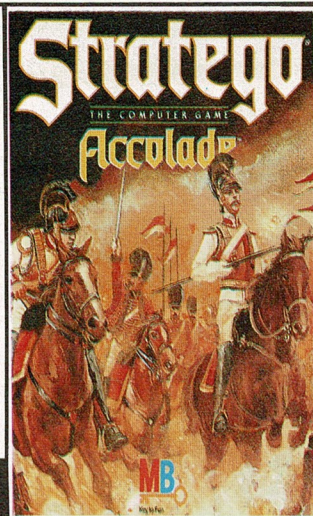




# CTW

An ETP Publication

EUROPE'S ELECTRONIC GAMING TRADE NEWSPAPER



## Amstrad bundles up games PC

**Amstrad will launch a new PC with a bundled games pack next month.**

CTW understands that amongst the new range of machines lined up for launch at the Business Computing Show in London will be a new 'home' model — pitched at users who want the capacity to run standard business applications and games on their system.

The machine is likely to be 286-based, with 40Mb hard drive, VGA monitor and sound card. At least three games will be bundled. Two of them are US Gold's *Links Golf* and Domark's *Prince Of Persia*, with MicroProse's *F-15 II* a possibility. To aid penetration into first-time

buyer territory, there will also be an extremely friendly bought-in menu system.

It is understood that the machine will be non-expandable. Indeed, this may well be a policy decision taken across the board on the new machines.

One sticking point with the new home PC has been price, with major retailers and distributors advising Amstrad that £700 would be ideal for mass volume hopes. Thanks to recent strengthening of the dollar, however, Amstrad has found it very difficult to get down to that price and now £799 looks the lowest possible price, and £899 the most likely.

Sources close to the manufacturer have told CTW

that Amstrad is intending to have completely re-structured its PC range by the beginning of next year.

The flagship machines are likely to be part of a PC5000 range, with production possibly having already stopped on the current Generation 3 PC3000 machines — which have been going it alone since the phasing out of the PC1512, PC1640 and PC2000s.

A blanket marketing campaign is looming for autumn/winter to recharge Amstrad's brand strength, and the new machines will have the same product family 'look' as the new PCW 9256 and 9512 Plus — which are also due to be unveiled at the Business Computing Show on September 17th.



PC2000: Amstrad's last home PC, launched unsuccessfully in 1988

## Two in, one out, for CES

**EMAP's Computer Entertainment Show continued to have mixed fortunes last week, with two major software houses confirming space at the show, whilst a pull-out by Sega loomed.**

Strong rumours are already circulating that the Japanese hardware giant has pulled out of the trade only event. With no Nintendo either, this would leave Commodore and Atari as the only hardware firms at the show.

Despite the fact that the consumer side has been cancelled, both Sierra and Acclaim will be taking a decent amount of space at Earl's Court II, with Acclaim taking some 150 square metres.

The firm will be previewing *The Simpsons*, *WWF Wrestle-mania Challenge*, *Terminator II*, *Wizards and Warriors III*, *Trog* and *Smash TV* for the NES.

On Gameboy, the firm will have *The Simpsons*, *WWF Superstars* and *Double Dragon II*. It will also feature its range of games and Nintendo accessories.

Acclaim's European boss Rod Cousens commented. "It is an introductory entrance for the company and its product lines at a venue which will act as a focal point for trade visitors. It is an opportunity to be seen and to increase our profits in this market by being readily accessible to those who may want to meet up and get to know us."

"ECES serves a purpose and it is in the interests of the industry that it exists and is successful. It is time to look forward to ECES 1992 and determine its structure in a way that makes commercial sense. I would be pleased."

Continued on back page

## Prose seeks \$16m injection

**MicroProse is seeking to raise \$16 million next month by joining the US stock market, CTW can reveal.**

The Baltimore based simulations specialist needs the money to pay off huge debts incurred by its sortie into arcade machine development, and pay back cash owed to directors of the firm. It also needs the money for investment into new areas, such as Nintendo publishing.

Underwriter, Alex Brown & Sons Inc expects to sell two million MicroProse shares at around \$8 a share. Some \$4 million will go to existing stockholders cashing in part of their company holdings.

President Bill Stealey is believed to be selling \$2 million worth of his shares, and he will also pick up \$100,000 that he is owed. Co-founder Sid Meier will get \$722,000 in product development fees and royalties he is owed.

Stealey is using the flotation to split off its struggling arcade machine business, which has apparently cost MicroProse \$6.3 million in losses since it was started in 1988. He and other stockholders will pay \$5.2 million over 10 years for the

company, to be called M.P. Game Technology, and keep it private.

Of the \$10 million the company expects to raise after underwriter's fees, \$4.7 million will pay off bank debt. This means that of the \$16

Continued on back page



F-15: Arcade machine venture has lost \$6.3m

## Dennis finally steps into the console zone

**Dennis Publishing will launch a new consoles-only title next month, called Game Zone.**

The firm has been putting the final touches to the consumer monthly for some time (CTW July 29th), but is now ready to do battle with the existing multi-format consoles title — EMAP's *Mean Machines*.

*Game Zone* will be a glossy, full-colour offering, priced at £1.95. The first issue is due to appear in mid-October, and a £200,000 marketing spend is being planned.

As well as the usual promotions for the news trade and ads in the computer press, teen mags such as *TV Hits* and *90 Minutes* will also spread the word.

*Game Zone's* editorial platform will cover NES, Megadrive, Master System, Super NES, TurboGrafx,



Dennis takes on Mean Machines

Game Gear, Lynx and Turbo Express. The print run will be 85,000, with the settle down circulation figure estimated to be around 50,000.

Former *Zero* staff writer Paul Lakin will take the editor's chair, with onetime-*Just 17* and *Young Telegraph* employee Jackie Ryan as second in command.

"We have a strong track record with our other title *Zero*, and this time we will be up against only one major force in the same market. We think there's room for both us and *Mean Machines* to do well," commented publisher Teresa Maughan to CTW.

## THIS WEEK:

### Company news:

Active	5	Melchester	3
Atari	16	Mindscape	3
Borland	3	MTV	3
Commodore 3/4	Origin	3	
DI	4	Razorsoft	4
Dixons	4	Schneider	4
EA	4	Sega	3/4
EMAP	3		
Europress	16		
Future	3		
Greyhound	4		

### Features:

Snack food promotions	6
The Sega mags battle	8
Rise of the sophisticated gamer	10

Letters	12/14
Charts	13
Reviews	13

## Sega chops Megadrive to £129

**Bustling Sega has announced the second price drop inside six months for its 16-bit Megadrive console, taking it down by £20 to £129.**

As recently as March, the firm dropped the price of the console from £189 to £149. This had originally been brought in as an exclusive deal for Dixons, but that was ruled out nationally following dealer disgruntlement.

This time the pack will be available to all from September 1st. But no new pack is being launched as

the firm is sticking with its *Altered Beast* bundle.

The new £129 price point will be advertised as part of the firm's forthcoming TV campaign which will be launched in September.

UK sales figures for the machine are projected to be some 175,000 units from January to December 1991, with the European target at 580,000. The European installed base at the beginning of the year stood at 193,000 units.

Sega is also hoping that the new price point will put an end to the problems with grey imports that have

hounded the machine, even before its UK launch last September.

The firm's UK boss Alan Sharam told CTW: "The question of grey imports gets raised from time to time, especially by other retailers. We know that with the last drop a lot of people pulled out of the market, well, £129 will make things very uncomfortable indeed. We've already ordered more stock for Christmas — so we're ready."

"We've always been making the effort to pull away from our competitors, but these days there is a higher

demand for all Sega product. At the moment with the Gamegear at £99, the Master System II at £59, the Master System II Plus at £89, and software prices also being held and not drifting upwards like some others, we're looking very strong for Christmas.

"If you ask about at retail and distributor level they say that sales of the Megadrive are going very well. The new £129 price point will put it all into focus. Promotion for the new price will be included in the TV campaign which starts in September, so it all fits in very nicely indeed."



SHARAM: Hurting grey imports

# THE UK'S MOST 'COMPLETE' ELECTRONIC LEISURE WAREHOUSE

Centresoft's headquarters are in Birmingham not Brussels, and are not, it has to be said, a tourist attraction like the Atomium in Belgium. Yet there are similarities. For whilst Bernard Van Berg's architectural masterpiece represents the complete structure of the atom, so Centresoft's warehouse holds the most complete range of Electronic Leisure goods available from one source.

Whether it's the SEGA GAMEGEAR, GAMEBOY, ATARI Lynx, or NINTENDO products, or a range of home computer and console titles across all formats, Centresoft has what you need when you need it most.

So if you want a spectacular sight - visit the Atomium. If you want spectacular sales - talk to Centresoft, now.



## CENTRESOFT

021 625 3399



**THE COMPLETE  
ELECTRONIC LEISURE  
DISTRIBUTOR**

Units 2/3, Holford Way,  
Holford Birmingham B6 7AX

**COMPUTER TRADE WEEKLY  
1991 RETAILER SURVEY VOTED:  
No.1 FULL PRICE SOFTWARE DISTRIBUTOR  
No.1 FOR OVERALL SERVICE**

- 24 Hour delivery • 20 on-line telesales consultants
- Computerised telereturns system • Widest range of Electronic Leisure Products available

Visit us on stand 302 at the European Computer Entertainment Show (ECES) Earls Court 2, September 5th-8th

# Sinclair User falls to 44K

EMAP Images announced its final ABC result last week — representing a 12 per cent drop in sales for *Sinclair User*.



SU: ABC drop no balls-up, says EMAP

The Spectrum monthly registered an average circulation of 44,141 copies for the January 1st to June 30th 1991 period, as opposed to the 50,099 achieved in the previous half year.

EMAP commented that it was disappointed with the drop, but added that so far this year it has been tightening up sales and distribution. In order to maximise profits it has been looking to gain a major reduction in wastage, which has apparently offset the circulation dip.

The publisher added that it has recently switched to firm sale on the title, rather than SOR, and it expects the circulation to rise again during the July to December period.

Meanwhile, EMAP revealed last week that an announcement is looming regarding the future of its *PC Leisure* monthly — with the clever money being put on a switch to monthly publication.

The title has no ABC figure at present.

# Sega wins Race in sponsorship scoop

Sega has pulled off a double sponsorship coup — tying up with soccer hero Roy of the Rovers, and non-stop music channel MTV.

From the start of this season Roy Race's Melchester Rovers team will have the Sega logo emblazoned across their shirts as they battle through another season of injury crises, boardroom backstabbing, and 40 yard screamers.

The deal was apparently signed in the Melchester boardroom attended by Roy Race (!) and Nick Alexander. The Sega name will also appear on hoardings around the Mel Park stadium.

Sega's Philip Ley commented: "We looked at a number of sponsorship options, but Melchester Rovers won hands down. They finished third from the top of division one last year, made the semi finals of the European Cup Winners Cup and they will be back in Europe in the UEFA Cup this season."

Rather surprisingly, Roy Race commented: "It's a perfect partnership — together Melchester and Sega will always be top of the league."

In addition, the firm is also the major sponsor at the MTV Video Music Awards in Hollywood. The awards will be broadcast live from the Los Angeles Universal Amphitheatre in September.

Sega will also be running a



Racey prepares to christen the new kit versus Carford City

competition alongside adverts for the awards, the winner will be flown to LA to watch the ceremony.

MTV's director of advertising sales Bruce Steinberg commented: "Sega and MTV share the same target audience, and in our respective

industries are the cutting edge of innovation. I see tremendous energy in our relationship and consider the Video Music Awards, renowned for its spectacle and wealth of stars, to be the ideal vehicle for Sega's association."

# Show sales forth

Future Publishing claimed last week that stand space at its World Of Commodore Show is already 90 per cent sold out — just six weeks after selling began.

Taking place at Earls Court II from November 14th-

17th, the event already has support from Commodore, Ocean, Mirrorsoft, Psygnosis, MicroProse, Electronic Arts, Gremlin and Virgin. In all, some 150 companies will be exhibiting.

With support growing for the show's Amiga bent, Future claims that it has already emerged as the big-

gest event of the year — with total floorspace reaching 9,300 square metres.

"We're going to be faced with a problem of simply not having enough room for all the would-be exhibitors," commented Future's leisure magazines publishing director Greg Ingham.

The first day of the show is for trade-only visitors, and is being sponsored by *Computer Trade Weekly*.

# Zeppelin over the moon with big Match

Zeppelin has pulled off the biggest signing of the 1992 season so far by signing the licence for the BBC's *Match of the Day* footy programme.

The game itself will include both management and strategy aspects. The players fortunes will be greatly determined by newspaper and television reports, and there will also

be several well known TV pundits featured, such as Jimmy Hill. The firm is already hoping that this won't damage sales too much.

Zeppelin boss Brian Jobling told CTW: "We like to think that we have the definitive management game here. It has all the things that you associate with the sporting media. It will have arcade action in it but it will mostly be a

management game. We have a good formula for making strategy games very playable."

The game will be out in October on all formats for £10.99 — £25.99.

In addition, the firm has also gained the rights to popular kids TV programme *Round the Bend*, which apparently captures an audience of some 5 million. The game will be out in September on all formats.

# Evans opens Origin door



EVANS: Origin tonic

**Amiga Format ad manager Jennie Evans is on the move from Future, taking control of Mindscape's Origin product line in Europe.**

Evans takes over as European sales manager at the beginning of September having been with Future for over 3 years. Having previously worked on *Ace*, she also helped launch *New Computer Express* before moving to *Amiga Format*.

Evans told CTW: "I'm not leaving for the wrong reasons, Future is the best company I have worked with. I have learnt a hell of a lot

whilst I've been here. "I have dealt with Geoff (Heath) for over three and a half years and I know that he has an extremely good reputation in the industry."

"This is an incredible opportunity and I believe that Origin product has massive potential in Europe."

Mindscape UK boss Geoff Heath added: "We're very pleased to have Jennie joining us, I think we are dealing with one of the best in the industry."

Evans' replacement at Future will be former Maxwell Consumer Magazines group ad manager, Jonathan Birt.

# Borland targets low-end

**Borland has announced the arrival of two new top name business packages pitched squarely at home and small business users.**

Special editions of the *Quattro Pro* spreadsheet and *Paradox* database will arrive next month — retailing at just £49.95 and £79.95 respectively.

*Quattro Pro SE* apparently competes head on with Lotus 1-2-3 Release 2.3, which has a rather higher suggested retail price of £295.

Its features include fully-integrated pull-down menus, extensive mouse support, moveable and resizeable windows to display several spreadsheets at one time and a single tutorial-style manual.

*Paradox SE*, meanwhile, boasts Query By Example (QBE) for easy data access, as well as integrated forms, reports and graphics.

"With *Paradox SE*, Borland continues its tradition of providing end users with superior price/performance advantages," remark-

ed Borland UK's senior sales manager Heather da Fonte. "*Paradox SE* is another example of our commitment to the entry level customer.

We're offering users an easy way to get started with a relational database, and a solid growth path for their applications and data."



DA FONTE: Ultra-aggressive price moves

**EDITORIAL:** 0438 310184/0438 310185  
**Editor:** Stuart Dinsey, **Deputy Editor:** Dave Roberts,  
**Staff Writer:** Ronnie Dungan, **Trainee Reporter:** Richard Emms

**ADVERTISING:** 0438 310105/0438 310182  
**Advertisement Manager:** Russell Beadle,

**PRODUCTION & ADMINISTRATION:** 0438 310106  
**Publisher/Managing Director:** Tom Stock, **Production Editor:** Lesley Hunt, **Credit Controller:** Charlotte Little,  
**Production/Technical Consultant:** Pete Minney, **Photography:** Dave Seymour.

Published by: Europress Trade Publications Ltd., Business & Technology Centre, Bessemer Drive, Stevenage SG1 2DX.  
 Fax: 0438 741247.

Lithographic Origination, Printing and Despatch: The Manson Group Ltd., 4 Maxted Road, Hemel Hempstead, Herts. Tel: 0442 247251.

Subscriptions: UK £75; Europe £120; US and Asia £220; Australia £250.  
 Registered at the Post Office as a newspaper.  
 No part of this publication may be reproduced, stored in any form of retrieval system or transmitted in any form or by any means, mechanical, electronic or otherwise without the specific written consent of Europress Trade Publications Ltd. All rights reserved, including translation into other languages.  
 c. 1991.

## Greyhound catches Schneider range

After several years of distributing the product throughout the UK, Greyhound has become the sole and exclusive distributor for the Schneider range of PCs.

Schneider currently controls UK operations from its Northampton office which will shortly be closing, leaving Greyhound virtually in control of the firms UK operations.

The firm will continue to market its popular Euro PC, which retails for £295 in the

UK, as well as hard and floppy drives from £99 upwards.

Greyhound's Philip Allot told CTW: "This is quite a coup for us, it proves that they now have complete confidence in us. We will continue to do the low end models, but at the other end of the scale the Germans are at the forefront of technology with the launch of a 486SX later in the year."

"The UK was very much an experiment for them, they ran it with their own management, but very much at arms' length though. It proves that the UK market has been a success for them."

## Dreams awake DI's new baby

Digital Integration is planning to launch a new non-simulations label called Dream Factory and an upmarket 16-bit budget label called Action 16 Premiere.

The firm has decided to create a new brand for its full-price arcade and strategy games, after suffering a deal of typecasting with the Digital Integration name due to its success with flight simulations.

The first Dream Factory product is called *Supaplex* — an "action strategy" game due for release on ST and Amiga. This will be followed at the turn of the year by a role-playing effort called *The Drift*, on ST,

Amiga and PC.

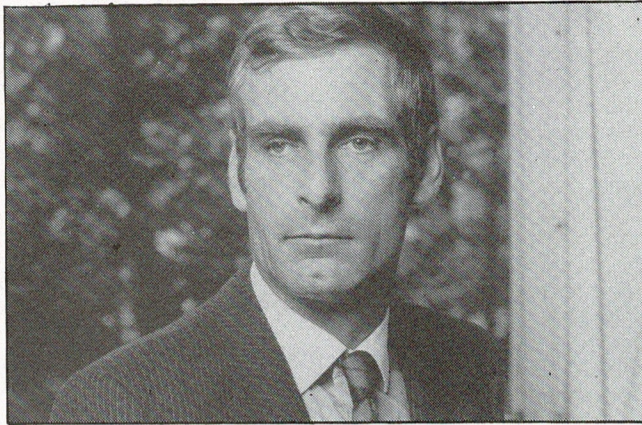
"When it came to reviews, our other products kept getting compared to our flight simulators even though they were a totally different style of software. We want to create a clear definition with the new label," remarked Digital Integration's Rod Swift.

The first Action 16 Premiere titles should ship next month — being *ATF II* and Ubi Soft's *Ironlord*.

Premiere products will retail at £9.99 — as opposed to the usual Action 16 price-point of £7.99.

"We were previously constrained to single disk/simple manual products — with Premiere we can put a lot more in," added Swift.

## Commodore signs multimedia star



MACKONOCHE: All roads lead to CD-ROM

Multimedia consultant Jim Mackonochie has joined Commodore on a full time basis, taking care of the firm's CDTV strategy in Europe.

His main role at Commodore will be to aid CDTV publishers and developers throughout Europe. He will also be instrumental in getting early educational and business development off the ground.

Mackonochie has worked as a consultant to Commodore since March 1990, and was one of the key

players in the initial CDTV project team.

Mackonochie told CTW: "There's still a lot more to do on the CDTV, I'm very committed to CD ROM. I believe that it will become the dominant format by the mid 90s. Commodore is in an almost unique situation of being able to bridge markets, with both the CDTV and the add-on for the Amiga."

Commodore boss Steve Franklin added: "Jim Mackonochie is one of the leading experts in multimedia and we are very glad to have him onboard."

## Arts unearths Dixons treasure

Electronic Arts has extended its already successful Summer Treasures promotion, which will now be running in Dixons stores across the country.

The promotion centres around three PC games —

*Chuck Yeager's Air Combat*, *Mario Andretti's Racing Challenge* and *Castles* which will be available on a buy two get one free basis in 150 Dixons stores.

The EA campaign is apparently the first PC promotion the high street chain has

## Sega cut up over Razor

Sega seems to have become embroiled in yet another legal row in the States — this time with third party publisher Razorsoft.

It appears that Razorsoft has filed a suit against Sega for violation of the Sherman Anti-Trust Act, which basically states that when a firm commands over 75 per cent of the market, it can no longer be as restrictive in its dealings with other firms.

Sega apparently refused to grant Razorsoft a licence

to produce cartridges for the Megadrive. The Japanese giant has responded to the Razorsoft action by filing a suit against it for breach of copyright.

The controversy seems to have begun when Sega tried to put pressure on Razorsoft — which is known for titles such as *Slaughter Sport* and *Death Duel* — to produce games for younger players.

The firm is now unsure whether it will be allowed to continue as a licensed Sega publisher. It is currently marketed in the UK by 21st Century Entertainment.

## Active fires up Dragon

Active Sales and Marketing has launched a new range of peripherals for the UK.

The Dragon range will be available from Active, Centresoft, Leisuresoft and Laser, and will include a wide range of products including mouse mats, joysticks, disk boxes and cleaning kits.

Cleaning kits will retail for around £5 for the Amiga, ST, and PC, with mouse mats for

£9.99.

There is also a data recorder for the C64 available for £29.99. The joystick range will follow at a later date.

Active boss Robert Stallibrass told CTW: "So far we've had excellent support from Centresoft, Leisuresoft, and Laser as well as a number of major independent chains. This is an excellent product range and we believe it will do very well."

## ateka TAPE RACKS

8 Station Road Industrial Estate, HAILSHAM  
East Sussex BN27 2ER, ENGLAND Tel. (0323) 845880  
Fax No. 0323-843366 Telex No. 87622 ATPYRO G

## UNIVERSAL RACKING FOR COMPUTER SOFTWARE

- Size of box no longer a problem!
- Up to 10 shelves fully adjustable in 2" increments
- Size 71" h x 43" w x 15" d
- Can be placed back to back for centre aisle display
- All metal construction
- Coated in white epoxy polyester
- We can provide MC or CD grilles to fit shelves

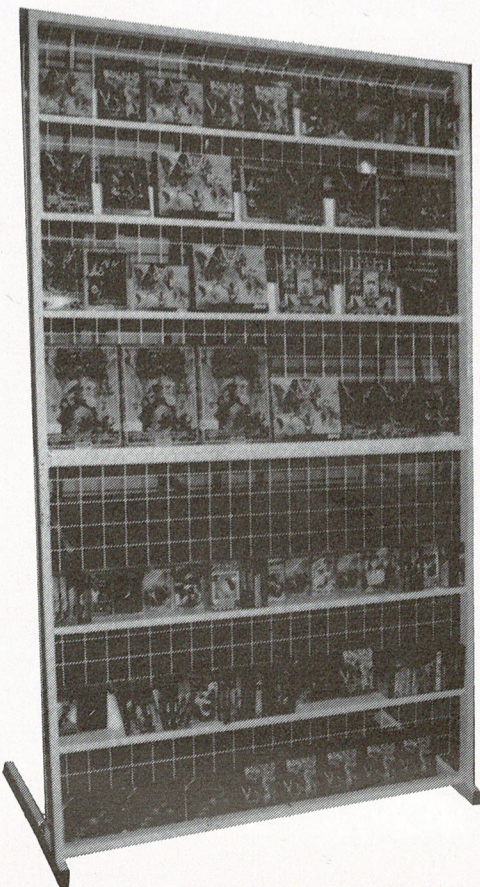
**SPECIAL PRICE**

**£150.00**

Ex works excl. VAT  
For Limited Period only

**WITH 6 SHELVES**

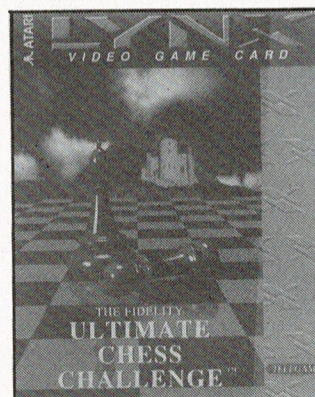
Also available: Lockable Metal Arms for LIVE DISPLAY



ASK FOR DETAILS INCLUDING A VISIT FROM OUR MOBILE DEMONSTRATION VAN

## TELEGAMES

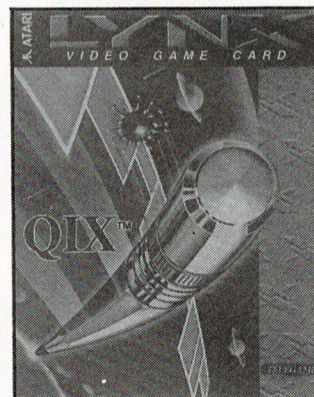
### A MASTER CHALLENGE FOR A SUPERIOR MACHINE



Based upon the most powerful chess playing technology from the laboratories of Fidelity Electronics — the premier manufacturers of dedicated chess computers and the developers of the only USCF Certified Master Rated (2325) Program. This is the most powerful chess game available!

17 challenge levels for one or two players, selectable 2-D or 3-D mode.

### AN ARCADE HIT FOR THE AFFORDABLE PORTABLE



Neutralize QIX and its mutant offspring SPARX by claiming their territory before they frag you. Hundreds of levels of increasing intensity will shatter your nerves while stunning sound effects and a variety of patterns will rattle your brain. A practice mode sharpens your dexterity.

256 challenge levels for one or two players, over 1 billion moves and shapes.

**CONTACT US NOW FOR SEGA MASTER GEAR ADAPTOR**

**TELEGAMES for all your ATARI 2600/7800/LYNX, SEGA/8 BIT/MEGA-DRIVE & GAME GEAR, INTELEVISION, COLECO, NEO GEO, PC ENGINE, GAMEBOY etc. etc. requirements.**

### Stereo Speaker System



**Suitable for Direct Connection to:**

ATARI LYNX ★ NINTENDO GAMEBOY ★ SEGA GENESIS, MEGADRIVE, GAME GEAR ★ NEC GT HAND HELD AND PC HAND HELD ★ PERSONAL STEREOS ★ COMPACT DISC PLAYERS ★ NEO GEO ★ ETC AND ANY OTHER ITEM WITH 3.5mm SOCKET. COMPLETE WITH PLUGS AND LEADS.

- High efficiency 3" micro stereo speakers
- Built-in power booster (4 c size batteries not included)
- Active or passive system, works with or without batteries
- Individual volume controls
- DC 6 volt input jack
- 3.5mm stereo plug to fit personal stereos and compact disc players

ATARI AND LYNX ARE TRADEMARKS OF ATARI INC.  
SEGA, GAME GEAR MEGADRIVE AND GENESIS ARE TRADEMARKS OF SEGA.  
NINTENDO AND GAMEBOY ARE TRADEMARKS OF NINTENDO.  
PC HAND HELD, NEC AND NEC PC GT ARE TRADEMARKS OF NEC.

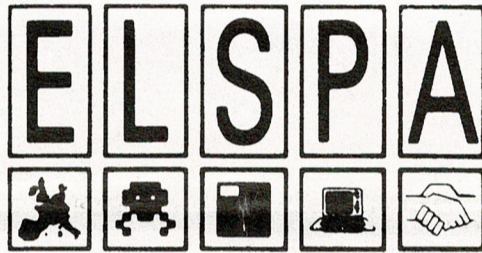
TELEGAMES LTD — Kilby Bridge, Wigston, Leicester LE8 1TE. Tel: (0533) 880445. Fax: (0533) 813437

# Commodore

is proud to support the industry, its distributors and dealers through its support of

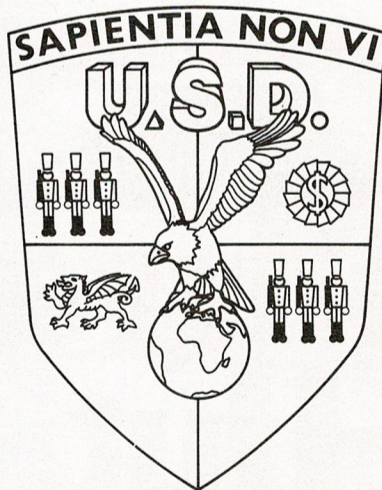
# FAST

## Federation Against Software Theft



EUROPEAN LEISURE SOFTWARE PUBLISHERS ASSOCIATION LTD.

and  
through the support of its  
merchandising company



Commodore Business Machines (UK) Ltd  
Commodore House, The Switchback, Gardner Road, Maidenhead, Berks SL6 7XA  
(0628) 770088

NEWS ANALYSIS

# THE OTHER SIDE OF THE SNACKS

At a time when most firms are tightening their belts, both Nintendo and Sega have been getting heavily involved in promotions with various snack food firms, and at a time when the industry is crying out for this sort of publicity, they're proving very useful. **RONNIE DUNGAN** found out why...

Y ol hamburgers, crisps, pizzas, that's where it's at dudes and if you're not chomping on a burger whilst knocking out a top score on your console, then you just ain't hip.

That's how most of the kids in the UK talk now of course, or at least they do if their parents work in marketing. Kids don't eat cod and chips anymore like the good ole' days, they have oceanburgers and fries, and there's none of this little blue bag stuff in crisps, it's all E numbers and Bar-B-Q Ox flavoured potato snacks.

Hi-tech food is eaten by hi-tech kids that play with hi-tech toys. That's the theory, and that's why Sega and Nintendo are so keen to be associated with food all of a sudden.

In the past few months Nintendo has run promotions with Smiths Crisps, Walkers Crisps and Pepsi and a McDonalds link-up looms, whilst Sega has tied up with Wimpy and more recently Pizza Hut and Panini.

It could well be that the two sets of marketing departments have become snack food junkies, trying to score a few freebies, but the more plausible argument is that both firms have got money coming out of their collective ears.

It certainly sounds impressive when Nintendo grab front page screamers boasting of 'the biggest promotion the market has ever seen' but surprisingly, relatively little money is spent.

After Ts are crossed and Is are dotted, about the only thing that's exchanged between the two firms involved is handshakes. If it's a major campaign there may be some TV costs involved, but two budgets are better than one.

Synergy is a word bandied about quite a bit with this type of promotion. To the uninitiated it would appear that the traditional Italian dish of Cheese and Tomato set atop a rounded bread base has very little in common with the very latest Jap technology. How wrong they would be though.

As Sega marketing director Philip Ley explains: "All the promotions we do have different aims. They can be divided into several categories. There are the

ones with absolute synergy — if we do a promotion with a firm that has an image that it is particularly similar to ourselves — where the two firms can feed off each other.

"The other type is like the current Pizza Hut promotion, which is designed to accelerate the spread of the name. Another important thing is participation, so it's an active involvement, you involve your target market and their parents."

### A sticker situation

The current Sega promotion also involves Panini — king of those half completed football sticker albums, and the cause of many a playground rumble (Willy Miller and Eddie Gray for an Ipswich badge seemed fair enough at the time though!).

This is where the participation aspect comes in. It appears that Panini has got a *Living on Earth* sticker album going at the moment. Now it could be that the expected 'green' backlash has hurt sales a bit, leaving Panini with a bit of dead duck, but whatever, parents will see it as a chance to educate the kids whilst they're munching away on their deep-pan dishes.

"We wanted to put together a humdinger of a promotion for the album. We wanted to hit a restaurant and find a good sampling route. At the same time, Pizza Hut were planning a family promotion of some sort, and we wanted to make our album attractive to kids. We felt that Sega was just about the hottest game around at the moment, and the synergy with the Panini audience was perfect," says Panini marketing director Bruce Burgess.

There's that word again — 'synergy'. It's not an overnight discovery though, believe it or not Sega has known for a long time that its target market is 7-16 year olds. It's not all 'doing lunch' and giving out T-shirts in this marketing lark.

What is new for both Sega and Nintendo is the fact that both brands have become established as household names in the UK, certainly in every Wendy house anyway.

This is why all these cross-over promotions have only started happening this year. No self respecting crisp

manufacturer is going to want to be associated with a completely anonymous firm are they. Coca-Cola and Audiogenic? It doesn't really fit does it? Although we've heard that Peter Calver looks (and feels) good in a Tina Turner fright-wig.

Despite the fact that, in the Lynx, Atari now has a suitable vehicle for similar promotions, it has so far stayed off the fast food diet. It seems that being pictured with loveable Geordie loons is enough to keep the PR firm's retainer coming for the next millenium at least.

"Sales promotion techniques are implemented to achieve a differing number of objectives. Much of the recent and proposed console activity appears to be primarily aimed at creating brand awareness — through endorsement by association — linking yet to be famous brand names with established brands in primary target markets," said an Atari spokesman.

"The Atari brand name continues to enjoy a worldwide reputation for price, reliability and performance in the consumer electronics marketplace, as it has for many years. It is prudent, therefore, in the UK to use sales promotion techniques only tactically, whilst investing the majority of promotional funds in very high visibility areas — such as television and national newspaper and magazine media."

### You need hands

P hew! Having said all that though, Atari may well have something up its sleeve for the months ahead. But for Commodore there is no hand-held, and with the ashes being scattered over the C64GS there is no sexy



The Gameboy, a potato snack and a big cartoon dog called Colin — perfect marketing

explains: "We don't supply toys, the Amiga is a real computer. If you're talking to business clients a toy promotion doesn't really fit in. When they work these promotions are a valuable way of raising profile, we are talking to a few people but we won't do anything at the expense of our image."

It may well be the nature of the Air Miles nosedive that has made the firm apprehensive. It will be a little more careful about who it jumps into bed with next time.

It's slightly easier to measure the success — or lack of it — of a bundling deal, but competitions depend on the response in terms of the amount of entries.

"The Wimpy promotion had a 25 per cent take up, which is an excellent

nature and allows you to put a lot of information about your product out. Like using the back of a cereal packet for instance, or in the case of the Wimpy promotion, placemats. If you want to have a mass market product you have to utilise all the marketing tools at your disposal."

### Master Plaster

I n these recession ridden times getting your brand name plastered all over crisp packets and in restaurants is also a surefire way of convincing everyone that you've got pots and pots of money to spend.

Giving away thousands of Gameboys and Master Systems isn't cheap though is it? What it does is provide 'widespread product sampling', which in English means causing lots of kids to play up mum and dad because their mate's got one.

Presumably it works though, otherwise Nintendo would have thrown in the towel with the Walkers promotion, and Sega, which has only just dipped its toe in the water, seems more than pleased with the results of its inaugural Wimpy promotion.

The clarion call throughout the industry has always been to get more exposure in the real media, although, when the opportunity arises, it seems that the sudden realisation that you have to make an effort to get noticed puts too many off — just ask EMAP Exhibitions.

The smaller firms will be unable to participate in such

big promotions — noone can blame them for that — so it's left to the hardware boys to fly the flag.

The next few months is bound to see similar promotions come to light. Someone is probably already stalking Burger King and there will almost certainly be a chocolate bar promotion of some sort. It's not exactly hard to guess, bearing in mind the current form.

Too much junk food doesn't do you any good though does it? But both Sega and Nintendo are aware of the risk of overkill.

"We believe that we would cheapen the Nintendo brand image if we were to associate with too many partners. We wish to achieve visibility through promoting with a small number of major brands instead of through a vast number of smaller brands," says Bandai's Brian Moore.

It also worth bearing in mind that although it may be cheaper than a more straightforward marketing campaign, it still costs money. So it's best not to gorge on it all in one go.

Perhaps the image of the industry is changing for the better. It's worth noting that both Wimpy and Pizza Hut were the ones making the initial approaches in their dealings with Sega.

"I think the whole computer industry seems to have got rid of a lot of its boffin status and has become much more street cred," says Panini's Bruce Burgess. Hopefully, he's right. □



Just where can Sega go after achieving Pizza Hut placemat status?

console either (was there ever?). The firm is in the unfortunate position of only having the market leading 16-bit computer.

So despite the fact that it has included everyone's favourite nuclear family (no, there won't be any bad jokes about rude boys here) in the latest Amiga pack, the firm still wants to maintain the demeanour of a computer manufacturer rather than a console exponent.

As the firm's Andrew Ball

response. A promotion such as that one gives Wimpy customers a higher perceived value of the product, and it gives them a good feeling because they're associated with an up and coming brand. It gives the kids something to do and encourages parents to take them there — they feel they are getting something back for their money," says Philip Ley.

"Food is an easy promotion to handle, it's simple in

**"Nintendo is generally seen to be one of the hottest youth properties in the UK. By associating with Nintendo, other firms wish to benefit from our new, exciting status and thus increase their sales. All of our on-pack promotions have resulted in increased sales for both parties."**  
Brian Moore, Nintendo product manager, Bandai UK

COMPANY	PROMOTION
Wimpy	Filling in placemat questionnaires
Walkers	Token collecting, prize draw
Pizza Hut/Panini	Colouring competition sticker collecting
Quavers	Free prize draw, winning tickets inside packets
Pepsi	Part of Pepsi roadshow
McDonalds	Rumoured Mario Bros lunchbox

# INTRODUCING

THE HITEC  
*Hanna-Barbera*  
CARTOON  
CHARACTER COLLECTION

## OUT NOW



# NEW RELEASE

**CBM 64 CASSETTE • SPECTRUM • AMSTRAD**

**£9.95** RRP

**CBM 64 DISK**

**£14.95** RRP

**AMIGA & ATARI ST**

**£19.95** RRP

**AVAILABLE FROM:**

LEISURE SOFT • CENTRESOFT • EXETER • M.C.D.  
PULSE • ROAD RUNNER • T.B.D. • TWANG  
BUDGET U.K • COLUMBUS • GEM • SOLO

**FOR FURTHER INFORMATION CONTACT KAREN HARRISON**

**HiTEC SOFTWARE LIMITED • SHEFFIELD • ENGLAND TEL: 0742 587555**  
© 1991 HANNA-BARBERA PRODUCTIONS INC.



# THREE FOR ALL

Sega Power has been trundling along for over a year, but with the imminent launch of *Sega Force* and *SegaPro* there will be a trio of titles competing in a new mag marketplace. Here, the publishers behind the titles say what they think about the market, its potential, their chances and each other...

**GREG INGHAM  
GROUP PUBLISHING  
DIRECTOR, FUTURE**

You have to recognise that console consumers are not the same as computer owners and the idea of pro-rata sales is ridiculous.

Once that idea is on board, you can look at the market with some sort of perspective.

With *Sega Power*, we looked at it at Christmas, looked at the market and said that our target was an ABC of 20,000 and that's exactly what we achieved. It was a modest target and we hit it, now it's time for stage two.

As from the October issue it will be bigger, brighter, more colour, different layouts, new editorial philosophy, new personnel. We'll remake, remodel and the market will be astounded.

The idea behind it is basically bigger, better, more. The one tonal change that will be apparent is that it will be more immediately appealing linguistically, which is to say it will be brasher, zappier, sharper, with its own inimitable, irresistible idiolect.

What it will not do is fall into that awful ersatz youth culture "by young people, for young people" category.

The console market is not going to be the godsend to magazine publishers that the computer market was. If you look at the penetration rate of magazines in something like the Amiga market then I think you would find very few sectors that achieve anything like that.

With consoles there isn't the mystery of the central unit, they're not as complicated and the culture around them is more hedonistic, they don't have any sense of intrinsic goodness and value.

So certainly magazines in the sector will sell to a lesser extent, but just quite what extent I have no idea. It's a complete cop out, but only time will tell.

The arrival of two more titles doesn't bother me particularly. I'm not interested in whether the market can sustain three, four, five or six mags, as long as ours is number one, which I'm absolutely sure it will be.

Newsfield have certainly

proved that they know what turns young boys on -- in terms of magazines. They understand their desires and seem to fulfill them.

One problem may be that after turning *The Games Machine* into something plausible, then dropping the 16-bit element recently, another change so soon may leave some people confused.

But whatever the competition does is up to them, *Sega Power* will continue to be number one on a floating cork basis, rising to the top of whatever is possible in the market. Just what is possible is hard to predict, but sales of 50,000 shouldn't be too far away.

Future has a reputation in the past year of making outlandish, bullish predictions that tend to get under people's skin. I would go along with that completely but with one proviso -- what we've predicted we've actually delivered. This will be no different.

**FRANCO FREY  
PUBLISHER,  
NEWSFIELD**

The Sega market has reached a degree of maturity that warrants attention from magazine publishers.

The user base is large enough for a dedicated Sega magazine, bearing in mind the market is still growing and that there is a planned Sega marketing budget of £11 million for the remainder of 1991.

According to Virgin figures, the market penetration is expected to increase from a current four per cent of every household in Europe to fifteen per cent.

*Sega Power* was launched as a magazine covering only official Sega UK product and has, therefore, probably gained only limited popularity: games addicts are not content with what is currently, officially available and tend to buy grey imports from the US and Japan.

Future does seem to be rectifying this by recently extending coverage to this extra area.

If *Sega Power's* ABC is considered disappointing, it's perhaps also due to its lack-lustre presentation which is more suited to the

publisher's other titles.

Both Sega and Nintendo are likely to increase their market shares within the next two years, to the detriment of the Amiga and ST.

To ensure this, Sega must stop treating the UK as a second rate market, worthy only of dumping old product into. The effect of grey importers should jolt Sega into modifying its strategy and bring product releases in line with the US and Japan.

The consoles and, therefore, the Sega user sector certainly read magazines -- the US and Japan have proven this amply. And as for the UK, with relaxation of licence restrictions, the flood of product releases should ensure that end-users require detailed product news and reviews before they make their -- expensive -- purchase decisions. The playing tips alone will warrant readership from 12-30 year olds.

There will soon be three magazines and competition is certainly a good thing. If nothing else, it helps raise the quality of magazines for the end-user.

The major problem is likely to be the hunt for ad revenue. The ad spend in this area has not been huge and most of it still comes from importers and retailers.

Sega itself has promoted its products mainly elsewhere, with only a limited amount of ad spend going to the specialist press. The notion is, no doubt, that it's better talking to completely new potential customers than preaching to the already converted computer games fans.

But as the user group grows, it will need nurturing, and that's where the specialist magazines will come in. Further support seems likely from the growing number of Sega licensees setting up here in the UK. If one applies the US as a yardstick, the market should develop handsomely.

In the end, only a good magazine will thrive -- will there be three good magazines?

*Sega Force* will certainly be the liveliest, most entertaining and, above all, most informative. Newsfield -- and any other publisher for that matter -- would hardly launch a title it felt wasn't going to be the best.

One competitor, *Sega Power*, is a known quantity which we think we can better. As to the third, we shall see!

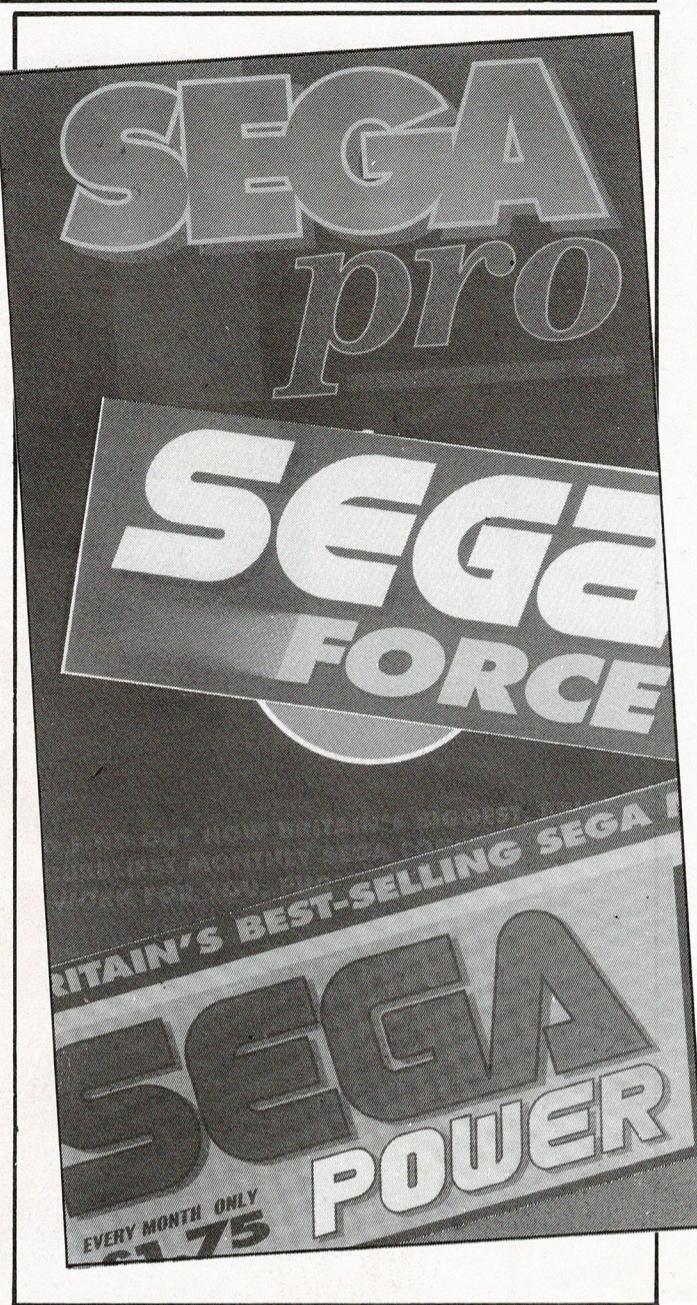
**ANDREW SMALES  
DIRECTOR  
PARAGON**

With an already huge and fanatical installed user base (circa 440,000 UK), an ever-expanding presence of third party software publishers and groundbreaking new products like the Mega-CD CD-ROM drive, Master System II and Game Gear TV adaptor, a magazine is needed which reflects the excitement of the marketplace. *SegaPro* plugs that gap.

Sega software sales last month accounted for 65.3 per cent of the total console market. This figure doesn't include third party software sales (EA, Tecmagik, US Gold, Accolade, 21st Century et al). Furthermore, it doesn't take into account the vibrant grey market (which Sega claim amounted to 50 per cent of sales last year).

Software sales have been consistent over the traditional slump summer period, and have taken a staggering 20 per cent of the total all formats software market share (worth some £105 million at trade price alone). Sales have more than doubled since last year. Sega's sales projections at the start of last year were less than 10 per cent out in the event, and with a projected increase in turnover this year of 150 per cent, there's massive opportunity for all involved.

To date *Sega Power* has catered for a very young readership and has been overly condescending. Frankly, street wise kids aren't interested. For a scene that is so exciting, it does it no justice. Not only is the information out of date and the design unimaginative, but it doesn't give a true representation of what's happening in the Sega world. For that sort of information, Sega owners have been turning to *Raze* and *Mean Machines*. From now on they'll turn to *SegaPro*. With leading columnists from Japan and America, a top editorial team, and a highly talented art team, *SegaPro* will deliver exactly what the street smart



Sega here, Sega there -- officially, Sega doesn't care

Sega owner wants -- fast facts first!

*Sega Power*: new size, new price, new paper -- but the same team...just how different can it be?

Sega are the first manufacturer in recent times to have taken the UK console market by the horns and kicked it from bottom to top. With excellent TV advertising, superb product, massive investment and aggressive endeavours, they have done everyone a favour by convincing them to plug into a Sega.

Sour grapes on the grey market front can be attributed to near-Nintendo marketing tactics. The consumer always gets what he wants -- especially in today's global market. Although Sega have addressed the hardware market well, releasing the Megadrive and Game Gear at just the right time, controls on compatibility and restrictions in the release of software aren't necessary and aggravate the problem. Simultaneous worldwide release of software is the only solution.

While installed user base doesn't necessarily mean active user base, you only have to look at the Gallup charts over the last few weeks (prior to consoles getting their own chart) to see that numerous Sega titles have been frequenting the all formats full price charts. Indeed, *Sonic the Hedgehog* has occupied the top spot.

Certainly, *Sega Power* will have to battle to win back readers' favour, given its legacy. As for Newsfield's *Sega Force*...will anyone take it seriously, given the company's track record?

*SegaPro*, however, being fresh to the scene, is in an ideal situation to shake the Sega magazine market and give the readers exactly what they want.

Newsfield have never released any figures to show how well *Raze* is performing. Certainly from a survey carried out early in the magazine's life, Sega console ownership was high and information relating to Sega products in demand. That there is a demand for a Sega-only magazine is indisputable. But splitting *Raze* is bizarre and smacks of "me too"-ism.

Turning it into a multiformat magazine was the most sensible thing Newsfield have done. However, *Raze* hasn't had time to develop its identity in the console magazine market, and it now looks as though it never will. Confused readership equals low readership.

Quite who will be producing *Sega Force* and *Nintendo Force* remains a mystery. Newsfield have lost a complete editorial team, and their star designer, Ian Chubb, will be making the journey to Paragon shortly. If claims that Richard Eddy will be editing both Newsfield titles are true, it makes the boy omnipresent. Not only will he be editing *Crash* and *CCEG*, but *Sega Force* and *Nintendo Force* too! As laughable as Newsfield's claimed print runs.

With no readership loyalty, no editorial staff and no designer (at the time of writing), it's hard to imagine anything bearing *Force* in the title appearing on the shelves.

But, hey, good luck. □

	Future	Newsfield	Paragon
Magazine	<i>Sega Power</i>	<i>Sega Force</i>	<i>SegaPro</i>
Launch date	September '89	Mid-October '91	October '91
Cover price	£1.75	£1.75	£1.95
Circulation	Current ABC -- 20,112 eventual target 50,000	No figure offered	Estimated by Paragon at 45,000 plus
Colour	70%	Full colour	Full colour
Issue size	68 pages minimum	68 pages minimum	84 pages minimum



# THE GAMER IS UP!



Next month, Europress herald a new concept in 16-bit games coverage

With a minimum distribution of 177,000  
**GAMER** is a new force to take seriously

**GAMER** is a full colour, full impact, fully promoted supplement free inside  
Atari ST User and Amiga Computing every month

**EUROPRESS**  
PUBLICATIONS

Advertising: Jane Conway.

Editorial: Eddie McKendrick.

Marketing: Neil Dyson

0625 878888

SPOTLIGHT

# DIG THE NEW BREED

Fashions are changing. With consoles increasingly appealing to the arcade addicts, software publishers face a new challenge to give the ST, Amiga and PC owners the type of games they want. MARK RAMSHAW reflects on a customer base that has come over all sophisticated in its old age...

We seem to be in the midst of a kind of software renaissance at the moment. The box shifters have hit upon the breakthrough concept that quality and sales can go hand in hand. The result — developers on both sides of the Atlantic making a huge leap in terms of product ambition, and in the realisation of this ambition.

The Stateside programmers always knew how to present a game. Their fundamental problem was always in making it playable. Enter titles such as *Ultima IV* and the utterly stunning *Wing Commander*. Ideas which had been used several times previously were refined to a point of excellence.

Admittedly some of these titles, most notably *Wing Commander* developed to a point where only the best equipped gamers (ie the businessman with the top-of-the-range PC) could feasibly use them. But the dream was finally realised. Beautiful graphics, long game life, AND instant appeal — all combined in admirably hyped package.

Mindscape have now risen from the rank of left-field hobbyist software manufacturers to leaders of

the field. And the kids lap it up. It's almost a return to the dream days of Imagine, when programmers were worshipped from afar.

### If Eye ruled the world

Back in England, Bullfrog set the ball rolling with *Populous*. Still lacking in the presentation area perhaps, but as far as new ideas, critical acclaim and the sheer charm of the game were concerned, nobody could compete. Their position was consolidated with the release of *Powermonger*, a rather similar-looking fame (something the critics managed to avoid mentioning at the time) which showed that thinking games could be chart-toppers after all.

So where does that leave us? Well, even the likes of US Gold have got in on the new breed of product, realising that long game-time equals long shelf-life.

Their home-grown *Cyberon III* may have missed the mark in terms of chart performance, but imported titles, most notable *The Secret of Monkey Island* have seen them branch out of their standard coin-op money-spinners, and achieve better success than

ever before.

Their new strategy of less products, more quality seems to be paying off. Even the most hardened critics have to agree that *Monkey Island* and their other biggie of recent months, *Eye of the Beholder*, are tasty pieces of kit.

USGold, once regarded as the corporate hustling face of the industry is now a winner all round. And, of course, Origin is gearing up for the release of *Wing Commander 2*. Reputedly requiring a slight crazy 40Mb drive to run, it's bigger, better and more beautiful than its predecessor. The thinking seems to be that *Wing Commander* was so close to perfect anyway (and who can argue?), that it's enough to simply offer more. Judging by first reports, this line of thinking could net Origin an awful lot of money. Then, just when the hyperbole has died down for that one, they'll give us *Ultima VII* and *Strike Commander*.

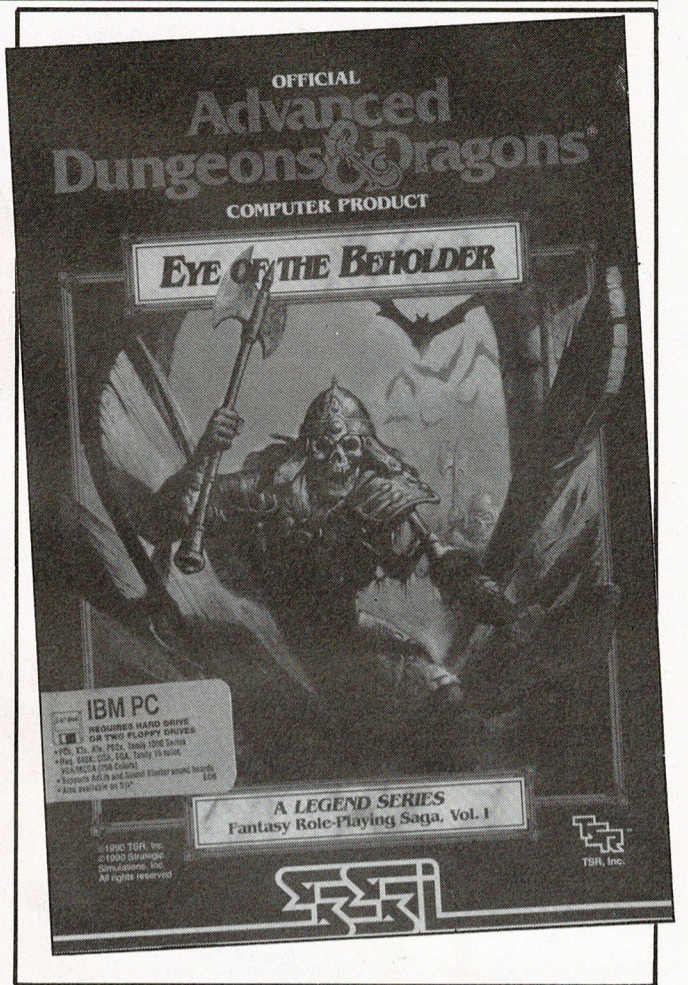
### Give, give, give, me more, more, more

Surely, some argue, the bubble will burst. This doesn't seem to be likely, not in the near future at least.

With US Gold releasing Delphine's much-hyped and ridiculously delayed *Cruise For A Corpse* in the next couple of weeks, the concept looks set to be taken even further. Everybody who has seen the game seems awed by the new heights of professionalism and polish. And there's a game in there, too!

There's going to be the inevitable sequels and re-writes obviously. Expect *Populous 2* in the next couple of months (a potential Christmas number one if ever there was one), and follow-ups to *Monkey Island* and *Eye Of The Beholder* sometime around Christmas. Indeed, the new Indiana Jones adventure from Lucasfilm utilises the same game engine as *Monkey Island*. But with a script by Steven Spielberg and rave reviews for *Monkey Island* anyway, who's complaining?

All this appears to leave the companies operating under the old 'shift units quick' strategy a little out in the cold. *Navy Seals* on the Amiga received a lukewarm reception, and the public appear to be giving it a wide berth. Surprising when just a year or two back the very mention of guns and tough



**BEHOLDER: An every day story of Elves, Half-elves and Halflings**

guys got the kids into a frenzy, whatever the quality of the product.

Even big arcade conversions, such as *Toki* have sold comparatively poorly. For a game which received good reviews, Joe Public seems once again disturbingly different.

One wonders whether a bit of diversification wouldn't be prudent. There's

certainly no harm in jumping on a bandwagon that also benefits the buyers. If mature, glossy games are in vogue, then it makes sound business sense to pander to that market.

After all, it may just be that the computer-kid generation has finally grown up. □

Mark Ramshaw writes for Future Publishing's Amiga Power.



RSD Display stand



Leading manufacturers, suppliers and importers of Computer Cables, Scanners, Disk Boxes, Switchboxes, Printer Ribbons, Mice, Tablets, plus many other items stocked.

Our display stand is now available and is an easy way to sell your computer cables and accessories. This display stand is free of charge when ordering one of our Home, Business or Home and Business starter packs, which include a selection of the more popular cables of our choice. Please ring for details or see one of our sales representatives.

**SPECIALISED  
CABLES  
MADE TO  
ORDER**

**R.S.D. CONNECTIONS LTD.**

Week 138

# The Release Schedule

26/8/91

Please allow for slippage.

A VITAL REFERENCE TO NEW AND FORTHCOMING LEISURE SOFTWARE. **UPDATED WEEKLY.**  
 OUT NOW = RELEASED WITHIN LAST MONTH. IMMINENT = EXPECTED AT TIME OF PUBLICATION.

The Release Schedule is prepared by Inter-Mediates Ltd and supported by the following software publishers.

- ABLAC DAVIDSON
- ACCOLADE
- ACTIVISION
- AUDIOGENIC
- C.I.S
- CINEMAWARE
- DOMARK
- FASTBACK SOFTWARE
- GREMLIN GRAPHICS
- HAWK
- IMAGE WORKS
- IMPRESSIONS
- INTERNECINE
- MAGNETIC SCROLLS
- MINDSCAPE
- MIRROR IMAGE
- MIRRORSOFT
- ON-LINE
- OXFORD SOFTWARES
- PALACE
- PSS
- PSYCLAPSE
- PSYGNOSIS
- RAINBOW EDUCATION
- SCHOOL SOFTWARE
- SIMULMONDO
- SOFT STUFF
- SPECTRUM HOLOBYTE
- STORM COMPUTERS
- THALAMUS
- VIRGIN MASTERTRONIC

## AMIGA

ALTERED DESTINY.....29.99	AUGUST 28 ..ACCOLADE
AMNIOS.....25.99	EARLY SEPT PSYGNOSIS
ARMALYTE.....25.99	OUT NOW ..THALAMUS
AUSTERLITZ.....9.99	END OCTOBER MIRROR IMAGE
BARBARIAN 2.....25.99	SEPTEMBER PSYGNOSIS
BEAST BUSTERS.....25.99	SEPTEMBER ACTIVISION
BIG DEAL (GAMBLING COMP).....30.99	AUGUST 28 ..ACCOLADE
BILL ELLIOTS NASCAR RACING.....25.99	END OCTOBER KONAMI
BLOODWYCH.....9.99	MID OCTOBER MIRROR IMAGE
CADAVAR LEVELS.....15.99	OUT NOW ..MINDSCAPE
CARDINAL OF THE KREMLIN.....24.99	AUGUST 28 ..ACCOLADE
CASINO.....24.99	AUGUST 28 ..ACCOLADE
CHALLENGE GOLF.....24.99	OUT NOW ..ON-LINE
CHAOS IN ADROMEDA.....24.99	OUT NOW ..ON-LINE
CONFLICT EUROPE.....9.99	OUT NOW ..MIRROR IMAGE
DEUTEROS.....29.99	EARLY SEPT ACTIVISION
DEVIUS DESIGNS.....25.99	MID OCTOBER IMAGE WORKS
DOUBLE DOUBLE BILL.....35.99	AUGUST 27 ..CINEMAWARE
EXILE.....25.99	SEPTEMBER AUDIOGENIC
FALCON COLLECTION.....35.99	SEPT 19 ..SPEC. HOLOBYTE
FEDERATION OF FREE TRADERS.....9.99	SEPT 18 ..MIRROR IMAGE
FLIGHT OF THE INTRUDER.....30.99	AUGUST 30 ..SPEC. HOLOBYTE
FORMULA 1-3D.....25.99	IMMINENT ..SIMULMONDO
GP TENNIS MANAGER.....25.99	IMMINENT ..SIMULMONDO
GRANDSTAND (COMPILATION).....29.99	OUT NOW ..DOMARK
HUNTER.....29.99	END AUGUST ACTIVISION
KING OF CHICAGO.....9.99	SEPT 18 ..MIRROR IMAGE
LEMMINGS DATA DISK.....14.99	SEPTEMBER PSYGNOSIS
LIFE AND DEATH.....25.73	OUT NOW ..MINDSCAPE
MAGIC STORY BOOK.....29.95	SEPT 14 ..SOFT STUFF
MEGA LO MANIA.....30.99	OCT 23 ..IMAGE WORKS
MIG-29M SUPER FULCRUM.....39.99	SEPTEMBER DOMARK
MOONBASE.....35.76	OUT NOW ..MINDSCAPE
NAPOLEON 1.....29.99	AUGUST ..INTERNECINE
R-TYPE 2.....25.99	END AUGUST ACTIVISION
ROBOZONE.....25.99	END OCTOBER IMAGE WORKS
RUGBY - THE WORLD CUP.....24.99	END SEPT ..DOMARK
SHANGHAI 2: DRAGON'S EYE.....29.99	MID NOV ..ACTIVISION
SHAPES AND COLOURS.....7.99	OUT NOW ..RAINBOW EDUCATIONAL
SINBAD.....9.99	OUT NOW ..MIRROR IMAGE
STRATEGO.....24.99	AUGUST 28 ..ACCOLADE
SUM TIME.....7.99	SEPTEMBER RAINBOW EDUCATIONAL
SWAP.....25.99	SEPT 5 ..PALACE
TELLING THE TIME.....7.99	EARLY SEPT RAINBOW EDUCATIONAL
THUNDERJAWS.....24.99	EARLY SEPT DOMARK
WORLD CLASS CRICKET.....29.99	END AUGUST AUDIOGENIC

## ATARI ST

ARMALYTE.....25.99	IMMINENT ..THALAMUS
AUSTERLITZ.....9.99	END OCTOBER MIRROR IMAGE
BARBARIAN 2.....25.99	NOVEMBER ..PSYGNOSIS
BEAST 2.....25.99	OCTOBER ..PSYGNOSIS
BEAST BUSTERS.....25.99	SEPTEMBER ACTIVISION
BLOODWYCH.....9.99	MID OCTOBER MIRROR IMAGE
CADAVAR LEVELS.....15.99	OUT NOW ..MINDSCAPE
CHALLENGE GOLF.....24.99	OUT NOW ..ON-LINE
CONFLICT EUROPE.....9.99	OUT NOW ..MIRROR IMAGE
DEUTEROS.....29.99	EARLY SEPT ACTIVISION
EXILE.....25.99	SEPTEMBER AUDIOGENIC
FALCON COLLECTION.....29.99	SEPT 19 ..SPEC. HOLOBYTE
FEDERATION OF FREE TRADERS.....9.99	SEPT 18 ..MIRROR IMAGE
GRANDSTAND (COMPILATION).....29.99	OUT NOW ..DOMARK
HUNTER.....29.99	END AUGUST ACTIVISION
LEMMINGS DATA DISK.....14.99	SEPTEMBER PSYGNOSIS
LIFE AND DEATH.....25.73	OUT NOW ..MINDSCAPE
MAGIC STORY BOOK.....29.95	SEPT 14 ..SOFT STUFF
MEGA LO MANIA.....25.99	OCT 23 ..IMAGE WORKS
MIG-29M SUPER FULCRUM.....39.99	SEPTEMBER DOMARK
NAPOLEON 1.....29.99	OUT NOW ..MINDSCAPE
R-TYPE 2.....25.99	AUGUST ..INTERNECINE
ROBOZONE.....25.99	END AUGUST ACTIVISION
RUGBY - THE WORLD CUP.....24.99	END OCTOBER IMAGE WORKS
SHAPES AND COLOURS.....7.99	END SEPT ..DOMARK
SUM TIME.....7.99	OUT NOW ..RAINBOW EDUCATIONAL
SWAP.....25.99	SEPTEMBER RAINBOW EDUCATIONAL
TELLING THE TIME.....7.99	SEPT 5 ..PALACE
THUNDERJAWS.....24.99	EARLY SEPT RAINBOW EDUCATIONAL
WOLFPACK.....25.99	EARLY SEPT DOMARK
WORLD CLASS CRICKET.....29.99	EARLY OCT ..IMAGE WORKS
	END AUGUST AUDIOGENIC

## IBM & PC COMPATIBLES

AUSTERLITZ.....3.5 9.99	END OCTOBER MIRROR IMAGE
AUSTERLITZ.....5.25 9.99	END OCTOBER MIRROR IMAGE
BATTLETECH 2.....3.5+5.25 35.99	END SEPT ..ACTIVISION
BIG DEAL (GAMBLING COMP) 3.5+5.25	AUGUST 28 ..ACCOLADE
BILL ELLIOTS NASCAR RACING 3.5	AUGUST 30 ..IMAGE WORKS
BILL ELLIOTS NASCAR RACING 5.25	AUGUST 30 ..IMAGE WORKS
BLOODWYCH.....3.5 25.99	SEPT 26 ..IMAGE WORKS
BLOODWYCH.....5.25 25.99	SEPT 26 ..IMAGE WORKS
CADAVAR.....3.5 29.99	MID OCTOBER IMAGE WORKS
CADAVAR.....5.25 29.99	MID OCTOBER IMAGE WORKS
CARDINAL OF THE KREMLIN 3.5+5.25	AUGUST 28 ..ACCOLADE
CASINO.....3.5+5.25 24.99	AUGUST 28 ..ACCOLADE
CONFLICT EUROPE.....3.5 9.99	OUT NOW ..MIRROR IMAGE
CONFLICT EUROPE.....5.25 9.99	OUT NOW ..MIRROR IMAGE
CONSPIRACY.....3.5+5.25 39.99	NOVEMBER ..ACCOLADE
DEATH OR GLORY.....3.5+5.25 35.99	NOVEMBER ..ACTIVISION
F-14 TOMCAT.....3.5+5.25 35.99	END AUGUST ACTIVISION
FALCON V3.0.....3.5 49.99	SEPT 19 ..SPEC. HOLOBYTE
FALCON V3.0.....5.25 49.99	SEPT 19 ..SPEC. HOLOBYTE
HEADLINE HARRY (16 COLOUR) 3.5+5.25	END AUGUST ABLAC DAVIDSON
HEADLINE HARRY (256 COLOUR)3.5+5.25	END AUGUST ABLAC DAVIDSON
KILLING CLOUD.....3.5 34.99	SEPT 23 ..IMAGE WORKS
KILLING CLOUD.....5.25 30.99	SEPT 23 ..IMAGE WORKS
KING OF CHICAGO.....3.5 9.99	SEPT 18 ..MIRROR IMAGE
KING OF CHICAGO.....5.25 9.99	SEPT 18 ..MIRROR IMAGE
LEMMINGS DATA DISK.....3.5 14.99	SEPTEMBER PSYGNOSIS
LEMMINGS DATA DISK.....5.25 14.99	SEPTEMBER PSYGNOSIS
LETS SPELL AT HOME.....3.5 24.95	IMMINENT ..SOFT STUFF
LETS SPELL AT THE SHOPS.....3.5 24.95	IMMINENT ..SOFT STUFF
LETS SPELL OUT AND ABOUT.....3.5 24.95	IMMINENT ..SOFT STUFF
MARTIAN DREAMS HD.....3.5 36.76	OUT NOW ..MINDSCAPE
MARTIAN DREAMS HD.....5.25 36.76	OUT NOW ..MINDSCAPE
MARTIAN DREAMS LD.....3.5 36.76	OUT NOW ..MINDSCAPE
MARTIAN DREAMS LD.....5.25 36.76	OUT NOW ..MINDSCAPE
MEGA FORTRESS.....3.5+5.25 35.99	AUGUST 29 ..MINDSCAPE
MIG-29M SUPER FULCRUM 3.5+5.25	SEPTEMBER DOMARK
NEW PRINT SHOP.....3.5+5.25 39.99	OUT NOW ..DOMARK
REACH FOR THE SKIES.....3.5 34.99	MID OCTOBER PSS
REACH FOR THE SKIES.....5.25 34.99	MID OCTOBER PSS
READ N' ROLL.....3.5+5.25 39.95	END AUGUST ABLAC DAVIDSON
RIDERS OF ROHAN.....3.5 29.99	MID OCTOBER PSS
RIDERS OF ROHAN.....5.25 29.99	MID OCTOBER PSS
ROBOZONE.....3.5 25.99	END OCTOBER IMAGE WORKS
ROBOZONE.....5.25 25.99	END OCTOBER IMAGE WORKS
SCROOGE (A CHRISTMAS CAROL) 3.5+5.25	OCTOBER 14 LEISURELAND
SEARCH FOR THE TITANIC 3.5+5.25	AUGUST 28 ..ACCOLADE
SHANGHAI 2: DRAGON'S EYE 3.5+5.25	MID OCT ..ACTIVISION
SINBAD.....3.5 9.99	OUT NOW ..MIRROR IMAGE
SINBAD.....5.25 9.99	OUT NOW ..MIRROR IMAGE
SKYCHASE.....3.5 9.99	OUT NOW ..MIRROR IMAGE
SKYCHASE.....5.25 9.99	OUT NOW ..MIRROR IMAGE
SPEEDBALL 2.....3.5 30.99	SEPT 24 ..IMAGE WORKS
SPEEDBALL 2.....5.25 30.99	SEPT 24 ..IMAGE WORKS
SWAP.....3.5 25.99	SEPT 5 ..PALACE
SWAP.....5.25 25.99	SEPT 5 ..PALACE
THUNDERJAWS.....3.5+5.25 29.99	EARLY SEPT DOMARK
TV SPORTS BOXING.....3.5 34.99	SEPT 23 ..CINEMAWARE
TV SPORTS BOXING.....5.25 34.99	SEPT 23 ..CINEMAWARE
TV SPORTS ROLLERBABS.....3.5 29.99	EARLY OCT ..CINEMAWARE
TV SPORTS ROLLERBABS.....5.25 29.99	EARLY OCT ..CINEMAWARE
W/C II SPEECH ACCESSORY PACK HD 3.5	SEPT 12 ..MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD 5.25	SEPT 12 ..MINDSCAPE
W/C II SPEECH ACCESSORY PACK LD 3.5	SEPT 12 ..MINDSCAPE
WHAT'S MY ANGLE.....3.5+5.25 39.95	END AUGUST ABLAC DAVIDSON
WING COMMANDER 2 - HD.....3.5 39.99	SEPT 12 ..MINDSCAPE
WING COMMANDER 2 - HD.....5.25 39.99	SEPT 12 ..MINDSCAPE
WING COMMANDER 2 - LD.....3.5 39.99	SEPT 12 ..MINDSCAPE

## ARCHIMEDES

RENDER BENDER 2.....135.00	OUT NOW ..CLARES
----------------------------	------------------

## COMMODORE 64/128

DEVIUS DESIGNS.....D 12.99	MID OCTOBER IMAGE WORKS
DEVIUS DESIGNS.....T 10.99	MID OCTOBER IMAGE WORKS
EXILE.....T 11.99	SEPTEMBER AUDIOGENIC
FORMULA 1-3D.....D 15.99	IMMINENT ..SIMULMONDO
FORMULA 1-3D.....T 10.99	IMMINENT ..SIMULMONDO
GP TENNIS MANAGER.....D 15.99	IMMINENT ..SIMULMONDO
GP TENNIS MANAGER.....T 10.99	IMMINENT ..SIMULMONDO
GRANDSTAND (COMPILATION).....D 19.99	OUT NOW ..DOMARK
GRANDSTAND (COMPILATION).....T 14.99	OUT NOW ..DOMARK
ROBOZONE.....D 12.99	END OCTOBER IMAGE WORKS
ROBOZONE.....T 10.99	END OCTOBER IMAGE WORKS
RUGBY - THE WORLD CUP.....D 14.99	END SEPT ..DOMARK
RUGBY - THE WORLD CUP.....T 10.99	END SEPT ..DOMARK
SPEEDBALL 2.....D 12.99	SEPT 24 ..IMAGE WORKS
SPEEDBALL 2.....T 10.99	SEPT 24 ..IMAGE WORKS
THUNDERJAWS.....D 14.99	EARLY SEPT DOMARK
THUNDERJAWS.....T 10.99	EARLY SEPT DOMARK
WORLD CLASS CRICKET.....T 11.99	END AUGUST AUDIOGENIC

## AMSTRAD CPC

GRANDSTAND (COMPILATION).....D 19.99	OUT NOW ..DOMARK
GRANDSTAND (COMPILATION).....T 14.99	OUT NOW ..DOMARK
ROBOZONE.....D 12.99	END OCTOBER IMAGE WORKS
ROBOZONE.....T 10.99	END OCTOBER IMAGE WORKS
SWAP.....D 15.99	SEPT 5 ..PALACE
SWAP.....T 10.99	SEPT 5 ..PALACE
THUNDERJAWS.....D 17.99	EARLY SEPT DOMARK
THUNDERJAWS.....T 10.99	EARLY SEPT DOMARK

## CDTV

ANIMALS IN MOTION.....CD 29.99	IMMINENT ..ON-LINE
CHAOS IN ADROMEDA.....CD 29.99	AUGUST ..ON-LINE
FALCON.....CD 29.99	AUGUST 27 ..IMAGE WORKS
HOUND OF THE BASKERVILLES.....CD 29.99	OUT NOW ..ON-LINE
LEMMINGS.....CD 29.99	OUT NOW ..PSYGNOSIS
PSYCHO KILLER.....CD 29.99	OUT NOW ..ON-LINE
THE SIGN OF FOUR.....CD 29.99	SEPTEMBER ON-LINE
TOWN WITH NO NAME.....CD 29.99	IMMINENT ..ON-LINE
WOMEN IN MOTION.....CD 29.99	OUT NOW ..ON-LINE
XENON 2.....CD 29.99	SEPT 5 ..IMAGE WORKS

## SPECTRUM

GRANDSTAND (COMPILATION).....T 14.99	OUT NOW ..DOMARK
ROBOZONE.....T 10.99	END OCTOBER IMAGE WORKS
THUNDERJAWS.....T 10.99	EARLY SEPT DOMARK

## SPECTRUM + 3

GRANDSTAND (COMPILATION).....D 19.99	OUT NOW ..DOMARK
THUNDERJAWS.....D 17.99	EARLY SEPT DOMARK

Publishers to include your products telephone Debbie Magrane at Inter-Mediates on 0279 600770

**SPEAKEASY**

**Confused? You will be**

I would like to thank the review teams of the magazines *Amiga Action* and *New Computer Express* for their efforts in trying to make the software industry that little bit more confusing for anyone to follow.

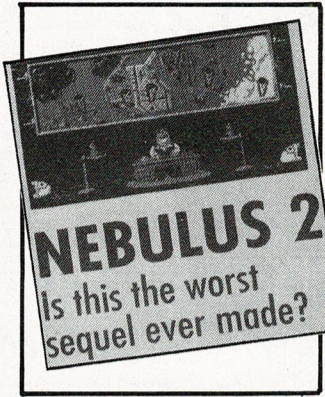
I am, of course, referring to their reviews of *Nebulus 2* in which their views on the quality of this software title differ quite radically.

September's *Amiga Action* presented the game with a 'Super League Accolade', 92% and rated the game as

the best platform game they have ever reviewed (that being their 24th issue).

*New Computer Express*, whilst reviewing exactly the same product, asked the question on the cover of Issue 145, dated August 17th — 'Is this the worst sequel ever made?' and in the review itself — '...this is a disgrace bordering on the blasphemous, steer well clear' and 'it sucks so badly'.

How are we to understand such opposing views, especially as both reviewers



Reviews are a *Nebulus* concept seemed to have such similar tastes? On the subject of *Nebulus 1* the *Amiga Action*

review says 'such a brilliant game' and the *New Computer Express* review — 'one of the best games ever'.

In an industry where software distributors, such as ourselves, and dealers have to rely almost totally on magazine reviews to aid their stocking decisions, how is anyone supposed to accurately forecast their sales?

Yours sincerely  
**Grant Harrison**  
Software buyer  
SDL (UK)  
Sidcup

**A Yorkshire loon writes**

Re: "Burgeoning on the Ridiculous" (*CTW Monday August 12th 1991*).

We are a small independent retailer trading in a place called Pudsey in West Yorkshire. After reading some of the hardships felt by fellow small independent retailers we felt we had to write in.

With the changing trends in the computer market it is often difficult to assess what is going on. For instance, our main concern at the moment is whether to stop stocking

the ZX81 and start to stock the much advanced Spectrum 48K.

Cartridges consoles seem to be the trend people are seeking at the moment, so we have decided to stock the Atari 26000 and later advancing to the 7800. Some suppliers have tried pushing something on us called the Megadrive, but we believe stocking a product by a little known company can only add to disaster.

As for competing with the likes of Dixons, Comet, Currys etc, we are not afraid to do so, though our stocks of mini wireless and desk top ovens is minimal.

We tend to discourage our customers from the handheld market as it is a known fact that this can cause problems with vision.

We agree that the price of software does affect sales to children, but our sales of blank disks and labels to these little nautical people are quite good.

So we think we can conclude that it's not easy, so stick to it fellow small independent retailers.

Yours  
**The Cleaner**  
Pudsey Computers

**Fun sighs**

This is an open letter from MC Publications to all their readers and business associates.

MC Publications regret to announce that they are recalling all their August/September issues of *PC Fun*. It has come to light that there is a fault with the cover mounted disk. MC Publications apologise to all concerned for any inconveniences that this measure may cause them.

In order to further enhance their magazines, a new editorial team has been brought in. The new team will commence operations, from the October issue of the magazine. This will ensure a rejuvenation of content and style thus making the magazines more successful than before. We feel sure that the confidence that everyone has in us will not deteriorate in any way.

Once again, we apologise to everyone concerned.

**Cristian Goldenpoth**  
MC Publications  
Flackwell Heath

**BONSAI LIGHTNING**

In last week's *Independent* column, *CTW* published comments from *Soft Centre's* Dale Bradford in which he expressed his own personal concern about imminent changes within *Bonsai Lightning's* infrastructure.

*CTW* stands by its decision to publish those comments, but would like to correct an unfortunate proofing error. The last sentence "I sincerely hope they become a second division distributor" should read "I sincerely hope that whoever is in charge at *Lightning* realises this before they become a second division distributor".

The proof reader responsible has since been given an Arsenal FC season ticket as punishment.

**TROJAN**

**PHAZER**

**"We aim to please"**

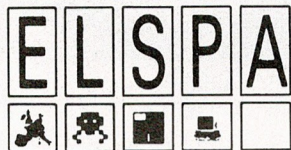
Futuristic styling. Aligned Sights.  
Advanced Opto-Electronic Circuitry.  
Strong Micro-Switch Trigger.  
Tapered Barrel to improve balance.  
Deep Grip for good handling.

\* Free Software included in the Phazer pack.  
\* New Software titles available.  
\* Full manufacturers warranty.

Phazer packs available for:  
Amiga, Atari ST, Commodore 64,  
Amstrad C.P.C. 464/6128, Spectrum  
+2,+3.

Distributed by:  
Bonsai Lightning, Centresoft,  
Leisuresoft, SDL, ZCL.

**TROJAN**  
Trojan Products, Unit 7, Dafen Park,  
Llanelli, Dyfed, SA14 8LX.  
Made in the United Kingdom.  
Telephone: (0554) 777993  
Fax: (0554) 777994



# CHARTALK

Compiled by Gallup  
on behalf of ELSPA  
WEEK ENDING August 17th 1991

## MARKET SHARE BY PUBLISHER LABEL (VALUE)

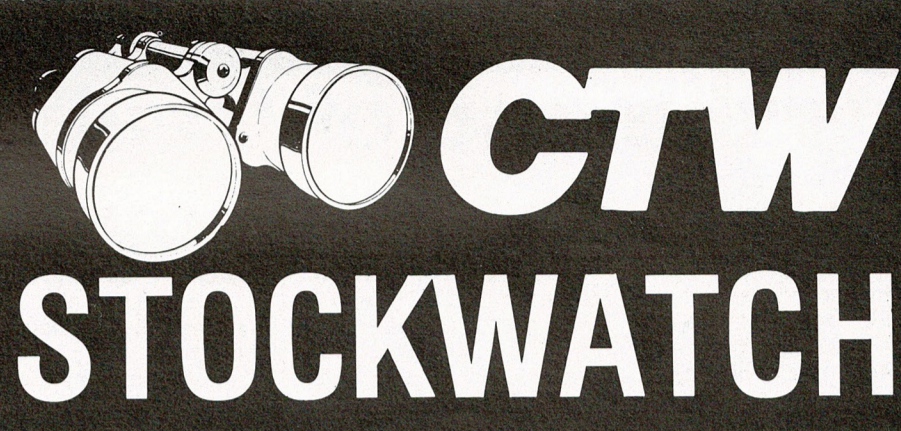
PRICE CATEGORY	PUBLISHER LABEL	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	SEGA	15.5	15.5	15.3	16.7
	NINTENDO	8.6	9.1	9.2	8.8
	HIT SQUAD	8.1	6.6	6.3	6.4
	CODEMASTERS	6.2	7.3	6.7	6.9
	US GOLD	5.3	5.6	5.8	6.2
	OCEAN	4.4	4.3	5.4	3.3
	ELECTRONIC ARTS	3.9	3.8	3.9	4.7
	MIRRORSOFT	3.3	2.2	2.9	2.8
	MIRROR IMAGE	2.9	2.5	2.9	2.3
	KIXX	2.8	3.2	3.0	3.4
	KRISALIS	2.5	2.9	2.8	3.5
	VIRGIN	2.3	1.9	2.2	2.7
	PSYGNOSIS	2.3	2.2	1.3	2.6
	GREMLIN GRAPHCS	2.2	2.3	2.7	3.5
	MICROPROSE	1.9	1.9	2.3	1.7
	MASTERTRONIC	1.6	1.9	1.7	1.6
	GBH	1.4	1.0	1.0	—
	ATARI	1.4	1.2	0.6	1.0
	MINDSCAPE	1.3	1.0	1.4	1.0
	ACCOLADE	1.2	0.7	0.7	—
	D&H GAMES	1.2	1.2	1.0	1.3
	ANCO	1.1	1.1	1.0	1.1
	DOMARK	1.0	1.2	1.9	1.0
	DIGITAL INTEGRATION	1.0	0.9	0.8	0.8
	ALTERNATIVE	1.0	1.0	0.9	1.1

NB. Shares shown thus '—' are below the cut-off point of 1.0 per cent.

## TOP 30 BY INDIVIDUAL MACHINE FORMAT

RANK	TW	LW	TITLE	MC	PUBLISHER LABEL
1	1		MANCHESTER UNITED EUROPE	AG	KRISALIS
2	5		PGA TOUR GOLD	AG	ELECTRONIC ARTS
3	8		DIZZY COLLECTION	CO	CODEMASTERS
4	6		MANCHESTER UNITED EUROPE	CO	KRISALIS
5	13		F-15 STRIKE EAGLE 2	AG	MICROPROSE
6	15		HEROQUEST	CO	GREMLIN
NE	—		RAINBOW COLLECTION	CO	OCEAN
8	4		MONKEY ISLAND	AG	USGOLD
9	7		CREATURES	CO	THALAMUS
10	2		EYE OF THE BEHOLDER	AG	USGOLD
11	3		RAINBOW COLLECTION	AG	OCEAN
12	17		TEENAGE MUTANT HERO TURTLES	SP	MIRRORSOFT
13	36		SUPREMACY	CO	VIRGIN
14	11		HEROQUEST	SP	GREMLIN
15	25		LEMMINGS	ST	PSYGNOSIS
16	RE		LEMMINGS	PC	PSYGNOSIS
17	23		MULTI PLAYER SOCCER MANAGER	CO	D&H GAMES
18	34		MANCHESTER UNITED EUROPE	ST	KRISALIS
19	RE		NORTH AND SOUTH	CO	INFOGRAMMES
20	16		MANCHESTER UNITED EUROPE	SP	KRISALIS
21	RE		RAINBOW COLLECTION	SP	OCEAN
22	22		LIFE AND DEATH	AG	MINDSCAPE
23	RE		EUROPEAN SUPER LEAGUE	AG	CDS
24	NE		FLIGHT OF THE INTRUDER	ST	MIRRORSOFT
25	49		HEROQUEST	AM	GREMLIN
26	39		TEENAGE MUTANT HERO TURTLES	CO	MIRRORSOFT
27	28		RAINBOW COLLECTION	ST	OCEAN
28	RE		TEENAGE MUTANT HERO TURTLES	AG	MIRRORSOFT
29	35		TEENAGE MUTANT HERO TURTLES	AM	MIRRORSOFT
30	27		RAINBOW COLLECTION	AM	OCEAN

All Gallup software charts are the copyright of ELSPA from April 1st 1990. The charts published weekly in CTW are extracts from 'CHARTALK' which is compiled in report form both weekly and monthly by Gallup on behalf of ELSPA. There are 22 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0836 830642/831223 — or write to him at Arden Mill, North Littleton, near Evesham, Worcestershire, WR11 5QP.



By Colin Campbell

### CRUISE FOR A CORPSE — IT'S FANTASTIC! ST, Amiga PC, out in a months time

Oh yes, it's a winner all right. Last week I took a jaunt up to US Gold for a good old rumble with this enormous mystery murder thriller. It's true that we were all expecting something special, so there's no real surprises that Delphine have done a wonderful job. The only worry was that there'd be some horrific glitches or some other nasties. Thankfully, there aren't.

If you don't already know, it's one of those games which involves finding out who killed the rich guy by clicking on objects, and asking suspicious characters lots of questions. This technique has largely been unsatisfactory in the past, but with *Cruise*, it works a treat. Graphics are delightful, and our old favourite, attention to detail, has been attended to superbly.

On the downside, it's such a gigantic game that disk swapping is something of a nuisance, and hard disk owners are urged to get installing. There's no need to inform you that this is not one for gore and death obsessed kiddies, but mature gamers (or indeed any with a normal count of brain matter) are just waiting to be tempted.

US Gold has got all the usual promo stuff — there are bundles of A4 colour flyers available and those circular mobiles that hang off the ceiling. But by far the best promo tool will be an Amiga rolling demo which, no doubt, will prompt much "ooohing" and "aaaring" from wide-eyed customers.

Advertising sharks have been having a thrashing time with this one since June (the game has been seriously (delayed) and full page ads have

been running constantly in just about all 16-bit mags. As for editorial loons, well, they've gone potty with marks hovering around the 90 per cent mark in *Amiga Power*, *The One* and *Zero*.

Much has been made of the trouble in translating a French game which features 8,000 lines of text and, in fact, the translation job is excellent (although it took someone from Gold to go through the whole thing before they were satisfied).

The upshot is...stock this game.

### WING COMMANDER 2 Origin/Mindscape PC

There seems to be two camps when it comes to Origin's newie. Those who reach the heights of a rampaging frenzy in anticipation of its release, and those who can't see the point in producing a game which only the rich kids can play. Whatever your opinion, the quality of this corker has to be admired as much as the level of consumer awareness.

With its big, big packaging and mountains of flight manuals and the like, *Wing Commander 2* on the PC certainly has that all important perceived value. The only thing which seems to be a bit thin on the ground is actual reviews. However the pre-release press has been favourable to the point of sycophancy (no surprises there), with expressions such as 'new breakthroughs in texture mapping' and 'gourard shading' being bandied around with frightening enthusiasm.

The game itself is just as big as *Cruise*, and just as likely to appeal to bigger, older and (hurrah) richer consumers. It's a 3D space shoot-em-up and yes, we are talking three

dimensions. I won't bore you with grandiose adjectives, but suffice to say, this is a lush piece of kit.

It's a measure of *Wing Commander 2*'s brilliance, and Mindscape's confidence in letting the product speak for itself that it's the only packaging and advertising campaign which can get away with purely using game shots. When a product looks this good, who can argue?

### IN THE FUTURE?

Skipping back to US Gold for a moment, it's worth noting that the company has some goodies lined up for later this year. *Out Run Europa*, we're being told, will easily hold its own against Gremlin's superb *Lotus Turbo Challenge II*.

Even for a driving game it's searingly fast, and graphics are endearing. They've got this first sequence which flies down the M2 from London to Dover in just under three minutes (!) and the English countryside that whizzes past is one of the nicest things I've seen in a computer game for some time.

Bob Malin, Gold's Role Playing Game Bofin, is readying himself for the launch of two weird RPGS between now and the end of the year — *Shadow Sorcerer* and *Might and Magic III*. Now, I don't know the first thing about goblins and elves and Mighty Swords of Garzoid, but consumers are getting well into these mad things (*Eye of the Beholder* and *Heroquest* have both been huge).

Gold's new efforts look impressive, and Malin reckons *Shadow* will "give *Heroquest* a run for its money" while *M&M III* is set to "knock *Eye of the Beholder* off its perch".

Colin Campbell is deputy editor on *Future Publishing's Amiga Power*.

## CTW EVENT CHECK

CTW Event Check welcomes details of any shows or conferences being planned for the leisure/low end business marketplace. Please address all correspondence to CTW EVENT CHECK, The BTC, Bessemer Drive, Stevenage, Herts, SG1 2DX. Or fax us on 0438 74127.

### SEPTEMBER

All Formats Fair  
September 1st  
University of Leeds Sports Centre &

September 7th  
Royal Horticultural Hall, London &

September 14th  
National Motorcycle Museum, Birmingham &

September 22nd  
City Hall, Glasgow  
0926 613047

European Computer Entertainment Show  
September 5-8th  
Earl's Court II, London  
071 404 4844

Business Computing  
September 17th-20th  
Earl's Court, London  
071 486 1951

Benelux Computer '91  
September 20th-22nd

Eindhoven, Holland  
01031 40528191

### OCTOBER

All Formats Fair  
October 6th  
Brunel Centre, Bristol  
0926 613047

### NOVEMBER

World Of Commodore  
November 14th-17th  
Earl's Court II, London  
0225 442244

All Formats Fair  
November 3rd  
Royal Horticultural Hall, London &  
November 10th  
National Motorcycle Museum, Birmingham  
0926 613047

### DECEMBER

Supergames Show '91  
December 6-9th

Espace Champerret, Paris  
010331 48910451

All Formats Fair  
December 1st  
City Hall, Glasgow  
&  
December 14th  
Royal Horticultural Hall, London &

December 15th  
University of Leeds Sports Centre  
0926 613047

### JANUARY

Consumer Electronics Show  
Las Vegas, USA  
January 9th-12th  
0101 202 4578700

### FEBRUARY

16 Bit Computer Show  
February 7th-9th  
Hammersmith Novotel, London  
081 549 3444

Computer Arena  
February 19th-23rd  
Larnaca, Cyprus  
081 868 4466

# It's the end of 'real world' as we know it

In an industry where two game-related paragraphs in a teen magazine rate as a trade-paper page two news, it should hardly dismay us that the computer industry has machine-gunned itself in the foot over its yearly showcase event — the ECES.

We'll establish our credentials (to those that aren't press officers). We work in this industry. One of us is Group Editor and one is 'hands-on' Editor of YC — a C64 magazine which, by all accounts, or lack of them, in CTW doesn't actually exist. Thankfully (to keep us sane)

we work in the 'real world' too. We cover music, film and video for mainstream media.

We often, rather foolishly, try to cover computer games for such publications. But we have both been let down just too often, by an industry mostly too apathetic to do anything except squeal with delight at scraps of mainstream coverage. Thanks for the press releases and software through our doors, thanks for the phone calls — we don't think.

Nothing proves this more than the plaintive letter from Neil Wood in CTW (19.8.91). When we saw that EMAP had lined up sponsorship, Radio 1, two kids' programmes and multitudinous other coverage, the line "Sadly, the industry...has chosen not to capitalise on these opportunities" moved us to sadness, and then to something much more directed and powerful — anger.

The industry moans all the time — "we don't get any coverage", "nobody pays attention to us", "music/video/film/Turtles get more column inches than us". Well, wake up and smell the catfood. Don't you see that the ECES was your chance?

This could have been the year when the media

descended in force, when the industry (even the smaller people without a major PR budget) could say "Hi! We're here! Look at us, kids!", the chance to burst from the ghetto and into the mainstream, or at least build something for the future. Even more so than last year, or before.

But some amongst us blew it. They just wouldn't put their money where their mouths were. When it came to actually DOING something that didn't involve cosy meetings of old friends and associates in upstairs/downstairs bars and hospitality suites; something a little glitzy and promotional to help everybody who works with computers and games, those that matter (ie with the cash) wimped out, pulled back, and sold everyone else back down the river of mainstream media ignorance.

Worse, the late cancellation makes the whole industry look extraordinarily untidy. "Couldn't organise a consumer show at Earls Court" sits with "Couldn't organise a piss-up in a brewery" very easily, don't you think.

And it's sad to think that if 'the industry' got its finger out of its second user port and actively pressed for action (it must be easy — Nat West constantly tells us so), especially with the console boom rolling over us like a glittering wave of opportunity, we might have more than a brief slot on Thames Action ("A Gameboy ate my

kids") and Sky News. (So Ciaran, tell us about this Gameboy lark, then...and, er, that's all we have time for, thanks Ciaran!") to get our knees trembling!

Languish in obscurity by all means, computer industry, but don't whinge when you blow chances like a full-blown consumer ECES.

Yours continually stunned by the antics of the industry,  
**Jeffrey Davey**  
Freelance journalist/editor,  
YC and  
**Rik Henderson**  
Freelance journalist/Group editor, Alphavite Publications

N.B. What went wrong? Who let down who? Why? Borrow some teeth for once and name some names. And don't brush any of it off by writing a snide reply to this letter, either!

— Not content with lambasting the industry for failing to support the consumer side of the Computer Entertainment Show, we note an element of disappointment in the way CTW covered the story.

In our defence, we would like to argue that, from our almost weekly updates, most readers will know just what happened to the CES.

From spring it was evident that a certain sector of the market had decided it did not want a consumer show. Names were indeed named on June 17th ("Gang of three threaten revolt").

On July 8th, EMAP Images explained in an interview ('Opportunity Knocks') why it felt that its event should be

supported. On August 5th, fears about the show's format were quite evident when news broke of the 1992 plans 'EMAP and Blenheim head for showdown'. And the story which announced the consumer side's cancellation (August 12th) deliberately pointed out that it was lack of support from within the industry that was the cause ('Consumer side closes as apathy hits EMAP show').

And anyway, who has the evidence to prove that a consumer show and any amount of 'real world' coverage helps an exhibitor's sales more than in-store promotions, consumer competitions, major advertising campaigns and good POS? If Mr. Davy and Mr. Henderson have such evidence then perhaps they should have offered it to EMAP Exhibitions.

And why should a US Gold, Psygnosis, Electronic Arts or Domark feel obliged to go against its own private marketing decisions 'for the good of the industry'?

So the consumer side has been cancelled. Such is life, such is business. Now we must look forward to the trade-only show and hope it is a success. If it isn't, we must investigate why, and learn from that next year.

No doubt if the Your Commodore editorial team were running CTW it would have shouted 'scandal' from the hilltops, attacked the industry for being unambitious and badly organised and gone on hunger strike as protest.

And CTW would be as well regarded as YC.

## FORTHCOMING SPORTS SIMULATIONS

Graham Gooch's

WORLD CLASS CRICKET

SUPER LEAGUE MANAGERS

WORLD CLASS RUGBY

Posters and leaflets available

shortly via In-Store Marketing

*Audiogenic Software Ltd.*

### Exciting career opportunities at Mindscape

#### Amiga/ST 3D Programmer

We currently have an exciting opportunity for a competent Amiga/ST programmer. We would fly you, all expenses paid, to Vancouver Canada and provide free accommodation as well as an opportunity to work with some of the best 3D programmers in the world. The successful candidate must have a sense of adventure, be over 18 years old and have excellent 3D Amiga/ST assembly language programming skills. The initial contract would be for 3 months but longer term opportunities may also be available.

Salary negotiable.

#### Super Famicom Programmer

We are also looking for an in-house programmer to work on the Super Famicom games system. Ideally you would have had assembly language programming skills on the Super Famicom or other consoles. But we are also prepared to consider relevant assembly language programming skills on the 6502/68000 preferably in a PC based cross development environment.

Previous applicants may reapply.

Salary is negotiable.

#### Super Famicom, Amiga ST, PC Musician

We are currently looking for a freelance musician to work on our forthcoming releases. You would be expected to provide music and sound effects for the Super Famicom, Amiga, ST and PC using state of the art software and equipment.

Contract rates are negotiable.

If you are interested please contact:

**Richard Leinfellner**  
Software Development Group  
Mindscape International  
Charles Avenue  
Maltings Park  
Burgess Hill  
West Sussex  
RH15 9PQ



## ATTENTION ALL DISTRIBUTORS & RETAILERS!!!

Zeppelin Games Latest Releases Available this Week . . .

**STACK UP** .....Commodore 64 .....@ £3.99

Stack Up is the ultimate arcade game, mixing fast reactions and brain punishment in superbly addictive qualities. Teletext's FX program awarded Stack Up 89%, and claimed that it was a "Tetris beater". This is just one of the many top reviews this great game has enjoyed in the past two months.

**WORLD CRICKET** .....Spectrum .....@ £3.99

Following on from the hugely successful World Soccer, World Cricket is a professional cricket team management game, featuring a realistic game design and superb animated match highlights. Guide your team through a selection of Tours against a variety of top-class international opponents.

**PHILLEAS FOGG'S BALLOON**

**BATTLES**.....Spectrum & Amstrad.....@ £3.99

Philleas Fogg stops on his Around the World expedition to help the locals who are having a spot of trouble from a hostile invading force. Take off in your Hydrogen Balloon, blast the trouble makers into oblivion, and gather vital intelligence for the allies. Great historical battle fun.

**Darren Jobling on 091-385 7755 can provide further information on all of these products if needed**



EARLS COURT 2 LONDON  
5-8 SEPTEMBER 1991

26th August

Dear Colleague,

It is now just two weeks before the start of the European Computer Entertainment Show at Earls Court 2, London.

You will have received tickets in last week's CTW and will be receiving more information through the post this week. In this you will find details of exhibitors and information regarding the products on show.

You will be able to meet and discuss business with a wide range of the industry including Commodore, Atari, Ocean, Electronic Arts, Acclaim, Mindscape, Virgin, Accolade, Activision, Centresoft, Domark, Gremlin and Microprose, as well as a host of other companies.

CTW, our sponsors to the show, and ELSPA will be on hand to welcome you to the event and we will be pleased to gain your feedback on the show and our plans for the September 1992 trade only event, which will be available in the organiser's office.

To remind you, the dates and times for the show are:

Thursday	5th September	10.00am to 5.00pm
Friday	6th September	10.00am to 5.00pm
Saturday	7th September	10.00am to 5.00pm
Sunday	8th September	10.00am to 3.00pm

We look forward to meeting you at the exhibition.

Kind Regards,

NEIL WOOD  
Exhibition Director

Organised by EMAP International Exhibitions Ltd  
12 Bedford Row, London WC1R 4DU  
Tel:071 404 4844 Fax:071 404 0747  
Registered No. 1756392 England  
A wholly owned subsidiary of EMAP PLC  
VAT No. 511142703

# Bonsai calms Lightning worries

The Bonsai Group attempted to clear up confusion over the future of its Lightning trade distribution division last week — stressing that looming changes are not any kind of retrenchment.

The firm spoke officially for the first time last week about its decision to close down the Lightning headquarters in Park Royal, London.

Lightning's warehousing

will be moved to a new building on the same site as Bonsai's stock holding operation in New Malden. All other parts of the business, meanwhile, are moving into Bonsai's central HQ in New Oxford Street.

The move will be complete by September 2nd and, according to Bonsai, in terms of how Lightning operates, it will be seamless. The firm is keen to allay any trade fears that the distributor may be undergoing widescale shifts in personnel or market strategy.

A number of retailers contacted CTW last week to complain of sudden reductions in credit limits, but Bonsai's group sales director Rod Best was adamant that rationalisation is not on the Lightning's agenda.

"The credit limit thing is a total aside, some have been lowered and some have been increased," he told CTW. "Basically we've made the move because it makes a lot of sense. Using one warehouse instead of two stops a lot of running back and forth, and the move out

of Park Royal means that Lightning can use our sophisticated network system which will improve service — with particular emphasis on returns. We're also trebling our telesales operation.

"We haven't made redundancies, the people who have gone are just those that didn't want to make the switch. We're 110 per cent committed to Lightning as a distributor. I apologise for any inconvenience that has been caused in the last couple of weeks."

# Atari prepares Lynx blitz for Christmas

Atari has announced a further batch of titles for its Lynx handheld, in readiness for the Christmas season.

Between now and Christmas the firm expects to release 20 titles for the machine, with a flood in September and later in the year.

Titles include *Hard Drivin'*, *Scrapyard Dog*, *Viking Child*, *Pacland*, *APB*, *Chequered Flag*, *Ishido*, and *Turbo Sub*. *Bill*

and *Ted's Excellent Adventure* may also be available in time for the Christmas bonanza.

A number of other big name titles such as *Shadow of the Beast*, *Pitfighter* and *Lemmings* will be available next year.

Atari product manager Daryl Still told CTW: "There are some very good titles here. *Hard Drivin'* is an almost perfect implementation of the coin-op, whilst *Chequered Flag* enables six players to link up in a race.

## Gamer's up

Europress is launching a new 32 page colour supplement for its *Amiga Computing* and *Atari ST User* titles.

The A4 bound-in mag will make its debut in the October issue of the magazines, and will be called *Gamer*. The firm claims it will have a total distribution of 177,000.

The supplement will be aimed at the older games market. It will be edited by Julian Boardman. Associate editor Eddie McKendrick commented: "To date, the games market has not had the coverage it deserves among the many older players who are in the market. What makes *Gamer* so special is that it is written with these people in mind. Julian Boardman, editor of *Gamer*, has done an excellent job and we're all very pleased with the result."

In addition, the two mags will also be carrying a series of hint and tip cards. There will be a total of six double sided cards in the October issue, which will be perforated so that they can be filed in a special binder which will be available in later issues.

## Prose seeks

Continued from front page

million hoped to be raised, little more than \$5 million will be available for new product development and, possibly, an acquisition.

As well as money being drained by the arcade machine venture, MicroProse is understood to be feeling the effects of saturation in its its historical market of adult-orientated, sophisticated simulations.

This has led to the firm looking to broaden its scope, lining up *F-15 Strike Eagle* for the NES and *F-117A Stealth Fighter 2.0* for the Super NES — but such moves involve high costs due to the need to buy expensive cartridges direct from Nintendo.

If MicroProse does go public, Stealey will be left controlling 59 per cent of the company.

## Two in, one out

Continued from front page

ed to work with the organisers towards this, in arriving at an event which attracts and warrants the support of people such as Acclaim."

EMAP is expecting around forty firms to attend the event with big names such as Accolade, Mindscape, Activision, Electronic Arts, Ocean, Centresoft, Atari and Commodore all taking part.

**DARKMAN**

THEY DESTROYED EVERYTHING HE HAD  
ALL THAT HE LOVED  
EVERYTHING THAT HE WAS

NOW CRIME HAS A NEW ENEMY  
AND JUSTICE HAS A BRAND NEW FACE

**ocean**<sup>®</sup>

ATARI ST  
CBM AMIGA  
SPECTRUM  
AMSTRAD  
COMMODORE

TM & © 1990 UNIVERSAL CITY STUDIOS, INC. ALL RIGHTS RESERVED. LICENSED BY MERCHANDISING CORPORATION OF AMERICA, INC.

OCEAN SOFTWARE LIMITED . 6 CENTRAL STREET . MANCHESTER M2 5NS . TEL: 061 832 6633 . FAX: 061 834 0650