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**Founder** Ralph C. Lally II  
**Publisher** Carol P. Lally  
**President** Carol Ann Lally

**Editor** Bonnie Theard  
[editorial@playmeter.net](mailto:editorial@playmeter.net)

**Assistant Editor** Courtney McDuff  
[assteditor@playmeter.net](mailto:assteditor@playmeter.net)

**Art & Production Director** Jane Z. Nisbet  
[art@playmeter.net](mailto:art@playmeter.net)

**Art & Production Assistant** Monica Fontova  
[pmart@playmeter.com](mailto:pmart@playmeter.com)

**Advertising** Carol Lea LeBell  
[sales@playmeter.net](mailto:sales@playmeter.net)

**Circulation/Office Manager** Renée C. Pierson  
[subs@playmeter.net](mailto:subs@playmeter.net)

**Contributing Writers** Jerry Merola  
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](http://www.playmeter.com)

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**58 Scoring Success: The Zone**

A story of one woman's quest, from dream to reality, to open a family entertainment center in rural Montana.

**68 BCA Expo**

The Billiard Congress of America (BCA) recently hosted its 2011 edition of the International Billiard and Home Recreation Expo in Las Vegas. Look for full details of the event.

**On the Cover**

Incredible Technologies recently introduced five new courses, new golf clubs and balls, more crazy clothing, an additional spin option, and more in its newest version of Golden Tee LIVE. We spoke with Jim Zielinski, Senior Game designer, about the game design process, AD WIZ LIVE, and what IT is doing to help operators.

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# 2012 GOLDEN TEE LIVE

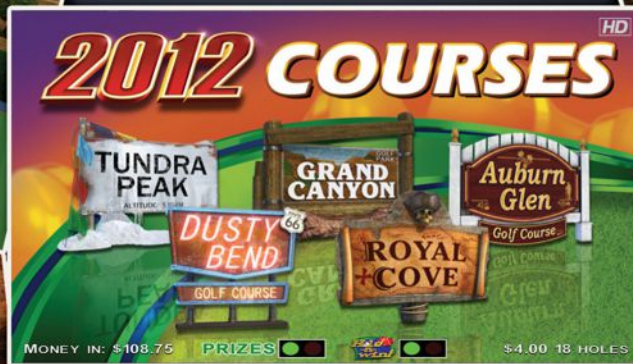
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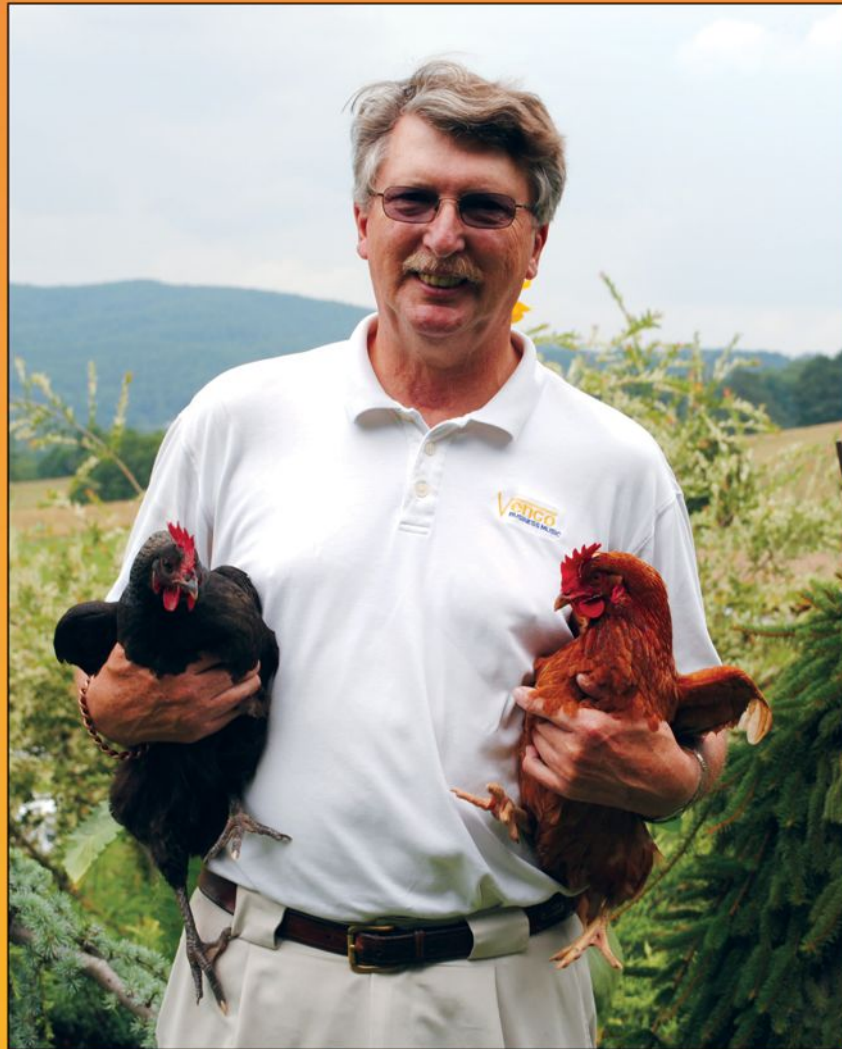
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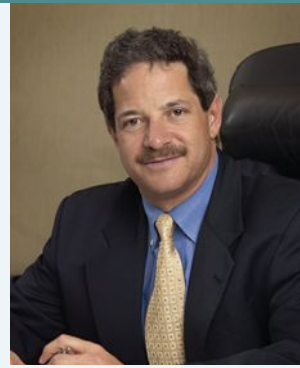






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**SAY WHAT?**



**10**  
 second  
*interview*  
 with...

**David Cohen**, of Boston, Mass., is the President and CEO of Firestone Financial Corp. He is the immediate past volunteer Chairman of the Board of the American Amusement Machine Association (AAMA) and was honored as the 2007 Man of the Year by the Amusement Music Owners Association (AMOA) of New York.

My first job was:

delivering newspapers in the morning, the Newark Star Ledger, as a teenager.

My favorite type of music is:

Motown.

I wish I had the nerve to:

to take flying lessons.

One thing I can't live without is:

memories of my two Golden Retrievers Sasha and Sophie.

My favorite cocktail is:

McAllen 18-year-old Single Malt Scotch.

One word that describes my personality is:

"TYPE A."

The best advice I ever got was:

to "go for it," in regards to buying back Firestone from the bank.

My favorite TV show is:

I don't really have one, but I watch ESPN Sports Center whenever I can.

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

Moshe Dayan, Defense Minister of Israel during the six-day war.

My most cherished inanimate possession is:

a pair of cufflinks inherited from my father.



# Take a spin with



When award-winning senior game designer Jim Zielinski sits down at his computer to start the process of creating the annual Golden Tee new courses update, a startling Jekyll and Hyde transformation occurs.

Gone is the loving husband, doting father, and pop culture aficionado. In his place is a diabolical madman who fiendishly plots to torment and vex video golfers with designs and layouts that could only spring from the mind of a twisted genius.

Zielinski and the entire Golden Tee team at Incredible Technologies (IT) have outdone themselves this year. Whether discovering the remains of an abandoned pirate ship in Antigua, descending into the depths of the Grand Canyon, or hiking to the top of the world on Mt. Everest, the Golden Tee LIVE 2012 new courses update will provide players with exciting challenges for many months to come.

"We're mandated to keep Golden Tee fresh and vibrant," Zielinski said. "Players expect something new every year and we didn't let them down. We think the 2012 courses are truly exceptional. The players will love them."

Besides five new courses, the 2012 update is loaded with new features all designed to enhance the entertainment experience. The goal is to give the Golden Tee player more value for his dollar, and this year the update really delivers.

### NEW: ALL 35 COURSES AVAILABLE!

Players and operators have asked for years to have all the courses available for play. Previously only the current year's courses and a mix of five classic courses were available at any one time. With 2012 all 30 previously released Golden Tee LIVE courses as well as the five new courses can be selected.

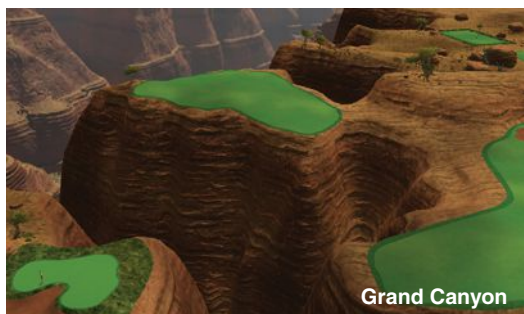
"Players who have been introduced to Golden Tee in the years after LIVE was released in 2005 have never seen some of these courses," said Zielinski. "It's a simple equation: more courses and more choices equals more play, and 35 courses also provide operators with more tournament and contest options as FACTS LIVE is enabled on all of them."



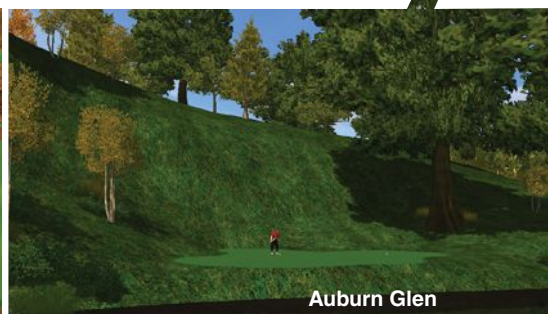




Dusty Bend



Grand Canyon



Auburn Glen

## NEW: MORE GOLF CLUBS AND BALLS!

Golden Tee LIVE 2012 will feature three new sets of clubs (including one set with a new flop-style wedge) and three new styles of balls. “With so many different topography changes from course-to-course, we expect players to purchase all three new sets,” Zielinski said. “And the balls all react differently too. No matter your style of play, there’s a set of clubs and a ball for you.”

## NEW: MORE CRAZY CLOTHING!

“Players love to dress their golfers in wacky stuff, and the crazier it is the more they love it!” exclaimed Zielinski. “This year we pulled out all the stops. We can’t wait to hear from players who are awarded the jockey uniform, the gorilla shirt, or the dirt bike outfit.”

## NEW: ADDITIONAL SPIN OPTION, BITE!

Players have been able to control the spin of their golf ball, forward or backward, by pressing the SPIN button before taking a shot. Now they’ll have a third option: BITE. “Bite allows the ball to check up instead of spin,” Zielinski said. “BITE will make it a bit easier for players to keep their ball on the green. It’s a nifty feature that gives players a little more control.”

## NEW: CASUAL GOLF STRAIGHT-SHOTS-ONLY OPTION!

Making Golden Tee accessible to new players is a top priority for Zielinski and his team. The trackball shot-shaping function, which provides the real depth of Golden Tee, can sometimes become a challenge to new or poorly skilled players.

“We’ve studied new players and found that many of them make unintended hooks and slices resulting in bad shots,” he said. “Just like real golf, it can be frustrating. The new ‘straight-shots-only’ option allows us to set the Golden Tee entry level a little lower. Now players who have never played before can get their feet wet with an even easier mode of play. It works just like putting. No curves. Just aim and shoot.”

## NEW: CASUAL “PLAYER OF THE WEEK” DRAWINGS!

Along those same lines, Golden Tee 2012 features a new surprise for casual players. If enabled by the operator, on the 18th

tee the player will be asked if he’d like to be included in a weekly drawing. If the player opts in, he’ll enter his name into the game. At the end of the week, the game will automatically conduct a local drawing and announce the winner. Operators and locations have the option of providing a prize or just displaying the player’s name as “Player of the Week.”

“We’re providing operators with the means of rewarding casual Golden Tee players. Up until now these players have not had the opportunity to experience the fun and excitement of winning a prize,” Zielinski said.

He added, “The operator and location can work together to supply a prize that will be given away each week. The prize can be anything, maybe a GT gift card or a menu item from the location. Operators can even get creative and advertise big prizes by collecting weekly winners for a final drawing at the end of the year.

“The system is flexible and operators can customize the on-screen message to display whatever prize they decide on. We think this new feature will bring a smile to the casual player’s face with the realization that now anyone can win playing Golden Tee.”

## NEW: WORLD RANKINGS!

For the first time in Golden Tee’s 23-year-history, players will be ranked according to their skill level. Each player’s ranking will appear on the game screen after they identify themselves, and the world ranking leaderboard will appear on the front page of ([www.GoldenTee.com](http://www.GoldenTee.com)).

“We’re very pleased to offer this new feature for our players across the globe,” Zielinski said. “Everyone wants to know where they stand in the Golden Tee universe and now we’re giving them the opportunity to shine. Operators will be pleased to know that players must play at least five games during the month to be ranked, so we expect a boost in play from those thousands of players on the cusp as they add one or two games to make the leaderboard.”

## NEW: YOUTUBE SHOTS OF THE WEEK!

According to Zielinski, YouTube Great Shots has been one of the most successful features introduced since the launch of Gold-





en Tee LIVE. Over 200,000 videos have been uploaded to YouTube and they've garnered nearly two million views.

"We want to expand on the success of our YouTube feature so we're actually going to put the top five YouTube shots of the week in the 2012 attract mode," he said. "Players will be wishing, hoping, and praying that their shot is one that's selected. Along with our World Ranking Leaderboard, this feature will make players feel like superstars."

### GT LIVE 2012 NOT JUST ABOUT THE PLAYER

With so few new products being developed for the street market today, operators have come to depend on Golden Tee more than ever for the revenue it produces and to keep relationships with bar owners strong.

Zielinski said, "We know operators are still having a difficult time in this economy. That's why we're developing features that will both attract new players and keep the veteran players happy. We think we have the perfect mix with Golden Tee LIVE 2012."

But focusing on the player is only part of the equation for IT. Making sure that operators stay profitable with their games is the number-one goal of the company.

"Of course it starts with the player," said Don Pesceone, Senior Vice President of Sales. "But the needs of our operators are just as important."

### IT'S PLEDGE: NO NEW PLATFORM!

In that regard the company has promised to not introduce a new Golden Tee hardware platform for at least three more years.

"We want to give our operators the confidence to buy and to continue to leverage the hardware they have in the field. They can be confident that their games will be current for years to come," Pesceone said.

### NEW: AD WIZ LIVE!

Besides FACTS LIVE, AD WIZ LIVE is the most valuable tool operators can use to communicate with their players. Whether it's promoting an upcoming contest or tournament, or advertising a location's happy hour specials, AD WIZ LIVE allows operators to run full-color ads on their game screens.

The previous version of AD WIZ came with certain limita-

## IT "Best Practices" guide for Golden Tee contests, promotions, and leagues

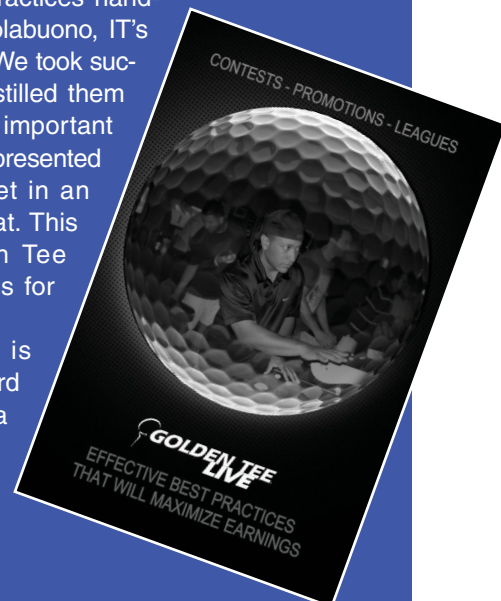
In response to hundreds of requests over the past few years, Incredible Technologies (IT) has created a handbook that describes in detail how to conduct Golden Tee contests, promotions, and leagues. The booklet is free to all operators and distributors.

In the guide's six chapters, operators will learn in a step-by-step manner how to utilize FACTS LIVE and ADWIZ LIVE. They will also learn how to set up, promote, and run single-location and multi-location online tournaments, Golden Tee nights, and Golden Tee leagues.

Multiple formats for each event are presented along with the goals of the promotion, who the promotion will appeal to and why.

"This is a best practices handbook," said Gary Colabuono, IT's Marketing Director. "We took success stories and distilled them down to their most important elements and then presented them in this booklet in an easy-to-follow format. This guide is a Golden Tee roadmap to success for operators."

The handbook is available now in hard copy form and as a .pdf in Operator Services at ([www.itsgames.com](http://www.itsgames.com)). ▲





tions that required operators to install the ad screens manually at the game. But with AD WIZ LIVE not only can operators create the ads in the convenience of their office, but they can send the ads to their games via ITNet.

“Operators will save time and money with AD WIZ LIVE,” Pesecone said. “No more running from location to location. No more waiting for the ad to load from a thumb drive. We believe AD WIZ LIVE is a front-runner for an Amusement and Music Operators Association (AMOA) Innovator Award next spring.”

## FIVE NEW COURSES, THE BEST EVER!

Even with so many new, exciting features, the true superstars of the Golden Tee LIVE 2012 update are still the new courses, and as mentioned previously, Zielinski and his team pulled out all the stops this year. Their goal was to keep players mesmerized, amazed, and entertained, and this star-studded lineup delivers.

**Auburn Glen, Granville, Vt.:** Set deep in the Green Mountains of Vermont, the placid setting of Auburn Glen can lull the unwary golfer. Stay clear of the ubiquitous sand and water or this sleeping giant will awake. With winding streams, covered bridges, and sparkling lakes, the hills and valleys of Auburn Glen create a challenging and picturesque golf experience.

**Dusty Bend, Sayre, Okla.:** Built along Route 66, the Dusty Bend course seems like a step back in time. You’ll never know what roadside attractions you’ll encounter as you golf along “the

mother road.” Trees are scarce, but the farm buildings and tourist traps replace them with a landscape of pure Americana. Venture too far off the fairway and the dusty Oklahoma dirt will make its presence known. It’s a fun road-trip for any golfer.

**Grand Canyon, Tusayan, Ariz.:** Take a golfing journey from the first tee at the top of the north rim, all the way down to the finishing hole at the bottom of the great chasm. Along the way you’ll encounter elevation drops, cliffs, waterfalls, and many challenging shots and shortcuts.

**Royal Cove, Half Moon Bay, Antigua:** Feel the island breeze as you golf through the twists and turns of the Royal Cove golf course. Meander through tropical mountains, islets, and sandy beaches. Ancient relics from a buccaneer past greet you as you take on one of the Caribbean’s most picturesque courses.

**Tundra Peak, Mt. Everest, Nepal:** The highest course in the world! Tundra Peak is a true survivalist’s course. Though mostly devoid of vegetation, the rocky cliffs, mountains, snow banks, and glaciers create a true golfing expedition. Grab your Sherpa, and golf your way to the summit.

Golden Tee LIVE 2012 is scheduled to ship the last week of September. Operators and distributors can place orders now by calling their salesperson or the IT sales hotline at (800)262-0323, ext. 106. ▲

## Golden Tee Babe debuts at Windy City Open

*A first-hand report by Gary Colabuono, IT Marketing Director.*

Operators know that Golden Tee is a man’s game. Men love to play it. They love the social competition. They love the money they can win. They love being top dog in their favorite bar.

A recent survey of over 1,700 Golden Tee players conducted by Incredible Technologies (IT) proved it—96 percent are men 21-45. So why don’t more women play the game?

Here are some theories:

1. Golden Tee is a thinking person’s game, and women want their entertainment to be casual. Don’t laugh; this isn’t a sexist statement. It’s a fact that women are more attracted to casual games. A study, sponsored by PopCap, creator of popular social game Bejeweled, looked at game players in both the U.S. and the U.K. and found that the average player of these online social games is a 43-year-old woman.

2. Competing, being the best in the bar, isn’t important to women. Now, this may indeed be a sexist statement since I don’t have any statistics to prove it. But the drive to be the best pinball player in a bar, the best dart shooter, the best pool player, the best Golden Tee player, probably doesn’t even register on the radar screens of women. After all, why would it? Women are much more practical about matters like this than men.

So when I heard about a tall, leggy blond who could play Golden Tee—really play—I was intrigued but skeptical. Lunch

was arranged and after a bit of small talk, I played 18 holes of Golden Tee with Caitlin Jenks, and we tied at -17. And she missed three putts!

What impressed me the most about her game was her determination. She hits the trackball like a guy: 360, 370, 380 yards—she was pounding drives! Is she the best female Golden Tee player on the planet? I can’t say for sure. But there’s no question that this girl can play. She’s also attractive and funny and has a great personality.

Watching her that afternoon was like seeing the birth of a superhero; the Golden Tee Babe was born right in front of my eyes!

Caitlin’s first appearance was at the Power Events Golden Tee Windy City Open at Gatsby’s Pub in Arlington Heights in June. She played the guys one-on-one in closest-to-the-pin matches for charity and raised nearly \$600 for Salute, the local organization that assists military veterans and their families.

If you’re interested in having the Golden Tee Babe come to your Golden Tee event or promotion, contact me at (gcolabuono@itgames.com). ▲



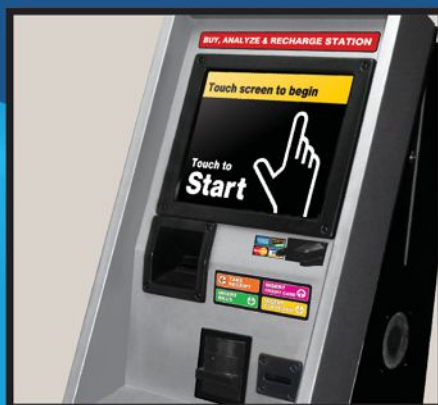
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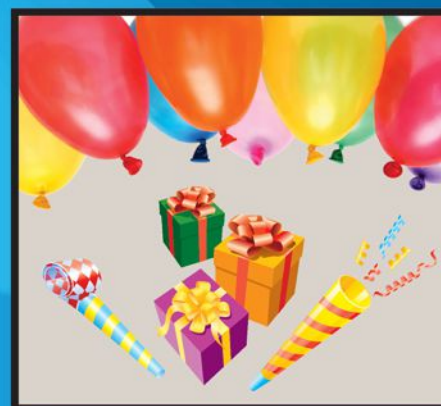
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*"Since the introduction of the Sacoa System at Pizza Putt, we have noticed that our more expensive games are played more frequently. Customers lose track of cost because absent tokens, the price becomes intangible. "Just swipe your Playcard, and the game begins!". We are quite convinced the system has increased gaming revenue and created new promotional opportunities which drive business even more. There have been no issues at all with the games or Playcard readers. Their installation team and office support in Argentina are top-notch, and if you didn't know where their offices are, you would think they were located just down the road. Any questions you have are addressed promptly by people that makes you feel like you are their most important customer!. You can't delay your plans to install this system - your delay in action will only cost you lost revenue while you remain a token or quarter location!!!"*

Jeffrey Apfel & Anthony Neri, President of Pizza Putt, USA.

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# On the Spot

## Are you using social media to promote your business?



**Mike Hawkins, D&R Star, Rochester, Minn.**

We are actually getting more involved in social networking. We have a good Web site that has tournament information and entry forms. Everything is there, but players have to go to it to find out what's going on. We also have a good list of player e-mail addresses. We have over 5,000 pool and dart players and we felt that reaching out to them through social network sites would accomplish a lot more than our Web site.

Facebook is something we felt we were missing out on. Over the summer we've been adding more friends and building that list. A lot of people use Facebook. If they see that a friend has checked in at a pool tournament at a certain bar, they will go there. It's all about getting more people into the locations, people who would not have known about the event. We see more and more manufacturers using Facebook to showcase their games and provide information on how to play the games.

We're big into Beer Ball leagues; a lot of the software of the game is tied into social networking. We need to get on board with the X generation.

We see Facebook as a good tool to use for the last minute push to get people into tournaments or to sign up for leagues by sending reminders. We also plan to use it to advertise specials on dart and pool supplies from our retail store.

We sell new and used equipment at the retail store, which is a good avenue to move equipment. Because the real estate market is down, more people are deciding to improve their existing home, which means creating recreation rooms where they can do more with their family.



**Matt Pascal, JE&S Video, Louisville, Colo.**

Our industry has been driven by technology in the past. Now with manufacturers either leaving our industry or shifting their focus, our industry is not seeing current technology at a competitive pace.

This lack of competitive technology is making operators and our industry less important to bar owners and their/our customers.

I believe tournaments, leagues, and on-premise promotion offer a wonderful opportunity for operators to create relevance for themselves and the industry.

With social networks such as Facebook, Twitter, etc., seeing such success, I think as operators we need to focus more

on the social aspect of our offerings rather than the competitive side of it.



**John Estridge Jr., Southern Games, Nashville, Tenn.**

Our company started a Facebook page one year ago, after we revamped our Web site. It was the next logical step. Most of our employees had a Facebook page before the company did. A lot of operating companies have good Web sites and a Facebook page.

We ran a Christmas promotion to help build our friends list. We have not explored Twitter yet. I also have a personal Facebook page because when people look for your company they often look for you as well.

We keep customers engaged in our Facebook page every month when we post a trivia question. As we build our friends list we will use Facebook to drive players into locations.

If we want to reach the younger generation, we need to adapt to the way they communicate. That includes texting and social networking, which are both very useful.

Young people use social networking to keep track of each other; it has to do with lifestyle. They don't have the time to stay in touch the old fashioned way.

Businesses have to communicate the way people want to communicate. E-mail used to be the way to communicate, but many people are using e-mail less. If you are on Facebook you are either friends or not friends; you won't get any SPAM messages.



**Shawn McKay, Bullseye Amusement, Spokane, Wash.**

We are using social networking for our dart leagues, which is where it started. People are communicating that way with their smart phones. Our Club Lucky tournaments for Golden Tee Golf have been working well using Facebook.

We want to do as much as we can through social media. Even the children of the employees are helping get the networking going. Young people understand it better than we do. We did not grow up with that. We have to get our information to the younger people, who are our future business.

Many of our bars are using Facebook with their own Web site. I think it's working for them locally as well. One thing I've noticed, the bars in our area are promoting the newest TouchTunes digital jukebox. I think the bars watch each other to see what their competitors are doing for promotions. ▲





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## Two new kiddie games



Josh and Zach Sharpe

*The Sharpe brothers explore two new kiddie redemption games with fun themes and big potential.*

It's hard to believe that the summer has passed so quickly yet again. With the fall season rapidly approaching, what are we to do? Go out to your local amusement and family fun center of course!

Next month's column will focus on new games that were presented at the American Amusement Machine Association (AAMA) Distributor Gala in August.

On a personal note, there's plenty of good news to share from the Sharpe household. Roger will be a grandpa while Zach will be an uncle, which leaves Josh becoming a father for the first time!

While the name and sex is still to be determined, this holiday season will be extra special outside of the coin-op industry. Can anyone say Critic's Corner Three? Only time will tell on that one.

Back to the task at hand, this month we will take a look at Bay Tek's Boink! and Andamiro's Dolphin Show.

*“One of Boink!’s finest qualities is keeping players on their toes, literally.”*

### BOINK!/BAY TEK

Bay Tek likes to define its wide range of games into different categories such as shooting games, merchandisers, novelty, quick coin, and kiddie games to name a few. This month, we take a look at Boink!, a kiddie game.

**Analysis:** Bay Tek's latest game Boink! is a light-based interactive game that is quite the challenge. Combining both elements of quick reflexes and use of your hands and feet, play-

ers must hit as many lit targets as they can before time runs out to win as many tickets as possible.

There are three buttons on globe-like stations for the hands and three spaced out buttons on the bottom floor for players to stomp their feet on.

**Pros:** One of Boink!'s finest qualities is keeping players on their toes, literally. It's always nice as a player to feel like you are earning your tickets through some element of skill and with the constant battle of hitting lit buttons with your hands and feet, it's definitely a more active challenge than most games on the market.

From an aesthetic perspective, Bay Tek has done a great job with its cabinet design. The three globe pillars all have unique and bright luminescent colors.







In addition, the front of the game has all the information one could ask for with a ticket chart as well as two sets of LED digit displays for time and ticket payouts.

**Cons:** Maybe this con stems from our innate competitive instincts, but one gripe we had about Boink! was the fact you could simply just keep hitting every button without consequence.

It'd be nice if there were some sort of compensation for not hitting any of the incorrect lights as an added bonus or some type of penalty (not taking away tickets or anything from the player) such as increasing the timer countdown speed.

Theoretically, you could have multiple people playing as "one" person and just constantly mash on all of the buttons for maximum tickets.

**Overall:** Bay Tek has done a great job with Boink!. As players, we are always looking for ways to exploit a game for the easiest way of winning tickets. However, with the hand buttons and feet buttons spaced out just far enough, Boink! really makes you earn every single one of those tickets if you are playing by yourself.

Of course if you are playing with someone else you could easily cheat but we give kudos to Bay Tek nonetheless. This is definitely a unique game that would stand out for its interactivity.

**OVERALL RATING:** ★★★ 3/4

## DOLPHIN SHOW/ ANDAMIRO

It's been awhile since we've seen a redemption game come out of Andamiro's stable as they have seemingly been building more merchandisers as of late, but we had the pleasure of playing and now reviewing the company's latest, Dolphin Show.

**Analysis:** The best way to describe Dolphin Show is to say players must time when they push the button for a ball to release into scor-



*"We have always found Andamiro's games to be very quirky and more importantly, unique."*

ing holes below.

Dolphin Show suitably has a toy dolphin that knocks the ball off its wire form perch onto the rotating playfield. While there are plenty of scoring opportunities in the scoring holes themselves, players can hit the "progressive bonanza bonus play" by spelling DOLPHIN, which is accomplished by hitting specific colored holes.

**Pros:** We have always found Andamiro's games to be very quirky and more importantly, unique. Dolphin Show definitely follows that trend with its family-friendly theme and cute cabinet design that is best described as being very Andamiro-ish.

From a game play perspective it's definitely a challenge to hit any respective hole you are going for. In addition, there's great complementary music and lighting effects to match the action.

**Cons:** With Dolphin Show our cons are pretty limited. The game is pretty simple with a great theme. It's definitely not a showstopper, but realistically not every game can be.

If we had any reservations about Dolphin Show, it'd be on its physical footprint or lack thereof. Depending on what location it's put on, Andamiro's cabinet is fairly small which can be a double-edge sword.

On the plus side, it can obviously fit anywhere without any issue. On the downside, it can definitely get lost in the shuffle. In fact when we played this at the Amusement Expo earlier this year, it took multiple laps around the trade show floor until we spotted it as being a new game.

**Overall:** It was nice to see Andamiro back into the redemption mix with Dolphin Show. While we feel it's not as strong as some of the company's earlier efforts to date, Dolphin Show would still be a great addition on location, especially locations geared towards children. There's definitely much more going on game play-wise than one would expect on first glance. We just hope players drop a coin to see firsthand what Dolphin Show is about. We can't wait to see what is in store for future Andamiro redemption games.

**OVERALL RATING:** ★★★ 1/2

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





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**October 3-6**  
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**October 12-14**  
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**October 13-15**  
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**October 27-29**  
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web: www.attractionschina.com

**November 3-5**  
**China Zhongshan International Games & Amusement**  
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**AMOA Council of Affiliated States Meeting**  
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**March 13-15, 2012**  
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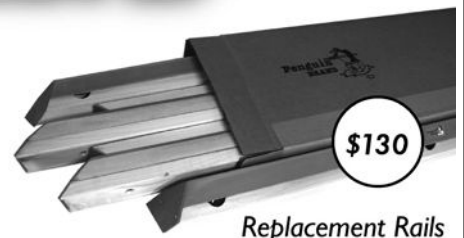
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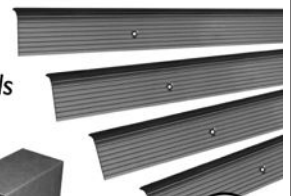
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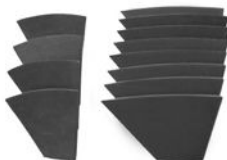


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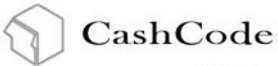


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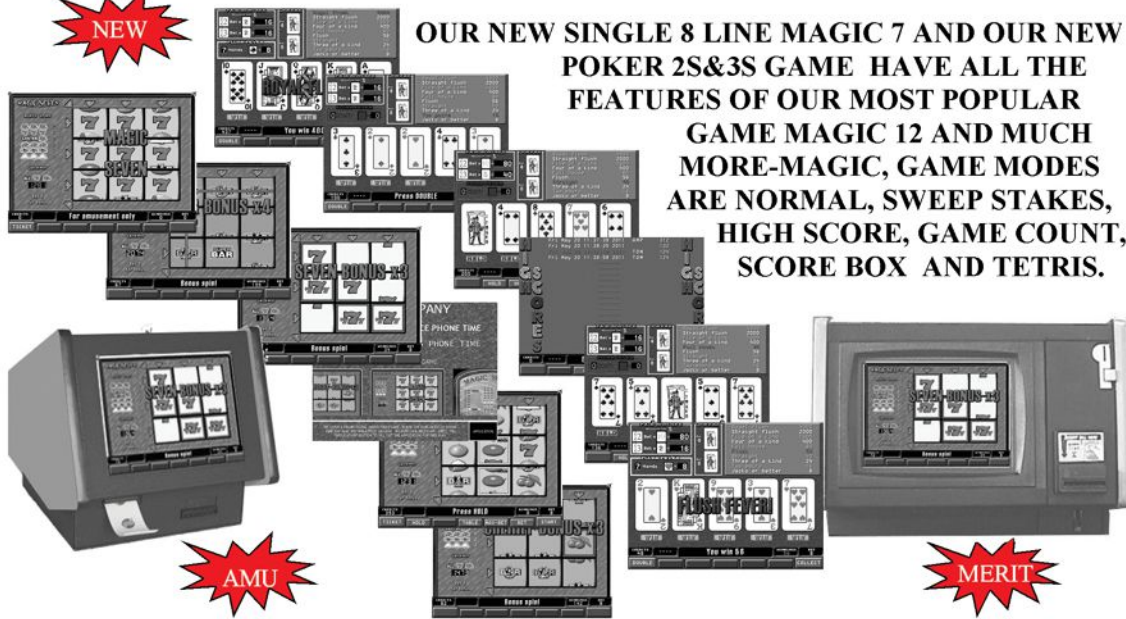
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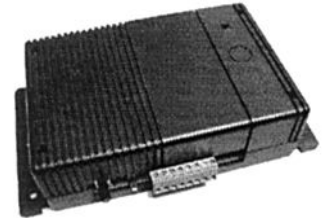
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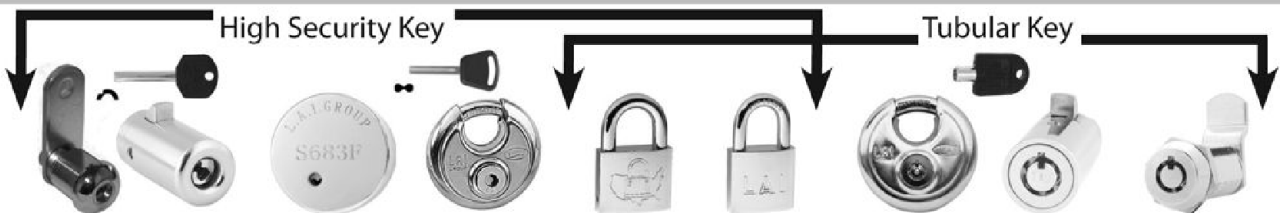
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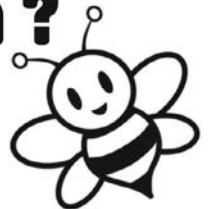
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