january 1990

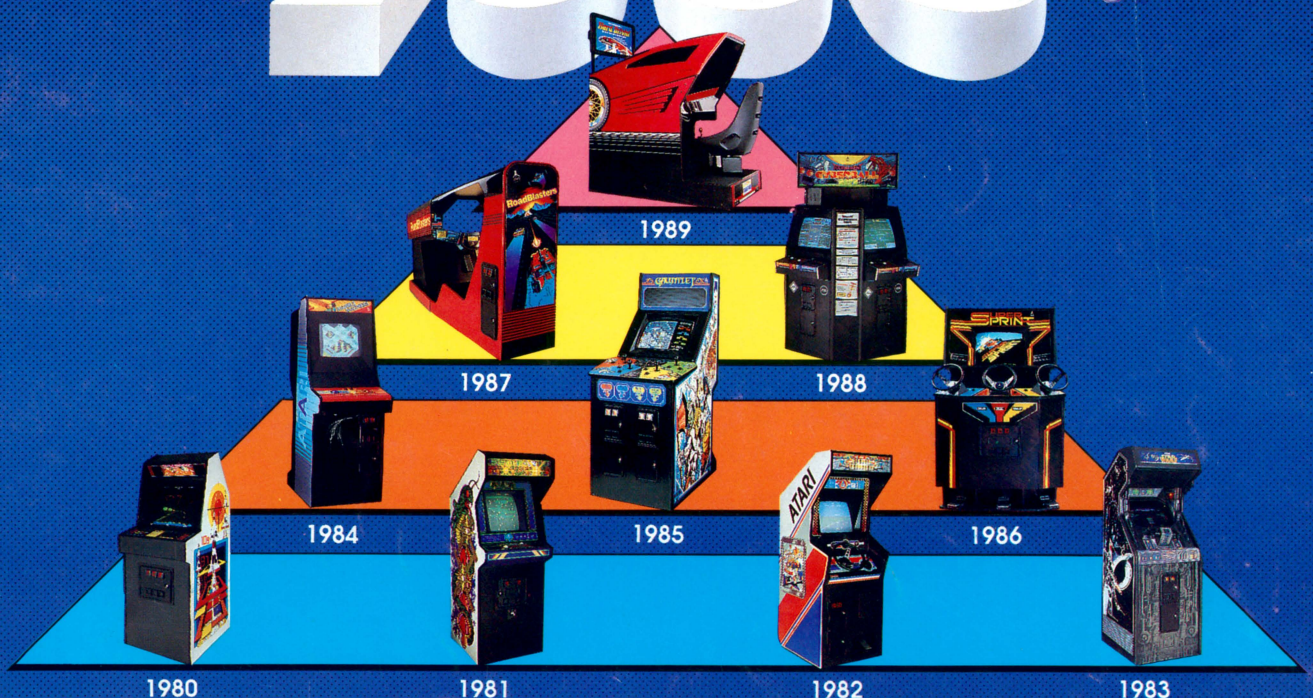
RePlay

window on the world of coin-op entertainment



KLAX

1990



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HOT OFF THE PRESS!

HOT BOX

#1 DEDICATED VIDEO
TMNT (TURTLES)
Konami

#1 SOFTWARE
WWF SUPERSTARS
American Technos

#1 NEW VIDEO
BIG RUN
Jaleco

#1 PINBALL
ELVIRA
Bally/Midway

#1 POP SINGLE
WE DIDN'T START THE FIRE
Billy Joel - Columbia

#1 C&W SINGLE
IT'S JUST A MATTER OF TIME
Randy Travis - Warner

#1 R&B SINGLE
BLAME IT ON THE RAIN
Milli Vanilli - Arista

#1 COMPACT DISC
GIRL YOU KNOW IT'S TRUE
Milli Vanilli - Arista

JUKEBOX BREAKTHROUGH — *RePlay* can't declare victory for the trade yet, but we think it's in the air. The jukebox copyright negotiating team (made up of reps from AMOA, ASCAP, BMI & SESAC) announced Dec. 19 that they've "reached an **agreement in principle** on the terms and conditions of **voluntary jukebox copyright licenses.**" If the deal goes through, the U.S. Copyright Office will no longer administer the license, and the U.S. Copyright Royalty Tribunal will no longer set the annual per-juke fee. Instead, private enterprise will take over. It's our educated guess that operators will probably buy licenses directly from the performing rights societies or their representatives. How much in **dollars** will each license cost? We won't learn the real price of a new, voluntary juke license until both sides sign the documents, probably in early February. Juke ops will then receive license applications; payments will be due March 15.

If negotiations had failed, an AMOA-inspired provision of the Berne Convention Implementation Act would have let jukeboxes fall back on using the old government-issued Compulsory License. In this case, the Copyright Royalty Tribunal would have had to set new rates for 1990 and beyond. Fortunately, it seems this less-desirable alternative has been avoided, along with another year of bruising political battles. But as with any deal, nothing is set "absolutely for sure" until the names are on the dotted line. Stay tuned!

DARTS' NEW DAWN — AMOA-NDA (National Dart Assn.) Exec. Director **Joe Conway** proudly announced that **Arachnid** has joined NDA! With the addition of Arachnid, a leading electronic dart game manufacturer, NDA is now the world's largest electronic dart player membership association. Since **Valley & Merit** were already founding members, this at last unites all three major makers of the games behind AMOA's non-profit trade association. The union was "consummated" on Tuesday, Dec. 19, 1989 in the Rockford, Ill. office of Arachnid president **Bill Ward.** All three manufacturers will keep running individual tournament tours, of course... but player bases and games from all three manufacturers (including Arachnid's *English Mark Darts & Coors Silver Bullet)* will participate in "Team Dart V," NDA's May 4-6 Las Vegas tournament finals. NDA, its members and the leadership team at Arachnid all deserve hearty congratulations for their maturity and vision. What a terrific way to start the new decade!

POKER 1990 — AMOA board members and "Truth in Amusement Committee" chairman **Phil Benson** met with officials of the **National Assn. of Gambling Regulators** in mid-December. The agenda included developing more usable model legislation (or at least some general guidelines for state operator groups to follow) as the trade tries to legalize pay-off video poker in various states. The same group meets again Jan. 19-21 in Las Vegas. "Operator interest in this market remains very hot," said busy-bee Benson, who's also an AMOA VP. He confirmed that video poker legalization will probably be a central topic at AMOA's first-ever non-expo confab of **state association execs,** set for Jan. 23-24 at Chicago's Westin O'Hare.

RePlay

the Players' Choice

JANUARY 1990

TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

upright videos

		MODEL/MANUFACTURER	RATING	DIST.
➡	1	**TMNT (TURTLES) (Konami)**	**9.79**	**50%**
➡	2	HARD DRIVIN' (Atari) (9)	9.15	47%
➡	3	CYBERBALL 2072+ (Atari) (2)	8.77	28%
➡	4	OFF ROAD (Leland) (10)	8.36	79%
➡	5	S.T.U.N. RUNNER (Atari) (2)	8.29	28%
	6	ALL AMER. FOOTBALL (Leland) (2)	8.23	20%
	7	TEAM QUARTERBACK (Leland) (14)	8.09	41%
➡	8	CRIME FIGHTERS+ (Konami) (5)	8.08	59%
	9	OPERATION THUNDERBOLT (Taito)(9)	7.98	48%
	10	FINAL LAP (Atari) (14)	7.84	29%
	11	TURBO OUTRUN+ (Sega) (7)	7.73	39%
	12	SUPER MONACO GP (Sega) (4)	7.70	24%
➡	13	MIDNIGHT RESISTANCE+ (D.E.) (1)	7.50	22%
	14	CYBERBALL (Atari) (10)	7.45	34%
	15	CHASE H.Q. (Taito) (13)	7.41	52%
	16	OUTRUN (Sega) (37)	7.32	70%
	17	SUPER HANG-ON (Sega) (30)	7.10	61%
➡	18	FINAL BLOW (Romstar) (1)	7.05	17%
	19	MECHANIZED ATTACK (SNK) (7)	7.04	21%
	20	AFTER BURNER (Sega) (27)	7.03	54%
➡	21	STREET SMART+ (SNK) (4)	6.97	28%
	22	POWER DRIFT (Sega) (12)	6.97	27%
	23	NARC (Williams) (11)	6.82	45%
	24	OPERATION WOLF (Taito) (25)	6.80	81%
	25	BAD DUDES (Data East) (18)	6.67	75%

+ indicates game was produced in both dedicated & software forms

best new videos

➡	1	BIG RUN [u/r + s/d] (Jaleco)	9.33
➡	2	GALAXY FORCE [s/d] (Sega)	8.67
➡	3	RAMBO III [h-kit] (Romstar)	7.67
➡	4	ASTAYANAX [h-kit] (Jaleco)	7.00
➡	5	EXTERMINATOR [u/r] (Premier)	7.00

best software

		MODEL/MANUFACTURER	RATING	DIST.
➡	1	**WWF SUPERSTARS[H](Technos)(6)**	**8.66**	**70%**
➡	2	TOKI [H] (Fabtek) (1)	8.47	16%
	3	GOLDEN AXE [H] (Sega) (7)	8.36	77%
➡	4	VS. CRIME FIGHTERS [S] (Konami) (3)	8.13	28%
➡	5	50 CALIBER [V] (Romstar) (2)	7.79	13%
➡	6	E.S.W.A.T. [H] (Sega) (2)	7.74	50%
➡	7	WILLOW [S] (Capcom) (3)	7.68	34%
	8	ARCH RIVALS [H] (Bally/Midway) (7)	7.62	72%
	9	TRUXTON [V] (Bally/Midway) (5)	7.44	8%
➡	10	U.N. SQUADRON [S] (Capcom) (3)	7.37	28%
➡	11	SPLATTERHOUSE [V] (Sharp) (6)	7.33	11%
➡	12	CRIME CITY [H] (Taito) (3)	7.24	16%
➡	13	GOLDEN TEE GOLF [H] (Strata) (1)	7.20	5%
➡	14	TECMO WORLD CUP '90 [H] (Tec.) (1)	7.13	7%
	15	TETRIS [H] (Atari) (9)	7.01	62%
	16	CABAL [H] (Fabtek) (14)	7.01	61%
➡	17	SUPER VOLLEYBALL [H] (D.E.) (3)	7.00	11%
	18	NINJA GAIDEN [H] (Tecmo) (13)	6.97	71%
➡	19	DYNAMITE DUKE [H] (Fabtek) (4)	6.95	17%
	20	ROADBLASTERS [S] (Atari) (30)	6.93	51%

[H] horizontal [V] vertical [S] system [R] retrofit

flippers

➡	1	**ELVIRA (Bally Midway) (3)**	**9.00**	**60%**
➡	2	LIGHTS, CAMERA...(Gott./Prem.) (1)	8.80	5%
	3	EARTHSHAKER (Williams) (9)	8.67	56%
	4	POLICE FORCE (Williams) (4)	8.67	53%
➡	5	MONDAY NIGHT FOOTBALL (D.E.) (3)	8.19	27%
➡	6	BAD CATS (Williams) (1)	8.17	24%
	7	CYCLONE (Williams) (21)	8.10	66%
	8	TAXI (Williams) (15)	7.93	55%
➡	9	BONEBUSTERS (Gottlieb/Premier) (3)	7.59	17%
	10	JOKERZ (Williams) (12)	7.42	43%

➡ *available brand new at certain distributors; number following brand shows months on chart including this one.*

RATING: *Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent," 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points.*

DIST.: *The percentage of the surveyed arcade and street location operators who have the item on location. No upright videos rated by less than 15% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Uprights.*

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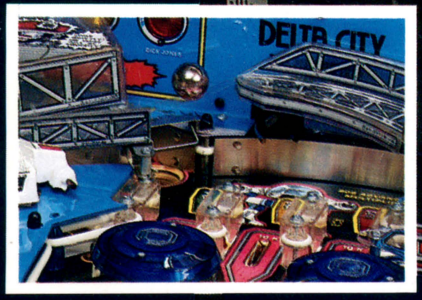

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COVER

As we launch into a new decade, it's entirely fitting that we feature Atari on our cover. This California firm invented the video game . . . and it remains one of the industry's all-time leading innovators. Cover artwork shows the "pyramid" of some Atari hit games of the 1980s, topped by their sales/marketing team and their latest dedicated upright, called 'Klax.' Toasting the new title, which has its world premier at this month's ATEI show in London, are (from left): VP of Sales Shane Breaks, Director of Marketing Mary Fujihara, Product Manager Linda Benzler, Sales Rep Frank Cosentino, Product Manager Jerry Momoda, Customer Service Director Elaine Shirley, and Sales Reps Jim Newlander and Anne Hayes.

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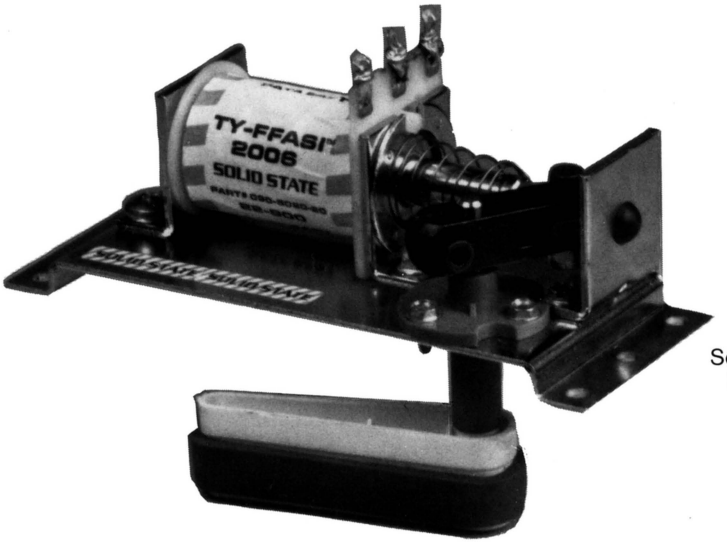
EDITORIAL

The world entered a new decade on Jan. 1. Many American operators toasted the beginning of the new decade by doing the thing that mattered most: kissing the missus (while in many cases keeping an ear cocked toward the telephone in case Sam's Bar called to say, "The jukebox won't play Auld Lang Syne; can you send somebody to fix it?"). The pages of the calendar turn, but the routine drill of running a route keeps grinding away.

The holidays are behind now and some serious cold weather is settling in for most. It's a gray time of year, making it easy for people to slip into deep thought. Many wonder if the routine will be any different in the months and years to come, not only because it's now the Nineties, but also because both the technological and political seesaw of the world is changing. Competition among the game factories is acute right now, sales being what they are. Surely many good things must be coming from that sector, provided that a few "white knights" come up with hot new ideas in equipment and/or in marketing.

With Eastern Europe liberalizing, a yawning new market for coin-operated goods could conceivably open wide in the years to come . . . although many "in the know" don't see anything serious there for 10 years. However, if this liberalization continues and Washington, D.C. takes it more seriously, a paring down of the U.S. defense budget could mean a corresponding buildup for more humanitarian budget items. Not to sound mercenary, but a long-overdue program to help the homeless might serve up some new location opportunities. First you feed people's bodies and then you feed people's souls, and the entertainment our equipment provides falls into the latter category.

Every operator remembers when he either started his route or went to work for one already in business. When he thinks back over those years, he's bound to zero in on one or more things he'd change. That's hindsight. What about foresight? Resolutions are only good for the most disciplined, but it wouldn't hurt to jot down some of your "I should's" as you wind your way through these gray days, thinking your deep thoughts. The calendar has taken a serious change. The world is changing as well and much of it seems to be improving. If there's any room for improvement in your business, it seems like a good time to make some starts.



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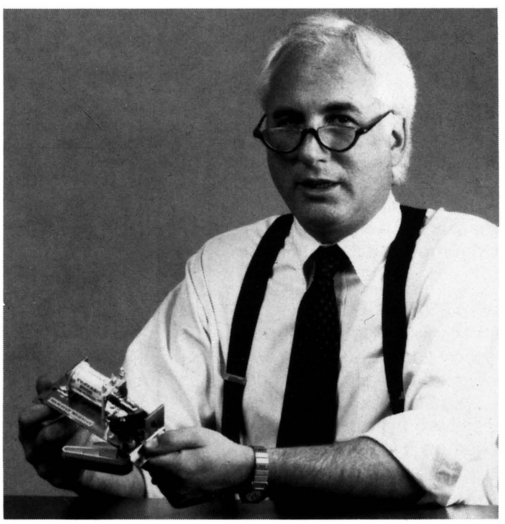

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INSIDE

JANUARY 1990

SPECIAL ARTICLES

ROBOPIN IS HERE
Data East bowed their latest pin at a San Franciso meeting Nov. 30, blasting dealers across the room with digitized sound and dazzling them with flashy lighting effects and fun playfield goodies. Operators will love the new reliability and service features.....pg. 27

CAPCOM'S CALM CONFIDENCE
At that same SFO meet, dealers enjoyed a smiling, low-key product intro from Capcom execs. The company is so sure *Buster Bros.* and *Final Fight* will be hits, they felt no need for "hype"..pg. 34

DYNAMO BUILDS *TURTLES*
Dynamo's started secondary production of Konami's *TMNT* while Electronic Sounds remains the primary builder. Some other manufacturers are picking nits about the game's reasonable price, but you should "never second-guess a hit".....pg. 38

ENTER THE NINETIES
As 1990 dawns, we ponder the trade's future while taking a quick look back at major events of 1989. Several trends are clear, but at the same time, the industry has never started a new year with so many intriguing questions still unanswered.....pg. 41

JUKEBOX HISTORY: CD ERA
We bring our Magnum Opus to a rousing crescendo by adding the name *Seeburg Crusader* to the *Edison Dictaphone* and *Nickel in the Slot.* Like those seminal machines, Seeburg's dedicated CD jukebox kicked off a whole new era in musical entertainment.....pg. 78

MACHINE CATALOG, PART 2
The last half of our Machine Catalog (combined with the pages printed in our Dec. '89 edition) shows and describes virtually every coin-op music or amusement machine on the market..pg. 97

REGULAR FEATURES

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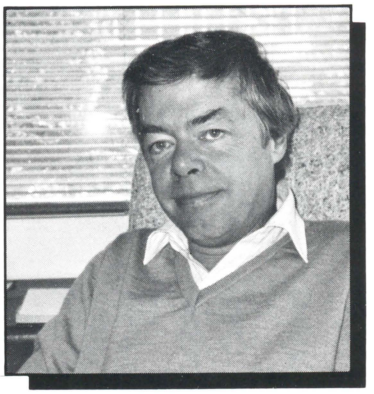

The late Soviet leader Andre Gromyko was a hardliner who rarely had face-to-face contact with the Russian citizens he represented as Foreign Minister and later as President. His own daughter said the only aspect of Moscow he ever saw was the view from his limo, as he shuttled between home and the Kremlin. To say this gent was out of touch with his "end user" would be an understatement, and perhaps one reason he couldn't bend with the changing political tide as loosely as the more in-touch Mikhail Gorbachev.

The true "end user" of coin-op products that filter down from manufacturer, to distributor, to operator...is the player. You say, "No kidding, what amazing news!" Okay, you knew that. But I'm still curious what you do about it. Reading collection slips and sniffing the winds about hot new equipment is probably fine. But it's a little like looking out the limo window, unless you spend a decent amount of time watching players at the location — or best of all, talking with them at times.

Arcade people, for obvious reasons, have a far more intuitive idea what players like and dislike than do their brothers on the route, unless those route people are involved with a pool or dart league. These league administrators spend time at the locations and develop precious knowledge about their end users. They also get added intuition about player habits regarding jukeboxes, pins, videos and the other machines they operate.

I recently visited Medalist's dart tournament in Tacoma, Wash. It was a special thrill for me to be inside a gameroom, shoulder-to-shoulder with hundreds of game players whose skills at darts varied, but who all had a chance to win a trophy or maybe some cash. As Johnny Bilotta has said so often, our games provide the "average man's country club" and yes, these Medalist players were average "Joes and Janes" whose sometimes lackluster lives are lifted high by events like this.

It showed this old horse once again that games, any games, have a magic facet to them for the people who play (especially if they win), be it at a Tacoma hotel or a Tuscaloosa tavern. Maybe a closer contact with players on the route by you or your service people might gain some precious knowledge you can translate into plus-collections. I think it might pay more to get to know the guy with "your" quarters in his pocket, no?

THIS COULD BE THE KIT HIT OF THE YEAR! SHADOW DANCER™ marks the return of the powerful young Ninja warrior that made *SHINOBI*™ a smash hit, and is the high drama action game your customers love.

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NEWS DIGEST

SEGA'S *ESWAT JR.* KIT: MARKETING REVOLUTION?

Quote from operator **Bill Beckham:** "I was absolutely amazed when I read about the ***Eswat Jr.*** kit being offered as an inexpensive sub-board. To me, it's the biggest development in U.S. video game marketing since the inception of the kit. All the major Japanese manufacturers have been marketing kits in this appealing format in the Japanese market for years. Sega is the first to make this stand in the U.S. (and to publicly announce which previous games used system boards). Converting earlier sub-board titles to *Eswat Jr.* takes five minutes, it's so simple!"

Beckham concluded: "I have always pushed for kits, but Sega is doing even better. I think it's a gutsy move that makes sense for American operators and for Sega. It's very, very encouraging, because if the whole U.S. market starts moving this way, it could be a dramatic shot in the operator's arm. It could also vastly improve the health of the entire industry."

Sega's **Tom Petit** and **Lenore Sayers** get the credit for this idea; and Sega says if *Eswat Jr.* proves popular with operators, more kits will be offered in this new, inexpensive format. Read more about Sega's exciting new product line on **page 23.**

ILLINOIS OPERATORS HOLD TAX HIKE DOWN



The coin machine industry's dreaded "tax hike" disease has claimed another victim: Illinois operators. On Dec. 6, the governor signed a bill raising state licenses on coin amusements from $10 to $15 per game, per year. It would have been even worse ($25 per year) except the state operator association discovered the rate hike (buried in a sales tax bill) and lobbied like mad for a reduction, saving operators $10 per machine.

ACME'S HOT! SO IS COIN-OP'S FIRST LATIN AMERICAN EXPO

AAMA will sponsor the industry's first-ever **Latin American amusement coin machine expo** July 10-11 at the U.S. Trade Center in Mexico City. The market "South of the Border" is really heating up and AAMA hopes the show will encourage more new equipment sales down there. In the U.S., tradesters who would like to hear football superstar **Terry Bradshaw** speak on "The Sporty Side of Life" may do so at this year's **ACME show (Hyatt Regency Chicago, March 9-11).** Tickets for a continental breakfast and the chat by the Pittsburgh Steelers quarterback cost $20 per person. Providing entertainment at the annual ACME Charitable Foundation Dinner will be Fox Network TV star **Danny Gans** and a golden-oldies rock 'n' roll dance band called **JP and the Cats.** "Everyone is required to dance," said AAMA's twinkle-toes Director of Administration **Joyce Weller.** (She plans these charity dinners, so what she says, goes. Bring your dancing shoes.) By the way, AAMA prexy **Gil Pollock** says booths for the show are selling fast. More details on ACME and the Latin American show can be found in our report on a recent AAMA board of directors meeting, which starts on **page 67.**

ACME 90
AMERICAN COIN MACHINE EXPOSITION



AAMA EVP Bob Fay and President Gil Pollock at the association's recent board meeting in Scottsdale, Arizona.

LEGAL UPDATES: PARALLELS, HOME GAME LAWSUITS GO TO D.C.

Two of the industry's long-standing legal disputes have moved into Washington, D.C., for their next (and, let's hope, final) installments. Pro-parallel operator **Bill Beckham** filed papers with the **U.S. Supreme Court** in December, asking the court to consider hearing an appeal on *Red Baron vs. Taito America.* Taito, who won a decisive appeals court victory in August, 1989, had till Jan. 4 to file a reply brief, sources said. The Supreme Court could decide to hear (or more likely, not to hear) the case by the end of this month. Beckham's $30,000 request was funded by some two dozen operators who comprise "American Operators for Equal Treatment." To date, no membership list for the two-year old group has ever been publicly disclosed.

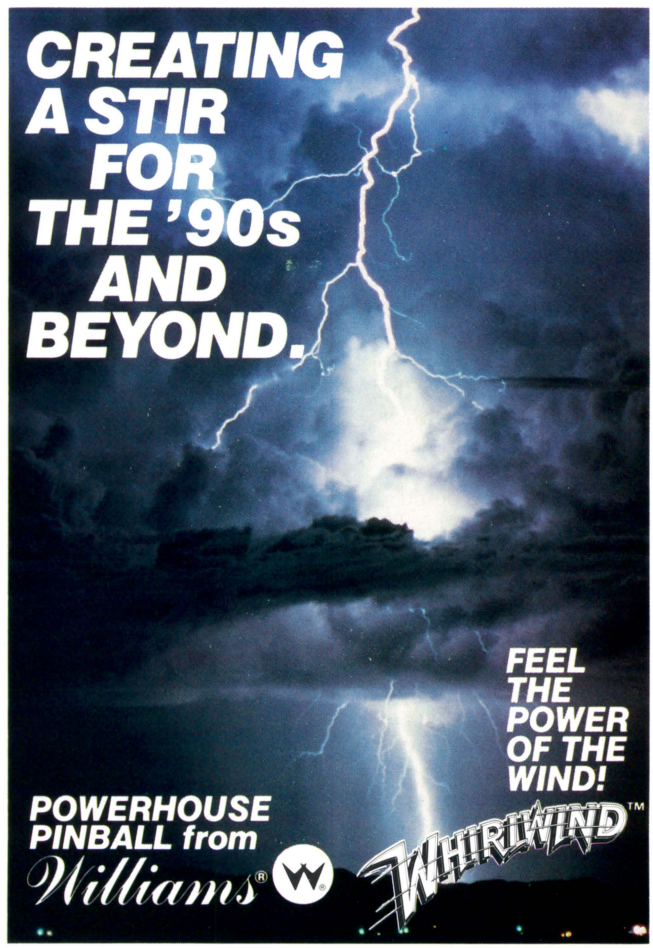
The nasty soap opera between **Nintendo** and Atari's home game subsid **Tengen** also went to Washington in December. The chairman of a House anti-trust subcommittee accused Nintendo of possibly breaking federal anti-trust laws, then urged the U.S. Justice Dept. to investigate NES market control. Nintendo said Atari gave the committee "incomplete and misleading information," and asked for a chance to rebut the charges. "Nintendo's business agreements and practices have been reviewed in depth and approved by our attorneys, and we are confident that they comply fully with U.S. laws," said Nintendo's Sr. VP **Howard Lincoln.** The two home game makers have multiple suits on-going, involving accusations of anti-trust; trademark, copyright and patent infringement; lying to the U.S. Copyright Office; misleading advertising, etc.

AAMA MOVES TO NEW HQ

AAMA headquarters will move to a new, larger facility on **Jan. 16.** Located 25 miles outside of Washington, D.C., the new address and phones are: American Amusement Machine Assn., 12731 Director's Loop, Woodbridge, VA 22192; phone: 703/494-2758; fax: 703/494-0616.

TRADE WORKS FOR NEW LAW TO PROTECT CRANES IN GA.

Officials connected with Georgia's state liquor authority have been keeping a close (and rather unfriendly) eye on cranes in that state. Mostly they've cracked down on cranes in liquor-licensed locations; only a couple have been removed from arcades. "There are no state laws that officially make redemption legal in Georgia, so we're making a major push to have a bill voted on next month (January) by our state legislature," commented distributor **David Capilouto** of Greater Southern. Georgia tradesters hope to have their new pro-redemption law in place by spring.



COMING IN FEBRUARY: VIDEO GAMES' HIGH TECH FUTURE

The February issue of *RePlay* will contain our coverage of hi-tech future video game technology displayed at November's **InterTaiment '89** and at January's **Winter Consumer Electronics Show.** (Space and time considerations prevented us from running some of this material in this issue.) We'll also profile **"The Electronic Experience,"** a new United Artists Theater Amusements arcade which opened Dec. 26 in Dallas. UATA prexy **Jon Daugherty** conceived and designed this futuristic, hi-tech game center which, he says, "will lead the industry into the 1990s and the 21st Century!"

AMOA TO REPEAT "LOVE MONTH" JUKE PROMO

Next month, AMOA will repeat its successful 1989 "Love Month" nationwide jukebox promotion. Themed around Valentine's Day, the promo gives operators free, special title strips and table tents (or wall posters) when they buy selected singles from participating one-stops. Which singles will be involved? Association members should have received a letter from AMOA's Jukebox Promotion Committee, with details. More info from AMOA follows later this month. Last year's "Love Month" promo earned an estimated $2 million (total) for jukeboxes at 10,000 participating locations.





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GIVE A MEDAL TO MEDALIST FOR SUPERB MID-DECEMBER DART TOURNEY



In the six years that **Lee Peppard** has built his Medalist dart leagues, we don't think he and staffers like **Ed Tuk, Liz Dunn,** etc. could have piloted a more well-oiled tournament than the championships they held Dec. 15-17 at the Sheraton in Tacoma, Wash. Around 1,058 teams plus spectators jammed the hotel's Bicentennial Pavilion for three days of Cricket, 301 and other dart games. Players vied for $47,000 in cash prizes, plus many thousands more in trophy and winner-pin value. All prize money comes from player fees, plus affiliate operator and location patronage, so it's 100% self-sustaining. The "Peppy One" has clearly established coin-op darts as a major sport in Washington State and Oregon (and we now hear he's working with AMOA's NDA to coalesce the two methods of rating players so Medalist champs can go on and compete in AMOA's biggie in Vegas this May). More on the Tacoma outing next month.

Shown above, the buoyant Medalist staff salutes readers from the offial's platform.

PRIZES! HAS BIGGER PLACE, NEW ADDRESS

Prizes! has moved to a new 20,000-sq.-ft. facility in Huntington Beach, Calif. The firm's third move in about two years, it will provide space for extra inventory (now imported directly from overseas). The new address is Prizes!, 5452 McFadden Ave., Huntington Beach, CA 92649. Phones are unchanged. By the way, give a welcome new General Manager **Pat Patterson,** whose decade-plus toy industry experience means even better sourcing of toys from Asia.

CANADIAN PLEADS GUILTY TO 12 VIDGAME COUNTERFEIT CHARGES

The Mounties always get their man. Canadian trader **Karsten Rumpf** pled guilty to 12 counts of counterfeiting video game PCBs on Dec. 1. He was **fined $43,000** ($3,500 per charge) by the court. Constable **Ed Farrorro** of the Royal Canadian Mounties (Hamilton, Ontario division) had been investigating the case since early 1988. AAMA Director of Investigations **Bill Kidwell** praised the Mounties for their "diligent and continued efforts to combat counterfeiting."

Happy 100th Birthday
The Jukebox

As we say "Thanks for a great 100 years," we are also enthusiastic about what the next 100 will bring.

Thanks to you, the nation's jukebox operators, the last 100 years were great, but…

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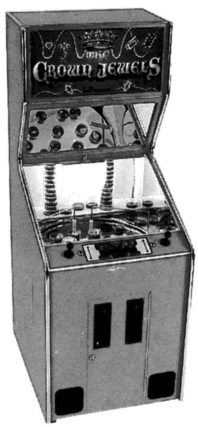

CROWN JEWELS 80



CROWN JEWELS 30



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NEEDED: VIDJUKE LICENSE

While the cost of a 1990 license for a "regular" audio jukebox is probably already nailed down by the powers that be, the fee for a video jukebox remains a case-by-case problem between the individual operator and the performing rights societies. Rowe's **Mike Reinert** has been trying to get both sides together to work out some kind of uniform arrangement, but since the videos on video jukeboxes are not "phonorecords" as described in the copyright law, they fall outside the purview of compulsory licenses. It would be in everyone's interests to come up with an equitable and uniform figure, but as it stands, lack of same is clearly hurting the growth of the video jukebox concept. If only the music industry people would work half as hard with us, as they do with MTV!

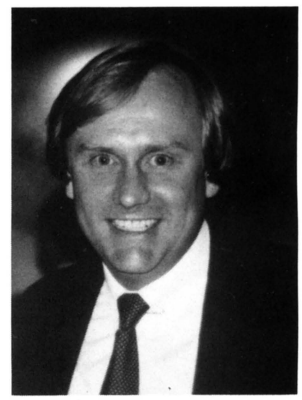
1990 DIRECTORY CORRECTIONS

RePlay is proud as punch of our **1990 Annual Directory,** published as our final issue of 1989. Creating this "Moby Dick" each year is an awesome logistical task, as you can well imagine. With several thousand addresses, names, product descriptions, phones & faxes (not to mention scores of photos and captions), there's no mere "chance"of getting something wrong . . . it's dead certain you'll goof somewhere down the line.

Our 1990 edition was our most accurate and complete to date, but even it contained a few flubs (see, we're human). Please update your Directory to note the following changes (you might want to cut & paste, or scribble right onto the page of your Dec. '89 issue).

First, in our Manufacturer Yearbook photo feature, we left out the loveable face of Bally/Midway's VP of Sales & Marketing **Steve Blattspieler.** Here he is. Sorry, Steve. (Special note to **Jolly Backer:** no fair drawing a mustache on Steve's mug!) By the way, if any of you out there would like to see a new photo of yourself in the book next year, please send one to us — we'll be happy to help!

Our listing for Sharp Image Electronics was a year out of date. The correct listing is: **SHARP IMAGE ELECTRONICS, INC.,** 9834 Glenoaks Blvd., Sun Valley, CA 91325; 800/448-8100 ext. 272; or 818/767-8855. Fax is 818/767-5311. Ask



STEVE BLATTSPIELER

for President **Chris Anderson** or Sales Manager **Fabian Espinosa** if you're looking for fine vidgame kits, monitors, power supplies or parts.

Two important one-stops were not listed. They are: **STARWAY RECORDS,** 27 Music Sq. East, Nashville, TN 37203; 615/254-7874. Ask for **Ann Tant.** Also not listed: **CENTRAL SOUTH ONE-STOP,** 3730 Vulcan Dr., Nashville, TN 37211; 615/833-5960. Ask for **Marie Silcox.**

We also omitted (from the Technical Instruction section) **RANDY FROMM'S ARCADE SCHOOLS** . Randy is located at 7960 Culowee St., La Mesa, CA 92041; 619/697-4035.

Two phone numbers in our catalog were wrong. **Amazing Games** may be reached at 503/620-9493. **Golden Years Amusements** is at 408/384-5800. As directory assistance says, "Please make a note of it."

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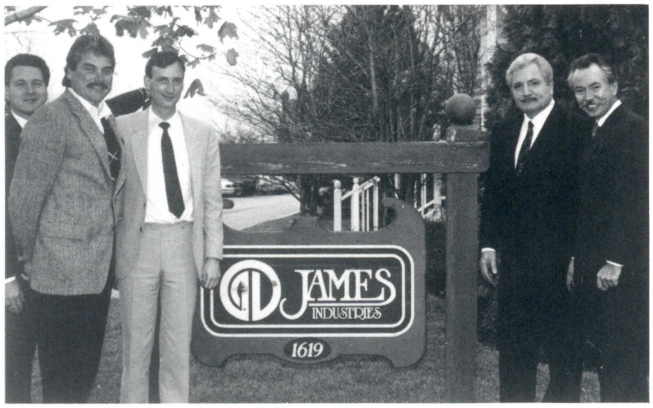
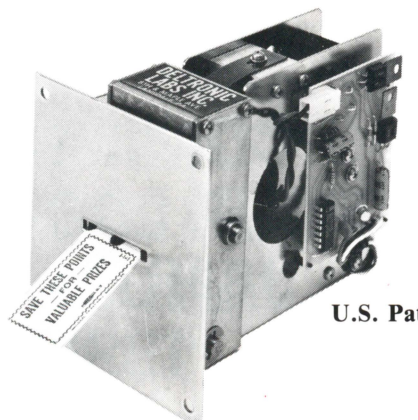


James Industries has been appointed exclusive U.S. and Puerto Rico representative to all amusement, gambling and lottery OEM's for the **Mars Electronics** bill validator product line. JI Chairman **Jim Roberts** made the announcement from his Inverness, Ill. corporate headquarters., saying all at the firm are "very pleased and excited to be representing a world leader in electronic payment systems." Pictured are (from left) Mars' **Dan Gillman, JI's John Blouin,** Mars' **Nick Stone & Steve Kinder,** and JI's **Jim Roberts.** For more information, JI's headquarters can be contacted at 708/358-8000 for reference to their regional offices in Costa Mesa and San Jose, Calif. and in Acton, Mass.

THE TICKET DISPENSER — WITH EXPERIENCE



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DYNAMO FORMS JOINT VENTURE WITH GERMAN EXPORT FIRM

Dynamo Corp. has announced formation of a joint venture with **Stella Electronics Spielgerate GmbH,** which is the export arm of West Germany's well-known Gauselmann Group. Dynamo will help Stella develop and market products for the U.S.; Stella will expand Dynamo's reach into international markets. Dynamo VP **Mark Struhs** and Stella Managing Director **Bernd Donalies** (pictured) will function as managing co-directors of the new firm, Dynamo-Stella. Initially, all products will be built at Dynamo's Richland Hills plant and shipped to Germany. A German assembly plant will be built soon.



ROUTE VET VAN BRACKEL DIES

August Van Brackel, patriarch of the A. Van Brackel & Sons music, games and cigarette operation based in Defiance, Ohio, passed away Dec. 13 from a heart attack at the age of 78. He was actually the son of the firm's founder, August Sr. (although he never used the word junior). August Sr. started the firm in 1926, operating slots. The deceased himself fathered three industry sons **(Larry, Roger** and **Don,** the latter once being AMOA's president), all of whom work for the company today. Mr. Van Brackel still came to work fairly regularly and was on the job only two days before he died. He'd suffered a stroke around three years ago; he was due for major surgery soon, at the time of his fatal heart attack. Services were held Dec. 16 at St. Mary's Church in Defiance (attended by many industry people) and he was buried at Riverview afterward. In addition to the three sons, Mr. Van Brackel is survived by ten grandchildren (three boys, seven girls) and one great granddaughter (Don's). His own wife Bea predeceased him by three years. May he rest in peace.

CCMA PROTESTS DUARTE, CALIF. CIGARETTE VENDING BAN

The California town of Duarte voted 3-2 to **ban cigarette vending** during a Nov. 28 meeting. About 17 locations have till April 1, 1990 to remove the machines. Council members cited teenage smokers and made the now-standard comparison that "we don't sell liquor in vending machines." CCMA prexy **Jim Reed** has advised town officials that state laws already provide "pre-emptive" regulations dealing with teens buying tobacco from machines. A Minnesota town also banned cigarette vending last year.



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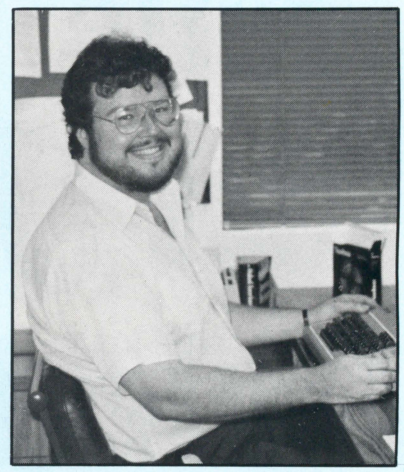

When the CIA gets taken in by its own propaganda, the phenomenon is called "blowback." Coin-op suffers from its own blowback. Case in point: many U.S. operators are now on an extreme anti-video kick. Despite rising video income, these operators grow more anti-video. Why? They're talking mostly to each other. Lacking outside input, their emotions rebound louder and louder in their own private echo chamber. Illusion becomes self-reinforcing.

Operators aren't alone in this. Some game designers take all their cues from other games, or from sales figures. Focusing exclusively on "game design subculture," they ignore popular toys, songs, TV shows, movies and comic books. Result: look-alike games. Games that don't earn . . . or sell.

A third coin-op "daisy chain" is made up of a tight circle in manufacturing/sales and distribution. These folks constantly toss a limited mix of fact and opinion back and forth to each other. "This game's no good for the street." "That guy's not worthy of respect." Etc., etc., etc. Slam! No barrier is so unbreakable as a closed mind.

One recurring symptom of group-think is knee-jerk negativism. "This (game, promotion, idea) won't work. It's no good. It's been tried." Or, conversely, "Only proven (stale) ideas, will be entertained here."

After any new development, each of these three coin-op "daisy chains" quickly develops its own inbred opinion. Each chain proclaims its opinion the current "truth" of the industry. Funny, but the operators' "truth," the game designers' "truth," and the sales/distribution people's "truth," rarely overlap. This should set off alarm bells, but doesn't.

Wise operators do more than simply listen to other operators. They evaluate computerized route reports, consult trusted distributors, read two or three trade journals, and keep up with entertainment and technological trends: movies, music, home games, etc.

Good game designers also keep attuned to pop culture. They play around with new ideas, at least on paper, instead of just designing by the numbers. They knew who "Teenage Mutant Ninja Turtles" were, many months ago. As for the sales/distrib daisy chain, it needs broader political and PR horizons. Those who said, "jukebox promotion won't work" were wrong. Those now saying, "dollar coin lobbying won't work" and "PR isn't worth it," are sadly short-sighted. They are due for (more) surprises.

As a private joke, one major coin-op distributor deliberately starts a false rumor every so often, just to see how long it takes the rumor to get back to him. (About four hours.) Naturally, he doesn't believe his own propaganda: he avoids blowback. Are the rest of us avoiding it?

No single group's opinion is infallible. We should be especially wary of listening solely to "our pals, who always agree with us." Tune in to all sources. Constantly seek new info channels. Re-evaluate basic "truths" in the light of new data. Let's begin the Nineties by vowing to keep open eyes, open ears . . . and open minds!

Put TURTLE POWER To Work For You!



TEENAGE MUTANT NINJA TURTLES®

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- DEDICATED UPRIGHT
- HORIZONTAL MONITOR
- BUY-IN FEATURE
- CONTINUATION FEATURE



Description:

Cowabunga! The Teenage Mutant Ninja Turtles have arrived! The heroes in a half-shell, Leonardo, Raphael, Donatello, and Michaelangelo, are rockin' and ready to take on their archenemy, Shredder.

Their radical rat mentor, Splinter, trained the teens to be experts in the art of Ninjitsu. Each turtle has his own area of expertise. Leonardo, the level-headed leader of the green guys, wields razor-sharp katana blades. Michaelangelo, the party dude extraordinaire, whirls nuchakus at blistering speed. Donatello is a wizard with machines, as well as his weapon, the bo staff. Raphael, the wild boy of the bunch, channels his raw energy into brandishing a lethal pair of sai.

The fearless Turtles begin the game on a mission to rescue their companion, ace reporter April O'Neil, from a burning building. They battle the flames and the evil soldiers of Shredder's Foot Clan, only to have April abducted by Shredder himself. Splinter, their Ninja master, has also been kidnapped. Laughing in the face of danger, the Turtles boldly set out to save their friends and find the secret headquarters of Shredder and the Foot Clan, the Technodrome. The Technodrome also houses Krang, the brain behind the entire evil organization.

Not only are the boys being attacked by the Foot Clan soldiers, but Shredder's henchmen Bebop and Rocksteady are also out for turtle blood. The Turtles make their way through various streets, alleys, and sewers using whatever means they can—on foot, by jet-powered skateboards, or via the party van. Once they rescue April and Splinter, the guys go on to find the Technodrome. But even if they succeed in blowing up the Technodrome, there is no guarantee that Krang and Shredder have been destroyed with it. The demented duo may have escaped to Dimension X, where no one can find them, to hatch more heinous plots against the Turtles. However, as long as our heroes have breath in their bodies, you can bet no one will make turtle soup of them!

- **DEDICATED UPRIGHT**
- **HORIZONTAL MONITOR**
- **BUY-IN FEATURE**
- **CONTINUATION FEATURE**
- **PLAYER CONTROLS:**
  - 8 WAY JOYSTICK
  - JUMP BUTTON
  - ATTACK BUTTON

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Leadership

Sega USA does it again with 'Line of Fire' and some hot kits

A leader, according to the Oxford American Dictionary, is "a person or thing that leads; one whose example is followed." In a folksy vein, Harry Truman used to say "leadership is the art of getting people to do what they're supposed to do on their own in the first place."

By any definition, one of the true leaders of the video game industry is Sega USA (San Jose, Calif.). Long known for innovative technology and exciting presentation, the folks at Sega set a standard for others to follow. Sega President Tom Petit is often two jumps ahead of the market, guessing shrewdly what operators will need . . . and providing the desired product at just the right time.

Sega's leadership stood tall at two recent industry events: a San Francisco distributor product show, held Nov. 30 at the Airport Marriott, and the annual IAAPA "parks" show, held mid-November in Atlanta. Sega presented a dazzling array of video games in both settings, ranging from the ultimate in hi-tech simulators, to a choice of attractively priced kits.

The word from the industry leaders at Sega is: "Let's go!"

LINE OF FIRE

Sega's major piece at the San Francisco event was *Line of Fire*, a large two-player, sitdown/cockpit, shooting-themed video game. This horizontal-monitor item ships at the end of January.

Graphics and action are impressive. Picture yourself and a buddy in the back of a jeep, careening down jungle roads. You're chased by an endless series of enemy helicopters and airplanes, assaulted by enemy troops with hand grenades, rockets and missiles. All the while, you and your buddy are blasting away at the bad guys with two powerful, heavy-duty machine guns!



Sega execs Howell Ivy, Tom Petit and Scott Yasuda with their new products at the San Francisco meeting.



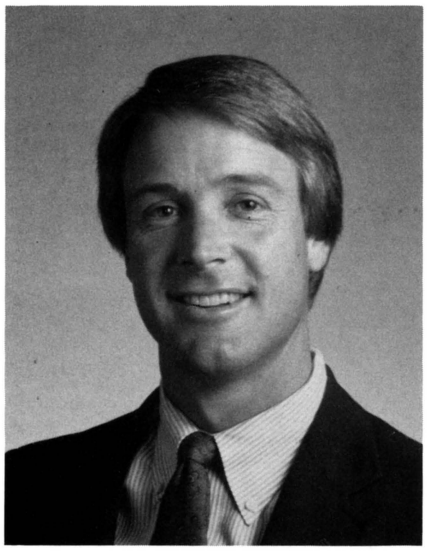
Line of Fire

The cockpit-style cabinet actually does include turret-mounted replicas of twin machine guns. They are so big, you've got to hold the dual handles with both hands. The guns recoil and vibrate when fired (solenoids produce this action). They also issue very realistic rapid-fire sound effects.

Sega's dedicated Service Manager Darl Davidson demanded (and got) three different types of bolt assemblies, etc., to keep the guns working and solidly in place. A new type of non-optical software keeps the guns properly aligned with screen targets, too. "Unlike the inconsistent firing action of optic gun assemblies," said Sega execs, "*Line of Fire* uses a simple potentiometer system. The shot positions are determined by the software's interpretation of the guns' potentiometer input, resulting in a reliable and maintenance-free system."

Also included in the test program for each operator's use is a gun calibration system. It's as simple to use as playing the game. From the player's perspective, each gun has a trigger and also features a grenade launcher button. Players have unlimited machine gun fire, and can accumulate up to 10 grenades by shooting at the "bomb crates" on the screen.

And that's just the first stage! Seven follow-up stages offer a similar back-of-the-vehicle perspective as you rush away from oncoming enemies . . . in a speed boat, an airplane, and a helicopter . . . speeding through rivers, flying through canyons, and sailing over deserts. Action never lets up and the graphics



Sega USA President TOM PETIT

are extremely crisp and clear. (The explosions look real.) *Line of Fire* achieves a near 3D depth effect, too: the realistic backgrounds scroll "away" from you, while enemy targets come flying in towards you. It makes for real visual excitement.

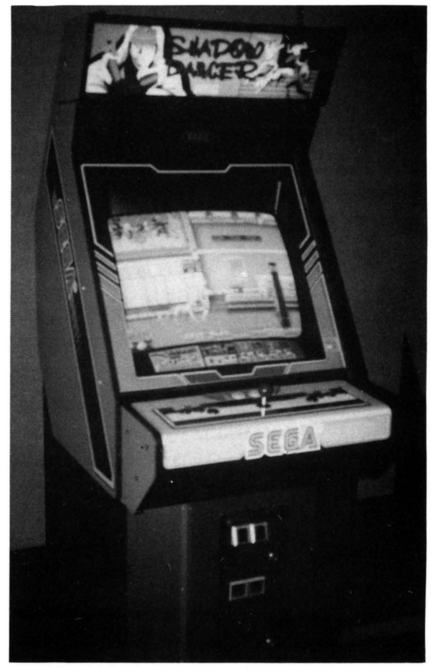
Line of Fire offers a strong storyline as a backbone for all this action. You're an agent sneaking into a guerrilla base to steal the baddies' latest, most powerful machine gun. While attempting to escape, you're confronted by a barrage of enemies. From that moment, the chase is on . . . and it doesn't stop till you've annihilated virtually an entire enemy army and air force. Players can increase their "life span" by shooting at onscreen first aid packages.

In all, *Line of Fire* is a no-holds-barred joyride through explosions and action that just doesn't quit. The unit includes a buy-in feature, as well as a continuous play option. Check it out at your local distributor's showroom.

SHADOW DANCER

Sega's leadership isn't confined to top-of-the-line simulators. They've established a reputation for producing excellent kits as well, and the latest of these bowed in San Francisco. *Shadow Dancers* is a "sequel" to Sega's earlier hit kit, *Shinobi.* This horizontal two-player cooperative game features a young Ninja warrior and his well-trained attack dog. Players control both characters with their buttons and joysticks. The mission: neutralize time bombs planted by terrorists, then destroy the syndicate that controls them. Fast-paced action moves across urban scenes including airports, bridges, warehouses, sewers . . . even a space shuttle launchpad! All these "sets" are brilliantly rendered (the airport battles take place with a 747 in the background, for instance) and this really adds to the impact of the game.

As a matter of fact, these images are powerfully presented with a new "computer architecture" called 18-B graphics technology. This technology also enhances sound effects and creates greater player control. The kit comes complete with PCB, JAMMA wiring harness, full cabinet graphics, twin control sets with motion control joystick, in-cabinet control panel (with volume control), service switch, test switch, and high-resolution graphics. Gameplay progresses through four rounds and 15 stages. It's a unique offering, so give this one a careful look at your authorized distributor.



Shadow Dancer

ESWAT JR.

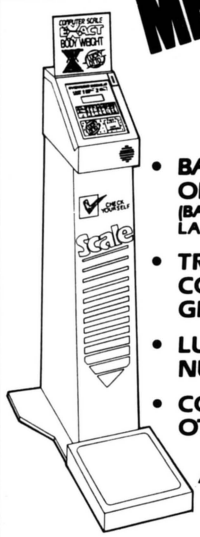
Another tasty item offered at Sega's San Francisco buffet was a new kit format called *Eswat Jr.* What's the difference between it and regular *Eswat?* Gameplay is identical. The difference is, the regular kit is a full board set with harness, hardware and all needed controls. It converts all horizontal monitor video games. The "junior" version of the game offers (at very low cost) a small ROM board only, a security chip, and artwork — no mother board, no harness, and no controls. The "junior" version converts only Sega's 16-B technology games, including *Shinobi, Altered Beast, Golden Axe, Wrestle War,* and some units of *Alien Syndrome.* With these two versions available, Sega leads the way again by offering the operator's choice of formats for maximum ease of conversion and maximum profitability.

GALAXY FORCE

Perhaps the most exciting "ride" simulator in the coin machine industry today is a Sega piece called *Galaxy Force.* It's pricey, but in the right location it can earn powerfully.

"When we showed *Galaxy Force* at the IAAPA, the reaction was amazing," said Sega Marketing Di-

MR. VEND SCALE



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rector Lenore Sayers. "We came back home and immediately started getting lots of phone calls about it. The game is built as a 'roll cage,' which makes it a true attraction piece. First and foremost, *Galaxy Force* offers quite an exciting ride; the game aspect is almost an extra bonus. We're getting calls from coin-op distributors now; they call us because they, in turn, are getting very positive feedback from potential buyers who saw the piece the IAAPA show. These games are all being ordered on a per-order basis from Japan," Lenore advised.

Galaxy Force stands on six "lunar module"-type foot pads and it features gleaming chrome roll bars over the player's head. The game faithfully simulates the commands of the right-hand control stick. The whole cockpit inclines 15 degrees in two directions, as well as speedily turning 335 degrees to right and/or left. Sega calls this configuration a "multi-waving cabinet" which offers ultimate realism in a "revolutionary free-moving type cabinet." In other words, said Sega, players experience the thrill of simulated space flight and take "the spin of a lifetime!"



Galaxy Force

Screen graphics offer hi-tech battles in a variety of outer-space settings. You "fly" over the molten surface of a star, dodging spectacular solar flares that shoot a thousand miles into space. You penetrate strange vibrating energy barriers. You explore the icy rings of Saturn. At the start of your mission, you take off from inside a spacecraft bay. In this bay, you see dozens of other fighter spacecraft lined up on each side. The Earth and Moon are visible through the bay doors.

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As the Chinese philosopher Lao-Tzu once said, "When a good leader has finished his work, the people who followed him say: 'We did it ourselves.'" Sega has the products. Operators who want to "do it themselves" will find ready and willing partners in Sega President Tom Petit, Marketing Director Lenore Sayers, and the entire Sega team.

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Robo-Pin!

this Data East Pinball really knows how to "serve the public trust"

We'll get to the wonderfully exciting gameplay and sound/lights presentation of Data East's new *Robocop* pinball in a moment. But first, a word on quality control from DE Pinball's General Manager, Gary Stern.

"We're trying to build a tank," stated this pinball veteran, "and we'll go to any length to make our customers happy."

At a recent product show for distributors, Stern detailed just how far Data East Pinball is going for reliability's sake. (San Francisco Airport Marriott, Nov. 30.) Among quality control steps he outlined:

1. The game features twist-in light sockets which are computer-inserted and computer-tested.

2. Microswitches have replaced most leaf switches.

3. More logical switch arrangement means the game stays "in tune" longer.

4. A single-wound coil runs cooler, has longer life. "I guarantee any flipper coil that burns out, we'll replace free for a year," Stern said. "You may wonder how we can do that, I don't think we'll have to replace very many at all!"

5. A new slingshot made of metal (not plastic) is included.

6. All bolts and nuts are lock-tited.

7. Every game off the line is inspected, played for 30 minutes, then re-inspected.

8. All components are tested separately and together.

9. The factory uses modern management techniques such as cross-training, "quality circle" critiques, etc.

10. A new quality control manager has been hired, along with a quality control supervisor who has operator experience.

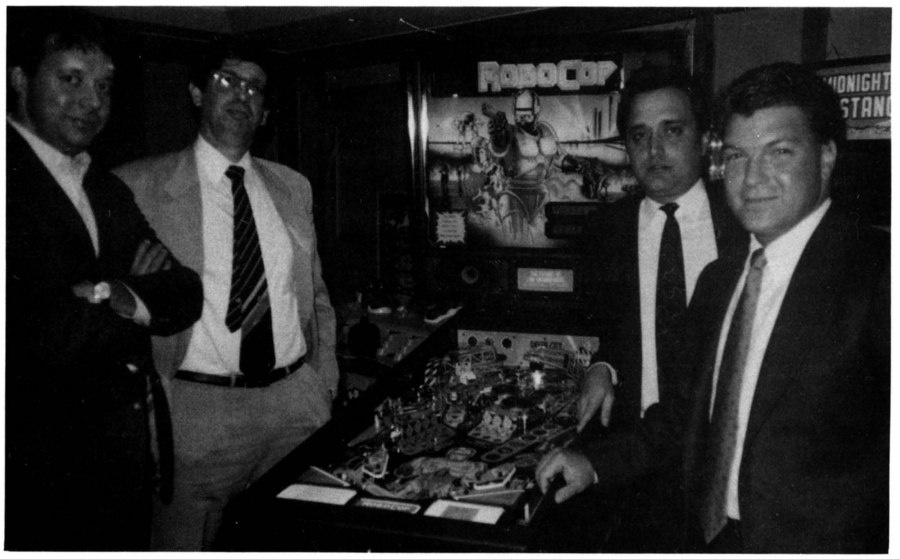
11. The engineering department "audits" five to ten percent of all games off the production line.

12. Coin doors and validators are from the well-respected supplier Coin Controls.

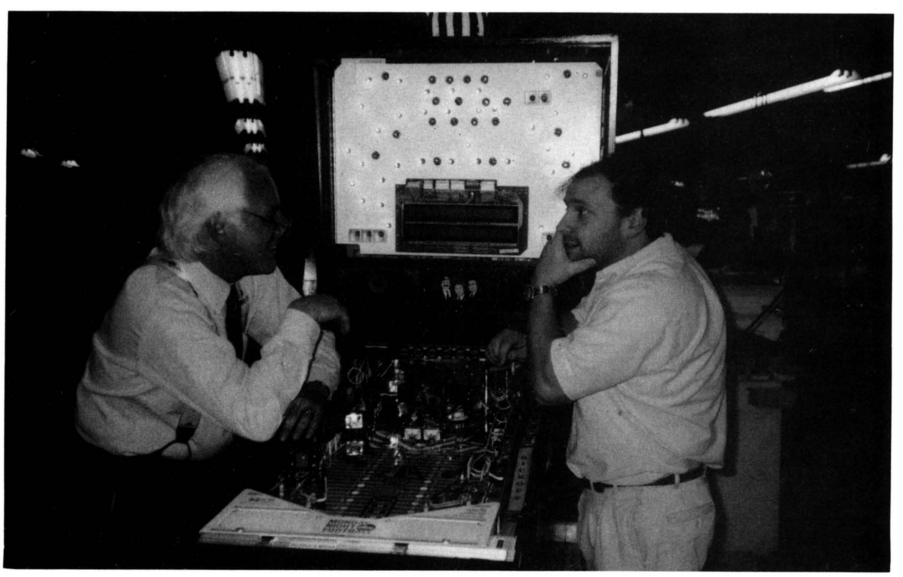
13. Each game features "the technological advance of the decade" for pins: a solid-state flipper with no end-of-stroke switch.

"It's very expensive to go through all these processes," Stern conceded. "But our goal is to produce reliable, working machines. Our staff has had over two years' experience now, and I think it shows."

And now to the game itself. According to design leader Joe Kaminkow, "*Robocop* contains the best lights and display effects we've ever done, along with the industry's only digital sound package. It's very



At the San Francisco meeting, Birmingham Vending's Gary Gouse, Belam's Marc Haim and Data East's Ray Musci and Jolly Backer with the new **Robocop** *pinball. It features numerous quality control features.*



Data East Pinball General Manager Gary Stern and design leader Joe Kaminkow discuss the firm's previous pinball, **Monday Night Football**, *on the production line.*

crisp, clean and easy to understand. In a market where most pins feature soft or cutesy themes, this one slams home the action. It appeals to males and females, of all ages and in all sorts of locations . . . and it collected very high earnings indeed on test!" (The company produced figures showing their new flipper consistently out-earning the top pin-game on this magazine's chart.)

The latest flipper from Data East truly does capture the spirit of the smash hit movie. That digital sound really booms across the room, and you can hear the voice of Peter Weller (star of the film) uttering movie catch-phrases: "Enforce the law . . . Protect the innocent . . . Serve the public trust . . . You're under arrest . . . Your move, creep . . . Thank you for your cooperation." The soundtrack also plays continuous theme music which is recognizable from the movie; an electronic guitar-type sound carries the melody, while heavy base drives the backbeat. As gameplay progresses, you even hear a variety of exciting sound effects (sirens, screams, gunfire, explosions).

Playfield and backbox art features the names and faces of three key bad guys, along with lots of logos and "sets" from the film. Moving, flashing lights in the backbox are synchronized to the mesmerizing musical beat, and the LED backbox display carries sophisticated messages. The electronics package features self-percentaging and per-player, auto-self-adjusting difficulty levels. Buy-in options and continue-play options are available at each stage.

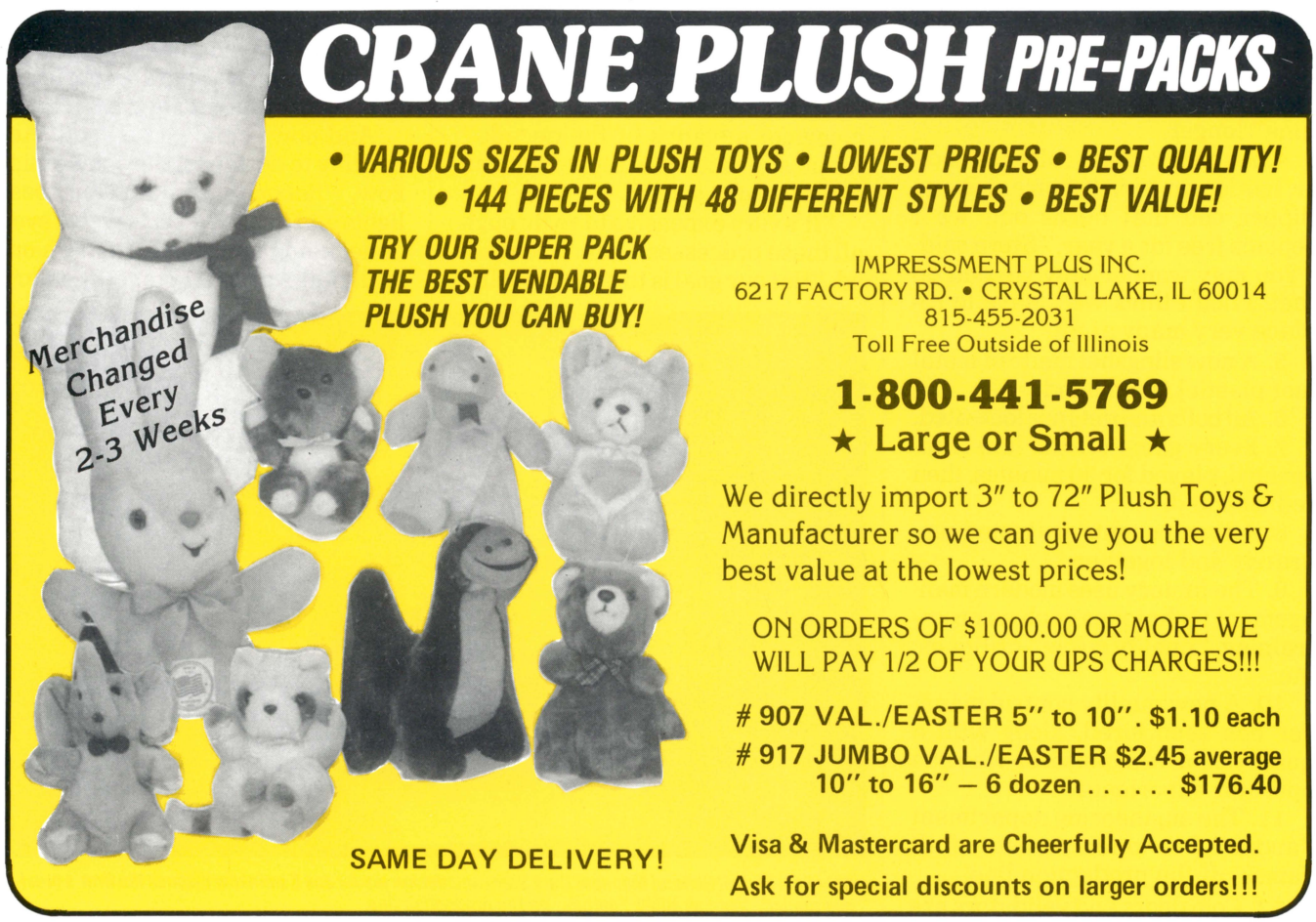
Data East built production models of this game through Christmas, and was slated to begin shipping the initial run in January and through early February.

We've already talked about Data East's video game (kit or dedicated) *Midnight Resistance* in earlier issues of *RePlay*, but here let us note that it's definitely still alive and kicking. At the SFO dealer meet, Data East's Steve Walton reported the game usually finished in the top three, earnings-wise, in test reports across the country. It's a game with "legs" and, downstream, a high trade-in value (the latter is a Data East trademark).

Also on show at the Marriott was Data East's amusing redemption product, *Wacky Gator*. It's a mallet-wielding, gator-pounding game where you "smack those gators before they take a bite out of you!"

In all, Data East had much to be proud of at the San Francisco dealer summit. They've truly reached the stature of a "full-line coin-op amusement firm" with excellent videos, pins and redemption pieces. "There's more to this industry than whatever one video game is currently at the top of the pile," Steve Walton reminded dealers. "We can't survive on just one game. There is other business out there, and we're doing all we can to help you get it."

Operators, the word is "quality" . . . and the place is Data East.



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. . . with more to come! These are just the companies that applied for space through December 15!

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Technical Session: Power Supplies • *Speaker:* Randy Fromm

4:00-6:00 pm
Jukebox Clinic: Rockola • *Speaker:* Shuja Haque

Pinball Clinic: Williams Electronics Games • *Speaker:* Tom Cahill

5:00-7:00 pm
Management Session: Location Profit Analysis
Speaker: Charles Ross

General Session: How To Shop For Insurance
Speaker: Frank Seninsky

Friday, March 9

8:00-11:00 am
Technical Session: Monitors • *Speaker:* Randy Fromm

8:00-10:00 am
Management Session: Evaluating Your Business: How To Identify Your Company's Strengths, Weaknesses, Opportunities & Threats • *Speaker:* H. Richard Priesmeyer, PhD.

Jukebox Clinic: NSM-Loewen • *Speaker:* Rus Strahan

Pinball Clinic: Data East • *Speaker:* Pete Gustafson

9:00-11:00 am
General Session: Cabinets • *Speaker:* Todd Erickson

General Session: How To Get The Most Out Of Your Employees • *Speaker:* Frank Seninsky

3:00-5:00 pm
Manufacturers Firing Line — Free Admission

Saturday, March 10

8:00-11:00 am
Technical Session: Conversions • *Speaker:* Randy Fromm

8:00-10:00 am
Jukebox Clinic: Rowe • *Speaker:* Joel Friedman

Pinball Clinic: Premier • *Speaker:* Bob Wilson

9:00-11:00 am
Management Session: So You Want To Impress Your Banker?
Speaker: Charles Ross

General Session: Making Money With Video
Speaker: Todd Erickson

2:00-4:00 pm
Management Session: Performance Management: How To Plan (And Achieve) In Your Business
Speaker: H. Richard Priesmeyer, PhD.

General Session: Troubleshooting Techniques To Save You Time & Money • *Speaker:* Gary Huff

5:00-7:00 pm
Jukebox Clinic: Seeburg • *Speaker:* Joe Pankus

Pinball Clinic: Midway Mfg. Co.-Bally Pinball
Speaker: Tom Cahill

Sunday, March 11

8:30-9:45 am
"The Sporty Side Of Life" featuring Terry Bradshaw — Free Admission

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TECHNICAL SERIES — Attend three (3) for $75 or $30 each
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GENERAL SESSIONS — Attend three (3) for $50 or $20 each
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☐ Making Money With Video
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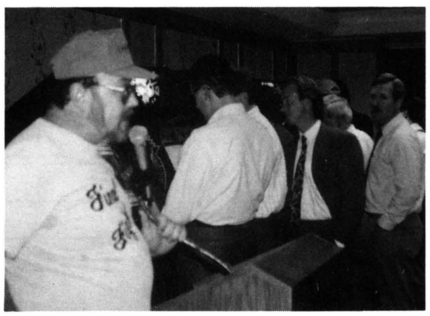
operators are the real winners with Capcom's 'Buster Bros.' and 'Final Fight'

Capcom's Sales and Marketing VP got a nice little note over the telex recently. We'd like to share it with you.

"Dear Bill," the letter began. "The 'Street Fight' game looks like a real winner. As you know, our Oakridge location is a test center for numerous manufacturers, and this game's earnings have been surpassed only with simulation and redemptive offering. The most promising feature, and one we gauge heavily upon, is that the first full week this game operated, the store's overall collection went up. In closing, it looks like a great follow-up to *U.N. Squadron!*"

The letter closed: "Respectfully,



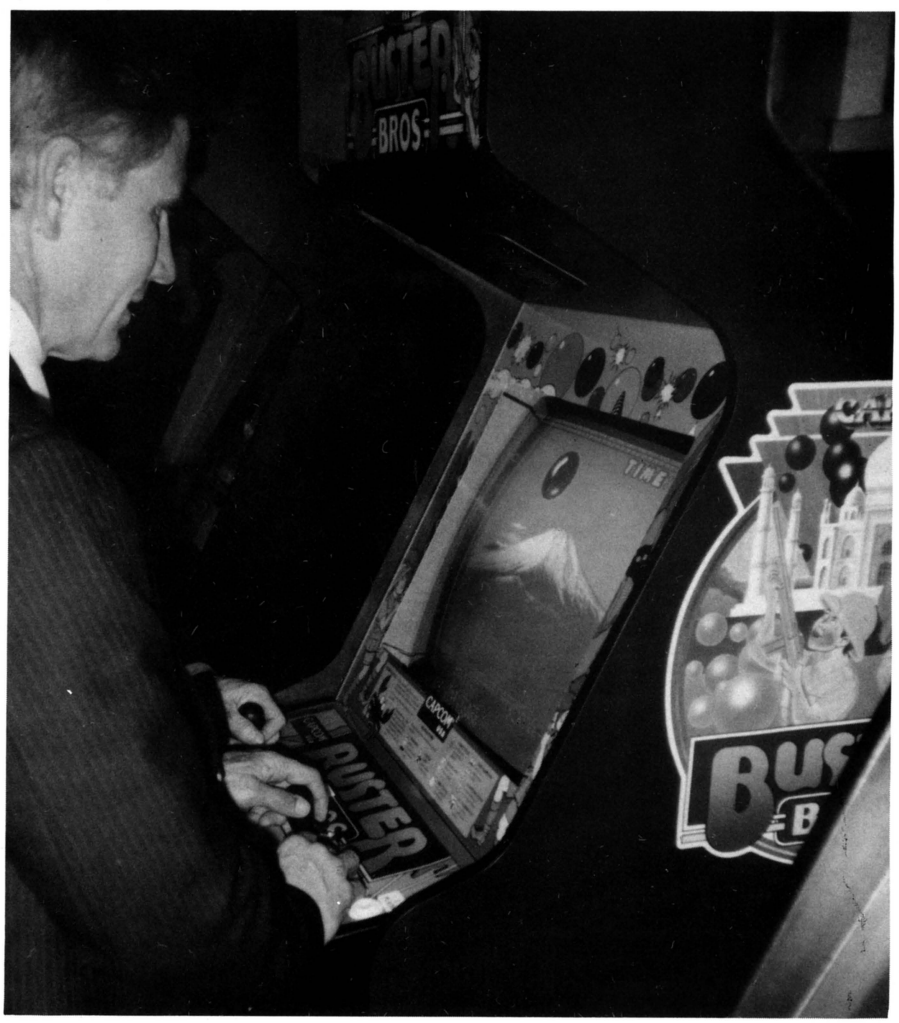
***Capcom's Bill Cravens addresses the distribs as they check out* Final Fight *and* Buster Bros.**

Ronald M. Malinowski, Vice President for Equipment Services, Aladdin's Castle, Inc."

Quite an endorsement. This location is an "average-earning arcade in San Jose that's open weekdays until 9PM and weekend only until 6PM," Capcom reported.

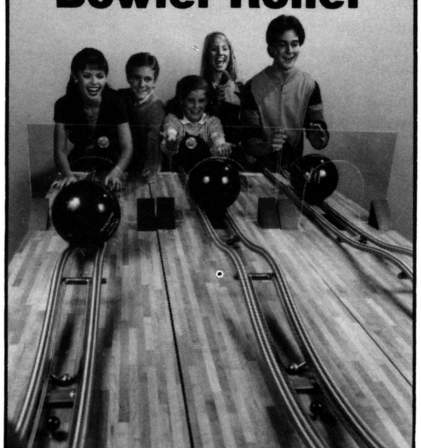
No wonder Capcom VP Bill Cravens was so relaxed during a distributor product show recently (San Francisco Airport Marriott, Nov. 30). Bill didn't have to sell his product. The product sold itself.

The game praised by Aladdin's has been titled *Final Fight* for the U.S. market and it's a sequel to Cap-



Mountain Coin's Elden Kingston tries out new* Buster Bros. *(it's a universal kit; 2-pl. interactive).

Bowler Roller



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com's previous hit, *Street Fighter.* Returning as the hero is Haggar, the original Street Fighter. Gameplay follows Haggar through mean streets as he fights mad gang members and corrupt cops, and pursues a quest to rescue his kidnapped daughter. Haggar uses fists, feet, knives and even Molotov Cocktails to beat the gang.

The game started shipping at the end of December. It's the next in the series of CPS System games, using Capcom's exclusive high-resolution CPS Super Chip. "At AMOA, we showed what turned out to be the top two kits in *U.N. Squadron* and *Willow,*" Capcom noted in literature sent to distribs. "Now it seems that once again, history is repeating itself. We've got the best product back to back."

In San Francisco, Capcom showed distributors another game they were quite pleased with: *Buster Bros.*, a two-player interactive, cute character fantasy/skill game. Not a CPS system game, it's a universal kit . . .



Betson Pacific's John Lotz accepts Capcom's Distributor of the Year Award from Bill Cravens.

and one of the few non-violent titles around today. Gameplay is so intriguing that three top companies reportedly vied to license this Japanese hit for the U.S. market. Capcom's got it, they're crowing about it (the game shipped Nov. 29) and by the way, it's *very* reasonable in price compared to many other new, top-line kits.

As players step up to the controls, each one becomes a Buster Brother. The two brothers, dressed in pith helmets and safari outfits, travel around the world "busting" a rain of falling red balls. As the round, shiny targets drift down from the top of the horizontal screen, each player uses his controls so that his character takes aim and shoots at a falling ball. Hitting a ball makes the target split into smaller, faster-moving balls, thus offering more targets and more chances to win points.

But beware! The balls drop weapons: guns, knives, arrows with retractable lines . . . even a force field which protects you from one lethal hit. You can pick up these weapons to shoot more targets. On the other hand, if any of the falling balls touch you, you're dead.

Action moves from one exotic locale to another, starting at the base of Mount Fuji, then jumping to Russia, India (Taj Mahal in background) and Europe (including the famous castle at Barcelona). Colorful graphics add excitement.

Two-player teamwork is fun, but the real fun comes from playing "cutthroat" and trying to maneuver the other player into getting "killed." Fifty different levels are offered, and you can start anywhere. "*Buster Bros.* is easy to learn, but nearly impossible to master," said Capcom exec Brian Duke. "The game is simply addicting."

Capcom used the meeting for a little back-patting and PR with distributors. "We guarantee 24-hour turnaround on any board with our all-new, expanded service department staff," Bill Cravens promised. "And I'd like to thank all of our distributors for a job well done on *Willow* and *U.N. Squadron,* especially our Distributor of the Year. Betson Pacific has done an outstanding job for us this year and really moved product." Betson's John Lotz accepted a plaque and jokingly hyped *U.N. Squadron* during his moment in the spotlight.

"We don't need to hammer you guys," Bill Cravens concluded his presentation to the cream of America's distributor network. "You know where the quality is." R



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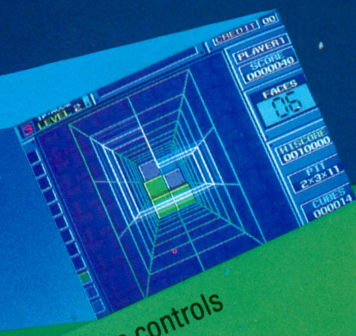

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Voice of the Turtle

operators across the land sing the praises of Konami's mega-hit; Dynamo Corp. joins production line to keep up with huge demand

"For lo, the winter is past, the rain is over and gone. The flowers appear on the earth. The time of singing has come, and ***the voice of the Turtle is heard in the land.*** *" — from the Old Testament (The Song of Solomon)*

As the trade bounds into 1990, Konami and four crazy turtles are the hottest thing in coinbiz. Earnings from *Teenage Mutant Ninja Turtles* remain high, high, high. "I'm putting this piece on 50¢ play even in average street stops," said one smiling operator. "My players moan and complain about the higher prices . . . but while they're complaining, they're digging more quarters out of their pockets, as fast as they can!"

Demand for additional units of the game, which started shipping in November, remains sky-high. Indeed, by year's end, some operators had been calling dealers to say: "If I pay what I owe on some older games, can I get a *Turtles?*"

Truly, "the voice of the Turtle" is being heard in coinland!

DYNAMO KICKS IN

To keep up with this roaring market, Konami contracted with Dynamo to handle some of the overflow production. The respected Richland Hills, Texas cabinet builders began making *Turtles* on Dec. 14. Meantime, the Chicago-area Electronic Sound Corp. remains the primary builder, Konami advised.

"Wherever the game is being played, it's earning phenomenal money," stated Konami VP Steve Kaufman. "But the thing we're hearing that's most important for the industry is, when you put *TMNT* into a location, the gross receipts overall go up! It is definitely not stealing money from other games in the location."

Turtles is scoring across the board, Kaufman added. "We've seen this game do well anyplace it's put, right down to bars and grills," he said. "I believe the reason for this success is twofold. Clearly, people do know who the Turtles are. The notoriety of TMNT is simply unbelievable, and the drawing power of the marquee earns that first quarter. After that, the software itself is good and *TMNT* earns its plus-money from excellent gameplay."



TMNT SUCCESS STORY

The story of how these wacky characters came to coin-op is a typical one, Kaufman said. "We get a lot of calls from people asking if we want to do a license on some toys that are already being marketed," he said. "We follow up these contacts, but we don't always do a deal. In this case, the ingredients were right. But frankly, we never expected this degree of reaction. It is simply overwhelming!"

Two comic book creators in the Northeast created the Turtles concept two years (or more) ago. About 18 months ago, Kaufman said, a licensing agent contacted Konami "and we got together for a meeting. The 'Turtles' toys were already on the market at that time, and the TV show was just starting to air. The agent explained their concept and what they wanted to do. We thought it had some potential not only for a coin-op game, but for a consumer cartridge. So we came to an agreement."

The rest, as they say, is history. With so many good side effects accruing to the entire industry from this game — operators raising play-pricing; distributors collecting old debts; other videos earning more in *TMNT* locations — you might think nobody would have a bad word to say about Konami's fabulous game.

ANSWERING THE CRITICS

Well, think again. Unbelievably, some armchair quarterbacks are criticizing Konami for keeping its word . . . and keeping the game's price down. Despite the carping, *RePlay* believes Konami made the right decision. After all, operators uniformly reported lower video income last year, and the new video buying market was "soft" all year long, to say the least.

Besides, who knows? A significantly higher game price might have started up the industry's cursed counterfeit machinery again. That outcome would have been painful, not only for Konami, but for the entire industry. True, counterfeits are not a problem now, but as one expert copyboard fighter notes, "Counterfeits are like weeds. You mow them down, but they keep popping up again." Konami's marketing strategy wisely gives the world's counterfeiters no incentive to start production . . . and it gives operators no incentive to even "think" about buying from "questionable" sources.

As *Gone With the Wind* movie producer David O. Selznick used to say: "The biggest rule in show business is, never second-guess a hit!" Selznick's rule certainly applies here. Konami's good judgment in licensing, game development and marketing strategy may finally enshrine the initials "TMNT" as high in coinland, as the initials "GWTW" are in movieland.

Way to go, Konami!

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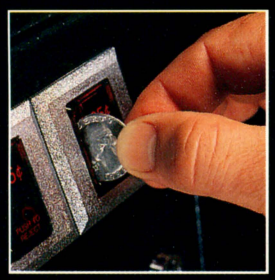

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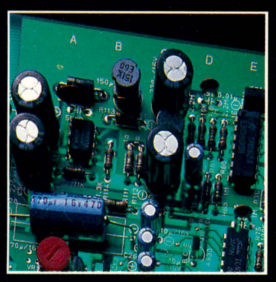

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Here's the game plan on how to power up for greater profits than ever with the PlayChoice Kit. Get the inside story on the hottest kit in coin-op by going straight to the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. The Nintendo PlayChoice Kit – it's the hot-hot-hottest thing going for cold cash.

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All titles are subject to location testing.

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Into The Unknown!

new decade brings promises and pitfalls for hopeful coin-op tradesters

by Marcus Webb

The coin amusements industry enters 1990 like Indiana Jones groping his way into a darkly mysterious, cobwebbed Aztec sanctuary: he has high hopes of finding a fabulous treasure trove . . . yet he's also wary of falling into a pit full of snakes. Rarely has the industry begun a new year (much less a new decade) with so many unanswered questions, so many "other shoes" waiting to drop. For example —

* Video health: does Konami's smash *Turtles* presage a video game rebound? Or does last fall's rain of new titles (and more than a sprinkling of closeouts) mean we're in for a painful "market correction"?

* Trade Politics: will the two major associations make good on their "cooperation" rhetoric? Or will gray market arguments worsen a political atmosphere which is already a bit cool?

* Music: what the heck is going to happen with 45rpm records, jukebox licensing and music copyright fees?

* League Action: are two of the industry's biggest league associations really going to bury the hatchet, as they've been promising for months?

* Lawsuits: will the Supreme Court agree to hear an operator group's appeal on parallels? Will video manufacturers start suing operators again? Will operators sue back?

* Legal Poker: as more and more states legalize more and more types of gambling, will more operators get a piece of the action?

* Dollar coins: will the long-awaited hearings finally take place on Capitol Hill? Will Congress vote yes?

Nobody really knows the answers to these questions, but a look back at the major events of 1989 can help us make an educated guess or two.

It was, in many ways, a pretty good year for the industry — although you might not know that from the constant complaining, and people looking over their shoulders for a market crash, tough competitors, lawsuits, tax hikes, and so on. 1989 may go down as "the year coin-op got the jitters." Whether those jitters were justified or not, we'll learn in 1990.

JUKEBOX SUCCESS STORY

To start on a bright note, 1989 marked the Centennial of that "mother of all coin machines," the jukebox. The industry milked this promotional angle for all it was worth, garnering tons of positive media coverage (from Peter Jennings to the "Podunk Herald"), and mounting a series of on-site promotions in cooperation with Miller Beer and various record labels.

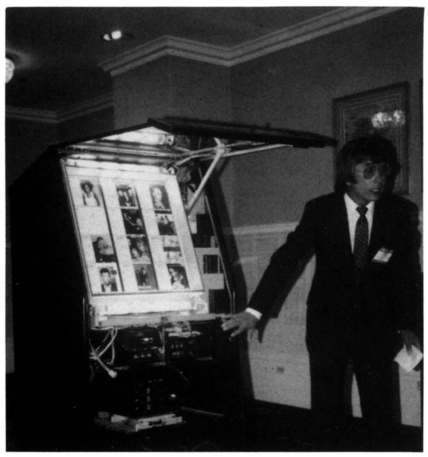
Did all the PR put more coins into the cashbox? Maybe not directly, but that's not the only function of PR. The publicity sure raised national awareness of the jukebox . . . and it helped operators lift their heads a little higher.

Meantime, the CD music explosion helped operators line their pockets a lot deeper. "CD music has helped triple collections in some locations," went the industry buzz. In many cases, the reason was that going to CD gave operators the courage to raise play pricing for the first time in over a decade (something that's finally starting to happen in games, too — but more on that later.)

Whatever the reason, CD was hot and Rowe led the sales contest with its dedicated CD product. By year-



1989 marked the jukebox's 100th birthday and the industry celebrated in style. A big help was jukebox historian Charley Hummel shown here with two song title cards (these pre-dated today's title strips).



Pioneer's Mark Makabe with his firm's CD jukebox. They announced ambitious plans to recapture the American teenager as a large jukebox customer.

end, Rowe was reporting that 70% of its sales were dedicated CD jukeboxes, 20% were 45/CD "combo" machines, and only 10% were 45-only machines (and shrinking).

Seeburg, whose visionary execs pioneered the CD jukebox, offered a multi-million dollar lease incentive program to help keep their market share going. (Seeburg also enjoyed getting a much-deserved "President's Award" at the AMOA Expo, honoring their jukebox leadership.) NSM jumped into the CD jukebox market in early '89; by year end they had won strong respect for their floor model, near-universal love for their CD *Fire* wallbox, and some affection for those auto-themed jukeboxes produced in association with Carson City Manufacturing.

Rock-Ola didn't show a dedicated CD prototype until the AMOA Expo in September (and due to component supply problems, didn't begin actual shipment till mid-December), but "it's sure great to see our distributors smiling again," they noted happily. As for Deutsche Wurlitzer, they remained a "player" with their handsome, dedicated *CD Carnegie* and a related array of 45 and combo product.

If anybody need proof just how hot the U.S. CD jukebox market was, several new firms jumped into it.



Jukebox patriarch David C. Rockola was honored by President George Bush for his contributions to American culture in the year of the jukebox's 100th birthday. It was well-deserved recognition.



Charley Hummel and Jukebox Promotion Committee Chairman Jim Hayes. Many tradesters donated time and ideas to get the Jukebox Birthday Party ball rolling, and also did a grand job of getting media attention for the centennial. What an effort!

Most notably, Japanese consumer electronics giant Pioneer showed a solid dedicated CD jukebox at the AMOA Expo. First production models, they say, ship this month. Pioneer also announced ambitious marketing plans to "recapture the American teenager and thousands of non-jukebox locations." With their technological expertise and massive marketing muscle, Pioneer could be a serious player. First, however, they've got to nail down some U.S. distribution plans (and that's not an easy chore).

Other hopeful entrants into the CD juke market include British firms Digital Disc Automation and Music Hire, with Arbiter looking for an entry some time this year.

FUTURE FORMATS, FUTURE LICENSING

CD music is only going to get hotter as 1990 rolls in, with Yankee Game Technology planning to offer a CD box...and with 45 product continuing to wane. The fate of the 45 was a hot topic throughout 1989, but the numbers spoke loudest. All year, various music trade associations and publications trumpeted figures showing 45 production and sales going down, down, down. By year-end, 45s were vanishing from retail stores and radio promotional play, and WEA (the biggest American record-making conglomerate of all) announced plans to stop 45 production...except for "special accounts" like jukebox operators. The writing is now clearly on the wall: it's going to be a CD future, with 45s as nostalgia/specialty items. If and when the major labels stop making

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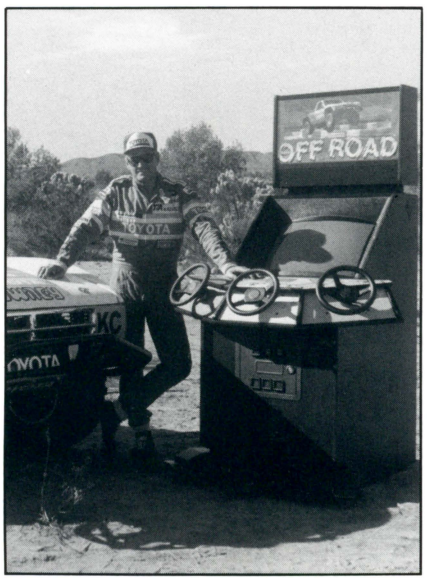
1989's Best Videos and Pins

based on positions and longevity on 1989 RePlay Players' Choice charts

DEDICATED VIDEO



1. SUPER OFF ROAD, *Leland*
2. HARD DRIVIN', *Atari*
3. OPERATION THUNDERBOLT, *Taito*
4. CHASE H.Q., *Taito*
5. NARC, *Williams*

VIDEO KITS



1. NINJA GAIDEN, *Tecmo*
2. CABAL, *Fabtek*
3. GOLDEN AXE, *Sega*
4. WWF SUPERSTARS, *Amer. Technos*
5. CAPCOM BOWLING, *Capcom*

PINBALLS



1. JOKERZ, *Williams*
2. CYCLONE, *Williams*
3. EARTHSHAKER, *Williams*
4. TAXI, *Williams*
5. BANZAI RUN, *Williams*

45s, smaller firms will doubtless step in to supply the jukebox market . . . but prices will rise.

Before we leave the topic of music, we'll note that the Jukebox Compulsory License agreement (which lets operators take care of music copyright obligations by purchasing a $63 annual license for each jukebox) was due to expire on Dec. 31, 1989. A team of savvy AMOA negotiators has been huddled all year long with the performing rights societies (ASCAP, BMI, SESAC) to settle jukebox copyright fees for 1990 and beyond.

At this writing, no formal announcement has been made yet and negotiators say they're under a "gag order" on this sensitive subject. Our advice: do nothing about your jukebox copyright obligations until you get word of a formal announcement from AMOA.

VIDGAMES: GRUMBLES & GLORY

The status of the video game may have been the touchiest subject of 1989. Was it the Year of the Dedicated Driver? Yes, indeed. Was it The Year of the Kit? Yes, again. But many operators argued that 1989 was the Year of the Home Game System . . . and they complained long and loud about manufacturer "loyalty" (or lack of same) as they watched their prime source of income lose a significant amount of its luster, while sales and quality of home games shot upward.

Nintendo's NES led Christmas toy sales in 1988 and 1989. Even some vidgame makers (who themselves were admittedly active in the home market) said things like: "Has the success of home games hurt coin-op? Sure it has. You can't take $2 billion out of an industry, and not expect to feel it." By fall, a vocal minority of operators was complaining that video just wasn't worth the expense and the risk. The definition of a "hit" game had sunk to a production run of 2,000 units, and even lower. Was video dying?

Hardly. For all the emotion directed at home games and costly "look-alike" coin-op games, 1989 actually offered some very dynamic videos indeed. Drivers topped the dedicated chart, including Atari's *Hard Drivin'* and *S.T.U.N. Runner*, Leland's *Super Off Road*, Sega's *Super Monaco GP* and *Turbo OutRun*, Taito's *Chase H.Q.*, and Jaleco's *Big Run*. The best of the Atari and Sega pieces offered the "new technology" that operators had been demanding, in the form of polygon graphics and digitized film images. Leland's *Off Road* provided a very profitable

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VALLEY



The home market continued to be a big issue and an even bigger consumer demand item. Nintendo dominated that market and led Christmas toy sales in 1988 and 1989. Pictured is their humongous CES exhibit.

variation on the driving theme.

Shooting games made up another powerful category, both dedicated and kit. Notable winners included SNK's *Mechanized Attack,* Taito's *Operation Thunderbolt,* Data East's *Midnight Resistance,* Williams' *Narc,* Romstar's *50 Caliber* and others.

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TWO OCTOBER EARTHQUAKES

Mid-October saw two earthquakes hit the trade: the first was a 7.2 temblor centered near Santa Cruz, Calif., which shook up dozens of manufacturers, distributors and operators in Northern California. Fortunately, nobody was hurt. The second earthquake, centered in Konami's production line, shook up the whole industry: it was, and is, a four-player dedicated godzilla called *Teenage Mutant Ninja Turtles,* and its reasonable price and super earnings have tradesters hailing it as "better than *Double Dragon.*" At any rate, the game proved the truth of an old industry saw: the only thing video needs for a comeback, is a really good game.

1989 was also the Year of the Kit. Many truly superb offerings came down the pike: Sega's *Golden Axe* and *Eswat* (regular and junior versions). American Technos' *WWF Superstars.* Capcom's *Capcom Bowling, Willow* and *U.N. Squadron.* Atari's *Tetris.* Nintendo's *Super Mario Bros. 3* (which went a very long way toward putting Nintendo back in the affection of operators). Fabtek's *Cabal* and *Dynamite Duke.* Tecmo's *Ninja Gaiden.* Sharp Image's *Splatterhouse.*

In addition, many major firms offered new themes and made choice titles available in "dedicated or kit" format, operator's choice. These included Atari's *Cyberball 2072,* Bally's *Arch Rivals,* Konami's *Crime Fighters,* and virtually every Data East video including *RoboCop.* Overall, the '89 market was so kit-heavy that over a dozen makers of universal cabinets popped up and most did very good business indeed.

Despite some choice offerings in dedicated games and kits, operators' buying on all videos remained "conservative" through the year (except for *Turtles).* Distributors took their cue from this; they lived in "sample city" most of the year, taking only one or two units of most titles, avoiding heavy ordering.

VIDEO IN 1990

What's does 1990 hold for video? By late fall, spotty reports from various operators around the nation said that "all" video games (not just *Turtles)* were showing a modest income rise. On the other hand, some excellent games were being ignored, or closed out at cut-rate prices. It didn't help that prime locations like C-stores got "sick" in 1989, and many reduced or eliminated video games in an attempt to regain their health.

Even AAMA President Gil Pollock warned in late December that too many titles were coming out, too fast, and that this deadly cycle could cause another 1982-type shakeout. "If the manufacturers don't solve this problem," Pollock said candidly, "the market will solve it for them."

The video outlook for 1990, then, is two-pronged: there is definitely going to be a "market correction" . . . let's hope it's executed intelligently by the manufacturers, and not "accidentally" by getting blood on the floor. But with industry leaders showing a responsiveness to the market, putting out plenty of kits and (in some cases) successful new themes and technology, video should be able to more than earn its keep in 1990.

PINBALL REBOUND

1989 was a good year for pinball. Soft sales in late '88 and early '89 gave way to a string of hits from all

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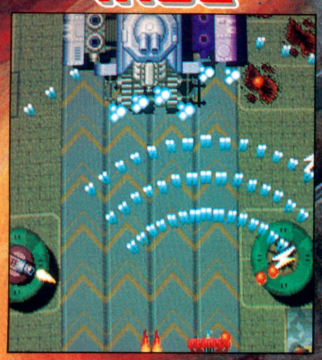

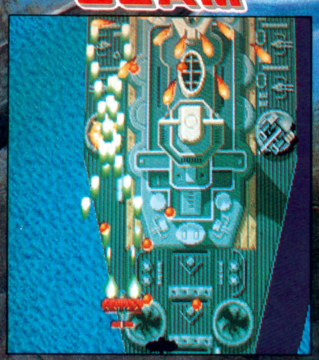

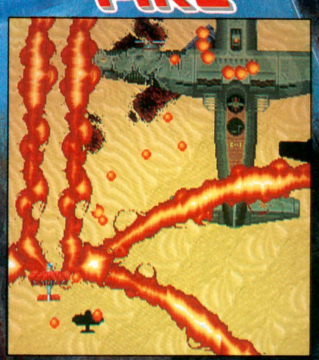



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Product introduction on a grand scale — Data East went all out when they debuted their **Playboy 35th Anniversary** *pinball. The firm invited distribs to a once-in-a-lifetime party at the Playboy mansion itself. Pictured above is Data East's Joe Kaminkow and Bob Lloyd with Mr. and Mrs. Hugh Hefner and the game.*

four manufacturers. AMOA operators voted Bally's *Elvira and the Party Monsters* the top new pin of the year, but Williams had nearly-as-good winners with *Earthshaker* and *Police Force.* Premier offered strong new technology underneath the playfield, many appealing innovations on top of the playfield, and jazzier themes, music and light shows in titles such as *Big House* and the forthcoming *Lights . . . Camera . . . Action.*

As for Data East, they proudly premiered the world's first-ever solid-state flipper bat, and bounded into the first rank with licensed titles like *ABC Monday Night Football* and their *RoboCop* pin, two hits which both did a good job of capturing the flavor of their popular themes.

Pinball is an all-American product, which may explain why we take it for granted sometimes . . . and why Europeans, who are crazy for American pop culture, account for the majority of the flipper market. But with a pinball chieftain atop the AAMA organization chart, and with AMOA and AAMA pledging to make 1990 the "Year of the Pinball" via a well-funded, well-manned Joint Promotion Committee, 1990 should be a banner year for the silver ball. The fact that 1990 marks the 60th anniversary of the modern (electric) pin doesn't hurt, either. Pinball makers anticipate climbing sales this year. They are almost certainly right.



There was an obvious amount of ballyhoo with the debut of Bally's **Elvira** *pinball, which was increased tenfold by her personal appearance at the AMOA show. She signed autographs and vamped for the crowd and they loved it! They also loved the game which seems to have as good a pair of legs as its namesake . . . it closed out 1989 in the number one position on RePlay's Players' Choice chart.*

THOSE "OTHER" GAMES

Mark down 1989 as the year that "those other games" came into their own . . . you know, the ones that "aren't video, aren't jukeboxes, aren't pinball." The Skip Doyles, Mel McEwans and Simon Grills of the industry can truly say: "We've got respect!"

Cranes and redemption equipment, to begin with, stubbornly refused to die off or become the flash-in-the-(cash)pan which everyone predicted a couple of years ago. Yes, it's a more "mature" market: new cranes aren't shipping in ever-greater numbers each month. But it's also a "mature" market in that most operators know how to run them legally, how to market them profitably, and (as in Michigan and Florida), how to make them acceptable to state legislatures and regulators. (Montana, where pay-off poker is legal, proved the exception. Operators had it all, then got greedy and used cash prizes in cranes. Now they're illegal.)

Operators have also forged a vital alliance with some two dozen highly professional plush and merchandise suppliers, all of whom help keep the redemption market primed and profiting. And with new redemption concepts and twists being introduced every month, this sector looks to stay healthy for a long, long time to come.

Darts shouldered their way to the front of the line this year, too. The four leagues (AMOA-NDA, Arachnid, Merit and Valley) are still expanding handsomely, here and overseas. The number of electronic dart machines on "location USA" has doubled since 1986, industry sources estimate. This year, the world's first dart league for blind players was formed, using Arachnid's talking dart machine. (For that innovation alone, Arachnid really deserved the President's Award it received from 1989 AMOA prexy Clyde Knupp.)

Pool still enjoys the income bounce it's had ever since Paul Newman and Tom Cruise made it glamorous

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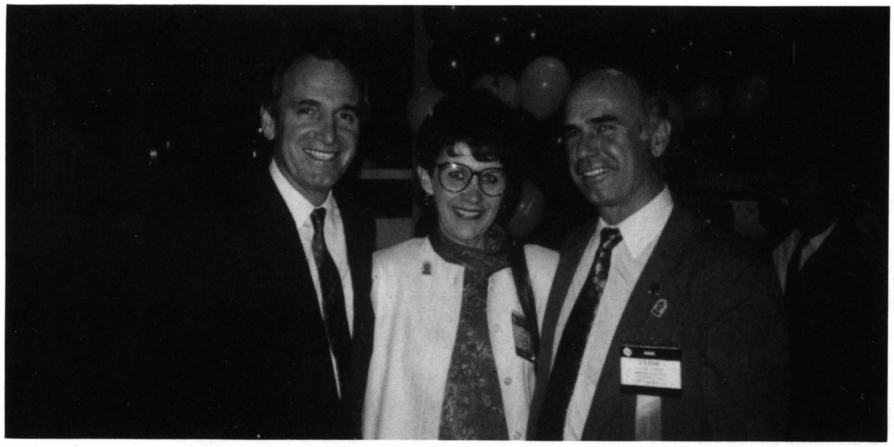
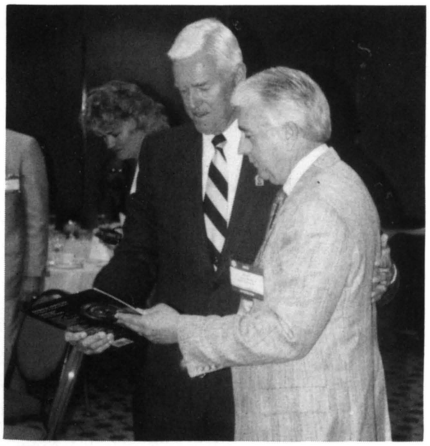
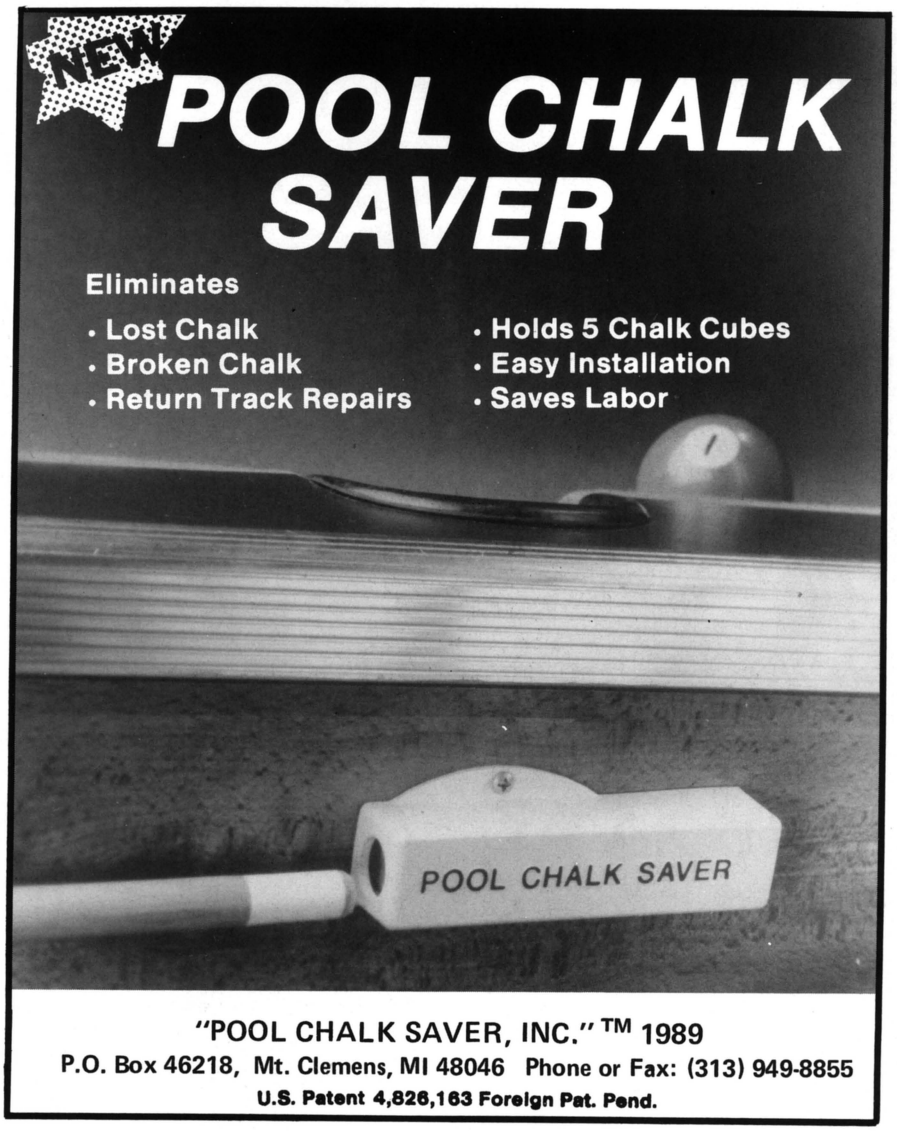


AMOA members made their fourth lobbying trip to Washington, D.C. in 1989. Pictured above is Senator Howard Harkin with then AMOA President Clyde Knupp and his wife Diane.



Jimmy Martin presents a lovely color jukebox calendar to Senator Ernest Hollings at the D.C. event.

again in 'The Color of Money,' a 1986 film. Operator leadership in raising price per play was a key factor here, also: some charge a buck today. Sports skill-toss games are still going strong, with those famous basketballs getting smaller and lighter every time you turn around. 1989 also saw the sudden proliferation of golf-type skill games.



HIGHER PRICE PER PLAY

All these machines we put on location are this industry's major muscles, but coin and paper currency is the "lifeblood" that flows in and out of those muscles. Is 1990 going to be a repeat of 1972, with most games set on 25¢ play? We sincerely hope not: remember, today's quarter buys what 11 cents used to buy in 1972.

Happily, the industry is beginning to unite behind the cause of higher play pricing. Leading operators have been putting better games on 50¢, 75¢, even $1 initial vend — and we're not just talking about top arcade spots, but also billiard halls and even selected street stops.

Street stops on 50¢ play? You better believe it. Just as CD music helped give operators the courage to raise jukebox play pricing, *Turtles* is helping some operators finally get over that same hump in the world of video. "My players moan and complain about the higher price per play," grinned one street operator, "but while they're complaining, they're digging out extra quarters as fast as they can!"

Higher vend pricing got a major boost in mid-1989 when Williams shipped its *Black Knight 2000* pinball at five balls for 50¢. Operators had the option of turning it back to 25¢ play, and many did . . . but a significant number gave it a try. By year's end, aggressive operators were charging these kinds of prices — and getting them. Better video games were coming from the facto-

暗雲立ちこめる闇へ。

カイアスは、わずか15歳にしてアガメン帝国の王となったが、
それを不服とする者が闇の王サンハキオスの封印を解き、闇の力をもって国を征服せんとたくらんだ。
風は瘴気に満ち大地は腐り、徐々に闇へと変貌を遂げていった。
若き王カイアスよ、光の巨龍ハハムートと共に闇の復活をくい止めるのだ。

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AAMA continued its industry PR program with a number of programs including a poster campaign agains child abuse featuring celebrities. This poster featured famed football coach John Madden; 1990 efforts will include* Wonder Years *star Fred Savage.

ry set on 50¢ to start, 25¢ to continue. . . or even 75¢ to start, and 50¢ to continue. Ultra-deluxe drivers were shipping on a straight dollar (four quarters) vend. "It's starting to build across the country," said one top manufacturer. "And it's going to continue."

DOLLAR COIN CAMPAIGN

While agreement is nearly universal that quarter play has got to go, one of the best tools for raising play pricing has yet to hit these shores: the dollar coin. Canadian and Australian operators alike have this item now, and have already engineered hefty play-price increases. AMOA and AAMA made dollar coins their top issue during 1989's annual Washington, D.C. lobbying trips. To date, their efforts have garnered support from nearly one-fourth of Congress. Meanwhile, Coin Coalition Executive Director Jim Benfield remains a one-man army, convincing big corporations, newspaper editors and politicians that paper dollars must go. As a result of all this, chances are excellent that Congress will hold hearings on dollar coin legislation in mid-1990.

That leaves just one more key target to convince: Joe Public.

The American citizen is a stubborn, sentimental (and suspicious) creature. Yes, he can be convinced that dollar coins make sense . . . but let's not kid ourselves, it's going to

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These sneaky balls do more than divide — they drop weapons! Pick up a gun and fire away. With the twin darts, send off arrows on retractable lines. Best of all is the force field, which protects you from one lethal hit.

Once you've conquered Fuji, take the hunt to Australia, Russia, India and Europe.

Two player interactive where teamwork helps you hunt effectively. But there's only one winner—decide when to collaborate, and when to be cut throat!

50 levels will keep patrons coming back for more. (This game is easy to learn, but nearly impossible to master!)

High resolution graphics make cities and countrysides from around the world come alive.

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The industry continued to push for a U.S. dollar coin during 1989. At an ACME '89 seminar on the subject are AMOA Government Relations Chairman Dick Hawkins, Coin Controls President Rick Currie, dollar coin sponsor Rep. Jim Kolbe (seated), AAMA Exec. VP Bob Fay and Coin Coalition Exec. Director Jim Benfield.

take hard work. Average citizens won't even really wake up to this issue until it's on the verge of passing Congress — and then you're going to hear a loud and stormy debate.

Can the dollar coin survive the heat? Probably. The time is right and the logic is simply overwhelming. Proponents have mastered their arguments and strategy, so the bill has a fair chance of passage this year. (If we're wrong, we'll send a Susan B. Anthony to your favorite charity.)

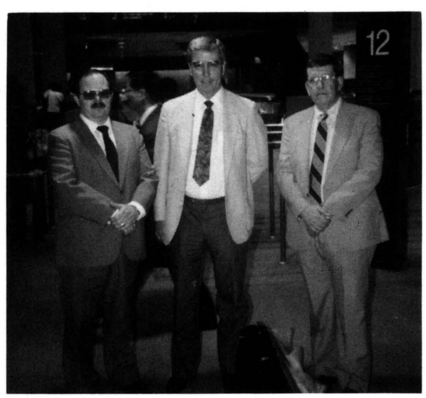
Just remember one thing: even in the best-case scenario, dollar coins won't fill players' pockets until 1992...at the earliest! So let's get busy with multi-quarter play in the meantime.

INDUSTRY POLITICS: PARALLELS

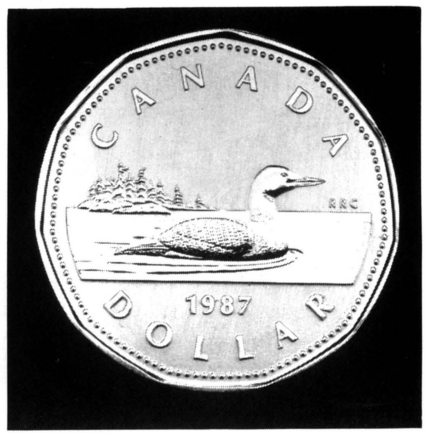
The politics of dollar coins are simple and straightforward, compared to the Byzantine intrigues that characterize coin-op's internal politics. 1989 was no exception, with lots of public talk about cooperation, matched by behind-closed-doors talk about association mergers and possible manufacturer-operator lawsuits (or vice versa).

Underneath this political waltz was the continuing soap opera of Red Baron vs. Taito, a legal case dealing with the status of parallel boards. The year began with much of the industry conceding (publicly or privately) that — for the time being, at least — parallels were "legal." But Taito America quickly filed an appeal, hoping to overturn Red Baron operator Bill Beckham's August, 1988 federal court victory.

While the appeals process went forward, operators bought and sold parallels (many *Double Dragons*, very few others). Some manufacturers argued loudly about which boards were "true parallels" and which were "sophisticated copies." The argument was never resolved. Before the year ended, however, it had become irrelevant.



The nicest guys get the toughest jobs — at the L.A. airport int'l. terminal for a meeting are Reebok Mgr. of Corporate Security Paul Jones, AAMA's Dir. of Investigations Bill Kidwell and Taito's Dir. of Intellectual Security Peter O'Neill. Taito hired O'Neill in 1989 to chart their own enforcement course.



Dollar coins totally replaced paper in Canada in '89.

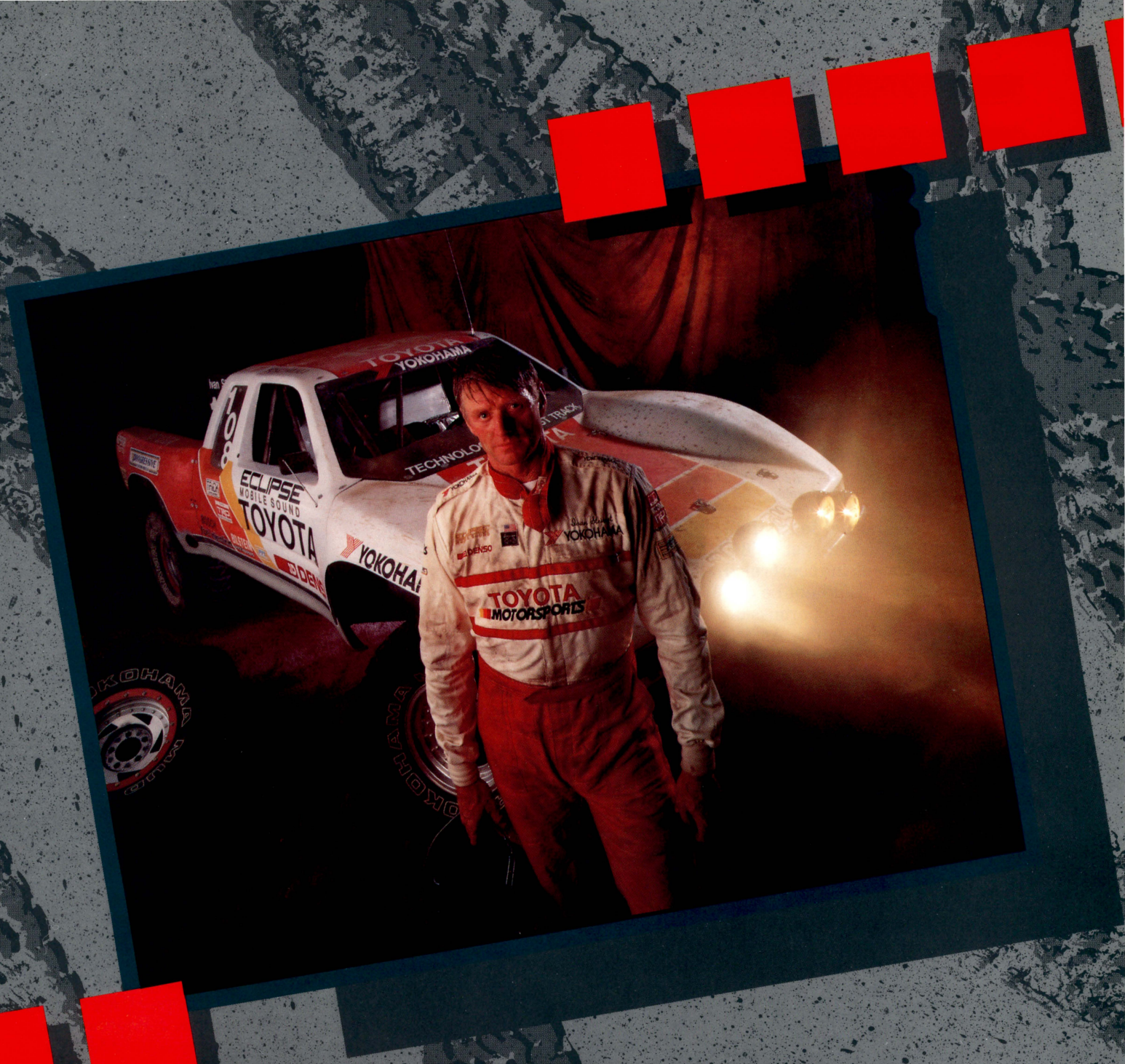
INDUSTRY POLITICS: ASSOCIATIONS

While "legal" parallels continued to tease the market in the early and middle months of 1989, AMOA and AAMA realized that with the parallel argument (temporarily) put aside, they had a lot in common. It was too late to stage a joint lobbying effort in Washington, D.C. (plans for this event were laid back in the Coin Op Cold War days of 1988), so AMOA and AAMA visited Capitol Hill separately. But the two associations did work together on a host of causes, from Olympic game rooms to location trade shows and (as mentioned) dollar coins. Some manufacturers even offered $100 discounts on AMOA membership fees to operators who bought their games.

Indeed, AMOA and AAMA grew so cozy that during a mid-summer, closed-door meeting, some of those in attendance did some blue-sky chatting about "maybe, someday, possibly" merging the two associations into one. Sadly, this heady dream lasted only until word of the idea leaked out. Hardliners on both sides screamed that "I wasn't consulted!" and "We can never merge with those other guys!"

By year's end, both associations were back to a modified detente: still working together on PR, political lobbying and location promotion, and still singing the right music about "cooperation for the good of the industry." But if you listen closely, you'll hear an occasional sour note, and see some of the musicians doing a bit of finger-pointing.

Why the change of tune? Partly because that ever-present back-



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At the arcade set up for Oklahoma City's U.S. Olympic Festival are AAMA's Bob Fay, AMOA's Clyde Knupp, SunBelt prexy Dave Patterson, AAMA's Gil (Premier) Pollock and Atari's Frank Cosentino.



"Winners Don't Use Drugs" was big in 1989 with AAMA members arranging to feature the message and the FBI seal in video game attract mode graphics. Pictured with a display card of the art that became computer-generated on games are Steve Koenigsberg, Frank Ballouz and FBI Director William Sessions.

drop, the parallel battle, shifted dramatically in mid-August of '89. Taito won its appeal: the court ruled that video games could not be displayed publicly without permission from the copyright owner. American firms which owned copyrights on Japanese video titles smiled. They announced that no such permission was granted for units of those titles that were imported from Japan without their say-so.

SEE YOU IN COURT?

Going further, some 13 manufacturer members of AAMA met at the AMOA Vegas expo in September. They decided to threaten (implictly or explicitly) lawsuits against any operator of parallels after Dec. 1. "This latest ruling should settle the matter once and for all," they said.

Not quite. Bill Beckham, the original plaintiff, and some two dozen operators who call themselves "American Operators for Equal Treatment," promptly raised $30,000 to fund a Supreme Court appeal. As we went to press, the paperwork had been filed with the nation's highest court and Taito had until early January to file a reply. The Court may announce whether it will hear the case by the end of this month.

The Court's announcement, both sides agree, will probably be "No, thanks," in which case the appellate court's anti-parallel ruling stands and the argument is over, at least in the nation's courts.

Unless, that is, one of the "Vegas 13" decides to sue a U.S. operator for operating parallels. It could happen . . . and at least a couple of parallel operators are bristling for a fight. They're growling like Robert Conrad in the TV commercial with a battery on his shoulder, saying: "Go ahead, knock it off — I dare you."



The American Amusement Machine Charitable Foundation honored Betson's Bert Betti in (he's pictured above with his lovely family at the ACME dinner held in his honor). Proceeds from the evening went to Betti's selected charity, Tomorrow's Children which helps cancer-stricken children.

THE LARGER PICTURE

It will be a sad start for 1990 if this seemingly endless legal merry-go-round gets another push. Who is to blame? Everybody and nobody. But one element that's not as guilty as it's been painted, is the trade press. Some tradesters repeatedly tell coin-op reporters: "If you didn't publicize this issue so much, it wouldn't be such a problem."

Yet in the closing months of 1989, the "Vegas 13" took out at least a dozen pages of ads in two or three industry trade journals, on this very subject . . . amounting, perhaps, to more space than all the parallel stories run by all the trade papers, throughout the entire year.

The good news for industry politics is that both associations have absolutely top-notch leaders. AAMA's Gil Pollock and Bob Fay truly have the entire industry's interests at heart. The same goes for AMOA's Jack Kerner and John Schumacher (the latter replaced outgoing Bill Carpenter last year as Exec VP). None of these people are hotheads, haters or grudge-holders. With them in charge, we can reasonably expect that whatever happens with private lawsuits, both associations will keep their eye on the larger picture of coin-op's commonweal.

CORPORATE DOINGS: MANUFACTURERS

Changing focus from the industry's "big picture," let's review major events of 1989 for individual companies. The net number of U.S. video manufacturers (or Japanese

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A0062
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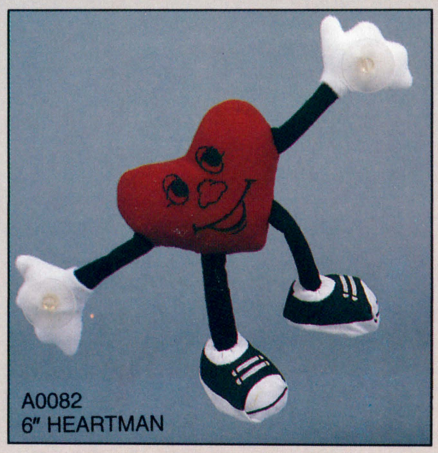
3488 9"

7" PANDA W/HEART



A0082
6" HEARTMAN

A2122V
13" GUMBY W/V-DAY SHORT

A0093
12" HEATHCLIFF
W/TUX

A0093

3863
5½" HEART

A3145V
14½" BATMAN

E A S T E R


A0074
6" DUCK/SHEEP


I♥YOU
I♥YOU
I♥YOU
A0087
7" RABBIT W/VEST


A0072
8" TRICOT ASST.


A0065
4" CHICKS
A1907
7" GLITTER RABBIT


A1817
5" RABBIT

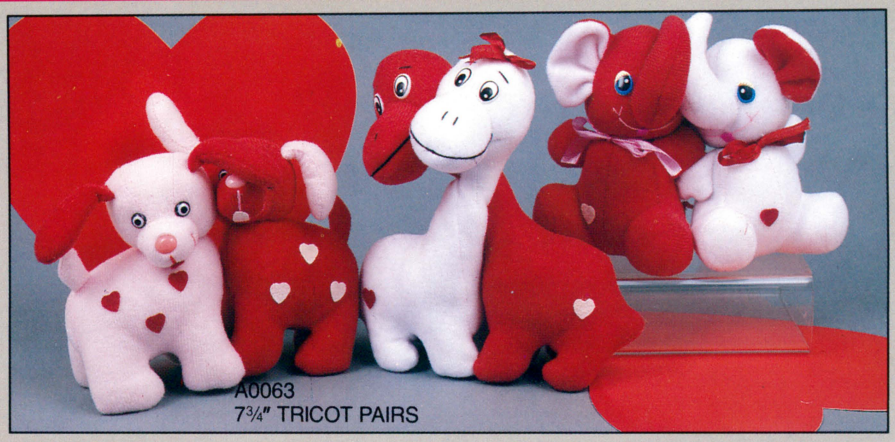

A0079
10" CUTE BUNNY
A0015
9" JOINTED RABBITS
A0080
8" BUNNY W/EGG
A0067
9" BUNNY W/SHIRT

VALENTINES



A0061
5½" DOG

A0089
6" BEAR W/BOW-TIE



A0063
7¾" TRICOT PAIRS



A0070
6½" PRISONER OF LOVE



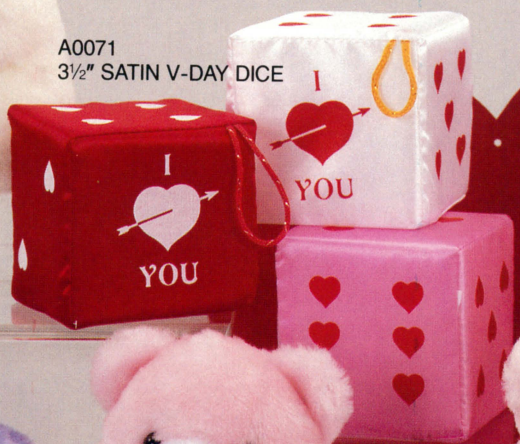
A0068
4¾" VELOUR TEDDY

A0060
5" DOG W/HEART



A1989
6½" BEAR
W/HEART

A0071
3½" SATIN V-DAY DICE





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7" ASST. W/BIB



A0086
10½" P.J. BUNNY



A0066
5½" BUNNY W/ZIPPER



A0078
7½" SAILER DUCK

A0077
9¾" BUNNY W/DRESS

A0059
10½" LG. SITTING BUNNY







A2126SP
9¾" HEATHCLIFF
W/GREEN TUX

A1122
10" GUMBY

A0096
7½" ALPINE GREEN BEAR

ERIN GO BRAGH

3½" A0094 SATIN ST. PATRICK'S DICE

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Rowe International's top officers and Merrill Lynch bought the jukebox and vending firm from Triangle Industries. Pictured are Rowe's Joel Friedman, Jerry Gordon and Merrill Lynch's Arnold Greenhut.

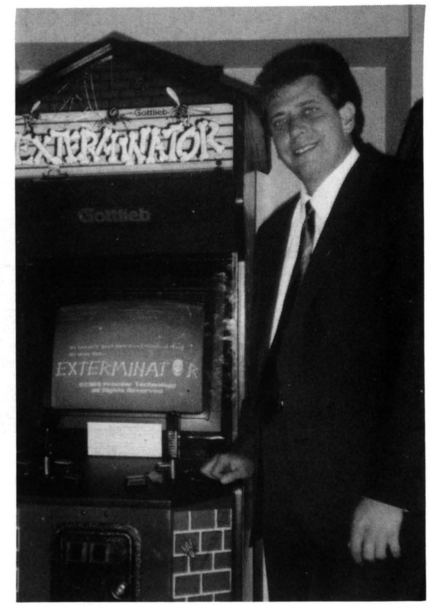
manufacturers with U.S. offices) jumped noticeably last year. The roster of manufacturers now contains American Sammy and Irem America, the latter headed by two-hatted Fabtek President Frank Ballouz. New domestic video firms include Frank Bundra's Ameri Corp., GameTek in Florida, and Strata Corp. in suburban Chicago. And a new U.S. player in the video game arena is none other than pinball veteran Premier Technology.

Outside video, some key firms changed ownership. In mid-1989, Rowe's top officers joined with Merrill Lynch and bought the jukebox and vending giant from the Triangle conglomerate which previously owned it. Arachnid co-owner Mike Tillery brought in a new partner and bought out former co-owner Paul Beall. Intermark Amusements, makers of sports skill games, was purchased by its top execs; GaMCO bought Showcase; and NET bought the assets of Movie Hut. The year's most off-the-wall change of ownership came when Bally sold its Aladdin's Castle arcade chain to a conglomerate headed up by Bill Simon, the former treasury secretary of the Ford administration.

Manufacturer "upgrades" included a $2 million make-over of the Williams manufacturing plant, which now includes a second production line. For its part, Seeburg opened a new service and sales center in Southern California.

CORPORATE DOINGS: DISTRIBUTORS

Distributors, as a group, balanced so many ups and downs in 1989 that (on paper at least) they came out about even. We're entering 1990 with several operators who newly rep a single music line, and a couple of new "dedicated" gaming distribs



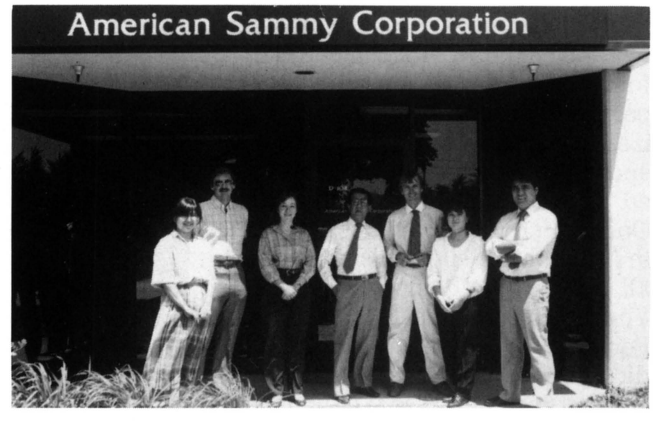
Pinball maker Premier Technologies entered the video arena in 1989 with **Exterminator**, *a fun kill-the-bugs game. Pictured with the game is the firm's prexy (& AAMA chief) Gil Pollock at an AMOA suite.*

in Montana and Dakota. But quite a few new authorized, multi-line amusement distribs are now on the industry map, too: Coast to Coast and Scribner (both in California); GeKay in Massachusetts; Amusement World in Maryland; Warehouse of Games in Missouri; R&M Distributing in New York; Duke Distributing in Tennessee; Game Connection in Illinois; and Chermak in Florida.

These newcomers, however, stand in the shadow of some departed distribs who had "shoulders." Coin Machine closed their three offices in 1989. Kane Distributing closed all four of its branches. Struve, Hanson and Berry all definitely survived "leaner and meaner"



There were changes in the "A-Team" during 1989 as Arachnid co-owner Mike Tillery brought in a new partner and bought out former co-owner Paul Beall. On the production line at the Rockford, Ill. firm are (from left to right): Bill Ward, Sam Zammuto, Marcio Bonilla, Mike Tillery and John Martin.



One of the new manufacturers on the scene in '89 was American Sammy.





Numerous state associations celebrated milestones in 1989 from the Georgia AMOA's first convention and trade show (ribbon-cutting pictured at left) to the 25th annual meeting of the North Carolina Coin Operators Assn. (ribbon-cutting at their convention pictured at right). The folks in the photos look deservedly happy and proud.

(each closed one branch), but Buccaneer, Full Spectrum and J.W. Distributors are no more. Finally, of course, all those operators-cum-distributors who were in the parallel import business are shut down.

Distributor mergers and buyouts included Brady's purchase of the two branches of Belam Southeast (England's Corton Beach snapped up the New York Belam). In the Southwest, SunBelt bought State Music; the Colorado Game and Vending Exchange acquired the assets of Struve's shuttered Denver office. In the Northwest, General Leisure and Coin Machine Sales & Service merged into General Coin. (And you thought putting together our annual Directory was easy!)

TOBACCO TAKES SOME HITS

All these changes in the coin-op world were matched by rapid changes in the world outside, where we all must earn our daily bread. Or, in some cases, our daily tobacco profits. That became harder to do as the national anti-smoking campaign won several new victories. In California, the year began with a 40¢ per pack tax hike. Other states realized lesser increases. On the other end of the country, two bills marched steadily forward in Congress. One (which President Bush signed in November) will ban smoking on all U.S. airline flights (except New York to Hawaii nonstop) as of this Feb. 26. Another anti-smoking bill did not pass (yet), but it would ban cigarette vending. Also to be banned, if pending bills pass: most forms of tobacco advertising and promotion. The "health lobby" is continuing to close in.

Will the cigarette vending ban pass in 1990? Probably not on the national level (it's too radical, and Jesse Helms will filibuster for as long as it takes). But expect to see more individual towns, cities and workplaces banning smoking and tobacco vending (like one small Minnesota town in 1989).

SKY-HIGH TAX HIKES

To revise Ben Franklin's quip, the only thing this industry can be sure of is cigarette restrictions . . . and taxes. The aforementioned cigarette taxes were just the beginning. Outrageous game license hikes and operator tax hikes assaulted coinbiz in 1989, starting with a 700% whopper in New York City. Only nimble lobbying by Millie McCarthy and other upstaters in the Coalition and NYSCMA saved operators all over the Empire State from suffering the same fate.



Coin-op goes to the USSR — The Italian monitor manufacturing firm, Hantarex, opened a brand new company in the Soviet Union in 1989 (that's the firm's Vittorio Gallarati and Roberto Baggiani at the Milan Fair). And Atari's **Tetris** *was designed by a Russian. Still it'll probably be 10 years before Eastern Europe is a good market for our goods.*

The County of Los Angeles jacked up license fees on all businesses, including (as the trade discovered after the fact) coin amusements. L.A. tradesters plan to join other industries to get a reduction, if not repeal. In Baltimore, Md. small operators claim they're now the most-taxed coin men in the business, and they are gloomy about chances of any tax cuts. Big operators like the "entry fee," they say.

The industry is waking up to the need for political vigilance in the statehouses and city halls. Connecticut operators defeated a proposed tax hike last year, but ops in California, New York and Maryland know it will be tough to get in-place taxes reduced. Cities and states are screaming for more money these days, and they'll do nearly anything to get it . . .

Including legalize video pokers.

POKER STEPS OUT

Video poker became "okay" for the trade to discuss openly in 1989. After a couple of years of enviously watching Montana operators rake in legal profits from gambling, AMOA formed a special committee to push for pay-off poker legalization in more states. South Dakota became legal for vidpoker gambling in the latter half of the year.

More legalization efforts are underway in a dozen additional states. Wisconsin could join the legal column next; one respected distributor in the region says the legislature

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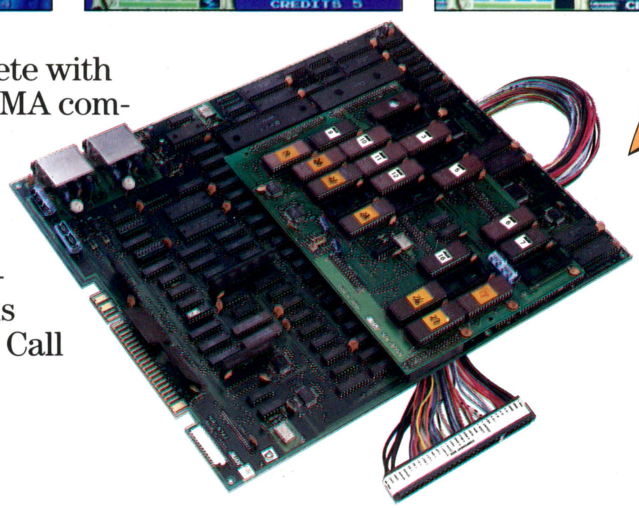

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SoCal operators formed the state's second trade association in 1989, the Amusement Assn. of California, and met with members of the CCMA in June to talk about present problems and the future of the two groups. Pictured are CCMA Prexy Jim Reed, Exec. VP Dennis Loper and AAC's Bob Snyder.

should seriously address it this spring, and it has a 50-50 chance of passing. But it's now or never, he added. Pennsy operators would agree there are no second acts in poker lobbying . . . or if there are, they're pointless.

Minnesota already has legal "amusement only" pokers; now they are trying to win the right to operate pay-off pokers legally. If anyone can do it, this state's dynamic operator association can. The same goes for associations in Tennessee and Texas, both of which have close, warm relationships with their state regulators.

Prediction: by 1990, at least one more state legislature will vote to legalize operator-owned, pay-off video poker, to begin operation in 1991. But since it's a state-by-state battle, and since every state is totally different, don't look for a domino effect.

Look for something like the opposite, in fact. As more states see how profitable video poker is, a few may legalize it . . . but only for state-owned machines. The state lottery experience will happen again in some cases, no matter how hard operators try to prevent it.

FONDLY REMEMBERED

No look back at 1989 could be complete without a fond remembrance of those who left us. We lost some real pillars last year, whose like we'll never see again. Tiny "Toledo Rose" Bennett, the smiling yet proper lady operator-distributor from Ohio . . . tough, likeable Nat Ury, the ex-cop who was just coming into his own as president of the New York operator association . . . unforgettable DRA Price Guide founder Ozzie Truppman . . . well-known operator George Elum . . . hardworking Phil Dollar, president of the Tennessee operators association, who died in plane crash while making a trip for association business . . . Joe Westerhaus Sr., the largest music and games operator in Cincinnati . . . Ohio operating patriarch August Van Brackel . . . and, although not an industry member, Kim Cognevich, age 20, the beloved daughter of *Play Meter* editor Valerie. Her tragic loss triggered an outpouring of sympathy and support from the whole industry.

While remembering our losses, we should also count our blessings. Nobody from the industry was killed in a string of devastating natural disasters: Hurricane Hugo (though it did plenty of property damage), the San Francisco quake, a night of tornadoes that terrorized Huntsville, Ala. and gale-force winds ripped SunBelt's roof off, but no one was hurt. With luck, pluck — and perhaps some help from Providence — coin-op came smilin' through.

LOOKING GOOD

Whatever happens with games, players and profits in 1990, we're sure to be a more professional industry this year than last. We're starting to reap the benefits of ever-better PR. Image-boosters include the FBI anti-drug program; the Olympic game program (which will expand this year); coin-op games getting positive exposure in movies; more game promo tie-ins with giant beer and beverage firms; the joint AMOA-AAMA Pinball Promotion Committee; a new AAMA press kit & PR brochure; an AAMA sales awards program; industry charity work and "cause-related" marketing (look for a spectacular PR coup in Washington, D.C. this spring) . . . and on and on.

Politics and technology are changing incredibly fast. Who knows? By the end of this decade/century, we could see coin-operated, three-dimensional "total environment simulators" . . . selling to the Moscow market, yet. It's a new year and a new decade. Anything is possible. Let's make it happen!

"Gilded" by Association

the 1990s look golden as AAMA forges new programs for greater profit

"The future is now." Former Redskins football coach George Allen used to say that, to rev up his winning teams.

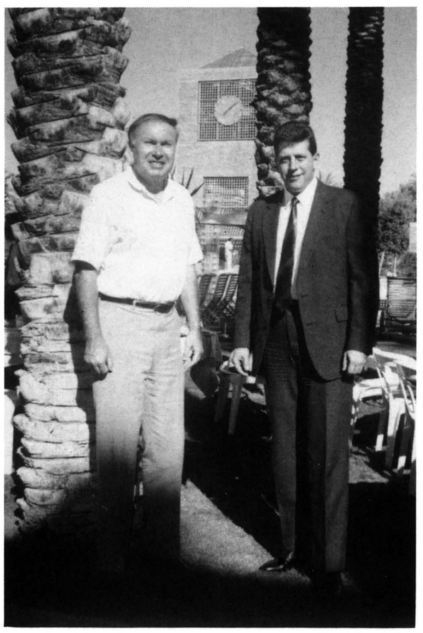
For our industry, the future began on Dec. 2, 1989 at the Hyatt Regency in Scottsdale, Ariz. The occasion: AAMA's year-end board meeting. Under the far-sighted leadership of President Gil Pollock and his dynamic Exec VP Bob Fay, the national manufacturer-distributor group is charging forward with service programs, profit-boosting policies, political initiatives and PR plans. AAMA has put itself on the cutting edge of coin-op trade associations . . . and they mean to create a hospitable climate which will encourage the rest of the industry to follow along.

"We're continuing to add new members, new programs and new services," explained Pollock. Said Fay: "We're moving ahead!" Here's a brief rundown of latest AAMA actions and results:

Latin American Expo: On July 10-11 of this year, AAMA will sponsor the first-ever Latin American coin amusement machine expo. The affair will feature 37 booths in the U.S. Trade Center in Mexico City. Only AAMA members are eligible to attend; 14 firms had already signed up by Dec. 4. Bill Glasgow & Associates will "produce" the show, just as they do the ACME.

ACME Looks Good: this annual expo, slated for March 9-11 at the Chicago Hyatt Regency, was the main focus of the board meeting, and "it's moving very well," said Pollock. Many booths were pre-sold long before the deadline. As part of AAMA's political lobbying, several congressmen and senators will attend the AAMA charity dinner, to see the industry at its best.

Growing Membership: AAMA is now up to a very healthy 71 members. That includes 30 manufacturers, 32 distributors and 9 associates (makers of supplies, components, etc.). Recent additions include Mars Electronics, Irem, Mexel, Difadi, Strata Corp., Yamate USA, Colorado Game and Equipment Exchange, and Canadian Amusement Game Supplies. "It's a significant increase," said Bob Fay.



AAMA Exec. VP Bob Fay and President Gil Pollock

New Headquarters: AAMA will move its headquarters to Woodbridge, Va. (about 25 miles outside of Washington, D.C.) as of Jan. 16. The new quarters will provide more space, more privacy for staffers, and a lower monthly lease for the association treasury. The new phones will be 703/494-2758.

Dollar Coins: as of December, AAMA counted 85 congressmen and 16 senators who supported this key legislation. "Our goal is to get 100 representatives and 25 senators on board," explained chief lobbyist Bob Fay. "Then it's almost a slam-dunk to get hearings on the bill and push it through." AAMA is hoping for Congressional hearings this summer. Gil Pollock called for all tradesters to write or phone their congressmen now, to urge support for dollar coins. Fay, who is very close to the flow of events in Washington, summed up: "I feel good about it. I think it will go."

Higher Play Prices: although antitrust laws prevent AAMA from



AAMA Executive VP Bob Fay chats with RePlay's Eddie Adlum at the Scottsdae Hyatt Regency.

making a coordinated push for higher price per play, individual manufacturers can do so... and many are. "As head of Premier," said Pollock, "I can tell you our product testing shows there's no resistance to 50¢ play from the player... which is the major concern of operators." Other operators and manufacturers have enjoyed similar success in their own testing, he added, "and it's starting to build across the country."

Pollock reported many operators are putting bill validators on pins in typical pin locations (taverns, bowling alleys, adult spots, etc.). "For grown-up players to drop a dollar in a game is not a big thing," he pointed out. He added that his own firm bowed a game with a bill validator as optional equipment at the end of 1989.

Promotion and PR: lots to report here, including a new permanent exhibit for the AAMA-AMOA location trade show program. "Operators are signing up new locations as a result of this effort," stated Fay.



AAMA & Premier Technologies prexy Gil Pollock

Coming up: more entries in AAMA's series of anti-child abuse posters. AAMA hopes the next poster will feature young TV star Fred Savage (he also starred in "The Wizard," a recent motion picture themed on video games).

"Promotion is not a quick return," Pollock advised. "It's setting up an environment for the total industry which changes old, outdated images. Remember, we're in this for the long term. But we're already starting to realize benefits from our PR efforts."

AAMA's other on-going PR programs include a beefed-up location trade show program; more game rooms for Olympic sites; renewed participation in the FBI anti-drug program; game contributions to various centers for sick children; a new, professional press packet; and an "industry spokesperson" program which will put positive media spotlights on the industry.

Market Research: AAMA has decided to get more hard data about player demographics and buying behavior. Bob Fay is interviewing Gallup and two other market/opinion research firms, exploring what kinds of research to do, and what methodologies to use. "Our members feel if we're going to spend money doing PR, we'd better know exactly who we're aiming at, and what we can expect to accomplish for our money," Fay explained.

Parallel Enforcement: individual manufacturers have asked AAMA investigation chief Bill Kidwell for help interviewing operators and investigating alleged violations of copyright. "At least one such investigation has been completed and the manufacturer has Mr. Kidwell's report in hand," stated Pollock. "It's up to the manufacturer to take legal action, or not. In general, our manufacturers will do whatever is needed to protect their intellectual property rights."

By the way, U.S. manufacturers are now quite prompt about filing copyrights on their games, Fay said. AAMA maintains a "game bank" of current U.S. copyright numbers for members' games.

Counterfeits: "From all indications, it appears the U.S. counterfeit problem is minimal or non-existent," Gil Pollock reported. Added Bob Fay: "It's also slowed down a lot in Canada. They're doing a lot of street raids, getting indictments and levying fines. The Canadian anti-counterfeit effort is only two years behind ours, which means they're moving ahead fast."

OUTLOOK 1990: AAMA Toppers Peer Into Crystal Ball

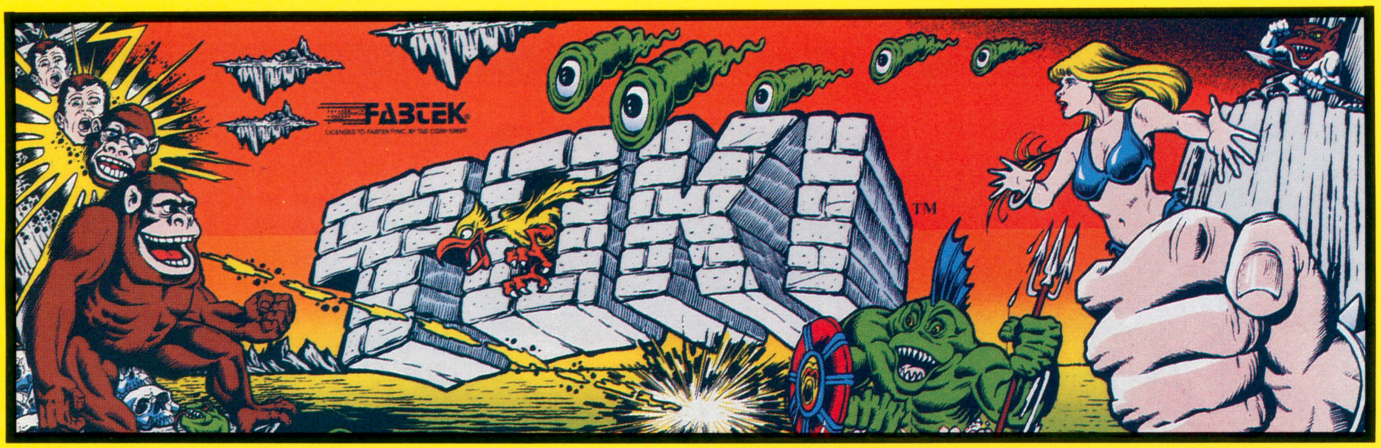
Where's coin-op going in 1990? AAMA leaders offer a mixed bag of predictions, some good, some not so good.

"1990 is still up in the air and undecided," stated AAMA President Gil Pollock at the association's recent board meeting. "The only thing wrong with our business is, we need more good games." Pollock cited Konami's hit *Turtles* as evidence that "the players will play our games, if we meet their needs." As president of pinball maker Premier Technologies, Pollock also cited a "moderate" sales increase for flippers in the last half of 1989. Bullishly, he predicted "even more pinball sales" in 1990.

On the other hand, AAMA toppers acknowledged that, despite these hopeful signs for the future, the industry presently faces some serious challenges. "Manufacturers are dumping a proliferation of marginal product on the market, without caring about quality," stated Jimmy Roberts, president of James Industries. "This is one of our biggest problems."

Gil Pollock said negative fallout could lie ahead. "Regrettably, as an industry we're doing the same thing we did in the early 1980s," he explained. "Shorter production runs encourage more titles, and vice versa, so that we're caught in a vicious circle. If the manufacturer can't summon the discipline to solve this problem himself, the market will do it for him. I'm afraid we may have to go through the same type of shakeout we had in 1982 — although I hope not with the same intensity. The oversupply of product is already causing some operators to avoid buying several very good games."

Overall, AAMA seems to feel that "what happens to the industry in 1990 is really up to all of us, collectively and individually. We have the power to make conditions much better... or much worse." For its part, the association is doing everything in its power to make sure 1990 is a banner year.



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Relations with AMOA: AAMA is continuing to cooperate with AMOA in areas of publicity and PR (the pinball promotion committee is a prime example here). In politics, both associations will co-sponsor the industry's 1990 lobbying trip to Washington, D.C., where the main item on the agenda is, once again, the dollar coin. AAMA affirmed its commitment to AMOA's standardization program.

"We'll always have different agendas and different needs," Pollock concluded. "That's a fact of life. But we'll work very hard to cooperate fully with AMOA in the many areas where we can both make a positive difference for the entire industry."

Local Taxes: As for fighting the tax demon, Gil Pollock affirmed that "AAMA and our D.C. office would be happy to assist AMOA, state operator associations, or even a local configuration of operators to keep taxes down. But we must put the responsibility on operators to notify us; it's impossible for us to keep track of every jurisdiction in America. We're willing to make our entire association's services available," Pollock concluded, "but operators must also step up to the plate and help do some of this important work."

Achievement Awards Program: "We're the only entertainment industry that doesn't award our own members," said Bob Fay. Accordingly, AAMA has created sales awards and other awards to honor the distributor of the year, plus top manufacturers. Three manufacturer awards will be given; categories include 1. marketing and promotion, 2. design, and 3. customer service/ satisfaction. Manufacturer awards will be voted by AAMA distributor members; distributor awards will be voted by AAMA manufacturer members. Presentations will be made at ACME during the night of the annual charity dinner. "The award itself is something to go in your showcase," Fay explained. "We're creating a positive media event here, too."



This is the left-hand page of a brochure about the AAMA. The facing page features some of their community efforts with groups such as MADD, the Nat'l. Committee for Prevention of Child Abuse, the U.S. Olympics and Ronald McDonald Houses.

Surprise Absences: two topics which did not make a big splash at the AAMA meeting, said Pollock, were distributor complaints and video poker concerns. Distributors brought up no problems at the meeting, and even thanked manufacturers for setting the record straight on their national accounts policies. "That's a pretty good indication that distributors' concerns have been addressed and that they're satisfied with AAMA's direction," Pollock said. AAMA is seeking to start group insurance policies and freight-reduction programs; both actions will put money into AAMA distributors' pockets.

Video poker also did not arise at the board meeting. "Until there's a clear-cut ruling in any given state, AAMA won't take a stand," Pollock said. He did express a hope that operators in states with legalized gambling would not ignore amusements for a time, which has happened in Europe. "Money would be lost and a lot of people would get hurt in the interim," he explained.

But the mood was clearly upbeat as the association closed its business on Monday morning, Dec. 4. The association seems at peace with itself, clear-eyed about its goals and plans, and ambitious in a wide-ranging agenda. It has an excellent officer corps in place, with Steve Lieberman as VP, Bill Rickett as Secretary, Rus Strahan as Treasurer, Steve Kaufman as Assistant Secretary and Ray Galante as Assistant Treasurer. Past AAMA presidents Frank Ballouz and Bob Lloyd continue to serve on the 15-man board of directors.

After taking care of business, some AAMA members played a little golf (Scottsdale is a prime resort area; temperatures were in the 80s). Then it was back to the airport and the everyday rush of coin machine business, where AAMA's plans and programs are certain to keep making a positive impact on the industry.

cover story

The Once and Future King

a winning record at Atari Games. . . and more excellence is promised in the '90s

"I like being king of the hill," Arnold Schwartzenegger once said. He was explaining why he enjoyed winning the world's biggest, most glamorous bodybuilding contest. . . not just once, but six times in a row.

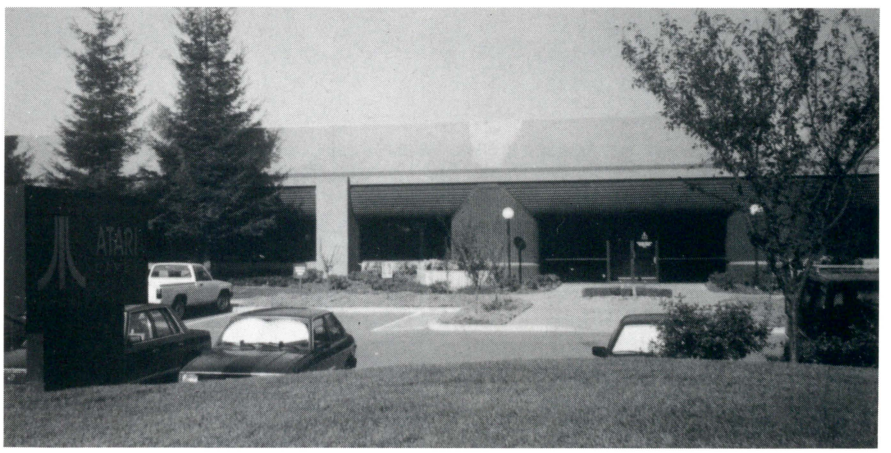
"But Arnold," a friend protested. "If you're king of the hill, everybody else is constantly trying to knock you off. You can only go down."

"Or stay up," Arnold pointed out.

"But Arnold," the friend continued. "The king is not as hungry as everybody who is trying to climb the hill."

"Maybe," said Schwartzenegger. "But when you want the food, it's there."

The folks at Atari Games Corp. (Milpitas, Calif.) know exactly how Arnold feels. Since 1972, they've been flexing major muscles in video design, engineering, sales and support. Thanks to Atari, millions of players have been "pumping iron" (or whatever U.S. currency is made of these days) into games owned by grateful operators. The truth is, Atari has been "king of the coin-op hill," at least as many times as Arnold Schwartzenegger captured the Mr. Olympia title. So, as we enter the 1990s, *RePlay* is proud to have Atari Games Corp. on the cover of our first issue of the new decade.



Atari Games' Milpitas, Calif. headquarters (one hour south of San Francisco) contains the largest video game engineering staff in the United States.

Consider one simple fact: *Atari single-handedly started the video games industry.* With the introduction of *Pong* (the first-ever coin-op video game) this one company set off a torch which is still burning brightly many years — and many billions of dollars — later.

Consider another fact: *Atari has probably offered more hits, more consistently, than just about any other video game manufacturer in the world.* It's a large claim, but look at the numbers: from 1982 to 1987 alone, Atari had more hits on the *RePlay* chart (60) than any other company. And, as the dynamic decade of the 1980s came to a close, Atari was sitting solidly on top of *RePlay's* dedicated game chart once again. Our December, 1989 issue showed *Hard Drivin'* was rated number one by operators (a position which this title had proudly held for much of the year). The chart continued with *Cyberball 2072* slotted at number two, and *S.T.U.N. Runner* at number three. As if that weren't enough, Atari boasted one more game in the December top ten: *Final Lap* ranked eighth!



Atarians with new products at the recent SFO distributor meet: Hideyuki Nakajima, Frank Cosentino, Mary Fujihara, Elaine Shirley, Shane Breaks, Linda Benzler, Jim Newlander, Anne Hayes & Jerry Momoda.





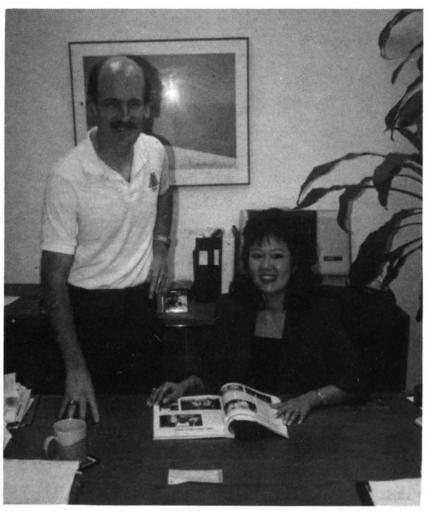
Above left: ***Atari's sales team goes for a spin in Shane Breaks' vintage, British-made 1936 Austin. That's Shane behind the wheel with Jim Newlander, Frank Cosentino and Anne Hayes.*** *Above right:* ***Mary Fujihara and Rich Moore say they're considering acquiring their own classic car, just to show up Shane!***

Is it any wonder that a few years ago, the word "Atari" entered the English language as an adjective meaning "ultra-advanced hi-tech"? (Senator Bill Bradley and other forward-thinking politicians are known as "Atari Democrats").

So take your bows, Atari. You've played a dominant role in coin-op and you've even carved out a niche for yourself in America's pop-culture consciousness. You deserve more than a few kudos.

TRACK RECORD

The beginning of a new decade is an ideal time for a retrospective on the decade just past . . . so let's take a glance at Atari's record in depth. The firm has produced over 140 coin-op video games in its 18-year history. Many were ground-breaking hits and "each one maintained a high standard of creativity, advanced technology and reliability," the company stated with justifiable pride. The Atari "hit parade" includes *Sprint* in 1975; *Breakout* in 1976; *Asteroids* in 1979; *Missile Command* in 1980; *Centipede* in 1981; *Pole Position* in 1982; *Star Wars* in 1983; *Marble Madness* in 1984; *Gauntlet* in 1985; *Super Sprint* in 1986; *Road Blasters* in 1987; *Cyberball* in 1988.



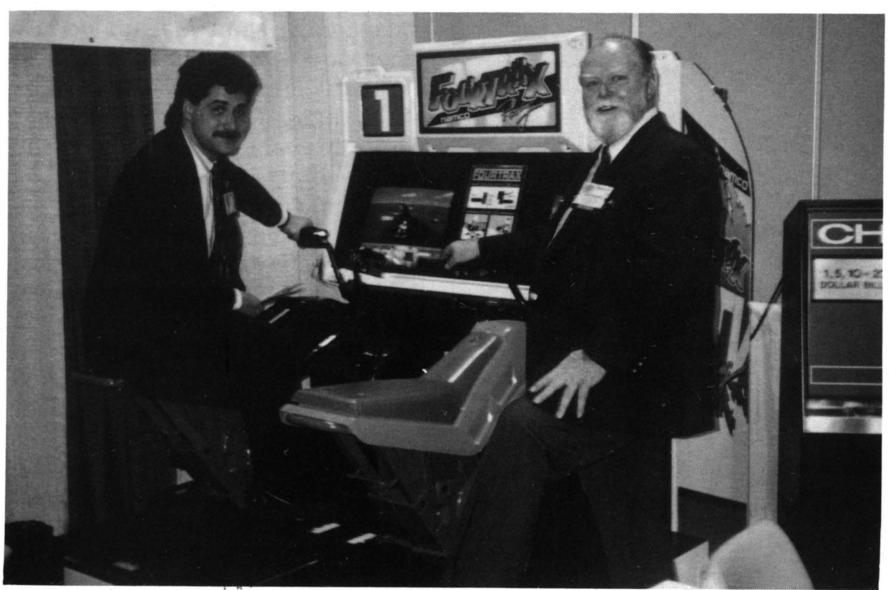
Engineering VP Rich Moore and Director of Marketing Mary Fujihara in the Milpitas offices.

Atari's VP of Sales, Shane Breaks, summed all it up. "We've had a major hit every year," he said simply. "The track record is there."

STILL "HUNGRY"

Atari isn't resting on its laurels, though. They're still "hungry" for the next hit . . . and still working hard to lead the industry to the next level of technological innovation and thematic excitement. "Some video game manufacturers have cut back their R&D efforts, citing market ups and downs," stated Shane Breaks. "But the philosophy of our president, Mr. Hideyuki Nakajima, is 'Let's keep the full engineering effort going' . . . and I'm very much won over to this. We have the largest single department of video game designers, programmers and engineers in the United States."

"The coin-op games market does not allow us to do five-year forecasts, because it changes every five weeks!" commented Marketing Director Mary Fujihara. "We do try to keep the opportunity open to create innovations, and to create the next benchmark. As a company, we feel intensive R&D is necessary for the growth of the entire industry. Stay-



Frank Consentino and Jim Newlander show off* Four Trax *at the IAAPA show last November in Atlanta.

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Atari's **Badlands** *kit (pictured above; the completed game is above right) contains two steering wheels, pedal assemblies, etc. It's the industry's first two-player driving game kit.*

ing in the vanguard, moving coin-op entertainment upward to the next level, is the motivation of many our engineers and designers."

Shane Breaks added: "It would be very easy in the down times to say, let's cut back and save money. But if we did that, we would not be in a position to lead the industry back into good times. We see the wisdom of the Japanese approach, stressing the long term, in the success our sister company, Namco. It's a successful philosophy which we're employing, also."

HI-TECH EXCITEMENT

Atari does maintain its own home game division, Tengen (not to be confused with "the other Atari's" home game system, run by a separately-owned corporation). But Atari Games Corp. and its Tengen subsidiary are truly run as two separate companies with little interaction, said Atari execs. (The two divisions are physically a couple of blocks apart, in fact). And the coin-op guys and gals are determined that Tengen will remain just that: a subsidiary. "Many of our competitors finance their arcade titles with their home sales," said Shane Breaks. "It's a side issue for us. We're never going to be like that!"

Indeed, Atari's leaders are well aware of the need to keep coin-op games abreast of home-based technology...or ahead, if possible. That's another reason for the firm's strong commitment to innovative engineering and heavy R&D. Atari's major technological development in 1989, seen both in *Hard Drivin'* and *S.T.U.N. Runner,* was "polygon graphics." This is a method of "solid modeling" in graphics presentation which gives a 3D-like effect: the player can go "around" some objects, getting a 360 degree view of them. (On older games, the player just saw an outline pop up in his field of vision, then flash by.) The simulation experience in Atari's latest driving games also includes greater player feedback with the wheel, brake and shifter.

"Sophisticated simulations play a key part in separating the arcade market from home games," explained Engineering VP Rich Moore. He predicted that the quality of Atari's simulations would continue to rise. "We feel we must bring a product to the street and arcade stops, the value of which is significantly different — and better — than what players can get in the home," he said. "It's our goal to continue to do just that."



EARS TO THE STREET

Atari's upscale simulators are displayed "front and center" in arcades all over the world. Does this hi-tech equipment also cater to street operators and the low-end market? Atari says yes and no. True, polygon graphics are not cheap... and never will be. They will never become "standard," never be seen on every game made by the industry, Atari execs said.

But street operators can and do buy these upscale simulators, Shane Breaks explained. "Major portions of our final run of *Hard Drivin',* which ended in December, are going into street locations," he stated. "The fact that thousands of these products are visible around the world right now, shows that this technology arrived on the coin-op market at the right time."

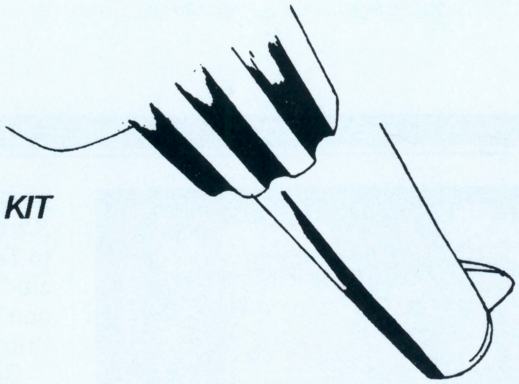
TWO NEW KITS

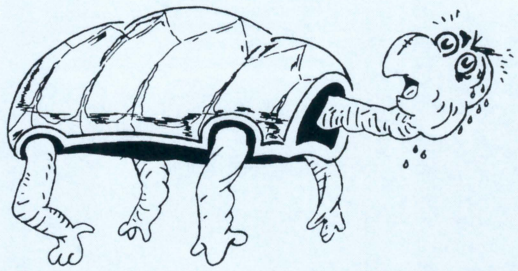
Atari has also made a point of producing low-cost titles, Mary Fujihara explained. "We're diversifying our design approach so we can provide games to both the high and low ends of the market," she said.

One low-priced kit that street operators should find unique and appealing: *Badlands,* the industry's first two-player, driving-themed, video game conversion kit. The game shipped Dec. 1 and it comes complete with two steering wheel assemblies, two sets of foot controls, four fire button assemblies, JAMMA harness, attractive art-

2 PLAYER VERTICAL KIT

CONTINUATION AND BUY-IN





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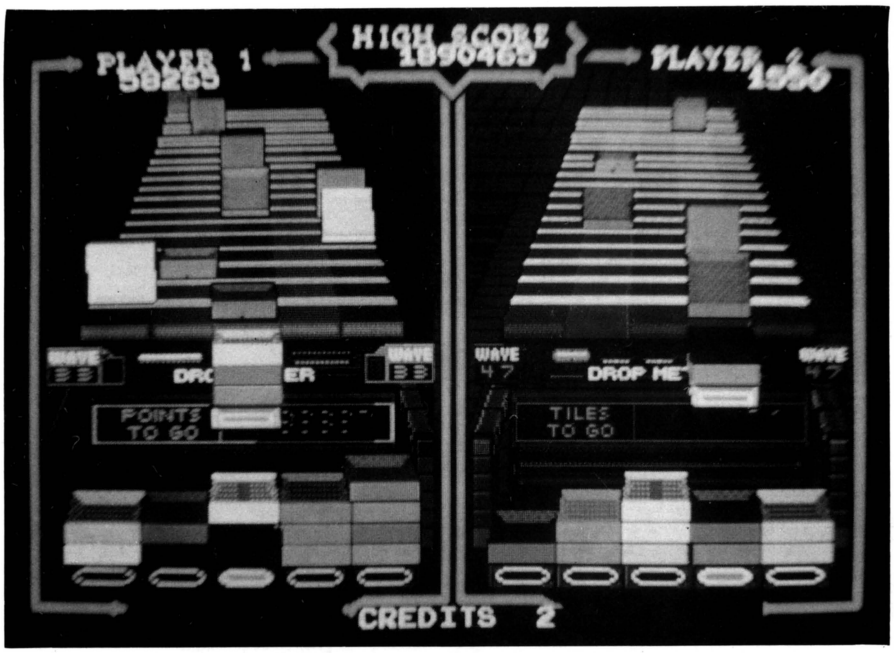


A look at the future: Atari's **Klax** *was previewed at the ATEI in London — it's a two-player dedicated upright.*

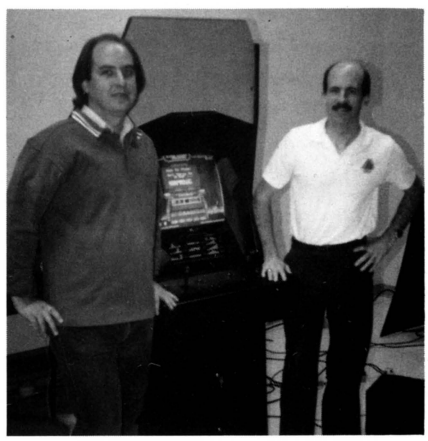
work film, decals for the control panel and sides, monitor bezel, and the PCB. Considering that this kit provides two complex player stations, it's quite a bargain.

Graphics on *Badlands* provide a *Super Sprint* type layout: the player gets a top-down view of various driving courses. Gameplay offers targets to shoot at (such as enemy cars) and ever-greater driving challenges. The same eight tracks come up repeatedly, but they "evolve" over time to offer tricky obstacles such as lava flows, hostile machine gun fire, etc.

Another new two-player kit from Atari is *Skull & Crossbones,* which shipped the first week of December. The swashbuckling action lets players become sword-wielding pirates who attack other ships, plunder treasure from islands and castles, fight enemy sea captains and even do battle against ninja karate masters and an evil wizard. Players can choose their own difficulty levels. "It's a unique application of the fighting theme that remains so popular today," explained Product Manager Linda Benzler. "There is a lot of depth to the game, with a great variety of opponents and colorful playfield backgrounds."

KLAX IS COMING

In recent years, Atari has used London's ATEI show (held each January) as a launch pad for major new products like *Hard Drivin'* and *Tetris.* This site is attractive in part, Shane Breaks likes to joke, because he helped found ATEI and Atari gets a prime booth location. But ATEI is a good stage for Atari because the firm has its own European factory (in Ireland) and can conveniently represent its own product directly, rather than depend upon a European distributor. And Atari partly likes to launch products in London because ATEI offers excellent timing, scheduled halfway between AMOA and ACME.



Rich Moore with animator/game designer Marc Pierce, who was project leader for* Klax*, Atari's new dedicated upright strategy game. They're shown in the engineering shop with a working prototype.

Accordingly, Atari unveiled another new game at this year's ATEI (Jan. 8-11, Olympia Hall). It's a two-player dedicated upright called *Klax,* best described as a "sequel" to *Tetris:* that is, an intriguing puzzle-in-motion type of game. Or, as one player described a prototype: "tic tac tiles."

Gameplay works like this: "tiles," in eight different colors, come "marching" down a long path toward you, the player. You try to catch the tiles on a movable "pad" (controlled by your joystick). Once you catch a colored tile, you "flip and stack" it in any of five different "bins." The object of the game is to line up three tiles of the same color, as many times as possible. Each row of three is called a "klax," and it can be built vertically, horizontally or diagonally.

Amusing touches to the game include the death-screams of falling tiles if you fail to catch them as they march off the edge of the path. Applause rings appreciatively each time you make a "klax." Tiles come in 100 "waves," with each wave of tiles marching faster and faster. To advance from one wave to the next, you must successfully catch and stack an ever-higher percentage of the marching tiles. Onscreen graphics tell you what wave you're on, how many "klaxes" you've made, and how many tiles you must catch and stack in the current wave, in order to advance to the next level.

"*Klax* offers the kind of addicting challenge that made *Tetris* so popular," said Mary Fujihara. "We think it will be a major addition to Atari's long line of hit games."

THE ATARI TRADITION

In all, Atari is heading into the 1990s with a seasoned crew...a proud past...and a future that looks promising for itself, for the operator and for the industry. From their headquarters in Silicon Valley, an hour south of San Francisco, they're poised at the heart of hi-tech innovation in more ways than one. Their R&D spending and engineering budget are high, but so are their goals and standards. (As Arnold would say, "No pain — no gain.")

The Seventies and Eighties were great decades for Atari, and for operators of Atari equipment. Every indication shows the Nineties will be also be "Atari years"! R

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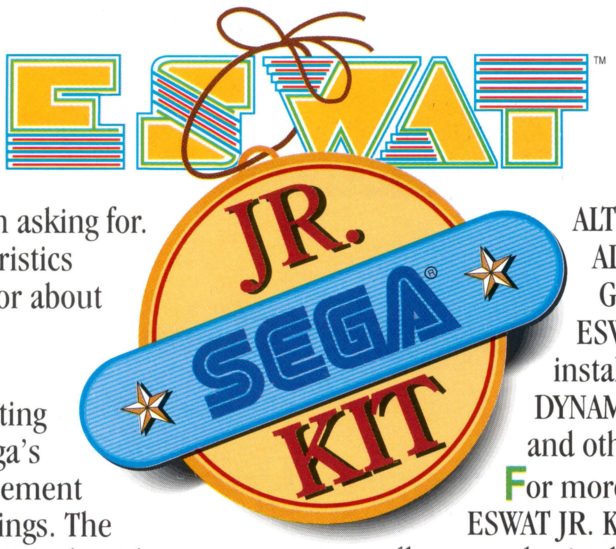

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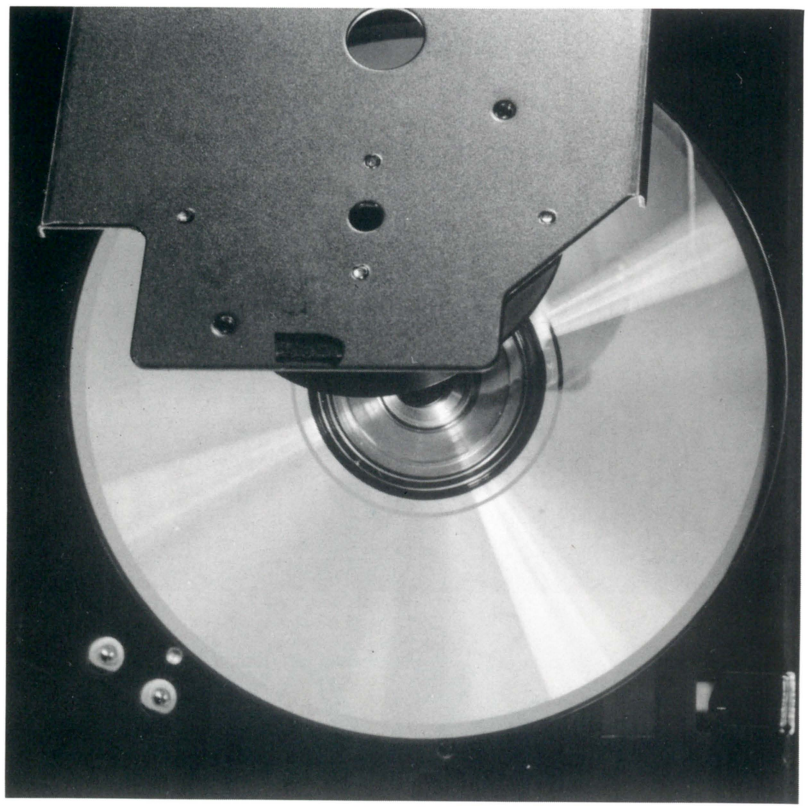
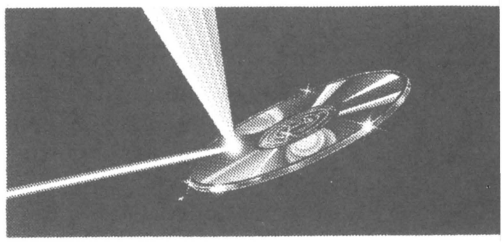


RePlay SPECIAL SECTION

Compact Disc Hardware Brings Welcome Vigor To Jukebox Industry In Late '80s While Ops Speculate On Dark Future For 45rpm Singles

Part VI, Conclusion of RePlay's Jukebox History Series



Newspaper editors say a good headline should tell the whole story and this one comes close. From the day in June of 1986 when Seeburg premiered its *Crusader* (the American industry's first compact disc jukebox) until the end of the decade, the CD concept slowly but surely defined the market for new jukebox development (and ultimately sales) to the point where the majority of machines purchased by operators at the tail of the '80s were CD-capable.

The emergence of the CD box, coinciding with the ongoing decline in the number of 45 rpm vinyl singles sold by record labels on the retail market, cemented predictions that the future for coin-operated music would spin around the CD spindle. And, it eventually gave another reason for the record manufacturers to curtail production of 45s, or at least limit their distribution to non-industry channels like record retail stores and even radio stations.

This is the sixth and final installment of *RePlay's* Jukebox History saga. It began last January when we explored the roots of the industry (originally planted when Louis Glass affixed a coin mechanism to an old Edison cylinder dictaphone in a San Francisco bar). We then wound our way through the technical developments in jukebox hardware, and in software innovations that begat the 78, then the 45, and finally the 5" compact disc.

Throughout the evolution of recorded music, the jukebox played a leading role until recent times when magnetic tape (cartridges and cassettes) and odd-size discs (e.g. LPs and 12" extended singles) showed that the record industry had more lucrative "fish to fry" than it found in the jukebox trade. They drifted away from their old friend "the jukebox man," not only in technique but also in marketing attention.



Seeburg's first CD jukebox, which hit the market late in 1986, not only introduced digital music to the industry but a brand new idea in title strip panels as well. The "strip" was the "cover sleeve" from inside the CD's jewelbox, mounted in a page-turning carriage. Players located them manually by sliding and inserting a metal probe.

The once rock-solid partnership between record maker and jukebox operator had split back in the '60s as music radio took the primary promotional role in exposing new music to the general public. With few exceptions (RCA being one of them), the jukebox man played a very quiet second fiddle to other markets for recorded music these last 25 years.

However, it must also be admitted that somewhere along the line, the jukebox man stopped being a "hit maker" and became only a "hit taker," in many cases. That is, rather than jumping on "bulleted" songs and rising artists, many juke programmers bought music product only *after* a song reached the top of the chart. To the degree this happened, the jukebox surrendered its unique promotional role and became a "me-too" machine, profiting from the PR role now assumed by radio. Bearing this in mind, it's hard to blame record labels for semi-ignoring the industry for a while.

But, with the jukebox man's slow but steady move into CD phonographs, coupled with the record industry's continuing need to present its new products before the public any way it can, that split could now mend. CD is the darling of the record business whereas singles are normally considered a necessary evil or worse.

So besides bringing new technology to the jukebox business, the compact disc could conceivably bring a rapprochement between label and operator. Even without the CD glimmerings of a closer relationship dawned in 1989 as several record labels mounted jukebox record promotions during the jukebox industry's Centennial Celebration.

CD COMES TO AMERICA

Although an English company named Digital Disc Automation claims to be the first to bring a CD jukebox to market (with its *CD Music Box* launched in the U.K. back in 1985), the Seebug box renamed the *Laser Music System)* was the first on these shores. Several prototypes were tested on location before the company held its official "coming out party" in Itasca, Ill. on June 21, 1986. Collection increases over previous vinyl machines at locations (as reported by A&H Entertainers route people) were touted by Seeburg President Ed Blankenbeckler as proof-positive that the new record configuration was a strong contender. Offering superior digital sound and vending only on paper currency, CD was the clear direction for the future, he declared.

Many distribs, including a good bunch that handled the Rowe jukebox line at the time, were in the audience to see Seeburg's invention. A lot of the dealers had been Seeburg distributors back in the '70s and perhaps came by merely for old times' sake. What they saw was a harbinger of new times to come.

Seeburg wrote some advance orders there and ramped up their manufacturing line in Addison, Ill. that September. In the latter part of 1986, however, the jukebox business was still totally 45rpm-oriented unless you count in the video jukeboxes that were still scratching to get a toehold in the market. (In late 1986, we still had the *Audix, Entertainment Video* and the *Laser Video Jukebox* screaming for operator orders; only Videobox Networks and Rowe itself remains today as manufacturers of this special product.)

Traditional 45rpm jukeboxes on the market as 1986 drew to a close included Rock-Ola's *Supersound II,* Rowe's *R-90* (offering first-in, first-played record selection as well as regular selection), Wurlitzer's *SL* series as well as their *Fuego* and *Tarock* (furniture-style) and a broad line from the growing NSM people (including the compact *City II* that had an exposed mechanism like their larger *Concert 240* and *Prestige 160II).* Vinyl boxes still reigned.

But, unit sales continued to be on the soft side. With the CD notion planted but not yet flowering, the other manufacturers apart from Seeburg tried some tricks to help their respective bottom lines. Rock-Ola, for example, offered operators up to $125 in parts if they bought a new model by year's end. Rock-Ola also contracted with a Mexican supplier to get cabinet parts in order to build a clone of the famed *Wurlitzer 1015* . . . a machine they brought out and named the *Nostalgia.*



Videobox Networks was one of the few survivors of the third entrance of video jukeboxes back in the '80s and still in business today. Their President Justin Korn (center) is shown visiting an installation at a Houlihan's Bar on Sixth Ave. in New York where their video programs were broadcast over auxiliary monitors.

A California company called Antique Apparatus had been making *1015* clones for some time, mostly for the home market, but now their products were eyeballed by coin operators as well. Others would follow with *1015*-type machines in years to come, including Deutsche Wurlitzer herself. All of these nostalgic machine were hard to get since there always seemed to be more orders than the factories could fill. And, they were pricey.

The many styles and configurations of jukeboxes on the 1986 market were indeed plentiful. The array included full-sized phonographs, compact versions, wallboxes and wall-mount players, furniture-styled units, nostalgic gems and video boxes (both tape and laser disc models were available). In the words of operator Don Hesch in those days, "With such a selection of music machines, it's the music operator's fault if he doesn't capitalize on all of it." Some did, but most continued to look at the games business for the bigger collection ticket.

According to a *RePlay* poll conducted that fall, jukeboxes accounted roughly for 13% of the route operator's overall income (videos did 49%). Jukebox collection averages, however, looked better in 1986 than they did the previous year, chalking up a $56.00 weekly gross figure ($6.00 higher than the previous year). Those operators who had licensed their jukeboxes with the U.S. Copyright Office for 1985 were also to receive $10.00 rebate checks per machine from Washington early in 1987, welcome money stemming from an agreement between the performance rights societies and the AMOA national operator association. But more on jukebox licensing will come.

SINGLES & CDs

Toward the close of 1986, Seeburg set up an in-house CD distribution division under Bill Guler, offering operators new albums and oldie compilation discs for their machines. Mobile and some other record one-stops also started stocking CDs for operators, and the sale of 45 singles continued their slide.

According to the RIAA (the record industry's "AAMA"), singles

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sales in 1986 dropped about 19% from the quantity sold the previous year, while CD sales boasted a 139% increase. Seeburg's new sales chief Joe Pankus would point to figures like these when marketing the *Laser Music System* to the trade. Knowing that the overwhelming majority of jukeboxes in use still relied on the supply of vinyl singles, Pankus was always careful not to be too much of a 45 doomsayer and continually recommended that operators pressure the AMOA to form a liaison committee with the record industry to insure a continuing supply of singles. But Pankus and his Seeburg CD wouldn't have the compact disc jukebox market all to themselves for long.

THE ROWE COMBO

On Sept. 25 that year, Rowe International gathered its distributors in Grand Rapids, Mich. for the unveiling of their brand new *R-91* line of vinyl jukeboxes. As the story goes, the Rowe brass were collectively cautious about moving into CD development at the time. But one of their veteran distributors, Joel Kleiman (Pioneer/Milwaukee) had toyed with the idea of putting a 6-CD Pioneer player into a Rowe box back at his place of business, found it might make a nice combination



Rowe pioneered the 45/CD "combo jukebox" concept with its* R-91 *for the 1987 market year. The idea of putting a CD player inside a 45 jukebox is credited to another "pioneer," Joel Kleiman of Milwaukee.

("combo") for operators and asked Rowe to at least think about it. No one knew how successful Seeburg would be with their dedicated CD box but few businessmen like to be caught unprepared. So engineers at the nearby Rowe plant in Grand Rapids set one up along Kleiman's lines and then brought the dealers over for a looksee. "Just an idea. What do you think?"

It was love at first sight. And not long afterward, the first "combo" was born from the *R-91*. They were to offer a choice of a 6-disc Pioneer player of a 10-disc Sony (the Pioneer proved to be the more popular choice). As the market year went along, sales of combo's got strong.

Rowe International had been the market leader in jukebox sales for some years by then. Seeburg, of course, was still a magic name among veteran operators. When Rowe took the bow into the CD/45 combo (reluctantly until they saw the market snap at the bait), the CD jukebox concept was dignified. It takes two to tango and with both companies into the picture, it wasn't that long before Rock-Ola brought out its own combo. By the time the decade was out, every single jukebox manufacturer here and abroad was into CD manufacturing, including (as is natural in any bull market) several new faces as well like Pioneer, the inventor of the compact disc itself.

But back in the tail of 1986, CD was "novelty," 45s were the resident configuration. At the AMOA Expo that November, Dick Hawkins succeeded Al Marsh as the national association's president. JB record awards were passed out to Robert Palmer for the top pop record of the year, *Addicted to Love*. Dan Seals caught one for the best country record called *Bop* and Janet Jackson won for best soul record, *What Have You Done for Me Lately?*

COPYRIGHT BLUES

Wondering what the government had done for them lately, operators at the AMOA convention at the Hyatt Regency Hotel were buzzing over a bill introduced by Maryland Senator Charles Mathias that would bring the United States into the Berne Copyright Convention. The problem: if such happened, the Compulsory Jukebox License law would be scrapped and operators would indeed be at the mercy of the performing societies like ASCAP and BMI. Fears were that per-machine license rates could skyrocket three times if the U.S. joined Berne.

As it eventually turned out, the U.S. did join Berne in 1989 but safeguards were built into the law to protect operators. AMOA started out fighting Berne and then made a 180-degree turn and supported it. The windup to all this blood, sweat



***Seeburg not only pioneered CD jukebox manufacture but was one of the five companies offering nostalgic units as well. Naturally enough, theirs had the Sony CD mechanism inside. Presented here by company execs Joe Pankus and Nick Hindman, the machine was called* The Classic.**

and tears is only being written as this piece itself is written: rates for licensing jukeboxes in 1990 are still unknown (see more on this elsewhere in this edition).

Ask just about any jukebox operator in business in those days (and even today) and they'll tell you one of the biggest problems with jukebox operating over the last two decades has been the federal copyright law. It took effect back in 1978 (Jan. 31 to be exact) and the cost was $8.00 per jukebox, the money eventually going to writers whose songs were played for operator profit. Collected fees were disbursed by a Copyright Royalty Tribunal to the individual performing societies who in turn disbursed them to their songwriter members.

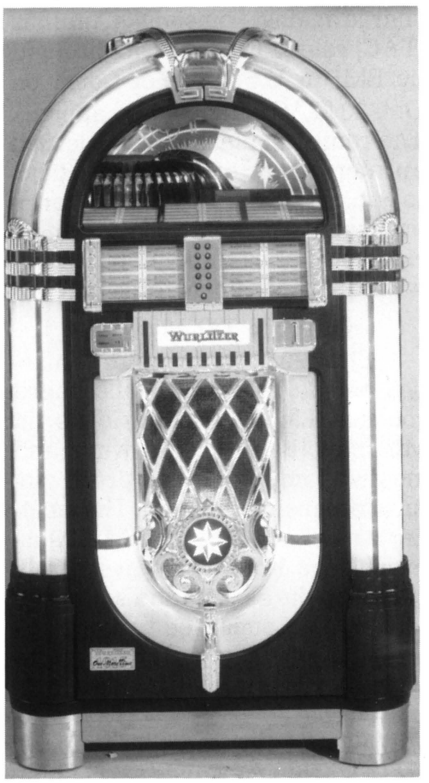
A total of 143,396 machines were licensed in 1978. It shrank year by year ever since while the cost of an annual license grew from $8 to $25 to $50. As it hit $63, compliance with the law hit an all time low. The AMOA had struck a deal with the performing societies which turned into a contest of sorts. The playing ground was the year 1987.

THE LICENSE CONTEST

To bolster operator compliance with the copyright law, the societies threw a rather generous bone at the trade. On Jan. 16, 1987, almost $1 million in checks were mailed to operators who'd licensed their jukebox in 1985 at $50.00 a pop. And now came the contest. By agreement with AMOA the societies promised to rebate operators $3.00 per box (out of the new $63.00 figure) for 1987 **if** 110,000 boxes in total were licensed (only 98,362 were registered in 1986). They would also offer another rebate if 115,000 machines were licensed in 1988.

All the societies were looking for was a mere 10% more licenses (which they said was reasonable, considering their estimate that 125,000 machines were on location but unlicensed as 1987 dawned). They never made it, although AMOA members and some other well-meaning trade people coaxed the "contest" along.

By the end of 1987, only 95,229 jukeboxes were licensed. Not only



Deutsche Wurlitzer's glittering* 1015 One More Time *was (and still is) one of the most popular of the nostalgic replica boxes brought to market in the late '80s. The original Paul Fuller design was made for their former sister company in North Tonawanda, N.Y. at the end of World War II.

was it a far cry from the 110,000 the parties wanted, it was over 3,000 short of the previous year. Naturally, there was little talk about making the 115,000 in 1988. What was going on? Civil disobedience? Or was it that the number of machines on location was shrinking drastically?



The loyalist advocate the jukebox operator ever had on Capitol Hill, the late Nebraska Senator Eddie Zorinsky, was an Omaha distributor before he entered the political arena. He never forgot his roots and the industry will never forget him either.

BUBBLES & BANGLES

The 1987 lineup of jukeboxes included nostalgic models from Rock-Ola (they finally began making parts for their *Nostalgia* in their own plant), Rowe (working exclusively with Antique Apparatus) and Wurlitzer. The latter two had bubble lights, once outlawed but now legal. Some operators thought these oldie machines were "too pretty" to put into a bar and brought them home for the basement.

The Wurlitzer *1015 One More Time* machine was and is a classic. Except for the 100-selection 45rpm mech, the optional bill acceptor and the 200 watt amp, the unit was a very precise replica of their original *1015*. This factory, which for years had never made a full court press to sell its normal jukeboxes on these shores, rapidly became backordered on their oldie.

Traditional machines made by NSM and the American factories were first-class goods this year. NSM's *Galaxy 200* popped (again with exposed mech) joining their modern-looking *Consulette ES III* and *Soundmaster Compact* units among others on their plate. Rock-Ola brought out their *Encore* update of the *490*. Rowe's *R-91* line put additional features on their video jukebox that would show copy on the screen tailored to locations (e.g. "half price on drinks Thursday night"). They also bowed a hi fi tape deck.

On the personal side, a big bangle came on Jan. 22 when David C. Rock-ola celebrated his 90th birthday. He was still on the job (indeed he'd been working for some 76 years counting in his first job as a bellhop in a Canadian hotel). On the downside, Senator Eddie Zorinsky, the jukebox industry's champion on Capitol Hill (and a former Rock-Ola distributor before he went into politics back in Omaha) passed away March 6 from a heart attack.

CD was gaining interest, not only among operators but on the factory level. Atari, the video gamesmith, struck a deal with Seeburg to build the *Laser Music System* at their Tipperary, Ireland factory for Europe. The units were to operate on coins since Europe in general

had larger coin denominations, but the deal ultimately fell through. Then on June 1, Jack Gordon (a prime mover in getting CD going at Seeburg) left the company, ultimately to become an operator down in San Diego.

Mel Sonier (Eastern Music) and some other Rowe dealers began to report that interest in the compact combo jukebox configuration was hot among their operator customers. Seeburg saw the combo as a "halfway" step, but understood that competition was good if not necessary to cement the CD idea on the coinbiz map. Speaking of configurations, the record industry's 3" CD was tried on the retail market, but it proved to be a dud.

BLOODY NOSES

While the performance societies were monitoring the compliance figures among operators during 1987 (hoping the industry would reach that 110,000 unit mark), they were also busy in the field locating non-licensed boxes. They sent letters of warning to operators and sometimes filed non-compliance cases. With rare exception, all these non-compliance cases were settled out of court, although some settlements reportedly exceeded $10,000 for larger operators who for one reason or another had not licensed their machines.

A couple of non-compliance cases went before the courts, one of the most dramatic being the $319,500 charge against Louisiana's Xanthus (TAC) route. The suit was brought by BMI in U.S. District Court on Oct. 23 (TAC said it would appeal). The route people, however, issued an interesting statement at the time, to wit: "We think that the performers should call upon the performing rights societies to be more lenient with music box operators."

DOWN TO WORK

On July 29, over three dozen jukebox people gathered in the board room at Lieberman Music Co. in Minneapolis to discuss ways and means of improving the profit picture for music operators. The meeting was chaired by AMOA Treasurer Clyde Knupp and eventually spawned the association's Jukebox Marketing Committee (which consisted of a small group of operators with alternating jukebox manufacturer reps).

It was at this meeting that the earth started moving in earnest for the jukebox once again. Thanks to these activists, and to the growing interest in CD hardware, the very concept of jukebox operating was slowly brought from the back room out to center stage. They succeeded in accomplishing many things benefiting operators, not the least of which was when someone (possibly Joel Friedman) said, "Hey, 1989 will be the one hundredth year of the jukebox if you remember that some guy put something like that together back in San Francisco in 1889."

The work of that committee would go on to create more positive publicity in the media and more devotion to music operations among trade people than anything in anyone's memory. Among other things, it would spawn the 1989 Centennial Celebration. (More on all this further along.)

A prime mover behind the Jukebox Marketing Committee was then-AMOA President Dick Hawkins. And the primary topic that everyone wanted to talk about (but legally couldn't under association auspices) was jukebox play pricing. But as an individual music operator, Hawkins was quoted saying: "Operators should price their jukeboxes in such a fashion that customers have to put in either four quarters or a dollar bill before the box will play."

Ohio's Jim Hayes (who went on to succeed Knupp as Chairman of the Committee) also had jukeboxes that wouldn't crank up until a buck in silver or paper was deposited. Did any players object when they inserted a quarter and couldn't get a tune? "Haven't heard the first complaint yet," Hayes responded.

Play-pricing throughout the country had been edging up from 2/25¢ play to straight quarter vend with the 3/50¢ and 7/$1.00 pricing allowed for perceived value. With CD combo units, the trick was to charge straight quarter on the vinyl, 50¢ for the CDs. Merely adding bill acceptors to jukeboxes (and lots of machines had them by now) could increase the operator's income without doing anything else (think overplay, etc.).

RePlay Magazine's fall poll that year showed regular 45 vinyl machines booking $55.50 a week gross collection while machines with CD capability (there was no breakout between combos and dedicated CD players) doing a whopping $137.50. Without question, the buzz throughout the trade was about the increases CD brought. Video jukeboxes in that *RePlay* poll showed $151.25 per-week collection grosses. However, a lot of operators balked at the rental prices of the software (toward year's end, Rowe offered operators nine months of free software tapes to help cure that argument).



At one of the earlier meetings of the Jukebox Marketing Committee, manufacturer reps (including Wurlitzer's U.S. chief Jerry Reeves, second from right) join operators to hash out promotional ideas for the upcoming Centennial. The old Edison machine on the table belonged to jukebox historian Charley Hummel.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ROCK INTO CD

On Oct. 8, Rock-Ola officially joined in the CD sweeps when it bowed its *Model 496* CD/45 combo jukebox to distributors at their Tucson meeting. Also called the *Signature Model* (since its cabinet showed the autograph of David C. Rockola himself), the machine was later shipped at 3-for-a-dollar, 8-for-two, 20-for-five dollars (and you could block out the coin slot if you only wanted to put it on paper vend). The straight 45 machine played 200 selections. The combo played 160, plus six CDs on a Pioneer player.

Rock-Ola's entrance made for three in CD. Wurlitzer was already offering hardware in Europe, including a kit to turn 45 boxes into CDs there. Now America awaited their CD products and NSM's, and it wouldn't have to wait too long.

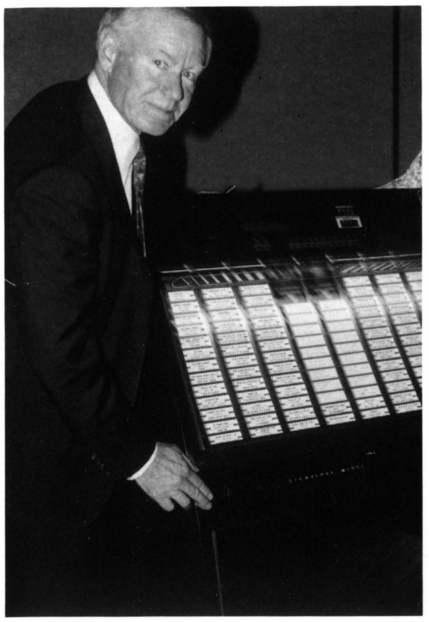
THE 1987 AMOA EXPO

Dick Hawkins was AMOA's president going into that year's Expo convention. Even though he'd started their Jukebox Marketing Committee, his name was closely allied to video games (having had some difficulties with the PCB conflict then raging in the industry). He was succeeded at the show by Wally Bohrer, one of whose first remarks on taking office was, "Let's put this video board thing to bed and get on with promoting music."

Bohrer was to go on to become the jukebox man's "jukebox man" during his tenure, as you'll see. Meantime, the operators' top 45



With umpteen thousands of karaoke singalong systems in operation in Japan, Pioneer Laser never tired of demonstrating the concept at AMOA expositions. Company exec Ted Karasawa (at right) helps some showgoers rip up a tune at their exhibit.



Rock-Ola President Don Rockola proudly presented his company's first combo jukebox to dealers in Tucson late in 1987. The **Model 496 CDX** *was also called "The Signature Model" since its cabinet bore the autograph of his father David C. Rockola.*

jukebox hits cited at that year's convention were *Living On a Prayer* by Bon Jovi (in Pop), *Forever & Ever Amen* by Randy Travis (in Country) and coming forward with the top Soul record two years in a row was Janet Jackson with *Control.*

1988: PRE-CENTENNIAL

Stories about the 100th birthday of the jukebox began to appear in the trade press, even though the actual Centennial wasn't officially to begin until that October with National Jukebox Week and run a full year until November of 1989 when the actual birthday took place. . . on Thanksgiving Day. AMOA's Jukebox Marketing Committee was busy under Clyde Knupp and after he became President of the association that fall, under Jim Hayes. Mobs of ideas were bandied about in committee meetings, and a rapprochement of sorts with the record business was accomplished as well.

The Committee issued a handbook entitled *Jukebox Excitement* which sold for $15.00 for 100 copies (cheaper for bigger orders). The booklet was designed to cement relations at existing jukebox accounts and also to help operators open up new locations. The big enemy on the legal front may have been the copyright law, but the true enemy on the street was the live deejay at the lounges. The booklet was one weapon to fight that.

On Feb. 9, the AMOA reversed its position on joining the Berne Copyright Convention, coming out in favor of H.R. 1263 under assurances that the compulsory jukebox license could be retained under Berne. If negotiations with the performance societies on new rates fell asunder, AMOA's President Bohrer knew that the association could legally fall back on the copyright law. . . a law once hated and now seen as a savior. Better this than three times the rate, went the rationale.

Everybody in the industry supported Rep. Robert Kastenmeier H.R. 446 to designate Oct. 30-Nov. 5, 1988 as National Jukebox Week. Even though tradesters were constantly urged to write their congressman in support of the measure, the thing actually went through on a voice vote in Congress's 11th hour. Regardless of how it happened, it was welcome.

ACCELERATION

On June 10, NSM officially announced its entrance into combo CD/45 manufacturing with its *City Compact Disc* (a version of their *City IV* that played 160 vinyl singles and 10 CDs). Seeburg, in an attempt



On June 10, 1988, NSM officially entered the CD sweeps with its first 45/CD combo box. Using their **City 45** *machine in union with a 10-disc Sony CD player, they called it the* **City CD Combo.**

to assist operators into buying their dedicated *Laser Music Systems*, announced that a $30 million finance package had been arranged with Illinois Capital Group and Republic Savings. Operators could lease and then purchase CD hardware on this basis. Seeburg had started dealing directly with operators in areas where they had weak distribution.

ON TO NASHVILLE

AMOA's Bohrer had been busy on Capitol Hill waging the battle on behalf of the jukebox operator in the copyright wars (one of his suggestions was that the government strike a master license for maybe $350 and then charge a small annual fee afterward for jukebox operators). Now he presided over the first of the big Centennial bashes.

Nashville's Vanderbilt Plaza Hotel was the setting the night of May 11 and around 300 people from both the coin and record businesses converged to inspect the lineup of new and antique jukeboxes arrayed around the hall and to generally cement the relationship that's existed for decades between jukebox operators and country music folks. Among the notable in attendance were Crystal Gayle, Helen Cornelius, Tiny Tim and others.

A private meeting of AMOA's Jukebox Marketing Committee took place earlier that day in Nashville. It and others like it during 1988 produced an enormous amount of promotional ideas that bore fruit as the pace quickened for the Centennial. For one thing, RCA Records decided to print the AMOA Centennial logo onto all its singles labels throughout the anniversary year (and that included copies going to the retail market). For another, the AMOA itself came up with a top 40 jukebox all-time chart which was capped by Elvis Presley's *Hound Dog/Don't Be Cruel* (the list was sent to newspapers and radio stations).

JUKEBOX SALUTE

AMOA's stage show at its Nov. 3-5, 1988 convention in Chicago was a Salute to the Jukebox and featured (among others) Chubby Checker (who'd also graced the top of a huge Rowe jukebox prop center field at the Super Bowl game in San Diego



May 11, 1988 was a grand day at the Vanderbilt Hotel in Nashville as country music folk joined AMOA operators (and manufacturers) for a pre-Centennial celebration. Among the stars in attendance was Crystal Gayle, shown above with NSM's Rus Strahan, operators Stan & Leslie Seymour and Rowe's Joel Friedman.

at the beginning of the year). Jukebox trinkets, t-shirts, etc. were sold to conventioneers on the trade show floor. It became quite clear that the AMOA was trying to maximize the once-in-a-century Jukebox Centennial event; what wasn't clear, however, was whether or not the rank and file music operator thought all the fuss would impact on his cash boxes on location. As one called it: "It's 'national camera week' under a different name. Do people buy more cameras because of that?"

That all-important cash box was looking rosier in 1988, according to a magazine poll that fall. Traditional 45 jukeboxes went up a buck-and-a-half from the previous year to $56.50 weekly gross. Combo CD machines, however, showed the girth of the new technology, reading out a loud $114.75 and fully dedicated CDs (Seeburg was the only one making one then) came up with a slamming $141.25!

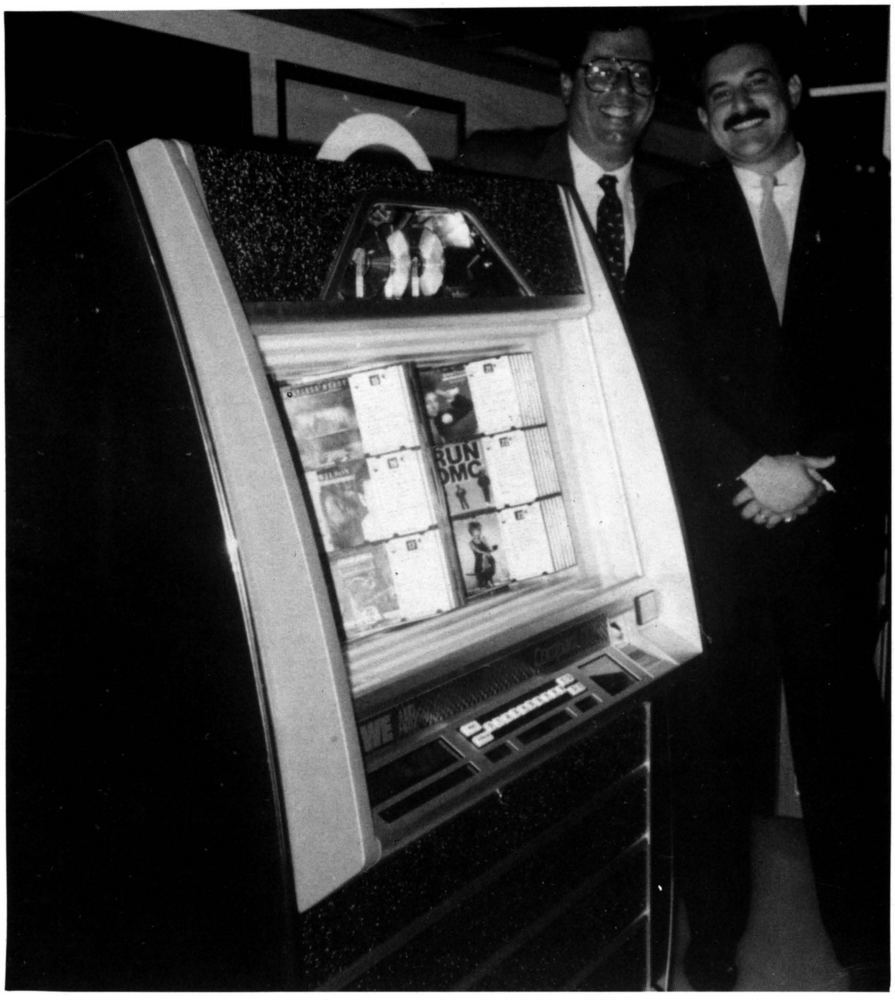
On the corporate front, Bruce Cowles replaced Gil King as president of Rowe International. Bette Lockhart, sales topper for Rock-Ola, relocated to their Peerless real estate division and summarily exited the industry. Rowe's *R-92* line, brought out in late 1987, included a full-fledged combo machine complete with a mini "hall of mirrors" on the marquee. Seeburg added some moving light graphics to their basic CD cabinet design that's still in use as the decade closed.

ROWE GOES DEDICATED

American Wurlitzer's A.D. Palmer was fond of saying, "There's no such thing as being a little big pregnant." If Palmer was around today, he might have said that about the CD/45 combo jukeboxes. Rowe, which was quite skeptical about CD boxes even after Seeburg bowed its machine, got "fully pregnant" and unveiled its *LaserStar R-93* fully dedicated CD box that September at its dealer meeting in Florida.

As opposed to Seeburg's machine (which holds 60 CDs), the Rowe box held 100. It had a different title card page-turning system than Seeburg's and was touted grandly by them as being "more user friendly." To sweeten the intro, Rowe donated scads of free CDs to the first operators who bought the machine.

Along with Rowe's *LaserStar* on that year's AMOA trade show floor were prototypes of NSM's long-awaited CD machines (they showed the *CD Star, CD comet* (a remote CD



In Sept. 1988 at the Ritz Carlton in Naples, Fla., Rowe unveiled its fully-dedicated **LaserStar** *CD-100. Shown here by Joel Friedman & Mike Reinert, the machine's page-turning title mech showed both album sleeves and printed tune cards. They've continued producing the machine for a second market year.*

wallbox) and the *CD Video* (which played 5" gold video discs). Pioneer was also at that show, displaying their laser video jukebox and their karaoke singalong units.

Deutsche Wurlitzer previewed their *Make My Music* dedicated CD box at the show, along with a wallbox (the full juke offered ten different light colors which operators could change at the flick of a switch).

The NSM goods shown that year were only harbingers of things to come. Essentially, the U.S. CD jukebox market had been serviced solely by Seeburg, plus Rowe and Rock-Ola with their combo's. Even so, a poll estimated that already up to 8% of the jukeboxes on U.S. locations had some sort of CD capability. Considering the caution with which the American operator normally moves, that was quite a leap forward.

At that AMOA, *Billboard Magazine's* Tom Noonan warned operators to be ahead of the CD revolution, not behind it. Noonan, a true veteran of the record industry (he was once president of Motown), also warned about the bleak future of the 45 and said that cassette singles would be rising up in retail and radio popularity. He was not enthusiastic about the future of the 45 at all.

Figures released afterward buoyed Noonan's gloomy predictions. For the year 1988, only 65½ million 45s were sold (82 million were sold in 1987). On the "flip side," a 47% increase over the previous year in CD albums moved out. CD singles did around 1½ million during 1988.

THE CENTENNIAL

1989 was the official 100th birthday year for the jukebox and the jukebox industry didn't abuse the privilege of being out front to salute it. Thanks largely to the AMOA Committee, an enormous amount of media publicity was scored (newspapers, magazines, TV and radio stations grabbed the Centennial topic here and there throughout the year).

Promotions with record labels like RCA (with *Dirty Dancing* and *Fixx),* PolyGram with a Boston Pops CD and the great Love Month/Play Your Heart Out in February, made operators remember the golden days when record folks were their partners in music. Island Records sent 10,000 free copies of a *Drivin' & Cryin'* 45 to operators; AMOA's record liaison Sam Atchley made the contacts.

Coors Beer and some other companies featured jukeboxes in their consumer advertising. The Mississippi legislature declared a Jukebox Week and legendary basketball star Kareem Abdul Jabar scored an NSM jukebox for a retirement gift. The list of PR points on the industry's Centennial report card was generous and lengthy, all a credit to those who didn't want the "mother of all amusement machines" to reach her 100th birthday without proper party. And, a gala 8-state Miller Beer promotion, tied 100% in with operators, took place later in the year.

1989 also marked NSM's 20th year of marketing jukeboxes in the States (and the 10th for their U.S. chief Rus Strahan with the company). It also celebrated the 5th year for the "new" Seeburg, which these days deals primarily on a direct-to-operator basis in many parts of the country while it maintains exclusives with around ten distributors in other parts.

BACK TO COPYRIGHTS

The existing copyright agreement requiring $63 per machine per year expired on Dec. 31, 1989. Under this cloud and also under the Berne Convention, the powers that be on both sides of the fence met many times during 1989 to hammer out an agreement for the new year (and perhaps for the new decade as well). Negotiations were always held behind closed doors but what squeeked out was horrifying at times.

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For example, when 1990 fees were once brought up, a representative from one of the performance societies suggested that somewhere around $150 to $200 be considered. ASCAP, we understand, even floated a trial balloon for a separate (and higher) fee for a CD jukebox license.

Even in late December, the AMOA people were still huddling with the performance societies. But it's understood that if these principle parties could not arrive at a mutually agreeable figure, the problem would fall back on the Copyright Royalty Tribunal. News will follow if and when we get it.

One thing is memorable about all of this. During the April 1989 AMOA lobbying convention in Washington D.C., a "Salute to Thomas Edison" party was hosted by AMOA with Tribunal members in attendance. A member of The Tokens group, during their performance, said unless the copyright people take the operator's position into consideration, the group's legendary hit single *The Lion Sleeps Tonight* would sound like this: and he followed it with stone silence. People got the picture.

JUKEBOX SALUTE

AMOA's 1989 convention took place in September in Las Vegas, two months before the actual 100th birthday of the jukebox (Nov. 23).



Deutsche Wurlitzer's* Make My Music *dedicated CD jukebox, shown at the 1988 AMOA Expo, gave operators the novel ability to change some colors in the cabinet at the flick of a switch.



Four guys with the jukebox operator's interests on their minds gather once again at a D.C. conference. All presidents of the AMOA at one time or another, the continuity of leadership (from left): Clyde Knupp, Wally Bohrer, Jack Kerner and Dick Hawkins.

But they used the occasion rather royally by paying honor at their stage show to such jukebox golden performers as Buck Owens, Dionne Warwick and Col. Tom Parker (standing in for the late Elvis Presley). Other artists were honored there as well at a show clearly dominated by the jukebox . . . both at the stage show and on the convention's trade show floor.

When there's a hot product, lots of folks want to get into the action. Around ten manufacturers showed off CD hardware in various forms. Besides the industry staples like Rock-Ola (with its long-awaited *Laser/2000* dedicated CD box), Rowe (keeping its *LaserStar* for a second market year while introducing new vinyl and combo boxes), Seeburg (now with the *Kwik Pick* top location 40 feature), Wurlitzer with the *CD Carnegie* and NSM with a dedicated CD lineup including their hot *Fire* wall-mount player), several overseas manufacturers displayed CD goods.

One of the foreigners was the company that invented the CD itself. Pioneer Laser is physically now attempting to establish an American distributor network to handle their *LaserJuke* (which holds CDs in increments of 18) and which promises to offer compilations of current chart hits like Seeburg does with its Hot Hits series.

Americans also saw goods from Music Hire and Digital Disc Machines. These are made in England, a market much further along in CD than is the United States (estimates are that 18% of the U.K. boxes are CDs whereas maybe only 8% of America's are at this printing).

AHEAD IN THE U.K.

At that year's AMOA, British operator Roger Withers (Bass Leisure Services) told a seminar audience of Americans that he'd converted around 2,500 of their approximately 4,500 jukes to CD. Averaging about 200 45-to-CD switches a month, he hoped the entire Bass route would be CD by year's end.

Bass collections increased from 50% to 100% by converting over to CD (a program they began back in 1987) due to increased play-pricing and customer interest. He also said his locations (mostly pubs) liked having the new "electronic music box" in their establishments as well. It's different and it lends class to the atmosphere.

Withers said CD programming was obviously a different discipline than it had been for 45s. His company found CD albums by top, known artists to be their biggest collection ticket, although good compilation discs did well besides. (American operators, in a survey, were evenly split on this programming subject, ranking CDs by known artists even-



One British CD, Music Hire's* Spectrum II, *was sleek and compact for smaller U.K. locations and offered operators a comfortable way to join in the CD revolution which hit earlier over there.

ly with oldie compilations regarding the cash box drop).

An Australian operator warned that some oldie compilations had remakes of golden hits, not original cuts, and said operators should be on guard for this since players can sense the difference immediately (a version of Bill Haley's *Rock Around the Clock* is available but found not to be the original hit; the original should also be available and the good record one-stops will insure that operators get the genuine article).

THE BEST TEST: CD COLLECTIONS

RePlay's poll that season showed a slip in weekly averages on vinyl boxes. But once again, it printed healthy earnings for CD-capable machines. Combo boxes chalked up $103.25 a week while dedicated CD units scored a rousing $164.50. The increase over straight vinyl equipment was dramatic for most operators polled (only 5½% reported that their coin drop stayed relatively the same when they made the switch to CD hardware).



The NSM* Galaxy CD *was touted by the company as getting new songs up and playing twelve faster than did some competitive machines.

Speaking of hardware, NSM's new *Galaxy HyperBeam* CD-100 got great notices from the trade at that AMOA show (and afterward) because the unit eliminated much of the pause between song selections played (they said their mech got new tunes up and playing twelve times faster than some competitive machines did).

This feature was important to a lot of operators, and not only for the economic reason (i.e. more tunes played per hour equals more bucks). Nor was it found favorable merely for atmospheric reasons (more constant music without lengthy pauses was closer to what customers had gotten used to with 45s). It also gave operators a tool to combat the live deejays who can segue songs almost immediately at dance locations by using two turntables.

The competition from live deejays was a big thorn to operators throughout the '80s. Seeburg's Pankus estimated there were still some 20,000 lounges around the country employing this alternate form of music by year's end. Also at year's end, Rowe came along with its own answer to the deejay . . . a system

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called *DanceStar* which employed an extra hideaway CD player which by working in conjunction with the *LaserStar* jukebox on the floor, enables speedy segue between song cuts.

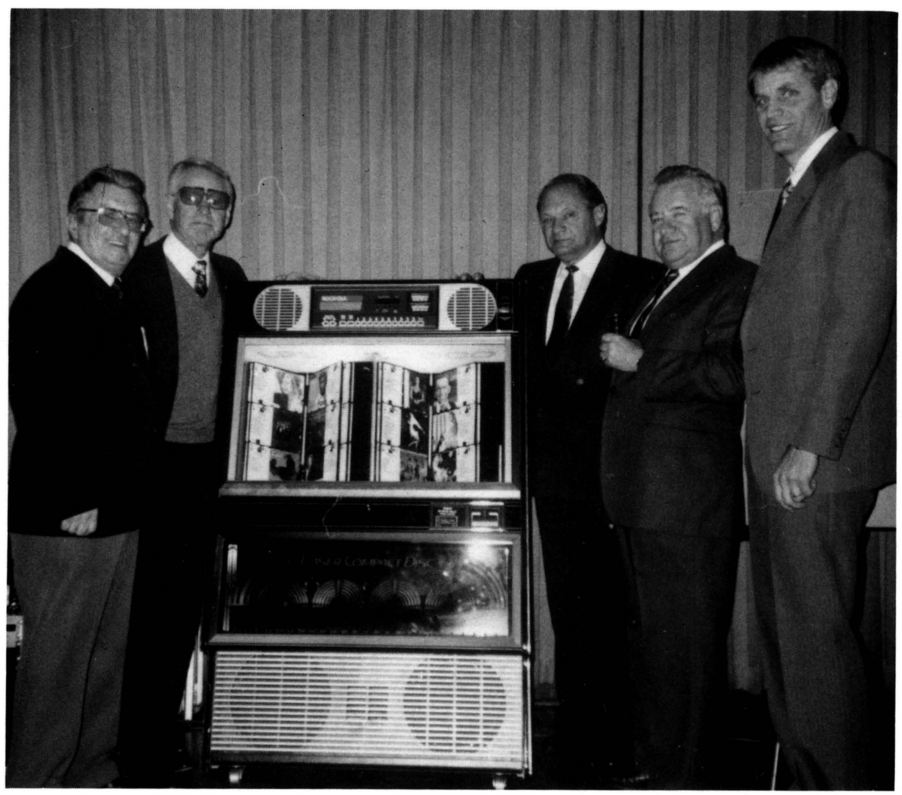
THE CORPORATE PICTURE AT THE CLOSE OF 1989

Rowe's President Bruce Cowles, along with some other company executives, leveraged the purchase of the organization from Triangle Industries with a capital infusion from Merrill Lynch in 1986. Seeburg pared its production of *Laser Music Systems* down in order to husband some money to pay off a previous lender, prompting some to speculate that the firm was on insecure financial footing in the latter months of 1989. Such rumors always got denials (sometimes heated denials) from co-founder Nick Hindman who said the company hadn't stopped producing the CD machine since day one. Many were hoping they'd increase production in 1990 to close the gap in their backorder situation.

Rumors that Rock-Ola might be entertaining offers to sell their jukebox and vending company were heard late in 1989 (with WMS Industries thought to be one of the possible suitors). But it was still a Rockola family business at year's end, with their jukebox line finally up and rolling out their *Laser/2000 CD-100* (they reportedly scored enough distributor orders to absorb production through the spring of 1990).

HAPPY BIRTHDAY TO THE 45 SINGLE

While industry people celebrated the 100th anniversary of the first jukebox during 1989, another important "birthday" went almost completely unnoticed. . . the Golden Anniversary of the 45 single itself. The 45, with its large and (to the contemporary consumer) awkward center hole, was introduced to the world by RCA back in 1949. Thanks largely to the shove given by the Seeburg *M-100B* (the first jukebox to use 45s) a year later, the new 7" disc very rapidly replaced the 78 as the reigning configuration and became everyone's ideal of what the word "record" meant.



On Dec. 8, Rock-Ola officially began shipping their fully-dedicated Laser/2000 CD-100 to the trade, the first two going to Atlas in Chicago. Shown with it at Atlas' open house at a Chicago restaurant (left to right) were Rock-Ola's Frank Schulz & Don Rockola, Jerry Marcus (Atlas) and operators Bob & Roger Berman.

When anyone in the '50s or thereafter said "hit record," they meant a top selling 45, not an album, a cartridge or a cassette. Without doubt, some of the more veteran members of the record business maintained a "special" feeling for the 45 as such, and this added to their reluctance to jetison the configuration. Unfortunately, singles sales had slipped against the vinyl LP, then the cassette and finally against the CD itself.

With all the "don't worry about it" remarks passed along to operators by record people at seminars and in the magazines during 1989, operators were (and are) worried about the future of the 45. Yes, there is a movement to replace older 45 jukeboxes with CD machinery, but the transformation will take many years to complete. At year's end, at least 92% of the nation's jukeboxes were dedicated to 45 software. Unfortunately, the newer cassette single seems to be taking the 45's place at retail stores while CDs are taking the place of 45s in the freebee promotional envelopes sent to radio station programmers.

Some independent "statisticians" determined that 5% to 8% of the singles listed on *Billboard's* charts at the latter part of the year were never made available in 45 form. Capitol Records turned its singles over to their Special Products Division (insuring supplies for one-stops) but are not making 45 versions of new songs they feel wouldn't sell as singles. RCA in Nashville decided not to produce 45s of tunes by certain new artists (but if their songs in other configurations sold, they'd bring them out as B sides on these singles on 45s afterward).

WEA, the giant umbrella marketing company over Warner Bros., Elektra, Atlantic and other labels, curtailed its 45 sampling to radio but said it would continue making them for sale to operators. However, their President Henry Droz was quoted in a September 1989 *Billboard* saying, "I think there's very little question that the vinyl single will die of its own weight at some time." The real question at year's end was, "Which of the big labels wants to be first to kill the 45, peri-

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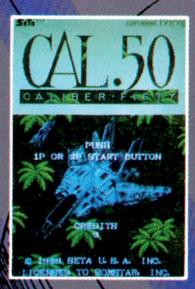





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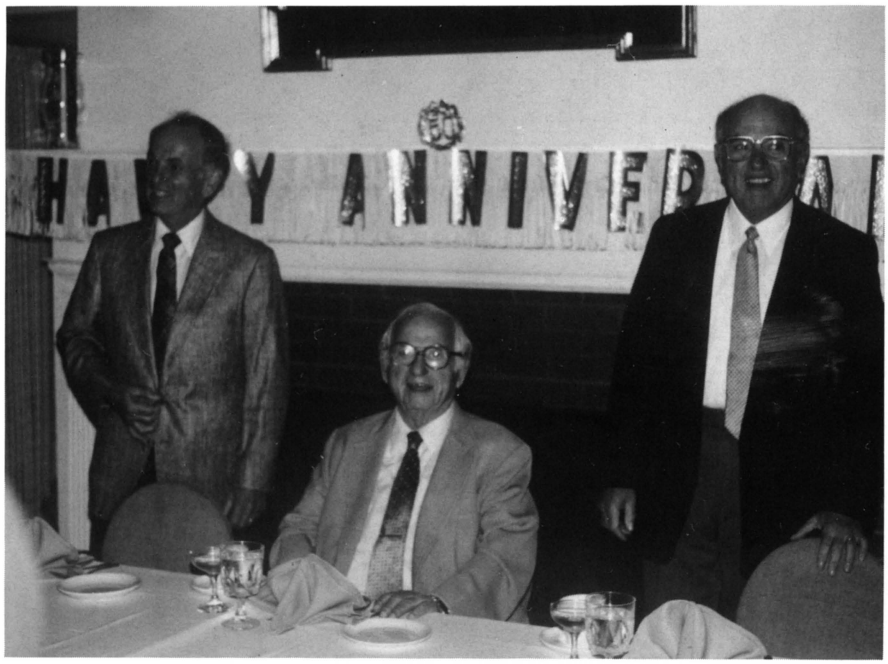


Few jukebox operators can say they've been in the business for half of the industry's 100 years. Such a distinction was recently celebrated by Louis Taube, founder of the Manchester Music Co. in 1939, at a party hosted by company execs and employees. His sons Saul & Irving, coming aboard in 1945 and 1946 respectively, are veterans in their own right. Manchester Music has more than fifty employees today, servicing over 400 accounts in four states (including their home state of New Hampshire) with well over 1,500 machines. The Taube family also maintains a full-line vending company known as T & S Enterprises.

od?" Without doubt, the future of the 45 is in jeopardy.

THE FUTURE

Some industry "futures" are hard to predict. The one for coin-operated music is not. While existing 45 rpm machines on location will continue to provide most of the music for players over the immediate years to come, CD will dominate in the distributor's sales showroom. Predictions are that few operators will spend money for brand new 45 machines, things turning out as they are.

But any "transformation" of the national jukebox route to CD won't happen overnight, not nearly as fast as the switch from electromechanical pinballs to solid state models in the late '70s and certainly not nearly as fast as the change from 78 to 45 jukeboxes at the turn of the '50s (there were conversion kits available to do that chore then which are hardly so readily available for the 45 into CD revolution today; only Deutsche Wurlitzer has offered one).

There once was a time when the jukebox man was just about the only way to get music into the average location. Today, he faces competition from radio, TV, MTV, live musicians, live deejay spinners, background tapes and (now being tested) cable CD radio. He is unique, but no longer alone.

But his arsenal of weaponry going into the new decade is generous, and will be even more so as new products including a "less expensive" CD jukebox from Yankee Technology come to market in 1990 (a catalog of existing jukebox hardware now on the market begins after this feature).

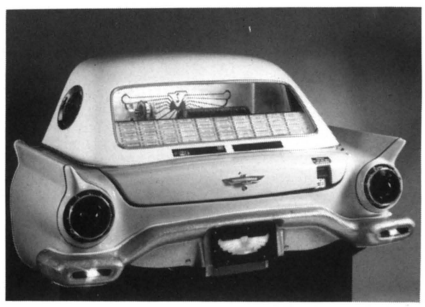
ROYALTIES 1990

What the 1990 jukebox license fee will be is a secret as this piece is written. It's probably known to the AMOA and to the performance societies but as far as operators are concerned, all they can do is what the trade papers are doing: keep watching and waiting for instructions. Regarding video jukebox licensing at the national level, a secular licensing conundrum has probably hurt this class of jukebox. Since the videos do not fall under the copyright's definition of a phonorecord, licensing their public performance is largely a matter between individual operators and the performance societies.

Rowe has tried to get affected parties together to talk about this but as yet, to no meaningful avail. How strange this is, since the record people spend so many millions producing "videos" of so many songs for use on MTV in order to promote record sales. In the words of Rowe's Mike Reinert, "A fair and reasonable position must be reached that recognizes the economic realities of doing business in the coin-operated industry."

The words "fair and reasonable" smack jukebox operators in the teeth when they think about their relations with the performing societies over these past 20 years of audio jukebox licensing as well. All anyone in this industry (that has completed its first 100 years on earth) can hope for is that the opposing forces meld their quest for royalty dollars with the understanding that the American jukebox man has played a leading role in the entire history of recorded music, has been through some economic peaks and valleys in his time and is now poised to take a significant step forward in CD which could benefit everyone. He's a proud businessman, but he wouldn't mind a helping hand along the way.

(. . . and, that's all she wrote!
Ed & Marcus.)

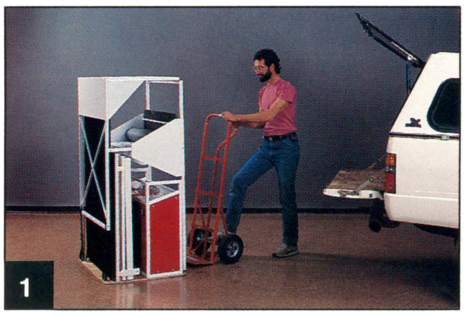


THE END

HOOPS

The Famous Fold-up, Adjustable Basketball Game









WHAT GAME HAS HELD ITS PLAYER APPEAL FOR NEARLY 100 YEARS?
Easily played alone, or in friendly competition, basketball has proven to be a big winner in many locations. However, problems of size, reliability, and installation time have discouraged many operators.

THE UNIQUE DESIGN OF THIS GAME WILL REVOLUTIONIZE THE OPERATOR'S USE OF COIN OPERATED BASKETBALL GAMES.

In addition to the three knockout features highlighted in the photos, the game offers many important benefits including:

- Sturdy, all-metal, welded construction with transparent fiberglass screen side panels for long lasting good looks.
- Highly reliable, shock mounted microprocessor-based electronics.
- All games have two-player scoring & unobtrusive sound enhancement.
- Coins-per-play, game time, replay level, etc. are operator settable.
- Resilient acrylic backboard with heavy duty custom hoop.
- Attract mode light chaser automatically switches to steady backboard lighting for play in dim locations.
- Optional bill acceptor, ticket dispenser.

Putting the operator's concerns first has produced a game that, though a bit more expensive, will provide many years of value, service and earnings for the discriminating buyer.

$2495

1. GAME FOLDS UP!
The entire game folds up into a self-contained package measuring an astonishing 5' x 2' x 32". Problems with storage and transportation are obviously minimized. Best of all, since the folded game fits through any door, one man can easily install it in under 30 minutes.

2. ADJUSTABLE LENGTH AND HEIGHT
Now you need only one game for all your location situations. This game is adjustable in both length and height from a compact 8' x 8' game to an impressive and challenging 10' x 10' set-up. Any combination of length and height (in 6" increments) is easily set. Adapt to a new size for your next location.

3. DUAL BEAM PHOTOCELL SCORING
Players particularly appreciate the dead-accurate photocell scoring and fast, smooth action of this game. (No ugly plastic ring hanging from the hoop net to break or slow things down.) The accuracy and consistency of scoring is especially conducive to league play.

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INDUSTRY STANDARDIZATION—or uniform parts and components for the coin-operated amusement industry—helps both manufacturers and operators reach a higher level of efficiency, productivity and profitability. AMOA's industry standardization committee now has a list of 24 standardization recommendations. These range from power switches and pricing options to coin door locks and leg levelers. Standardized parts and components simplifies the manufacturing process as well as machine repairs. It also saves you money.

INDUSTRY STANDARDIZATION!

Another way AMOA is working to build the coin-op industry.

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Amusement & Music Operators Association

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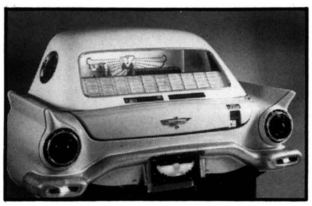
Part II featuring: music, kiddie rides, bulk vendors, balloon machines, photo booths, vcr vendors, impulse machines, alcohol breath analyzers, weight scales, auto service, countertops, trivias, card-themed games & more

MUSIC



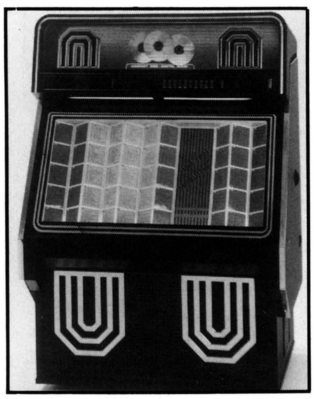
SONGBIRD
Maker: Carson City Mfg.
Phone: 612/445-4500
Notes: novelty jukebox with NSM mechanism (your choice of 45, 45/CD combination or CD only) in cabinet resembling the back of a '57 T-bird



COUNTRY CLASSIC
Maker: Carson City Mfg.
Phone: 612/445-4500
Notes: this model from Carson City resembles an old Chevy truck and features both a front end and a back end; same NSM mech choices (45 only, CD only or 45/CD combo)



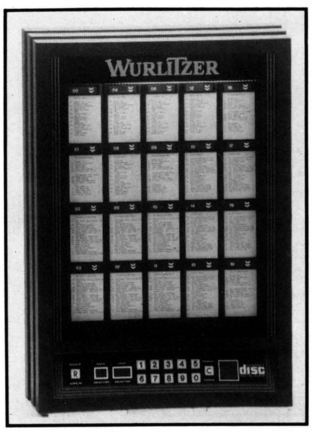
STAR CRUISER
Maker: Carson City Mfg.
Phone: 612/445-4500
Notes: same NSM mech choices in this novelty jukebox styled like a cabin cruiser; beautiful wood work highlights this unit; can be customized with location name as "boat name"



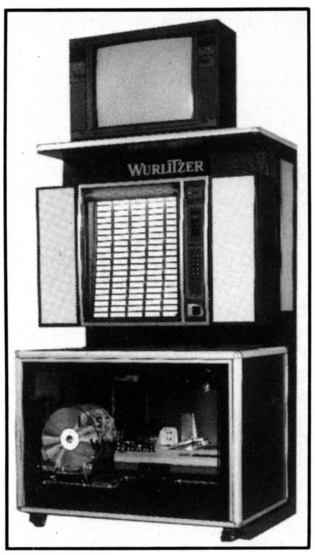
CD-CARNEGIE
Maker: Deutsche Wurlitzer
Contact U.S. Rep Jerry Reeves at: 407/843-4302
Notes: dedicated 50-CD jukebox featuring Philips laserdisc player, 2-way speaker system, microprocessor control for operation and display of all features, etc.



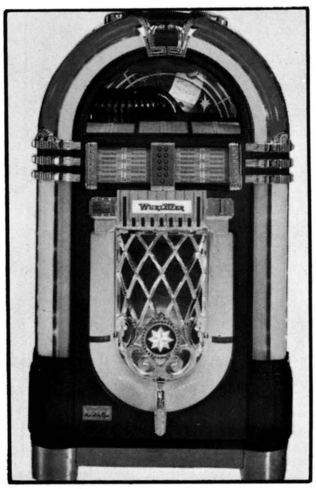
MAKE MY MUSIC
Maker: Deutsche Wurlitzer
Contact U.S. Rep Jerry Reeves at: 407/843-4302
Notes: also called the "Vario-Color" jukebox, this dedicated 45rpm floor model features 10 different lighted color combinations at the flip of a switch; can be converted to dedicated CD via kit.



CD WALLBOX
Maker: Deutsche Wurlitzer
Phone: 407/843-4302
Notes: features rotating selection panels; works in conjunction with hideaway speaker unit



LASERGRAPH
Maker: Deutsche Wurlitzer
Phone: 407/843-4302
Notes: video jukebox utilizing laserdisc technology rather than videotape



ONE MORE TIME (1015)
Maker: Deutsche Wurlitzer
Phone: 407/843-4302
Notes: replica of the firm's classic phonograph that even features bubbles; 100 selections; 200-watt amplifier; LED-readout and optional remote volume control & bill acceptor

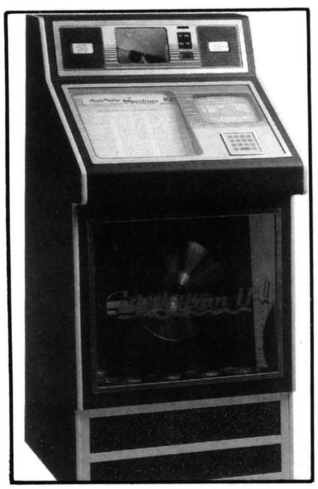


SL600
Maker: Deutsche Wurlitzer
Phone: 407/843-4302
Notes: 160-selection phonograph that comes with dollar-bill validator

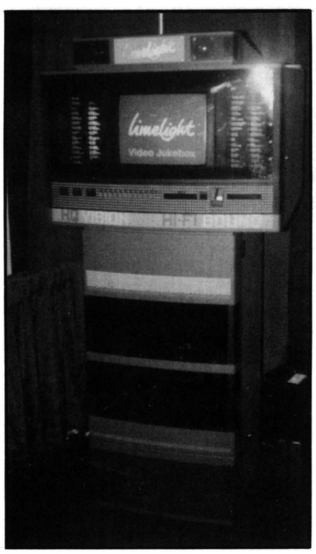
MUSIC



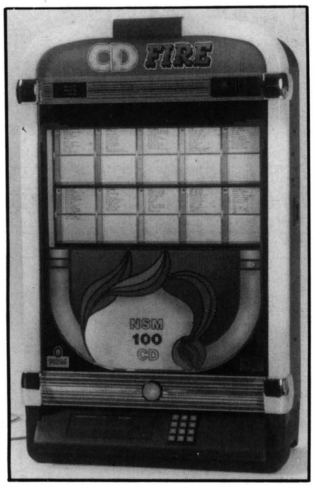
TAROCK
Maker: Deutsche Wurlitzer
Phone: 407/843-4302
Notes: 160 selections in a lush, furniture-styled cabinet



SPECTRUM
Maker: Music Hire
Phone: (05) 32 580 088 (in Britain)
Notes: British dedicated CD jukebox using JVC mech



LIMELIGHT
Maker: Music Hire
Phone: (05) 32 580 088 (in Britain)
Notes: British videodisc jukebox



CD FIRE
Maker: NSM/Loewen America
Phone: 312/992-2280
Notes: a wall-mount dedicated compact disc jukebox with a 100-CD capacity. Can play both CD albums and singles.



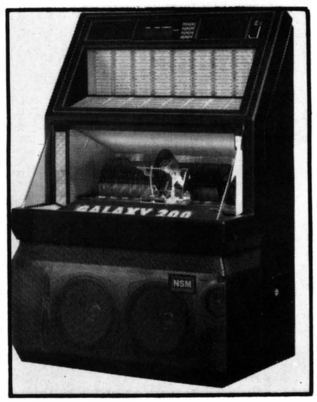
CD GALAXY
Maker: NSM/Loewen America
Phone: 312/992-2280
Notes: dedicated 100-CD phonograph featuring mechanism that can handle CD albums and singles; professional dust-protected disc drive. *CD Caravelle* and *CD Firestream* (wallboxes for dedicated CD NSM jukeboxes), as well as the *CD Hide-away,* should be available in May.



CITY IV CLEAR
Maker: NSM/Loewen-America
Phone: 312/992-2280
Notes: 160-selection phonograph with variable pricing and visible mechanism; top 10 display, automatic random play of a selection can be programmed; 2 x 200 watts; optional mini-printer and bill validator.



CITY COMPACT DISC COMBINATION
Maker: NSM/Loewen-America
Phone: 312/992-2280
Notes: 45/compact disc combination phonograph that holds up to 10 CDs (up to 160 selections) and 160 45 selections; special feature: CDs are stored in a closed cassette system to keep them free of dust and cigarette smoke deposits; 2 x 200 watts, ES-IV technology, and many other features and options



GALAXY 200 CLEAR
Maker: NSM/Loewen-America
Phone: 312/992-2280
Notes: clear-fronted (visible mech) 200-selection phonograph featuring the firm's ES IV technology; 2 x 200 watts of music power, 8 speakers, all sorts of regular features, as well as options such as mini-printer, output transformer for external speakers, etc.

MAJESTYC WALL BOX
Maker: NSM/Loewen-America
Phone: 312/992-2280
Notes: universal 200-selection wallbox that works with all the standard phonographs on the market. The firm also makes 160-selection ES IV wallbox



SOUNDMASTER COMPACT
Maker: NSM/Loewen-America
Phone: 312/992-2280
Notes: 160-selection, furniture-styled compact phonograph with 100 watts per channel

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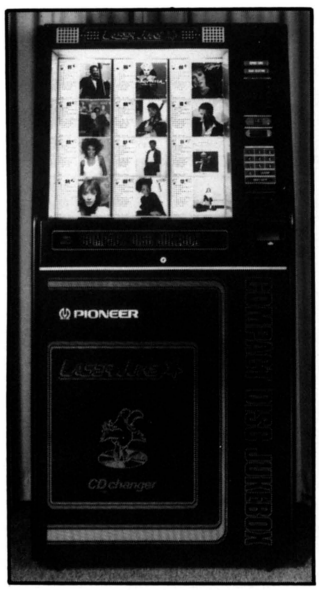
MUSIC



LASERKARAOKE
Maker: Pioneer
Phone: 213/518-4531
Notes: videodisc sing-along unit. Released: May 1988 (in limited quantities); now available nationwide



Also available from Pioneer: the Laser Juke CD compact disc phonograph (Winter 1990) which features 18-, 36- or 54-disc capability; and the **Laser Juke LD** video jukebox (coming Spring 1990)

THE KNICKERBOCKER
Maker: Resource West, Inc.
Phone: 702/457-7919
Notes: old-time nickelodeon/ player piano



LASER 2000
Maker: Rock-Ola
Phone: 312/629-9200
Notes: Rock-Ola's dedicated compact disc phonograph which holds 100 discs; Philips disc player



NOSTALGIA
Maker: Rock-Ola
Phone: 312/629-9200
Notes: classic 1940s-style music maker with 160 selections and the firm's regular internal mechanism; two 12" speakers and two 6" speakers

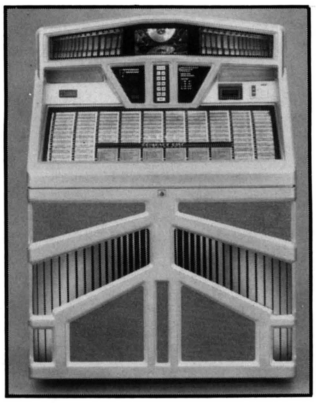


498 CDX
Maker: Rock-Ola
Phone: 312/629-9200
Notes: combo plays 100 45 singles and 6 CDs. Now available with CD display for top of unit (also fits the *Model 496* and can be wall-mounted). Increased power output, $1 and $5 bill acceptor with stacker and built-in remote volume control.

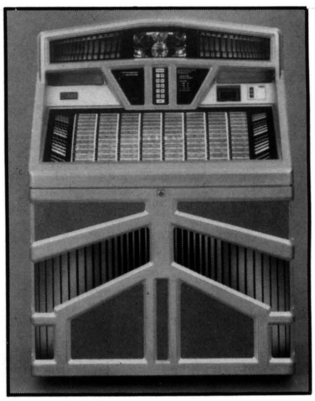
498
Maker: Rock-Ola
Phone: 312/629-9200
Notes: stylish 45rpm jukebox with numerous features. Also available with bill acceptor.



LASERSTAR CD-100
Maker: Rowe International
Phone: 201/887-0400
Notes: 100 CD album capacity with 7-band equalizer and mechanized album cover display. 250 watts, 3-way speaker system.



R-94 COMBOSTAR
Maker: Rowe International
Phone: 201/887-0400
Notes: a 45/compact disc combo jukebox with either a 6-disc Pioneer CD player or a 20-disc Sony. Available in blue or brown tones, numerous other features.



R-94 ROWESTAR
Maker: Rowe International
Phone: 201/887-0400
Notes: the firm's latest 45s-only phonograph with 200 selections, in blue and brown tones.



LASER WALLSTAR
Maker: Rowe International
Phone: 201/887-0400
Notes: dedicated CD wallbox which connects with Rowe's *LaserStar* CD phonograph or their *CD Hideaway* unit; features eye-catching CD display disc



LASER DANCESTAR
Maker: Rowe International
Phone: 201/887-0400
Notes: 100-CD hideaway works with Rowe CD jukebox for seamless segues as selections fade in and out



R-94 VIDEO
Maker: Rowe International
Phone: 201/887-0400
Notes: same styling and specs of the standard *R-94* on the lower portion of this phonograph with the Rowe video jukebox monitor atop. 160 45 selections plus up to 40 music videos to attract the video and non-video fans in your locations; bill acceptor with stacker

CD/VIDEO COMBO JUKEBOX
Maker: Rowe International
Phone: 201/887-0400
Notes: 20 CD selections supplement 45s and Beta hi-fi music video tapes; features two video tape players for fast selection

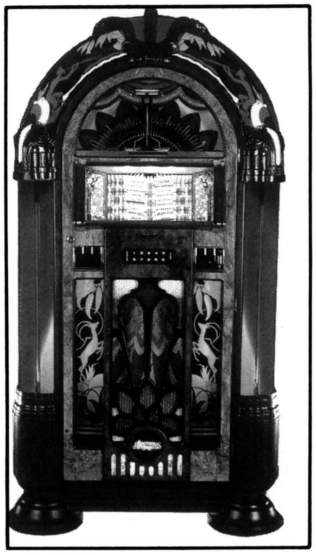


THE BUBBLER
Maker: Rowe International (Antique Apparatus)
Phone: 201/887-0400
Notes: '1015' replica with plastic lighted columns and bubble tubes features Rowe's standard 45 mechanism, 130 watts of power, modular construction of components for easy service; cabinet handcrafted hardwood (walnut, burl elm, olive and ash); bill acceptor

BUBBLER CD
Maker: Rowe International (Antique Apparatus)
Phone: 201/887-0400
Notes: nostalgic '1015' style cabinet houses 100-CD player mech



PEACOCK CD
Maker: Rowe International (Antique Apparatus)
Phone: 201/887-0400
Notes: nostalgic 1940s style cabinet houses 100-CD player mech



GAZELLE CD
Maker: Rowe International (Antique Apparatus)
Phone: 201/887-0400
Notes: nostalgic 1940s style cabinet houses 100-CD player mech



MODEL 41 REMOTE JUKEBOX
Maker: Rowe International (Antique Apparatus)
Phone: 201/887-0400
Notes: nostalgic style cabinet houses 200-selection 45rpm player mech



SCD-1C and SCD-1D
Maker: Seeburg
Phone: 312/543-1270
Notes: flashy updated cabinet on "the original" CD jukebox; features "Kwik Pik" to play hits (automatically customized to each location); differences in cabinet graphics highlight the two models (1C sports more subdued graphics; 1D has lighted color bars)



THE CLASSIC
Maker: Seeburg
Phone: 312/543-1270
Notes: this CD-playing phonograph depicts the style and cosmetics of the '50s with all the high-tech features of their *SCD-1C* and *1D;* included end-feed validator with stacker, bubble tubes; holds 60 CDs

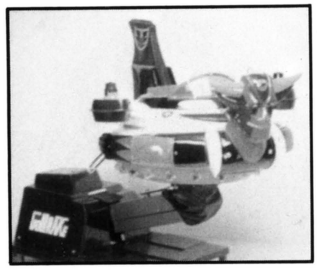


VIDEOBOX
Maker: Videobox Networks
Phone: 212/288-3190
Notes: a "video entertainment system" that plays laserdisc music video selections; very classy styling available with gold trim and amber screen or chrome trim with green screen; optional $1 and $5 bill acceptor; features a patented robotic arm and 30-disc stacking system; two Pioneer 12" laserdisc players and super sound system

KIDDIE RIDES



COBRA ARMY TANK
Maker: ATM
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



HYDRAULIC GOLD RAKE
Maker: ATM
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



UP AND DOWN CLOWN
Maker: ATM
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000

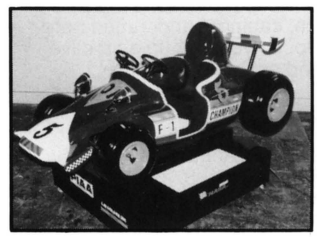


BS1 STARFIGHTER
Maker: American Simulators
Phone: 305/592-5932

Notes: the firm also makes the similarly-styled simulator kiddie rides *BS2 Turbochopper, BS3 Skyhawk Raider* and the model below, the *BS4 Stealth*



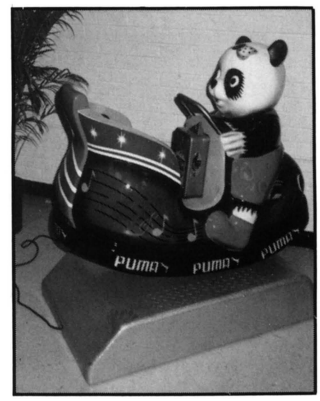
BS4 STEALTH
Maker: American Simulators
Phone: 305/592-5932



CHAMPION RACECAR
Maker: Amtech Technology
Phone: 201/918-0300 or
800/888-0901



BLUE COSMOS
Maker: Amtech Technology
Phone: 201/918-0300 or
800/888-0901



PANDA IN A SHOE
Maker: Amtech Technology
Phone: 201/918-0300 or
800/888-0901



SPACE SLED
Maker: Axlon
Phone: 415/961-3671
Notes: space-themed kiddie ride



SUPER CAR
Maker: Bafco
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000

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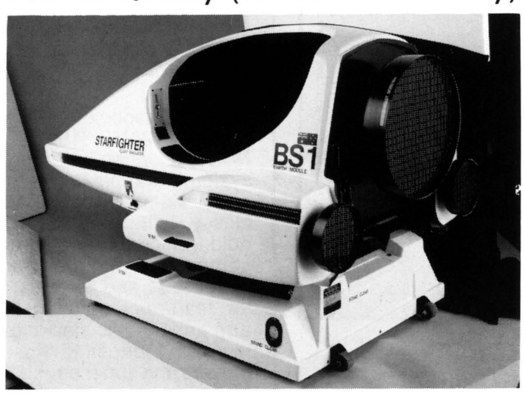

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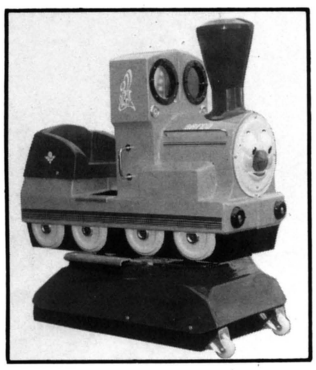
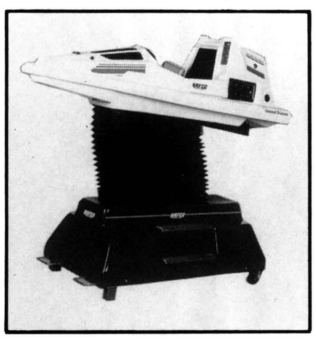
KIDDIE RIDES



ALIEN INTERCEPTORS
Maker: Bafco
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



MINI TRAIN
Maker: Bafco
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



VOYAGER LIFTING RIDE
(shown in lift position)
Maker: Bafco
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



KNIGHT RIDER
Maker: Carousel
Phone: 314/392-7122



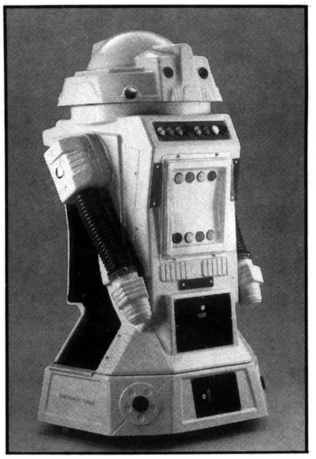
TRI ZINGER 3-WHEEL YAMAHA
Maker: Carousel
Phone: 314/392-7122



BENELTON RACING CAR
Maker: Electro-Mobiltechnik
Available from: AMD
(Amusement Machine Dist.)
Phone: 416/288-1276



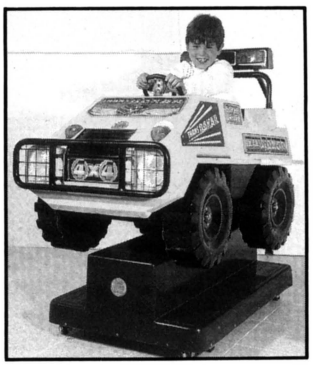
MUSIC CLOWN
Maker: Electro-Mobiltechnik
Available from: AMD
(Amusement Machine Dist.)
Phone: 416/288-1276



ROBBY ROBOT
Maker: Electro-Mobiltechnik
Available from: AMD
(Amusement Machine Dist.)
Phone: 416/288-1276

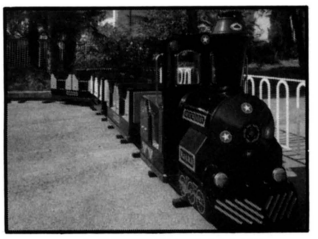


NIGHT RIDER
Maker: Falgas
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



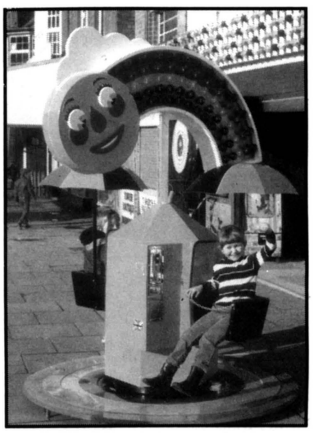
JUNGLE DAKAR
Maker: Falgas
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000

KIDS ONLY
CARTOON THEATRE
Maker: Games of Tennessee
Phone: 615/684-0100
Notes: cartoon theatre for kids; see photo in "Movie Machine" section



GREAT WESTERN TRAIN
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000

SPACE TRAIN ON TRACK
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



RAINBOW ROUNDABOUT
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



NINJA CYCLE
Maker: Kiddie Rides & More
Phone: 305/557-8356



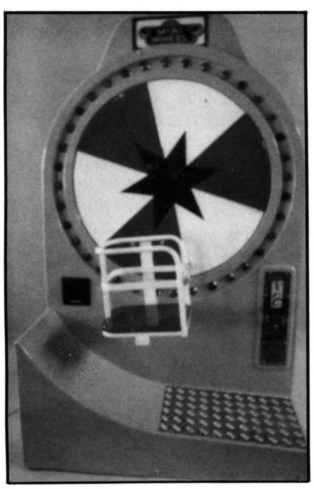
THREE-WHEEL CYCLE (ATC)
Maker: Kiddie Rides & More
Phone: 305/557-8356



WHITE PONY
Maker: Kiddie Rides & More
Phone: 305/557-8356



3-ANIMAL ROUND-A-BOUT
Maker: Miracle Recreation
Phone: 417/235-6917 or
800/523-4202



MINI FERRIS WHEEL
Maker: MKC
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000

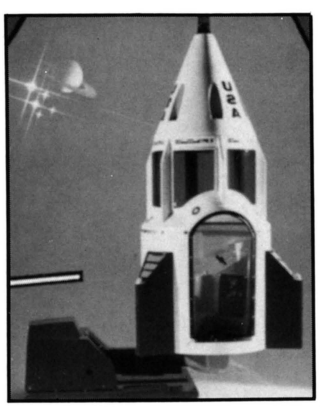


FLYING EAGLE
Maker: M.S.B.G. (dba Kiddyland)
Phone: 213/939-7902

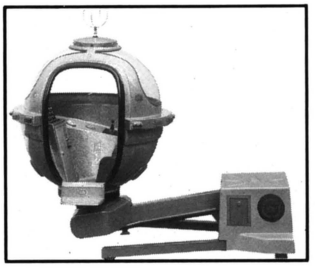


MERCEDES
Maker: M.S.B.G. (dba Kiddyland)
Phone: 213/939-7902

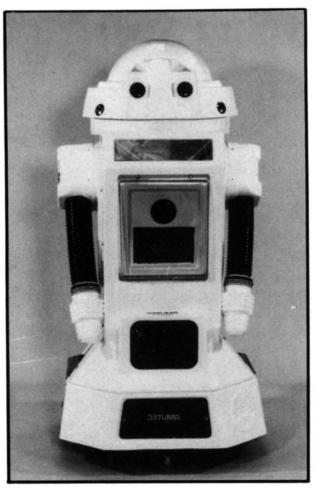
Rainbow Amusement Kiddie Ride System
Maker: Rainbow Amusement Rides
Phone: 203/454-2584
Theme: six interchangeable fiberglass bodies (rabbit, unicorn, donkey, lion, Ferrari, speedboat) go on the underlying mechanism. Can be customized with the customer's designs, trademarks, etc.



HYDRAULIC SPACE SHUTTLE
Maker: Rondina
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



SCOUT BALL
Maker: Rondina
Available from: Kiddie Rides USA
Phone: 319/326-6467 or
800/553-8000



ROBOT
Maker: Standard Kiddie Rides
Phone: 412/391-1611

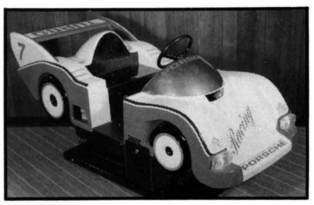


"SPECIAL" CAR
Maker: Standard Kiddie Rides
Phone: 412/391-1611



MEAN MACHINE
Maker: Whittaker Bros.
Available from: Coastal Amusement Distributors
Phone: 201/905-6662

KIDDIE RIDES



PORSCHE TURBO
Maker: Whittaker Bros.
Available from: Coastal Amusement Distributors
Phone: 201/905-6662

BULK & STICKER VENDORS



JUMBO THE ELEPHANT
Available from: Coin Concepts
800/462-COIN or 201/390-9009
and from Betson Enterprises
800/524-2343 or 201/440-2200
Notes: players maneuver the elephant's trunk in order to vacuum up the prize and send it to the chute; dispenses boxed, capsuled or loose items; prize every time

NELLIE
Maker: Gamemasters
Phone: 404/662-5666
Notes: elephant-themed egg vender

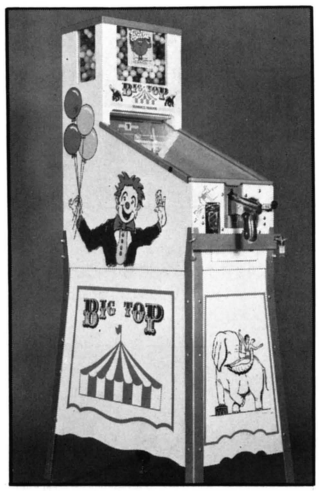
BULK & STICKER VENDORS



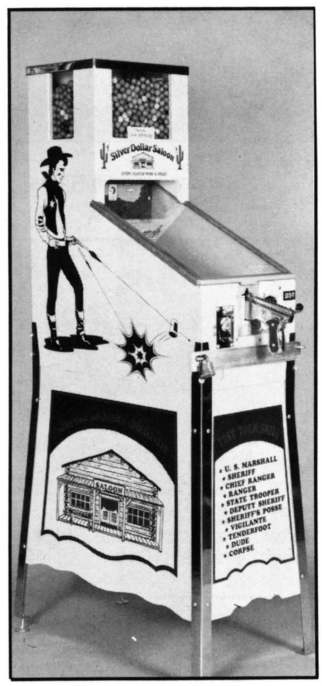
LUCKY EGGS
Maker: Innovative Industries
Phone: 800/344-7467 or 417/358-6891
Notes: prize-filled egg capsule vendors in two designs — *Fred Flintstone* and *Lucky Eggs*



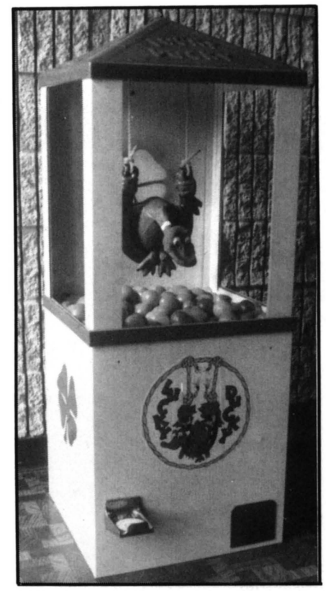
KICK & CATCH
Maker: Johnston Products
Phone: 309/755-5021
Notes: update of an old classic mechanical skill game in which the player kicks the ball, which then goes through a series of pachinko-type pins, and must move the man (by turning the knob) in order to catch it; this fete of hand-eye coordination is rewarded by 100 points per catch; the game is set up to give a gumball, prize-filled capsule rubber superball or jawbreaker upon the initial drop of a coin



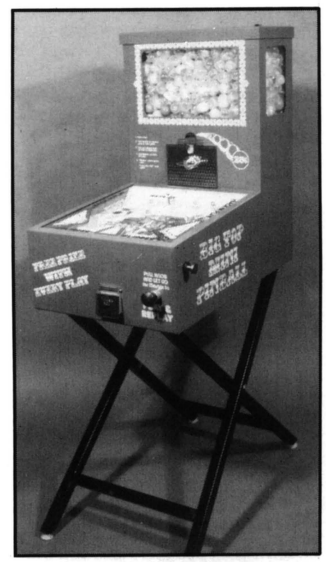
BIG TOP
Maker: Johnston Products
Phone: 309/755-5021
Notes: mechanical gun game dispenses gumball or other bulk products and lets player fire 10 shots at moving targets for score



SILVER DOLLAR SALOON
Maker: Johnston Products
Phone: 309/755-5021
Notes: mechanical gun game dispenses gumball or other bulk products and lets player fire 10 shots at moving targets for score



LUCKY DUCKY
Maker: The Lucky Associates
Phone: 417/589-6700
Notes: kiddie egg-vender features green, quacking duck who releases eggs by waving a Golden Horseshoe



BIG TOP MINI PINBALL
Maker: Mayoni Enterprises
Phone: 800/345-1183 or 818/899-2488
Notes: high attraction bulk vendor for kids; quarter gets gumball or "V" capsule, as well as one-ball play on small pinball machine



ZIGGY THE TALKING CLOWN
Maker: Mayoni Enterprises
Phone: 800/345-1183 or 818/899-2488
Notes: capsule or egg vendor featuring talking clown swinging on a swing; high capacity; accepts any size capsule or egg with minor adjustment



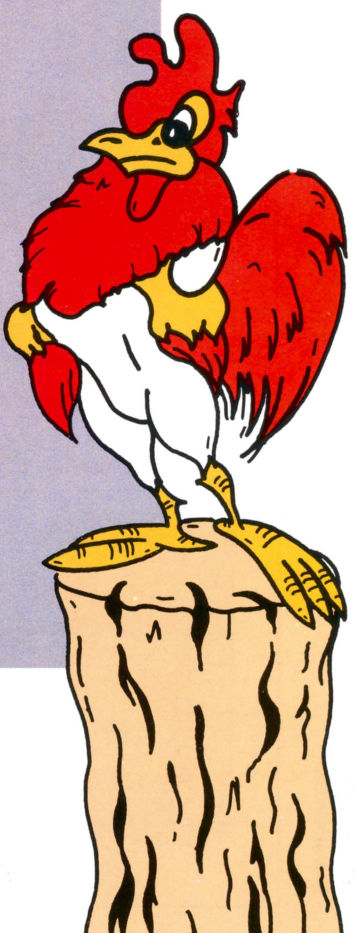
BLIMPO THE CLOWN and **ROCKO THE ROBOT**
Maker: Mr. Vend
Phone: 818/718-6061
Notes: talking bulk vendors featuring an electronically-synthesized voice (English & Spanish versions available); battery operated; dispenses gumballs or prize capsules

Roosta Shoota

- 100% skill shooter
- Ticket dispenser
- Illuminated rotating timer
- Realistic sound effects



A NOVELTY SHOOTER THATS DIFFERENT



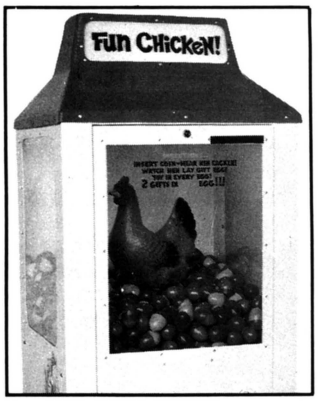
- Width 30½″
- Depth 42½″
- Height 72″

Imported Exclusively by:

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 Prospect St., Lakewood, N.J. 08701 • 201-905-6662
Telex: 132168 • Fax: 201-363-6329

LOCAL DISTRIBUTOR:



FUN CHICKEN
Maker: Nat'l. Ent. Technologies
Phone: 417/468-2900
Notes: clucking chicken prize-filled egg vendor; firm also makes similarly-styled parrot, clown and country bear prize-filled egg vendors



TOBI ROBOT
Maker: Nat'l. Ent. Technologies
Phone:417/468-2900
Notes: sticker vendor; firm also makes *Vend-A-Sticker* machine





Flying Fun Balloons
Maker: Windy Balloon Corp.
Phone: 213/532-5353
Notes: balloon vendor with customized balloons; completely automatic — customer inserts coins or tokens, chooses balloon color and watches as it's inflated and tied, complete with finger ring

PHOTO & VIDEO BOOTHS; VCR RENTAL MACHINES



PEOPLE POSTCARDS
Available from: Alter Enterprises
Phone: 201/616-1111
Notes: photo booth making personalized, site-specific postcards using non-chemical process



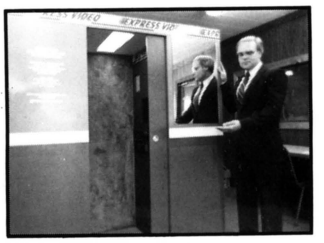
COLOR STUDIO
Maker: Auto Photo Systems
Phone: 714/731-3121
Notes: coin-op photo booth with chemical process



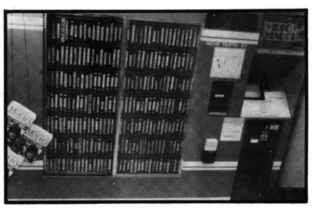
Kids Only Cartoon Theatre
Maker: Games Of Tennessee
Phone: 615/684-0100
Notes: kids watch cartoons in this booth covered with fun graphics



American Movie Machine
Maker: Super Club North America
Phone: 214/701-9929
Notes: free-standing machine that vends video tapes and VCRs for rental



EXPRESS VIDEO
Maker: Seel Novelties, Inc.
Phone: 314/278-5943
Notes: video cassette recording/playback booth; no attendant required; completely automatic; other features include stereo capability, sound-absorbing booth, two-lens selection (wide angle or close up), bill validator



VIDEO VENDOR
Maker: Video Vendor
Phone: 312/982-0440
Notes: machine that vends video tapes for rental

IMPULSE NOVELTIES

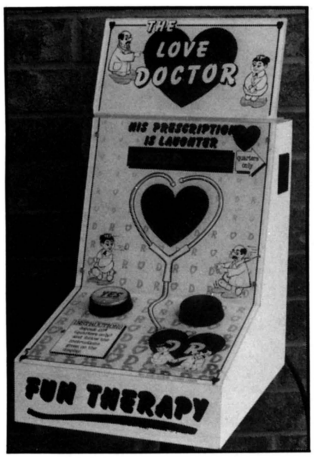


Impulse Games
Maker: Adrian
Phone: 201/377-6946
Notes: impulse games featuring mounting options (single, double or triple); *Head Shrink* gives mood analysis based on color preference, *Star Gazer* gives horoscope & lotto numbers via LCD and *Lov-O-Meter* rates your sex appeal

IMPULSE NOVELTIES



ASTRO LUCK
Maker: Astroluck
Phone: 401/732-3343 or 800/321-5825
Notes: impulse game gives lucky lotto numbers



Impulse Games
Maker: Astro Vision
Phone: 613/226-7515
Notes: impulse machines such as *Love Doctor, Lotto Love, Memory Tester* and *Mood Analyzer*



MODEL 4000
Hearing Screening Machine
Maker: Communidyne, Inc.
Phone: 312/498-2444
Notes: coin-op unit that tests the user's hearing; the firm also makes a vision screening machine



MODEL 8319
Maker: Computer Instruments
Phone: 516/483-8200
Notes: fitness computer



MODEL 7719
Maker: Computer Instruments
Phone: 516/483-8200
Notes: pulse rate tester



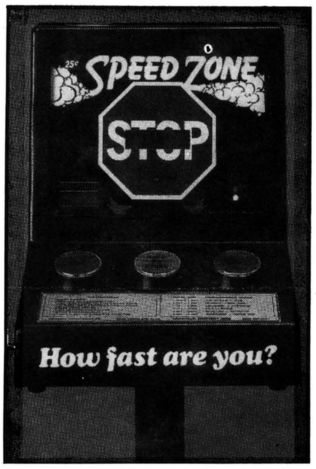
SPLIT SECOND 2
Maker: Gametronix
Phone: 612/935-4775
Notes: relfex tester



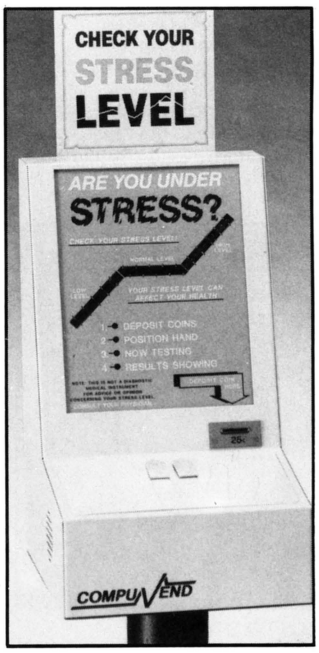
LOTTO LUCK
Maker: Gametronix
Phone: 612/935-4775
Notes: custom-programmable lucky lottery number machine



STRESS METER
Maker: Golden Years Amusements
Phone: 408/384-5800
Notes: countertop or small upright impulse games such as *Check Your Memory, Lifeline, Love Meter, Sex Meter* and *Stress Meter* with oak or metal stands



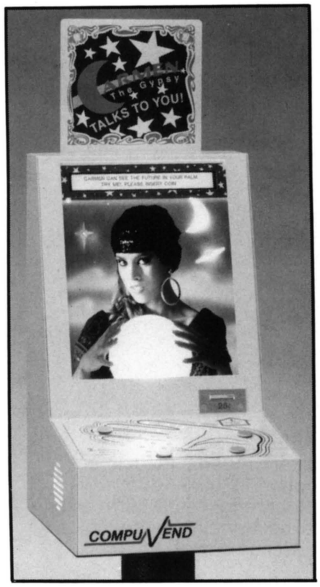
SPEED ZONE
Maker: Imperial Investment
Phone: 502/456-1600
Notes: reflex tester; firm also makes *Money Memory* color sequence game



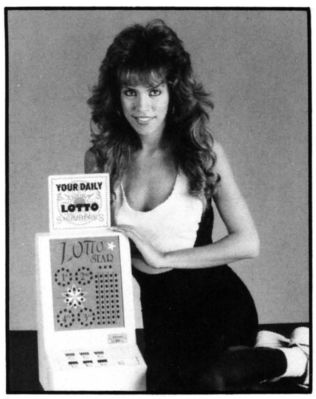
Are You Under Stress
Maker: Mayoni
Phone: 800/345-1183 or 818/899-2488
Notes: stress-testing impulse unit with colored LEDs; the Mayoni line features interchangeble impulse units complete with graphics, lights and sound; available in single and multiple-unit pedestals

in addition to those games pictured here, the firm also makes *Bio Rhythm, Gypsy, Check Your Heart Rate, Love Meter, Matchmaker, Memory Quiz, Physical Fitness, Sex Reactor* and their latest *Personality Analyzer*

IMPULSE NOVELTIES



CARMEN THE GYPSY
Maker: Mayoni
Phone: 800/345-1183 or 818/899-2488
Notes: talking gypsy tells your fortune; instead of finger placed on pad, player puts hand (palm down) for the palm-reading Carmen

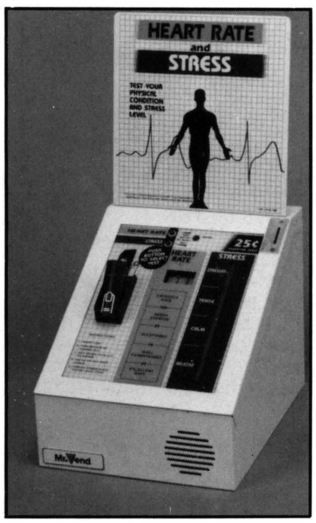


LOTTO STAR
Maker: Mayoni
Phone: 800/345-1183 or 818/899-2488
Notes: unit that helps you pick your lucky lottery numbers



THE TALKING GYPSY "Madame Esmerelda"
Maker: Mr. Vend
Phone: 818/718-6061
Notes: talking fortune-telling impulse novelty featuring raised "crystal ball" with colored lights inside; available in English and Spanish versions; LEDs plush flashing bar graph; optional pedestal with stars and zodiac symbols; also available are *Zoltar The Palm Reader* and *Confucius The Fortune Teller*

Mr. Vend impulse machines are interchangeable and are available as countertops or with optional pedestals; pedestals available are single, double, triple and combination scale and one or two impulse machines



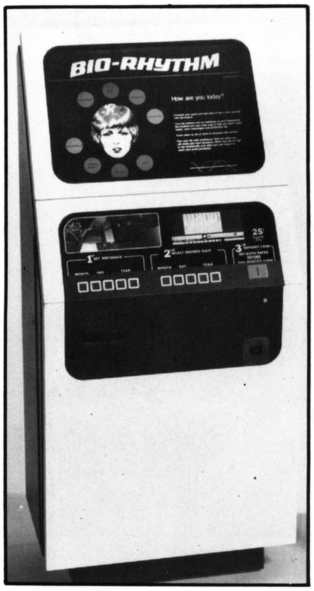
HEART RATE/STRESS TEST
Maker: Mr. Vend
Phone: 818/718-6061
Notes: this impulse unit actually features two tests — heart rate and stress level; once a quarter is inserted, the player selects which tests he/she wants to perform; non-talking



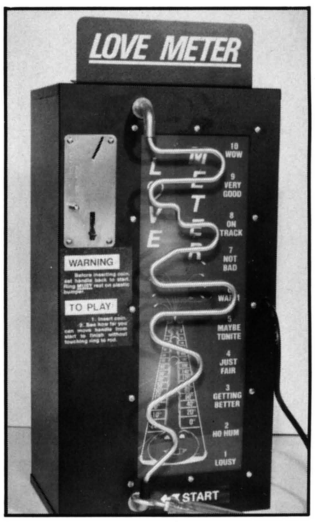
KISS-O-METER
Maker: Mr. Vend
Phone: 818/718-6061
Notes: talking unit that rates your love power; battery operated; also available with voice are *Sex Appeal* and *Love Meter* units; *Deluxe Love Meter* offers 58 flashing LEDs to entice and entertain the players



ASTRO-LOTTO
Maker: Profitable Games
Phone: 312/943-1017
Notes: lucky lottery number machine



BIO-RHYTHM
Maker: Profitable Games
Phone: 312/943-1017
Notes: biorhythm impulse novelty



LOVE METER
Maker: Rockwell Enterprises
Phone: 213/532-5121
Notes: skill game lets players move a ring up a twisty-turny rod (without touching rod) to reach highest possible "love rating"

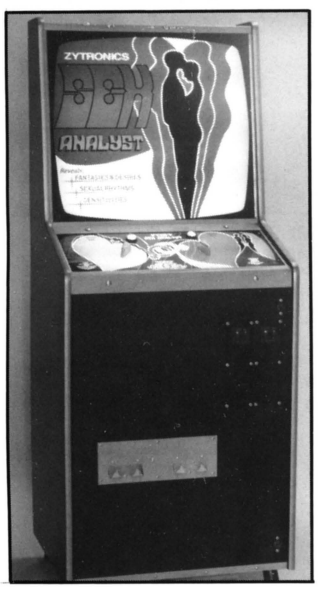
BLOOD PRESSURE, HEART RATE & STRESS RATE
Maker: Tech Vend Marketing
Phone: 800/554-4325 or 617/878-7330
Notes: health-oriented impulse machines



LOVE ANALYZER
Maker: Val Enterprises
Phone: 713/496-2900
Notes: in addition to this love-rating impulse unit, Val's games include *Astro Portrait, Astro Bio-Scale, Kiss-O-Meter, Love Fever, Memory Test, Physical Fitness, & Stress Test*

GYPSY PALM READER
Maker: Zytronics
Phone: 305/251-3775
Notes: modern version of old palm reading machine that dispenses paper card; firm also makes numerous other impulse machines (see below)





ALCOHOL BREATH ANALYZERS



Alcohol Analyzer
Maker: Alcohol Countermeasure Systems
Phone: 416/670-2288
Notes: easy-to-use computerized breath alcohol tester featuring instant readout of BAC, upper BAC limit to prevent improper use, quick recycle between tests, etc.; available in coin-op and non-coin models



Breath Alcohol Analyzer
Maker: Breath Test USA
Phone: 805/543-0523
Notes: coin-op breath alcohol content tester; uses patented fuel cell to measure levels of ethanol (alcohol); results are not affected by cigarette smoke or other chemicals found in the user's breath

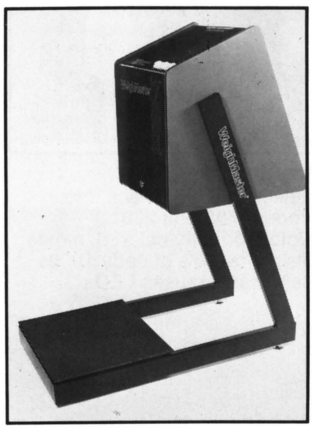


MODEL 2000 Breath Analyzer
Maker: Communidyne, Inc.
Phone: 312/498-2444
Notes: computerized, coin-op breath-alcohol tester which gives voice and LED instructions/results; available in countertop, free-standing and wall-mount units

WEIGHT SCALES



Berning Weight Scales
Maker: Berning Scale Service
Phone: 708/587-1839
Notes: horoscope & fortune scales



VIDEO SCALE
Maker: Dynalog
Phone: 404/441-0695
Notes: weight scale with video display



COMPU-SCALE
Maker: Mayoni Enterprises
Phone: 800/345-1183 or 818/899-2488
Notes: input your height/build, get LED readout of actual & ideal weights, lucky numbers; 400 lb. capacity; A/C or battery-operated

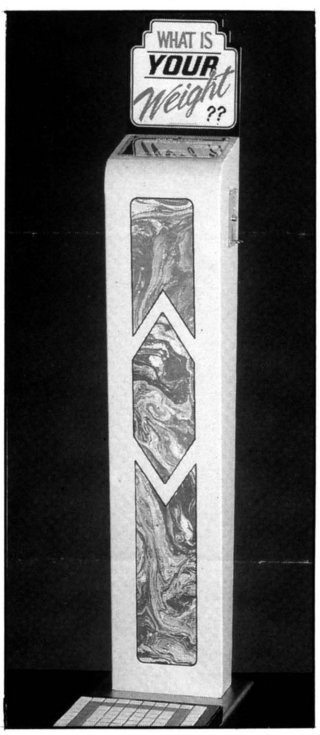


COMPUTER SCALE
Maker: Mr. Vend
Phone: 818/718-6061
Notes: computerized scale with optional voice chip stands alone or integrates impulse games; LED shows weight & lucky lottery numbers (can be customized for different states)

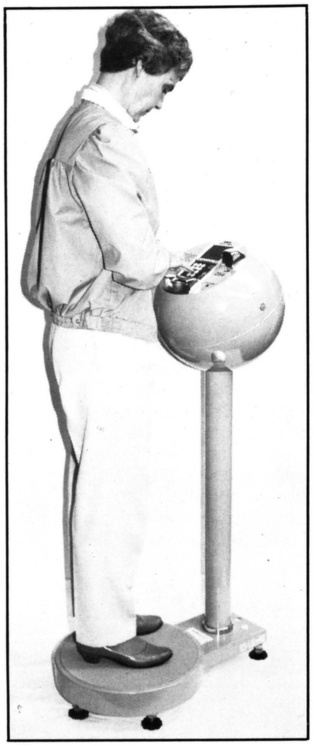
SCALES/AUTO SERVICE



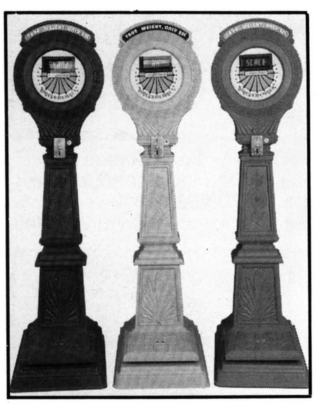
True Weight & Lucky Number Scale
Maker: Staley Mfg. Corp.
Phone: 201/773-1981
Notes: rugged, battery operated unit shows weight, lucky numbers



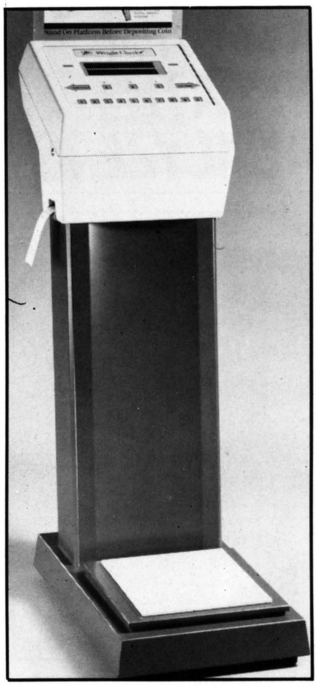
PHANTOM 1000
Maker: Sunmark Business Products
Phone: 800/255-6275 or 216/245-3678
Notes: accurate to 1000 lbs.; stainless steel base with tile platform and marble-look decal; battery-operated



KUBOTA Digital Health Corder
Maker: Toledo California
Phone: 717/526-2221
Notes: hi-tech styled unit vends ticket showing weight



HONEST WEIGHER
Maker: Weight Check, Inc.
Phone: 708/253-2981
Notes: brightly-colored, molded plastic repro's of early 1900s penny scale; uses LEDs

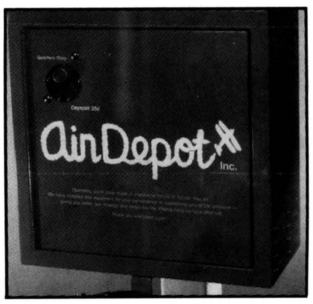


WEIGHT CHECK 2000 SCALE
Maker: Weight Check, Inc.
Phone: 708/253-2981
Notes: shows weight or, for extra coins, asks more personal data & prints ideal weight, calory intake info, etc.; firm also makes *Computaweigher* & the *Weight Check 100* for medium-traffic locations



Weight & Fortune Scale
Maker: Zytronics
Phone: 305/251-3775
Notes: gives computer-punched card showing weight & fortune

AUTO SERVICE

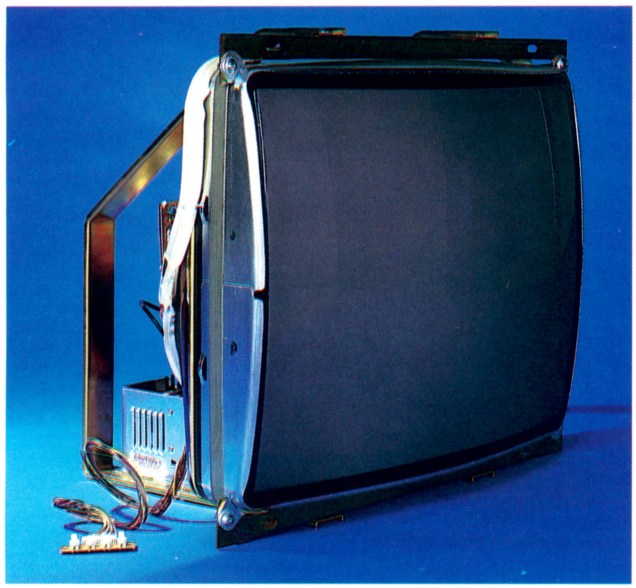


AIR DEPOT
Maker: Air Depot
Phone: 800/327-5789 or 303/795-2146
Notes: coin-op tire inflation machine available in three models: *Model AS-2000* comes without air compressor for conversion of an existing air system, *Model AS-4000* includes ½ hp. air compressor and *Model AS-6000* is a "free" air dispenser at the touch of a button (easily converted to coin-op)



MODEL AT20C4
Maker: Air-Serv
Phone: 612/454-0465
Notes: coin-op tire inflator with firm's standard bright yellow paint; Power-Serv compressor; one feature is complimentary air service for qualifying customers with access number

THE PICTURE IS CLEAR!!



Optima Series 27'' Color Monitor

Besides being the fastest growing monitor manufacturer, Sharp Image's new **Optima Series** has become *the* choice of professional game manufacturers throughout the Amusement Industry. Maybe it's time to find out why.

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9'', 13'' & 25'' Monitors also available.

STANDARD FEATURES
(That you don't pay extra for):

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- Higher Resolution than conventional Industry Standards
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- Manual Degaussing Switch (on Front Control)
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- Meets AMOA Standards

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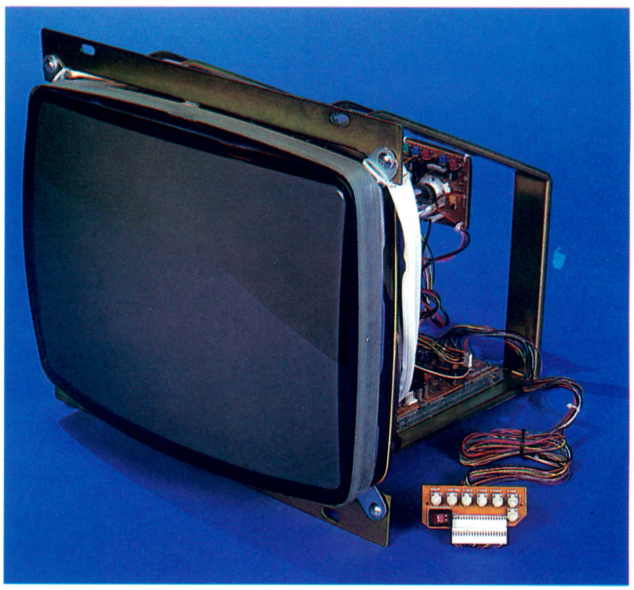

Optima Series 19'' Color Monitor

"Ideas in Focus"

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Sun Valley, California 91325

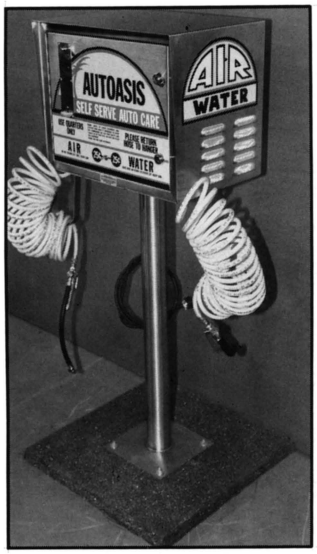
SHARP IMAGE ELECTRONICS, INC.

(800) 448-8100, ext. 272
(818) 767-8855
FAX (818) 767-5311

MODEL ASP20C4
Maker: Air-Serv
Phone: 612/454-0465
Notes: coin-op tire inflator with instant redemption coupon dispenser; the firm also makes *Model AW20C4* (a coin-op air and water dispenser), *Model RA20C4* (push putton tire inflator) and their standard *Model A20C4* coin-op tire inflator

MODEL VS3
Maker: Air-Serv
Phone: 612/454-0465
Notes: coin-op vacuum

MODEL DS3
Maker: Air-Serv
Phone: 612/454-0465
Notes: coin-op tire inflator and vacuum

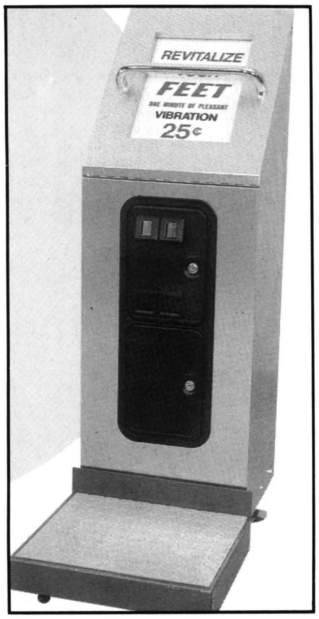


AUTOASIS
Maker: AVS Systems
Phone: 817/261-5290
Notes: coin-op car care center dispensing water and air



Vending Driverguide
Maker: Navigation Technologies
Phone: 408/736-3700
Notes: vending machine that prints out computerized driving instructions

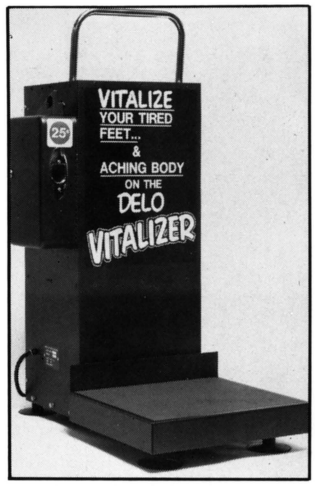
MISCELLANEOUS



REVITALIZER
Maker: Amtec Technologies
Phone: 201/918-0300
Notes: foot vibrator that "revitalizes" tired, aching feet



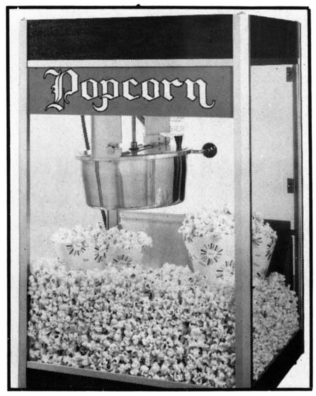
THE CLOWN
Maker: John W. Caler
Specialty Slots
Phone: 818/504-0740 or 213/877-1664
Notes: fiberglass clown figure that houses change machine



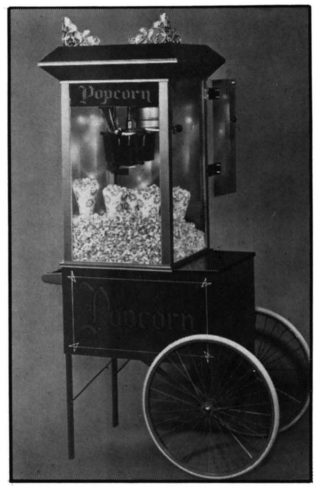
DELO VITALIZER
Maker: Delo Company
Phone: 805/685-3946
Notes: machine soothes tired feet of customer who stands on platform and holds rail atop unit



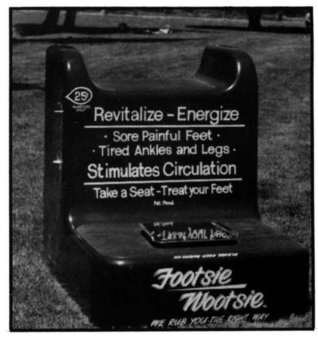
ECONO FLOSS
Maker: Gold Medal Products
Phone: 800/543-0862 or 513/381-1313
Notes: economical cotton candy machine for lower volume locations; firm makes full line of concession equipment



P-60 POPPER
Maker: Gold Medal Products
Phone: 800/543-0862 or 513/381-1313
Notes: energy-saving popcorn popping machine (needing little counter space) capable of producing 120 quart-size servings per hour



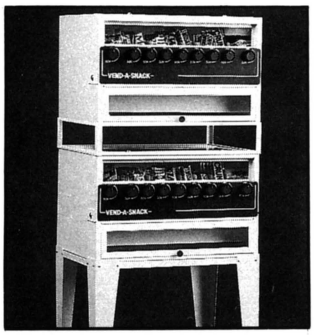
Gay '90s Pinto Pop Cart
Maker: Gold Medal Products
Phone: 800/543-0862 or 513/381-1313
Notes: special antique look highlights this popcorn popping cart; 8 oz. capacity for total of 8 quarts of popped corn every three minutes



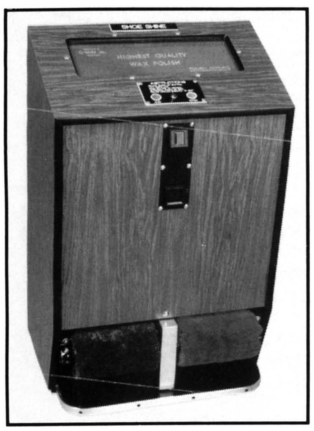
FOOTSIE WOOTSIE
Maker: Just Vibrations
Phone: 805/489-1815
Notes: foot massage machine; users sit on fiberglass chair and place their feet on a vibrating panel



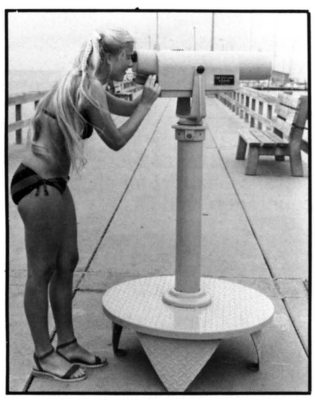
MULTI-VEND
Maker: Mayoni
Phone: 800/345-1183 or 818/899-2488
Notes: unit that vends condoms plus personal hygiene products; adjustable coin mech; sturdy steel construction



VEND-A-SNACK
Maker: Mayoni
Phone: 800/345-1183 or 818/899-2488
Notes: countertop snack machine with nine columns, steel construction; all mechanical



SHOE POLISHER Model 180
Maker: O-Sun Co.
Phone: 414/242-6200



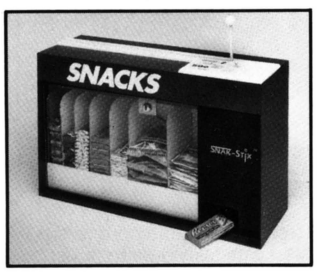
TELESCOPES & BINOCULARS
Maker: SeeCoast Mfg. Co.
Phone: 205/928-8882
Notes: firm manufactures a line of coin-op binoculars and telescopes great for piers and scenic locations







Animated Characters
Maker: Sally Audio-Animation
Phone: 904/353-5051
Notes: animatronic animal and human-style characters; single- and multi-character shows: Dixieland, country, bluegrass, etc.; all types of "greeter" characters; some single characters include Col. Beaufort T. Beauregard III, Jethro P. Hogg, Hank; two of their multi-character shows are Bubba Bear And The Badland Band and Daniel And The Dixie Diggers



SNAK-STIX
Maker: Snak-Stix
Phone: 216/432-0765

MISCELLANEOUS/COUNTERTOP GAMES



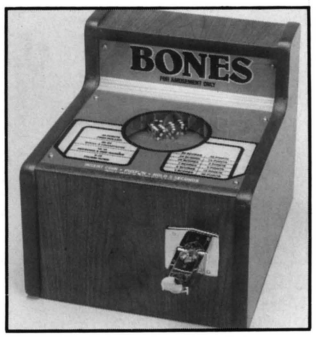
POPCORN MACHINE
Maker: Snak-Stix
Phone: 216/432-0765

COUNTERTOP GAMES



DELUXE MINI-BOY POKER
Maker: Bonanza
Available from: Prestige Games
Phone: 508/771-6088
Notes: countertop card game with numerous features including Jokers, raise feature, automatic hold, etc.; also available in U.S.-made upright cabinets

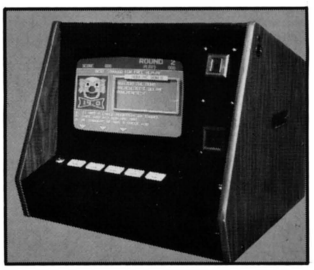
GOLDEN MINI-BOY
Maker: Bonanza
Available from: Prestige Games
Phone: 508/771-6088
Notes: countertop 5 Card Draw game with hi-lo feature; also available in U.S.-made upright cabinets



BONES
Maker: Gamemasters
Phone: 800/634-7746 or 404/662-5666
Notes: dice game with real dice



CASINO CLASSIC
Maker: Gamemasters
Phone: 800/634-7746 or 404/662-5666
Notes: countertop with 7 different games including 5 trivias with over 5,000 questions; optional keyboard for location advertising



BIG JOKE
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: players choose the appropriate punchline from the given choices; available in countertops as well as uprights, cocktails and kits

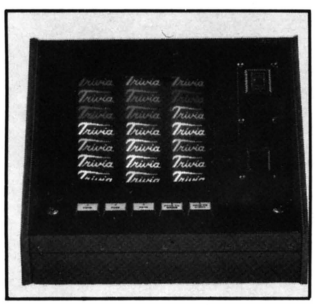
In addition to those games pictured here, Grayhound also manufactures *Atlantic City, Bingo, Reel Fun, Superbowl* and their 5-games-in-one *Model 105CT* (all available in countertops, kits, cocktails and dedicated uprights)

DELUXE 8 LINER
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: countertop version of the adult-themed, card or slot-style, coin & non-coin models; bill acceptor; 1-pl. dedicated or horizontal kit

COUNTERTOP GAMES



SUPER POKER
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: countertop poker game also available in uprights and kits (both horizontal & vertical); numerous operator options including adjustable win percentages, selectable card or bear graphics, raise feature, hi-lo



VIDEO TRIVIA
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: video trivia countertop game also available in dedicated and kit configurations featuring many question categories and special advertising feature

GOLD FINGER
Maker: Konso Co.
Phone: 313/656-7606
Notes: countergame version of the "paper-scissors-hammer" kids game

SUPER MALI
Maker: Konso Co.
Phone: 313/656-7606
Notes: kids matching countergame

TRIVIA MADNESS
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: video trivia game available in countertop, upright and cocktail versions, as well as conversion kits; 5 categories covering 10,000 questions



PIT BOSS SUPERSTAR
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: countertop unit housing 15 different games including card and trivia games; bookkeeping and diagnostics; 12 screens of custom advertising plus keyboard, etc.



SUPER PIT BOSS
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: countertop multi-game video offering 11 different games and numerous other features



PIT BOSS II
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: updated version of the original *Pit Boss* with 10 games including Phraze Craze and Draw Poker



TURBO JOKER POKER
Maker: Micro Mfg.
Phone: 800/227-6136 or 615/793-5510
Notes: countertop version of the firm's original poker game with same features as *Turbo II* except no extra cards or optional ticket dispenser; hi-lo double has a flashing skill-stop double-up feature; also in countertop model



TURBO POKER II
Maker: Micro Mfg.
Phone: 800/227-6136 or 615/793-5510
Notes: countertop version of the firm's top-of-the-line poker with raise bet feature, hi-lo bonus game, bonus jackpot and numerous other features; options include ticket printer, ticket dispenser, token dispener and dollar bill acceptor

LIL GOLDMINE
Maker: Nelson Technology
Phone: 818/889-1701
Notes: 1- or 2-pl. non-video 7-games-in-one game featuring Acey Ducey, Poker, Blackjack, War, Horses, Dice and Slots



PLAYCHOICE COUNTERTOP
Maker: Nintendo
Phone: 206/882-2040
Notes: multi-game countertop video with swivel base; most recent games available include: *Super Mario Bros. 3, Teenage Mutant Ninja Turtles, Ninja Gaiden, Tecmo Bowl, Fester's Quest, Baseball Stars* and *Pinbot;* other titles include: *The Goonies, Pro Wrestling, Gradius, Volleyball, Duck Hunt, Super Mario Bros., Double Dribble, Castlevania, ExciteBike, Baseball, Tennis, Golf, Hogan's Alley, Wild Gunman, Track & Field, Metroid, Balloon Fight, Mario Bros., Trojan, 1942, Contra, Rush 'N Attack, Rygar, Mike Tyson's Punch-Out!!, Double Dragon, Gauntlet* and *R.C. Pro Am*



THREE OF A KIND
Maker: Nortech
Phone: 218/741-6075
Notes: non-video card game in countertop unit with optional pedestal

BLITZ POKER
Maker: Nova Pro Amusements
Phone: 819/474-6763
Notes: countertop poker game available in dedicated and kit versions; numerous features and options including a sixth card with a specific number of credits

BET OR FOLD
Maker: Status
Phone: 201/266-1960
Notes: amusement poker designed for tournament use; available in countertops, uprights, kits or Status System conversions

CASINO STRIP
Maker: Status
Phone: 201/266-1960
Notes: amusement laserdisc strip poker game; additional discs available; upright and countertop models



PICK N PLAY
Maker: Status
Phone: 201/266-1960
Notes: 12-games-in-one unit available in countertops, uprights, kits or Status System conversions

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(FAX) 215-639-5346

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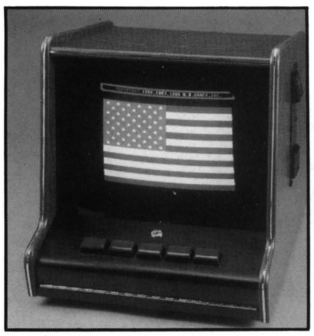
SUPER TRIV
Maker: Status
Phone: 201/266-1960
Notes: complete library of trivia games and questions; in countertops, uprights, kits or Status System conversions



SUPER DUPER CASINO
Maker: U.S. Games
Phone: 800/448-4263 or 404/441-2910
Notes: 18-games-in-1 video game system (trivia, action, card-themed and word games) on 9" or 13" screen; system comes dedicated or as conversion kit; numerous features including AutoAdjust and Auto-Select which automatically change the skill level to better correspond to the location's patrons and change the games available

TRIVIA GAMES

numerous multi-game countertops offer trivia & trivia-type games; see previous section for additional info

VIDEO TRIVIA
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: video trivia available in dedicated upright, cocktail, countertop and kit configurations featuring many question categories and special advertising feature

TRIVIA MADNESS
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: video trivia game available in countertop, upright and cocktail versions, as well as conversion kits; 5 categories covering 10,000 questions

SUPER TRIV
Maker: Status
Phone: 201/266-1960
Notes: complete library of trivia games and questions; in countertops, uprights, kits or Status System conversions

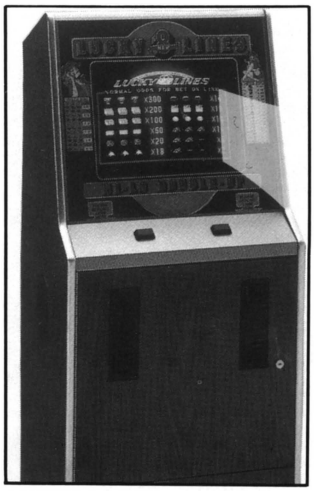
CARD-THEMED GAMES



HOLD 'UM
Maker: Altec
Phone: 800/423-8779 or 702/323-290
Notes: card-themed game with either cowboy or card graphics; available in dedicated and kit versions



QUARTERHORSE
Available from: Arjay Export
Phone: 508/771-6088
Notes: videodisc horseracing game with 19" monitor; options include remote monitors, redemption feature, bill acceptor



LUCKY 8-LINE
Available from: Atlantic & Pacific Amusement Corp.
Phone: 201/926-0700
Notes: adult-themed, slot-style, credit-scoring video game; dedicated



HI-LO DOUBLE UP JOKER POKER
Available from: Atlantic & Pacific Amusement Corp.
Phone: 201/926-0700

WILDCAT POKER
Maker: Bally Corp.
Available from: Video Gaming Northwest
Phone: 406/248-6533
Notes: video poker licensed for Montana

FLASH FOUR
Available from: Betson Enterprises
Phone: 800/524-2343 or 201/440-2200
Notes: redemption game in which you try to select the Queen as she flashes by

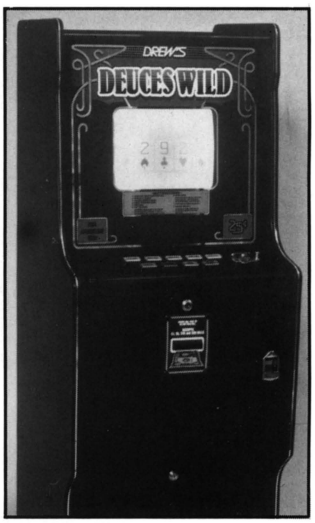
REEL FUN
Available from: Betson Enterprises
Phone: 800/524-2343 or 201/440-2200
Notes: redemption game in which you stop spinning reels for the best hand

DELUXE MINI-BOY POKER
Maker: Bonanza
Available from: Prestige Games
Phone: 508/771-6088
Notes: U.S.-made cabinet houses this poker game (primarily marketed as a countertop) with Jokers, raise feature, automatic hold, etc.

GOLDEN MINI-BOY
Maker: Bonanza
Available from: Prestige Games
Phone: 508/771-6088
Notes: version of this 5 Card Draw countergame made available in U.S.-made upright cabinets

POKER LADIES
Maker: Capcom
Phone: 408/727-0400
Notes: strip poker video; dedicated game

FIVE CARD DRAW
Available from: Coin Concepts
Phone: 800/462-COIN (2646) or 201/390-9009
Notes: redemption game in which you try to stop cards on spinning reels for the best hand



DUECES WILD
Maker: Drew's
Phone: 803/574-0162
Specs: new twist on vidpoker with bonus feature/raise feature



JOKER POKER 54
Maker: Drew's
Phone: 803/574-0162

MACHINE CATALOG

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HOT 1990's

HOT 1990's

LUCKY 8 LINER

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CARD-THEMED GAMES



SUPER BONUS DELUXE
Maker: Drew's
Phone: 803/574-0162
Notes: new twists and options on realistic poker game with double coin switches, $1, $5, $10 and $20 bill acceptor

SUPER BONUS
Maker: Drew's
Phone: 803/574-0162

PICK BINGO
Maker: EDT
(Electronic Data Technologies)
Phone: 702/798-8112
Notes: keno format meets bingo; for charity bingo markets

SHOWDOWN
Maker: Exidy
Phone: 916/244-6410
Notes: animated 100% amusement-only video draw poker game with Doc, Dolly and Rawhide; the better the player, the longer the game; available in universal horizontal kits or as system piece for Exidy's gun games

YUKON
Maker: Exidy
Phone: 916/244-6410
Notes: same game as *Showdown* but with additional features such as a ticket dispenser or tokens; logs high score, buy hands, score equals chips; expanded operator options; available as universal kit or Exidy gun game system piece



THE FOX SERIES 1000 VIDEO POKER
Maker: Foxtronix
Phone: 714/984-8272
Notes: video poker game with all standard play features; has slide-out drawer for easy access to electronics



BAR LINE, LUCKY 8 LINE & SUPER 8 LINE
Maker: Games of Tennessee
Phone: 615/684-0100
Notes: amusement-only slot machines



DRAW POKER
Maker: Games of Tennessee
Phone: 615/684-0100
Notes: poker game available in Hi-Lo Double or Nothing and Poker Plus (with fold feature)



DELUXE 8 LINER
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: adult-themed, card or slot-style, coin & non-coin models; bill acceptor; 1-pl. dedicated or horizontal kit; also available in countertops



CASINO GAMES
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: multi-game upright; 10 available games including Casino Slots, Black Jack, Rolling Bones, Horse Racing, Super Bowl



SUPER POKER
Maker: Grayhound
Phone: 800/222-0491 (outside N.J.) or 201/341-5200
Notes: available in upright, kits (both horizontal & vertical) and countertops; numerous operator options including adjustable win percentages, selectable card or bear graphics, raise feature, hi-lo



DRAW POKER
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: the firm makes their original 5-Card Draw game as well as *Hi-Lo Double-Up Joker Poker*



HIGH SPEED BONUS
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: video poker

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- Industry standard over/under coin doors
- Top mounted on/off switches for convenience

*Not available on HS-1



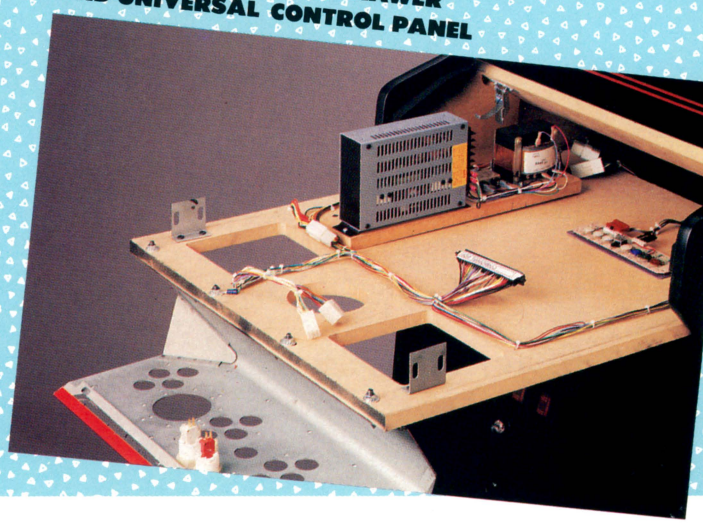
HS-2: 19" MONITOR WITH SLIDE-OUT DRAWER

HS-1: (NOT SHOWN) Same as above, without drawer



HS-5: 25" MONITOR WITH SLIDE-OUT DRAWER

EXCLUSIVE SLIDE-OUT DRAWER AND UNIVERSAL CONTROL PANEL



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YAMATE GIVES COUNTERFEITERS A REAL HARD TIME!

Yamate USA Corp. is the owner of all Lucky-8-Lines copyrights for all countries of North and South America, by assignment from Wing Co. Ltd.

Anyone selling counterfeit Lucky-8-Lines boards or games can expect to be prosecuted to the full extent of the law. **And that's for real!**

YAMATE USA CORP.

185 West Main St.
Dudley, MA 01570
508-949-3595 • FAX: 508-943-1394

MEMBER AAMA

AMNESTY OFFER!

Yamate USA Corp., owner of Lucky 8-Lines copyrights, has learned that counterfeit and infringing Lucky 8-Lines equipment is on location and being used for public performance. The equipment was imported and sold by persons who had no authorization from Yamate. The use is also not authorized by Yamate.

As held by the Fourth Circuit in the *Red Baron – Taito* case, this use on location is copyright infringement. The operator, location owner, and customers playing the games are all copyright infringers. They are all potentially liable to Yamate for an injunction, seizure of equipment, up to $100,000.00 in statutory damages, plus attorneys' fees. Willful, commercial infringement can also lead to criminal penalties.

Yamate gives counterfeiters and willful infringers a real hard time. But Yamate would rather go easy on innocent victims of the pirates who traffic in illegal Lucky 8-Lines.

We have a pre-St. Valentine's Day amnesty offer that will remain open until February 14, 1990. Here are the terms for any operator or location owner who has Lucky 8-Lines games that did not come from Yamate USA Corp. and who wants to square accounts:

- He or she says that the copyright infringement was not intentional or willful on his or her part.
- Agrees voluntarily to cooperate with Yamate in stamping out piracy of Lucky 8-Lines.
- Comes forward with full information before February 14, 1990.
- Agrees to pay Yamate $250.00 per infringing game unit.
- Yamate grants personal immunity from suit.
- No attorney fees, injunctions, seizure of equipment, statutory damages, or the like.

However, if Yamate has to go to court to protect its copyright, no Valentines. Yamate will seek all remedies available, starting with seizure of equipment from the location, damages, and attorney fees.

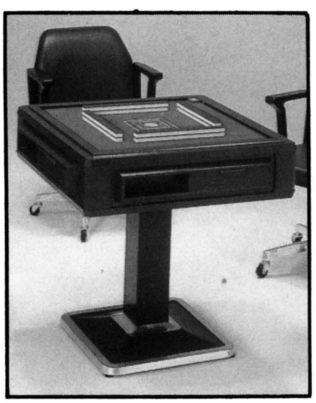
YAMATE USA CORP.
185 West Main Street
Dudley, MA 01570
MEMBER AAMA
(508) 949-3595 • FAX: (508) 943-1394

CARD-THEMED GAMES

JACKPOT BONUS
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: video poker



RIVERBOAT POKER
Maker: Kramer
Phone: 800/631-2126 or 201/367-7810
Notes: video poker



CENTURY 21
Maker: Matsuoka
Phone: (06) 947-5841 (Japan)
Notes: mahjong table game



RIVIERA/AMERICANA HIGH SCORE
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: video poker



KENO SUPERSTAR
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: video Keno game

MONTANA SUPER POKER
Maker: Merit Industries
Phone: 800/523-2760 or 215/639-4700
Notes: Montana-approved pay-off vidpoker



CLASSIC DRAW POKER
Maker: Micro Mfg.
Phone: 800/227-6136 or 615/793-5510
Notes: vidpoker with raise bet feature, automatic bet, deal & draw; numerous operator set-up features



TURBO POKER II
Maker: Micro Mfg.
Phone: 800/227-6136 or 615/793-5510
Notes: the firm's top-of-the-line poker with raise bet feature, hi-lo bonus game, bonus jackpot and numerous other features; options include ticket printer, ticket dispenser, token dispenser and dollar bill acceptor; also in countertops and kits



TURBO JOKER POKER
Maker: Micro Mfg.
Phone: 800/227-6136 or 615/793-5510
Notes: the firm's original poker game with same features as *Turbo II* except no extra cards or optional ticket dispenser; hi-lo double has a flashing skill-stop double-up feature; also available in countertop model

POKER PLUS
Maker: LJF Corp.
Available from: Micromax
Phone: 609/965-4973
Specs: poker upgrade kits with numerous features such as eight levels of play, 1- & 5-card hi-lo double-up with wild cards, etc.

THREE OF A KIND
Maker: Nortech
Phone: 218/741-6075
Notes: non-video card game in countertop unit with optional pedestal to bring it to upright height

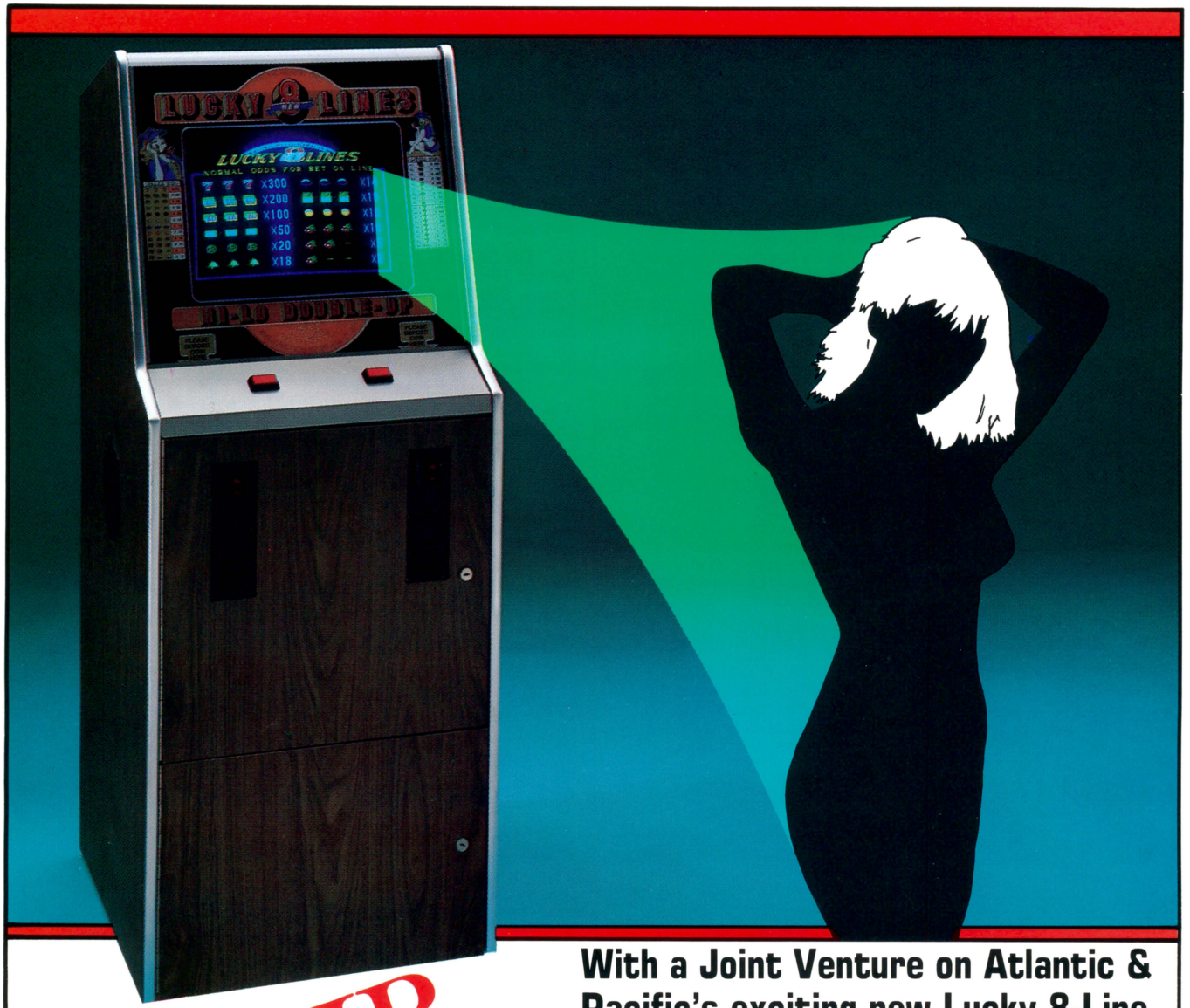


DRAW 80
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030



HI-LO DOUBLE-UP JOKER POKER
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030

KENO
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030



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Our rapidly expanding buying power, has made it necessary to expand our sales and operating networks in new and used coin machines. If you have an established market, we can supply you with large quantities of a wide variety of machines. We'll even split the profits 50-50. This is a once-in-a-lifetime opportunity!

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1428 NORTH BROAD ST., HILLSIDE, NEW JERSEY, 07205-1639

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

CARD-THEMED GAMES



TOP DRAW
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030
Notes: also in SMS' video poker line are *Bingo, Black Jack, Draw 80, Hustle, Perfect Billiard Table, Second Chance* and *Sure Shot*



MONTANA DRAW POKER (video lottery game)
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030
Notes: meets state regs for video pokers

SOUTH DAKOTA DRAW POKER (video lottery game)
Maker: SMS Mfg.
Phone: 800/221-0138 (outside N.J.) or 201/370-3030
Notes: same styling as *Montana Draw Poker*

BET OR FOLD
Maker: Status
Phone: 201/266-1960
Notes: amusement poker designed for tournament use; available in countertops, uprights, kits or Status System conversions

BLACKJACK
Maker: Status
Phone: 201/266-1960
Notes: video blackjack available for legalized states with printer or hopper; in standard uprights and chromed, casino-style cabinets

CASINO STRIP
Maker: Status
Phone: 201/266-1960
Notes: amusement laserdisc strip poker game; additional discs available; upright and countertop models

KENO
Maker: Status
Phone: 201/266-1960
Notes: video keno game available for legalized states with printer or hopper; in standard uprights and chromed, casino-style cabinets

PICK N PLAY
Maker: Status
Phone: 201/266-1960
Notes: 12-games-in-one unit available in countertops, uprights, kits or Status System conversions

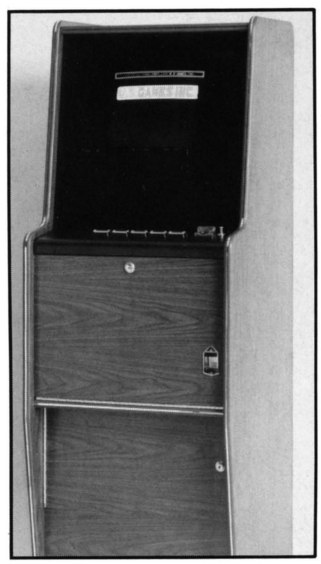
POKER
Maker: Status
Phone: 201/266-1960
Notes: video poker game available for legalized states with printer or hopper; in standard uprights and chromed, casino-style cabinets



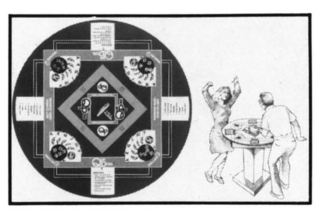
AT5100-TV TV/POKER
Maker: Tekbilt
Phone: 800/666-7776 or 215/322-3232
Notes: slightly modified 19" television becomes a video poker game (or back to a regular TV) by a click of a button via remote control; player also uses a separate remote control to play

8L5100 TV/8 LINE
Maker: Tekbilt
Phone: 800/666-7776 or 215/322-3232
Notes: remote control TV system like above featuring video slot game

PUT ON DEVICE
Maker: Tekbilt
Phone: 800/666-7776 or 215/322-3232
Notes: *Little Black Wired "Put On" Device* puts credits on up to 12 games; *Remote Control "Put On" device* puts 1, 20 and 40 credits on any game



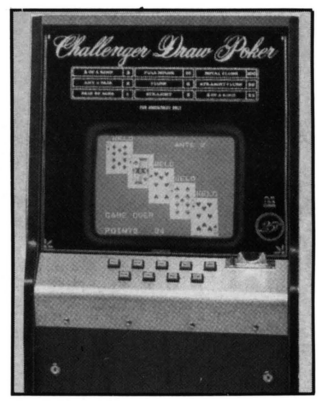
SUPER DUPER CASINO
Maker: U.S. Games
Phone: 800/448-4263 or 404/441-2910
Notes: version of this firm's versatile countertop game available in mini upright unit now offering 18 different games including trivias, card-themed games, etc.; software features AutoSelect (machine periodically rotates in new games) and AutoAdjust (automatic game adjustment to correspond with location skill level); also available in conversion kits



QUIK POKE
Maker: Valley Recreation
Phone: 800/248-2837 or 517/892-4536
Notes: amusement poker-themed game (in cocktails or with pedestal) for one to four players in which players use skill-stop to halt shaking dice to get the best poker hand (Ace thru 10); players can play high, low or liar's poker



BLACK JACK
Maker: Video Horizons
Phone: 503/389-7626
Notes: firm also makes other video card games including: *Acey Ducey, Draw Poker, Triple Up* and *Bingo;* this file photo shows old-style cabinet graphics . . . cabinets have changed



DRAW POKER
Maker: Videotronics
Phone: 702/331-6050

LUCKY 74 & LUCKY 77
Maker: Yamate USA
Phone: 508/949-3595
Notes: strip poker video PCB conversion kits



LUCKY 8 LINES
Maker: Yamate USA
Phone: 508/949-3595
Notes: slot-style video PCB conversion kit

LUCKY 55, 85, 88 & 89
Maker: Yamate USA
Phone: 508/949-3595
Notes: slot-style video PCB conversion kit

MACHINE CATALOG

NEW PRODUCTS

Sega's LINE OF FIRE



Line of Fire is a two-player simultaneous sitdown/cockpit style shooting game. It features two big turret-mounted machine guns with realistic recoil action and a reliable, potentiometer-controlled gun alignment software system.

Theme: warfare in motion.

Gameplay: players take the part of two agents who sneak into an enemy camp to steal the bad guys' biggest, newest machine gun. On the way out of the camp, they're discovered. . . and the chase is on. Screen action gives realistic "back of the jeep" perspective: as the heroes make their getaway, careening down jungle roads, the palm trees and other background art recedes rapidly into the distance. Meanwhile, a non-stop assault of soldiers pops up in the roadway (quickly falling behind as time elapses). These enemies shoot, throw grenades, etc. Also, enemy airplanes and choppers attack from the sky. Although the cabinet doesn't move, you get a constant series of gunfire, explosions and a feeling of rollicking motion from the realistic "two-way depth graphics."

Action continues through several stages, putting our heroes on the back of a speed boat, airplane and helicopter and shooting at a relentless onslaught of pursuers. Players get unlimited gunfire and can launch grenades by hitting buttons on their guns. Collect more grenades (and longer life span) by shooting at specific onscreen targets.

Features: buy-in and continue-play options.

For more information, ask your authorized distributor; or for referral it's Sega Enterprises, Inc. (USA), P.O. Box 610550, San Jose, CA 95161-0550; 408/435-0201.

LIGHTS. . . CAMERA. . . ACTION from Premier



Lights. . . Camera. . . Action is the latest Gottlieb pin from Premier.

Theme: movie stunt man action.

Gameplay: the player, as the stunt man, must win a gunfight, complete a stunt scene, collect the jackpot, and shoot the red target during a countdown sequence, in order to "wrap the film." And, by winning a card hand, the player can select which scene the game will enter.

Features: seven industry firsts include, 1. player gunfight action is animated in the lightbox; 2. rotating playfield during multiball; 3. "flood lights" on playfield; 4. player-selected features via poker hand; 5. ball jets; 6. catch-up; 7. automatic skill feature which "reads" player skill level and adjusts difficulty level.

For service and reliability, the all-new electronics package includes switch matrix input protection, lamp short protection, interlocking connector system, expanded bookkeeping functions, and lithium battery (retains data for 5 years, virtually eliminates battery leaks). Games are shipped at 50 cent play (75 cents for two plays, 3/$1).

For more information, ask your authorized distributor; or for referral it's Premier Technology, 759 Industry Dr., Bensenville, IL 60106; 312/350-0400 or 800/444-0761.

TOKI from Fabtek

Toki is a video game conversion kit for horizontal monitor games. It may be played by one player or by two players who take turns.

Theme: fantasy character adventure.

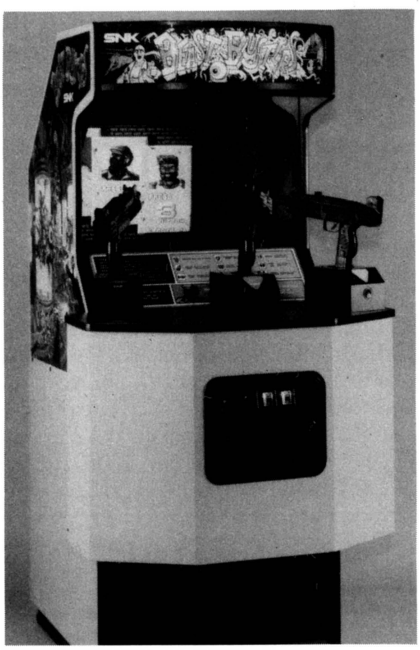
Gameplay: "Toki," the title character, is a fire-spewing, high-jumping man-turned-ape. He sets out to free his kidnapped gal pal, and along the way must battle weird and wonderful jungle beasties. Action and humor combine for "a change of pace from the typical shoot'em'up," stated Fabtek prexy Frank Ballouz, "which we anticipate will be a hit among male and female players across all age groups."

Features: a new kind of control panel can be shipped with the kit. It's called the "Add Player Control"

option and it means this game (intended for one player at a time) can be installed in a cabinet with two player stations. With this option, the game can be played with either the right or left player controls. "We think this option will make installing the game much more convenient for operators," stated Fabtek service whiz Todd Erickson. "We also think the Add Player Control option will quickly achieve an industry-wide popularity and be emulated by many other manufacturers."

For more information, ask your authorized distributor; or for referral it's Fabtek, Inc., 8335 — 154th Ave. NE, Redmond, WA 98052; 206/882-1093.

BEAST BUSTERS from SNK



Beast Busters is a new three-player simultaneous dedicated video game.

Theme: shooting at zombies and supernatural beasts.

Gameplay: using one of three Uzi machine gun replicas mounted on a wide, bib-style cabinet, players blast away at a never-ending onslaught of blue-skinned monsters. This "Night of the Living Dead" scenario offers non-stop action in a variety of settings: subway station, corridor, elevator shaft. . . and the zombies just keep coming, and coming, and coming. And only in the coin amusement industry could a new product have the following as part of its description: "Blood comes in red or green; slime is green only."

For more information, ask your authorized distributor; or for referral it's SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; 408/736-8844.

Atari's FOUR TRAX



Four Trax is a deluxe two-station video driving simulator, with each unit featuring two seats and monitors linked together. Players get side to side motion, realistic throttle controls for acceleration, brake and gear shift. Up to four units may be linked for eight-player interactive excitement. The piece was developed, designed and engineered by Atari's Japanese sister company, Namco.

Theme: off road, all-terrain vehicle racing.

Gameplay: the sensation of a four-wheel ATV is felt immediately as your rear wheels slide out around the first corner. Jumps and landings require true skill. Players compete to complete a lap first, within the allotted time. If one player (in head to head competition) crosses the finish line before the clock runs out, all players get extra time.

Features: "**Four Trax** represents state of the art hardware and simulation technology," stated Atari prexy Hide Nakajima. Atari noted that the game has been a hit in Japan, and has caused real excitement here in the U.S.

For more information, ask your authorized distributor; or for referral it's Atari Games Corp., P.O. Box 361110, Milpitas, CA 95035-1110; 408/434-3700.

COIN REPLICA JEWELRY from HMS Monaco

Coin replica jewelry is one of the hottest fashion items this season and now you can stock it in your redemption prize-vending games. Favorite U.S. coins such as Buffalo Head Nickels, $20 "Eagle" gold pieces, Mercury Dimes, etc. have been recast, enlarged and integrated into pendants and keychains. "For the amusement industry," said HMS Monaco, "the result is a line of jewelry with a sense of nostalgia, as well as a very high perceived value."

Regrettably, the samples we received could not be adequately photographed for presentation here. But readers should know these are very handsome pieces indeed which should help boost redemption income for winter and spring.

For more information, ask your distributor or HMS Monaco et Cie Ltd., 135 W. 20th St., New York, NY 10011; 212/691-9000.



Bally/Midway's TRI-SPORTS

Tri-Sports combines three video sports games in one. Test pieces, out in early December, went out in dedicated format. Regular production units, shipping mid to late January, will be a vertical kit.

Theme: pool, bowling and golf.

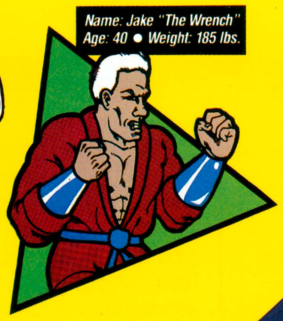
Gameplay: "Pool Shark" allows straight pool, rotation and nine ball. "Power Strike" bowling choices include regulation, flash and triple strike. "Mini-Golf Deluxe" lends new twists to classic miniature golf.

Features: full color graphics, trakball player controls.

For more information, ask your authorized distributor; or for referral it's Bally Sales, 3401 No. California Ave., Chicago, IL 60618; 312/267-2240.



Name: "Tiptoes" Tommy
Age: 45 ● Weight: 310 lbs.



Name: Jake "The Wrench"
Age: 40 ● Weight: 185 lbs.



Name: Larry "Legbreaker" Lubinski
Age: 19 ● Weight: 220 lbs.



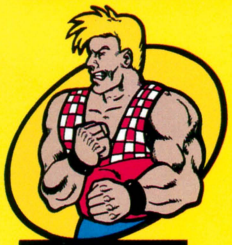
Name: Antonio "Crybaby" Palermo
Age: 25 ● Weight: 265 lbs.



Name: Mike "The Muscle" McDermit
Age: 30 ● Weight: 290 lbs.



Name: "Slippery" Sam Santana
Age: 38 ● Weight: 205 lbs.



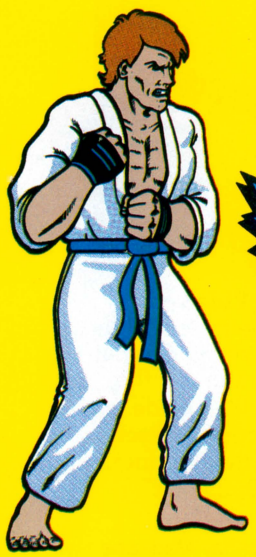
Name: Bobby Brown
Age: 21 ● Weight: 175 lbs.

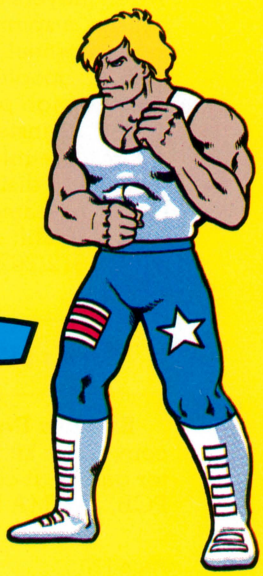
TAKE THE HIGH ROAD TO PROFITS WITH STREET SMART!



- *Fight in 8 different cities to be the Champion!*
- *In a 2-player game, players fight each other in a "grudge match" at the end of each scene for bonus stamina.*
- *2-player cooperative/ interactive game with buy-in and continue features.*

AVAILABLE AS KIT OR DEDICATED GAME!





STREET SMART™

SNK

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SUNNYVALE, CALIFORNIA 94086
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Williams' BAD CATS



Bad Cats is the latest pin from Williams, featuring unique backglass animation and many design innovations. Proven hit-makers Barry Oursler and Python Angelo led the design team.

Theme: misbehaving cats prowling the house, trying to eat the fish in the fishbowl.

Gameplay: an industry first is the Linear Target: the harder you hit it, the greater the "Fish Bone-us" value (up to five million points). Playfield includes easy access center ramp (rewards extra ball and higher scoring). Spell out the game name, and you can get a fishbowl jackpot worth eight million points. A left side "tiger ramp" progressively increases in value to a million points. . . and making five consecutive jump shots with the last ball gives the single highest scoring value in history: 20 million points. When players enter "Ralphie's doghouse," a spinning "seafood table" mystery wheel kicks into action, offering goodies such as extra ball, special, high point values, or even a possible instant jackpot.

For more information, ask your authorized distributor; or for referral it's Williams Electronic Games, 3401 N. Calif. Ave., Chicago, IL 60618; 312/267-2240.

Sega's SHADOW DANCER

Shadow Dancer is a video game conversion kit for horizontal monitor games. It comes complete with PCB, JAMMA harness, full cabinet graphics, twin control sets (including motion control joysticks), in-cabinet control panel with volume control, service and test switches, and hi-res graphics. The game may be played by one player or by two playing cooperatively and simultaneously.

Theme: Ninjas and their guard dogs vs. terrorists.

Gameplay: each player controls both the Ninja and his guard dog. They pit their martial arts skills a brutal band of terrorists which has planted bombs all over an urban landscape. The four rounds and 15 stages occur in impressively-rendered sites which include airports, bridges, warehouses, sewers and a Space Shuttle launchpad.

Features: "The unique power of Sega's new computer architecture greatly enhances sound effects, graphics simulation and player control," said the firm.

For more information, ask your authorized distributor; or for referral it's Sega Enterprises, Inc. (USA), P.O. Box 610550, San Jose, CA 95161-0550; 408/435-0201.

Alter's PEOPLE POSTCARDS



People Postcards have been around for a while, but now this popular item is being sold, marketed and leased by Alter Enterprises in association with Practically Perfect Productions, Inc. No messy chemicals or light-sensitive paper here; the machine uses a new thermal imaging process.

Theme: choose the background for your customized, full-color portrait/postcard.

Features: this one's easy and fun to use. You sit in the photo booth, insert money, then push a button to select which background you want. To check it out before making your final decision, you see your image shown against the chosen background in a composite. There's a warning countdown (gives you time to pose), and the picture begins to print. In seconds, you've got a unique photo which can be used as a postcard or souvenir.

This patent-pending system stands 16 sq. ft., is fully automated and needs no attendant. The system is making lots of money (virtually maintenance free) in top theme parks around the country.

Indeed, the manager of Hershey Park in Pennsylvania recently wrote to Alter: "With your commitment to product quality and service, it's evident why you are a leader in the amusement industry." And the amusements chief at Knott's Berry Farm in Southern California said, "the booth generates lots of customer interest and we're still experiencing waiting lines on busier days. Your personnel support went far beyond our expectations. . . yet the booth has proven to be nearly maintenance free."

For more information, ask your distributor or Alter Enterprises, Westpark Business Center, 210 W. Pkwy., Pompton Plains, NJ 07444; 201/616-1111.

Excalibur Video-Kit Cabinet from K.D. Industries



VH 1925 Excalibur Video-Kit Cabinet is a long name for a simple concept: "the only universal cabinet developed for the operator, by the operator." That's the claim made by Andy Bergland and Todd Erickson, who make and market this product.

Features: accepts 19, 25 or 27

inch monitors; vertical or horizontal mount; removable slide drawer system; standard dimensions; 75 to 80 lbs. lighter than most other cabinets; high-quality durable plywood construction; two rear steel cabinet protectors with enclosed casters; hardwood side bumpers for protection on location and in transit; unique cam twist locking system; easy assembly; low shipping cost (ships completely assembled, or flat in four boxes via UPS); component parts available as needed.

For more information, ask K.D. Industries, 220 Robinhood Ln., Circle Pines, MN 55014; 612/786-7766.

SHUFFLE INN

Shuffle Inn is the latest shuffle alley game from Williams.

Theme: sliding a puck along a tabletop to knock down bowling-type pins.



Gameplay: combines classic Williams shuffle alley games plus a new one. It's called "Big Strike," which is played like regulation bowling with a tic tac toe feature and progressive bonuses added on.

Features: enhanced sound and speech effects; advanced diagnostics; comprehensive bookkeeping functions; durable, laminated playing surface is hard and true; easy service thanks to simple connector scheme and PCB.

For more information, ask your authorized distributor; or for referral it's Williams Electronic Games, 3401 N. Calif. Ave., Chicago, IL 60618; 312/267-2240.

J-S Sales Catalog

J-S Sales' new 96-page catalog covers parts and supplies for coin-op, including many new items added to an already comprehensive line. New editions include several high-efficiency power supplies, harnesses, metering and repair equipment, new game buttons (with a unique "do it yourself" label system), strong security bars and an expanded range of soft tip darts.

For free copies of the new catalog, contact J-S Sales Co., Inc., 5 So. Fulton Ave., Mt. Vernon, NY 10550-5185; 800/431-2944 or in state 914/668-8051.







New from Smart Industries

Classic Jumbo Clean Sweep is a skill crane which offers an immense viewing area, thanks to an extra-low playfield and bigger window displays. Other features include a "motion" sound system, halogen track lighting and rope lights. Standard features include a $1/$5 bill acceptor with a 400 bill stacker, a credit/timer LED readout, plus a large set of fully adjustable claws to handle up to 16" prizes. Like other models in this series, the crane offers three different play modes, skill joystick control, microprocessor game boards and 1.5' square steel frame tubing. Many options are available.

The "Jumbo Junior" is 34" wide and the "Jumbo" is 42" wide. Both have a coin box designed for easy removal through standard doorways.

By the way, new styling and strength features now come on the 1990 'Clean Sweep Cranes' (including single, super single, double and triple models). These changes include gold aluminum trim, new coin chute design and two double stainless steel doors (tamper resistant and coat hanger proof). Also featured are your choice of new height size design on the coin mech door console, or optional DBA with improved accessibility to game boards or power supply.

For more information, ask your distributor; or for referral it's Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317-2938; 800/553-2442; 515/265-9900.

Bally's MOUSIN' AROUND



Mousin' Around is Bally's new pinball. It features primary color graphics, a whimsical musical score, and Bally's noted electronics package.

Theme: mice stealing cheese.

Gameplay: players "set" two "mousetraps" by spelling out words on targets, then lock one ball in each trap to start triple multi-ball action. Re-trapping two balls and sending the third ball home to the "mouse hole" scores a jackpot worth up to five million points. Ramp shots can spell out another key word ("cheese") and shooting a "big cheese loop" energizes the "cheese ramps." Individual scoring memory lets players build their own unique jackpots.

For more information, ask your authorized distributor; or for referral it's Bally Sales, 3401 No. California Ave., Chicago, IL 60618; 312/267-2240.

BLITZ POKER from Nova Pro

Blitz Poker is an easy-to-use conversion kit for standard poker games. Using "gambler's psychology," it makes most features optional and player-selectable, such as raise, two jokers per deck, four wild pairs, etc. Unique features include a "two extra cards" option on some plays, a sixth card and a random seventh card option. There are easy and hard bonuses, also player's choice.

Program data and stats are protected via personalized codes and battery back-up memory. The original poker game board remains operational.

For more information, ask Nova Pro Amusements, Inc., distributed by Dugamex, Inc., C.P. 698, Drummondville, Quebec, Canada J2B 6W6; 819/474-4263.

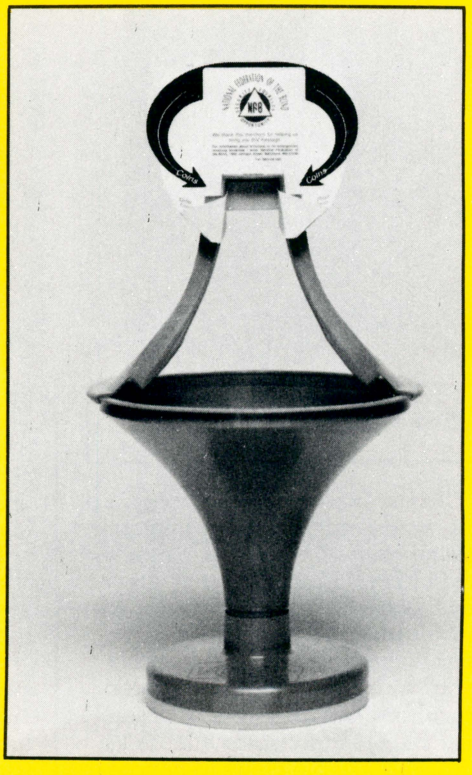
CARD BALL

Card Ball is a "kit" for pool tables which enables shooters to enjoy a simple, yet entertaining, variation on pool. This variation combines strategy elements of poker with the shooting skills of classic pool.

The kit includes 21 specially marked, black and red "playing card" billiard balls (10, Jack, King, Queen and Ace in hearts, clubs, diamonds and spades, plus "star ball" and cue ball). Kit also includes a colorful, electronically-lit, computerized, wall-mounted scoreboard

PROFIT! PROFIT! PROFIT!

Wishing Wells



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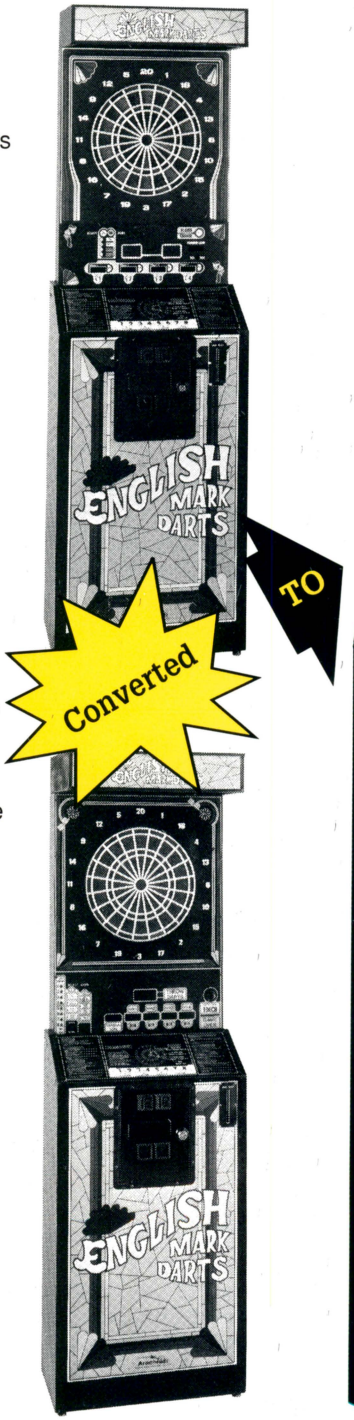
- ★ Count-up
- ★ Rotation
- ★ on screen player awards - Outs, Counts, Hattrick, 3 In A Bed and Ton Eighty
- ★ on screen and audio dart verification
- ★ on screen player information and satisfaction
  - round prediction/average
  - game prediction
  - percentages of darts scored
  - in Cricket - marks display on Temporary Score
- ★ game credit capacity
- ★ operator user friendly
  - mother board self test function
  - matrix test feature
  - on screen identification of stuck segments
- ★ player user friendly
  - simple and concise operational instructions on decal
  - on screen game instructions
  - printed player brochure
  - anti-skip player change button
  - optional Double/Triple Chart decal on shroud
- ★ on screen player statistics
  - awards, Bulls, Outs
  - averages/round for player motivation
  - basis for rating and league parity

★★ support staff - medalist operates 500 plus dart games of which 250 are **DART STARS** ★★ total product pride ★★ we care - ask those who have already purchased the **DART STAR** Conversion Kit





Available Next Month:
PUB STAR Conversion Kit for Pub Time* Games

*Pub Time is a registered trademark of Merit Industries, Inc.

NOTICE: This game has been modified with a conversion kit manufactured by **medalist manufacturing corporation**, which has no connection with the original game manufacturer.

medalist manufacturing corporation (206) 946-2100 FAX: 206-839-1532



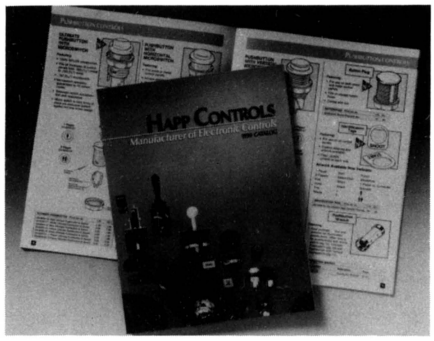
which automatically posts score changes during the game, and automatically evaluates the winner. A modified ball return mechanism is included where necessary.

Dynamo says orders on this unusual game have been steady since it was introduced at the AMOA Expo in Vegas. Operators who have the game like it and it's easy to see why. The game is made by Cardball International Ltd. of Canada and is available in the U.S. through Dynamo.

For more information, contact Dynamo at 2525 Handley-Ederville Rd., Richland Hills, TX 76118; 817/589-7699 or 800/527-6054.

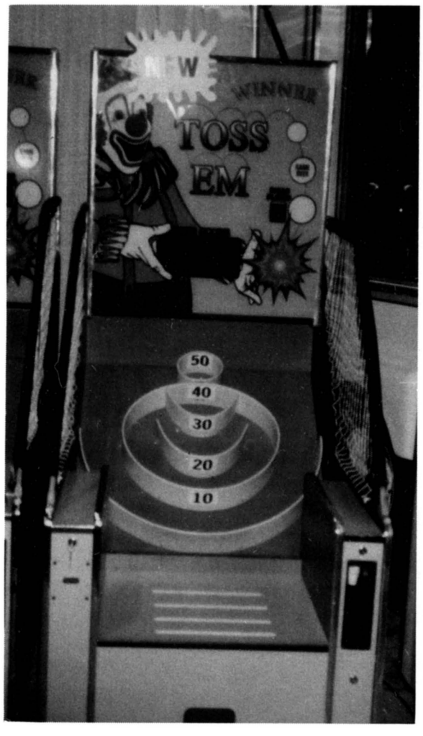
Happ Controls' 1990 Catalog

Happ Controls has issued its new catalog. Products include controls of all types: joysticks, pushbuttons, trackballs, steering wheels, shifters,



pedals, driving conversion kits, coin and currency items, power controls and specialty controls. Consumer products for home video games are also available.

The 24-page catalog provides dozens of excellent, clear black and white illustrations, schematics and







Three New Titles from Coin Concepts

Redemption specialists Art Warner and Wylie Irwin at Coin Concepts bowed three new games at the recent IAPPA (Parks show), expanding this young firm's product line to a total of 11 titles. "We predicted redemption games were about to explode, and they have," said execs. "It's nice to be in the right place at the right time."

Toss 'Em is a child's roll-down game, aimed at players from 18 months to 10 years old. **Jr. All American** is a child's basketball skill toss game appealing to both boys and girls (the first run of this game is sold out already; a second run is planned for early January). Both games feature operator adjustments to set maximum win levels which are available per game. This option helps prevent game abuse.

Starburst is a one-player pusher with regular shelf play and a typical pusher playfield, plus a unique bonus payout (game can dispense a special promotional token for greater prize redemption value or special bonus gift). Editor's note: check with your attorney or local law enforcement officials, before inserting one (or just a few) "much more valuable" prizes in any redemption game.

By the way, the success of these and other games has prompted Coin Concepts to expand its parts and service departments for faster turnaround and repair; this news should be especially welcome to operators with short seasons. "As long-time coin-op veterans," said Art Warner, "we realize a down machine means no income."

For more information, ask your distributor; or for referral it's Coin Concepts, Inc., 12 Edgeboro Rd., Unit 4, E. Brunswick, NJ 08816; 800/462-2646 or 201/390-9009.

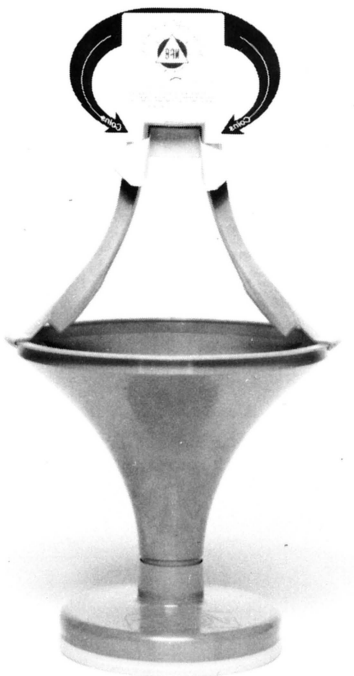
product descriptions, along with dimensions, prices, comprehensive ordering information and easy-to-use order forms.

For more information, contact Happ Controls, 106 Garlisch, Elk Grove, IL 60007; 312/593-6130.

WISHING WELL

Wishing Well is a durable novelty item with no electronics or moving parts. Gameplay could not be simpler: players toss in a coins or bills, then make a wish. A countertop and two floor models are available (two feet high or three feet high). The game has been approved for use in soliciting charity contributions by the "vending outreach program" of the National Federation of the Blind. Operators can participate in this program by following the instructions included in the manual. "This tie-in makes placing the games very easy and increases income too," stated the manufacturer.

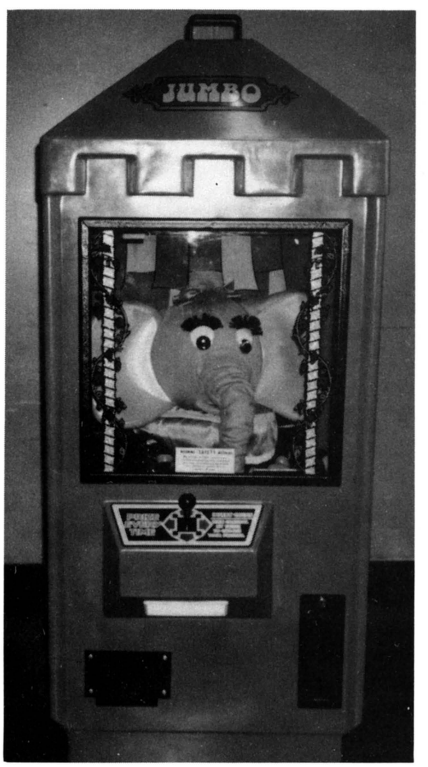
Also because of the charity tie-in, this product has received extensive media attention and broad location



support in a variety of types of sites.

For more information, contact Vending Investments, 6822 — 22nd Ave. No., Ste. 400, St. Petersburg, FL 33701; 800/780-4411.

Betson's JUMBO THE ELEPHANT



Jumbo the Elephant is an egg or capsule vender. It gives a prize every time it's played. The new twist, said the firm, is that the player controls Jumbo's trunk and "wins" the prize. By allowing player participation, the unit gives a new dimension to bulk vending. Pricing is operator adjustable and the unit could "be the first bulk vending machine that will generate 50 cents per vend," said Betson.

For more information, contact Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; 201/440-2200.

Bonita Marie's OPEN BOX SYSTEM

For you prize-vending redemption machine operators, the **Open Box System** is a collection of classy-looking costume jewelry, watches, keychains, pendants, medals, chains, bracelets, etc. They have the glitter of gold or diamonds and are displayed in small transparent plastic jewelry cases. Each case features a hinge lid, so it can be displayed in the "open" position. A full display of open boxes creates a very inviting look, since the prizes are displayed on small blue, black or red velvety backgrounds inside each box. The total effect almost turns your crane or rotary into a "jewelry counter." Said the firm: "The open box system presents new variety and high perceived value that attracts men, women and children."

For more information ask your distributor or Bonita Marie Co., 1555 Rt. 37 W. Ste. 6, Toms River, NJ 08753; 201/349-1994 or toll-free at 800/272-6375.

New Catalog from Windy Corp.

Windy Corp. is now shipping a glossy, full-color catalog detailing their various products and services, including: longer-life Prestige Premium Balloons in 27 colors: silk screen printing on balloons of custom and stock logos, messages and images; clown-themed character inflators; giant "billboard" balloons shaped like blimps, hot-air balloons, soda cans, soda bottles or ice cream cones; balloon vending machines; and related supplies. Hard work, fast service and low prices are promised.

For more information, ask your distributor or Windy Corp., Windy Corp., 106 W. Gardena Blvd., Gardena, CA 90248; 213/532-5353.

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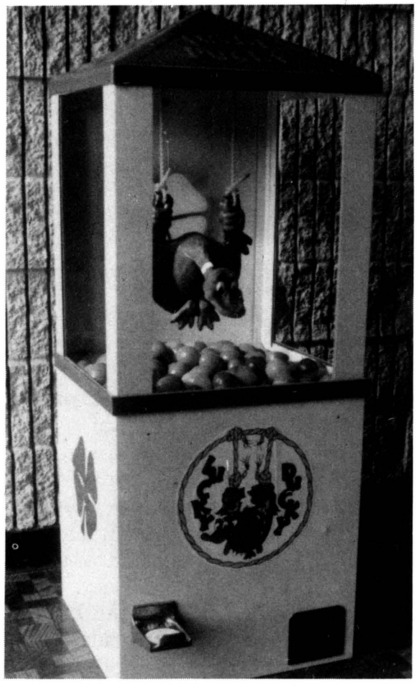
LUCKY DUCKY



Lucky Ducky is a children's egg vender.

Theme: based on character in a children's story.

Gameplay: the handsome green duck guards the Leprechaun's Treasure Eggs. Insert a coin, and the duck begins swinging his magic Golden Horseshoe and quaking (with an Irish accent, yet) as the eggs are dispensed.

Features: steel, high impact plastic and plexiglass components; proven dispenser; 2-piece modular design for easy shipment and rotation; assembles in minutes without tools; exchangeable modules in case of service problems; 600 egg capacity; very low price. Dimensions in inches are 20 wide x 20 deep x 48 tall. Weight: 100 lbs.

For more information, ask your distributor or The Lucky Associates, Inc., State Highway WW, Rt. 2, Conway, MO 65382; 417/589-6700.

POP UP from Hi Tech



Pop Up is a ticket-dispensing, novelty variation on a rolldown game. It's made (and patented) in America and has "practically no moving parts," said the firm. All components are "off the shelf."

Theme: clown character and multi-player race.

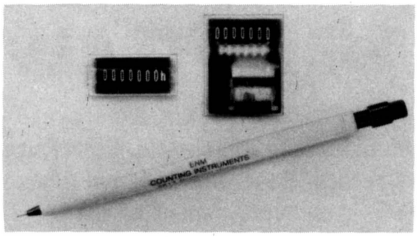
Gameplay: players compete against each other by rolling balls down their table into a target hole, creating continuous action and sound effects as the brightly colored balls are blown into the air. After the balls enter the mouth of a clown, they float down a clear plexiglass tube. The first player to stack six balls in the tube, wins.

Features: full automatic, patented digital sound system calls in passing players, explains the rules and announces the wining player's number at the end of each game. Also included: "travel light" package; unique four-line controller; overhead mirror; totally automatic operation and self-resetting; optional per-play pricing, coin intake and ticket pay-out; tamper proof game and money meters; heavy duty compressor; totally pneumatic drive system.

Height is from 8.5' to 10' (your choice). Game is 8' deep and each playing table is 4' long by 19" wide. Requires 220 volt electrical outlet.

For more information, ask your distributor or Hi Tech Amusements, Inc., 3701 N.W. 16th St., Lauderhill, FL 33311; 305/583-6066.

New from ENM



Series P2G/E9E Mini Adding Counters and **Series T33 Mini Hour Counters** are a perfect match for side by side mounting applications. Both counter and hour meters are ideal for easy installation where space is limited; both resist shock, read easily and consume little power.

The PG2 Series is panel-mount, while E9E Series is designed for direct soldering and PCBs. Both are good for battery operation and electrical circuitries. Several voltages are available for both, using either alternating or direct current.

Series T33 Hour Meters are quartz crystal oscillator controlled impulse counters, ideal for battery operations and for PCB use. Panel or PCB mounts are options; various DC voltages available.

For more information, ask your distributor or ENM Company, 5617 NW Hwy., Chicago, IL 60646-6135; 312/775-8400.



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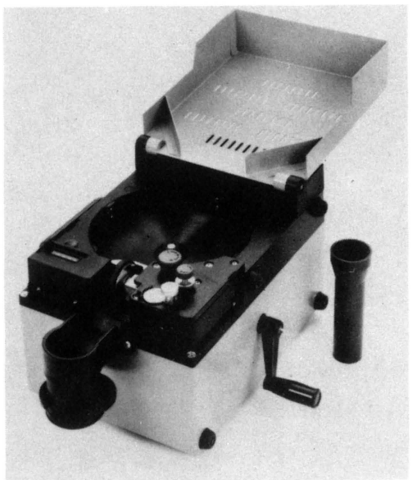
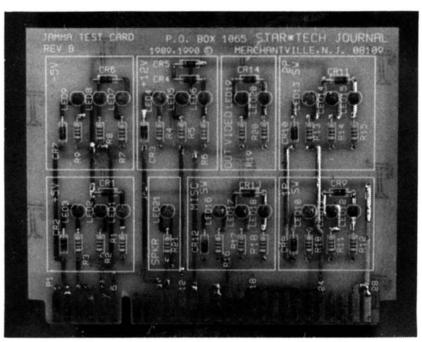
Happ Controls' Portable Coin Counters



Portable Coin Counters — a full line of them — are now available from Happ. They feature a metal coin tray and base; reversible motor; and a five-digit resettable counter. They can count coins and tokens of almost any size and come with one-year warranty.

For more information, ask your distributor or Happ Controls, 106 Garlisch, Elk Grove, IL 60007; 312/593-6130.

JAMMA Test Card from Star*Tech



JAMMA Test Card lets you chec out the entire video game wiring system before you plug in that $1,000 logic board. "It's a $44 insurance policy," said Jim Calore. The card alerts you if power supply voltage is too low or high; checks for clear video and audio lines; checks switches for one- and two-player, slam, coin and test mode; and checks just about all PCB inputs and outputs. You get a visual indication of input or output status on the card. In sum, you avoid potentially costly damage by plugging this card into your JAMMA vidgame harness before your logic PCB, or after conversion, or when you do initial cabinet wiring, or when you replace power supplies or harnesses.

Include $3.50 for shipping ($9 air). Prepaid or COD is okay.

For more information, ask your distributor or Star*Tech Journal, P.O. Box 1065, Merchantville, NJ 08109; 609/662-1080.

Wico's Improved TRUSLIDE Products

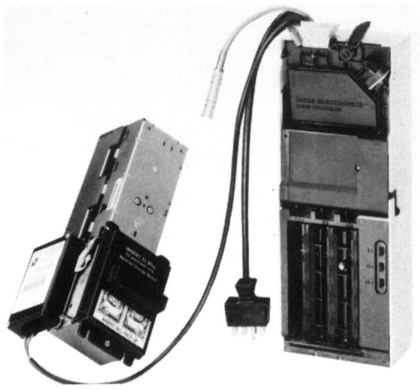


Truslide is a line of waxes comprising Super Speed Wax, High Speed Wax and Shuffle Alley Wax. These products have now been updated with new space-age polymers. Since they contain no powdered wax, there's no caking or gummy build-up on playing surfaces, said the firm. Shaker-style plastic container comes with a pop-lock, screw-on cap which seals out humidity and protects wax during shipment.

For more information, ask your distributor or Wico Distribution Corp., 6400 W. Gross Point Rd., Niles, IL 60648-4567; 312/647-7500 or toll free 800/323-0765 (U.S.) or 800/426-9426 (Ill.).

TRC COMBO from Mars Electronics

TRC Combo is an "integrated payment system" that accepts payment in whatever form the customer can offer: dollar bills, exact change, or non-exact change. It features "the total capabilities of a bill acceptor and a coin changer for single-price vending applications." Specifically, it combines two Mars units (a TRC6800 electronic coin mechanism and a VFM1 Bill Acceptor) into a single system with fewer components and lower overall cost than buying each unit separately. Also, there are no hidden costs for extra



harnesses or interfaces between bill acceptors and coin mechs. Built-in microprocessor diagnostic capability simplifies maintenance troubleshooting. A single power supply reduces chances of malfunction and increases safety.

For more information, ask your distributor; or for referral it's Mars Electronics International, Inc., 1301 Wilson Dr., West Chester, PA 19380; 215/430-2500.

New Vending Audit System from Mars Electronics

Mars now offers an exclusive new vending machine audit system, making it very easy to get extremely useful data. While your route driver is restocking vending machines, he uses a portable data terminal (with optical communications or plug-in wired connections) to collect data stored in the machine. The same terminal can also scan and "key in" more data, such as product bar codes, restocking quantities, etc. All this data is downloaded to your central office computer.

How does it work? The new audit boxes take advantage of the data-collecting abilities already present in your existing electronic coin mechs, bill acceptors and vending machines. Mars can also provide audit box capabilities for retrofitting.

What does all this gadgetry do for you? Having current info which allows better cash and product audits, machine maintenance and profitability tracking, and supervision of route driver activity. All communications formats meet proposed NAMA standards.

For more information, ask your distributor or Mars Electronics International, Inc., 1301 Wilson Dr., West Chester, PA 19380; 215/430-2500.

ENADA spring

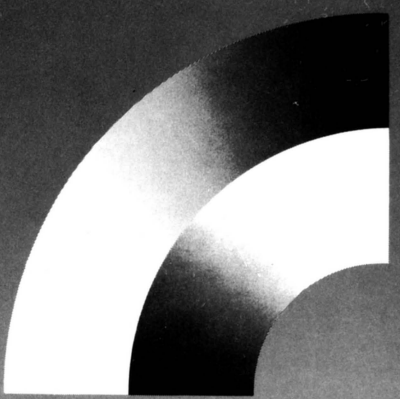
COIN MACHINE SHOW

RIMINI TRADE FAIR CENTRE (ITALY)
MARCH 8/11, 1990
9.30 a.m. - 6.00 p.m.









What's on show?

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London Preview

nothing foggy in this forecast: 1990's tough market will reward excellence

by MARY OPENSHAW

London again hosted the busy, well-attended Associated Leisure Preview '90 at the Novotel. The idea was to give an advance view of 1990 product and trends, so holding this event in late October of '89 worked out just fine.

Sales were a bit off in pay-out gaming pieces, since tradesters are watching for changes in laws regulating these popular items. The trade's asking for the right to use higher stakes (and prizes), but the outcome of this quest was unclear at showtime. Hence, cautious buying.

There was, however, no "London fog" to hide the truth about coin amusements. The state of the British industry is perfectly clear: really excellent games (like Konami's *TMNT*) will sell, big. Merely good games, won't sell. Mobs of tradesters surrounded the Konami hit game at all times, in fact. "People have come from far and wide to see the Turtle," smiled Konami Europe's topper Richard Dunn. The game is made exclusively for the British market by Brent Leisure. By the way, Konami's video kit *Black Hole* is also selling well here (as it is in



Important personalities at the London Previews: Ken Kennedy, Managing Director of Associated Leisure France; Philip Howard, organizer of the London Previews; Rod Firsth, an executive director of Associated Leisure; and John Kelly, Managing Director of Associated Leisure.



At the Konami booth with **Turtles** *and other product are Richard Dunn of Konami Europe (center) with Steve Bierrum (who runs the London office) and his assistant Sue.*



Rowe's Joel Friedman came especially to help MAM, the British distributor.



Bob Deith (left) of Deith Leisure with Ron Vinson, his export manager.

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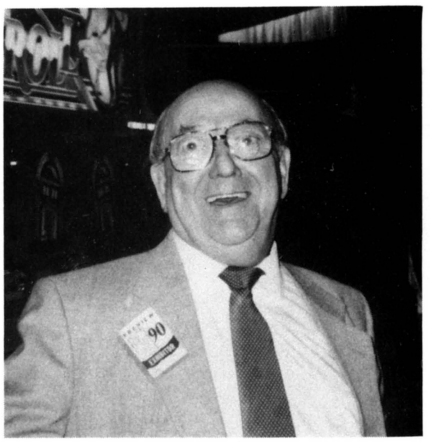
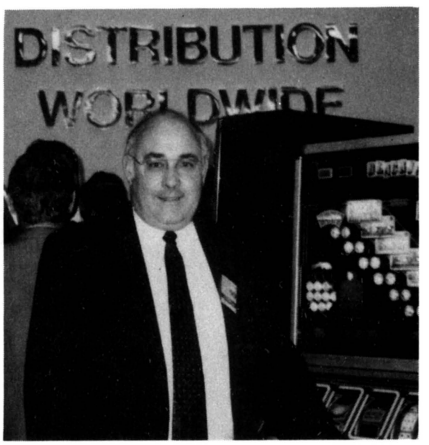
Brent Leisure's David Coren.



The one and only Jimmy Crompton.



David Wilcox of Associated Leisure.

Italy).

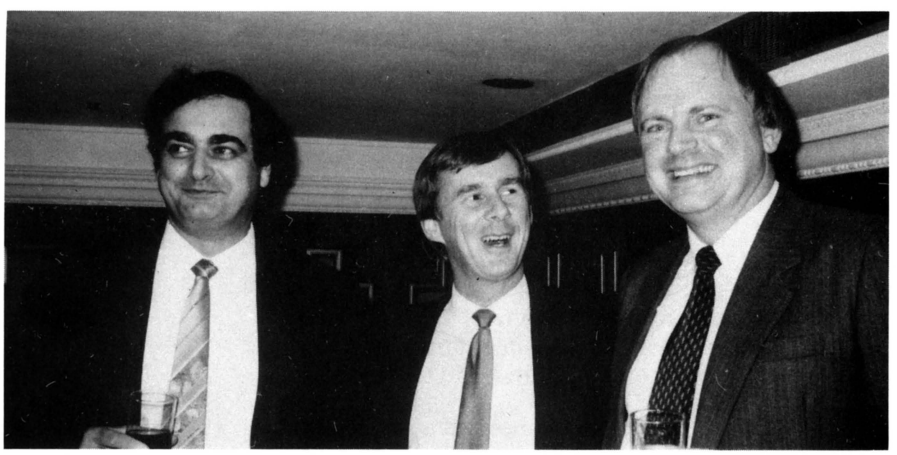
Electrocoin enjoyed another of the show's big success stories: that new Taito driver/shooting game called *SCI*. It's obviously going to be a tremendous hit here, and London-based Taito Europe has ordered 1,500 units (upright and sitdown). Electrocoin's booth was also busy because they handle Capcom, Irem, Data East, Nintendo, SNK and others.

Brent Leisure's booth attracted attention with a snazzy hit pay-out gaming piece, a new version of Nintendo's *PlayChoice*, and Tecmo's soccer-themed video kit. Deith Leisure's booth showcased the giant Namco *Four Trax*, along with the latest Sega titles and a new Rene Pierre "snooker" table.

As for other categories, Crompton redemption pieces did their usual bang-up job (they also drew a crowd with a *Hoopshot* basketball game). Merit's Pete Feuer was at the Dial-a-Deal booth, smiling about the "fast development" of darts in this market. (He also called for more promotion. Odd how the industry always asks for "something new and different," then has to promote it so heavily, once it arrives . . .). MAM rep'd Rowe jukes here while Arbiter showed their music line to operators (with great effect, said company head Joanne Arbiter).

This show, originally founded by the Associated Leisure firm, is now run by trade show pros, but retains the original name. The actual firm which bears that name is still very much in business today, as part of the Mecca group. They hosted a popular hospitality booth which was the expo's most popular meeting place. (They also showed pay-outs, Sega games and NSM jukes, plus running an adjacent by-invitation-only display area which featured signs, music systems, hi-tech telephones, catering goods, etc.

From the looks of the London Preview, 1990 will be a tough market, but one that will reward excellence handsomely.



Left to right: Electrocoin's John Stergides, Konami's Steve Bierrum and John Collinson, Stergides' partner.



Electrocoin topper John Stergides with Grant Freerks, who runs Taito Europe.



Mr. T Ando, Managing Dir. of Konami Europe with Sue form the London office.

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Holiday Cheer!

Atlas/Chicago customers soiree at Zum Deutschen Eck

The December trade calendar wouldn't be complete for the many friends and customers of Chicago's Atlas Distributing without their traditional Christmas party at the Zum Deutschen Eck restaurant on Southport Ave., so once again, Jerry Marcus and Ed Pellegrini didn't let them down. The German-styled soiree took place the night of Dec. 8 and as during the many years the annual gala has been thrown, the huge eatery was just about large enough to accommodate the numerous locals and out-of-towners who drove or flew in.

Marcus, judging by the amount of meals Z.D.E. charged, said close to 450 trade folks and other guests attended the affair. As is also traditional, banks of new machines were set up for inspection (the "open house" side) and two open bars served up the holiday cheer. The "dessert" was a prize drawing (26 gifts were on that menu). The cherry, a Konami *TMNT Turtles,* went to everybody's friend Ed Velasquez, the prominent Chicago operator who is also president of their ICMOA state association.

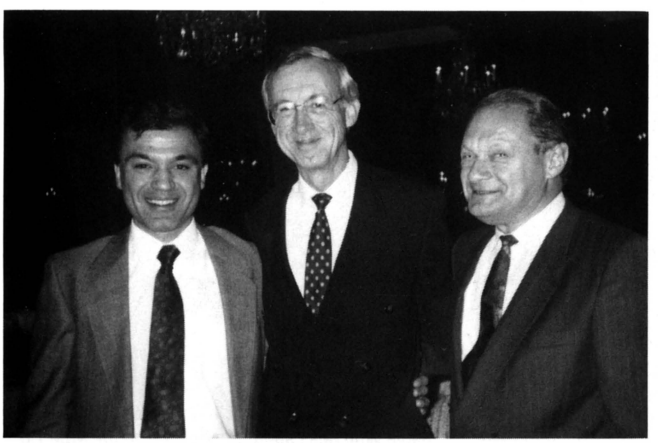
Other lucky winners included Indiana's Variety Amusement (a Greyhound *Jumbo Crane)* Diltz & Sons (a $3,000 gold watch donated by Leland Corp.), Wright's Barnyard of Lansing, Ill (a Williams *Black Knight* pin) and Just for Fun (a Technos *WWF* kit). Somewhere around 165 operating companies were eligible for the prize drawing.

Velasquez mounted the restaurant's stage to thank Atlas for its energetic efforts in support of the ICMOA. (The dealership helps raise state association funds, adds to their operator mailing list, etc.) Velasquez made special mention that help from Atlas added to the association's recent success in lowering Springfield's proposed $15 jukebox and game license increase to a mere $5 hike.

Yes, there was business discussed, but the evening was mostly for pleasure. Some may think that the Z.D.E. has grown just a tad too small for the Christmas parties Atlas has held these past few years (Marcus told us he and Eddie were aware of this). But traditions die hard, so don't be surprised if we're not all back in the Zum next December. As they say, if it ain't broke, why fix it?



Friends, relatives & reps from Data East Pinball hoist holiday cheer to our readers at the annual Christmas party. Among those at the lively table are Shelley Sax, Gary & Denise Stern, Lauran Bromley and Joey Kaminkow.



Aladdin's Castle heavyweight Maury Ferchen is flanked by Atlas principles Ed Pellegrini and Jerry Marcus at the party held again at Zum Deutschen Eck.

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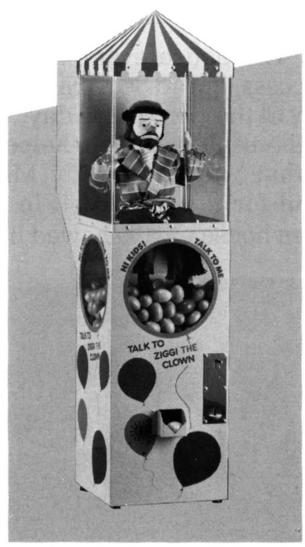

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Ready, Set, Hike!

Greater America hosts ops to fun-filled day of coinbiz & college sports

On a sunny mid-November day in Lincoln, Neb., Greater America Distributing treated customers to an afternoon of Nebraska University "Big Red" football, and an evening filled with music machines and pingames. Cocktails started the day at the "Neighbors Lounge" (Stan's Music), then it was a jaunty bus ride to the college stadium, where the hometown Huskers whipped the visiting Jayhawks, 51-14.

Greater America's main event followed at the Villager Motor Lodge. Co-hosting the successful party was Premier Technology, NSM and Carson City Mfg., all of whom had equipment on display. Factory reps on hand included NSM's Mike Jablonski and Carson's Paul Harmon; past AMOA president Clyde Knupp was among the many operators present. By the way, Clyde handily beat the host of the event, GA's Brad Scott, on Premier's new money-making pin, *Lights . . . Camera . . . Action,* which GA execs termed "a sure winner of a pinball."

"The entire event was a great success," Brad Scott reflected happily at the close of the day. "I'd like to thank all those who helped make it that way, especially Mike and Paul for their support. In all, our open house party showed business and fun can mix very well sometimes."

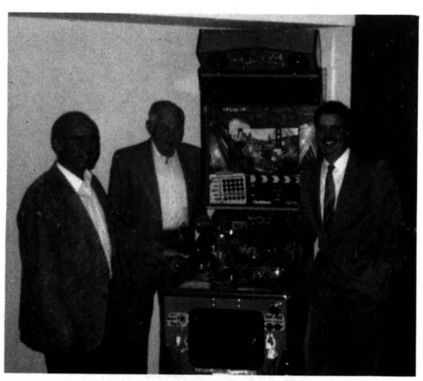
Yes, indeed. As Greater America knows quite well, mixing those two ingredients is what this industry's all about!



Carson City's Paul Harmon points out the features of his **Songbird** *to Greater America's Steve Wolf.*



Chris Palmeroy and Ken Vogt of Valley Vending Service (Grand Island) look over NSM's **Galaxy CD** *jukebox.*



Amuse-O-Matic's Clyde Knupp (& AMOA past president), Kort Amusement's Ed Kort and Premier Technology's Duane Miller with **Lights, Camera, Action,** *the latest Gottlieb/Premier pinball.*



Charlie Haupman and Mildred Stangle of Mike's Music in Lincoln with Greater America's Steve Wolf.



Steve Wolf talks about the features of the NSM **CD Fire** *compact disc wallbox with Jerry Whit of Music Service Company (located in Omaha).*

TODD ON TARGET...

THE VIEW FROM THE STREET.

Back to the Future: 1990, as seen from a "1995" perspective

For this "Forecast 1990" edition, RePlay *got into its time machine and traveled forward in time to 1995. We visited operator Todd Erickson, who was surprised to see we hadn't changed a bit.*

"How's the business, Todd?" we asked. "What's happened to coin-op since January 1, 1990?"

"The last five years have been hectic," Todd answered with a big smile. "In 1990, coinbiz enjoyed a strong comeback from the weak video income of 1989. It's been go-go-go for us operators ever since. Manufacturers are very profitable too, so there are a lot more titles on the market now, in 1995, than there were in 1990."

"Sounds wonderful," we said. "Why are you all so healthy?"

Todd looked very pleased with himself. "One reason we're all so healthy, is that almost all games are sold in kit form. Most games have been sold this way since 1990. Why, distributors don't even order dedicated games very much any more! Mostly, they order kits and use universal cabinets to build complete games for the operators."

"Amazing," we said. "Is that how you operate, Todd?"

"Actually, my company is a bit different," he said. "We like to build the complete games ourselves." Todd jerked a thumb towards the door of his shop. "Matter of fact, we just got 20 new cabinets in this week. Come to think of it, I guess a lot of operators like to buy kits and universal cabinets, then transfer components to the new complete game."

"Sounds like a lot of work," we said.

"No," Todd replied, "it's actually very easy, because so many parts and components are universally standardized around the world now, thanks to the AMOA Standardization Committee. They recommend the Dynamo control panel style, for example. Today, we can buy a loaded control panel and install a standard mother-board kit in under 30 minutes. And, if we're using a sub-board system, it takes just five minutes. That's done a lot, too. Not bad, compared to the eight (or more) hours it used to take!"



Future operator Todd Erickson pauses to check the latest computerized route report on his holographic wrist monitor, while his robot route man waits behind the wheel in their 1995 route truck (which features sporty gull-wing doors & burns natural gas). Hot stuff!

"What do you do with the kits when you're finished with them?" we queried. "Cart them to the city dump, like in the old days?"

"Heck, no," Todd scoffed. "This is 1995, man! Get with the times! The trade-in market is going strong today. Why, our company just traded in 15 used kits to our distributor. Now, by 'kits,' I'm also including the complete Dynamo style universal cabinet with 19" monitor, Dynamo style control panel with harness, PCB and and standard 19" marquee)," he explained.

"Fantastic," we whistled. "And distributors actually make money on this transaction?"

"Sure," Todd replied. "Another operator quickly bought those kits from my distributor, of course. Our distributor did the pass-through, for a small fee from each party. Getting under $800 for 15 good, used games that I'm exchanging for newer ones, is a good buy."

"What about pinball?" we asked.

"Flippers have been strong for many years," Todd said. "All games are set at 50¢, with older ones being 50¢ to start and 25¢ to continue. New pins also have glass properly sealed, to eliminate dirt getting into them. And if any dirt does enter, why, today's flipper games are self-cleaning. These are all excellent im-

provements."

"You guys sure have it lucky in 1995," we observed.

"The situation is not all roses," Todd said. "Our constant challenge for the past five years, in fact, has been keeping taxes and other business expenses in line. We've enjoyed many victories, but believe me, it's a constant battle. Lucky for us, Bob Fay now works closely with AMOA, fighting cities that want to tax us to death. He's been great at dealing with city officials."

"What does Bob do?"

"He makes sure the total city revenue earned by the price of the license, doesn't exceed the cost of regulating the local industry. The average license fee is now under $25 per game. And almost all towns pro-rate your game taxes by the month." Todd grinned fiercely. "It really doesn't cost any more to regulate one game or twelve games, you know. So there's one fee if you have one to twelve games, another fee for 15 games and up."

"How did Bob and the operators accomplish this miracle?" we said.

Todd laughed appreciatively. "We sued the city councilmen, personally, a few times! Councilmen are now personally liable for what they do. And so many of them have been sued by various state operator associations, that they're all very, very careful about hitting us with unfair taxes and regulations!"

"That's an attention-getter," we agreed.

"Some states even have a combined state license, instead of lots of different local licenses," Todd continued. "And sales taxes on games are more like gross receipts taxes: if it can't be collected directly from the customer, it shouldn't be paid as a sales tax. But despite all these victories, we have to keep a close eye on city hall."

"Any other problems?"

"The last six months have been a real pain," Todd sighed. "Another oil shortage has caused long lines at the gas pumps again...up to an hour in some cities."

"Hmm," we said, making a mental note to buy stock in wind farms when we returned to 1990.

Todd kept talking. "But we've saved lots of money by going to smaller trucks and cars, and by moving game drawers only, instead of entire cabinet. As for the larger trucks, they all run on diesel, which gets good mileage. We've also got several vehicles that run on natural gas, which means no waiting in line. And the motors on these vehicles last twice as long as conventional engines, with less maintenance."

"Well, we're about out of time," we said, remembering that back in December of 1989, RePlay *had an urgent deadline for the January, 1990 edition. "Thanks, Todd, and good luck."*

With that, we climbed back into our time machine and returned to the present. We called up Todd Erickson and reported what his "future self" had said.

"Some of those events may happen, and some may not," Todd replied after hearing us out. (He then proceeded to give a long discussion of time travel theory and alternative futures, which we won't bore you with.)

"But that's a future I'd like to live in," Todd added. "All of those achievements will require lots of work, of course. If we're going to have a 1995 as good as my future self claims it is, more operators must join AMOA today, in 1990. Any operator who is not a member should call them at 312/644-6610 and join the battle! And the industry as a whole had better put even more effort and commitment into its standardization work.

"I guess we'd better start compiling a good data base about local tax and license fees around the country, too," Todd mused. "AMOA should make that a top priority. I guess what it all comes down to," he concluded, "is that if we all work together, the industry will be better for all of us."

"It doesn't take a time machine to know that's true," we agreed. R

The BONDEAL CHART

Top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending Dec. 16, 1989

TOP KITS	Dec. 16	Dec. 9	Dec. 2	Weeks On Location
Pang	1	2	2	7
Burning Force	2	1	1	3
Midnight Resistance	3	4	6	4
Zero Wins	4	10	10	8
Super Volleyball	5	3	9	12
Lord Of King	6	8	3	3
Chequered Flag	7	6	5	76
Arch Rivals	8	7	8	20
Mega Blast	9	—	—	1
Caliber 50	10	9	4	6
TOP DEDICATED GAMES				
Ninja Turtles	1	1	—	2
Hard Drivin'	2	2	1	35
Super Off Road	3	3	2	37
Monaco GP	4	4	3	16
Super Hang On	5	5	4	123

FRANK TALK



by Frank "the Crank" Seninsky

Back to the Future, Pt. 2: Assessing Predictions I've Made Since 1986

Welcome to 1990. At times like these, when crossing into a new decade, it's fun to look back and compare "what is" with "what you thought would be." So here is a quick glance over some predictions and observations made in this column since early 1986, the beginning of the short-lived video revival. We'll see how good (or bad) I was at forecasting the future, without the use of a crystal ball, or even a shiny silver pinball.

By the way, my first prediction for 1990 is that I will get to take a vacation. . . and you can bank that this prediction will be true! (I wanted to start with at least one right). Without further ado, here are 25 key predictions and observations I have made in the last four years.

VIDEO ON OUR ROUTES

In Feb. 1986, I said: "Most operators in my section of the country are, in general, only buying kits conservatively, and are resisting the purchase of systems and dedicated games." Nothing seems to have changed since then. (I'm one for one!) If we check the inventory of dedicated equipment in distributor's warehouses, close-out time is here once again.

In Sept. 1989, I said: "The truth is, you can still make good money with video. The trick is knowing what to buy, what to sell. . . and when to sell it. But then, that's always the trick. . . By now, I'm sure video's share [of the average operator's income] is somewhat lower than last year."

That remark, made just five months ago, is truer today than ever. Video's been on a continual decline, and I think video's share of operator income will keep going down in 1990 as pool, darts, music and redemption increase their shares.

NEED FOR NEW TECHNOLOGY

In December of 1988, over a year ago, I said: "If manufacturers and distributors want to see us operators get past the recent 'conservative buying,' we'd better concentrate on getting a quantum leap into new technology. . . Our real future lies in new and exciting products that will justify a price-of-play increase."

In October 1989, I added: "We're still hanging at the bottom of a business cycle in this industry, and we need something new to take us 'up the hill' into our next up cycle. . . What's going to get us into a profitable new period is new technology. That's what always powers this industry and must do so again." But just one month later, I said: "I'm very encouraged by news of new technologies which are just over the horizon."

All of these comments still seem accurate to me. Yes, we've got polygon graphics and digitized images in a few special games, and we've got new sound advances which are "on the shelf," ready to be deployed. But operators are getting impatient with improvements which appear "on the horizon,"

then linger there forever. Let's get these new hi-tech capabilities off the horizon, and onto the distributor's showroom floor, in more than just one or two products. (While we're waiting, Konami's *Turtles* will help us through the next "quarter.")

We're still at the bottom of a business cycle. Today, I wouldn't hazard a guess as to when the rebound will begin. Our games only do well when they're placed in high-traffic locations. In this new decade, maybe the operators will realize that the vast majority of locations which have not performed in the past, won't perform in the future, either. Find out where the people are, and put your games there. Whatever it takes, do it!

COIN-OP VS. HOME GAMES

In June 1989, I said: "All of those industries [which are competing with coin machine operators for America's entertainment dollar] which are currently up, will also have their down cycle sometime. That's why it makes sense for home game makers to stay tight with the American operator: they will be needing him again, soooooon!"

This prediction came about because last summer, my son no longer enjoyed the "punishment" of being sent to his room, where he had his Nintendo home system. But since home games remained the number-one sales item for Christmas of 1989, I'll bet Nintendo and Atari are laughing all the way to the bank at my prognosis of an early home system downfall. Clearly, the "collapse" of home video has not arrived yet.

I also did not get a Christmas card from Nintendo President Minoru Arakawa. This tells me he's still doing very well with non-operator customers.

VIDEO POKERS

In May of 1986, I predicted: "The poker games don't seem to be the type of game that is going to be welcomed by the public, yet these are the machines that some state associations are pushing [to have legalized instead of cranes]."

Since May of 1986, Montana and South Dakota have legalized pay-off video poker games, state-wide. Iowa recently approved riverboat gambling. AMOA's 1989 campaign to help legalize vidpoker in more states has run aground of the "every state is different" problem. It was a good first effort, but future lobbying really needs to be conducted from the grass roots.

TRADE ASSOCIATIONS

In April of 1986, "All the associations are very weak now. If egos can be cast aside, maybe one or two strong associations will emerge."

This actually happened. Some time after this remark was printed, NCMI merged with AMOA. And today, AMOA and AAMA have half a dozen joint projects. This encouraging trend showed up early, which led me in December of 1986 to say: "I am confident that AMOA, side by side with AAMA, is going to lead this industry to a very powerful and respected position in this country." Both associations go to Washington, D.C. now and our experience there has shown this prediction to be true. We're getting better every year and "lobbying with one voice" is much to the operator's benefit. It makes our industry much more credible in the eyes of Congress.

In May of 1987, I said: "Very soon, every operator in the country will realize that joining AMOA is the smartest thing he can do." This wasn't a prediction so much as it was a hope and a dream. Today membership is well over its mid-1987 level. As times get tougher, AMOA's roster should continue to climb. I'm hopeful that the negotiations for the jukebox license will turn out well, so operators can afford to keep their boxes on location!

In July of 1989, I said: "Obviously, the logistical challenges of merging our two associations would be considerable . . . but it's not an impossible dream, and it could happen sooner than you think." My comment on this prediction today: refer to my April 1986 prediction, above!

THE COUNTERFEIT WAR

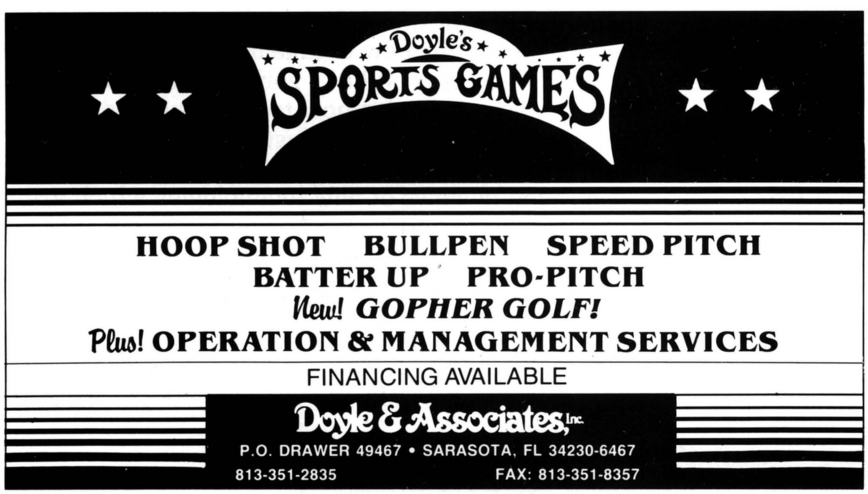
In March of 1986, I said: "Will [the counterfeiting problem] be easy to solve? No it won't, because the truth is that a majority of operators 'just don't care.'"

Manufacturers finally realized this statement was true and accurate. They finally did what they should have been doing from the start: cutting off counterfeits at the source. (If manufacturers had taken my advice in 1986, they could have saved three years of effort . . . which only goes to show, they don't read this column!)

THE PARALLEL WAR

My April 1986 comment on this issue was: "Listen up, manufacturers! You can't fight [all the operators in this industry on parallels] and win. Only the lawyers will get rich . . . Using the copyright laws to cover up your poor business practices to protect the 'monopoly' just won't fly."

For a while, I was right. For a while, I was wrong. And I may yet be right again — time will tell! But the one thing I was correct on, all the way through, was that the law-



yers got rich. They'll continue to get rich, so long as we can't work out our problems at the negotiating table.

CRANES & REDEMPTION

In May of 1986, I said: "Operators must realize that if things continue the way they are going [unfair or illegal crane operation], the public will turn on the industry once again and we'll all be hurt."

Since this prediction was made, cranes have suffered serious legal setbacks in California, Arizona, Maine, Montana and various other states and cities. But things may quiet down now, because President Bush's main focus has been on a much more serious problem — drugs — and many local law enforcement officers take their cue from the top. This makes it the operators' responsibility more than ever not to make the public angry. We have to police ourselves.

April of 1987's column contained this remark: "If you treat redemption and merchandising machines like a retail business, instead of like a video game, you can make more money than you ever made in the heyday of the video boom. And you can make it decade after decade, not just for a couple of years!"

Redemption has been on the rise for at least the past five years, and this rise will continue. I'm now 40 (not 25, as some think) and I know people in my neck of the woods who have been doing redemption for five decades. It's getting better and better, and there's no sign of any future slowdown, except adverse laws. Innovative product must also keep coming.

LEAGUES

November 1986: "I still believe that leagues won't work well in certain areas of the country, like New York City . . . yet I can't help feeling there must be some way to incorporate such a high-powered concept into my operation."

Today, well over three years later after writing that, I still can't figure out a way to use leagues in my operation. Leagues have grown in many areas of the country — including places like California, where people said they'd never work. But they still aren't succeeding in New York City! Time is too precious in New York, a city populated exclusively by "Type A" personalities, according to Betson's Bob Geschine (who is himself a Type A).

POLITICAL LOBBYING

June 1987: "If Congress learns who we are, they might be more likely to support us in future political battles on Capitol Hill." February 1989: "We expect the 1989 Congressional Reception to draw twice as many congressmen as last year's event." May 1989: "I believe our Congressional Reception has much more PR potential than we currently realize."

All true. Our 1989 reception did draw double the crowd, though many were congressional staffers instead of elected officials. At the moment, we are slowly expanding the PR value of our Congressional Reception . . . but we're still in very low gear.

LOCATION TRADE SHOWS

August 1987: "Our industry's presence at location trade shows can open big doors for AMOA operators, resulting in profitable new locations such as convenience stores

TOP HITS OF JAPAN

from Game Machine Magazine Dec. 15, 1989

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Tetris (Sega)
2	Caliber Fifty (Seta/Visco)
3	Bases Loaded (Jaleco)
4	World Cup '90 (Tecmo)
5	Midnight Resistance (Data East)
6	Super Masters (Sega)
7	World Stadium '89 (Namco)
8	WWF Super Stars (Technos)
9	Capcom Baseball (Capcom)
10	Burning Force (Namco)
11	Quarth [Black Hole] (Konami)
12	Paznic (Animation 20/Taito)
13	Pang [Ponping World] (Mitchell)
14	Super Volley Ball (Vid. Sys./Nam.)
15	Next Space (SNK/PIC)
16	Flash Point (Sega)
17	Volfied (Taito)
18	World Stadium (Namco)
19	Crime Fighters (Konami)
20	Mega Blast (Taito)
21	DJ Boy (Kaneko/Sega)
22	U.N. Squadron [Area 88]
23	(Capcom)
24	Zero Wing (Toa Plan/Taito)
25	X Multiply (Irem)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Final Lap [deluxe] (Namco)
2	S.C.I. (Taito)
3	Big Run (Jaleco)
4	Super Monaco GP [dlx.] (Sega)
5	Final Lap [standard] (Namco)
6	Hard Drivin' (Atari/Namco)
7	Winning Run (Namco)
8	Operation Thunderbolt (Taito)
9	Segaia [Darius II] (Taito)
10	Out Run [deluxe] (Sega)
11	Turbo Out Run (Sega)
12	Top Landing [cockpit] (Taito)
13	Chase HQ (Taito)
14	Night Striker (Taito)
15	Metal Hawk (Namco)

TOP 5 FLIPPERS

	Model (manufacturer)
1	Banzai Run (Williams)
2	Earthshaker (Williams)
3	Big House (Gottlieb/Premier)
4	Black Knight 2000 (Williams)
5	Cyclone (Williams)

and national food chains."

This seems to be working. If this effort is done on the up and up, to sell the industry in general instead of specific machines, it can help us all. AAMA's booklet "Now Entering . . . Family Fun Zone" was well done and can also be helpful in this regard.

LOCATION SPLITS

March 1989: "Coin-op is becoming a sophisticated market where clients want a professional operator and are willing to pay fair commission rates to obtain his services."

True. Locations are getting wiser about relationships with operators. For example, I just signed a two-year account where I keep all the money. The location simply wants my services because they feel the games draw customers. I took a chance and told the truth: "I can't cut it at 50-50; it's got to be 100-0." The location owner said okay, rather than lose my services. If you don't take a chance and "ask the prettiest girl to the dance," you won't hear the word "yes."

INSURANCE HEADACHES

April 1989: "If you shop for insurance and negotiate from strength, you'll find there's a heck of a lot of flexibility in the numbers (annual price hikes) your insurance company throws at you every year."

Always true. For advice on smart insurance shopping, come to one of my seminars. I'll show you how to get insurance for "less"!

OPERATOR PROFESSIONALISM

November 1988: "The future success and growth of any company will depend in large part on the training and education of its managers . . . We can predict that if you don't learn more about management excellence, you'll be left behind in the dust!"

This is obviously true, but there are still a lot of tradesters who haven't gotten the message. Read the 1990 *RePlay Directory* and you'll see how many manufacturers and distributors went Chapter 11. And since 1982, half the operators have disappeared . . . and they're still disappearing.

One year ago, I wrote: "I made a bet with Dr. Jack Kennedy, an instructor in AMOA's Notre Dame business education program, that I could double the size of my company in less than three years by using most of the concepts I learned at Notre Dame."

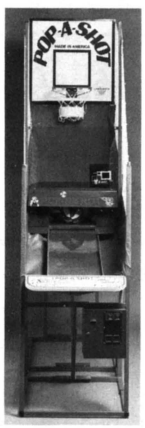
Today I'm one third of the way, and I think I'm on my way to winning that bet. AMOA's Notre Dame seminars comprise one of the best programs I've ever been involved in. Much of my own present management style comes directly from these classes.

March 1989: "Most operators are in transition from scribbling numbers on their lunch bag in the front seat of the pickup truck, to keeping records on floppy disk in the office computer." My comment on this: read the November 1988 prediction again!

1990s OUTLOOK

The 25 predictions and comments discussed above were selected by *RePlay*, not myself. One prediction I *never* would have made, is that so many of my predictions would turn out to be right! As for the 1990s, I think the country eventually has to find itself in a recession. Operators who position themselves with the best accounts ("where the people are") will do all right. Operators who don't, will be cut out.

Try to be one of the survivors . . . and good luck! R



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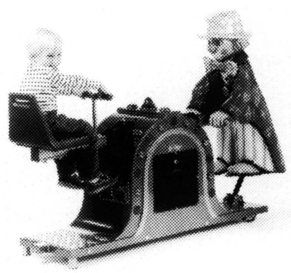


#1 SELLER — MUSIC SWING



SPECTACULAR — SHUTTLE



UNIQUE — BUNNY

Y'all Come

Greater Southern hosts two fine open house parties in Atlanta & Valdosta

The South rose again, coin machine style, at two successful open houses held by Greater Southern Distributors. A Sept. 24 Atlanta affair and an Oct. 7 Valdosta event drew major crowds of operators who enjoyed "great food, great buys, and great distributor personnel." Operators also enjoyed service seminars conducted by Rowe and Williams folks at both functions. Door prizes added to the festive spirit.

"As a distributor, Greater Southern demonstrated that it is fully committed to the continued growth and development of the coin-operated amusement and vending industries," stated VP of Administration Rubin Piha. "Through such affairs, we're able to educate and inform our customers on latest industry developments so they, in turn, can realize a more profitable and efficient level of business."

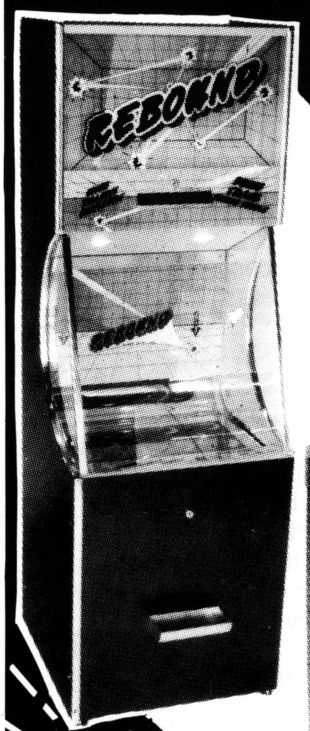


It's the "New My Three Sons!" Greater Southern's David Capilouto and his three boys: Eric, Josh and Jeffry — what cuties!

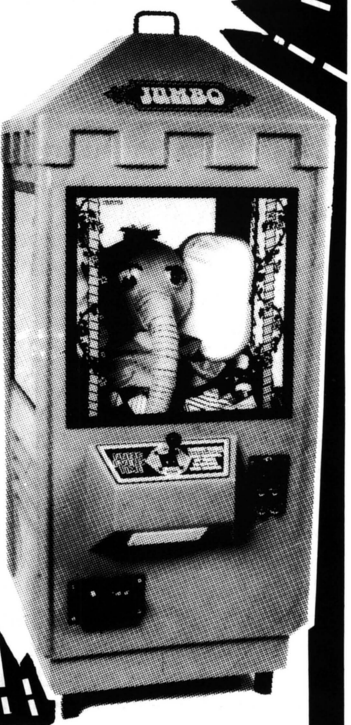


Operators gather around for the door prize drawing at the open house.

WE DID IT AGAIN!
ART WARNER & WYLIE IRWIN
OF COIN CONCEPTS, INC.
WITH NEW WINNERS



REBOUND



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Associations in Action



Gone Fishin'

ICMOA honors co-founder & staunch supporter Walt Lowry with farewell dinner

"For he's a jolly good fellow . . ."

That was the universal sentiment in Springfield, Ill. on the Saturday night of Oct. 7 as dozens of Illinois operators, their wives and association staffers gathered to honor retiring operator Walt Lowry. Long known and loved as the head of Lowry Music (Pittsfield, Ill.), Walt had stepped down a week before the special dinner. He and wife Martha will now have more time to enjoy the rewards of 40 years of hard work and devoted service to the industry.

Some 33 members of the Illinois operator association (ICMOA) attended the farewell bash. That was most appropriate, since Walt's been involved with the group since its 1968 inception. He served as ICMOA president in 1972 and has been active as the Pool Committee Chairman since 1976 to this year. Indeed, the testimonial dinner came about because grateful ICMOA board members insisted on recognizing Walt for his tremendous aid to the association.

Appropriately, the dinner for Walt took place right after an ICMOA board meeting! The site was Jim's Steak House and the sentiments were genuine. Kem Thom (Western Automatic Music) spoke of the many hours that Walt devoted to association business over the years. Kem stated that ICMOA will never forget Walt's hard work on their pool tournaments and other projects. "There just aren't enough words to say how valuable Walt has been to this association," he concluded.



Walt Lowry and his wife Martha admire a gift from Kem & Sue Thom (Western Automatic Music).



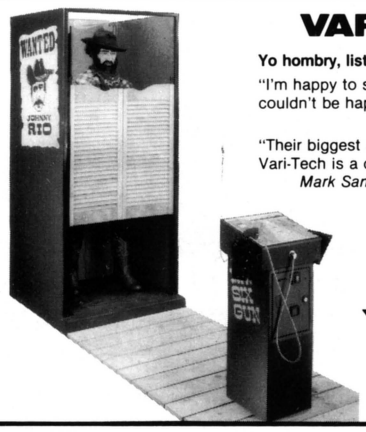
Among the many ICMOA members attending the farewell dinner were Chris & Don Waldron of Northgate Amusement (Springfield) and Eddie Velasquez of Velasquez Automatic Music (Chicago).

Knowing that Walt's an avid fisherman, the ICMOA members presented him with a Diawa fishing pole and reel. "He'll get good use from it, at his condo on the lake!" more than one friend said with a smile. Walt also received some kind words, plus an oversized sand wedge golf club "so you'll never have any more trouble getting out of sand traps," from fellow operator Jimmy LaCost (LaCost Amusements, Kankakee). The guest of honor also received a porcelain jukebox sculpture and a hand-made wreath commemorating many of the places he'd traveled to on association business.

Walt was obviously touched by the event and said he'd miss ICMOA very much. He added that while he has enjoyed his long relationship with the group, he didn't regret his retirement for a moment and vowed that he and Martha would take full advantage of their new opportunity. Their plans include golf, fishing, scuba diving and several other hobbies they both actively enjoy.

Craig Beard, who's been with Walt since the mid-1970s, will assume the responsibility of running Lowry Music as well as taking a position on the ICMOA board and serving as Pool Committee Chairman.

"ICMOA will miss Walt and Martha Lowry and the dedication and support they never failed to show for ICMOA," stated executives of the group. "All of our best wishes for happiness are with them!"



VARI-TECH COMPANY

Yo hombry, listen to what the industry is saying about Vari-Tech:

"I'm happy to say that Vari-Tech has out performed our expectations. We couldn't be happier with the equipment purchased from Vari-Tech."
Doug Deel, Pier 39 San Francisco, California

"Their biggest asset is the professionalism of their management team. Vari-Tech is a company we can trust."
Mark Sandlin,Six Flags Astroworld Houston, Texas

"Vari-Tech Company provides excellent service and the people have been great to work with. The Mr. Six Gun has been very successful.
Dave Cottrell, Brady Distributing, Chattanooga, Tennessee

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TECHNICAL TIPS

by RANDY FROMM

Everything You Always Wanted to Know About Isolation Transformers

I get a lot of questions about isolation transformers. Just about everyone knows that the monitor in a video game must get its power through an isolation transformer but many confess that they don't fully grasp the reasons why. After all, the isolation transformer uses 120 volts AC as an input and produces 120 volts AC as an output. It seems silly, doesn't it? Why not connect the monitor directly to the 120 volts that comes through the line cord in the game?

To get a better understanding of isolation, we need to take a look at the way the AC power distribution system works. In a typical overhead power system, the wires carry 12,000 volts AC from the generating facility or substation. A pole mounted transformer is used to step the voltage down. The output of the transformer is a center-tapped, step-down winding that has just one turn of wire for every five hundred turns of wire on the input winding. This 500:1 ratio is known as the "turns ratio" and it's the turns ratio that determines the output voltage of a transformer. In this case, the transformer on the pole receives a 12,000 volt AC input and produces a 240 volt AC output. The center-tap allows the 240 volt AC output to be split into two, 120 volt AC outputs.

The center-tap of the transformer is known as the "neutral" connection. It is electrically neutral, having neither positive nor negative voltage. The neutral connection is always at 0 volts and provides the "return-path" for the alternating current. The two outside leads are called "hot" connections. It is from the hot connections that we get our 120 or 240 volts AC (see figure 1).

At each pole-mounted transformer, the neutral connection is grounded. As the name implies, "grounding" means connecting the neutral lead of the transformer to the earth itself. This is accomplished by driving a long, metal stake into the dirt at the base of the pole. A heavy wire runs down the side of the pole, connecting the neutral to the metal stake. By grounding each transformer, a common reference point is created for balancing the entire power distribution system. This so-called "earth ground" can also provide a measure of defense against shock in case of electrical failures.

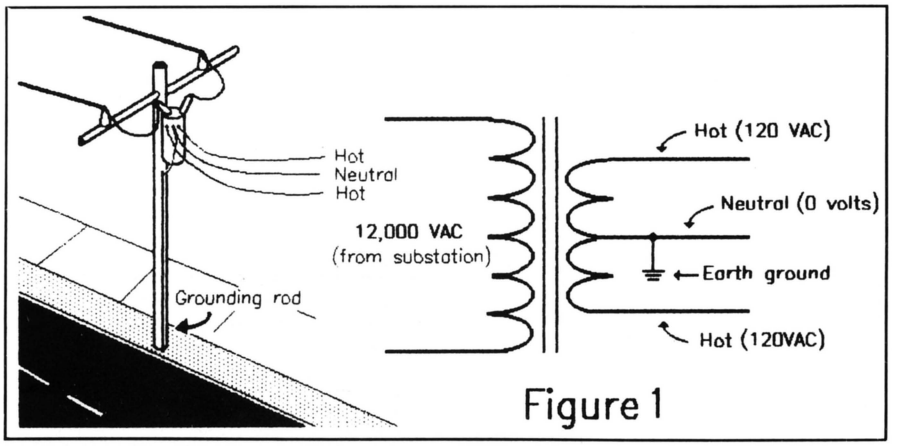
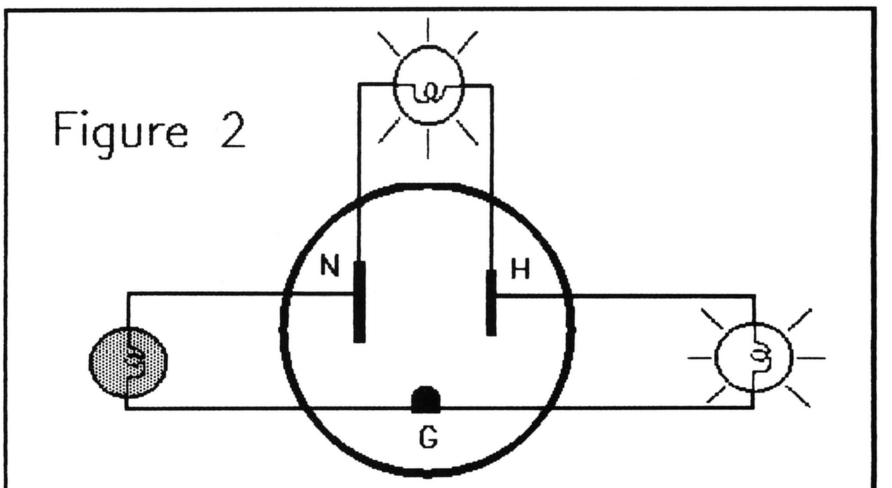


Figure 1

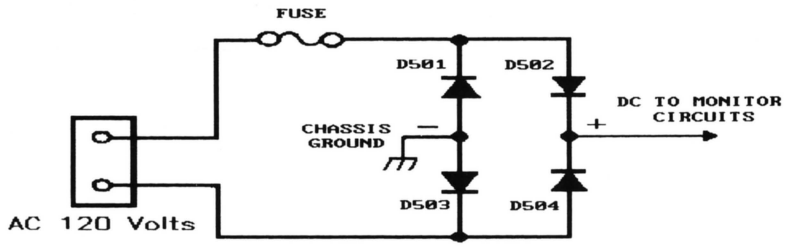
The important thing to realize here is that the earth ground provides almost as good a connection to the center-tap of the transformer as the metallic connection provided by the neutral wire itself. The earth is a very good conductor of this type of alternating current (see figure 2). A load connected between hot and neutral will receive essentially the same voltage as a load that is connected between hot and earth ground.

HOT CHASSIS MONITOR

Now let's take a look at the monitor and see how it fits in the picture. More specifically, let's look at the



The Earth Ground provides virtually the same connection to the center-tap of the pole-mounted transformer as does the neutral. Note that a lamp connected between Hot and Neutral receives the same power as between Hot and Ground.



The "Hot Chassis" monitor has the 120 volt AC power connected to the metal chassis through the diodes. Notice the "Chassis Ground" symbol at the negative output of the bridge rectifier.

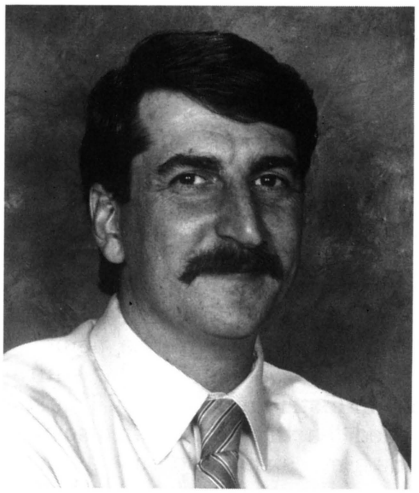
Figure 3

bridge rectifier in the monitor's power supply. The 120 volt AC power connects to the bridge rectifier through a fuse (see figure 3). Notice that the negative output of the bridge is connected to the "chassis ground." The chassis ground is not electrically connected to the earth ground in any way.

If the monitor is powered directly from the 120 volt AC line, the metal chassis of the monitor will become connected through a diode to hot. This is technically known as a (you guessed it) "hot-chassis" monitor. The entire chassis will have 120 volts on it. Needless to say, this is a very dangerous situation. If you are connected to earth ground in any way (by leaning against a grounded control panel or coin door, for instance) and touch the chassis, you may get a nasty shock.

So, the hot chassis monitor design presents us with a real safety hazard. But here's another important point to consider. Most video games have an earth ground wire that connects to the chassis of the monitor. This earth ground wire comes from the round, earth ground pin in the AC plug. If the earth ground is connected to the hot chassis, it short circuits one of the negative diodes in the bridge rectifier. This causes a massive amount of current to flow through the other negative diode, causing it to fail. It's normal to find one or both of the negative diodes shorted in a situation like this. As a matter of fact, it's just about the only thing that causes these diodes to fail. Most of the time, it's the positive diodes that fail.

With the shorted bridge rectifier now drawing enormous current



RANDY FROMM

from the 120 volts AC, we discover yet another problem... The earth ground may have bypassed the fuse in the monitor, blowing the main AC fuse in the game or the circuit breaker in the building. There's a 50-50 chance of this happening. If the hot side goes to the fuse, damage to the monitor may be minimized.

Randy Fromm's Arcade Schools
UPCOMING CLASSES

San Diego, California...
February 19-24
Baltimore, Maryland...
April 2-7
Orlando, Florida...
May 14-19
Las Vegas, Nevada...
June 18-23
Chicago, Illinois...
September 17-22
New Orleans, Louisiana...
October 29-November 3

But if the fuse is connected to the neutral lead instead, it will be completely bypassed by the earth ground that is connected to the chassis. This can cause a lot of damage to the power supply in the monitor, taking out diodes, transistors, resistors and voltage regulators.

ISOLATION

Get around all of the problems associated with the hot-chassis monitor by using an isolation transformer. An isolation transformer has a 1:1 turns ratio, producing an output voltage that matches the input voltage. We get 120 volts AC from the output of the transformer but lose the ground. In other words, there is no longer a neutral side that is connected to the earth. The transformer has a 120 volt AC output that is "isolated" from any connection or reference to the earth. With the neutral/earth ground connection broken, the chassis of the monitor can be safely grounded without shorting the diodes in the monitor's power supply. Isolation from a ground referenced source of power also reduces the chance of shock.

The average video game monitor draws about 75 watts of power, so an isolation transformer with a one amp rating should theoretically be able to handle it. However, transformers are only about 80% efficient, with the lost 20% showing up as waste heat. A transformer can get quite hot to the touch. Obviously, a larger transformer will be able to distribute the heat through a larger mass and run cooler. This may prevent premature transformer failure. Also, some people hook up more than just the monitor to the isolated output of the transformer. It's not unusual to see the power supply, fan and fluorescent light connected to the output as well. This will, of course, increase the load on the isolation transformer. As a matter of fact, the subject of AC power distribution in video game conversions will be the subject of next month's soapbox. Suffice it to say that a one amp transformer is acceptable for powering the monitor alone, but a higher rated output of two or more would be better if the cost is not significantly higher.

Those Legal Questions

by LAURENCE MERRITT & DAVID HAGEN

In Politics, It Ain't Over Till It's Over. . . (and It's Never Over)

As incredible as it may sound, the possibility of further government control over the video game industry came up again in the City of Long Beach, Calif., last fall. Many of our readers will remember that a similar situation to this had come up in the spring of 1989 as well. At that time, Southern California operators banded together and worked with the City Council to remove several key items in proposed legislation which would have devastated the industry.

Fall of 1989 offered an unwelcome sequel. Local operators once again had to rally to prevent a ban on video games from being enacted. They succeeded. . . but we decided to discuss this topic again in our column, because it re-emphasizes the point that ***you must keep your eye on City Hall at all times!***

[Editor's note: after this column was written in mid-November, Southern California operators discovered that the Los Angeles County Board of Supervisors had snuck a big license fee increase past them. Seems you have to keep an eye on county bureaucrats, too. Woe unto those who don't follow the sage advice of Merritt and Hagen!]

In our March and June 1989 columns, we discussed the initial ordinance being contemplated by the City of Long Beach. It would have banned video games at any location smaller than 2,500 square feet. This was in response to a perceived problem that video games were causing corner liquor stores to become "hangouts." After a tremendous amount of organization, research and then negotiation with the councilman who authorized the bill, Southern California operators were able to reshape the proposed legislation so that it was not nearly as harsh.

The result: the council passed an ordinance which would ban video games only at locations which sold beer, wine *and* hard liquor. . . *and* where 60 feet could not be placed between the video games and the alcohol itself. The net result was that the ordinance did not affect convenience stores or large supermarkets — probably the two largest segments of the video market.

Victory complete, right? No more worries, we can all go back to business as usual, and forget about politics? Unfortunately, no.

The ink was hardly dry on this new ordinance when another city councilman (who was facing reelection) requested that the city once more consider a ban on video games. This councilman requested that the council's "building and planning sub-committee" come up with an appropriate ordinance.

When the Building and Planning Commission met, it was recommended that *every* new location be required to apply for a Conditional Use Permit, in order to have new video games. This would allow a city official to decide on a case-by-case basis which new locations could have games. It would also mean more red tape, delay. . . and fees. . . whenever a new location considered having games.

Local operators caught wind of this and immediately went into action. Because many local operators had followed the recommendations contained in our March, 1989 column, they had many advantages. First, because they were keeping an eye on City Hall, we were able to address the issue before it got out of subcommittee and reached the city council itself. Rather, we were able to address the issue at the subcommittee level (where, many times, the real decisions are made).

Second, area operators were now running a tighter ship. They were more sensitive to potential problem locations and the needs of the community.

Third, and perhaps most importantly, local politicians and governmental staff had come to personally know many local operators. They'd come to respect the operators for the way they had approached and helped to solve problems with the earlier ordinance.

Equally important, many operators had supported some of these local politicians during their current and upcoming reelection bids.

Lastly, the elected officials knew the local operators had the backing of state and national trade associations.

When the Building and Planning Commission's proposal was discussed at a public hearing, the operators had already done their homework. The appointed leader of the group, Randy Gillies of B.G. Holland in Long Beach, had already spoken with the commission members and government officials on this issue. Further, a number of calls were made by other operators, so that the elected officials knew there was keen interest in the issue.

At the public hearing, the Board noted the involvement of the operators in helping to develop the earlier legislation. The operators suggested that, because of the effort invested in the earlier legislation (by themselves and by city officials), it might be most appropriate to hold off on the new law and see how well the new one worked.

Accordingly, the subcommittee decided not to take any action on the new proposal at the present time. This essentially killed the new proposal at the sub-committee level for the time being.

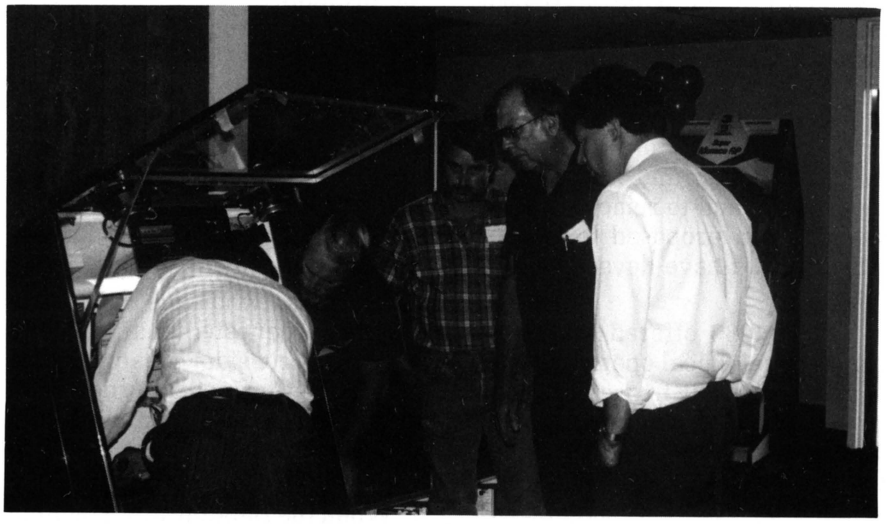
Even though there has been a general trend nationwide to reduce government meddling in business, operators must constantly watch City Hall to ensure that their livelihoods are not severely restricted . . . or even legislated out of existence. Following the five steps outlined in our March, 1989 column — and following the example of the operators in Long Beach — will help you prevent these problems from occurring.

Double Hitter

Sunshine Distributing scores home runs in Kansas City & St. Louis

Sunshine Distributing scored a "double hitter" recently . . . at the baseball diamonds in Kansas City and St. Louis, Mo. Over 100 operators flooded Sunshine's K.C. open house in mid-September 1989 . . . then they and factory reps sang a chorus of "take me out to the ball game," and Sunshine happily obliged. The coin-op crew enjoyed a buffet dinner at the K.C. Royals "Stadium Club," then watched the team take on the Chicago White Sox. The score? A solid home run for Sunshine.

Over 150 operators filled Sunshine's St. Louis "dugout" to get a look at new pins, videos, air hockey and dart games. Next came a buffet dinner at the St. Louis Cards' "Stadium Club," followed by a real ballgame (Cards beat the Phillies). "A perfect cap to a perfect day," said the Sunshine sales staff. "We appreciate the show and effort of all the factory representatives, and the valued patronage of our customers."



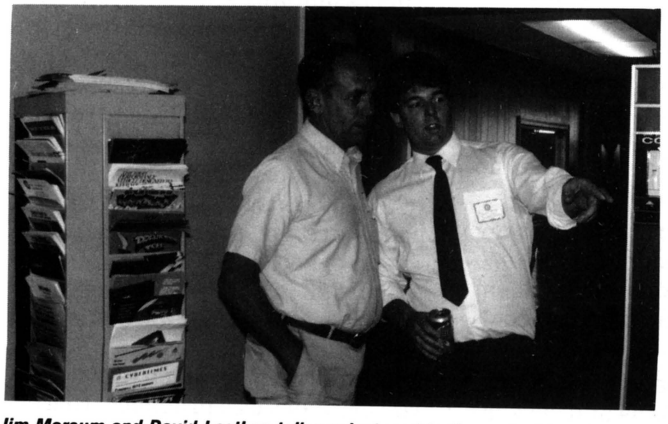
At the Kansas City office open house Gammon Brook of Brooks Billiards and David Loethen check out the new Rock-Ola **Laser 2000** *dedicated compact disc phonograph.*



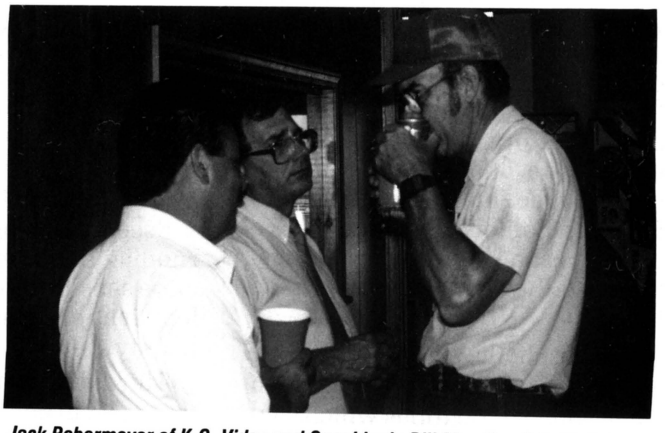
At the K.C. Royals Stadium Club are Atari's Frank Cosentino (background), Talih Ozturk & Harley Cook.



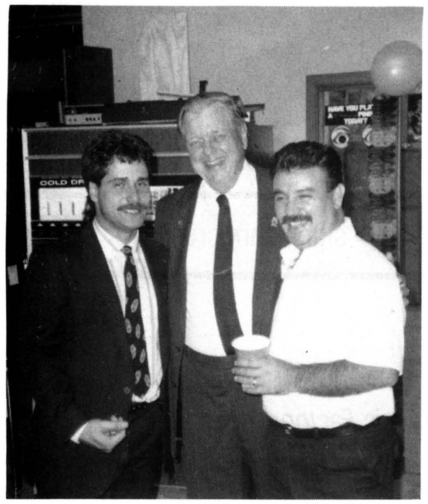
Skip McBride of Coin Op with David and Mark Loethen (that's U.S.I.'s Gary Mohler in the background).



Jim Marcum and David Loethen talk product next to the rack of brochures.



Jack Bebermeyer of K.C. Video and Sunshine's Bill Mandina & Talih Ozturk.



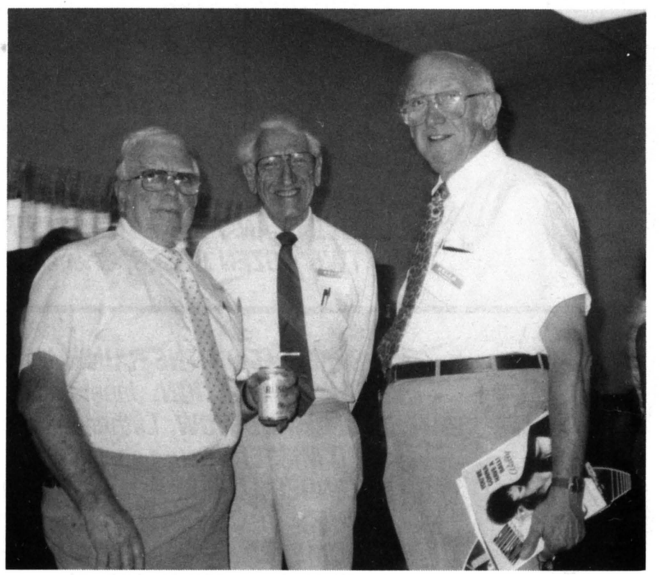
Above: ***At the St. Louis office open house are Atari's Frank Cosentino, Paul Hoffmeister of P&M Enterprises and Sunshine's Talih Ozturk.***

At right: ***Take me out to the ballgame! operators, manufacturer reps, and Sunshine staff enjoy the St. Louis Cardinals victory over the Phillies.***





Operator Stan Williams, Sega's Jim Vanderhoof and David Loethen.



A.J. Hillbrenner, Sidney Morris and Walter Morris chat about the business.



Gathered around Bally's* Elvira *pinball are Sunshine's Rich Grant, L&C Amusements' Kathy Rakers, Ideal Novelty's Tom Thole and Sunshine's Talih Ozturk.



At the St. Louis Cardinals Stadium Club are (from left): Dave Clark and his daughter Kim, Sunshine's Mark Loethen and Mona & Ken Effingham of J.J. Ventuers.

HOTHITS PLAY LIST

Top 45s and compact discs on jukeboxes as rated by operators & programmers. ★ = significant crossover activity.

POP

1. ***WE DIDN'T START THE FIRE,*** *Billy Joel, Columbia 73021*
2. ***ANOTHER DAY IN PARADISE,*** *Phil Collins, Atlantic 88774*
3. ★ ***BLAME IT ON THE RAIN,*** *Milli Vanilli, Arista 4904*
4. ★ ***SWING THE MOOD,*** *Jive Bunny And The Masterworks, Music Factory/Atco 99140*
5. ***WHEN I SEE YOU SMILE,*** *Bad English, Epic 69082*
6. ***DON'T KNOW MUCH,*** *Linda Ronstadt (featuring Aaron Neville), Elektra 69261*
7. ***ANGELIA,*** *Richard Marx, EMI 50218*
8. ***LOVE SHACK,*** *The B-52s, Reprise 22817*
9. ★ ***RHYTHM NATION,*** *Janet Jackson, A&M 1455*
10. ***POISON,*** *Alice Cooper, Epic 68958*

C/W

1. ***IT'S JUST A MATTER OF TIME,*** *Randy Travis, Warner Bros. 28841*
2. ***SOUTHERN STAR,*** *Alabama, RCA 9083*
3. ***OVERNIGHT SUCCESS,*** *George Strait, MCA 53755*
4. ***STATUE OF A FOOL,*** *Ricky Van Shelton, Clumbia 73077*
5. ***A WOMAN IN LOVE,*** *Ronnie Milsap, RCA 9027*
6. ***IT AIN'T NOTHIN',*** *Keith Whitley, RCA 9059*
7. ***SIMPLE MAN,*** *The Charlie Daniels Band, Epic 73030*
8. ***THAT JUST ABOUT DOES IT,*** *Vern Gosdin, Columbia 69084*
9. ***TILL I CAN'T TAKE IT ANYMORE,*** *Billy Joe Royal, Atlantic 88815*
10. ***TWO DOZEN ROSES,*** *Shenandoah, Columbia 69061*

R&B

1. ★ ***BLAME IT ON THE RAIN,*** *Milli Vanilli, Arista 4904*
2. ★ ***RHYTHM NATION,*** *Janet Jackson, A&M 1445*
3. ***HERE AND NOW,*** *Luther Vandross, Epic 73029*
4. ***YO MISTER,*** *Patti Labelle, MCA 53728*
5. ***TENDER LOVER,*** *Babyface, Solar 74003*
6. ★ ***PUMP UP THE JAM,*** *Technotronic featuring Felly, SBK 19701*
7. ***HOME,*** *Stephanie Mills, MCA 53712*
8. ***JUST CALL MY NAME,*** *Alyson Williams, Def Jam/Columbia 69072*
9. ***ALL OF MY LOVE,*** *The Gap Band, Capitol 44418*
10. ★ ***OPPOSITES ATTRACT,*** *Paula Abdul (duet with the Wild Pair), Virgin 99158*

CDs

GIRL YOU KNOW IT'S TRUE, *Milli Vanilli, Arista 8592*
. . . BUT SERIOUSLY, *Phil Collins, Atlantic 82050*
STORM FRONT, *Billy Joel, Columbia 44366*
STEEL WHEELS, *Rolling Stones, Columbia 45333*
DR. FEELGOOD, *Motley Crue, Elektra 60829*
FULL MOON FEVER, *Tom Petty, MCA 6253*
JOURNEYMAN, *Eric Clapton, Reprise 26074*
PUMP, *Aerosmith, Geffen 24254*
THE RAW & THE COOKED, *Fine Young Cannibals, I.R.S./MCA 6273*
REPEAT OFFENDER, *Richard Marx, EMI 90380*

HOTHITS BEST NEW

New singles rated chart-bound by our reporters. ★ = significant crossover activity.

POP

FREE FALLIN'
Tom Petty - MCA 53748

JUST LIKE JESSE JAMES
Cher - Geffen 22844

THE LAST WORTHLESS EVENING
Don Henley - Geffen 22771

OPPOSITES ATTRACT
Paula Abdul (duet with The Wild Pair) - Virgin 99158

KICKSTART MY HEART
Motley Crue - Elektra 69248

I REMEMBER YOU
Skid Row - Atlantic 88886

OH FATHER
Madonna - Sire/Warner Bros. 22723

TELL ME WHY
Expose - Arista 9916

PEACE IN OUR TIME
Eddie Money - Columbia 73047

JANIE'S GOT A GUN
Aerosmith - Geffen 22727

DOWNTOWN TRAIN
Rod Stewart - Warner Bros. 22685

BACK TO LIFE
Soul II Soul featuring Caron Wheeler - Virgin 99171

THIS ONE'S FOR THE CHILDREN
New Kids On The Block - Columbia 73064

WITH EVERY BEAT OF MY HEART
Taylor Dayne - Arista 9895

C/W

NOBODY'S HOME
Clint Black - RCA 9078

AMY'S EYES
Charley Pride - 16th Avenue 70435

IF YOUR HEART SHOULD EVER ROLL THIS WAY AGAIN
Jo-El Sonnier - RCA 9014

IF YOU WANT TO BE MY WOMAN
Merle Haggard - Epic/CBS 73076

THE GREAT DIVIDE
Gene Watson - Warner Bros. 22751

ONE MAN WOMAN
The Judds - Curb/RCA 9077

DIDN'T EXPECT IT TO GO DOWN THIS WAY
K.T. Oslin - RCA 9029

ON SECOND THOUGHT
Eddie Rabbitt - Universal 66025

TIME'S UP
Southern Pacific & Carlene Carter - Warner Bros. 22714

HE'S ALIVE
Dolly Parton - Columbia/CBS 73200

HEARTBREAK HURRICANE
Ricky Skaggs - Epic/CBS 73078

MY ARMS STAY OPEN ALL NIGHT
Tanya Tucker - Capitol 79810

LEAVE IT ALONE
The Forester Sisters - Warner Bros. 22773

SHE'S GOT A MAN ON HER MIND
Curtis Wright - Airborne/MCA 75746

R&B

OWWWW!
Chunky A - MCA 53736

SCANDALOUS!
Prince - Warner Bros. 22824

WALK ON BY
Sybil - Next Plateau 50111

AIN'T NOTHIN' IN THE WORLD
Miki Howard - Atlantic 88826

CAN WE SPEND SOME TIME
Surface - Columbia 73028

HEAVEN
Miles Jaye - Island 99136

LET'S GET IT ON
By All Means - Island 99162

WHATCHA GONNA DO
Tyler Collins - RCA 9094

I'LL BE GOOD TO YOU
Quincy Jones w/Ray Charles & Chaka Khan - Qwest/W.B. 22697

MAKE IT LIKE IT WAS
Regina Belle - Columbia 73022

SPECIAL
The Temptations - Motown 2004

PIPE DREAMS
Oran' Juice' Jones - OBR/Columbia 73023

SILKY SOUL
Maze featuring Frankie Beverly - Warner Bros. 22738

IT'S GONNA BE ALRIGHT
Ruby Turner - Jive/RCA 1290

GRAPEVINE

international



UDO NICKEL (pictured), heads EGS Euro Games (Spielautomaten fuer Europa GmbH). This organization is the newly formed subsidiary of Nova Apparate (itself part of the Gauselmann Group). We mention this because Euro has been appointed distributor of the Bally pinball and Bally/Midway video lines. "We are very pleased to take on this line," stated Nova topper Hans Rosenzweig. "Their games are not only underlined with superb electronics, but are filled with innovative design feature and very appealing sounds and graphics." Bally/Midway said Nova's superb reputation for technical expertise and business experience would carry over to Euro Games as they bring Bally/Midway games to the European market.

northwest



DON JUBINVILLE is Music-Vend's service manager and they think he's probably one of coin-op's best. M-V Sales VP Rick Koch nominated Don as the Seattle Rotary Club's Employee of the Month recently. Here you see Rotary prexy Roger Grove awarding the plaque to Don. Congratulations to all!



JERRY JOHNSTON of Amusement Unlimited, Inc. (Eugene, Ore.) weighed in this Yuletide with this photo-style card of himself and the staff. Jerry is very proud of his people, but at the moment he's even prouder of that new truck in the background! Santa must have given Jerry what the company really needed for Christmas.

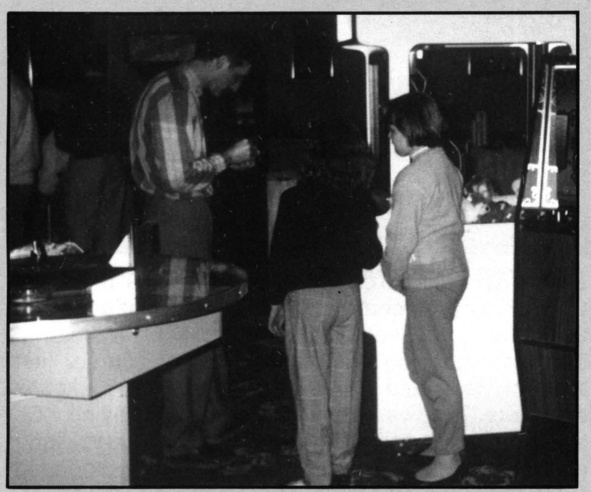


NORTHWEST GOOD-TIME — Music-Vend Distributing (Seattle) held its annual post-AMOA open house Sept. 28. Hosted by President Ray Galante and sales managers Rick Koch (music & vending) and Marv Galante (games), the guests were shown the latest and greatest of coin-op product in Music-Vend's usual classy style. "We enjoyed the great turnout from both manufacturers and operators," said the M-V staff. "It was another Music-Vend success!" Pictured at top are Bob Donnor, Cliff Nelson, Troy Todd and Jim Cantor of Donnor, Inc.; below is Anthony Kim of Apollo Amusement (Seattle).



ANOTHER LAWSUIT — "Copyright infringement applies not only to amusement games, but to gambling games as well," noted Greg Mullally, president of Video Gaming Northwest (VGN, Billings, Mont.). VGN says it owns a copyrighted computer program (purchased from American Coin of Nevada) which updates keno machines to state standards, by adding an internal meter capability. VGN licenses this software to most operators for $200 per copy. But on Oct. 30, VGN filed a federal suit against Montana's second-largest route operator, Automatic Music Service (also headquartered in Billings). The suit alleges Automatic illegally copied VGN's program. VGN's Mullally is bristling with indignation; he claims Automatic "has a possible liability of $100,00 for every time they pushed the 'copy' button on their ROM-writer" and also claimed that total damages could reach $2 million. Reached for comment, Automatic referred us to its attorney Steve Barrett, who calmly stated: "We simply view that there is no basis for the suit and no apparent authority for Mr. Mullally to bring this motion on behalf of American Coin. That firm owns the patent and our arrangements were made with them. Accordingly, we have filed a motion for the court to throw the whole thing out. If we were wrong about the patent ownership, all that Video Gaming Northwest would have to do is produce a single document to prove it. But it's been six weeks and we're still waiting for a reply to our motion."

southeast



WEST VIRGINIA operators celebrated their 35th annual convention in Charleston Nov. 2-4. Operators came from six states and all, or nearly all, of the booth space was filled to capacity by manufacturers and distribs showing new goods. Congrats to WVMVA prexy Jerry Derrick for his "usual" outstanding job. Thanks to Hilltop's Doug Wilson for the report and photo.

HILLTOP DISTRIBUTING proudly announced that it has received an engraved plaque from Bally/Midway for "outstanding sales performance" on *Arch Rivals.* Said a modest Doug Wilson of Hilltop: "Not bad, if I say so myself, for the world's smallest distributor!" Congratulations to Doug and his hardworking staff.



THEY'VE GOT HEART — AMOV, the Virginia state operators group, responded the the personal needs of longtime members Earl & Virginia Wells by donating $10,000 toward a liver transplant which Virginia badly needs to save her life. The hospital won't perform the operation unless it's paid for first, AMOV's Exec Director Charles Rowland reported. "The Wellses were visibly moved by the size of the donation," he said. The money was raised via an equipment auction at AMOV's 1989 convention. Pictured are (from left) AMOV President Rex Whitley, Virginia and Earl Wells, Auction Chairman John Newberry and Exec Director Charles Rowland.



O, LUCKY MAN — Guess who won an NSM *CD Fire* wallbox? Operator Ray Bynum of Bunky's (Jacksonville, N.C.). That's Ray standing at center, flanked by two fine gentlemen from Operators Distributing, Inc. of High Point, N.C. The occasion was a raffle drawing held last fall, during the 25th anniversary convention of the North Carolina Coin Operators Assn. The juke was contributed by Loewen-America and by Operators Distributing.

northeast

LOOKING UP — Some economists feel that a key indicator of future business health is the "small business optimism index." If so, get ready for good times. The index was at a record high one year ago. Over the summer, it plummeted . . . a feeling most coin operators would probably identify with. But there's good news abroad in the land: the National Federation of Independent Business reports that the latest "optimism index" has skyrocketed. Let's hope 1990 bears out their good mood!



ELVIRA? NO, IT'S KIM! Kim Vecchione is the new bride of Chris Vecchione (Active Amusement Distributors, Philadelphia). He sent along this photo of Kim with the following note: "Thought I'd take a moment to introduce my new bride, Kim, in her Elvira duds — a little industry 'exposure,' you might say!" No, Kim did not get married in this get-up.



JOHN & IRWIN — Pictured here are over 120 years of the Margold family. That's Irwin Margold, 85, with his son, Betson redemption chief John (who's at least 12 years old, by our arithmetic). Father and son are shown at the Betson booth, standing in front of Betson's new *Flash Four* unit at the Parks show in Atlanta.

2ND ANNUAL NE REGIONAL — AMOA-New York, NYSCMA and AMOA-New Jersey have selected the new Trump Regency Hotel in Atlantic City, N.J. as the site for their May 4-6, 1990 confab and trade show. Besides an unusual exhibits area which will also serve as a multipurpose area, educational seminars and Man of the Year awards are also planned. Video poker will be a major topic of discussion, local trade leaders said.

midwest



SEEBURG HONORED — AMOA 1988-89 president Clyde Knupp presents AMOA's "President's Innovation" award to Seeburg President Nick Hindman in the accompanying photo. Seeburg, of course, first brought dedicated CD music to American jukebox operators. They've also led the way in supplying CDs to operators, running CD marketing and sales workshops and technical seminars, plus offering extended lease-purchase programs. And, Seeburg notes proudly, they were first in the "CD jukebox era" to develop an artist promotion with a major record label. More big promotions are on the way, the firm advised, including partnerships with broadcast and print media, beverage suppliers and record retailers.

FRANK GUMMA and the gang at American Vending Sales made a donation to the Clearbrook Center for the Handicapped in Rolling Meadows, Ill. on behalf of their friends and customers for the holidays. Nice gesture!



WE DID IT! AMOA members voted *Capcom Bowling* the "most played video game kit" at their 1989 expo. The blockbuster game was developed and manufactured by Incredible Technologies: pictured are IT's Richard Ditton and Scott Morrison proudly holding the award plaque. By the way, IT's latest game is a golfing video called *Golden Tee Golf,* and it's sold through their Strata Group marketing division.

GAMES & HI-C — Remember our December 1989 report on Bally's *Elvira* promo tie-in with Pepsi? Now WMS Industries, Inc., owner of Bally/Midway and Williams, has another beverage tie-in promo going. For the next seven months, anybody in America who buys a nine-pack of Hi-C fruit drinks could be an instant winner in an "Arcade Sweepstakes" using Williams and Bally pins and video games as prizes. The promotion is being staged by Coca-Cola Foods, makers of the fruit beverage, with participation from Williams and Midway Manufacturing. Hi-C is rolling out more than 5 million drink cartons imprinted with recent game photos, contest info and winner/no winner cards. Ten purchasers will win authentic coin-op games; the promotion ends in July. Williams & Bally/Midway VP Ken Fedesna termed the promo "an incredible opportunity to further the mystique and magic" of coin-op amusements. He added that Williams and Bally are looking for "a long and lasting relationship" with Coca-Cola Foods.

PROSPERO AÑO — Rene (Romstar) Lopez and his wife Linda will have a very special New Year after the Nov. 14 birth of their first child, a son they've named Jordon Phillip. Even though the lad weighed in at 7 lbs., 11 oz., he was four weeks premature, so he had to stay in the hospital a bit. Hope all has worked out by now.

'FEELING SPORTS' is a newsletter published by the Braille Sports Foundation. It promotes sports for the visually impaired, and in the latest issue, editor John Ross reported that blind players formed their first dart league last summer! The Minnesota-based league used Arachnid's *Audio Darts* game, of course. Their first games took place July 13, 1989 in Al's Bar (in the suburbs) and in Rocky's Bar (downtown). "Those two locations have become our regular Tuesday night haunts

Best Wishes TO FRIENDS OLD AND NEW
FOR A PROSPEROUS AND HAPPY 1990
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as we happily engage in the fun of playing competitive audio dart leagues," John said. "Both owners say it has done wonders for business and they wouldn't consider removing the talking dart machines." John, who has pioneered "Beep Baseball," sightless skiing and other sports, concluded: *"Audio Darts* is the best activity I've been involved with in over 15 years of promoting sports for the blind." Congratulations and thanks again for showing where the industry's heart lies, Arachnid.



COMMUNIDYNE held its second annual seminar for dealers and franchisees in mid-October. The Illinois firm ran the show at the Deerfield Hyatt as 42 dealers from all over the U.S. (including Hawaii) attended. Sessions covered new DWI laws, new insurance discounts for locations who use the firm's coin-op breath analyzer, and various profitability programs. Dealers reported some new state laws, as well as several beverage associations, now support use of this equipment. Pictured is Tampa, Fla. distributor Pat Steinberg telling how to deal with state liquor license authorities.

southwest

SPACE AGE Electronics has advised that Orion brand 13" and 19" color monitors are now available from stock. They also stock various frames for different applications, said prexy Carl Fleischman, who added that Space Age has "basically eliminated the middle man" and "can now sell for less." These are the same monitors that OEM's have used for the past several years, he added. Space Age is located at 26502 Golden Valley Rd. #118-119, Saugus, CA 91350; 805/252-4400.

LELAND CORP. of El Cajon, Calif. sadly announced on Dec. 12 that their capable marketing assistant of many years, Linda Svelling, is relocating with her family to Charleston, S.C. Denise Conaway will fill Linda's post; she's returning to Leland from a "motherhood" leave of absence. Brand new to the Leland family is Suzanne Durrill, who's now the administrative assistant to prexy John Rowe. She's got lots of experience and "will quickly make her mark in the industry," Leland predicted. Welcome to coin-op!

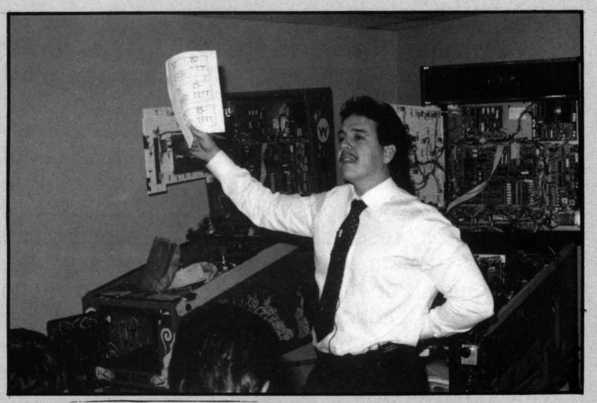
SWEET SEASON — Some Southern California tradesters (including this magazine) had an "extra sweet" December holiday celebration, because Dave and Harry Peck (Family Amusement Corp., Los Angeles) sent handsome glass jars full of jellybeans to friends. As we labored away at January's issue with these colorful goodies on our desks, we felt positively presidential (jellybeans were always on Ronald Reagan's desk in the Oval Office, you'll recall). Thanks, guys!



ROMANCE BY THE BAY — Tom Campbell of C.A. Robinson North tied the knot with his lovely lady Valerie on Oct. 28. The ceremony took place aboard the Hornblower Yacht on San Francisco Bay and the happy couple honeymooned on Hawaii's "Garden Isle," Kauai. Commented Tom: "Valerie, a native Chicagoan, certainly is not missing the Midwest." From the looks of this blissful wedding photo, Valerie's not missing *anything,* Tom!

BUSTIN' BUTTONS — SNK's Paul Jacobs is pleased about dealer reception of their new *Beast Busters.* This dedicated item (being built for them at Dynamo) is probably the industry's very first three-player video gun game, and the action is frenetic. Heroes Paul, Johnny and Sammy combat a weird assortment of creatures in a city of zombies. It's shipping at 50 cent entry/25 cent continue, but Paul says it can be set at straight 50/50. By the way, you get your choice of red or green blood, but only green slime (this is the only industry in the world where you can say that with a straight face). On the personal side, Jacobs took top spot in the AAMA golf tourney during their recent Scottsdale meeting. He beat "Diamond Dave" Patterson by one stroke for a 77, winning a nice gold desk clip. Dave got a shoehorn.

NES ALERT — Heard this one yet? On Nov. 29, U.S. Customs officials at Los Angeles International Airport scanned a piece of luggage bound for the nation of Columbia. Seeing suspicious-looking technology inside, they phoned the bomb squad, who grabbed the suitcase and blew it up. Turned out the "suspicious technology" was a Nintendo home video game system. The suitcase had been destined for Avianca Airlines, which lost a jet over Columbia to a terrorist bomb just days earlier.



SERVICE WITH A BIG SMILE — C.A. Robinson hosted Williams & Bally/Midway pinball service schools at their Los Angeles and San Francisco offices last month with a great turnout. Tom Cahill and Pat Riley conducted the sessions (a beginner's seminar in the morning followed by C.A.'s traditionally tasty luncheon and an advanced session in the afternoon). In addition to the full minds and bellies, each participant received a "I Love Pinball" tote bag from the factories full of "stuff every operator should carry with him," said Tom Cahill. This included flipper parts, plastic posts, light bulbs and other emergency parts to get a game back up and running. C.A. Robinson also gave each attendee a new soldering iron. The firm's Dean Gamburd said, "They went away with education and the right tools." Operators also got to see Bally/Midway's new *Mousin' Around*, which made its West Coast debut at the service schools. Pictured at top is Pat Riley conducting the afternoon session in L.A.; below, Tom Cahill instructing the many who turned out for the San Francisco sessions.









Above left, AMOA's Exec VP John Schumacher & RMAMOA prexy Bruce Bauldridge; above right, Norm Pozner and Sandy Pantalopoulos.



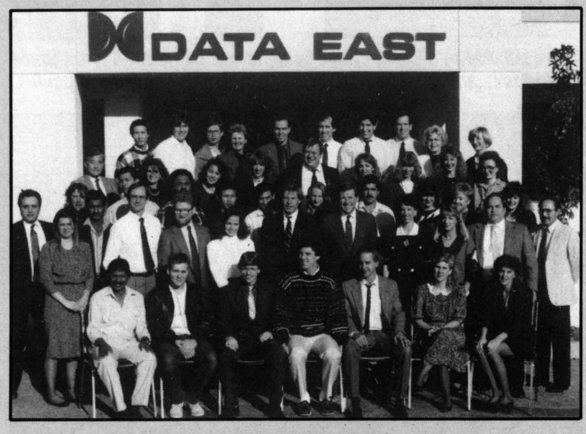
Bruce Bauldridge presents a watch to operator Nel Clark (she's been in the coin machine industry for forty years).

ROCKY MOUNTAIN AMOA held its annual meeting Oct. 21-22 at the Hilton Inn South in Denver, Colo. The affair was very well-attended (this group has members in three states, remember). Events kicked off with a Friday afternoon golf tourney, followed by a president's cocktail party. Saturday was seminar and association business day. Rowe and Seeburg execs led a morning jukebox session, and reps from all four pin makers talked flippers till lunch. Bill Stanard led an afternoon poker session, after which an open annual membership meeting featured remarks from the association's lobbyist and from its legal counsel. Board members and new officers were elected to close business. A distributor-hosted cocktail party followed; AMOA Exec VP John Schumacher was the after-dinner speaker for Saturday's evening affair. A fund-raising raffle capped off the evening. Thanks to Jack Hackett for the excellent photos!



Gary Cohen, Harry Popiel, Jack Hackett and Rich Babich at the event.

WHERE THE MONEY GOES — You collect coins from machines, then give them to banks. What happens to them after that? Up to 70% of all the coins in Los Angeles are recycled in the Brinks Coin Center, a nondescript gray building a few blocks from the city's Convention Center, according to an item in the *L.A. Times*. At any given time, it holds about $20 million in coins . . . which is why the place has no phone book listing, heavy security and lots of guns on the walls.



HAPPY HOLIDAYS TO YOU, TOO! — Data East sent such a nice photo of their staff with their holiday greetings, we thought we'd share it with the rest of our readers. This picture was snapped at their San Jose HQ.

CHRISTMAS CHEER was dispensed to the "less fortunate" by Steve Shoemaker and the gang at Wedges/Ledges (Redondo Beach, Calif.). In the latest installment of a 20-year tradition, Steve and the gang threw open the doors of their massive Redondo Fun Factory pier arcade and adjacent restaurant. The occasion? A day of fun and festivities for parents and kids alike. The Wedges gang serves up a generous holiday lunch; Santa and his elves gives out presents to the kids (local charities and businesses donate toys). During Christmas of '88, Wedges served up 400 pounds of cold cuts and 500 loaves of bread. Other years have involved "using every oven on the pier" to bake a traditional Christmas dinner with all the trimmings. (Steve says they get some kids who have never even seen a turkey before. Unbelievable.) Said big-hearted Steve: "The community has been very good to us and we feel sharing our wealth with others less fortunate is the least we can do . . . As long as we see [kids who normally are going hungry], I can't imagine celebrating Christmas any other way."

THEY'RE GROWING! The December issue of *Inc. Magazine* carried its new list of the 500 fastest-growing companies. Showing up as #195 was none other than Nationwide Vending Services, the national route service founded by Fred Pollak, and headquartered in Upland, Calif. "We couldn't have reached this plateau without our more than 2,000 local operator/affiliates across the country, who provide the equipment and service for our clients," said a happy Fred.

DATEBOOK

JANUARY 6-9
Winter CES (Consumer Electronics Show), Las Vegas Convention Center, Nevada. For more information, contact CES at 202/457-8700.

JANUARY 23-24
AMOA Conference of State Operator Association Executives. Westin O'Hare Hotel, Rosemont, Ill. For more information, call AMOA at 312/664-6610.

FEBRUARY 9-10
AMOA Annual Mid-Year Board Meeting. Palm Springs, Calif. For more information, contact AMOA at 312/644-6610.

FEBRUARY 12-13
IGBE, the International Gaming Business Exposition. Tropicana Hotel & Casino, Las Vegas. For more information, contact IGBE at 203/852-0500.

FEBRUARY 23-25
South Carolina Coin Operators Assn., Sheraton Hotel, I-20 at Bush River Rd., Columbia. For more information, contact Helen Sikes at 303/779-2498 or 345-2048.

MARCH 9-11
ACME 1990, Hyatt Regency, Chicago, Illinois. For more information, contact Bill Glasgow, Inc. at 312/333-9292.

MARCH 23-25
NAMA Western Convention & Expo (Vending & Food Service Mgmt.). San Jose Convention Center, San Jose, Calif. For information, call 312/346-0370.

MARCH 30-31
Georgia AMOA Annual Trade Show & Convention. Holiday Inn, Roswell. For more information, contact Stan Miller at 404/424-8105.

APRIL 19-22
FAVA 1990 Annual Music & Games Convention & Trade Show, Omni Expo Center, Orlando. For more info, call 904/878-3134.

APRIL 29 — MAY 1
AMOA & AAMA Government Affairs Conference, Washington Court Hotel, Washington, D.C. For more information, call AMOA at 312/644-6610 or AAMA at 703/548-8044.

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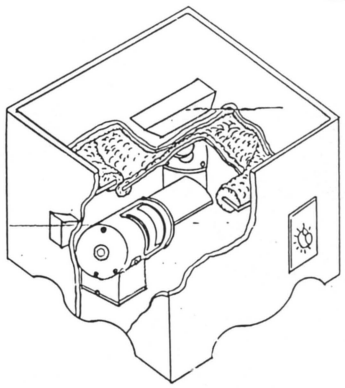

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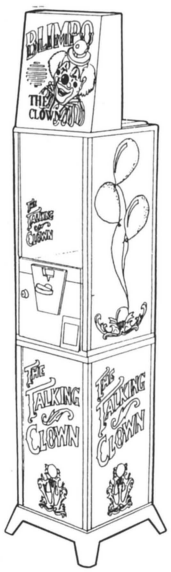

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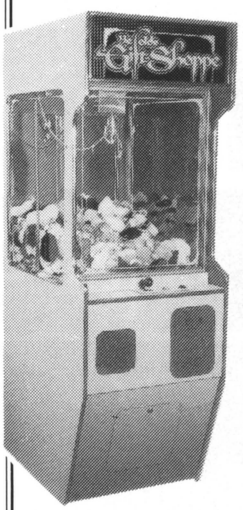

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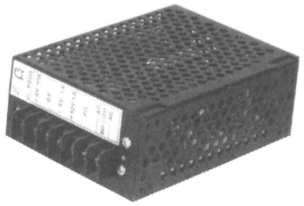

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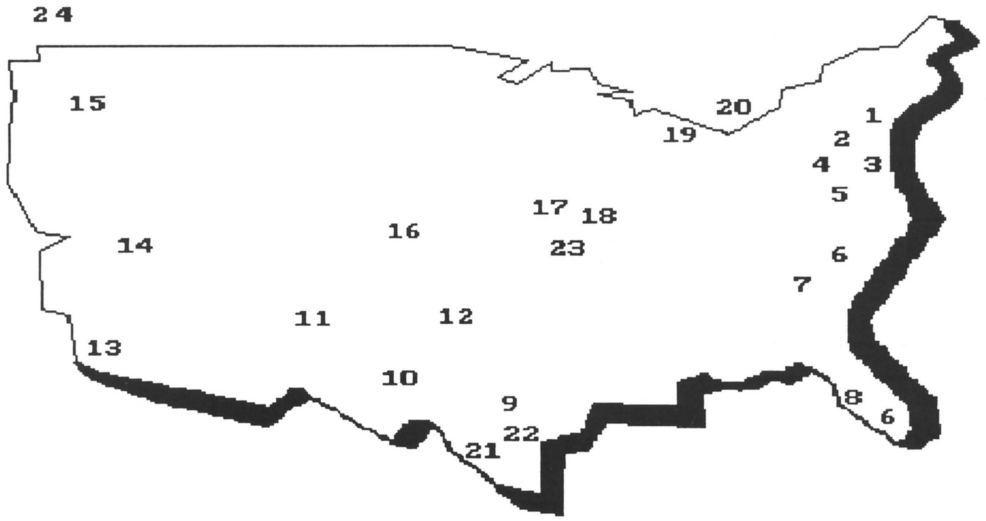

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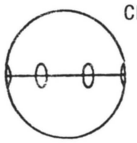



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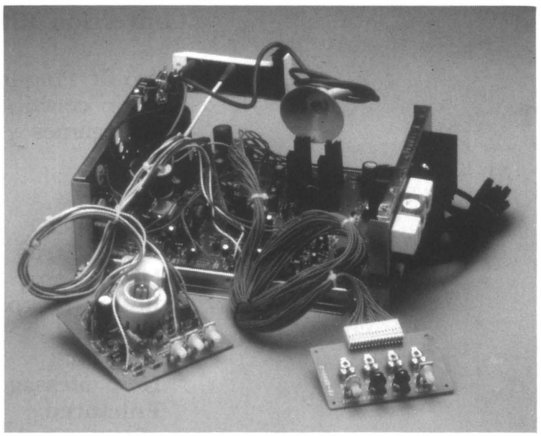

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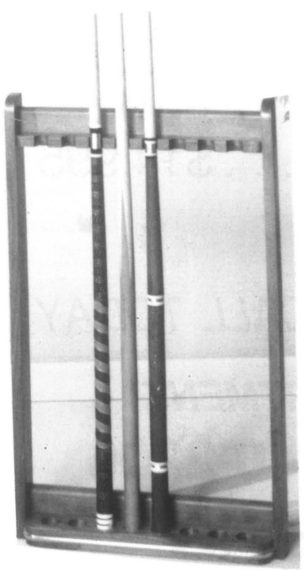

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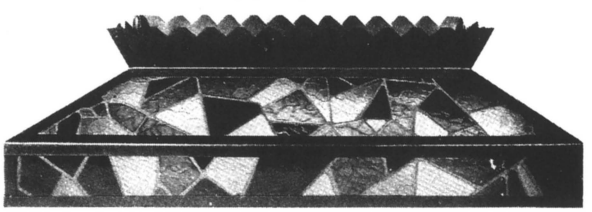

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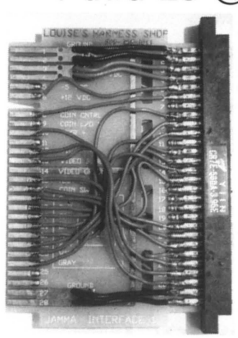

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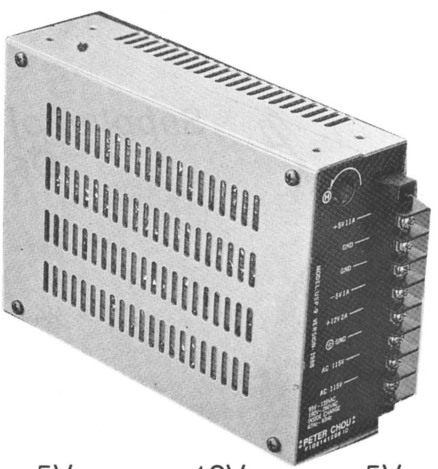

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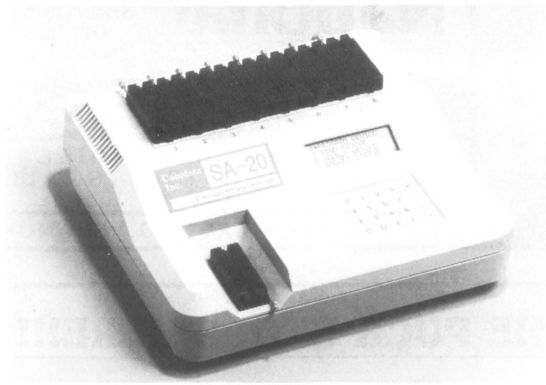

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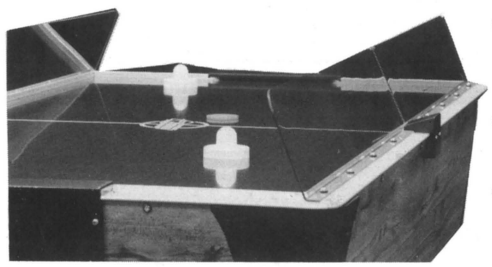

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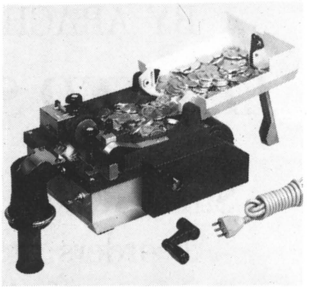

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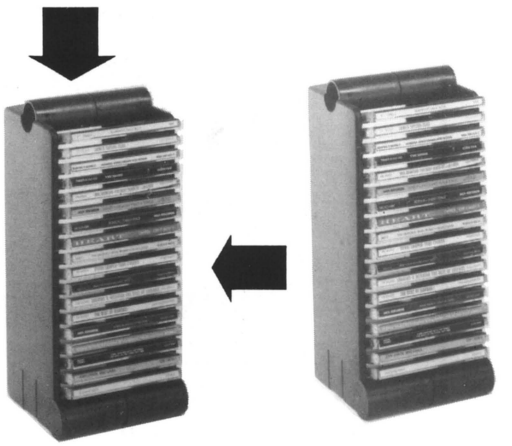

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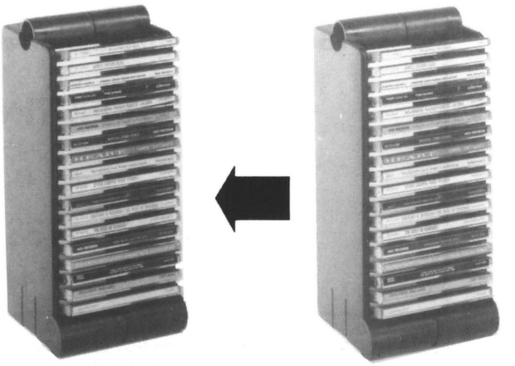

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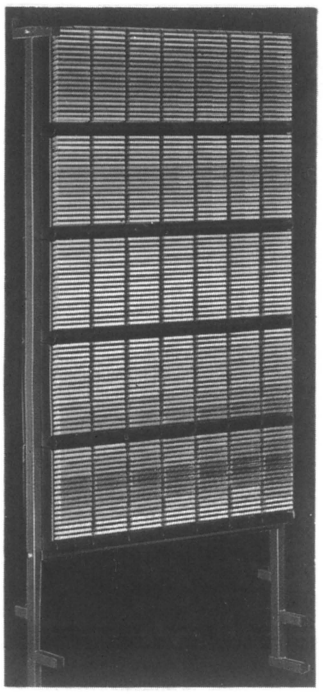

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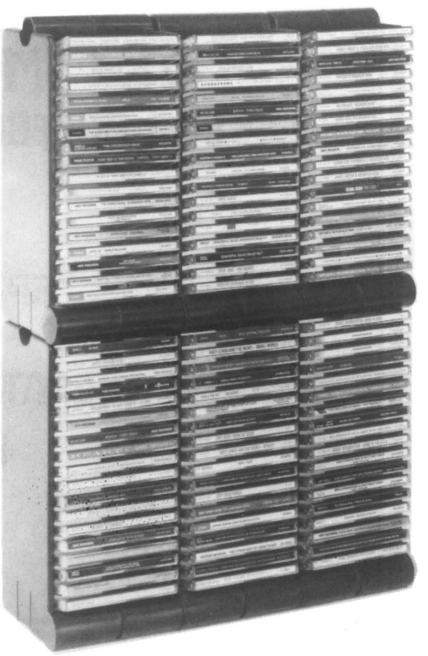

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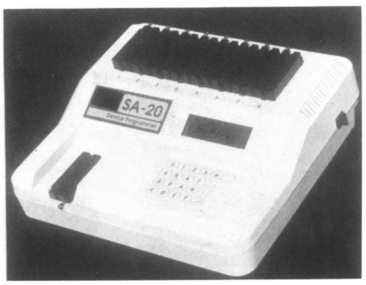

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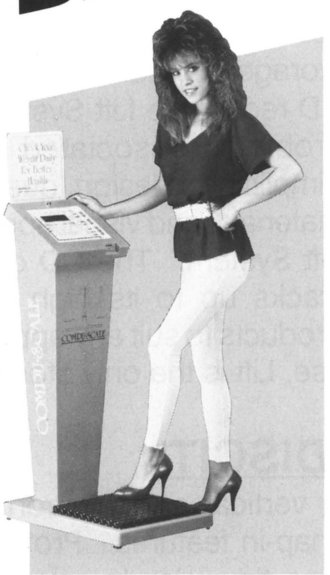

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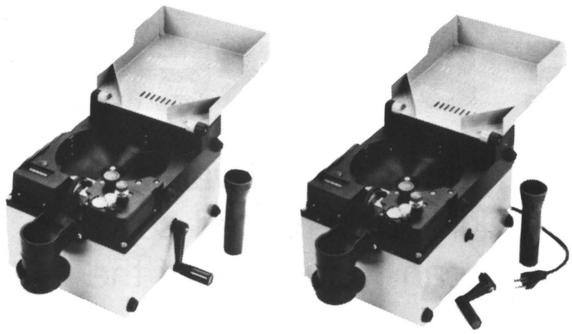

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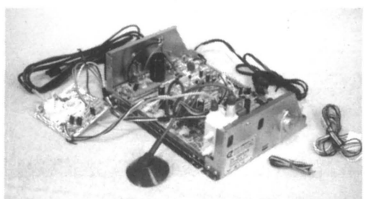

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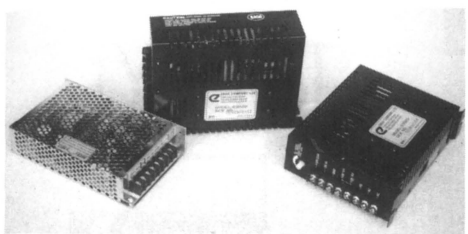

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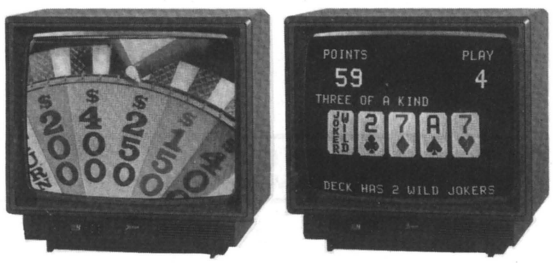
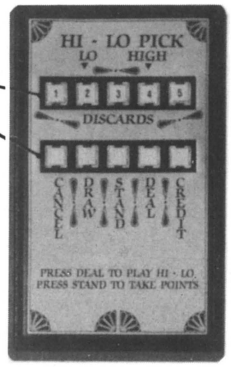
Designed with you in mind! Bartenders use the Supervisor Remote to put credits on the game for patrons who wish to play. The credits appear right on the screen, and are automatically added or deducted as play continues.



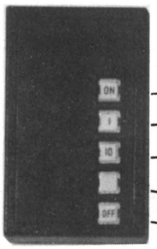
"CLICK"... AND YOU'RE PLAYING **POKER!**

PLAYER REMOTE

DISCARDS (1 to 5 cards)
REGULAR
BUTTON FUNCTIONS
- –CREDIT (bet)
- –DEAL (deals out 5 cards)
- –STAND (for pat hand)
- –DRAW (after discarding)
- –CANCEL (bring back discards)



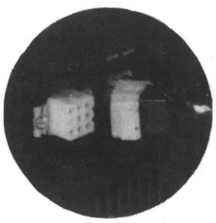
SUPERVISOR REMOTE



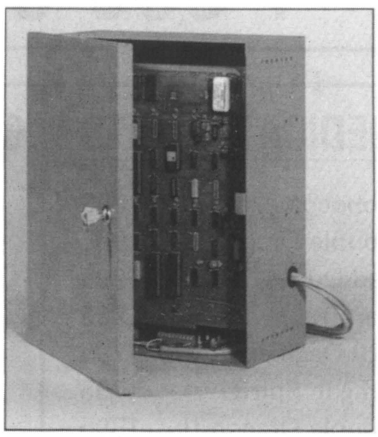
- SWITCHES TELEVISION TO POKER GAME
- PUTS ONE (1) CREDIT ON POKER GAME
- PUTS TEN (10) CREDITS ON POKER GAME (can be changed to 20 or 40)
- RESET
- SWITCHES POKER GAME BACK TO LEVISION

GAME CONTROL UNIT

can be located up to 40' from TV



ONE WIRE
TV HOOKUP



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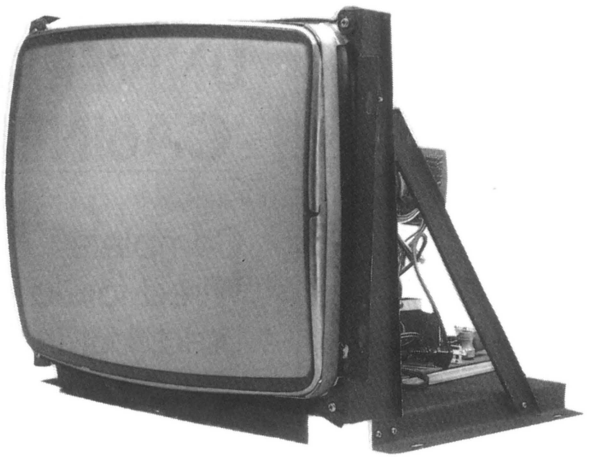

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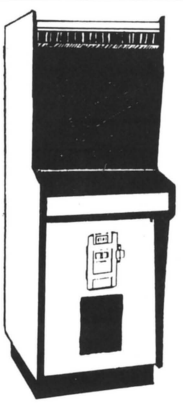

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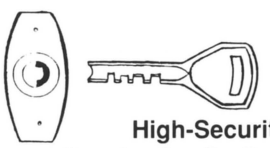

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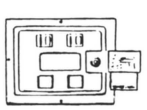

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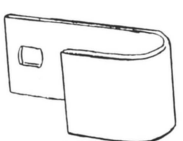
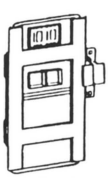


video game bar 697-G07



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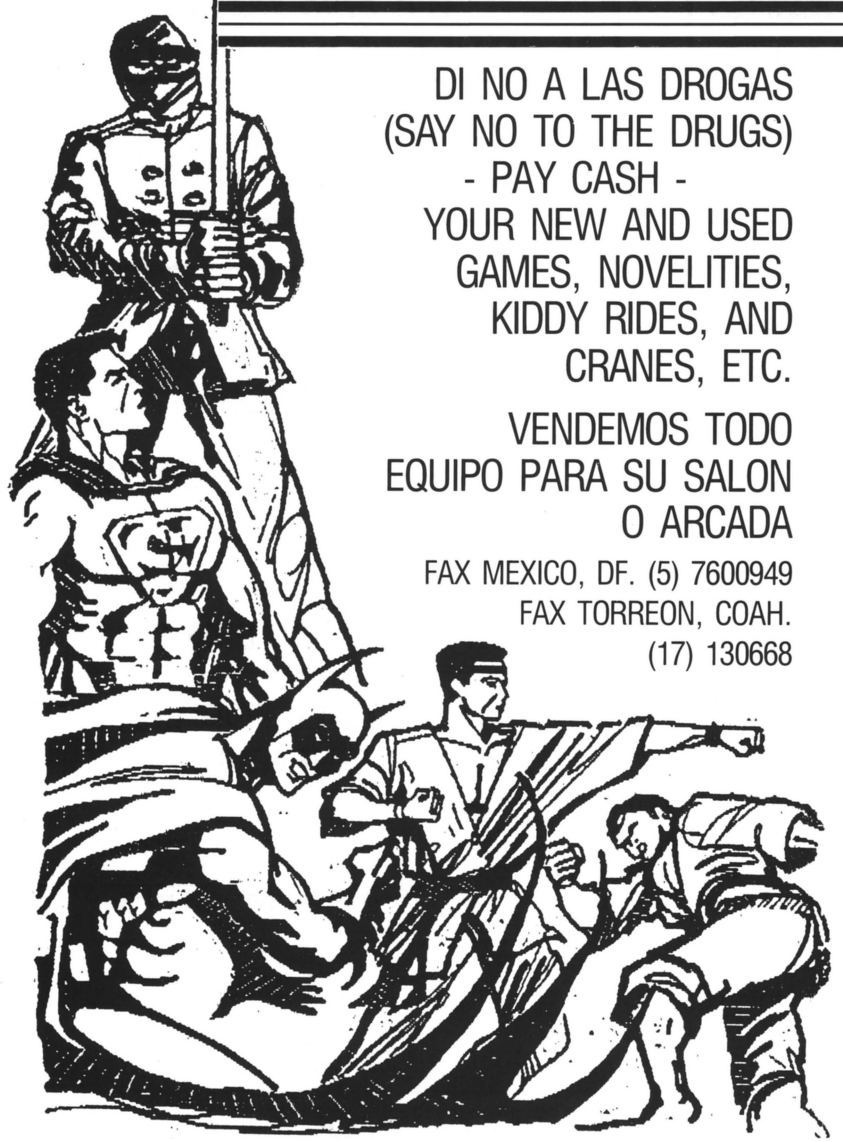

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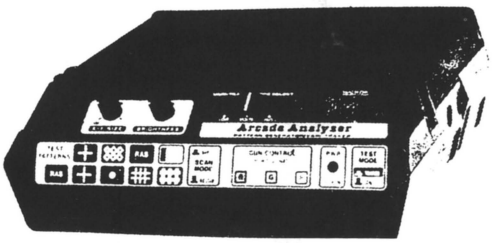

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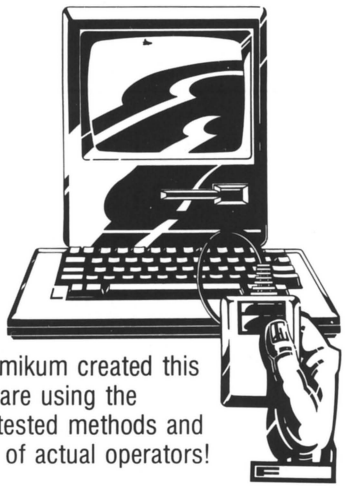

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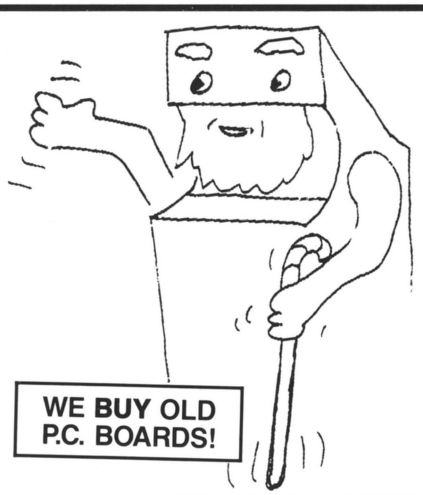

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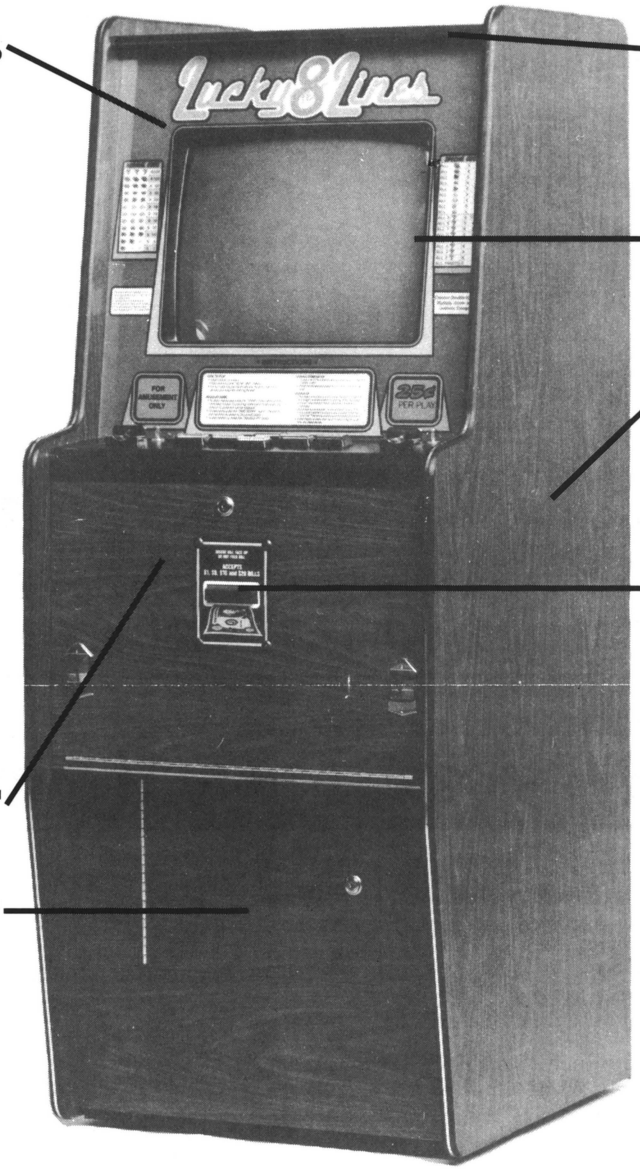

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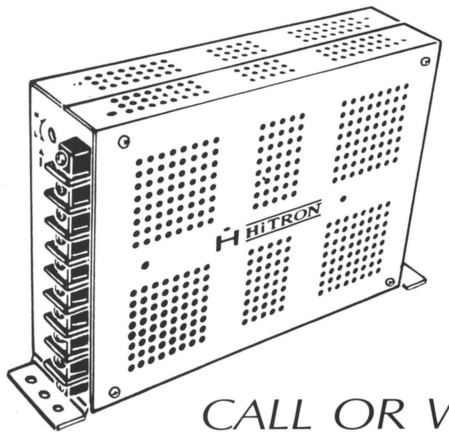

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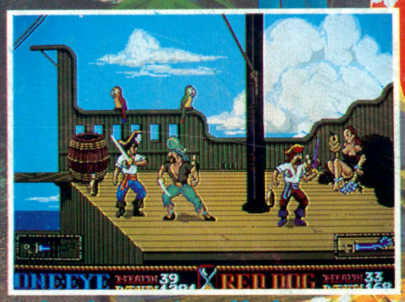

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