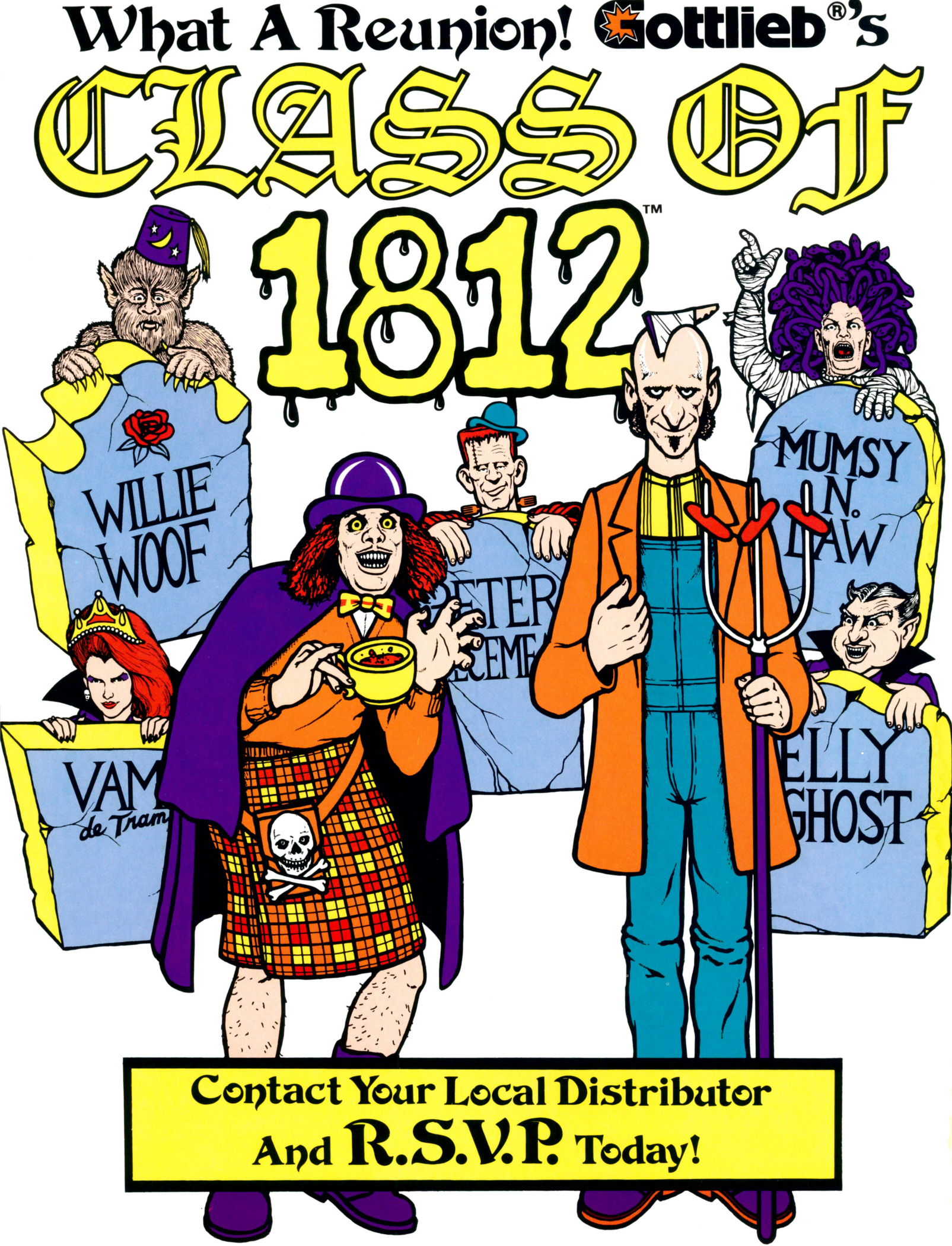
august 1991

RePlay

window on the world of coin-op entertainment



Taito America Revs Up 'Double Axle'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HOT OFF THE PRESS!

IT AIN'T OVER TILL IT'S OVER — Oregon has jumped another big hurdle toward operator-run video lottery, but more hurdles may remain. Gov. **Barbara Roberts** announced July 16 that she would allow the state's newly-passed VLT bill to become law without her signature on **Aug. 9.** A veto had been possible, owing to a legal dispute over how to spend the state's share of VLT income.

Latest obstacle: VLT opponents may gum up the works with lawsuits based on this spending dispute. Accordingly, Gov. Roberts has ordered State Lottery officials to **hold off** implementing the bill (issuing regulations, start-up date, etc.) until all legal issues are cleared up. Coin-op people are confident our side will carry the day. The most optimistic tradesters even hope VLT start-up could be Dec. 1 (at any rate, that's when "gray" machines must shut down).

When lottery gets the final green light, **Music-Vend/ Dunis Distributing** will carry VLTs from **SMS Mfg.** and **Merit Industries** (they're also "looking at" other lines). **General Coin** will rep the **Video Lottery Consultants** line. A newly-opened **Betson Pacific** office will sell **IGT** lottery equipment. See our story inside for more on Oregon's "VLT rollercoaster."

SAY IT AIN'T SO — A story inside quotes a highly-placed (and very credible) industry source as saying operator-run video lottery is "dead for this year" in West Virginia. Other reliable sources have confirmed this story, and the FBI confirms that anti-vidpoker raids did occur. For the record, however, State Lottery deputy marketing director **Tami Genaud** denied any official change in VLT policy. At presstime, we couldn't reach state association leaders for comment.

STILL PENDING — At presstime, Louisiana's **Gov. Roemer** had approved riverboat gambling but still had **not acted** on HB. 283, a bill to legalize operator-run video lottery. He has until Aug. 8 to sign, veto, or permit it to become law without his signature. **Illinois'** VLT bill failed in a mid-July statehouse vote; ICMOA will try again this fall.

SIGNED UP — So far, six current or future VLT makers have agreed to join the **Regulated Gaming Institute** (RGI), a new lobbying group favoring operator-run video lottery. The six are: VLC, IGT, Bally, Merit, Kramer and Williams. AAMA might also join, said AMOA prexy **Jim Trucano.** Not planning to join is SMS Mfg. For director, RGI wants a high-profile government official with regulatory experience.

BRIGHTER NEWS AT SEEBURG — A defense contract manufacturer called Abbott Products, Inc. has entered into an investment participation deal with Seeburg which, according to Seeburg chief **Nick Hindman,** has already helped them bump up CD jukebox production. "Goods are available now," Hindman told *RePlay.* Headquartered in Chicago, Abbott reportedly maintains almost 2 million sq. ft. of manufacturing space in Illinois, but Seeburg will continue to build its own equipment at its Addison works for the foreseeable future. **Joe Pankus** and **Bob Breither** are aboard in Seeburg sales.

TOP DARTS — "We've sold out our first two containers" of electronic-scoring steel tip dart games, T.O.P.'s **Joe Gilbert** reported at presstime. *Top Darts* are made by Britain's Wellow Leisure Products; T.O.P. Distributing is their exclusive North American source. First U.S. shipment arrived July 17; games began shipping about a week later. New U.S. dealers supplied by T.O.P. include Shaffer; more will be announced. (Previously appointed distribs include: American Vending Sales, Mondial, Eastern, Rowe-Dedham, Altas-Pittsburgh and 1002 Distributing.) "Acceptance of this popular British game by the U.S. steel tip leagues and players has been very good," Joe Gilbert said. "Leagues, tourneys and more distributors are coming. This market is ripe!" Call Top Dart Systems at 716/586-1100 for dealer referral.

ROMSTAR REDEMPTION — Now that they're out of the Neo-Geo biz, what's this SoCal firm up to? "We will introduce some exciting new pieces at the AMOA Expo next month," smiled Romstar's **Tim Jackson.** "That includes video and quite possibly also **redemption** product. Romstar will continue to be a versatile, flexible company that responds to new directions in this ever-changing industry!"

N BY NW — Last month's issue should have stated that **WAMOA's** annual Washington State operator convention was organized by the association itself, with **General Coin** as a major sponsor.

RePlay

the Players' Choice

AUGUST 1991

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

upright videos

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**ROAD RIOT (Atari) (1)**	**9.00**	**11%**
	2	RACE DRIVIN' (Atari) (10)	8.98	47%
■	3	FINAL LAP 2 (Namco) (3)	8.89	17%
■	4	STEEL GUNNER (Namco) (2)	8.80	14%
	5	FOUR TRAX (Atari) (4)	8.45	11%
	6	HARD DRIVIN' (Atari) (29)	8.35	44%
■	7	THE SIMPSONS (Konami) (3)	8.33	72%
	8	GP RIDER (Sega) (5)	8.33	12%
■	9	SPACE GUN (Taito) (8)	8.17	22%
■	10	TIME TRAVELER (Sega) (1)	8.08	12%
■	11	CISCO HEAT (Jaleco) (1)	8.00	11%
	12	LASER GHOST (Sega) (1)	8.00	11%
■	13	INDY HEAT (Leland) (3)	7.95	21%
■	14	RAD MOBILE (Sega) (4)	7.85	25%
■	15	MAD DOG McCREE (Betson/Icat) (2)	7.80	14%
	16	G-LOC (Sega) (14)	7.56	33%
	17	PIT FIGHTER (Atari) (11)	7.48	84%
	18	S.C.I. (Taito) (19)	7.36	38%
	19	FINAL LAP (Atari) (33)	7.36	27%
	20	RAMPART+ (Atari) (6)	7.32	36%

+ indicates game was produced in both dedicated & software forms

flippers

■	1	**TERMINATOR 2 (Williams) (1)**	**9.43**	**14%**
	2	FUN HOUSE (Williams) (8)	8.91	80%
■	3	THE MACHINE (Williams) (4)	8.91	43%
■	4	GILLIGAN'S ISLAND (Midway) (2)	8.52	25%
	5	CHECKPOINT (Data East) (4)	8.00	46%
■	6	TMNT TURTLES (Data East) (2)	7.85	26%
	7	THE SIMPSONS (Data East) (9)	7.79	66%
	8	EARTHSHAKER (Williams) (28)	7.55	56%
■	9	CACTUS JACK'S (Gottlieb/Premier) (3)	7.46	13%
	10	DINER (Williams) (12)	7.32	52%

best software

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**STREET FIGHTER II [H] (Capcom) (5)**	**9.52**	**87%**
■	2	CLUTCH HITTER [H] (Sega) (3)	8.38	33%
■	3	BURNING FIGHT [S] (SNK) (2)	8.35	25%
■	4	SENGOKU [S] (SNK) (5)	7.84	56%
■	5	FINAL FIGHT [H] (Capcom) (18)	7.69	88%
■	6	KING OF THE MONSTERS [S] (SNK) (4)	7.69	48%
■	7	RAIDEN [V] (Fabtek) (12)	7.55	50%
■	8	BLUE'S JOURNEY [S] (SNK) (2)	7.50	12%
	9	OFF ROAD TRAK PAK [R] (Leland) (15)	7.04	46%
■	10	CARRIER AIR WING [H] (Capcom) (8)	7.00	19%
	11	MVP [H] (Sega) (11)	6.84	24%
	12	BLOOD BROS. [H] (Fabtek) (8)	6.77	29%
■	13	GHOST PILOT [S] (SNK) (5)	6.77	21%
■	14	CYBERLIP [S] (SNK) (8)	6.74	41%
	15	MAGIC SWORD [H] (Capcom) (11)	6.69	75%
	16	WWF SUPERSTARS [H] (Technos) (25)	6.66	83%
	17	ROADBLASTERS [S] (Atari) (40)	6.64	73%
■	18	BASEBALL STARS [S] (SNK) (9)	6.62	49%
■	19	GUN FORCE [H] (Irem) (3)	6.62	25%
■	20	LEAGUE BOWLING [S] (SNK) (1)	6.60	15%
■	21	NINJA COMBAT [S] (SNK) (10)	6.59	56%
■	22	STRIKE FORCE [H] (Midway) (4)	6.33	15%
	23	TETRIS [H] (Atari) (21)	6.32	77%
	24	HYDRA [H] (Atari) (9)	6.26	37%
	25	CAPCOM BOWLING [V] (Capcom) (21)	6.25	58%

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

best new videos

■	1	RACE DRIVIN' PANOR. [del. s/d] (Atari)	8.80
■	2	F-15 [u/r + s/d] (MicroProse)	8.00

■ *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 10% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Videos.*

RePlay magazine

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COVER

Roaring into Las Vegas for the AMOA Expo next month will be 'Double Axle,' the latest dedicated video game from Taito America. Seen on our cover are (from left) Taito's marketing and sales team: Natalie Kulig, Rick Rochetti and Emilio Cabrera. (Cover art by Paul Ferris.)

The deluxe version of 'Double Axle' is a two-player, two-monitor sitdown driver, featuring head-to-head competition and interactive monitor graphics. All this is made possible by sophisticated communications software between the dual PCBs inside the game. A one-player upright version is also available, as you'll read in our Cover Story, inside.

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EDITORIAL

Schools's out over a month now and the summer '91 vacation season is in high gear. Just how high that will add up by Labor Day is speculative since some analysts figure the recession will keep vacationers closer to home while also keeping a tighter thumb and forefinger on the family's vacation purse. If this pans out, it could be good for local arcades and pocket parks, good for the normal locations serviced by street operators but not so good for some of the lads who normally move equipment into resort locations. Probably not good for destination theme parks either.

As the New York Times put it, "Despite some of the most favorable airline and hotel discounts in years, people in the travel industry say the summer season is not likely to be anything to write home about." Some analysts, according to the paper, don't know whether this peak travel season will be disastrous or just disappointing.

Historically, summer's had its yin/yang effect on the operating business. When vacationers left their home towns and center cities to take to the road, traditional locations felt the loss while the vacation spots sopped up the gravy. With resort operators already outfitted with new and (so often) used equipment by the end of June and city operators "confidently" expecting a collection falloff, this gave birth to the fabled "summer slump" (siesta time for new product sales).

But this recession could have its positive sides. How? Let's speculate. First of all, if daddy doesn't take the family on a one- or two-week trip, he's got to entertain his wife and kids at home. Could that mean more money for the local game rooms (including those arcades he's never bothered to visit but once there, may come again)? Might it mean taking the missus out to a bar for a change and finding out about the dart league they just might join? Instead of spending airfare and hotel money, might the average American wage earner discover the "average man's diversion"... the coin machine... all over again?

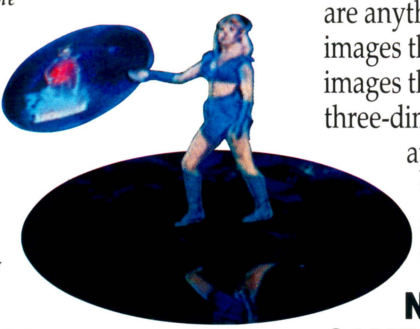
Sorry for those who will suffer a summer shortfall at vacation sites, but maybe this recession will "force" more people to see the kind of fun available in their own home towns. This is pretty much speculation right now. We'll individually find out the truth of it in the weeks and months to come.

TIME TR
A GAME SO INCRE
YOU WON'T BE
YOU'VE P

IT DOESN'T LOOK, SOUND, OR PLAY LIKE ANY GAME YOU'VE EVER SEEN.

Never has there been a game so effective at transporting players to the very heart of video game action. Take its special effects for instance. They're right up there with Disney® and Lucas®. Sound? How about a theater-quality fully-digitized stereo sound track with full dynamic range and frequency response. But how does it play you ask? Well, for starters, the game's "characters" are real actors. That's right, no cartoon imitations of people, but real, in-the-flesh Hollywood pros. To add even more excitement, we've created some pretty intense computer generated, digitally-mastered special effects. And, thanks to a highly innovative micro-processor controlled laser disc, players appear to have full control over the actions of Marshal Gram, the game's key character.

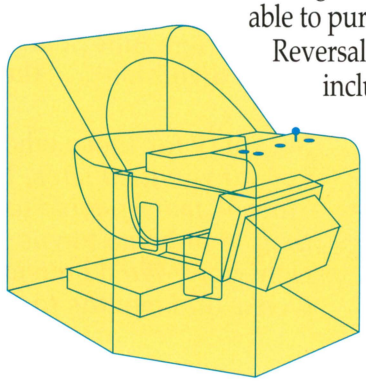
Three dimensional images of Time Traveler's real actors appear on the Hologram stage.

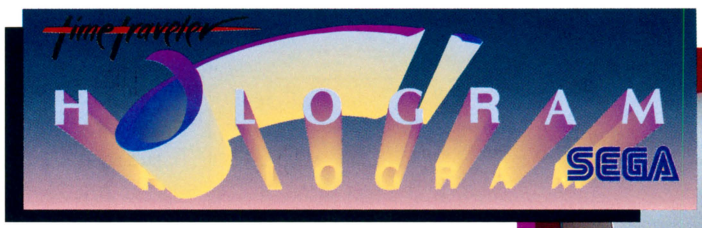


WHY WE CAN'T SHOW YOU ANY MONITOR SHOTS.

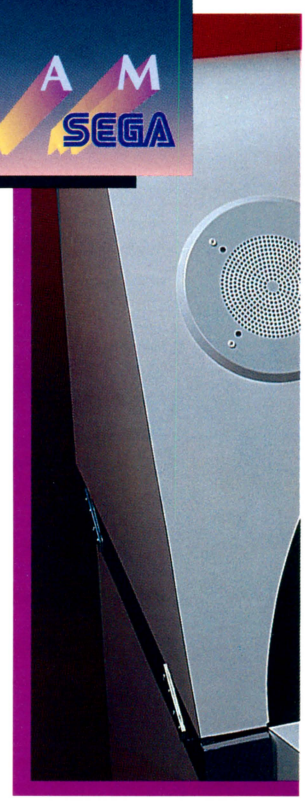
But hold on, here comes the real fun. You've probably noticed that there aren't any monitor shots in this ad. Good reason. Time Traveler's action doesn't take place on a video monitor. Instead, images of real actors appear in three dimension on the Hologram™ stage located in front of the control panel. That's why we call Time Traveler™ a "Hologram Video Game". But don't think that the game- play images that appear in this ad are anything like the breath taking images that you'll see in person. The images that appear in the game are three-dimensional and pictures that appear in ads are limited to two dimensions. It's something you really do have to see for yourself.

The patented Sega Hologram Video Game cabinet contains basic, proven, and easy to maintain components.





A 40" wide, back-lit, three-dimensional header assembly is an important option.



NEVER THE SAME GAME TWICE.

Chances are pretty good no one will ever play Time Traveler the same way twice. Not with play options such as travelling forward or backward through time, and being able to purchase a special game enhancer like the "Time Reversal Cube". Each of the Time Traveler eras include multiple action-filled episodes. With the number of options and play variables, there are a lot of reasons for players to keep coming back for more of Time Traveler.

AN INSIDE LOOK REVEALS SOME PLEASANT SURPRISES.

Expecting a lot of zoomy star wars technology only a rocket scientist could understand? Surprise. With the exception of a

AVELER:™ DIBLY ADVANCED LIEVE IT UNTIL LAYED IT.



patented black spherical mirror, the two piece Hologram Video cabinet doesn't contain anything you aren't already familiar with. A rugged, industrial grade Sony® 12" Laser Disc Player, a 20" Sony NTSC color television with remote control, the spherical mirror, hard-wiring for a Bill Acceptor, and the usual electrical harnesses are all that are in there.



A rugged, industrial grade Sony 12" Laser Disc Player and a Sony NTSC color television are at the heart of the patented Hologram Video Game system.

WE'RE BACKING IT WITH A ONE YEAR WARRANTY ON MAJOR COMPONENTS.

You can throw away your "Out of Order" signs. Because of its simple architecture and proven components, the patented Time Traveler Hologram Video game is going to be one of your most dependable money makers.

HOLOGRAM VIDEO...GAMES WITH A FUTURE.

Time Traveler is the exciting, suspenseful, and delightfully entertaining story selected to introduce the phenomenal futuristic world of Hologram Video Games. Contact your Sega Distributor for more information on Time Traveler; **the world's first three-dimensional, holographic video game!!**

A STORY AS UNIQUE AS THE GAME ITSELF

Of course there's action, lots of it. To make sure that the Time Traveler story is as fresh as the technology that presents it, we added some healthy doses of drama, suspense, history, romance, and humor. There's the lovely Kyi-La, Princess of the Galactic Federation; the dashing and daring Marshal Gram; the evil renegade scientist Vulcor; the 300 lb. Femme Fatale; and an all-star supporting cast of space knights, ninja warriors, cavemen, cowboys, knights in armor, and punk rockers. Game play moves through time, from prehistoric caves to 26th century space ships as the handsome Marshal battles to save the Princess and prevent the destruction of the universe.

SEGA

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INSIDE

AUGUST 1991

SPECIAL ARTICLES

VLT ROLLERCOASTER

Dramatic ups and downs seem to be a way of life, when it comes to lobbying for legalized video lottery operations. Just ask tradesters in Oregon, Louisiana, Maine and a few other states. Read the story beginning . . . . . pg. 35

EDDIE SEZ . . .

No question about it, video lottery is the topic on everybody's lips these days. Is it good or bad for the industry? Publisher Eddie Adlum chews over this question in a thoughtful essay, based on his 25 years in the business and his own personal "radar" . . . . . pg. 59

GERMAN LESSONS

Gaming and tournaments are both big passions in today's Germany. That country's style of "slow slots" is viewed by some as a possible model for U.S. coin-op. And the player excitement generated by NSM's league promos (under the direction of Ulli Kunnecke) are sure worth learning about. Check out these two stories . . . . . pg. 70

A CHAT WITH RICK

Coin Controls prexy Rick Currie (he's also moving up on the AAMA ladder) believes "dollar coins will happen now." He also says some interesting things about the industry's recovery and the future of VLTs . . . . . pg. 52

REGULAR FEATURES

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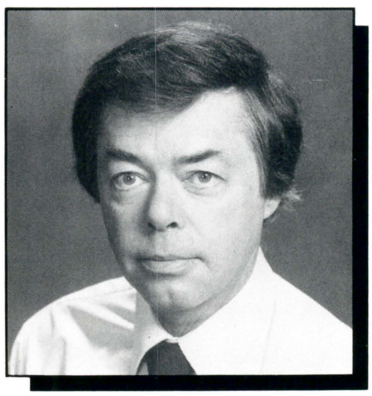

I recently visited Germany, combining a holiday tour of the former Eastern Sector with a brief stop in Czechoslovakia before heading up through Western Germany to call on some friends and customers we have there. Now, I ask readers this question: do you perceive staid-old Germany as a "gambling nation?" I'll bet you don't, even though they've had their lotto and toto lottery games going on years before America played with this kind of thing. They've also had casinos running here and there in holiday spots for many years and their unique "slot machines" seem to be all over the place. So why is Germany not considered, for example, like Nevada? answer: sensible regulation between government and private sector; and most important, moderation in betting and winning limits.

Germans have an inbred reluctance to do anything to excess (putting aside cigarette smoking and their militaristic history), so most wagering over there is best described as a "little gamble." You have to try awfully hard to blow the weekly paycheck in that part of the world on coin-op gambling equipment. This, I hope, will be an object lesson for any Americans now trying to legalize video lottery terminals. Briefly put, I'd like the people at the Regulated Gaming Institute, at the operator-lobbying level and at the VLT manufacturing companies, to recognize that a "little gamble" not only can keep antagonists quiet but can still make everybody respectable money (as in "take a little, give a little . . . but take a little bit more than you give").

It also protects the compulsive player against his worst instincts. The "mature" German industry, running pure amusements right along with gaming machines, is a model of sorts. I report on it inside and I'd like you to read it. Wally Bohrer, America's recognized "political pointman" behind the U.S. drive to legalize VLT here, is well versed in the "German method" (he actually speaks German and has been there many times). I hope Wally sees the German situation as a role model for America. But I also know he sees South Dakota as closer to the mark. The maximum game bet in Germany is 20 cents; the maximum in South Dakota is $2.00. In both cases, however, the accent seems to be as much on amusement as on gambling (South Dakota operators, offering a generous win percentage, assure this.) And this kind of gaming realism is great in my eyes.

Ed Adlum

CROSSED SWORDS™



Crossed Swords slices up the competition! In medieval times, lives were saved or destroyed by the sword. In this 1 or 2 player interactive game, sword and shield wielding strategy is a must. The player must possess very strong offensive and defensive skills to overtake the palace and save the princess. Crossed Swords is a challenge for players of all levels.

NEO·GEO®

PRESENTS

Imagine... Baseball in the year 2020. Armored players so powerful that they can hit or throw the ball with enough force to cause death. Foul balls hit so powerfully that spectators must sit below heavy transparent shields. Finally, a game powerful enough to resolve future national and international conflicts.



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VIEWPOINTS

Dollar Coin Dilemma

Dear RePlay:

Would you be so kind as to explain to me why a dollar coin and elimination of the paper dollar will benefit me? How much would this cost the industry, I mean all segments overall, and how much will it cost on a per-machine basis by type (i.e., snack, cigarette, juke/CD, games) based upon the latest number of units on the street? Tell me how many of the average operations in the country make the conversion in a timely manner and phase out and/or eliminate their bill acceptors? At the recent California Coin Machine meeting, I asked a prominent AMOA official about this and didn't get much of an answer.

I have been in the coin-op business almost 18 years. I've just purchased a division of the company I used to work for. Based upon the number of pieces on location, and at $75 per retrofit, it would cost me in excess of $60,000 to convert over. I could save $7,500 if cigarette machines are completely banned . . . I've got that going for me, I guess.

I have joined our state association and wholeheartedly support their efforts to promote and protect the coin machine industry. But why should I join AMOA? So I can pay dues to have it cost me $60,000 in future retrofits? Why don't any of the stories and articles about the dollar coin, to this point, address these concerns? Are they legitimate? Maybe not to some. But by golly, they jump right out and grab me in the butt! I must be missing something in all this. Is there some kind of hidden agenda?

your concerned reader in California,
Thomas A. Dodge
owner, Cent-Val Automatic

[Dear Thomas: Allow us to answer the last question first. The only "hidden agenda" in dollar coins is to help operators make more money, by encouraging players to spend a dollar more lightly. Paper dollars seem like "real" money to players (even though that's debatable these days, thanks to 25 years of inflation). Coins — even dollar coins — spend much more easily. The experience of other countries who have switched over to coins for their basic unit of currency shows this without a doubt.

Dollar coins will also give operators a comfortable vehicle to raise the price per play, which in America has been stuck at 25 cents for far too many years. If we work it right, your payback on every dollar coin acceptor will occur on the very first day of operation.

Regrettably, there is no way to answer your interesting question about how much it would cost the total industry (or any particular segment) to change over to dollar coin acceptors. That depends on which machines operators decide to retrofit, and what kinds of replacement currency-handling units they select. With a newer game that's still got some earnings life, you'd probably come out ahead by making the change. With older or lower-earning machines, you'd probably be better off leaving it on quarters. That means thousands of operators will have to make millions of individual decisions about individual games. Nobody can honestly forecast what those decisions will be.

Coin Controls president Rick Currie, a major cheerleader for dollar coins, told us: "The cost of trading out a quarter validator for a dollar validator is not substantial, if you consider that the take on the game is going to go up. The investment required could run $19 for one mechanical validator. It would be even less per unit if you buy in quantity."

True, elimination of paper dollars could mean some operators might have to junk some rather expensive dollar bill acceptors or validators. But maybe not. Somehow, we have the feeling that a clever company might help you recoup your investment, by offering a way to cheaply upgrade those units to $5 or $10 acceptors. Meantime, think of all the money you would save by not having to buy even more dollar bill validators and stackers! And think of how much you'll save by handling coins, not bills. The benefits industry-wide on this one score, are absolutely staggering.

Now, if you wanted to upgrade all the way to an electronic validator for dollar coins, each unit would cost considerably more than $19. But remember, such a unit would be purchased for more reasons than just switching to dollar coins. Like extra security, for instance. Also remember, however, that an electronic validator for paper dollars costs more, too. So let's be careful not to compare apples and oranges.

Finally, keep in mind that after dollar coins replace dollar bills, new games will automatically come to market equipped with the proper acceptors for the new currency. At least some of the existing machines won't have to be converted, but can remain on quarter play. To some extent, then, we'll have a "painless" switch-over. You won't even have to do the conversion work in these cases. As for those operators who refuse to make changes in a timely fashion . . . well, service is what this industry is all about. Operators who pride themselves on service, thrive. Sloppy outfits fall behind and lose accounts (with or without dollar coins).

Your letter was a breath of fresh air. Thanks for a jolt of plain-spoken honesty! — ed.]



Your collections will hop off the charts.



Players of all ages will pop their tops with **Hop·A·Tic·Tac·Toe**™. It's a fun new way to play the classic game of X's and O's. And just like the high-earning hits **Wacky Gator**™ and **Cosmogang**™, **Hop·A·Tic·Tac·Toe**™ will deliver record collections and is perfectly suited to all your redemption locations.

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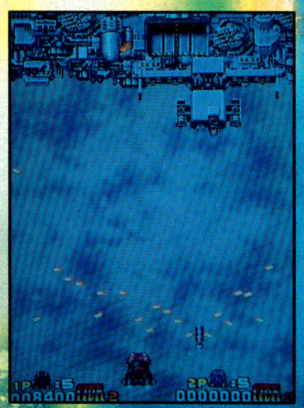



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NEWS DIGEST

VIDEO LOTTERY BILLS "HANGING FIRE" IN 2 STATES

At presstime, operators in **Oregon** and **Louisiana** were waiting with fingers crossed to see if the governors of their states would sign legislation setting up South Dakota-style video lottery. Both governors had until the second week of August to sign or veto the bills; if the chief execs do nothing, the bills (already approved by both legislatures) will become law without their signatures.

Meanwhile, **Ross Furman** of the Maine Gaming Assn. reports that their VLT bill, passed by the Maine legislature in late June, got sidetracked by a budget dispute between the governor and the statehouse. Ross feels very hopeful that the bill will come up for favorable consideration again later this year.

Also at presstime, operators in Illinois, Wisconsin and Pennsylvania were likewise looking at state budget battles which "could" be solved with VLT as part of the final answer. However, it was considered more likely in each case that their various VLT bills would come up for votes at later dates. The trade's hopes on VLT legislation



have gone dramatically up, down and back again in recent weeks. Get the full story beginning on **page 35.**

AMOA EXPO BOASTS FULL EXHIBITS, TOP ENTERTAINMENT

Motown greats **The Temptations** and **The Four Tops** will headline the AMOA Expo '91 banquet & awards show at the Las Vegas Hilton. The trade's biggest convention takes place Sept. 12-14 at the adjacent Los Vegas Convention Center. Exhibit space (780 booths) has been sold out for months. Also part of the awards show will be presentation of honors in several "best jukebox song" and "best game" categories, as voted by AMOA operator members. Game award nominees include Atari's *Hard Drivin'*, Konami's *Teenage Mutant Ninja Turtles*, Williams' *Fun House* pin, Data East's *The Simpsons* pin, Capcom's *Street Fighter II*, Fabtek's *Raiden* and many more. Jukebox award nominees this year include **Mariah Carey**, **Garth Brooks** and C + C Music Factory. Get details about show plans and registration details in our story on **page 31.**

Las Vegas Convention Center
September 12-14
AMOA EXPO '91
The Amusement & Music Operators Association International Exhibition & Seminar for the Coin-Operated Amusement, Music & Vending Industry

TECHNOS SIGNS CONTRACTS WITH 13 DEALERS

With an anticipated megahit on the way to the market, **American Technos** decided to cut its list of authorized distributors to 13 firms, starting with the July 22 delivery of their hot new four-player ***WWF WrestleFest*** video game. (First-week location tests showed tremendous earnings.) Technos prexy **Ken Iwamoto** explained, "We feel there is a need to concentrate on fewer distributors and create a stronger working relationship . . . [which] will better allow us to keep in touch with the marketplace as it changes." Distributors signed contracts with Technos and it's hoped that stricter territories will be part of the result. The authorized Technos dealers are: Atlas Dist.; Betson/NECO; Brady; C.A. Robinson; Cleveland Coin; Central Dist.; Lieberman; Mondial; Mountain Coin; Music-Vend/Dunis; Southgate; SunBelt; State Sales & Service; New Way Sales; and Canadian Coin Machine. "We're proud to be associated with this group of distributors and look forward to great things in the future," added Ken Iwamoto.

TECHNOS
AMERICAN TECHNOS INC.

WHAT'S NEW AT BETSON? PLENTY!!!

H. Betti Industries (HBI) has announced major developments at the corporate, manufacturing and distributing levels. On July 2, HBI chairman **Bert Betti Jr.** and president **Hugh Betti** officially resigned those posts, but said they will continue as consultants. Bert's son **Peter Betti** became the new HBI chairman and CEO, and will split his time between HBI and Betson Pacific Distributing. Former HBI exec VP **Joe Cirillo** is the new HBI president and chief operating officer; he'll also serve as a Betson Pacific director. **Bob Geschine** is HBI's new exec VP and chief financial officer, while Peter's brother **Robert Betti** is now HBI's exec VP of operations.

The **Betson Enterprises** manufacturing firm has a new address: 303 Paterson Plank Rd., Carlstadt, NJ 07072-2307. The toll-free

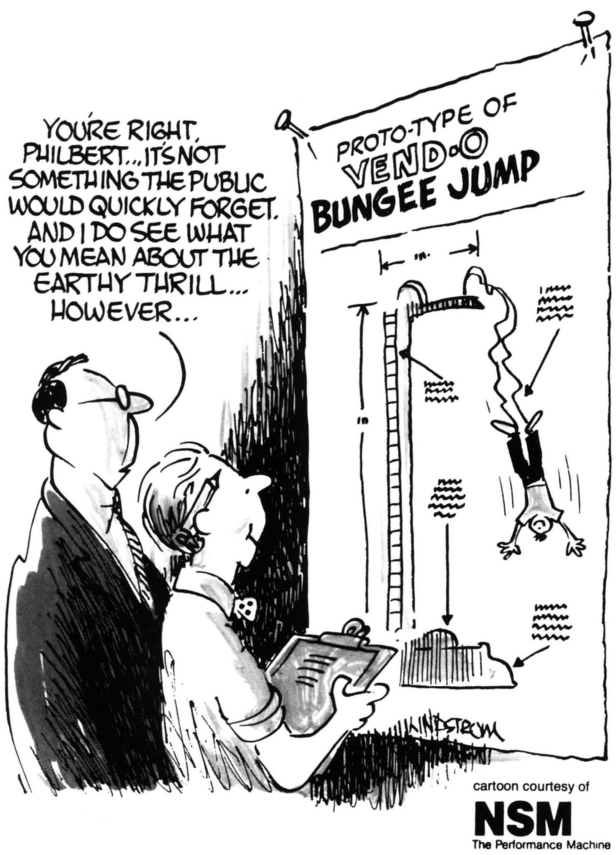


PETER BETTI

number (USA) is unchanged at 800/524-2343. New regular phone is 201/438-1300; the new fax line is 201-438-4837. To phone the parts department directly, dial 201/438-3657; their fax is 201-438-7246.

On Monday June 8, a new **Betson Pacific** distributing office opened in Oregon, in anticipation of legal video lottery in that state. It's located in at 8885 S.W. Canyon Rd., Portland, OR 97225. The phone is 503/287-0318. **Glenn Kahler** is general manager. Said Glenn: "At this point our Oregon dealership is strictly a gaming office (no amusements) for **IGT** brand video lottery terminals only."

By the way, Betson now sells software outright for its big-screen video system *(Mad Dog McCree* and *Who Shot Johnny Rock)* rather than leasing it. Software cost on *Mad Dog* is comparable to that of a hot video kit. Guns have been upgraded and word of mouth says the system's earning major bucks.



ATARI'S NEW HELI-GAME BOWS IN NYC

The eighth-floor conference center of Time-Warner, Inc.'s HQ in New York City's Rockefeller Center was the site on July 29 for a promising trade event. U.S. and overseas distribs attended the official premier of Atari's newest video game, a helicopter-themed item which may be called ***Steel Talents.*** Details were few at presstime, but Atari bowed two earlier chart-toppers *(Race Drivin'* and *Pit Fighter)* at the same "prestige" site, so omens look quite good. Details next issue.

BIG SETBACK FOR VIDEO LOTTERY IN WEST VIRGINIA

Video lottery is reportedly dead in West Virginia for this year. According to an extremely knowledgeable source, the governor's office and/or state lottery director said they don't want to be involved in operator-run VLTs for "at least another year." And, in fact, the whole question may be kicked into the next governor's lap, our source explained. Meantime, Bally Manufacturing Corp. has won another contract to operate its VLTs at racetracks, while G-Tek continues to run its on-line lottery system. The FBI raided several prominent West Virginia operators the week of July 8 and will reportedly charge some trade members with operating illegal gambling devices. "That hurts operators' credibility," our source said. Earlier this year, West Virginia seemed very close to achieving operator-run video lottery, but operators never could get the state's lottery director to go public with specifics on how coin-op people would be involved. Now you have to wonder if state officials ever truly planned to include operators in the picture.

CIG BATTLES HEAT UP IN N.E.

AMOA-NY has decided to go ahead and sue the state government in their effort to combat a tough new anti-smoking law. The move is a last resort. According to association prexy **Bob Herman,** tradesters tried negotiating, compromising and lobbying . . . to no avail. Now it's get-tough time. In New Jersey, AMOA-NJ is seeking a law confirming that only the state, not individual towns, can regulate tobacco



sales. The desired bill passed the House by a whopping 62 to 8 and was headed to the Senate in mid-July, we learned from the group's prexy **Frank Seninsky.**

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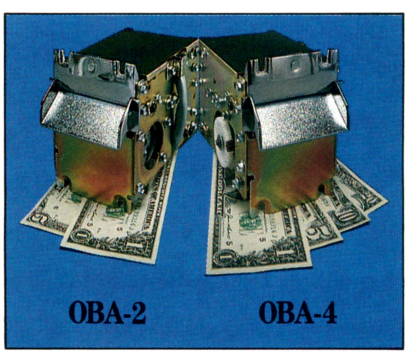

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THUNDER & LIGHTNING! LELAND'S *DRAGON'S LAIR II*

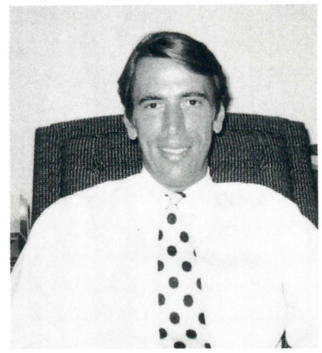
Remember *Dragon's Lair*, the Cinematronics godzilla that sometimes knocked down $1,000 a week back in 1983-84? Technical reliability aside, the game was a killer that made everybody's head spin. Well, now the Leland Corp. will introduce ***Dragon's Lair II*** at the AMOA Expo. . . at a lower cost than the original! In one of the best-kept factory secrets ever, Leland's R&D people have worked with Sullivan/Bluth's animation artists on this much-improved sequel to one of the industry's most impressive hits. The laserdisc game began testing July 17 and features an industrial-strength player to withstand expected play on locations, a 25" monitor, very modern cabinet design, wide control panel and snazzy art. The original game's heroes, "Dirk" and "Daphne," are back in a superior save-the-girl madcap battle with a brand-new storyline: evil wizard "Mordoc" sends Dirk through time to battle in such spots as the Garden of Eden. As with the original, players get help from "light flashes" and must continue dropping coins to complete play. At presstime, Leland planned on 50¢ initial vend; continuation price had not been settled.

Leland prexy **John Rowe** terms the piece "the best interactive laserdisc game ever produced, bar none," and sales topper **Ken Anderson** noted "extremely positive" in-house reaction. "We've spared no expense on this project," they added. "Animation alone ran into seven figures, and it's sooo good! The whole package is stunning." Contract production should start soon; dealer samples may ship before Expo and "operators can place orders with their dealers at the show." Are we talking about a sequel with the girth of *Ms. Pac-Man* here? Check this new baby out!

HOUSEFIELD BUYS MVS ASSETS, OPENS NEW INDY DEALERSHIP

On April 26, 1991, MVS Amusements, Inc. filed for Chapter 11 protection with the U.S. Bankruptcy Court, Indianapolis Division. Owners of the dealership (formerly called Modern Vending) **Tom & Jane Goldberg** summarily sold the firm's assets to their own former VP **Scott Housefield** on June 14 with court approval. The Goldbergs have since left the industry after some 19 years and are now in the retail billiards biz.

Scott Housefield also acquired the Goldberg route operations. Intending to go "full bore" in distribution, he's formed a new dealership named **Housefield Marketing Corp.** with most of the old MVS employees (including the firm's original patriarch **Al Calderon**) at the old site: 7940 Pendelton Pike, Indianapolis. He's dealing with a number of manufacturers including Konami, Atari and others including vending factories



SCOTT HOUSEFIELD



AL CALDERON

. . . some on a cash basis while building his credit rep. He wants this business "back on track and even ahead of the game. Al is out there on the showroom floor, meeting and greeting our customers," Scott said. "It's a grand bridge from the tried and true to the new and forward moving." Remodeling should be done by late August and an open house for customers and suppliers may follow. Full parts and service departments are already in place. Articulate, level-headed and ambitious, Housefield himself took his MBA from Indiana U in 1979 and went straight to work for MVS where he worked in accounting and sales, rising to VP. So as the trade bids farewell to Tom and Jane Goldberg (except for those creditors of the Chapter 11 situation), it says hello to a rejuvenated dealership on Pendelton Pike. And, yes, **Roberta's One-Stop** remains very much in biz at the same stand!

DATA EAST PINBALL BOWS UPGRADED RUBBER

A new rubber for pinball games has been introduced by Data East USA. The new rubber will fit on all pinball machines and will be available exclusively from the Data East parts & service department, and Wico Part Sales under a Data East part number. DE's pinball factory and Wico developed the new component together. Citing current rubbers that may have to be replaced weekly (thanks to stronger coils and flippers), DE's **Joe Kaminkow** said: "Our goal was to develop a new proprietary flipper rubber which would last 10 times longer than anything currently available. This new flipper rubber meets that goal." The new rubber is black and is made from high-quality,



virgin rubber with a polysilicate additive. After 247 hours of play (over 16,000 balls), tests showed no signs of wear and no playfield dirt caused by deteriorating rubber, Data East reported. A new shooter tip made of the same materials is also offered. For more information, call DE's parts & service guys at 800/542-5377.

AMERICAN WURLITZER RECLAIMS NAME

Nelson International Vending & Music (U.S. subsid of Germany's Deutsche Wurlitzer) has changed its name to **Wurlitzer Juke Box Co.** Execs said the change reflected a corporate restructuring which makes the U.S. subsid an integral operating unit of the parent firm. This will "significantly improve service" to American dealers, said New York-based prexy **Joe Tedeschi.**

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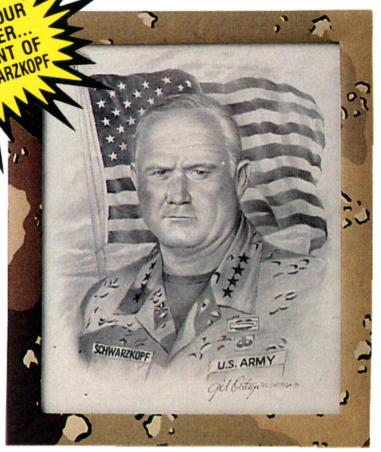

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I'd like to say **THANK YOU** to the many small crane operators across the country who gave me and King Plush a chance to show what we can do. From your initial orders, you know the quality I deliver... and you know the great prices. Now for those of you who haven't yet taken me up on my offer to help you **MAKE MONEY**, let me once again explain my purpose.

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So once again, **THANKS** to my many new customers, and remember, I'm here to help!

Sincerely,

Patrick W. Klasno

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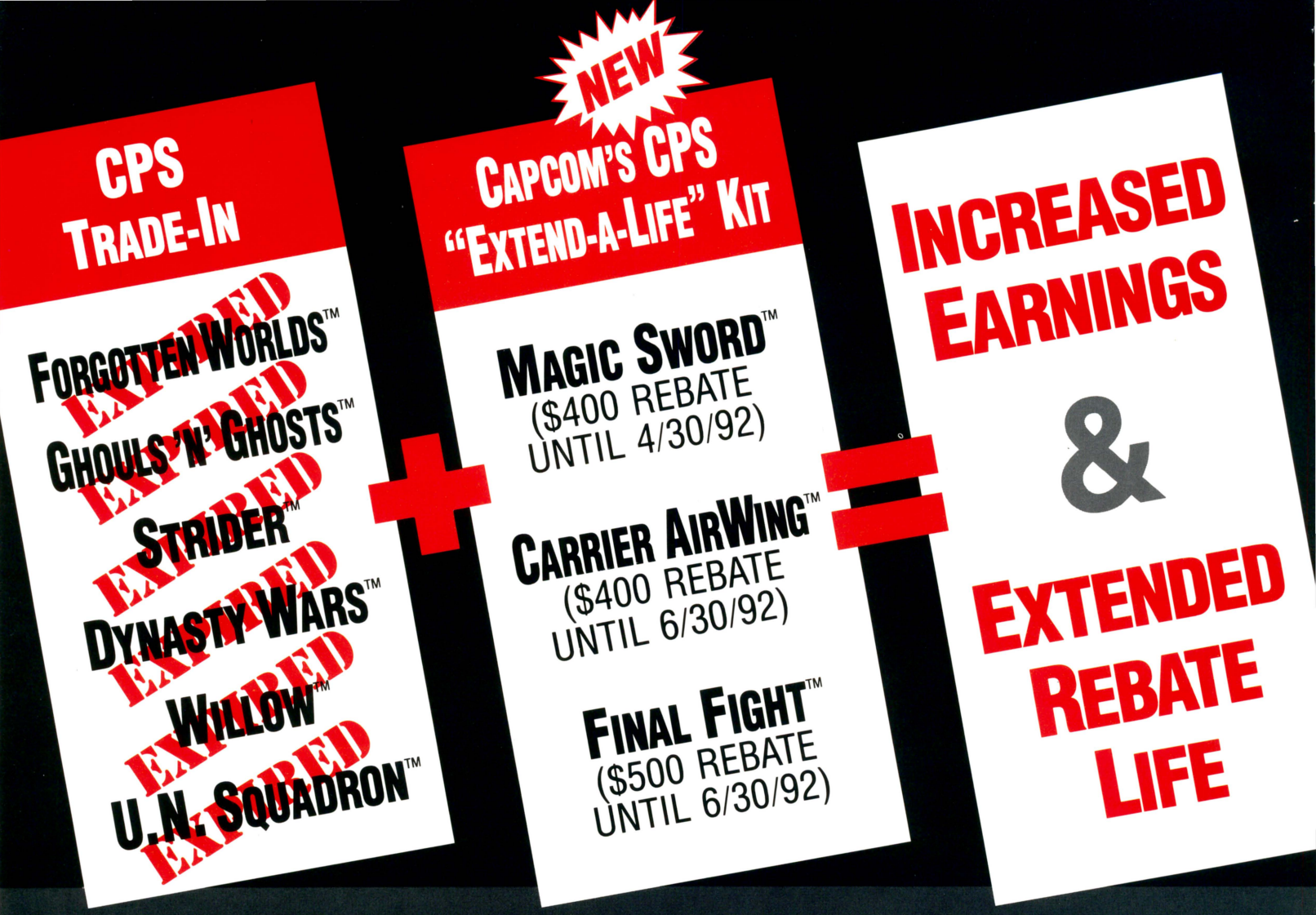
NEON BEARS — STILL A HOT TICKET TO SOLID EARNINGS!



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Well, opportunity knocks TWICE, thanks to Capcom USA's new EXTEND-A-LIFE CPS Program!

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Street Fighter II

If you have limited floor space, this is definitely the game for you. Whichever option you choose, Capcom offers fun and excitement for the whole family.

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Magic Sword	Apr. 30, 1992	$400
Carrier Air Wing	June 30, 1992	$400
Final Fight	June 30, 1992	$500

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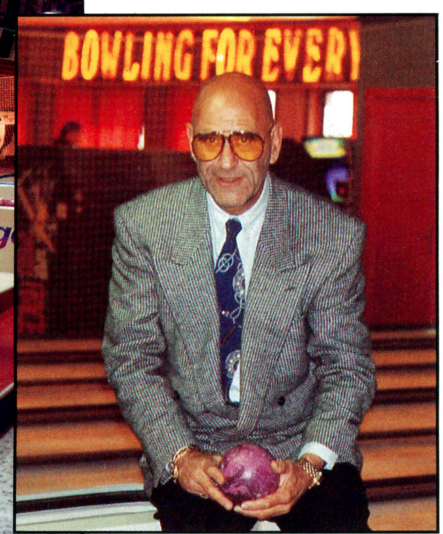

Hank Grant, owner of Sportland Entertainment Center. World's largest arcade. ***"I liked the product so much, I bought the worldwide distribution rights."***

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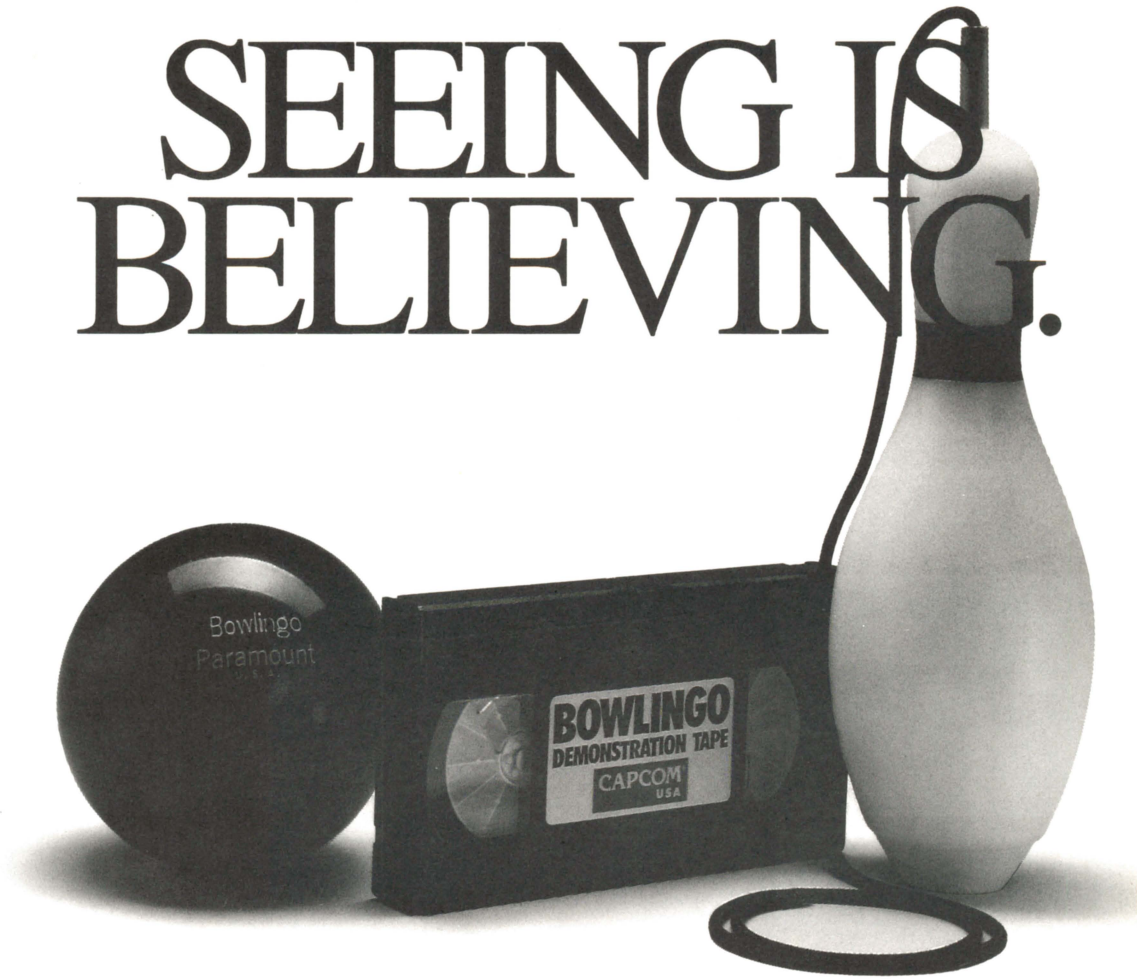

If you thought it was impossible to put an entire bowling alley in an arcade, think again. With Capcom's Bowlingo, you can have the excitement and fun of a bowling alley right in your own arcade. You want proof? Simply fill out the card below, pop it in the mail and we'll send you a free videotape demonstrating how you can become a part of America's favorite family pastime.

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Please give a brief description of the type of location that you are considering for "Bowlingo"

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PRICEY 'VIRTUALITY' SYSTEM IS COMING TO THE USA



British-made, coin-op "virtual reality" video games are on the way to the U.S., knowledgeable sources here confirm. (Virtual reality is a computer simulation method which puts two TV screens inside a helmet worn by the player for a "you are there" 3D effect; graphics change in precise synchronism with the player's head motion.) The super hi-tech, one-player sit-down video system from England's **W. Industries** is called *Virtuality* and will be handled in the USA by a large, well-known coin-op manufacturer. Reportedly, the U.S. firm may operate the $60,000 hi-tech units themselves in theme parks, rather than sell them to the coin-op trade. According to the British trade journal *Amusement Business*, three different *Virtuality* games are now available: jump jets, space battle and auto racing. The magazine added that British arcades are charging one pound per play (about $3 in U.S. currency) and getting heavy business on the handful of existing units there. By the way, *Game Machine Magazine* says Namco is testing imported *Virtuality* games at 500 yen per play in Japanese arcades. That's about $3.60 in U.S. currency. Namco Ltd. (Japan) has five British-made *Virtuality* games on site, as seen here.

THE BIGGEST GAMBLE OF ALL?

RePlay Publisher **Eddie Adlum** has penned a rather lengthy essay, printed inside, listing what he sees as the "pros and cons" of the industry's patch-quilt drive to legalize pay-off video lottery operations (VLT). Saying "Never has as much time, money and lobbying effort gone into something like this since AMOA fought the copyright royalty," Eddie also sees it as "the biggest gamble of all" if VLT grows and some states cut operators out.

Ed likes both the "little gambling" aspect and "entertainment value" of the South Dakota formula, but he's worried about the effect VLT might have on sales and collections of traditional product. It's a yeasty article and certain to draw both nods and frowns from readers, depending on which side of the VLT fence they sit upon. Ed's essay begins on **page 59.**

THIS MONTH: GERMAN GAMING NEXT MONTH: U.S. VLT REPORT

Next month's *RePlay* will salute AMOA's Las Vegas expo and will also carry a valuable (and penetrating) update on the progress and prospects of video lottery operations in America. For the first time, the magazine has solicited advertising from VLT manufacturers (current and future) to present a more complete picture on this rather quizzical event in industry history. To any company interested in advertising its VLT equipment and/or plans in this special section: if you haven't received our notice, please contact our sales department at 818/347-3820 immediately.

This month's edition carries a story on the "mature" German gaming market written by Publisher **Eddie Adlum.** Some Americans see Germany's industry as a sort of "model" the U.S. might follow, where pure amusements and jukes have co-existed for years with the (more dominant) wall-mounted "slot machine" which that country is famous for. Gaming is far from the only difference between U.S. and German coin-op, but there are similarities as well and the story is worth the read. Find it on **page 70.**

$1 COINS: POSITIVE OUTLOOK

Latest head-count of supporters for **dollar coin** legislation in the U.S. Congress is 149 in the House (needed to pass: 218 votes) and 25 in the Senate (needed to pass: 51). AAMA government relations co-chairman **Rick Currie** tells us that "now is the time" for dollar coins; he believes "we have the votes for S.844 to pass the Senate right now" and that if a forthcoming study shows significant savings for local government and the private sector, **President Bush** just might be persuaded to join the cause. Rick hopes to see the bill passed this fall and signed by the President by early '92. Details begin on **page 52.**



LEPRECHAUN MOVES, SHIPS 'POT 'O GOLD'

Bill Cravens' Leprechaun, Inc. moved to new offices on July 1, featuring enough warehouse space to enable the company to become more active in game development. Address & phones are 18338 Redmond Way, Redmond, Wa 98052; 206/869-6400. The fax is 206-869-6401. The firm is now shipping its initial redemption game, ***Pot of Gold.*** Bill notes it ranked fourth in its first location test at a Chicago arcade, topped only by *Street Fighter II,* an Atari driver and *The Simpsons.* Adds Bill: "It was the highest-earning redemption unit on the floor during its first six days there."



Standing the Test of Time



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INDUSTRY HONORED AT WHITE HOUSE EVENT

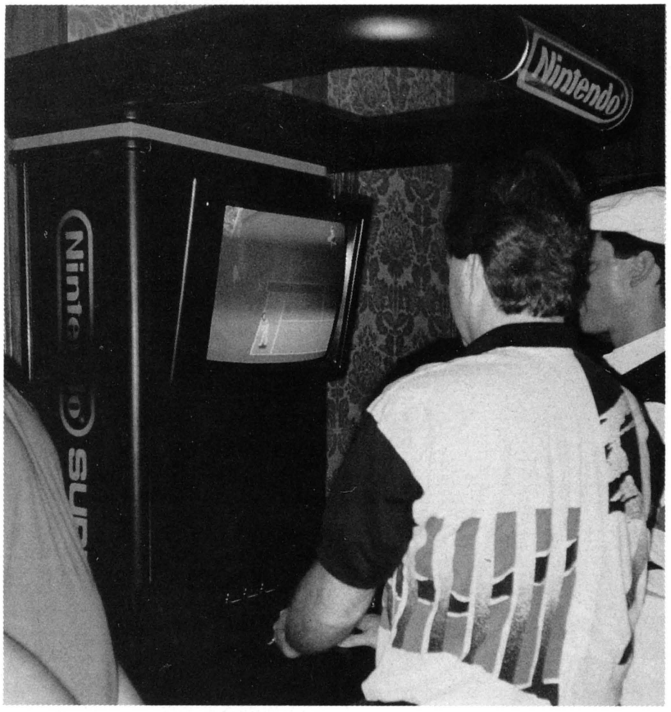
Seen here, America's First Lady **Barbara Bush** greets 1989-91 AAMA President **Gil Pollock** at a White House reception. Mrs. Bush hosted the event last spring to commemorate National Child Abuse Prevention Month, a cause in which AAMA has been active via its series of location posters featuring TV and sports celebrities.

VLTs TO CALIFORNIA? LOTTERY OFFICIAL SAYS MAYBE

Another state may join the video lottery bandwagon: **California.** State lottery official **Joanne Ichimara-Hoffman** told tradesters at CCMA's late May convention that "the California lottery not only wants to institute video lottery, but that they have made the decision to try to utilize the private sector in any way they can." This according to AMOA President **Jim Trucano,** who visited the meeting. Jim added: "Having a state lottery commissioner indicate a willingness to explore and work for private sector participation in video lottery is a coup for CCMA and a state association convention first." On the other hand, South Dakota state representative **John Sears** told CCMA that getting video lottery in the Golden State might take a $1 million lobbying budget, plus a voter referendum to change the state constitution. Jim Trucano's report on the CCMA meeting is found on **page 90.** In other California news, the increased **sales tax does not apply** to coin-op games, entry to arcades, etc. as feared by trade members last month.

IT'S OFFICIAL! NINTENDO WILL BOW 16-BIT AT EXPO

This fall, as Nintendo finally releases its "Super NES" 16-bit system to the U.S. home market, will it also do the same for coin-op? Yes! The *PlayChoice* system's makers will officially unveil a 16-bit, three-game cabinet at the AMOA Expo next month. At the same time, Nintendo will keep marketing *PlayChoice* hardware and needed software paks, but clearly 16-bit will key their future coin-op market plans for some time to come. Games and hardware are a quantum leap from today's 8-bit *PlayChoice* games, with impressive colors, graphics, screen movement and sound quality. SNK wasn't mentioned by name at Nintendo's mid-July "distributor preview" meeting in Colorado, but Nintendo clearly wants to meet the competition with a "killer" video system. Also, they've pledged a "coin-op first" philosophy. VP **Al Stone** told dealers: "With conditions in the home market the way they are, the K-Marts of America will be looking to stock their shelves with 16-bit games that scored on the coin-op field." See details inside on **page 45.**



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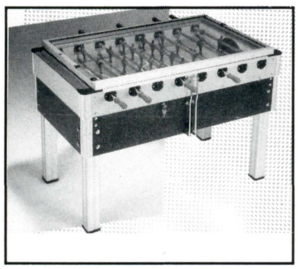

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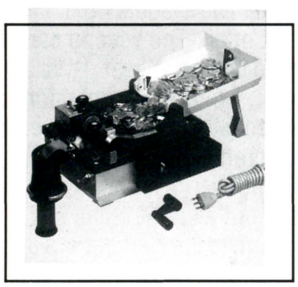

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On Your Mark...

by Marcus Webb



"What goes up must come down . . . but if it's got any life to it, it's going to bounce." That updated proverb says much about where coin-op is going these days. Nearly three years ago, operators started complaining about slower collections. At the same time, they began asking for new themes and new technology. Well, we've "bounced": the industry now enjoys growing numbers of new themes and new technology. From 3-D to CD, to data-downloading darts . . . from big-screen laserdisc to innovative new twists in redemption and prizes . . . coin-op creativity is high.

But the "industry buzz" claims just two or three titles are hot on the street. The hit syndrome has reached new heights and many good games are simply not getting their fair crack at the market. It's disturbing when a distributor says: "Suddenly, a few of my customers have decided they're 'not interested' in good new equipment. They 'don't believe in it,' even when test results are solid, or when their competitors are earning strong ROI on a piece. What's going on? Are some folks against making money?"

Part of what's going on is "recession psychology." Some people don't have any cash; many who do, would rather hold onto it no matter what. But ladies and gentlemen, the national recession is ending in some markets, it's over in others, and recovery is coming. It's time to spruce up American routes and arcades with new things!

Another part of our problem is the so-called "summer slump." Which means what? There's no "slump" in numbers of players in many street stops and arcades. Summertime is the season for vacations and fun and visits to game sites. There's sure no "slump" in industry news and developments, either. Varied, exciting product abounds in the distributor showroom.

In truth, the main "slump" is in enthusiasm certain folks have for their own business. For others, it's a failure of nerve, a reluctance to take any kind of risk whatsoever. Fortunately, these are problems we can solve! The first cure to realize is that sitting still and stagnating is the biggest risk of all. The second cure is to dare to be an optimist. "We always complain," one street operator admitted recently, "but today we still make a pretty decent dollar . . . and somehow, everything always seems to come out all right in the end."

To return to the distributor's original questions: what's going on? Are some folks against making money? Well, another thing that's "going on" is video lottery. Enthusiasm for it has reached the fever stage. Some people are forgetting about real dollars they could definitely make with music and games — today. Instead, they're already counting up "maybe" dollars they "hope" to make with VLTs tomorrow.

Don't get me wrong: it's great to work for the future, and video lottery must be part of our future. At the same time, however, we can't forget paying our bills and plying our trade as it exists today. Video lottery is "found money" and we salute reasonable, professional efforts to pursue it. Meanwhile, let's remember our roots. This is still the music and games industry!

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noise level: 61 decibel
Display: indicating the game credit, the time left and the goals made
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Cash box and coin mechanism: large format cash box
coin mechanism: electronical or mechanical
variable credit allowance
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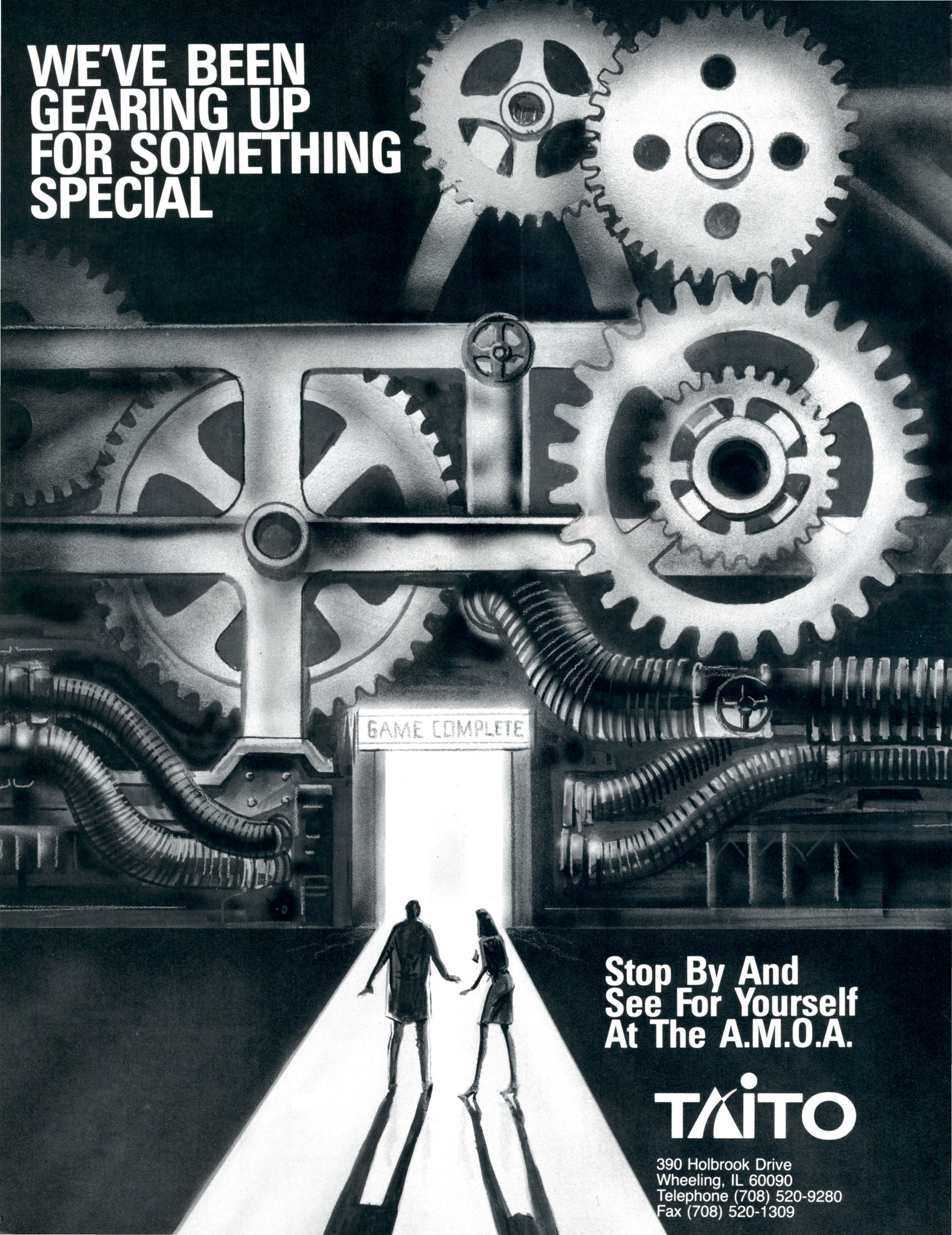
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before you know it, the 1991 AMOA Expo will arrive in full glory; national operator association expects biggest, best convention yet

The right time to register for this fall's AMOA Expo. . . is right now. Picking up power and steam with more exhibits, better programs, growing political clout and a new level of professional management, AMOA will roll into the Las Vegas Convention Center filled with robust self-confidence for its 1991 Expo. The show is slated for Thursday through Saturday, Sept. 12-14, and floorspace was sold out months early with nearly 780 booths (a record). About 250 firms will display games, music and supporting equipment and services.

AMOA's expo is the biggest event on the industry's fall calendar, drawing thousands of visitors from around the country and the world. . . and setting the tone for the trade's heavy buying season. As AMOA put it, the show is "where trends begin!"

Expo is also the site for one of AMOA's board meetings and its annual business meeting, where Wisconsin operator Gene Urso will take up the gavel as president of the association for 1991-92. Key policy decisions will be made at the annual AMOA board meeting, and in other forums vital discussions will take place between major industry heavyweights from all segments and countries.

An informative seminar line-up has been planned, covering a wide variety of useful and relevant topics. Want advice on how to manage your business better? Cut through government red tape? Increase income? Improve route security? Tap new equipment trends? Set up league play? In educational sessions held at Expo, you can learn all this, and more, from experts in the fields of coin-op, pros of management and marketing science, and government officials.

Here's a breakdown of the schedule: Wednesday, Sept. 11 offers an earlybird golf outing and an evening reception for AMOA members. Thursday, Sept. 12 kicks off with a distributor hour at 9 AM and regular exhibit hours from 10 AM to 5 PM, including a raffle drawing and equipment auction that afternoon. The schedule for Friday, Sept.

AMOA DEADLINES

EARLY REGISTRATION DEADLINE: THURSDAY, AUGUST 1

If you've already sent in your registration, you'll get your badges by mail before the show. Advance registration after Aug. 1 means you must pick up badges at the "Will Call" desk, on site at the Las Vegas Convention Center.

Cost of registration for U.S. operators who are not members of AMOA is $150 per person after Aug. 1. Cost for foreign non-members is $50. AMOA member and guest registration fees, number of complimentary badges, etc. depends on dues structure.

SHOW REGISTRATION AFTER SEPTEMBER 1 MUST BE MADE IN LAS VEGAS!

Yes, that means standing in long lines and filling in the paperwork on the spot. Why not take care of it now and avoid the hassle?

HOTEL RESERVATION CUTOFF: MONDAY, AUGUST 12

You've got to make your hotel reservations through AMOA's housing bureau if you want to book rooms at show rates in the Hilton or Sahara. Contact AMOA for housing forms at 312/245-1021.

13 is identical (right down to a 3PM auction), except there's no distributor hour. On Friday night, tradesters will enjoy AMOA's annual banquet and stage show, featuring some of the biggest names in music, plus awards honoring the best equipment and songs as voted by AMOA operators. Saturday, Sept. 14 begins with a breakfast for cigarette vendors, followed by the AMOA Annual Business Meeting. Exhibit hours run from 10AM to 4PM . . . with yet another auction at 3PM!

Headquarters hotel for all of this is the Las Vegas Hilton, close by the convention center. Singles or doubles cost $100 per night for showgoers. AMOA has also reserved a block of rooms at the Sahara for $85 each, single or double occupancy. All reservation requests must originate on the AMOA Expo '91 housing form, which most tradesters should have received in the mail by now.

Discount airfares are also available on American and Delta . . . you can get 45% off full fare, 35% off regular coach fare and even get a 5% bonus off anything from first class seats to Ultra-Saver discount tickets. Such a deal! Phone American at 800/433-1790 and ask for file number 17-ZIKS. Or, phone Delta at 800/241-6760 and ask for file number R-0628.

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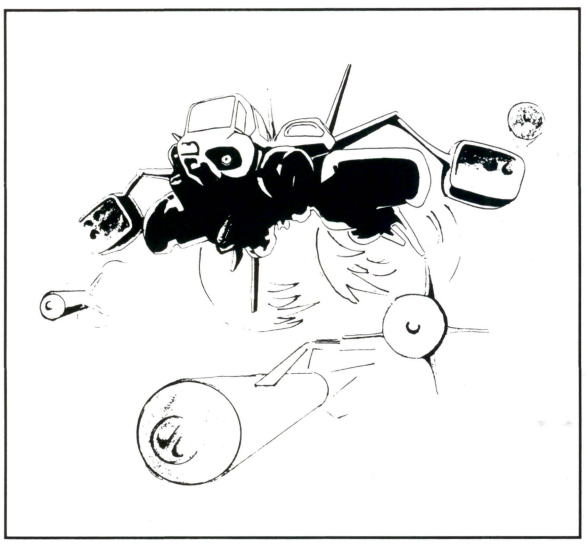

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big ups and downs for video lottery bills in five states; governors in Oregon & Louisiana still could sign into law

VLT ROLLERCOASTER

What you're about to read is not only a news story. It's also a "fairy tale come true" which (along the way to happily-ever-after) turned into a knuckle-tightening suspense tale. As we write this, the ending of the story still isn't known. As one trade member put it: "I've never ridden such a wild, unpredictable roller coaster in all my life!"

The subject of this story is video lottery . . . specifically, a half-dozen video lottery bills. Operators in various states would very much like to see those bills turned into laws. At presstime, however, it was unclear which new states — if any — would turn the video lottery dream into a working reality for operators.

ONCE UPON A TIME . . .

If you're ready for a good yarn, here's the "fairy tale come true" part. Inspired by the profitability of legal video lottery systems in Montana and South Dakota, operators in at least half the states in America spent much of 1990 and '91 trying to set up similar markets for themselves. By early June of this year, pro-VLT legislation had passed the statehouses in Oregon, Maine and Louisiana . . . and was on the way to the governors' desks. Governors in two of those states (Oregon and Louisiana) had already signalled support for VLT, while the third governor (in Maine) seemed possibly open to the idea.

Meanwhile, in Wisconsin and Illinois, operators were shoring up support for VLT bills in their own state capitals. These Midwestern tradesters felt optimistic that their bills might also be making a quick trip to their governors' desks, where at least one governor (Wisconsin's) had promised to sign.

When you added up the healthy prospects in five different states, a new era in coin-op entertainment seemed about to begin.

MASTERS OF SUSPENSE

But then (cue the Hitchcock music) came the unpredictable plot twists. Nine state governments around the nation lurched into nasty budget battles. Some Republican governors and Democratic legislatures put up their dukes and circled around the capitol building, arguing over who really ran the state's finances. Quite a few states stumbled into the new fiscal year without any budget in place. And in each of the five hopeful states, operators and their video lottery bills ran into roadblocks.

By mid-July, tradesters across the country were holding their breath, waiting to see what the final outcome would be. The situation sounded like the announcer's melodramatic questions at the end of a radio soap opera:

"Will the governors of Oregon and Louisiana get over their cold feet and sign the VLT bills? Or will they do nothing and allow the VLT bills to become law without their signatures?

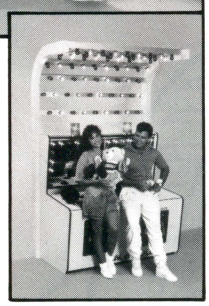
"Or . . . heaven forbid . . . might the governors even veto the VLT bills?

"Will the legislatures in Wisconsin, Illinois and Pennsylvania see the light, and realize that revenue from VLT should be included in their final budget package?

"Will the governor of Maine ever make peace with his legislature? Ex-

Whac-A-Mole™





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actly when will video lottery come back onto the state's agenda for serious consideration?"

LESSONS IN POLITICAL REALITY

We'll cover any late-breaking developments on our *Hot Off the Press* page. But at this writing, the still-unfinished VLT melodrama has become an object lesson in political reality for coin-op tradesters. Democracy is full of surprises, last-minute reversals, and hair-raising switches from hope to fear (and back again). The events of July underscored the need for a totally professional approach, wherever operators wish to legalize video lottery.

"Operators in Oregon, Maine, Louisiana, Wisconsin and Illinois did everything right," said one political observer. "What happened in those states proves one thing. When it comes to big-money politics, there are no guarantees . . . and even well-prepared political pros lack a crystal ball."

Here's the play-by-play as described by sources who are close to the action:

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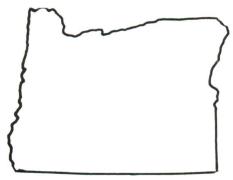

OREGON

The passage: The Oregon AMOA has sought legal video lottery for some time. Two years ago, a rather vague "enabling act" was passed which okay'd video lottery, but left the operators' role undefined.

This summer, Oregon's state legislature battled intensively over a follow-up video lottery bill all through June. Various VLT bills were passed, then killed just hours or days later. In the weekend before statehouse passage of the final version, the VLT bill died and came to life at least four different times! There were late-night votes, lots of scrambling and political maneuvering and gray hairs for coin machine people.

At last, on June 29 and 30, the Oregon House and Senate both approved a final version. They adjourned and the bill was sent to the governor, who had stated earlier she would sign it.

The bill: HB. 3151C (also known as SB. 562) enables the state lottery commission to set up South Dakota-style video poker. In other words, operator-run video games of chance would be tied into a state-run central computer, controlled by the State Lottery Commission. Games would be restricted to areas where only grown-ups were allowed, and up to five machines per site would be permitted.

Left up to the state lottery commission would be many of the important particulars, including: amount of license fees for operators, locations, distributors and manufacturers; types of games allowed (poker, keno, blackjack, etc.); the state's revenue share; standards and procedures for background checks and machine approvals; whether anybody is allowed to participate in more than one level of the market; amount of maximum bet and winnings, etc.

Anticipated earnings: some state officials predict total revenues (after paying winners) of $216 million per year, which would be split among operators, locations and the state. According to OAMOA presi-

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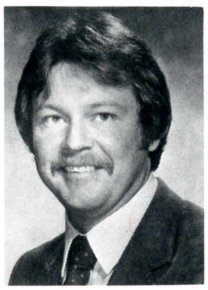
dent Rick Geraghty, "I think the state lottery office is projecting as many as 10,000 games in the state and the figure they've been using is $54 million annually to the state, based on the state getting 25% of earnings. Of course," Rick added, "at this point that percentage is hardly carved in stone."

The snag: After the bill arrived on the governor's desk, somebody realized that Oregon's new VLT law called for 3% of the state's share to be spent on treatment of gambling addiction. Fine, except this provision conflicts with Oregon's previous VLT law (still in effect) which demands 100% of the state's share be spent on economic development, period.

The outlook: At presstime, Gov. Barbara Roberts was waiting for her staff to advise her on this legal dispute, before deciding how to treat the bill. She has until Aug. 9 to sign or veto; if she takes no action, the bill becomes law without her signature. Said one prominent Oregon tradester: "After all the dramatic



RICK GERAGHTY

ups and downs, we're a bit reluctant to get into too much detail about our VLT situation. It's been exciting at times, frustrating at other times, but we all remain optimistic."

MAINE



The passage: Maine operators Ross Furman and Joe Ferris (Skillful Vending) put together a group they called the Maine Gaming Assn. last fall to lobby for video lottery. With help from their lobbyist David Kerry (a former state representative), and with backing from hundreds of paid location members, they succeeded. Both houses of the Maine legislature approved MGA's video lottery bill by June 17.

The bill: MGA's legislation calls for South Dakota-style video poker. In other words, operator-run games of pay-off video poker, keno and blackjack would be tied into a state-run central computer, controlled by the Maine State Lottery Commission. Enforcement and licensing functions would be performed by the State Police. Winning players would turn in their ticket at the bar and collect cash rewards.

VLTs would be restricted to liquor-licensed locations, of which Oregon has 1,657. Each location would be allowed a maximum of three VLTs, which means the state would represent a total market potential of 4,971 first-generation machine sales. Annual license fees would be $500 for VLT operators; $1,000 for VLT distributors and $5,000 for VLT manufacturers. The per-machine annual fee would be

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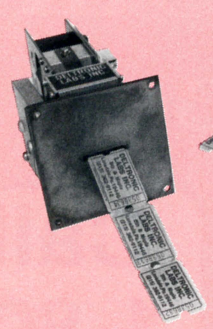
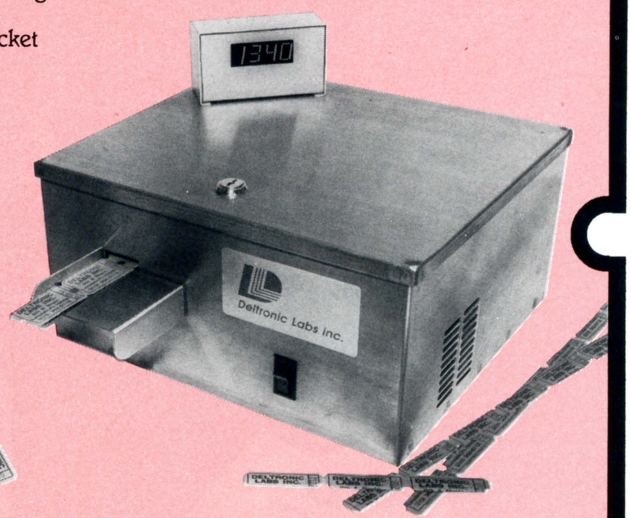


Redemption Machine

"The redemption 'hit of the show' was the 'Ticket Eater' by Deltronic Labs."
John Margold, *Play Meter* 12/90



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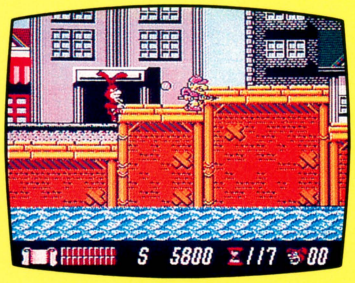
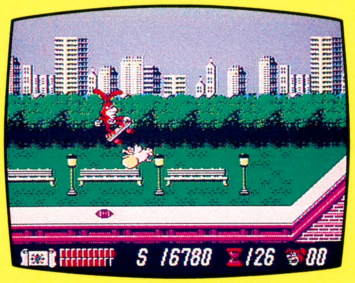
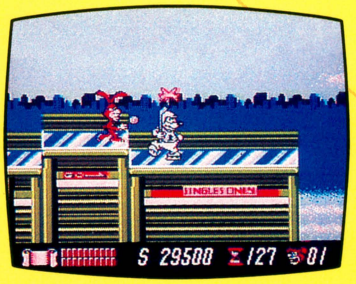


Use the YoYo to attack enemies.



Jump on top of enemies when riding the skateboard.



Yo!NOID slides through the ice stage.

YOU'VE ALREADY SEEN HIM ON TV: He's the NOID--the pizza chomping prankster from the Domino's Pizza* commercials. But now he's on a new mission. And that means lots of fun for your players!

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$100. Nobody would be allowed to participate at more than one level of the market; businessmen would have to be either an operator, a distributor or a manufacturer. Maximum allowed would be a $2 bet per play (machines would take $1, 5, 10 and $20 bills) and the maximum winnings per play would be a $1,000 jackpot (ticket out, redeemed for cash at the bar).

Anticipated earnings: Based on per-capita earnings in South Dakota, this Maine VLT system is expected to earn a total of $96 million per year. The bill calls for the following revenue split: one-third to the state, one-third to the locations and one-third to the operators. In other words, each group hopes to make $32 million per year from the MGA bill.

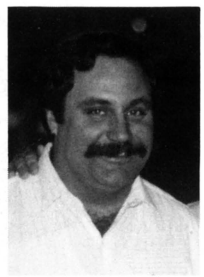
The snag: after the legislature passed the bill, it went to the Appropriations Committee to have the anticipated $32 million figured into the budget. But the governor decided that besides passing a new budget, he also wanted the legislature to reform the state's laws on workman's compensation. When lawmakers balked, the governor then decided to hold the entire budget "hostage" until they played ball. For at least two weeks, state employees were on "leave" and non-essential state services (such as parks, etc.) were shut down. This situation remained in effect in mid-July. Video lottery got sidetracked as part of this overall mess.

The outlook: on July 15, the video lottery bill and the state budget were both still "pending." MGA's Ross Furman believed that the politicians would probably pass an interim budget with some compromise on the workman's compensation issue, and that video lottery might happen this fall when the state ran out of money and needed new funds.

"A month ago, we were a top priority item," Ross lamented. "Now we're on the way-back burner. It's unbelievable. But as Yogi Berra once said, it ain't over till it's over . . . and believe me, this campaign is a long way from being over. We have made a strong case to our legislature; they know who we are and what our bill can do to help our state. We remain very, very optimistic about our chances of passage later this year."



ROSS FURMAN



JOE FERRIS



LOUISIANA

The passage: The state operator association, LAMOA, has been lobbying hard for video lottery for a couple of years now. Last year a VLT bill backed by LAMOA got to the governor's desk, only to suffer a veto. This year, LAMOA didn't get its own bill through, but strongly supported a video lottery bill sponsored by state senator Peppi Bruneau. This bill, HB. 283, passed the House nearly 2 to 1, passed the Senate and went to the governor on July 8.

The bill: HB. 283 calls for South Dakota-style video poker. In other words, operator-run games of pay-off video poker (but no keno, blackjack or bingo) would be tied into a state-run central computer, controlled by the State Police. Winning players would turn in their ticket at the bar and collect cash rewards.

VLTs would be restricted to on-premise, liquor-licensed adult patronage locations, including bars, lounges, adult sections of certain restaurants, certain large truck stops, off-track betting parlors, etc. Most locations would be allowed a maximum of three VLTs, except for truck stops, off-track betting parlors or parimutuel betting places which would have no limit.

Annual license fees would be $2,000 for VLT "service entities" (operators); $3,000 for VLT distributors and $5,000 for VLT manufacturers. A location license of $100 would be imposed (regardless of number of machines), and the per-machine device operating license is an additional $1,000. Nobody would be allowed to participate at more than one level of the market; businessmen would have be either an operator, a distributor or a manufacturer. Maximum bet allowed would be $2 per play (machines would take nothing larger than $1 bills). At presstime, *RePlay* could not determine the maximum allowed winnings per play.

Anticipated earnings: The bill calls for the state to get 22.5% of the total revenue; according to the New Orleans *Times-Picayune,* that could amount to $92 million annually.

The snag: Governor Buddy Roemer apparently came down with a plain, old-fashioned case of cold feet. Said one observer: "The governor had made a statement in the past that he would sign a video lottery bill, but then the other day he mumbled something about how he's not sure." State newspapers quoted the governor as liking the central computer regulation, but also asking "What price do we pay?" for legalized gaming.

The outlook: "Everybody's on standby," said LAMOA Secretary Brenda Lollar on July 15. "The bill is on the governor's desk and we're all on hold, waiting to see what will happen." The VLT bill can sit on Gov. Roemer's desk for 30 days. By Aug. 7 he must sign or veto; otherwise it becomes law without his signature.

OTHER STATES

At presstime (July 15), the legislatures of Illinois and Pennsylvania had not passed their 1992 state budgets. Tradesters in those states were hoping their video lottery bills could be part of the final budget package, although some said that "To be realistic, we're probably looking at getting final approval by our legislature later on down the road." Also at presstime, Wisconsin operators believed their VLT bill would probably come up for a vote in October. However, the state's budget situation appeared fluid enough that it's just possible VLT could be added to the final package.



PLAIN SPEAKING

by MARCUS WEBB

video lottery buzzwords bring their own confusing jargon; from VLTs to political-ese, here's a brief guide to the lingo

Several months ago, we ran a story about the hi-tech gadgets which are entering the entertainment world. It was filled with terms like CD-ROM, CDI and so forth. A respected manufacturer called us up with a comment. "Did you guys forget how to write in English?" he said. "I had to read the first paragraph three times before it made any sense at all. Frankly, even that didn't help much!"

Last month, the problem grew even worse. We had to read our own video lottery story three times, before it made any sense to us . . . and we wrote the darned thing! Trouble is, you can't really get away from some of the specialized vocabulary that comes with certain subjects. (Try explaining the structure of this industry without using the words "operator," "distributor" or "location" for example.)

We sure don't want to come on as verbose as William F. Buckley. On the other hand, we'd hate to try reporting on subjects such as juke-boxes and redemption, without using words like "overplay" and "percentaging," either. To help readers hack their way through the trade's newest verbal jungle, we've compiled the following "Q&A" session so we could "tell it straight." Maybe with a bit of effort we can all reach a happy medium between the verbal overkill of Buckley and the verbal over-simplification of a bumper sticker.

—the editors

Q: I hear lots of talk about "VLT" and "operator-backed bills." But I don't get the jargon. What's "VLT"?

A: VLT stands for "video lottery terminal." It's one of the legal games that lets you play poker, keno or blackjack. You can bet up to $2 per play.

Q: What if you win?

A: Then the machine prints out a claim ticket and the location pays you cash — sometimes up to $800 or $1,000.

Q: But "video lottery" is not a "real" lottery, is it? I mean, a lottery is where everybody puts money in a pot, gets a ticket, and whoever holds the winning number gets the money.

A: That's right. Video lottery is kinda close, though: lots of people pay in a little; now and then somebody wins a ticket that's worth a lot.

Q: So why call it a lottery? Why can't we talk plain English on this subject? It sounds like plain, old-fashioned gambling to me.

A: Don't let it stick in your craw, son. For some reason, Americans have always liked that word "lottery" better than "gambling." We financed the American Revolution with lotteries, you know. Lottery is just as patriotic as the Fourth of July.

Q: I can feel a lump in my throat already . . . not to mention my wallet. So if we call it "lottery," we stand to make more money, huh?

A: That's right. We're talking about millions of bucks.

Q: For that kind of dough, I guess I can forget the word "poker" and pronounce the word "lottery." Ac-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tually it sounds better every minute! Next question...what is a "VLT maker"?

A: A VLT maker is a manufacturer who specializes in this stuff! It might also be a factory that makes other types of games, but they also sell legal poker games. Er, excuse me, I mean they also sell "video lottery terminals."

Q: Caught you! But you know what really confuses me? It's all this legal jargon. What the heck is an "operator-backed bill"? I mean, whenever somebody proposes a law to the state legislature about video lottery, it's always the operators, right?

A: Wrong. That's the whole problem we're facing these days!

Q: But who else (besides operators) would back a video lottery bill, anyway?

A: Lots of people! Hey, location owners or VLT makers could try to take all the action away from operators. Even the state government itself might try to run the whole shebang! So when somebody says operators are backing a certain bill, that probably means it's good for the coin machine industry, see?

Q: I get it. An "operator-backed bill" means operators will get to run the machines, not the state or a VLT maker.

A: Right.

Q: I heard somebody say he was scared of "sole-source." What's that mean?

Q&A

A: It means a state government might decide to legalize video lottery, but give the contract to just one company...making that firm the "sole" or only source of games. In a sole-source deal, that one company makes, distributes and operates all the VLTs...and that one company keeps all the profit, too.

Q: You mean, in a sole-source deal, operators are shut out entirely?

A: That's right. Some of the provinces up in Canada did this, for example.

Q: No wonder that guy was scared! How about these confusing terms like pay-out and pay-off? What's the difference?

A: A pay-out machine is one where the money actually comes out of the machine itself. A pay-off machine is one that just prints a ticket. The winning player takes the ticket to the bartender or other location attendant, who actually "pays off" the winner.

Q: But how does South Dakota fit into all this? What is a "South Dakota-style bill"? Does it mean operators will feel like Custer's Last Stand or something?

A: Nope. It's like this: South Dakota was the first state to set up video lottery where the operators run the machines, **and** where all the machines are tied into a central computer...

Q: Wait a minute, wait a minute! What's a "central computer"? Does that mean it's in the middle of the room?

A: No! It means a single, master computer brain that's sitting in some government office somewhere, keeping track of all the VLTs on location around the state.

Q: Kind of like Big Brother, huh? They're always watching you.

A: No, in most cases the central computer will probably be run by the friendly folks at your state lottery commission. It keeps everything honest so that everybody gets his fair share of the money.

Q: So when operators in other states try to duplicate that setup, using a central computer and operator-run VLTs, it's called a "South Dakota-style bill"?

A: Yep.

Q: Gee, this is like learning a foreign language!

A: You got it. But don't forget, these words are some of the tools or our trade. Suppose that, before you joined the coin-op industry, you were sitting in a bar having a quiet drink. Then some guy says to you: "Hey, buddy, have you changed the rubbers on your flippers?" What would you have done?

Q: I probably would have punched him right in the nose!

A: Right. But these days you can't be a pinball operator, if you don't know what those buzzwords mean. Nobody wants to take the time to say: "Have you changed the small elastic bands which register the action of the ball inside of your coin-operated skill game with flipper controls?"

Q: Okay, okay, I get the point. Video lottery has its own language, just like pinball or jukeboxes or anything else. Guess I'd better learn a couple of new words. Otherwise, when my state legislature passes an operator-backed, South Dakota-style bill, my competitors will have all the VLTs and I'll be as blue as a state lottery commission without its central computer!



TAKING HIGHER GROUND

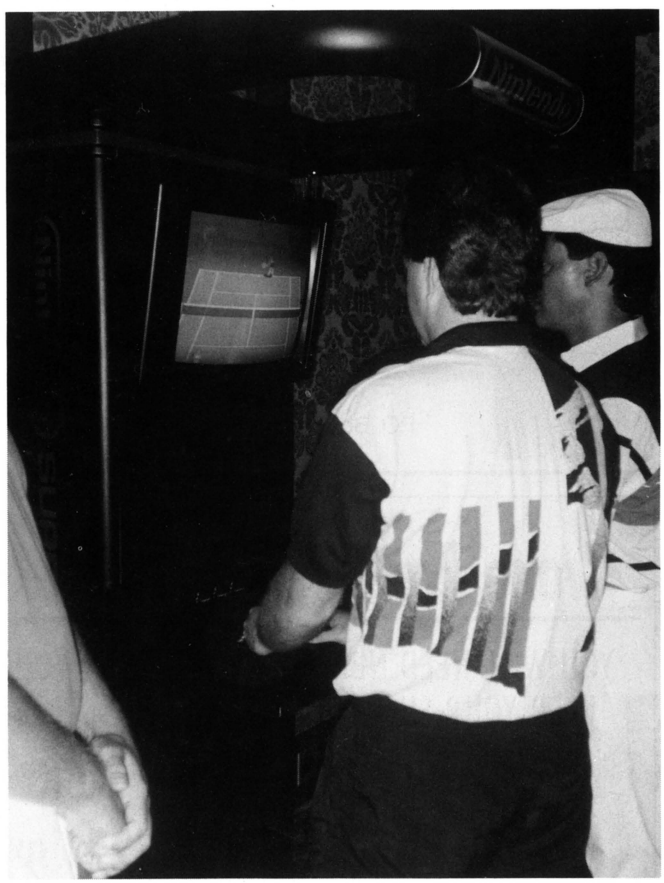
Nintendo will bow brand new 3-game, 16-bit system at AMOA; distribs get July "preview"

Here's news for lovers of profitable video game systems as well as for all lovers of return-on-investment buying. Nintendo of America will unleash a 16-bit video system at AMOA that could put this home retail product giant back squarely inside the "tent" of coin-op video kingpins, like they enjoyed during their "glory days" when VS hits captured a good market share.

With expansive 16-bit technology coupled with a "coin-op first" philosophy (not to mention a bunch of software design companies getting ready to supply goods for the new and still unnamed system), Nintendo VP Al Stone and his people have the product to do what we always wanted: make coin-op the "engine" that ultimately drives the home market.

That means new games coming first to coin (wherever possible). That means providing hardware that runs games not only on adjustable time play but on "lives" in the full-blown arcade genre. That means making games more difficult to play on the coin screen in a more elaborate fashion than Nintendo's very own retail arm has in order to compete for player preference in the two-pronged video game market we live in.

Al Stone himself said: "With prevailing conditions in the home video market, the arcade hits will call the shots. I do believe that the K-Marts and the other retailers will be keen to know what scored already on the coin-op market before they stock their shelves with home goods."



Distributors give hands-on inspection to the prototype cabinet of Nintendo's 16-bit video game system. Cabinet will probably be modified before production goods show at AMOA Expo.

SIMULCAST

Yes, Nintendo will not only introduce their new 16-bit coin-op to our industry during AMOA but they will also release their much-awaited 16-bit *Super NES* home player to the consumer market at roughly the same time. It all comes down this fall. Retail is waiting (has been for some time). Coin-op, used to *PlayChoice* (which offers either a 5- or 10-game system to coin operators) will now see a system offering only 3 games, but with a difference!

The *PlayChoice* (an 8-bit system) will continue to be marketed by Nintendo (cabinets, conversion materials and certainly software paks) during what is clearly a transition from one technology into another. Al Stone, however, guaranteed that software for *PlayChoice* operators will continue to be available if market demand is there. But it seems certain that the 16-bit system, some several cuts above *PlayChoice*, will be Nintendo's own choice for future times.

ROCKY MT. HIGH

This new, unnamed 16-bit concept was previewed to Nintendo's international coin distributors at the Broadmoor Hotel in Colorado Springs, July 12. Al Stone wanted distributor ideas about the cabinet shown, but the brains of the system — the hardware — is complete. The

future prospects of this system are tasty (they do have some impressive competition out there now with a company that starts with the letter S) and Stone was very business-like at the podium.

"All of you present have heard or read about the technical leap forward 16-bits offers game designers, game players and now our own game distributors. It really is quite far advanced," he continued. "For example, our custom hardware can actually throw out over 32,000 different colors, four layers of scrolling screens and its 8-channel audio system is CD-quality. Plus, you can put more and larger objects onto the screen."

The 16-bit previewed uses 256 colors right now, but compare that to the 16 colors on *PlayChoice* and you get one comparison very quickly. Actually all the graphics, sound quality and screen activity on games coming for this new system can take Nintendo coin-op a quantum leap forward. But the accent right now is on the word "will" because just about everything shown at the Broadmoor was a "preview," cabinet included.

While futuristic, the cabinet that will house the very first 16-bit Nintendo system was a prototype subject to suggestions. For example, a very interesting rollbar marquee on top (touting the famous name "Nintendo") was described by one dealer as a "chin-up bar for the kids." Others thought the monitor was mounted much too high up (that could move lower, but they have locked into the 25" size regardless of the configuration of the final "refrigerator").

The cabinet may change by AMOA but the hardware inside is finished. Offering a choice of three games, it utilizes an impressive total of 17 buttons on the playboard (3 for game selection, 6 each for the two players). By the way, Nintendo is not keen on making more than a 2-player upright at this point. They "may" come with a hardware conversion kit for other uprights downstream but have no immediate intention of making a countertop.

SOFTWARE

There is no question that Nintendo will come with a top-quality cabinet for this new system by AMOA. That's a given, judging by their past history. (By the way, cabinets with hardware will be built in the States; software will mostly come from Japan.) Since software is the lifeblood of any video game, we were keen ourselves to learn what the plans were.

Nintendo's attorney (and a man well plugged into all Nintendo things) Howard Lincoln advised the dealers that somewhere around 50 individual game licensing companies are in the process of designing software for the home *Super NES*. We further learned that around 20 "coin-op" games are in the works. We also heard that several coin-op manufacturers are so enthralled by the pos-



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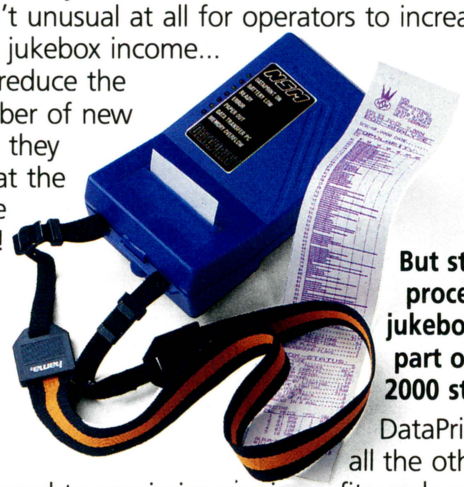

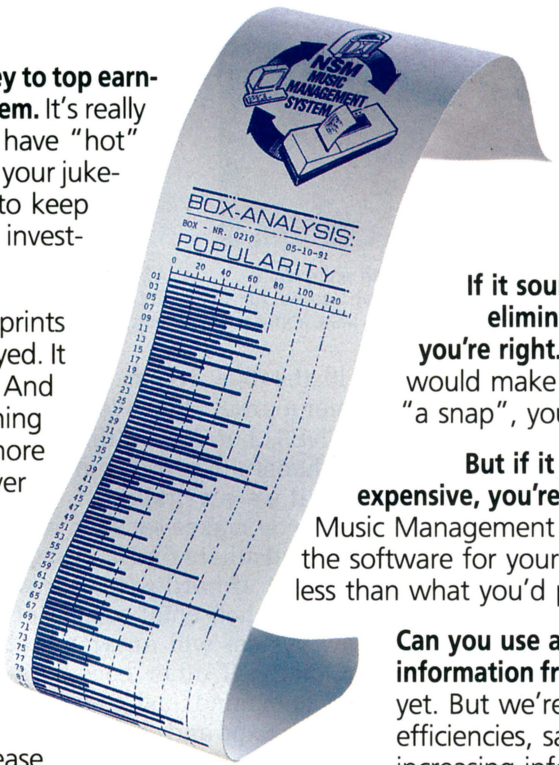

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But streamlining the process of updating jukebox music is only part of the DataPrint 2000 story. DataPrint also collects all the other information you need to maximize music profits: cash collections, free plays, background music usage...and much, much more.

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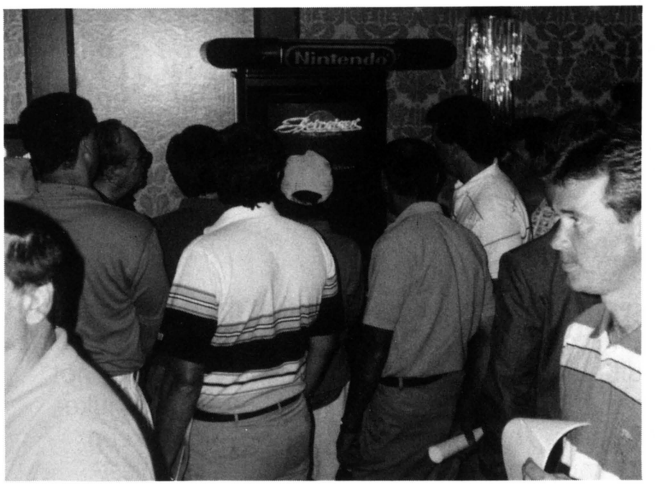
Before heading off to various social functions at (including white-water rafting), Nintendo execs take a snapshot. From left: Bob James, Al Stone, Minoru Arakawa, Linda Weber, Howard Lincoln & Mike Minor.



After formal introductory speeches, distribs get their first look at the yet unnamed 16-bit, 3-game upright. Nintendo expects to begin shipping complete goods within weeks after the AMOA Expo closes.

sibilities of Nintendo's new hardware that they have considered "buying" its components as the base for some of their own future videos. Seems the hardware has a lot more to it than meets the eye, no?

Going back to coin-op software, Nintendo's Director of Product Development Don James told *RePlay* that a good bit of software for the new coin-op system is under development and he revealed his choices for those to be introduced with the finished cabinet at the Expo: *Super Mario World, F-O* (featuring a hovercraft-type of boat) and *Pilot Wings*. "Maybe there'll be a football game," he smiled. One thing is certain. Those in charge of Nintendo software will be bringing new games along on a regular basis. No one doubts that.

PRICING

Tough question to ask and get answered at the early stage, but Stone said that *PlayChoice* was "always a bargain, still is, and we intend that the new system will be a good buy as well." The software itself will be larger in size than what operators are used to plugging into their *PlayChoice* cabinets, but we're not sure on the configuration at this point.

PRODUCT SUMMARY

But let's be clear on this. Nintendo doesn't like talk that *PlayChoice* was just a coin-op version of *NES*. It's our dice they intend to address that with the 16-bit system. Sure, the consumer market will have its own 16-bit *SNES*, but sort of different stuff. . . hopefully so different (and dated) that we get first dibs!

PlayChoice makes sense in a lot of places, but others find it an arguable product. If hardware "throw weight" was their chief complaint, the new system will answer that rather loudly. If other considerations come to mind, just go by Nintendo at the Expo and check out the goods. They may have a tiger by the tail here and maybe you should take hold of it.

MEETING & GREETING

After Stone, the "regionals" (Pete Walton, Chuck Arnold and Mike Minor) made their individual presentations (Art Gallagher was busy with other things). Pete talked about cracking into supermarkets with videos and said Nintendo could be there to help the trade do exactly that. "There's a lot more business out there than the business we've got," he declared.

Walton also mentioned that some *PlayChoice* machines are operating in a number of McDonalds in Florida. "So, what used to look like a five-thousand-to-one shot for operators could be a fifty-to-one shot today," he declared, also making reference to some breakthrough "a certain jukebox manufacturer has made with a fast food chain" (see separate item on Pioneer's deal with Burger King, hopefully in this issue).

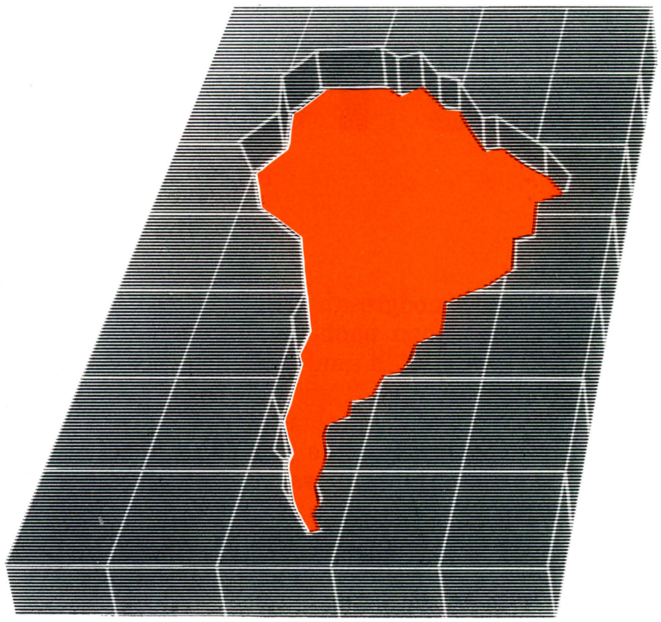
Chuck Arnold. You feel great hearing him and he always has the ability to lift spirits and raise hopes on both a business and personal basis. Super salesman, no question. Super guy? They don't come any better. His pep talk to the dealers was one of his best (of course, he does have some software for PC to move!).

Mike Minor, one of the unsung heroes of the business, sang pretty loudly about PC software. Saying that Nintendo has 45 titles for *PlayChoice* and urging dealers to get 'em up front and out of the parts department, he must have moved a few (how odd this is, because the games are good and operators would do very well to ask about available *PlayChoice* titles the next time they or their route people are down at local distributors).

AT THE EXPO

Many, including Nintendo's competitors, will be anxiously watching to see what their final exhibit will look like. . . the cabinet appearance and the number of titles offered. . . for this new 16-bit system. Trade magazine people will be looking for its name. Everyone will be watching (and checking the buzz) to see how well it'll do once on location. It's been a while since Nintendo, the world's most famous name in video games, has had something truly "new" for the coin people who helped start them off with *Donkey Kong*.

ROMANCE! TRAVEL! MONEY!



AAMA folks to visit 5 South American countries; seek new markets for U.S.-made coin-op machines

Don't cry for me, Argentina... just buy a few games and make U.S. manufacturers happy...

Okay, so those aren't the real lyrics of the Broadway tune. But they could well be the anthem for a five-country South American tour that AAMA is mounting this fall. Object of the trip is, very simply, to drum up coin machine business in that part of the world.

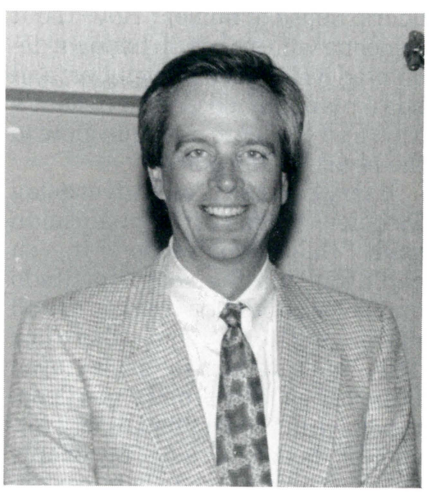
Don't get the wrong idea, however: AAMA isn't just looking to unload some games south of the equator. Association members ideally desire to develop strong, profitable coin-op markets in these growing economies, complete with established distributors, trained service experts and dedicated operators. Matter of fact, some U.S. manufacturers have flatly stated that, while they are eager to develop new markets, they will not sell equipment into these countries unless and until trained service personnel exist who can maintain the machines.

From Oct. 27 to Nov. 11, AAMA Exec VP Bob Fay and AAMA foreign development committee chairman Mark Struhs will lead a delegation of association members in a quest to develop these hoped-for new markets. AAMA folks will try to recruit potential operators, distributors and investors in a total of five South American nations.

The group leaves from Miami, Fla. on Oct. 27. They'll hold receptions and meetings in Santiago, Chile (Oct. 29 & 30); Buenos Aires, Argentina (Nov. 1 & 2); San Paulo, Brazil (Nov. 4 & 5); Bogata, Columbia (Nov. 7 & 8); and Caracas, Venezuela (Nov. 10). The group returns to Miami on Nov. 11.



BOB FAY



MARK STRUHS

The U.S. government is playing a significant role in the tour. Dept. of Commerce officials will help AAMA identify possible recruits in each country, by showing a promotional "video slide show" to invited local businessmen. (Showings will take place in the U.S. embassy of each country.) The video slide show was scripted by AAMA and describes (in Spanish) profit opportunities in the coin-op industry.

The Commerce Dept. will also be assisting AAMA with its various receptions in each nation, where promotional literature will be handed out. Finally, U.S. embassies are setting up meetings between AAMA tradesters and South American officials to discuss tariff reductions.

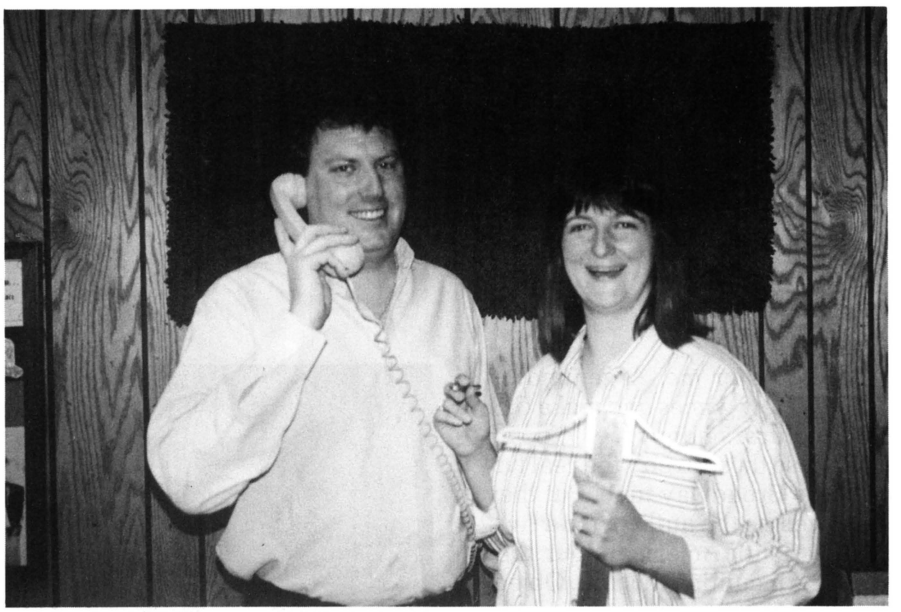
The AAMA South American initiative is a shrewd move at a time when U.S. machine sales have slowed down for some. As reported recently by *Business Week*, "The economic revival of Latin America, along with the pending creation of a North American free-trade zone, should help sustain exports... U.S. companies have taken advantage of a powerful surge in manufacturing productivity, a cheap dollar, and strong foreign demand to regain lost ground." As AAMA sees it, the coin machine industry should be part of that positive trend.

For more information, contact AAMA Exec VP Bob Fay in Alexandria, Va. at 703/949-2758.

TEN FOR TEN

by Marcus Webb

a couple of "10's" named Key & Barry mark 10th anny with RePlay; here's a fond salute to two terrific folks who make this magazine



Key Snodgress and Barry Zweben each marked their 10th anniversary at *RePlay* this June. They didn't make a fuss about it, but some of us have been looking for the proper venue to make our own "fuss." Perhaps no place is better than in these very pages, since these two people did so much to make this publication what it is today. As *RePlay* publisher Eddie Adlum likes to say: "Both Key and Barry are very special people to all of us, and each of them is equally indispensable to the success of this magazine." Hear, hear!

Key Snodgress is our VP of Operations. Many trade members have seen Key at trade shows or operator conventions, and they always think of her with two cameras slung around her neck and a notepad in her hands. (At the next show she may also be carrying daughter Kimberly, since Key's a new mother and is setting records every day for skill in combining family and career!) But Key plays a leading part which goes eons beyond mere photography. "How would you define Key's role at *RePlay*?" John Margold once asked. "Very simple," I replied. "Key is the oil that makes this engine go."

Here in the office, Key is the high-speed artist who makes up the physical layout of our pages, turning a jigsaw puzzle of 10,000 pieces into a single, unified, crisply-designed whole. (She manages this on our crazy deadlines, to boot!) Key is a political wire-walker who deftly balances some very sensitive issues: whose story goes where; whose ad is placed next to what article; who gets a picture (this month) and who gets his turn (next month). She's also a computer whiz who patiently puts down her Exacto knife to coax the subscription software or typesetting equipment back into gear.

To this, add a million and one details of production, photography, printing and publishing, and that's just the start of Key's contribution. (She can also write. I personally vouch for this.) No wonder that around this office, we sometimes call the magazine "KeyPlay."

Personally, Key is a Camaro-driving "California girl" par excellence, with a deep Alabama streak of family devotion and love of the outdoors. Sense of humor? How about someone who makes up her own demented lyrics to country tunes (and has a plant named George)? That's Key, and she adds a unique glow to the heart of this place.

Barry Zweben is our Advertising Director. As one former salesman said: "Unless you've done it, you can't imagine the sheer fortitude and self-confidence it takes to call up person after person — day after day — and ask them for money, even in exchange for a product you deeply believe in." Barry makes this formidable task look easy. He not only helps his people reach their market; he also helps them figure out what to say and how to say it (a vast skill in itself). When the magazine arrives in the mail, the first thing many subscribers eagerly turn to is "the section Barry built" — that monthly treasure-trove known as the Blue Pages.

Did you know there's an absolute "art of numbers" which goes into ad billing? Part mathematics and part magic, billing has a million variations depending on size, space, color, agency, frequency, etc. All of this is Barry's forte and *RePlay's* lifeblood. . . and he does 99% of it in his head! By staying on top of the numbers and keeping up regular contacts with simply *everybody*, Barry also keeps the rest of our office in touch with the real, daily pulse of this business.

Between these feats, Barry offers everyone a smile, a story, a listening ear, or a shoulder to cry on. He's got a calm sense of what's important in life, plus an enviable ability to stay cool under pressure. Barry's friends in the business have a better journey through life because he's part of it.

Congratulations, Key and Barry. I continue to learn a lot from you and have loads of fun with you. Here's wishing both of you the very best for your next *RePlay* decade!

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A CHAT WITH RICK

Coin Controls prexy keeps keen eye on state of the industry; sees both blessings and curses from VLTs & hi-tech videos

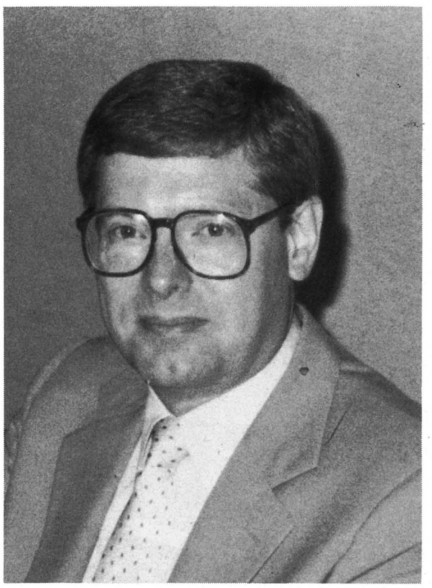
Video lottery. Dollar coins. The sales picture for U.S. games. New technology. New sources of money, to pay for all the new stuff our industry needs!

These are provocative topics, and Coin Controls President Rick Currie has some fascinating insights on all of them. We chatted with him recently and found his views informed, optimistic and persuasive.

How strong are overall equipment sales to U.S. operators these days? Rick, whose firm knows the numbers first-hand from selling coin doors and validators to game factories, believes the total dollars being spent by operators is fairly constant. However, Rick says, the emphasis has shifted somewhat from video to other types of games. More operator dollars are being spent on such things as pins and darts these days, than was the case in years past.

"Video has improved compared to last year, but certainly isn't where it was several years ago," Rick noted. "My own observation is that the operator is becoming so careful with his purchases that there's not a broad base of success in the video sector any more. You don't see six factories selling six good dedicated games; you're more likely to see one factory selling huge numbers of one great dedicated game, and a few others selling a fair number of kits."

The sea change brought by new technology is partly responsible for this imbalance, Rick believes. "Right now we're seeing one mega-hit at a time which brings a new type of technology, and which crowds out all the others in that technological family," he said. "I think we'll be in this transition state until new technology stabilizes to the point where



RICK CURRIE

operators have more confidence in a broader range of product. Then I expect the market could balance out and we'll have a stronger base in video than we do today."

But the other reason that video



Coin Controls President Rick Currie receives the AAMA "President's Award" from outgoing prexy Gil Pollock during the association's trip to Washington, D.C. this spring.

sales are slow, Rick cautioned, is that some operators are saving their money for possible "future buys" of $5,500 video lottery terminals. Rick candidly warned: "Let us not lose sight of what will happen in the amusement market because of video lottery activity. The same operator who buys a video or pin, will also want to buy a VLT which costs much, much more. The operator will have to make some hard choices about allocating his capital, and that's the question mark in evaluating the future of amusement sales. From observing this trend on a worldwide basis, I can tell you: not only 'can' gaming work with amusements, it has to."

Rick firmly believes that operators must remain true to their "amusement industry" roots, not only to ensure the economic health of the total industry, but also to shore up the operators' own community support. "If we move too rapidly into VLTs, anti-gaming forces will put the hammer down quickly," Rick stated. "You need the balance by keeping your roots in amusements, so that the constituency for games . . . families and children . . . will allow you to keep operating. Yes, there can be video lottery terminals, but there also needs to be pure amusement sites for kids and there needs to be pinball, darts and jukeboxes next to the VLTs in bars for the non-gambling customer."

Besides video lottery, the other big item on the industry's "legalization wish list" these days is the dollar coin. Perhaps more than any other trade member, Rick Currie placed this issue on the coin-op agenda. Speaking as the newly-elected co-chair of AAMA's government relations committee, Rick forecasts: "I believe dollar coins are go-

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ing to happen **now.** If we're going to succeed, we'll probably see a vote in Congress toward the end of this calendar year, with pressure on the White House to sign it by early 1992. Timing could change a few months either way, but I think we have the votes to get our bill through the Senate right now."

Can coin-op really hope for White House support on dollar coins? Yes. Rick said that when a new U.S. Mint director comes aboard this fall, this change in personnel could help bring the Bush Administration aboard the dollar coin cause. Another factor which could bring more political support, Rick suggested, would be if a forthcoming expert study (co-funded by AAMA and AMOA) shows that dollar coins could save private industry a great deal of money in coin handling costs.

"If the study does show significant private sector savings, I think it will overcome the argument that John Q. Public doesn't want dollar coins," Rick assessed. "Once Joe Public and President Bush understand what's in it for the consumer, then I think the arguments against dollar coins will go away."

You need the balance by keeping your roots in amusements . . . Yes, there can be video lottery terminals, but there also needs to be pure amusement sites for kids and there needs to be pinball, darts and jukeboxes next to the VLTs in bars for the non-gambling customer.'

Combining optimism with realism, Rick believes that the industry's future is very healthy . . . providing that operators, distributors and manufacturers all "get creative" about expanding the pool of capital which is available for investment in new equipment. "Overall, I think the market should trend up as technology stabilizes in the biggest sector, which is video," he said. "The question is how the growing video lottery market will affect the pool of operator capital. For all segments to prosper jointly and concurrently, we need to bring more investment capital to the industry so we can expand our base into VLTs without taking away from the core, which is amusements." For innovative tradesters, Rick added, "this is a very do-able thing."

An industry-wide search for new sources of capital? Coming from this thoughtful, far-sighted man, the suggestion deserves careful attention. Meanwhile, look for Rick Currie's voice to play a continuing role in shaping the views and direction of the industry. ◆R

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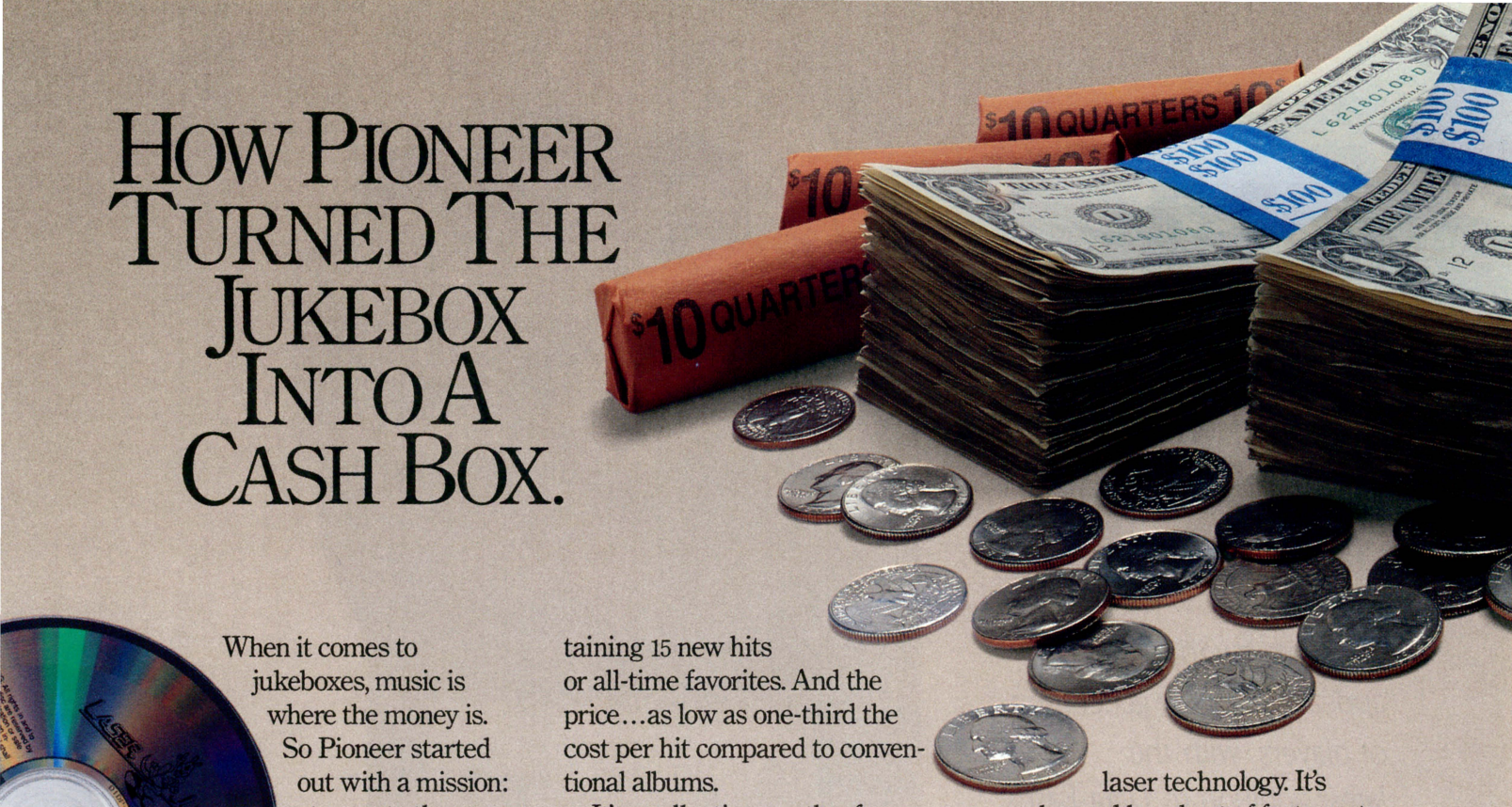

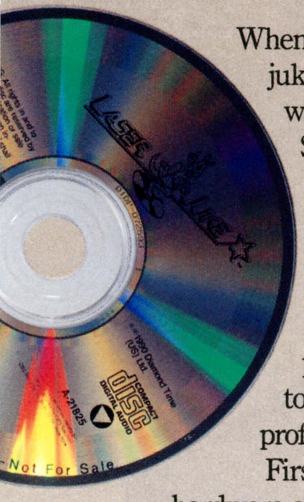

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And the hits will keep on coming! Each month Pioneer will release at least one new compilation disc containing 15 new hits or all-time favorites. And the price...as low as one-third the cost per hit compared to conventional albums.

It's a collection worth a fortune. Especially when you consider how much revenue a juke that plays only hits can bring. But then, this is a lot of juke.

Made and assembled by Pioneer, this music box was developed by the world's foremost name in sound and laser technology. It's enhanced by a host of features to keep them coming back for more and leave you smiling all the way to the bank.



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HOP-A-TIC-TAC-TOE

old game favorite appeals to a new generation of players with the latest addition to Data East's redemption lineup

"X" marks the spot for Data East, whose new redemption game adds a fresh twist to a classic. *Hop-A-Tic-Tac-Toe* is a one-player electro-mechanical game which combines all the fun of the popular skill game with the latest in technology.

You may recall the object of the game: the winner is the player who is the first to get three marks (balls) in a row on the board. In *Hop-A-Tic-Tac-Toe,* the players depress buttons on the game's control panel to pop the balls into the air and land them in spots on the horizontal playfield. "With no complicated rules, game players of all ages and skill levels will find *Hop-A-Tic-Tac-Toe* to be a game that can be easily enjoyed over and over again," said Data East prexy Joe Keenan.

In addition to the game's broad appeal, operators will also delight in its easy maintenance. Operator options include adjustable ticket-award levels with programmable return percentages, a fully metered LED test-function, low-ticket indicator light and double stack ticket holder.

Hop-A-Tic-Tac-Toe is designed by Lazer-Tron and manufactured and distributed exclusively through Data East USA. For more information, contact your authorized distributor or call Data East at 408/286-7080.



THE SIMPSONS™



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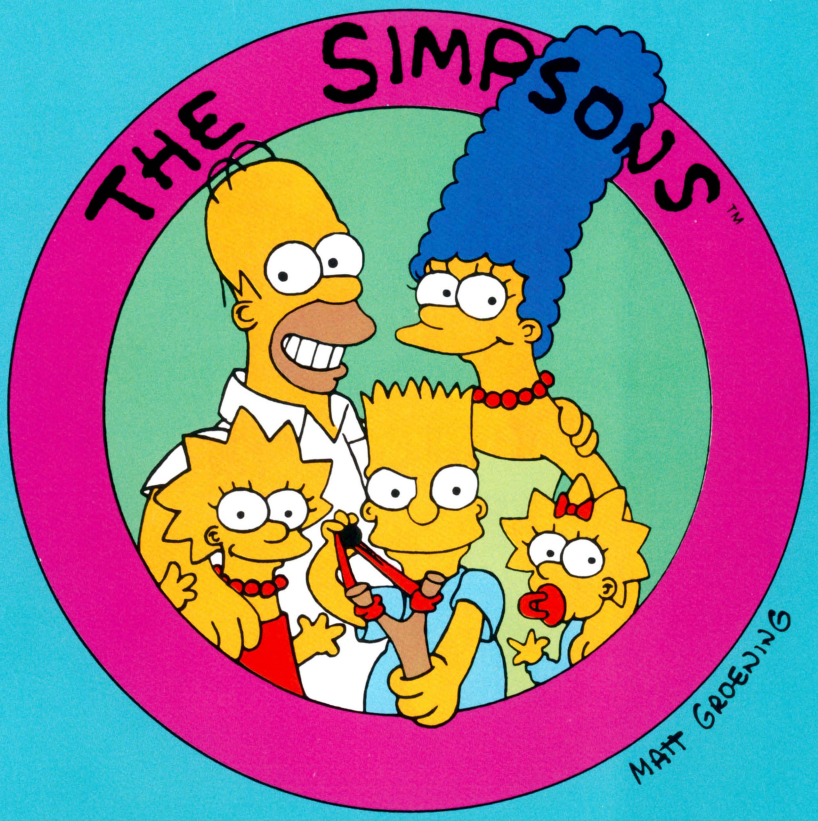

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Aye Carumba! Clear a space in your location 'cause **The Simpsons** are moving in. America's favorite animated family is now a favorite arcade game!

While innocently wandering through beautiful downtown Springfield, the Simpsons encounter a robbery in progress. As Homer bumps into the thieves, a large diamond pops out of their hands and into Maggie's mouth. Unwilling to part with the treasure, the thieves take Maggie with them. Now Homer, Marge, Lisa, and the infamous Bart join together in a mission to rescue Maggie.

Each family member has his own special attack technique. Bart uses his trusty skateboard, Lisa whips the enemies with her jumprope, Marge cleans up the hooligans with her vacuum, and Homer's arms & legs are his lethal weapons. Also, two family members can join together for a team attack. All through the game, the Simpsons fearlessly battle the evil hoods. Many of the enemies are in disguise, so expect the unexpected!

The fun never stops in **The Simpsons.** The game takes the family through different areas of their home town, including Downtown Springfield, Krustyland, the ghoulish Springfield Discount Cemetary, Moe's Tavern, scenic Springfield Butte, Dreamland, Channel 6, and Homer's place of employment, the Nuclear Power Plant.

The Simpsons packs all the action and humor of the T.V. show into a game that is sure to be a hit with players of all ages. Can our heroes rescue Maggie and reunite the family? Stay tuned to **The Simpsons!**

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THE LITTLE "GAMBLE"

by Ed Adlum

This article is about gambling, coin-op style. Due to my age, I'm the only active trade writer in the industry who was "around" to hear stories of the "slot machine days" that ended with an Act of Congress, leaving only Nevada and a few pockets (like three counties in Maryland) running them.

Coin-op gambling went "black," and under stringent policing by the federal government, practically disappearing except in fraternity clubs and volunteer fire houses. With the advent of video poker in the early '80s, it went "gray" (many "shades" of gray). Now it's trying to go "white" again.

Many will disagree with my position on video lottery (or, rather, about the dangers this traumatic move in industry history could pose). Others will nod agreement, even though they'd love a taste of this promised "pot of gold." Let's just say I'm yeasty and my words may stir up the buzz a little bit more. I've got the credentials to talk on the subject.

I remember long ago a meeting of MONY, the New York City jukebox operators association, when they held their annual elections. Their attorney Teddy Blatt stood on the stage, chalk in hand, and called for nominations. The only candidate for president mentioned was for "president for life" Al Denver and then someone moved that nominations be closed. Said Teddy with a smile after writing Al's name on the blackboard: "The steamroller is rolling!"

Al was reelected (he was a great president, by the way). Now we've got another "steamroller" starting its engine: the state-by-state drive to legalize what we call "video lottery" or what I'd like to call "payoff poker" (although there are some other games like keno and blackjack

you can play). Is it better than gray area poker? Of course! It's legal! And from what I know about South Dakota's history with legal video lottery, operators have made up to four times the money they previously did with gray goods.

But, there are critics who worry that as more and more states legalize video lottery, people here and abroad will begin to view America as a "gambling country." Maybe not in the way they characterize Nevada, but with VLT (when added to live lottery, pari-mutuel betting, Indian casinos, church bingo, some California card rooms and now riverboat gambling), the nation's once-prohibitionist image can turn 180 degrees.

With VLT . . . when added to live lottery, pari-mutuel betting, Indian casinos, church bingo, some California card rooms and now riverboat gambling . . . the nation's once-prohibitionist image can turn 180 degrees.

What impact this may have on the nation's youth is speculative but it's cause for contemplation. After all, our youngsters seem to have enough trouble already fighting the temptation of drugs and alcohol. How might they abuse their opportunities further when, after reaching legal age they are admitted to bars where liquor sales combine with poker machines in an atmosphere Dr. Spock would cringe at? Face it: America is a far less-disciplined society than many other countries.

I have a friend who runs a small amusement-only route in Nevada who is totally against this national drive to legalize VLT. How is it possible for a Nevada operator to hate gambling on its face? Your answer may be because his pool tables, videos, etc. are getting chump change collections due to competition from gambling machinery. That's part of it, but hold that thought for a bit because my friend's real angst against gambling is that he thinks the moral climate in his part of the world stinks. To be truthful, he also doesn't like being denied a place for a new video game because the location owner would rather put another slot machine or poker into that spot.

So, here's a guy worrying about the moral implications on one hand, his game business on the other. Let's put aside your own thoughts on the morality of gambling for now and concentrate on the latter. If your state legalizes some form of VLT, but (regardless of all the work your association and your lobbyist did to include you in the pie) the legislature or the commission decides to go direct. Can you telescope the devastation this could create for your route? How about . . .

Your amusement games are being yanked here, there and everywhere because the location owner has to make room for VLTs. Your remaining equipment's getting "chump change" because the player's money is now being directed at state-owned equipment. Your shop is bursting with equipment pulled from the route and while you're trying to sell it off at any price, you sure ain't buying anything new. You want to sue somebody but it's a whole lot easier to sue the mailman who looked at you cross-eyed than to sue the state.

I know an operator in the Canadian maritimes this has happened to. I won't use his name because he threatened "vigilante action" after appeals to the province to include operators if the VLT failed. But, I don't think I have to warn anyone about this further, except to say: won't you feel a bit "foolish" if your association got your state government interested in VLT but when they finally passed it, you got shoved out into the cold because they went direct?

What to do to prevent that? If the "horse is out of the barn" in your state (i.e. a program is already underway to legalize VLT), get your location contracts up to speed. If you yourself are not actively participating in the drive with your fellow operators, stop everything and make contact with them now. And even after your state okay's VLT with operators (fingers crossed), you still need an active association to protect what you've gained.

Do you know the major reason any state will okay VLT? Right, they need money. Now, do you honestly think they'll stay put forever without trying to raise the state's share downstream? Please, don't make me laugh. Aren't they always trying to change your licensing laws on amusements? Do you think they'll leave VLT alone? Remember, the only law "carved in stone" is the U.S. Constitution. All the rest are written in erasable ink.

If your state legalizes VLT, but . . . the legislature or the commission decides to go direct, can you telescope the devastation this could create for your route?

But, let's say the day comes when "operator" VLT is legalized in your neck of the woods.The very first thing you're going to do is get yourself licensed ("vetted"), count up the number of possible sites for machines on your route, divide that by the amount of investment money you have in the bank along with what you think you can borrow, visit your VLT distributor and start a swing shift with the help to get 'em out ASAP. You may even get back on the truck yourself.

Are you going to buy anything other than VLTs unless "absolutely necessary?" Ha! Are collections on your regular machines going to drop? Ha! But, are you going to make that difference up in spades now that you're in the gambling business? Certainly you are! Maybe so much you'll end up saying Eddie

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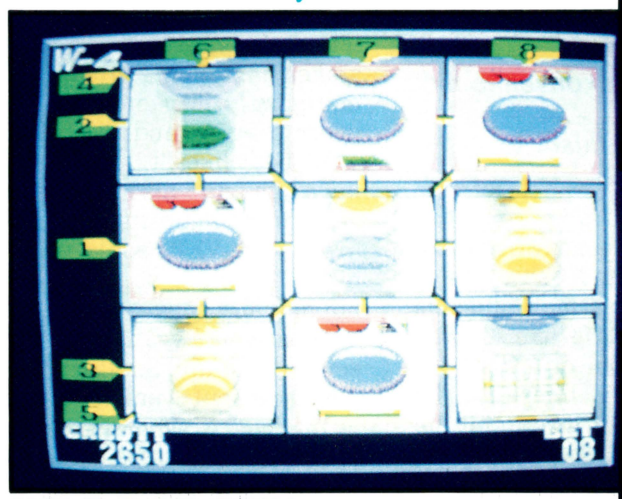
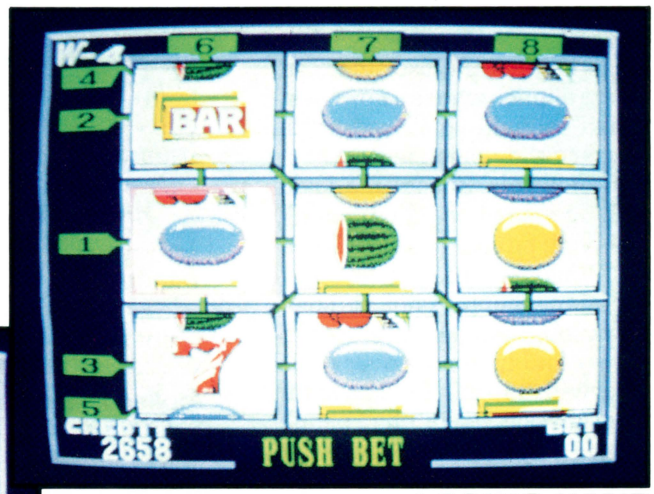
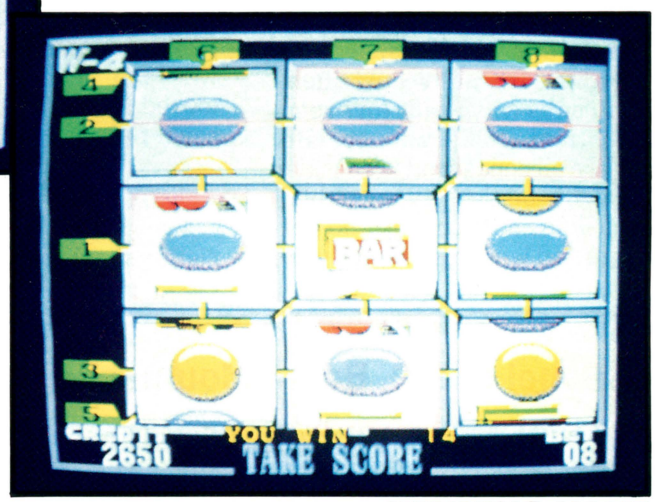


HOLD & RE-SPIN



LOSING HAND



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Adlum and some of those other conservative ninnies who ran up "warning flags" should've stayed in the '60s where they belonged.

Time will tell. But let me make something clear here. I personally love playing payout poker in Nevada. But I'm one of those who sets a limit on how much to bet and only sees how long he can last before tapping out. And like most everybody else, I usually tap out. But I have fun in the process. I've watched people playing in Vegas, Reno, Sparks and Laughlin and once again saw the difference between people gambling. Many (like me) make only limited bets while others "fill 'er up" on each play.

I have absolutely no worries about people like me playing these things. But there are "compulsives" out there who can really hurt themselves. That's why I truly love regulation...and if it's not too late, would like all concerned to consider my thoughts on the "little gamble" (i.e. sensible limits on bets and percentages and winnings). By the way,

"I watched a man plugging quarters into the (gray area) rig like he was picking peanuts out of a dish. He was not amusing himself...he looked like a soul driven to hit the royal flush."

I've never played a gray area machine. The last time I saw one in action, I watched a man plugging quarters into the rig like he was picking peanuts out of a dish. He was not amusing himself...he looked like a soul driven to hit the royal flush.

SOUTH DAKOTA

Pro-gambling people can quite rightly say there are compulsives in any "sport"...eating, drinking, watching TV, etc. come to mind. I had a nice telephone chat with South Dakota operator Bob Correa (Hasvold Vending) who sort of said a few knuckleheads must be playing VLT in his state, but he insists that there is no way to win or lose a fortune with their method.

"The whole concept of our video lottery is entertainment, not high stakes gambling," he stated. "It's one more form of entertainment we operators offer and it's obvious that everybody likes it," he added. I believe him and I also believe the parameters set up in South Dakota are, as pro-VLT people say, a good model for other states to go by, if not actually copy.

From what I've gathered in a non-scientific study, South Dakota machines pay out over 91% of the money that goes in. Their law stipulates a minimum of 80%, so it's grand to see private entrepreneurs doing their extra best to protect any compulsives against their worst instincts. The minimum bet on a po-

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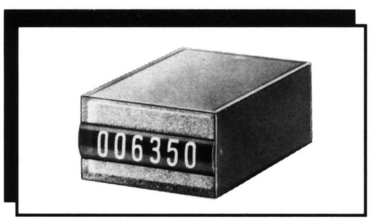

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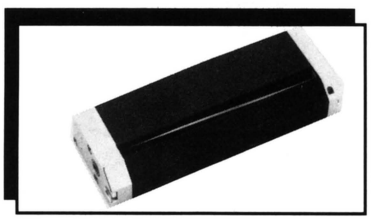
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ker, keno or bingo game is a quarter, but it seems that a 75¢ bet is more standard. Again, this is not scientific research, but I asked for the stats on one single machine (called a "cabinet") and learned it played over 8,000 games in a single day. That's pretty busy.

But with the 91%-plus win ratio, it seems to be as much amusement as it is gambling, and that's a feature everyone interested in pushing VLT in his home state should seriously consider (they hopefully already are). After all, an operator's piece of the remaining 8% or so is, shall I say, "quite acceptable." P.S. the minimum bet on South Dakota blackjack is 50¢.

With the 91%-plus win ratio, it seems (South Dakota gambling) is as much amusement as it is gambling, and that's a feature everyone interested in pushing VLT should seriously consider (they hopefully already are).

UNSEEN COMPETITION

Every operator who remembers the video game boom that ran roughly from late '79 to early '82 recalls all the media publicity it attracted which brought countless "newcomers" into the business. Am I safe in saying that the same thing only worse will happen if and when VLT goes into high gear? This time, however, the operators will not only be faced with greenhorns but with some very rich competitors whose names they don't even know right now, but would learn in due course.

There are many businessmen out there right now with little interest in pure amusement operations . . . but . . . if and when legal gambling hits, they will foam at the mouth about their own prospects. Don't think for one single minute you will have all



this to yourselves. Yes, you're already well-established in the territory. Yes, you enjoy decent (sometimes long) relations with your store owners. And yes, you have the "precious knowledge" of buying, installing and maintaining coin-operated machinery (and the staff to back that up).

But, I don't have to remind you how fickle location owners can be (especially those you don't have on contract). Yes, the location's share of the pot will be set by law, but please don't think that a rich competitor can't find "other ways" to get you out and him in. Gambling is the "forbidden fruit" in most parts of this country and there are some well-heeled and extremely smart people out there who will not let you alone unless you put every conceivable "brick" into your "VLT business fortress."

ONLY MAKE BELIEVE?

Let's pretend you, I and several other readers are sitting in a lounge at a trade show having a soda or a Stoly and one of you says: "Eddie, what's going on with video lottery legalization?" Fair question these days, and since I can be verbose in my answers, I put out my cigarette and look up saying: "If you've got the time, this party's on my dime." Heads nod, some grin to each other, and I chat.

First off, I'm sorry *RePlay* originally jumped the gun on the Oregon story. Even though I get alternately exhilarated or terrified about the events unfolding in coin-op gambling around the country, I guess I really want to see more than South Dakota and Montana legalize this stuff because it's a big news story!

My audience, of course, wants to know where to position themselves in case a deck of states legalize this type of equipment. I caution them that my biggest worry is whether or not they'll be involved. "Face it, guys . . . the states really can do this without your help. They did it with live lottery. If it happens in your state and you're not involved, don't try to sell your pinball futures to anybody but a moron."

Nobody has to say it, but I suspect some of the guys working in the more "pending" states may have to cut back on buying pure amusement machines in order to amass money to spend on VLT if and when it hits. This, I say to myself, is the biggest gamble of all . . . game operators cutting back on normal buying to squirrel bucks away for V-Day when they can go racing around the territory with these $5,600 machines and be right there when the gun starts the race." That is, if the "race" ever actually starts.

There are many businessmen out there with little interest in pure amusement operations . . . but . . . if and when legal gambling hits, they will foam at the mouth about their own prospects.

Never (I say) has so much time, thinking, money (like, from VLT manufacturers) and lobbying effort been poured into something that may not even happen. It makes the old MOA drive to keep the lid on jukebox royalties pale by comparison. Yet, I see Wally Bohrer (who worked so hard on that jukebox thing) putting his considerable strength behind this quest for legal coin-op gambling. We have gone round and round on this subject, Wally and I, and he can be persuasive.

As Wally sums it all up: "It's going to happen . . . the only real question is whether the operator will be involved in it or not."

Wally has many sound arguments why video lottery should have game operator participation. For one, he points to the Canadian experience where New Brunswick (with operators involved) did 10% better in the overall cash pan than provinces did without them. But Bohrer is pitching more than preventive maintenance. Wally eyes good things for VLT operating companies (he's heard that South Dakota operators do twice to four times the money with a legal game than they did with gray area goods).

The various states that are considering video lottery surely recognize the gray area situation and can kill two birds with one stone if they legalize it (i.e. get needed revenue without further increasing taxes while getting rid of illegal pokers at the same time). A practical approach, but . . . gambling is controversial and state officials worry about their own public image (translate that to "electibility").

We all talk about Oregon, Wisconsin, Texas, Pennsylvania, Illinois, etc., etc. and of West Virginia (where a gray area game raid took place this very June; 178 pieces to my knowledge). We talk about other states trying to get into this scheme, discuss the very phrase "video lottery" (sort of misnamed since over 80% of these things play poker rather than keno, blackjack and bingo) and then we talk about what's happened in South Dakota since their own V-Day.

"I hear liquor sales stink in the bars since everybody's putting his money into the machines," says one. "Is it true they're only getting back to buying jukeboxes and pool tables after all this time?" asks another. In truth, South Dakota legitimized VLT in Oct. of 1989, the dust may finally be settling after two years but conventional wisdom says "operators will put most of their buying dollars into terminals until they're set and then will come back to other things."

A lot of pure amusement manufacturers are banking on that precept, but I still don't know for sure. Besides, South Dakota isn't exactly Illinois in terms of population or anything else. It's not the greatest barometer, but it will have to do . . . for now . . . until more serious dominos fall!

"My lip is getting loose," I say, "so maybe you'd better find Jimmy Trucano and get the hard numbers on South Dakota from him." But Jimmy isn't here, so I'll have to do. "Jim's for this thing," I say. "He's originally from South Dakota, operated there for years with his family. He knows the score. Hard to argue his position," I say.

> ***"It's going to happen . . . the only real question is whether the operator will be involved in it or not."***
>
> *— Wally Bohrer*

"Does Trucano want the South Dakota situation to be the standard . . . something the other states can harmonize with?" asks one of my friends. "That's pretty much the way I see it," sez I. "By the way," I add. "A player can bet up to $2.00 a hand out there and a lot of them do. That's not a little gamble, although the win percentage may make it so."

"Who are the enemies out there?" one of the guys asks, posing a very appropriate question. Besides officials eyeing the anti-gambling vote, you have to worry about the existing live lottery people who, after all, could be caught in the shorts if a lot of money is shifted from their things to ours. "There's already a tape cassette circulating around made by pull table people, I believe, which takes some shots at us, amusements included. Guy named Bill Holmes does the voiceover. No credits are listed on the tape, so few guys are worried," I respond. "It's a shot at operator-VLT, and it won't be the last."

But in all truth, there's plenty to worry about when you try to get

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state officials to permit you to put video poker payoff machines into neighborhood locations. They are often terrified that local citizens will look upon these things as "slot machines" and must gird their loins for the expectant hue and cry surely to hit the local papers. After all, this is America, a gambling-prohibitive nation on its face and proud of it, despite lottery, horse racing and fraternity halls with real slot machines half hidden in closets.

"You've got a hair in your eye about this, Eddie," says one of my guests. "Didn't you write that you'd have a story on German gambling, kind of a compromise way to do it?" asks another. "The answers are 'yes and yes' and now I'm going to put some of this on paper along with the German story. You guys worry where you might fit into VLT, I'd better go peddle my papers."

TO THE TYPEWRITER

"I'm 'in my room' now, rolling paper into the machine I rented, angry that I don't know more about this subject but cognizant of the fact that I've gotta say something... something from the heart if not the stat sheet. I know I'll be prejudiced in a way because if this business I've covered so many years throws away the amusement toys I've grown to love in order to embrace gambling, I'll feel like I've been riding the wrong horse.

"I think about South Dakota's Bob Correa saying VLT is a new form of entertainment and figure I'd better move with the times or shut my mouth."

But, I know times change and I think about South Dakota's Bob Correa saying VLT is a new form of entertainment and figure I'd better move with the times or shut my mouth. Then I think about my trip to Germany in June where "little gambling" works hand in hand with jukeboxes and some other games and find the lead to the story I promised.

It's about German gambling and it's another way for me to punch home my point: if the USA embraces VLT, please keep it a "little gamble" either through a lower bet limit or a higher winning percentage. Make it "amusing" (after all, that's our core business).



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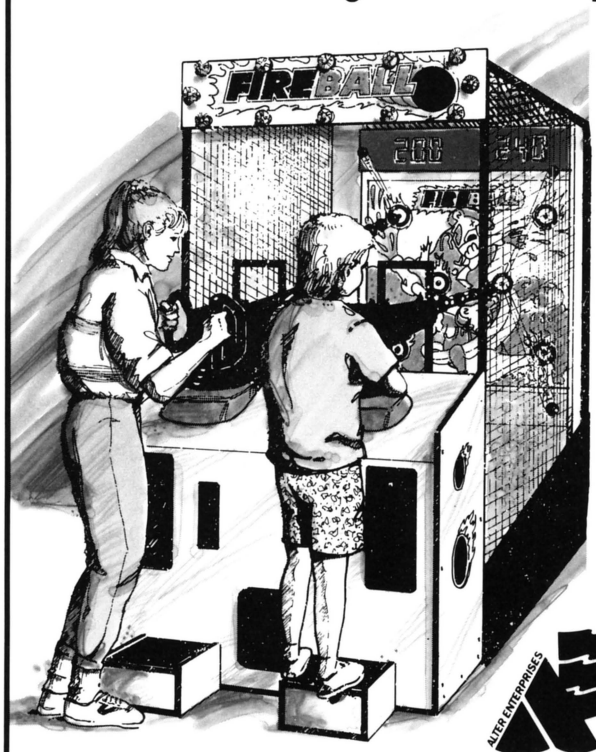

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A good example of the German wall-mount payout is Bally Wulff's *Super Doppel Krone* showing a complexity of monetary and graphic symbols, winnings, credits and . . . well, it helps to speak German when you play one of these rigs.

Unterhaltungsautomaten mit Geldgewinnmoeglichkeit

Believe it or not, that headline is the generic German phrase for the unique wall-mounted payout machine Germany originally developed just after World War II. Over the years, this type of machine has come to identify the German industry as surely as the jukebox and then the video game identified America's.

Some call these "rotomints" after a classic model brought out by Loewen Automaten (the Bingen-based manufacturer whose sister company NSM makes the famous jukebox line). Others call them "German slot machines." We'll simply call them "payouts" rather than repeat that unwieldy headline.

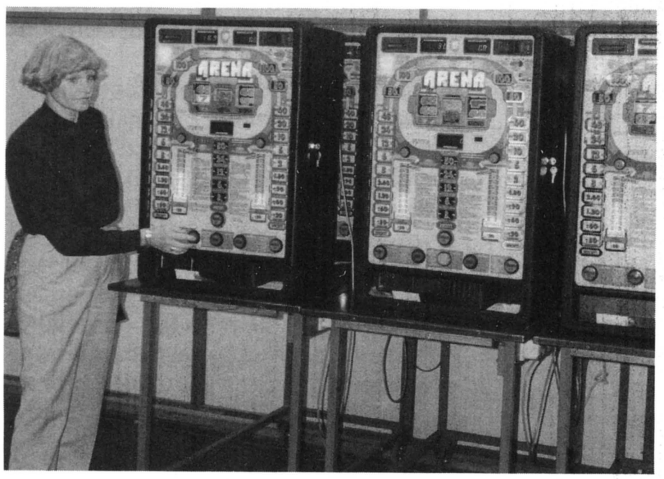
According to NSM's Ingeborg Barker, government records showed 168,800 payouts on location in 1990. With the opening of the former East German states to West German-styled gaming, that figure will clearly climb higher when the machine "census" is completed for 1991. Located for the most part in bars, restaurants and hotels, this machine is as ingrained in the German leisure mindset as is "a beer and a Schnapps."

Judging by the sheer numbers of them in operation within a nation with almost the exact number of square miles as our state of Oregon (before the Eastern portion joined West Germany and added another 40,000 square miles), they are quite obviously "all over the place." You will even find them at rest stops along the autobahn highway system in plain view of children.

But children cannot play them. By German law, you must be 18 or over to approach one. And in a well-regulated and disciplined society like Germany's, there are few violations. German laws (now also the laws of the former East Germany) are stringent on some other machines. While anyone of any age can play a jukebox, a pinball or a non-video "skill game," a video game cannot be played by anyone under 18 unless he or she is over 16 and accompanied by a parent. In fact, no one under 18 can be admitted to an arcade (where payouts often abound).

Considering all this, it's no wonder that video games are hardly the dominant factor in Germany that they are in the States. Pinballs do well and jukeboxes do fine (they are heavy into CD today, notably with NSM's wall-mounted machines like their *Fire*). But when everything is added up, the German industry is dominated by the payout.

Frau Barker estimates that approximately 70% of the German operator's income is derived from these payouts. A big domestic manufacturing engine supports the operator's need for these machines, one unique reason being that all such units must either be destroyed,



RePlay VP Tippy Adlum eyes a small portion of the German-styled payouts made by Loewen/NSM during her trip to her home country in June. Like their competitors, this firm makes many different models in both payout and credit-only versions. The *Arena* is one of their popular units.



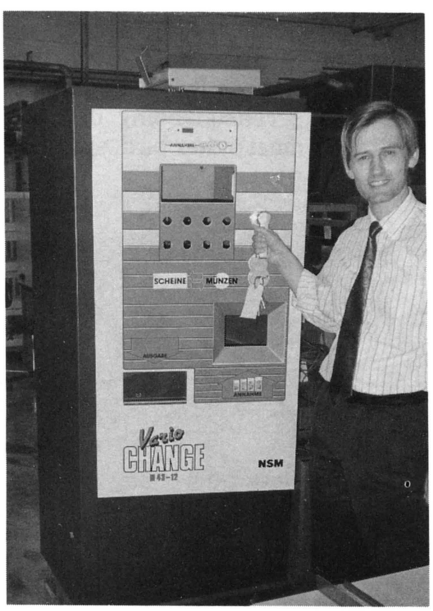
Paul Gauselmann, owner of a group of German companies which manufacture, distributor and operate payouts and other machinery, met *RePlay's* Tippy Adlum during her recent visit to his HQ. Gauselmann, whose various companies conceivably book around $1 billion in a fiscal year, possibly Europe's biggest game manufacturer.



Not all wall-mounts are payouts, evidenced by this display of *CD Fire* boxes preparing for shipment at the NSM factory. You often find one on the German beer bar circuit where one customer told us "CD ist besser, ja?"

exported or sold to private parties after four years of life.

True. A small "license plate" is issued by the government, attached to each individual machine when it comes from one of the payout factories and when four years are up, the machine must be yanked. Some operators cannibalize a number of their machines for spare parts, but in the main, these units are physically destroyed when their time is up. (Note: the manufacturers cannot put parts from old machines into new product on the assembly lines, only brand new parts.)



Money changing machinery in Germany is more exotic than over here. Loewen/NSM director Dr. Thomas Kuehl shows off a machine they make that not only changes bills into coins but coins right back into bills. The machine is built like a safe.

Today, with such East European countries as Poland, Czechoslovakia and some others now importing German payouts, the number of machines being destroyed has decreased to a degree as the export market gets bigger (although many machines have to be modified according to the laws of each country). In any case, German-styled payouts seem to have become popular in the former communist nations (they are also operated in certain parts of Switzerland).

HISTORY

The first German payout with a government license was reportedly made by the Steiner Company at a plant in Berlin back in 1949. Called *Treff*, it was only licensed in West Berlin. In 1950 (according to Frau Barker), Loewen Automaten principle Gerhard Schulze was granted a license to build a modified version which he called *Triumph* and he sold it throughout West Germany. The first electromechanical machine was produced by NSM in 1952. It was called the *Rotamint.* (Schulze, by the way, provided the "S" in NSM and was the father of the firm's current chief Ullrich Schulze.)

With the advent of electronics, the machine became far more exotic. But, they did and still do offer a basic three-reel game (like a slot) where matching symbols decree a win or loss. A key difference between an American slot machine and a German payout, however, is immediately clear to the observer: there is some skill required if you want to better your chances, whereas American slots are totally skillless.

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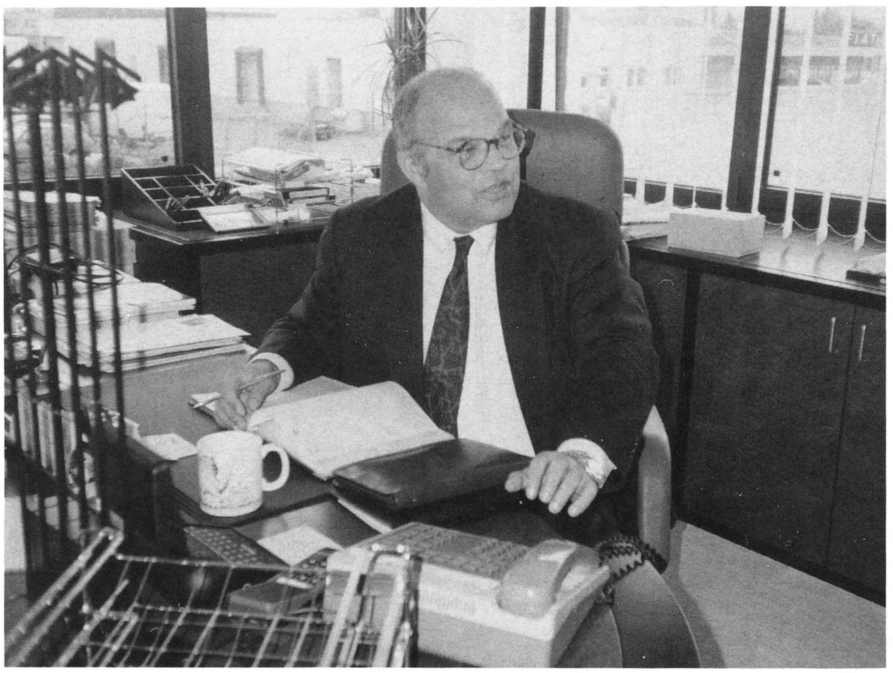
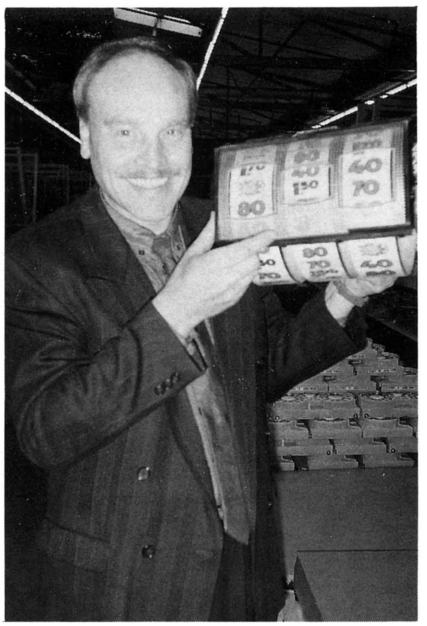


Stella's top man Bernd Donalies. His vision extends to all foreign markets in terms of both amusement and payout equipment, new and used. He not only moves equipment, he'd like to move markets too (see him at the AMOA show).



Horst Ludwig, a Gauselmann production exec, with a reel assembly showing in-line symbols used on some of their payout machines. Another common way is to employ three side-to-side spinning wheels.

amounts to around 20¢ U.S. money. Since today's payouts keep track of credits (they used to spit the money won after each play and still can if you hit the button), people can inject anywhere from three 10-Pfenning coins all the way up to 5 Mark coins and in some cases, 10 and 20 Mark paper bills. The machines display the number of credits you can play and like on an American video poker in Nevada, add and subtract credits according to your luck/skill.

There are no big "jackpots" offered (the top win is keyed at three marks, roughly $2.00 in American money). It's more than helpful to not only speak German but have a playing history with their payouts because the bewildering mass of monetary and graphic symbols and words displayed on the front glass and on the spinning reels is very daunting to the novice. In addition, German payouts have stop and start buttons which a player can slam to either seize one reel he likes or take another chance on one he doesn't (one time, however).

To the experienced player (and there are many), these payouts present a complex world of challenge far, far more than poker. Games take longer to complete (Nolan Bushnell likes to call them "slow slots" and figures each game runs around 15 seconds). As such, German slots are almost as much amusement as they are gambling. Best of all, it's very hard to lose a considerable amount of money. Unless you really tried to, the payback from wins on 20¢ bets often keeps folks banging away for hours. As we say, it's a "little gamble" and a whale of a lot of fun.



Horst Ludwig showed us that there's lots more than payouts in the corporation's domain. Here he easily reorientates a monitor with a mere twist on a universal cabinet they market through Stella and other divisions.

Whether by design, government regulation or "luck," the German payout machine is about as perfect a meld of fun and chance as the world is capable of producing. Yes, players are losing more than they're winning (hence the fact that operators make 70% of their income from them). But few ever go home to the wife with empty pockets after a night in the Bierstube.

MANUFACTURING

Operators make enough money from their payouts to conform to the four-year destruction (or removal) law. This is the government's way to insure that well-working equipment is before the citizens. It is also a law that helps Germany's manufacturing sector, for obvious reasons. If an American machine maker enjoyed a "four years and out" law similar to this, he'd be a happier man.

While Loewen/NSM's "patrimony" in the manufacture of German payouts traces back practically to the beginning and they continue to be a major factory producing numerous models each year, there's no secret that the Gauselmann Groups of companies is king of the

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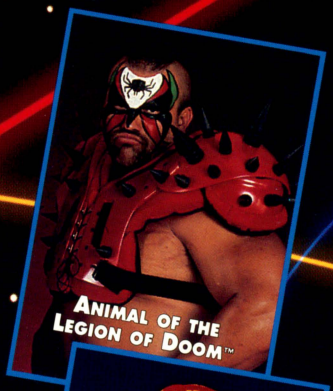

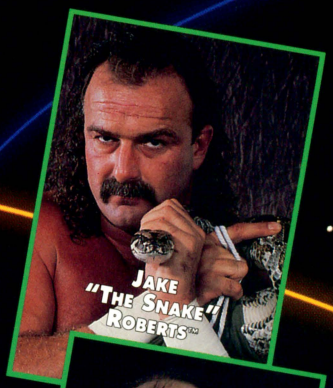







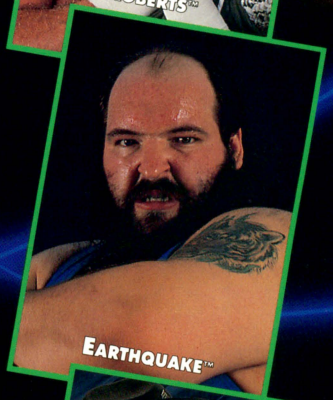





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On May 15-23, the Stella International division of Gauselmann's Spielgerate had a display at Prague's main exhibition hall, showing not only payout machines (modified for this country) but darts, videos, merchandise equipment and their own *Taifun* hockey table.

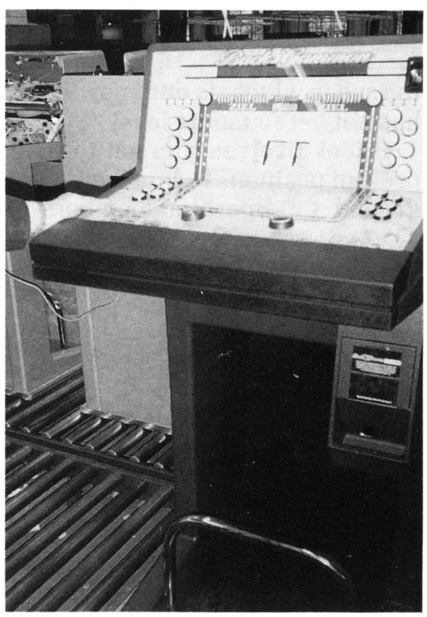
hill these days in terms of payout production and sales.

Headed by the hyper-energetic Paul Gauselmann (57), his sprawling series of machine factories in the central German town of Luebbecke churns out perhaps half of all payout machines used in that nation today under such brand names as Merkur, Mega-Spielgeraete and Spieltec Electronics. His firm also runs around 250 arcades in the nation, where payouts predominate. He has plans to grow that route, headed by his son Michael.

Loewen/NSM and Bally Wulff remain dominant payout makers, but not to the degree that Gauselmann's engine makes and sells them through his ADP, Stella and Nova dealerships. Others involved in payout manufacture include Th. Bergmann Automaten and Playmont Spielautomaten.

Is Paul Gauselmann satisfied with his share of the German payout pie? Was Alexander satisfied with the limited number of "worlds" he conquered? No, he's not. He's not only got eyes on Eastern Europe and on some other European nations but told *RePlay's* people during a recent visit a rather prophetic thought:

"We are watching the progress of America as it explores gambling. We don't believe we will play a significant role in the first wave there, but are pondering the second wave." Meantime, one of his divisions (Stella International) has been showing a card-flip poker game at American shows and intends to display it again at the forthcoming AMOA Expo in Las Vegas . . . and, in a most impressive booth.



Stella (Gauselmann) makes a poker flip-card unit which they've shown at American trade shows. They'll show it again at AMOA (their backgammon game is on test in America).

Stella is no stranger to American shows, just as their director Bernd Donalies is no stranger to American dealers. The firm will freight a full bar to the Las Vegas Convention Center and actually sell beer from it (proceeds going to an AMOA charity). Taking up numerous booths, requiring numerous dollars just to import the lavish display, Gauselmann and his deputy Donalies are clearly interested in making their presence known to American coin machine people.

CONCLUSION

If there's a point in telling American operators about the German business, it's this: 1. Germany succeeds with gambling because they keep a tight lid on money going in and coming out of the machines (they actually have some machines that operate successfully on credit-only, no payout). 2. This is a small world and while poker, keno, blackjack and that sort of "American-type game" is offered over here, why do we think German-styled "little gambling" may find its own niche, especially when "mature marketeers" look to virgin markets?

HERR TOURNAMENT DIREKTOR

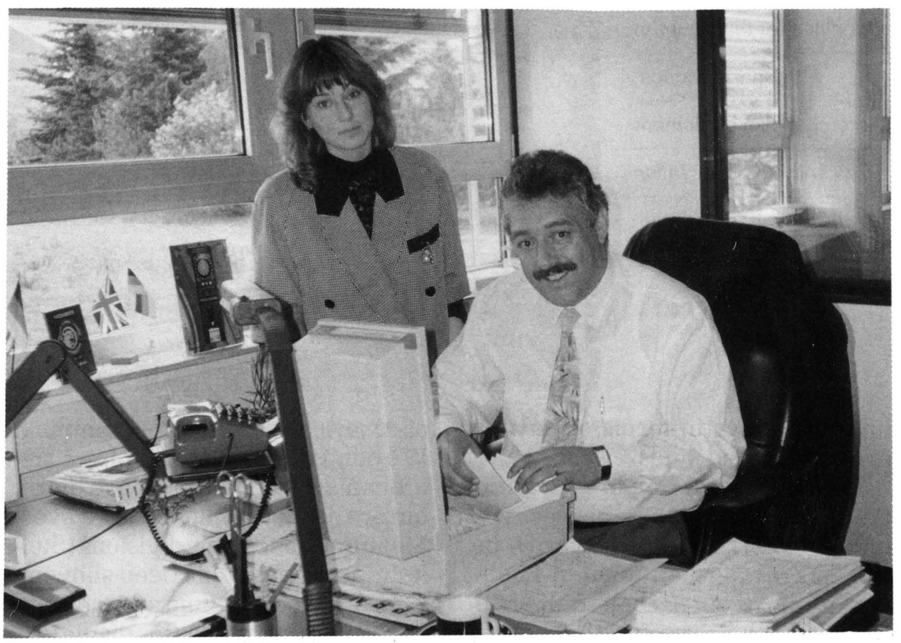
with a tip of the Tyrolian hat to Ulli Kuennecke,
Loewen Sport made Germany a tournament showplace

It's true. In a market dominated by payout machines, Germany today is alive with tournament and league play on pure amusements. In the five years since Loewen/NSM supremo Ullrich Schulze appointed Product Manager Ulli Kuennecke his chief of all organized amusement competition, this division of the sprawling coin machine concern headquartered in the Rhein valley town of Bingen has created a cultural hiccup in that staid society.

Some may say the German enthusiasm for coin-op competition may even surpass America's. Well, Germans are competitive, but we can hold our own here as witnessed by tournament events put on by Lee Peppard, Gregg Elliot and the others who've translated the fun of league bowling and applied it to coin machines.

Let's not measure national player enthusiasm (but you would find it hard to top a German playoff, with the screaming spectators, the serious contenders and the array of TV cameras and radio microphones covering same). Let's merely say that Loewen Sport found a "hole" in German entertainment, filled it (in the German way) thoroughly with the soup to nuts literature and backup to get events underway and today boasts that this single division is the second biggest business window for the company, second only to their payout machine empire.

Loewen Sport provides the products, the rule sheets, the posters, the league package and organizes the playoff events in coin sports ranging from 8-ball (which they call "American pool"), to soccer (known as fussball there), to darts (very big item today) and to snooker (a newcomer to the scene which, to our knowledge, has not yet found its legs).



Loewen sports commander Ulli Kuennecke with his secretary Claudia Zobel at work at their Bingen HQ. Ulli pilots a broad program bringing competitive play on pool, soccer and darts for Germans and some other Euro nationalities. His deeds have been wondrous in boosting amusement play into the realm of competitive tournament and league sports.

It took five years to get to their present position. Today, they boast around 160 operator members of

LÖWEN SPORT

their programs representing around 10,000 sanctioned players. They put on approximately 45 major events each year in their overall tour and pass out well over a million dollars in prize money annually.

They started with soccer, then added darts, 8-ball and now snooker. Loewen's concern is obvious: to sell product. The tournaments are the "sizzle on the steak" (or the "gravy on the sauerbraten"). They are in business to sell product and candidly admit that their machines cost a bit more as a result.

But here's what that "bit more" on the dart or table gets: the entire verbal and printed "how to run a league or tournament" for the operator. Backed by everything including posters and a players' magazine, plus media coverage in major events, the Loewen Sport program has not only made German operators feel like sports promoters, not only sold extra quantities of machines for Loewen and its distributors but has given the German citizen an additional way to work off

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Loewen's "tournament truck" (not the only one, by the way) drives past Ulli's office window en route to a dealer with tourney-oriented product on board.

the cares of the workday and a valid reason to go out at night.

PRODUCTS

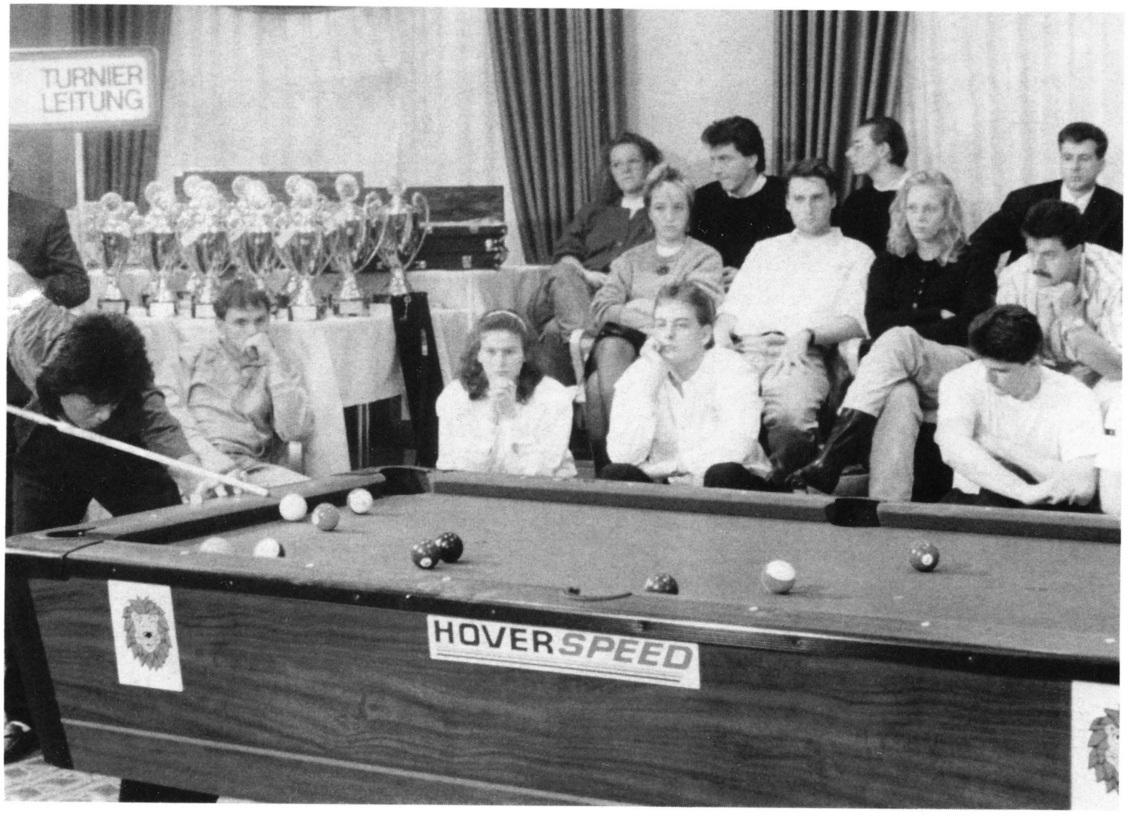
Kuennecke figures that the majority of electronic dart games now on location in Germany (maybe as high as 80%) are Valley's. Loewen imports them, with a special international-sized target, puts on its Loewen Sport logo (with the lion head) and sells them to operators through the 27 German distributorships the company maintains (including offices in Berlin, Dresden and Leipzig). They also sell product through over a dozen independent dealers in Austria, Belgium, France, Yugoslavia and Hungary where Kuennecke says many are involved in tournaments as well.

Every single one of Loewen's domestic dalerships has one tournament staff person to support the program Kuennecke steers from Bingen's headquarters. Besides darts, the firm is heavy into Valley's 8-ball tables (Ulli is a familiar face at Valley's International playoffs in Nevada each year, bringing over a German team or two to compete with the Americans). Kuennecke likes Valley's *Leopard* time table. They tag this product "Loewen Valley Pool" and enjoy a Valley "exclusive" in Europe.

Their soccer tables are built for them by Leonhard right there in Germany (this firm makes tables in a variety of colors and sizes). Leonhard manufactures a tournament soccer table exclusively for Loewen. They get their snooker pool tables from a U.K. firm named Matchroom (these heavy 12' tables are a European item popular in England and being tried in Germany). Kuennecke says they recently held their second annual snooker playoff and that "the base is growing," although some others wonder if this type of pool will ever come close to the popularity of American 8-ball on the continent.

PHILOSOPHY

The program is simple on the surface, complex in execution. Loewen, known for its payout wall machines



Loewen's Valley Cup Finals, held in Dortmund, was co-sponsored by Hover Speed (which runs the ferry from England to France). Some intense final shots are obviously taking place here.

(as its sister company NSM has been known for its jukeboxes), has maintained a large network of domestic and foreign distribution relations for years. Five years back, they embraced the league-tournament concept as a way to move more pure-amusement equipment to operators and thereby enable those operators to make more weekly money (remember, the dominant machine then and now in Germany is the wall slot machine). Without going into too many specifics, what this Loewen Sport division did was to organize a complete program to bring rural and city operators in Germany into competitive coin-op game play. It cost time and money but it's paid off.

In the briefest terms, if you are a German operator and want to know how to get into the program, one call to any Loewen distributor or to headquarters in Bingen will bring you people and material for a cram session on all this and leave you a near expert gasping for breath but ready to jump into the arena.

So many German operators have jumped into that tournament arena that it's quite usual to walk into any location there and see some game sporting the Loewen Sport logo, be that in big cities or small towns, one day even in the former East German states which the firm is bringing on-line, albeit with kid gloves considering the many other improvements that neglected part of the world needs to complete.



Team of American dart champs in Valley's finals won trip to Germany's Oktoberfest. Here they are posing with Ulli Kuennecke (lower left).

Loewen has ventured outside Germany, not only into the countries previously mentioned but also into the United Kingdom where a project headquartered in Leeds in both darts and 8-ball is on test. "We've had a good response from the breweries," Kuennecke told *RePlay* during our visit to his Bingen headquarters.



Spectators and press witness the finals in Loewen's German Ladies Dart Championships. All these Valley dart games feature the Loewen Sport logo on the cabinet's bottom.

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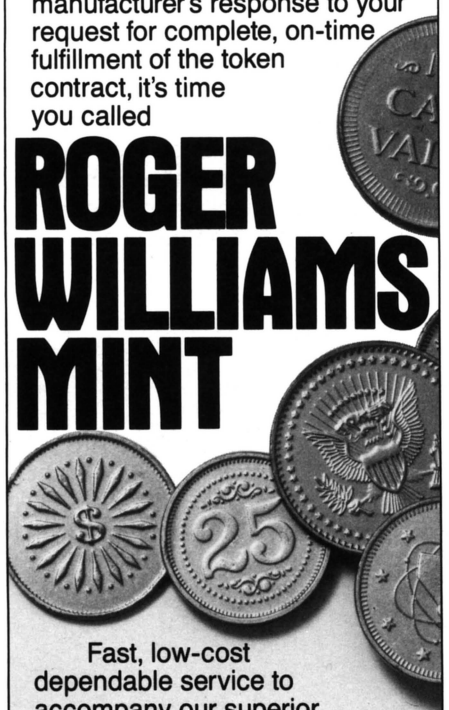

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Soccer table competition is hot in Germany and witness to it was media coverage of Loewen's playoff last year where this enduring Germany sport saw some of its best competitors.

HOME OFFICE

Kuennecke's office at the giant Loewen/NSM works in the charming German hamlet of Bingen shows tournament posters, piles of paperwork and a "tournament truck" that sometimes passes by his window on the way to deliver amusement products to their dealers around the country. It's also spiced by a ringing phone where Kuennecke can converse with equal ease in both German and English (and perhaps some other tongues we didn't hear while visiting).

He randomly talks about the soccer finals coming up right there in Bingen on Nov. 3 and the dart finals Nov. 11 ("I expect around one thousand players at each, coming from local rankings and open events," he says). The 8-ball playoff ccmes also at year's end, and this is special to this VNEA booster.

Ulli, whose retired father Herbert is a Loewen alumnus (having been with the firm for 30 years as a bookkeeper), worked for the company himself as a regional salesman and then in marketing before taking on the tournament job. He loves his slot. "Our program is foolproof. You want to get into the leagues? You want to run location tournaments? Just ask, we provide the how-to," he says in street English.

"We also have this video cassette operators can show that answers any negatives they or their locations may have about this program. We have that, we have all the trophies, we have so many machines out there running competitions. Don't try to pick it all up in your hands. It's heavy," he smiles.

Yes, Ulli, it's heavy . . . heavy with the dreams of a lot of "old guys" in the business who always thought coin-op games should be an organized sport. You're moving exactly that way, and in American street talk, that's "really heavy." Hey, Franz, that's my dart!

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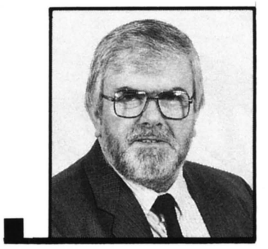

Euromat re-elects Willy Michiels as president

by Martin Dempsey

The "United Nations" of European trade associations from 12 countries — a group known as Euromat — had lots to talk about during its 1991 annual general meeting. Held in Brussels last May, the event's biggest news was the unanimous re-election of Willy Michiels to be Euromat's president. Nobody else was even nominated for the job.

Spain's Eddie Morales won a contested election to be Euromat's First VP, while Holland's Dirk Lindenbergh was unanimously elected as Treasurer on the retirement of the present holder of that post.

Despite these striking examples of unity, much of the meeting featured long and heavy debate on internal housekeeping. Discussion centered on such questions as scheduling votes on various agenda items, how many Euromat VPs each country should have, and (once again) whether Hank Grant's Belgian trade group AMA could join (so far, the answer is still no).

Euromat did manage to make some progress toward preparing the industry for a single European market beginning in 1993. Outgoing First VP Michael Shefras advised members of the progress being made by Coopers & Lybrand in their survey on gambling and lotteries. This confidential report was commissioned by the European Commission and was scheduled to be presented to Members of the European Parliament in June.

On a personal note, delegates observed a moment of silence to mourn the death of Omer de Munck, a former Euromat official and secretary of Belgium's UBA coin-op group.

Euromat's next annual general meeting will take place Wednesday, May 20, 1992 at the Sheraton Hotel in Brussels.



Euromat prexy Willy Michiels from Belgium with first VP Michael Shefras from Britain.



Italy's delegates to Euromat: outgoing treasurer Franz Szechenyi and Wilhelm Kny, one of Euromat's auditors.



Spain's representatives at Euromat AGM.



Delegates represent the three German associations in Euromat.

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For more information about the Hesch Scholarship program or for a Hesch Scholarship application contact:

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THE CHALLENGE

chasing video lottery is "the challenge of our life," say ops; OCMA convention has fine attendance, outstanding seminars & fun

With one eye on South Dakota (a role model) and one eye on certain provinces of Canada (a worst-case scenario), the OCMA (Ohio Coin Machine Operator Assn.) focused on prospects for video lottery during its 17th annual convention and trade show. The event took place May 31 to June 1 in the city of Columbus and reflected this year's theme, "Challenges Equal Opportunities."

Video lottery commanded center stage with a "standing room only" seminar on the subject. "The general consensus was that if video lottery was to become a reality in Ohio, then Ohio operators **must** be a part of the program and be prepared to take on their responsibilities in that area," stated OCMA officials. "We cannot, by any stretch of the imagination, allow to happen in Ohio what happened in [some parts of] Canada [where the state froze operators out of the video lottery market]." Said OCMA: "That would surely be the death knell for Ohio operators."

Seminar panelists consisted of key leaders from various state associations. These included Ray Shroyer, chairman of OCMA's video lottery legalization committee; PAMMA exec director John Milliron; MOMA exec Hy Sandler; MCMOA's exec Candace Super; and OCMA director and legislative chairman Jim Hayes. The panel was moderated by OCMA's very own Exec VP, the energetic and gracious Paul Corey.

OCMA honored all nine of its past presidents by recognizing them at the annual membership meeting and luncheon. Presented to each former prexy was his very own American flag...each of which had been flown over the U.S. Capitol Building in Washington, D.C. (through the good offices of the state's Sen. John Glenn). So honored were Don Van Brackel, John Elum, Maynard Hopkins, Dennis Hilligan, James Hayes, Richard George Sr., Larry Van Brackel, Phil Elum and David George.

Attendance on the exhibit show floor was reportedly the highest in several years, and included operators from all over the state plus other operators from Indiana, Kentucky and West Virginia. Additional highlights included an address by special guest Jim Trucano (president of AMOA), plus an outstanding seminar on "Protecting and Pre-



OCMA's nine past presidents: Phil Elum, Larry Van Brackel, John Elum, James Hayes, Don Van Brackel, Dick George Sr., Maynard Hopkins, David George and Dennis Hilligan are recognized for a job well done.

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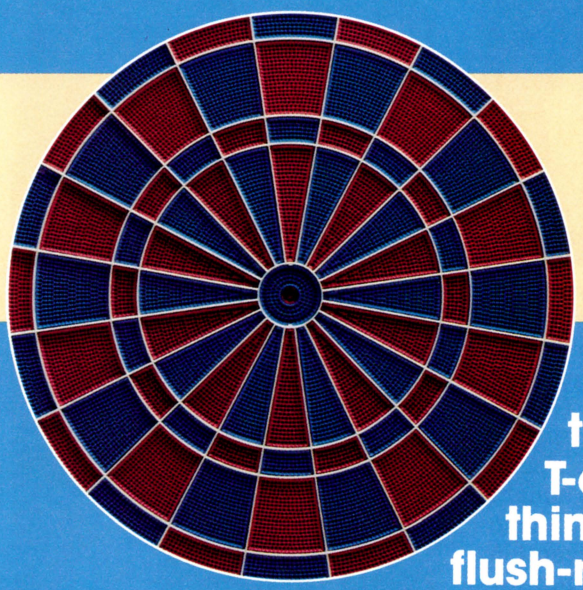

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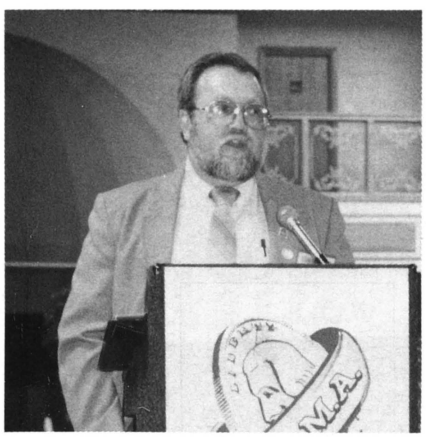
Past president Don Van Brackel is presented with a U.S. flag, flown in his honor over the nation's capitol, by OCMA Executive VP Paul Corey. The group honored all nine of its past presidents in this manner.



AMOA prexy Jim Trucano gives the "national" view of the state of the coin machine industry, video lottery, AMOA Expo '91 and more.



OCMA President Ron Rentz calls the 1991 annual membership meeting to order.

serving Family Business" presented by a top Ohio law firm. OCMA raised money for special projects via an afternoon auction. Social events included dinner and a night of harness racing at the Scioto Downs track, and the convention was preceded by a day of golf for early arrivals.

In all, it was another super-professional event for this top-flight association. Outgoing OCMA president Ronald Rentz had good reason for confidence as he asked his fellow operators: "Are you ready for the biggest economic challenge of your life? I think you are!"



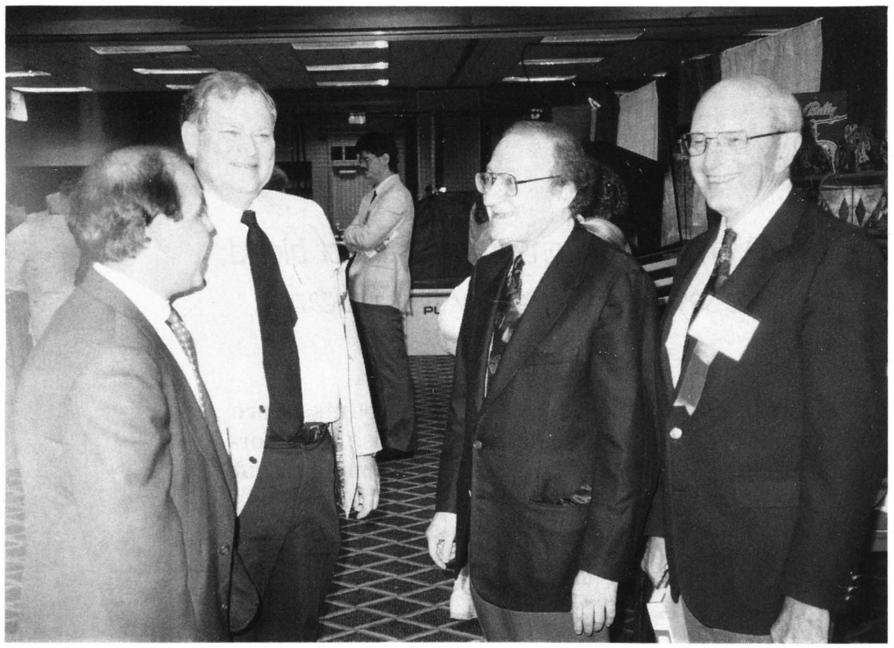
Joe Cardone ('91 Expo Chairman) thanks Ohio distributors, manufacturers and suppliers for their outstanding support.



Shaffer Distributing's Mike McGrath listens to operator concerns from Pick Shaffer (Dayton) and OCMA President Ron Rentz.



NSM's George Haydocy and OCMA Treasurer Ray Lonsway discuss the latest equipment offerings on the show floor.





Above: Golf pros Dennis Hilligan (Cincy), Billy Levine (Cleveland) and David George (Akron).

Left: Bob Misuraci (Cleveland Coin), Larry Van Brackel (Defiance), Ron Gold (Cleveland Coin) and Maynard Hopkins (Mansfield) discuss the latest amusement games.



Three happy winners at Scioto Downs are Tony Paradiso (Tiffin), Dan Harder (Columbus) and Mike Zappa (Crestline).



OCMA guardian angel Eddie Elum explains the "art" of betting to Monroe Distributing's Mark Iorfida during the racetrack trip.



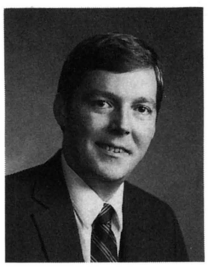
Pick Shaffer (Dayton) prepares to place that all-important (and, hopefully, winning) bet while Sally looks on intently.



Monroe's Jerry Grotjan (right) looks like he's got the winner "in the bag," while Alice & Gib Clevenger (Ind.) study the racing form.

CCMA A-OK!

California Coin Machine Assn. annual convention perfect blend of business and pleasure says AMOA prexy Jim Trucano



by JIM TRUCANO

What is this? A state convention for coin-op veterans held out of state? Well, it may sound a bit strange but the annual California Coin Machine Assn. (CCMA) convention went off without a hitch and everyone enjoyed the scenery.

During my year as president of AMOA, I've had the good fortune to attend many state conventions. At times, it seems that is all I do. But now that I've been to the CCMA annual convention, I'm convinced I've been to one of the best.

Sure there was the day for golfing and the nights were full of the standard speeches and raffles. But along with those events were two full days of seminars, distinguished panelists and business meetings.

CCMA had a rotating classroom, where the group split into three smaller groups and traveled to different rooms to get "educated." Topics ranged from "How to get more business out of your tavern location" to "How to motivate your sales force." Participants were unanimous in their praise of the format and everyone got something out of the discussions.

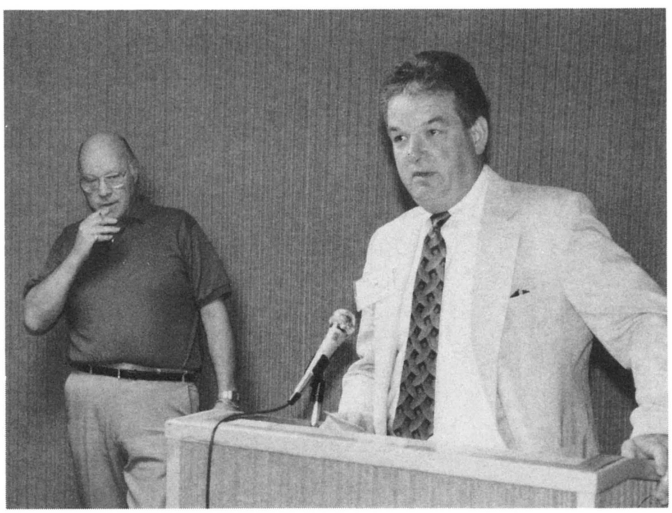
Video lottery is the hot topic in our business these days. Most states are considering some type of legalized coin-operated video lottery and California is no exception. CCMA, however, sponsored a panel discussion that included several legislators and even a member of the California Lottery Commission, Ms. Joanne Ichimara-Hoffman.

Also on the panel was long-time CCMA vending ally Assemblyman Dick Floyd. A good friend of mine, South Dakota Representative John Sears also spoke on video lottery. Add in AMOA Government Relations Chairman Wally Bohrer and New Jersey's visiting dignitary Bill Treger and you had quite a roomful of experience. Without question it was one of the best video lottery seminars I've attended.

Probably the most encouraging piece of information came from



"Giant of the Industry" Harry Leyser (left) with his plaque and CCMA President Rich Scherer (Oakland Vending Service).



Assemblyman Dick Floyd and South Dakota representative John Sears (at the podium) during CCMA's recent convention.

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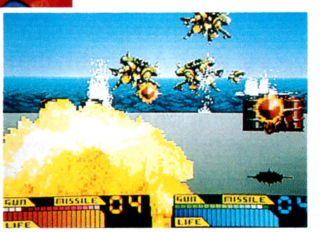

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Director Ichimara-Hoffman. She indicated that the California lottery not only wanted to institute video lottery but they needed the video lottery as an additional product to continue revenue increases plus they have made the decision to try to utilize the private sector in any way they can. Having a commissioner indicate a willingness to explore and work for private sector participation in video lottery is a coup for CCMA and a state association convention first.

There are two sides to every story and Assemblyman Floyd gave the down side. He indicated a very strong and powerful Nevada gaming lobby would view video lottery as a direct threat to the thousands of Californians who venture to Nevada every weekend. He said nothing is impossible, but to be realistic CCMA must assume the effort will take two things: 1. Referendum to change the California constitution. This will entail almost 700,000 signatures to place the measure on the ballot. 2. Massive expenditures. Between the cost associated with garnering the required signatures and the promotion necessary to give the measure a good chance of passing, CCMA should count on spending one million dollars.

Faced with the prospect of raising such vast sums of money for a coin machine state association is quite the daunting task. Representative John Sears gave an outstanding list of reasons why video lottery should be attempted.

Mr. Sears outlined the benefits South Dakota has received from video lottery. Currently over 1% of the state's annual budget is derived from the state's share of video lottery. Mr. Sears outlined what the operators could look forward to in the legislative effort.

Representative Sears noted that private and public sector partnerships are held up to scrutiny. He mentioned three critical items to counter the inevitable criticism surrounding video lottery efforts: 1. Legislatively eliminate the gray area poker machines; both as a measure of good faith on the part of the industry and to funnel all the money into the legitimate system. 2. Be prepared to convince legislators that the private sector can net the government more dollars than if the government owns the entire system. 3. Keep the network established for the legislative effort alive and in place. The work will only have begun when the bill is passed; when the government sees the income stream they will insist on more.

The recently held CCMA convention was outstanding in many ways, and other states should look to their format as a guide of how to come up with the perfect blend of business and pleasure.

AMOA Government Relations Chairman Wally Bohrer painted the backdrop for the video lottery effort nationally. He indicated several conventions attended in the traditional lottery sector where officials mentioned the need for the kind of funds video lottery can generate.

Wally also gave a warning to the entire industry. The window of opportunity for implementing video lottery is slowly closing. Coin operators continue to present illogical and disjointed pieces of legislation. Wally indicated several conversations with lottery directors that gave him the impression operators are a long way from convincing legislators that private sector participation in video lottery is in their best interests.

Good prior planning, organization, and follow through are essential ingredients for a primo state meeting. CCMA had all three in abundance at Lake Tahoe for their annual affair.

Association Executive Dennis Loper and his three assistants had everything planned and ready to go for the participants.The convention covered three full days and there was something for everyone. CCMA has the benefit of many tobacco companies as members as well as most of the large vending operators throughout California. Their professionalism was evident throughout the convention and added much to the overall impression of a first-class event.

One of the most impressive aspects of the CCMA convention was the convention program. More like a book than a standard program — Cindy Powell did an outstanding job putting the program together. There were several articles from industry leaders touching subjects like the "State of the Industry" and "How to Improve the Bottom Line."

Being president of AMOA affords me the opportunity to travel to many different states and participate in their annual conventions. I have to say that the recently held CCMA convention was outstanding in many ways, and other states should look to their format as a guide of how to come up with the perfect blend of business and pleasure.

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BIG WHEELS

'Double Axle' from Taito America captures "monster truck" craze; firm charts ambitious course in video, redemption & big attractions

America's big-wheel "monster truck" craze has come to video. Taito's dedicated game *Double Axle*, featured on this month's cover, offers "very competitive pricing" on both the upright and sitdown versions to attract street and arcade operators alike. "We're targeting both markets," said Taito's marketing manager Natalie Kulig and sales VP Rick Rochetti.

Double Axle is just the latest splash from the U.S. subsidiary of one of the world's biggest coin-op firms. Taito America plans to assert leadership in hi-tech video, plus establish a major "beachhead" in redemption games and theme park attractions. Under the baton of new U.S. President Yoshi Suzuki, Taito America is marching confidently toward diversity and excellence.

DOUBLE AXLE

Production of *Double Axle* was set to begin at the end of August, with delivery scheduled for early September; the game "officially" debuts at AMOA. Gameplay features competition driving on three different courses: cross country, desert, or ice and snow. Three bonus rounds are also offered, including "mud bog demolition," highway demolition and beach demolition. Players race against each other (they can also destroy the other drivers' trucks) or compete against the computer for points. Winning performances allow you to advance to the next level. Players can choose any course in any order.

Two configurations are available, both featuring 25" color monitors. In both versions, players can insert extra coins to buy a bigger engine, larger wheels or extra turbo power for more speed. Player controls on both versions include a hi-lo shifter, accelerator pedal, steering wheel, and turbo button (built in-



Rick Rochetti, Taito America President Yoshi Suzuki, Minoru Suzuki and Natalie Kulig at their *Double Axle* preview in Chicago in June. The game's available in uprights and sitdowns.



Mountain Coin's Don Waters takes *Double Axle* 4x4 driver for a spin at the product preview meeting. The game will go into production the end of this month with its true debut set for AMOA.

to the shifter). Operators will like the adjustable coinage and difficulty levels, along with over/under coin door with built-in security features and industry standard mounting dimensions.

The deluxe version is a two-player, two-monitor, sitdown driving game in a stationery cabinet. The special appeal here, obviously, is head-to-head competition. Thanks to two PCBs which allow interactive communications between the two player stations, players can compete, bump into each other, etc. for an extra level of thrills and excitement. "This type of computer communication allowing head to head competition is the state of the art for video games," said Rick Rochetti.

A single-monitor, one-player upright will also be available. The steering wheel on this version vibrates, and the hi-lo shifter comes with a reverse gear and turbo button.



AMBITIOUS PLANS

Company President Yoshi Suzuki said Taito will continue to expand the frontiers of coin-op video. "As home games move into 16-bit systems, we must bring advanced technology into coin-op," Suzuki said. "That's one direction we will take in the future with our planned introduction of 32-bit CPU hardware. We also see an important future for combined video-redemption games like *Super Sonic Blastman*, along with increased use of digitized graphics, plus other advanced systems not available in the consumer market. So we see it as very important to advance in several directions to keep ahead of the consumer market."

President Suzuki continued: "We also believe that as arcades around the world grow larger and offer more variety for a wider age range of players, it is important for coin-op manufacturers to offer a variety of equipment to keep those crowds coming in...and that means redemption equipment. Taito in Japan has much experience with equipment which — with a bit of adaptation — would fit very well into the American redemption market," Suzuki stated. Already part of Taito's redemption stable are the *Blastman* game mentioned above, plus some amusing variations on the classic mole-whacker theme.

Taito America is also looking to expand its market to American theme parks. The firm will display its pricey *D-3* spinning capsule cabinet at this falls IAAPA ("parks") show in Orlando. Also for theme parks, Taito Japan manufactures *Robo-Pitch*, a robot pitching game which was showed at last year's "parks" show. (Some units have already been installed in pilot stores in the Chicago area and other sites have shown interest, Suzuki said.) In the U.S., the game is being marketed and distributed for Taito by the Robo-Pitch Co. in Chicago. By the way, Taito has adapted its Japanese debit card system (used in Japanese arcades) to the U.S. *Robo-Pitch* game.

Look for this Wheeling, Ill. firm to "keep on trucking" along its innovative path in video, redemption and theme park attractions!

FRANK TALK



by Frank "the Crank" Seninsky

Want Video Lottery? Then You Gotta Talk the Talk, Walk the Walk!

Interested in legalizing video poker? Then pay close attention to this column. As president of AMOA-New Jersey, Frank Seninsky has been lobbying long and hard at the state level, working with friendly legislators and other important allies for a video lottery bill. In the process, he's learned some important "tricks of the trade" and also how to avoid certain pitfalls that come with the territory. We strongly advise readers to take a cue from Frank's experience! — the editors

As more and more trade members get excited about video lottery, more of them are also entering the "game" of political lobbying. Believe me, at the highest level, working to pass a new law is a sort of high-stakes game! Several states have obviously put together very professional lobbying efforts... but is the average American operator really getting more attuned to the importance of politics?

I'm afraid the answer is "no." Despite five or six years of increasing political activity by our trade associations (state and national), most operators are still "sitting back and letting the other guys do it."

Why is this? Some operators are intimidated by meeting their representatives, but that's not the whole story. Another reason is that getting involved in politics can cost you a lot of money. Contribute to one, and suddenly all of them have their hands out. Every day brings donation requests and invitations to political functions. In my state, there's a different $250-per-person event every night this week, for example. Sometimes there are three functions in a single evening!

Many operators in New Jersey (including some prominent ones) have told me they don't want to have to make campaign contributions to both sides in every election for the rest of their lives. But this kind of attitude can (and does) cost you more in the long run.

Attending political functions in my state has been a real education for me. Mostly "insiders" attend, so when somebody new — like someone from the amusement industry — appears, you get noticed! "Hi, how are you," they gush. "What do you do? We're so glad you're here!" Then in the following days you get more letters, funding requests, invitations, etc. in the mail. The lesson I draw from this is that people who are politically active are almost "oddballs." Many industries must not be very active in government (as our own industry wasn't, a few years back).

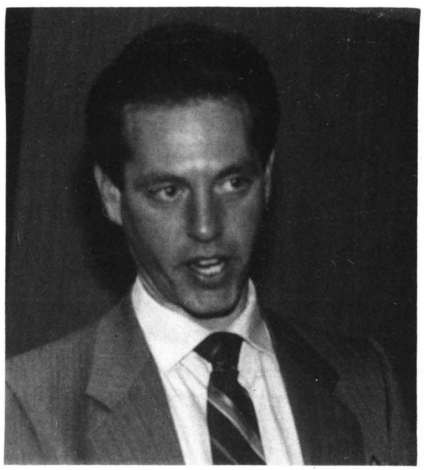
At the national level, many politicians are just beginning to be aware of us and remember our industry from one function to the next. They often don't know the difference between "AMOA" and "AAMA," or care. All we have to do is name our association and many congressmen will say: "Oh, yes, you're part of that organization with all the A's in it... I know who you are."

AMOA's latest Washington, D.C. lobbying event took place in mid-May and dozens of lawmakers

attended our Congressional Reception for the first time. In the past four years, we've had well over 200 representatives, several senators and staffs from two-thirds of all congressional offices attend our event. Now that they know our industry is politically active, we can start to have an impact.

But we need more operators (and their voting family members) to show up in Washington. You don't have to have a golden tongue, in order to impress politicians. They listen very, very hard to people who can vote them in again . . . or out!

Another thing I've learned is how big the difference is between state and federal politicians. Leaders at the national level are full-time congressmen and senators, and getting re-elected is their number one priority. At the state level, assemblymen and state senators are part-time (they usually have other jobs and agendas) . . . yet their devotion to their own re-election is just as much a full-time occupation as their federal counterparts. Everything they do, say or breathe is geared toward holding onto their seat. Anybody else in government with another agenda . . . say, doing some good for the people . . . is not considered a "team player" and doesn't often get the support of his or her colleagues.



One of our legislators told me very frankly that the way politics works is this: "Government is for the people, and 'good government' is for your 'good friends'." This means that it's even more important than most of us realize, to make friends with the people in power. If you can help a politician get elected or re-elected, you're in good shape.

Many operators face this situation by keeping a low profile, "hiding" from the political process and saying "I'll leave the government alone and I hope they'll leave me alone." But this strategy is dangerous. It means our industry becomes a target, and that's exactly what we've been for too many years. When tax time comes, politicians look at us for extra funds. When re-election time comes, they say to themselves: "Why should I help operators? They haven't helped me."

This dynamic is why we operators have allied ourselves with the tavern owners. Between the two groups, we have direct contact with all the regular folks who make up the majority of the voting public. All we have to do is organize this power base, and we can basically swing any close local election! This is a priceless resource for operators at the local level, and I believe that as other states pursue their own video lottery goals, the same thing will happen around the country. Eventually, a massive power base will be created for AMOA which includes thousands of operators, hundreds of thousands of locations, plus all of their employees and millions of our customers.

Here in New Jersey, legislators are beginning to see that yes, the "operator-location coalition" can turn out votes. We can get people elected. The result (we hope) is that they won't pick on us. When it comes time to raise taxes or whatever, maybe they'll pick on somebody else!

As for the drain on our money, the video lottery campaign has increased our lobbying funds substantially. If you get a good, professional lobbyist, it's amazing what they can do with that money to build good will among lawmakers. For example, we've been fighting several individual towns that passed laws ban-

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending July 13, 1991

TOP KITS	Jul. 8	Jul. 1	Jun. 25	Weeks on Location
Street Fighter II	1	1	1	20
Hot Shots	2	2	4	15
Three Wonders	3	3	2	5
Power Spikes	4	8	5	10
Gun Force	5	4	3	12
Passing Shot	6	—	—	118
Columns	7	10	7	66
Gulf Storm	8	7	9	6
Vimana	9	9	6	3
Strike Force	10	—	—	13
TOP DEDICATED GAMES				
Hard Drivin'	1	1	1	116
Cisco Heat	2	4	3	27
Laser Ghost	3	3	2	4
Beast Busters	4	—	4	4
Big Run	5	2	—	75

ning cigarette vending machines. Despite a strong anti-smoking climate and many opposition groups, the statehouse passed the law we asked for, reserving the right to regulate cigarette machines to the state. Our law passed the House 62 in favor to 8 against. Now we have to pass the Senate and get the governor's signature... but look where we'd be without this lobbying presence! Every municipality in the state would be free to regulate cigarette machines in all sorts of unfair ways.

Once you've made the commitment to lobby, you've got to learn two important skills: speaking the politicians' language, and the art of compromise. Lawmakers have a language all their own. They never say the word "no." The best politicians make you feel they're totally on your side and will do a lot for you... without ever explicitly committing themselves to anything. Some politicians say: "You've got my vote, if this issue ever comes up." But are they going to do anything to help the bill actually come to the floor for a vote? Even when they're really for you, a lot of what politicians say simply means, "See me after the election." Sometimes you actually get your bill to the floor and your friendly lawmakers vote for it... knowing the other chamber, or the governor, will kill it so they don't have to pay the political costs of supporting you. Believe me, they'll still accept your financial contributions (and even feel they deserve them).

Your state association can have an impact far beyond your dreams.

The art of compromise is vital to operators who want to pass video lottery or anything else. In order to get your bill, you must know who your opponents are and what their objections will be. You don't have to have a devastating answer for each of their arguments, but you should figure out how powerful they are and what you can offer them to get their support... or at least, soften their opposition.

You don't always have to offer the other side money or a share of the profits, either. Maybe they'll be satisfied with a small change or addition to the law you want. It takes a lot of time, research and creative effort to figure out how you can help "the other side." For example, we met with a state senator who was strongly opposed to video lottery. We asked why and were told, "Because I'm against drinking and if the bartender pays off the winners in cash, they might spend their winnings on more drinks." With tongue in cheek, we explained that the long-term goal of VLTs was to take cash away from the players in the tavern, and that if things went as planned people would have less to spend on alcohol, not more. The senator's opposition vanished on the spot.

My message to the average operator is this: you can belong to one of the strongest political organizations in the country. Your state association can have an impact far beyond your dreams. I know, because I've seen it begin to happen. Operators are here to stay in the state capitol. From now on, we'll be working with our legislators on anything and everything that affects our industry. The coin machine operator will, at last, have the voice in regulating his own industry which he has wanted for so long.

TOP HITS OF JAPAN

from Game Machine Magazine, July 15, 1991

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Street Fighter II (Capcom)
2	Quiz Romance of the... (Capcom)
3	Clutch Hitter (Sega)
4	Power Spikes (Video System)
5	Ultraman (Banpresto)
6	Gun Force (Irem)
7	Quiz My YuYu (Taito)
8	Hat Trick Hero (Taito)
9	Quiz Lord's Adventure (Capcom)
10	Raiden (Seibu)
11	Golfing Greats (Konami)
12	Desert Assault (Data East)
13	Vimana (Toaplan)
14	Quiz My Homework (Sega)
15	World Cup '90 (Tecmo)
16	Burning Fight (SNK)
17	High School Baseball (Taito)
18	King of the Monsters (SNK)
19	Shanghai II (Sun Electronics)
20	Alpha Mission II (SNK)
21	Tetris (Sega)
22	Rampart (Atari/Namco)
23	Columns (Sega)
24	World Stadium '90 (Namco)
25	League Bowling (SNK)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Final Lap 2 [del.] (Namco)
2	Driver's Eye (Namco)
3	Steel Gunner (Namco)
4	Final Lap 2 [standard] (Namco)
5	GP Rider [ride-on] (Sega)
6	Space Gun (Taito)
7	Hard Drivin' (Atari/Namco)
8	Super Monaco GP [del.] (Sega)
9	Cisco Heat (Jaleco)
10	Out Run [del.] (Sega)
11	Rad Mobile [del.] (Sega)
12	G-LOC [deluxe] (Sega)
13	Big Run (Jaleco)
14	Laser Ghost (Sega)
15	Winning Run '91 (Namco)

TOP 5 FLIPPERS

	Model (manufacturer)
1	The Machine (Williams)
2	Checkpoint (Data East)
3	Funhouse (Williams)
4	Dr. Dude (Midway)
5	The Simpsons (Data East)

Legal Questions

by Laurence Merritt and David Hagen

How Not to Form a New Company: Partnership Horror Stories

Sometimes the best way to make a point is to tell a story. Accordingly, I'd like to share to following story with our readers.

Imagine, if you will, a group of doctors who met with an investment counselor. The purpose of the meeting with the investment counselor is to save taxes. This group of individuals then forms a *general partnership*. As many of you know, each of the individuals are then jointly responsible for all partnership debts. The partnership then gives the investment counselor a "general power of attorney" which allows him to sign documents on behalf of the partnership.

With these arrangements in place, the doctors' investment counselor then goes out and enters into a contract for the development of four motion pictures. This is presented to the partnership by the investment counselor as a great tax-savings device.

What the counselor doesn't mention, is that it exposes the partnership to $4 million in liability! As it turns out, the motion pictures to be distributed are of poor quality. Some aren't even in English. The deal falls apart; litigation ensues.

Because the partnership was put together as a *general partnership* . . . with joint liability . . . each of the doctors (partners) is responsible for the full amount of the debt. Accordingly, each partner gets sued for $4 million! With interest and attorneys' fees, this sum escalates even higher.

The partners insist on going to trial, because the whole thing does not seem fair. They accrue attorneys' fees upwards of half a million dollars. At trial, they fare quite well in that (even though they had exposure in excess of $4 million), the judgment which was rendered against them was for slightly more than $1 million.

However, none of the partners had sufficient liquid assets to satisfy the judgment. This meant financial death (i.e., bankruptcy) for each member of the partnership. Fortunately, the partners came to see us and we were able to sit down at the last minute with plaintiff's counsel and settle for an amount which hurt each of the partners, but kept them from filing bankruptcy.

Scary, isn't it? Almost as frightening is another situation in which two individuals decided to form a business and agreed to work together as partners. They shook hands on the deal. Essentially, they formed an oral partnership. These two partners opened up a vending route and became quite successful.

Problems arose when one of the partners invested a significantly greater amount of his time into the business than the other partner. Further, the more productive partner went out and committed the partnership to a half-million dollar purchase of additional machines. Unfortunately, the business did not have sufficient cash flow to make the payments on these machines.

All of these problems spilled over into litigation. The business was dissolved, and both of the partners were responsible for payment on the machines. Both wound up filing for bankruptcy.

While the first story is true, the second story is not. However, it is very typical of what actually does go on in the business world. As attorneys, we see disputes such as this all the time.

The point I wish to make through these stories is simple: **never, ever** enter into a general partnership agreement, unless it is absolutely necessary! A corporation is a far superior form through which to conduct your business. (We will discuss corporations more thoroughly in a later column.)

We get calls from operators hoping to put together *limited partnerships*, hoping to avoid the liability problems inherent with general partnerships. A limited partnership allows the limited partners only to be at risk to the extent of their investment. That is, if the business goes sour, all they lose is their interest in the business. Their homes, cars, etc. are not at risk. Despite the attraction to some of this arrangement, it's important to realize that most states provide that in every limited partnership, there must be at least one "general partner" who has everything at stake.

I don't think it's a good idea for one partner to have everything at stake, while the other "limited" partners do not. This is fertile ground for irresponsible behavior and messy legal disputes.

If you must do business as a general partnership, at least put your agreement in writing. This way, if a dispute ever arises, at least there will be some written document defining the partners' rights and responsibilities. Nothing is more difficult than attempting to litigate than a dispute arising out of an oral partnership agreement.

Obviously, we recommend that these agreements be put together by your attorney. However, if you cannot afford an attorney, the basic terms of your agreement with your partner can be committed to writing by yourself. Your written agreement should identify the parties and describe how the profits from the partnership will be distributed. Further, you should include a provision limiting each partner's ability to bind the partnership to contracts, without the signature or consent of the other partner. Again, we do not recommend this course of conduct. However, it is still far better than having no writing to document the relationship between the partners at all.

Operators are a rugged, entrepreneurial breed. When new businesses are started, they focus their attention on the development of business. In the enthusiastic effort to generate profits, some considerations such as "internal housekeeping" (including careful choice of a company format) may be neglected. But no one can truly afford to neglect this crucial issue. We encourage all of our readers to reflect on the form of business entity through which they are operating . . . to ensure that their choices are appropriate for them.



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PROFIT OPPORTUNITY

GameMasters Amusements' unique system of "game leasing" entertains festival-goers while leading to increased revenue and publicity

FACT: Video games enjoy a certain lifespan — and revenues almost never extend past it. MYTH: See above. According to operator Jim Overman (a partner in GameMasters Amusements of Baton Rouge, La.), games can and do continue earning when combined with his company's unique game leasing plan. It's a great profit opportunity that operators should give a serious thought to including in their own business strategies.

The concept of game leasing is simple: provide your games as the entertainment for festivals, carnivals, company picnics and parties and charge a daily rental fee. The entertainment planners get a great way to increase the "fun value" of the event and the operator comes away with a myriad of benefits: extra money for games which would otherwise sit unused in the warehouse (although GameMasters provides picnics with top-notch games too), a terrific game testing site, and free publicity.

"We've made 10% of June's income through party rentals," enthused Jim Overman. "This is a great way to make up for the slower summer months, the money we make from game leasing fills the low collection valleys we typically experience during this season. It's also a great way to test a game before it goes into our A-plus locations," Jim continued. "If we've done a conversion that week, we can test it at a weekend picnic and tweak any problem that may come up before the location gets it on Monday."

It's also not unusual for GameMasters to pick up new locations. "We put our stickers on the games," explains Jim, "and sometimes we receive calls from people who've seen our games at these functions, and who have a place where they need some games or they know someone who has a place. . . it leads to some solid locations. These picnics are a great advertisement," Jim pointed out, "With between 300-1200 people attending each event . . . it's superb PR for us."

'We've made 10% of June's income through party rentals. This is a great way to make up for the slower summer months; the money we make from game leasing fills the low collection valleys we typically experience during this season. It's also a great way to test a game before it goes into our A-plus locations.'

It's not surprising that people have taken note of GameMasters. Over the five years that they have been actively leasing their games, a highly effective system has emerged. The company charges $40 per day for each game with a $100 minimum. The fee includes bringing the game to the site, set-up and service. A lot of the time, however, the festival organizers (usually a company which provides event planning, party tents, food, entertainment, etc.) will contact GameMasters directly and take over the set-up functions.

"We make sure not to step on anyone's toes," says Jim. "If someone contacts us about providing the games for their company's picnic, we always ask if they have a third party planning their event, if they do, we will go through the company putting together the picnic. The end result is the same," he pointed out, "The company gets the games, we get the same fee and we avoid the competition problem in the process."

"I truly cannot think of any drawbacks to this system," Jim continued. "I am surprised that more operators are not involved in this type of thing." (To Jim's knowledge, GameMasters is the only company leasing games, although *RePlay* readers may well know of other examples.) At any rate, the system "has worked so well that we are branching out into other types of games," Jim volunteered. "We have provided some pool tables to a picnic (at $100 a table) and it worked out great. Game leasing has breathed new life into games we thought had already reached their earning potential."

Still unconvinced? Look again at the facts: hours of fun for festival-goers, a chance to wipe the dust off older games sitting idle, the perfect testing site for new games and profit generation. Can you think of any drawbacks? Then go out and try to drum up some new business!

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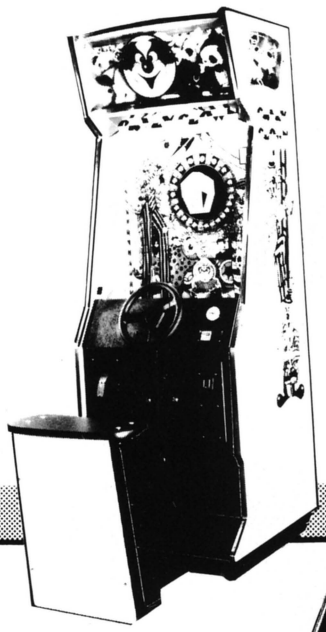

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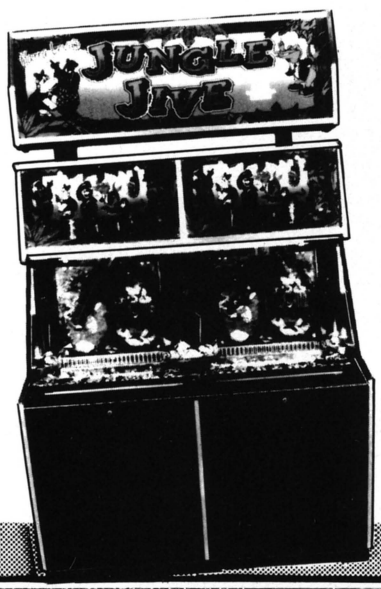

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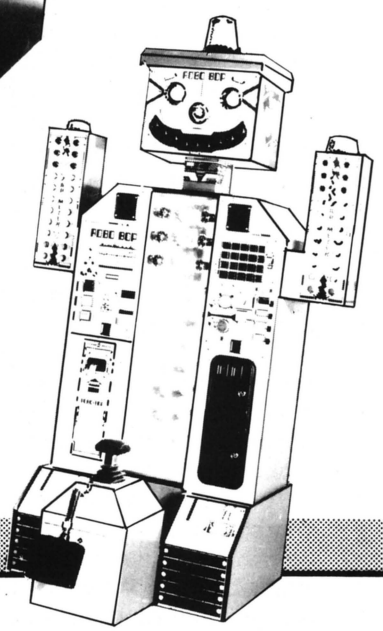

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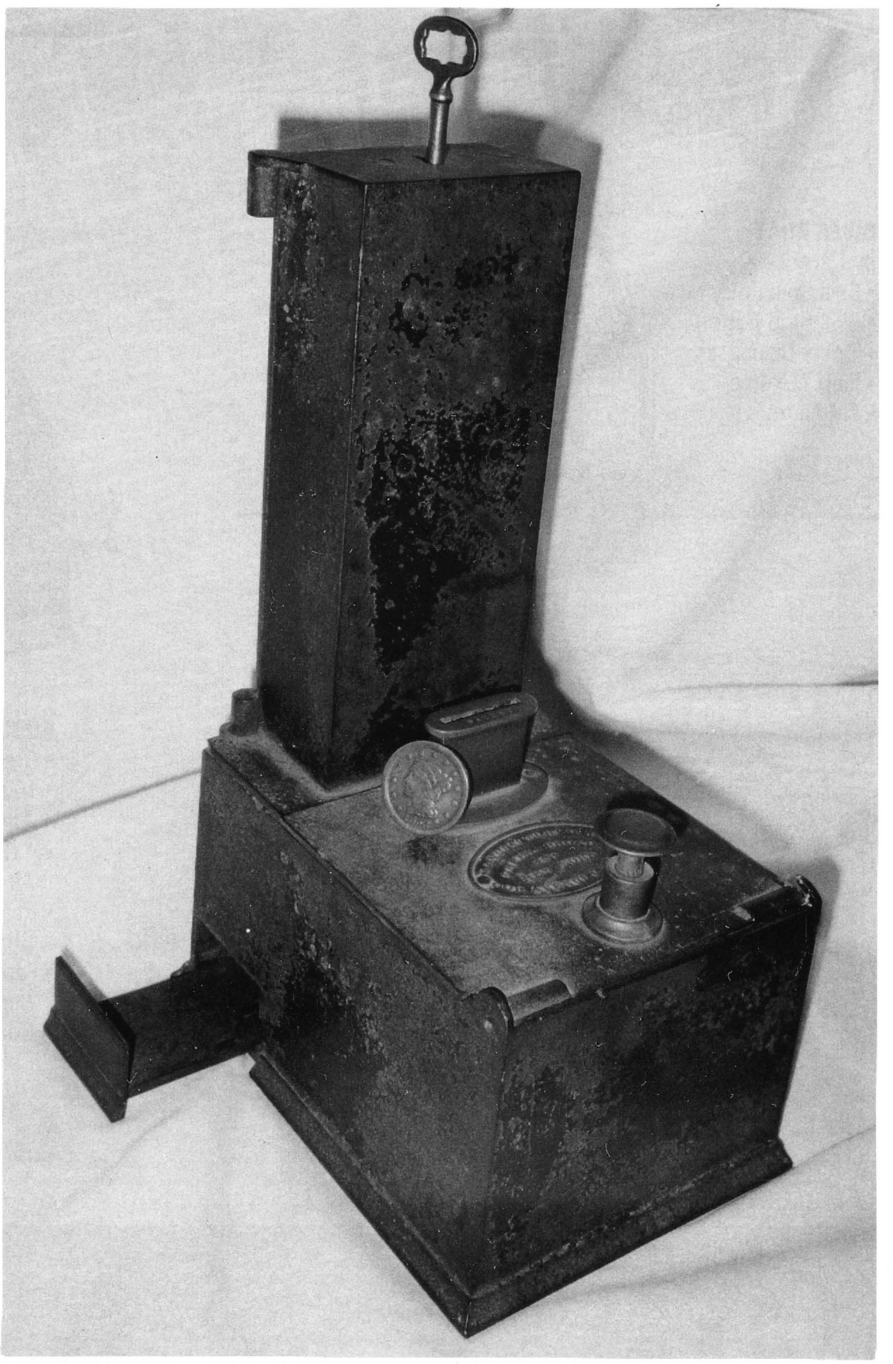
AMERICA'S FIRST COIN-OP

tobacco vending machine sets the stage for industry



Did you ever wonder if there was one machine that could have started the billion dollar coin-op business? Could there have been a time when there were no machines (amazing thought) of any kind that operated with a coin? And then one day... someone had an idea and made the first mechanical device that would only operate with coin insertion!

Well, the first known U.S. coin-op has been discovered... and it is one of only two examples known to survive. Made in 1839 by New York manufacturers Green & Broad, it is called the *Penny Papers* and at the time it was in use, it vended a small package of tobacco for one cent.

Weighing only ten pounds, the first American coin-op device is all-metal, standing 11" tall and 4½" wide. When a large U.S. penny was inserted and a lever was pressed down, a drawer at the lower rear of the machine opened and the patron took his package of tobacco.

It seems that this machine was years before its time, as the next appearance of coin-op machines in America did not happen until 1884 (gaming and vending devices began the modern coin-op boom). One fact still remains, however: the *Penny Papers* was the first American coin-op machine and helped set the stage for what the industry is today!



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POP

★ 1. **RUSH RUSH,** *Paula Abdul, Virgin 98828*
★ 2. **I WANNA SEX YOU UP,** *Color Me Badd, Giant 19382*
3. **LOVE IS A WONDERFUL THING,** *Michael Bolton, Columbia 73719*
4. **RHYTHM OF MY HEART,** *Rod Stewart, Warner Bros. 19366*
★ 5. **TOUCH ME (ALL NIGHT LONG),** *Cathy Dennis, Polydor 4664*
6. **LOVE AND UNDERSTANDING,** *Cher, Geffen 19023*
7. **LOSING MY RELIGION,** *R.E.M., Warner Bros. 19366*
8. **LEARNING TO FLY,** *Tom Petty & The Heart..., MCA 54124*
★ 9. **POWER OF LOVE,** *Luther Vandross, Epic 73778*
10. **ONLY TIME WILL TELL,** *Nelson, DGC 19014*

POP PICK HITS

YOU COULD BE MINE
Guns N' Roses - Geffen 19039

TIME, LOVE AND TENDERNESS
Michael Bolton - Columbia 73889

(EVERYTHING I DO) I DO IT FOR YOU
Bryan Adams - A&M 1567

EVERY HEARTBEAT
Amy Grant - A&M 1557

LOVE OF A LIFETIME
Firehouse - Epic 73771

CW

1. **THE THUNDER ROLLS,** *Garth Brooks, Capitol 44727*
2. **WE BOTH WALK,** *Lorrie Morgan, RCA 2748*
3. **DON'T ROCK THE JUKEBOX,** *Alan Jackson, Arista 8681*
4. **HERE'S A QUARTER (CALL SOMEONE...),** *Travis Tritt, Warner Bros. 4816*
5. **BING BANG BOOM,** *Highway 101, Warner Bros. 19436*
6. **I AM A SIMPLE MAN,** *Ricky Van Shelton, Columbia 73780*
7. **YOU KNOW ME BETTER...,** *George Strait, MCA 54127*
8. **BLUE MEMORIES,** *Patty Loveless, MCA 54075*
9. **IF THE DEVIL DANCED (IN EMPTY...),** *Joe Diffie, Epic 73747*
10. **POINT OF LIGHT,** *Randy Travis, Warner Bros. 19283*

COUNTRY PICK HITS

FALLIN' OUT OF LOVE
Reba McEntire - MCA 54108

MIRROR MIRROR
Diamond Rio - Arista 2262

SHADOW OF A DOUBT
Earl Thomas Conley - RCA 2826

YOUR LOVE IS A MIRACLE
Mark Chesnutt - MCA 54136

EVEN NOW
Exile - Arista 2228

R&B

★ 1. **POWER OF LOVE,** *Luther Vandross, Epic, 73778*
★ 2. **CAN YOU STOP THE RAIN,** *Peabo Bryson, Columbia 73745*
3. **I WANNA SEX YOU UP,** *Color Me Badd, Giant 19382*
★ 4. **GYPSY WOMAN (SHE'S HOMELESS),** *Crystal Waters, Mercury 2084*
★ 5. **LET THE BEAT HIT 'EM,** *Lisa Lisa & Cult Jam, Columbia 73847*
★ 6. **THINGS THAT MAKE YOU GO HMM...,** *C&C Music Fact., Columbia 73688*
7. **EXCLUSIVITY,** *Damian Dame, Arista 4000*
★ 8. **MIRACLE,** *Whitney Houston, Arista 2222*
9. **YOU'RE GONNA GET SERVED,** *Gene Rice, RCA 2822*
10. **MY BODY SAYS YES,** *Titiyo, Arista 2224*

R&B PICK HITS

UNFORGETTABLE
Natalie Cole - Elektra 64875

MEN
Gladys Knight - MCA 54130

IN THERE
The Don - Columbia 73726

THINGS THAT MAKE YOU GO HMM...
C&C Music Factory - Columbia 73688

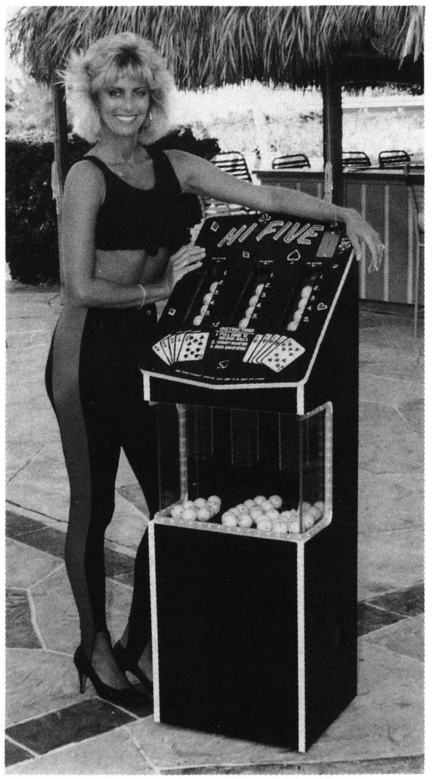
MOTOWNPHILLY
Boyz II Men - MCA 2090

CDs

1. **SPELLBOUND,** *Paula Abdul, Virgin 91611*
2. **NO FENCES,** *Garth Brooks, Capitol 93866*
3. **TIME, LOVE AND TENDERNESS,** *Michael Bolton, Columbia 46771*
4. **OUT OF TIME,** *R.E.M., Warner Bros. 26496*
5. **SHAKE YOUR MONEY MAKER** *The Black Crowes, Def American 24278*
6. **JOYRIDE,** *Roxette, EMI 94435*
7. **NEW JACK CITY SOUNDTRACK,** *Various Artists, Reprise 24409*
8. **FOR UNLAWFUL CARNAL KNOWLEDGE,** *Van Halen, Warner Bros. 26594*
9. **UNFORGETTABLE,** *Natalie Cole, Elektra 61049*
10. **HEART IN MOTION,** *Amy Grant, A&M 5321*

NEW PRODUCTS

HI-FIVE from GaMCO



Hi-Five is a poker ball game new from GaMCO International. Gameplay features 52 "card balls" (plus two joker balls) which bounce around a chamber, then shoot into three tubes displaying three hands of poker. The unit is not considered a gray area machine and does not award credits, tickets or anything that would be considered gaming, says the factory.

The machine is 16" wide, 14" deep, 48" high and weighs 90 lbs. For more information, contact GaMCO International at 800/642-7263 or in Florida at 813/366-1133.

Free Custom Software from Data East

Data East is now offering free "custom" software with each ***Video Foto*** unit they ship. From now on, operators will receive customization request forms with each shipment for them to complete and send to Data East. Within three to four weeks, the company will send the software with whatever message the operator specified. The free software includes two of the five standard printout styles (news article and four club cards). A great novelty item, the printouts with customer's photo become a walking advertisement if they bear the location's name and message.



For more information, contact Data East at 800/634-7270.

DART SUPPLIES from American Dartlines

A wide variety of steel-tipped and soft-tipped darts are available from American Dartlines. The firm also makes *Impactor Convertible Darts.* All dart sets feature their trademarked "Quick Lock" shafts which locks itself to the dart barrel and prevents the shaft from coming loose during play.

For a free catalog or more information, contact them at American Dartlines, 2350 So. Meredith Lane, Santa Maria, CA 93455; 800/343-1849 or 805/922-5445.

SMART GAMES MANAGER from Animatronics

The ***Smart Games Manager*** is a complete computer system capable of managing arcade and vending machines. The system operates wirelessly on location (or remotely) and provides the operator with the revenue figures per machine, service repair needed, time and date of money collected, weekly, monthly and annual return on investment and other useful information.

The system consists of an IBM-compatible 40-meg hard disk, color monitor and dot matrix printer, modem (2400 bps and high speed wireless), software and game modules. *Smart Games Manager* can also function via a telephone modem for remote sites. An off-site sub-center computer can manage up to 512 machines through the modem and provides complete automatic communications with the master computer.

For more information, contact Animatronics, Inc., P.O. Box 1248, Rochester, MI 48307; 313/651-5941.

Book Review: TRUMPED by John R. O'Donnell (reviewed by Louis Boasberg)

Being a close friend of Bill O'Donnell and also a long-time friend of his son John R. "Jack" O'Donnell, everyone will say this writer is obligated and bound to give Jack's book a good review. However, believe me, if I did not know either of these gentlemen, I would have to say that *Trumped* is an excellent book. Very readable, and when you finish the book you feel as if you have lived a few years in the life of Donald Trump. And you also feel as if you've had a clear and concise "snap" course in the history of modern Atlantic City casinos and how to manage and run same.

Jack introduces a long cast of char-

acters in the book, including Ivana, Marla and even Gabriella Sabatini of recent Wimbledon fame. Then of course, there are a multitude of casino executives, managers, promoters, show people and bodyguards. Frankly, I would dare anybody who has been exposed to the Trump history or is familiar with Atlantic City gambling not to enjoy *Trumped.*

This book pictures one man's frustrations and disapproval of another man's character, actions and broken promises. These frustrations reached such a point that a person of Jack O'Donnell's honor and integrity could stand no more, so he had to quit. Some people will criticize O'Donnell for accepting a job from Trump, then playing "kiss and tell." But knowing Jack, I am sure he gave the Trump organization his utmost loyalty, energy and efforts — above and beyond the call of duty — and then was not rewarded for same, either in praise, position or salary.

Donald Trump, according to Jack's book, seems to be a cunning, smart, super-daring businessman with delusions of grandeur and with such a love of publicity that he was almost a maniac on the subject. Perhaps a combination of P.T. Barnum and a tough Marine drill sergeant in a business suit, with a little of Howard Hughes' eccentricities thrown in. Like anyone who has reached the pinnacle of success and then suffered the bitter, maddening feeling of defeat, Donald must be forgiven for his outbursts, violent ravings and rug-eating which were brought on by the sudden reality and knowledge that his vast empire was falling apart.

I thought Jack's description of Trump's desperation was terrific. Of course the Trump story, his business ventures and his romances are an ongoing tale and we will have to check the daily papers, supermarket tabloids, talk shows and the financial pages to find out the sequel to *Trumped* — a great book by John O'Donnell.

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For a price list, please contact BVM Development at P.O. Box 234, 4, Rue J. Renfer, 2504 Bienne 8, Switzerland; phone: 011-41-32-41-89-49.

LUCKY NUMBERS from Leisure Entertainment

Lucky Numbers is an amusement-only, random-action video game that lets players win credits by (you guessed it) picking numbers. The bright red upright cabinet features a 13" color monitor and a $1-5-10-20 bill acceptor. Eye-catching graphics and exciting sound effects complete the package. The company says this product is "not intended for sale or use in states or municipalities where such games are prohibited by law."

For more information, contact your authorized distributor, or for referral it's Leisure Entertainment, Ltd., 25 Hutcheson Pl., Lynbrook, NY 11563; 516/593-5050 (in N.Y.) or (800/645-2162) (U.S.).

ABC Coin Catalog



The 11th edition of ABC Coin's coin and bill counter catalog is now available. The catalog features a full line of coin and currency counters, sorters, scales, belt changers, "kwik koin" dispensers, wrappers and anything else needed to help manage your bills and coins. New additions to the catalog include the dollar bill scale, K-Scale electronic coin scale and the TC-90 currency counter.

For your free catalog, contact Marcia at ABC Coin Sorting and Counting Co., 2839 Biscayne Dr., Plano, TX 75075; 214/596-1212.

Joissu Products Catalog

Joissu Products Inc. introduces their new 1991-92 merchandise catalog featuring toys, novelties, candy and carnival supplies. The 102-page color catalog is conveniently organized according to type of merchandise and gives complete specifications for each item.

For more information, contact Joissu at 800/233-1681 or in Orlando, Fla. at 407/648-8746.

Tournament Highlights

NEW MERIT SPONSOR — Merit Industries welcomes General Sportcraft, Ltd. as an official corporate sponsor of Merit's World Series of Darts soft tip dart tournaments. Under the agreement, Sportcraft will provide sponsorship funding for the North American Regional tour portion of Merit's 5th annual World Series of Darts. General Sportcraft is the exclusive distributor for Unicorn, the world's largest manufacturer of dart sets and accessories, says Merit. "This partnership will help to catapult Sportcraft into the forefront of the soft tip dart market," said Merit's tourney director John Hooten. "We're glad to have their sponsor support." Sportcraft products will be showcased at Merit's 1991-92 World Series of Darts. For more information about the '91-'92 tournaments, contact John Hooten at 215/639-4700.



OCMA POOL TOURNEY — The Ohio Coin Machine Assn. hosted its 10th Anniversary Valley 8-ball League state championship May 2-5 at the Richland County Fairgrounds in Mansfield, Ohio. This year's event was hosted by Lorain Music and Vending and was the largest tournament in the association's history. OCMA member operators sent 132 men's teams and 32 women's teams to compete for $16,000 in cash and prizes and a chance at the International VNEA championships. OCMA sponsored their first-ever "Celebrity Pool Shoot-Out," where VNEA officials teamed up against local area leaders in a match that was fun for everyone! Above are the 1991 men's state championship winners.



OCMA DART TOURNEY — Over 200 electronic dart players competed for more than $4,000 at OCMA's second annual state electronic dart championship held in late April in Columbus, Ohio. Sixteen OCMA member operators held qualifying tourneys across the state; many of their winning league players competed. The tournament boasted four double elimination events: 301 mixed singles, cricket singles, 301 open doubles and 301 mixed doubles. Above, are the 301 open doubles 1st, 2nd and 3rd place teams with tournament director David Corey (far right).



MERIT TO SPOKANE — Merit's World Series of Darts held its first annual $5,000 World Series of Darts Northwest Open April 26-28 in Spokane, Wash. The event drew 104 entries and co-sponsor Dilley Amusements helped to organize the enthusiastic crowd of darters. Intense finals competition culminated in victory for lucky winners like the women's doubles champs shown above (with tourney director John Hooten). The entire affair benefited the City Gate charity (a local organization which feeds the homeless in the Spokane area) for which the crowd raised $960.



MERIT TO L.A. — Merit's World Series of Darts rolled into the City of Angels for their 1990-91 finale June 7-9. The $5,000 tourney was co-sponsored by Star Services of Fullerton, Calif., and drew an eager flux of competing darters. After several epic battles, victors like men's singles champion Joe

Fawaz (seen above with Merit tournament director John Hooten, on left) basked in the winner's glow. The local Cystic Fibrosis chapter also emerged a winner with over $335 raised for their cause by the generous attendees of the dart competition.

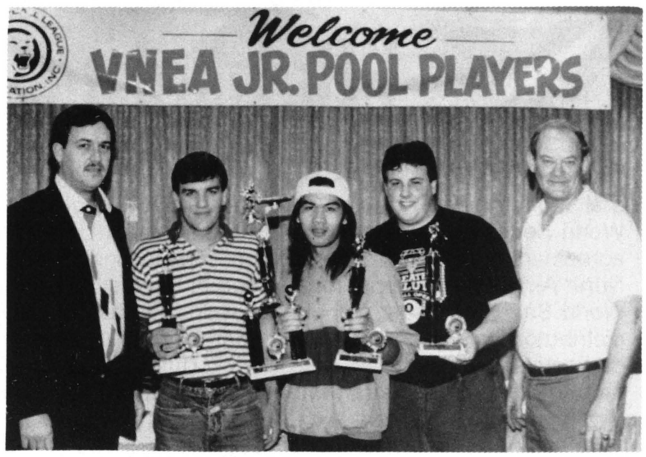
GRAND SLAM KICK-OFF — The Shuffleboard Federation's 1991 Grand Slam national tour kicked off May 22 with the Michigan Open Shuffleboard tournament. This year's tournament was geared toward amateur players and future pros with overwhelming attendance in the semi-pro category, making the 1991 event the most successful Michigan open to date. Sponsored by Dynamo, the Grand Slam tour started off with a bang!



DYNAMO TO TEXAS — Over $4,000 in cash and prizes were awarded at Dynamo's 1991 Dallas/Ft. Worth Air Hockey Open. The competition took place May 18-19 at Yesterday's Game Room at Arlington, Texas' Forum 303 Mall. The event featured the best air hockey players from Texas and was sponsored by Dynamo, Goldman Enterprises and Sunbelt Amusement. Skillful players seen above are the 1st- through 5th-place winners.



DYNAMO TO MINNESOTA — On May 11 hockey competitors gathered at Brooklyn Park, Minn.'s Circus Pizza and Arcade for the 1991 Minnesota Air Hockey Amateur Championship. Over $2,500 in cash and prizes were awarded by sponsors Dynamo and American Amusement Arcades. The event included both a Junior division (under 14) and an Open Amateur division; onlookers were treated to a fine showcase of air hockey talent. Pictured above are the first through fourth place winners. For more information on Dynamo's tournament schedule, contact Mark Robbins at 800/527-6054.



VNEA JUNIORS CHAMPIONSHIP — The 1st annual VNEA National Juniors Championship was held May 10-12 at the Ramada Inn in Rochester, Minn. The first-time event was extremely successful drawing 33 teams and 100 shooters from Minnesota, South Dakota and Wisconsin. Three skill levels were featured at the championship including Youth (age 9-13), Minor (age 14-17) and Majors (age 18-20). Many talented shots and eight-ball runouts were performed in the push for the national title and by the last day of the competition, all winners were crowned and awarded their $1,000 savings bonds. Congratulations to the participants and winners! Above are the Major division's first-place winners.



VNEA INTERNATIONAL — Recognized as the world's largest pool tournament, the 11th annual VNEA International Championship took place May 25-June 1 at the Riviera Hotel and Casino in Las Vegas. Playing on a total of 128 Valley tables, nearly 4300 entrants (from 7 countries and 30 of the 50 states) competed for $173,465 in prize money. A record 15 separate divisions were featured including 8-ball Team Regular, 8-Ball Seniors and 9-Ball Men's Singles Masters. Competition aside, players also enjoyed a week full of fun and entertainment starting with VNEA's traditional "Suds and Chips Mixer" and ending with a cocktail party and awards banquet. A good time was had by all! Above, a small glimpse into the championship action.

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☐ Canada & Mexico sample copy: U.S. $8 [Canadian $10]

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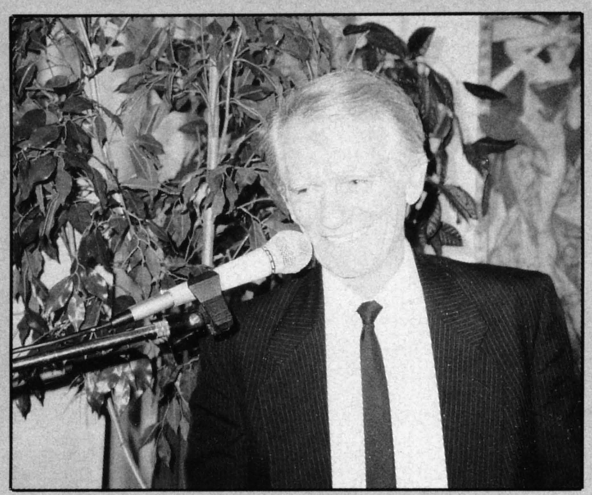
GRAPEVINE

international



AMOA (SA) —The re-birth of the South Australia branch of the Amusement Machine Operators Association (AMOA) has members smiling. June 4 marked the first anniversary of its reinstatement, and the annual general meeting included a new product exhibition, an address by *Cashbox Australia's* publisher/editor Jack Rodios (above) and the election of the 1991-92 directors. They are Frank Sebastyan, President; Kevin Lockett, Secretary; and Bill Chilton, Treasurer.

FORAINEXPO/AMUSEXPO '91 — A recognized exhibition medium for the fair (ForainExpo) and game (AmusExpo) industries, this international entertainment trade show has been scheduled for December 10-13 at the Paris Le Bourget Airport Exhibition Center. Currently, there are 228 confirmed exhibitors and the list is growing fast. For more exhibit or general information, contact Francoise Regnier at 47-42-92-56.

FER '91 (the Spanish amusement trade show) will be held November 20-22 in Barcelona, Spain. An international exhibition, the show's organizers are currently accepting space reservations. For more information, or to reserve a spot on the show floor, call 93/416-14 66.

ENADA '91 — Organized by Sapar-Agis (the Italian amusement trade association) the national exhibition of automatic amusement machines (Enada) will be held October 17-20 at the Rome Fair in Rome. For further show information, write them at Via di Villa Patrizi 10, 00161 Rome, Italy or phone/fax Sapar-Agis at 4402718.

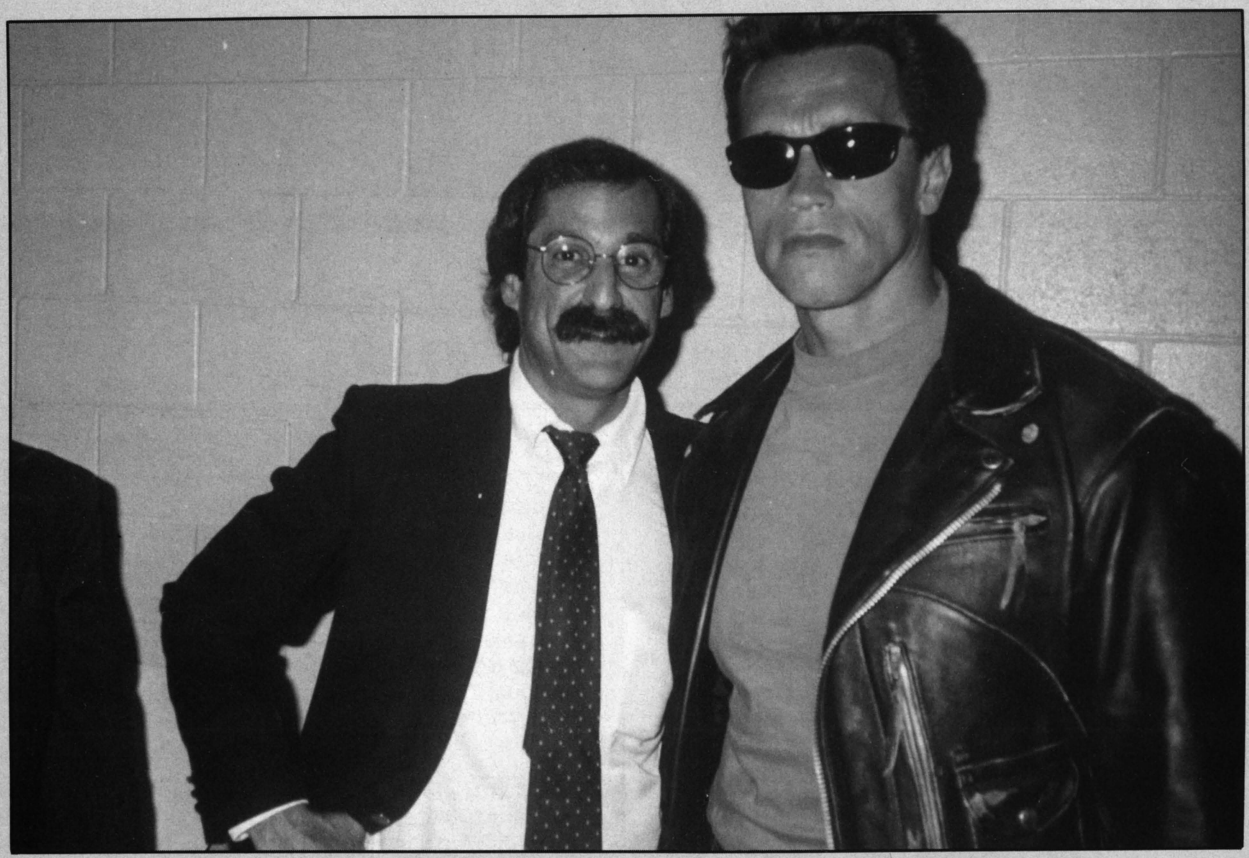
midwest

VINTAGE JUKE EXHIBIT — The summer exhibit at Ohio's Massillon Museum should excite jukebox lovers. Classic jukes from the 1930s, '40s and '50s will grace the museum's halls, along with exhibits and designs unique to each decade. The show will feature pre-war models (along with their original 78 rpm records), the first electric model jukebox, as well as the first juke to play both sides of records. The music machines are provided thanks to Massillon's Elum Music Co. and via private collections. The free exhibit will run through Aug. 31. For more information, contact the museum at 216/833-4061.

PIN EXPO '91 — The world's only pinball showcase is preparing for its 7th annual extravaganza taking place Oct. 25-27 at Chicago's Ramada Inn. Show highlights will include a plant tour of Bally, an international pin tournament, a variety of seminars, a "firing line" panel discussion and an auction by the U.S. Amusement Company. The expo will also feature an auction displaying games of the past and present, parts, supplies and collectibles of the pin industry. For more info, call 800/323-3547. For exhibit info, call Mike Pacak at 800/321-2722.

A LEGEND PASSES ON — You don't have to ask any Michigan operator if Norm LaFleur was a legend in his own time. This outspoken patriarch of the route business up that way was an original. The reason we say "was" is because Norm passed away June 2 at the age of 87. Remarkably, he worked just about up to the end. Poignantly, Norm's wife Yvonne died herself only five weeks prior to Norm's passing. Son (and route manager) Fritz LaFleur said his dad started up in the business way back in 1935 "when you could buy new pins at $39.30 apiece." Fritz, himself with the company practically since the war years, said his father and another Michigan patriarch Mike Nichols were partners between 1948 and 1962 and then went their separate ways, remaining friends always.

Norm's route, consisting of jukeboxes, cigarettes, pool tables, pins and later on, video games, apparently was your classic tavern-oriented operation. It was also his hobby. "Putting his other diversion of card playing aside, his business was really his hobby and certainly his life," said Fritz. His peers recognized that in 1985 when they named Norm LaFleur as the Music Operators of Michigan's "Operator of the Year." Hank Heiser (Cartel) and others in that part of the world wish God's peace upon Norm and also mourn his memory. So do we (he was such a *RePlay* fan).



PIN PREMIERE — Williams Electronics had its moment of fame as the Chicago manufacturing plant shared the spotlight in the gala Hollywood movie premiere of "Terminator 2: Judgment Day." The June 30-July 1 opening festivities kicked off the eagerly awaited movie with a two-day event, highlighted by an all-day convention, star-studded premiere and party. Featured was Williams' latest pin sensation, *Terminator 2: Judgment Day*. Staged at the Stouffer Airport Hotel in Los Angeles, over 2,500 fans were treated to a non-stop schedule of presentations, tributes, auctions (of props from the movie), and contests, including an Arnold Schwarzenegger look-alike competition and a *Terminator 2: Judgment Day* pin tournament (winner received his own *T2* pinball). Event attendees were also treated to the presence of the movie's writer, producer and director James Cameron, special effects wizard Stan Winston and last but not least, Arnold Schwarzenegger himself (pictured above with Williams' Roger Sharpe). With a beginning like this, the game should be a blockbuster!



Jaleco's Larry Berke with Cisco Heat at the recent WAMOA show.

CISCO HEAT'S HOT — Jaleco is pleased to announce that location tests have shown dual sitdown driver *Cisco Heat* tops in collections reports. The results were taken from a Chicagoland arcade location and marked it consistently one of the top two earning games.

POPULAR PIN LEAGUES — The International Flipper Pinball League (IFPA) is proud to announce that their summer league program is going full tilt and is proving extremely successful for operators. If a proven way to up game revenues and smooth over the collections "valleys" caused by a slow season and economy sounds good to you, contact IFPA at 414/263-0233.

"PRESIDENTIAL" ADDRESS — Former president Gerald Ford will be the featured speaker at the National Automatic Merchandising Assn. (NAMA) annual convention banquet October 5 at the Chicago Marriott Hotel (the NAMA convention headquarters hotel). The banquet will be one of the highlights of NAMA's national convention, trade show and educational sessions. It all takes place October 2-5 at Chicago's McCormick Place. Tickets to the banquet include a pre-banquet reception, the president's remarks and after-dinner entertainment and run $50 per person or $425 per table of 10. Individual tickets and tables may be ordered from NAMA at 312/346-0370.

NAMA TRAVEL DISCOUNTS — The National Automatic Merchandising Assn. (NAMA) has effected a toll-free reservation service which will make it easier and less expensive to travel to Chicago for their National Convention, Trade Show and Education Sessions planned October 2-5. For convention attendees and their families, the NAMA travel desk promises tickets at 45% off normal coach airfares or 5% off published airfare (including first class). These discounts are available on American, Delta and Midway airlines when the reservations are made through the NAMA travel desk and purchased at least seven days in advance of departure. Hotel rooms will also be available at discounted convention rates at any of the 10 official NAMA convention hotels in Chicago. For those who will be driving, Avis rental cars will be available at a discounted rate. The travel desk number is 800/666-6756 (including Alaska, Hawaii and Canada), and for international attendees, it's 312/527-7300. The fax number is 312/329-9513.

southeast

FUN EXPO — The industry trade show focusing on family entertainment and miniature golf centers is slated for October 24-26 at Atlanta's Market Center and boasts a comprehensive line-up of seminars aimed at the diversity of amusement buyers. The educational programs will address the increased use of profit-generating amusements in shopping centers, restaurants, sports bars, parks and recreation centers, campgrounds and bowling centers (to name just a few). Seminars will be offered on the development, operation and promotion of entertainment centers as well as insurance, maintenance, personnel, concessions and security. For more information about Fun Expo, contact Bailey Beeken at the Bellwether Expositions Company at 914/923-0129.

AMOV SHOW — The 1991 Amusement and Music Operators of Virginia convention and trade show will be held August 9-10 at the Jefferson-Sheraton in Richmond, Va. The exhibit floor will feature the newest in games, music and supplies as well as video lottery terminals (which Virginia is hoping to legalize). A golf tournament and riverboat dinner cruise is also planned, as well as a cocktail party and banquet. The association will also be voting in five new directors and sponsoring talks on what is being done to legalize operator-run video lottery. For more information, contact AMOV at 4019 MacArthur Ave., Richmond, VA 23227-4050.

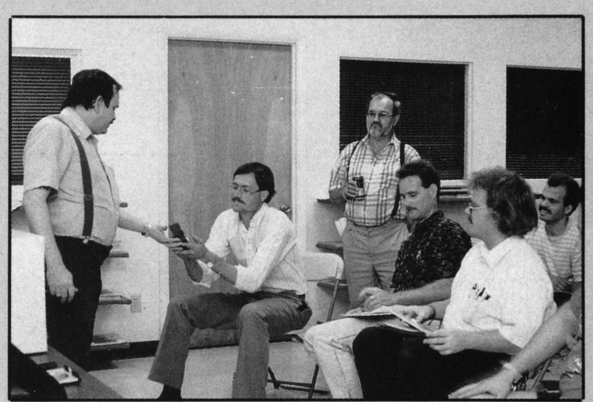
AAMA CHARITY — U.S. Congressman Clay Shaw (Fla.) asked AAMA to provide games for a July 24 reception on Capitol Hill. The event was tied to "Project Children," a charity group which takes children from war-torn Northern Ireland and brings them to the USA for a taste of a more normal life. Several members of Congress attended the function. Among those representing the coin machine industry at the affair were Chuck Arnold (Nintendo), Steve Koenigsberg (State Sales & Service) and Dave Patterson (SunBelt Distributing).

northeast

GOLFING FOR CHARITY — The folks at H. Betti Industries would like everyone to know that they are invited to join the company in raising money for the Tomorrow's Children Fund in the Second Annual Lou Avoglia golf tournament. The tourney will be held September 16 at White Beeches Golf and Country Club in Haworth, N.J. If you would like to join the company in a good cause, you can participate as a golfer and/or sponsor. For a registration form or more information, please call H. Betti Industries at 201/440-2200.

SPORTSPARK USA is a new hi-tech amusement center opening soon in Union, N.J. The 50,000-sq.-ft. center will include batting cages, bumper cars, miniature golf, Capcom's *Bowlingo* (the largest installation in the U.S., owners say), and over 200 of the newest video games available. The funplex will also house the sleek "Sky Box Sports Club." SportsPark USA owners Ben Kolbert, Joe Gelshenen and Steve Linzey also operate Spaceplex, a Long Island amusement center and they are planning additional facilities in New York, Connecticut and Pennsylvania. If you would like information regarding SportsPark USA, call 908/687-0500.

southwest



"SUMMER SCHOOL" — Mountain Coin Machine (Phoenix) hosted an extremely successful NSM CD Jukebox class July 9 in Phoenix, Ariz. NSM's national training manager Keith White offered Arizona operators hours of informative instruction on their CD players and everyone came away "NSM-knowledgeable." Keep watching Mountain Coin for additional classes on subjects on interest to the operator.

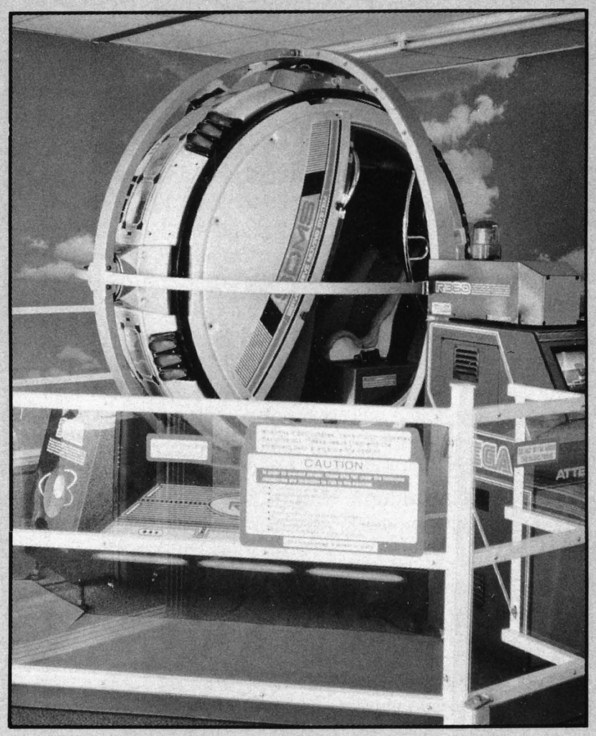
WAY DOWN SOUTH(ern California) — Midway co-founder Hank Ross, now retired in Laguna Niguel,

dropped one of his brief notes asking "has anyone pushing for a new dollar coin thought of recommending that the government mint it in a green color?" Think about it. Ross has a solid point. . . Former Cinematronics co-owner Papa Tom Stroud and his charming wife Betty celebrated their 50th wedding anniversary July 3 at a swinging soiree held at Singing Hills Country Club in El Cajon. The "dottering duo" (we poke fun) are hale and hearty and enjoyed the company of many friends and some business people. Papa Tom must get a kick knowing that Leland is coming out with *Dragon's Lair II* (he was there for the original).

DEANS TO CONVENE — Move over "gray area" operators to make room for the "gray haired" set. Williams' Steve Kordek, prexy of the Half Century Club International, advises that a meeting of the industry's old-timers clan will take place during the AMOA Expo in Vegas. Members should watch their mailboxes for notices on time and place. Others who qualify (you gotta have 40 years of coinbiz experience under the bulging belt) should catch the word in trade papers.



EXIDY'S HOT HIT — The gang at Exidy writes excitedly to tell us that their summer schedule has been going full throttle with the production of their *4x4* redemption piece. They've even added a new feature: an overhead marquee with colorful chasing lights. Now, they're busier than ever! They did, however, have enough time to see son (and VP of Production), Jeff Kauffman get married to his lovely bride Caron Callendar on June 22. Happy days for Exidy!



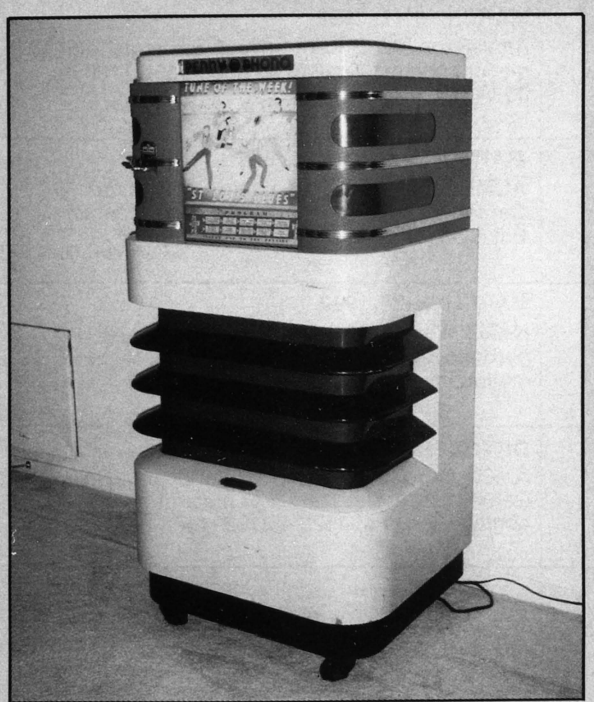
R-360 — No, we're not talking about R2D2's brother. This is a pricey, spinning, gyroscope-style simulator cabinet from Sega in which the player actually "rides" for realistic gameplay. A video game is displayed on the monitor inside the steel capsule. The simulator's first U.S. location is the Space Needle arcade in Gatlinburg, Tenn. and they charge $5.00 per "ride." For more information on this amazing attraction, call Sega's John Hill at 408/435-0294.

JOE ROBBINS has been appointed Executive VP of Cypress, Calif.-based Sunsoft Electronics. Joe was the founder and first president of Sunsoft and stayed with the company until 1989. He has since been actively involved as owner and president of Robbins Management Company. Now, as Executive VP of Sunsoft, he is back on familiar territory and we wish him all the success (and more) that he enjoyed the first time.

INDUSTRIAL "VIDEO GAME" — A small but increasing number of companies are using a unique software system designed to test a worker's hand-eye coordination as a "fitness for duty" indicator. In the system, (marketed by a the Alameda, Calif.-based company, Performance Factors, Inc.), employees are instructed to use a knob to center a diamond-shaped graphic between two posts on the screen. Called *Factor 1000,* companies are using the "game" to determine if their workers are capable of operating heavy machinery or performing dangerous and sensitive work-related tasks. In application, Factor 1000 has employees perform the test many times to establish a base average, then, they are measured against it. If the worker repeatedly fails, the employer will have an indicator of the worker's competence for handling machinery, chemicals, etc. Looks like all video games may not be for amusement only. . .

GAME AUCTIONEERING — It has proven to be a lucrative career move for former model Youalanda Jaco, who now owns her own auction company in Lockwood, Calif. The company's name is Global Auctioneers and they regularly auction coin-operated games, including pool tables, jukes, and video games. Two massive game auctions coming up: September 7 at the Cow Palace in San Francisco and October 26 at the Orange County Fairgrounds in Costa Mesa. For more information, contact Youalanda at 408/385-3020.

INTERTAINMENT '91 — The fourth international conference on Interactive Entertainment will take place Oct. 7-9 in Los Angeles, Calif. As the only event devoted to covering all facets of interactive entertainment, InterTainment '91 will emphasize a variety of sessions about producing, marketing and financing interactive services, as well as providing workshops and trips to a range of interactive entertainment installations in the SoCal area. The conference will also include a comprehensive and innovative list of exhibitors from the audiotex, videotex, multi-media, artificial reality and environmental design industries. Early registration for the event (before Aug. 15) will cost $500 and registration after this date will be $650. For more information, please call Alexander & Associates at 212/382-3929.



HERE'S ONE WE MISSED — The Jukebox Centennial series of pictorial stories *RePlay* ran back in 1989 received plaudits. But we missed showing a juke that came out of the late '30s and thanks to friend Ira Warren (antique dealer) have it for you now. Ira says it was called the *Penny Phono,* was produced by Cinematone of Hollywood in an obviously American streamline cabinet design and vended music for a penny per tune. It offered ten selections of 78rpm discs and was quite handsome in its red, green and beige color scheme. Thanks for the update, Ira.

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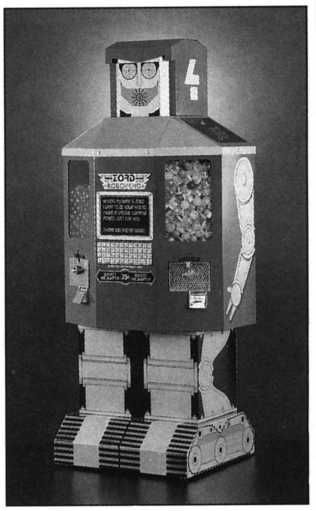

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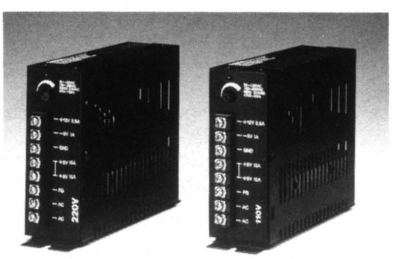

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DATEBOOK

AUGUST 8-10
AMOV (Amusement and Music Operators of Virginia) 33rd annual convention and trade show. Jefferson-Sheraton Hotel, Richmond. Contact Charles Rowland for details at 804/262-9283.

AUGUST 15-18
MDVA (Michigan Distributors & Vendors Assn.) annual convention & trade show. Boyne Mountain Lodge, Michigan. For more information, call MDVA at 517/372-2323.

AUGUST 29-30
QAMOA (Australia) annual convention, Jupiter's Casino, Queensland, Australia. For more info, please fax Jack Rodios at (02) 521-1437.

SEPTEMBER 12-14
AMOA Expo '91, Las Vegas Convention Center, Las Vegas, Nev. For more information, contact AMOA at 312/245-1021.

SEPTEMBER 27-29
Rocky Mountain AMOA annual convention & trade show. Hilton Inn South, Denver. For details call Jo Anne Hackett at 303/289-6200.

OCTOBER 2-3
JAMMA Trade Show, Ryutsu Center, Tokyo, Japan. For more information, contact JAMMA at 813/593-2562.

OCTOBER 2-5
NAMA: Early Education Sessions on Oct. 2; National Convention, Trade Show and Regular Educational Sessions Oct. 3-5; McCormick Pl., Chicago. For info, contact NAMA at 312/346-0370.

OCTOBER 17-20
Enada '91 (Italian Trade Show), Rome Fair, Rome, Italy. For more information, contact Sapar-Agis at Via di Villa Patrizi, 10, 00161 Rome, Italy; Fax is 4402718.

OCTOBER 24-26
First International Family Fun Center and Miniature Golf Show, Market Center, Atlanta, Georgia. For more information, contact Bailey Beeken at 914/923-0129.

OCTOBER 24-27
North Carolina Amusement Machine Association (NCAMA) convention and trade show, Omni Hotel, Durham. For more information, call Bob or Cindy Earp at 919/584-4833.

NOVEMBER 15-17
NAMA financial management seminar, Las Vegas Hilton Hotel, Reno/Sparks Convention Center. For more information, call NAMA convention-education department at 312/346-0370.

NOVEMBER 13-16
IAAPA (Parks) Convention & Trade Show, Orlando, Fla. For more information, contact IAAPA at 703/836-4800.

NOVEMBER 20-22
Fer '91 (Spainish Trade Show), Barcelona, Spain. For more information, call 93/416-1466.

DECEMBER 10-13
ForainExpo/AmusExpo '91, the international exhibition of the entertainment industry, Paris Le Bourget Airport Exhibition Center. For details, contact Francoise Regnier at 47-42-92-56.

JANUARY 21-24, 1992
IMA (Germany) Trade Show, Frankfurt. For more information, call 49-611-5804-0.

FEBRUARY 4-6, 1992
ATEI, Amusement Trades Exposition International. Earls Court 2, London, England. For more information, contact ATEI at 44-71-228-4107.

MARCH 10-11, 1992
AmusExpo '92, Dublin, Ireland. For more information, contact AmusExpo at 353/45-21190 or 353/45-22134.

MARCH 15-17, 1992
ACME Show '92, San Antonio Convention Center, Texas. For more information, contact Bill Glasgow, Inc. at 708/333-9292.

MARCH 26-28, 1992
NAMA Western Convention & Trade Show, Reno/Sparks Convention Center. For more information, contact NAMA at 312/346-0370.

OCTOBER 1-3, 1992
AMOA Expo '92, Opryland Hotel & Convention Center, Nashville, Tenn. For more information, contact AMOA at 312/245-1021.

THE BLUE PAGES

BUYERS' BULLETIN

A COMPENDIUM OF USED EQUIPMENT ADS & OTHER ITEMS OF INTEREST TO THE COIN INDUSTRY

A number of video game manufacturers have been successful in enforcing their copyrights and trademarks in the U.S. courts against those who supply or use unlawful copies. Readers are warned of the risks involved when copies of video games are purchased from sources other than the manufacturer or one of its authorized distributors. We can offer no assurance that a video game or printed circuit board set purchased from all the sources of such are legitimate. RePlay asks its readers to write us regarding any complaints about a product or service advertised in this magazine.

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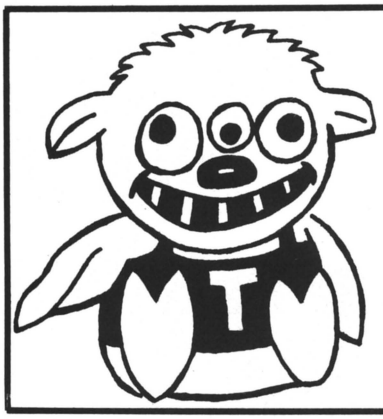

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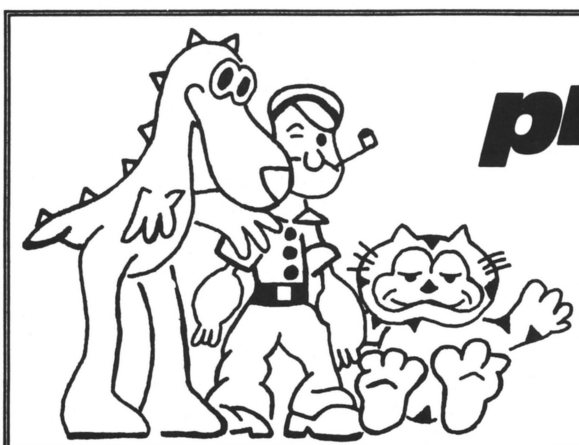

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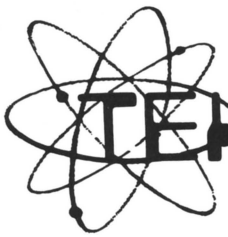

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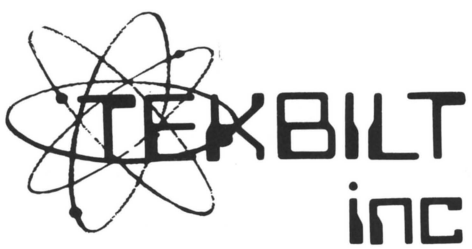

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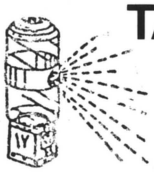

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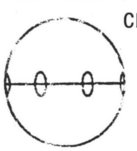



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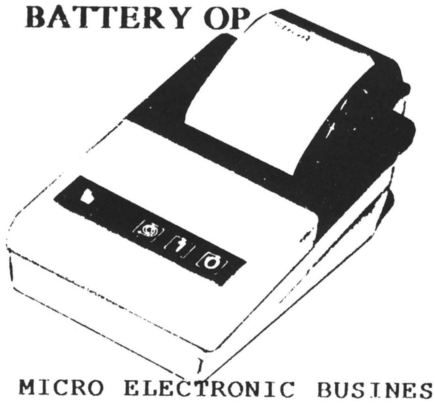

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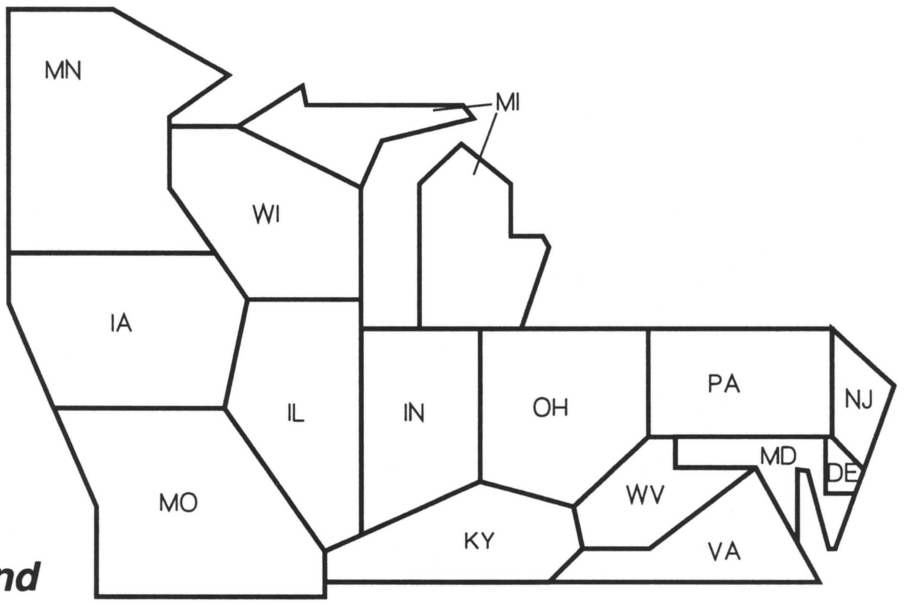

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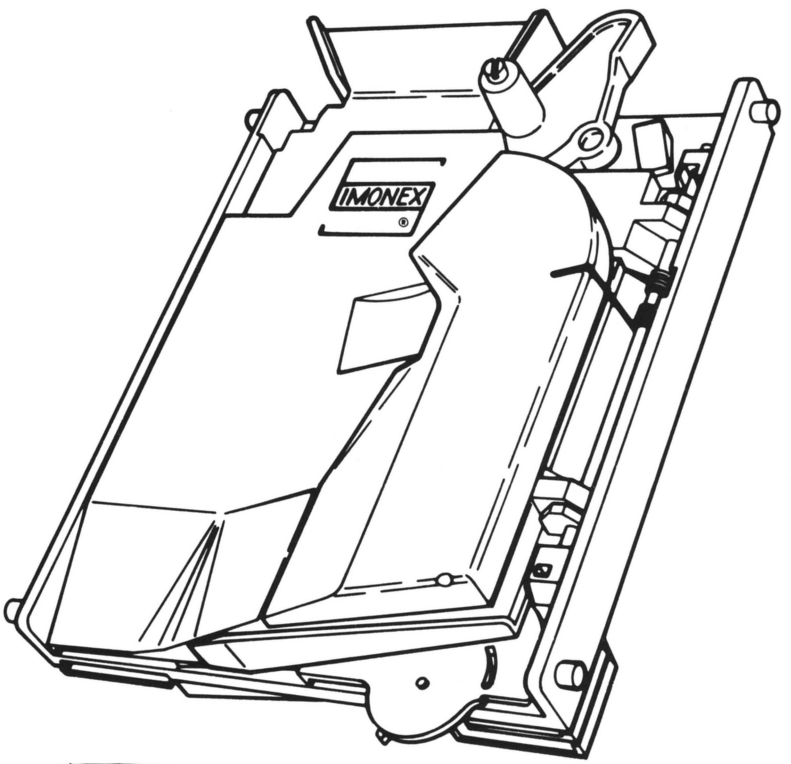



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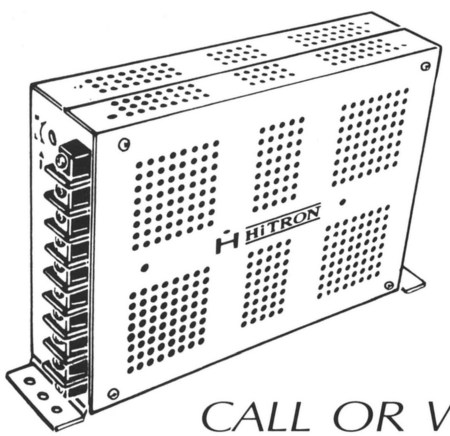

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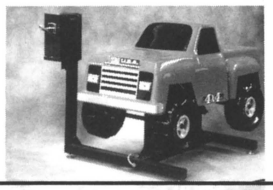

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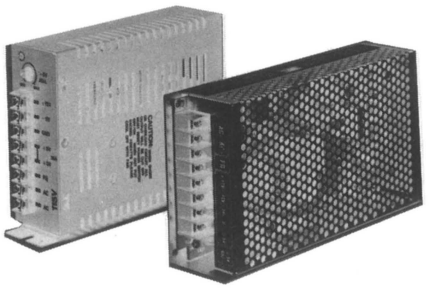

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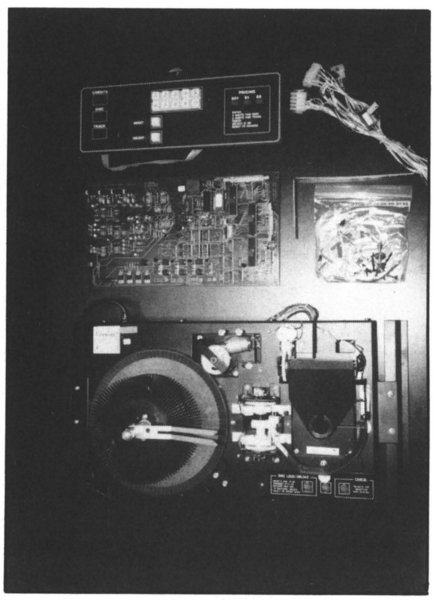

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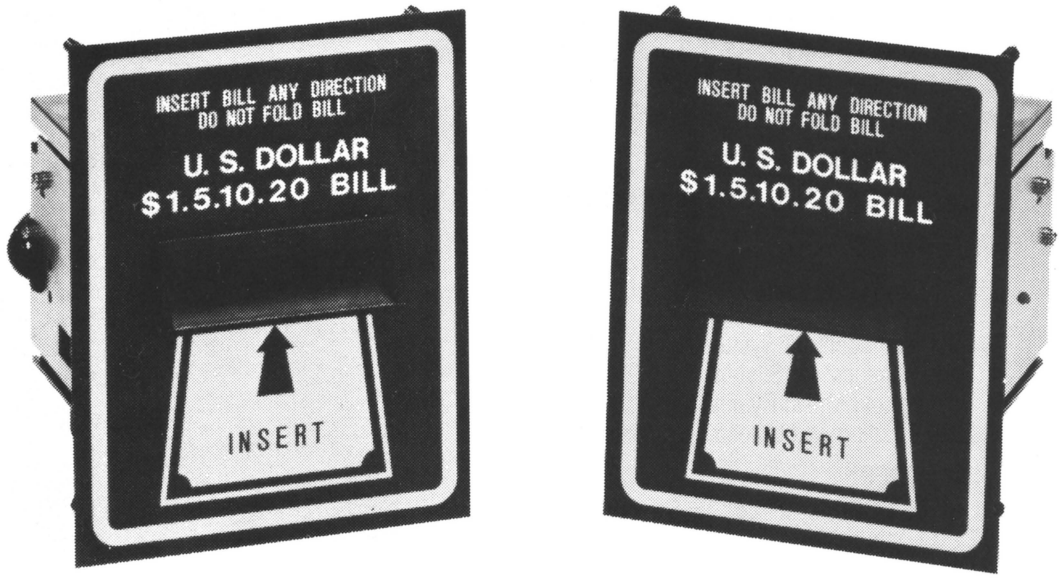

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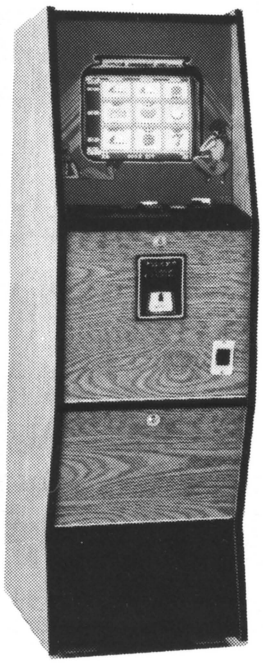

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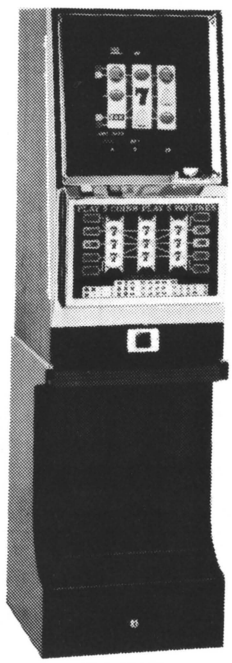

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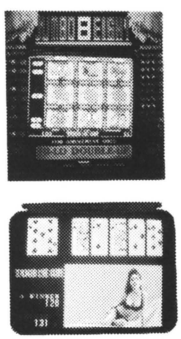

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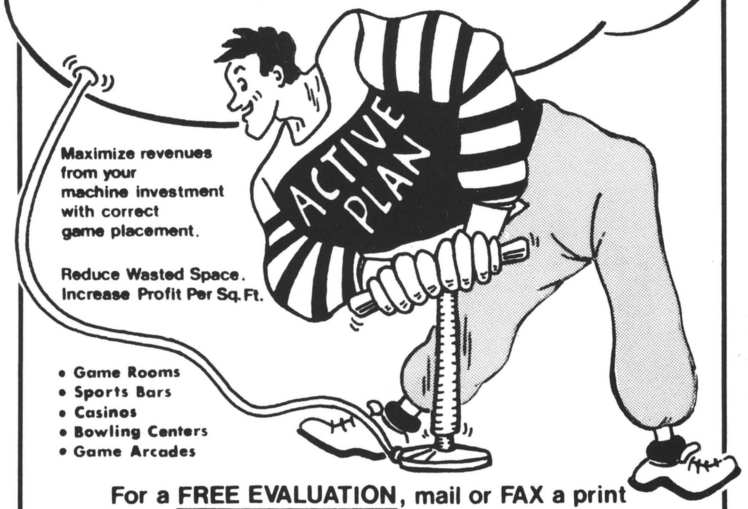

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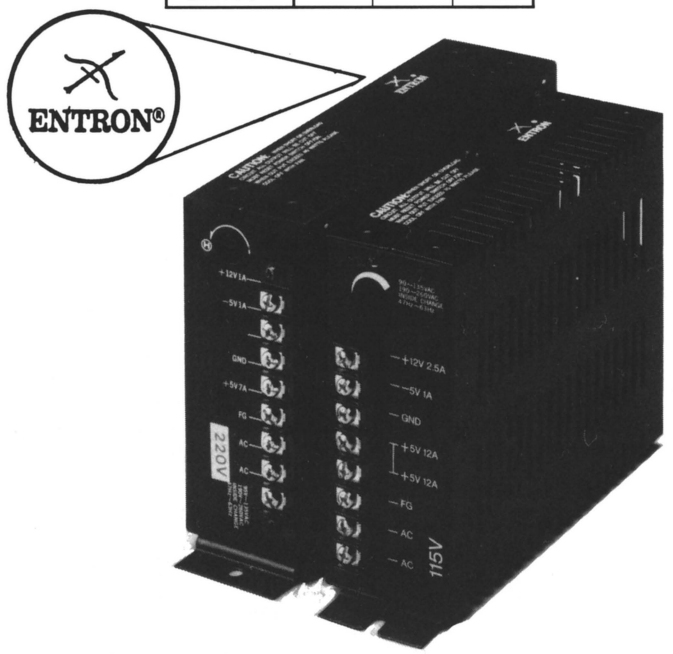

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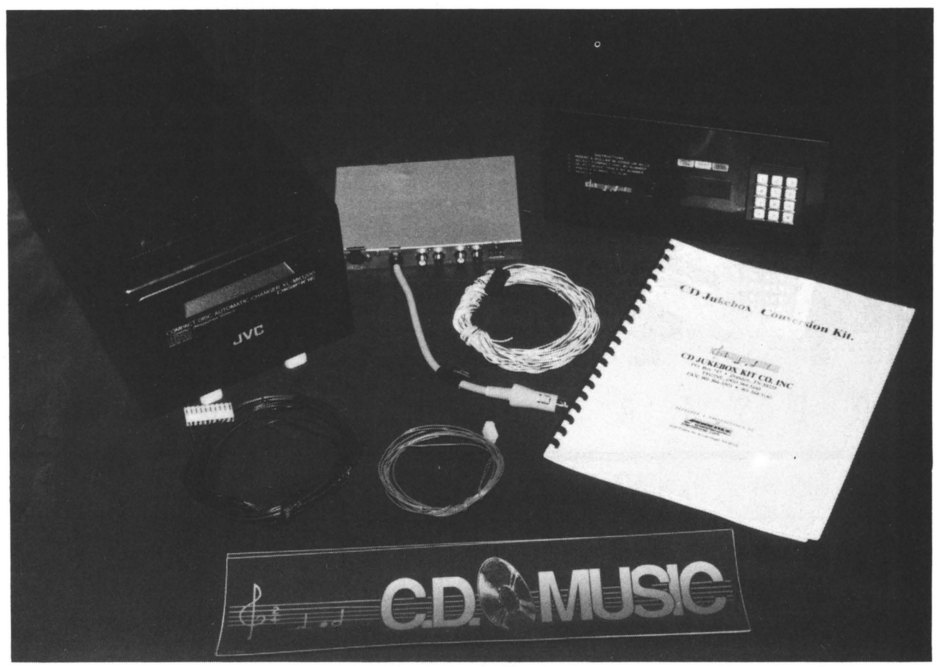

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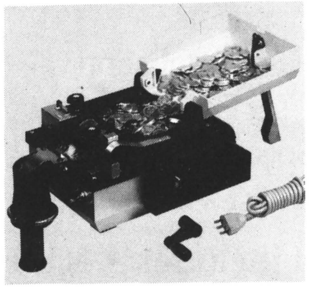

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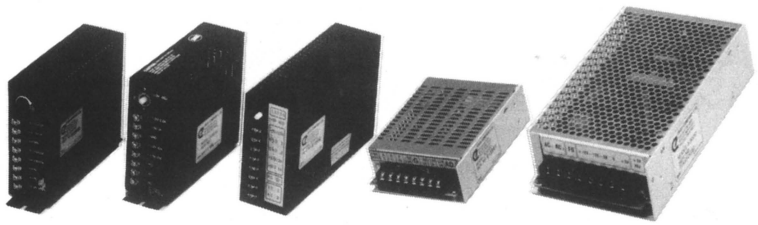

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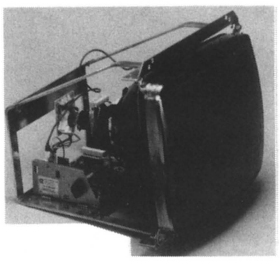

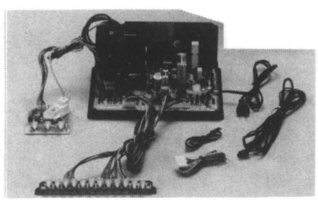

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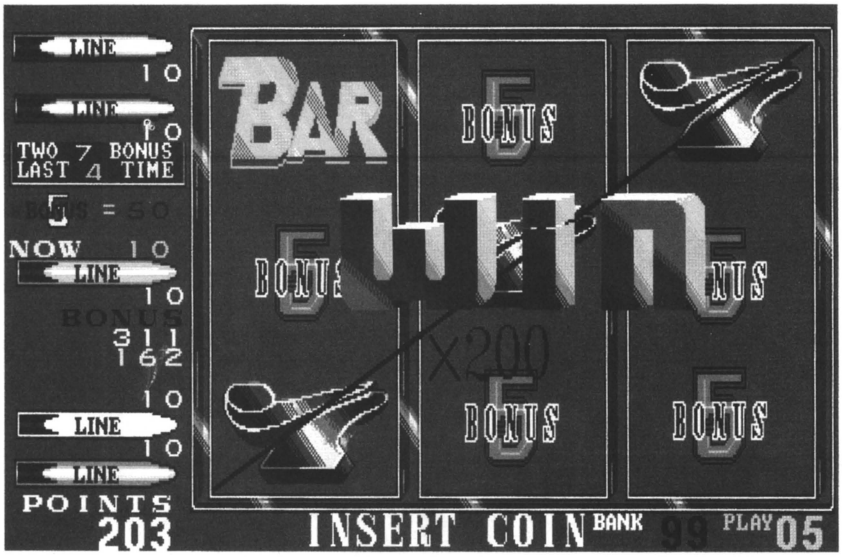

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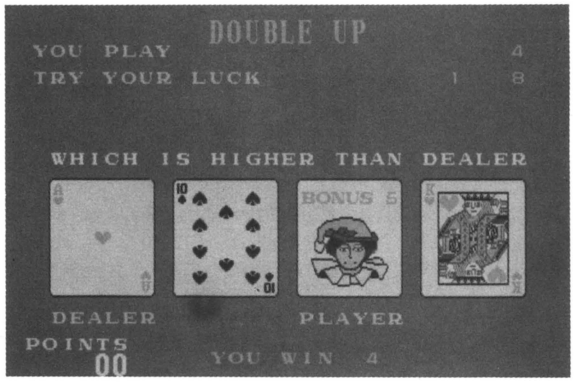

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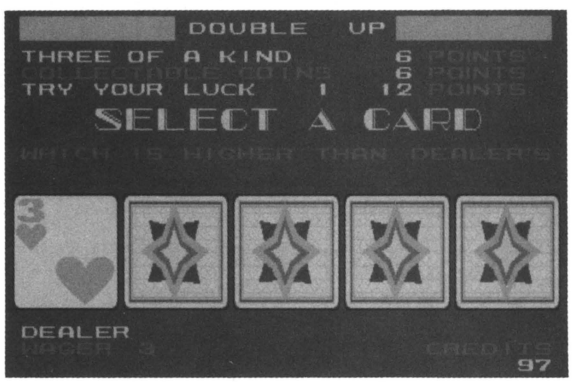

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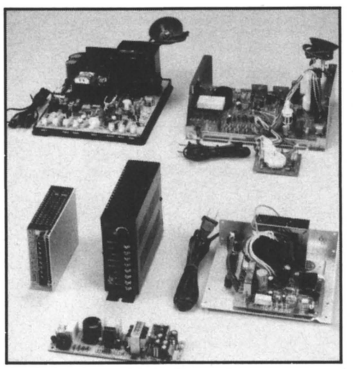

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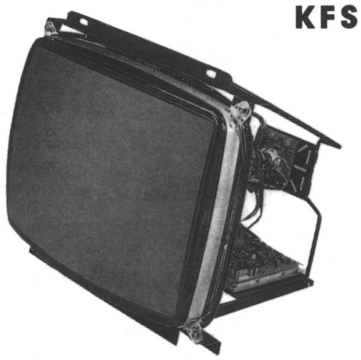

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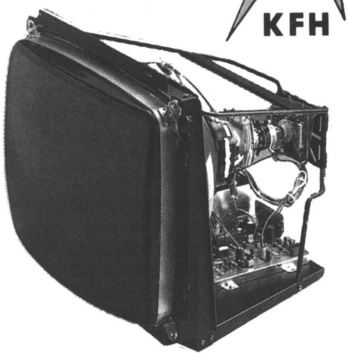

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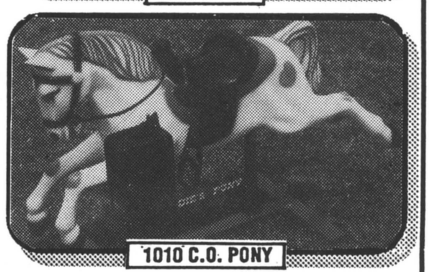
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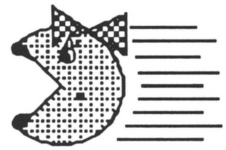

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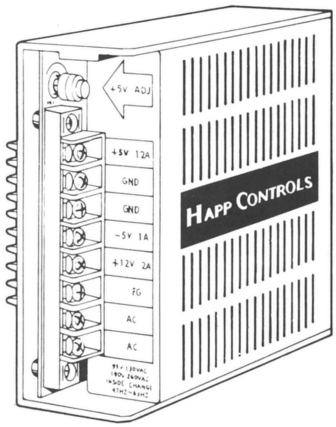

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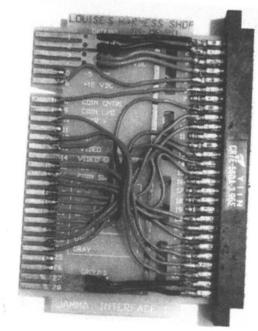

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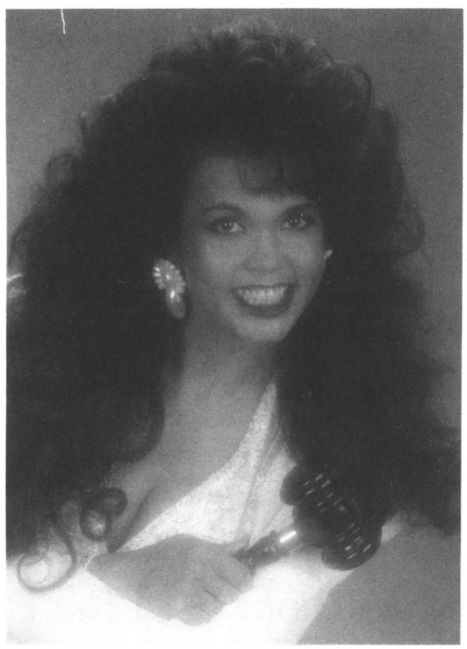

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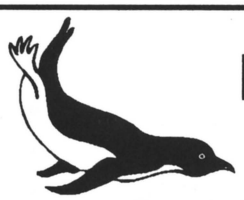

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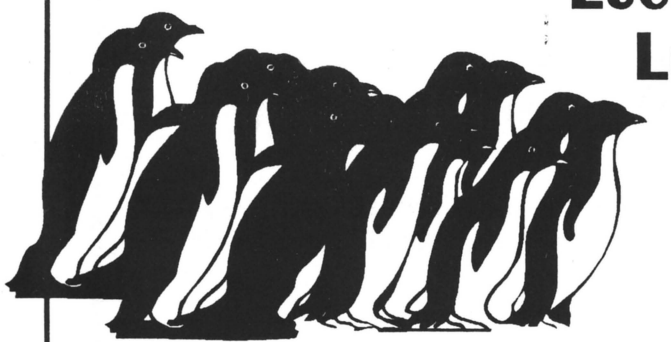

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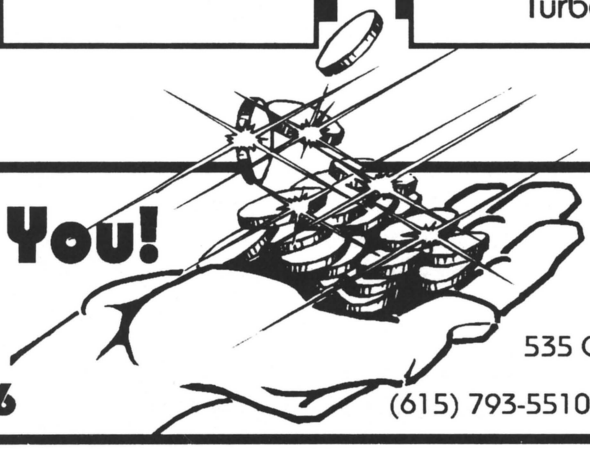

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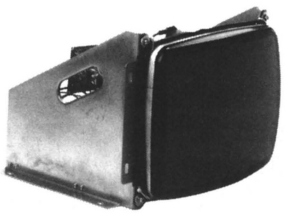

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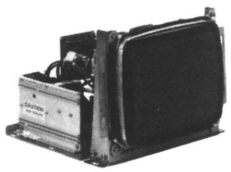

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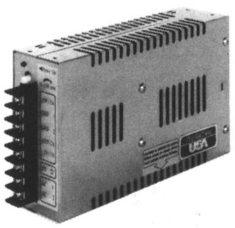

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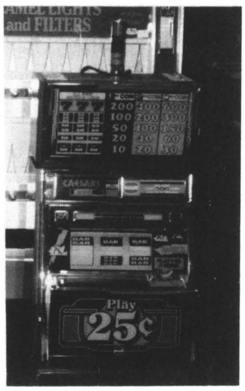

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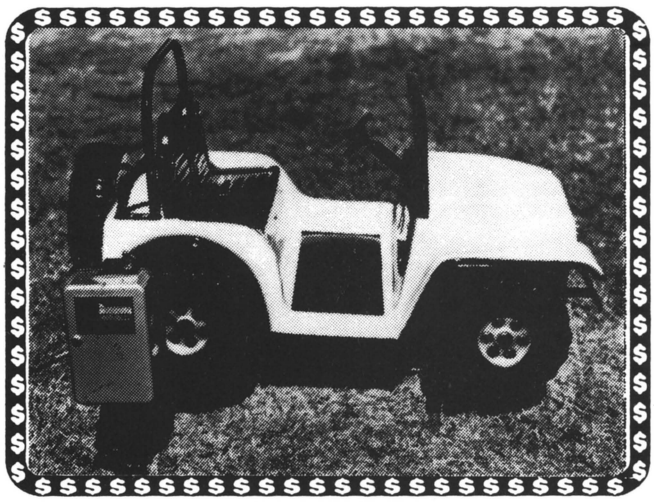

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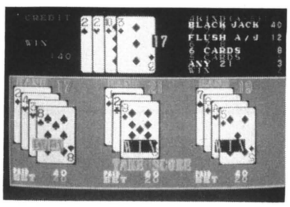

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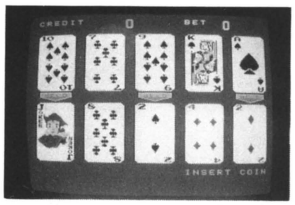

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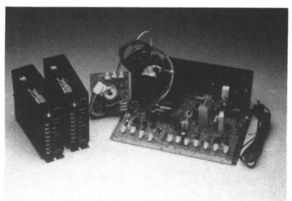

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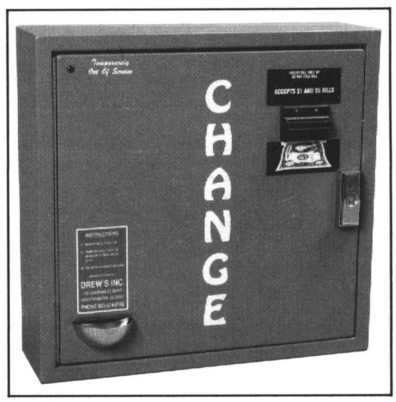

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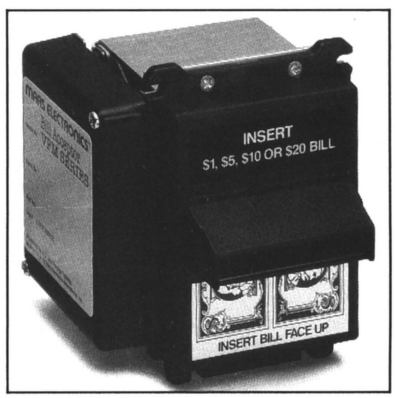

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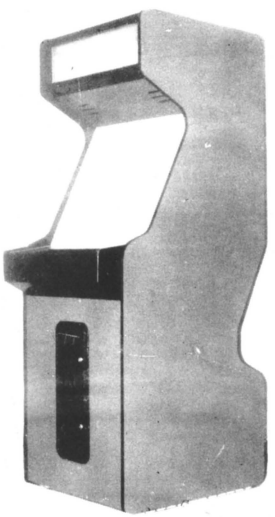

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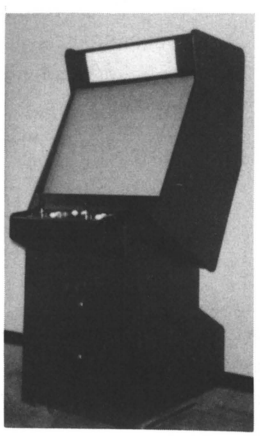

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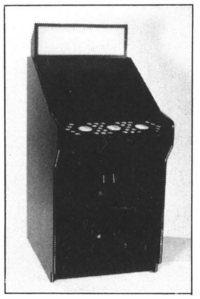

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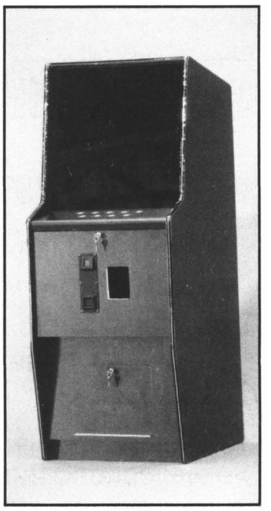

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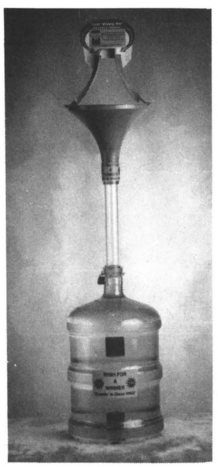

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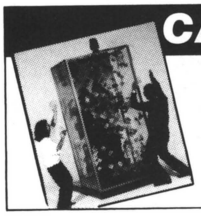

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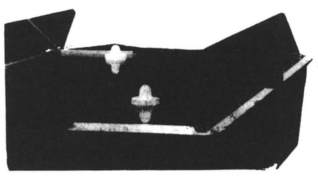

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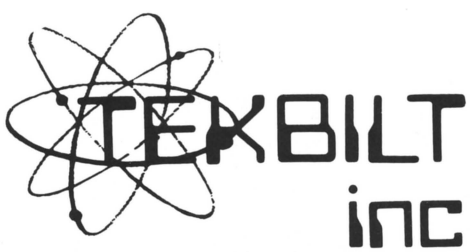

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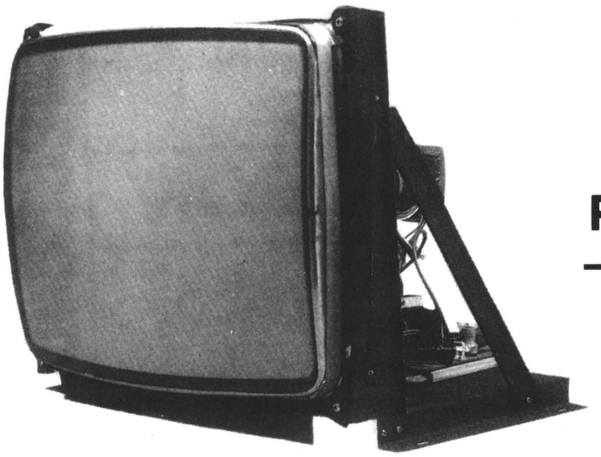

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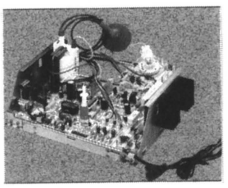

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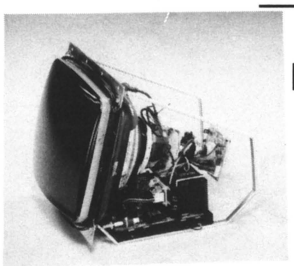

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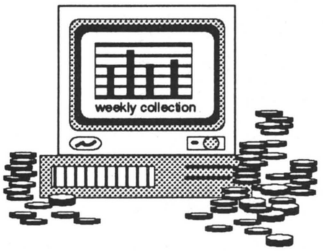

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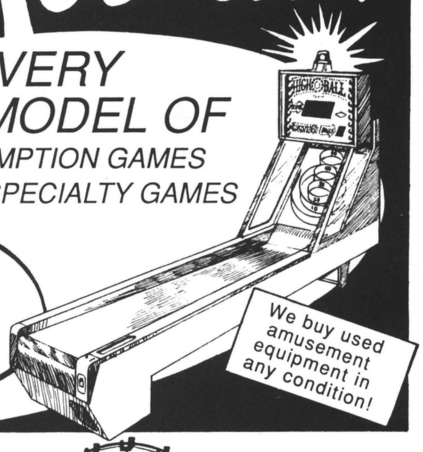

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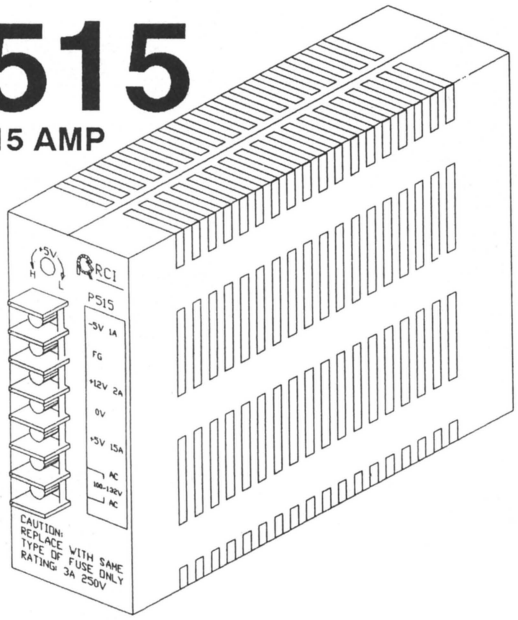

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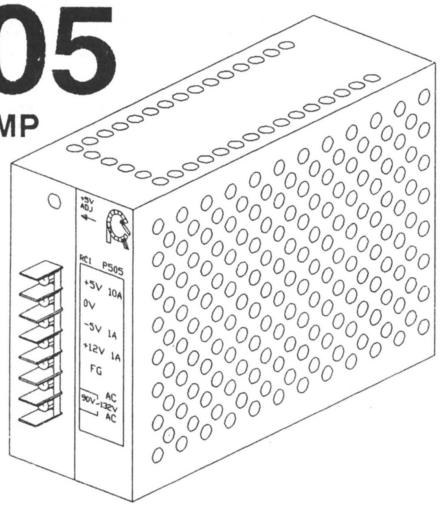

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Beats all other 4x4s standing still.

ATARI GAMES

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Adding to its long and distinguished line of best-selling racing games, Atari Games proudly presents ROAD RIOT 4WD.

For one or two players, this exciting off-road racing game comes in an eye-catching cabinet complete with roll bars. Its side-by-side, two-monitor configuration encourages two-player linked competition. A special "rump thump" feature lets a player feel the impact in his seat when he gets shot by the other player's stun gun.

The superb video graphics are digitized images of real-life objects. You get incredibly lifelike cars, backgrounds, people and obstacles.

The vehicles can skid, rollover, jump, crash and burn. The steering wheel even vibrates realistically.

There's a beginner's track, plus 11 selectable courses that range from the desert sands of Saudi Arabia to the frozen tundra of Antarctica.

Standing perfectly still, ROAD RIOT 4WD *is the hottest, fastest 4x4 around!*



W=49.25" (125cm); D=61.50" (156 cm)
H=65.50" (166 cm); Wt.=775 lbs. (352 kg)



11 selectable tracks around the world, each with its unique terrain and obstacles.



Realistic off-road racing action, complete with skids, rollovers and jumps.



Two players can compete head-to-head for the season championship!

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