

# ELECTRONIC GAMING RETAIL NEWS

SERVING THE VIDEO GAME AND ELECTRONIC ENTERTAINMENT INDUSTRY

## INSIDE ELECTRONIC GAMING NINTENDO OFFERS NEW CHALLENGE

In an effort to bring back sales on the NES, Nintendo has issued a new package including the hit game Super Mario Brothers 3.

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## SEGA SHORTAGES IN EUROPE

Better than expected sales on Genesis hardware have caused shortages of the unit in Europe. To combat the problem, Sega has brought the Sonic package to Europe months earlier than they had planned. In Inter-national Report.

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# THE ELECTRONIC GAMING RETAIL NEWS WINTER CES COMPANY DIRECTORY

## THE VIDEO GAME INDUSTRY AT A GLANCE

Electronic Gaming Retail News looks at the companies that make up the games and accessories for video game systems. Over 100 companies are included, from Absolute Entertainment to Working Designs.

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## INSIDE ADVERTISING

*How Effective are the Ads at Making Consumers  
Aware of New Products?*

Millions of dollars are spent every year to make consumers aware of the new video games and game systems. How well do consumers pay attention to these ads, and how much do retailers consider the advertising when choosing what games to put on the shelves?

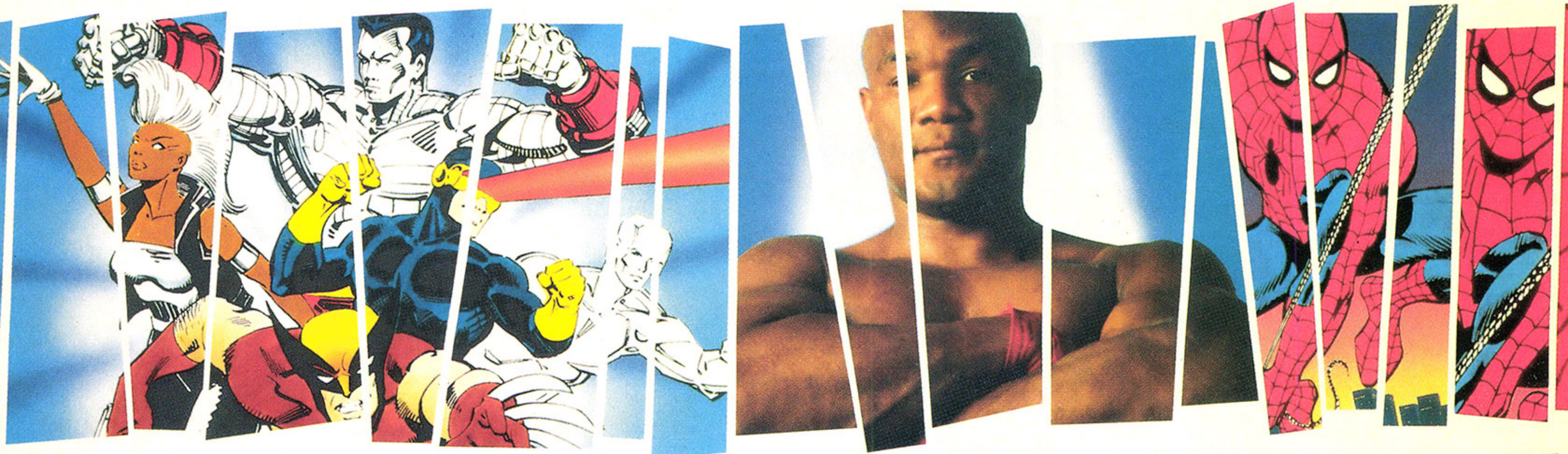


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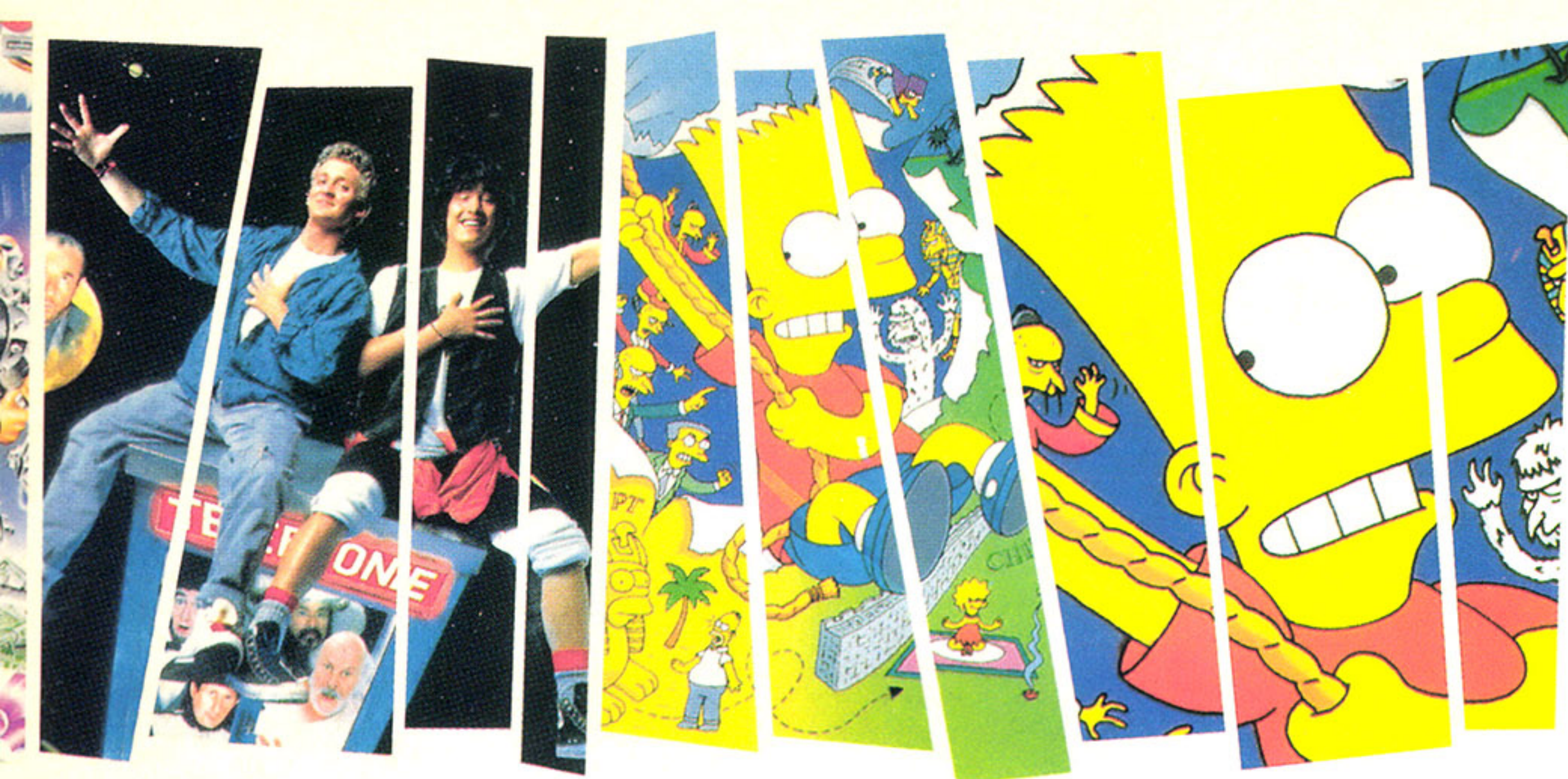




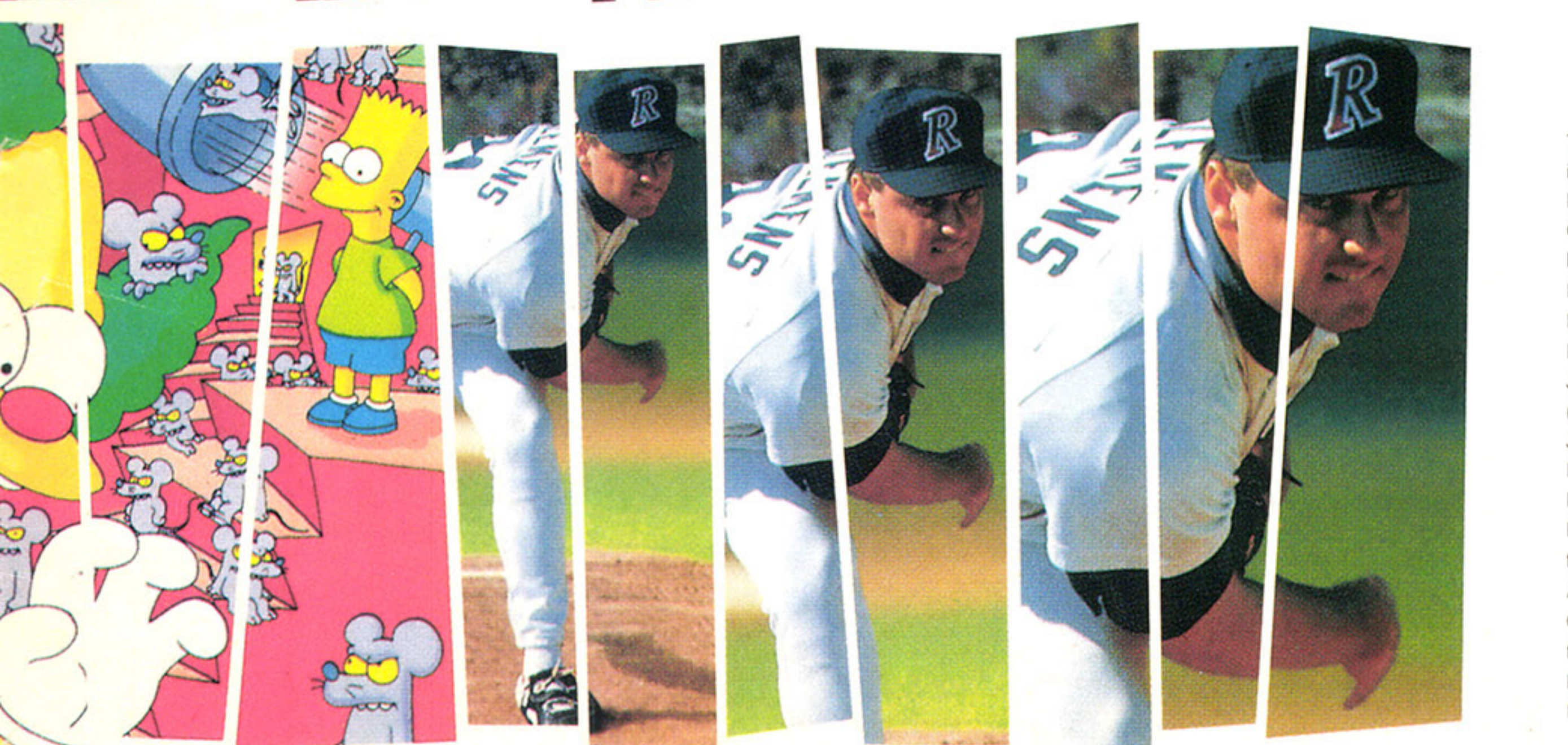
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# ELECTRONIC GAMING RETAIL NEWS

## Retailers to Hold CES Meetings

In an effort to compete with the larger chain stores, independent retailers are planning a series of meetings to discuss common concerns like marketing and advertising. A possible buying co-op will also be discussed.

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Heavy advertising in print and on television has pushed consumer demand for the Super NES. Sega has countered with an equally strong campaign, increasing demand for that system as well.

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## CES SPECIAL

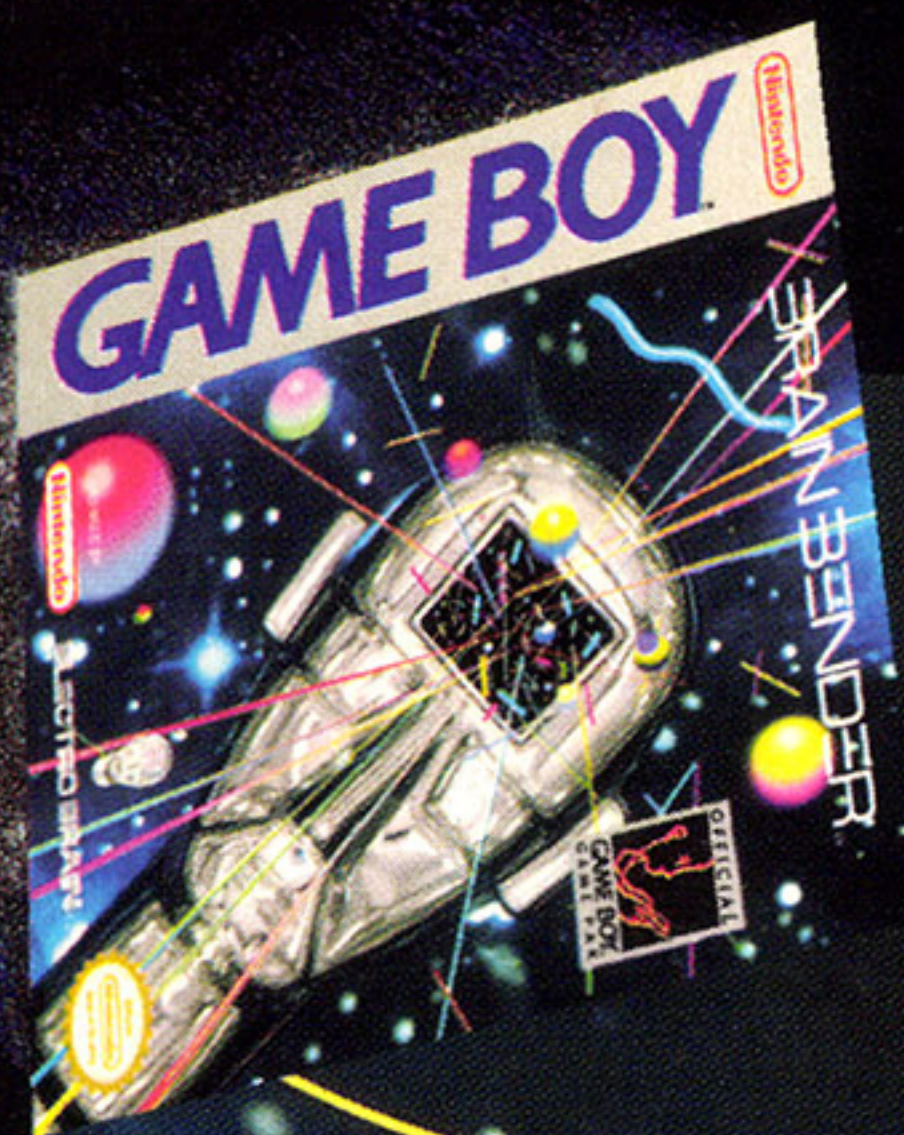
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Companies spend millions of dollars every year to get the word out on their products. How much of that word is getting through to the consumers?



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### ***What Have You Done For Me Lately?***

With the wide variety of video game and related peripherals continuing to flood into the market, a question that has become more prominent in conversations with retailers in the midst of analyzing their business centers around the attempts of software and game cartridges publishers to not only produce better titles that will sell well, but also the promotion (or lack thereof) that is used to move the same products off store shelves.

While many companies respond to the market by increasing the number of titles and the television and print advertising to the consumer as their contributions to the retailers bottom-line, others have taken more creative steps that not only benefit their label but the overall industry as well.

An example of how creative marketing is quickly producing a recognizable extension of a company's label can be found by turning to Electronic Arts. The establishment of their Electronic Arts Sports Network has not only solidified their position as the pre-eminent producer of sports-oriented video games and simulations, but it has also given them additional latitude in delivering a professional appearance in both their games and marketing that immediately sets the EASN name apart from anything else that is being done. By incorporating hard-hitting and criti-

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*"The truth that many seem to be missing is that Sega is number one in 16-Bit, not Nintendo. Shouldn't the status of Sega be factored into the overall health of the industry..."*

---

cally acclaimed software that can be easily transferred to any system with a recognizable logo, Electronic Arts has succeeded in their goals and their game sales mirror those same successes.

While not the only company to make such a move, Acclaim should receive kudos for the moves they've taken to embrace other platforms and formats in addition to the systems offered by Nintendo. The formation of the company's Flying Edge division, which will supply the same level of software and marketing support for the Sega hardware

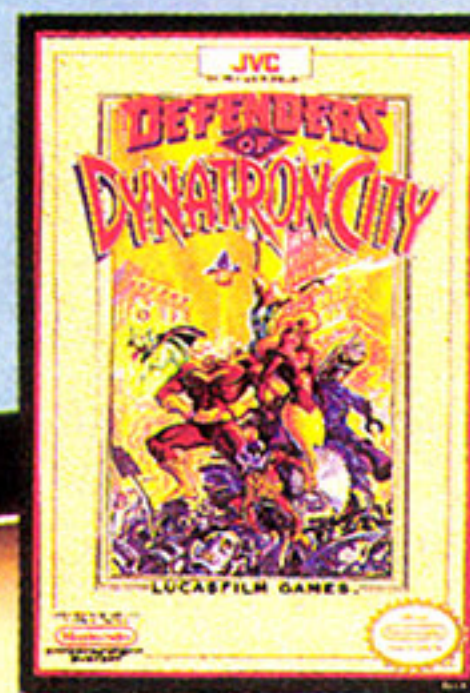
that Acclaim has become famous for in the Nintendo area, is a bold move that not only illustrates the company's wisdom, but will also ultimately provide many of Acclaim's hottest licensed products to players who own the Genesis. More choices, among hardware configurations at least, is never bad.

In addition, there are a variety of other companies that are now promoting a variety of interactive promotions, both at the retail level and through television and print. These range from P.O.P. displays from Razorsoft to promote their Storm Lord game, to Hudsonsoft who has skillfully tied a viewer-response contest into their new Bill Laimbeer Combat Basketball television spots, to cross promotions by companies like Vic Tokai who have promoted a contest in their print ads that tie into a syndicated television program related to video games.

Although these are just a few of the many directions game publishers are taking, it is definitely a step in the right direction. With additional emphasis on consumer satisfaction, both before and after the purchase, the possibilities for long-term market strength are markedly reinforced.



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# EGRN NEWS

Konami Announces 1992 Plans • New NES Configuration • Genesis Game Genie Developed

## INDEPENDENT RETAILERS TO HOLD SERIES OF MEETINGS AT CES

### *Retailers to Discuss Advertising, Marketing, Possible Buying Co-op*

Many independent retailers are frustrated by the policies of some software companies. These policies, specifically those that allow game titles to be released to major store chains days or weeks ahead of smaller stores' receiving the title, have a serious detrimental effect on the business of the small retailer. To combat this, Louis Lantz of Arizona-based Gamers and Achmed Rahal of GamExpress in California have joined with Lew Halboth of Power Play Games in Colorado to develop a series of retailer meetings for independent video game retail stores to discuss the forming of a buying and selling co-op.

The idea for the co-op was first suggested by Lew Halboth and Marc Camron at Power Play Games. Lantz and Rahal have a current arrangement to exchange both games and information. All parties feel that this arrangement, or a similar one, could be expanded to include other small retailers for the benefit of all parties.

The problem of late game arrivals is two-fold for a retailer. When one store in a given area gets a title first, initial sales on that title are lost to other retailers. In addition to these lost sales, other purchases made at the time of the game, and possible future sales, are lost to the independent retailer when a particular game arrives



**Lantz's Gamers currently has two stores in the Phoenix area with plans to expand to two more next year. He hopes that a buying and selling co-op will give his company the clout it needs to deal with video game producers more equitably.**

late.

"We want our customers to see us as the one place they need to go to buy, sell, rent and trade games," Lantz said. "We don't want customers to just come here to rent and then buy the game somewhere else."

Lantz hopes that a buyer's co-op would give his stores, as well as the stores of many other independent retailers, the clout needed to get game releases at the same time as the major chain stores. This co-op would give members the same amount of buying power enjoyed by nationally recognized stores.

Marc Camron of Power Play Games recently commented, "We'd like to form (the co-op) with

the largest independent retailers in each state. We don't want to have two members competing with each other. We want the largest retailers because this will give us the most buying power."

In addition to the forming of a buying and selling co-op, these meetings will cover a variety of topics of interest to retailers. Some of the topics to be covered will be advertising strategies, merchandising, site location and other ideas. At this time, plans are to hold one such meeting for every day of the Winter CES. Retailers with questions about these meetings or interested in attending are invited to contact Louis Lantz of Gamers at (602) 788-1655.



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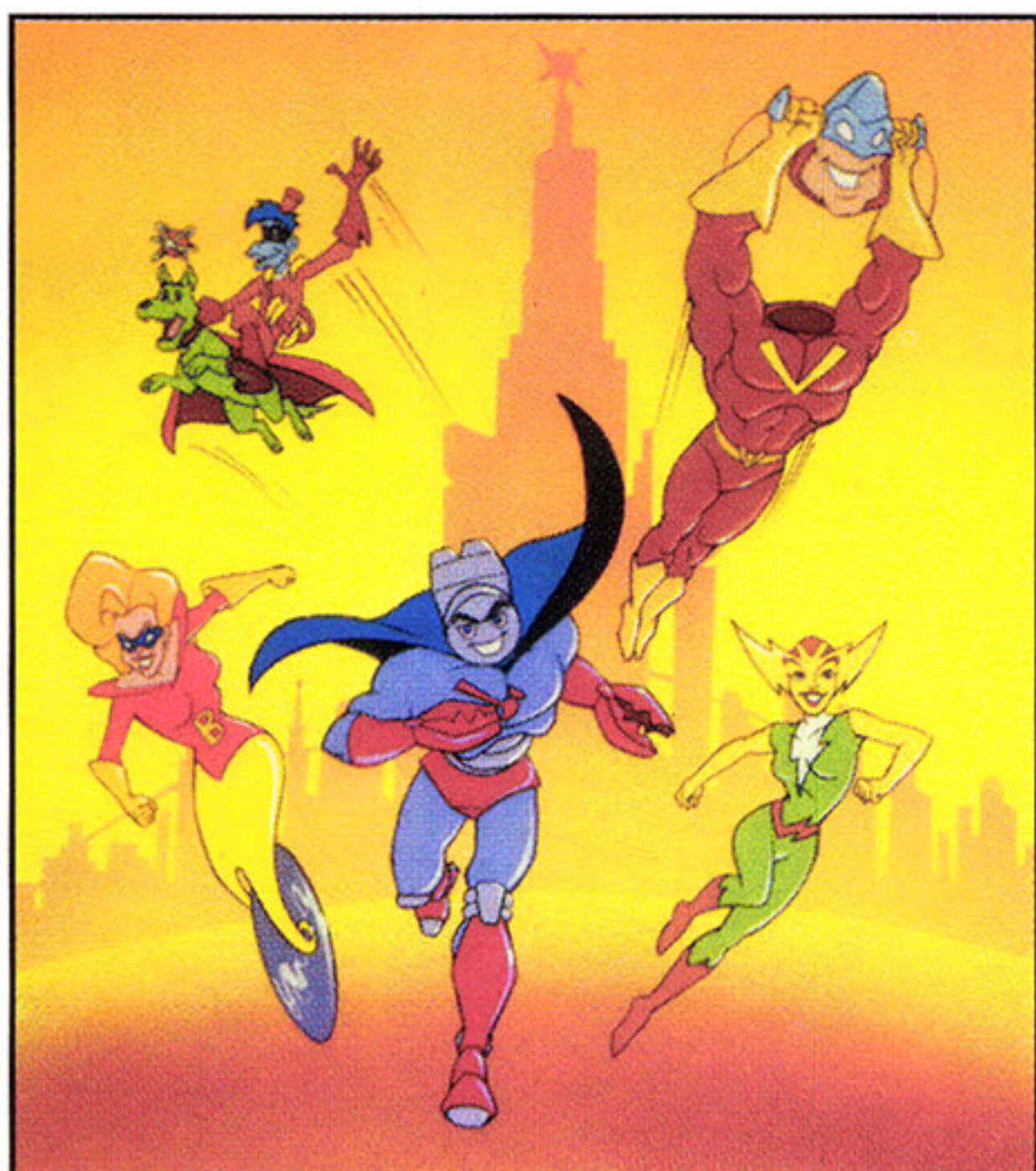
## **LUCAS PLANS DYNATRON "TRIPLE THREAT"**

*New Lucasfilm Game to  
Hit Three Markets*

In an effort to get the word out on their new NES cartridge, Defenders of Dynatron City, Lucasfilm Games. The game is currently scheduled to be released in March, 1992 from both Lucasfilm and JVC. The game is a superhero-style adventure featuring the exploits of a group of six heroes against the machinations of the evil Dr. Mayhem.

Before the game's release, Marvel Comics will begin a six-issue series of Dynatron City comic books featuring the main characters from the game. Following the comic series, an animated special will be shown on February 22 on the Fox Children's Network.

Dynatron creator Gary Winnick served as the creative consultant on the animated special. Winnick's previous work includes Lucasfilm's earlier game release, Maniac Mansion. The animated special contains the voice talents of both Whoopi Goldberg and Christopher Walken.



*The animated special will be shown on the Fox Network in February.*

## **GENESIS GENIE?**

*Camerica Plans to Unveil  
Game Genie for Genesis*

Camerica encountered a series of difficulties when they unveiled their Game Genie for the NES. The company plans to shock the video gaming world again at the Winter CES when they unveil a similar product. The major difference this time, however, is that this Game Genie is for the Sega Genesis.

Details on this latest incarnation of the Game Genie are sketchy at the moment. It is reputed to have codes for as many as fifty different Genesis titles. Otherwise, Camerica and Camerica representatives are keeping quiet about the new hardware add-on.

## **NINTENDO POWER ACCEPTS ADS**

*Magazine Runs Paid Ads  
for First Time*

For the first time in its three year history, Nintendo's Nintendo Power magazine will be accepting a limited number of paid advertisements. However, video game companies looking to cash in on the huge Nintendo Power market will have to look elsewhere. The six full-page advertising slots that will be opened beginning in the January issue will not be available to companies in the "video game category." The reason for this, according to Nintendo director of publications, Gail Tilden, is to separate the magazine's editorial focus from advertising.

## **MULTIX MAKES NES/DOS A REALITY**

*Multix Creates New PC  
Add-On to Play NES  
Cartridges*

Multix, Inc., a Dallas-based computer hardware and software firm, has developed a PC add-on that fits into a card slot on the back of a PC. This card allows users to play NES software from disk on a television monitor while the computer itself is used for other functions.

The card functions in the same way as the Nintendo Control Center with several additional features. One of these major features is that it allows virtual multi-tasking, running the software as well as keeping the computer free for other tasks.

What makes this system different from other, similar systems is that Multix also has the capability to transfer Nintendo cartridge software

onto disk. The disk-based versions of the games will operate in exactly the same way as the cartridge games, but due to the disk format, will be considerably less expensive. Predictions at this point figure that the disk games will sell for between \$5 and \$15 each.

These "Video Game Diskettes" will be played on a television monitor with a joystick. What the card does, effectively, is load the game from disk to the memory on the game card itself. The card can be installed on any PC compatible system, regardless of operating speed without harming the gameplay since the card itself controls the speed of the game.

The card will hold programs of up to 2 Megabits of memory with an upgrade to 4 Megabits available. At this time, Multix predicts that the card will sell for between \$79 and \$99 at computer stores.



## KONAMI ANNOUNCES 1992 PLANS

### *Konami Offers a Glimpse of What 1992 Holds in Store*

At a recent press conference in Chicago, Konami senior vice president Emil Heidkamp and Marketing Kathleen Reilly outlined Konami's schedule for 1992. Among other announcements, Konami offered an early preview of Teenage Mutant Ninja Turtles IV for the Super NES and indicated that the company has begun work on the Super NES version of Batman Returns. Konami also announced the shipment of their 25 millionth NES cartridge.

Heidkamp commented that 1991 saw a slight drop in Konami sales due to a slowdown in retail sales on the NES as well as slower than

predicted growth for the Game-Boy, suggesting this slump would level off and that sales may pick up slightly.

Heidkamp predicted that the future of the video gaming industry would see a number of increasing joint ventures between video game companies with movie producers and music companies.

Kathleen Reilly ran through Konami's scheduled Christmas line-up, touching on the continued success of Teenage Mutant Ninja Turtles II for the NES with the imminent release of the third game in the series and the continued commitment to licensed titles. Reilly touched on the promotions being run by Konami including the presence of Konami advertisements in Aladin's Castle arcades.

## ARENA'S UNCERTAIN FUTURE

### *Maxwell Corporation's Demise Places Arena in Tenuous Position*

Sega licensee Arena Entertainment was one of myriad companies owned by late media giant Robert Maxwell. With Maxwell's death and the financial problems that have since arisen for the troubled conglomerate, Arena Entertainment faces an uncertain future.

The companies that made up Maxwell's empire are being sold to make enough money to pay off Maxwell corporation's estimated \$4.9 debt. Arena does plan to release its next scheduled releases on time despite these problems.

## NINTENDO ISSUES A NEW CHALLENGE

### *New 8-Bit NES Set May Add Life to Flagging Sales.*

While many retailers have expressed fears that Nintendo may soon fail to support their 8-Bit system, Nintendo has maintained all along that the NES would continue to be a major product line. Nintendo has now backed up this claim with the issuing of a new sales configuration for the system.

This Challenge Set will include the 8-Bit console deck, two controllers, and Super Mario Bros. 3. Super Mario 3 is currently the highest selling home video game in the history of the industry, selling in excess of 8 million cartridges.

This new packaging is akin to Sega's bundling Sonic The Hedgehog with their Genesis system and Nintendo's own inclusion



*The new NES Challenge Set*

of Super Mario World with the 16-Bit Super NES. By including a proven hit title with the system, Nintendo hopes to pull in those consumers with younger game players as well as first-time game system buyers.

Peter Main, Nintendo's vice president of marketing commented, "There is still tremendous demand for the NES at retail. In 1991, . . . the system has sold in excess of four million units. Rest assured, the NES, and the new Challenge Set, is here to stay."

## NEW TURBO VENTURE ANNOUNCED

### *NEC and Hudson Soft Strike New Software Deal*

In an effort to strengthen the position of the TurboGrafx, NEC has entered a new agreement with Hudson Soft. This joint venture company will be called Turbo Technologies and will be run by Naoyuki Tsuji, former president of Hudson Soft USA. Beginning April 1, this new company will develop and market all new TurboGrafx-16 video game products. NEC hopes this new position will increase software support for their systems.

Until this time, NEC will continue to support the TurboGrafx and Turbo CD from its Wood Dale, IL offices. The plans and products of the new Los Angeles-based Turbo Technologies will be announced at a media event on January 9 at Winter CES.



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# ON THE MOVE


**Kemco plans to** reestablish itself in the American market with the reinstatement of Kemco America, Inc. The offices of the company are at 8415 154th Ave. NE in Redmond, Wa 98052. Former Square Soft staffer Akira Saito will be heading up the new concern which will begin producing games for Nintendo machines this year. Kemco America can be reached at (206) 869--8000


**Razorsoft has appeared** on the prestigious INC. Magazine 500 for the second year in a row. The yearly list shows the 500 fastest growing companies in the United States. Due to increased revenues, Razorsoft ranked 184th on the 1991 list, moving up 295 places from its 479th ranking in 1990.

**Marcy Dockery** has assumed the position of Manager of Marketing Services recently held by **Donna Cristich** at **Sega**. Cristich left the company to pursue other interests. Dockery came to Sega from Apple Computers and Walt Disney Studios where she worked in marketing. Dockery's new position will put her in charge of all advertising, trade shows, and public relations for Sega's video game and world gaming divisions.

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# CONSUMER PERSPECTIVES

By Edward J. Semrad

## DIRECT DEBATE: NINTENDO SUPER NES VS. SEGA GENESIS

For right or wrong, ever since Nintendo released their new 16-Bit Super NES, an underground war has raged between enthusiasts (and advertising agencies) loyal to either the Nintendo or Sega machines.

Beyond this battle, however, lies a real question of which system truly is superior and which, in the eyes of the consumer, will ultimately prevail as the "victor" in the 16-Bit wars.

### *A QUESTION OF SPEED*

There are three basic parts to the system success equation. These are hardware abilities, software support and marketing muscle. Each of these different angles will be addressed in upcoming Consumer Perspectives columns. This month, however, we'll examine the capabilities of both the Nintendo and Sega 16-Bitters.

With the 16-Bit machines comes



*The Nintendo Super NES*

more power, faster speed and better graphics. Both systems take advantage of these enhancements by utilizing special processors that can display some amazing graphics and visual effects.

The Super NES is both the winner and loser in this category, with the most impressive array of features that include the ability to zoom graphic elements in and out as well as rotate images and even the whole screen from any position. These additional effects add to the realism in many games as well as the overall impact that the graphics have on game play. While the Genesis does not come equipped with such features, it does sport similar effects in many of its games by using programming to illicit the same graphic candy. While the Genesis lacks some of the effects it is by far the cleaner of the two systems

graphically. Where the Super NES frequently slows down during play, plagued by a slower processor that becomes choked on information, the Genesis rarely suffers the same problems and in games like Sonic, zips around, manipulating the entire screen, at amazing speeds. The slow down problems of the Super NES, while not found in all titles, has become a persistent complaint voiced by many gamers.

Another important area of game play, music and sound effects, finds both of our competitors capable of producing an incredible array of background tunes and general noise. While the Genesis is impressive, the Super NES is absolutely astounding, with the best musical scores and sound effects many game players claim they have ever heard. They also admit that the sound portion of any game is not the most important element, it can be an amazing plus.

Interaction and expandability finds both the Super NES and Genesis evenly matched. Although the Super NES does boast controllers with much more flexibility due to the addition of three extra buttons, some found the layout to be confusing and unnecessary.

In the end the consumer will elect their winner - with each vote representing the sale of a system. And while the question of which machine is best may not be the most important factor, the answer will have a profound significance on the health and direction this industry takes.



*The Sega Genesis*

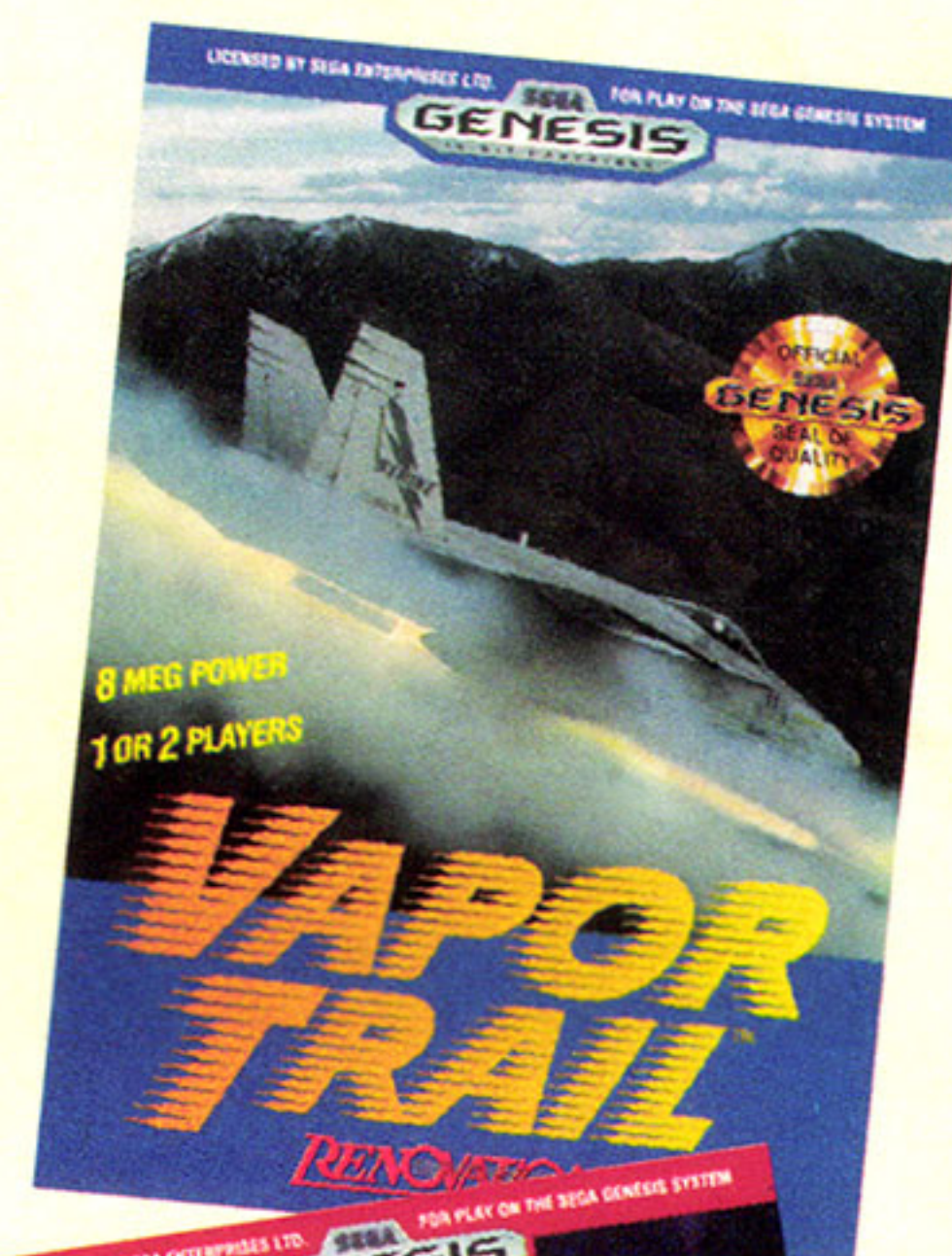


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# INTERNATIONAL REPORT

## NINTENDO RELEASES LEGEND OF ZELDA 3 AND SEGA INTRODUCES NEW CD-ROM TECHNOLOGY

By Steve Harris

### *SEGA CD-ROM IS GREETED WITH ENTHUSIASM*

Previously reported in EGRN, the Sega CD-ROM peripheral for their 16-Bit Mega Drive (Genesis) system was greeted with better than expected demand in Japan following the machine's early December release.

Boasting a compliment of new features including a dual processor, scaling, rotation and more, the Mega CD was introduced in limited quantities and quickly became scarce on the street. This is despite a rather pricey sticker at nearly 50,000 yen.

Initial enthusiasm was dampened somewhat due to the lack of real innovation or use of any advanced features in the initial release of games, something the company claims will change as programmers become more familiar with the nuances of developing software for

the new machine. Full motion video and advanced effects, however, are presented on the screen with very good detail - rivaling both the PC Engine CD drive and Super Famicom systems.

### *GAME COMPANIES EXPERIENCE GROWTH IN SALES AND PROFITS*

Nintendo, Sega, Namco and Capcom each presented their mid-term results for periods ending September 30, 1991 and each showed impressive gains in both overall sales and profits according to Japan's Game Machine trade paper.

Total revenue for Nintendo was up 6.1% to 245,122 million yen, with amusement products accounting for the majority 99.5% of total sales. Net income represented 37,667 million yen or an 11.2% increase over the same period last year.

Namco made gains of 11.8% in total sales or 24,013 million yen while Capcom jumped 27.6% or 15,766 million yen in total sales.

Sega also presented impressive results, but due to a change in fiscal year dates, comparison were not provided at this time.



*Capcom saw increased sales from their Street Fighter 2 coin-op*

### *SEGA REFUSES TO SET- TLE PATENT CASE*

Sega Enterprises Ltd., Tokyo, has elected not to accept a settlement offered by a U.S. inventor who claims that the company's Mega Drive (Genesis) game system violates his patent.

Mr. Jan Coyle, an American, insists that his patent, which details the manners in which images respond to audio messages infringes on his patent.

Sega says the charges brought by Mr. Coyle are groundless and may file a complaint with the U.S. court on grounds that the complaint is unlawful.

Sega refused to settle the case for several million dollars as Nintendo reportedly did.



*The Sega Mega CD-ROM*



## ***Super NES to Spring Into Europe***

Nintendo has shocked the European marketplace by announcing an earlier than expected arrival of the Super NES console.

Until very recently, all the indications from Nintendo have been that the 16-Bit system would not arrive until autumn 1992 at the earliest--and possibly even January 1993. It has been officially confirmed, however, that a U.K. launch will happen in the second quarter (probably late May), whilst Germany and France should get it late in the summer.

Nintendo is finally starting to crack Europe in a big way. Heading into 1992, the firm is estimated to have a European installed base of 4 million NES machines and over 4.5 million GameBoys. Previously, Nintendo has argued that there is so much more to be achieved with the NES that it does not want to confuse the market by introducing another static console.

The company has changed its mind, however, for two reasons. One is that the Sega Genesis (or Megadrive, as it is known in Europe) is having a remarkably successful time - selling huge amounts and helping Sega retain the image of being the leading edge brand of technology. Second is that it has seen in the U.S. that a late launch can be dangerous, with the Genesis holding onto sales much higher than anticipated.

Thus, Nintendo is taking no risks. It wants the Super NES in, and it is promising to keep NES and GameBoy efforts to a maximum - at the same time. The U.K. price will be £149 (\$260), which is £20 higher than the Megadrive's U.K. level. Indeed, by the time the SNES arrives, it is strongly rumoured that the Megadrive will have fallen to just £99.

### ***Sonic Called in Early as Genesis Shortages Hit U.K.***

The incredible Christmas success of the Genesis in the U.K. has

caused an early introduction of the planned Sonic bundle, and an admission that sales are being lost through shortages.

The £129 Sonic bundle was supposed to officially arrive in January, but started shipment into the U.K. in early December. Sales have been far ahead of projection, with the machine expected to hit an installed base of 450,000 by the beginning of 1992.

Many smaller retailers completely ran out of stock about a fortnight before Christmas, whilst even the big ordering chains have been experiencing out of stock situations.

Sega Europe claims that the Genesis' continued success in the U.S. has actually hampered attempts to bring in more units. Boss Nick Alexander admitted that even by mid-December the firm knew it had lost U.K. sales of some 50,000 units through the inability to provide stock.

### ***France: 3m Nintendo Units in 1992***

Nintendo is planning to ship up to 3 million NES and GameBoy units into France during 1992.

NES International (NESI), which controls Nintendo distribution throughout the U.K., France, and Benelux, claims that sales continued to exceed expectations throughout 1991. Thus, France is still the firm's strongest European market in value terms despite huge GameBoy sales in Germany.

It is estimated that the French NES installed base currently stands at well over 1.5 million units, with 900,000 of those being sold last year. The GameBoy figure, meanwhile, has topped 850,000 units.

This year, Nintendo believes it could sell 1.5 million NES units and 1.5 million GameBoys in France in just 12 months.

### ***Greece Wins Toughest Ever Piracy Laws***

New copyright laws being pushed through this year will give Greece the strongest anti-piracy penalties

ever experienced in Europe.

Offenders who make a habitual profession of copying software without the right holder's consent will face imprisonment of up to 10 years and fines from \$27,000 to \$54,000, plus revocation of their business operating license.

Manufacturers and distributors in the leisure and business software markets are hopeful that the proposed bill will go through unamended early this year.

### ***Konami in First with On-Screen Translations***

Konami is to become the first European NES publisher to release games with on-screen English, French and German.

The firm has decided to release multi-language versions of all new NES titles which are "text-intensive." The first three titles--Pirates, Nightshade and Star Trek are due in the second half of 1992.

### ***U.K. Video Games Market to Hit \$900m in '92***

The U.K. video game market is expected to be worth £500 million (\$900 million) during 1992.

According to Nintendo's U.K. distributor Bandai, sales across Nintendo, Sega and Atari hardware and software have beaten all expectations.

In 1992, Bandai's figures give the handheld market a total value of £84 million (\$150 million). Static consoles, meanwhile, were apparently worth £191 million (\$340 million).

This is an enormous growth over 1990, but Bandai's Nintendo head Mike Hayes believes that last year was just the tip of the iceberg. "1992 is going to be the biggest year ever seen in the European game market to date," Hayes said.

**- Stuart Dinsey**

*Stuart Dinsey is the editor of Computer Trade Weekly, a leading trade publication servicing the European video game and computer software market.*



# THE POST-CHRISTMAS BLUES

**Gamers owner Louis Lantz talks about his plans to counteract the after Christmas retail slump.**

The Christmas rush is over and those customers that either purchased game systems and/or received Christmas money should be driving our sales through January. Now, the big question is what can we do to drive our business after January? Traditionally, the slump begins sometime in February and continues until late Spring, the time between February 15th and April 15th being the year's quietest retail time. Some dealers are extremely happy just to break even for this time period. Well, we at Gamers aren't happy to simply break even. Realistically, we don't expect to beat our fourth quarter figures, but we think we can do better than the break even point. How? By advertising.

Over 90% of Gamers' advertising budget is devoted to television commercials. Together with our advertising team, (a producer and an electronic media buyer) we design television commercials targeted towards youngsters. Our media buyer reviews the commer-



*In-store rental gives customers a less expensive way to try new software titles.*



*Gamers president Lantz (on the left) and store manager Gary Kerby stand in front of their newest location.*

cial and then checks the ratings of certain programming, typically cartoons, which she then buys time for on a rotational basis. For instance, we just gave the go-ahead to buy one commercial on the GamePro show for nine weekends on our CBS affiliate. On Saturdays, we run rotation during the morning cartoon shows.

Readers might be asking themselves why we just advertise on the weekends. We do advertise all week when we blitz the market (as for store openings). However, for these months, our budget allow permits weekend ads.

Obviously, television advertising is not for everyone. If you have one location, it's difficult to amortize the cost of this type of ad. We

broke the rules here as we amortized the thousands of dollars worth of production cost and air time against our first location start up cost. We intend to blanket our market with numerous stores which will significantly reduce each store's percentage of the overall advertising budget.

These ads have been effective. The majority of our traffic is generated by TV ads and word-of-mouth. To increase the effectiveness, our ads have a "hook." For

the holidays, we offered a free Super NES drawing, and our third quarter hook offered a free game rental for new sign-up customers.

With this ad push, we feel the worst we can do is break even through the doldrums. We intend to beat the nay-sayers by doing better than that.



*Advertising "hooks" attract customers by giving something for nothing.*



**PRESENTING . . .**

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**RETAIL NEWS**  
**WINTER CES**  
**COMPANY DIRECTORY**

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LISTING OF THE  
COMPANIES THAT MAKE  
UP THE VIDEO GAMING  
COMMUNITY.**





**ABSOLUTE  
ENTERTAINMENT, INC.**

Address:  
251 Rock Road  
P.O. Box 116  
Glen Rock, NJ 07452

Phone Number:  
(201) 652-1227  
Fax Number:  
(201) 652-8736

President: Garry Kitchen  
Vice President of Business Affairs: Jim Charne

Company Profile: Absolute will be releasing Space Shuttle Project for the NES in January and is currently working on Super Battletank for the Super NES.



**ACCLAIM ENTERTAINMENT, INC.**

Address: 71 Audrey Avenue  
Oyster Bay, NY 11771  
Phone Number: (516) 922-2400  
Fax Number: (516) 922-7098

President: Robert Holmes  
Vice President of Marketing: Sam Goldberg  
Director of Sales: Barry Taylor

Company Profile: Known for its number of high-profile licensed titles on the NES, Acclaim recently announced their intention to begin production on Genesis software.



**ACCOLADE, INC.**

Address: 550 S. Winchester Blvd.  
San Jose, CA 95128  
Phone Number: (408) 985-1700  
Fax Number: (408) 246-0885

President: Alan Miller  
Vice President of Marketing: Kathy Piziali  
Vice President of Sales: Robert Bonham

Company Profile: Currently, Accolade is adapting the arcade classics Missile Command and Asteroids for the GameBoy as well as undertaking several projects on the Genesis.

# ACTIVISION

Address: 4600 Bohannon Dr., Suite 210  
Menlo Park, CA 94025  
Phone Number: (415) 617-8161  
Fax Number: (415) 322-0260

President: Peter Doctorow

Company Profile: Once a top producer for the Atari 2600, Activision moved heavily into the realm of computer software. Currently, the company is undergoing restructuring. Die Hard and Sword Master are scheduled for release for the NES in January, and Activision with Shanghai II for the Super NES being designed.

## ADVANCED GRAVIS COMPUTER TECHNOLOGY LTD.

Address: #111, 7400 MacPherson Ave.  
Burnaby, B.C., Canada, V5J 5B6  
Phone Number: (604) 434-7274  
Fax Number: (604) 434-7809

President: Grant Russell  
Vice President of Marketing: David Reid  
Product Manager: Ron Haidenger

Company Profile: Advanced Gravis has been most widely known for its controllers for the PC as well as the NES. Recently, the company announced the production of a Super NES style controller for the PC.



**AMERICAN  
SAMMY**

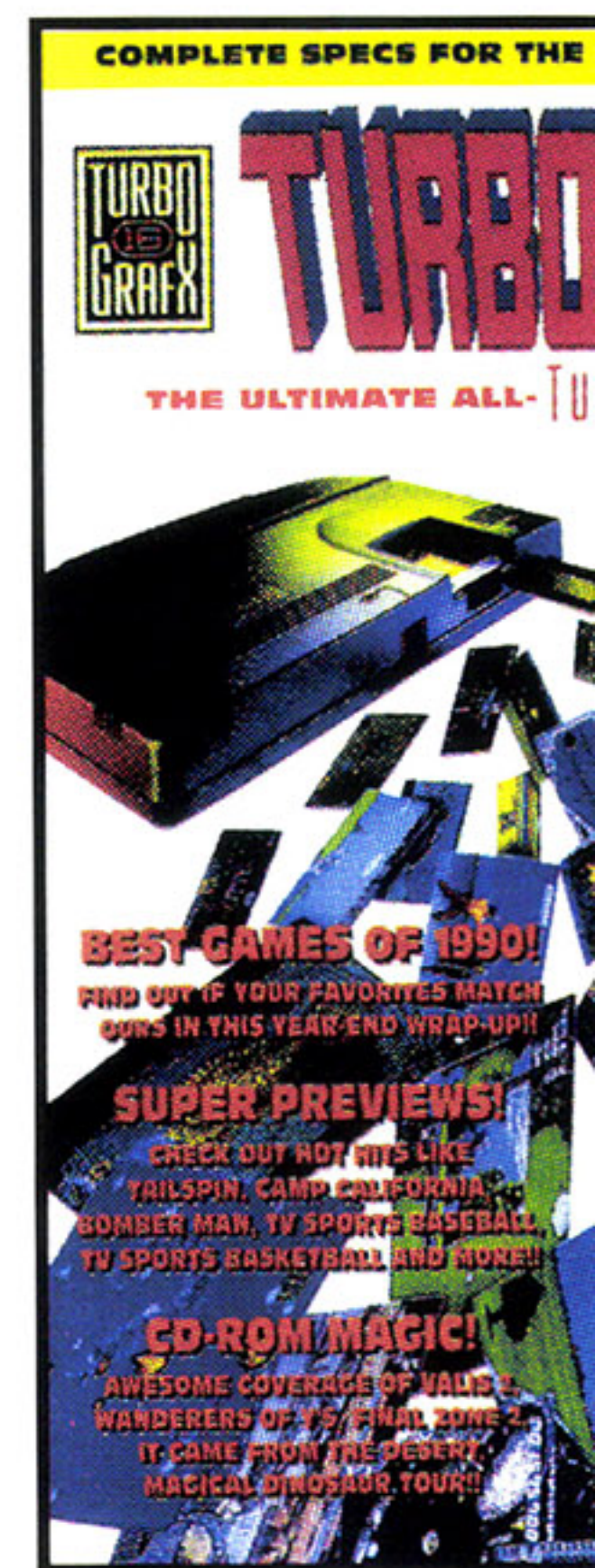
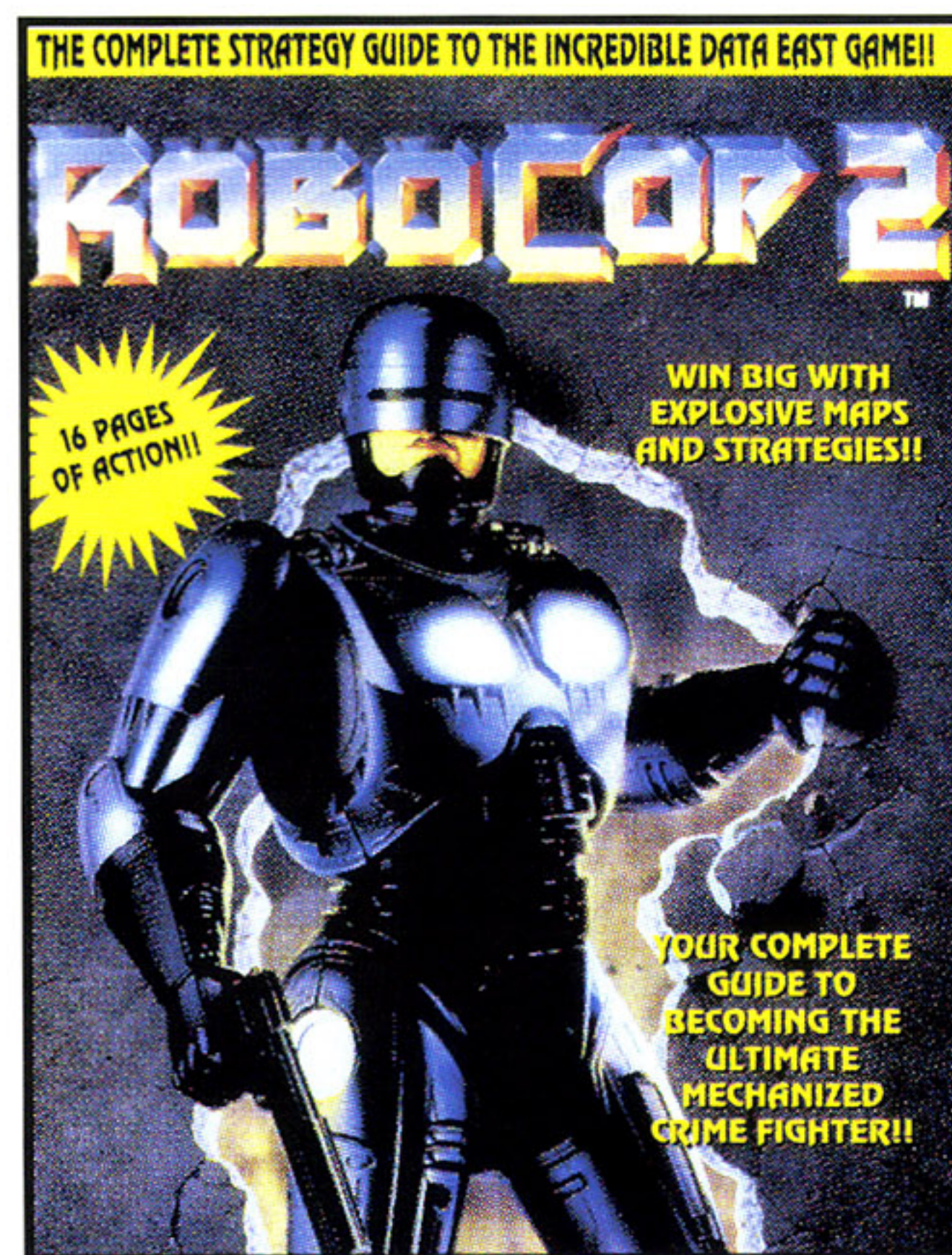
Address:  
2421 205th St. D-104  
Torrance, CA 90501  
Phone Number:  
(213) 320-7167  
Fax Number:  
(213) 320-2597

President: Ko Adachi  
Vice President of Marketing: Norman Evangelista  
Vice President of Sales: Jae Chang

Company Profile: American Sammy's Wanderers from Y's 3 is scheduled for release in January. The company has also secured the rights to translate Might and Magic from PC format to the NES.



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**AMERICAN  
SOFTWORKS  
CORP.**

Address:  
288 E. 45th Street  
New York, NY  
10017

Phone Number: (212) 972-6262  
Fax Number: (212) 972-2882

President: Steve Grossman  
Vice President of Marketing: Thom Kidrin  
Business Affairs: Bill Kosovitch  
Project Manager: Paula Doyle

Company Profile: American Softworks' Treasure Master may feature an innovative contest. ASC is now working on Power Punch II for the NES and Super NES.

## AMERICAN TECHNOS, INC.

Address: 19200 Stevens Creek Blvd., Suite 120  
Cupertino, CA 95014  
Phone Number: (408) 996-1877  
Fax Number: (408) 996-8736

President: Ken Iwamoto  
Vice President of Sales: Greg Rice

Company Profile: Known more as a developer, American Technos produced River City Ransom for the NES. Currently, the company is working on an as yet unnamed game for the NES scheduled to be released in April.



**ARCADE MASTERS, INC.**

Address: 34-3 Shunpike Rd., Suite 175  
Cromwell, CT 06416  
Phone Number: (203) 632-2523  
Fax Number: (203) 632-5530

President: Jim McPheters  
Marketing and Sales: Jim McPheters

Company Profile: Arcade Masters' G.A.M.E. system allows players to use their video game hardware with arcade-style joysticks and RGB monitors.



**ARENA  
ENTERTAINMENT, INC.**

Address:  
2401 Broadway  
Redwood City, CA 94063  
Phone Number:  
(415) 367-4047  
Fax Number:  
(415) 364-7134

President: Geoffrey H. Mulligan  
Vice President of Sales: Claudia B. Holt

Company Profile: Arena Entertainment is developing many high profile licenses for the Genesis. Back to the Future III and Aliens 3 slated to come out in 1992 for the Genesis.



**ASCII ENTERTAINMENT SOFTWARE, INC.**

Address: 366A Lakeside Dr.  
Foster City, CA 94404  
Phone Number: (415) 570-6200  
Fax Number: (415) 570-6433

President: Steve Hanawa  
Vice President of Sales: Alan Chaplin

Company Profile: ASCII Entertainment is equally regarded as a software developer and an accessory producer, particularly for the GameBoy.



**ASMIK CORPORATION OF AMERICA**

Address: 50 N. La Cienega Blvd. #214  
Beverly Hills, CA 90211  
Phone Number: (213) 854-9774  
Fax Number: (213) 854-9784

President: Toshiyuki Futamura  
Marketing Manager: Robert Leingang  
Sales Manager: Marcia Mesko

Company Profile: Asmik's most recent release was the arcade/adventure titled WURM for the NES.



**ATARI CORPORATION**

Address: Entertainment Division  
330 N. Eisenhower Lane  
Lombard, IL 60148

Phone Number: (708) 629- 6500

Fax Number: (708) 629-6699

President: Lawrence Siegel

Vice President of Marketing: Dana Plotkin

National Sales Director: Robert Schuricht

Company Profile: Once the leader in home video games, Atari has lately concentrated on its portable Lynx and the development of the Jaguar system.

**ATLUS SOFTWARE, INC.**

Address: 17145 Von Karman Ave., Suite 110  
Irvine, CA 92714

Phone Number: (714) 263-0582

Fax Number: (714) 757-1288

President: John Yamamoto

Sales Director: John Yamamoto

Company Profile: Atlus recently targeted a more mature NES audience with its Golf Grand Slam game and will aim for younger gamers with A-Mazing Tater, to be released for the GameBoy in January.

**BANDAI AMERICA, INC.**

Address:  
12851 E. 166th St.  
Cerritos, CA 90701

Phone Number:  
(310) 926-0947

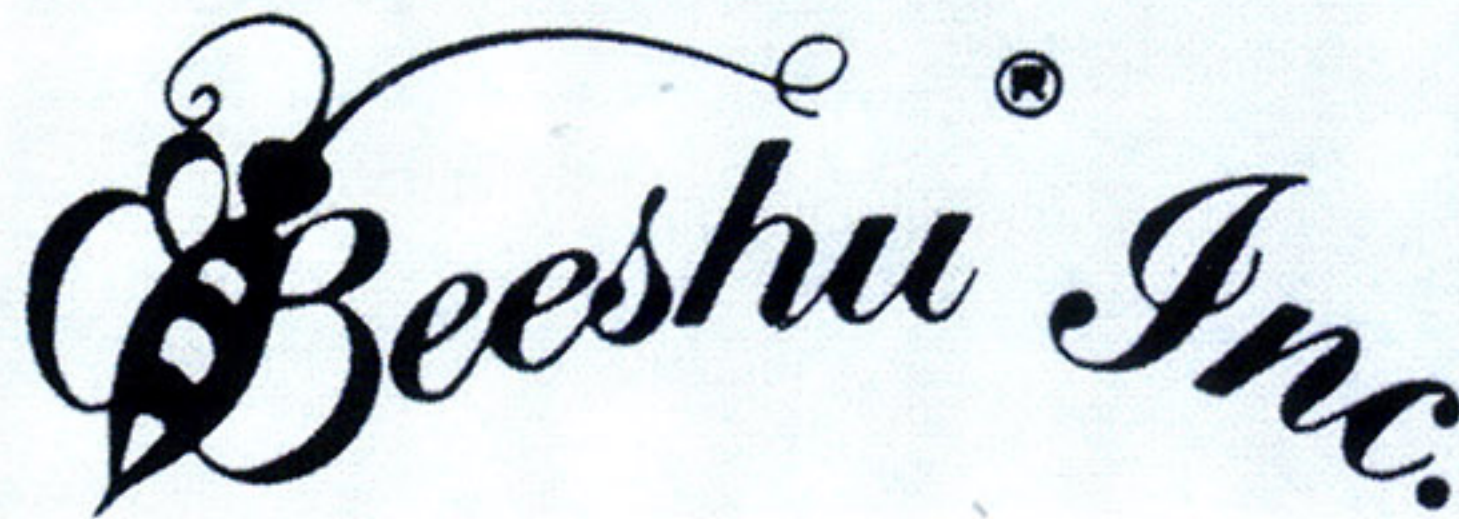
Fax Number:  
(310) 926-8030

President: Pat Feely

Vice President of Marketing: Mark Tsuji

Vice President of Sales: Loren Hilderbrand

Company Profile: Bandai has secured several major licenses, with Toxic Crusaders being developed on all three Nintendo formats.

**BEESHU, INC.**

Address: 930 Carter Road  
Winter Garden, FL 34787

Phone Number: (407) 877-2100

Fax Number: (407) 877-2225

President: Don Shulman

Vice President of Marketing/Sales: Ron Gehring

Company Profile: Beeshu is famous for an enormous line of controllers for the NES, Genesis, and various computer formats.

**BIGNET U.S.A., INC.**

Address: 388 Market St., Suite 350  
San Francisco, CA 94111

Phone Number: (415) 296-3883

Fax Number: (415) 296-3882

President: Akihiko Murakami

Vice President of Marketing: Kyoza Okazawa

Vice President of Sales: Tacey Miller

Company Profile: Bignet has moved into the CD realm with a version of Heavy Nova. IIIrd World War for the Genesis is currently under development.

**BONDWELL**

Address: 47485 Seabridge Dr.  
Fremont, CA 94538

Phone Number: (510) 490-4300

Fax Number: (510) 490-5897

President: Alice Law

Marketing Manager: Hope Shafer

Sales Manager: Martel Marshall

Company Profile: Bondwell will release several models of Intruder and Aviator joysticks for the NES, Genesis, and a variety of other systems. Bondwell is also working on a new control pad for the Super NES.





## **BULLET-PROOF SOFTWARE, INC.**

Address:  
8337 154th Ave. NE  
Redmond, WA 98052  
Phone Number:  
(206) 861-9200  
Fax Number:  
(206) 881-6450

President: Scott Tsumura  
Vice President of Marketing: Sheila Boughten  
Vice President of Sales: Howard Lazzarini

Company Profile: Bullet-Proof's biggest hit has been its adaptation of Tetris for the GameBoy. The company is now experimenting in virtual reality software with Faceball 2000 for both the GameBoy and Super NES.



## **CHAMPION GLOVE MFG.**

Address:  
2200 East Ovid  
Des Moines, IA 50313  
Phone Number:  
(515) 265-2551  
Fax Number:  
(515) 265-7210

President: Chris Hughes  
Vice President of Marketing: Paul Sheffield

Company Profile: Des Moines-based Champion Glove has received third-party licensing from both Sega and NEC on its gloves, designed to assist game play, and will soon release a line of gloves featuring licensed characters like Batman.



## **CAMERICA GAMES**

Address: 3701 Commercial Avenue  
Northbrook, IL 60062  
Phone Number: (708) 498-4525  
Fax Number: (708) 498-4487

President: David Harding  
Vice President of Sales and Marketing: Allan Smith  
U.S. General Sales Manager: Terrence Hickey  
National Sales Manager: Steven Weitzman

Company Profile: Thanks to the innovative WideBoy and Game Genie peripherals, Camerica has earned a reputation for technological wizardry.



## **CULTURE BRAIN**

Address: 15315 NE 90th St.  
Redmond, WA 98052  
Phone Number: (206) 882-2339  
Fax Number: (206) 882-2320

President: Yukio Tanaka  
Marketing/Sales Director: Jim Steen

Company Profile: Culture Brain is moving forward into the 16-Bit market with three titles, Baseball Simulator 1.000, already released, and Super Ninja Boy and Golden Empire scheduled for 1992 release.



## **CAPCOM USA**

Address: 3303 Scott Blvd.  
Santa Clara, CA 95054  
Phone Number: (408) 727-0400  
Fax Number: (408) 496-6679

President: George Nakayama  
Vice President of Marketing: Joe Morici

Company Profile: Capcom's most famous creation is Mega Man, with a fourth adventure coming soon for the NES. In addition to this game, Capcom has earned a reputation for its wide variety of non-violent titles aimed at younger audiences.



## **DATA EAST USA, INC.**

Address:  
1850 Little Orchard St.  
San Jose, CA 95125

Phone Number: (408) 286-7080  
Fax Number: (408) 286-2071

President: Joseph Keenan  
Vice President of Marketing: Denny Thorley  
Vice President of Sales: Shinichi Ikawa

Company Profile: A long-time consumer favorite in the computer software genre, Data East has produced a number of games for the NES as well. Data East recently announced its intentions to begin production on Sega Genesis software with Two Crude Dudes.



# ATTENTION!

## NINTENDO FOOTBALL GAME PLAYERS

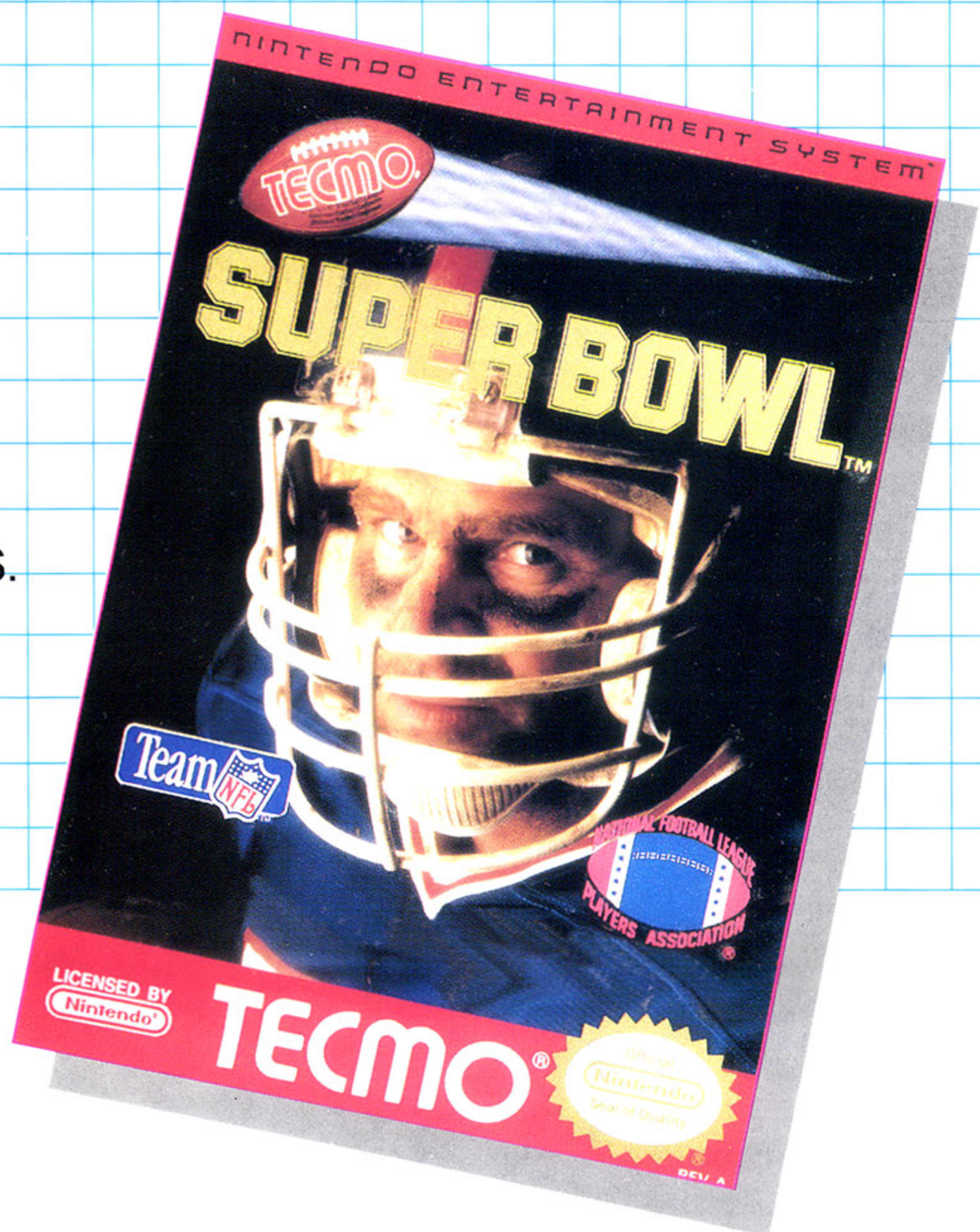
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### **DOC'S HI TECH**

Address: 4140 Garner Rd.  
 Riverside, CA 92501  
 Phone Number: (714) 784-2710  
 Fax Number: (714) 784-7709

President: James Wells  
 Vice President of Marketing/Sales: Don Reisinger

Company Profile: Doc's will continue its line of hardware care products with repair kits for Genesis controllers and carrying cases, and adaptors for the Game Gear.



### **ELECTRO BRAIN CORP.**

Address: 573 E. 300 South  
 Salt Lake City, UT 84102  
 Phone Number:  
 (801) 531-1867  
 Fax Number:  
 (801) 355-0679

President: Ronald Johnson  
 Vice President of Marketing:  
 Claire Singleton  
 Vice President of Sales:  
 Patrick Hogle

Company Profile: Electro Brain is currently developing a variety of titles for Nintendo machines, including International Kick Boxing for the Super NES.

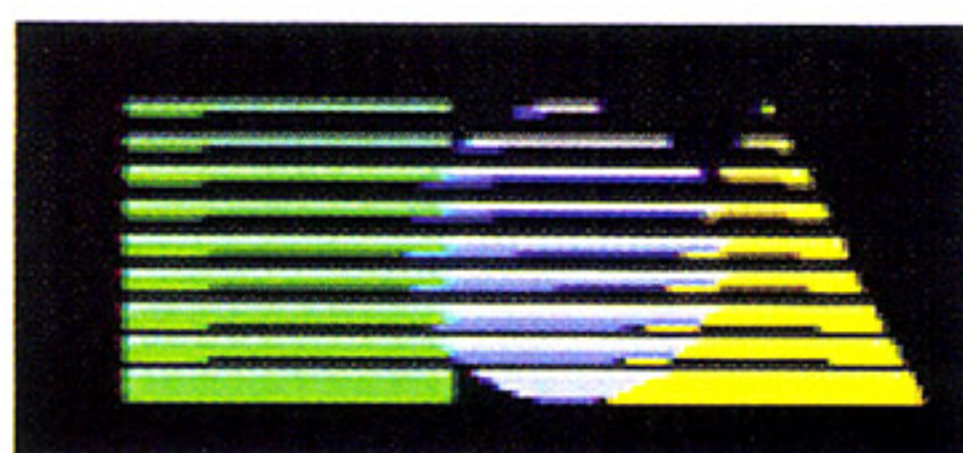
## **DREAMWORKS™**

### **DREAMWORKS**

Address: 12851 E. 166th St.  
 Cerritos, CA 90701  
 Phone Number: (310) 926-0947  
 Fax Number: (310) 926-8030

President: Pat Feely  
 Vice President of Marketing/Sales: Loren Hilderbrand

Company Profile: A third-party licensee for Sega, Dreamworks is currently developing Jesse "The Body" Ventura Wrestling Superstars and Mystical Fighter for the Genesis. Both games are due to be released in the second quarter of 1992.



### **ELECTRONIC ARTS**

Address:  
 1450 Fashion Island Blvd.  
 San Mateo, CA 94404

Phone Number: (415) 571-7171  
 Fax Number: (415) 571-7993

President: Lawrence Probst  
 Vice President of Marketing: Bing Gordon  
 Vice President of Sales: Nancy Smith

Company Profile: Electronic Arts has been a major software producer for both video game hardware and computer formats. The company has been supporting both the Genesis and the Super NES with role-playing and sports games.

## **DTMC INC.**

Address: 1405 Marshall St., Suite 212  
 Redwood City, CA 94063  
 Phone Number: (415) 367-9891  
 Fax Number: (415) 368-4829

President: H. Dan Tam  
 Chief Financial Officer: Hendrick Lam  
 Asst. Vice President of Marketing/Sales: Edward Ventura

Company Profile: Washington-based DTMC is currently developing a cartridge for Nintendo's GameBoy for release this March.



### **ENIX AMERICA CORPORATION**

Address:  
 2679 151st Place NE  
 Redmond, WA 98052  
 Phone Number:  
 (206) 885-9611  
 Fax Number:  
 (206) 883-2197

Vice President/General Manager: Keiji Honda  
 National Sales Manager: Paul Bowler

Company Profile: In addition to their excellent Actraiser for the Super NES, Enix is known for its popular series of Dragon Warrior titles. Dragon Warrior III is due out in February.



# IF WE COULD BUY REVIEWS, THESE ARE THE ONES WE'D BUY.

"Sonic the Hedgehog  
plays like Mario  
but looks better and is  
more realistic."

—*The Gazette, Montreal*

"New offerings from Sega  
dazzle electronics show."

—*San Francisco Examiner*

"The overwhelming winner is Game  
Gear, the handheld game from Sega."

—*CBS This Morning*  
(KIRO TV Annual Toy Test Results)

"...Sonic's main weapon  
is speed. This is the  
fastest playing video  
game, with the fastest  
moving character, we've  
ever seen."

—*Lexington Herald-Leader*

"Game Gear has  
superior graphics,  
easily outperforming  
Nintendo's black-  
and-white-only  
Game Boy."

—*Miami Herald*

**VIDEO GAME OF THE YEAR** — Sega's Sonic the Hedgehog  
**BEST VIDEO GAME SYSTEM** — Sega's Genesis

—*Electronic Gaming Monthly's*  
*The Best of 1991*

"Sega always seems to be on  
the forefront of innovation."

—*The Press Democrat*

"Game Gear... is more  
powerful than the NES  
and Game Boy."

—*Green Bay Press-Gazette*

"Super Nintendo finds Genesis tough competition."

—*USA Today*

**SEGA**<sup>TM</sup>

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**EPYX, INC.**

Address: P.O. Box 8020  
Redwood City, CA 94063

Phone Number: (415) 368-3200

Fax Number: (415) 369-2999

President: John C. Brazier

Chairman and CEO of Marketing: Bill Lanphear

Sales Supervisor: Karin Reid

Company Profile: Primarily a computer software company, Epyx has designed games for the NES as well.

**GAMETEK, INC.**

Address: 2999 NE 191st St., Suite 800  
North Miami Beach, FL 33180

Phone Number: (305) 935-3995

Fax Number: (305) 932-8651

President: Irv Schwartz

Executive Vice President: Bruce Lowry

Vice President, Product Development: Liz Curran

Company History: GameTek is famous for its adaptations of television game shows for the NES. GameTek was also the first to produce a series of productivity packs for the GameBoy.

**FUJISANKEI COMMUNICATIONS INTERNATIONAL**

Address: 150 E 52nd St., 34th Floor  
New York, NY 10022

Phone Number: (212) 753-8100

Fax Number: (212) 688-0392

President: Takashi Hoga

Director, Nintendo Division: Kazuhiko Saito

Manager, Sales and Marketing: Margot Blattmann

Company Profile: FCI has earned a reputation for accurate translations of role playing games for the NES.

**HAL AMERICA**

Address: 7873 SW Cirrus Drive, 25-F  
Beaverton, OR 97005

Phone Number: (503) 644-3009

Fax Number: (503) 641-5119

President: Yash Terakura

Vice President of Marketing: Tim Rooney

Vice President of Sales: Kevin Darby

Company Profile: Famous for the Lolo series, HAL is working on NCAA Basketball for the Super NES.

**LEWIS GALOOB TOYS, INC.**

Address: 500 Forbes Blvd.  
South San Francisco, CA 94080

Phone Number: (415) 952-1678

Fax Number: (415) 583-4996

President: Mark Goldman

Senior Vice President of Marketing: Gary Niles

Senior Vice President of Sales: Duane D'Agostino

Company Profile: Primarily known as a toy company, Galoob is marketing Camerica's Game Genie.

**HAPP CONTROLS, INC.**

Address: 106 Garlich Dr.  
Elk Grove Village, IL 60007

Phone Number: (708) 593-6130

Fax Number: (708) 593-6137

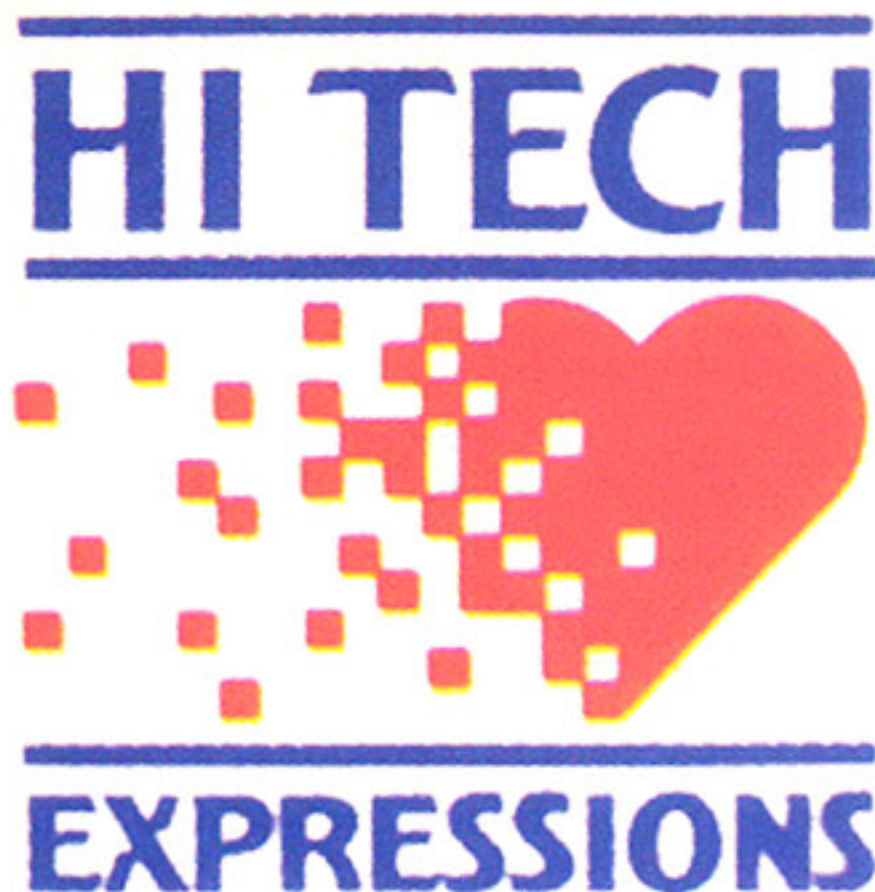
President: Frank Happ

Vice President of Marketing: Michael Happ

Vice President of Sales: Julie Schindler

Company Profile: Happ Controls' line of competition pro control pads have been well received by gamers. The line will add a joystick for the Super NES in February of this year.





### **HI TECH EXPRESSIONS**

Address:  
584 Broadway, Suite 509  
New York, NY 10012  
Phone Number:  
(212) 941-1224  
Fax Number:  
(212) 941-1521

President: Henry A. Kaplan  
Vice President of Sales/Marketing: Joan Ziegler

Company History: Hi Tech generally targets a younger audience with educational games featuring Sesame Street Characters. Other Hi Tech licenses include Barbie and Tom & Jerry.



### **HOT-B USA, INC.**

Address: 1255 Post St., Suite 1040  
San Francisco, CA 94109  
Phone Number: (415) 567-9337  
Fax Number: (415) 567-9543

President: Kenji Ishikawa  
Vice President of Sales/Marketing: Brad Berglund

Company Profile: Hot-B has had success with Black Bass for the NES. Following that title is Blue Marlin, due in January, and Black Bass for the GameBoy.



### **HUDSON SOFT USA, INC.**

Address: 400 Oyster Point Blvd., Suite 515  
South San Francisco, CA 94080  
Phone Number: (415) 871-8895  
Fax Number: (415) 871-8540

Executive Vice President: Bernie Yamada  
Marketing Manager: Kevin Sullivan  
Sales Manager: Dick Larkin

Company Profile: Hudson's extremely popular Adventure Island series has been adapted for the GameBoy, in January, with a Super Adventure Island due for the Super NES in March.



### **IGS, INC.**

Address:  
32 W. Colorado Blvd.,  
Suite 200  
Pasadena, CA 91105  
Phone Number:  
(818) 440-0626  
Fax Number:  
(818) 440-0628

President: Kenji Hisatomi  
Marketing Manager: Leslie Simmons

Company Profile: IGS has moved into the 16-Bit genre with its licensed Rocketeer title for the Super NES. The game is currently scheduled to be released in March of this year.

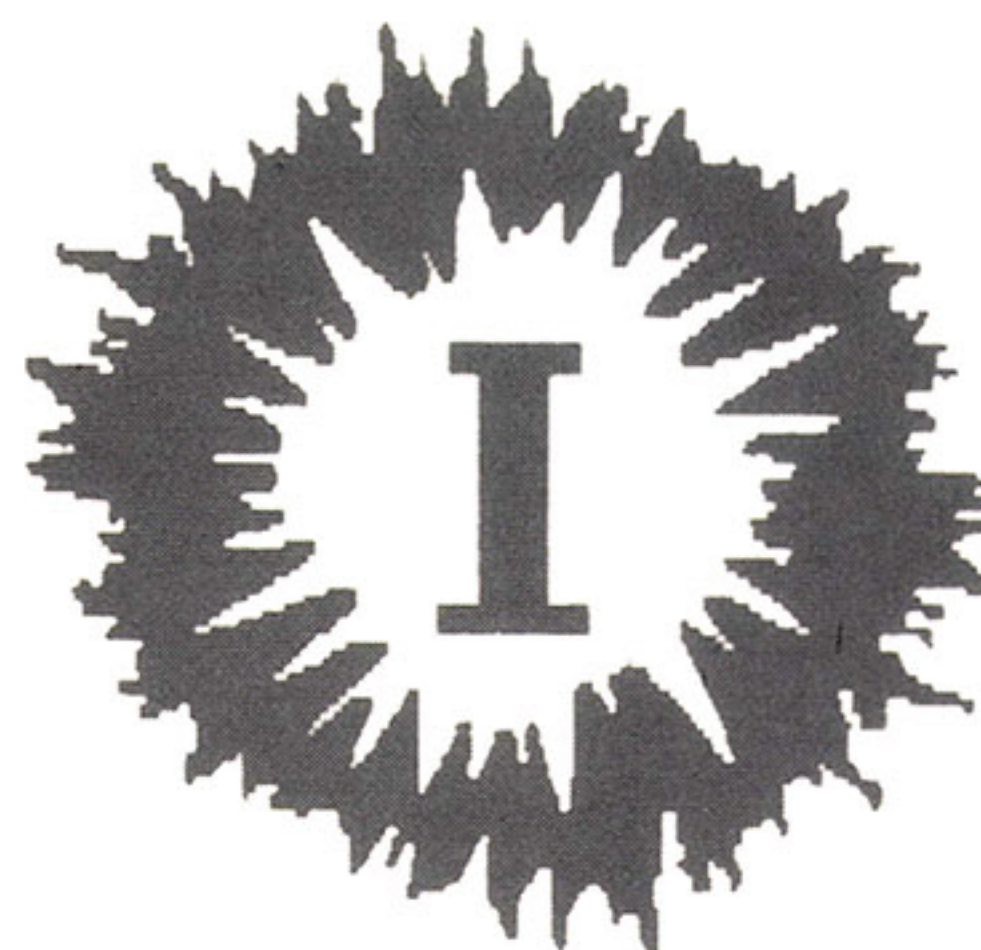


### **IMN CONTROL**

Address: 3021 Bethel Rd., #108  
Columbus, OH 43220  
Phone Number: (614) 755-2222  
Fax Number: (614) 459-2212

President: Dane L. Galden  
Vice President of Marketing: Tom Hartley  
Vice President of Sales: David Kuhn

Company Profile: A division of Helix, Bannister & Newel, IMN Control recently received Nintendo approval for its Gamehandler Joystick. This item functions similar to the Game Genie, allowing players to achieve special effects in their video games.



### **INTENSE GAMING**

Address: P.O. Box 418  
336 South Spokane Ave.  
Newport, WA 99156  
Phone Number:  
(509) 447-2080  
Fax Number:  
(509) 445-1233

President: Brent Green  
Vice President of Marketing: Ken Green  
Vice President of Sales: Charles Green

Company Profile: A relatively new software company, Intense Gaming is currently developing Space Canyons for the Atari Lynx.





Address:  
3710 S. Susan, #100  
Santa Ana, CA  
92704

Phone Number: (714) 545-9001  
Fax Number: (714) 549-5075

President: Brian Fargo  
Vice President of Sales/Marketing: Phil G. Adam

Company History: Interplay has been a major producer and distributor of computer software. The company has made its presence known with RPM Racing for the Super NES, as well as other titles for Nintendo machines.

## JVC MUSICAL INDUSTRIES, INC.

Address: 3800 Barham Blvd., #305  
Los Angeles, CA 90068

Phone Number: (213) 878-0101  
Fax Number: (213) 878-0202

Executive Vice President: Hisatoshi Hirai  
Director of Marketing: Marie Atake  
Senior Director of Sales: Jack Tretton

Company Profile: JVC works in conjunction with Lucasfilm Games, currently developing Empire Strikes Back and Defenders of Dynatron City for the NES.

## IREM AMERICA CORPORATION

Address: 8335 154th Ave. NE  
Redmond, WA 98052  
Phone Number: (206) 882-1093  
Fax Number: (206) 883-8038

Vice President of Sales/Marketing: Steve Blattspieler  
Director of Marketing: Darlene Kindler

Company Profile: Irem's R-Type has been a mainstay for shooter fans since its introduction. The company has moved into the 16-Bit market with Super R-Type as well as GunForce and the Irem Skins Game, due to be released in the first quarter of 1992.



**KANEKO USA, LTD.**

Address: 1370 Busch Parkway  
Buffalo Grove, IL 60089  
Phone Number: (708) 808-1370  
Fax Number: (708) 808-1375

President: Martin A. Glazman  
Vice President of Sales/Marketing: Ellen Fuog

Company Profile: Kaneko plans to release Berlin Wall for the Game Gear in mid-January. The company is also working on six currently unnamed titles for release in the second half of 1992.



**JALECO U.S.A.**

Address: 310 Era Drive  
Northbrook, IL 60062  
Phone Number: (708) 480-1811  
Fax Number: (708) 480-9231

President: Howard Rubin  
Advertising Manager: Earl Bless  
National Sales Director: Carol S. Seitz

Company Profile: Jaleco is concentrating on arcade adaptations with Q\*Bert for the GameBoy and Rampart for the NES.



Address:  
1350 Bayshore Hwy,  
#540  
Burlingame, CA 94010

Phone Number: (415) 348-0500  
Fax Number: (415) 348-8967

President: Yoichi Erikawa  
Vice President of Sales/Marketing: Sean S. Fukui

Company Profile: Koei specializes in historical military simulations on the NES, Super NES and computer formats. Koei is currently adapting Romance of the Three Kingdoms II for the Super NES and Amiga computers.





### **KONAMI INC.**

Address:  
900 Deerfield Parkway  
Buffalo Grove, IL 60089  
Phone Number:  
(708) 215-5100  
Fax Number:  
(708) 215-5122

President: S. Sakamoto  
Senior Vice President, Consumer Division: Emil Heidkamp  
Marketing Manager: Kathy Reilly  
National Sales Manager: Steve Jackson

Company Profile: Konami recently announced the shipment of their 25 millionth NES cartridge, with over ten games for various formats under development.



### **LIGHTWAVE TECHNOLOGIES, INC.**

Address: 16595 W. Easton Avenue  
Prairie View, IL 60069  
Phone Number: (708) 634-1700  
Fax Number: (708) 634-1880

President: Judi Jacobsen  
Vice President of Marketing: Howard Leventhal

Company Profile: Lightwave's innovative GameSounds, a remote headphone set, has been adapted for the Super NES, Genesis, and TurboGrafx-16.



### **KYUGO TRADING CO.**

Address: 3A Marten Rd.  
Princeton, NJ 08540  
Phone Number: (609) 683-4110  
Fax Number: (609) 683-4528

President: Sming Huang

Company Profile: Kyugo's Crossfire has been its major release for the Genesis. The company is reported to be working on several other titles for the Genesis system for release this year.



### **LJN**

Address:  
71 Audrey Avenue  
Oyster Bay, NY 11771  
Phone Number:  
(516) 922-2400  
Fax Number:  
(516) 922-7098

President: Robert Holmes  
Vice President of Marketing: Sam Goldberg  
Vice President of Sales: Barry Taylor

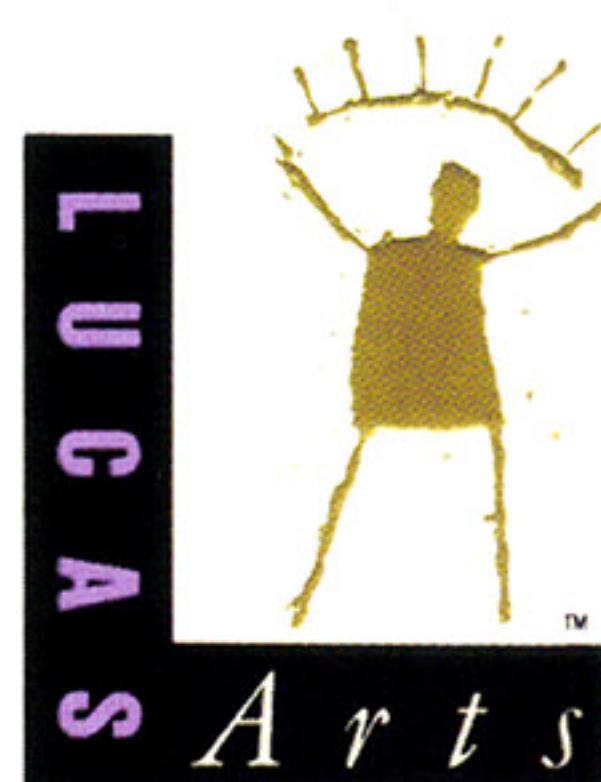
Company Profile: A subsidiary of Acclaim, LJN enjoys similar licensing agreements as its parent company. LJN's next release will be Terminator 2 for the NES, followed in February by Thrilla's Surfari for the NES and WWF Super Wrestlemania for the Super NES.

## **LABTEC ENTERPRISES, INC.**

Address: 11010 NE 37th Circle Unit 110  
Vancouver, WA 98682  
Phone Number: (206) 896-2000  
Fax Number: (206) 896-2020

President: Charles Dunn  
Vice President of Sales: David Dietz

Company Profile: Labtec's LT-7 and LT-17 headsets have been licensed by Nintendo for use with the GameBoy. The LT-7 uses a Walkman-style headset while the LT-17 uses smaller headphones.



### **LUCASFILM GAMES**

Address:  
P.O. Box 10307  
San Rafael, CA 10307  
Phone Number:  
(415) 721-3332  
Fax Number:  
(415) 721-3344

General Manager: Doug Glen  
Acting Marketing Director: Doug Glen  
Director of Sales: Cynthia Wuthmann

Company Profile: Working with JVC, Lucasfilm has adapted its popular movies Star Wars and The Empire Strikes Back for the NES. The company is also working on the original title, Defenders of Dynatron City.



# "WOW!"

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"...INTRODUCES A SENSE OF REALITY NEVER  
BEFORE SEEN ON THE SUPER NES™!"

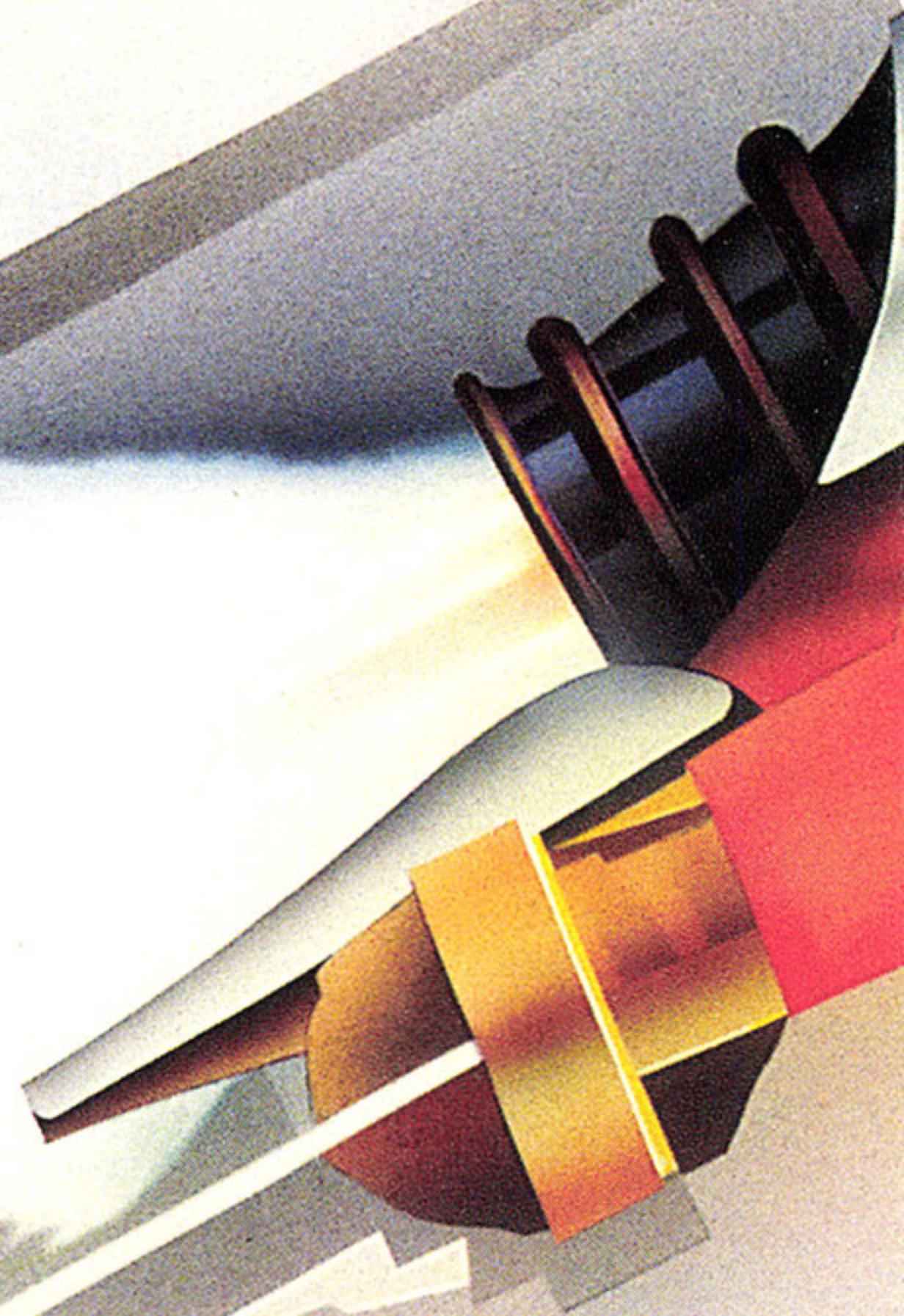
—*VideoGames and Computer Entertainment Magazine*

"SETS A NEW STANDARD IN VIDEO  
GAME ANIMATION... SUPERB!  
LIKE PLAYING THE MOVIE!!"

—*Game Players Magazine*

"AWESTRUCK!"

—*Electronic Gaming Monthly*





# THE ROCKETEER



For the Super Nintendo Entertainment System.

**Disney**  
SOFTWARE

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INC.

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Informational Global Services, Inc.  
32 West Colorado Blvd., Pasadena, CA 91105

CIRCLE #127 ON READER SERVICE CARD.



# MATCHBOX TOYS

Address: 301 McAndrews Rd. West, Suite 109  
P.O. Box 5009  
Burnsville, MN 55337  
Phone Number: (612) 898-4488  
Fax Number: (612) 898-1303

Vice President of Marketing:

Company Profile: Matchbox is most widely known for their line of toy cars. Many of their games, like Motor City Patrol and Matchbox Racers for the NES have a similar theme, while others, like Pyramids of Ra are a departure from their normal titles.

# MC O'RIVER

Address: 17800 S. Main St., Suite 121  
Gardena, CA 90248  
Phone Number: (213) 323-2236  
Fax Number: (213) 323-4560

President: Mitsuo Kimura

Company Profile: Mc O'River is currently working on an unnamed cartridge for the Super NES. The company hopes to have the game available in the second quarter of 1992.

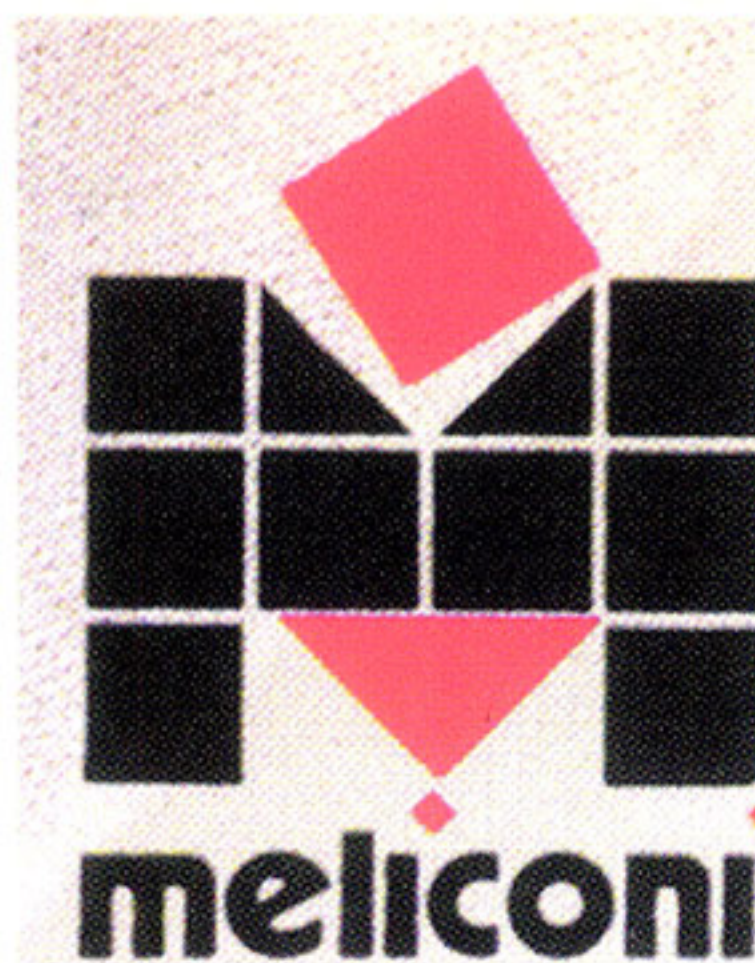


## MELDAC OF AMERICA, INC.

Address:  
2491 S. Purdue Ave. #224  
Los Angeles, CA 90064  
Phone Number:  
(310) 479-7916  
Fax Number:  
(310) 479-8498

President: Sueo Sekizawa  
Vice President of Marketing: Angela L. Balizado

Company Profile: Meldac has produced a variety of games for both the NES and GameBoy. Currently, the company is working on Word Hai for the GameBoy, slated for release early this year.



## MELICONI/ WITTENBERG/ ONONDAGA SUPPLY

Address:  
620 Erie Blvd. W.  
Syracuse, NY 13204  
Phone Number:  
(800) 347-4300  
Fax Number:  
(315) 422-4934

President: H. Samel  
Marketing Director: T. Kircher

Company Profile: Meliconi recently developed the Body Guard for the GameBoy, a protective cover designed to shield the unit from falls as well as offer players a better grip on the machine.



## MENTRIX SOFTWARE, INC.

Address:  
2800 Plaza Del Amo #42  
Torrance, CA 90503  
Phone Number:  
(310) 782-6563  
Fax Number:  
(310) 787-0399

President: Tetsuo Akiyama  
Marketing/Sales: Ann Hirakawa

Company Profile: Mentrix is currently planning the release of a bowling game for the Genesis in the first half of 1992.



## MICROPROSE SOFTWARE, INC.

Address: 180 Lakefront Dr.  
Hunt Valley, MD 21030  
Phone Number: (410) 771-1151  
Fax Number: (410) 771-1174

President: William Stealey  
Vice President of Marketing: Gerry Blair  
Vice President of Sales: Doug Litke

Company Profile: Known for quality flight simulators on various computer formats, Microprose has entered the NES market with a conversion of F-15 Strike Eagle, planned for January release.



# NAKI INDUSTRIES

Address: 8565 W. Pico Blvd.  
Los Angeles, CA 90035  
Phone Number: (213) 657-2247  
Fax Number: (213) 657-2249

President: Herschel Naghi  
Director of Sales: Mark Hoefler

Company Profile: Naki has made cleaning kits for every game system from the Super NES to the Lynx as well as a variety of other accessories.



## **NAMCO HOMETEK, INC.**

Address: 3255-1 Scott Blvd., Suite 102  
Santa Clara, CA 95054  
Phone Number: (408) 496-6371  
Fax Number: (408) 496-6399

President: Yasuhiko Asada  
Vice President of Marketing/Sales: Yashinori Homma  
Sales Manager: Brian Hale

Company Profile: Namco Hometek is currently working on sequel to their original Rolling Thunder and Splat-terhouse games for the Genesis. Both games are scheduled to be released this year.



## **NATSUME, INC.**

Address: 1243A Howard Ave.  
Burlingame, CA 94010  
Phone Number: (415) 342-1712  
Fax Number: (415) 342-1822

President: Takashi Matsumoto  
Vice President of Sales/Marketing: Jim Yajima

Company Profile: Natsume's latest project, Spanky's Quest for the Super NES and GameBoy, is a puzzle game, similar in format to their earlier release, Amazing Penguin on the GameBoy.



Phone Number: (708) 860-9500  
Fax Number: (708) 860-5345

President: James Berrett  
Vice President of Marketing: Ken Wirt  
Vice President of Sales: Jim Gregg

Company Profile: NEC's TurboGrafx-16 was the first game system to have the CD attachment. Currently, the company is supporting both its CD attachment and the original cartridge-based software formats.



## **NINTENDO OF AMERICA, INC.**

Address: 4820 150th Ave. NE  
Redmond, WA 98052  
Phone Number: (206) 882-2040  
Fax Number: (206) 882-3585

President: Minoru Arakawa  
Vice President of Marketing: Peter T. Main  
Vice President of Sales: Bruce Donaldson

Company Profile: World known as the progenitor of the GameBoy, NES, and Super NES, Nintendo machines are in over 33% of American homes.



Address: 50 Rockefeller Plaza, Suite 1018  
New York, NY 10020  
Phone Number: (212) 489-8390  
Fax Number: (212) 489-8395

Senior Vice President: Yasuo Ema  
National Sales and Marketing Manager: Meredith Wolfe

Company Profile: NTVIC plans to release Fastest Lap for the GameBoy and Crazyland for the NES this month. In addition to these titles, the company is working on two unnamed games for the Super NES.



# NUBY

## MANUFACTURING COMPANY

Address: 30 Fitzgerald Dr.  
Jaffrey, NH 03452  
Phone Number: (603) 532-8724  
Fax Number: (603) 532-4116

President: Greg Iaquinto  
Vice President of Marketing: Penney Patterson

Company Profile: Nuby Manufacturing plans to introduce a number of new products at CES. Among these are a Super NES cleaning kit and game caddy and an attache case for the Game Gear

# PARKER BROTHERS

Address: 50 Dunham Rd.  
Beverly, MA 01915  
Phone Number: (508) 927-7600  
Fax Number: (508) 921-3521

Chief Operating Officer: Robert F. S. Wann  
Vice President of Marketing: John Call  
Vice President of Sales: Michael Mishaud

Company Profile: Known primarily as a board game company, Parker Brothers has had success at translating its games for the NES and GameBoy. The company is reported to be working on 16-Bit versions of Monopoly and Clue.

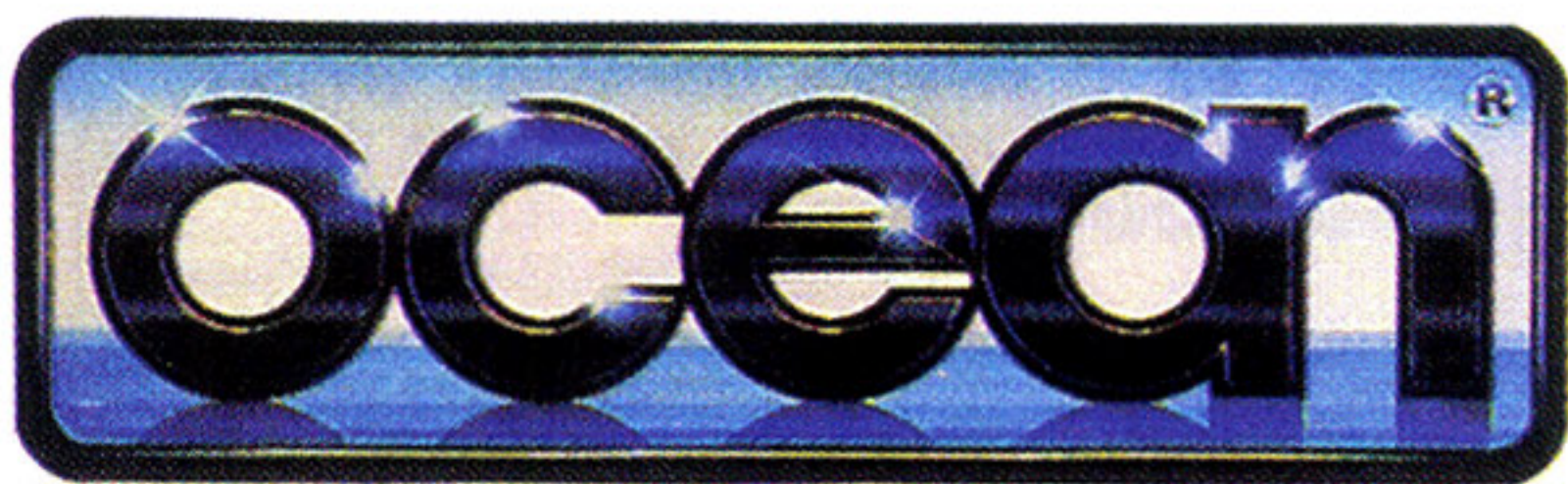
# NUVISION

## ENTERTAINMENT

Address: 329 Riverside Ave.  
Westport, CT 06880  
Phone Number: (203) 226-0730  
Fax Number: (203) 227-7390

President: Ronald Leong  
Vice President: Sam Kjellman

Company Profile: NuVision has developed several licensed titles for the Genesis including Swamp Thing, its most recent release.



## OCEAN OF AMERICA, INC.

Address: 1855 O'Toole Ave., Suite D-102  
San Jose, CA 95131  
Phone Number: (408) 954-0201  
Fax Number: (408) 954-0243

President: Ray Musci  
Director of Operations: Sherri Hinson

Company Profile: Ocean of America has secured a number of high-profile licenses like the Addams Family for all three Nintendo systems.



## PHILIPS INTERACTIVE MEDIA OF AMERICA

Address:  
11111 Santa Monica Blvd., Suite 750  
Los Angeles, CA 90025  
Phone Number:  
(310) 444-6501  
Fax Number:  
(310) 749-5937

President: Bernard J. Luskin  
Vice President of Sales/Marketing: Emiel Petrone

Company Profile: Philips Interactive Media is the developer of the new CD-I system. The company is planning a number of additional discs for the system, including adventure games like Deja Vu and Uninvited.



## RAZORSOFT INTERNATIONAL, INC.

Address:  
7416 N. Broadway, Suite A  
Oklahoma City, OK 73116  
Phone Number:  
(405) 843-3505  
Fax Number:  
(405) 843-8409

President: Kyle Shelley  
Vice President of Sales/Marketing: Lisa D. Parker

Company Profile: RazorSoft is most known for their adult-oriented Genesis games. Continuing this trend is Slaughter Sport, released in December, and Death Duel, slated for release in January.





**REDMOND CABLE**

Address: 17371 NE 67th Ct. Suite A!  
Redmond, WA 98052  
Phone Number: (206) 882-2009  
Fax Number: (206) 883-1430

President: Richard Halgeson  
Technical Support: Dennis Carper

Company Profile: Redmond Cable has become known for tackling cabling projects that other companies are leery of. The company has recently developed cables designed to hook the Super NES to a variety of computer monitors.



**RENOVATION PRODUCTS, INC.**

Address: 987 University Ave., #10  
Los Gatos, CA 95030  
Phone Number: (408) 395-8375  
Fax Number: (408) 395-8377

President: Takami Kinoshita

Company Profile: Renovation has made a name for itself as one of the staunchest supporters of the Genesis. Among its soon to be released titles is the highly anticipated Earnest Evans and Valis for the Genesis, both slated for first quarter release.

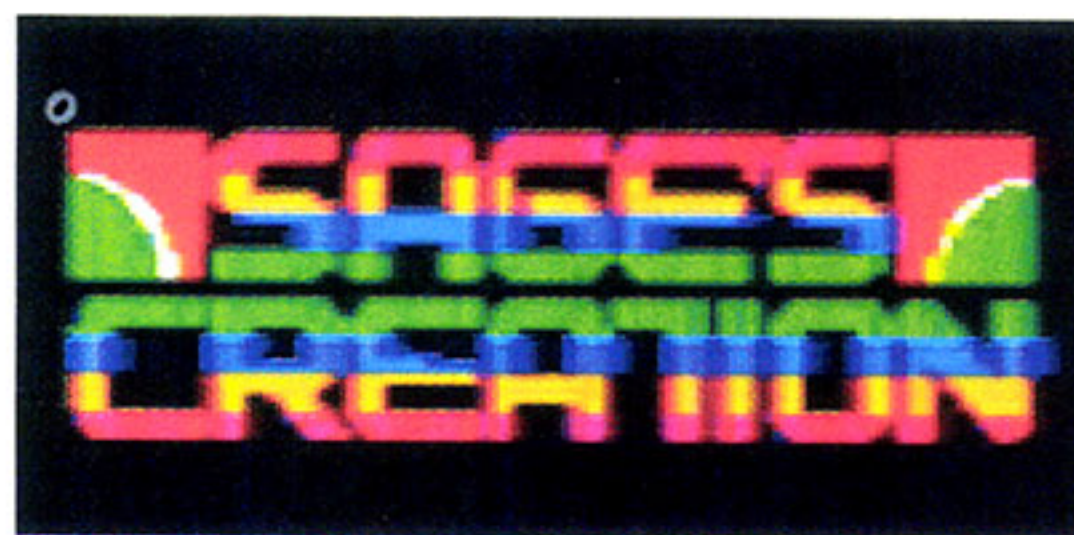


**ROMSTAR, INC.**

Address: Consumer Products Division  
22857 Lockness Ave.  
Torrance, CA 90501  
Phone Number: (213) 539-5283  
Fax Number: (213) 539-3626

President: Takahito Yasuki  
Vice President: Rene Lopez  
National Sales Director: Joyce M. Kaehler

Company Profile: Romstar has concentrated on sports games with previous releases of Magic Darts and Championship Bowling for the NES. The next release planned is Nolan Ryan's Baseball for the Super NES.



**SAGE'S  
CREATION, INC.**

Address:  
12062 Valley View St.,  
Suite 250  
Garden Grove, CA 92645

Phone Number: (714) 893-0309  
or (714) 373-9136  
Fax Number: (714) 891-7657

President: Nobumitsu Kubo

Company Profile: A Genesis licensee, Sage's Creation plans to release five titles in the first half of this year. Planned titles include Battlewings, scheduled for March, and The King Salmon, slated for June.



**SEGA OF AMERICA**

Address: 130 Shoreline Dr.  
Redwood City, CA 94065  
Phone Number: (415) 508-2800  
Fax Number: (415) 802-1448

President: Tom Kalinske  
Vice President of Marketing: Al Nilsen  
Vice President of Sales: Richard Burns

Company Profile: Known as the creators of the Genesis, Master System, and Game Gear, Sega is the current leader in total 16-Bit sales in America.



**SEIKA CORPORATION**

Address: 20000 Mariner Ave., Suite 100  
Torrance, CA 90503  
Phone Number: (310) 373-0404  
Fax Number: (310) 375-6394

President: Koyo Matsuo  
Vice President of Sales/Marketing: Ron Kurtz

Company Profile: Seika Corporation has concentrated on role-playing games. The next planned release from Seika is Lagoon for the Super NES, currently scheduled for January.





### **SETA U.S.A., INC.**

Address: 105 E. Reno Ave., Suite 22  
Las Vegas, NV 89119

Phone Number: (702) 795-7996

Fax Number: (702) 795-8096

President: Tom Shizuma

Vice Director of Marketing: Traci McCarty

Company Profile: Seta is moving into the 16-Bit Nintendo arena with F-1 Race of Champions, scheduled for second quarter 1992 release.

## **SHADOWSOFT INC.**

Address: 6715 Fifth Line

Milton, Ontario, Canada L9T 2X8

Phone Number: (416) 875-2519

Fax Number: (416) 878-2000

President: David Dies

Company Profile: Shadowsoft has made a name for itself in the area of adapting arcade classics for the Lynx. This trend continues with Shadowsoft's proposed early 1992 release of Joust. The company has two other titles, as yet unnamed, in production for mid-1992 release.



### **SOFEL CORPORATION**

Address: 17929 South Adria-Maru Ln., Suite 103  
Carson, CA 90746

Phone Number: (310) 768-2764

Fax Number: (310) 768-2767

President: Takeshi Iga

Vice President of Sales/Marketing: Norio Takahashi

Company Profile: Sofel will be targeting a variety of markets with Happily Ever After and Casino Kid II for the NES and Boxing for the Super NES. These titles are all slated for release in 1992.



**THE SOFTWARE TOOLWORKS**

### **SOFTWARE TOOLWORKS**

Address:

60 Leveroni Ct.

Dovato, CA 94949

Phone Number: (415) 833-3000

Fax Number: (415) 833-3303

President: Bob Lloyd

Vice President of Marketing: Bob Goldberg

Vice President of Sales: Jim Whims

Company Profile: Software Toolworks has made its mark in both the computer field and the video gaming market with titles like Chessmaster, Gauntlet, and Paperboy for PC, NES, and Super NES.



### **SNK HOME ENTERTAINMENT, INC.**

Address: 22301 S. Western Ave., Suite 107

Torrance, CA 90501

Phone Number: (310) 787-0990

Fax Number: (310) 787-0996

President: Marty Kitazawa

Vice President of Sales: Lynn Pearce

Company Profile: SNK, the maker of the upscale Neo•Geo system, will continue its string of titles for this machine. Coming soon are Fatal Fury, Mutation Nation, and Last Resort.

### **SONY SONY IMAGESOFT**

Address:

9200 Sunset Blvd., Suite 820  
Los Angeles, CA 90069

Phone Number:

(310) 858-3777

Fax Number:

(310) 858-4975

President: Olaf Olafsson

Vice President of Marketing:

Larry Castro

Vice President of Sales:

John Koronaio

Company Profile: In addition to supporting the NES and Super NES, Sony Imagesoft is working on the Play Station, a CD-ROM system for the Super NES.



# SQUARE

## **SQUARE SOFT, INC.**

Address: 8351 154th Ave. NE  
Redmond, WA 98052  
Phone Number: (206) 861-0101  
Fax Number: (206) 861-0505

President: Hisashi Suzuki  
Senior Vice President: Dennis R. Cloutier  
National Sales Manager: Tod Van Niel

Company Profile: Washington-based Square Soft has earned their reputation with the Final Fantasy RPG series. Versions of this series have recently been released for the GameBoy and the Super NES.

# SUNSOFT®

## **SUNSOFT**

Address: 11165 Knott Ave.  
Cypress, CA 90630  
Phone Number: (714) 891-4500  
Fax Number: (714) 892-0130

President: Joe Robbins  
Vice President of Sales/Marketing: Rita Zimmerer

Company Profile: Most famous for their highly successful Batman for the NES, Sunsoft recently announced their intentions to support both the Genesis and Super NES with a conversion of Lemmings.



## **STD ENTERTAINMENT, INC.**

Address:  
110 Lakefront Dr.  
Hunt Valley, MD 21030  
Phone Number:  
(410) 785-5661  
Fax Number:  
(410) 785-5725

President: Todd Hays  
Vice President: Edward Erne

Company Profile: STD Entertainment is currently playing on a number of joysticks for the NES, Genesis, and PC. Among other features, the N Pro for the NES allows players to choose from six different fire buttons.



## **T & E SOFT**

Address: One Camino Sobrante, Suite 25  
Orinda, CA 94563  
Phone Number: (510) 253-1750  
Fax Number: (510) 253-1788

President: John Eaton  
Vice President: Michael Shorrock  
Marketing Manager: Marylynn Slattery  
Sales Manager: Jerry Soto

Company Profile: T & E Soft plans to release True Golf Classics: Pebble Beach Golf Links for the Super NES in the second quarter this year.

# SUNCOM

## TECHNOLOGIES

Address: 640 W. Gross Point Rd.  
Niles, IL 60648  
Phone Number: (708) 647-4040  
Fax Number: (708) 647-7828

President: Thomas Quinn  
Director of Marketing: David Fahrner  
National Sales Manager: Chuck Lukasek

Company Profile: Suncom is widely known for its line of quality joysticks and controllers. Currently, Suncom is working on a new flight yoke for the PC.



## **TAITO AMERICA CORPORATION**

Address: 390 Holbrook Dr.  
Wheeling, IL 60090  
Phone Number: (708) 520-9280  
Fax Number: (708) 520-1309

President: Yoshi Suzuki  
Executive Vice President/Consumer Division: Ted Kato  
Vice President of Sales: Yoshi Nakanishi

Company Profile: Taito has started production on a number of titles for the Genesis in addition to their list of games soon to be released for Nintendo machines.



**TECMO, INC.**

Address: 18005 S. Adria Maru Ln.  
Carson, CA 90746  
Phone Number: (310) 329-5880  
Fax Number: (310) 329-6134

President: Kenichi Nakata  
Vice President of Sales/Marketing: Dimitri Criona

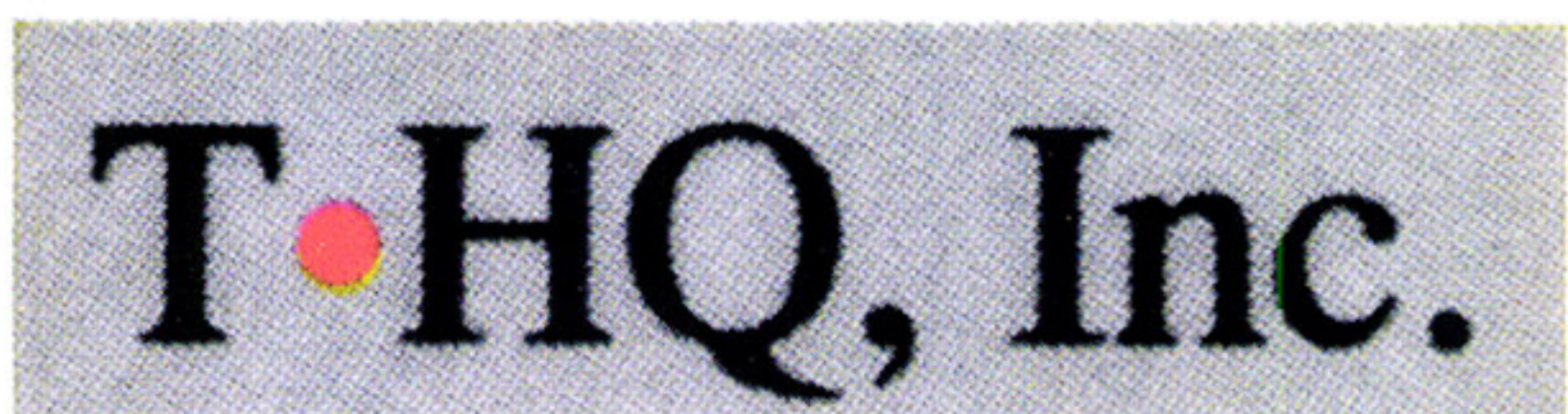
Company Profile: Tecmo is known for both its successful series of Ninja Gaiden titles as well as Tecmo Bowl. The updated version of Tecmo Bowl is currently one of the most sought-after NES titles recently released.

**TENGEN, INC.**

Address: 675 Sycamore Dr.  
Milpitas, CA 95035  
Phone Number: (408) 473-9401  
Fax Number: (408) 473-9488

President: Dan Van Elderen  
Senior Vice President of Sales/Marketing: Ted M. Hoff

Company Profile: A former Nintendo licensee, Tengen has moved to support the Genesis and other Sega machines. The recently released Pit Fighter has proven to be very popular among Genesis owners.

**TOY HEADQUARTERS**

Address: 5000 N. Parkway Calabasas, Suite 107  
Calabasas, CA 91302  
Phone Number: (818) 591-1310  
Fax Number: (818) 591-1615

President: Jack Friedman  
Senior Vice President/General Manager: John Bevilacqua  
Director/Nintendo Division: Brian Farrell

Company Profile: A Nintendo licensee, THQ has produced a number of games for the NES, including Attack of the Killer Tomatoes, due for January release.

**TOHO CO. LTD.**

Address: 2049 Century Park East, Suite 490  
Los Angeles, CA 90067  
Phone Number: (310) 277-1081  
Fax Number: (310) 277-6351

General Manager: Junro Otagawa  
Sales Manager:

Company Profile: Toho has moved into the 16-Bit market with Space Megaforce, to be released this Spring. The company is also planning the release of the follow-up to Godzilla in February.

**TRADEWEST, INC.**

Address:  
2400 S. Hwy 75  
Corsicana, Texas 75110

Phone Number: (903) 874-2683  
Fax Number: (903) 872-8000

President: Byron Cook  
Vice President of Marketing: Terry King  
Vice President of Sales: John Fowler

Company Profile: A strong Nintendo supporter, Tradewest has scheduled five games for release in the first half of 1992, including Super Off-Road for the Super NES and GameBoy and Danny Sullivan's Indy Heat for the NES.

**TRECO**

Address: 2421 205th St., D-104  
Torrance, CA 90501  
Phone Number: (213) 782-6960  
Fax Number: (213) 320-2597

President: Ko Adachi  
Vice President of Marketing: Norman Evangelista  
Vice President of Sales: Dave Peckels

Company Profile: Treco's Warsong is a fantasy-military simulation for the Genesis. Other Treco projects include Task Force Harrier and Fighting Master for the Genesis.





**TRIFFIC ENTERTAINMENT, INC.**

Address: 5756 Royalmount Ave.  
Montreal, Quebec, Canada, H4P 1K5  
Phone Number: (514) 737-3056  
Fax Number: (514) 737-0922

President: Howard Rosen  
Vice President of Sales/Marketing: Ben Herman

Company Profile: Triffic entered the NES market with Castelian. Its newest undertakings are Dream TV and Football 2000 One on One for the Super NES.



**ULTRA GAMES**

Address: 900 Deerfield Parkway  
Buffalo Grove, IL 60089  
Phone Number: (708) 215-5100  
Fax Number: (708) 215-5122

President: S. Sakamoto  
Senior Vice Pres., Consumer Division: Emil Heidkamp  
Marketing Manager: Kathy Reilly  
National Sales Manager: Steve Jackson

Company Profile: A subsidiary of Konami, Ultra Games enjoys many similar licensing agreements.

# VIC TOKAI INC.

**VIC TOKAI, INC.**

Address: 22904 Lockness Ave.  
Torrance, CA 90501

Phone Number: (310) 326-8880  
Fax Number: (310) 326-8300

President: Yosuke Soga  
General Manager: Leonard Garcia  
Marketing Assistant: Shelley Lee

Company Profile: Best known for its LightBoy attachment, Vic Tokai recently announced production on Sega Genesis titles. Its first Genesis game, Trouble Shooter, is due out in January.



**VIRGIN GAMES**

Address:  
18061 Fitch St., Suite C  
Irvine, CA 92714  
Phone Number:  
(714) 833-8710  
Fax Number:  
(714) 833-8717

President: Martin Alper  
Vice President of Marketing: Justin Heber  
Vice President of Sales: Stuart Kaye

Company Profile: Formerly Arcadia, Virgin Games has produced a number of titles on the Genesis, NES and Super NES, as well as computer formats. Terminator for the Genesis and McKids for the NES are two recent projects.

# WORKING DESIGNS

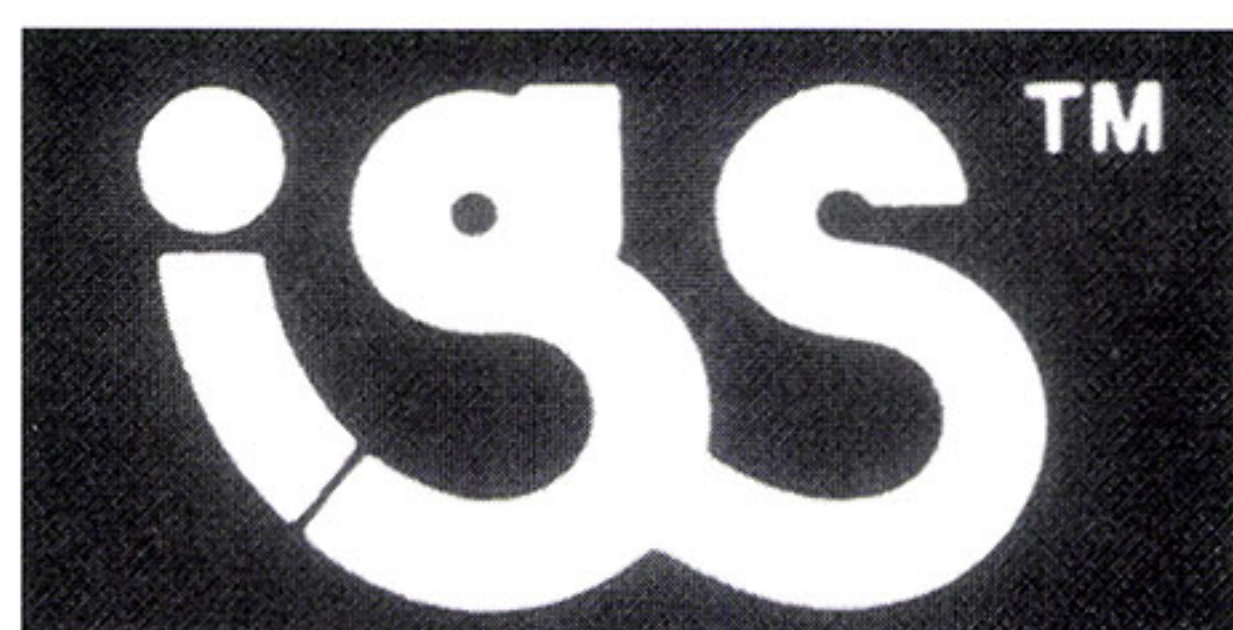
Address: 18135 Clear Creek Road  
Redding, CA 96001  
Phone Number: (916) 243-3417  
Fax Number: (916) 243-3157

President: Sylvia Schmitt  
Vice President of Sales/Marketing: Victor Ireland

Company Profile: A relatively new company and NEC licensee, Workings Designs has specialized in importing titles from Japan for the TurboGrafx-16. Rainbow Islands and Cadash are Working Designs most recent releases.



# LEADING LIGHTS







One of the largest and most successful interactive entertainment companies, Acclaim and its subsidiary LJN have made names for themselves with top-name licensing and attention to detail. Heading the list for both NES and Super NES is one of the hottest arcade hits, Smash TV and Super Smash TV. Hordes of enemies and numerous power-ups bring the action in this title to a fever pitch. Players can increase the fun with the two-player mode, where contestants team-up

on enemies but compete for prizes.

The unique computer title Populous also comes to the Super NES with Acclaim's translation. Players take the role of a super-powerful being controlling the lives and destinies of an entire world. Strategy and fast decisions are the norm for this megalomaniac's dream.



LJN goes to the silver screen with NES and Game Boy versions of Terminator 2 and Bill and Ted's Excel-

lent Adventure. Based on the hit movies, these games will please fans of the films and action gamers alike.

With titles like these and high-profile licenses like The Simpsons soon to make an appearance on the Super NES, Acclaim/LJN is in position to continue their leading role.



American Sammy has entered the 16-Bit video gaming market with a Super NES translation of Wanderers

from Ys. Ys has been one of the most highly acclaimed role-playing series by both video gamers and video gaming magazines. Excellent graphics and musical orchestration round out this package, to the delight of adventure gamers everywhere.

In a similar adventuring vein, American Sammy has begun work



on a translation of the computer classic Might and Magic for the NES. A successful role-playing series on the PC format, Might and Magic is currently in its third incarnation. A variety of monsters and magic spells complement the excellent gameplay.

Also from American Sammy is the intense Vice: The Project Doom for

the NES. Players take a vice officer through multiple levels of action to get to the bottom of a series of grisly murders and bizarre disappearances. The various levels require different arcade skills, giving the player a total arcade game experience.

Commitment to the gamer's enjoyment makes American Sammy's future in the industry assured.



Electro Brain Corporation began producing games for the NES in 1990 with the children's game Puss 'N Boots. Electro Brain has attained high sales on the GameBoy with Fist of the North Star and Dead Heat Scramble, two titles that have experienced lasting sales through 1991.

Electro Brain's recent release of Eliminator Boat Duel for the NES has given a new edge to racing games for the 8-Bit system. Races shift between dual and top-down perspectives, giving players a



unique racing experience. Two players can compete for the top spot, or one player can tough it out against different computer controlled racing fanatics.

Another recent Electro Brain release is the unique Brain Bender for the GameBoy. This cartridge features intricate puzzles requiring players to rotate a series of mirrors and other objects to vector a laser from its starting point to a final goal. The

game contains 120 different puzzles for lasting fun.

The first Electro Brain Super NES release will be Raiden. A popular game on other systems, Electro Brain has added a two-player mode and new techniques to add to the challenge.

Titles like these and Ghoul School for the NES and High Stakes for the Game Boy make Electro Brain's future as a major licensee assured.







A leading licensee for Nintendo game systems, Hal America has been making popular games since their beginning. One of their biggest hits has been the Lolo series, which features mazes and diabolical puzzles for players to work their way through. Now in its third game, Lolo is still as popular as ever. In Lolo 3, players even get the chance to play as Lolo's girlfriend, Lala. While Lolo 4 hasn't started development yet, This popular game series will contin-

ue on after the latest version.

Hal is making a continuing commitment to the 8-Bit NES with such titles as Vegas Dream. Filled with casino gambling at its best, Vegas



Dream brings home all of the action and excitement of Las Vegas. To help promote the game, Hal is sponsoring a contest with many prizes including all-expenses paid trips to Las Vegas.

NCAA Basketball, a game made in the United States, will be hitting the shelves from Hal soon. With plenty of exciting basketball teams to choose from, this cartridge will be a favorite for all hoop fans.

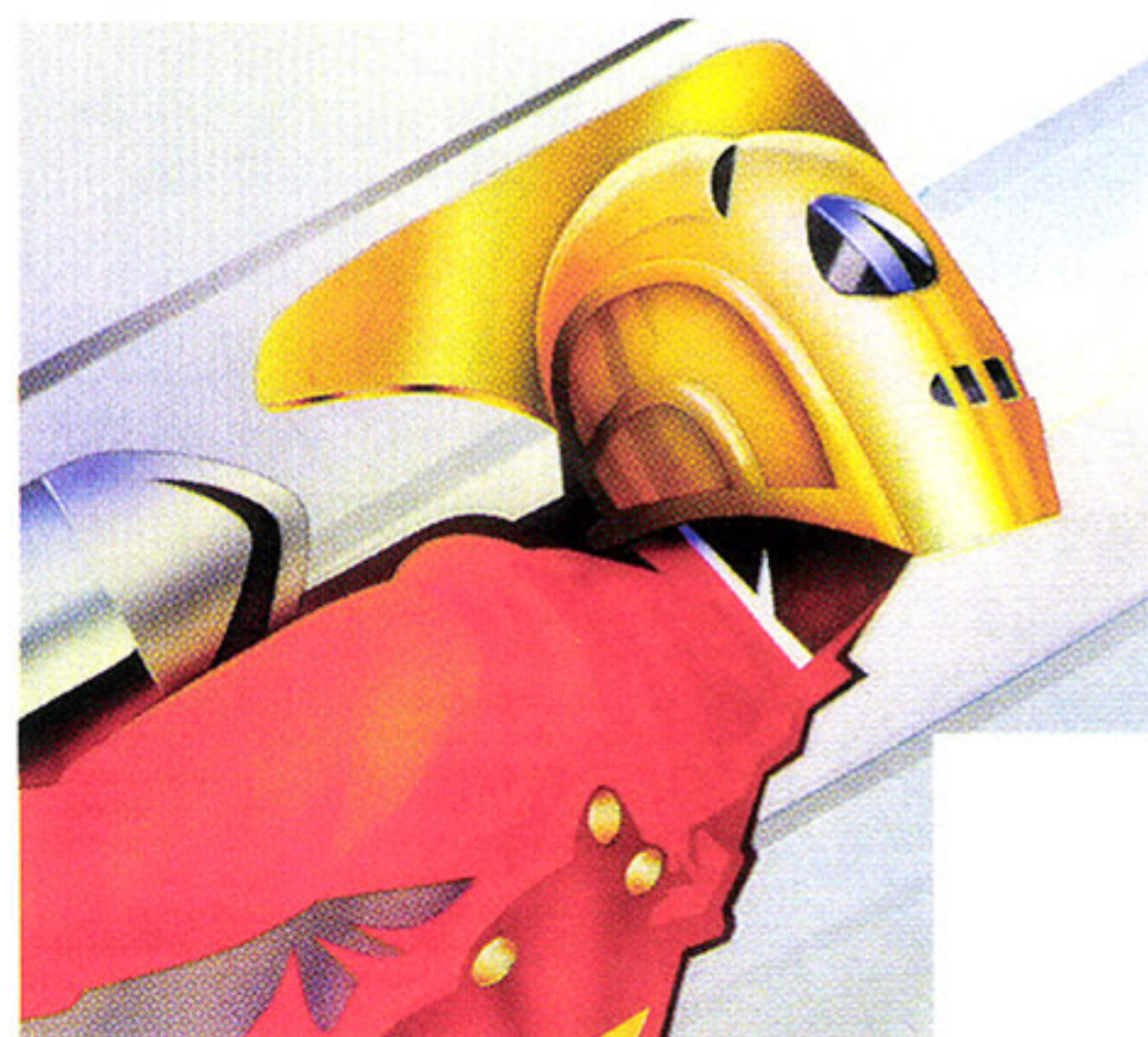
Dedication to gameplayers of all sorts and a commitment to action and fun will keep Hal America one of the premier licensees for years to come.



IGS has incorporated groundbreaking graphics in their adaptation of the Rocketeer for the Super NES. Instead of merely creating the sprites for the game, IGS went to the actual movie set and took photographs which were then digitized for the backgrounds. Live actors in costume were then videotaped and digitized to give the game a look and

feel as close as possible to the actual movie.

Virtually every part of the game uses digitized graphics. Even the airplanes used in several of the



action scenes were digitized from models. The animation on these sprites keeps the action moving and enhances the quality of the pictures themselves.

To keep the game exciting for players, several different arcade styles have been incorporated. Players need a variety of skills to make it to the end of the game. Designed for repeat play, the Super NES Rocketeer will keep gameplayers glued to the front of their Super NES for hours on end.

With this kind of dedication to push systems to the limit, IGS can be counted on to bring out groundbreaking classics in the future.



A major force in the music industry, JVC, in conjunction with Lucasfilm Games, has been putting out successful games for the NES and GameBoy. One of the next scheduled releases, The Empire Strikes Back, follows the plot of the famous



movie as players take the roles of the characters

trying to protect their rebellion from the fearsome empire. An open-ended game, players can travel between different points in the game to complete their mission.

Another exciting JVC project is Defenders of Dynatron City, a superhero adventure. Trying to stop the plans of the nefarious Dr. Mayhem, players choose one of three heroes to lead their team. Taking three other members, players fight on many levels to reach the



evil Doctor.

For the Game Boy, JVC has followed up

the arcade hit ChopLifter with a new sequel. ChopLifter II contains new enemies, new levels, and new obstacles for players to avoid in their quest to rescue hostages from the enemy.

Dedication to the gamer and to the quality of the game have made JVC one of the leading third-party licensees for all of the Nintendo systems.



# NAKI INDUSTRIES

Naki Industries has been making its mark in the video gaming community by producing quality accessories for all video game systems. Starting with the Eliminator, a clean-



ing system for video game hardware, Naki has branched out into providing accessories of all sorts.

Naki's Power Pak for the GameBoy is designed to both be functional and attractive. Designers created the unit to not only take the place of the batteries needed to run the GameBoy, but also to look as if it were a built-in part of the unit instead of an add-on accessory. This rechargeable unit will make its debut at Winter CES and comes in either 5 hour or 10 hour.

Also from Naki is the innovative BrightBeam/Game Beam, which combines an illuminator and screen magnifier for the GameBoy. The unit

runs off the standard GameBoy AA batteries, eliminating the need for an additional power unit.

Naki's dedication to quality and their commitment to meeting the needs of consumers places them in position to continue their success story as an accessory company for the full range of systems.

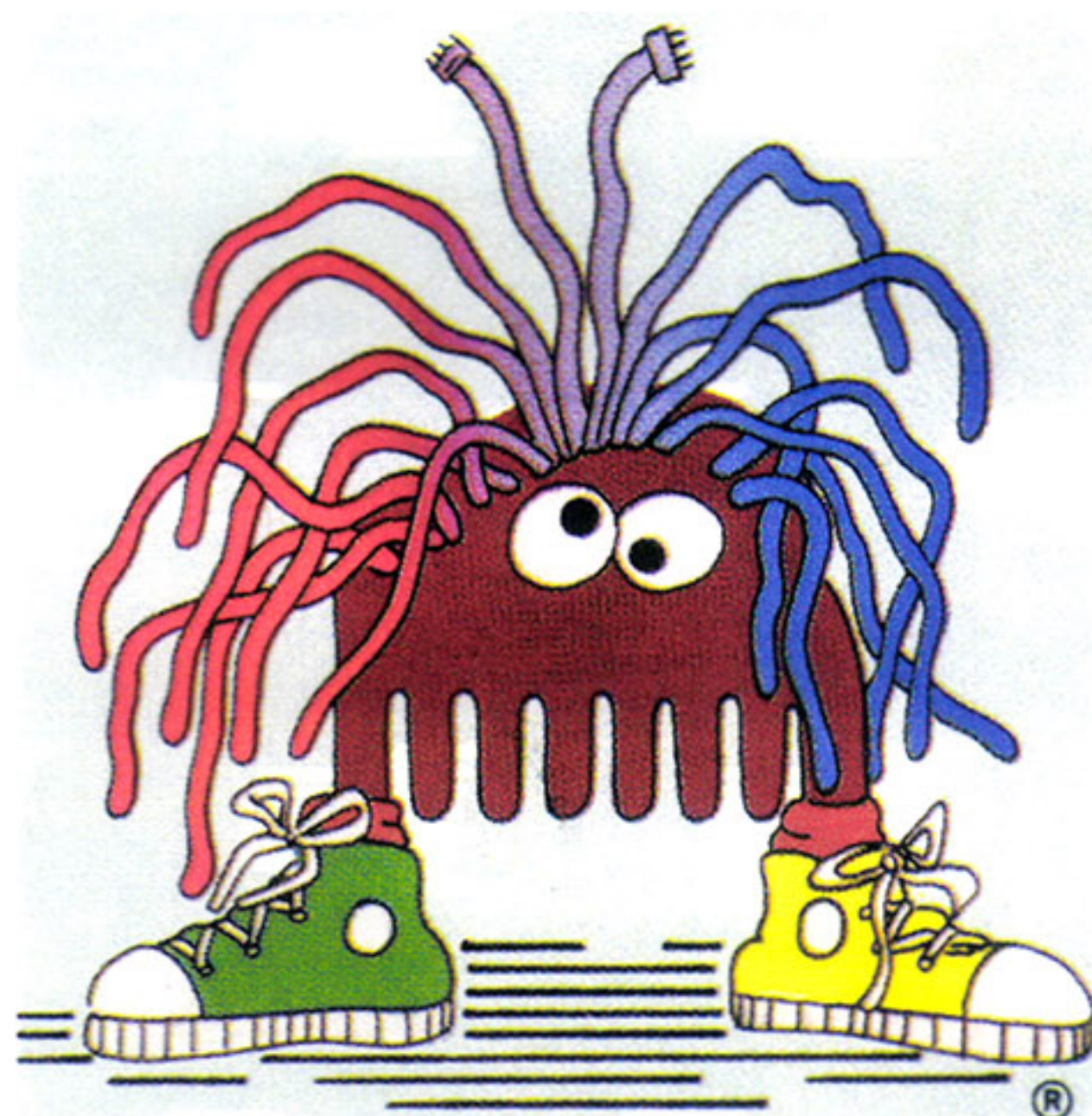


# REDMOND CABLE

Redmond Cable, the self-styled "weird cable" company based in Redmond, Washington develops cables and interface products custom designed to fit a user's needs. Power cables, printer cables, and for the video gamer, cables designed to connect video game systems with computer monitors round out Redmond's stock.

Recently, Redmond developed cables to connect the Super NES to computer monitors. The company has had the most success with

Commodore and Amiga monitors, but is willing to try anything. The company motto, "Let's try it," gives



the company free reign to better serve its customers by supplying them with the cables they need.

Cable prices are very reasonable, with many under \$25. Those that require additional electronics are more expensive, but Redmond works at keeping the prices of its products low.

With Redmond's dedication to producing top-quality connectors and cables, the staff's commitment to the customer, and the desire to tackle any project deemed too obscure, too difficult, or too weird by other cable companies, Redmond Cable is the one company for non-standard cable needs.

# RENOVATION PRODUCTS

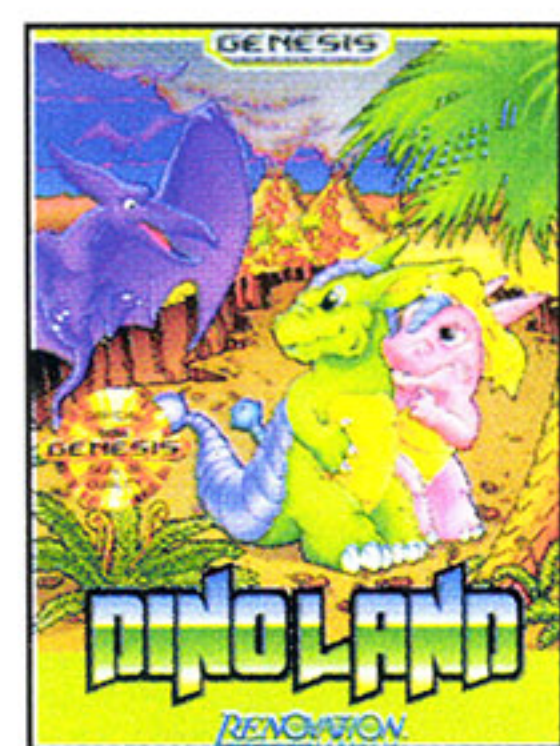
Renovation has long been one of Sega's main supporters on the Genesis system. 1992 should be a banner year for the company, with more than ten games scheduled to be released.



El Viento has been well-received by critics in the major video game publications. Players are in the role of a crime-fighting superheroine who

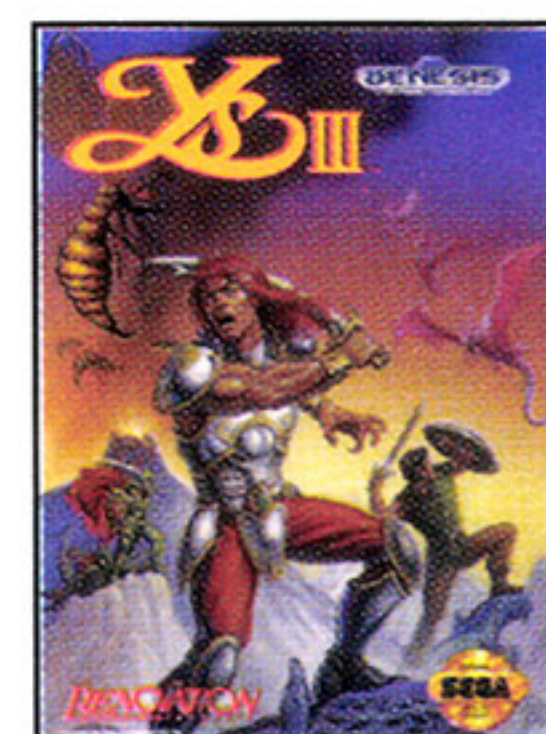
has the power to control the elements of air. She must defeat the gangsters of Vincente DeMarco before battling the real evil, the cult of Hastur, who wish to destroy the Earth.

Renovation has also brought pinball to the Genesis with Dinoland. A pinball game with a difference, Dinoland has different scenes and enemies to fight and even bosses that must be defeated while trying to rack up the highest score. The first pinball game for the



Genesis, Dinoland pleases fans of pinball action and dinosaur lovers alike.

Renovation has also been known for excellent role-playing adventures, and the scheduled Ys III will excite die-hard players of this genre. One of the most popular role-playing series, Ys has always had video game fans clamouring for more. With titles like these, and many more to follow in 1992 and beyond, Renovation assures its place as one of Sega's biggest supporters.







The makers of the Genesis, portable Game Gear, and Master System II, Sega is one of the leading companies in the video gaming industry. With well over 160 titles available for the Genesis, Sega has



maintained the leading role in the 16-Bit market.

Titles like the immensely popular Sonic The Hedgehog have redefined the term "hit" for 16-Bit games. Featuring excellent graphics and animation and incredible speed on the screen and off the store shelves, the Genesis with Sonic included has continued to attract consumers.

While keeping consumers happy with the games they love to play,

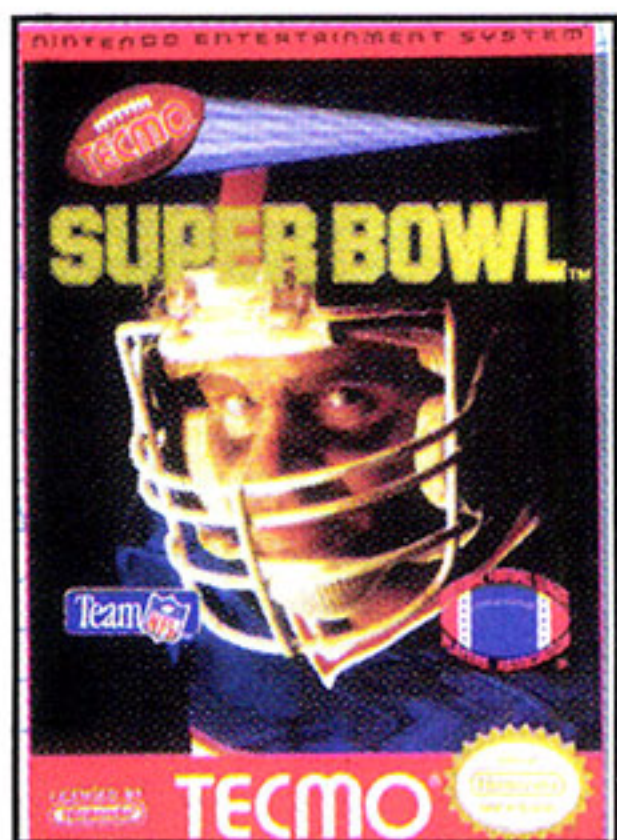


Sega has continued to push the limits of their system with innovative titles like ToeJam and Earl and Art Alive. Top-quality licensing, like Fantasia and Mario Lemieux Ice Hockey have also helped Sega sell their system and games to a whole generation of video game players.

With its own support of its systems and the continued hit games from licensees, Sega looks to continue its dominant 16-Bit position.



Tecmo Bowl from Tecmo was a groundbreaking football game. The GameBoy version has brought exciting football action to portable gameplayers as well. The recent release of the upgraded Tecmo Super Bowl has had gameplayers on huge waiting

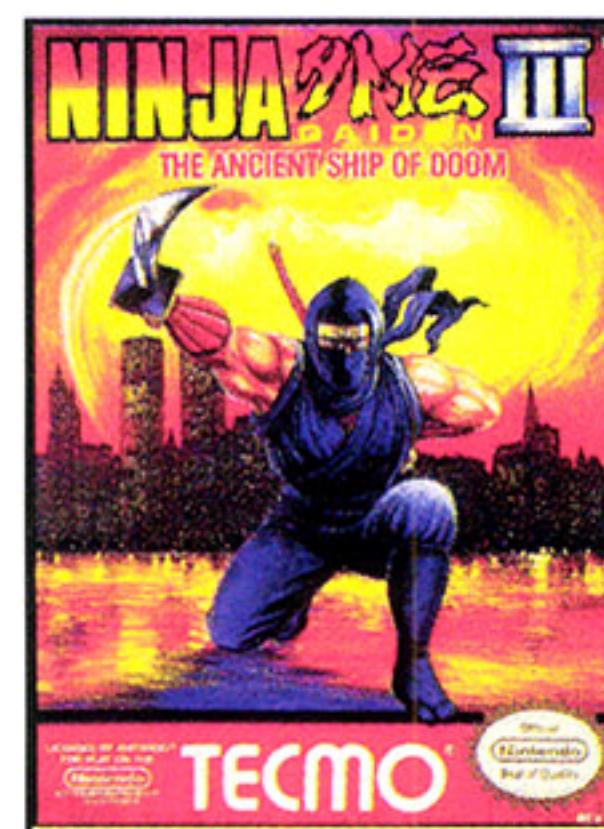


lists. The response for the game from players and retailers alike has been unheralded as the game has sold out from stores in a matter of hours. Unlike many video football games, Tecmo Super Bowl contains the names of over 800 real NFL players. The game has been totally updated with new player statistics, giving gameplayers a realistic football experience.

Another incredibly popular title series from Tecmo has been the saga of Ryu Hayabusa in Ninja Gaiden. This title has been a major hit for Tecmo through its three different NES games as well as on the GameBoy. Not content with just Nin-

tendo customers, Tecmo has licensed the game for use on other game systems as well. Featuring multiple levels of action, Ninja Gaiden III, the latest game in the series, has gameplayers wanting more of Ryu's saga.

With quality titles like these that keep gamers coming back for more and the will to develop new, exciting titles, Tecmo looks to continue their role as a major Nintendo licensee in the future.

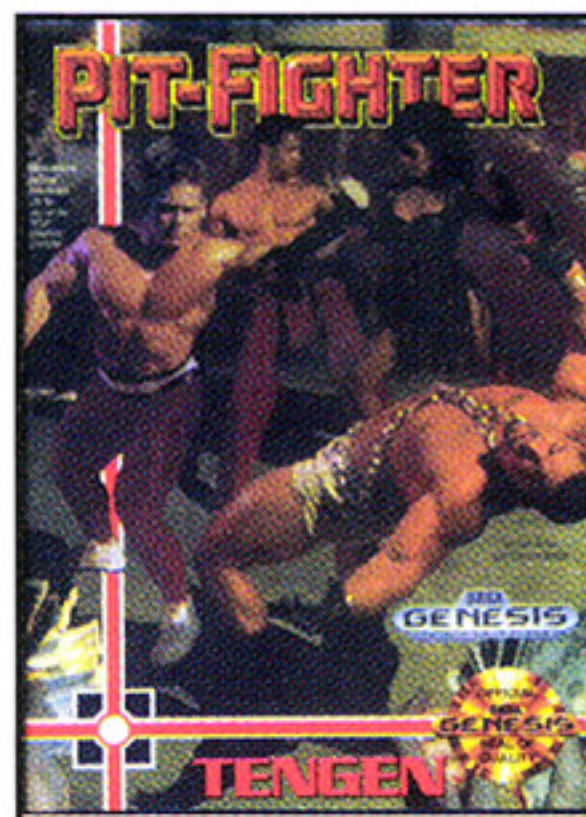


With eight great titles in its line-up, Tengen has become one of the premier software developers for Sega and the Genesis system. As a division of Atari Games, the company has the rights to myriad arcade titles including some of the most popular coin-operated games in the country.

Pit Fighter is a case in point. The arcade version of the game attracted players with its use of digitized photos and animation. The Genesis version from Tengen contains the same graphics that made the arcade game

such a smash hit. Players have the choice of three different fighters with different skills and abilities.

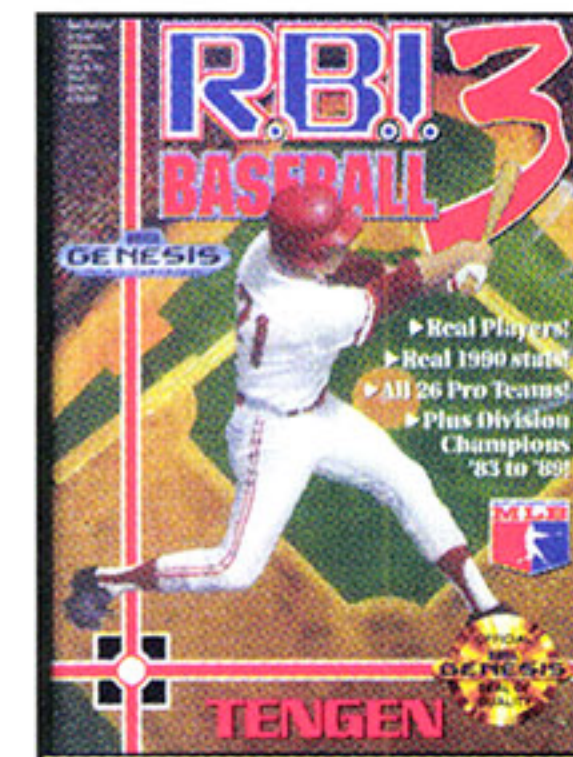
Another smash arcade hit, Paperboy, will get fans of the arcade machine excited. All of the action from the arcade machine is here, as the paperboy tries to deliver the news without getting run over by a car, bitten by a dog, or tripped up by one of the dozens of enemies. Three difficulty levels are included to keep players coming



back for more.

One of the most popular baseball games ever created for a video game system, RBI Baseball is now in its third generation with the release of RBI 3 for the Genesis. The great gameplay hasn't changed, but all of the players have updated statistics for 1990, offering the most realistic baseball action ever.

With titles like these, it's easy to see that Tengen will be making its mark with Genesis owners for years to come.



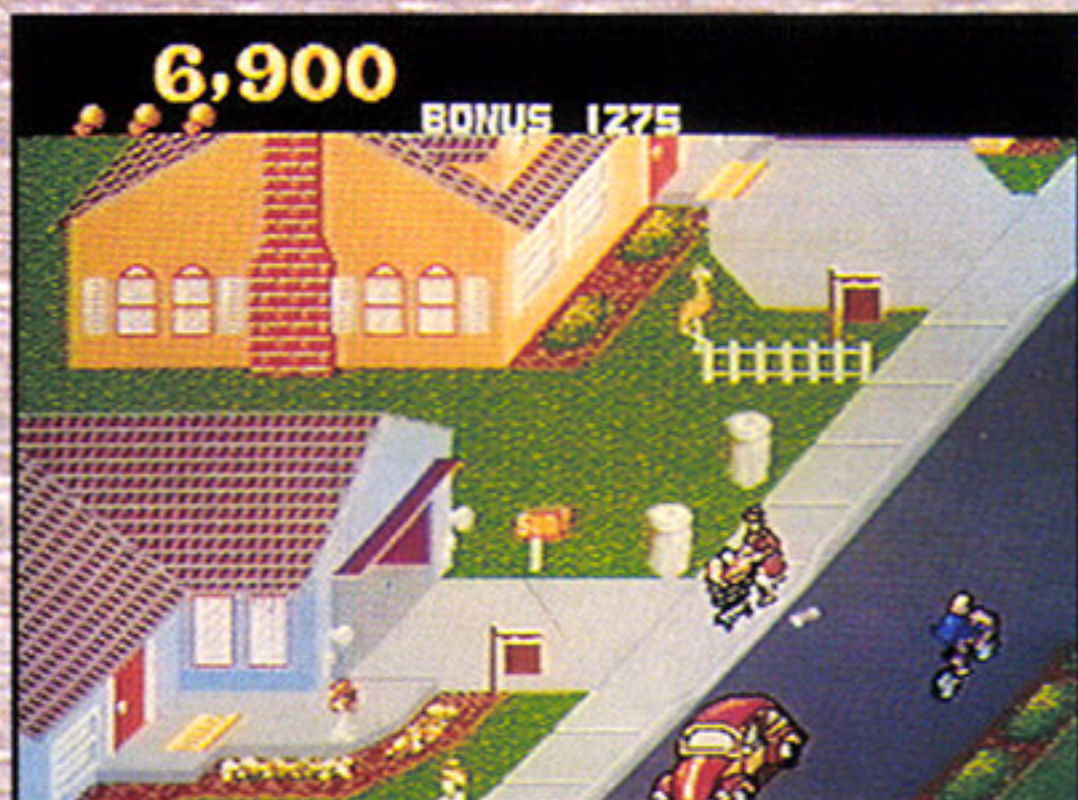


# TENGEN has the hottest arcade hits for your GENESIS!

These Tengen games are manufactured by Sega Enterprises, Ltd. for play on the SEGA GENESIS SYSTEM. Sega and Genesis are trademarks of Sega Enterprises, Ltd.

## PAPERBOY™

*This game really delivers! It's the most fun you can have on a bike!*



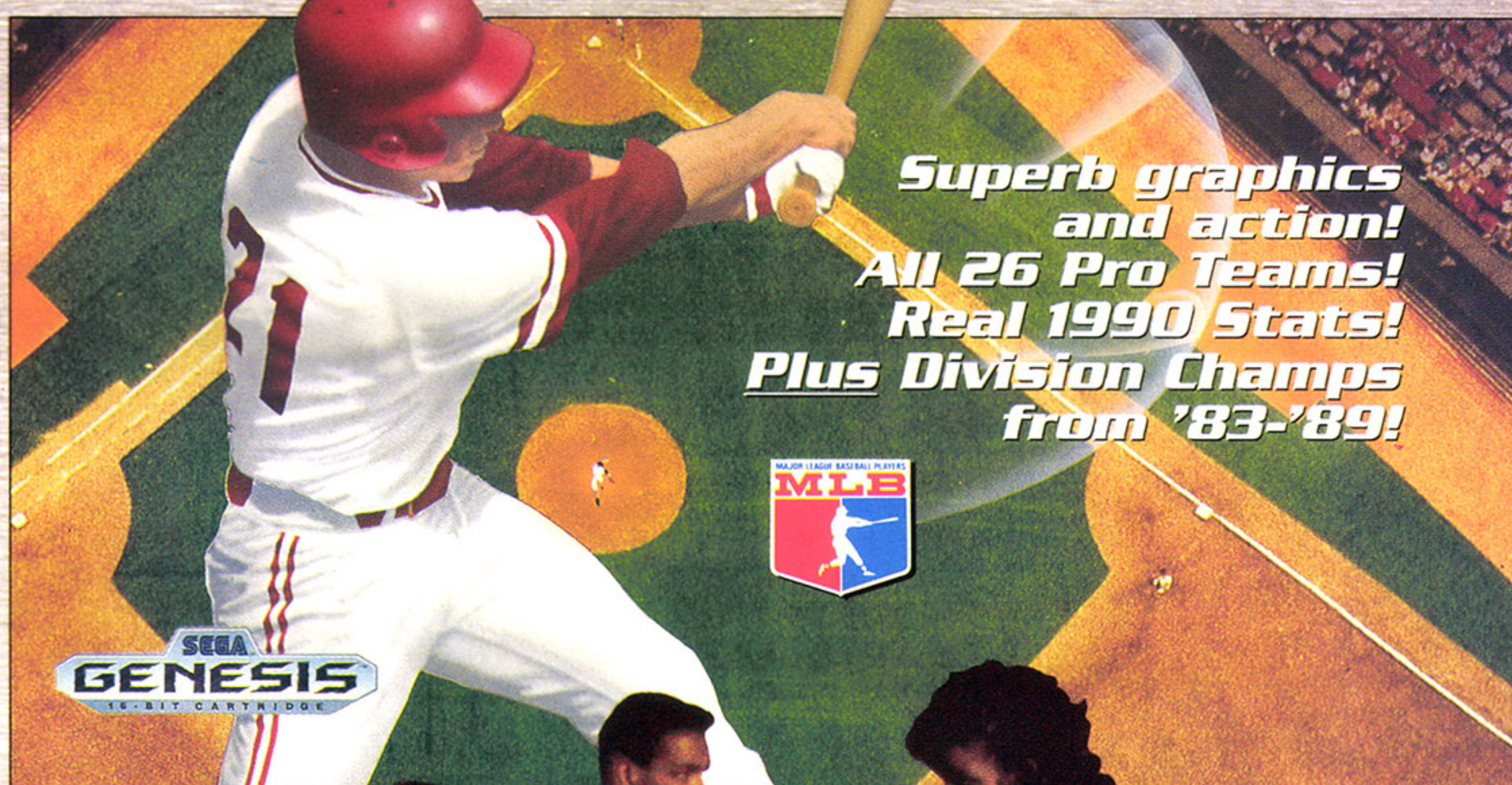
PAPERBOY: TM and ©1984 Atari Games Corp. Licensed to Tengen, Inc. ©1991 Tengen, Inc. All rights reserved.

## RBI™ BASEBALL 3

*Superb graphics and action!  
All 26 Pro Teams!  
Real 1990 Stats!  
Plus Division Champs from '83-'89!*

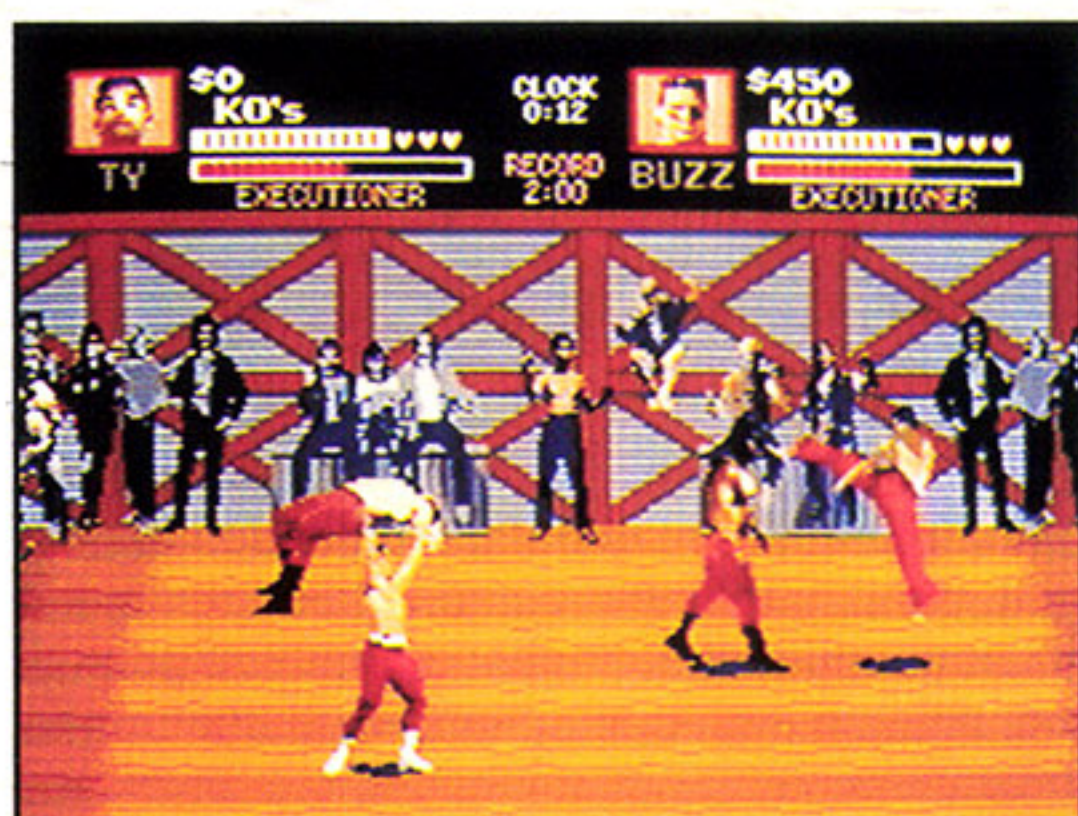


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## PIT-FIGHTER™

*Digitized graphics of live action for the meanest, nastiest, hand-to-hand combat!*



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**8 MEG**

CIRCLE #115 ON READER SERVICE CARD.



# NOT LIGHT INDUSTRY

*In Lieu of the Normal Industry Spotlight, We Felt that the Presence of Winter CES Merited Something Different in this Column. We Asked Questions of a Nintendo Licensee, and Sega Licensee, and an NEC Licensee to See What They had to Say About the Machines they Produce Games for, the Market as a Whole, and the Future of Video Gaming in the United States.*

*Working Designs is a third-party licensee of NEC. The company specializes in bringing Turbo games from the Japanese market to the United States. Both Parasol Stars and Cadash for the TurboGrafx were translated by Working Designs.*

*HAL America has been one of the staunchest supporters of Nintendo in recent years. While the company has had a variety of hits, its Lolo series, now in its third title, is perhaps its most popular and most enduring.*

*Bignet, a part of Micronet has supported the Genesis and the Game Gear. One of the first companies to move into CD production for the Genesis, Bignet is looking forward to taking advantage of this superior technology.*

*We spoke with executives from these three companies; Victor Ireland at Working Designs, Tim Rooney at HAL America, and Kyoza Okazawa at Bignet, to determine their views on the marketplace, the companies they license for, and what the future holds in store for the gaming community.*

**EGRN: As a third-party licensee what do you feel is the strongest point of the company you produce games for?**

Victor Ireland: "[For NEC] it's that they have a good installed base versus Super Nintendo and virtually no competition from other third parties. There's a huge library of titles that can be had very reasonably for licensing. It's a very profitable situation when you can choose between titles and you don't have to worry about distribution."

Tim Rooney: "Reputation. [Nintendo] has the best reputation with consumers."

Kyoza Okazawa: "What we are finding from retailers now is that in many cases, the Genesis is out-selling the Super NES by three to one, and in some cases as many as five to one. This gives us very great confidence in Sega and their system. However, one cannot

underestimate Nintendo. Still, we are confident that the Genesis will stay number one in 16-Bit."

**EGRN: What do you feel is that company's biggest weakness?**

TR: "Over-proliferation of software titles on the market."

KO: "Sega of America and Sega of Japan are run in very different ways. Sega has never had the kind of success in America that they are having right now. Consequently, they are not being strict enough with their licensees. They have many companies becoming licensees for them, and they are not taking enough control with them."

VI: "Limited distribution. NEC's biggest outlet is Toys 'R' Us, but we'd like to be in Wal-Mart or K-Mart. NEC does have distribution, but they don't have it to the extent that Nintendo or Sega does."

**EGRN: Do you see CD-ROM as the future of video gaming?**

VI: "Definitely."

KO: "I feel so, but it depends on Sega USA. In Japan, the kids are much more affluent and can afford to spend \$400 or \$500 on a game system. With the way the American economy is right now, people do not have that kind of money for game systems. If they bring the CD-ROM in at a lower price, it will do well."

TR: "Yes."

**EGRN: Do you plan on supporting CD-ROM/CD-I in the future?**

KO: "We have put Heavy Nova on CD, but we are not sure if we will bring it to the United States or not. It depends, again, on how well the Sega CD sells in the United States. If the system sells well, we will bring the game over. It may come out sometime after the second quarter."

VI: "Yes, we do."

TR: "Yes. We don't have specific titles yet, but we are committed to the concept of being able to program for the format. We'll probably end up going with Nintendo versus Sony's Play Station."



*"Sega will be number one. . . Two and three are up for grabs, and that depends on whether Nintendo gets very aggressive and drops the price of their unit and bundles it with something other than Super Mario World."*  
**--Victor Ireland**

**EGRN:** Where do you see the video gaming market in 12 months?

**VI:** "Sega will be number one. Nintendo will find that their CD-I is not what the buyers want. Sega will drop the price on their Mega-CD unit, because they'll realize that the American public is not going to pay \$400 or \$500 for the unit. As I said, number one will be the Sega Genesis. Two and three are up for grabs, and that depends on whether Nintendo gets very aggressive and drops the price of their unit and bundles it with something other than Super Mario World."

**KO:** "The Sega Genesis will be strong, but we will have to be careful. There are a lot of companies coming over to the Genesis; Acclaim, Data East, Vic Tokai, and others. The competition on the system will be much greater."

**TR:** "It will be much much smaller but much cleaner. There will be a



*The Mega CD*

*"[The market] will be much much smaller but much cleaner. There will be a lot of players that won't survive the next year."*  
**--Tim Rooney**

lot of players that won't survive the next year. As far as those that remain, they'll hopefully be those that have the foresight and the wisdom to diversify and also to manage their business."

**EGRN:** Where do you see the video gaming market in 5 years?

**TR:** "It will be a highly-integrated electronic market. Stand-alone game systems will probably disappear. There will be more cross-over systems and more mass integration into the home itself. We'll have television sets with a built-in VCR and CD-ROM with the ability to play games interactively. I think we're close to that point now with what is being done in Europe with technology."

**VI:** "We're going to see things on home units that we can't fathom right now. CD drives will either em-



*The Mega CD*

*"I think video games will always be here, although in five years we may be calling them something different than video games. Programmers in Japan and the United States will always find new ways to keep kids interested in playing games."*  
**--Kyoza Okazawa**

brace a new standard allowing faster data pick-up or discs will come out with full-motion video with live action to make it an interactive experience. It's not as close as some people think, but it's not as far as some critics might say it is. I don't think we'll get anything mind-blowing on portable for around three years."

**KO:** "I think video games will always be here, although in five years we may be calling them something different than video games. Programmers in Japan and the United States will always find new ways to keep kids interested in playing games."



*The Mega CD*



**EGRN**

## **COVER STORY**

By Steve Harris  
and Steve Honeywell



# **ADVERTISING UNAWAWARENESS**

*Advertising is One of the Most Important Ways to Get the Message on a New Game or Game System Out to the Consumer. How Effective has the Advertising on Game Systems and Games Been?*

If someone could work out the exact figures to tell companies how, when, and how much to advertise, millions of dollars would be saved every year. With the American economy in its current state, advertising budgets have been cut. Additionally, with the Christmas season now past, advertising budgets that were boosted temporarily have been further slashed. Subsequently, the advertising dollars that are spent must be spent with more caution.

How effective is advertising in the video gaming community? Do consumers, both the primary gameplayers and, in some ways, more importantly, the primary purchasers, remember the specific ads that video game retailers and outlets devote so much time and money to, or do the various sales pitches and promotions become a blur?

While it is important that advertisements in print, television and radio

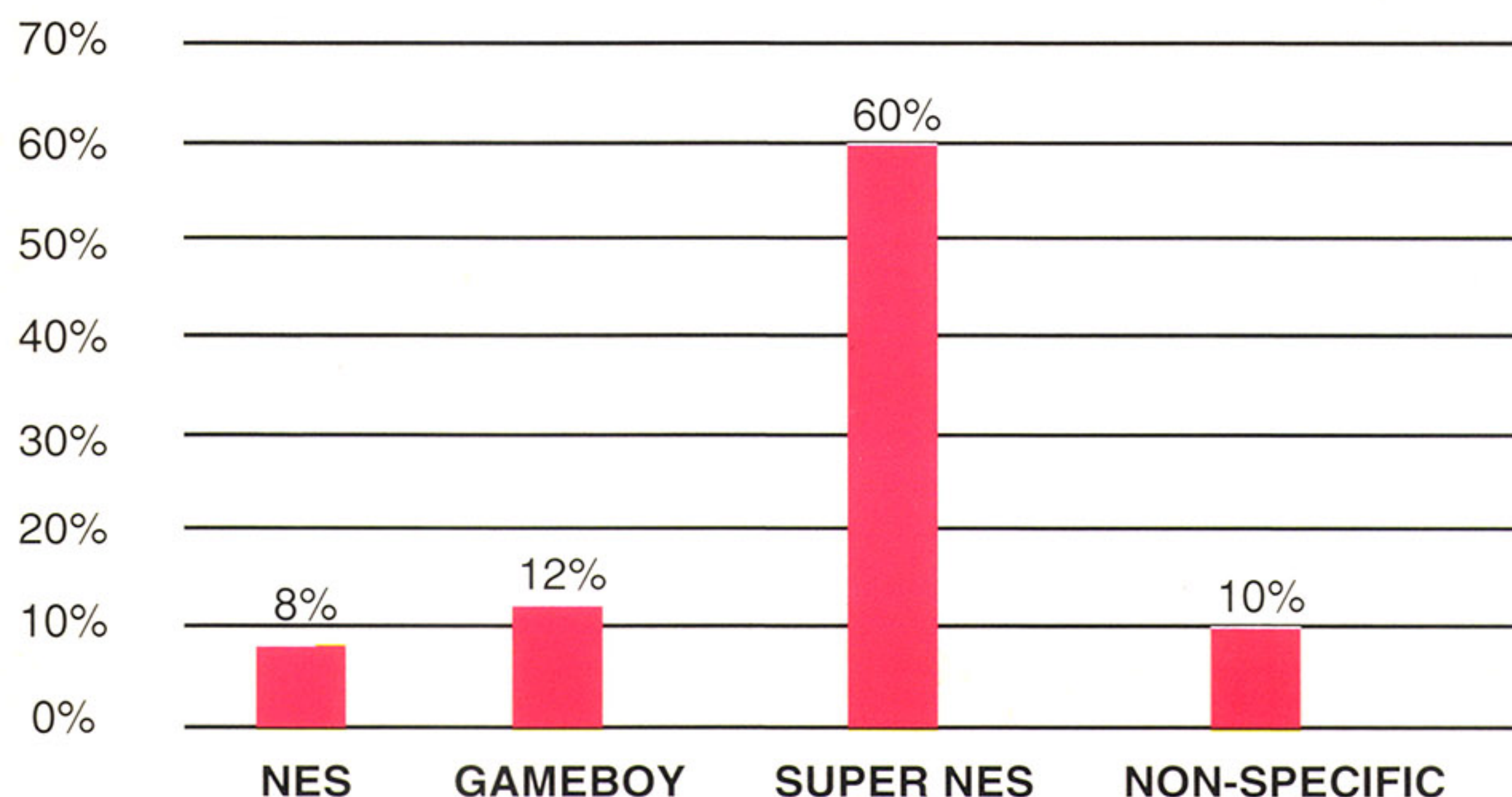
be well-made and dramatic, it is more important if the ad is memorable. If the advertiser can ensure that consumers will remember the ad, they can rest assured that the consumer will remember their product as well. Thus, the importance of advertising recall becomes obvious.

Nintendo has recently launched a huge advertising campaign on television for their systems, particularly the Super NES. Running the ads on prime-time slots and on shows aimed at a younger audience, Nintendo is hoping that name recognition coupled with flashy advertising will help people to remember the system and increase the desire for the unit. Has the advertising been effective? Figure #1 on the next page shows the recall on Nintendo ads in primary game players.

Obviously, the advertising for the Super NES is working. The great majority of those polled recall an ad



**FIGURE #1**  
**UNAIDED ADVERTISING AWARENESS IN PRIMARY PLAYERS**  
**FOR NINTENDO MACHINES (NOVEMBER)**



for a Nintendo system, with five times more remembering an ad for the Super NES as for the next closest system. While the respondents were allowed to answer for more than one system, 75 percent could recall a Nintendo ad.

Somewhat more difficult for people to recall are ads that target a specific game cartridge. Figure #2 at the bottom right shows the recall that primary gameplayers had for specific titles between August and October. Only the titles that garnered 3 percent or more are shown. Only seven titles made the list, four of them Super Mario related. While many gamers did recall ads, a surprising number, 47 percent, could not recall any ads for a specific game cartridge.

If advertising dollars are being spent with this high of a percentage of consumers not recalling them, why do video game companies continue to spend the amount of money they do? One answer is for the retailers.

In a recent survey, retailers across the country were asked to rate nine different factors on their importance of selecting video game systems to carry in their stores. Of the nine, only consumer demand and available software ranked higher than advertising by the manufacturer. In the same survey, the respondents were asked to judge the importance of factors for carrying a particular

piece of software. This time, advertising ranked second in importance, just slightly behind the allotment available, scoring an average 4.02 on a five-point scale. Obviously, then, even if the message on a particular game is not reaching the consumers, it is reaching those who



*The high-profile Mario is easily recalled by gameplayers.*



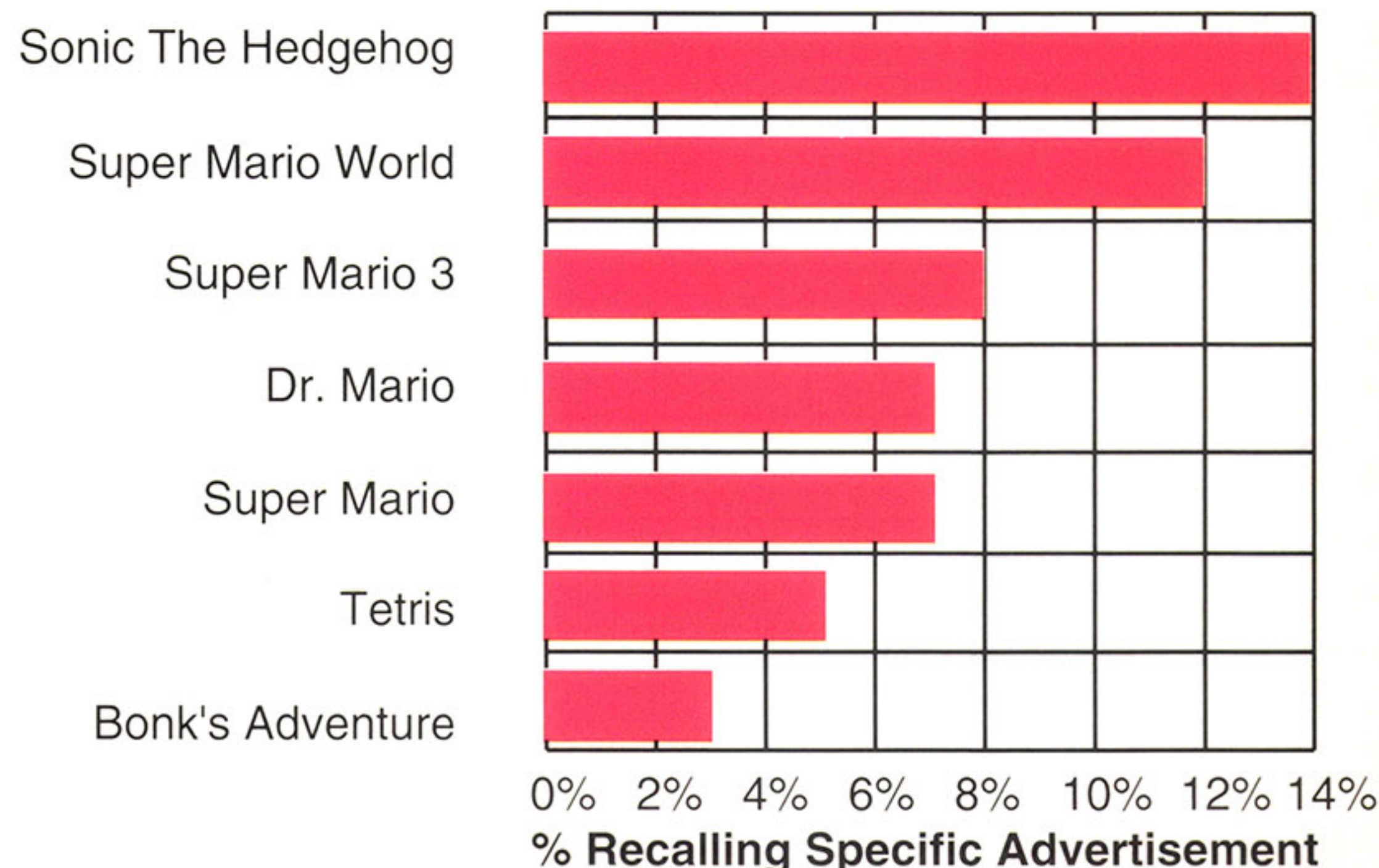
*Primary gameplayers were the most successful at recalling ads for Sega's Sonic The Hedgehog.*

stock and sell the games.

Retailers agree that advertising games and systems is important. However, with such low recall for specific games, one wonders how much longer retailers will continue to hold the opinion that consumers buy because of ads they see.

All research for this article was conducted by Fairfield Research of Lincoln, Nebraska. Questions and comments concerning results and methodology should be addressed to Steve Boyte, Senior Researcher, 5620 South 49th St., Lincoln, NE 68516.

**FIGURE #2**  
**ADVERTISING AWARENESS IN PRIMARY PLAYERS FOR SPECIFIC GAMES AUG-OCT**





# ELECTRONIC GAMING RETAIL NEWS NEW PRODUCT CALENDAR

January shows the release of a number of titles for all of the major systems. Of these, Nintendo's planned release of A Link to the Past: The Legend of Zelda 3 should excite Super NES gamers. The first two Zelda adventures proved very successful for Nintendo and gameplayers have been waiting for the latest adventure to come out. The game features the longest quest in the series with numerous worlds and dungeons to conquer.

MegaMan returns to the NES in his latest adventure by Capcom. In MegaMan 4, players encounter a whole new set of adversaries between them and the vicious Dr. Wily. New weapons and abilities have been added to keep the interest of players of the first three cartridges.

Jaleco's Rampart for the NES is an excellent translation of that arcade game. Players must build a castle and protect it from enemies, rebuilding after each onslaught and placing cannons to better defend the castle. The game also has a two player mode where players compete to destroy each other's structure.

Hudson Soft's popular Adventure Island series makes its way to the GameBoy in January. Master Higgins must fight his way through multiple levels of action to rescue his damsel in distress.

Virgin Games scored a major licensing coup with Terminator for

the Genesis. This game should sell well by name alone, and will continue to sell due to word-of-mouth. Featuring excellent animation, graphics, and action, Terminator will attract fans of the movie as well as die-hard action gamers.

Accolade will be bringing the arcade classic Asteroids and Jaleco will release Q\*Bert for the GameBoy in January. Both were very successful as arcade games and translations to other systems and should prove to be popular in their portable format as well.



**EGRN'S PICK HIT**

*Nintendo's Zelda series has had gameplayers clamoring for more. This request is answered with Nintendo's excellent Zelda 3 game.*

## A-MAZING TATER

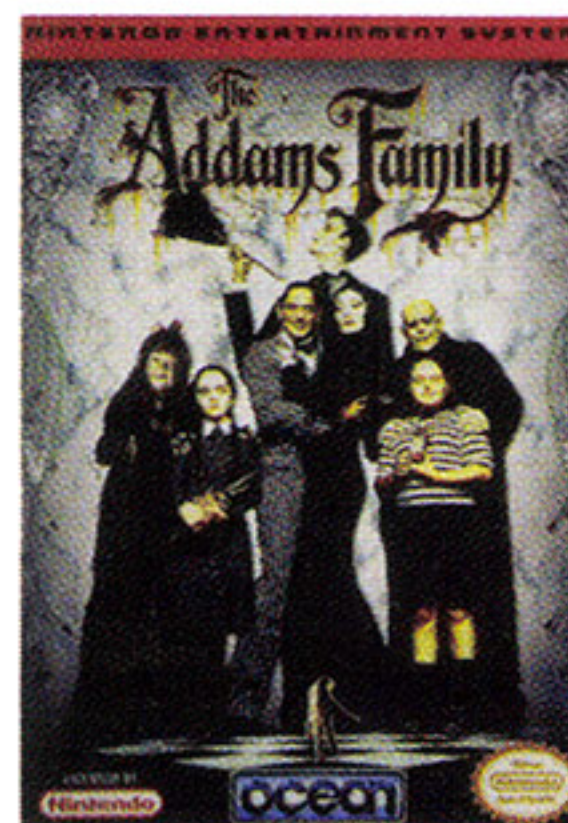
Atlus-GameBoy  
Sales Director: John Yamamoto  
(714) 263-0582

Players must guide the title character through a series of mazes. The game features cute animation and graphics and should attract younger Game-Boy players.



## ADDAMS FAMILY

Ocean-NES  
Director of Operations:  
Sherri Hinson  
(408) 954-0201



This NES title from Ocean ties into the hit movie of the Christmas season. Players run into the various characters that make up the Addams family.



# **ELECTRONIC GAMING RETAIL NEWS**

## **NEW PRODUCT CALENDAR**

### **ADDAMS FAMILY**

Ocean-GameBoy  
Director of Operations:  
Sherri Hinson  
(408) 954-0201



Like Ocean's NES title, the GameBoy Addams Family features the characters from the popular television show and this season's hit movie.

### **ADVENTURE ISLAND**

Hudson Soft-GameBoy  
National Sales Manager:  
Dick Larkin  
(415) 871-8895



Master Higgins makes his way to the GameBoy for the first time with this cartridge. Fans of the original carts will find much to like here.

### **ART ALIVE**

Sega-Genesis  
Senior Vice President:  
Richard Burns  
(415) 508-2800



This family-oriented art program allows users to create their own pictures with the Genesis and includes various pieces of clip-art.

### **ASTEROIDS**

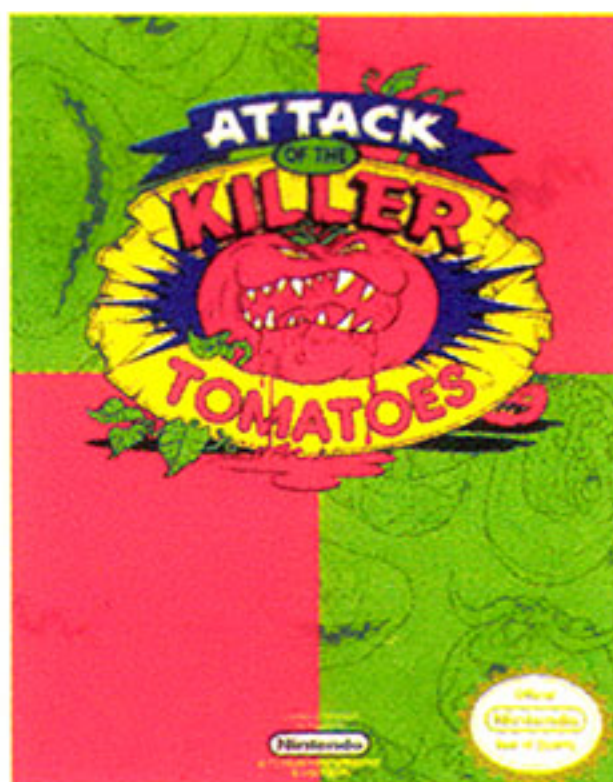
Accolade-GameBoy  
Vice President of Sales:  
Kathy Piziali  
(408) 985-1700



Based on the hit arcade title, Accolade's GameBoy translation of Asteroids contains all of the action and arcade excitement of the original stand-up machine. Fans of the game will enjoy this portable version of the game.

### **ATTACK OF THE KILLER TOMATOES**

THQ-NES  
Vice President-Nintendo Division:  
Brian J. Farrell  
(818) 591-1310



Licensed from the cartoon series and cult movie classic, this game pits characters against hordes of giant, man-eating tomatoes.

### **BACK TO THE FUTURE 3**

Arena-Genesis  
Vice President of Sales:  
Claudia Holt  
(415) 367-4047



Based on the third movie in the trilogy, this Arena cartridge features characters and scenes from the movie. The game contains various types of action events.

### **BERLIN WALL**

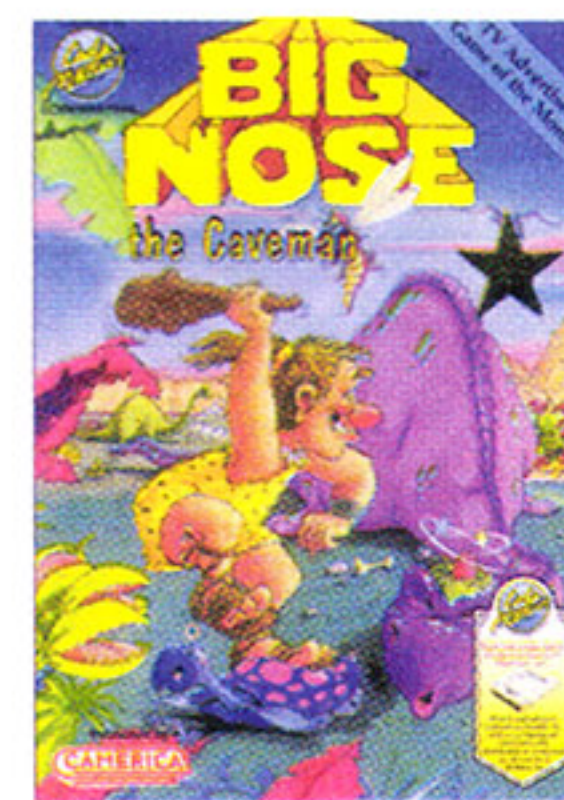
Kaneko-GameGear  
Vice President of Sales  
Ellen Fuog  
(708) 808-1370



This Game Gear title is a combination of action and puzzle. Gameplay is similar to the classic Lode Runner, and fans of that game will be attracted here.

### **BIG NOSE**

Camerica-NES  
National Sales Manager:  
Steven Weitzman  
(708) 498-4525



Prehistoric action and a wide variety of enemies are featured in this NES game from Camerica. The game includes multiple levels and the option to purchase different power-ups at a store during the course of the game.

### **BLASTER MASTER BOY**

Sunsoft-GameBoy  
Vice President of Sales:  
Rita Zimmerer  
(714) 891-4500



This GameBoy title features continuous action and good graphics and should attract fans of action games on the portable.



# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### THE BLUE MARLIN

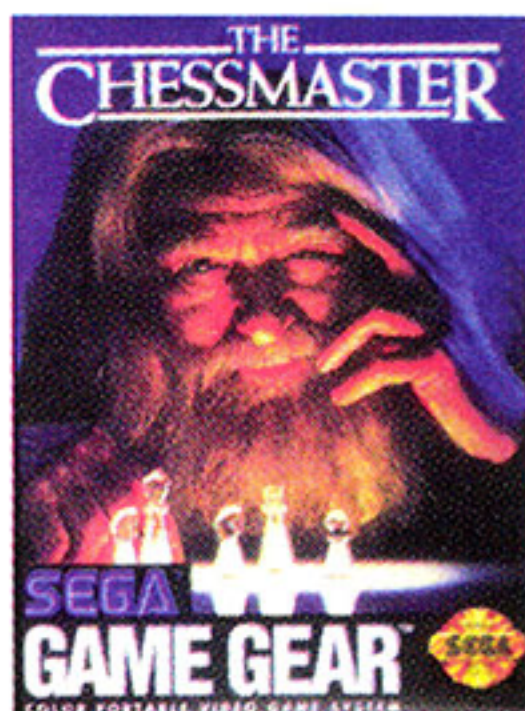
Hot-B-NES  
Vice President of Sales:  
Brad Berglund  
(415) 567-9337



The sequel to the popular Black Bass, this Hot-B title puts players on the ocean, hunting for large game fish and competing for the biggest catch of the day.

### CHESSMASTER

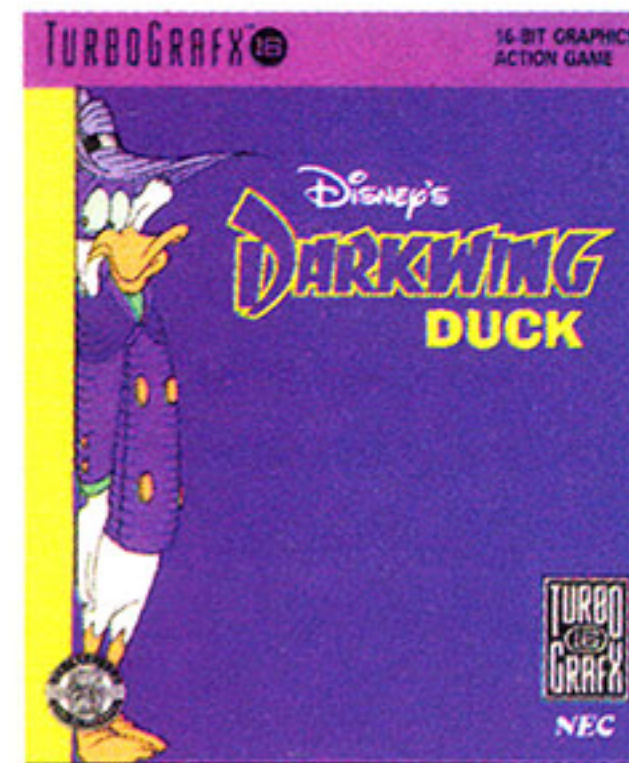
Sega-Game Gear  
Senior Vice President:  
Richard Burns  
(415) 508-2800



A popular chess program on both PC and game system formats, Chessmaster has been converted for play on the Game Gear by Sega. The game includes varying levels of difficulty and a teaching mode to help beginning players.

### DARKWING DUCK

NEC-TurboGrafx-16  
Vice President of Sales: Jim Gregg  
(708) 860-9500



Based on the animated cartoon series, this title contains the enemies that have helped make the show popular. Younger gamers will enjoy this title.

### BOGGLE

Parker Brothers:GameBoy  
Vice President of Sales:  
Michael Mishaud  
(508) 927-7600

A popular party game from Parker Brothers, Boggle makes its appearance on the GameBoy. Using a random assortment of letters arranged on a grid, players must form words from connected letters. Longer words score more points, although the word must be unique to score any points at all. Boggle will attract a family audience.

### CHUCK ROCK

Virgin Games-Genesis  
Vice President of Sales:  
Stuart Kaye  
(714) 833-8710



This humorous Genesis game is an excellent translation from the computer title. Players must act as the title character as he attempts to save his wife.

### DEATH DUEL

RazorSoft-Genesis  
Vice President of Sales:  
Lisa D. Parker  
(405) 843-3505



This action title from RazorSoft features intense fighting action. Players fight against a number of different fighters to reach the last battle.

### CAPTAIN AMERICA

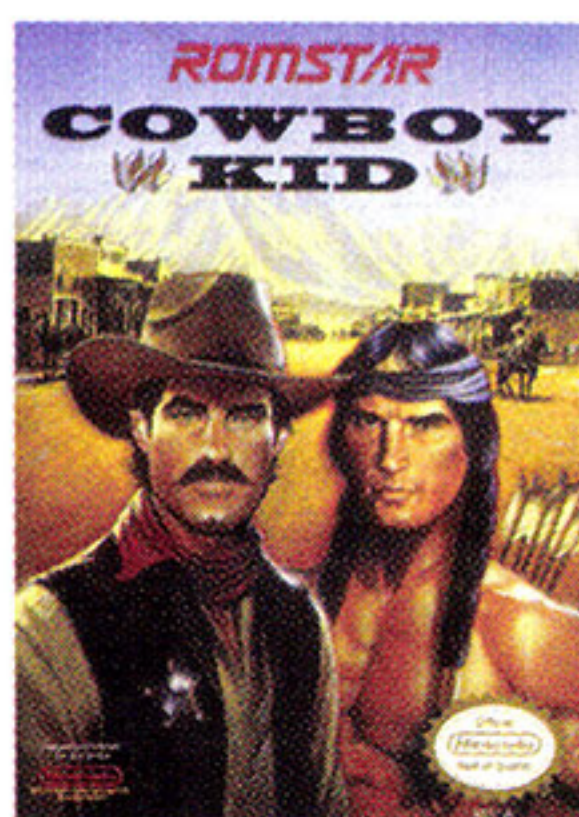
Data East-NES  
Vice President of Sales:  
Shinichi Ikawa  
(408) 286-7080



This cartridge features characters from the Marvel comic book "The Avengers" and other comic books and should appeal to many Marvel fans.

### COWBOY KID

Romstar-NES  
National Sales Director:  
Joyce M. Kaehler  
(213) 539-5283



This western action adventure game features two-player simultaneous action and will appeal to a wide range of age groups.

### DICK TRACY

Bandai-GameBoy  
Vice President of Sales:  
Loren Hilderbrand  
(310) 926-0947



Based on the movie, Bandai's Dick Tracy places players in the title role. Players must travel through different levels to hunt down the members of a criminal gang and bring them to justice.



# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### DIE HARD

Activision-NES  
President: Peter Doctorow  
(415) 617-8161

Based on the smash-hit action movie, Activision's Die Hard contains the scenes and action that has made the movie a classic. The game features excellent graphics and animation as the player makes his way through a high-rise in an attempt to stop a group of terrorists. Fans of the movie and devotees of action games will find much to enjoy with this cartridge.

### EARTH DEFENSE FORCE

Jaleco-Super NES  
National Sales Director:  
Carol S. Seitz  
(708) 480-1811

In this shooter, players must take a space ship against a series of alien craft



in an effort to protect the Earth from invasion.

### FATAL FURY

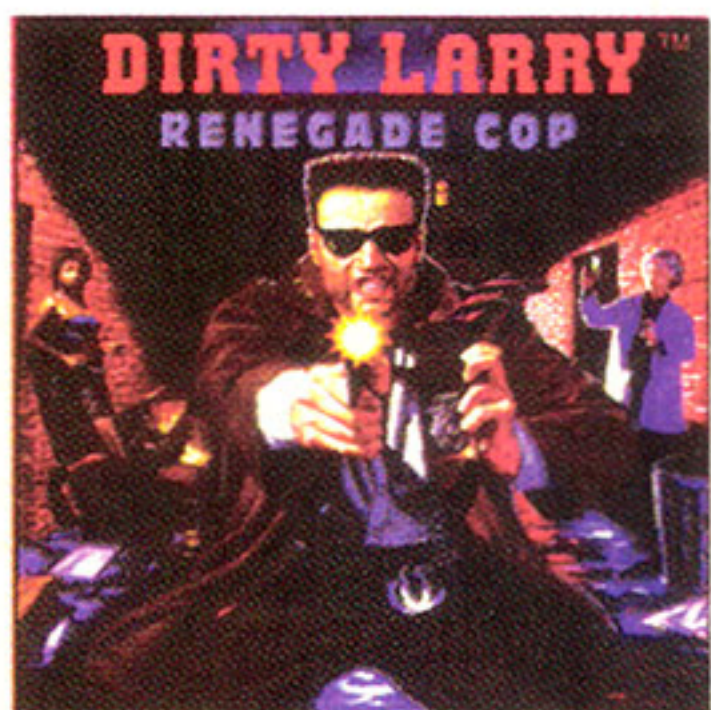
SNK-Neo•Geo  
Vice President of Sales:  
Lynn Pearce  
(310) 787-0990

A fighting game, Fatal Fury will please owners of Neo•Geo systems with its attention to detail in graphics, sound, and animation throughout the game. Players must stand up to a number of fighters, each with their own special moves and abilities. A two-player simultaneous version where players can team-up against the opponents is included.

### DIRTY LARRY

Atari-Lynx  
National Sales Director:  
Robert Schuricht  
(708) 629-6500

Players act as a renegade cop out to clean up city streets in this action game



for the Lynx. The game features multiple levels, side-scrolling arcade action, and a variety of weapon power-ups.

### F-15 STRIKE EAGLE

Microprose-NES  
Vice President of Sales:  
Doug Litke  
(410) 771-1174



A highly acclaimed computer title, Microprose's NES conversion contains all of the action and need for skill of the original Strike Eagle flight simulator.

### FIGHTING SIMULATOR

Culture Brain-GameBoy  
Sales Manager: Jim Steen  
(206) 882-2339

This GameBoy cartridge contains continuous fighting action and excellent gameplay as players try to fight their way to the last round of the game. This cartridge will catch the attention of fans of fighting and action games. The technique involved in playing makes this cartridge suitable for more experienced gamers.

### DOUBLE DRIBBLE

Konami-GameBoy  
National Sales Manager:  
Steve Jackson  
(708) 215-5100

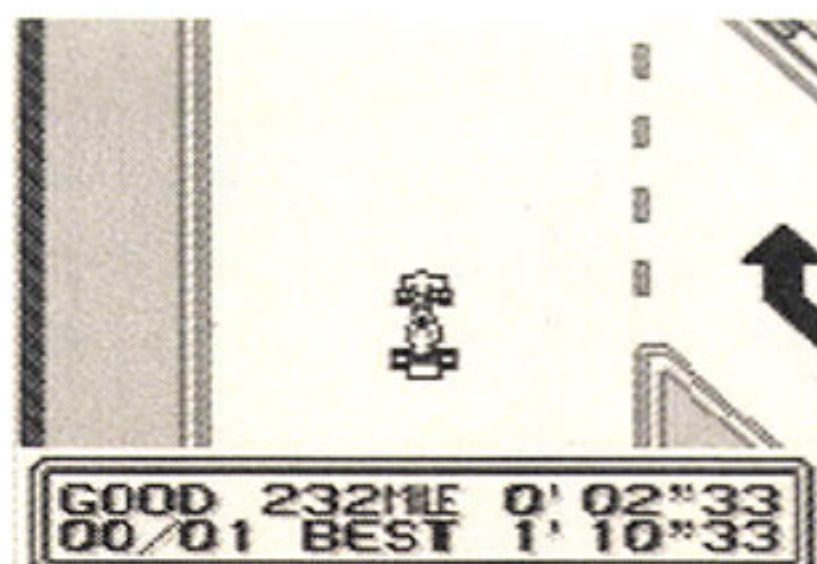


The popular NES cartridge has been converted to the GameBoy by Konami. The game features 5 on 5 basketball action.

### FASTEST LAP

NTVIC-GameBoy  
National Sales Manager:  
Meredith Wolfe  
(212) 489-8390

This GameBoy racing title from NTVIC features a variety of tracks. Players can



opt to build their own vehicle to improve their racing times.

### THE GAMES WINTER CHALLENGE

Accolade-Genesis  
Vice President of Sales:  
Kathy Piziali  
(408) 985-1700



Translated from the recent computer release, this cartridge contains 8 different winter Olympic events including downhill skiing, bobsled, giant slalom, and speed skating.



# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### GUNFORCE

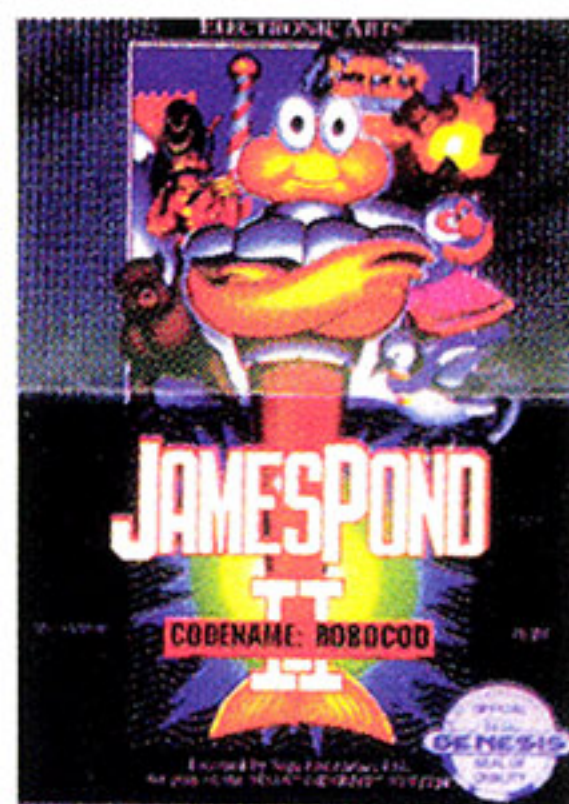
Irem-Super NES  
Vice President of Sales:  
Steve Glattspieler  
(206) 882-1093

This Contra-style shooter puts players in the position of a commando fighting off hordes of enemy units. This arcade translation features a number of different weapons and vehicles for the player to use in the different missions.



### JAMES POND II

Electronic Arts-Genesis  
Vice President of Sales:  
Nancy Smith  
(415) 571-7171



A sequel to the first James Pond adventure, this game gives the title character new powers and weapons. The game will appeal to younger gamers.

### A LINK TO THE PAST

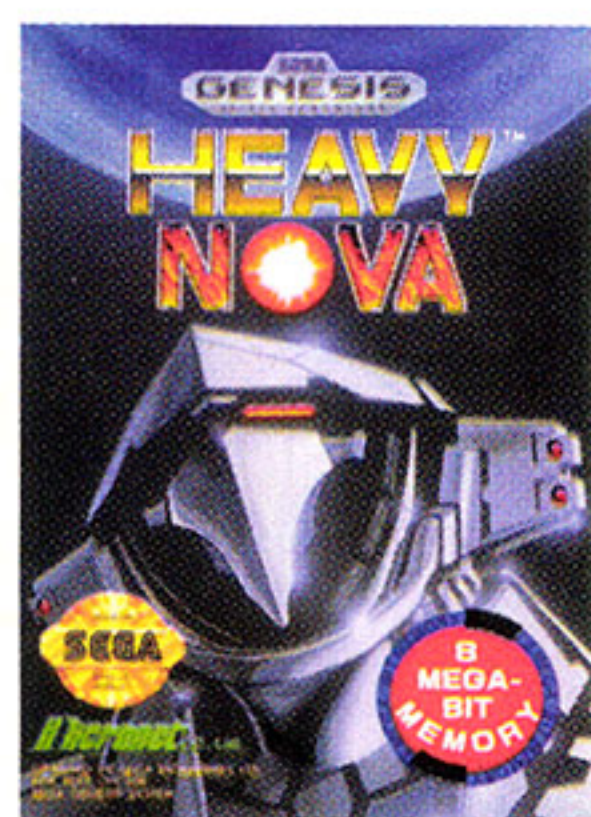
Nintendo-Super NES  
Vice President of Sales:  
Bruce Donaldson  
(206) 882-2040



This month's Pick Hit, the third title in the Zelda series provides players with an involved quest and plenty of action.

### HEAVY NOVA

Bignet-Genesis  
General Manager: Kyoza Okazawa  
(415) 296-3883



This cartridge features fighting action between large robots. The game has been produced for CD in Japan and may be released in that format in the United States as well.

### LAGOON

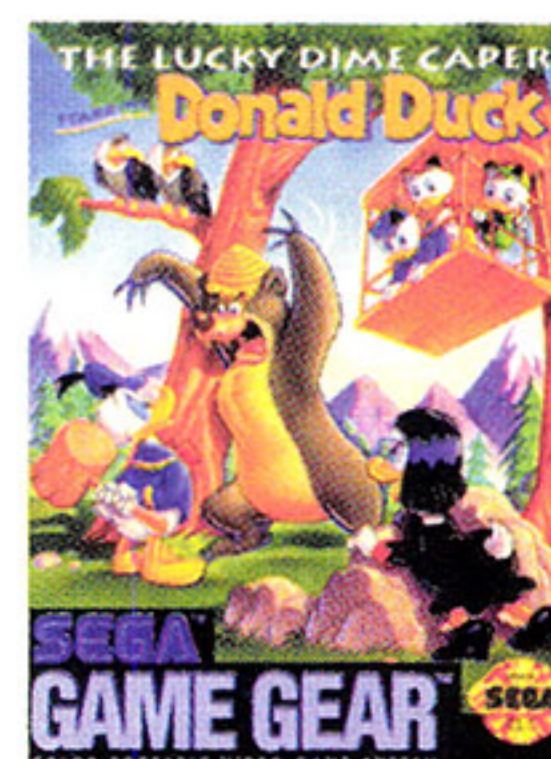
Seika-Super NES  
Vice President of Sales:  
Ron Kurtz  
(310) 373-0404



Seika Corporation has moved into the adventure gaming genre on the Super NES with Lagoon. The game contains a long and involved quest and numerous monsters to defeat in the search for the final goal.

### THE LUCKY DIME CAPER

Sega-Game Gear  
Senior Vice President:  
Richard Burns  
(415) 508-2800



Directed at young game players, this Game Gear title features the antics of Disney character Donald Duck and his three nephews Huey, Dewey, and Louie.

### HYDRA

Atari-Lynx  
National Sales Director:  
Robert Schuricht  
(708) 629-6500

Players drive a hydroplane through enemy territory in an effort to bring supplies to the front lines of a conflict. The game features an excellent variety of weapon power-ups and smooth scrolling action.



### LAST RESORT

SNK-Neo•Geo  
Vice President of Sales:  
Lynn Pearce  
(310) 787-0990



This horizontal shooter features superlative graphics and sound as well as two-player simultaneous action and numerous scenes of action.

### LYNX CASINO

Atari-Lynx  
National Sales Director:  
Robert Schuricht  
(708) 629-6500



This gambling game features poker, blackjack, roulette, and slot machines. Highly detailed cinema displays and excellent graphics complement the four games on the cartridge.



# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### MARIO LEMIEUX HOCKEY

Sega-Genesis  
Senior Vice President:  
Richard Burns  
(415) 508-2800

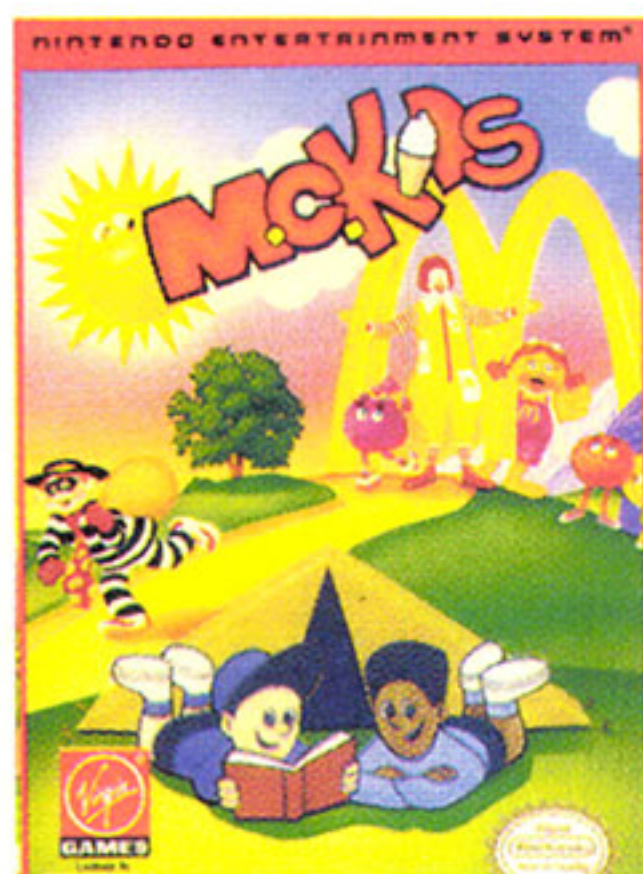
This game features the license of the star hockey player for the Pittsburgh Penguins. A two-player option is included.



### MCKIDS

Virgin Games-NES  
Vice President of Sales:  
Stuart Kaye  
(714) 833-8710

This title from Virgin Games, made in conjunction with McDonalds, contains a non-violent Mario-style game that should please younger game-players and parents.



### MEGAMAN 4

Capcom-NES  
Vice President of Marketing:  
Joe Morici  
(408) 727-0400

MegaMan returns to the NES with his latest adventure from Capcom. Fans of the first three games will enjoy this title and will find enough challenge to keep them occupied for a long time.



### MONOPOLY

Parker Brothers-GameBoy  
Vice President of Sales:  
Michael Mishaud  
(508) 927-7600

One of the most popular board games ever, Parker Brothers has converted the game over to the GameBoy. Fans of the board game and NES version will find much to like with this version.



### MUTATION NATION

SNK-Neo•Geo  
Vice President of Sales:  
Lynn Pearce  
(310) 787-0990

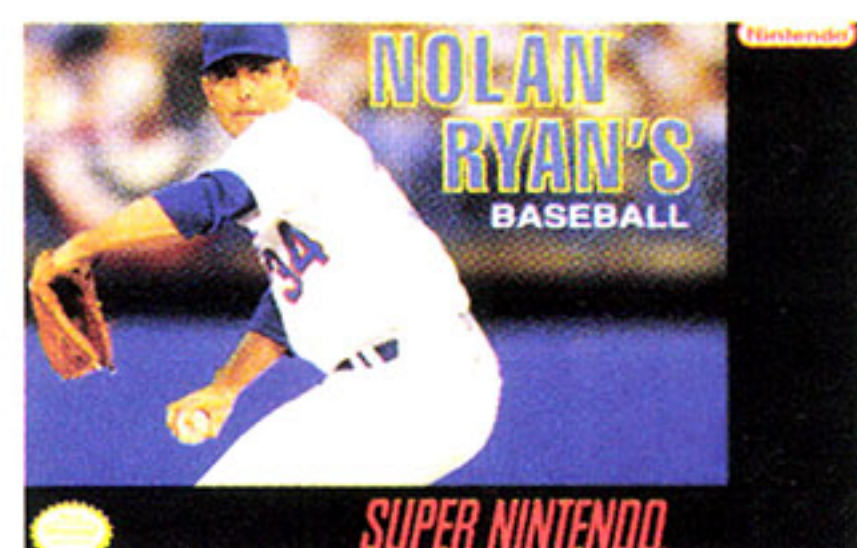
A two player simultaneous fighting game, players must battle against hordes of mutated opponents to save the world from domination.



### NOLAN RYAN BASEBALL

Romstar-Super NES  
National Sales Director:  
Joyce M. Kaehler  
(213) 539-5283

Romstar's Super NES baseball game carries the license of Nolan Ryan, the future Hall of Fame pitcher for the Texas Rangers.



### PINBALL

Atari-Lynx  
National Sales Director:  
Robert Schuricht  
(708) 629-6500

Pinball comes to the Lynx for the first time with this game cartridge from Atari. The game features smooth action and animated effects as players try to navigate the ball around the course for the highest score. Atari's Pinball will please both fans of fast-paced action games and the fanatics of the coin-operated machines.

### PIT FIGHTER

Atari-Lynx  
National Sales Director:  
Robert Schuricht  
(708) 629-6500

Based on the modern arcade classic, Atari's Pit Fighter for the Lynx contains the digitized graphics from the stand-up machine. The game contains three different characters for players to choose from.



### PLAY ACTION FOOTBALL

Nintendo-Super NES  
Vice President of Sales:  
Bruce Donaldson  
(206) 882-2040

Game players and football fans have been waiting for this Super NES football game since the introduction of the system. Nintendo delivers with this game, giving fans of sports games a good mix of action and strategy. The game also has an excellent two-player option for head-to-head competition.



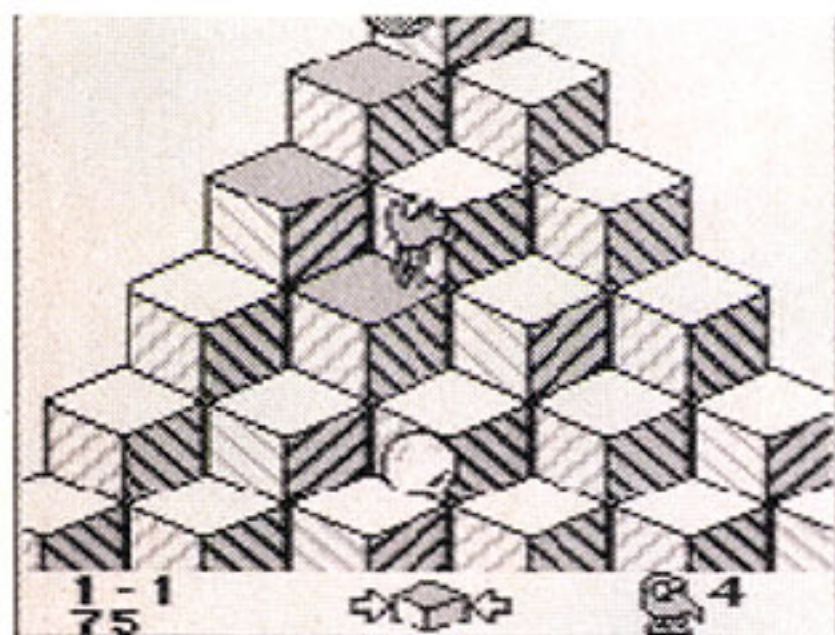
# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### Q\*BERT

Jaleco-GameBoy  
National Sales Director:  
Carol S. Seitz  
(708) 480-1811

The classic arcade game has been translated to the GameBoy by Jaleco. Fans of the original will enjoy this title



and younger gamers will be attracted to the cute graphics and theme.

### RAMPART

Jaleco-NES  
National Sales Director:  
Carol S. Seitz  
(708) 480-1811

This arcade translation has players build and defend castles from enemies. Also included is an excellent two-player

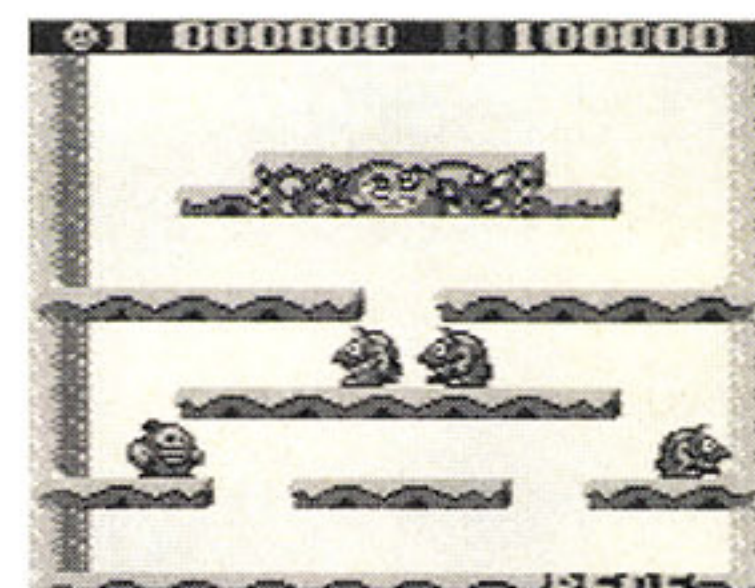


version where players can destroy each other's fortresses.

### SNOW BROTHERS

Capcom-GameBoy  
Vice President of Marketing:  
Joe Morici  
(408) 727-0400

This non-violent action game features



game play similar to that found in Bubble Bobble. Young players will be attracted to the cute graphics.

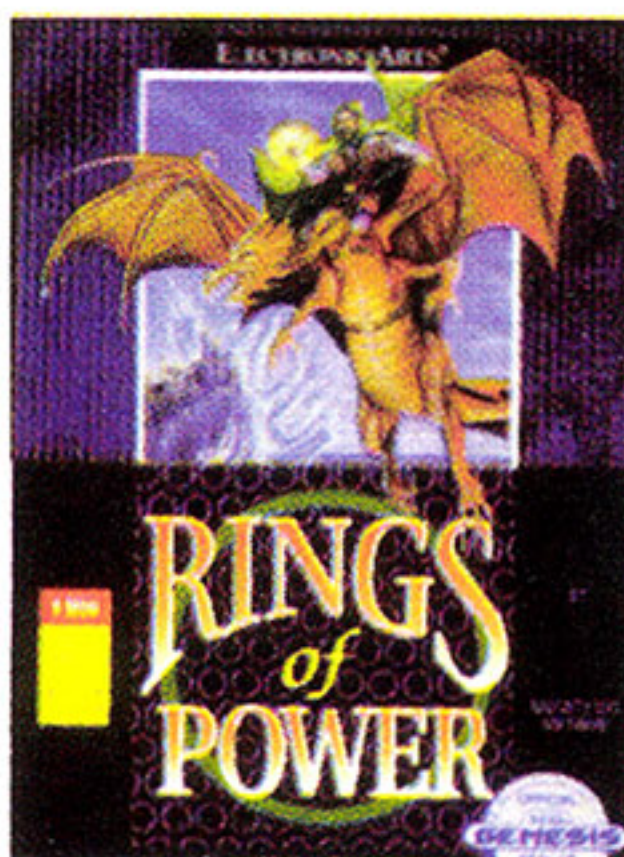
### QUATRO ADVENTURE

Camerica-NES  
National Sales Director:  
Steven Weitzman  
(708) 498-4525

For players who can't get enough of adventure games, this NES cartridge from Camerica contains four completely different adventure titles. Included on the cartridge are the games Super Robin Hood, Linus Spacehead, Treasure Island Dizzy, and Boomerang Kid.

### RINGS OF POWER

Electronic Arts-Genesis  
Vice President of Sales:  
(415) 571-7171



Role-playing fans will enjoy this game as they take a party of six magic-users on a series of 17 different quests in an effort to save their world from endless tyranny.

### SONIC THE HEDGEHOG

Sega-Master System II  
Senior Vice President:  
Richard Burns  
(415) 508-2800



One of the most popular games ever developed for the Genesis, Sonic The Hedgehog has been translated for the 8-Bit Master System.

### QUATRO SPORTS

Camerica-NES  
National Sales Director:  
Steven Weitzman  
(708) 498-4525



Similar to Quatro Adventure, this cartridge contains four sports games. Included are Pro Tennis, Baseball Pro's, Soccer Simulator, and BMX Simulator.

### SESAME ST. COUNTDOWN

Hi-Tech-NES  
Vice President of Sales:  
Joan Ziegler  
(212)941-1224



Designed as an educational title, this Hi Tech cartridge features action and graphics that help keep young children interested in the game while learning about numbers.

### SPACE SHUTTLE

Absolute Entertainment-NES  
Vice President of Business  
Affairs: Jim Charne  
(201) 652-1227



Based on the Space Shuttle, this cartridge allows players to fly a variety of missions. The game includes both arcade and mental challenges for players.



# ELECTRONIC GAMING RETAIL NEWS

## NEW PRODUCT CALENDAR

### SUPER OFF-ROAD

Tradewest-Super NES  
Vice President of Sales:  
Phil G. Adam  
(714) 545-9001

Those who enjoy racing games will find much to like here. A variety of tracks



and tremendous music complement the action.

### SUPER SPY HUNTER

Sunsoft-NES  
Vice President of Sales:  
Rita Zimmerer  
(714) 891-4500



A sequel to the classic arcade game Spy Hunter, this cartridge features new weapon power-ups and a host of new opponents trying to stop the player from his goal.

### SWORD MASTER

Activision-NES  
President: Peter Doctorow  
(415) 617-8161

This game features sword fighting action sure to attract fans of fighting and martial arts games. Featuring excellent animation and graphics, the game puts players through a series of battles in their quest for the end. A technique game, Sword Master will appeal to more experienced game players.

### TERMINATOR

Virgin Games-Genesis  
Vice President of Sales:  
Stuart Kaye  
(714) 833-8710

Virgin Games has scored a major license with this new Genesis cartridge. Excellent graphics and gameplay will



keep fans of the movies enthralled with this action game.

### TROUBLE SHOOTER

Vic Tokai-Genesis  
General Manager: Leonard Garcia  
(310) 326-8880

The first Vic Tokai game for the Genesis, this cartridge features two-player simultaneous action and large, difficult end bosses for each of the levels.



### ULTIMATE STUNTMAN

Camerica-NES  
National Sales Director:  
Steven Weitzman  
(708) 498-4525



A variety of different skills are needed to make it to the end of this game. Players will find numerous power-ups and a great deal of challenge.

### VALIS 3

NEC-Turbo CD  
Vice President of Sales:  
Jim Gregg  
(708) 860-9500

This popular side-scrolling action adventure series moves into its third game with this title. Fans of the original will enjoy this new game with its longer adventure, different enemies, and improved graphics and sound. The game will also attract devotees of action and fighting games with its attention to detail and fighting scenes.

### WANDERERS FROM Y'S

American Sammy-Super NES  
Vice President of Sales:  
Jae Chang  
(213) 320-7167

One of the most popular series of role-playing games ever, Wanderers from Y's



comes to the Super NES from American Sammy in January.

### WHEEL OF FORTUNE

GameTek-NES  
Executive Vice President:  
Bruce Lowry  
(305) 935-3995

Based on the popular television game show, this cartridge features show hostess Vanna White and hundreds of new puzzles to solve.







DAVE ANDY GREG JULIE

# DIE HARD

## The Gamer's Game Store

Look no further! Don't turn another page, Don't read another ad! If your into gaming, if you want the new games first, great prices, the best service, the best selection, and of course, info and tips from the most dedicated staff in the business, call DIE HARD! No empty promises, no gimmicks. Simply the best in the business!



### THE NEWEST MEGA DRIVE

These are the newest MD titles. We stock every game, old and new! We get the new titles on or before the Japanese release date.

ALIEN STORM  
ZERO WING  
SYD VALIS  
BONANZA BROS.  
MARVEL LAND  
FIRE MUSTANG  
STREET SMART  
RAIDEN  
ALISA DRAGON  
FASTEST ONE  
WRESTLE WAR  
SPACESHIP GAMORA  
BARE KNUCKLE  
SAINT SWORD  
BEAST WARRIORS  
VAPOR TRAIL  
QUAD CHALLENGE  
THUNDER FOX  
DOUBLE DRAGON 2  
ARCUS ODYSSEY

### THE NEWEST GENESIS AT THE LOWEST PRICES!

We're just as fast on American carts. You can call DIE HARD for all your U.S. games too!

SONIC  
BIMINI RUN  
AIR BUSTER  
WINGS OF WOR  
KING'S BOUNTY  
HARDBALL  
MERC'S  
STREETS OF RAGE  
CALIBER 50  
DONALD DUCK  
FANTASIA  
BLUES ALMANAC  
MIDNIGHT RES.  
MARIO LEMUX HOCKEY  
BEAST WARRIOR  
VAPOR TRAIL  
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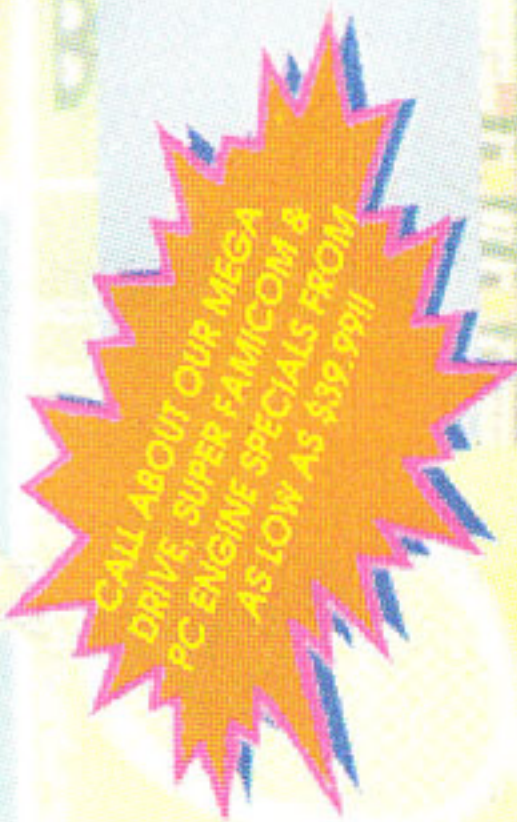
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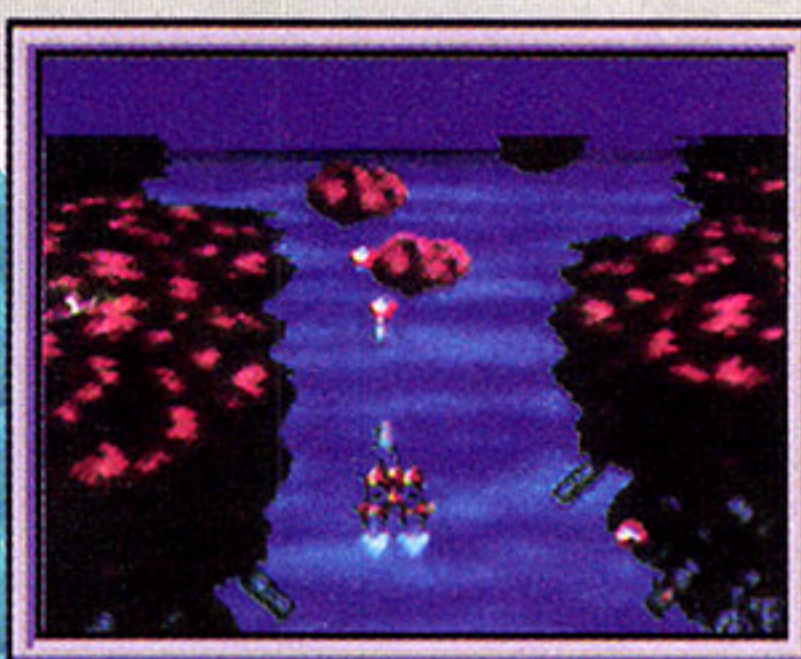
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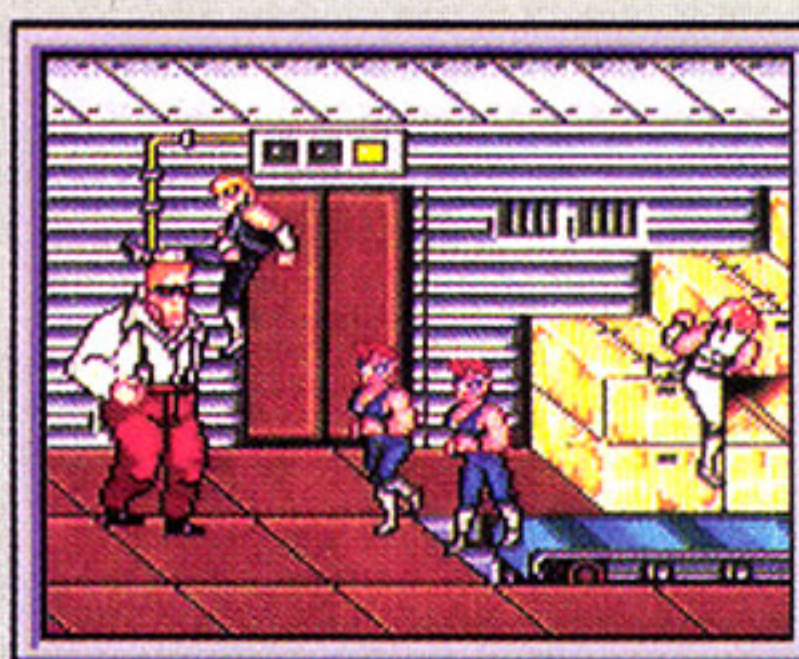
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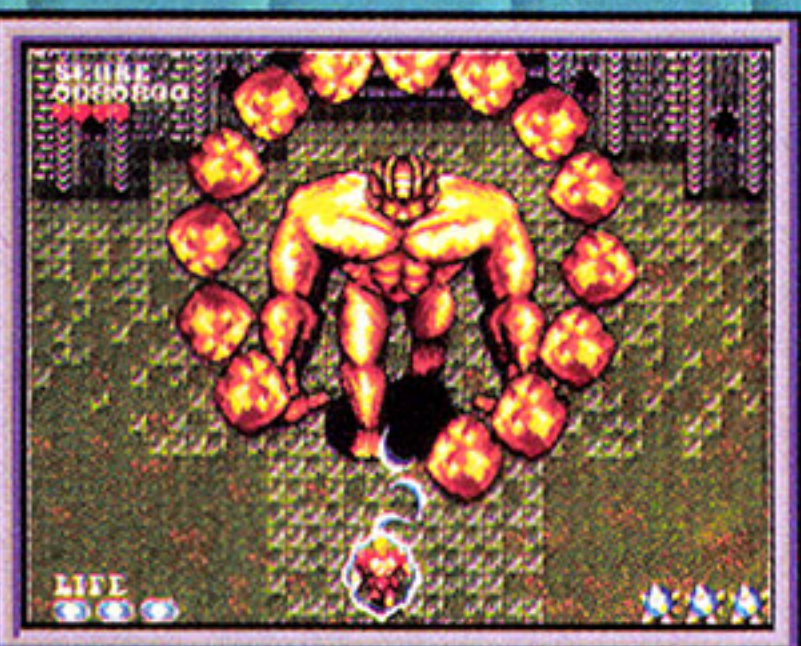
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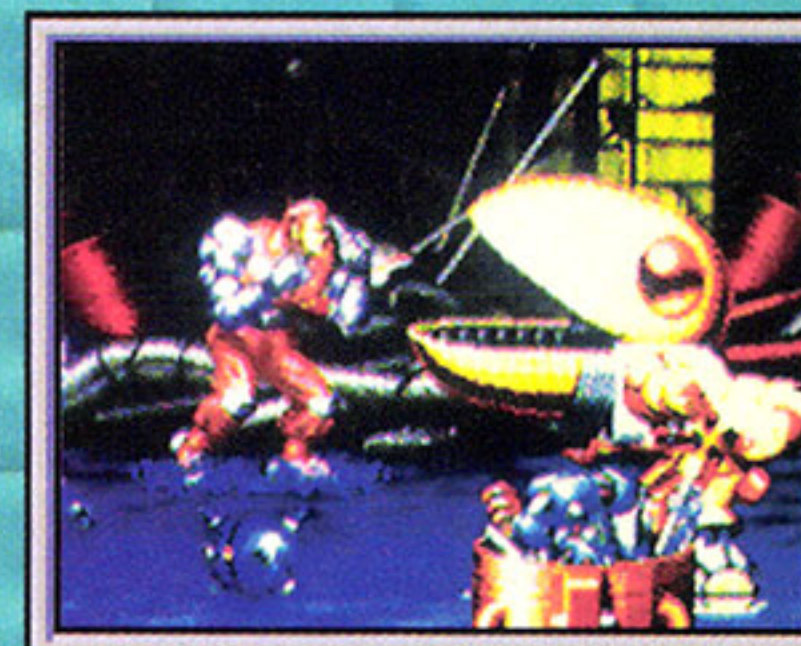
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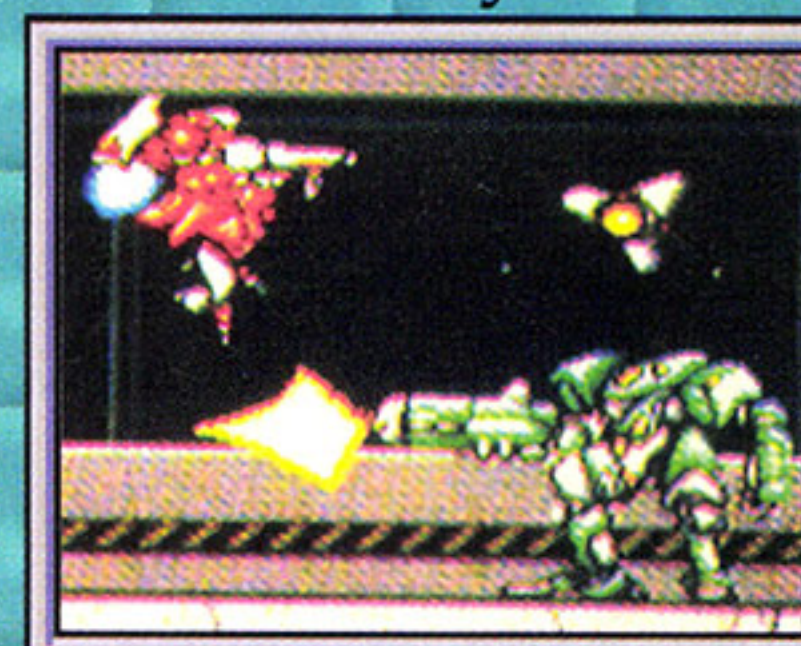
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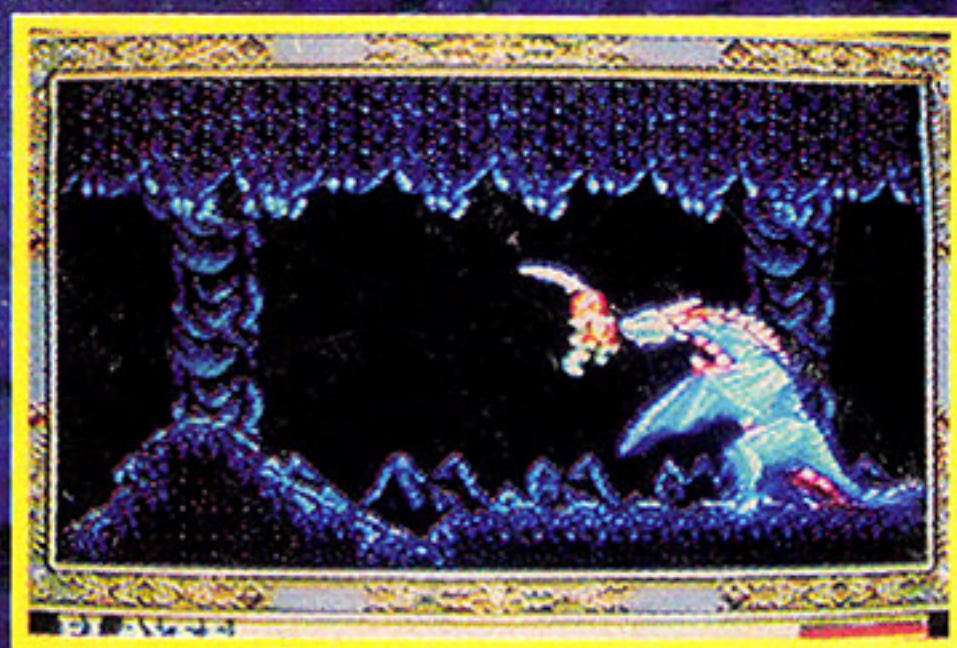
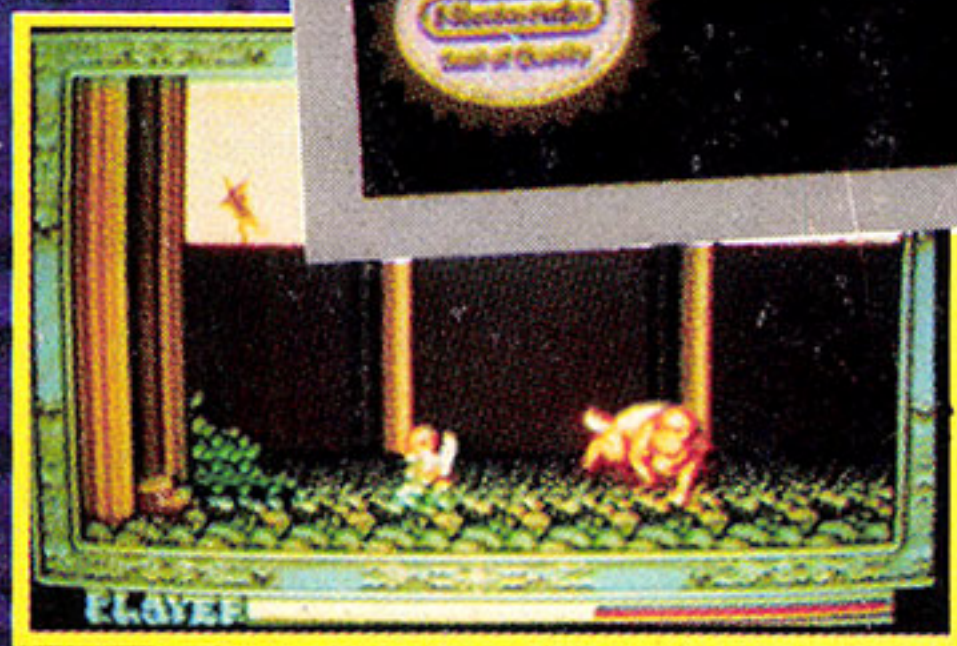


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