I loved it! There's a lot to do in the game. *Maverick* was also a pinball that I liked playing. It's along the same lines as *Corvette* but not quite the same caliber.

"This year these guys have thought of everything. There are games for big and small, young and old."

Virtual reality has a long way to go. The graphics are not as clear as they should be. There needs to be some redesign and development to make it worth playing. They have much work to do before I'll put my money in it.

Nick Cognevich
New Orleans, LA



You can never go wrong with a driving game and those are the ones I liked. *Daytona USA* has got to be the best so far, but I spent a lot of time playing *Cruis'n USA*. The car moved just like a real car. I also liked the Namco one, *Ace Driver*. Since my dad and I go fishing a lot, I was attracted to the *Sports Fishing* game. It was pretty neat. I caught more fish than I usually do when I go fishing!

I think most kids will like to play *Freddy, A Nightmare on Elm Street* pinball because the character is so familiar because of the movies. I also thought *Corvette* was fun to play for pinball fans.

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AMOA '94

AMOA is paradise for devoted player

It is an exciting time for the amusement industry. I had been feeling this for the last several months, but this year's AMOA show confirmed my thoughts. Not only are video games once again taking back first place in amusement, but the technologies witnessed this year and at this show are beyond comprehension. What was impressive only ten years ago, despite being the predecessor to current technology, is now so primitive and obsolete that a comparison is impossible.

There were improvements in every aspect of the industry. As handsome as the new redemption games and their accompanying displays were, the majority of interest was obviously for the new videos.

New equipment from those veteran manufacturers, Nintendo and Atari, found much acclaim at the show despite their recent absence from the arcade scene. A handful of pinball games, with themes as diverse as Freddy Krueger to the Flintstones, held their own against the more numerous videos previewed. Perhaps the most positive aspect of the show was seeing first-person shooting and driving simulators draw equal, if not more crowds than the new fighting games.

Upon entering the show, I was assaulted by visual images coming from the front-and-center Williams Bally/Midway exhibit. They had the best location of the show, but not without good reason. In a joint effort with Nintendo, Midway debuted *Cruis'n USA* and *Killer Instinct,* a driver and fighter respectively, featuring graphics and game play up a notch from last year's offerings.

Cruis'n was shown in full-motion simulator, stationary deluxe sit-down, and upright models with excellent texture-mapped scenery, the best crash effects of any driving game, and wonderful backgrounds mimicking the area of the country where the race takes place.

Other manufacturers have similar games so competition will be high. But make no mistake, this is probably the best yet. *Killer Instinct* is the first of its kind, however, combining polygon perspective and glowing deep colors. The characters have a shiny plastic appearance on-screen and choices are as diverse as a molten man or skeleton pirate. This is definitely a future top-three game. Two other videos shown were *Revolution-X* and *NBA JAM Tournament Edition,* which had already been released to the arcades and proven successful on the Equipment Poll.

On the pinball front, two entries from Bally and two under the Williams logo were previewed. *World Cup Soccer,* a previously released pin, was present to remind operators of its neat features, like an on-field spinning soccer ball and shifting goalie target.

A new offering was Bally's tribute to the great American car, the Corvette, which is also the name of the game. The cabinet and playfield are covered in pictures of different Corvette models from the last 30 years. Features such as a dragstrip, vibrating Chevy engine, and a dot-matrix speedometer display do justice to the theme. This one should do well. Williams upheld its tradition of great themes and unique features with *Red and Ted's Road Show.* Highway construction and city driving are parodied in this game, which includes two animated heads on-field that interact with the ball and talk to the player during the game.

An earlier pin, *Funhouse,* was the last game with this feature. The very crowded playfield suits the theme nicely. *The Flintstones* had just been released prior to the show, allowing players a chance to experience Bedrock on the game field. Most people liked *Road Show* a bit more, but the Flintstones license alone, if not the tribute to the movie and cartoon, will propel the game up the charts.

Moving left past the mega-company, I reached a round display of side-by-side Gottlieb pinball games at the Premier booth. *Rescue 911*, based on the TV show and medical emergencies in general, was another game too good to wait for AMOA debut. It was first shown at ACME '94 and was again on display.

With flashing lights reminiscent of Premier's *Super Mario* pin, and several rounds of helicopter and ambulance mis-

sions to play, *Rescue 911* has the most benevolent theme of current pins.

Premier's new release, *Freddy, A Nightmare on Elm Street,* was one of the most played pins at the show due to Premier's "win a T-shirt" contest. I was happy to see that it had a non-cluttered, open field, as well as simple art, and a wonderfully sculpted Freddy head that spits balls into play. Players can progress through stages representing the six or so movies of the Elm Street series while listening to eerie music. I think it will do well.

With a large display and poster signing sessions, Data East premiered its new fighting game, *Tattoo Assassins*. With *Mortal Kombat*-like digitization and a unique "tattoo power" idea, *Assassins* draws several fighters of mystical voodoo-like origins into battle. I found the theme interesting but the moves were not as fluid as in equivalent games.

Other Data East entries included *Dream Soccer '94,* not much different from other soccer games but fun in its own right. Various settings, like playgrounds and beaches are seen in *Street Slam*, the newest Data East kit for SNK's Neo-Geo system. Finally, the second shooting game of the day designed for two players was *Locked n' Loaded,* resembling Konami's *Lethal Enforcers*. It was evident that most of Data East's campaigning was for *Tattoo Assassins,* so time will tell where that goes.

A two-story exhibit was next, devoted entirely to Atari/Time Warner Interactive's new trio of games. The once-dominating Atari may again reclaim its role with *Primal Rage,* the new fighting game featuring prehistoric creatures. Amazing stop-and-go animation was used to create the screen movements just as it is used to make creature movies. I think this is destined to be a high-earning game.

The second entry was a clever sit-down laser game combining driving and shooting with the popular TV show theme, *Cops*. The game has all the sounds of the show, including the theme song and police radio conversations, as well as a shorter "blacking out" pause when a screen character is shot. The player also can pursue criminals in a squad car.

Atari/Time Warner Interactive's final game shown has been at the arcades for a few weeks, and is now on tour around the country in competitions. The two-player simulator *T-MEK* had the interesting theme of future tank war in arena-like settings. I liked all of their offerings, but *Primal Rage* is my favorite.

Taito, creator of some of the most interesting games, has just released a system a la Neo-Geo called the *Cybercore* system. The first four of Cybercore's interchangeable games were also displayed: *Darius III*, the sideways shoot-em-up against giant robotic fish in dark caverns; *Hat Trick Hero '94,* another one of the soccer clones seen at the show; *Global Champion,* a fighting game that allows movement into a second screen during game play; and *Bubble Symphony,* a terrific, simple, lighthearted game that follows the earlier *Bubble Bobble*. I think the interchangeable system is a smart idea.

Taito's next shooting game happens to be *Operation Wolf 3,* a dual-player simulator that has moved its theme from military fighting to terrorism. Great digitization, a pump-action grenade launcher, and final helicopter scene make this the best of the series.

As if these games were not enough, Taito also has two kits made just for SNK's system. *Power Spikes* is a volleyball game allowing the player to choose regular men or women teams, or to use futuristic armor suits that deliver deadly serves and spikes. Finally, *Bust-A-Move* combines action from *Tetris* and *Arkanoid* using bubbles instead of blocks.

Sega made a big impression on me due to its triple release of polygon realism last seen months before in *Virtua Racing* and *Virtua Fighter*. The next in the series is *Virtua Cop*, which accomplishes what all the other digitized shooting games do not: depth perspective. Perfect 3-D polygon forms make the player "feel" the surroundings, without having to wear headgear. Granted, the people on-screen look more like robots than humans, but the graphics format used works better to create perspective. If it gets to many arcades, I know this will be one of the top games.

For lovers of vehicle simulation, *Desert Tank* satisfies. A large sit-down cabinet allows players to operate a third-person perspective tank, seen on the screen as if walking behind it. The texture-mapped scenery and realistic movement mimic a true invasion; this is the most accurate tank game ever made.

For people who prefer airborne battles, Sega's *Wing War* has topped all other flight simulators with its ability to choose one of several aircraft. Players

vary between attack and defend modes, all the while avoiding mountains and other terrain. These games alone should be enough to excite any game player, but Sega had to show *Daytona USA* as well, which is touted to be the most realistic driving game ever. The car shows damage after impact, and the multiple-view virtual reality buttons add improvement to perfection.

Namco displayed two polygon racing games, a benevolent gun game, and an uncompleted fighter called *Rave War.* The amazing *Ridge Racer,* which began the texture-mapped graphics capability, has been followed by a sequel with new tracks and improved handling. I think the release was a little too quick; the original is still developing a reputation.

Eight players were connected to one game, which revealed the best way to play *Ridge Racer 2.* Also, the absence of multi-view buttons or radar made one rely on the rearview mirror, which was more realistic. *Ace Driver,* the second Namco simulator, was so packed with players that I didn't get a chance to play it. It makes use of Formula race cars on a conventional track, employing texture-mapped polygons, dual virtual reality button views, and cabinet link-up.

The last large display in the main exhibitor's hall was Capcom. *Alien vs. Predator* and *Darkstalkers,* both already out to the public, were shown, as well as *Armored Warriors,* a new scrolling progression game. Three players use heavy suits equipped with cannons and drills to make their way through streets and fortresses, all the while battling enemy suits. Capcom seems to be the only manufacturer these days that releases progression games, a very addictive playing experience.

Honorable mention goes to smaller exhibits from American Laser Games, Strata, and Fabtek. If players could make it through the monster displays in the front of the show, these games were waiting for them. *Mad Dog McCree II, Shootout at Old Tucson, Fast Draw Showdown,* and *The Last Bounty Hunter* were shown, all with western themes. Though fun and attracting people of older ages, the laser games will probably not move much until the pausing becomes smoother.

Bloodstorm, a futuristic fighting game reminiscent of *Time Killers* in graphics and game play, was present at the Strata booth. The name of the game should draw curiosity from players, if not coins. The very popular *Raiden* game from Fabtek has found another sequel named *Raiden D/X.* Three separate missions can be chosen, including training as well as a "lost levels" sort of never-before-seen enemy territory.

The adjacent convention hall seemed mostly devoted to other aspects of the industry, but hidden among the booths were Kaneko, Sunsoft, Tecmo, Jaleco, and American Sammy. Most games shown were kits, but I thought Kaneko's *Great 1000 Mile Rally* and Jaleco's *Junior Grand Prix Star* stood out. In a *World Rally* type view, *Great 1000* allows the player to choose one of 10 or so roadsters, modern and classic, and navigate the various tracks of a European setting. It was a good choice as their sole showing for the convention.

The cutest cabinet award goes to Jaleco's racing game built just for kids. *Junior Star* has a bench-like seating and two small side-by-side monitors. I like the idea of getting kids into video games early!

Last, but not in any way least, was the impressive SNK exhibit. With giant hanging posters of its two biggest entries, *King of the Fighters '94* and *Samurai Showdown II,* SNK had several Neo-Geo systems linked up displaying several kits of various themes. *Aero Fighters 2* and *Top Hunter* were among the games, but I particularly liked *Aggressors of Dark Kombat. King of the Fighters* has a novel idea, that of combining characters from previous kits, but the real star was *Samurai Showdown II.* The game received its own dedicated cabinet, which is a smart move because this will no doubt be a great earner.

As hard as I looked, I could not seem to find anything negative about the show. Smaller companies made great showings, despite the size of the larger manufacturers' exhibits. Children were also catered to via the mini-cabinets from SNK, Jaleco, and Sunsoft. A larger variety of themes was evident from all companies and driving games once again had the most showings. I'm very proud to have been at the show, since I believe this is a pivotal year for the amusement industry. The games may become more expensive for operators, but from a player's perspective, the video game future is very bright.

Greg Reeves

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AMOA '94

Redemption holds more surprises than video

It seemed to me that there was very little new in video at AMOA Expo '94. I was very surprised. Again, redemption seems to be the category that's springing forward.

Attendance seemed light, although the numbers indicated otherwise. Part of the problem could be the wider aisles and the vastness of the booth space. When the aisles are bigger you don't bump into as many people. You cover the aisles faster, therefore you go through the show quicker and that could be another reason why attendance seemed light.

It's very easy to miss those hidden-away games that often become winners from the show. If you miss them, they're gone and they never get to make it in our industry.

All the shows that are gaining momentum are putting different categories of products in their own sections, such as OEM suppliers, ancillary suppliers, and redemption. It makes it so much easier to compare and get it all done. Shows have to be made easier for the operators to do business.

With the wide aisles, next time I'll wear my glasses—it's getting harder to read the names at a distance. Here are my picks from the show:

Upright video: A very disappointing category. The games that were shown are very expensive for the operator. Everybody was looking at Midway's *Killer Instinct* and *Cruis'n* (upright,) and Time Warner Interactive's *Primal Rage,* but I felt that a game not on the exhibit floor—Sega's *Virtua Fighter 2,* scheduled for release in 1995—is better than anything that was shown.

The one to really look out for is Chugai Boyeki/Kaneko's *1,000 Mile Rally*. I key on that one because of its fair, low cost to the operator. It's the only game in the traditional upright category (games priced $3,000 and under). It was the best upright value.

Honorable mention: Take a look at American Sammy's *Krazy Bowl* and *Eagle Shot Golf* for street locations. For operators with adult locations, check out Strata's *Pairs* (adult version). I'll keep an eye on the family version for other locations and see how it collects.

Pinballs: The best games were Williams' *Red and Ted's Road Show* and Bally's *Corvette*. They're pricing themselves out of the market. They're killing the market by having the prices go up and up. Just because it's the best doesn't mean we can afford to buy it.

"Just because it's the best doesn't mean we can afford to buy it."

Sit-downs: Sega's *Daytona USA* is the one I continue to buy and have faith in. I didn't see anything that could touch it.

Video kits: Capcom's *Dark-Stalkers,* without a doubt, will move to the top of the charts. SNK will be back on top with *Samurai Showdown 2*. And SNK's *Street Hoop* was one of the best games at the show. Cheers to SNK. It has plenty for us to support the Neo-Geo system, including *Aero Fighter 2* and *The King of Fighters '94. King* might take off because of putting together the characters from successful older games.

I also liked American Laser Games' *Rockerball* for the company's CD ROM system.

Non-violent games: Sunsoft's *Shanghai* and *Punky Doodle* are just what I need for the two- to 12-year-old market at family entertainment centers.

Premier's *Freddy, A Nightmare on Elm Street* is making some excellent money and its low cost will be the reason why more operators buy it. I think the players will latch onto Freddy—it's collecting very nicely.

Redemption: Tons of it! A lot of neat little ideas. Fun Merchants' *Rage in the Cage* is a piece I'm going heavy on; it was done terrifically. We'll start replacing older games or adding them into the traditional basketball market.

Coastal's *Speedball Rally* roll down looked like an excellent piece (it's based on time). It's a quick game and done well.

Also, I would add Jaleco's *Alley Cats*—it's a good effort. Two of these picks are the ideas of

AMOA '94

Clarence Mabe; he's come up with two more great ones.

Skee-Ball's *Lightning* really looks nice. The idea of timing the lightning to get extra bonus points is an appealing added feature. It would be a good idea to put that game in your Skee-Ball line on 50 cents perhaps, with triple tickets or bonus tickets. I think it will carry itself and be worth the extra price.

ICE's *Mini Dunx* is a snappier, smaller version of *1/2 Pint Frenzy*. In my children's areas it's just what I'm looking for. Also, Lazer-Tron's *Pirate's Gold* coin-drop game.

Strike Out, a small version of *Accu-Toss* that is designed by Sportech and manufactured by Smart Industries, should be a staple in my family entertainment center business.

I was happy to see that Bay Tek finally added progressive bonus signs (*Jumbo Winnings*) for all its roll downs. That will help the company's market tremendously.

"There are so many ways operators can introduce them (POGs) on their routes."

Planet Earth's *Dinoworld*, a double version of *Dinoscore*, looked interesting. It's high-priced, designed for a special arcade market, but I think it will make money.

Benchmark's *Golden Goose* is a fast coin/token roll game follow-up to *Roll for Gold*. I prefer *Roll for Gold*. These games deserve a look. I put them in my line with all the great Bromley pieces and they're earning well. That lineup includes Coin Concepts' *Home Run Hitter*; all these games go well together.

I continue to buy Bromley games, which are all terrific, but I am not keying on them because they are not new for this show.

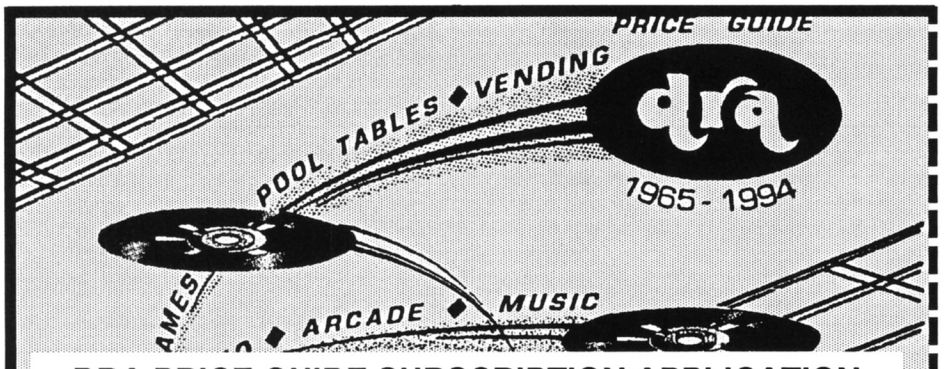
Smart's Redemption Center will help open up more areas to redemption. Moloney's Redemption Shoppe is also good, but at the present time only hooks up to two ticket-dispensing games. I hope it expands to six or 12.

Honorable mention: Meltec's *Cavemania* roll down and Lazer-Tron's *The Flintstones Bedrock Game* ball toss, both good for young children.

POG is an example of our industry trying to create something out of nothing. We'll watch it. I suggest that as it grows across the country we'll put the POGs in our cranes, rotaries, and redemption counters.

If it does become as popular as it is in Hawaii and California, and sweeps across the country, then I would look at Lazer-Tron's *POGGER*. In the meantime, there are many ways in which operators can introduce them on their routes.

Frank Seninsky



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AMOA '94

You picked a fine time to enjoy Kenny Rogers

Oooooooh! Aaaaaaaaah! Kenny Rogers wowed the audience with his popular tunes.

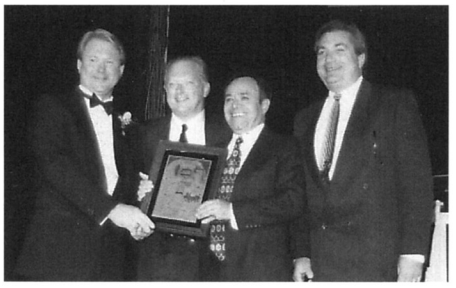
The AMOA Awards Show and Banquet, held during the AMOA Expo '94, featured award presentations, a succulent dinner, and entertainment by Kenny Rogers. The emcee for the evening's festivities was Rita Coolidge. AMOA established its annual Jukebox Awards program, including the Jukebox Hall of Fame, to recognize new and legendary artists for their contributions to the industry.

The banquet is the perfect setting to reward musical talent and present the awards.

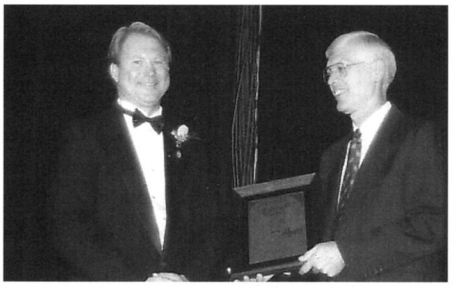
Two singing legends were inducted into the Jukebox Legends Hall of Fame—Marvin Gaye and Jimmy Buffet. They join past inductees Nat King Cole, Eric Clapton, Hank Williams Sr., Bob Seger, Buddy Holly, Willie Nelson, Patsy Cline, Everly Brothers, Kenny Rogers, Johnny Cash, Ben E. King, Bill Medley, Roy Orbison, Buck Owens, Col. Tom Parker, Elvis Presley, Conway Twitty, Frankie Valli, Bobby Vinton, Dionne Warwick, and Tammy Wynette.

Dynamo's Bill Rickett couldn't be more pleased to win the award for most popular other game for his Dynamo Air Hockey.

Awards were presented for the most played video game (*Mortal Kombat II* by Midway); most played pinball game (*Addams Family* by Bally); most played conversion kit (*Mortal Kombat II* (Midway); most innovative new technology (*Pit Boss Supertouch 30* from Merit Industries); most played dart game (Arachnid's *Galaxy*); most played jukebox (*LaserStar* from Rowe); most played pool table (*Cougar* from Valley); most played redemption game (*Skee-Ball* by Skee-Ball); and most popular other game (*Air Hockey* by Dynamo).



AMOA president R.A. Green III (l) presents the award for most played dart game to Arachnid's (l-r): Bill Ward, Marcio Bonilla, and Sam Zammuto.



Valley's Dick Shelton (r) accepts the award for the most played pool table from Green.

Rowe's Jerry Gordon (c) and Joel Friedman (r) are all smiles as they accept the award for most played jukebox from Green.

Here the Williams Bally/Midway group accepts one of several awards the company won.

Merit's Peter Feuer (r) accepts his award for most innovative new technology.

The on-site award for best new equipment on the show floor went to Williams for *Killer Instinct*. Best booth awards went to Mobile Records in the small category, Seeburg in the medium category, and Bob's Space Racers in the large category.

There was a warm round of applause for Tim McGraw's mother as she proudly and graciously accepted her son's award as the male Jukebox Rising Star. Toni Braxton received the award in the female category; Ace of Base in the group category.

Other jukebox awards went to Mariah Carey and Meat Loaf, who each took two honors. Meat Loaf's "I'd Do Anything for Love (But I Won't Do That)" took the Jukebox Pop Single Award; his "Bat Out of Hell II, Back Into Hell" was named the Jukebox Pop CD of the Year.

Carey's "Hero" was named Jukebox R&B Single of the Year and "Music Box" received the Jukebox R&B CD of the Year award. Other jukebox award winners were: Alan Jackson ("Chattahoochee"), Garth Brooks ("In Pieces"), and Gloria Estefan ("Mi Tierra").

Clyde Knupp (l) presents a special award to Tiny Weintraub of Vending Times.

AMOA '94

Industry experts predict new trends

Redemption and cranes are product driven, and no less than 30 crane/redemption firms exhibited their prize wares at AMOA '94. The successful crane operator or redemption center owner knows that player interest is fickle and driven by trends and media promotion. Cartoon characters, sports teams, and movies always seem to play a part, but this year's hottest item is undoubtedly "POGS."

POGS are round cardboard cutouts with decorated tops, (like the old-fashioned round milk caps those of us over 40 will remember). They are played and collected in a manner reminiscent of marbles. This trend originated in Hawaii and is quickly spreading eastward. Next year at this time POGS may be as unappreciated as an old "hula-hoop," but for now they're HOT, HOT, HOT!

Play Meter questioned the prize experts of many exhibiting plush/redemption firms and here's what they think is hot:

Ace/Acme: Jack Kelly says, "Popular items include POGS (of course), candy crane mixes, and Looney Tunes pieces from plush to hardgoods like paddle balls and tattoos."

Bonita Marie: David Katz was taking names for his new catalogue, due in November, which will include: Rainbow rotary mixes, a deluxe watch crane mix, NFL Pro-pack crane kits, NBA basketballs, and key chains.

Dan Brechner: This long-time plush or redemption supplier has "Scooter Bears" (large plush bears), and says the company is putting more emphasis on attracting the high-volume hard-goods and the "small novelty" buyer.

Classic: Brian Petaccio's company has new music CDs packed for cranes. Brian says POGS are a big seller, and licensed T-shirts from *Power Rangers* to Looney Tune characters go great in the company's Toy Crane.

Dillon Importing: Dillon's Elliot Schnitler says their hot items are Flintstones-oriented, such as the Flintstone bubble wand and pencil tops. Also, Funny Goo (slime in a plastic garbage can) and a 40-sound, battery-operated space gun.

Fable Toys: This plush supplier has the "Indian Lion" (cute lion in Indian dress), "Aviator Duck" (duck outfitted like the Red Baron), and "B-Ball Bee" (bee in basketball uniform).

Good Stuff: "Licensed items from all four major sports, Looney Tunes goods such as watches, key chains, and pencils, and sports coolers are hot," according to Good Stuff's Hank Macking. Ready-to-crane stuffed ball mixes and a selection of "Lion King" clocks are also big sellers.

HMS Monaco: "Licensed sports bags—back packs, fanny packs, and duffel bags are really going," says the firm's Bruce Haber. They have licensed sports and *Power Ranger* towels, as well as NFL programs for plush, redemption, cranes, and rotaries. Haber also said that, "HMS is big on the latest craze—milk caps complete with slammers".

ITBA, Inc.: This bulk plush supplier says its big items are a life-like large plush collie and a "Neon Floppy Dog" (large neon colored dog that sits flat as a pancake).

Kemac: Kemac's Kenneth Cipperly says its Christmas bears are big, along with crane candy mixes, eye-ball rings, and "Tee-Gator" T-shirts folded like an alligator.

Laramie Interest: This company exhibited 20 different crane "paks" that range from all sports to licensed products.

Nadel & Sons: Allison Nadel says its assortment of liquid paperweights is going quick. These are clear plastic in several different shapes, with colored beads inside that move around in a clear viscous liquid. Inflatables (like an oversized wrench that fits over your head) are hot, along with toy friction cars and the company's assortment of cosmetic cases.

New Orleans Plush: Darleen Hansen says that her firms' recent entry into the pre-pack business will emphasize better quality Korean-made plush. Christmas and all seasonal mixes will be available, as well as trade-ups in soft-filled or lower-priced hard fill.

Oriental Trading: O.T.'s Sondra Doyle tells us that *Power Rangers* are still strong. "We have over 25 *Power Ranger* items including activity books, paddle balls, and tattoos." Foam baseballs and the 6" stuffed footballs are trading well, too.

Peninsula Vending: Mike Applebaum says the trend is toward licensed sticker items: "Star Trek", NFL, "Looney Tunes," etc. "Kids buy what the media hypes," say Applebaum. Machine-vended tattoos are still a strong seller at Peninsula.

AMOA '94

Play-By-Play Toys and Novelties: P.B.P.'s Leslye Hillman says, "Our hot licensed plush items—Popeye and Olive Oyl, Coca-Cola bears, NBA Cheerleader bears (for all teams), MLB pajama bears, NFL/Flintstone cross-licensed goods (Dino dressed in NFL jerseys) and the Harley-Davidson Hog (motorcycle garbed pig), will be winners!" The firm also carries over 2,500 redemption items from electronics to toys.

Plush Appeal: Daryl Fletchinger has Christmas prepacks ready to go and says major league sports plush is great, "even in non-team cities." Licensed Looney Tune plush in 4" to 12" sizes always appeals. Fletchinger says that trade-up items mixed in a crane pack is the best way to maintain crane player interest.

Plush-4-Play: Hot pre-packs here are *Power Rangers*, sports mixes, and new Christmas prepacks.

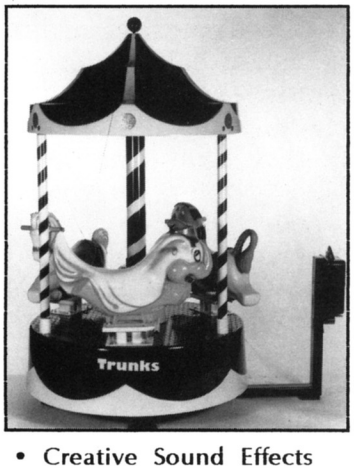
Prizes!: "Play Caps" is Prizes! trade-name milk caps, and that plus slammers are hot. Team "Mickey" softees (soft sport balls). "Soft major league basketballs, baseballs, and new larger-size footballs are selling," says Jim Tucci. In plush, the "Banana Man" is a winner.

Rebecca's: Eyeball-rings, necklaces, earrings, and crystal fantasy jewelry are big, according to Rebecca's Debora Cherry. Check out the company's "Dream Catcher" necklaces and earrings, and, of course, POGS are a big seller.

Selectra International Designs: This sticker manufacturer has prismatic finished flags of many countries in both 2-1/2" x 3-1/2" and 3" x 4". They also feature 16 different *Mortal Kombat* stickers, plus tattoos including Looney Tunes.

United Plush: Chinese POGS, with oriental symbols are very hot, says United's Valerie Braband. In plush it's doing big business with Korean-made "Jungle Animals" (monkeys, lions, raccoons, and more). According to Braband, the demand for the Korean plush is strong. "It's much better made," she says.

U.S. Toy: The firm's Jeff Foster says U.S. Toys specializes in carnival and novelty merchandise and fill-goods for egg capsules.



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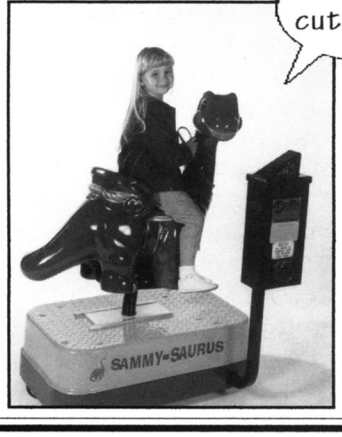

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AMOA '94

Norberg-Paulsen takes reins of association

"It is an honor to serve a national association. I have spent all my life in the amusement business. I have been able to share and grow and meet many fine people. I now join the rank and file and continue on, serving the industry."

With these words, outgoing AMOA president R.A. Green III of Rosemary Coin Machines in Myrtle Beach, S.C., turned over the reins of the association to Tami Norberg-Paulsen of C & N Sales in Mankato, Minn., at the association's annual business meeting. Norberg-Paulsen is the second female president in the association's 46-year history. Leoma Ballard served in 1982.

The new slate of officers inducted for '94-'95 also includes first vice president Randy Chilton of Chilton Vending in Wichita, Kan.; treasurer Jerry Derrick of Derrick Music Co. in Charleston, W.Va.; and secretary Don Hesch of A.H. Entertainers in Rolling Meadows, Ill.

One of Green's last presidential duties was honoring senior past president Clyde Knupp of Amuse-O-Matic in Fort Dodge, Iowa, now retiring from the Past Presidents' Council.

Said Green, "You don't get here by yourself, you get a lot of help. It's not hard to get where you're going if you have good directions." He thanked the board for its help and thanked those at home who made it possible for him to be on the road. He singled out Louise Welch, Doug Strickland, Carla Benton, Jep Gardner, and Elaine Collins.

In addition, he credited his patient wife Paula with lending much-needed support throughout the year, as well as his three business partners—Elizabeth Moseley, Lisa Anderson, and Jane Roberts. At the finish he remarked, "Folks, it's been a joy!"

The Norberg family, (standing, l-r): Bob Lund and Sheri Norberg-Lund, Jim Graham and Dr. Shani Norberg-Graham, Tami Norberg-Paulsen and Bryan Paulsen, and Marilyn and Tim Norberg; (seated): Marlene and Harlow Norberg.

John Schumacher, executive director of AMOA, stated that "This is the most successful show we have had in many years." He reported that over 5,000 attendees were registered after the first day. (That figure rose to 6,500 by Friday evening, and later topped 7,000).

Schumacher announced the dates for the next four shows: '95—New Orleans, Sept. 22-24; '96—Dallas, Sept. 26-28; '97—Atlanta, Oct. 23-25; and '98—Nashville, Sept. 17-19.

New president

Norberg-Paulsen, who has served on the AMOA board for nine years, looked elated when she said, "The knowledge I gained has helped my company grow and develop. Being elected president is truly the highlight." She commented that the operators at this event are "the most professional group of dynamic operators who are better able to rise to the challenges before them."

She mentioned the competition that faces the industry, including the explosion of land-based casinos that vie for the discretionary dollar, adding, "With all this competition we continue to survive successfully."

Norberg-Paulsen predicted that the upcoming years will be "exciting and challenging," and that AMOA would continue to help U.S. coin machine owners with its many programs. She sees one area where there is need for improvement: "We are severely lacking in marketing and public relations to enhance our image with the public."

She acknowledged that beyond an unfavorable image, the industry does not have *any* image, which can be just as damaging. She concluded: "We need to show the outside community and the public in general what we are all about."

Both Norberg-Paulsen and

AMOA '94

Green cited the recently published AMOA Annual Report as a positive move in defining the industry, its goals, and its strengths.

Keynote speaker

Michael Singletary, former NFL Man of the Year and spokesman for numerous charities, was the keynote speaker. He endeared himself to the audience when he explained that he accepted this speaking engagement to thank the people who made it possible for him to have fun while shopping with his mother. "Mom would go bargain-hunting and I would go play video games. It was a win-win situation," he said.

He praised the industry for providing excitement for kids, a place for teenagers to get away from it all as they adjust to growing up, simple relaxation for adults, and pleasure for grandparents seeing their grandchildren have fun.

He said he could "see a tremendous opportunity" for our industry and called upon us to think about the impact we have on America's youth. Singletary put it this way: "There is an opportunity waiting out there, an opportunity to take a young mind and help facilitate character, morals, and value."

He added that he sees "people in an industry committed to their communities, committed to the family. I see the scholarship program. Your hearts are in the right place. Getting to the next level will take a serious change."

Singletary concluded, "This industry is very family oriented. That lets me know you understand how vitally important it is to build hope. You are the Pied Pipers of America. The youth of America will follow you wherever you go."

R.A. Green III presents a silver bowl to Clyde Knupp, who now leaves the Past Presidents' Council.

Tami Norberg-Paulsen presents outgoing president R.A. Green III with a symbol of his tenure.

Tami Norberg-Paulsen and John Schumacher at a press conference later the same day.

Keynote speaker Michael Singletary signs a football for Sue Weigel of P & P Distributing in Milwaukee. Seated at right is Russ Mawdsley of Russell-Hall in Holyoke, Mass.

Board of directors

Three vice presidents were elected for three-year terms: Jim Hayes of Gem Music & Vending in Dayton, Ohio; Tony Parina of Parina Enterprises in Stockton, Calif.; and Bill Treger of Betson Enterprises in Carlstadt, N.J.

Vice presidents departing the board include Garland Garrett Jr. of Cape Fear Music in Wilmington, N.C.; Hesch (new secretary); and Russ Love of Royal Vending Services in Santa Fe Springs, Calif.

Ten new board members were named to three-year terms: Jim Groeschl of Viking Vending in Nemomonee Falls, Wis.; Howard Harkins of Howard Music Co. in Davenport, Iowa; Rich Holley of Southeast Game Brokers in Tampa, Fla.; Joel Juneau of Goudeau Inc. in Cottonport, La.; Dale Lazar of H. Lazar & Son in Pittsburgh; Michael Mims of Palmetto Games in Columbia, S.C.; Norm Pozner of Amusement Vending in Englewood, Colo.; James Smith of S & F Amusement Co. in Fayetteville, N.C.; Michael Smyth of Indy Amusements in Indianapolis; and Dan Sunday of Alpine Vending & Video in Avon, Colo.

Those whose terms expired were: Arnie Aronovitz of Apple Vending in Philadelphia; Alan Deutschmann of A.L.D. Services in St. Charles, Mo.; Phil Elum of Elum Music in Massillon, Ohio; Randy Flowe of Greenwood Music in Greenwood, S.C.; Jim Hayes; Tony Parina; Ken Price of Price Music in Barboursville, W. Va.; Dean Schroeder of Musivend in Sioux Falls, S.D.; Bill Stone of Stone Amusement in Tullahoma, Tenn.; and Bill Treger.

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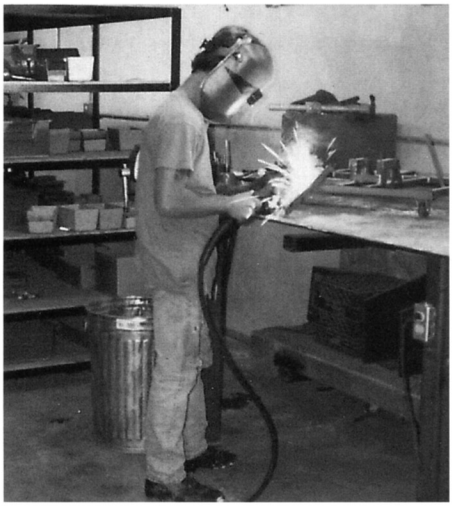
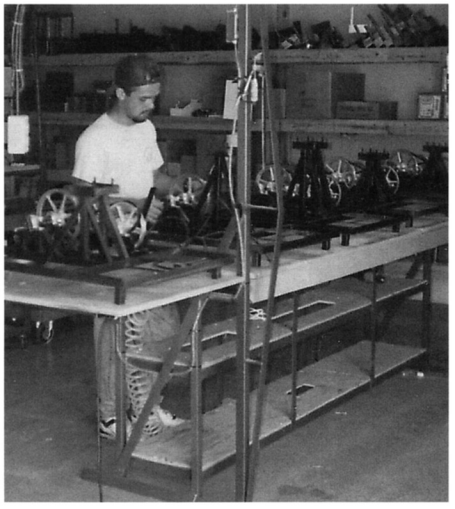
COMPANY PROFILE

DAEMCO celebrates five years of Fun Riders

Dynamic Amusement Equipment Mfg. Co. (DAEMCO), makers of the Fun Riders kiddie rides, celebrates its fifth anniversary this month. The company, based in Grapevine, Texas, near Dallas, has remained small in its short history, but grown in its scope of specialization.



Clint Dickerson, a DAEMCO steel worker fabricates components for the Fun Riders.



Greg Clevinger assembles the base mechanisms used in the Fun Riders line.

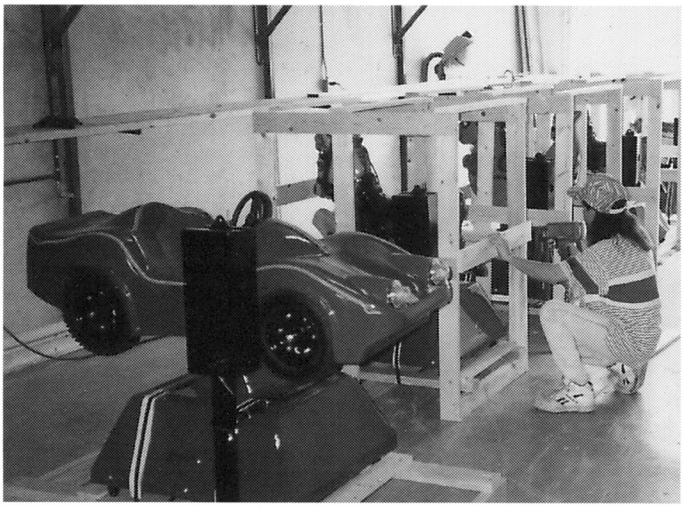
Some of the many varieties of character-ride bodies and vehicles ready for assembly.

"Initially Dynamic Amusement was heavily into refurbishing old rides," says DAEMCO president Brian Swanson. "But it was an excellent foundation for starting the manufacturing side. It was in those early years that we learned so much about the rides. We had used a lot of different components, and we knew the ones that worked and had proven quality."

Swanson founded the company with his brother Mark in 1982.

Their father Willard began as a traveling salesman for a rubber company in the '50s, before getting into the kiddie-ride industry. Willard Swanson's favorite ride was always the carousel, which led him to become creator, designer, and project coordinator for his own company, Carousel International, which he later sold his stake in. Eventually, he helped his two sons finance their own company, Dynamic Amusement.

It took the Swanson brothers some time before their new investment took off. "DAEMCO worked for a vendor within Sears-Roebuck stores for almost 10 years, refurbishing kiddie rides nationally; 2,500 rides later, we developed our own line of rides, the Fun Riders," Swanson says. The brothers share a basically equal partnership in the business--Mark is vice president of DAEMCO and president of its sister company, Swanson Amusement Co., which handles route operations throughout Texas. Brian wears the vice president hat under Mark.



Fun Rider cars being crated for final shipment.

DAEMCO president Brian Swanson with some of the company's finished Fun Riders.

Swanson credits the success and growth of DAEMCO to a basic universal design. "From the start, I decided once we started making rides, we had to have a consistent design. From there, we can build cost-effective, reliable, dollar-producing kiddie rides. Although our Fun Riders have new and unique features, we try and keep things simple," Swanson says. "It's been very satisfying making the change from being a screwdriver shop to a full-blown manufacturer. We are doing almost everything in-house now, and it's helped dramatically for quality and cost-containment."

The work force of the company has remained compact, which Swanson says works to DAEMCO's advantage. "Only one of our employees has been here less than six years, and I think that says a lot," Swanson says. "Not a single person that originally came to DAEMCO had experience in manufacturing, much less the kiddie ride business. It's been rewarding to see these people grow into knowledgable professionals at what they do. Everyone has dual roles or more, and there is a unity of communication throughout the departments. They are all concerned about improving manufacturing techniques, not just in their own area."

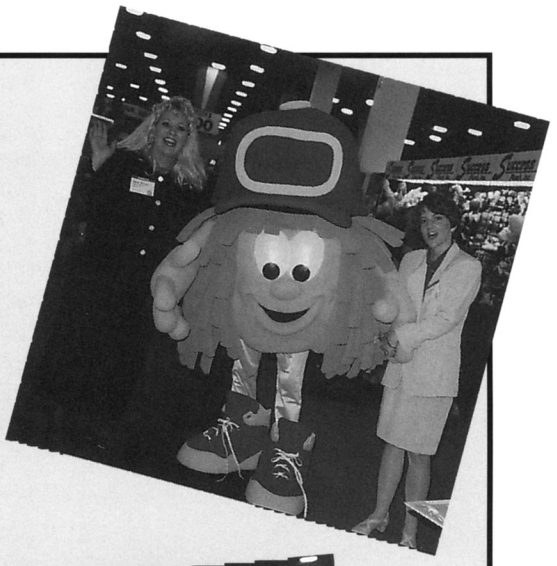
"We have fundamental approaches to the way we run our company. I believe meetings should not exceed one hour. If you can't discuss and work out something in one hour, the meeting has no focal point," Swanson says. "At one meeting, we discussed how to keep our inventory down. We were having a hard time paying the bills because our suppliers were shoving too much down our throat. Someone suggested 'on-time delivery', like the car manufacturers in Detroit. So, that's just what we did; we no longer buy excess stock. The suppliers that wouldn't work on price, we discontinued and found new ones that would."

DAEMCO currently has 15 different kiddie rides. The company's first Fun Rider was *Danny the Dinosaur,* which is still a favorite with children. All DAEMCO's rides are constructed of an all-metal frame, woven-roven fiberglass bodies, and electronic sound units, with an assortment of colors and coin box configurations. Initially, the company built rides for its own Swanson Amusement Co. But in November 1989, the company began selling rides to operators around the country.

DAEMCO is now introducing all-new larger rides, and will continue to produce new equipment not previously available. DAEMCO prides itself on its feature of offering standard components throughout its product line, allowing operators to maintain the rides more successfully.

Swanson says that by the end of 1995, DAEMCO hopes to have the largest variety of rides manufactured in the United States and eventually, in the world. "Our goal is to have as many as 70 different products. We've survived because our equipment is solid, and operators like our practical approach to manufacturing," says Swanson. "It's been an expensive, exhausting, rewarding five years in the business, and we're eager to enter our next five."

FUN



ExPo

FUN EXPO '94

Fun Expo: the ultimate learning experience

If we struggled to find the right words to describe the recent AMOA show, we didn't have a problem describing the Fun Expo, held in Las Vegas Oct. 2-4. The perfect word for Fun Expo is "Wow!" It was the most upbeat show many of us have been to in quite some time.

While comparing AMOA to Fun Expo is not exactly comparing apples to apples, those who were at both shows echoed this comment, "Fun Expo was everything that AMOA was not." Others tried to offer explanations about the overwhelming crowds at Fun Expo compared to the sparse turnout at AMOA: "San Antonio was an expensive place to go. Hotel rooms were $150 per night, which turned off a lot of operators. Here in Las Vegas you can shop around and find rooms as low as $40 a night. It's a definite factor for operators."

An exhibitor at both shows had this to say: "At AMOA I saw my distributors and big accounts, which was good. But at Fun Expo I'm seeing more owner/operators who are ready to buy equipment."

The number of people ready to buy equipment could very well be the key difference between the shows. AMOA traditionally draws more street operators, who are looking for that elusive product designed for their locations. There's not as much equipment buying done at AMOA as these disappointed operators take a wait-and-see attitude toward their game purchases. However, according to a very pleased exhibitor at Fun Expo, there's "a whole different class of people here. By that I mean that they are business people with a goal in mind and are buying what they like. They came prepared to spend money on equipment."

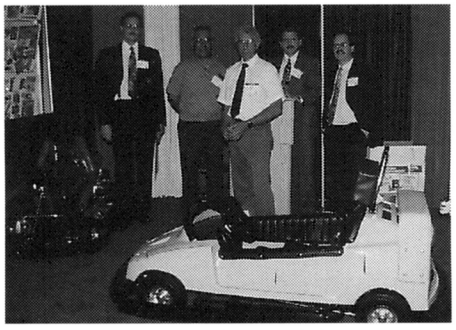
Another exhibitor boldly claimed that he had done more business the first two hours of Fun Expo than he did during the entire three days of AMOA. "I was hesitant about showing here at Fun Expo, but figured I'd give it a try. Boy, am I glad I did," he exclaimed.

One manufacturer said he was amazed at what was going on in the family entertainment business and even more per-

At the Moss Distributing booth, (l-r): Pat Gordon (Putt-Putt Golf), Larry Lloyd (Southern Golf Distributing), Craig Cohoon (Moss), Joe Bundra (Bromley), Donna Lloyd (Southern Golf), and Pat McGinn (Moss).

Big smiles indicate a good show for these AAMA reps.

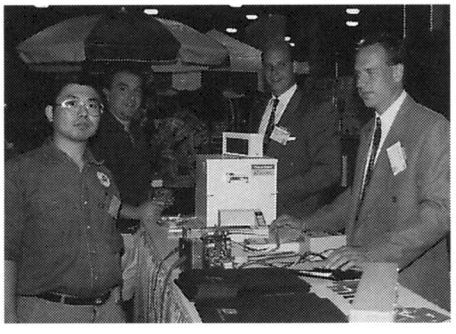
Playing I.C.E.'s Flintstone pinball, caveman style, is Gamemaster's Michael Cook. Looking on, (l-r): are Felix Sajn (Gamemasters) and I.C.E.'s Ralph Coppola and Gend Brogowski.



At the Johnson Kart booth, Europa Mini Park's Michael Vafaie (second from left), talks with, (l-r): Jeff Mack, Dan Brusch, Lloyd Adanski, and Pat Harmeyer of Johnson Kart.

"We're having fun now!" exclaim the EMT gang. From left: Alicia Sadoff, Tony Lantz, John Margold, and John Tracy.

The Play Pals staff at their impressive booth, (l-r): David Yates, Renee Yates, Charles George, Mary Ann Blomquist, and Rodney Pope.



At the Deltronic Labs booth, (l-r): Chang Byun (Tender Fun Soft) and Craig Cinak (Craig's Cruiser) with Stephan and Colin Horniac (Deltronic).

Surrounded by redemption goodies, (l-r): Bruce Haber (HMS Monaco), Murray Panitz (Amusement Consultants), Brian and Suzanne McWilliams (Louis Georges Vending), David Rubinstein (HMS Monaco), and Stephen Linzey (Sportspark USA).

Arnold Kaminkow (l) of Benchmark and Sue Monday of Century Vending with the Palmieri family, (l-r): Angelo, Rosario, and Donald.

plexed as to why more operators aren't the ones taking advantage of the opportunities. He explained, "Our industry is a $100 billion industry. But operators don't realize it so they're only operating a $6 billion industry. They don't take advantage of the opportunities out there."

He added, "The family entertainment center industry is not a separate one from operating street and arcade locations. It's only an extension of an already established industry. It's just that those already in the industry are sitting back while others come in and do what should have been done."

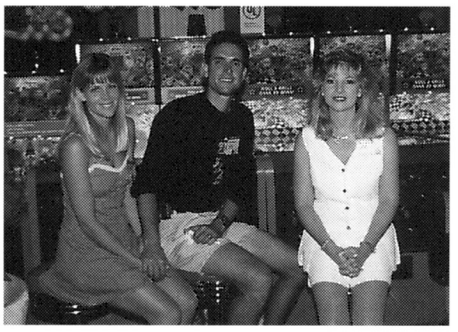
One attendee, who could be described as one of those newcomers, offered these thought-provoking words: "I can't believe the opportunities there are in the entertainment business. I look around this floor and my mind goes wild. Someone said that the people who operate the video games and jukeboxes aren't here, but I have to ask myself why not? Why are they giving people like me the chance to make a mark in the industry?"

The show made it clear to everyone that family entertainment centers are big business. An article in *USA Today*, which appeared during Fun Expo, outlined the future of high-tech theme parks. The article talked of motion simulators, big screen theaters, restaurants, and many other attractions under one roof. Iwerks, Sega, Disney, and Blockbuster were mentioned as companies on the move. They are all eyeing the concept of the future amusement complex.

"Exactly what these theme parks of the future will look like is still sketchy," said the article, "but in five years, almost every major U.S. city will have one."

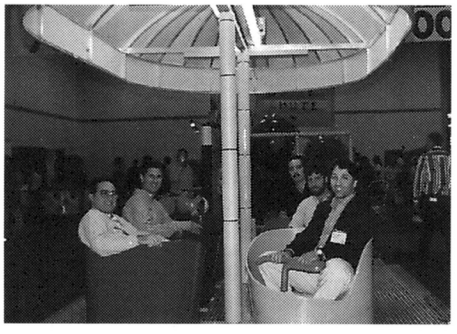
A part of that future could be seen at Fun Expo. Simulator rides, laser tag systems, bumper boats, bumper cars, go-karts, food, soft play systems, and games. Game exhibitors knew that their products would

At the Cleveland Coin Machine Exchange booth, (l-r): John Holloway (Bogey's) with Tom Rovolinsky, Bob Muniak, and Alex Shahern (Cleveland Coin).



Bay-Tek's Lori Treankler (r) welcomes Adventure City's Michelle and Allan Ansdell.

Kiddie Rides USA's Brian Carasik (l) and Joe DeMarsico (c) show the new Bozo line to Funworld's Haig Gulezian.



Taking a **Weenie** ride are, (l-r): Weenie Ride's Jason Rubin, Brad Brown, Mel Griffin, Bryan Zioikowski, and Chuck Weiner.

From left: Jack Mendes (Bob's Space Racers), William Reffca (Jungle Adventure), and Sandy Mendes and Ted Sloan (Bob's Space Racers).

Coin Concept's **Home Run Hitter** is the centerpiece as, (l-r), Gary Warner and Michael Pszcola (Coin Concepts) talk with Steve Thomas and Ray Duvall (Blockbuster Entertainment).

have a prominent place in the future of FECs. "We are planting seeds here at the show among a lot of people looking to get into the business. I know it won't be long before we are reaping the fruit of what we're planting," observed one manufacturer.

Another manufacturer alleged that street operators were their own worst enemies several years ago. "I remember when street operators were threatening to stop buying games because they were ticked off at manufacturers. OK, we all said, 'If you don't want to buy our games, we'll start developing a different type of game.' Thus now you're seeing games designed for large amusement parks and arcades. If street operators ask me where the street pieces are, I remind them that they told us they didn't want anything from us."

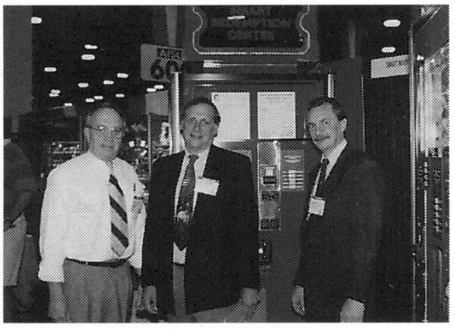
"It was the most upbeat show many of us have been to in quite some time."

A little harsh, perhaps, but it's obvious that the video games being offered are much more than video games of only a few years ago. They are elaborate experiences, and make no mistake, the price tags indicate that it had better be a very stimulating one. But complaints about prices were not a major topic heard at Fun Expo. In fact, noted one manufacturer, "Compared to some of these expensive simulators and virtual reality things, even the

Cliff Brechner (r) and Allen Ramey (l) of Dan Brechner & Co. with Glenn Davis of FUNtastic Amusements.

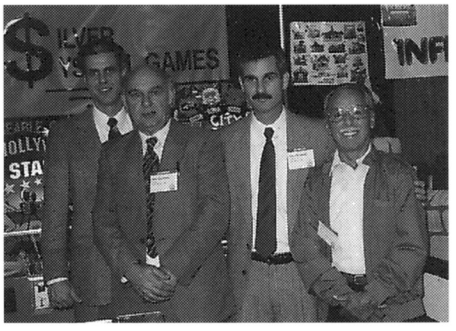
From left: Rick Keikorian (Rick's Vending) with David Hodge and J.R. Fishman (Advanced Games and Engineering). Two young gents play till they win on the **Snack Attacker.**

From left: United Partek's Michael Conway with Oriental Trading's Aaron Graves, Mike O'Malley, and Jim Jones.



Reno Game Sales' Marty Schumsky (c) is impressed with Smart's **Redemption Center.** Smart's Gordon Smart (l) and Mike Smith explain the finer points.

At the Success Plush booth, (l-r): Wayne Nakamura (Invenco), Brent Collins (Success Plush), Shelia Dellacona (Roger Williams Mint), and John Sullivan (Success Plush).



From left: Quick Silver's Greg, Uncle Chuck, and Alex Malavazos with their good friend Anthony "Tony" Antrillo.

---

most expensive video game is a bargain."

Like at AMOA, redemption outshined any other type of equipment. This operator knows why: "Years ago kits were the relief we needed; today it's redemption. There's plenty of it out there. As long as you keep your merchandise fresh, the games will continue to earn. When you're talking about a $4,000 investment, that's important."

But this caution was heard, "Operators shouldn't think they can buy a redemption piece, put it in their locations, and never give it another thought. With all that's available, it's getting more critical to make sure the games are rotated and updated."

"At Fun Expo I'm seeing more owner/ operators who are ready to buy equipment."

A distributor had this to add about equipment: "I know of three different FECs that are not doing well. It's not the fault of the equipment, but rather poor management decisions. Kids are coming out with the same 'slum' merchandise. There are no new attractions and no rearrangement of older games. And they wonder why customers are not coming back."

Merchandise was something many were scrutinizing. "I saw a tremendous increase in my overall business when I started taking the prizes more seriously. I used to balk when someone told me that I needed to get

some new stuff in my redemption counter. Not anymore. It is now a number one priority."

There was a sprinkling of traditional coin machine operators. Said one, "I'm here because I need to see who these people are that want to become my competition." Another added, "Many street operators think that redemption is out of the question for them. I say, nothing is out of the question if you have an open mind and are willing to make some serious changes."

Seminar sampler

By far, the major draw for Fun Expo is the focus on education. Many commented on the range of seminars and how eager the attendees were to learn. "The people I've seen at this show aren't afraid to ask questions. They are so eager to learn and don't act like know-it-alls."

With a whopping 37 seminars on topics from "Creating and Merchandising Your Graphic Identity" and "Statistics for Fun Centers: Who are These Customers and How can I Make Them Come Back" to "Redemption for Rookies" and "How to Benefit From Food Services Without Stepping Into the Kitchen" there was something for everyone. There even was a session on "Alternative Financing and How to Get It." We've listed here a few of the highlights, with some poignant quotes from those who spoke on the various subjects.

Day-to-Day Operations to Help you From Year-to-Year:

"Efficiency in your operation boils down to organization." Peggy Carnahan, Recreation and Entertainment Consultants.

"Running a business is like navigating a ship. You must have a direction. Without it you could wind up somewhere good, but you could also crash on the rocks." Bill Gustafson, Dynamic Technologies.

"This may be the most important seminar you will attend at this show. A new series of regulations are being considered that will become law and will influence every part of our business." Arne Lundmark, Adventure Golf Services.

"The family entertainment center industry is not a separate one from operating street and arcade locations."

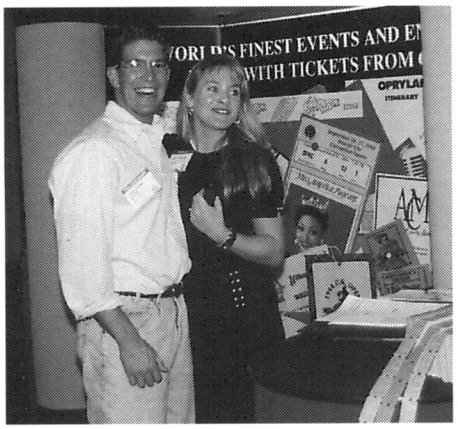
"The customer is not always right; sometimes he is wrong. But what's more important is that he is satisfied." Michael Getlan, Recreational Amusements .

Americans With Disabilities Act (ADA) Compliance: Access Equals Success:

"Our industry has until Dec. 20 to comment on new proposed guidelines. It is up to us as an industry to comment on what is needed for access without changing the integrity of

FUN EXPO '94

Van Brook of Lexington's Virgil Vance (l) talks tokens with Harris Miniature Golf's Patti Lahay.

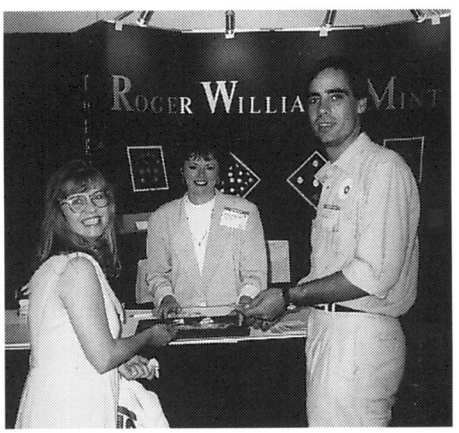


ACI Limited's John Connell listens to a sales pitch from Globe Ticket's Collette Coleman.

Coastal Amusement's Joe Tunney (l) talks with Barry Schraier of Warehouse of Games.

"Meet the Flintstones..." plays in the background as Lazer-Tron's Susan Jesse and Matt Kelly (r) pose with Diversions Game Room's Leigh Ann and Mike Sopher.

Century Vending/Spirit Design's Sue Monday (l) shares a laugh with Bromley's Lauran Bromley (c) and Minerva Orta.



Bee-Tee's Susie Hebets and Jim Skaggs with Roger Williams Mint's Sheila Dellacona (c).

From left: Ace/Acme's Rorie Keller, Jack Kelly, and Hinda Ohlsen welcome Richard Bernal and Miguel Otero of Jungle Jim's Playland.

At the Planet Earth booth, (l-r): Debbie Gonzales (Planet Earth), Steve McCall (Mondial), Valerie Bechtold (Planet Earth), John Temple (Whirlygig's), and Lou Velasco (Planet Earth) by **Dinoworld.**

Alter Enterprise's Earl Heller (r) talks water games with Original Venture's David Plattner.

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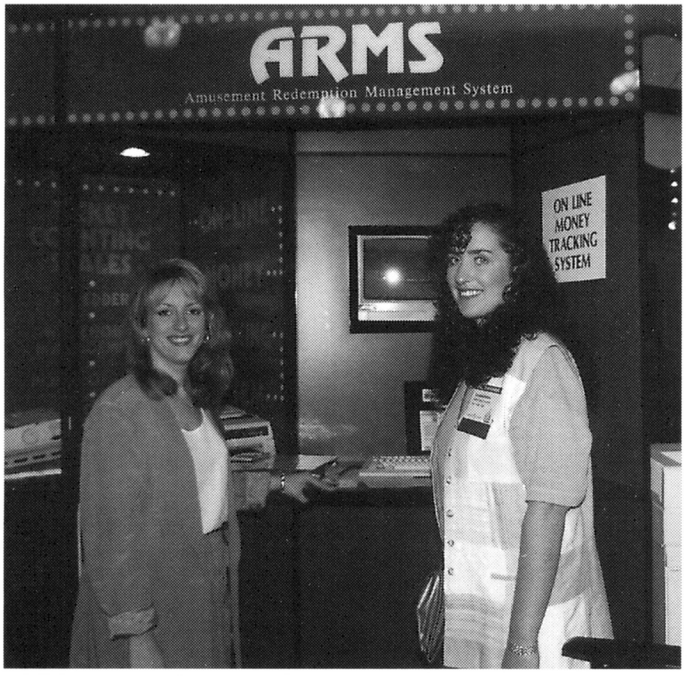

Two beautiful ladies discussing the beauty of redemption: Goodtime Emporium's Suzanne Rinfret (r) and ARMS' Rhonda Fletcher.

Capcom's Brian Duke (l) shows Progressive Distributing's David Stroud the Polaroid photo booth and his new Looney Tunes tie.

our business." Tom Sheehan, Amusement Industry Manufacturers and Suppliers International .

"If government does not hear the industry point of view, the likelihood of more restrictions is inevitable." Larry Zucker, attorney and consultant.

Staying Competitive: Increase Your Market Share by Expanding Amusement Elements:

"There will always be room for someone to service and market an area; the challenge is there." Norm Sheya, Norm Sheya Enterprises.

"Lead with your head, not your heart. You're not doing it for yourself but for your guests." Phil DeAngelo, TW Sports.

"One of the great strengths of conventions is gleaning knowledge and information from each other." Dave Haness, Country Club Lanes Bowling Center.

Advanced Redemption: if it Ain't Broke, it may Still Need Fixing:

"Theme and decor should not overwhelm or impede showing your merchandise." Rorie Keller, Ace/ACME.

"Work smarter, not necessarily harder." Sandy Adler, Circus Circus.

"In many states laws enacted to prevent game abuse are 40 years old." Bob Snyder, Bob Snyder & Associates.

High-Tech with High Returns for FECS: The Future is 'Virtually' Here:

"The word high-tech puts a cloud over things. It means it's going to break. High-tech only works if it's engineered right." John March, Creative Presentations.

"In a game of laser-tag, the player is the game. The technology has come a long way in 10 years when the first systems were introduced." Kenn Schureck, Ascension Productions.

"Simulation is a software-based experience first seen at Disneyland and now is a familiar household word. It creates an experience your customers can't get at home." LM Rosenfeld, Iwerks Entertainment.

"You can't simply look at the revenue generated by a high-tech attraction. You must also look at the added revenue in other areas of your store. Virtual reality technology hasn't quite caught up to where we want it." Jeff Herman, Edison Bros./Exhilarama.

"If you are interested in any high-tech entertainment, get out there and play them and experience them." Roberta Perry, Edwards Technology .

Look for more detailed information from the above listed seminars in the December "Family Focus."

REDEMPTION REPORT

Computer tracking can increase profitability

Have you dealt with the Guilded Age, the Ice Age, your children's age, the Computer Age? Well, pick one and move on.

If you picked the Guilded Age, it died with the flappers of the '20s, so you're a little behind the times. If you picked the Ice Age, you can't stop it. If you picked your children's age, they get older every year; but what's really disturbing is when your friends grow up too. So, that leaves the Computer Age! Great choice.

"This efficient way of ordering will reduce overspends and mistakes, thus lowering expenses and increasing profits."

Computers are here to help you run your family entertainment center, to keep track of your inventory, your money, your employees, and your children's ages. So then you think, 'But I'm just a small store and I don't need anything that sophisticated.' Do you remember these catchy words, "run your family entertainment center just like a retail store"? Well, that means tracking inventory, money, and your employees. Otherwise, you're setting yourself up for problems some time in the future. Computers cannot solve all of your problems, but they can help. There are some pros and cons. Do you want the good news or the bad news first?

We'll go with the bad news first. When you first get them, computers are more work because you have to input a lot of information, like who your employees are, what your inventory is, and who your regular customers are (if you desire).

This information includes exactly how many little boats you have, how many little fish you can count, and how long each of your employees has worked for you, along with their names, phone numbers, addresses, and a secret code that lets you know each time they log on the computer to do a sale. You have to do a physical count of your inventory (but you have that anyway since you've been running your location like a retail store).

The other down side is you have to train your employees to use the system and be prepared to correct minor problems. Training usually takes a few days, and it's a few weeks until everybody feels comfortable with the system. Once new employees come into the system it's a lot easier to learn, and takes less time to feel comfortable with.

Lastly, most systems issue a receipt for tickets not used. Some operators prefer their customers to keep tickets. Customers feel empowered with a lot of tickets and get a greater sense of satisfaction. If that is the case, the customer can keep whatever tickets they don't use, but they have to count ahead of time how many tickets they want to spend. The computer system is not a good idea if you don't have a capable manager, regular employees,

Sue Monday & Shantelle Gaynor

or if you're allergic to success.

That wasn't so hard. So brace yourself for the good news. After your system is up and running you can provide superior customer service, keep track of all your inventory, track employee theft, see which employees are working hard and which are slacking off, and cut down on merchandise expenses. Some good news, huh?

You can provide superior customer service because you will know which are your most popular items and make sure to keep them in stock. You will also know who are your best customers, and provide them with the merchandise they want, thus you can cater to their every whim.

You can keep track of all your inventory because each time tickets are redeemed at the point of sale, the computer registers it and takes that inventory out of stock. You know when you are low on items, what items are bad buys and should never be bought again, or which are very steady selling items. You can see if you have a gap in your ordering, such as when you need forty cent items and dollar items, but not any twenty cent items. This more efficient way of ordering will reduce your overspends and your mistakes, thus lowering your expenses and increasing your profits.

You can also track employee theft through this tightened control on inventory. You will know when items are not being redeemed for tickets and are walking out of the store. Depending on how often you do inventory, you may be able to track the shift or shifts that you are having trouble with.

By eliminating those problems, you can have a smoother running business. Most systems will also tell you each time an employee logs on the computer to ring up a sale or help a customer. If you have an employee that is not performing his duties at the counter, you will know. The system will give you one more eye in your store when you're not there. Although you may feel god-like, it's only organization.

The computer systems offered on today's market are designed for family entertainment centers, large and small. They are affordable and will pay for themselves over and over again. You can contact your local distributor for a company that they trust to best serve your needs.

"The system gives you one more eye in your store when you're away. You may feel god-like, but it's only organization."

The Computer Age is here. You can take advantage of it and realize the bliss of a comfortable, smooth running business. Or, you can continue to second guess all of your employees, merchandise, and inventory.

Computers will give you the advantage you need to succeed in this industry, but they might not be able to help you remember how old your kids are.

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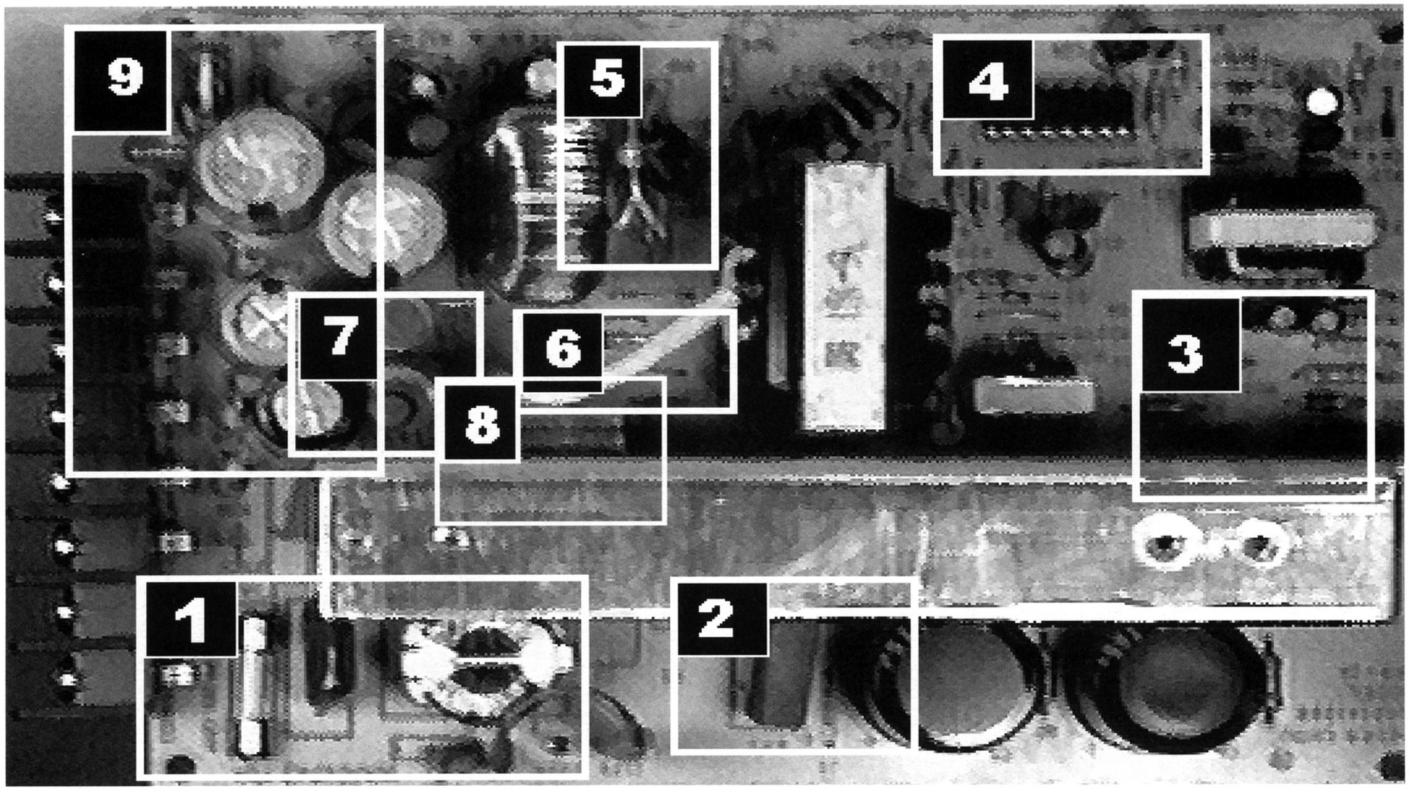
TECHNICAL TOPICS

Power supply repair guide

Modern video game power supplies are known as "switching regulator power supplies." Power supplies are a snap to repair, once you become familiar with the common component failures. We'll get to those components later but first, let's take a look at the switching supply and see how it operates.



PS PCB from center

Power supply operation

After passing through a fuse and an AC line filter, the 120 volt AC input is rectified by a pair of diodes in the bridge rectifier and filtered by a pair of high voltage capacitors. This creates two, high-voltage, DC power supplies; one positive and the other negative. Both are approximately 160-170 volts.

A pair of switching transistors is then used to switch these high voltage supplies across the primary winding of a power transformer. This switching action is very fast. A typical switching speed is around 40,000 cycles per second or 40 kilohertz. An integrated circuit is used to control the switching transistors. This IC not only controls the speed at which the transistors are switched, but also controls the amount of time that each transistor is energized. The output voltage of the power supply is determined by the "on" time of the transistors. If the transistors are kept on for a longer period of time, the output voltage of the supply will rise, while shorter times lower the output voltage. This is known as "pulse-width modula-

Randy Fromm

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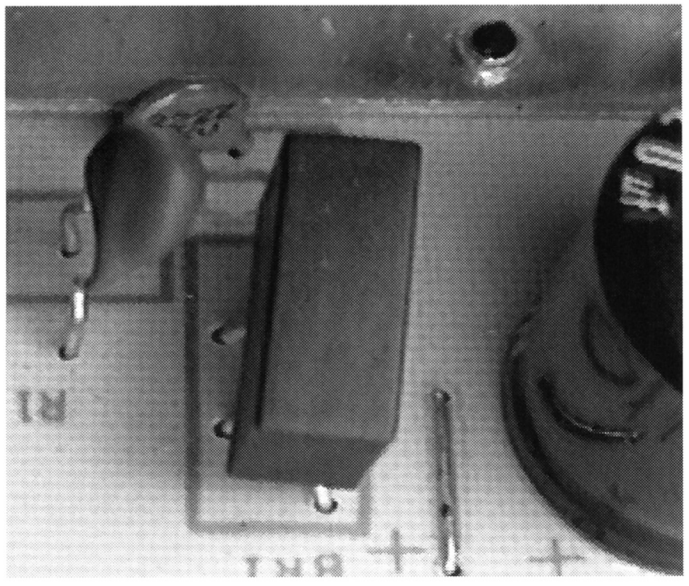
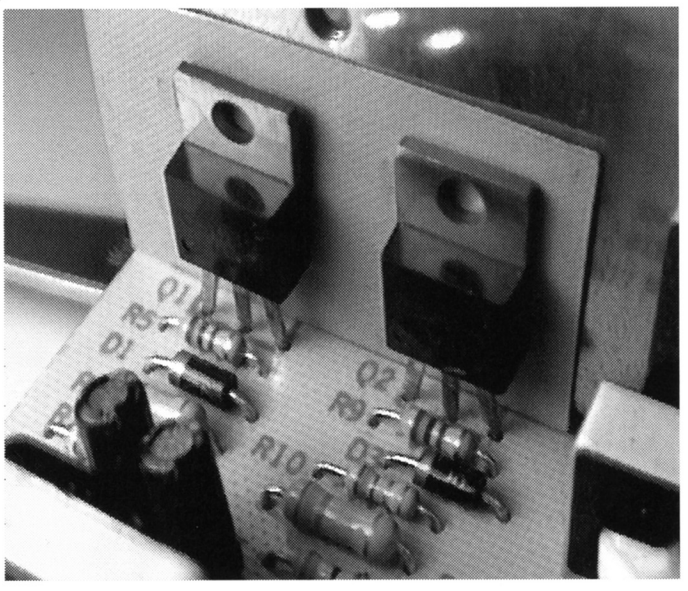


Bridge rectifier and "soft start" thermistor R1



The two switching transistors (Q1 and Q2) and the clamping diodes (D1 and D3)

tion" or PWM.

The output of the transformer (which is now high frequency, alternating current) is then rectified by special high-speed diodes to change it back to direct current. This output is not pure DC however, and requires extensive filtering to remove the high-frequency "noise" that is generated by the rapid switching action of the transistors. Filtering is accomplished by using a combination of coils (also known as "chokes") and capacitors.

The +5 volt output of the power supply is regulated by feeding some of the output current back to the integrated circuit that controls the switching transistors. If the voltage is too low, the IC allows the transistors to remain energized for a longer period of time, thus raising the output voltage. An output voltage that is too high signals the IC to cut back on the transistors, lowering the output voltage.

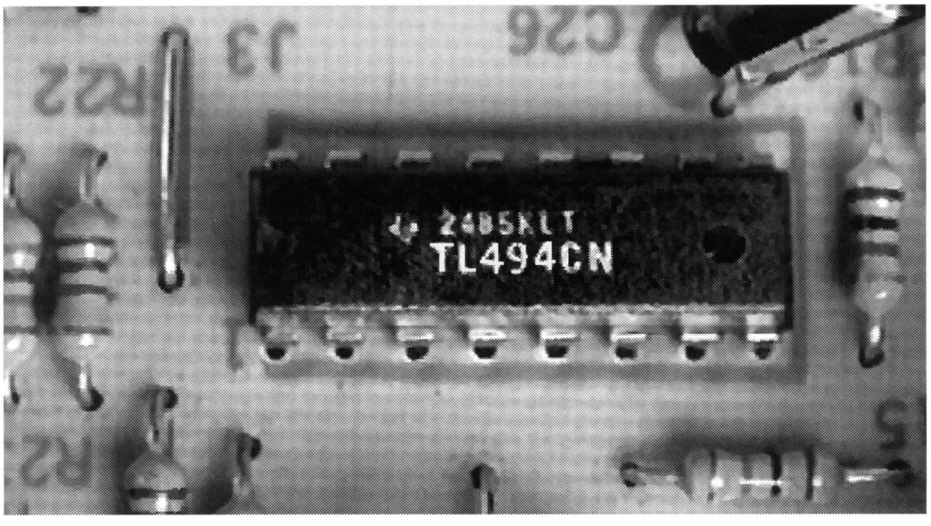
Troubleshooting

There are only a small handful of components that commonly fail in switching regulator power supplies. Bad power supplies can be segregated into two groups for easy troubleshooting. Power supplies that blow the fuse go into one group while the remainder (those failures that do not blow the fuse) go into the other.

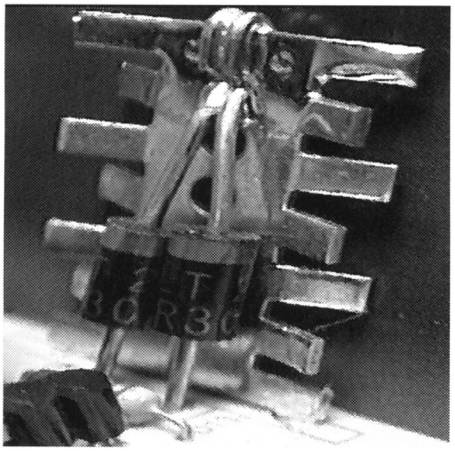
Power supply failure: fuse is blown

One of the most common failures is the switching transistors themselves. The two transistors are mounted on a heatsink that helps them run cooler. Test them by using an ohmeter or with a digital multimeter set to the diode test range. All testing is done with the power off. Check each switching transistor for a short circuit between emitter and collector. Replace any transistors you find to be bad.

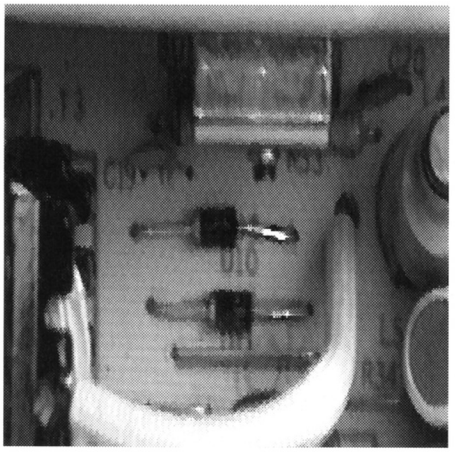
Although some engineers claim that you should replace them both even if just one is bad, I have not always found



The integrated circuit



The +12 volt diodes



The -5 volt diodes

-5 volt filter choke

this to be necessary. However, both transistors must be of the exact same type. The part number is usually 2SC3039. Specifically, they must be closely matched in their "gain" or "beta". Mismatched transistors can cause problems. Unless you have an exact replacement, you should replace them as a pair.

By the way, these transistors will always seem to test shorted between base and emitter when tested "in-circuit." Don't bother testing the base-emitter junction of the transistors. When the switching transistors fail, they always short between emitter and collector and blow the fuse. If you're in doubt, pull the transistors out of circuit to test them. However, an in-circuit test from emitter to collector is all that is necessary. A short circuit means the transistor is likely bad. Anything else (a junction drop or open reading, for instance) means that the transistor is good.

There are only two other component groups that will blow the fuse in a switching regulator power supply. There is a pair of diodes that are directly associated with the switching transistors. These are known as the "clamping diodes" and they're easy to find. They are always located just in front of or immediately behind the two switching transistors. They are small, 1 amp sized diodes. A typical part number for these diodes is PXPR1507 or FR1507. The clamping diodes normally serve to protect the transistors from high voltage spikes. But sometimes the clamping diodes themselves fail. Bad clamping diodes will always short circuit and blow the fuse.

Note: When a clamping diode fails, it will make the associated switching transistor appear to have a collector-to-emitter short when tested in-circuit. If you find a bad transistor, be sure to double-check it after removing it from the board. Also, check the clamping diode again with the transistor removed. You may find that the clamping diode is also shorted or that the transistor itself is actually good and that the clamping diode is your only failure.

The only other failure that will commonly blow the fuse is the bridge rectifier. The bridge rectifier is connected through the fuse to the 120 volt AC power. You may find a one piece bridge rectifier or four individual diodes depending upon the manufacturer or model of the power supply. As with the clamping diodes, a bridge rectifier will always short circuit and blow the fuse when it fails.

The only other component failure that I have found to blow the fuse is the AC input capacitor. This capacitor looks like a piece of Chicklets chewing gum and has a typical value of .047 to .1 microfarad. The capacitor is part of the AC line filter circuit. In this case, it's directly across the 120 volt AC input (between the "hot" and "neutral" connections) following the line fuse. Naturally, if this capacitor short circuits it will blow the fuse. Nothing else in the power supply will be bad. Most of the time, you can just yank out the bad cap (wiggle it back and forth to break it out) and operate the power supply without it. However, if the monitor shows interference, you'll have to replace the capacitor to maintain the AC line filter circuit at optimum efficiency. Test the capacitor with your meter set to ohms. Like the semiconductors, this component short circuits when it's bad. Out of circuit, it will read open when good. The in-circuit reading will vary between power supplies.

When you have a power supply with a blown fuse, be certain that you check all four of these items (the switching transistors, the clamping diodes, the bridge rectifier and the AC input capacitor) before replacing the fuse and applying power to the unit. One, two, three or all four

The +5 volt diode assembly

Output filter capacitors

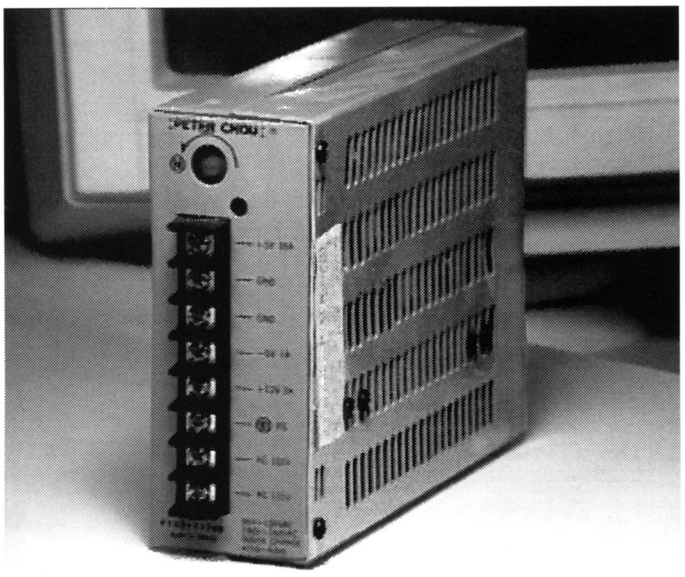
of these component groups can have problems so test everything first (with the power off) to avoid frustration.

Power supply failure: fuse is not blown

Output diode failure is a common problem. There are six output diodes in a switching supply and failure of any one of them will cause the supply to shut down. The most common diode failures are shorted +12 volt or -5 volt output rectifiers. Failure of these diodes will not blow the fuse. The over-current protection circuit (OCP) simply detects the short and shuts down the power supply.

Some of these failures may be caused by using the +12 or -5 volt outputs to power coin door lamps. The -5 volt and +12 volt outputs are not over-current protected in some of the off-brand power supplies. A shorted lamp socket may blow the diode by drawing too much current from the supply. The +12 volt diodes may be blown if 6-volt bulbs are inadvertently used instead of 12-volt bulbs.

If the power supply fuse is not blown, start by testing the output rectifiers. There are three pairs of diodes to test. One pair is for the -5 volt output. These will be fairly small; approximately the same size as the ubiquitous 1N4004 with which we are all familiar. The part number is generally something like PXPR1502 or FR1504. The +12 volt diodes are usually in the somewhat larger (3 amp) package. A typical part number here is PXPR 302 or FR3004. The two +5 volt output diodes are housed together in a "dual-diode" package (usually a TO-218 package.) It looks just like a transistor but it has the diode symbols printed on it. The two cathode connections are tied together at the center lead of the device while the two anode connections are on either side of center. Like the switching transistors, this diode package is mounted on a heatsink. The +5 volt diode is also known as a "schottky", high-speed diode. A typical part number is CTB-34.



Power supply

These diodes will not test properly in-circuit, even if they're good. For example, the -5 volt and +12 volt outputs will each have a 100 ohm resistor across them. This causes your in-circuit reading to indicate that the diodes are bad, even though they might be good.

Here's a real time-saver for testing the output diodes. When an output diode fails, it will become a dead short (zero ohms.) If your meter indicates a complete short circuit, one or both of the diodes is bad. Any other low resistance reading (100 ohms, for instance) means the diode is good. Try checking the diodes in a good power supply to see how they test. When you find a power supply with bad output diodes, the difference in

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the readings will be obvious! By the way, when just one of a pair of output diodes is shorted, they will both appear to be shorted when tested in-circuit. Unsolder and lift one end of one of the diodes to identify the culprit. You have a 50/50 chance of getting the right one on the first try.

The +5 volt dual-diode package can be tested in much the same way as the +12 and -5 volt diodes. You will find that the in-circuit reading for the +5 volt diode is even lower than that of the +12 and -5 volt output diodes. Again, you should check the Schottky diode on a good power supply to see a normal reading. As before, a bad diode will be easy to identify as it will be completely shorted. There seem to be very few failures of the +5 volt output diodes.

All output diodes (and the clamping diodes as well) must be replaced with special, high-speed diodes. Conventional diodes will overheat and fail prematurely. The diodes in the bridge rectifier circuit can be replaced with conventional diodes.

If the diodes are good but the supply is still inoperative, the integrated circuit may be bad. Test the IC by removing it from the printed circuit board and installing it in a power supply that you know to be good. An integrated circuit tester can be made in just a few minutes by removing the integrated circuit from a spare power supply and replacing it with a socket. Connect a 6 volt lamp between the +5 volt output and ground so you can tell if the test unit is working. Connect your spare power supply/IC tester to the 120 volt power. If the light comes on, the integrated circuit is good!

Just about all the supplies use the same IC; a type 494. Equivalent integrated circuits are: TL494CN, uA494, uPC494C, IR3MO2, and MB3759. The over-the-counter replacement for these is a Phillips ECG 1729.

Capacitor failures

It is extremely common to find output filter capacitors that are swollen or leaking. Any capacitor that appears to be bad should be replaced. To prevent a recurrence of this all-to-common failure, output filter capacitors should be replaced with special "low ESR" (Equivalent Series Resistance) capacitors. These capacitors are specifically designed to handle the rigors of filtering in a switching supply. It is well worth the extra cost to use low ESR capacitors as replacement components because they can double the life expectancy of the power supply.

Minus 5 volt: output too high

Most switching regulator power supplies have three DC outputs. One is the main +5 volt DC output that powers the computer system. The others are the +12 and -5 volt outputs. These DC outputs are often used to power the sound generating system and the audio amplifier itself. When you're testing a power supply, it's important to check all three of the outputs. This is especially true when you have a game that basically works okay but has distorted or missing audio.

When a switching regulator power supply fails, all three outputs will usually drop to zero

Fuse is Blown	Fuse is Not Blown
1. Switching Transistors	1. +12 Volt Output Diodes
2. Clamping Diodes	2. -5 Volt Output Diodes
3. Brldge Rectifier	3. +5 Volt Diode Assembly
4. AC Input Capacitor	4. Integrated Circuit

Always examine/test/replace the output filter capacitors.

volts. Sometimes, however, the output voltage may rise. If you find that the +5 VDC and +12 VDC outputs are normal but the -5 VDC output is too high (more than -6 VDC), try replacing the -5 output filter choke.

It's easy to locate the -5 volt filter choke, even without a schematic diagram. Just follow the trace on the printed circuit board back from the -5 VDC output of the power supply. You will eventually come to a component that may look something like a capacitor but will be clearly labeled "L" on the board and will generally be accompanied by the schematic symbol for a coil as well. The coil is wound on a ferrite coil and is covered with a plastic sleeve that has been heat-shrinked over it. Examine the coil. If the heat-shrinked cover has been melted or is missing entirely, the coil may be bad.

This is not a component that you can easily locate at an electronics spares store. There are a couple of options for obtaining a replacement coil. The preferred method is to purchase a new coil. Alternately, you can take the coil off a junk power supply or pull the wire off the ferrite core and rewind the choke yourself using the appropriate gauge wire. There aren't that many turns of wire on it that you can't rewind a new coil in five minutes.

Power supply testing

A power supply should always be tested under load. Use a 1 ohm, 50 watt resistor or equivalent as a "dummy load", connected between the +5 volt output and ground. This will draw 5 amps from the supply, which is adequate for test purposes. If desired, the -5 volt output can be loaded with a 10 ohm, 10 watt resistor (drawing 1/2 amp) while the +12 volt output can also use a 10 ohm resistor (drawing just over one amp) but it should have a dissipation rating of at least 20 watts. In practice, the -5 and +12 volt loads can generally be omitted as impractical and somewhat redundant to the go/no-go testing of a switching regulator power supply.

Caution: These resistors will get quite hot during extended burn-in testing of a power supply. Make certain that the load resistors are mounted in such a way that they will not damage anything or burn anyone.

Obtaining replacement parts

The original "Peter Chou" power supply is distributed by Imperial International. Imperial International also carries replacement parts, including transistors, diodes, bridge rectifiers, -5 volt filter chokes (order as "L3") and capacitors. They even carry the impossible-to-find-anywhere-no-matter-how-hard-I-try pigtail fuses! You know, the small fuses with the wires soldered on to them? Try getting those at Radio Shack! Contact Imperial International at (201) 288-9199 or (800) 526-6261; FAX (201) 288-8990.

Replacement parts giant WICO also carries power supply replacement components. Wico has put together a kit of components that includes diodes, transistors and fuses. The WICO kit does not include capacitors. Contact WICO at (708) 647-7500 or (800) FOR-ICO; FAX (800) 446-9426.

That's about all there is to it. The more you work on repairing power supplies, the easier it gets. If you have any questions, feel free to contact me at (619) 593-6131; FAX (619) 593-6132.

TAX TIPS

Relying on an estate planning myth

It's amazing. Most successful family business owners toil for their entire lives to build the business and the family's wealth. Yet, the instant the typical wealthy business owner dies is a big payday for the IRS. Estate and other taxes usually rob the family of over 50 percent (sometimes over 75 percent for certain types of assets) of the family wealth.

My amazement continues to grow when business owners send me their estate plans for a second opinion. After reviewing the data and documents, the sad fact is that 91 percent of the business owners would have overpaid their estate tax if changes were not made to their estate plans. Why does this happen? Myth. Misconception. Mistakes. Often, it is a combination of the three. Some are the fault of the owner; others that of the professional advisors.

An article in the May 18, 1994 issue of the *Wall Street Journal* titled "Family Businesses Organize to Seek Estate-Tax Deferral" confirms the experience of our office's second-opinion consultations.

The article says:

> "Nine of the ten successors whose family businesses failed within three years of the principal owner's death said trouble paying estate taxes contributed to the company's demise, according to a 1993 survey of 749 such individuals by Prince & Associates, a Stratford, Conn., research and consulting firm."

Following is a list (to be continued in future issues of this publication) of the most common and expensive (in terms of tax dollars) estate planning myths, misconceptions, and mistakes:

1. Mistake: Understanding what your estate is (or will be) worth. Whatever you own on the day you go to the big business in the sky is included in your taxable estate. That's the easy part. But remember, you ain't dead yet. What items do most people fail to include or consider? Life insurance proceeds (irrevocable life insurance trust). Possible inheritances (skip-a-generation trust). Inflation (gifts). Increase in the intrinsic value of certain assets--particularly, the value of your business and real estate--over time (grantor retained annuity trust and family limited partnership). Obviously, if you miss an item, you will fail to use the appropriate tax-saving techniques (some are shown in parentheses after each item).

2. Myth: A revocable living trust can save taxes. Some lawyers, but more often non-lawyers, make a lot of money promoting living trusts (often called "loving trusts") as the key to estate planning. I like these trusts and often recommend them. Yes, putting all your property in a living trust will avoid probate. A living trust can also help avoid long and messy court proceedings if you should become disabled.

But a revocable living trust can never avoid taxes--either income or estate taxes. During your life, you will be taxed on

Irving Blackman

all income earned by the trust as though you owned the property directly, and all property titled in the name of the trust will be included in your estate.

Common mistake: After executing a living trust, many people neglect to take the next step of transferring legal title of their assets to the trust. The result is that the living trust is a worthless stack of papers. The rule is simple: assets held in your name will be included in your probate estate.

3. Misconception: Leaving everything to my spouse avoids the estate tax. What's the problem here? All the words following "Misconception" are 100 percent true. First, let's explain the unified credit, which is a wonderful tax-saving device that is built into the tax law. It shelters up to $600,000 worth of assets from estate and gift tax. But many people fail to use the credit properly.

Next, consider the marital deduction, which allows you to avoid estate tax at your death for all assets that you leave to your spouse. Overuse of the marital deduction at your death (failing to use the unified credit) usually costs you at least $235,000 in estate taxes. Why? Well, suppose you are worth exactly $1.2 million. You leave it all to our wife, Sue. So far so good. No tax because of the marital deduction.

Next, assume Sue dies with the same $1.2 million 15 years later; she lived off of the income. The first $600,000 of Sue's estate is tax-free (the unified credit). The balance ($600,000) will kick up an estate tax of $235,000. Had you been smart enough to set aside the first $600,000 in a so-called credit shelter trust, you would have blown the marital deduction (a good move because the unified credit shelters the $600,000 trust from any tax). Now, when Sue dies, her estate is worth only $600,000. What's her tax? Zero!

Since this is the first of a series of articles, there's more to come. But in the meantime, would you like to get a jump on how to save taxes by avoiding the common estate planning myths, misconceptions, and mistakes? Send for these tax-destroying special reports: "Pay Zero Estate Tax...The Super Trust Way," "How to Triple Your Pension, Profit Sharing or IRA Value," or "How you Can Beat the Estate Tax...Legally."

Protecting your kid's stock from the divorce devil

Do one or more of your kids own stock in your closely held business? Or are you thinking of transferring stock to your kids? Then read this article closely. It could save you a small fortune.

Let's set the scene for the typical owner (we'll call him Joe) of a family-owned business (we'll call it Success Co.). Joe calls me to consult about transferring his business to one or more of his children. As far as I'm concerned, Joe can have three kinds of children: (a) married or single, (b) stockowners in Success Co. or not, and (c) workers at Success Co. or not.

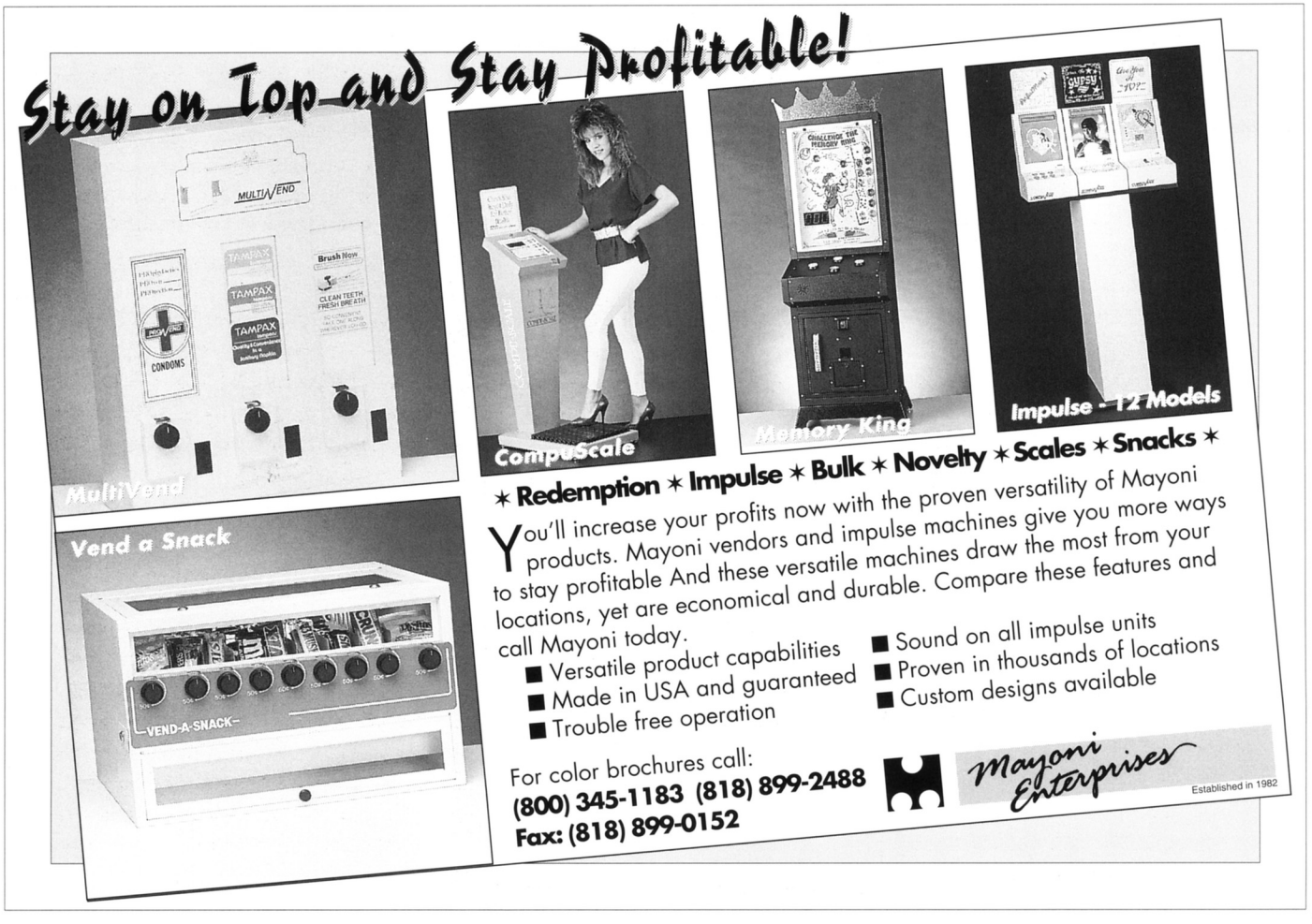
Let's start with Joe's oldest child, Sue, who is single, works full time for Success Co., but owns no stock of Success Co. As long as the stock that Sue will eventually own is nonmarital property to start with, the stock is safe from Sue's spouse-to-be (let's call him Drew). Drew can only have an interest in marital property, which can only be created after Sue and Drew marry.

We now have enough background to teach you the rules that will keep Joe's stock out of the reach of the divorce devil (after Sue marries Drew and acquires stock in Success Co., then divorce rears its ugly head).

The question you must always ask is when is stock (or any other property) nonmarital property? Burn these four rules into your memory: 1) when the child (Sue) owned the stock prior to the marriage, 2) when Sue received the stock after marriage by gift, 3) by inheritance, or 4) when Sue bought stock after marriage with her own money received as a gift or inheritance, or earned by Sue before marriage. But be forewarned, the fourth way may be tough to prove in court.

As you can see, the simple trick is not to create marital property. For example, you would create marital property by giving Sue a stock bonus of Success Co. stock after she married Drew. Most of my consulting/second opinion advice is to show the Joes of the world how to ensure that the stock their kids will own is nonmarital property.

But what happens when Joe calls and I find out that he has kids who are married and own stock of Success Co. (whether the kids work for Success Co.



or not is immaterial) that is unfortunately marital property? Divorce usually means an expensive valuation war followed by a court order to pay the court-fixed price. What to do? A well-drawn buy/sell agreement that fixes the stock price for all stockholders is essential.

Let's summarize. Transferring stock to your kids is smart (to save taxes) and safe (avoids divorce problems) if the stock is nonmarital property in the hands of your kids. Just follow the four rules given in this article. The rules apply to you and your spouse too and, as far as I know, are the law in all 50 states. But one caution: never transfer any stock in your family business to anyone for any reason without first checking with a competent and experienced advisor.

Want to learn more about how to protect your family while saving a bundle of taxes? Send for the companion special reports in this area: "Divorce, Taxes, and You," "Transferring Your Business When You Have Two or More Children," or "How to Value Your Business."

Assuring your deduction from ballgames

It's a tradition. Taking clients or customers to a baseball, football, or basketball game. Or giving strictly business contacts one or more of your season tickets to attend without you.

Is the cost of these tickets given to your business contacts deductible? As an entertainment expense? No! Unless you comply with some strict rules. As a gift? Maybe. The rules to capture a deduction for tickets (to any event) are simple, but very precise.

For example, if you and your potential customer go to a hockey game together, the tax rules for entertainment expenses come into play. This limitation means that you can deduct 50 percent of the cost of both tickets, but only if the game precedes or follows a "substantial business discussion." To nail down the deduction, keep a record of the date, time, and place where the discussion took place and, of course, the name of the person and the nature of the business discussed.

"Many businesses get clobbered by the IRS for deducting entertainment, travel, and auto expenses."

The rules change a bit if you don't go to the event. Suppose you have season tickets to the opera, and simply give a ticket to your customer. You have a tax choice: 1) you can deduct 50 percent of the customer's ticket as business entertainment if you meet the business-discussion rule, or 2) you can treat the ticket as a business gift. As a gift, there is no percentage limitation and no requirement for a business discussion. But there is a dollar limitation: your deduction cannot exceed $25 per person per year.

The sad truth is that many businesses get clobbered by the IRS with additional taxes, penalties and interest for inadvertently deducting three types of expenses: entertainment, travel, and auto.

Want to learn how to capture every dollar of business expense you are entitled to under the law? Send for these special reports: "The Complete Guide to Building Your Entertainment Deductions," "The Complete Guide to Building Your Travel Deductions," and "The Complete Guide to Building Your Automobile Deductions."

Irving Blackman is a senior tax partner in Blackman Kallick Bartelstein, a CPA firm specializing in closely held businesses. He has agreed to consult with readers of this column. His tax hotline number is (312) 207-1040. The address to write for the special reports (at a nominal cost) is Book Division, 300 South Riverside Plaza, Chicago, IL 60606.

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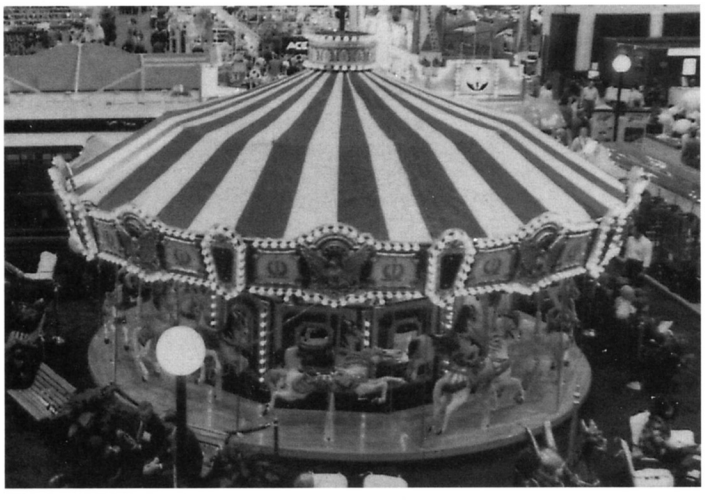

The keynote address and business meeting kick off four days of seminars and workshops with industry leaders. A presentation entitled "What's New Around the World" follows, featuring a focus on trends and innovations in amusement parks and attractions worldwide. The annual Hall of Fame presentation profiles prominent individuals who have made contributions to the field.

Workshops: Seminars conducted by guest speakers cover different aspects of the amusement industry. These meetings are for members only, and will address those involved in two categories: smaller amusement parks and family entertainment centers. Discussions cover a wide range of topics: "High Tech in the Family Entertainment Center," "Successful Promotion Strategies," "The Trials and Tribulations of Litigation," "Societal Marketing: A Trend for the Future," and "Safety in Amusement Facilities."

Speakers include Michael Getlan of Recreational Amusement, Josephine Zammuto of Six Flags Great America, Court Huish of Huish Family Fun Centers, and Kevin Kirby of Darien Lake Theme Park. Roundtable sessions teach new approaches to critical issues facing waterparks, bumper boats, arcades, miniature golf, and food and beverages. Simultaneous interpretation in German, Spanish, Portuguese, and Japanese, is available via headsets at many of the workshops.

The trade show, held at the Miami Beach Convention Center will feature thousands of products and services from every segment of the amusement industry, including family entertainment centers and waterparks. This year's high-tech theme area is the largest ever, offering a glimpse of new and profitable attractions. Rides, games, computer systems, novelties, security equipment, theatrical supplies, and more, will be available for viewing.

Trade show hours: Nov. 2--11 a.m. to 6 p.m.; Nov. 3--10 a.m. to 6 p.m.; Nov. 4--10 a.m. to 6 p.m.; Nov. 5--10 a.m. to 4 p.m. For more information on housing or exhibits, call (703) 836-4800 or FAX (703) 836-4801.

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You must be brave... You must be strong and above all... You must show no mercy!

Mullah Abba is calling you. He needs you to choose an Assassin to do battle with Koldan The Conqueror. You must recover the ancient Ink of Ghize; a morphus fluid organism which transforms into real objects for brief moments when applied to humans as tattoos. Be warned!!!

Koldan's legions are loyal to the death! They will not allow you to pass without first being vanquished!

Be warned! Koldan's legions are loyal to the death! They will not allow you to pass without first being vanquished!

Data East, the creators of the first interactive fighting video game has joined forces with Bob Gale, creator of *Back To The Future I, II, & III* to bring you the video event of the year! TATTOO ASSASSINS! Using state-of-the-art digital processing and an Academy Award-winning crew, Data East and Gale have created a game so life-like, it'll have you wondering where reality ends and fantasy begins! Choose your champion from a group of 5 special characters and 9 highly skilled Assassins, each with hundreds of special moves and Killer-Kombos.

Sturdy plywood construction, rigid PCB security, vandal proof control panel and a tamper-resistant line cord makes Tattoo Assassins practically indestructible.
The BSMT-2000 Three Speaker True Stereo Sound System draws players into the action like never before! A speaker below the control panel was added for music that the player can feel as well as hear!
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Koldan's waiting . . . are you ready to begin your quest?
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Hollywood meets Coin-op . . . The Making of Tattoo Assassins.

A crew of 41 movie makers, 15 programmers, 2 weeks of filming and literally thousands of hours digitizing images have gone into the making of Tattoo Assassins.

Academy Award-winning special effects make-up artist Bob Short reviews action ideas with Bob Gale and Prism (William Zipp).

Rhina (Ms. Universe contestant Joanna Lee) gets some posing instructions from Bob Gale.

Director/creator Bob Gale and stunt coordinator Eddi Wilde give tips to Koldan (Kevin Knotts) during filming.

Bob Gale wants Deke Kay (William Zipp) to get into his character!

Data East's head game designer Joe Kaminkow along with video programmers John Carpenter and Jack Liddon looking over the playback of the days filming. In the background are Bob Gale, Bob Short and Producer Mike Marvin.

How do they make those characters fly on the video screen? That's Maya (Melanie Baer) going through her moves on the trampoline!

IAAPA '94
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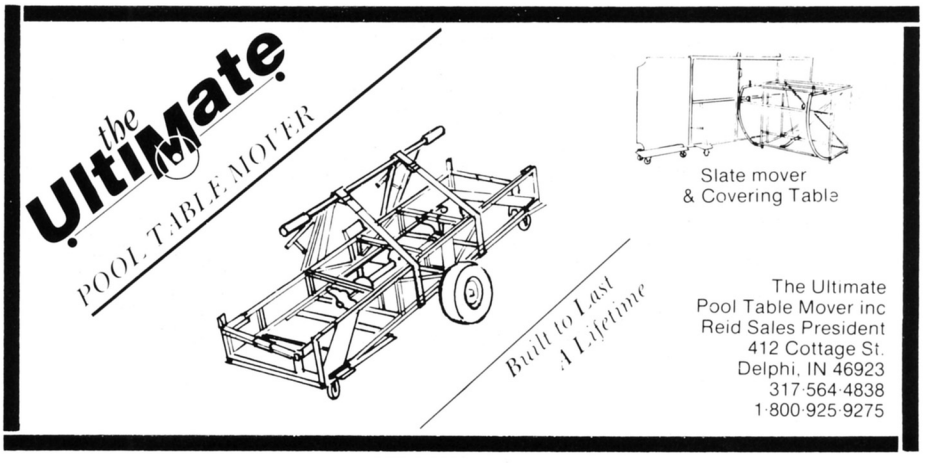

TOURNAMENTS & LEAGUES

Valley Gold '94 boasts winners

Nearly 500 guests attended the 8th Annual Valley Electronic Dart Championships, held at the Sahara Hotel in Las Vegas, Nev., July 14-16. The three-day event included both men and women in preliminary competitions, semi-finals, and finals. The awards ceremony drew a crowd of 450 people, with champs netting trophies, commemorative awards, and thousands in cash.

Team USA (l-r): Frank Hernandez, Sandy Reitan-Green, Doug Blair, Teenamarie Cunningham, and Paul Lim.

Valley representatives at Valley Gold '94: (seated, l-r) Bill Nemgar, Mark Boehmann, John Nemgar; (standing, l-r) Dave Kristal, Bob Corrigan, Doug Blair, Jeff Yantz.

"It was a high energy tournament," said Valley's Bob Corrigan, who presented the awards. "Everyone, win or lose, had a dynamite time." The Valley Gold is a nationwide series of qualifier tournaments, held by independant Valley operators across the country. Valley sponsors two to four players per operator to advance to the Valley Gold Championships.

The Valley Gold was created in 1985. "It's purpose was to boost operator earnings and their dart player base," says Doug Blair, Valley vice president of sales and marketing. "It works like a magnet, drawing casual players into a more competitive game of darts, and holding existing players there by giving them a goal."

"It represents our continuing commitment to quality, and to our customers," says Valley's Dick Shelton. "We will continue to offer a first-class, first rate package for our operators and players."

Winners of the championship were Paul Lim, Frank Hernandez, Sandy Reitan-Green, and Teenamarie Cunningham of California.

The four now make up "Team USA", and will represent the United States in the international competition in Europe. The champs will also receive a week-long tour throughout major European cities.

Prompted by last year's boost in participation by both operators and players, Valley built up promotions for this year's tournament. "We knew we had done a number of things to increase operator participation. But even we were surprised to see the cumulative effect of it all," said Dave Kristel, senior sales representative for Valley Recreation and Valley Gold committee chairman. "We made a stronger effort to get the word out [this year] through mailings, the media, and very critically, our distributor network."

Included in the promotional material, Valley introduced a manual that guided participating operators through the tournament process step-by-step and answered any questions they might have. The international extension provided a strong, added enticement to players, and an edge for Valley operators.

Kristel noted that all participants need to feel like they've won. "First, players have to win by having more fun. Then, locations have to win with increased traffic and the increased food and beverage sales that come with it," Kristel said. "Next, operators have to win with larger player bases and fattened cash boxes. And, if all that happens, Valley wins through increased equipment sales."

For more information on the '95 Valley Gold, contact the Valley Gold Committee, (517) 892-4536; FAX (517) 892-6513. Interested participants must submit applications by November 30.

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TOURNAMENTS & LEAGUES

ADA begins ranking champs

The Bud Light Dart League held its 3rd Annual National Championship at the Clarion Hotel in Chicago, August 11-14. More than 400 darters from across the nation competed for over $35,000 in prize money and trophies.

Hosted by the American Darters Association, the event included men's, women's, and mixed doubles; men's and women's singles; and the six-person team event. The competitions were handicapped using the *Neutralizer,* created by the ADA.

1st Place Team/Soft Tip (back, l-r): Brian Tchonn, Joe Peletieri, John Dema, Ron Boesch; (front) Rollie and Linda Betian.

Two new concepts were introduced at this year's event, including the "seeding" of players into the singles events, based on their abilities from league play and national competition. The ADA selected the top 16 men and top eight women from their points per dart averages, and placed them into the top 32 and 16 brackets. Players in these brackets were awarded an automatic share of the prize money.

The championships also featured the new Most Valuable Player award, based on five categories: points per dart averages; win/loss percentage; 180s (three triple twenty's); nine marks (three scoring triples); and hat tricks (three bulls-eyes in three darts thrown).

"These two additions to our championship add a whole new element to playing Bud Light Dart League and tournament darts," said ADA president Glenn Remick. "We can now produce current top-ranked, individual 'pros' through these statistics, something every major sport has, but darts has lacked until now."

Winners in the major events included:

Blind Draw Doubles/Steel Tip: 1st--Paul Pina of Texas and Ward McCord of Ohio; 2nd--David Cranford of Maryland and Gary Hickman of Ohio.

Blind Draw Doubles/Soft Tip: 1st--Mike Boles of Missouri and Robert Person of Texas; 2nd--Pat Johnson and Mike Gaume of Missouri.

Men's Doubles/Steel Tip: 1st--Ward McCord and Dave Feldpusch of Ohio; 2nd--Don King, Sr. and Doug Lindsey of Illinois.

Men's Doubles/Soft Tip: 1st--Mike Sodini and Pat Johnson of Missouri; 2nd--Ken Smith and James Houchins of Illinois.

Women's Doubles/Steel Tip: 1st--Bitsy Dean and Annika Edinge of Texas; 2nd--Marilyn

2nd Place Team/Soft Tip (l-r): Mike King, Charles Stott, Steve Prachniak, Ernie Maxwell, and ADA president Glenn Remick.

Taylor and Christine Luke of Texas.

Women's Doubles/Soft Tip: 1st--Debbie Hatfield of California and Sheila McDaniel of Missouri; 2nd--Linda Schoor and Chris Ram of Missouri.

Mixed Doubles/Steel Tip: 1st--Michael King of Rhode Island and Sandy Simpson of Texas; 2nd--Paul Pina and Annika Edinge of Dallas.

Mixed Doubles/Soft Tip: 1st--Gary Mayer and Andrea Boyd of Illinois; 2nd--Bob Fetting and Linda Bullerman of Florida.

Team Event/Steel Tip: 1st--Bill Grimm, Brian Johnson, John Price, Steve Cincinat, and Gary Hickman of Ohio; 2nd--Steve Prachniak, Ernie Maxwell, Mike King, and Charles Stott of Rhode Island.

Team Event/Soft Tip: 1st--Brian Tchonn, Joe Peletieri, John Dema, and Ron Boesch of Illinois; 2nd--Bob Drysch, Dan Casagrande, Mike Dodge, Owen Weddel, Joe Cook, and Ken Cates of Illinois.

Men's Singles/Steel Tip: 1st--David Feldpusch of Ohio; 2nd--Sean Luke of Texas.

Men's Singles/Soft Tip: 1st--Tim Smith of Texas; 2nd--Dale Perot of Texas.

Women's Singles/Steel Tip: 1st--Elaine Binn of Rhode Island; 2nd--Marilyn Taylor of Texas.

Women's Singles/Soft Tip: 1st--Sheila McDaniel of Missouri; 2nd--Lisa Himes of Illinois.

MVP Winners--Men/Steel Tip: David Feldpusch; **Men/Soft Tip:** Mike Sodini; **Women/Steel Tip:** Marilyn Taylor; **Women/-Soft Tip:** Sheila McDaniel.

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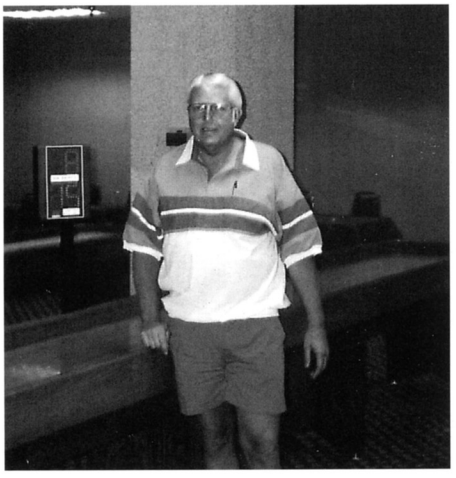
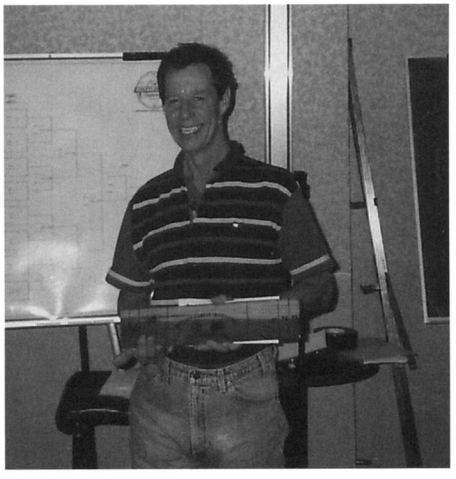
TOURNAMENTS & LEAGUES

Shuffleboard champs vie for awards

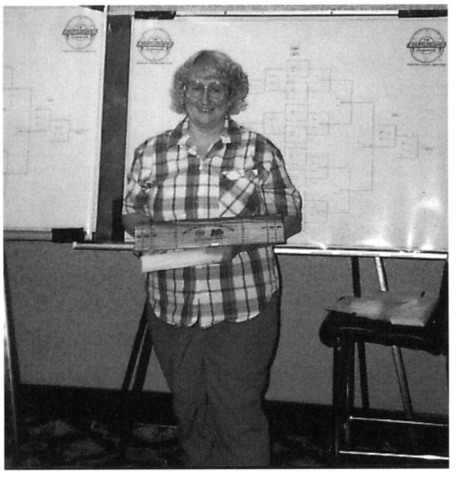
The Sands Regency Hotel & Casino in Reno, Nev. hosted the 5th Annual North American Shuffleboard Championships for the fourth year in a row. Held on July 25-31, the competition greeted participants hailing from the United States and Canada.



Pro Singles winner Bill Melton.



Bobby Willams, Division I Singles champ.



Viola Reeves, Ladies Singles winner.

For the first time, the Shuffleboard Federation of Northville, Mich., realized its goal of joint sponsorship from the shuffleboard manufacturers. American International Shuffleboard, Gametime Corp., and Bill Melton Shuffleboard Co. supplied 16 new boards for the event. Representatives from all three companies attended the festivities, and took the opportunity to show off their latest products.

"We were happy with the participation of the manufacturers," said Federation president, John McDermott. "Supplying shuffleboards can be expensive, so we were pleased to have some first-class equipment for the competition. Of course, the players were happy about that too. It's an enthusiastic group, and we were able to fit a lot of events into the seven days."

McDermott says that turnout was lower than in past years, however, since the competition was moved to the summer. The Federation plans to reschedule to its original fall date for future championships.

The tournament awarded more than $50,000 in prizes for the 11 events. The competitions included three different skill-levels--two amateur divisions and a pro division.

Winners in the different

Texas Tornados, (l-r): Ron Bowers, Debbie Bowers, Tom Clubb, Betty Rickman, Vicky Winchester, Bill Wooldridge; (kneeling) Sherrif Hallberg.

events were:

A-B Draw: 1st--Glen Davidson of Oklahoma and Sheriff Hallberg of Texas; 2nd--Chris Danke and Bob Jacobsen of Washington; 3rd--Doug Buhl of Washington and Lisa Melton of Oklahoma.

Division I Singles: 1st--Bobby Williams of Texas; 2nd--Joe Spielman of Nebraska; 3rd--Paul Parks of California.

Division II Singles: 1st--Larry Pearson of Washington; 2nd--Charlie Busch of California; 3rd--Ron Bowers of Texas.

Ladies Singles: 1st--Viola Reeves of Oregon; 2nd--Penny Cottrell of Michigan; 3rd--Debbie Bowers of Texas.

Division I Doubles: 1st--Steve Wilson and Chris Danke of Washington; 2nd--Dan Mourgos and Steve Perry of California; 3rd--Mike and Billy Melton of Oklahoma.

Division II Doubles: 1st--Bob Jacobsen and Larry Pearson of Washington; 2nd--Leroy Burkhart and Butch Robinson of Oregon; 3rd--Jim Filkins and Jim Tanner of Nebraska.

Pro Singles: 1st--Bill Melton of Oklahoma; 2nd--Darrol Nelson of Oregon; 3rd--Doug Buhl of Washington.

Pro/Division I Doubles: 1st--Rick Boyer of Colorado and Billy Melton of Oklahoma; 2nd--Bill Melton of Oklahoma and Bobby Williams of Texas; 3rd--Mike Melton of Oklahoma and Bob Hunt of California.

Team Event: 1st--Texas Tornados, Sheriff Hallberg, Ron Bowers, Debbie Bowers, Betty Rickman, Tom Clubb, and Bill Wooldridge. 2nd--Buckley's Catch Sports Pub, Alice Arredondo, Marilyn Roberts, Bob Meyers, Al Stechmesser, Mike Reddinger, and Ron Buckley. 3rd--Tolo Tavern, Leroy Burkhart, Pat Burkhart, Don Stallsworth, Butch Robinson, Viola Reeves, and Larry Balzer.

Legends Draw: 1st--Joe Hudson of California and Jim Kumpula of Florida; 2nd--Bill Wooldridge of Florida; 3rd--Dick Gorman of Delaware and Marty Allen of Florida.

DON'T BE LEFT OUT!

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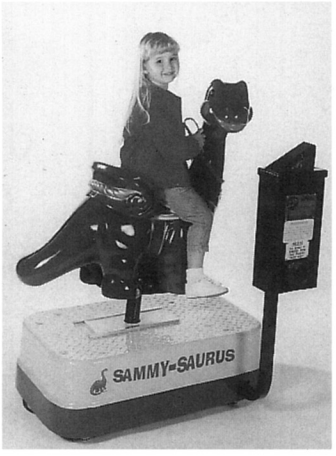
WHAT'S NEW

Jungle King, Sammy-Saurus



Carousel International introduces two new additions to its coin-op animal family with the *Jungle King* and *Singing Sammy-Saurus* kiddie rides.

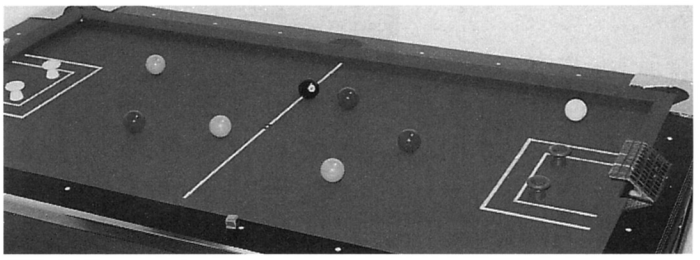
The Jungle King measures 61" long x 39" high x 29" wide. The ride features digitally recorded sound, so the "king of the jungle" actually roars.

Dinosaur fans will love the new *Singing Sammy-Saurus* kiddie ride. The friendly purple and green monster has a steel frame base, and an added singing program for ride after musical ride.

Both rides are designed to appeal to children from two to eight years old. Produced from durable fiberglass with steel frame bases, they include a standard coin box with a heavy-duty security cover.

For more information, or distributor referral, contact Carousel International, P.O. Box 307, Eldon, MO 65026; (314) 392-7122; FAX (314) 392-7125.

Soccer Billiards



Exidy Inc. has designed a unique new game which combines the fun and excitement of both soccer and pool.

Soccer Billiards is played on a billiard table, with a soccer goal set up at each end. There are only three balls for each of two players, a Q ball, and an 8 Ball, which serves as the soccer ball. The first player to sink all three of the correct-color balls, followed by the "soccer ball", in the opponent's goal, is the winner.

The standard seven-foot pool table has a sturdy wood frame, with high-grade pool cloth and bumpas.

For more information, or distributor referral, contact Exidy, Inc., 2688 C Middlefield Rd., Redwood City, CA, 94063; (415) 364-5201; FAX (415) 364-5286.

Bodo steam shovel

Meblo has come out with a new steam shovel kiddie ride, the *Bodo*.

Kids will love this hydraulic ride painted a bright, fire-engine red, which operates like a real steam shovel. The *Bodo* is constructed of powder-coated steel and measures 32" wide x 79" high x 100" long. The shovel can pick up 20 lbs. of sand or gravel, and empty it just like at a construction site.

The *Bodo* has a 0, 55kW, 120V motor capacity, with a five liter tank capacity. The shovel weighs 600 metric pounds, and can swing 30 degrees to the right or left. A comparable model, the *Little Joe,* is also available.

For more information, or distributor referral, contact Meblo Inc., 2250 Road "E", Redwood Valley, CA 95470; (707) 485-7202 or (800) 776-3256; FAX (707) 485-7433.

Lucky Ducky, Eagle Shot Golf

American Sammy debuts its latest coin pusher redemption game and a new video game.

Lucky Ducky offers the thrill of shooting coins at targets to score the jackpot bonus of up to 2,000 tickets. The story-themed game comes alive with the new dot-matrix spinning reels with animated characters, including sweetheart Desdemona, side kick Dump Duck, evil Duces Duck, and of course the hero, Lucky Ducky.

The game stands 74" high and 28" wide, with durable tongue and groove construction and metal ticket door.

Lucky Ducky is UL listed, and features a fully metered tilt alarm.

Eagle Shot Golf gives players the option of choosing a player and skill level for an exciting round of golf, featuring digitized graphics. The game provides unique overhead views of the action, a choice of clubs and balls, and a secret 19th hole. It comes as a complete trackball kit that is dipswitch settable for a joystick.

For more information, or distributor referral, contact American Sammy Corp., 901 Cambridge Dr., Elk Grove Village, IL 60007; (708) 364-9787; FAX (708) 364-9831.

The Flintstones Pinball

Williams Electronics Games brings the year's "rockbuster" movie to the arcade with the new *Flintstones* pinball game.

The machine features five distinct game modes, with special dot-matrix animation sequences, and bonus scoring when players hit the Yabba Dabba Doo targets or spell out C-O-N-C-R-E-T-E. Exciting elements on the board include the Bronto Crane, the Dictabird, a trip through Bedrock, the Bowl-O-Rama, and the rotating Rock Slicer.

The Flintstones measures 76" high x 29" wide x 55" deep. The machine has a CD-quality DCS sound system, featuring the theme song from the original cartoon series, and custom dialogue by the stars of the film.

For more information, or distributor referral, contact Williams Electronics Games, 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

World Class Cranes

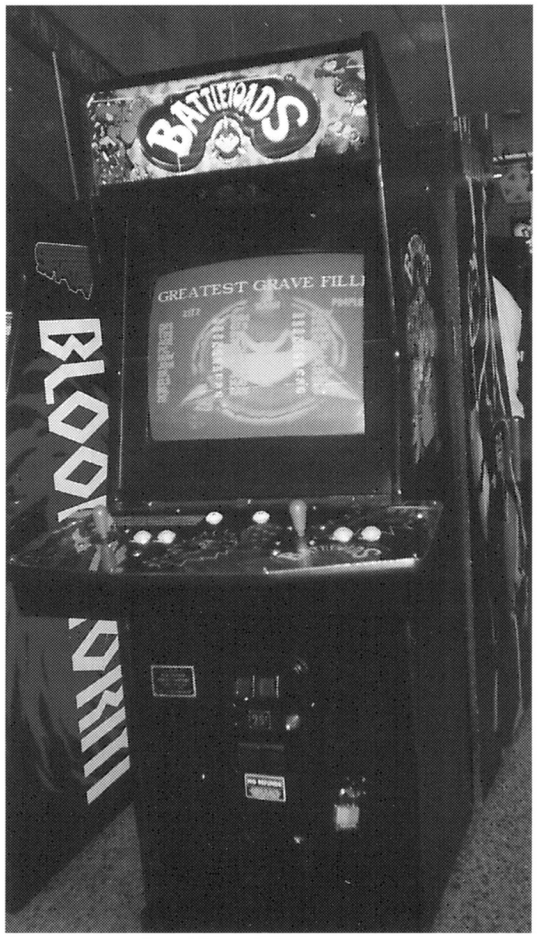
World Class Cranes introduces three new redemption cranes: *Redeem-A-Team, Pig Out,* and *Treasure Chest.*

Each of the three cranes offers different prizes for the various themes of the games. *Redeem-A-Team* awards sports pennants, toys, and decals; prizes may be rotated according to the season. *Pig Out* is a snack package crane, and *Treasure Chest* contains an array of watches and jewelry.

The new machines are made of heavy-gauge steel and acrylics, and feature space-age components and computer technology. They measure a compact 24" x 24" x 70" for easy installation. Each unit weighs 275 lbs. and comes with integral heavy-duty levellers.

For more information, or distributor referral, contact World Class Cranes, 2880 N.E. Seventh Ave., Pompano Beach, FL 33064; (800) 758-2253; FAX (407) 995-7539.

Battletoads



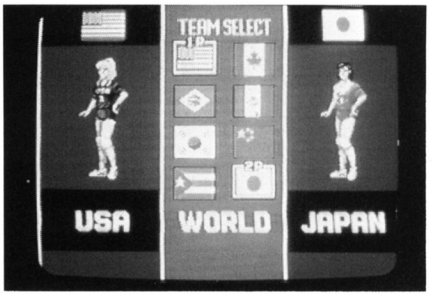
Electronic Arts has created an exciting new animated video game kit, *Battletoads,* licensed from Rare Coin-It.

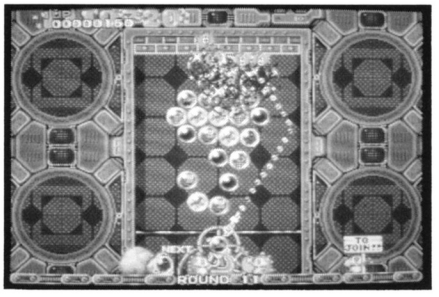
Join Battletoad heroes Pimple, Rash, and Zit on their crusade against the evil forces. Each Battletoad has unique strengths and weaknesses, and the ability to acquire special powers and weapons throughout the game. Travel through both horizontal and vertical stages, including mountains and caves, and do battle against villainous animated characters. Rescue the lovely heroine and score big points.

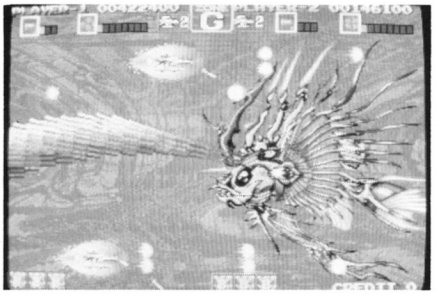
Two to three players can enjoy this fighting-action game, popular with younger crowds. The console has joystick controls, and is dipswitch settable. *Battletoads* is operator adjustable for different software.

For more information, or distributor referral, contact Electronic Arts, 1584 Barclay Blvd., Buffalo Grove, IL 60089; (708) 537-0600; FAX (708) 537-0665.

Taito Games







Taito America debuts a selection of new video games:

Global Champion features nine wild warriors from around the world battling on the screen. Five different strength levels can be utilised to attack opponents. The game offers realistic action and destruction scenes, superior operability, and hi-fi sound effects.

Bubble Symphony is a two-player game in the *Bubble Bobble* style of play. The characters Bub and Bobby challenge many new annoying opponents.

Hat Trick Hero, which is already on the market, involves 30 world teams fighting for the prestigious World Cup. One to four players can play simultaneously. State-of-the-art animation, digital zoom-in, and realistic camera coverage combine to catch the action from all angles.

Darius III is a "shoot 'em up" style game for two players, with vibrant and colorful graphics.

Power Spikes II, one of the games for the Neo Geo System, offers the excitement of volleyball action with three modes of play. Players choose from eight teams, men or women. The Hyper Mode is a battle against eight futuristic teams with dynamic combat-style abilities.

Bust a Move brings back characters from *Bubble Bobble* in a puzzle game where the object is to connect more than three bubbles.

Operation Wolf III, a dedicated video, is a gun game for two players, in which an international terrorist group named Skull threatens the world with nuclear missiles. The United Nations sends out the Federation for Freedom special task force to save the day!

For more information, or distributor referral, contact Taito America Corp., 390 Holbrook Dr., Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

DECtouch input device

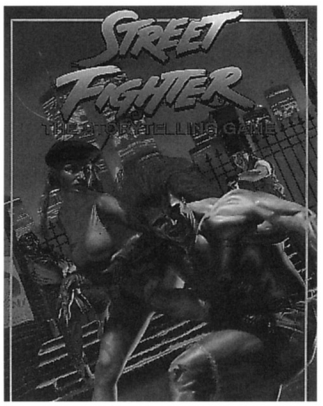
Digital has created a touch-sensitive monitor screen which enables easy interaction with a computer.

The *DECtouch* product is an input device which relies on a person's natural instinct to point to an area on the screen. Special force-measurement sensors allow consumers to obtain information at the touch of a finger.

DECtouch measures 2" x 13.5" x 14" and weighs 10 pounds. The system supports many existing applications written under MS-DOS. The hardware is easy to install and maintain.

For more information, contact Digital; (800) 344-4825.

Street Fighter: The Storytelling Game



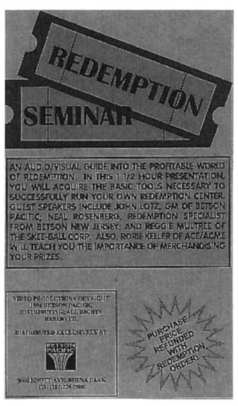
White Wolf Game Studio presents a new storytelling game, based on Capcom USA's electronic game *Street Fighter.*

The new *Street Fighter* is a 192-page full color book, measuring 8.5" x 11". The game features original artwork developed from the characters in the *Street Fighter* arcade game. Players take on the roles of the World Warriors in combatting villains. The 3-D combat system allows players to fight as many characters at one time as they like.

White Wolf has translated the excitement of a video game to paper with this revolutionary concept.

For more information, contact White Wolf Game Studio, 4598 Stonegate Ind. Blvd., Stone Mountain, GA 30083; (800) 454-9653; (404) 292-1819, ext. 208.

Redemption seminar video



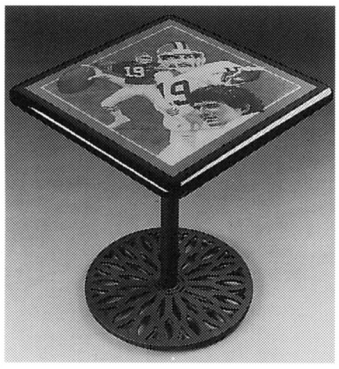
Betson Pacific has released a 90-minute videotape which introduces viewers to the world of redemption.

This audio/visual guide features guest speakers John Lotz, general manager of Betson Pacific; Neal Rosenberg, Redemption Specialist from Betson New Jersey; and Reggie Multree of The Skee-Ball Corp. Rorie Keller of Ace/Acme demonstrates the importance of merchandising prizes.

The video allows operators to acquire the basic knowledge necessary for running a successful redemption center.

For more information, contact Betson Pacific, 5660 Knott Ave., Buena Park, CA; (714) 228-7500.

Custom tables



World Class Tables has created a unique new table decorated with a variety of backgrounds.

Popular with restaurants, clubs, and company dining rooms, the tables are made of hardwood, with colorful graphics depicting sports posters, logos, cartoon characters, poker chips, playing cards, or other artwork. The images are enclosed in thick, hard chip- and shatter-proof gloss or matte epoxy layers. Designs are available utilizing a matte finish varnish for a hand-rubbed appearance.

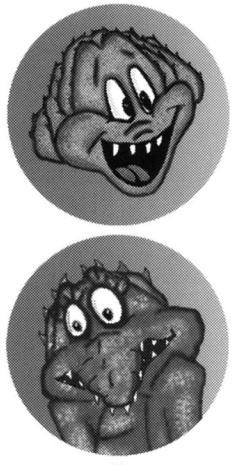
The tables come in over 90 circular and rectangular standard sizes, as well as custom booth sizes. Bases are constructed of sturdy cast iron with a black wrinkle finish.

For more information, contact World Class Tables, 4720 Boca Raton, FL 33431; (305) 523-6262 or (800) 758-2253; FAX (407) 995-7539.

Milk Caps starter kits

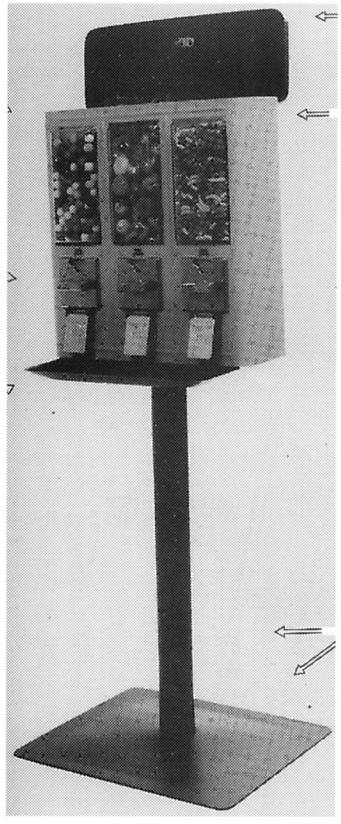
Two-Bit Score Amusements have put together a sample kit for operators covering the new Milk Caps fad, commonly known as *Slammers* or *POG*.

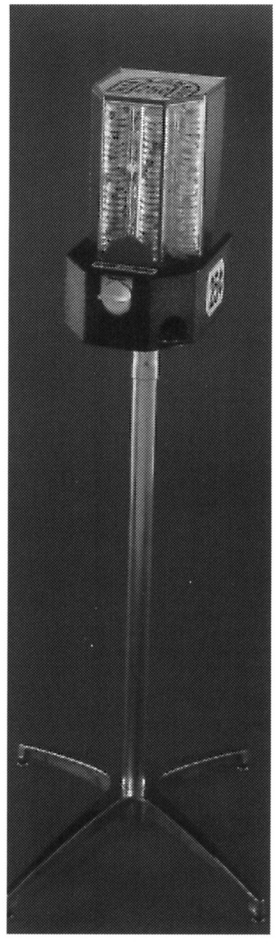
The kit contains a written history of *Milk Caps*, its development, and status as a game. Two-Bit also includes 100 assorted Milk Caps with the kit, in various styles and designs, as well as instruction sets and carrying containers.



For more information, contact Two-Bit Score Amusements, 4418 Pack Saddle Pass, Austin, TX 78745; (512) 447-8888; FAX (512) 447-8895.

Route Master, Mint-O-Matic





Nationwide Marketing Services, which represents many leading manufacturers, offers two new candy vending machines, the *Route Master* and the *Mint-O-Matic*.

The *Route Master* includes a multiple product delivery system, with steel chute doors, hinged lid, and medium security cash door lock. The rectangular pedestal and base are constructed of steel and measure 16" x 18". The machine stands 46" overall and weighs 44 lbs, with a capacity of up to 27 lbs. of candy.

Mint-O-Matic 25 dispenses York Peppermint Patties one at a time from a completely non-electric countertop display. Made of unbreakable haircell black A.B.S. plastic with clear and white acrylic viewer, the machine features easy top removal loading. Measuring 9" x 12" x 16", the *Mint-O-Matic* weighs 12 lbs., and is protected by a sliding back door complete with a lock.

For more information, contact Nationwide Marketing Services, 762 Middle Country Rd., Selden, L.I., NY 11784; (516) 732-2042; FAX (516) 732-0094.

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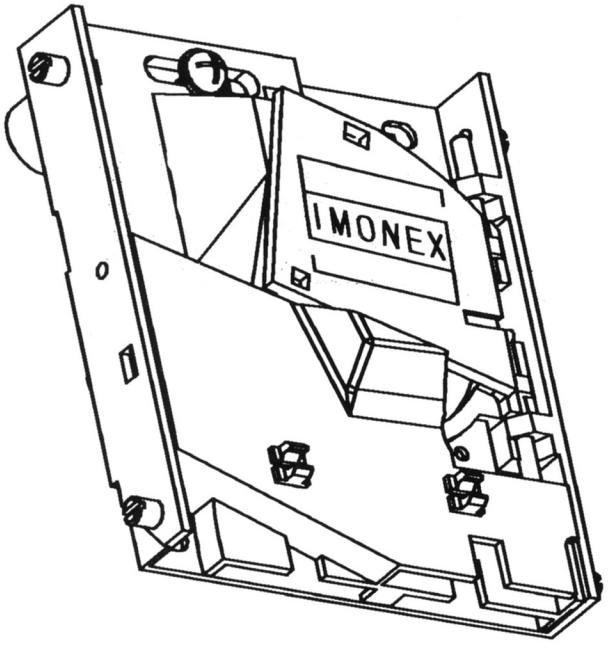

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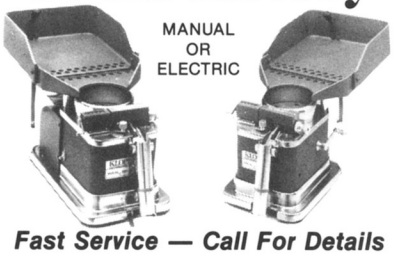

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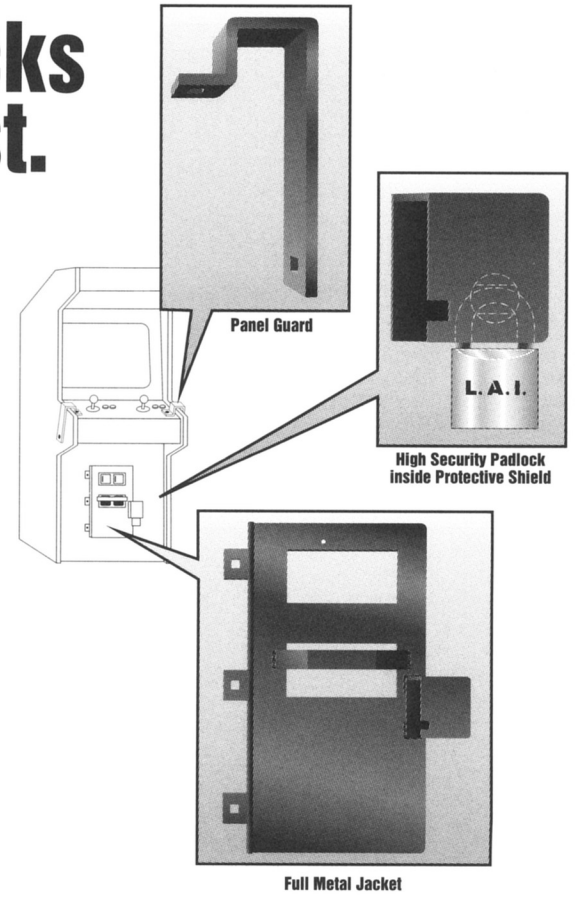

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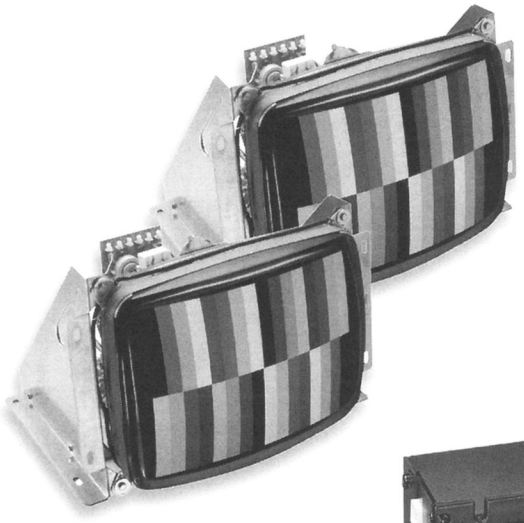

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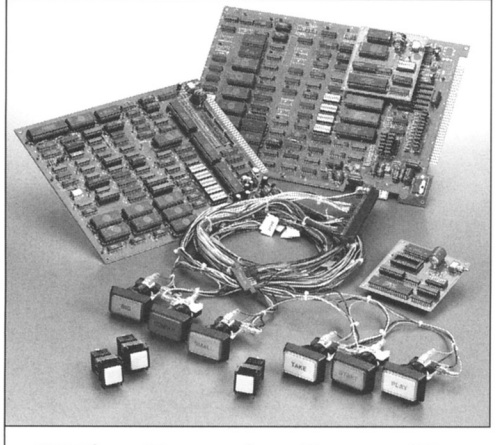

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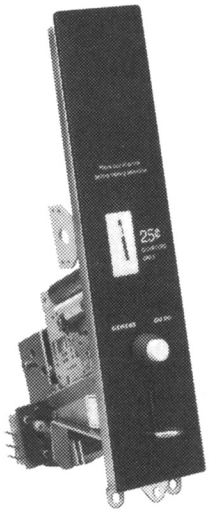

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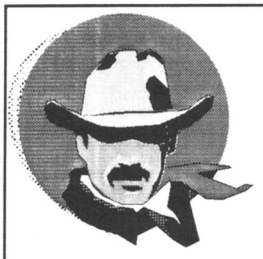

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Location: Knoxville Convention Center • 525 Henley Street • Phone (615) 544-5371
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Location: DeKalb-Peachtree Airport
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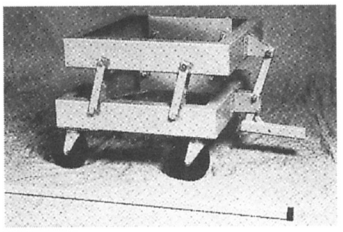

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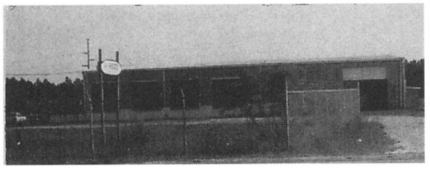

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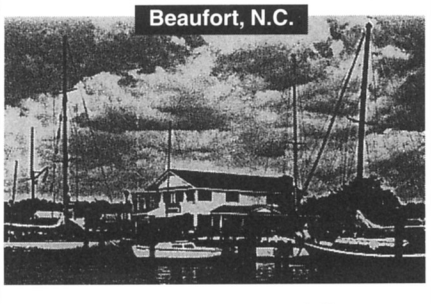

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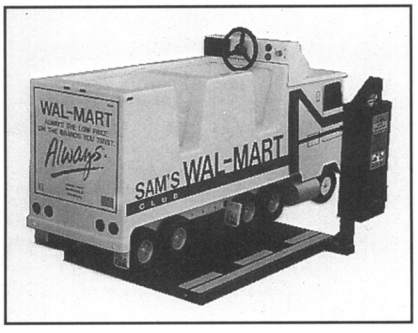

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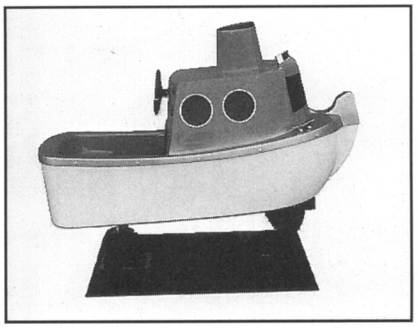

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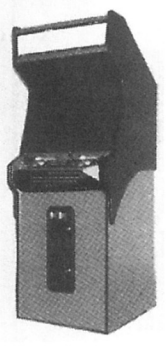

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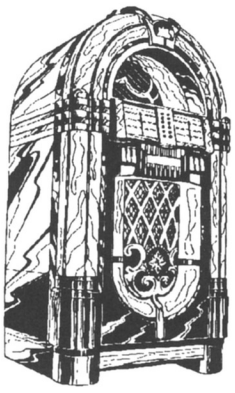

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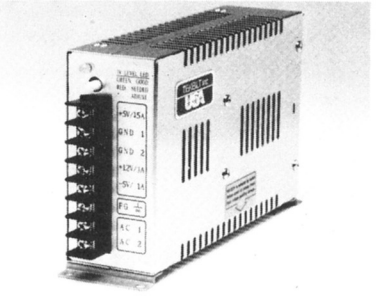

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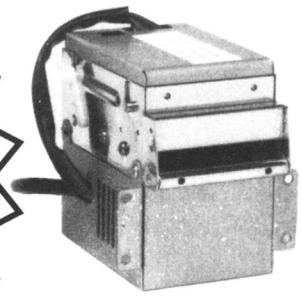

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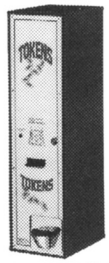

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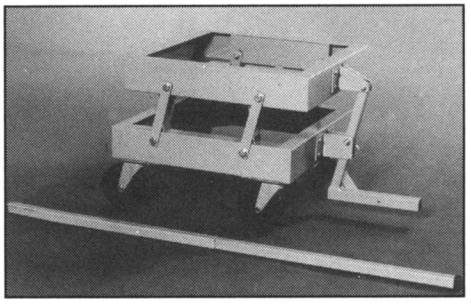

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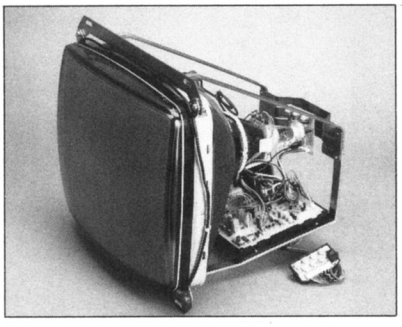

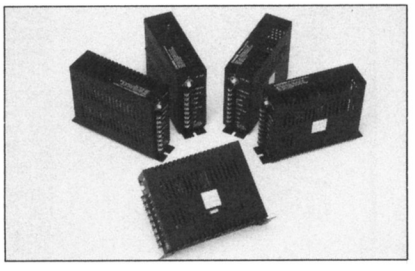

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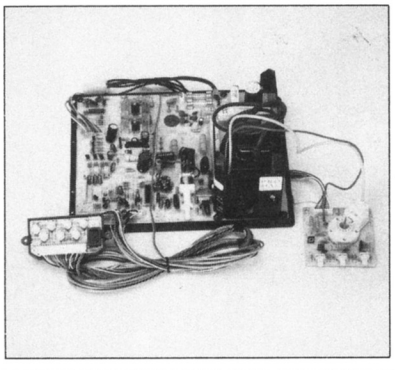

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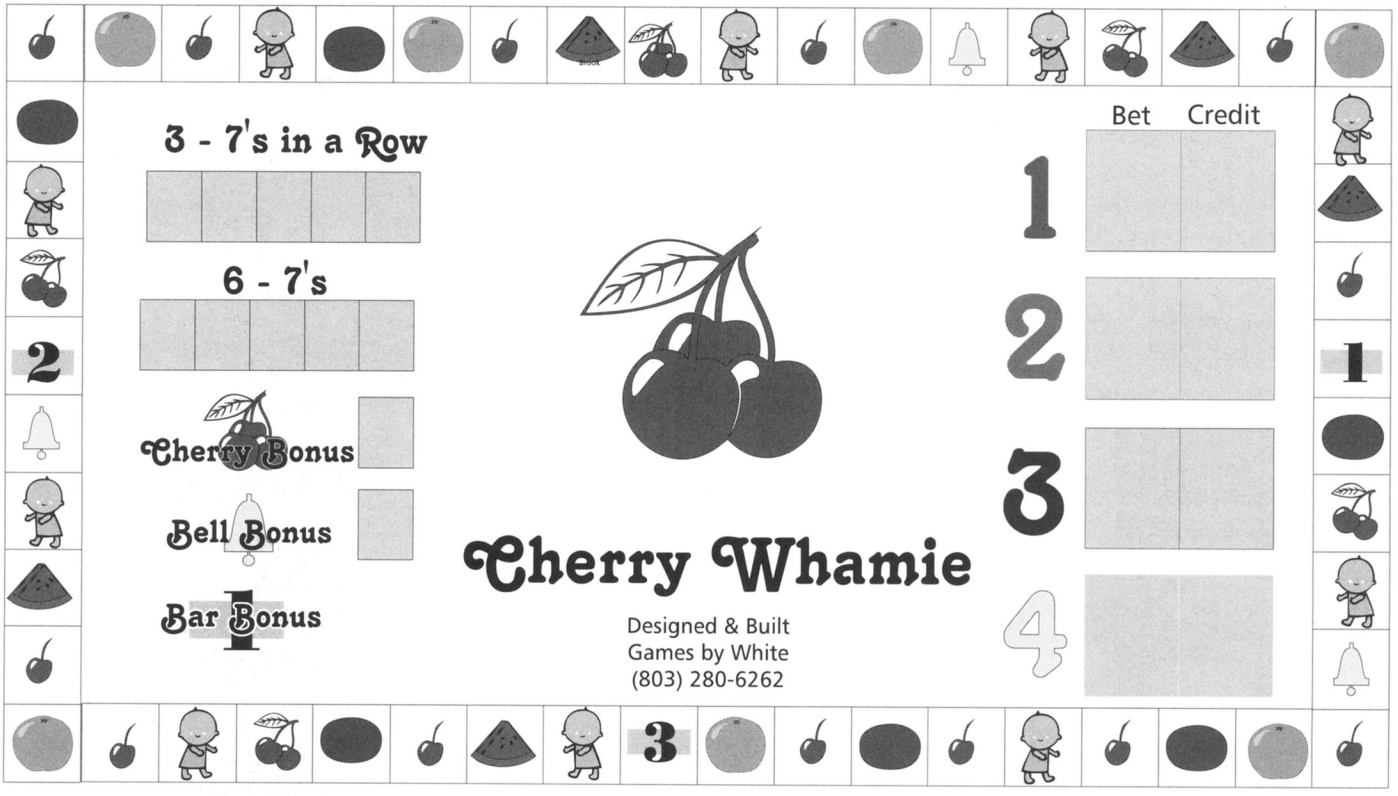

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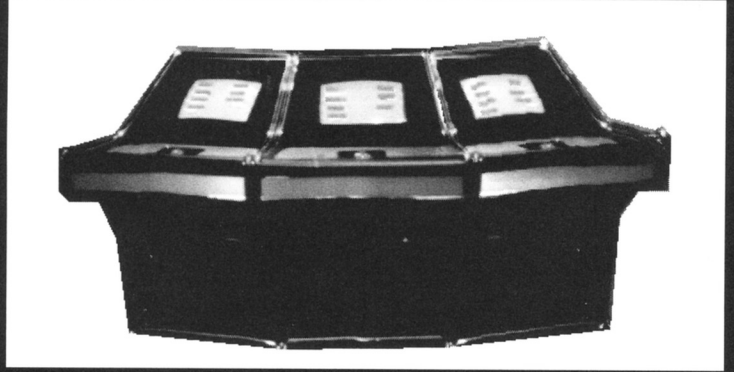

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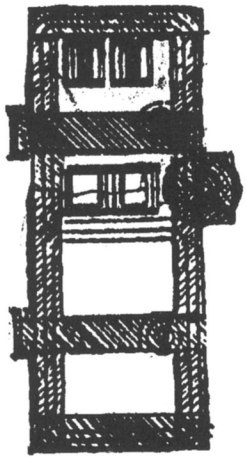

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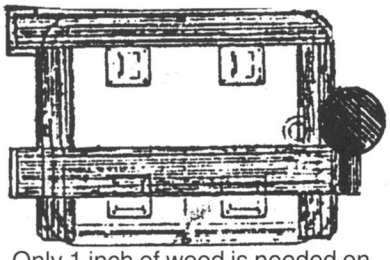

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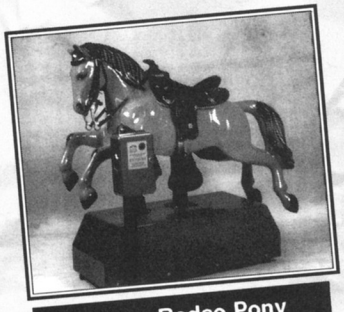

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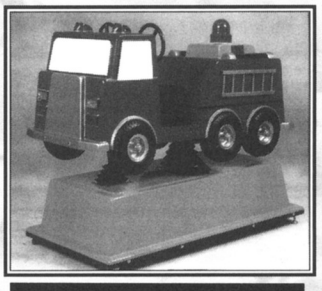

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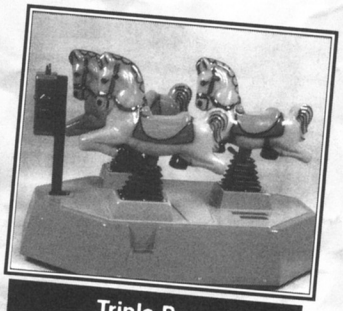

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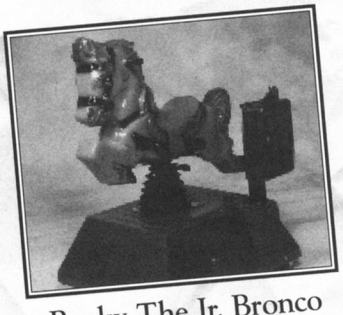

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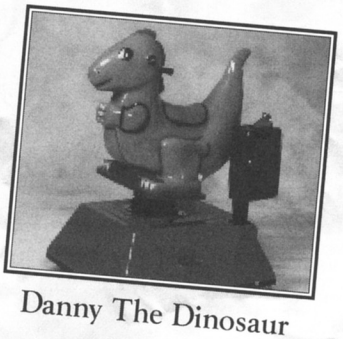

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December	**3** **Clementon, NJ** (East of Philadelphia) Route 30 Mart I-295 Exit 29 to Route 30 East 6 miles To Route 30 Mall on right	**10** **Indianapolis, IN** Our Land Pavilion Indiana State Fairgrounds Cellular: 317-432-7626 Reorder Tone Dial: 502-551-1866

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April	**1** **Columbus, OH**	**8** **Tampa, FL**	**29** **Indianapolis, IN**	
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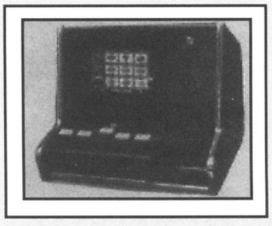

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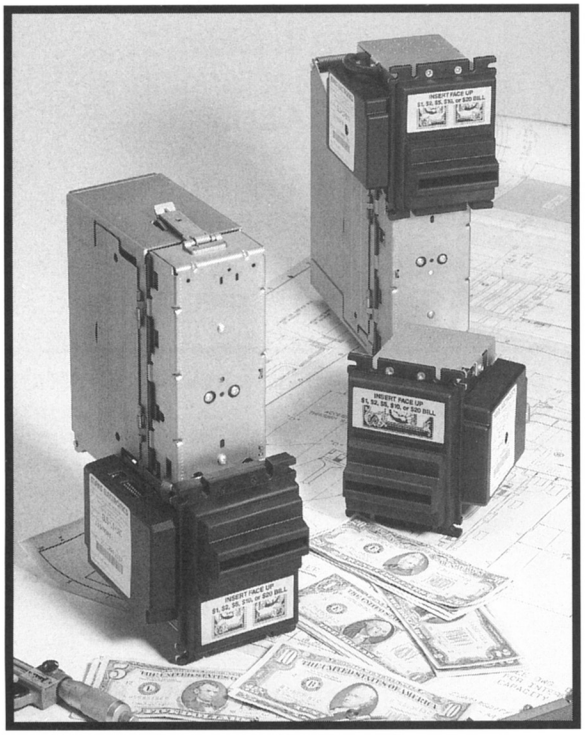

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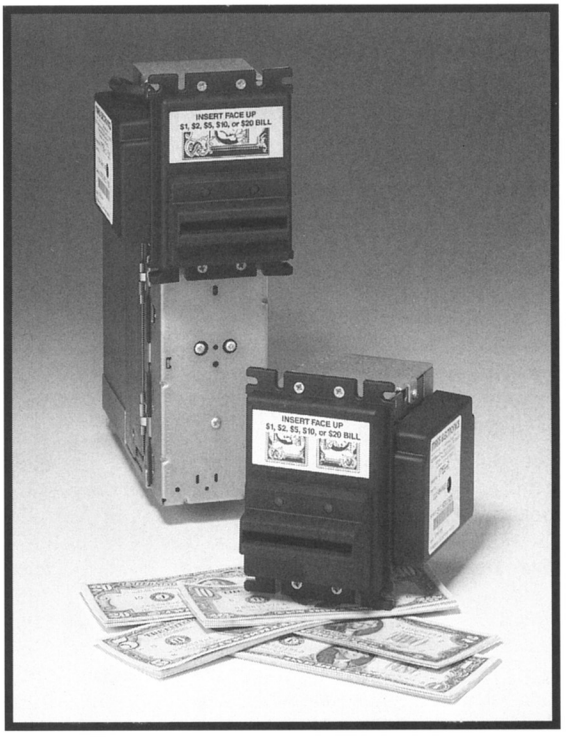

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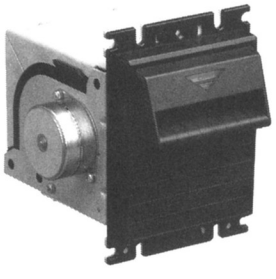

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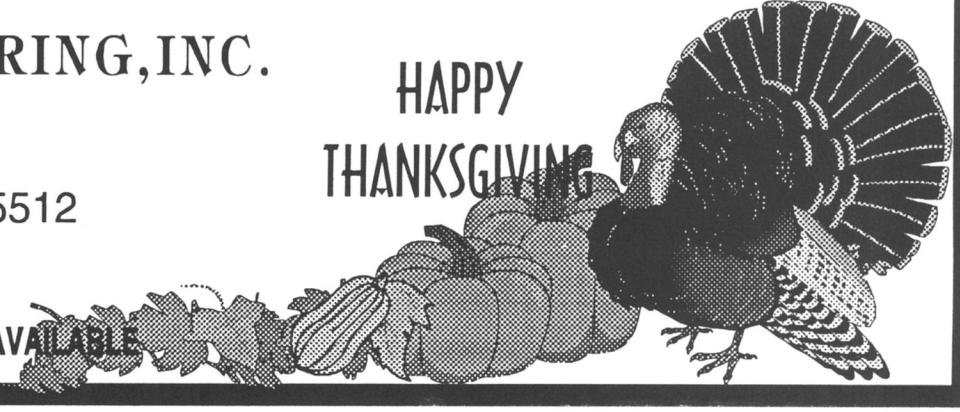

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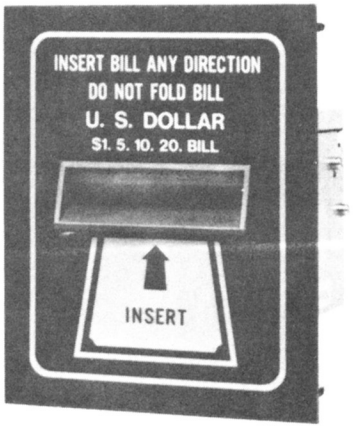

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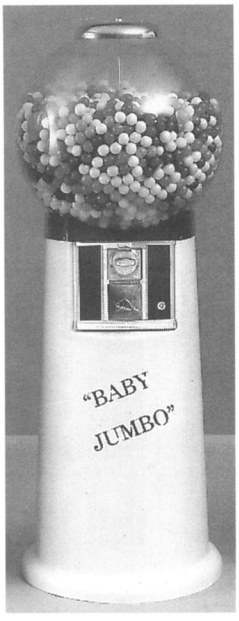

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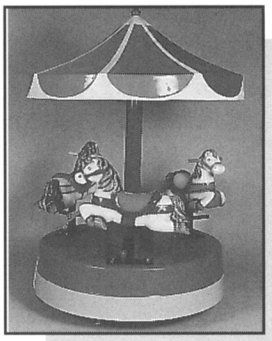

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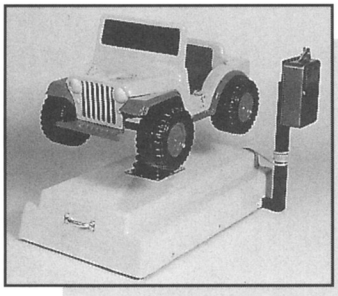

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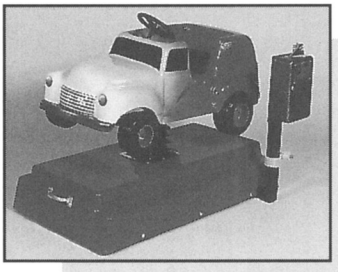

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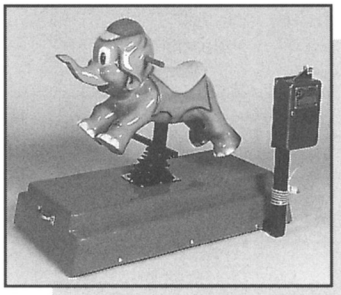

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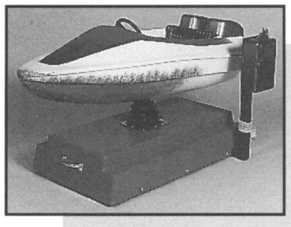

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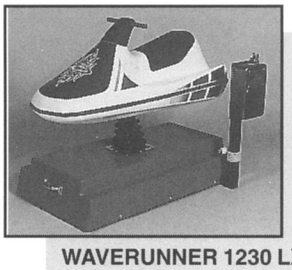

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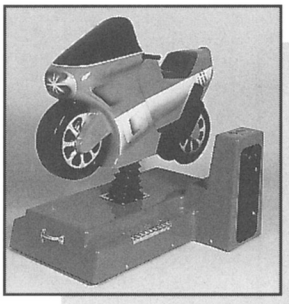

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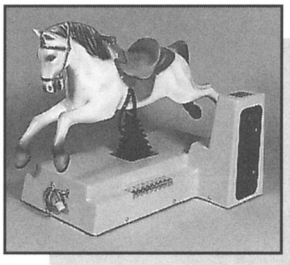

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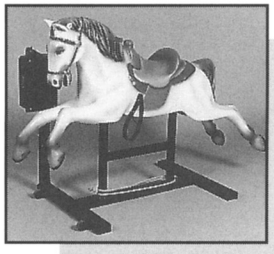

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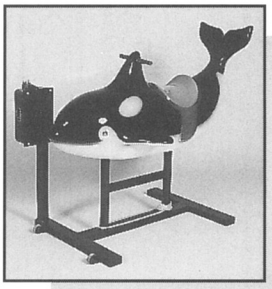

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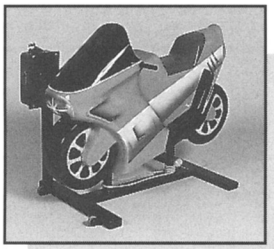

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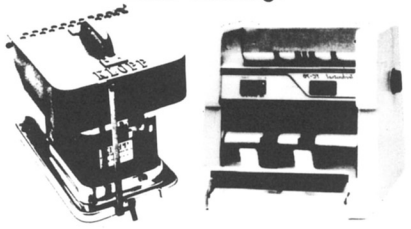

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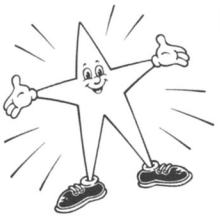

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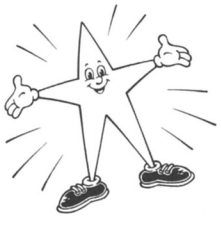

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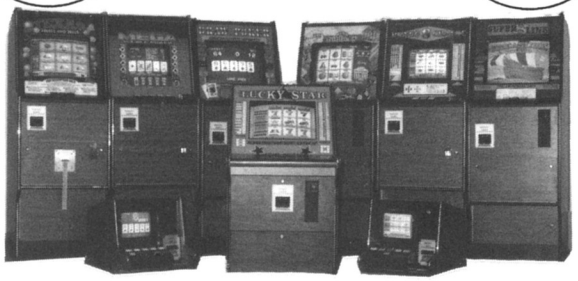

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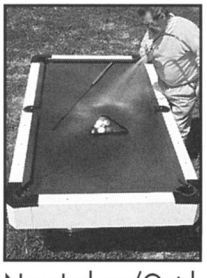

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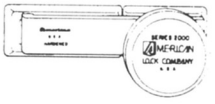

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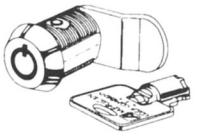

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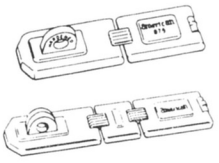

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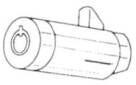

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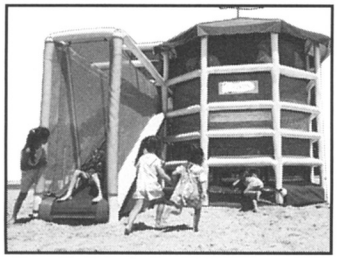

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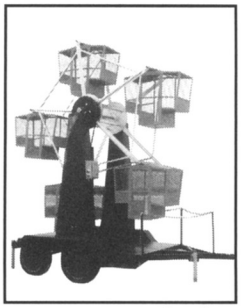

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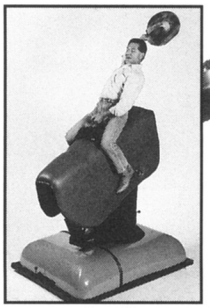

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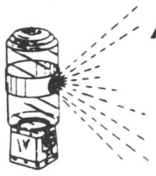

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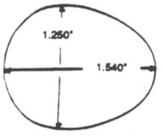

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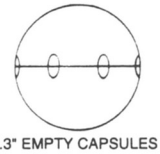

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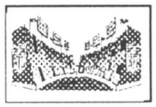

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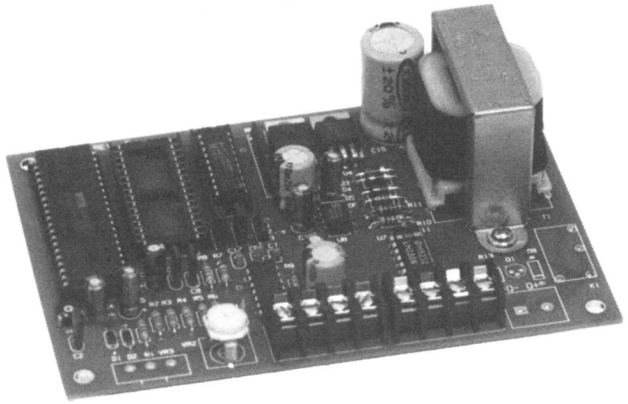

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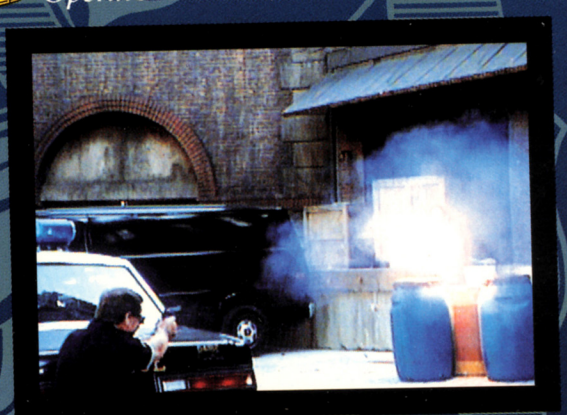

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