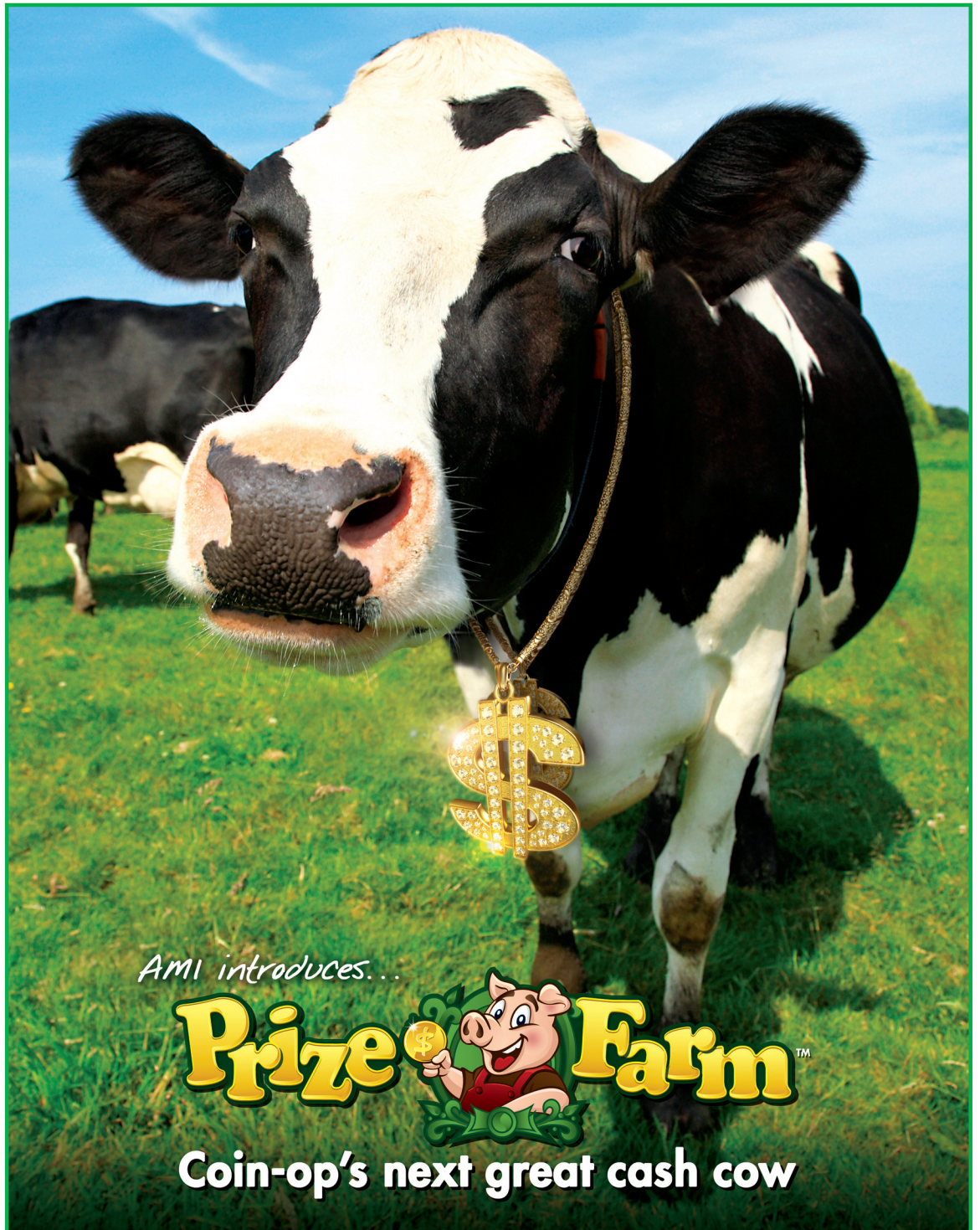


play "The Operators' Choice" **METER**

Cover Story:
AMI
follows
solid
strategy

AAMA:
Annual
Meeting,
Distributor
Gala

On the Coast:
Solemn
summer
at the
beach



AMI introduces...

Prize Farm™

Coin-op's next great cash cow

SEPTEMBER 2010

THE COIN-OP/FEC
INDUSTRY AUTHORITY

www.playmeter.com

ASK FOR IT BY NAME



APPLE PHOTO BOOTH "SAPPHIRE"

"We put our *Apple Photo Booth* in a large sports bar as an experiment with what we considered non-traditional equipment and we were amazed at the revenue. People post their photos on a bulletin board next to the photo booth." Chip, Midwest Coin Concepts, MN

"I made the transition from a competitor's photo booth to an *Apple Photo Booth*. It's the best booth I ever bought. It works perfectly." Scott, Americoin, IN

APPLE PHOTO BOOTH "ROYALE"

"We have 5 *Apple Photo Booths* set in movie theaters, a family restaurant, a mall, an athletic arena and we place one every year at the State Fair. The revenue not only exceeds expectations, but is always consistent."

Marcia, VendAlaska, AK

With over 30-years experience in the Amusement Industry, **Apple Industries** devotes itself to only one item, the manufacturing of the world's best and most reliable photo booth. Ask our thousands of customers what they think about the **Apple Photo Booth** and the agreement is unanimous-Apple simply makes the best Photo Booth in the market today. Let us prove it to you!

 **APPLE INDUSTRIES**
GET THE PICTURE
www.appleindustries.net

Apple Industries Inc. 1107 East Gun Hill Rd, Baychester, NY 10469
Sales: 718.655.0404
Email: sales@appleindustries.net
Web: www.appleindustries.net


**“Armed to the teeth
with hit games.”**



Little Shop Road Trip
& Little Shop of Treasures
require Hi-Res Enabled.

FORCE 2011™: THE FINAL UPGRADE

UPGRADE FROM 2006, GET UP TO 52 NEW GAMES!
UPGRADE FROM 2007, GET UP TO 46 NEW GAMES!
UPGRADE FROM 2008, GET UP TO 30 NEW GAMES!
UPGRADE FROM 2009, GET UP TO 17 NEW GAMES!

PG-13 PATRONS STRONGLY CAUTIONED 
Some Games May Be Highly Addictive

LIMITED TIME ONLY
www.amientertainment.com/sales


ENTERTAINMENT NETWORK



TRY OUR NEW LINE OF REDEMPTION TICKETS!

NEW



- 3,000 Tickets Per Deck
- Less Time Loading Tickets
- Traditional Look and Feel
- Tested and Approved at over 400 Dispensors

More Tickets, More Fun!



WE'VE GOT IT!

- SPECIALTY TICKETS
- THERMAL TICKETS
- WRISTBANDS
- ROLL TICKETS
- SHEET TICKETS
- REDEMPTION TICKETS

Phone: 1-800-428-8640
FAX: 1-888-428-8640

9610 North State Road 67
P.O. Box 823 - Muncie, IN 47308-0823

WEBSITE: www.muncienovelty.com
E-MAIL: info@muncienovelty.com

play *"The Operators' Choice"* METER

Founder Ralph C. Lally II

Publisher Carol P. Lally

President Carol Ann Lally

Editor Bonnie Theard
editorial@playmeter.net

Assistant Editor Courtney McDuff
assteditor@playmeter.net

Art & Production Director Jane Z. Nisbet
art@playmeter.net

Art & Production Assistant Monica Fontova
pmart@playmeter.com

Advertising Carol Lea LeBell
sales@playmeter.net

Circulation/Office Manager Renée C. Pierson
subs@playmeter.net

Contributing Writers Jim Chapman
Richard Oltman
Josh Sharpe
Zach Sharpe

Mailing Address P.O. Box 337
Metairie, LA 70004

Shipping Address & Publishing Office 6600 Fleur de Lis
New Orleans, LA 70124

Telephone (toll free) 888-473-2376

Web www.playmeter.com

Member of:



American Amusement Machine Assn. (AAMA)

Amusement & Music Operators Assn. (AMOA)

Facebook.com

Intl. Assn. of Amusement Parks & Attractions (IAAPA)

PLAY METER, (USPS 358-350) (ISSN 1529-8736) SEPTEMBER 2010, Volume 36, No. 9. Copyright 2010 by Skybird Publishing Company. PLAY METER is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 337, Metairie, LA 70004, USA Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 337, Metairie, LA 70004. Canada Agreement number: PM40063731, Return Undeliverable Canadian Addresses to: Station A, PO Box 54, Windsor, ON N9A 6J5, Email: returnsil@imex.pb.com

Search

top arcade games

FIND

- ★ **Raw Thrills** high powered earnings on land or sea with the all-new **Super Bikes 2** and all-new compact **32" H2Overdrive**. **Super Bikes 2** sets a new bar in motorcycle simulation...



www.rawthrills.com

- ★ **Play Mechanix** game developer shows versatility with two new games, **Terminator Salvation 32"** video and **Wheel of Fortune** redemption games. Based on the mega-hit tv show...



Play Mechanix

www.playmechanix.com

- ★ **Chicago Gaming** featuring a unique blend of video and redemption, **GalacTix** is sending arcade collections off the charts. A compact, six-station game has all the glitz...



www.chicago-gaming.com



Call (201) 438-1300 Ext. 3408 For Your Local Authorized Distributor
Betson Enterprises * 303 Paterson Plank Road * Carlstadt, NJ 07072
www.betson.com * info@betson.com





47



51

78



CONTENTS

Vol. 36 • No. 9
September 2010
www.playmeter.com

- 36 IT debuts Golden Tee Live 2011**
Learn about IT's five newest courses for its popular Golden Tee franchise.
- 38 AAMA Meeting and Distributor Gala**
An overview of this annual event includes committee meeting reports, seminars, and a comprehensive game list.
- 58 Redemption Formula: New strategies**
Change is easier than you think. Columnists Jim Chapman and Richard Oltman share insights on how to help your business grow.
- 62 Feature: Solemn summer at the beach**
Family entertainment centers along the Gulf Coast cope with tourism loss due to the oil spill.
- 72 Critic's Corner Too: Adventure and Nostalgia**
Universal appeal links Deadstorm Pirates from Namco and Operation from Coastal Amusements.

On the cover

AMI Entertainment Network announces two market-changing advancements designed to boost operator's revenue from this fall into next spring: Prize Farm and Megatouch 2011.

Departments

- Ad Index104
- Beyond the Playfield61
- Bulk Business News & Products77
- Classifieds88
- Cover Story65
- Editorial8
- Equipment Poll10
- FEC News54
- News Feature (IAAPA)8
- News Feature (IT)53
- Service Bulletin75
- Sporting Edge74
- State Meeting52
- Trade Accessories76
- Trade Show (BCA)70
- Travel Tracks87
- What's New34

Complete Destruction Machine Gun Game

RAZING STORM 42"

**ALL THE ACTION
IN A
SMALLER CABINET
AT A
LOWER PRICE**



**HEAVY RECOIL
MACHINE GUN**

- Unrivaled graphics displayed on a 42" LCD screen using System 357 hardware
- Classic "Action Pedal System" and "Target Display" makes the game easy to understand and more enjoyable to play



Simply The Best!

Fresh
**COTTON
CANDY**
FACTORY



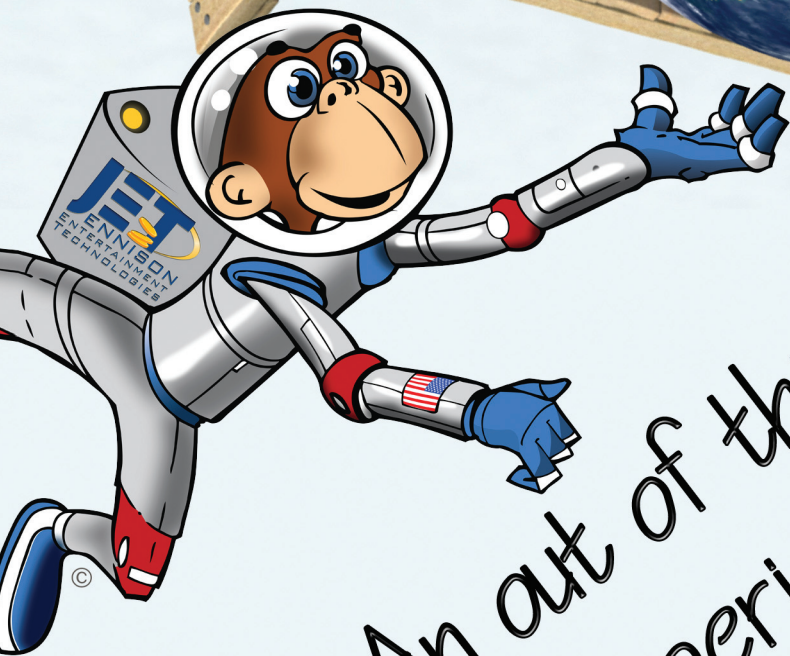
- No Sticky Mess
- Simple To Operate And Maintain
- Automatic Self-cleaning
- Automatic Climate Control
- ICT Bill Acceptor
- Electronic Coin Mech
- 24/7 Gold Standard Support

Highest ROI & Lowest Cost Per Vend Of ANY Vending Machine

VEND EVER
Building Loyal Customers

www.vendever.com
Toll Free 888-586-5368

UNVEILING TO THE WORLD
IAAPA 2010!



An out of this world redemption
experience landing soon...





August 20-21

Missouri Amusement and Music Operators Association Meeting

Osage Beach, Mo./Lake of the Ozarks
Inn at the Grand Glaize
tel: (417)831-0405
fax: kinney@kinneyamusement.com

August 26-28

GTI Asia China Expo

Pazhou, Guangzhou, China
Poly World Trade Expo Center
tel: 886-2-2760-7407-10
e-mail: gametime@taiwanslot.com.tw
web: www.gtiexpo.com

August 27-31

AMOA Mid-Year Board Meeting

Nashville, Tenn.
Hilton Nashville Downtown
tel: (800)937-2662
e-mail: lschneider@prodigy.net
web: www.amoa.com

August 30

Michigan Coin Machine Operators Association Meeting

Bath, Mich.
Hawk Hollow Golf Course
tel: (517)377-0848
e-mail: administrator@mcmoa.com
web: www.mcmoa.com

September 14-18

Gamexpo

Budapest, Hungary
SYMA Sport and Event Center
tel/fax: +36-1-306-3837, +36-1-306-3799
e-mail: avexteam@axelero.hu
web: www.gameexpo.hu

September 23-25

Fer Interazar

Madrid, Spain
Ifema, Fiera de Madrid
tel: 349-1445-3702
fax: info@grupointerazar.com
web: www.grupointerazar.com

October 5-8

National Association of Convenience Stores (NACS) Convention

Atlanta, Ga.
Georgia World Congress Center
tel: (877)684-3600
e-mail: show@nacsonline.com
web: www.nacsonline.com

October 6-8

EAS Rome

Rome, Italy
Fiera Roma
tel: +32-2-401-6161
e-mail: aandersen@iaapa.org
web: www.iaapa.org/EAS

October 6-10

World Waterpark Symposium (October 6-10) and Trade Show (October 8-9)

San Antonio, Texas
San Antonio Convention Center
tel: (913)599-0300
e-mail: patty@waterparks.org
web: www.waterparks.org

October 15-17

Surexpo

Warsaw, Poland
Expo XXI Center Warszawa
tel: +71-359-08-51
e-mail: office@wigor.wroc.pl
web: www.wigor-targi.com

October 20-24

Pinball Expo

Wheeling, Ill.
Westin Chicago North Shore
tel: (800)323-3547
e-mail: brkpinball@aol.com
web: www.pinballexpo.net

November 15-19 PM

IAAPA Attractions Expo

Orlando, Fla.
Orange County Convention Center
tel: (703)836-4800
e-mail: iaapa@iaapa.org
web: www.iaapa.org

November 15-18

G2E

Las Vegas, Nev.
Las Vegas Convention Center
tel: (888)314-1378
e-mail: info@globalgamingexpo.com
web: www.globalgamingexpo.com

January 25-27, 2011

ATEI and IGE

London, England
Earl's Court
tel: +44(0)20-7370-8585
e-mail emma.green@clariongaming.com
web: www.atei-exhibition.com

January 25-27, 2011

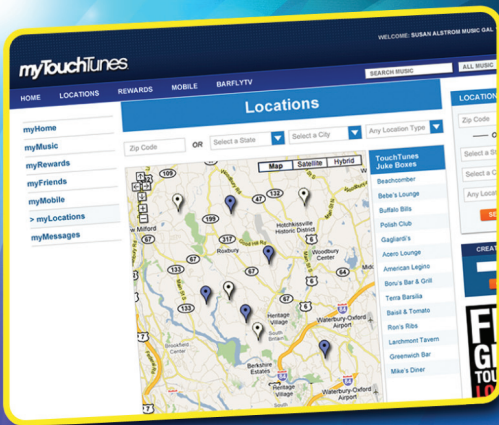
EAG

London, England
ExCel London Exhibition Centre
tel: +44(0)7899-054275
e-mail: karencooke@eagexpo.com
web: www.eagexpo.com

PM denotes shows where *Play Meter* will be exhibiting. Please stop by and introduce yourself to our staff.

A Whole New Way To Generate Excitement And Revenue At Your Locations!

INTRODUCING THE NEW *myTouchTunes*



mytouchtunes.com



mytouchtunes on
the jukebox



mytouchtunes
mobile app

TouchTunes is leading the way again! myTouchTunes is the uniquely integrated way to attract patrons to your locations, reach out to new jukebox users, and create a community, on location, online and through our new mobile app! Plus, the new rewards program keeps them coming back and playing more!

We're working to create the future of the in-venue experience. Experience the new myTouchTunes today!

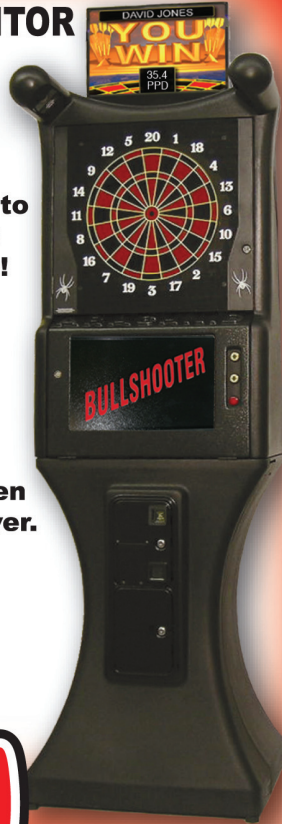
Login on a myTouchTunes enabled jukebox or online at myTouchTunes.com.
To learn more, call 847-419-3300.

Convertible

**SWITCHABLE
MONITOR**

**Mounts
From
Bottom to
Top in 3
Minutes!**

**Mid Flat
Screen
Has Hidden
Panel Cover.**



**GALAXY
.5 DART GAME**

- 19" LCD Wide Flat Screen Monitor**
- Automated League Mode**
- Network Multiple Machines**
- Advertising Screens**
- Attract Screens**
- New LeagueLeader™ Software**

NEW GAMES

- League Play**
- Tournament Play**
- Casual Play**



7 GAMES:

- Knock Off 11**
- Knock Off 15**
- Leader of The Puck**
- First to 21**
- Crazy Shuffle**
- Classic Bowling**
- Split / Second Bowling**

**Protected
Monitor**



No Wax!

Ball Bearing Puck



SPLIT / SECOND



**LeagueLeader
Software**

**Paperless
Leagues**

CLASSIC BOWLING



**Broadband
Wireless
Automatic Updates**

**Coin Door
Service Switch**



Arachnid®

800-435-8319

815-654-0212

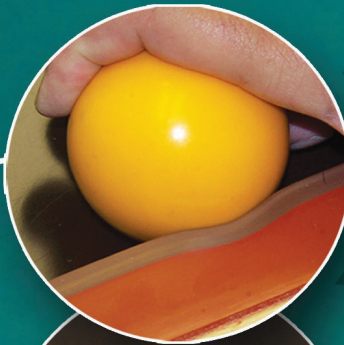
www.bullshooter.com

Playability adds Profitability.

Upgrade options to increase your tables...

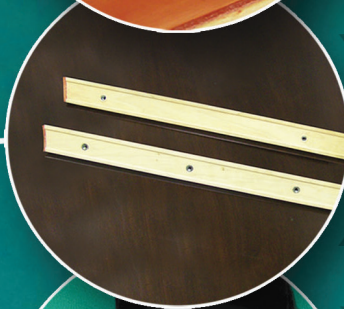
Playability • Durability • Serviceability • Reliability

Profitability.



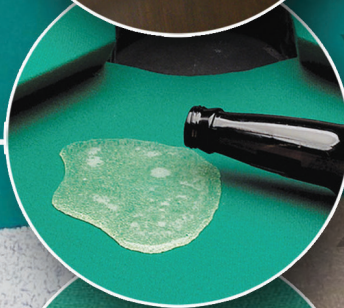
1 Same Bounce Every Time

Championship rubber composites are exclusive to Valley Cushion Rails that combine responsiveness and accuracy.



2 The Death of Dead Spots

New Valley Panther 5-bolt rail system eliminates all dead spots so rubber can perform even better and more reliably.



3 Tough...like your customers

Championship's Valley Teflon Ultra felt resists liquids. Spills wipe right up. Your table looks better, longer, even in the roughest locations.



4 Upgrade to higher profits

Valley Tournament Worsted Cloth provides the longest lasting, best playing surface for your location which translates into more revenue!

Partners in Profit.

Want to join us?

Valley-Dynamo
Championship and
YOU!



Valley-Dynamo
7224 Burns Street
Richland Hills, TX 76118

www.valley-dynamo.com
www.valley-dynamoparts.com
YouTube: ValleyDynamoTV



Championship, LLC
7111 N. Capitol Drive
Lincolnwood, IL 60712

1.800.323.2852
www.champbilliards.com
Email: info@champbilliards.com

Place your order with these options today!

ASK FOR IT BY NAME

"I have 2 Apple Sapphires and now my first Face Place Photo2Go. The built-in dolly system is the best. I can move the Photo2Go anywhere, up elevators, over grass, even in close turns. I love the portability..." Greg, Photo Booth Rentals of New Mexico, NM

"We've had the new Face Place Deluxe Photo Booth for over six-months and have not had one technical problem. It is a very reliable machine..." Richard, Enchanted Castle, IL



With over 30-years experience in the Amusement Industry, **Apple Industries** devotes itself to only one item, the manufacturing of the world's best and most reliable photo booth. Ask our thousands of customers what they think about the **Face Place Photo Booth** and the agreement is unanimous-Apple simply makes the best Photo Booth in the market today. Let us prove it to you!



Apple Industries Inc. 1107 East Gun Hill Rd, Baychester, NY 10469
International Sales: 001.718.655.0404
Email: sales@appleindustries.net • www.appleindustries.net

it's compact
it's affordable
it's a great earner

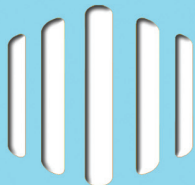
it's here . . .

- ✓ **WALL MOUNT, TABLE TOP, KIOSK TYPE**
- ✓ **LOW MAINTENANCE**
- ✓ **ALL METAL CONSTRUCTION**
- ✓ **LOW-HIGH VALUE MERCHANDISE**
- ✓ **REPEAT PLAYS**



INSTALLED DIMENSIONS:
WITH OPTIONAL PEDESTAL UNIT: 24.5" x 17" x 30.5"
w/o OPTIONAL PEDESTAL UNIT: 24.5" x 17" x 60"

WEIGHT: 143 LBS



PENTAVISION
GLOBAL

CONTACT YOUR LOCAL DISTRIBUTOR
OR FOR MORE INFORMATION CALL

Pentavision Global, Inc. 17800 S. Main St. #121 Gardena, CA 90248
www.pentavision inc.com sales @ pentavision inc.com

2010 Annual Meeting & Distributor Gala



Thank You to the Following Gala Sponsors:

AMI Entertainment Networks

Andamiro

Arachnid, Inc.

BayTek Games

Benchmark Games

Betson Enterprises

Coast to Coast Entertainment

Cotton Candy Vending

Family Fun Companies

Global VR

JVL Corporation

Kalkomat

LAI Games

Markay Adventures

MEI Group

Namco America

Pipeline Games

Sega USA

Shelti, Inc.

Stern Pinball

TouchTunes Interactive Networks

Valley-Dynamo

VendEver

A very special thank you to **AMERICAN VENDING SALES** and **BETSON MIDWEST** for their hard work in putting together this year's gala.



Thank you to all who participated in the charity golf outing and to the following raffle sponsors:

Firesone Financial Corp.
The Precinct

Sureshot-Redemption
Coin-Op Today.com

Make Money with ATMs!



We think the "A" in "ATM" really stands for AMAZING! Find out what all the excitement is about! Just give us a call and when you do, be sure to say hello to our newest associates (pictured with Andy and John, that's Candice, on the left, and Lisa).

Nautilus
HYOSUNG



TRANAX

WRG
delivering value with service

Triton

Venco
BUSINESS SOLUTIONS

Post Office Box 237 ▪ Bland, VA 24315

Phone: **800-762-9962** Cell: 276-613-5555 Fax: 276-688-4780

E-mail: jnewberry@vencomusic.com www.vencomusic.com

Equipment at a glance



AMI Firefly



AMI Rock-Star Lx



AMI Prize Farm



Andamiro Winner's Cube



Arachnid Super Shuffle



Bay Tek Games Alley Oops and Fireball Fury

Note: All dimensions are displayed in H x W x D.

AMI Entertainment

(800)393-0201; www.amientertainment.com

Firefly (touch screen countertop)

The Megatouch Firefly is specifically designed to help restaurants retain and entertain customers. The portable design lets patrons bring the action anywhere. Whether sitting at the bar with friends, relaxing in a cozy booth with a date, or waiting for a table on a busy night, players can be entertained by over 100 Megatouch games. Dimensions: 9.675" x 13.675" x 2.75". Weight: 4.25 lbs.

Prize Farm (skill)

Prize Farm is AMI Entertainment Network's first skill-based coin-op machine offering instant cash payout in the U.S. Prize Farm awards each player an opportunity to instantly win cash. The better you play, the more you win. This skill-based game features 12 different games. Dimensions: 64" x 25" x 20". Weight: 220 lbs.

Rock Star LX (digital jukebox)

The LX Belt, the newest promotional feature offered on the Rock-Star LX, displays images for new album releases, artist hits, and Flickr photo slideshows. The new animated display is located between the video attract loop and jukebox UI.

Andamiro USA Corp.

(310)782-3377; www.andamirousa.com

Winner's Cube (redemption)

Winner's Cube players control the movement of a slim rod that is mounted on a motorized mechanism with two buttons that control the horizontal and vertical movements of the rod. Players have 20 seconds to plan and position the rod at an opening in the prize display. The goal is to push a prize off the clear display shelf into the basket. The operator-friendly features include programmability, easily adjustable prize cells to accept various sized prizes, and easy maintainability. Dimensions: 38.5" x 31.4" x 71.6". Weight: 574.4 lbs.

Arachnid

(800)435-8319; www.bullshooter.com

Super Shuffle (shuffleboard/shuffle alley)

Bowling has been added to this electronic shuffleboard table that won awards in 2009 and 2010. The name has changed from Knock Off to Super Shuffle. It features league, tournament, and casual play. Players launch a real puck across the playfield to the back of the cabinet. A sensor tracks speed and trajectory, and then projects that via a virtual puck onto the flat screen monitor. There are seven games, including Classic Bowling and Split/Second Bowling.

Bay Tek Games

(920)822-3951; www.baytekgames.com

Alley Oops (alley roller)

The alley is now the industry standard, 10 feet, and has a single ball release. The ramp material is now more durable and less noisy. Alley

AAMA DISTRIBUTOR GALA

Oops, the restructured Basket Fever, has a flip up playfield and slide-on rail covers so there are no screws or exposed exterior fasteners for ease of service. The player can showcase their streetballin' tricks by rolling nine balls up the ramp to score as many points as they can. The more points they score, the more tickets and ballin' status they win. Dimensions: 80" x 30" x 114".

Bike Rally (redemption)

Formerly Road Trip, Bike Rally is a new skill game from Bay Tek Games. Players spin a wheel three times to try and accumulate enough miles for their first bike trip. If they make it, players can choose a small prize or continue on the next trip. Players then spin three more times and if they accumulate enough miles, they choose a medium prize or continue to the last road trip for the opportunity to win three more spins. Dimensions: 78.5" x 35" x 32".

Fireball Fury (alley roller)

Bay Tek has improved the original Fireball by adding new graphics and LED lights that brighten the game. The alley is now the industry standard, 10 feet, and has a single ball release. The ramp material is more durable and less noisy. Fireball Fury has a flip up playfield and slide on rail covers so there are no screws or exposed exterior fasteners for ease of service. Players roll all nine balls up the ramp to score as many points as they can. The more points they score, the more tickets they win. Dimensions: 80" x 30" x 114".

Pull My Finger (redemption)

Pull My Finger is a ticket redemption game that allows players to pull a monkey's finger that plunges a whiffle-type ball into the playfield where six targets are located. If timing and accuracy are on point, players can win the big banana bonus of 500 tickets (factory default). If the ball does not go straight into a target, flippers are installed on the playfield to keep the ball bouncing as players wait in anticipation. Currently dual ticket trays and adjustable bonus patterns are available. Dimensions: 92" x 49.75" x 32".

Benchmark Games

(561)588-5200; www.benchmarkgames.com

Trap Door (redemption)

Trap Door is a colorful new merchandiser. Players skillfully stop the spinning light in win zones which crank open the trap door and allow the prize to fall through the chute. Prizes reload automatically. A claw seeks out and grabs another toy and drops it on the trap door, ready to play. Dimensions: 85" x 42" x 31". Weight: 476 lbs.

Betson Enterprises

(201)438-1300; www.betson.com

GalacTix (redemption)

GalacTix challenges players to launch a missile with the hope of hitting the alien mother ship at the center galaxy and capturing the jackpot. A revolving universe of obstacles, such as spacecrafts and asteroids, adds to the fun of this game. The game features six playing stations in one cabinet, quick coin redemption action, electronic coin comparators, Deltronic ticket dispensers, six levels of difficulty, an operator-adjustable jackpot, and six-speaker sound with high definition audio. Dimensions: 103" x 56.26" x 50.125". Weight: 645 lbs.

Super Bikes (motorcycle shooter)

Super Bikes 2 is a new one-player shooter from Raw Thrills that can link up to eight players. Players use the bike throttle to accelerate and their body to steer the bike with the main goals being to complete the courses in record time and to finish first. Players may purchase upgrades for their motorcycles. These upgrades improve the players' bike performance. Dimensions: 78.5" x 45.25" x 86".

Terminator Salvation 32-inch (video shooter)

Play Mechanix, developers of the original Terminator Salvation, introduces a new model of this action-packed arcade shooter: Terminator Salvation 32-inch. The game offers the same hi-definition graphics and in-your-face action as the 42-inch version, but in a smaller and more transportable cabinet. Features include a new stationary gun system for improved control over game play. Terminator Salvation 32-inch is perfect for bars, arcades, movie theaters, and other small locations.



Bay Tek Games
Pull My Finger



Bay Tek Games
Bike Rally



Betson
GalacTix



Benchmark Games
Trapdoor



Betson/Play Mechanix
Terminator Salvation



Betson/Raw Thrills
Super Bikes 2



Betson
Wheel of Fortune



Coast to Coast Entertainment
The Simpsons
Skateboard Stomp!



Family Fun Companies
Acorn Drop



Coast to Coast Entertainment
Elvis Live in Las Vegas



Global VR/Adrenaline Amusements
Kaboom



Cotton Candy Vending
Cotton Candy Vending Machine



Family Fun Companies
Hot Hoops



Family Fun Companies
Lucky Streak

Wheel of Fortune (redemption)

The game is based on the hit TV game show. Players sit in front of a player station equipped with a 32-inch LCD touch screen panel. They begin by selecting regular "Wheel of Fortune" or risk more with the "Double Play" option, which allows players three spins to maximize and double their ticket winnings. Players then spin the Wheel of Fortune dial to activate the replica wheel. The game features 4,000 puzzles, a 36-inch fully replicated wheel, a dual ticket dispenser or coupon printer operation, two modes of play, a bright LED display for point totals, and a bench style seat available at an additional cost. Dimensions: 103" x 51" x 80". Weight: 650 lbs.

Coast to Coast Entertainment

(800)224-1717; www.cranemachines.com

Elvis Live in Las Vegas (redemption)

Elvis Live in Las Vegas is a flashy new coin pusher from Coast to Coast. The game features a digital sound system playing all of your favorite Elvis songs. Officially licensed Elvis graphics are displayed on the bright LED screens. The game also includes "skill stop" buttons, two spinning wheels for bonuses, and an option for adjustable payouts. Dimensions: 73" x 45" x 30". Weight: 450 lbs.

The Simpson's Skateboard Stomp! (redemption)

The Simpson's Skateboard Stomp is the first officially licensed kids' stomping game ever. Players earn points by following Bart's skating patterns. The game features adjustable ticket and coin settings. Dimensions: 74" x 42" x 54". Weight: 275 lbs.

Cotton Candy Vending

(303)339-0884; www.cottoncandyvending.com

Cotton Candy Vending Machine (vending)

Cotton Candy Vending's newest vending machine features fresh cotton candy served on a paper stick. The product only contains 70 calories and is served warm and non-sticky in less than 60 seconds. An MEI bill acceptor and coin comparator are included. Dimensions: 78" x 36" x 28". Weight: 380 lbs.

Family Fun Companies

(920)497-6991; www.familyfuncompanies.com

Acorn Drop (redemption)

Players move an acorn to any spot on the playfield. They then drop the bouncing ball on the playfield to see which hole the ball drops into. All holes have a ticket value and two of them are jackpots. Tickets are paid according to hole values. The main goal of this game is to drop the acorn into one of the two jackpot holes. Dimensions: 74" x 28" x 34". Weight: 367 lbs.

Hot Hoops (redemption)

Once called Fun Hoops, this one-player redemption game is now available. Players use a mallet to hit a soft dome that launches small basketballs through moving hoops. Points can be added when a player scores through one hoop or two hoops at once. Every made shot increases points. Dimensions: 60" x 28" x 34". Weight: 325 lbs.

Lucky Streak (redemption)

Players choose heads or tails and if they are correct, tickets are won. Choose heads or tails correctly seven times in a row, and players win the jackpot. Players can stop the game at any point and collect the tickets they've won. If you choose incorrectly, tickets are lost. The game also features a super jackpot for a chance to win more tickets. Dimensions: 47" x 35" x 95". Weight: 425 lbs.

Global VR

(408)597-3400; www.globalvr.com

Kaboom (redemption)

Kaboom, from Adrenaline Amusements, provides excitement in the form of high definition video output and the wind-gusting effects of TNT. Players must load fire TNT containers by stopping the light on the desired load zone. Ticket awards are operator adjustable. Extensive operator menus make the game customizable to create settings correct for every location. Dimensions: 112" x 34" x 52" (32" without platform). Weight: 600 lbs.

AAMA DISTRIBUTOR GALA

NASCAR Team Racing (driver)

NASCAR Team Racing is the latest installment in the NASCAR game franchise. It allows players to gain extra speed by drafting with teammates. It features officially licensed drivers and tracks including Texas Motor Speedway®, Michigan International Speedway®, and Crag Canyon. Hardware features include force-feedback steering for a realistic feel, an authentic four-speed shifter, a six-speaker audio system, deluxe cabinet, a 42-inch LCD screen, and Tsunami-powered deluxe motion system. Dimensions: 64" x 30" x 72". Weight: 475 lbs.

JVL Entertainment

(905)303-3360; www.jvl-ent.com

Encore (game and music system)

JVL's new entertainment system features the world's first and only high definition touch screen. Players immerse themselves in a three-dimensional world that engages the senses with razor-sharp images and crystal-clear sound. The system includes access to more than 140 different games from action and strategy to cards, quizzes, and puzzles. Encore also offers the option of music on demand with the Media Stream system.

Kalkomat

(773)520-2163; www.boxer.biz.pl

Bang Man (boxer)

Bang Man is the prototype for a new boxing game. The game features a male figure with small light-up screens on strategically placed points over the man's chest and arms. The screens light up to indicate where a player should hit. Players are judged by the strength and accuracy of their punches.

Boxer Mask (boxer)

Boxer Mask is a brand new redemption boxer. This machine rewards players with funny, sexy items in capsules when certain results are reached. Extra free gifts encourage players to play more. The game features a Venetian mask motif and multicolored cabinets. The many LED lights draw attention and persuade players to try the game. Dimensions: 102" x 23" x 51". Weight 276 lbs.

LAI Games

(888)211-6370 or (469)521-7000; www.laigames.com

Little Masterpiece (children's game)

Little Masterpiece is a brand new touch screen coloring game for kids. This compact portable steel cabinet features a simple touch screen menu with photo and name inputs, four coloring game modes, and high quality glossy printouts in 4-inch by 6-inch postcard formats. A promotional message option is available for each printout. The game is fully automated and coin, note acceptor, and swipe card ready. Dimensions: 23" x 46". Weight: 267 lbs.

Snapshot (photo booth)

Snapshot is an affordable, compact, mobile photo booth. It features a user-friendly touch screen interface, logo and/or message on every print, extensive party rental settings, commercial quality 4-inch by 6-inch photos, low cost media, an easily transportable format, and is less than two square feet in width. Snapshot has four photo modes including quick mode, fun mode, theme mode, and sexy mode. All of the modes feature different picture options. Photos can be uploaded to an array of devices via Bluetooth and photos can be presented to a party host on a USB drive.

Markay Adventures LLC.

(847)669-2412; markayadventuresllc@comcast.net

Pooltronic Interactive Table (pool table)

The Pooltronic Interactive features new ways to play pool. Players choose the game and then pick the number of players. A light up scoreboard keeps track of the score. As each ball is pocketed, it flashes and then turns off. The remaining lit balls show balls that are still in play. Players can press a "change player" button to advance to the next player's turn. The game can also tell when a cue ball is scratched. The table knows each of the four games and the different rules.



**Global VR
NASCAR Team Racing**



**JVL Corp.
Encore with Media Stream**



**Kalkomat
Boxer Mask**



**LAI Games
Little Masterpiece**



**LAI Games
Snapshot**



**Markay Adventures
Pooltronic Interactive Table**



MEI
Cashflow Series 2000
Recycler



MEI
NBM 3500 Series Bill
Validator



MEI
Battery Series 2000
Bill Validator



Namco
Dead Heat



Namco
Pac-Man Battle
Royale



Namco
Razing Storm



Pipeline Games
Mr. Vacuum



Sega
Cuckoo



Sega
Hummer Extreme
Edition

MEI

(800)345-8215; www.meigroup.com

Cashflow Series 2000 Recycler

MEI bill recycling features include a programmable recycler module, an accessible bill path, the smallest footprint for increased retrofit potential, cash accountability with tamper-evident sensors, MDB coin mech compatibility, and a high-visibility bezel.

NBM-3500 Series Bill Validator

NBM-3500 Bill Validator features include vertical sensing, an anti-salt-ing system, pullback, “yank cheat” protection, unique bill stacking methods, a high acceptance rate, an optional security bezel, an all-plastic construction, a swing-open stacker, LED diagnostics, two-bell bill transport, and a warranty.

Battery Series 2000 Bill Validator

The Battery Series 2000 Bill Validator features a new enhanced sleep mode, an instant-on wake-up circuit with minimal idle current, and low operational current draw for long battery life. The validator is available in AE2400 and AE2600 configurations.

Namco America Inc.

(630)238-2248; www.namcoarcade.com

Dead Heat (driver)

Dead Heat features four city courses displayed on a 32-inch LCD screen: New York, Chicago, San Francisco, and London. Eight customizable cars are available and powered by Nitrous Oxide Systems. Players are given a PIN number and have their photos taken by a camera. Cars are identified by the player’s picture. The game has the ability to mimic a player’s driving style when they register as a ghost driver, and future players can race against this style.

Pac-Man Battle Royal (classic arcade game)

Pac-Man Battle Royal is a 30th anniversary edition of Pac-Man with several new features. The game features a four-player mode, with the Pac-Man character being available in four different colors. The game can be set to either three or five rounds and in each round the players must eat the other Pac-Men in order to advance.

Razing Storm (shooter)

Razing Storm features 357 graphics in high definition on the 60-DPL monitor. Digital surround sound makes the game louder and more realistic as it separates gunfire, voice commands, background music, sound effects, and bass into separate speakers. Game play revolves around the use of the action pedal: step on the pedal to attack, and release it to hide and reload. Link play allows players to team up against hundreds of enemy soldiers and demolish the fully interactive environment. Dimensions: 88” x 65” x 64”. Weight: 378 lbs.

Pipeline

(310)324-1882; www.pipelinegamesinc.com

Mr. Vacuum (crane)

Mr. Vacuum is a vacuum powered crane that features security hasps on the cash box, electronics and play area doors, thematic sound effects and bright LED lights, a small footprint, and is DBA ready. The game also features optional pedestal base units with locking cabinets and a wall mounting kit. Dimensions: 24.5” x 17” x 30.50”. Weight: 145 lbs.

Sega Amusements USA Inc.

(888)877-2669; www.sau.sega.com

Cuckoo (children’s game)

Players stop the swinging pendulum to win tickets and hit the bonus target to enter the cuckoo clock. The cuckoo bird is then released to win the jackpot. Quick, simple play makes this game perfect for players of all ages. Dimensions: 30” x 41” x 79”. Weight: 353 lbs.

Hummer Extreme Edition (driver)

Players can expect heated battles and rugged trails on this new driver from Sega. The game is linkable from two to four units or operates as a single two-driver game using the Driver Change System. Hummer Extreme Edition features four courses with a great deal of variety. Dimensions: 90.95” x 88.59” x 107.88. Weight: 1609 lbs.

AAMA DISTRIBUTOR GALA

Rambo DLX (video shooter)

Rambo Deluxe is a smaller version of Sega's original Rambo game. Players use machine guns and a bow and arrow to defeat enemies. The "Rage Meter" increases when enemies are defeated quickly. Dimensions: 68" x 55" x 96". Weight: 798 lbs.

Shelti Inc.

(989)893-1739; www.shelti.com

Shelti Electronic Darts (with remote play via the Internet)

Players touch a button for online games, and the monitor shows all the locations online at the time. The player selects a location anywhere in the world, and, along with a player at the other location, chooses a game to play. Players can see each other's ranking; play is live action in real time. Features include a laser throw line to ensure fair play, a top-mounted monitor, personal account setups, and multi-game options.

Stern Pinball

(708)345-7700; www.sternpinball.com

Avatar Pinball (pinball)

Based on the 3D movie "Avatar," Avatar Pinball is new from Stern Pinball. Players capture the pinball in the transporter link, a case that reveals a Jake figurine, and transform into his Avatar. After a series of challenges, players get past the motorized up and down target bank protecting Colonel Quaritch and then fight the Colonel in his AMP suit. As players overtake the Colonel, his AMP suit crashes to the ground and the Na'vi people are saved from total destruction. Dimensions: 75.5" x 27" 55". Weight: 250 lbs.

TouchTunes Music Corp.

(847)419-3300; www.touchtunes.com

Allegro MX-1-V (digital jukebox)

This jukebox features instant access to hundreds of thousands of licensed songs that are updated daily, advertising, patron playlists, a wireless, broadband-ready, online operator dashboard which allows for location management from home or office computer, customizable promotions, and dual bill collectors.

Valley-Dynamo

(972)595-5300; www.valley-dynamo.com

Firestorm (air hockey)

Advanced technology and a rugged toughness highlight this air hockey table that features a coated playing surface and the patented Dyna-Blast blower system. Tournament-tested rails ensure accuracy and reliability, while the easy-to-read overhead LED scoring display provides exciting colors for spectators and players alike.

Panther and Panther ZD-X (pool tables)

The Valley Panther is a new push-chute table; the Panther XD-X is a new DBA electronic table. Both models feature innovative corner casting with newly designed rail cap molding, five-bolt cushion rail, and dual density cushion rubber. The Panther ZD-X will now accept league dues (up to 10 different leagues per table with up to 100 teams per league.) Accounting features clearly show league dues and table income separately. The Panther ZD-X is available in the Cheyenne Leather Model #32.

VendEver

(702)967-0440; www.vendever.com

Cotton Candy Factory (vending)

This machine uses state-of-the-art components, and stainless steel throughout the interior for maximum cleanliness. In addition, LED lighting and a patented self-cleaning system come standard. The mechanism engages every 10 vends to scrape sugar build-up from the sides of the bowl. Another innovative feature is a temperature sensor that monitors and automatically adjusts changes. The machine uses ordinary table sugar, and comes with a bill validator and programmable electronic coin acceptor. ▲



Sega
Rambo DLX



Shelti
Electronic Darts



Stern Pinball
Avatar



TouchTunes
Allegro MX-1-V



Vend Ever
Cotton Candy Factory



Valley-Dynamo
Fire Storm



Valley-Dynamo
Panther

SAVE THE DATE!

AMUSEMENT EXPO 2011

MARCH 1 – 3, 2011

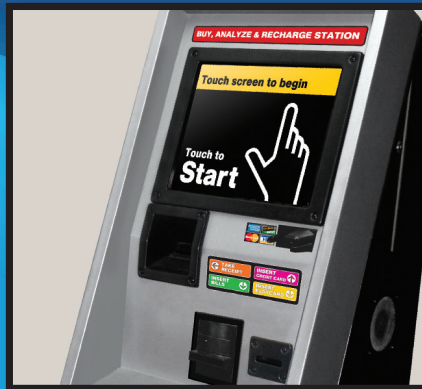
LAS VEGAS CONVENTION CENTER, LAS VEGAS, NV



The Complete Solution For Your Business!



Debit Card



Kiosk



Point of Sale



Redemption Management



Access Control



Party & Events

★ **Now Available: Twin Head Readers!**

Successful reads with magstripe
facing either way.

Two Heads
are Better
Than One!

Contact Us:
+1 (214) 256-3965
sales@sacoa.com
www.playcard.com.ar

Sacoa
Wireless Debit Card System



Exclusively Featured in the World's Largest McDonald's Restaurant

ORLANDO, FL
OPERATED BY PRIME TIME AMUSEMENTS

HWY 66 Mini-Bowling

- Classic Attraction
- Party Magnet
- Rapid Payback
- Appeals to all Ages

Configure Your System

- Coin Control
- Bill Acceptors
- Debit Card Interface
- Ticket Dispensers



QUBICA  **AMF**™
THE POWER OF PARTNERSHIP

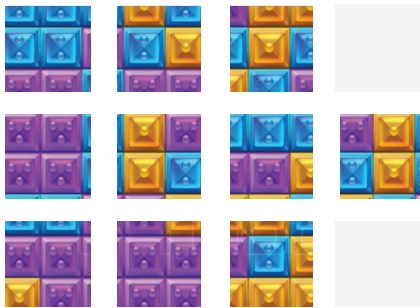
Worldwide Headquarters: 8100 AMF Drive - Mechanicsville, VA 23111 - USA - tel. (804) 569-1000 - fax: (804) 559-8650 - toll free 1-866-460-QAMF (7263) - European Headquarters: via della Croce Coperta, 15 - 40128 Bologna - ITALY - tel. +39 051.4192.611 - fax +39 051.4192.602

www.qubicaamf.com - info@qubicaamf.com



AMI follows solid strategy

By Bonnie Theard



As the industry moves into the fourth quarter of 2010, officials at AMI Entertainment Network are pleased to announce two market-changing advancements: the introduction of the company's first skill-based coin-op machine, Prize Farm, and new Megatouch software designed to boost operators' revenue from this fall into next spring. Both are key elements of the overall company strategy.

Play Meter obtained the latest details from Mike Maas, President and CEO; John Margold, Senior Vice President of Sales; and A.J. Russo, Creative Director.

PRIZE FARM

AMI has answered the need for a universally appealing game suitable for a variety of locations with Prize Farm, a game that brings a distinct level of excitement to the marketplace. Prize Farm includes 12 skill-based games among Quiz, Word, Card, and Action categories.

What makes Prize Farm unique is

the fact that players are able to win an instant cash payout, as well as participate in monthly tournaments with a progressive jackpot. Players compete for a cash prize pool based on the income from games played nationwide!

Additional Prize Farm features include a 22-inch LCD touchscreen, an optional scrolling marquee that accommodates up to five custom messages, different money output sounds, and customizable promotional operator screens. The business model includes FREE software upgrades, automatic downloads of new games and features, a five-year revenue share agreement, in which AMI receives 20 percent of net coin-drop monthly, after player payout. A broadband connection is required for all Prize Farm units.

Margold said, "We have been very careful with Prize Farm; this is a 100 percent skill-based game. An average person will improve with practice and become significantly better. The element of skill is key in all states."

Maas concurred: "This game is cur-



Prize Farm

COVER STORY

rently approved in about 25 states based on state laws. We are currently shipping the game in 13 states, and the list is growing day to day. We are comfortable that we have done enough research to demonstrate its legality, and we have fully explored all the laws and communicated with operators.”

States with Prize Farm include New York, California, Delaware, Maryland, Missouri, Nebraska, Wisconsin, Colorado, Kentucky, Oregon, Washington,

“We want to continue to develop the best games that will be downloadable as soon as they become available.”



Spot the Difference: Similar to the Megatouch game Photo Hunt, players must find five differences between two seemingly identical pictures. Make it to the seventh round and start building your prize. (Prize Farm)

Texas; plus Washington D.C. AMI is working with an expert private attorney, and has made software changes to suit laws in a number of states.

The genesis of Prize Farm was Games Warehouse, an AMI subsidiary in the United Kingdom. They created the original machine and have been operating SWP (Skill With Prize) machines for six years. The company has more than a 55 percent market share in the pubs of London.

Maas commented, “The question in the U.S. is simple. There are laws that we have to meet with Megatouch machines, jukeboxes, and this product.

There are misperceptions in this country that if a product pays out cash in a hopper it’s a gambling machine. If you read laws at the federal and state levels, there is no prohibition to money coming out of a hopper.”

“This is an amusement device with a bonus,” said Margold. “It is unlike games in which the only reason to play is to pay out. This is a Megatouch on steroids. For \$5 you get a half-hour of fun and a tangible prize.”



Pieces of Eight: Similar to the Megatouch game Tri-Towers, players move cards in ascending or descending order. Earn 80,000 points to move to the cash prize round. (Prize Farm)

Margold added, “We have a product that is adding new life to locations. Operators have told us it is so refreshing to have something new to add to a bar that people will find attractive to play. Most operators need new equipment that is good. They want players to have something they can’t play at home, something unique and fun. Prize Farm has the amusement value of Megatouch. If you don’t win, you still have fun. You can win something tangible and earn bragging rights as well.”

MEGATOUCH SOFTWARE

AMI has always stressed the impor-

ance of game content. The 2011 Megatouch software package fits the game plan. Russo said, “Over the last five years we have become active in the video game community, and formed partnerships with some of the best content providers. We brought Little Shop of Treasures to our Ion platform and it quickly became the number one game.”

He continued, “Operators tell us how much players enjoy the game. We feel we have a really good pulse on what players want. We’re excited because we have leveraged our partnerships to bring a killer list of new games to Megatouch.”

One object of Russo’s excitement is the sequel to Little Shop of Treasures: Little Shop Road Trip, a similar hidden object game of 16 scenes. Russo said, “It has been the number one game in Beta testing, and should be a hit for operators who upgrade to the new software. As an added bonus, Little Shop Road Trip is available for Ion and Force.”

This will be the final Megatouch Force platform update for AMI. Megatouch Force debuted in September 2001. Since then, eight years of purchasable software upgrades have been offered. According to Russo, “This year marks the ninth and arguably the strongest upgrade. Advances in game technology have made it more challenging year after year to support our Force systems. It’s been a great nine-year run, but it’s time. For operators who haven’t upgraded in a couple of years, it’s their last chance to get this great value.”

“We’re making sure we conclude this product’s run with a bang,” said an enthusiastic Russo. “In addition to Little Shop Road Trip, everyone who upgrades to this year’s Force gets Little Shop of Treasures.”

The new Force Kit launches in September and will be available through Dec. 31, 2010.

Russo added, “Little Shop of Treasures was the most-played game on

updated Ions last year. Early indications show that Little Shop Road Trip will be the most-played game this year.”

In addition, this year Ion Rx and Aurora Widescreen will get two exclusive card games. Final Table Hold ‘Em is the world’s first Texas Hold ‘Em game to feature Spin Cards. This is a Megatouch original built in-house. Also new is Word Dojo 2, the sequel to one of the most popular Megatouch word games. This Ion exclusive delivers a bigger dictionary with new scoring and an all-new survival round.

STRATEGY

Maas expressed his excitement about the new product lineup from AMI: “We’ve taken action based on operator requests. Connectivity has been our message. One of the benefits of having connected products is that we can deliver software with the push of a button so operators don’t have to go to the location. We have a subscription model that allows that, and also non-subscription methods.”

He continued, “The downloaded software this year will be released to coincide with the rest of the software. In early September we will have software on the street ready to go. When operators get software sooner, they have all the advantages of exciting new games and features, better earnings, and AMI Access.”

Margold said, “Operators told me there was joy in not lifting a finger and getting calls from locations praising the software that appeared on their machines.”

Maas was firm in his passion for connected machines: “We believe that’s the way forward for many reasons. Being connected allows business models that align OUR incentives with OPERATOR incentives. The jukebox model is an example of this type of business model working to the operator’s benefit. We launched Version 3 of our jukebox

software, which was a huge investment. It has resulted in more money for our customers.”

“I really like this model of revenue share with Prize Farm. We are selling the game at an aggressive price to give operators a great return on investment (ROI). We want to continue to develop the best games that will be downloadable as soon as they become available. Prize Farm will be a living, vibrant thing, with a flow of new content.”

“We have a product (Prize Farm) that is adding new life to locations. This is a Megatouch on steroids.”



Pints Make Prizes: Choose one of three beer pumps, each representing a category. Fill the pint glass by correctly filling in the missing letters to complete the words and move up the cash ladder. (Prize Farm)

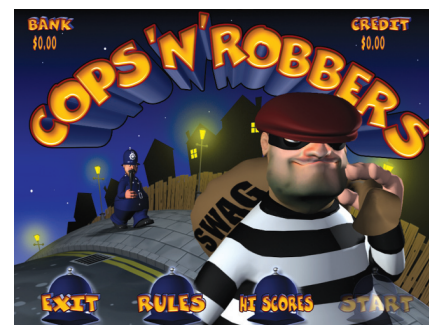
When Prize Farm ships, it includes a location kit with card tents, coasters, tutorials, and tips on how to play the game—in short, everything needed for location-based promotions. As a manufacturer, we are focused on helping our customers and making sure that players, bar owners, and bartenders are driven to our games.”

Maas mentioned a new generation of mobile gamers with a world of devices at their fingertips: “How do we get these players moving to our games? We did some iPhone games to introduce mobile gamers to the Megatouch

brand. There are other devices, like the Nintendo DS, that can expose our games to players at an earlier age. The overall strategy here is to make younger players familiar with our games and transition them into playing socially on a bigger screen.”

“On these devices we can utilize features like Location Finder to help point players to connected machines,” continued Maas.

Margold said, “I see a shift in the business, and I’m encouraged. We are



Cops N Robbers: Players answer questions quickly to move forward on the path. Answer too slowly and the police officer will catch you. Pick up cash keys, safe icons, and money bags along the way. Start earning cash when you collect four bags. (Prize Farm)

repainting the picture. I see more and more progressive operators growing their businesses. I hope the more conservative operators come around.”

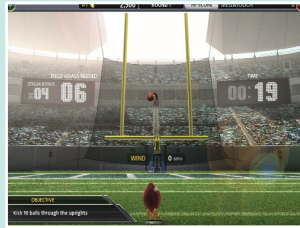
In conclusion, Maas said, “We focus on our customers and creating machines that make them more money. We have the right business model with connected machines and customers who understand the value of promotions. We will keep following that path. Customers tell us it’s the right thing to do.”

For more information, call (800)523-2760; Web (www.ami-entertainment.com). ▲

New Megatouch release



Final Table Hold'em



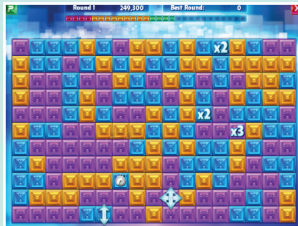
Flick & Kick Football



Little Shop of Treasures



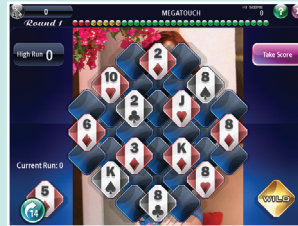
Little Shop Road Trip



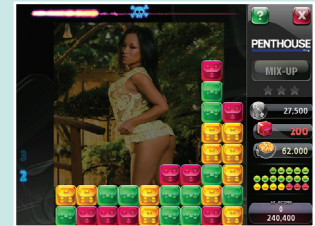
Boxxi Blitz



Mystery Phrase



Penthouse Party Bandits



All-New Penthouse Suite



Trix



Space Farmer



Zombie Cars



Word Dojo 2

MEGATOUCH 2011, ION SUITE

The newest Megatouch release includes nine new Ion games plus two widescreen-exclusive titles.

A.J. Russo, Creative Director for AMI Entertainment Network, explained: "It's always a challenge from year to year to top previous software. The goal is to add games current players will like, while also adding new game types or genres that might draw in someone who's never played a bar-top game before."

Russo added that mobile devices like iPad, iPhone, and Android have brought touch screen games into the mainstream market. He affirms: "What still sets Megatouch apart is its ability to deliver fun, bite-sized three-minute entertainment experiences that can be played socially on a big screen."

Following are details on all the new games:

Little Shop Road Trip: Following the runaway success of Little Shop of Treasures, Megatouch is going on the road with 16 all-new scenes featuring thousands of hidden objects for players to find.

Word Dojo 2: For close to a decade, Megatouch fans have honed their word-building skills playing the original Dojo game. Its sequel delivers an expanded dictionary, crazy power-ups, enhanced scoring, and an all-new survival round.

Final Table Hold'em: This widescreen-exclusive is the world's first Texas Hold'em game to feature Spin Cards. Players quickly responded to the addition by making Final Table Hold'em one of the top five, most-played games on updated Aurora WS and Rx systems.

Boxxi Blitz: A combination of speed and strategy is the key to success in this crazy adaptation of a fan favorite. Three box colors allow massive moves that spawn game-changing power-ups and soaring high scores.

Flick & Kick Football: In this action game, a quick finger-flick decides whether players score a field goal or land in the stands. But this is no ordinary game, and that is no ordinary goal post. The kick is up—and it's good!

Mystery Phrase: This popular word game has been re-invented and given a fresh facelift for 2011. Whether they choose Entertainment, Music, Sports, or General, each of the 24 subcategories are sure to keep players guessing.

Space Farmer: In this line-drawing game, players manage a fleet of UFOs to capture as many sheep, cows, and chickens as they can, all while avoiding mid-air spacecraft collisions.

Trix: From the Middle East comes a compelling widescreen-exclusive card game that's both easy to learn and fun to

play. Players compete against three opponents in a series of different card games to crown a ruler of the kingdom.

Zombie Cats: In this fun-loving action game, players attempt to successfully escape a city overrun by an undead army of felines.

All-New Penthouse Suite: This all-new photo library features the hottest Penthouse models to ever appear on a touch screen. This suite leaves little to the imagination and includes the first tournament-ready erotic games: Penthouse Party Bandits and Penthouse Super Boxxi.

MEGATOUCH 2011, FORCE SUITE

Megatouch 2011 marks the final software update for Force systems. The smash-hit of 2010, **Little Shop of Treasures**, out-performed the likes of Photo Hunt and Card Bandits by a four-to-one margin. Now on Force, it joins with Little Shop Road Trip to create a powerful one-two punch for updated machines. This update also includes Boxxi Blitz, Penthouse Party Bandits, Penthouse Super Boxxi, and an all-new Penthouse photo library.

Little Shop of Treasures, Little Shop Road Trip, and Boxxi Blitz are not supported on classic Force systems that cannot enable hi-resolution. This update is available for a limited time. ▲

Mike Maas is passionate about connectivity and operators should be too.

“Some operators have a misperception about the cost and the value of connected equipment. We charge nothing to connect a Megatouch machine. Features such as AMI Access, Location Finder, Music Selector, and extended warranties are highly valued. Our software is easy to connect. It's a communications challenge,” states Maas.

Here is what you need to know about Megatouch connectivity:



Connectivity made easy: Getting your Megatouch online has never been easier or more rewarding. The new step-by-step Connection Wizard has simplified the connection process for wireless, wired, and dial-up Ion machines.

AMI engineers redesigned the entire process for simplicity and ease of use. No more confusing screens or bouncing around. Operators can even register a game on-location. All that's needed is a broadband connection.

Online benefits, free of charge: Introduced in 2009, MegaNet® Core allows free access to dozens of online features aimed at making route management a breeze. AMI Access, AMI's newest tool, empowers you to connect, view, and take live control over any broadband-connected Ion running 2010 on the route—right from your own PC or Mac. Just jump online, log in using your MegaNet ID, and make changes live, in real-time. AMI Access even notifies you if the game is in use.



Let's talk music: Sync your Megatouch and jukebox. Enable players to browse and order music without leaving their bar stool. It's free and easy to set up. An AMI jukebox connected to a Megatouch can earn up to 15 percent more music revenue.

Credit cards accepted: In surveys conducted by Visa, 70 percent of consumers polled preferred to use credit or debit cards, instead of cash, for small-ticket purchases. Additionally, 60 percent of the 18-30 age group preferred not to carry cash at all. Credit card support now comes standard on many Megatouch models sold in the U.S. and Canada, and with 2010 you can choose the credit card pricing that works best for your route.

Operators can control the credits a player receives for \$5, \$10, and \$15 purchases. Your reader can also be configured to allow convenient access to common Operator Setup functions via a swipe from your own card.



Stay up to date, automatically: Location visits to install software can be a thing of the past. Our four-year Broadband Subscription Model is now available for broadband-connected Rx, Aurora, and Aurora Widescreens running 2009 software or newer--and is free for the first year. \$25 per month not only ensures your game always has the latest and greatest software, but also guarantees your hard drive for the entire duration of your contract.

Operators are given access to all the free online benefits of MegaNet, plus Tournamaxx® player tournaments, a \$300 savings. Tournamaxx enables your players to compete on local, regional, and national levels while playing their favorite games and increases coin-drop up to 32 percent.

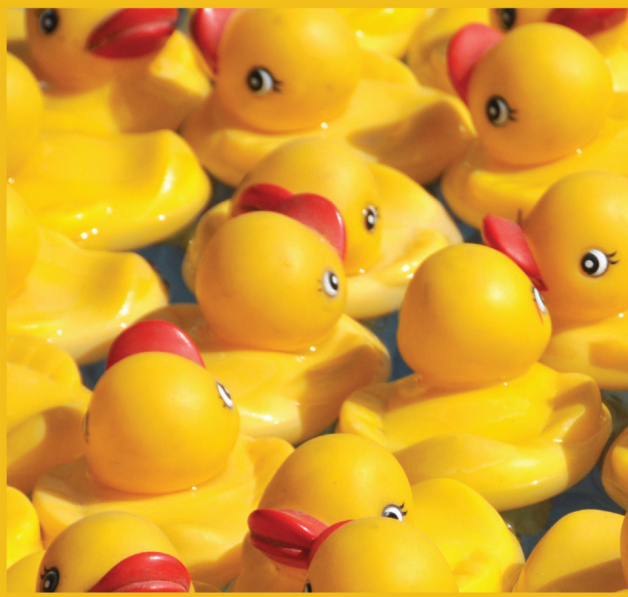
So get connected! Connection Wizard takes the complication out of getting connected. MegaNet Core makes it free. AMI Access puts you in total control, even when you're off-site, and the four-year Broadband Subscription Model keeps machines up-to-date, via an automatic download. ▲



It's All Here.

The Thriving Marketplace for Family Entertainment Centers.

Products and people. Ideas and innovations. Energy and excitement. Find everything you need to drive the success of your FEC at **IAAPA Attractions Expo 2010**. From high-level networking to trends in games and group sales to revenue-boosting food and beverage and merchandising plans, no other industry conference and Expo delivers so many bottom-line results. Participate in the five-day FEC Education Track and attend events exclusively for FEC owners and operators; discover marketing, operations, and safety solutions; and draw families to your FEC with ideas from the world's most exciting attractions showcase.



IAAPA Attractions Expo 2010 ORLANDO, FLORIDA USA

Conference: November 15–19, 2010
Trade Show: November 16–19, 2010
Orange County Convention Center

To attend go to www.IAAPA.org



Produced by:



Celebrating Our 100th Year!

Still made in the USA, Northwestern machines are known the world over for their superior looks, quality and reliability. This, matched with the highest level of customer service and support, has helped to keep Northwestern at the forefront of the Bulk Vending Industry.



Northwestern[®]

100 Years of Professional Bulk Vending



THE NORTHWESTERN CORPORATION

922 East Armstrong Street • Morris, Illinois 60450 • 815-942-1300 • Toll free 1-800-942-1316 • www.nwcorp.com

© 2009, The Northwestern Corp. All Rights Reserved.

LED Monitor Cabinets



POM Upright/Sitdown



MFS Upright



UPFS Upright



CB Computer Cabinet



RB Sitdown



AMC Countertop



ANGLE MANUFACTURING COMPANY, INC
 491 Industrial Drive
 Tracy City, TN 37387
 800-347-4405 / fax 931-592-4410
 email: pattie@anglemfg.com



GREEN COIN MACHINES

TOLL FREE: 1 (800) 232-6467 Don't be a Guest!

Hello Guest! [Log In](#) | [Register](#)

Click
HERE



- Home
- Inventory of Products
- Financing Options
- Service and Parts
- Company Info
- Employment
- Directions

Toll Free: 800.232.6467
 Local: 843.626.1900
 Fax: 843.448.9899

Go Directly To... GREEN!

NEIL ROYCE ED

Login/Register and WIN your own pricing!
 We will email you your Client ID.

Do it Today

Don't Pay Retail
 Login / Register

GREEN COIN MACHINE DISTRIBUTING CO.
 WWW.GREENCOIN.NET
 grencoin@aol.com

TOLL FREE: 800 232-6467
 TEL: 843 626-1900
 FAX 843 448-9899

2961 DRYWALL DRIVE
 MYRTLE BEACH, SC 29579
 USA

Play Meter's classified advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. The deadline is usually before the 12th of the month prior to issue (example: August ad must be in before July 12). Send ad orders to Play Meter Magazine / P.O. Box 337 / Metairie, LA 70004 or fax: (504) 488-7083.

FOR MORE INFORMATION, CONTACT CAROL LEA: (504) 488-7003

If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints.

Programmers



Call for new price quotes

C&P Distributing
www.onsale.net



Tel: 574.256.1138
Fax: 574.256.1144

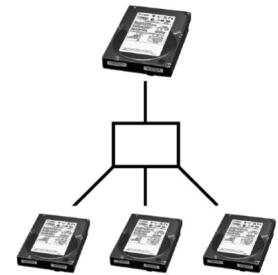


**READERS/
ADVERTISERS**

We do not knowingly accept ads for copies or licensed games involving a third party. We do not print prices on games currently in production. We encourage advertisers to include their name, address, and phone/FAX numbers for the purpose of credibility. We do not accept ads from companies who consistently advertise products they do not have or from companies that we receive multi-complaints about.

**PLAY METER
MAGAZINE**

**Hard Disk
Duplicators**



Prices subject to change without notice.
Call for new price quotes

C&P Distributing
www.onsale.net



Tel: 574.256.1138
Fax: 574.256.1144



Texas Holdem
5 Card Bonus



- Sweepstakes
- Adult Arcades
- Casinos



**Currently
being played
in N.C.**

Also available in 3 Card Poker & Black jack

G By W **910-465-1867**

Coin-Operated Arcade Games & Amusement
AUCTIONS

See our Web Site for great upcoming Arcade and Amusement Auctions throughout the United States
www.michaelangeloauctions.com

Location: Michael Angelo Auctions Warehouse
(20 minutes North of Cincinnati, OH)
Address: 3725 Symmes Road, Hamilton, OH 45015

Thousands of Coin-Op Arcade and Amusement Machines are SOLD at our **Live and Simulcast Internet Auctions**

- Call us to be part of the Auction Excitement -
- On-Site and Off-Site Auctions Available -
- Friendly Service with Fast Results -

513-310-5118

Live On-Site Auction & Real Time- Internet Auction
Auctioneer: Michael Testa

The Michael Angelo Auction Company
Direct (513)-310-5118

Terms: Cash, Major Cards, Business Check w/Original Bank Letter of Guarantee, No Personal Checks, 12% Buyers Premium applies To all purchases, all sales final - sold as-is, Tax exempt bring your certificate, Inventory subject to change. Removal-See Website

See our website for photos and details
www.michaelangeloauctions.com

EZ-60 COIN COUNTING SCALE

Fast, One-Button operation - Gives Quantity and Dollar Amount!



- Displays the Denomination, Quantity, and Total Amount.
- Preset Denomination Keys **and** User-defined Preset Keys
- Maintains a running subtotal of dollar amount
- Count in a box, tray, or bucket
- 60 pound capacity - count a \$1,000. bag of quarters.
- 9 x11" Stainless Steel platter surface
- Complete mobility - **FREE battery included**

Only **\$399.** Free Shipping



www.QTechScales.com
1-800-831-4175

QTech Business Products
129 Cramer Road
Jewett, NY 12444

NEW Cobra FLEX™ Padlock



ACCEPTS STANDARD
7/8" CAM LOCKS



- Accepts Standard Cobra, Medeco & Abloy 7/8" cam locks
- User Changeable Shackle
- Patent Pending
- Changeable Security

LSI has extended its line of Cobra "Changeable Padlocks" with the addition of the new **FLEX™ Padlock**. Accepts standard 7/8" cam lock cylinders that are user changeable, allowing you to change the security level.



Locking Systems™
International Inc

6025 Cinderlane parkway • Orlando FL 32810 • 800-657-LOCK (5625)
sales@lockingsystems.com • www.lockingsystems.com
ALL Cobra Locks available from our Service Centers

we've got the touch

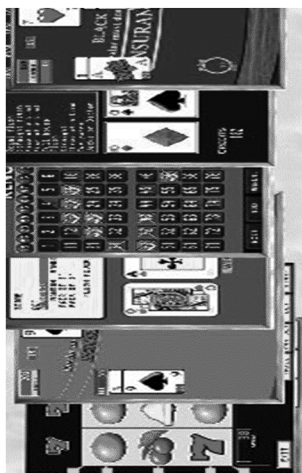
800-640-5545



the magic touch



SWEEPSTAKES GAMES!



SWEEPSTAKES GAME
IS NOW INCLUDED IN
OUR **MAGI 12**
SIMPLE TO SET UP,
SIMPLE TO PLAY AND
SIMPLE TO OPERATE, NO
EXTRA BOARD OR
WIRING NEEDED FOR
THE PHONE CODES,
PIN NUMBERS ARE
SIMPLE TO REPLACE
CALL OUR TOLL FREE
NUMBER FOR MORE
INFORMATION



MAGIC 12 MAGIC 12 S BROADWAY MAGIC



THE GAMES ABOVE ARE
AVAILABLE IN OUR NEW
COUNTER TOP CABINETS,
OUR STAND UP CABINETS
AND IN KIT FORM FOR OLDER
CABINETS



FLAT RATE

BOARD EXCHANGES

SPECIALIZING IN THE
OLDER CLASSICS

*

VIDEOS & PINBALLS

MONITORS

POWER SUPPLIES

PARTS & MANUALS

GAME SALES

ELDORADO GAMES

115 W. DALLAS ST.

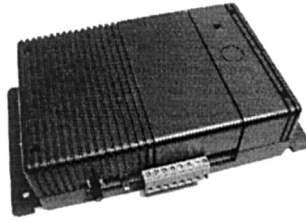
MT. VERNON, MO 65712

(417) 471 - 1005 Fax -1006

www.eldoradogames.com

Kiddie Ride

SOUND BOX



- * Main sound + 2 fire buttons
- * Superior sound quality
- * With or without timer
- * For new & used rides
- * Hear and choose your sound from our online sound library at www.eletech.com

Eletech Electronics Inc.
Industry, California
Tel: (626) 333-6394

WANTED

Cherry Master Games
Complete



QUARTERTIME AMUSEMENTS
(410) 358-8311 Michael

WWW.

playmeter

.com

- Check our website for the latest industry news at News Now!
- Sign up for our newsletter while your at it!

❖ For Sale ❖

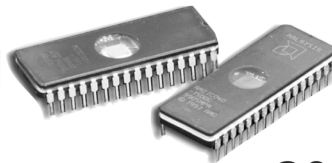
Bulk Vending Machines

- and stands
- and racks
- and sticker machines

Over 3,000 pieces from \$20 up
(Cheap Shipping)

718-791-7766

EPROMS & Programmers



Call for
PRICING

EMP-10



EMP-21



C&P Distributing
www.onsale.net

Tel: 574.256.1138
Fax: 574.256.1144



Professional Monitor Repair - All Brands!

PRICE SUBJECT TO CHANGE
WITHOUT NOTICE

Lowest Price

FLAT RATE
as low as

\$44.99
most brands

all parts & labors
included
except flyback

✓ **Fast Turnaround**

✓ **We Guarantee Our Work!**

Please just send chassis with control-cable-video input (no CRT please.)

We use high-tech equipment to diagnose your monitor. This cuts down on labor time and is very reliable (we have 20 years experience!)

✓ We sell, and buy new & used monitors & chassis.

✓ We supply monitor parts.

✓ Rush jobs same day or next day available!

✓ We ship UPS, C.O.D, or credit card payments    accepted.

Call us now! 800-992-6588 Ph: 626-337-9782

PNL inc.

14828 Ramona Blvd. Baldwin Park, CA 91706

Fax: 626-337-9783 Email: John@pnlgame.com

Hours: Mon - Fri 10:00 am to 6:00 pm

ALPHA-OMEGA SALES, INC. *Established in 1969*

Alpha-Omega Sales is a leading force in the coin-op entertainment industry.

We sell both new and reconditioned video, redemption, and pinball to foreign & domestic markets. Games are reconditioned to your satisfaction, and come with a 60-day guarantee. Call us for complete details, and our **full 13-page Price List!**

Phone: 732-254-3773 Toll Free: 800-253-4045

**Frank
"The
Crank"
Seninsky**



**LOOK
AT THIS NO 'RISK' DEAL!!!
DEEP-DISCOUNT GAMES LEASE**

Features Include:

- Choose the Games You Want
- Mid-Lease Rotation Options
- Generous Freight Allowance
- Fully Warranted Boards, Monitors & Power Supplies

CONTACT:

**JOSEPH CAMAROTA III
SALES MGR.**

**CONTACT
Parts Central**

Your one stop source for all game parts & accessories. Our response time and commitment to our customers remains unrivaled

Reconditioned Sit-Downs

Afterburner Climax Dlx. \$7,999
Crazy Taxi High Roller. . \$1,999
Initial D3 Twin \$5,999
Lost World. \$3,399
NASCAR Std. \$3,999
Need for Speed U/G. \$2,999
Outrun 2 \$2,499
S.F.Rush 2049 Sp. Ed. \$1,999
Star Trek Voyager . . \$2,599
Star Wars \$1,799
Tsunami Deluxe . . . \$3,999
Mario Kart Twin . . . \$9,999

Novelty

Boxer Coney Island. . \$2,599
Ultimate Big Punch. . \$1,999
DDR 8th Mix \$4,999
Drill-O-Matic \$1,799
Gravity Hill \$1,299

Reconditioned Redemption

Atlantis 4 pl. \$3,999
Austin Powers 2 pl. . . \$999
Break the Bank \$2,999
Cat N' Mouse. \$1,999
Cyclone Jr. \$1,799
Double Jam \$1,599
Dozer \$1,999
Gold Coast 1 pl. \$1,999
Gold Rush \$1,699
Goldzone 1 pl. \$1,999
Pile Up \$1,999
Popcorn \$2,499
Rabbit Racin. \$1,299
Simpson's Kooky Carn. \$2,999
Spin Doctor. \$1,599
Stop the Clock \$999
Ticket Troopers \$3,499
Titanic 3 pl. \$2,599

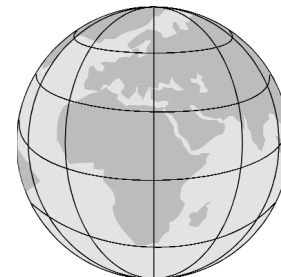
Reconditioned Video/Pball

Aliens Upright. \$2,999
Ghost Squad Evo. Dlx. \$5,999
Golden Tee Fore. \$999
Gunblade Deluxe . . . \$1,599
House of Dead 4 pl UR. \$3,999
Metal Slug 6 \$699
Mo Cap Boxing \$2,699
NASCAR Pinball. . . . \$3,099
Pirates of Caribbean Pball. \$3,199
Ripley's Believe It or Not \$2,599
Silver Strike Bowling . \$1,799
Space Invaders/Qix. . \$1,699
Target of Terror Gold \$1,799
Tekken 5. \$999
Time Crisis 3 Twin Std. \$5,999
Time Crisis Twin Dlx. \$7,999
Warzaid \$1,599

Alpha-Omega Sales, Inc., 12 Elkins Road, East Brunswick, NJ 08816

Fax: 732-254-6223 E-mail: Fseninsky@aol.com, or visit Web Site: <http://www.AlphaOmegaAmus.com>

Amusement Entertainment Management, LLC



Frank Seninsky, President

***"In The End, The Best Consultant Always
Saves You More and Costs You Less"***

- Project Feasibility Studies □ Architectural Design & Theming
- Game and Attraction Sourcing, Purchasing, and Resale Services
- Business & Marketing Plan Creation □ Facility Upgrading and Revitalization
- Operating and Performance Audits

A division of Alpha-Omega Amusements, Inc., 12 Elkins Road, East Brunswick, NJ 08816

Contact Frank Seninsky or Jerry Merola at (732) 254-3773, e-mail us at

Profitwizz@aol.com or Fseninsky@aol.com, or visit our website at www.AEMLLC.com

Sweepstakes Games!

SWEEPSTAKES SYSTEMS AVAILABLE

Don't miss out on lost earnings at your location! PB&J can provide:

- Complete Sweepstakes Game Systems
- POG Ready Game Systems
- Available in Slimline Upright or Bar Top Style Games
- Phone Time Kiosks
- Remote Credit Systems
- Network Cabling and Accessories

Call our Sales Team for more info!
1.800.407.5020



Sweepstakes Games Systems

QUALITY ARCADE INVENTORY AT AMAZING PRICES!



FULL SIZE
MIDWAY CABINET

MINI MIDWAY
CABINET

MIDWAY COCKTAIL
CABINET

POKER
PEDESTAL

GOLDEN
TEE

TOUCHSCREEN
STAND

PHONE TIME
KIOSK

832-205 Purser Drive | Raleigh, NC 27603
1.800.407.5020 | sales@pbandjindustries.com



Blue Bar Vending

Offering a complete line
of Bulk Vending
Equipment and Supplies
All at Discounted Prices

800-869-0724

fax: 626-337-6618
email: gsi99@yahoo.com
www.bluebarvending.com

EPROMS



Call for new price quotes

C&P Distributing
www.onsale.net

Tel: 574.256.1138
Fax: 574.256.1144



MONITOR GET WELL KITS SAVES TIME AND MONEY ON MONITOR REPAIRS!

Monitor repair kits repair picture warping, blacking out, smearing, jail bars, vertical shrinking, etc. All kits come with easy to install instructions and free technical help.

- Kit101: Electrohome G07-CBO 19" 17 parts - \$7.95
- Kit201: Wells-Gardner K4600 series. 21 parts-\$6.95
- Kit202: Wells-Gardner K4900 series. 16 parts-\$7.95
- Kit203: Wells-Gardner K4800 series. 16 parts-\$7.95
- Kit204: Wells-Gardner K7000 series. 17 parts-\$6.95
- Kit206: Wells-Gardner K6100 X-Y monitor. Includes 6 deflection transistors, diodes, etc. 30 parts- \$14.95
- Kit220: Wells-Gardner U2000. 33 parts-\$8.95
- Kit221: Wells-Gardner U5000. 34 parts-\$8.95
- Kit225: Wells-Gardner U2000, U5000 vertical repair kit Includes TDA1771 vertical IC. 7 parts-\$8.95
- Kit240: Wells-Gardner K7201. 18 parts-\$7.95
- Kit244: Wells-Gardner K7203. 32 parts-\$7.95
- Kit250: Wells-Gardner K7400, K7500. 39 parts-\$8.95
- Kit260: Wells-Gardner D9200. 64 parts-\$9.95
- Kit301: Nintendo Sanyo EZ-20. 25 parts-\$6.95
- Kit302: Nintendo Sharp 19". 24 parts-\$7.95
- Kit802: Hantarex MTC-9000. 19 parts-\$7.95
- Kit810: Hantarex Polo monitor. 27 parts-\$7.95
- Kit830: Neotec NT27, 29, 31 series. 52 parts-\$8.95
- Kit832: Neotec NT2700,01,02, NT3500,01,02 series repair kit. 53 parts-\$8.95
- Kit834: Neotec NT2500, NT2501, NT2515C, NT25E repair kit. 37 parts-\$8.95
- Kit920: For Pac Man, Ms Pac Man logic board. Eliminates hum bar in picture. 4 parts-\$6.95

We make kits for every monitor. Just ask for your make and model number.

DISCOUNT! Buy ten kits and take \$1.00 off each kit.

FLYBACKS! Electrohome, Hantarex, Wells-Gardner, Neotec, etc. \$24.95ea

ZANEN ELECTRONICS

888-449-2636 (orders only)
806-829-2780, FAX 806-829-2781
Zanenelectronics@aol.com



Children's Birthday Party Franchise Shares For Sale

Please write to
kidsmktg@sbcglobal.net
for details!



STANSFIELD VENDING, INC.
 P.O. BOX 157 • La Crosse, WI 54601
 CALL BRIAN 800-356-9586 • FAX BRIAN 608-785-7016
 Email: bgraw@stansfieldvending.com

LOCATION-READY EQUIPMENT PRICED RIGHT!!!

DRIVING GAMES:

(ALL SIT DOWN STYLE UNLESS NOTED)

- Ballistics\$1895
- Cruis'n Exotica\$1700
- Harley Davidson\$1100
- Hyperdrive\$1100
- Maximum Speed (upright) .\$.800
- Off Road Challenge\$1100
- Road Burner (motorcycle) .\$.895
- Rolling Extreme (street luge) .\$.1550
- Route 66\$1100

VIDEO GAMES:

(ALL DEDICATED CABINETS - YOUR CHOICE +995

- Golden Tee Complete
- Madden Football
- PGA Championship Golf
- Silver Strike Bowling

DART BOARDS

Valley Cougar SM's - \$495

MUSIC:

- Rowe CD 100 jukes (C-F) w/CDs\$950



Much more Available...Please Call For a Specific Title!!

**All equipment is sold CLEAN, WORKING, and LOCATION READY
 We can help arrange shipping!**

For more details visit our website @ www.stansfieldvending.com (Commercial Equipment Sales Tab)

#1 Source for the Coin-OP Industry since 1974

www.playmeter.com

1-888-473-2376



GREEN COIN MACHINES

TOLL FREE: 1 (800) 232-6467

Hello Guest! [+](#) [Log In](#) | [Register](#)

**Medalist Spectrum
 Dart Games**

Dart game with monitor	\$ 995. ⁰⁰ Each
Buy 3	\$ 950. ⁰⁰ Each
Buy 5	\$ 900. ⁰⁰ Each
Buy 8	Get 1 FREE!
Dart game with LCD	\$ 1,295. ⁰⁰ Each
Buy 3	\$1,200. ⁰⁰ Each
Buy 5	\$ 1,150. ⁰⁰ Each
Buy 7	Get 1 FREE!
Buy 9	Get 2 FREE!



\$995.00



\$1,295.00

GREEN COIN MACHINE DISTRIBUTING CO.
WWW.GREENCOIN.NET
greencoin@aol.com

TOLL FREE: 800 232-6467
 TEL: 843 626-1900
 FAX 843 448-9899

2961 DRYWALL DRIVE
 MYRTLE BEACH, SC 29579
 USA

SEASIDE GAMING

BLOWOUT WHAREHOUSE SALE!!!

866-387-4263

www.seasidegaming.com

HEADS-UP CHALLENGE

WSOP Edition

- Includes MEI 2600 Bill Acceptor
- 90-day top-to-bottom parts warranty
- Free shipping anywhere in the continental US

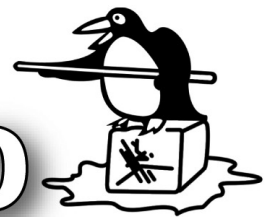
\$2,495 each



Bryan Emory - 704.957.0916 | HUCSales@PokerTek.com

Call for
a FREE
Catalog!

Penguin BRAND



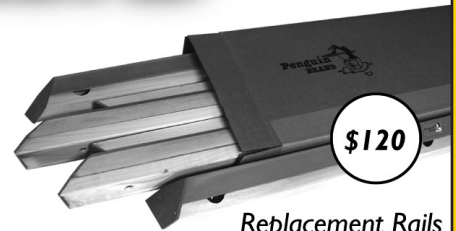
Cloth, Cloth, Cloth!
Cut Beds or Bolts



Pivot Block



Rail Bolts



\$120

Replacement Rails



Pocket Buttons



Pocket
Nails
2
Sizes



Leg Bolts



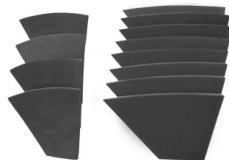
Leg Leveler
T-Nuts



Trim Nails



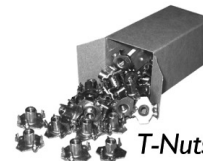
Mouldings



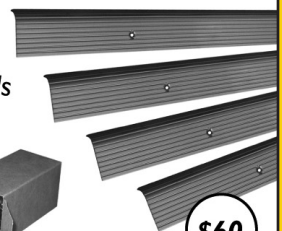
Cushion Facings



Ball Dump Roller



T-Nuts



\$60

Trim Sets

Toll-Free 1-866-772-3636

www.Penguinamusement.com



AUCTION GAME SALES



ARCADE GAMES • PINBALLS • JUKEBOXES • REDEMPTION EQUIPMENT • POOL TABLES • AIR HOCKEY • DART GAMES

GIANT COIN MACHINE CONSIGNMENT AUCTIONS

COUNTERTOP TOUCHSCREENS • KIDDIE RIDES • CRANES • FOOSBALL • CHANGERS • AND MUCH MORE

MORE THAN 600 PIECES AT EVERY SALE

ALL AUCTIONS START AT 10 AM DAY OF SALE

EQUIPMENT CHECKED IN: FRIDAY (day prior to sale) – 11 a.m. until 9 p.m. & SATURDAY (day of sale) – 8 a.m. until 10 a.m.

<p>SEPTEMBER 11TH, 2010—HARRISBURG, PA PENNSYLVANIA FARM SHOW COMPLEX & CONVENTION CENTER 2300 NORTH CAMERON STREET, HARRISBURG, PA 17101 CAPITAL PLAZA INN—717-545-9089 AGS RATE \$60 #CG0909</p>
<p>SEPTEMBER 18TH, 2010—WINSTON-SALEM, NC DIXIE CLASSIC FAIRGROUNDS EDUCATION BUILDING 410 DEACON BLVD, WINSTON-SALEM, NC 27105 HOLIDAY INN SELECT—336-767-9595</p>
<p>OCTOBER 9TH, 2010 - BALTIMORE, MD MARYLAND STATE FAIRGROUNDS -COW PALACE 2200 YORK RD, TIMONIUM (BALTIMORE), MARYLAND 21093 HOTEL INFORMATION COMING SOON</p>
<p>OCTOBER 16TH, 2010 - KINGSFORT, TN MEADOWVIEW CONFERENCE RESORT & CONVENTION CENTER 1901 MEADOWVIEW PARKWAY, KINGSFORT, TN 37660 MEADOWVIEW MARRIOTT— 423-578-6600</p>

NO BUYERS PREMIUM FOR OPERATORS OR DEALERS AT ONE OF OUR REGULAR CONSIGNMENT AUCTIONS

- **Consignors pay a low 10% commission with no minimum piece requirements.**
- **Consignors pay a low \$10 entry fee per item.**
- **\$100 maximum commission per item sold.**

**DO YOU HAVE A FAMILY ENTERTAINMENT CENTER OR ARCADE THAT IS CLOSING?
 DO YOU HAVE EQUIPMENT THAT YOU NEED TO LIQUIDATE?
 ARE YOU IN SEARCH OF SOMETHING SPECIAL OR UNIQUE?
 GIVE AUCTION GAME SALES A CALL AND LET US HELP YOU!**

- **TERMS:** Full payment day of auction. Cash, Credit Card, Cashier's Check or Company Check with a current bank letter of guarantee (no exceptions). No personal checks!
- **SALES TAX:** Applicable state and local sales tax must be collected unless you provide a current copy of your sales and use tax permit.
- **Inspect all equipment and games before you bid.** All Equipment and games are sold as-is, where is, with no warranties expressed or implied.
- **13% buyer's premium (3% discount for cash) OPERATORS EXEMPT – Operators pay only a \$10.00 per item fee to purchase.**
- **Consignors paid in full day of auction.**

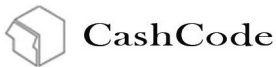
**FOR MORE INFORMATION OR TO BE ADDED TO OUR MAILING LIST
PLEASE CALL 1-800-551-0660 OR VISIT US AT**



www.auctiongamesales.com



TN GALLERY LIC 5548 - NC FIRM LIC 8741 - PA AY002057



\$1- \$100
Pulse/Serial



\$1- \$100
TAIKO High Security



OPTIPAY
\$1- \$100 High Security
Free Software Upgrades
Mars Compatible Harness



ict PA7
\$1- \$100
Stacker



Master Distributor

axes network
Payment Management System

BILL ACCEPTORS

GAME BOARDS

- | | |
|----------------|------------------|
| Big Pharaoh | Crazy Circus |
| Golden Compass | Foxy Ruby |
| Dynasty | Happy Farm |
| Spy Games | Fruit Bonus 3G |
| Game Show | Merry Circus |
| Get Rich | Spooky Castle |
| Jack's Venture | Super El Dorado |
| Blue Zoo | Super 70's |
| Golf Circus | Platinum Touch 2 |
| Santa Claus | 10In1 VGA Touch |
| The Circus | Progressive IGS |
| Aladdin Club | Vegas Night |



endtrading.com

Authorized Direct Distributors
& Service Center

877.922.6707



SLIMLINE CABINETS
8 LINER / POG



COIN PUSHERS
NOW AVAILABLE
with
axes network
Card Reader!

GAMING CABINETS

PARTS & MORE...

ict
ICT GP58cr
THERMAL PRINTER



19" CGA/VGA
LCD monitors



(504) 488-7003 CLASSIFIED RATES (504)488-7003



SIZES	WIDTH/DEPTH	RATE
Full pg. (image area)	7" x 10"	\$600
3/4 pg.	7" x 7-1/2"	480
2/3 pg.	4-5/8" x 10"	420
1/2 pg. island	4-5/8" x 7-1/2"	320
1/2 pg. horizontal	7" x 4-7/8"	320
1/3 pg. square	4-5/8" x 4-7/8"	210
1/3 pg. vertical	2-1/4" x 10"	210
1/4 pg. vertical	3-3/8" x 4-7/8"	160
1/4 pg. horizontal	4-5/8" x 3-3/8"	160
1/6 pg. vertical	2-1/4" x 4-7/8"	110
1/6 pg. horizontal	4-5/8" x 2-1/4"	110
Per column inch		24

(\$30 for first inch; \$24 each additional inch)



GENERAL POLICY

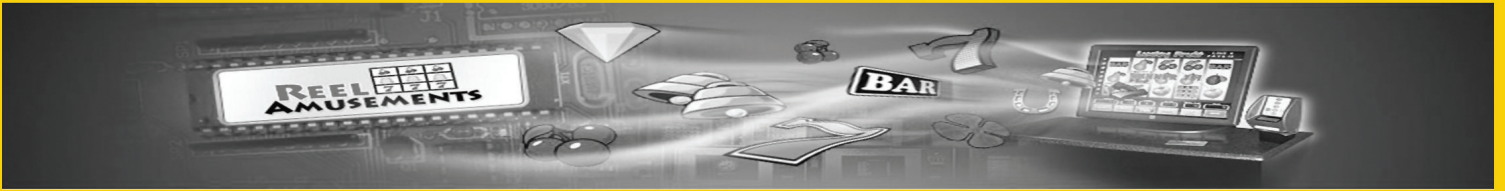
PLAY METER'S Classified (Money Pages) advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. We reserve the right to reject advertising that does not fall within the scope intended for PLAY METER'S Money Pages, or any reason we deem appropriate. PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 12th of the month prior to issue date (e.g., March 12 for April issue).

GRAPHIC SERVICES

The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.



BOOMTOWN SWEEPSTAKES™ AND FANTASY FONE CARD SWEEPSTAKES™

Now available in FL,NC,VA... and coming soon TX.

FEATURING PREPAID PHONE TIME



More Security

- Internet access through a secure VPN connection
- View account and game transactions
- Monitor employee transactions
- Account balance stored on the server not on the card

More Reliability

- Built on proven technology (TCP/IP, MySQL, Linux)
 - No moving parts
 - Contact-free reading ensure long life
 - Redundant database



New game titles



Bass Master Bucks
Black Widow
Bongo Fruit

Boomtown Bonanza
Double Dollar Dogs
Double, Triple, Quadruple

Firehouse Heros
Pow! Zap! Boom!
Riverboat Riches

Sarge
Super Hero
Texas Tumbleweeds
Truckstop



And Many More to Choose From

For more information please visit our website at www.reelgaming.com or call 1-800-624-3779



SWEEPSTAKES CABINETS

"OVERSTOCK BLOWOUT"

\$150

Quantity Discounts



WORLD GAMES OF AMERICA
941-613-6700

Merit CDROM Replacements



Call for new price quotes

C&P Distributing
www.onsale.net

Tel: 574.256.1138
Fax: 574.256.1144



FOR SALE

Treasure Chest Crane

by United



Sizes

31"

42"

60"

Goliath 4x6

QUARTERTIME AMUSEMENTS
(410) 358-8311 Michael

WWW.

playmeter

.com

-Check our website for the latest industry news at News Now!

-Sign up for our

newsletter while your at it!

PLEXI PRODUCT LINE
8-LINE/POKER
MARQUEES
TOUCHSCREEN
CRANES
METAL CABINETS
SHORT & LONG
PRODUCTION RUNS

BIG D'S & FAT PAT'S GRAPHIX

WE GET THE JOB DONE!

MOST ORDERS SHIPPED WITHIN DAYS OF PURCHASE
DROP SHIPPING AVAILABLE

ALL SIZE PLEXI AVAILABLE
SIT-DOWN, UPRIGHT
COUNTERTOP ETC...
FOR MONITOR OR
FLATSCREEN LCD'S.
SIDE GRAPHICS AVAILABLE
SPECIAL PROJECTS
WELCOMED

PHONE : 615-746-0820 www.bigdsfatpats.com
"WE'RE IN BUSINESS, TO MAKE YOU LOOK GOOD"

Choose Your Key!

At Baton, we offer many options for the Coin Operated machine industry. Choose a key, and any of these locks within their keyway can be keyed to the same code! We also accept other manufacturer's codes*.

Semi-Restricted, Restricted and Reversible Keys

Maxi-Security

Standard, U-Chang 8 and U-Chang+12

Tubular Key

Single and Double Row

Dimple Key

***Call us for more details!**
1-800-395-8880

Or, visit us on the web at:
<http://www.batonlockusa.com>



Your **to Security**

*Celebrating Over 30 Years of
Unmatched Security and Service!*

Incredible Games at Incredible Prices

NEW! 2011
GOLDEN TEE

**SILVER STRIKE
LIVE**

TARGET TOSS PRO
LAWN DARTS • BAGS

POWERPUTT

2011
**GOLDEN TEE
UNPLUGGED**

**SILVER STRIKE
BOWLING '09**

GOLDEN TEE LIVE 2011

Software Updates
Showpiece Cabinet
Complete Online Kit

ORDER NOW!
\$3695 or Less!
\$2195 or Less!

SILVER STRIKE LIVE

Software Updates
Showpiece Cabinet
Complete Online Kit

ORDER NOW!
\$3595 or Less!
\$2295 or Less!

TARGET TOSS PRO: LAWN DARTS & BAGS

Lawn Darts Software Update
Showpiece Cabinet
Complete Kit

\$ 495 or Less!
\$3395 or Less!
\$1995 or Less!

POWERPUTT

Showpiece Cabinet
Complete Kit

\$3395 or Less!
\$1995 or Less!

GOLDEN TEE UNPLUGGED 2011

Showpiece Cabinet
Complete Offline Kit **AVAILABLE NOVEMBER**

\$3495 or Less!
\$2095 or Less!

SILVER STRIKE BOWLING '09

Complete Offline Kit

\$1895 or Less!

NEW! SHOWPIECE™ CABINETS COMPONENTS

Integrated Stand	\$ 295 or Less!
Transfer Cabinet (cabinet only)	\$1695 or Less!
MT Cabinet (no cash vault)	\$1245 or Less!

EVEN MORE SAVINGS AVAILABLE!
CALL YOUR DISTRIBUTOR
OR THE IT SALES HOTLINE

800-262-0323 x 106



ITSGAMES.COM SILVERSTRIKEBOWLING.COM GOLDENTEE.COM TARGETTOSSPRO.COM POWERPUTTGOLF.COM

© 2010 Incredible Technologies, Inc. All Rights Reserved. 3333 North Kennicott Avenue, Arlington Heights, IL 60004 847-870-7027 Fax: 847-870-0120



TOKENSDIRECT

TOKENSDIRECT

Your Factory Connection



2 Fast & Easy Ways to Order

Call Julie or Kevin

Buy ONLINE anytime!

- Buy direct from our huge factory
- Choose from 0.800" to 1.125" diameter
- Select from 100+ stock designs
- Stock tokens ship the next business day
- Pay by credit card
- Made in the USA
- See stock token photos on line

Call 1-866-764-7038
ask@tokensdirect.com

www.tokensdirect.com

100 45s or CDs not enough music for your locations?
These days, probably not!

265,000+ songs in your downloader jukebox and still nothing to play?
You'd think so, but not when you can't pick 'em!

A download provider boasts of 'delivering' over 750,000,000 songs in 2009.
How many times do you think you need to pay for a song in a jukebox?
We think once per jukebox is sufficient!



Seeburg

DIGITAL



Retrofit kits for vinyl, CD, and Downloaders
No location Internet connection needed

NO CONTRACTS, NO 'PARTNERS', NO PROFIT SHARING!

Check out our web site for additional information and download our free demo-version software at:

<http://seeburgdigital.com> - Email: sales@seeburgdigital.com - (717)-884-9SD1

Don't be fooled by other digital jukebox software claiming to be licensable! A JLO license does not cover jukeboxes using a hard drive. ASCAP & BMI require quarterly 'Use Reports'. **ONLY Seeburg Digital complies with current licensing requirements!**

Customize your locations from over 13 million songs readily available for purchase! 

www.palmsarcade.com

(Best Equipment Pricing - NEW or USED)

AAMA	29	866-372-5190	www.coin-op.org
AMI Entertainment Network	3	800-393-0201	www.amientertainment.com
AMOA	33	800-937-2662	www.amoa.com
Apple Ind.	Cover 2	718-655-0404	www.appleindustries.net
Apple Ind.	23	718-655-0404	www.appleindustries.net
Arachnid	19	800-435-8319	www.bullshooter.com
Betson Enterprises	5	201-438-1300 x3408	www.betson.com
Champion Shuffleboard	45	800-826-7856	www.championshuffleboard.com
Coast to Coast Entertainment	81	800-224-1717	www.cranemachines.com
Deltronic Labs	60	215-997-8616	www.deltroniclabs.com
Firestone Financial	28	800-851-1001	www.firestonefinancial.com
Fun Co. Mfg.	75	800-808-5554	www.funcomfg.com
Hoffman Mint	64	800-227-5813	www.hoffmanmint.com
IAAPA	71	703-836-4800	www.iaapa.org
ICT (International Currency Technologies)	Cover 3	510-353-0289	www.ict-america.com
Impulse Industries	85	800-446-7857	www.impulseindustries.com
Incredible Technologies	Cover 4	800-262-0323	www.itsgames.com
Jennison Entertainment Tech. (JET)	15	877-553-8267	www.jennisongames.com
McGregor Enterprises	61	888-706-0539	www.videogaming.com
Muncie Novelty	4	800-428-8640	www.muncienovelty.com
Namco America	7	847-264-5610	www.namcoamerica.com
Northwestern	79	800-942-1316	www.nwcorp.com
Payment Alliance Intl. (PAI)	14	877-271-2627	www.paymentallianceintl.com
Pentavision Global Inc.	25	877-316-8544	www.pentavisioninc.com
Pipeline Games	25	888-316-8544	www.pipelinegamesinc.com
QubicaAMF	59	866-460-QAMF (7263)	www.qubicaamf.com
Rhode Island Novelty	83	800-435-3456	www.rinovelty.com
Sacoa/Play Card	55	866-438-7226	www.playcard.com.ar
Stern Pinball	31	800-524-5377	www.sternpinball.com
TouchTunes Interactive Networks	17	888-338-JUKE	www.touchtunes.com
Valley-Dynamo	21	800-248-2837	www.valley-dynamo.com
Venco Business Music & Communications	27	800-762-9962	www.vencomusic.com
VendEver/Cotton Candy Factory	9	510-376-9607	www.vendever.com

CLASSIFIED AD INDEX

Alpha Omega	.93	Games by White	.89	PokerTek	.96
Amusement Entertainment Management	.93	Green Coin	.88, 95	QTech Business Products	.90
Amutronics Inc.	.91	Incredible Technologies	.101	Quarertime Amusements	.92, 100
Angle Mfg	.88	Kids Marketing Factory	.94	Reel Amusement	.99
Auction Game Sales	.97	Locking Systems Intl.	.90	SeaSide Gaming	.96
Baton Lock	.100	Michael Angelo Auction	.90	Seegurg Digital	.102
Big D's & Fat Pat's Graphix	.100	Palmentere Coin Operated Game Sales	.103	Stansfield Vending	.95
Blue Bar Corp.	.94	PB&J Entertainment	.94	Tokens Direct	.102
C & P Dist.	.89, 92, 94, 100	Penguin Amusement	.96	World Games	.100
Eldorado	.92	Peter Novakovic	.92	Zanen Elect.	.94
Eletech	.92	Play Meter Classified ad rates	.98		
EnD Trading	.98	PNL Inc.	.92		

At ICT we know that cash flows both ways.

That's why we do everything we can to provide the best product at the best prices. Because the less that flows out, the more you get to keep.



International Currency Technologies

ICT U.S.A. • Tel: 1-510-353-0289 E-mail: sales@ict-america.com

www.ict-america.com

2011 GOLDEN TEE LIVE

IT'S TEE TIME

Five Amazing New Courses • Four New Revenue Sources
Real-Time Contests for Prizes, Glory or Stats



MORE REVENUE SOURCES
UNIVERSAL YOUTUBE SHOTS
GOLDEN TEES
12 UNIQUE CLUB SETS
12 DIFFERENT BALLS



ORDER UPDATES NOW - SHIPS LATE SEPTEMBER
800-262-0323 x106



ITSGAMES.COM GOLDENTEE.COM