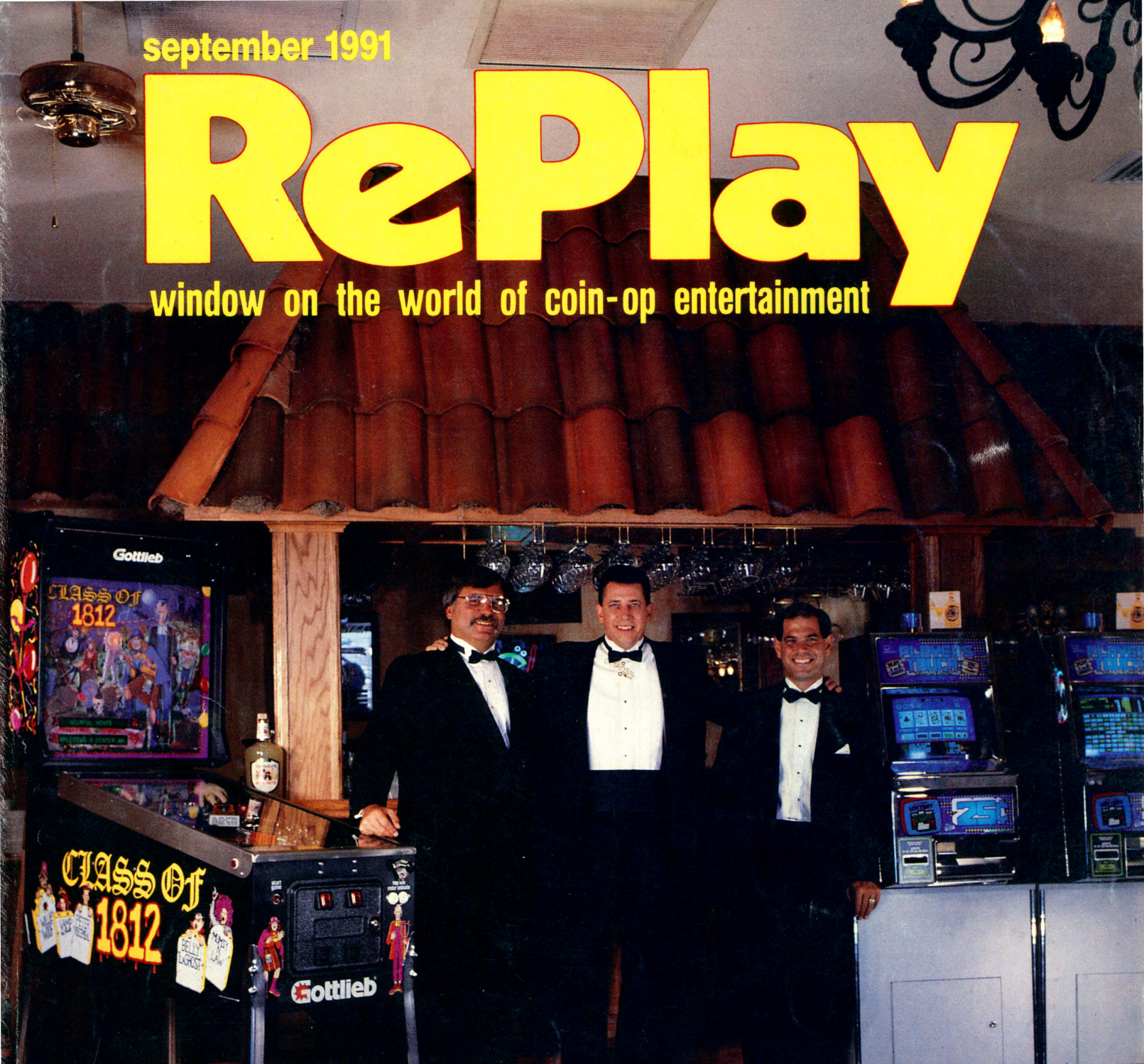
september 1991

RePlay

window on the world of coin-op entertainment



AMOA EXPO 1991 SHOWBOOK!

RePLAY SPECIAL REPORT: VIDEO LOTTERY 1991

Premier Prepares for the Future with Amusements & Gaming

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HOT OFF THE PRESS!

IOWA UPDATE — If the Iowa Lottery Board's planned test of 1,000 video lottery terminals (with no operator involvement) goes through as announced, it will set a terrible precedent which could hurt operator VLT nationwide . . . and 50% of participating locations might have to physically remove music & amusements to make space for state-owned VLT terminals. But according to AMOA leader **Wally Bohrer,** the test can be derailed. At a jam-packed strategy meeting Aug. 20, Wally advised tradesters they had two options. 1. A class-action suit. 2. Political pressure to have VLT test plans overturned at an upcoming legislators' hearing. (Some lawmakers clearly back operators.) "I think we rallied the troops," Bohrer said. Iowa Lottery spokesmen told *RePlay,* "The future doesn't rule out legitimate operator involvement." Much more on Iowa inside.

VIDPOKER START DATES are unknown in Louisiana and Oregon. Governors in both states allowed VLT bills to become law; tradesters are asking "When can we start running legal pokers?" Please realize the situation is fluid due to lawsuits in Oregon and normal red tape in Louisiana. Look for both VLT markets to activate "sometime" next year. Said one expert: "You can't know for sure exactly when it's okay to operate legal pokers until the first quarter drops into the slot."

ROWE SELLING 4 STORES — At presstime, **Rowe International** was preparing to close the sale of two dealerships (in Dedham, Mass. & Los Angles) to **Betson Distributing.** Sales of two more Rowe dealerships (Memphis, Tenn. & Columbia, S.C.) to the **Peach State** group were nearly final. Details inside.

FLA. TAX FIGHT — Starting July 1 of this year, some Florida operators had to pay gross receipts taxes up to 8.46%. FAVA has challenged the tax with an emergency petition (filed with regulators) and a lawsuit (filed Aug. 9 in state court). FAVA hopes to get the tax repealed next year.

ABBOTT/SEEBURG UPDATE — Contrary to our report last month, Chicago-area defense contractor **Abbott Products, Inc.** had not finalized its agreement with **Seeburg.** However, a worldwide licensing agreement was near at presstime which would make Abbott the sole builder and marketer of Seeburg products. A new "Seeburg International" operating firm is to be created as a division of Abbott, utilizing the traditional distributor-based marketing system. Details inside.

REDEMPTION ON TOP — Arcades have always loved redemption, but now even street ops say it's their **best-earning** overall machine category, averaging $137 per week. Music is second, averaging $131. More fascinating results of our annual survey inside.

NOT SO FAST! Hopes for operator participation in VLTs are still alive in West Virginia. Leading tradester **Leoma Ballard** met with Lottery Commissioner **Butch Bryan** on July 30. "He assures me his plans have not changed," Leoma told WVMVA members. "The commission is still in the R&D stage, about 80% finished." Bryan meets West Virginia tradesters at their convention on October 3.

2-PLAYER 'VIRTUALITY' — W. Industries of England has bowed a two-player interactive version of their coin-op virtual reality system (video helmets give players the illusion of being inside a 3-D computer world). *Cyberspace* debuted Aug. 2 at the London grand opening of the first "Virtual Reality simulation center," says England's *Coin Slot* magazine. Sources here hinted that U.S. tradesters just might get a peek at one-player *Virtuality* at AMOA.

EXPO HEROES — Call this month's AMOA Expo "the invasion of the comic book superheroes." A ***Spiderman*** video will reportedly pop from Sega, joining Data East's ***Batman*** pinball and ***Captain American & the Avengers*** video. Holy coin drop!

'CLASS OF 1812' is the Premier pin on our cover. Operators gave it a solid rating that would have placed the game "in the money" on our Player's Choice chart this month. Trouble is, too few rated the piece first time out for these results to make the chart, so we'll look forward to charting it in future months.

NEXT MONTH — So much news popped last month that we simply couldn't get everything we planned into this month's issue. Held over till October are profiles of VLT manufacturers, a more detailed 50-state update on VLT activity, some of our regular columns, etc. Note: since AMOA show dates are near our deadline, the October issue of *RePlay* (containing coverage of the show itself) will ship late.

RePlay SEPTEMBER 1991

the Players' Choice

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

best dedicated videos

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**ROAD RIOT (Atari) (2)**	**9.66**	**25%**
	2	RACE DRIVIN' (Atari) (11)	9.05	50%
●	3	TIME TRAVELER (Sega) (2)	8.93	22%
●	4	FINAL LAP 2 (Namco) (4)	8.90	15%
●	5	MAD DOG McCREE (Betson/Icat) (3)	8.69	12%
	6	HARD DRIVIN' (Atari) (30)	8.56	42%
●	7	STEEL GUNNER (Namco) (3)	8.38	16%
	8	THE SIMPSONS (Konami) (4)	8.27	69%
	9	FINAL LAP (Atari) (34)	8.23	24%
●	10	CISCO HEAT (Jaleco) (2)	8.17	10%
●	11	RAD MOBILE (Sega) (5)	8.09	17%
●	12	INDY HEAT (Leland) (4)	8.08	20%
	13	G-LOC (Sega) (15)	7.88	31%
	14	GP RIDER (Sega) (6)	7.75	15%
	15	SPACE GUN (Taito) (9)	7.50	23%
	16	TURBO OUT RUN+ (Sega) (25)	7.38	46%
	17	PIT FIGHTER (Atari) (12)	7.33	76%
	18	S.C.I. (Taito) (20)	7.31	30%
	19	GALAXY FORCE (Sega) (15)	7.31	12%
	20	LASER GHOST (Sega) (2)	7.31	12%

+ indicates game was produced in both dedicated & software forms

top pinballs

●		**TERMINATOR 2 (Williams) (2)**	**9.81**	**24%**
●	2	THE MACHINE (Williams) (5)	8.79	44%
	3	FUN HOUSE (Williams) (9)	8.73	72%
●	4	GILLIGAN'S ISLAND (Midway) (3)	8.15	26%
	5	CHECKPOINT (Data East) (5)	7.70	44%
●	6	TMNT TURTLES (Data East) (3)	7.63	23%
	7	EARTHSHAKER (Williams) (29)	7.55	48%
	8	THE SIMPSONS (Data East) (10)	7.49	61%
	9	DINER (Williams) (13)	7.34	45%
	10	ELVIRA (Midway) (21)	7.08	48%

best video software

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**STREET FIGHTER II [H] (Capcom) (6)**	**9.66**	**87%**
●	2	CLUTCH HITTER [H] (Sega) (4)	8.54	32%
●	3	BURNING FIGHT [S] (SNK) (3)	8.16	28%
●	4	SENGOKU [S] (SNK) (6)	7.79	51%
●	5	CROSSED SWORDS [S] (SNK) (1)	7.79	11%
	6	FINAL FIGHT [H] (Capcom) (19)	7.60	85%
	7	KING OF THE MONSTERS [S] (SNK) (5)	7.53	45%
	8	RAIDEN [V] (Fabtek) (13)	7.38	41%
	9	HIGH IMPACT [H] (Williams) (7)	7.13	62%
●	10	CAVEMAN NINJA [H] (Data East) (4)	7.13	18%
	11	CARRIER AIR WING [H] (Capcom) (9)	7.00	19%
	12	BLOOD BROS. [H] (Fabtek) (9)	6.97	28%
●	13	GUN FORCE [H] (Irem) (4)	6.97	22%
●	14	STRIKE FORCE [H] (Midway) (5)	6.88	12%
	15	OFF ROAD TRAK PAK [R] (Leland) (16)	6.80	42%
	16	GALS PANIC [V] (Kaneko) (4)	6.80	15%
	17	BLUE'S JOURNEY [S] (SNK) (3)	6.78	7%
	18	NINJA COMBAT [S] (SNK) (11)	6.76	48%
	19	POUND FOR POUND [V] (Irem) (2)	6.73	8%
	20	CYBERLIP [S] (SNK) (9)	6.68	34%
	21	WWF SUPERSTARS [H] (Technos) (25)	6.56	80%
	22	STRATA BOWLING [V] (Strata) (10)	6.56	14%
	23	MAGIC SWORD [H] (Capcom) (12)	6.54	73%
	24	VIOLENCE FIGHT [H] (Taito) (16)	6.53	15%
	25	MVP [H] (Sega) (12)	6.52	25%

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

best new videos

●	1	VENDETTA [H] (Konami) (Atari)	9.00

[editor's note: We did not ask for ratings on WRESTLEFEST *(American Technos) but hear excellent earning reports from the field. We'll rate the game next month.]*

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

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

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

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RePlay magazine

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COVER

Premier prexy Gil Pollock is right where he wants to be: on our cover, with one arm around Premier Gottlieb Amusement Division chief Mike Vrettos (right), and the other arm around Premier Video Lottery & Gaming Division chief Sal Mirando (left). Premier finalized acquisition of Sal's SMS Mfg. on Aug. 5 and is launching into a future where amusements (like their 'Class of 1812' pin) and gaming (like their VLT line) will work hand in hand. Premier says they'll be building both products side by side and will be ready with VLT in time for Louisiana. See our Cover Story on page 187 inside.

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EDITORIAL

A friend of this magazine called recently to complain that RePlay *seems to be the "official cheerleader" for video lottery. The next day, another friend called to say: "Hey, a lot of us support video lottery, and we're not exactly thrilled when you write essays questioning the wisdom of certain approaches to this market. It doesn't help our cause."*

We are a trade magazine. To some extent, yes, it's our job to be coin-op cheerleaders. At the same time, we'd do a disservice to readers if we never pointed out gambling's potential downside. We are also a news magazine, which some forget when they say "You write too much about video lottery." Video lottery is news! Every time you turn around, another development happens. Iowa, Louisiana, Oregon, Premier/SMS, Williams, Arachnid, RGI. . . It's our job to report on all this, and we will keep doing it. However you feel about VLTs, you owe it to yourself to stay informed.

VLT supporters have spent the past 18 months repeating a single slogan: "Video lottery is going to happen in more states. The only question is, will operators be part of it?" If you dislike VLTs, that slogan may sound self-serving. But if you're neutral about them, it's starting to sound more and more like the simple truth. The worst thing that could happen would be for states to okay video lottery, but freeze operators out. Advance information — in print — can help prevent "unhappy surprises." We never want to be asked: "Why didn't my trade magazine inform me of these crucial developments?"

This magazine is not a knee-jerk backer of VLTs. But we ***are*** *knee-jerk opponents of sole-source deals! We hate the idea of state-owned VLTs hurting traditional amusements. If only for defensive reasons, then, our trade must get involved in video lottery. And yes, gaming can and must co-exist with amusements for the ultimate benefit of both. Finding that balance, finding money to pay for everything, passing good laws. . . all this won't be easy. To create a new "mixed market" of gaming and amusements, we're tackling an interwoven set of political, legal, marketing and management challenges. How we handle these challenges could determine the health — and even the nature — of our industry for decades to come.*

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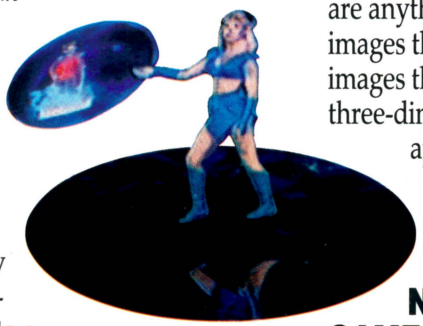
Never has there been a game so effective at transporting players to the very heart of video game action. Take its special effects for instance. They're right up there with Disney® and Lucas®. Sound? How about a theater-quality fully-digitized stereo sound track with full dynamic range and frequency response. 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.

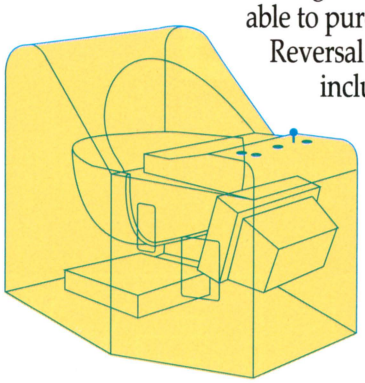
Three dimensional images of Time Traveler's real actors appear on the Hologram stage.



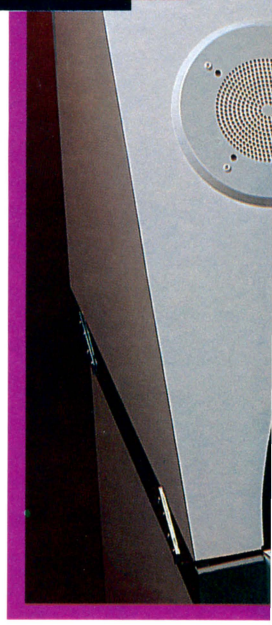
WHY WE CAN'T SHOW YOU ANY MONITOR SHOTS.

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

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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

SEPTEMBER 1991

SPECIAL ARTICLES

AMOA EXPO

It's showtime! Here's everything you ever wanted to know about the AMOA Expo, from an "advance glance" at some games, to show hours and logistics, floor plan, exhibitors, seminar schedules, award nominees, and more. Section starts . . . . . pg. 45

AMOA PEOPLE

Incoming operator prexy Gene Urso chats about the industry, the association, and himself. Next, we check in at AMOA's busy Chicago HQ, then get updates from all the major committee leaders. It all starts on . . . . . pg. 63

AAMA TO MEXICO

Big growth in attendance and exhibits marked AAMA's second Latin American show. A Mexican operator group has formed; the first foreign-owned coin-op manufacturing plant is up and running; and AAMA has appointed a new investigations man for Mexico . . . . . pg. 29

STREET OP POLL

U.S. street operators say collections are (more or less) holding up, but expenses are climbing fast. Result: profitability is off for many. Redemption and CD music are riding high in the cashbox; pins are the top "want item" for fall. The trade speaks its mind . . . . . pg. 111

VIDEO LOTTERY '91

RePlay presents an in-depth look at video lottery, from the worrisome Iowa test to the good news in Louisiana. AMOA & AAMA give their views on VLT. We also check the status of VLT in all 50 states and 10 Canadian provinces (lots happening out there). Plus an interview with IGT founder Si Redd and much, much more . . . . . pg. 159

REGULAR FEATURES

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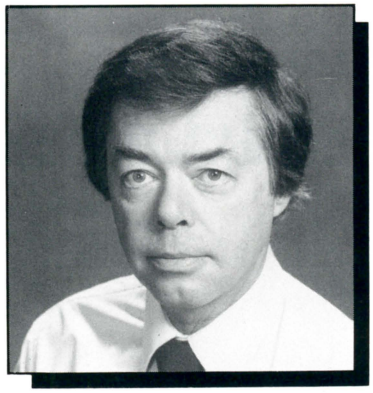

Beginning Nov. 1, 1991, eleven counties in Western Iowa are scheduled to open for legal video lottery. Somewhere around 1,000 terminals offering poker, etc., will be installed in 300 to 400 locations on a one-year "test" basis. Sounds good? Here's the glitch: Iowa's Lottery Board has decided to bypass the operator and go "sole-source" to GTech with this test. Iowa will take 55% of the proceeds, giving 15% to the locations and the balance presumably to GTech. The news hit the coin machine industry like Hurricane Bob hit Providence, and I can assure you that Iowa's operators and distributors of music and amusement equipment are not taking this lying down. In fact, some other tradesters outside the state are just as concerned.

Iowa is perceived by the nation as a farming state where bedrock Americans work hard, go to church and take three showers each day. If this "no operators allowed" experiment works and earns the state a pack of needed cash, just what kind of example is that going to show other state lottery commissions? Then again, maybe the test will prove the need for professional operator technicians to keep the machines up and running. Merit's supremo Pete Feuer (whose firm licensed software to GTech last November before the test was decided upon) said "I don't see how it's possible for this test to expand into a full-blown, statewide VLT program without the traditional coin machine industry involved."

This is not the first time a state has gone to a manufacturer for a lottery test. Illinois tried it with Bally's number lottery video machines years back, only to suffer the wrath of Kem Thom and other operators who successfully killed it. Now, however, we're talking legal poker, et al . . . the "big future promise" (according to many operators) who flat-out don't like being cut out, especially when GTech VLTs will compete against traditional jukeboxes and games in the same locations. Some may even think this governmental intrusion into the "private sector" is unAmerican (i.e., the government can make Army boots and license plates, but should steer clear of private enterprise). Iowa has a coin machine industry in place for decades. Its members can help. If they're cut out, coin-op can get murdered . . . and not just in Iowa!

Ed Adlum

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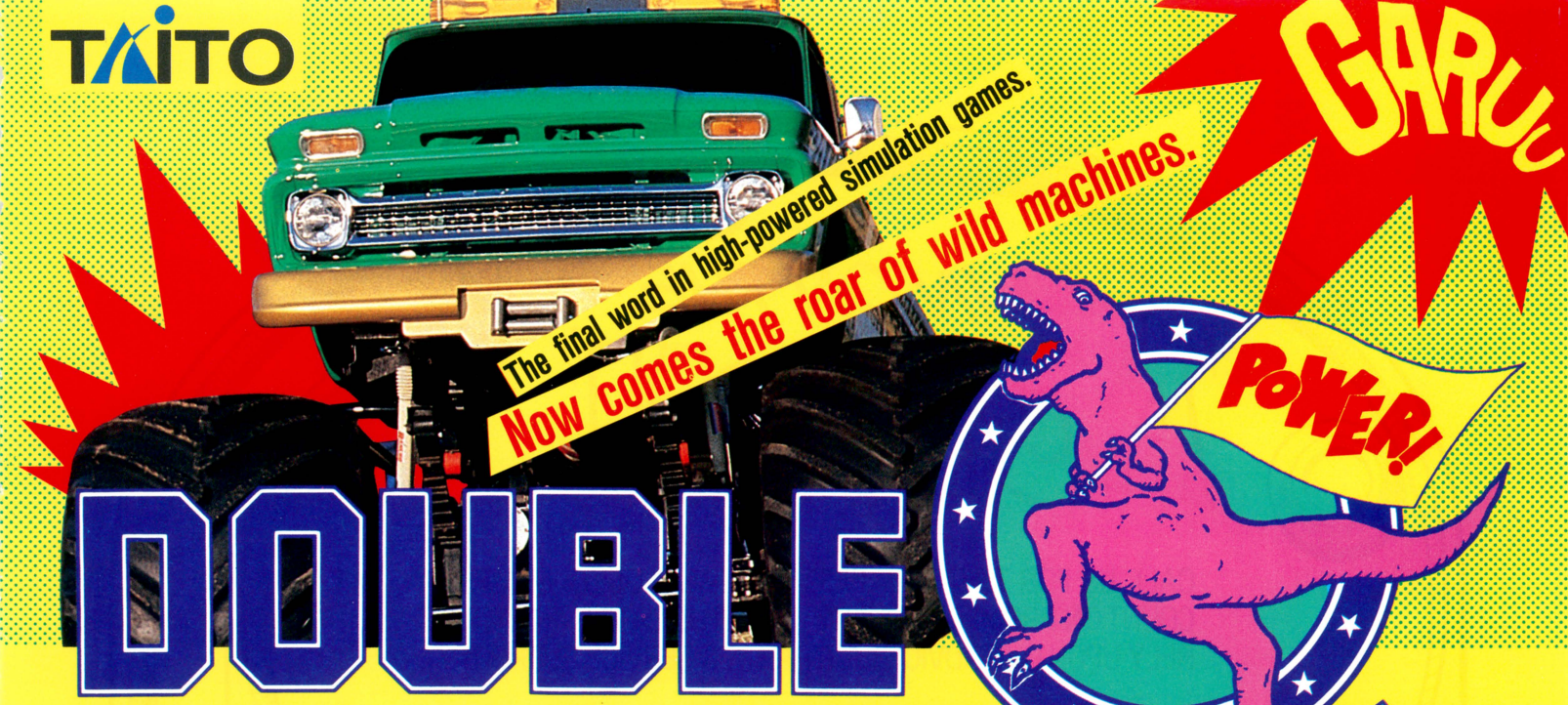

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DOUBLE AXLE lets you experience the realistic sensation of driving using off-road excitement and demanding superior technique of the driver. The amazing level of perfection achieved marks the unveiling of a new age in simulation games. Climb behind the wheel and give it a try!

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Wreck cars. Knock over trees. Destroy houses. Roll up your sleeves and get ready to demolish everything! There has never been a racing game this powerful until now. From the moment you start your engine, you're in for a whole new experience.





The race is about to begin.

●You can choose from a variety of races with this game. ●In the sprint race, you rocket down the road while avoiding obstacles such as volcanic rock showers, tornadoes, avalanches, and many others. However, if you don't finish your race within the time limit, you can't go on to the next round. Eliminate rival trucks and blast down the road toward the finish line as fast as you can!





●In the demolition derby, you must earn points by destroying all obstacles in your path. But be warned: If you can't get enough points within the set time limit, you can't proceed to the next race. So, buckle up and destroy more obstacles than your rival trucks!

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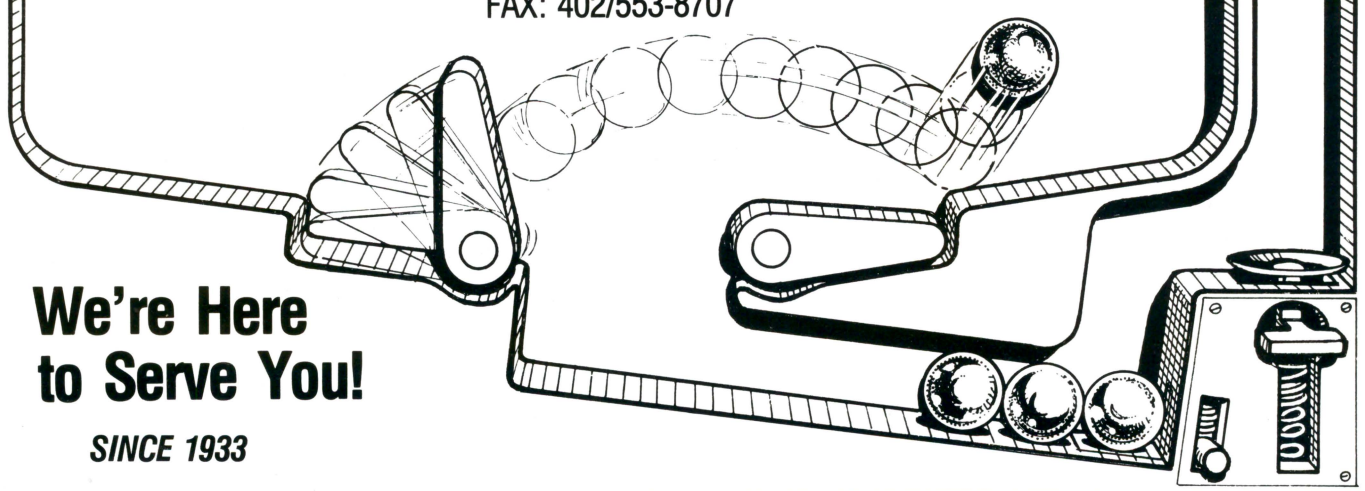

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NEWS DIGEST

TRADE TO FIGHT IOWA PLANS FOR "SOLE-SOURCE" VLT

The industry was stunned Aug. 9 when the Iowa Lottery Board announced that a one-year, **"sole-source"** test of 1,000 video lottery terminals would start on Nov. 1. . . with no operator involvement whatsoever. Rhode Island-based **GTech,** which already runs 16 state lotteries, will install and operate all VLTs. Terminals will be connected by dedicated lines to a central computer, also supplied by GTech. Game software was licensed from **Merit** before the rest was announced. Reportedly, Iowa will get 55% of the profits, locations will get 15% and GTech will take 30%.

Speaking on behalf of the Iowa Lottery itself, Asst. Commissioner **Nicky Schissell** told *RePlay:* "After looking at various ways to open video lottery and realizing that our main concern was to raise the most amount of money for Iowa, we decided to go in this direction. We have no intention of hurting legitimate amusement machine operators and will be sensitive to any possible impact the test may have on their game and jukebox earnings. But we relish the opportunity to hurt the illegal poker operators. The police here heartily applaud this effort to put illegal poker out of business. (However) the future doesn't rule out legitimate operator involvement."

At presstime, ops were considering strategies to get the test cancelled or altered so as to ensure operator participation in any Iowa VLT market. Tradesters feared that if these plans remain intact and Iowa becomes a "model" for other states to follow, the "sole-source nightmare" could come true. Full story begins on **page 165.**

7 MORE STATES HOPE FOR VLT

Tradesters in **Wisconsin, New Jersey, Michigan** and **Pennsylvania** told us they're hoping their legislatures will vote on — and for — VLT bills this fall. **Maine, Vermont** and **Illinois** could also get another crack at video lottery this fall. Beyond that, quite a few more state operator groups have their eyes on 1992. And up in Canada, **Manitoba** has just announced a sole-source deal with **IGT,** while operator-run VLTs are now gearing up in **Prince Edward Island.**

Video lottery has become a consuming passion for our industry. . . too big to ignore. According to *RePlay* publisher **Eddie Adlum,** "If one, two or three heavy states fall into the VLT corner, then the dominoes may cave in all around the country. It's just possible we could be a gaming-oriented industry before the decade is out, maybe sooner."

That's why video lottery is the subject of a big RePlay Special Report in this issue. Included are capsule updates on VLT prospects in each state and much, much more. One key item: a chat with video gaming machine inventor and IGT fcunder **Si Redd.** Section begins on **pg. 159.**

AMOA TO STAGE "BIGGEST EXPO EVER" IN VEGAS

About 8,000 coin machine people will descend on the Las Vegas Convention Center from Sept. 12-14 for **AMOA Expo '91.** With nearly 800 booths — a record — and a smashing line-up of seminars and social affairs, the show should prove another winner. There will be plenty of exciting new product to see, too! In this edition, *RePlay* previews the games and the show, and prints reports on AMOA itself from incoming prexy **Gene Urso** and the leaders of key AMOA committees. When we call this issue our "AMOA Showbook," we're not kidding! AMOA section begins on **page 49.**



The Las Vegas Convention Center will doubtless dazzle AMOA Expo showgoers with some impressive booth displays, but it will be hard to top the one Stella International of Germany will erect. They call their display the Gastro-Pub and are shipping it in from Europe at great expense. It's a mini-tavern that will actually sell beer on the convention floor (proceeds to go to AMOA's charitable work). Naturally, it will also feature some of the products Stella exports to the States including their* Disco Taifun *hockey table and possibly their flip-card poker machines again this year. The company, a division of the huge Gauselmann Group, has used the Gastro-Pub display at previous European shows.

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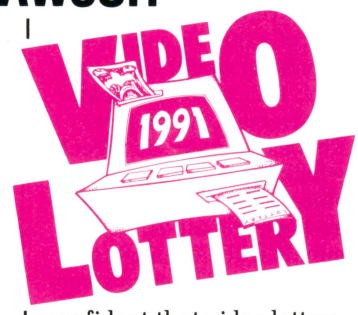
REGULATED PAY-OFF VIDPOKER COMES TO LOUISIANA IN 1992

Governor **Buddy Roemer** announced July 30 that he would allow Louisiana's video poker regulation bill to become law without his signature. HB.283 passed the statehouse earlier and will take effect Jan. 1, 1992 . . . although it could take a few more months before legal, pay-off pokers are actually up and running. Reason for the delay: state police need time to get their enforcement mechanisms ready. Pokers (no keno or blackjack) will be connected to a state-run central computer and could earn $105 million per year for operators (that's after paying winners, locations and the state). Estimates are that some 15,000 legal pokers could be sold into Louisiana. By the way, some operators in the state are wondering when they can get "kits" to convert gray area machines to legal pokers. Answer: never! You'll have to buy dedicated, state-approved machines and throw out all the gray stuff. See our story beginning on **page 169.**

VLT VICTORY IN OREGON CLOUDED BY LAWSUIT



Tradesters won a big political victory earlier this summer when the state approved operator-run video lottery and the governor permitted the bill to become law without her signature. So when does this market get started? Well, VLT is "on hold" in Oregon until a legal and political tangle gets straightened out. Two suits have been filed: one by a minister's group charges that video lottery is unconstitutional. (The state constitution prohibits "casinos" and there is no definition of exactly what a "casino" is; so opponents are using this legal language to beat up on VLTs.) The ministers' group also points to a conflict in laws over how to spend the state's share of VLT profit. Some sources said it will shortly be revealed that established gambling interests are funding the minsters' anti-VLT campaign!

The second lawsuit was filed by a fellow who wants to manufacture VLTs; he is pushing to get the state to go ahead and implement its video lottery law. "We are in a wait-and-see mode," said one Oregon distributor. Said another: "We feel confident that video lottery will happen sometime next year. We just have to get this legal nonsense cleared away first, and we will do that."

By the way, last month we should have mentioned **Haron Ltd.** which reps the **Bally** *Maverick* VLT line in Montana and South Dakota. From their Seattle offices, they're ready to distribute Bally VLT product into Oregon, too. They've had a man stationed in Oregon for a while and will probably lease a building sometime after Oregon's VLT market becomes active. You can reach Haron's **Ron Pepple** and **Buzz Heyer** at 800/722-2709.

Correction: the phone for Betson Pacific's new office in Oregon (with IGT video lottery games) is 503/297-0318. Thanks to manager **Glen Kalhar** for the info!

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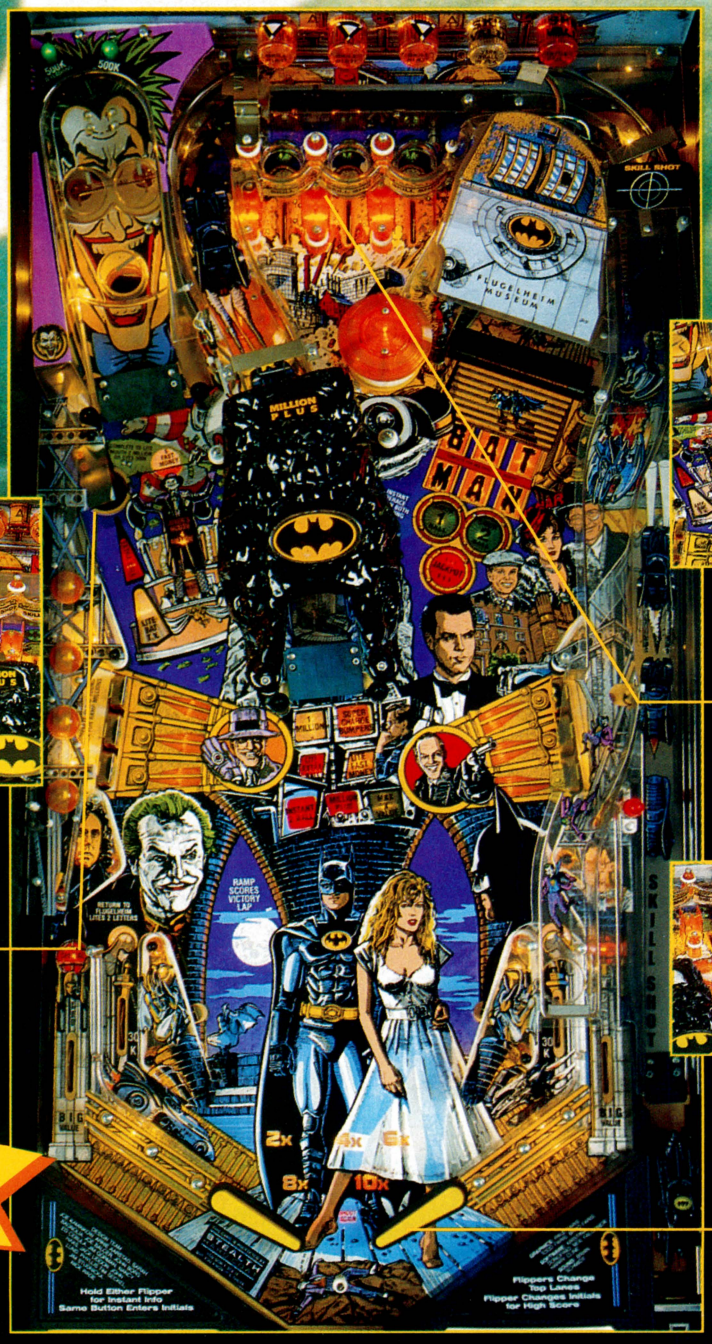



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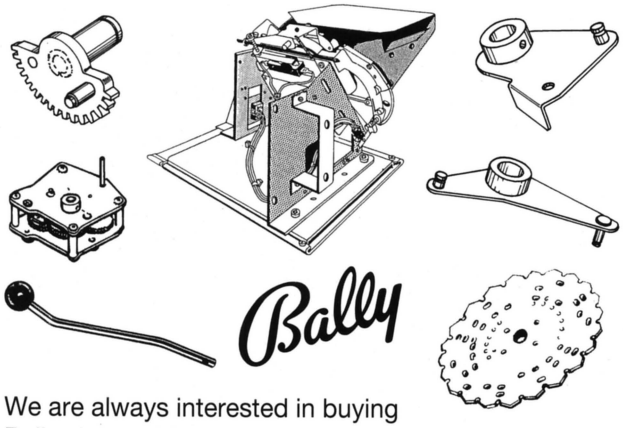

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DOLLAR COIN PASSES SENATE BANKING COMMITTEE

While nobody was looking, Senator **Pete Dominici** attached the dollar coin bill to S.543, the Comprehensive Deposit Insurance Reform Act. It passed the full Senate Banking Committee on Aug. 2 at 5PM! Both coins and bank reform will be debated on the Senate floor after that body reconvenes this September. "This banking bill is relatively controversial and will come under heavy debate," reported AAMA Exec VP **Bob Fay.** "So we are cautiously optimistic." Tradesters favor the House version of the law, which would eliminate dollar bills. At presstime, AAMA said dollar coins had at least 28 votes in the Senate and 189 votes in the House. Needed to pass are 51 Senate votes and 218 House votes.



Treasury Dept. official **David J. Ryder,** thought to favor dollar coins, has been nominated to replace anti-dollar coin official **Donna Pope** as the new Director of the U.S. Mint, Fay added. Confirmation hearings will take place this fall. Also, a University of Chicago study on the economic effects of dollar coins is supposed to be issued around Sept. 1. The study was jointly funded by AMOA and AAMA.

ROWE TO SELL 4 DEALERSHIPS

As you read this, the sale of **Rowe International's** Dedham, Mass. and Los Angeles distribution offices (to **Betson)** and their outlets in Memphis and Columbia, S.C. (to the **Peach State** group) may have been consummated. As we went the press, the ink wasn't put to the sale agreements yet, but "closing" meetings were scheduled with Betson on Aug. 22 and with Peach on Aug. 27. While there was always a chance one or both meetings could have been rescheduled for later dates, all sides were serious about the sales.

If concluded, this would leave Rowe with but one remaining factory-owned distributorship (the Dallas office) out of a huge network that counted 17 factory stores back in 1983 (Bally owned 16 outlets itself the very same year, by the way). And yes, there are several suitors looking at that Dallas store as well. Peach State would obviously operate both Memphis and Columbia's offices already in place. But, since Betson has offices in the Dedham area (NECO in Norwood) as well as in L.A., we'll wait and see what the disposition of both Rowe outlets will be downstream. Interestingly, this would leave Betson as the sole first-line distributorship in the New England territory (at least, for now). More information as we get it.

ON THE MOVE

Cartel Distributing moved into new digs Aug. 26 and also changed the company banner to **Empire Amusement Corp.** New address is 32242 W. 8 Mile Rd. Farmington Hills, MI 4833€ New phone: 313/477-2200. Owner **Hank Heiser** says the "new" Empire will spe cialize in used equipment and will run monthly auc tions. In addition, they'l featuring some novelty items to complement t coin-op lines. Part of t new thrust will be to the home market (rec tioned video, pins, r


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Evil is lurking in Dead End City. In a turf war, the Dead End Gang has kidnapped Kute Kate from the rivals, the Cobras. The Cobras set out to save her and stop the expansion of the Dead End Gang in **Vendetta**.

The Dead End Gang is looking to expand their territory, so the Cobras must infiltrate every area around the city. First, they must gain entrance to Dead End City. Relying on their fighting skills, the Cobras face a multitude of enemies. However, each member is up for any challenge from the Dead End Gang, The Cobras are a powerful team consisting of Blood, an ex-prize fighter; Hawk, a former professional wrestler; Boomer, trained in the martial arts; and Sledge, an ex-military convict. Together they must destroy members of the Dead End Gang to get to the leader, Faust, who knows where Kute Kate is being held.



With fists of fury, the Cobras make their way through various areas of Dead End City. They search the construction site for Kate, battling the humanic weapon The Missing Link to gain information. From there, they are sent on futile chases through other sections of the city, including downtown, the waterfront, and the slums, where the final confrontation with Faust takes place. Throughout the game, the Cobras can pick up special weapons and food for more energy. Each player also has his own "special attack" method to help defeat the toughest enemies.



Once Kute Kate is rescued and Dead End City is liberated, the Cobras victoriously start back to their home turf. However, much to their surprise, the entrance to their town is blocked by Dead End Gang bosses. The Cobras must gear up once more for the ultimate showdown to restore peace to Dead End City.

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BREAKS AND COSENTINO TO NAMCO; TAYLOR TO ATARI COIN

News spilled from Northern California's video world on Tuesday, Aug. 6. **Shane Breaks,** the well-known Englishman who's piloted Atari Games' sales for many years, as well as his central regional sales chief **Frank Cosentino,** both left the company to join Namco America, Inc. Appointed (or rather re-appointed) Atari sales top was **Mike Taylor** after a tour with the firm's Tengen home video division.

According to **Masahiro Tachibana,** President of Namco America, Breaks will pilot the firm's activities in the European market beginning Sept. 1 (Breaks left for London Aug. 12 to set up the Namco program, but will be on hand at the AMOA Expo mid-month at the Namco exhibit). Cosentino will also be at Namco's Expo booth with the title Director of Sales (he will continue to make his office out of Chicago and pilot Namco game sales in all Western Hemisphere markets).

Mike Taylor is no stranger to Atari distributors. His hop-back from Tengen to the position of U.S. VP of Sales for Coin-Op should be a smooth segue (he's been under the Atari umbrella since 1986). Said Atari prexy **Hide Nakajima** welcoming Taylor back: "His sincerity and hardworking virtues will benefit the company." Said Taylor himself: "Atari's history with hit games makes the job much easier. I'll do my best to continue to maintain their high standards. I'm excited to be back."

Over at Namco, Coin-Op VP **Kevin Hayes** (an Atari alumnus himself) is pleased that Frankie Cosentino's on board as sales top. "It's another indicator of Namco's commitment to the coin-op business," said Hayes, to whom Frank will report. Cosentino's been in the business around ten years. Besides doing regional Atari sales, he also worked for Memetron and Bally Midwest. It's quite a feather in the cap to move into sales management over such a large market as North and South America. Congratulations, Frankie!

Shane Breaks has come aboard Namco not only to spearhead European sales of their video products but actually manage their whole coin-op business there. He told *RePlay* just before jetting overseas that he looks forward to the opportunity: "Namco is a super company," he said. "I'm no stranger to their management. I've sold for them before in my career."

Breaks' most famous career was spent with Atari during his 12 years there. If you add in his "buyer's role" while at Belam and it adds up to 19 years of association with the firm. "I won't deny that it's difficult to leave that place. It's been my job and my hobby to represent their products," he offered. "But the opportunity to be back with my family in England and around my other interests there was such that I joined with the Namco people who, as you know, make some very fine products. I look forward to the new project while I'll miss my many friends at Atari. I will certainly miss America," he stated, adding quickly "but I'll be back for the show."

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A new 10,000-sq.-ft. redemption factory called **Dynatech Industries** will make four upright cranes, plus countertops and tabletop models, all available in various finishes (chrome, oak or powder coating). Look for them at AMOA or contact them at 26212 Dimension Dr., Unit 100, El Toro, CA 92630; 800/426-3911. Dealer inquiries welcome.



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PANDORA'S BOX: FIBEROPTICS THREAT LOOMS LARGER

AMOA can now say, "We told you so." The association issued "heavy" warnings last May that if certain government officials had their way, regional phone companies might one day be allowed to provide music and programming (think video games) to homes and locations over fiberoptic phone lines. Worst-case scenario: big, rich phone firms put small, hardworking operators out of business. Well, U.S. District Judge **Harold Greene** (author of the consent decree which broke up AT&T) agrees that would be terrible, but acting on orders from an Appeals Court, he had no choice. Greene grudgingly took the first step toward opening the fiberoptic "Pandora's Box" on July 25. AMOA government affairs chief says this makes it a sure bet that Congress will push pretty hard to open Pandora's Box the rest of the way, next year. The good news: opponents include some big players like newspapers and cable TV firms, who fear phone company competition for TV broadcasts and advertising. Consumer groups are also against this. By the time you read this, a suit will probably have been filed already to block Judge Greene's ruling . . . but this battle is just beginning.

DEFENSE INDUSTRY SUPPLIER ABBOTT HAS SEEBURG PLANS

Contrary to an item which appeared in last month's *RePlay*, the agreement between Seeburg and Abbott Products Inc. had not been concluded at presstime. However, Abbott's President **Nelson Carlo** told us "an agreement in principle has been reached and finalization is expected soon." In a press release, Carlo spelled out the role his company would play in the future of this jukebox manufacturer: Under an exclusive worldwide licensing agreement, Abbott Products will become the sole manufacturer and marketer of products bearing the Seeburg name, logo and trademarks. "The first machines produced under new management will feature a new look as well as some exciting new electronic advancements," he stated. "A new operating company called Seeburg International (a division of Abbott) will be created. And of equal importance, the new Seeburg will be returning to the traditional distributor-based marketing system." Carlo also stated that "customer service and operator support will be the primary concern of the new Seeburg. Our goal is to develop trust within the industry and provide an unprecedented support system. We are busily getting ready for this transition," Carlo continued, "and a number of new players will be involved on all levels of management. Upon finalization of the agreement, a formal press release will be issued detailing more specifics." (The deal could be consummated by late September.)

Abbott Products is a well-known Chicago-based defense contractor and a leading minority-owned Defense Dept. supplier. Their 1991 sales are expected to exceed $24 million, according to Carlo. One of the reasons why Carlo was drawn to this deal (apart from the business opportunity) was his admitted love of the name Seeburg and his personal memories of its jukeboxes from his earlier years in Chicago.

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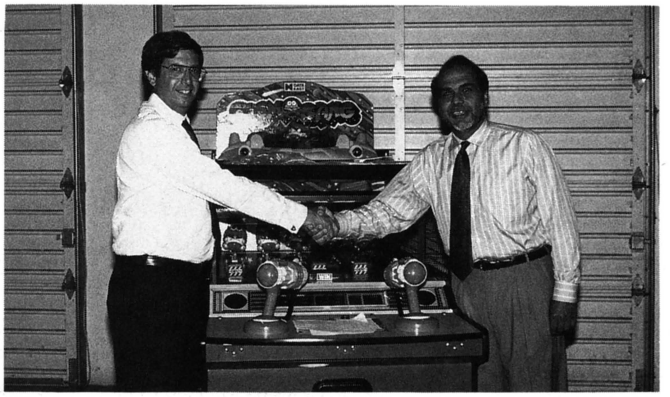
DATA EAST NAMES BELAM AS LATIN AMERICAN REP

With AAMA swinging down to Latin America for a trade-building trip this fall, **Data East** lost no time naming **R.H. Belam Co.** as its exclusive South American distributor. Seen here is Belam's prexy **Marc Haim,** left, with Data East EVP **Gene Lipkin.** The deal covers all sales and distribution of all Data East games (pins, video & redemption) and parts. Belam's territory includes the Caribbean and South & Central America (but not Mexico). Belam exports games to 85 countries and has Spanish- and Portuguese-speaking techs who service over 1,000 Latin American customers. Two Belam reps travel to South America monthly. Gene Lipkin pronounced Data East is "delighted" with the increased South American marketing clout Belam would bring to the firm. Belam's phone in New York is 516/292-2670.



In other Data East news, the firm noted steady, "top in the location" earnings for its *Hop-A-Tic-Tac-Toe* against many other redemption games and even some top videos, in two big arcades in Chicago and California. Earnings figures provided by the firm were quite impressive. . . .And, may we take this opportunity to say "Happy 5th Anniversary" to **Gary Stern, Joe Kaminkow** and **Shelly Sax** at Data East Pinball? Their group is now five years old. Read about their great new ***Batman*** pin in a story on **page 150.**

AAMA ANNOUNCES DETAILS ON SOUTH AMERICA TRIP

AAMA members, are you looking to drum up business and build solid markets in South America? AAMA is working with U.S. Embassies in South America to finalize plans for its promotional tour of five countries. Locals who might like to operate, distribute or invest will attend AAMA-sponsored receptions at the following dates, times and places. Santiago, Chile: Sheraton San Cristobal, Oct. 29, 7-9PM. Buenos Aires, Argentina, Buenos Aires Sheraton, Nov. 1, time TBA (to be announced). Sao Paulo, Brazil, Sheraton Mofarrij, Nov. 4, 7-9PM. Bogota, Columbia, Intercontinental Tequendama, Nov. 7, time TBA. Caracas, Venezuela, Nov. 10, site and time TBA. AAMA reps will also meet individually with interested parties in each city. Make arrangements by contacting AAMA at 703/494-2758 or fax 703-494-0616.

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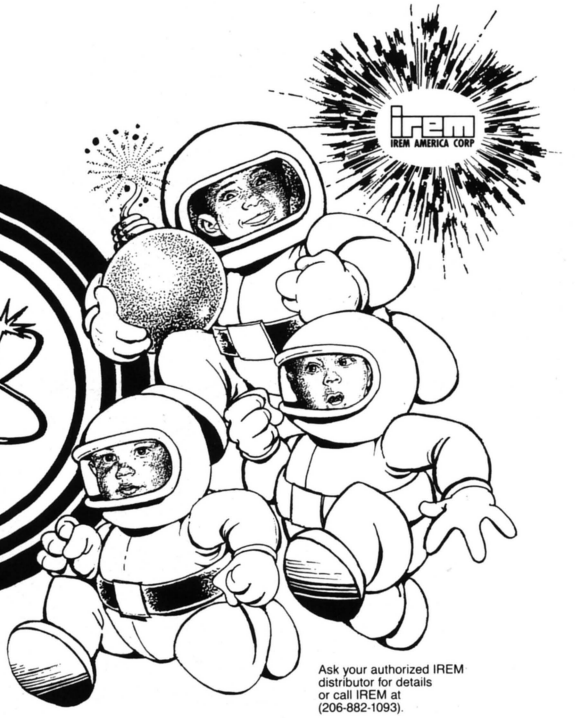

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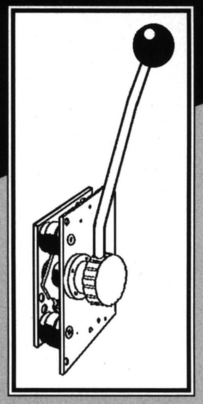
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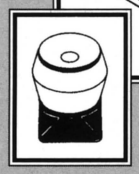
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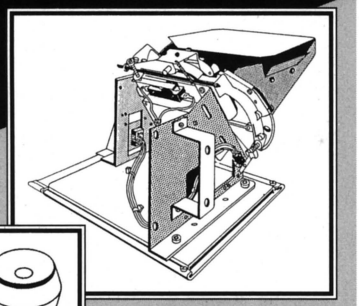
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JIM GANG IS NEW ROWE PREXY; FIRM'S 1992 LINE DEBUTS

James L. Gang is the new president and chief operating officer of Rowe International, chairman and CEO **Arnold Greenhut** announced Aug. 12. Gang (previously EVP at C-Power, a Texas electronics builder) will run day-to-day engineering, operations, finance, etc. while Greenhut focuses on sales, marketing and business development. Gang was introduced to dealers at Rowe's Aug. 31 meeting at the Mountain Springs Resort in Colorado Springs, as was the 1992 music line. Topping the latter: ***LaserStar CD-100 Patriot,*** a red-white-&-blue (mostly blue) box with rotating color light tubes and Rowe's trademark, a rotating disc on top. Also comes in gold.

The compact ***CD-51*** remains as is (gorgeous), while a brand-new CD wallbox called ***Wallette*** wires into hideaways (production starts near Jan. 1). Rowe also unveiled a flexible "video jukebox kit" which can convert any new or old Rowe CD audio juke into a video unit, supported by the same tape program as their dedicated vidjuke. Ops can easily re-convert back to audio juke and apply the kit to other Rowe boxes whenever needed. This concept has tested quite successfully in Europe for a year, said VP **Joel Friedman.** All this goes public at AMOA. Much more about the new faces and product at Rowe next month.

SOME AMUSE. POKERS LEGAL UNDER NEW GEORGIA LAW

Several types of ticket-dispensing **video pokers** have been approved by the Georgia Bureau of Investigation, under a new redemption law which took effect July 1, said **David Capilouto** of Greater Southern Distributing (Atlanta). This law formally legalized "non-cash redemption of limited value" on bona fide coin-op amusement machines. A "letter of understanding" is supposed to clear up further details of how this law will work, but at presstime, state officials had not yet issued this letter.

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RON CARRARA IS NEW SALES & MARKETING VP AT LAZER-TRON

Popular 25-year trade vet **Ron Carrara** has signed on at Lazer-Tron Corp. (Pleasanton, Calif.) as VP of Sales & Marketing. The three-year-old redemption specialty firm makes the *Lazer-Tron* arcade/park attraction and the *Shuttle Launch.* They also designed *Hop-A-Tic-Tac-Toe* which Data East builds under license. Bowing at this month's AMOA will be *Bank It,* a coin-pusher where the player shoots coins into a basketball-type hoop. The firm will probably license this one also.

Carrara's presence at Lazer-Tron is a real coup for the young factory. His impressive resume includes such posts as (most recently) manager of Betson Pacific's So. San Francisco outlet, plus stints at C.A. Robinson, Bally, Advance Automatic and SFO Bay-area machine dealers. Ron's also worked for the huge Macke Vending at their Cheverly, Md. HQ and was national sales manager for Scan Coin at one time. Some credentials, and he's one of the trade's best-liked people. Friends can ring him at Lazer-Tron (415/460-0873).

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On Your Mark...

by Marcus Webb



This month's AMOA show and the installation of new officers provides a good time to take stock of our industry and its senior association. The trade is undergoing rapid change, an "era of transition" — but to what? The answer is increasingly clear. We're moving into a "mixed market" where, as in Europe, amusements and gaming will exist side by side. Poker games (a source of legal and image problems for decades) are out of the closet. We're moving from fear of government, to partnership with it.

We're also moving into an age of technological wonders like 3-D, virtual reality and fiberoptic cable. Some will help us, some will hurt us. . .but change will keep coming at us, faster and faster. Say "goodbye" to permanence, where you could get comfortable with the same equipment and operating methods for decades. Say "hello" to a constant process of re-education for management and technicians alike.

In the midst of all this flux, one constant is AMOA. The association is 43 years old, stable and prosperous. AMOA knows what its mission is, and it's getting better and better at achieving that mission. It combines the wisdom and "institutional memory" of a very active board and past presidents' council (from Bob Nims to Jack Kerner), with the fresh blood and new ideas of a decidedly youthful second generation (i.e., Jim, Tami, R.A., Randy, David, and the rest).

Outsiders occasionally wonder why AMOA inspires such devotion from members. "Ego trip," say some. "Self-interest by big operators," say others. But neither of these petty motives can possibly explain the group's success. Hang around long enough, and you'll hear AMOAers talk about their association as an extended family. (Gene Urso says it again in this very issue.) Look in their eyes, listen to their voices, and you can tell they mean it. One state association president even broke down and cried when describing how his fellow members took care of his route when he was ill. "These are my competitors!" he said. "But look what they did for me!"

Such loyalty and deep feelings come from one simple fact. AMOA (and the better state associations) actually embody that over-used, but little understood, word: community. "An association is the only place where operators can come together on neutral ground to talk about how to make things better for all of them," one member said recently. That's one secret of community. Individual commitment (time, money, energy) is another. Seeing the community's welfare as desirable in itself, not just as a means to members' individual goals, is vital. AMOA has all of this.

Yet another secret: the leadership principle. We sometimes lament our "leaderless industry," but that could be misleading. AMOA is "all leaders," putting many minds together to hammer out a consensus everyone can support.

Sure, AMOA is far from perfect. But it's also much more than just a collection of individuals. "The whole is bigger than the sum of its parts." So as we all jaunt to Vegas for coin-op's largest trade show: congratulations, AMOA!



"MEXPO" — THE SEQUEL WAS EVEN BETTER

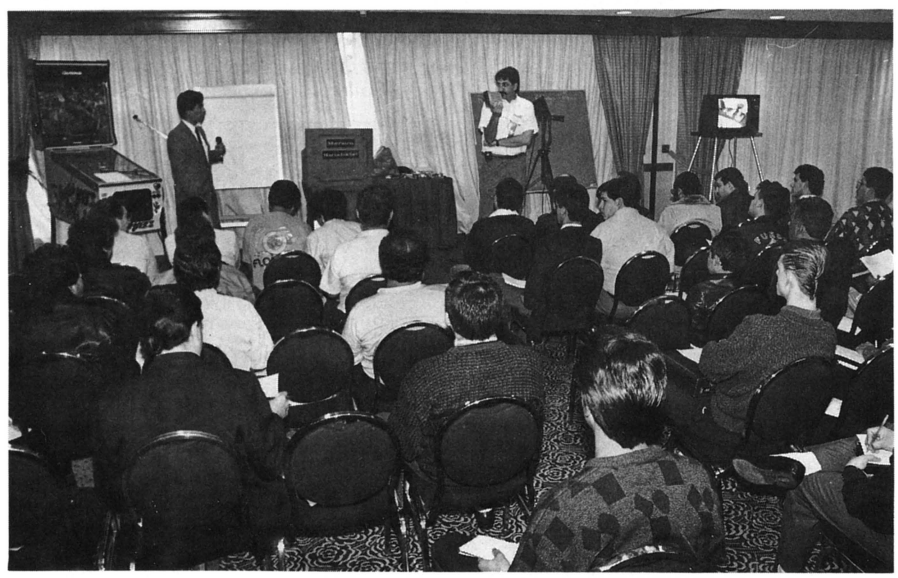
more attendance, more exhibits & more cooperation noted at AAMA's second annual Latin American Music & Games Expo

Growth! It's the favorite word of every businessman, and it sounds as good in English as it does in Spanish. Either way, it's pronounced "profitability."

Growth was the key word at AAMA's second annual "Mexpo" (Latin American Music & Games Expo), held in the Sheraton Hotel in Mexico City July 24-25. Exhibitors were up. Attendance was up. Optimism was up! "The continued growth pattern in both number of exhibitors and buyer attendance reaffirms the growing interest in the coin operated amusement market in Mexico," show committee chairman Bill Cravens said with a smile.

Besides the success of the exhibit portion of the show, Mexpo also marked a political success as AAMA built new bridges to this South of the Border market. Mexican tradesters clearly showed they are receptive to cooperation with AAMA in building their coin-op businesses. Some 20 key Mexican operators have formed the National Assn. of Electronic Games & Entertainment; they were present at the Mexpo and said they want AAMA's help and support. (Two somewhat "improvised" Mexican trade associations, which reared their heads at last year's show, seem to have faded away.)

For its part, AAMA has formed a Mexican Affairs Committee to ensure steady attention, communication and action on Mexico-U.S. trade concerns. Also, AAMA has hired a former FBI agent with Mexican con-



Above: Attendees listen attentively to a seminar presented by Randy Fromm and Henry Fong.
At top: Execs from Mexico's new coin-op group (Associacion Nacional de la Industria de Juegos, Electronicos y Entretenimiento) join AAMAers at the ribbon cutting. Included are: Jacob Shemaria, Emilio Porte, Al Stone, Bill Rickett, Abraham Mayoral, Bob Fay & John Blouin.



At the press luncheon are AAMA and ANIJEEAC members with, of course, members of the press!



Mireille Chevalier (supplier of these photos along with AAMA's Joyce Weller and W.T. Glasgow's Judy Novak) at the show with Gil Pollock, Moises Soffer, Lenore Sayers and Frank Ballouz.



Kris Holley and Al Stone of Nintendo fame stop for a photo at the Mexel booth.

AAMA HIRES FORMER G-MAN TO FIGHT COPY GAMES IN MEXICO

AAMA has hired Joe Gannon — a former FBI agent with plenty of Mexican experience and contacts — as Director of Foreign Investigations. He will be based in Mexico City and will report to AAMA's U.S. investigations chief Bill Kidwell.

Gannon, who speaks fluent Spanish, will run an enforcement program in Mexico similar to that run by Kidwell in the U.S.: he'll make buys of suspected counterfeit PCBs, and will give the sellers a chance to voluntarily comply with the law. If no cooperation is forthcoming, AAMA will seek legal sanctions. Gannon will work with Mexico's Federal Fiscal Police (comparable to U.S. Customs).

Gannon, a very professional agent with a low-key manner, retired Aug. 2 from the FBI. His Bureau assignment for quite a few years had been to act as legal attache to the U.S. Embassy in Mexico City, so he certainly knows the territory. Gannon attended AAMA's July trade show in Mexico City (so did Bill Kidwell, of course). When not investigating copyboards, Gannon will be operating his own private investigations firm in that city.

nections to head up investigations into copyboards down there (see sidebar). "Mexican operators don't have to use illegal product in order to make good money," U.S. and Mexican operators agreed. "Anybody who doubts this, only has to look at the record of Mexel. They are a major Mexican success story. They operate, distribute and manufacture . . . and their business is run absolutely to the letter of the law."

Beyond politics, this year's show was also served as a very strong business promotion. Over 50 firms displayed goods in nearly 7,000 sq. ft. of space — a 45% increase over the first Mexpo last year. Exhibitor participation was expanded this year to include non-AAMA members; the association said most major factories had displays in their own booths or in booths run by their Mexican dealer reps.

Buyer attendance was up an equally impressive 62% from 1990. That's actual operators and distributors. AAMA prexy Bill Rickett smilingly pronounced the group "extremely pleased with the quality and quantity of attendance." If you count professionals from other industries who came by to consider joining the coin-op field, overall attendance was up 40% with nearly 1,600 trade visitors in two days. In fact, attendance at the end of the first day outstripped the headcount for all of last year's show! AAMA said part of this was due to moving the show from the U.S. Trade Cen-

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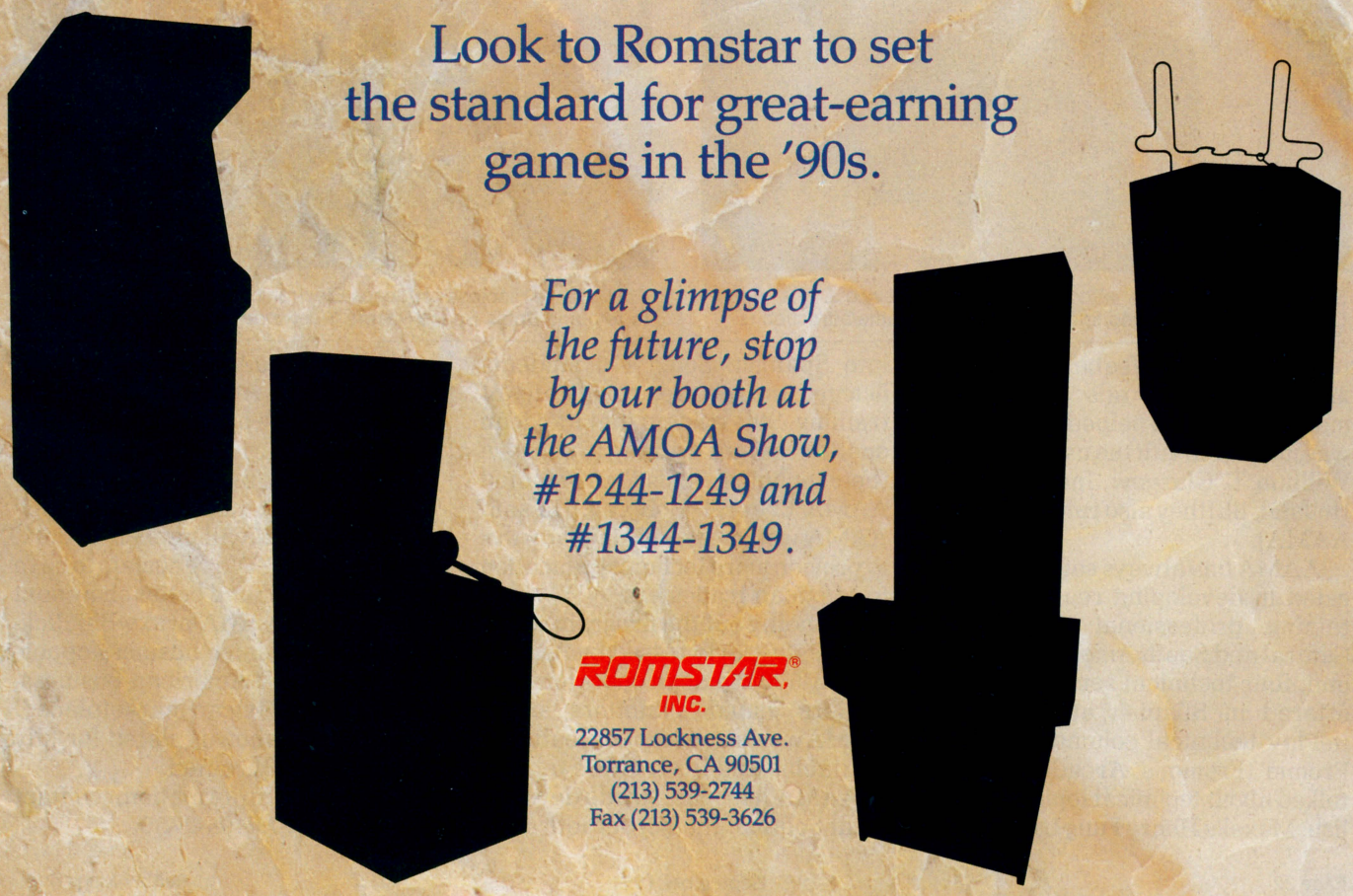

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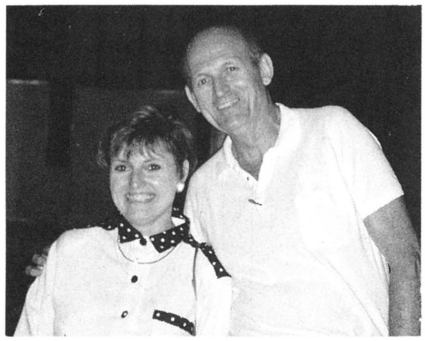
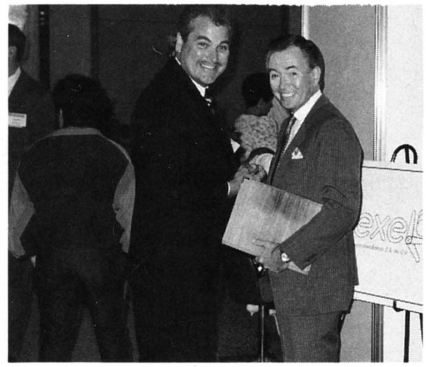


The team from W.T. Glasgow that makes it all work. . . Judy Novak and Bill Glasgow.



Jacob Shemaria at his Mexel exhibit.



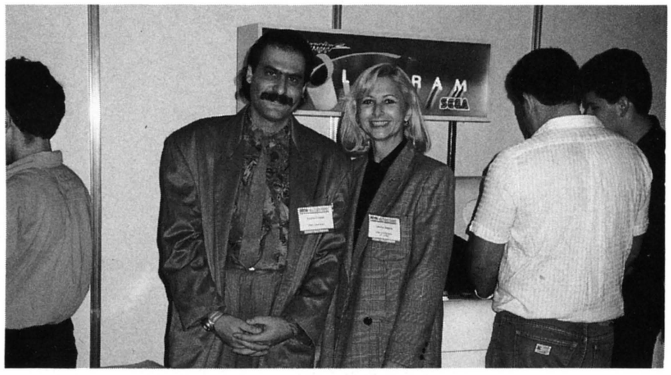
James Industries' John Blouin & Jim Roberts.



SNK's John Barone and Paul Jacobs say hi to Irem's Darlene Kindler.



Namco's Kevin Hayes with the firm's product on display at the show.



Sega's Lenore Sayers with Sonny Croudo (Mexico City's Video Challenge) and the video firm's *Time Traveler* game/attraction.



Emilio Porte Hinojosa of Juegos Electronicos Internacionales (Monterrey) and Bob's Space Racers *Sidewinder* game.

ter to the Maria Isabel Sheraton; more newspaper ads and direct mail promos also helped. The show was managed with the usual flair by William T. Glasgow, Inc. of South Holland, Ill. (they also run ACME for AAMA).

AAMA has always said it's interested in developing real, self-sustaining, professional industry in Central and South America. To that end, four technical seminars were offered in Spanish and English. *RePlay* technical columnist Randy Fromm (Fromm's Arcade School) talked about technical topics in English; Mexel's Henry Fong translated into Spanish. Some 175 students listened and received certificates of training. "It's evident that Mexican operators want training to improve their technical skills," commented AAMA Exec VP Bob Fay. He said AAMA would keep looking for ways to provide more technical education to Mexican tradesters.

Rounding out the program was a successful party tossed by AAMA. Nearly 500 Mexican operators and dealers joined exhibitors at an AAMA welcome reception featuring mariachis and lively trade talk.

AAMA has made trade development South of the Border into a top priority. In both nations, the Bush and Salinas Administrations, respectively, are pushing hard to open Mexican-American borders to totally free trade, as the U.S. now has with Canada. AAMA supports this and believes it will happen in 1992. Accordingly, "We're certain to have an even bigger and better show next year," said AAMA prexy Bill Rickett. "Even greater business opportunities await American businessmen in the Mexican marketplace." Next year's show is slated for July at the same Sheraton.

For more information, contact AAMA at 703/494-2758.



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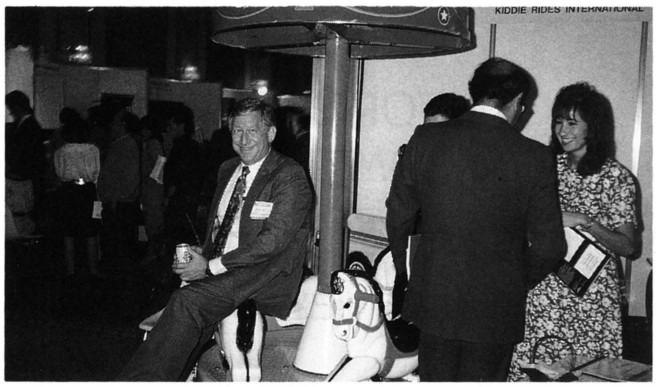
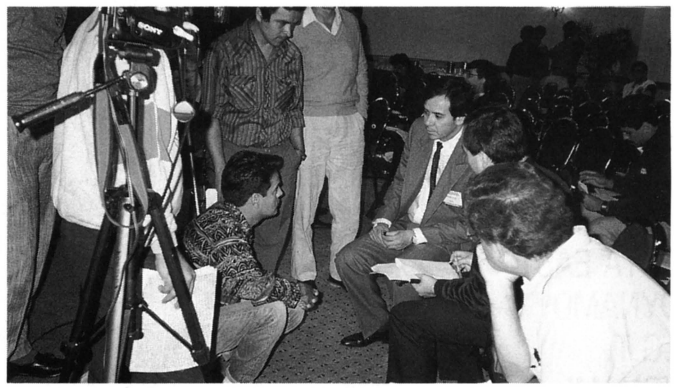
Activity at the PMI Toys & Novelties booth.



At the Mexico show, Darlene Kindler (Irem) & George Haydocy (NSM).



Kiddie Rides USA's Stu Heller takes a break and has some fun.



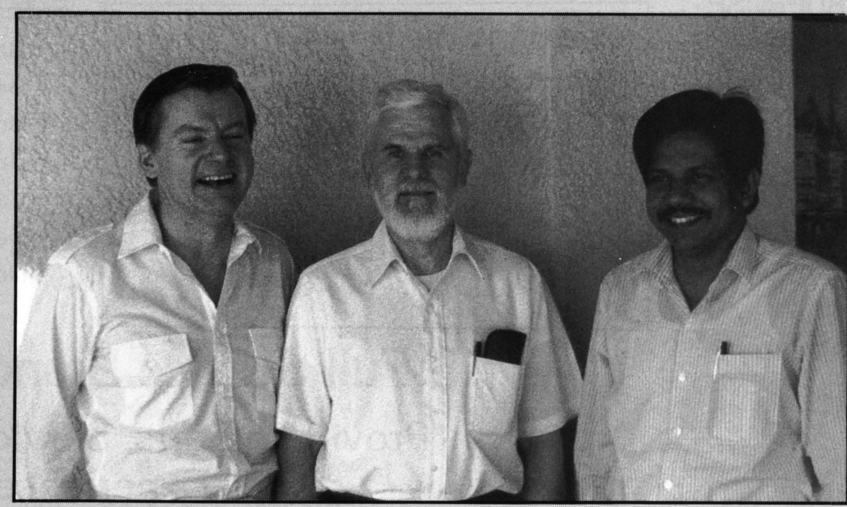
Taking a break during the seminars for questions "mano a mano."

SI OPENS MEXICO'S FIRST FOREIGN-OWNED COIN-OP FACTORY

Mexico's first foreign-owned coin-op factory is now up and running . . . but it probably won't be the last. Santa Catarina is the site for FunTecnic, a corporate manufacturing plant oriented chiefly toward exports under the Mexican "maquiladora program." Deliveries began early this year from this wholly-owned subsidiary of the international firm Simulators International, said SI's president Linley Hughes.

The plant not only makes SI's product, but also will provide low-cost contract manufacturing to other amusement firms. "If you're a North American firm with labor-intensive product, or a European or Asian firm seeking a low-cost, quality supplier base close to the North American market, we're it," said FunTecnic execs. "From this site we enjoy preferential trade status with both North and South American markets." FunTecnic also enjoys certain domestic sales rights, "which is advantageous for the future in the emerging Mexican economy," Hughes noted.

Fiberglass molding, trimming and finishing departments are already operating, as are tooling, maintenance and repair sections. Harness manufacturer was slated to start in August, with steel fabrication to commence in October and PCB manufacture in February of 1992. A vacuum forming facility may be established in the latter half of 1992. Pattern-making continues to be done at SI's Australian plant.



Seen here is the "expatriate management" of FunTecnic. From left, production chief Bob Orchard (a Brit), GM Hugh Jones (a Yank) and engineer Joe Varkey (from India). "This team reflects the diverse nature of the parent company," Linley Hughes said in a distinct Aussie drawl. As for the locally-based work force, the current team of 25 will be expanded to 100 in the next two years. Education and training programs are already underway.

Phone for SI's U.S. office in Miami, Fla. is 305/592-5932.



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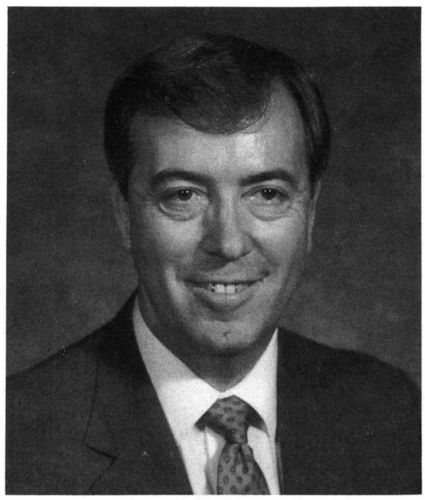
COUNTERFEITER FINED & SENTENCED

evidence turned up by U.S. Customs & AAMA's Bill Kidwell; jobber Marty Lustig pled guilty, was fined over $10,000

The anti-counterfeiting battle continues. Equipment jobber Marty Lustig (Anscot Distributing, Oak Park, Mich.) pled guilty to counterfeiting and has been fined and sentenced. AAMA Director of Investigations Bill Kidwell said that for some time, Lustig "was under investigation by the U.S. Customs Service for offenses which included illegally distributing unauthorized copies of Yamate USA Corp.'s *Lucky 8* line." (That game is copyrighted by Yamate and the copyright has been upheld in court.) Kidwell got involved in the case when Atari Games asked him to investigate Anscot's dealing in *Tetris* boards. Kidwell said he "was able to locate such copyboards and develop a 'paper trail' back to Anscot Distributing."



AAMA'S BILL KIDWELL

A search warrant was issued; its execution took place at Anscot's offices last October. "The charge resulted from Anscot's involvement in the importation and sale of pirated copies of video equipment," said Stephen Markman, the U.S. Attorney for the Eastern District of Michigan.

Lustig pled guilty on April 11, 1989. He was convicted of copyright infringement and ordered to pay a $10,000 fine plus $200 special assessment. Also according to the U.S. Attorney, Lustig "was sentenced to serve eight months in prison, followed by a two-year period of supervised release" stemming from his conviction on other charges.

RePlay contacted Lustig by phone and fax, but he had no comment for the record.

"It's the policy of AAMA members to aggressively pursue video game counterfeiters and their U.S. distributors," stated Bill Kidwell. "The Lustig conviction should serve as a example of what can be expected by those who infringe the rights of AAMA members." Kidwell thanked Atari and Yamate for their interest in the case.

For Atari's part, Senior VP Dennis Wood likewise thanked AAMA "for its valuable assistance to the Customs Service in combatting copyboards." Added Wood: "Copyboards are a serious problem for the entire coin-op industry. Atari Games is extremely gratified with the results of the Lustig investigation."

AAMA encourages any manufacturer, distributor or operator who knows about any copyboards to contact investigations chief Bill Kidwell immediately. His phone in Iowa City is 319/337-9618.

Bob LeBlanc and the entire staff at

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Take this opportunity to thank all the fine New England operators and their people for the many wonderful years we've spent doing business together. It's been grand for all.

We wish all continued success and hope the fall season will be good for everyone. May your cash boxes be full and your service worries few and far between.

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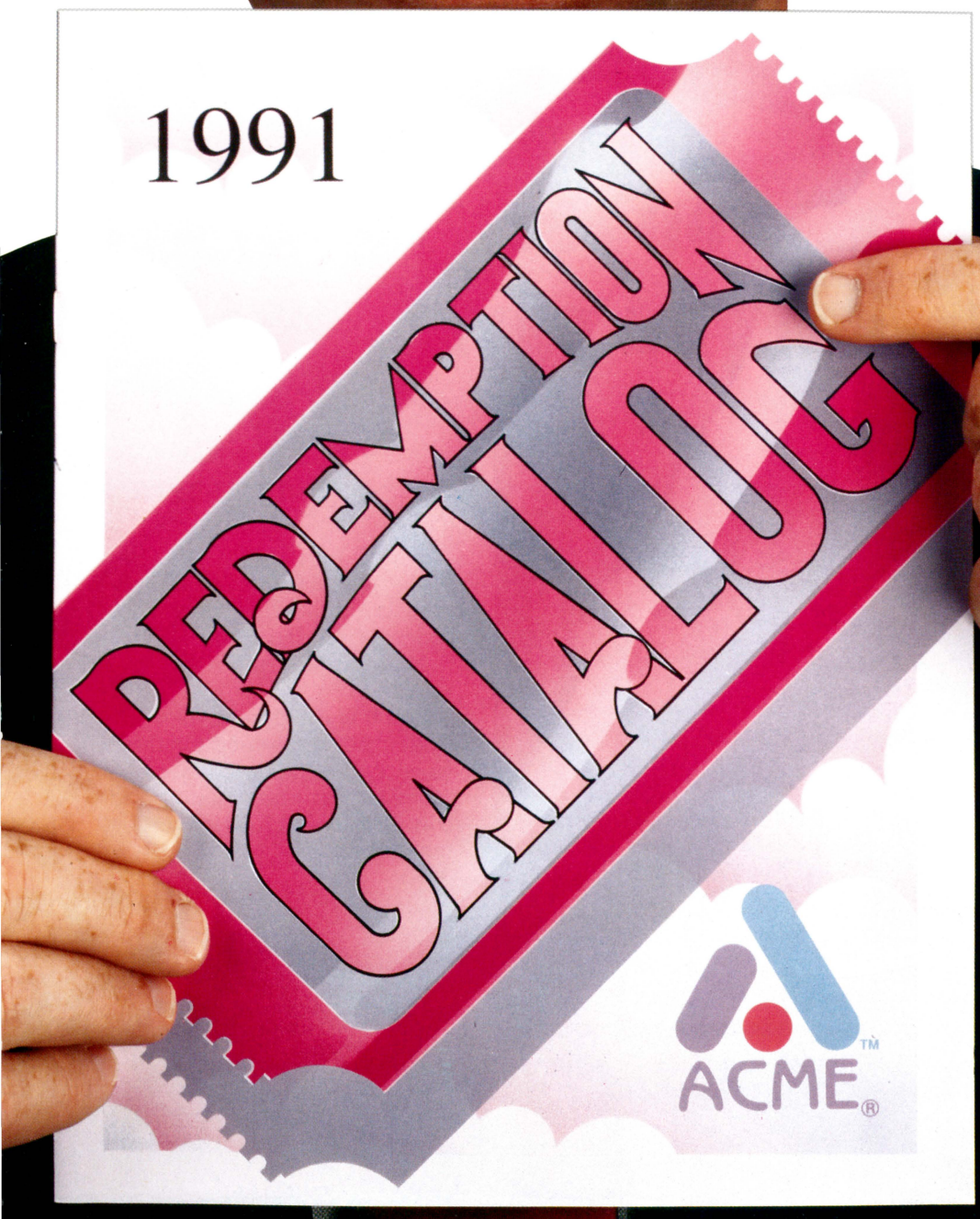

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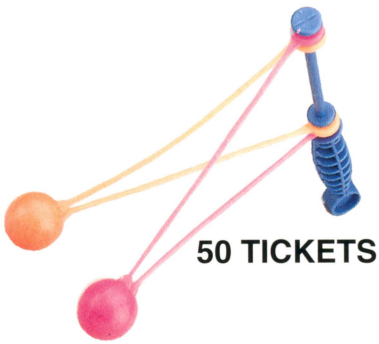

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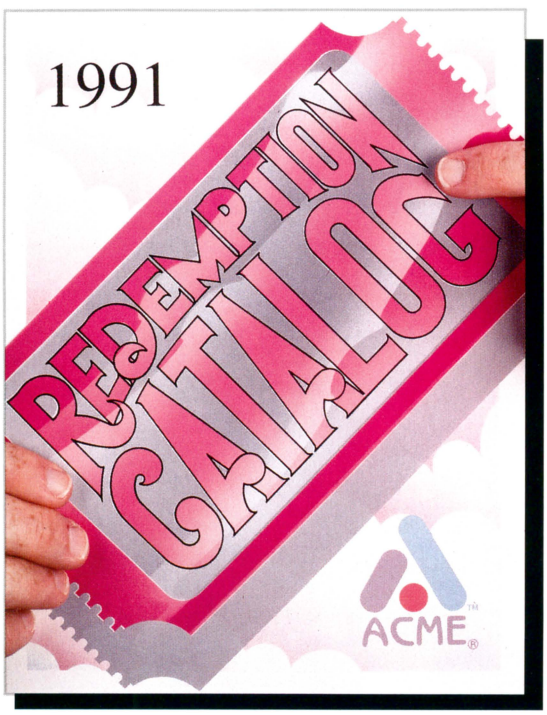

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(This new price list format is also available for ordering redemption merchandise from the Acme Merchandise Catalog.)

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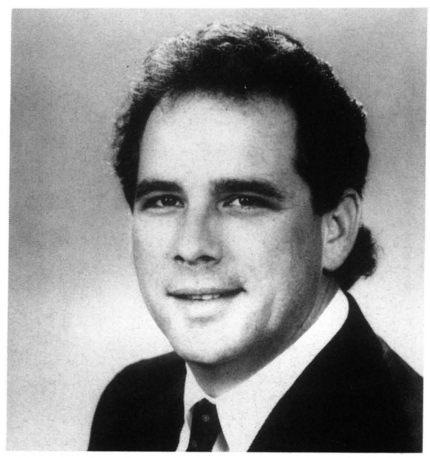
"HAVE IT YOUR WAY"

Pioneer Laser cracks the Burger King chain for CD jukebox ops; a whopper...er, whopping 255 stores starting now: more to come?

On July 26, Pioneer Laser Entertainment officially confirmed a story that was running through the "jukebox grapevine" for many weeks: it had cracked the gigantic Burger King fast food chain for coin-op music. As you read this, Pioneer's CD jukeboxes are already targeted for stores that previously prohibited all coin-op entertainment.

The agreement was "negotiated" with the highest corporate executives at Burger King by such Pioneer execs as its Marketing Mgr. Steve Rogers. According to Rogers, the deal respects the traditional manufacturer to distributor to operator chain as well as "normal" commission structures. However, it does require that a percentage of the gross go to support Burger King Academies (reportedly the nation's largest school dropout prevention organization). That element apparently was a key to the deal.

It earmarks 255 Burger King corporate-owned stores for initial installations of Pioneer's model *CJ-V-55* phonograph beginning back on Aug. 5. Those stores are located in



STEVE ROGERS

Chicago, Detroit, Minneapolis, Indianapolis, Omaha and several other cities. It also gives Pioneer's customers the opportunity to offer the CD box to all of the remaining 5,400 corporate and franchised Burger Kings in the U.S. over the next two years.

Operators interested in participating in the program should contact their local authorized Pioneer jukebox dealer (many have already been contacted by distributors by now, but it never hurts to ask). Pioneer's brand name recognition on the audio-electronic retail market certainly played a pivotal role in convincing the Burger King hierarchy to allow the very first jukeboxes into its stores. But credit must also be given to Rogers' team for initiating the talks.

"Pioneer is very excited to have formed an alliance with a national chain like Burger King," said Rogers. "This agreement should reinforce our pledge to expand the market for our network of distributors and their operators." In a very pregnant pause, he added, "It opens up several opportunities to the coin-op industry." (We interpret this as meaning the ice has been broken and the chain may be receptive to solicitations from other manufacturers and operators.)

Burger King apparently liked the look, function and sound of the Pioneer box and no doubt the firm's monthly hit compilation discs and quarterly evergreen selections which they offer exclusively. All in all, it's quite a coup and we hope only the start of something lots bigger, if you get the drift!

Through negotiations between Pioneer and high-ranking execs at this major fast-food chain, 255 company-owned Burger King outlets will now feature Pioneer jukeboxes. And that's just for starters!



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LELAND SURPRISES THE VIDEO INDUSTRY WITH 'DRAGON'S LAIR II' DISC UPRIGHT

For a few minutes, let's head back to the spring of 1983 when the video game industry was reeling from the abrupt end to the fabled "boom" and faced the painful "bust" that followed in its wake. Every man blamed it on location saturation, but also on the "sameness" of game themes.

One solid answer to that latter criticism "stepped up to the plate" at that year's AOE show in Chicago. . . a video game running on a laser disc player, offering amusement play within an animated world where knight in armor Dirk (assisted by the players) fought his way through to the rescue of Princess Daphne.

It was called *Dragon's Lair* and not only captured 50¢ play but the imaginations of the manufacturer's (Cinematronics) competitors, ushering in the lasergame "boomlet" that came and went quicker than the pet rock. Reports of $1,000 weekly collections whetted everyone's appetite, but with the exception of that single game and perhaps one or two others, the lasergame era went on hold.

Believe it or not, there are still some original *Dragon's Lairs* on location today (some still knocking down three figures in the cash pan). And now, after one of the best-kept secrets of any video game design department popped, the Leland Corp. ("successors" to the old Cinematronics) have introduced *Dragon's Lair II.*

A hasty series of fax's and phonecalls to Leland's distributors brought a bunch down to San Diego's Downtown Marriott Aug. 9 to view it firsthand at a reception, and they were pleased they came. Quite a few were around when the original did its thing over eight years ago and were impressed with a brand new cabinet appearance and the entire new animated combat storyline.

What was also eye-catching was the fact that the game is going to ship on 50¢ to start, 50¢ to continue play-pricing (and from what we heard, there is no dip switch to turn that back). It is clearly a game for the times we live in and is scheduled to begin shipping just before the AMOA Expo (finished goods will be assembled from materials supplied by Leland and the Sullivan Bluth animators at both Williams' and Dynamo's contract manufacturing plants).

Leland's President John Rowe advised that Sullivan Bluth invested several million in the creation and animation of *Dragon's Lair II.* "The results of their time and talent will not fail to impress





High atop the Downtown Marriott in San Diego, Leland treated distributors to their first hands-on inspection of *Dragon's Lair II.* As U.S. Navy ships "passed in review" in the harbor below ("that cost us a pile," joked Ken Anderson), dealers were reviewing Dirk's adventures on the screen. In the photo at the product showing (from left to right) are: Jim Niblock (Canada), Michael Damtew (Portland), Marc Singer (Omaha), Ken Anderson (Leland), Brian Kopf (Leland), Phil Roth (Pennsylvania), Gary Gouse (Birmingham) and Karl Feder (Canada).

even the most experienced game player," Rowe declared. "The story line and breathtaking animation must be experienced personally," he added (which was exactly the situation with the original).

Again, this new upright is a single-player where players must make choices in their direction of Dirk's combat movements (light flashes once again give the players help). The animation and story line are completely different from the original while the familiar characters



Canada's Janda brothers (New Way), Karl Feder (PacVend) and Leland's Ken and Brian with the "Leland Girls" (e.g. Debbie Austin) in the Admiral's Suite. A fine sendoff for a fine new game.



Ken's charming missus Angie Anderson muses about the future for the firm's new disc game, *Dragon's Lair II.* ("Isn't it something else?" she smiles). Certainly is.

(including Daphne) are once again in peril (by the way, Daphne didn't get any older but she still looks terrified . . . Tum da Tums, Tums).

In this story, she's been kidnapped by the evil wizard Mordoc. Dirk's mother-in-law is furious and sends him out to save her daughter . . . which seems to be Dirk's role in life (Daphne must be some swell gal!) Unfortunately, Mordoc is using time-travel this time to escape with the princess.

Dirk has to pilot a dilapidated time machine as he chases Mordoc into a time warp. If the players can't help him out (and that will probably mean by injecting a lot of quarters into the machine), old Dirk can get "caught forever" traveling through time. By the way, a location test program conducted at two San Diego area game centers captured nearly $100 per day, said Leland sales topper Ken Anderson.

The factory says the cabinet comes equipped with "state-of-the-art" laser disc technology (clearly to give this machine the technical durability to withstand hot play and machine moves the original apparently didn't). It also has a 25" monitor and is covered with some super graphics. And if all of this isn't enough to get your attention, *Dragon's Lair II* is actually cheaper than the original! And that's eight years later! See it also at AMOA.

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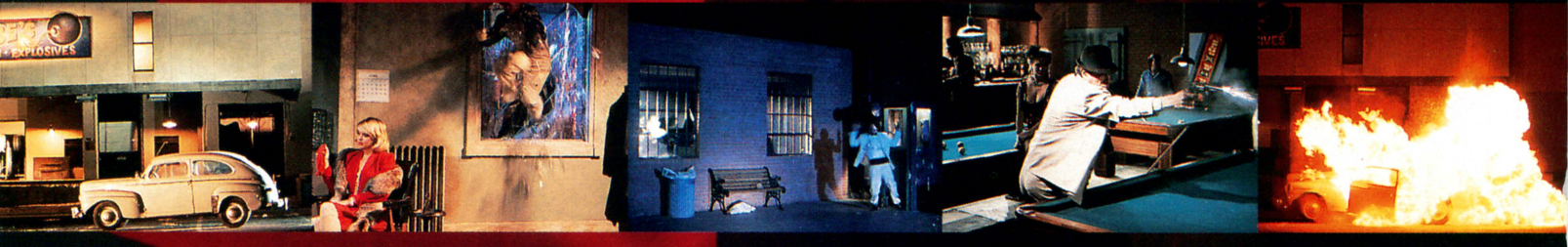

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AN "ADVANCE GLANCE" AT GAMES

AMOA Expo will feature new videos, pins & redemption; here's a sneak peek at a few intriguing titles

The suspense rises before every coin-op trade show. Will manufacturers offer what operators actually want to buy? The answer makes the difference between a successful show with lots of orders (and smiling exhibitors), or a slower show where people say "We'll find out the hits by looking in the cashbox three months from now."

So, what do operators want? In a recent opinion poll, *RePlay* asked street operators what categories of machines they are most anxious to buy this fall. Operators ranked pinballs as their top priority, followed by video kits, then CD jukeboxes. Pool tables and video systems should also enjoy their slice of the action, according to the poll. Dedicated videos could do okay, provided operators are reasonably convinced their "legs" are longer than their price tags! (Please see the full report on our survey, elsewhere in this issue.)

Okay, that's what operators say they want. Now, what will manufacturers actually have? Well, some pretty nifty games are on the way. Elsewhere in this issue, we report on Atari's *Steel Talons,* Leland's *Dragon's Lair II,* Data East's *Batman* pinball and their *Captain America* video. You'll also find in this issue a report on a neat money-tracking computer system and redemption inventory system from Bonita Marie. But wait, there's more!

SUNSET RIDERS

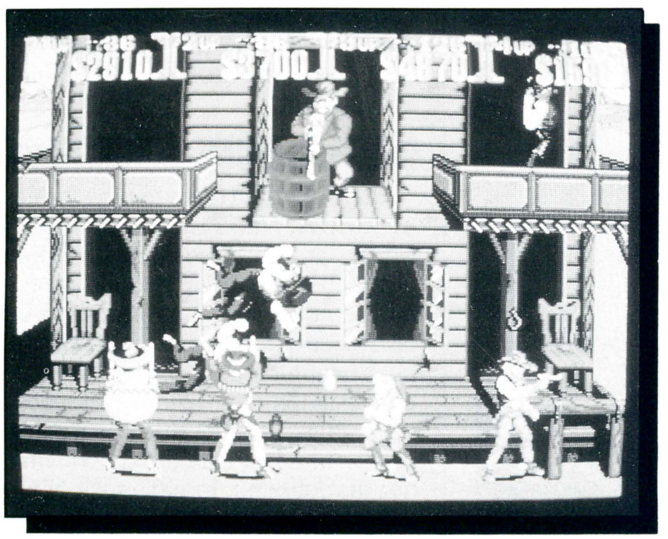
The wild west just got wilder, thanks to Konami's action-adventure *Sunset Riders,* a four-player (simultaneous) dedicated video with horizontal monitor. Players are bounty hunters, armed with one gun at first (they can pick up a second gun later). Heroes track down such villains as cattle-rustlin' rancher Simon Greedwell, quick-draw outlaw Hawkeye Hank, knife-wielding redskin Chief Scalp-'Em, the bomb-happy Smith Brothers and plenty of other colorful baddies.

Players use their 8-way joystick and two buttons (shoot and jump) to chase the villains on foot and horseback through old west towns, Indian villages, and across the plains. The bad guys will be hiding behind every rock and ridge, making getaways on stagecoaches and trains, and lurking in saloons and gun shops. Besides ducking enemy bullets, bombs and hatchets, players may even have to dodge a stampede of angry longhorns! Every villain caught or killed leads to a "bounty money" rewards. Picking up on-screen symbols makes you faster on the draw and provides extra rewards. Bonus stages give players a chance to hone their sharp-shooting skills.

Konami invites everyone to drop by their booth to check out the realistic scenes, local color, humor and non-stop action of this exciting new game. "It's the best showdown in the west!" said the firm.

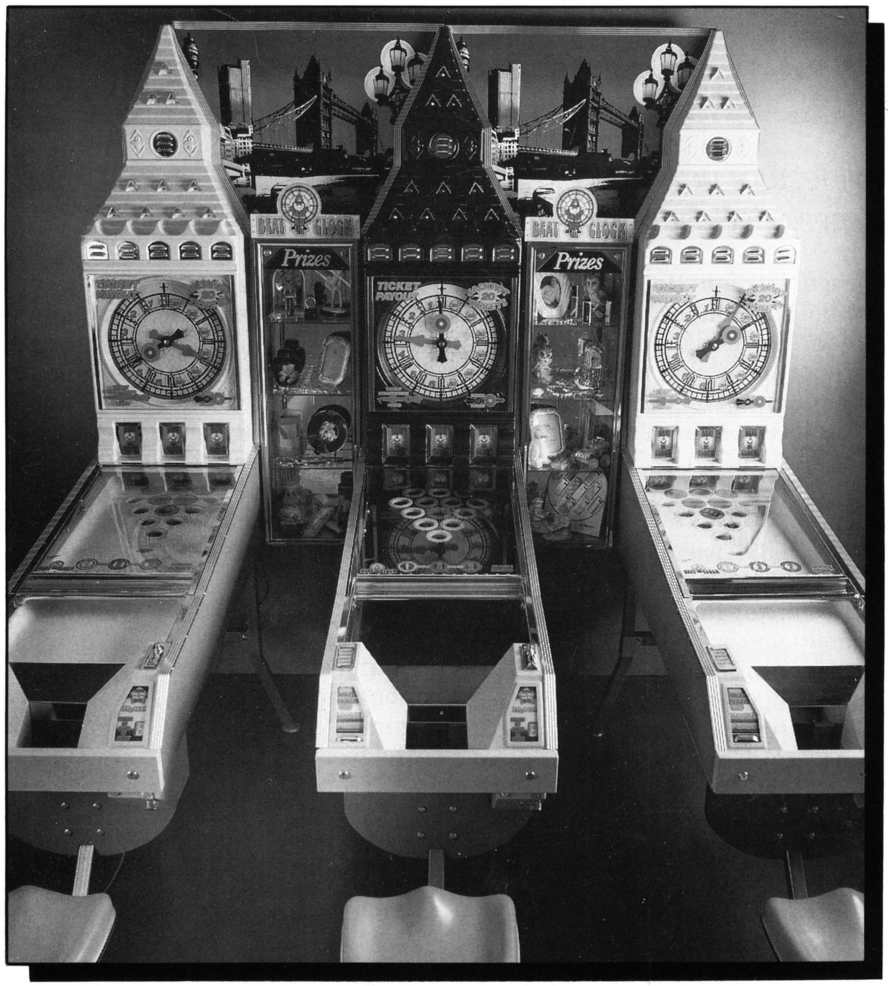
BEAT THE CLOCK

Would you enjoy a trip to London? Then visit the Betson booth. An animated version of England's famous Big Ben tower highlights this absolutely gorgeous new redemption game. Debuting to the U.S. trade at AMOA, courtesy of Betson Enterprises, *Beat the Clock* is a ticket-dispensing skill game. Players roll a ball up a slight incline, trying to maneuver the ball past low-scoring yellow holes in the front of the playfield scoring area, into the high-





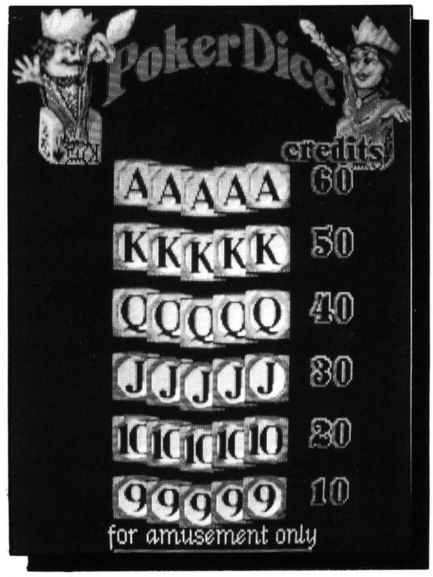
SCREEN SHOTS FROM KONAMI'S 'SUNSET RIDERS' WILD-WEST ACTION-ADVENTURE GAME



BETSON'S 'BEAT THE CLOCK' REDEMPTION GAME WITH GORGEOUS BIG BEN TOWER



A SCREEN SHOT FROM STRATA'S FUNNY 'NINJA CLOWNS' VIDEO



STRATA'S 'POKERDICE'

score red or blue holes in the back.

Actually, you don't just score points by dropping balls in the holes. Depending on which holes you hit, a moving sweep-hand on the Big Ben clock face advances a long or short way around the clock face. Idea is to keep hitting high-score holes, keep moving the sweep-hand, and "beat the clock" by making the player-controlled sweep-hand complete one revolution, before *another* clock hand, controlled by Big Ben, counts off a full minute. Number of tickets vended depends on how successful the player is at this feat. (By the way, Big Ben's second-hand is operator-adjustable; it can actually run a bit fast, giving as little as 48 seconds of game time if the operator chooses.) This is a sitdown game; dimensions are 24.5" wide and 85" deep including the seat; 8'.05" high at top point.

NINJA CLOWNS & POKERDICE

Strata will offer two new videos at AMOA. *Ninja Clowns* is a very funny, action-filled street-fighting piece. It's a one- or two-player (simultaneous) game, available in kit or dedicated format. It features superb graphics, exciting martial arts battle skills, and plenty of goofy sight gags. Yes, the title has it right: heroes like "Klunky the Clown" are not just clowns, they're also Ninja Warriors . . . a pretty funny idea in itself. Their mission is to defeat an evil clown named "Twisto" who is



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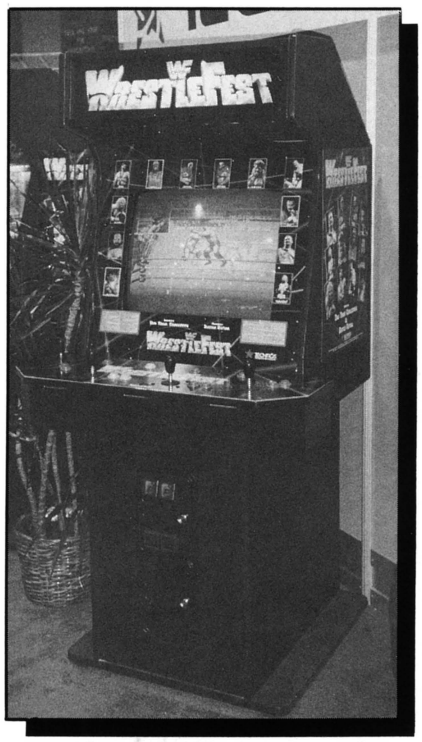
going around turning everybody in town into a zombie. The heroes must battle their way through the town, defeating 25 colorful enemies before they can break into Twisto's lab and have the final showdown.

Also shown by Strata will be a neat redemption game for grownups called *PokerDice*. It's a one-player kit or dedicated video, featuring an amusement-only card theme. Players control an animated cueball to stop slowly-revolving, animated dice which have different card faces on their sides. Graphics are so well done that it gives you a real feeling of depth; subtle but addictive music adds fun to the quick, easy gameplay. Game can be adjusted to award tickets or credits that can be cashed out for tickets.

WRESTLE FEST

Good things are worth waiting for...like the kit version of a hit dedicated video! American Technos is already enjoying a huge hit with their four-player dedicated video, *WWF WrestleFest*. The upright began shipping July 22; since then it's been racking up earnings that could body-slam the IRS. Well, the kit is slated for release 60 days later, which would be just after AMOA. As many know, this sequel to their earlier hit *WWF Superstars* features Hulk Hogan, Mr. Perfect and 10 other licensed personalities from the world of wrestling. Excellent graphics offer oversized characters; players enjoy "tag team chal-



AMERICAN TECHNOS' 'WRESTLE FEST'

lenge," the "cage match" and other colorful features.

"Prices and more exact shipping dates for the kit version will be announced at the AMOA show," said Technos' Greg Rice. "It will be a two-, three- or four-player conversion," he stated. By the way, a real live wrestling star (probably that bad cat whose stage name is "Legion of Doom") will be at the Technos booth, signing autographs. Also at the booth, you can pick up a copy of "Rising Star News," Technos' just-launched newsletter. It will be mailed to operators four times yearly to "help forge a stronger working relationship and keep in touch with the marketplace," explained Technos prexy Ken Iwamoto.

In other news, American Technos has announced its official list of authorized dealers who can provide you with that *WrestleFest* kit when you get back home from the AMOA show. The dealers are: Atlas, Betson, Brady, C.A. Robinson, Cleveland Coin, Central, Lieberman, Mondial, Mountain Coin, Music Vend/Dunis, Southgate, SunBelt, State Sales, New Way and Canadian Coin.

GEORGIA BELL

Turning back to new things which will be seen at AMOA, here's a doozy. Coming from Yamate Corp. (Dudley, Mass.) and Micro Mfg. (Lavergne, Tenn.) is a new type of redemption unit called a "line-up game." It dispenses tickets and features skill-stop buttons on 8-line prize symbols (cherries, sevens, bars, etc.). Despite the "slot-style" graphics, it's legal as an amusement skill game in certain jurisdictions, said Yamate and Micro. The first model, *Georgia Bell,* is specifically designed for the Georgia market, where a new law allows players to win a $5 value prize on one play, so long as some skill is involved. (Similar laws are on the books in Arizona, Florida and Iowa, although prize values vary, said Yamate.)

The Georgia model will be seen in Micro's booth at the AMOA Expo; new types of "redemption video line-up" games will be marketed every six to eight months. "By the end of this year, we intend to have a similar model for every state where redemption is legal," Yamate's John Dugas said. "The regulations are pretty clear now in each jurisdiction, thanks to the crane precedents in each state."

R&D will be done out of Yamate's offices in Massachusetts; manufacturing, marketing and distribution will be done from Micro's plant in Tennessee. "Yamate selected John Yarbrough and Micro Mfg. based on his outstanding reputation as an industry sales leader," said John Dugas.

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BUSTING THE HOUSE

Las Vegas is host city to sell-out AMOA Expo 1991; industry tradeshow sets record for exhibition space sold

Picture this: coins practically jumping out of willing fingers and into machines. Never a shortage of eager customers; people are around 24 hours a day and anxious to play. What is this? Paradise?

According to some, yes. This is Vegas and the sound of silver sliding into coin drops is constant here. But the silver belongs to gamblers, not game players, and those coin drops aren't leading to an operator's collection bag.

Still, entertainment is entertainment! And it's only fitting that a city devoted to amusement should be the site of a coin-op entertainment trade show. Now perhaps it's even more fitting with video lottery looming high on the industry's horizon (an issue AMOA '91 will comprehensively address).

AMOA '91. It's here already. And judging from the record-breaking exhibitor attendance list, this year practically promises to be a banner one for the industry's fall show. Anticipation for AMOA's annual "show and tell of wares" has been building since last year's show and will culminate Sept. 12-14 at the Las Vegas Convention Center.

Over 780 booths have been booked for the sold-out show (by some 200 companies) and at least 8,000 industry professionals are expected to attend. The newly refurbished convention center is the perfect showplace for exhibitors and it's conveniently located just a short walking distance from the Las Vegas Hilton — AMOA's headquarters hotel.

As most of you know, the AMOA Expo serves as an effective medium for exhibitors of equipment, parts and services to show their product for buyer and distributor inspection. There'll also be the usual peer-mingling and business expertise-sharing. And besides the show itself, the familiar cornucopia of seminars, parties and special events will be featured.



At the ribbon-cutting ceremony at last year's AMOA Expo are: Jim Trucano, Jack Kerner, Beth Trucano and Shirley Kerner. Trucano will hand the association prexy reins over to incoming president Gene Urso.

The seminars (20 of them) will be held daily on a variety of legislative, management, marketing and technical topics (see sidebar for more information on this). Social highlights include the annual golf outing, spouses' program and lunch, the Hesch educational fund raffle drawing and auction, and of course, the AMOA awards show and banquet. Combine this with one of America's biggest "fun" capitals and you've got yourself a winner!

Highlighting the AMOA Expo's social calendar is the Awards Show and Banquet scheduled for Friday, Sept. 13 at the Las Vegas Hilton. Awards will be bestowed upon the brightest and hottest in jukebox musical artists as well as games and cigarette vending machine promotion. Slated to entertain the banquet-goers are music greats The Temptations and The Four Tops. (Remember "My Girl" and "Baby, I Need Your Loving?")

It's too late in the game to list the hotel charges, but discount rates on plane fares and car rentals may still be available (find out by calling the AMOA Expo office at 312/664-6610 ext. 3281). And if you find you have missed the early registration deadline (it was Sept. 1), you can still be a part of it all by registering in Las Vegas at the show.

As for the exhibition itself, it will run from 10 AM-5 PM Thursday and Friday and 10 AM-4 PM Saturday. If you need more information, call AMOA at the above number. Come to the show and see all the great new equipment. And then when you get back home, it will be your coin drops that the money is sliding into!

SCHEDULE

Wednesday, September 11

7:30 AM	Annual Expo Golf Outing *— Legacy Golf Course*
3:00-8:00 PM	Registration Open *— Las Vegas Convention Center*
6:00-8:00 PM	AMOA Member Welcome/ New Faces Reception *— Las Vegas Hilton: Pavilion* (For AMOA members only)

Thursday, September 12

8:30-5:00 PM	Registration Open *— Las Vegas Convention Center*
9:00-10:00 AM	Special Distributor Hour *Exhibitor Hall*
9:00-11:00 AM	Educational Seminars *Las Vegas Convention Center* • Retail/Marketing • CD Jukebox Library • Banking • Video Lottery Update
10:00 AM-5:00 PM	**Exhibit Hall Open**
10:30 AM-2:00 PM	Spouses' Program & Lunch *— Las Vegas Hilton*
1:00-3:30 PM	Educational Seminars *Las Vegas Convention Center* • Theft/Security • Grassroots Legislative Issues • Technical Troubleshooting • Redemption
3:00 PM	Hesch Raffle Drawing & Auction *— Registration Area*
3:00-5:00 PM	Cash Bar in Exhibit Hall

Friday, September 13

8:30 AM-5:00 PM	Registration Open
9:00-10:00 AM	Special Distributor Hour *— Exhibit Hall*
9:00-11:30 AM	Educational Seminars • Buying & Selling Routes • Coin-Op Maintenance • Breaking Into Billiards • Location Profit Analysis
10:00 AM-5:00 PM	**Exhibit Hall Open**
Noon-2:00 PM	State Association Executive Lunch Meeting (invitation only) *— Ballroom D, Las Vegas Hilton*
12:30-2:30 PM	Educational Seminars • Pinballs: Ways to Profit • Billiard Equipment Repair • Dart, Pinball & Pool Leagues • Video Lottery at State Level
2:45-4:45 PM	Educational Seminars • Route Security • Jukebox Trends • Nolan Bushnell: Coin-op Future • Tips for Small Operators
3:00 PM	Hesch Raffle Drawing & Auction *— Registration Area*
3:00-5:00 PM	Cash Bar in Exhibit Hall
6:00 PM-Midnight	AMOA Awards Show & Banquet *— Las Vegas Hilton Pavilion*

Saturday, September 14

8:30 AM-2:00 PM	Registration Open
9:00-10:15 AM	Cigarette Vendors Breakfast *Ballroom C, Las Vegas Hilton*
10:30 AM-Noon	AMOA Annual Business Meeting *— Ballroom C, Las Vegas Hilton*
10:00 AM-4:00 PM	**Exhibit Hall Open**
3:00 PM	Hesch Raffle Drawing & Auction *— Registration Area*

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EXPO '91 EDUCATIONAL SEMINARS

All sessions will be held in the Las Vegas Convention Center

Thursday, September 12

9:00-11:00AM

► Retail: Let Marketing Boost Your Bottom Line
— *Jerry Harrington (D&R Novelty), David Goudeau (Gerald's Amusements) and Dave Maidmont (A World of Leisure Mfg.)* (Room S108)

► CD Jukeboxes: Getting the Maximum Mileage Out of Your CD Library
— *Moderator: Ed Velasquez, Velasquez Automatic Music; and Scott Winters, Sound Decisions* (Room S109)

► Want to Impress Your Banker? Doing Business With Banks in an Era of Deregulation
— *Charles Ross, Innovative Management Consultants* (Room S110)

► Video Lottery Update
— *Wally Bohrer, Hastings Distributing, and (invited) Susan Walker, Executive Director of the South Dakota state lottery* (Room S111)

1:00-3:30PM

► Profit Robbers: Are You Being Taken to the Cleaners?
— *Dr. Howard Schwartz, APD, Howard Schwartz & Associates* (Room S108)

► Grassroots Assault: Tackling Legislative Issues Before They Tackle You
— *operators Howard Tisch, Wally Bohrer and Hy Sandler, and Paul Carey, Ohio Coin Machine Association* (Room S109)

► Technical Troubleshooting: It's Easier Than You Think
— *industry consultant Randy Fromm* (Room S110)

► Redemption: Your Ticket to New Profits
— *Randy Chilton (Chilton Vending), Frank Seninsky (Alpha-Omega Amusement), Norm Pink (American Amusement Arcades) and Ron Malinowski (Aladdin's Castle)* (Room S111)

Friday, September 13

9:00-11:00AM

► Gaining the Competitive Edge When Buying and Selling Routes
— *Fred Collins (Collins Music), Norm Pink (American Amusement Arcades) and John Estridge (Games Distributing)* (Room S108)

► Retouch, Repair and Renovate: The 3 R's of Coin-op Maintenance
— *Randy Fromm* (Room S109)

► The Billiard Boom: Breaking Into Billiards
— *Mark Cord, Executive VP, Billiard Congress of America* (Room S110)

► Profits or Pitfall: Is Your Location Paying? (Location Profit Analysis)
— *Charles Ross* (Room S111)

12:30-2:30PM

► Pinball: 101 Ways to Profit
— *Frank Gumma Jr. (American Vending Sales), Ray Shroyer Metro/Canale Amusement), Tom Cahill (Williams Electronics), Pete Gustafson (Data East Pinball) and (invited) Mike Hawkins (D&R Star)* (Room S108)

► How to Repair Slate and Other Ways to Care for Billiard Equipment
— *Ron Ayotte, A-1 Billiards* (Room S109)

► Organized Play the AMOA Way: A Primer on How to Nurture Dart, Pinball & Pool Leagues
— *Joe Conway, (AMOA National Dart Association), Doug Young, (AMOA International Flipper Pinball Association) and Greg Elliot (Valley National Eightball Association)* (Room S110)

► Video Lottery: How to Organize at the State Level
— *Wally Bohrer* (Room S111)

2:45-4:45PM

► The Hidden Invaders: Are Your Company and Routes Secure?
— *Al Krueger, corporate security director, General Coin Distributing* (Room S108)

► Jukebox Trends
— *Joel Friedman (Rowe International), Rus Strahan (NSM-America), Steve Rogers (Pioneer Laser Entertainment), Joe Tedeschi (Wurlitzer) and Schuja Hague (Rock-Ola).* (Room S109)

► Coin-op's Future Through the Eyes of Nolan Bushnell
— *Nolan Bushnell* (Room S110)

► Tips for Small Operators: Your Business Counts
— *Ken Rensink, K&D Amusements* (Room S111)



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Listed below are the AMOA 1991 Game Awards as nominated by association members. Nine categories were evaluated and the contending games, along with their manufacturers, are shown here. (Operators also voted for the outstanding cigarette promotion.) On the following page are the nominees for this year's AMOA Jukebox Awards. Member operators voted for the songs and artists based on jukebox earnings between June 1, 1990 and May 15, 1991. All award winners will be announced and honored at the Awards Show and Banquet Sept. 13 in Las Vegas.

GAME AWARDS

Most Played Videogame (Dedicated)

Hard Drivin' (Atari)
Neo•Geo (SNK)
Pit Fighter (Atari)
Race Drivin' (Atari)
Teenage Mutuant Ninja Turtles (Konami)

Most Played Pinball Game

Earthshaker (Williams)
Elvira (Bally)
Fun House (Williams)
The Simpsons (Data East)
Whirlwind (Williams)

Most Played Conversion Kit

Capcom Bowling (Capcom)
Final Fight (Capcom)
High Impact (Williams)
Raiden (Fabtek)
Street Fighter II (Capcom)

Most Innovative New Technology

Checkpoint Pinball Dot Matrix (Data East)
F-15 Strike Eagle (MicroProse)
Mad Dog McCree (Betson)
Neo•Geo (SNK)
Pit Fighter Digital Pictures (Atari)
Putting Challenge (I.C.E.)

Most Played Dart Game

Arachnid
Merit
Valley

Most Played Pool Table

Dynamo
Valley
UBI

Most Played Jukebox

NSM CD
NSM Firebird (Wall Unit)
Rowe CD
Rowe (45rpm)

Most Played Redemption Game

Big Choice (Betson)
Pop-A-Shot (Pop A Shot)
Shoot to Win (Smart)
Skee-Ball (Skee-Ball)
Super Single (Smart)

Most Popular Other Game

Air Hockey (Dynamo)
Foosball (Dynamo)
Foosball (Tornado)
Putting Challenge (I.C.E.)
Shuffle Alley (Williams)

Cigarette Vending Machine Promotion Awards

American Tobacco
Brown & Williamson
Lorrilard
Philip Morris
RJR Sales

JUKEBOX AWARDS



Pop Record of the Year

Baby Baby, Amy Grant (A&M)
Ice Ice Baby, Vanilla Ice (SBK)
Rhythm of My Heart, Rod Stewart (Warner Bros.)
She Talks to Angels, Black Crowes (Def American/Reprise)
Vision of Love, Mariah Carey (Columbia)

Country Record of the Year

Friends in Low Places, Garth Brooks (Capitol)
Put Yourself in My Shoes, Clint Black (RCA)
Two of a Kind, Garth Brooks (Capitol)
When I Call Your Name, Vince Gill (MCA)
Wrong, Waylon Jennings (Epic/Sony)

R&B Record of the Year

Gonna Make You Sweat, C&C Music Factory (Col.)
It Never Rains, Toni! Toni! Tone! (Wing/Mercury)
Someday, Mariah Carey (Columbia)
Thought It Was Me, Bel Biv Devoe (MCA)
Vision of Love, Mariah Carey (Columbia)

Pop CD of the Year

I'm Your Baby Tonight, Whitney Houston (Arista)
Into the Light, Gloria Estefan (Epic)
Mariah Carey, Mariah Carey (Columbia)
Please Hammer, Don't Hurt 'Em, MC Hammer (Cap.)
Wilson Phillips, Wilson Phillips (SBK)

Country CD of the Year

America, Hank Williams Jr. (Warner/Curb)
Heroes & Friends, Randy Travis (Warner Bros.)
No Fences, Garth Brooks (Capitol)
Put Yourself in My Shoes, Clint Black (RCA)
Rumor Has It, Reba McEntire (MCA)

R&B CD of the Year

Johnny Gill, Johnny Gill (Motown)
Gonna Make You Sweat, C&C Music Factory (Columbia)
I'm Your Baby Tonight, Whitney Houston (Arista)
Mariah Carey, Mariah Carey (Columbia)
New Jack City Soundtrack (Giant/Reprise)

Rising Star Award (Male)

Mark Chesnutt (MCA)
Gerardo (Interscope/Atlantic)
Vanilla Ice (SBK)
Chris Isaac (Reprise)
Timmy T (Quality)

Rising Star Award (Female)

Oleta Adams (Fontana/Mercury)
Mariah Carey (Columbia)
Cathy Dennis (Polydor)
Tara Kemp (Giant)
Pam Tillis (Arista)

Rising Star Award (Group)

The Black Crowes (Def American/Reprise)
C&C Music Factory (Columbia)
Damn Yankees (Warner Bros.)
Divinyls (Virgin)
Nelson (Geffen)

Jukebox Legend (Living)

George Jones
Paul McCartney
Willie Nelson
Frank Sinatra
Rod Stewart

Jukebox Legend (Deceased)

Buddy Holly
John Lennon
Jim Morrison
Rick Nelson
Hank Williams Sr.

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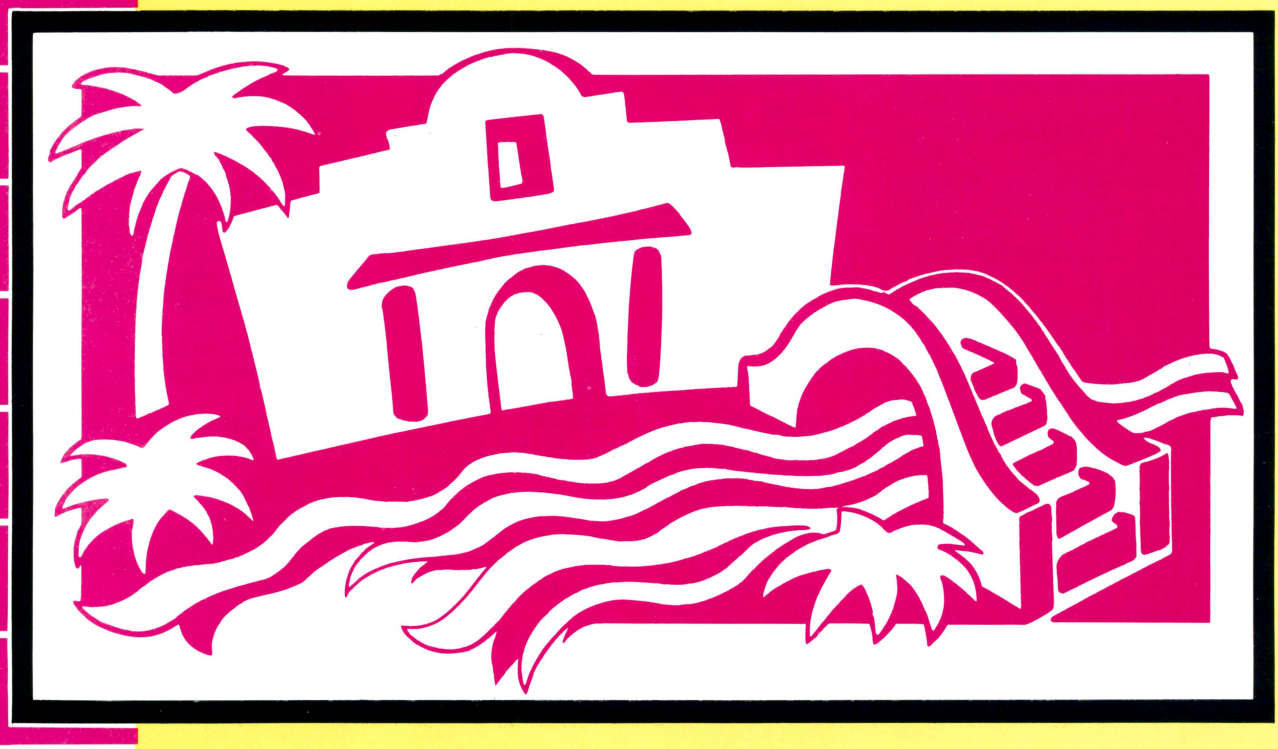

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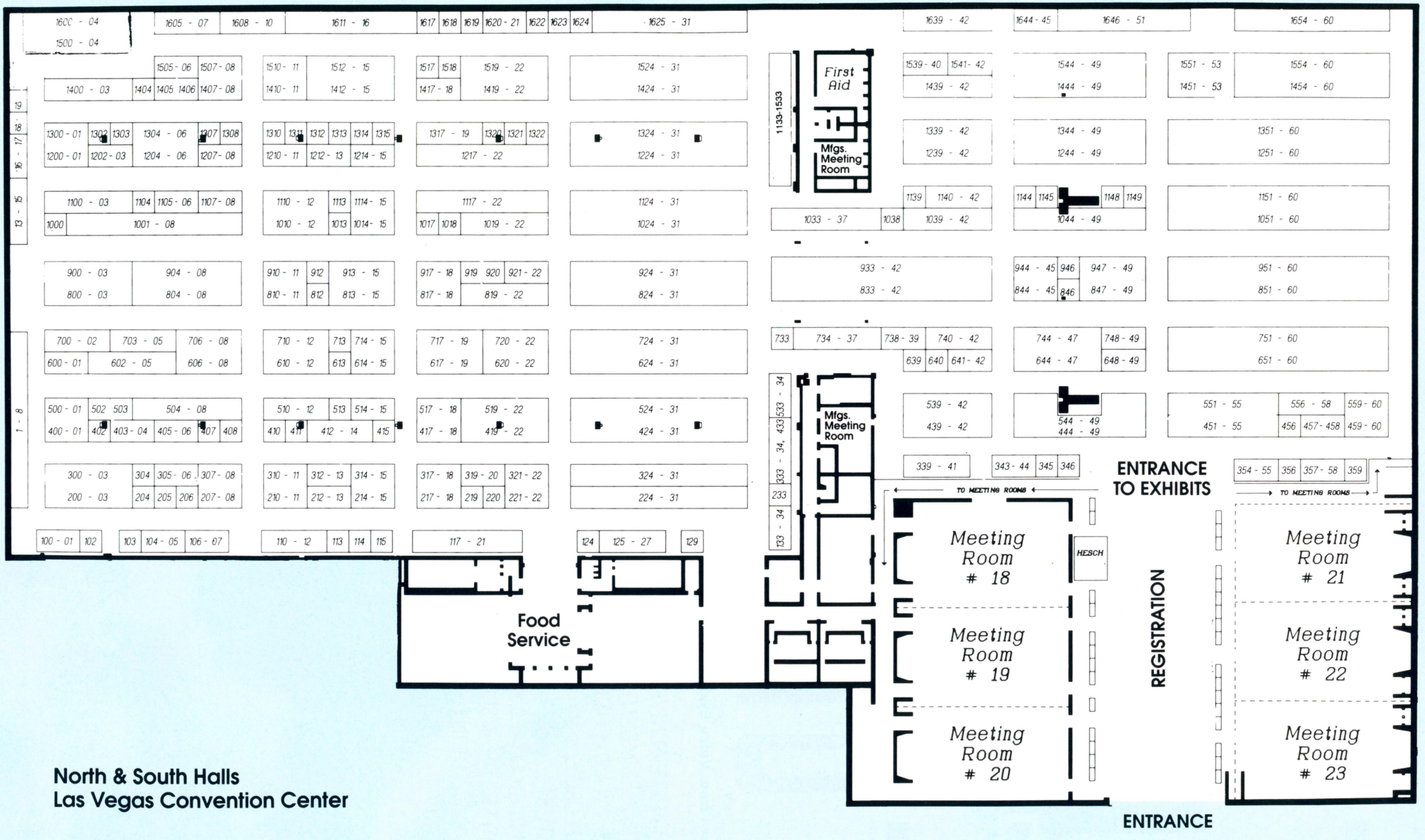

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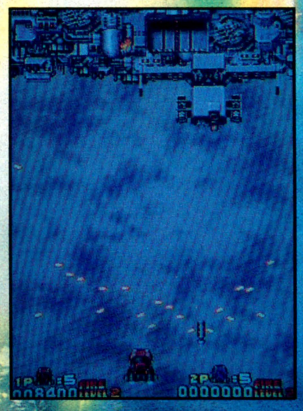



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GENE URSO:



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Wisconsin native Gene Urso originally planned to be a barber like his father and grandfather. (With his gift for gab, Gene would have been a natural.) Instead, he entered the coin-op business in 1956. At age 23, he invested in Madison Coin Machine, run at that time by Nate Robinson. They remained partners for 17 years, with Gene getting his own family (including wife Nancy) involved in the business. For a time, daughter Nicki did collection and light machine maintenance; today son Tony is super active in running the firm. Gene bought Nate's share in 1973.

"Today we're an average-sized business which is a member of AMOA," Gene said. "My son Tony is coming in with new ideas about expansion and about being aggressive. For the first time, we're looking at buying other routes. So we've got new life at Madison Coin Machine and it's fun."

Gene is an easy man to like. Blunt, cheerful, unpretentious . . . funny, straight-forward, unabashedly emotional . . . that's Gene. He has many friends in the business and, obviously, a great deal of respect from his fellow tradesters. "Gene is a very diligent worker and highly dedicated to association work," says WAMO exec director Joe Phillips. "He's a good thinker and a good leader. He motivates people well and sets a good example by doing many things on his own. Gene is also respected for his excellent sense of humor!"

REPLAY: Congratulations on your new position.

GENE: Thank you.

REPLAY: As AMOA president, you're taking on a lot of responsibilities. What do you see as the major ones?

GENE: Being visible to the membership and communicating with them is my main responsibility. Telling people about AMOA is important. We have a laundry list of services and committees that people overlook much of the time; I'll talk about that but I'll also tell them per-

sonal stories about my business and how AMOA has helped me. This is a wonderful industry filled with people who love their work. It's like an extended family, and I'm looking forward to sharing that.

REPLAY: You've spent a lot of time with that "extended family," devoting many days to AMOA each year as a board member, secretary, treasurer and finally First Vice President. How has serving in those other officer positions helped prepare you for the job?

GENE: It's given me a broader overview of AMOA's goals, structure and functions of its committees. Talking to other officers has been very helpful. Everyone has AMOA's good at heart, so they want you to succeed. They share their experiences with you. Also, as AMOA's First Vice President, I've traveled an average of two days a week for the past year, so I'm used to that part of it. My son Tony will be running our business while Nancy and I are away.

REPLAY: It's a good thing Nancy likes to fly. What's the best advice you have received on being a good AMOA president?

GENE: I've gotten a lot of good advice. Probably the single piece of advice that stands out most in my mind came from Chuck Milhem, president of Valley. He basically said, "When a problem comes up, try to find out about the *whole* problem. Get all the facts. Get plenty of input. Then, take time to think about it. Finally, try to do what's best for the whole organization and for the industry." That's meaningful to me because I'm an emotional person and tend to react quickly.

REPLAY: Have you set any specific goals you'd like to accomplish during your term as AMOA president?

GENE: Being AMOA president is very demanding. There's a lot to do. But there is one thing I'd like to get started... just to lay one brick in starting a process. If somehow we can get the operator more involved with his state and national organization, I know it will be very worthwhile. I believe so strongly in associations! For example, I know if I had become active in trade groups earlier in my own career, my business would have done even better. This goal is something that previous presidents have worked on, and if we can help lay another brick, it's something AMOA presidents who come after me can build on. The average operators... the other "Gene Ursos"... need to realize how much this can help them. You know, so many people have the perception that the board and officers who run AMOA are all mammoth operators. Not true! I'd say 70% are average operators. That's who runs AMOA, and that's who AMOA works for.

REPLAY: You're in charge of the 1991 Expo Planning Committee. We noticed the number of exhibits goes up every year. Why do you suppose this is happening, in the face of what's often described as a

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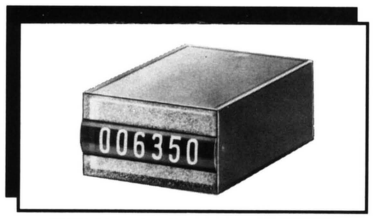

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✓ Video Lottery Terminals
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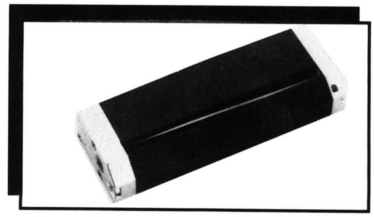

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"soft market"? Also, do you expect attendance to match the record-breaking exhibit numbers?

GENE: One reason the show keeps improving and the number of exhibits keeps going up, is thanks to more operator involvement and a more professional staff at AMOA. I'd hope the attendance will grow as well, because it's grown every year. The seminars look very good on a variety of topics. I hope many operators will take advantage of the full plate of information offered by AMOA's seminars this year.

REPLAY: How would you assess the current health & direction of AMOA?

GENE: AMOA looks very good right now. As I look at the board members and leadership, I see a cross section of young and old — which is good! The younger folks amaze me: there's more professionalism and education, and they don't have the hang-ups that some of us older operators do. On the other hand, having more experienced operators on the board provides balance. AMOA's direction is totally oriented toward service to our membership. Right now video lottery is the hot issue, but who knows what other issues may come up? We're paying close attention to the changes in communications technology and regulation that could affect operators. I can tell you this: whatever happens in any field that affects this industry, AMOA will get involved in it!

REPLAY: How would you assess the industry today? Are we recovering from the recession?

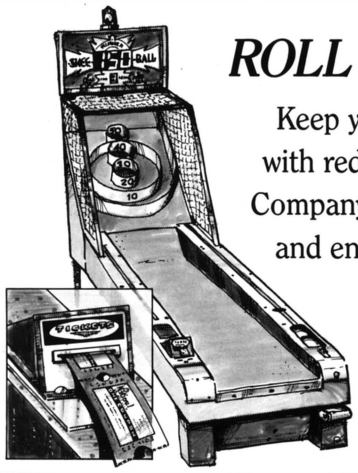
GENE: I think we are. Coin-op is slowly climbing up the stairs. One thing that's happened is, the operator goes back to doing what he does best: running his pool, music, and dart machines . . . getting involved with the league system. We're more comfortable with that. We're the entertainment business and must do whatever is entertaining at the time.

REPLAY: In what direction is coin-op going? We mean that in the broadest sense — toward more internationalism? Toward more public acceptance? Toward more professionalism?

GENE: Our industry is getting **better.** More professional, more strongly entrenched in locations, more appealing to players. Now, much of the talk these days is about video lottery. Video lottery is very nice, but you must also continue promoting the games and music we have today. You ask if the industry is getting more international? My answer is yes. League play, more than anything else, has created greater public acceptance and popularity for our games in the United States and all over the world. Leagues have also made it possible for players all over the world to travel anywhere else and, thanks to the uniform ranking system, compete with each other on a level footing. Leagues have worked very well with pool and darts alike. With some work, this concept is also going to work with pinball — which, by the way, is very big in Europe!

REPLAY: Sounds like you're really sold on leagues, Gene. Since you operate in Wisconsin, somehow this doesn't surprise us!

GENE: Leagues are a great service the operator can offer to locations. The location can get involved cheaply; he doesn't have to spend $15,000 to sponsor a softball team playing four blocks away and "hope" the team comes back to the sponsoring bar after the game. With leagues, the players are right there in the location, building business for everybody. The operator can show the location how coin-op is making money for him, and what an asset the operator is. It's also a win-win situation for the player, the operator and the location with steady income. Yes, it takes work to start a



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league...but anything good isn't easy.

REPLAY: Okay, we are convinced. Now we'd like to ask a few "what's on your mind"-type questions. For example: as you see it, what is coin-op's greatest strength, and what is its greatest weakness?

GENE: Our greatest strength is the operator. Our greatest weakness is also the operator! The strength lies in the potential impact we can have, by working together. The weakness is that so many people do not choose to get involved.

REPLAY: So you'll try to remedy that weakness, as you travel around the country speaking on behalf of AMOA. Now, how would you complete the following sentence? "What this industry really needs is..."

GENE: What our industry really needs is a new type of game whose play appeal really challenges the player's skills...not just the same old gameplay dressed up with new bells and whistles. There must be some substance to the game itself. Our players are extremely intelligent people and they are the final critics. They vote with their money, and right now their "vote" is telling



us they're very happy with league play and basic equipment. They're not as happy with video in street locations.

REPLAY: Any special message you'd like to communicate to our readers at this time?

GENE: I want the operator to get involved with his state and national organization—especially in these times when government agencies have more and more of the say in running our businesses. It's almost as if the politicians and bureaucrats don't feel entrepreneurs deserved to be rewarded for their efforts. Operators should begin by joining their state association, because most of the laws which affect our industry are local. That experience is like going to college and getting your bachelor's degree. Then you're ready for the next step: working in AMOA, which is financially rewarding to your company, and educationally rewarding to you as a person. State and national associations are the only places where operators can come together on neutral ground to pursue common interests. Any time and money you devote to associations, comes back to you many times over. You meet people who can help you solve your problems. You can learn things from watching their operations and talking to them, that you could never get out of a book.

REPLAY: Gene, you're the kind of guy who proves that "life wisdom" is at least as important as "book wisdom." Thanks for your time and your thoughts...and good luck to you in the coming year!



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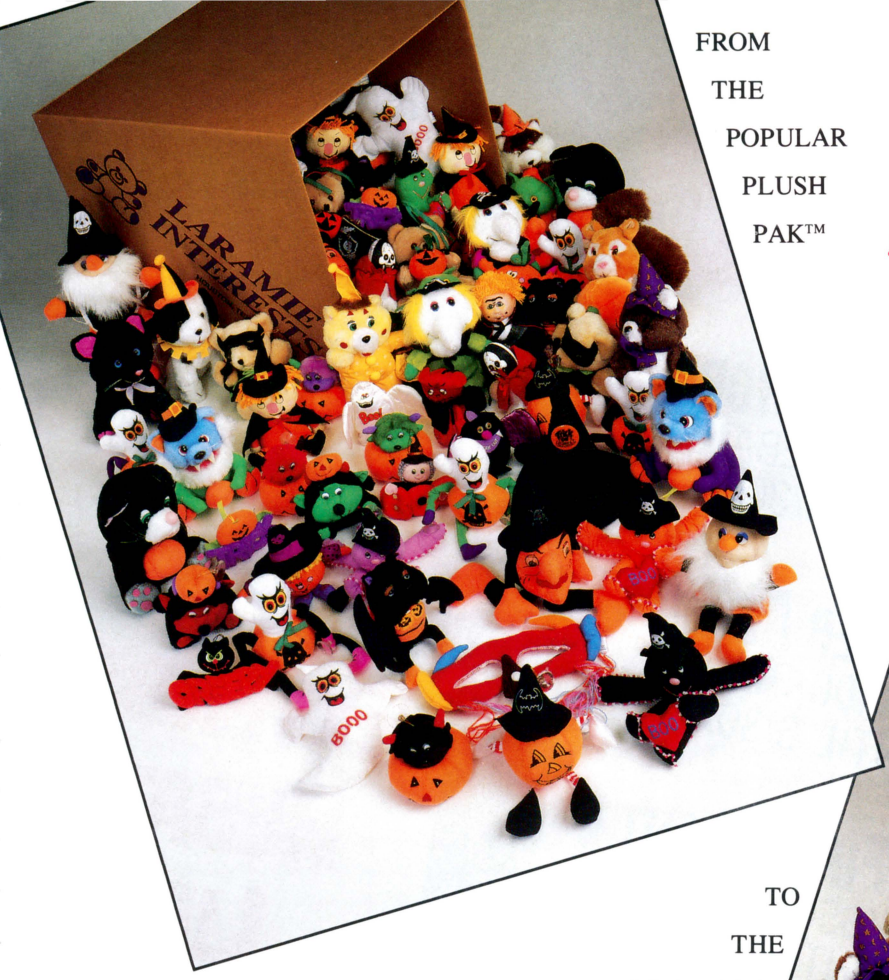

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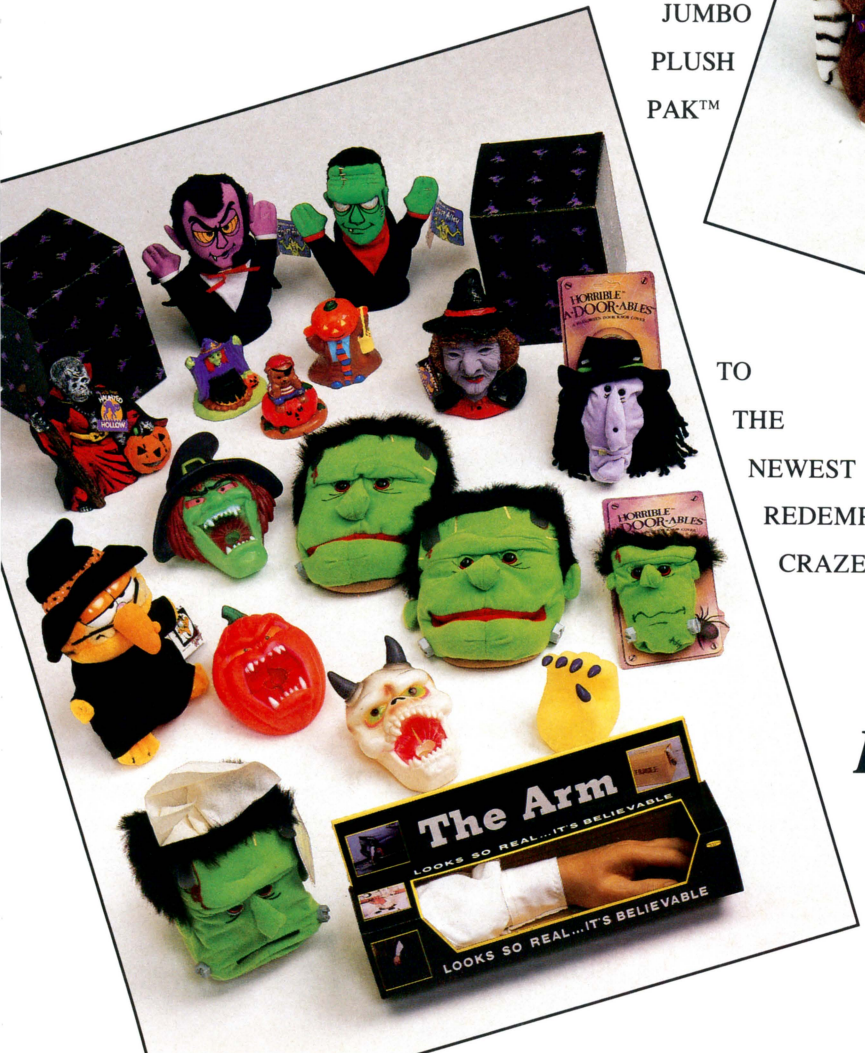

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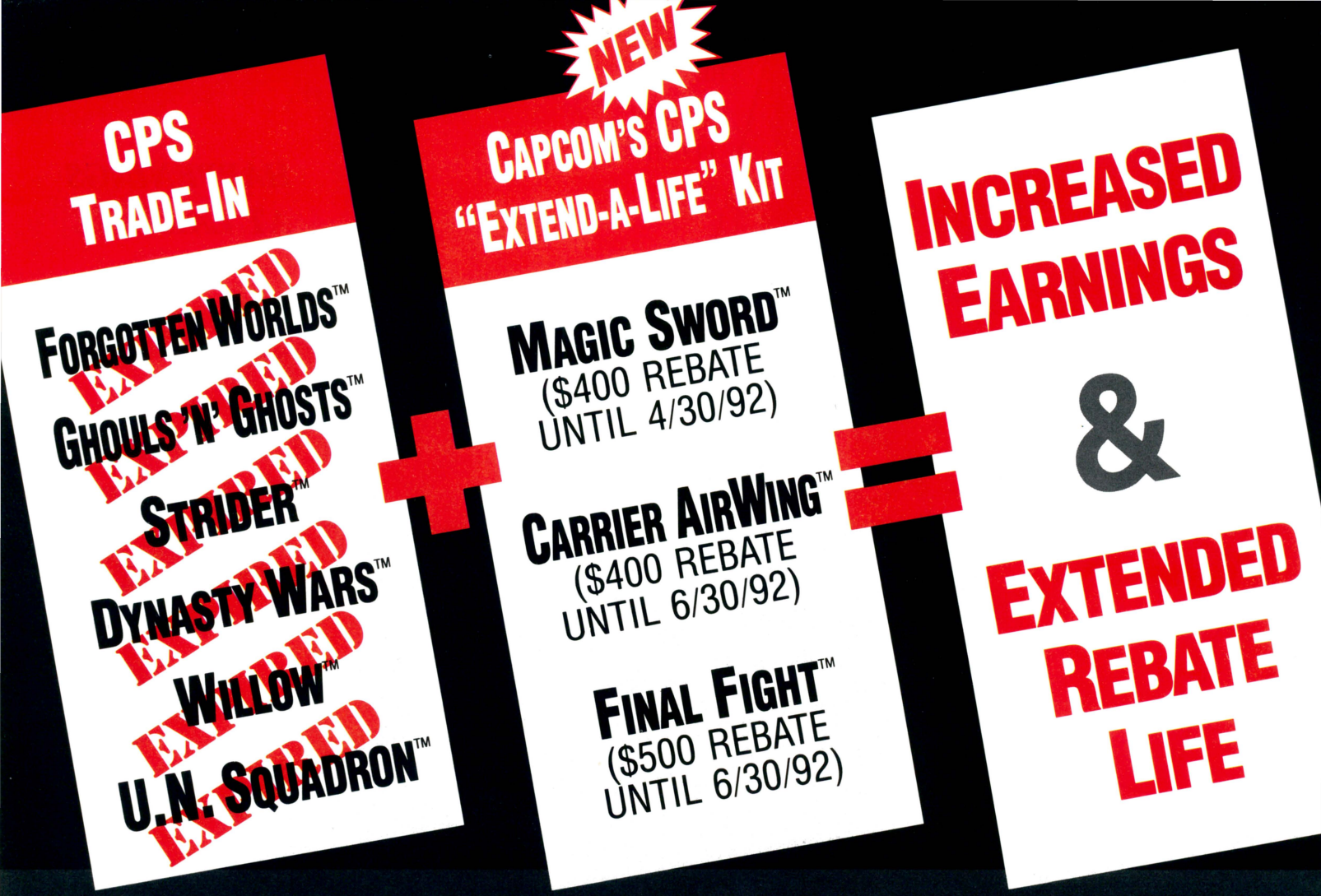

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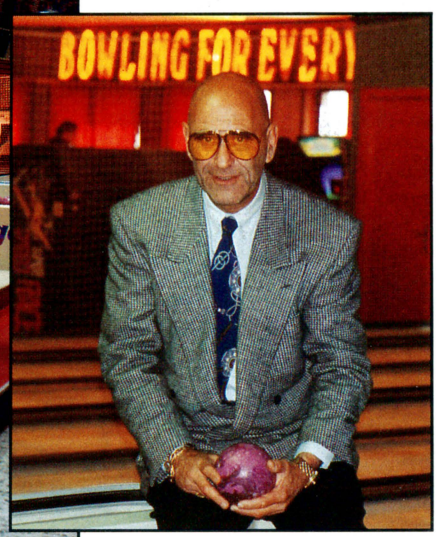

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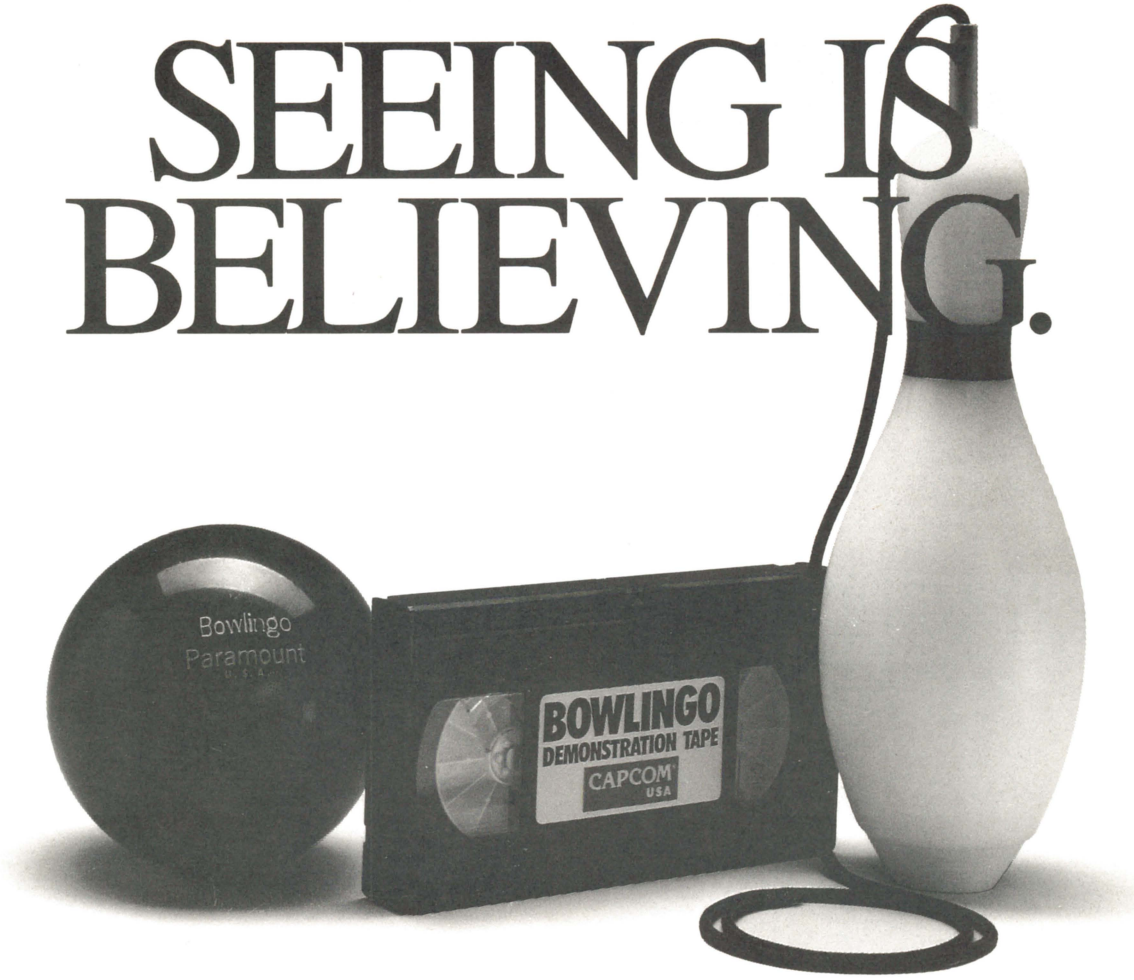

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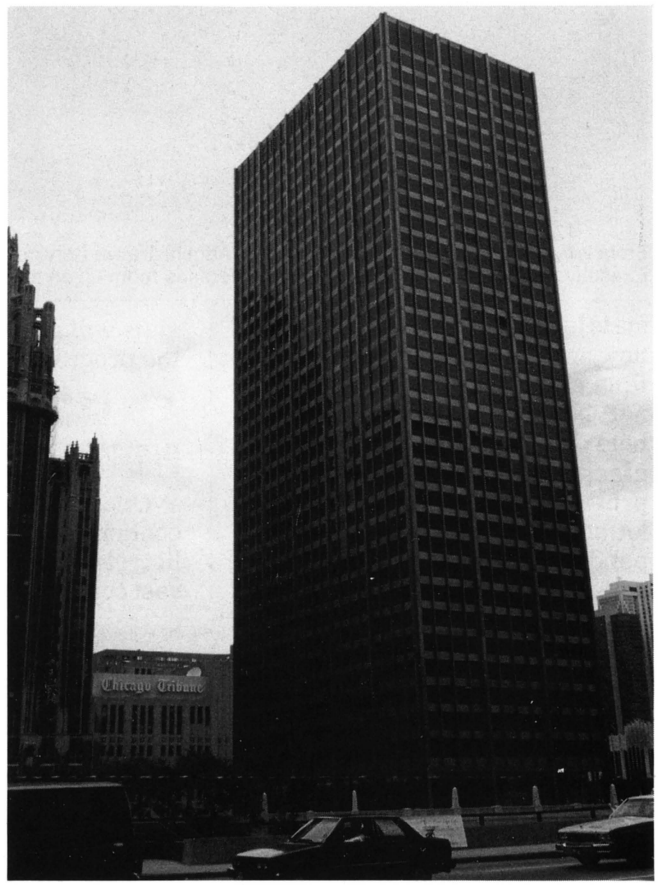
AMOA AT WORK

new headquarters of U.S. operator association is a beehive of activity; three floors of management, member services, promotion & communication

The scene: downtown Chicago, site of such landmarks as the cathedral-like dome of the Chicago Tribune... the great clock tower of the Wrigley building... and the rattling energy of the elevated train known as The Loop. Below them runs the Chicago River, and off in the distance you can see the shimmering expanse of nearby Lake Michigan.

Amidst the hustle and bustle of this great American city stands a gleaming, modern structure of glass and steel, three of whose levels are occupied by Smith, Bucklin (America's largest association management firm, representing 160 trade groups). As of last November, this 45-story skyscraper at 401 North Michigan Ave. is the new address for the nerve center of the U.S. music and amusement machine operating industry. This is AMOA headquarters.



AMOA's HQ on Chicago's Michigan Avenue. Three of the mid-level floors are occupied by Smith, Bucklin, the nation's largest association management firm, representing the AMOA among 160 other trade groups.

KEEPING TRACK OF DOLLARS, MEMBERS & LEGISLATION

Dropping by AMOA's offices in mid-June, visitors found a softly-humming beehive of industry activity. On the 24th floor are the executive suites, market research and telemarketing departments. The day we visited, AMOA First VP Gene Urso and Treasurer Craig Johnson were in conference with Executive VP John Schumacher, going over the association's $2 million-plus budget. Everything is logged into AMOA's own sophisticated, custom-designed computer program. The association generates detailed weekly reports on exhibitor space payments for this year's convention. AMOA is looking to go beyond its present 5-year expo siting plans, and is moving toward 10-year investment plans.

"We're no longer satisfied to be in the black sometimes and in the red sometimes as payments straggle in," Exec VP Schumacher explained. "We're keeping AMOA in the black at all times, and we're looking many years ahead at both investment and convention planning to ensure the best possible management of all our resources."

Down the hall, Director of Administrative Services April Sojka and Membership Secretary Kim Rundle were sending out the 1991 AMOA Membership Directory and putting final touches on AMOA's latest membership recruitment mailing. Both projects made use of yet another AMOA custom-crafted computer database. This one profiles the membership status of all AMOA operators and lists names and addresses for the rest of the known industry "universe." Listings are continually verified, expanded, updated and revised to keep AMOA's information current.

Next door to John Schumacher's office, Administrative Secretary Cathleen Carlson was updating AMOA's video lottery database, adding the latest operator-proposed



From left, AMOA Treasurer Craig Johnson, Administrative Services Director April Sojka and Executive VP John Schumacher in the conference room up on the 24th floor.

state legislation into the file. AMOA now tracks VLT statistics in Montana and South Dakota (gross and net earnings, tax revenues, numbers of licensed operators and manufacturers, etc.). On this computer program AMOA also tracks state lottery ticket sales, revenues and pending start-ups. As additional states legalize video lottery, their stats will also be incorporated into the program.

COMMUNICATIONS, PROMOTIONS & CONVENTIONS

One flight down, the 23rd floor contains AMOA's editorial and public relations offices, along with a vast complex of convention services which plan and execute expositions for scores of different industries . . . including, of course, the coin machine industry's largest trade show. We found AMOA Communications Manager Fred Newton approving final layouts for the next edition of *Location,* AMOA's monthly newsletter, and conferring on plans for an upcoming jukebox promotion with his opposite numbers at the VH-1 music television network.

"This is the most exciting project AMOA has ever launched for increasing jukebox awareness," Fred smiled. "We're going to remind millions of viewers that jukeboxes are a vital part of the contemporary music scene."

Down the hall, Convention Manager Marc Hoskins (along with Senior Convention Manager Dianne Winterberg and Exhibits Manager Susan Argenti) were busily developing detailed plans for this fall's AMOA Expo. With 780 booths sold — a record — there's no more exhibit space available at the Las Vegas Convention Center. Marc had his hands full, organizing every detail of dozens of seminars, receptions, awards, meetings, and dozens of other AMOA convention-related activities.



In front of the AMOA H.Q. from left to right are Administrative Secretary Cathleen Carlson, Administrative Services Director April Sojka, Convention Manager Marc Hoskins and Membership Secretary Kim Rundle.

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Wow! What a view! Communications Mgr. Fred Newton shows us the bird's-eye view of downtown Chicago you get from their headquarters.

AMOA's administrative, editorial, promotion and convention planning departments send some of their work downstairs to the 22nd floor, which houses various support activities. These include accounting and the "Association Press," a hi-tech publication complex which includes artists, graphics, computerized production facilities, etc. for the generation of the never-ending stream of journals, letters, flyers, notices, etc. which inform AMOA members and support AMOA functions.

THE "NEW PROFESSIONALISM" BEGINS HERE

If AMOA's mission is to create the business environment in which operators can be successful, then the AMOA staff's mission is to create the administrative environment in which AMOA's leaders can accomplish their goals. AMOA made a giant leap forward when it signed up with Smith, Bucklin a few years ago. Full-time Exec VP John Schumacher (now on board with AMOA for nearly two years) has helped the association make another giant leap, by setting high standards for his staff. Schumacher runs a tight ship and that's exactly how AMOA wants it.

"John drives his people very hard to produce results," AMOA Treasurer Craig Johnson noted with approval, "but they also have fun. AMOA is more professional and more goal-driven than any time in the last 10 years, at least. And that's a reflection not only on John and his staff, but also on the leadership provided by AMOA presidents for the past 15 years, who set the direction which enabled us to achieve this."

"We're fortunate to have good people," John Schumacher said. "My philosophy is to give my staff responsibility and then get out of their way. Very simply, we try to support the activities and goals of the AMOA committee chairmen, the board and officers. It's not our task to set direction. We try to do our job quietly in the background."

AMOA AT WORK FOR YOU

Does the AMOA staff function "quietly in the background"? Perhaps... but these days, AMOA headquarters also functions with a notable flurry of purpose and efficiency. In a single, 36-hour span — in addition to the activities and meetings described above — association staffers set up and attended an AMOA officers' meeting, and also attended not one, but *two* joint leadership meetings with AAMA toppers. They also kept the wheels rolling on a thousand and one everyday details of facilitating AMOA committee work.

"Every day brings something different around here," John Schumacher smiled. "No two days are alike."

The constant beehive of activity at operator headquarters is not really so surprising, when you recall that today's AMOA handles an impressive portfolio of responsibilities. These range from expo planning to government lobbying; from jukebox, dart and pinball promotion, to operator and location education; from industry standardization, to offering insurance packages and other member services. So the next time you receive a mailing from AMOA, or phone them for help or information, remember... your association is there, busily working for you!

The association's new address and toll-free number are: AMOA, 401 No. Michigan Ave., Chicago, IL 60601-4267; 800/YES-AMOA (which is 800/937-2662). The regular phone is 312/245-1021; fax: 312/321-6869.

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Photo by Murad Shasha

Earl Strickland,
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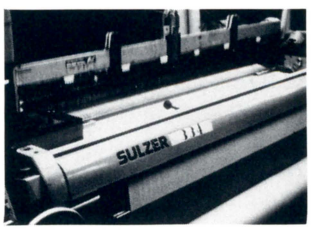

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CLOUT WITH CONGRESS

AMOA enjoys its strongest relationships ever in Washington D.C.
by Wally Bohrer, Chairman, AMOA Government Relations Committee

Over the last several years, AMOA has built the best relationship with the U.S. Congress and the rest of Washington ever enjoyed by any segment of the coin-operated amusement industry. This is a strength that transcends year-to-year issues; our continuing effort to strengthen our credibility and relationships gives us the clout to protect our members' interests when times get tough.

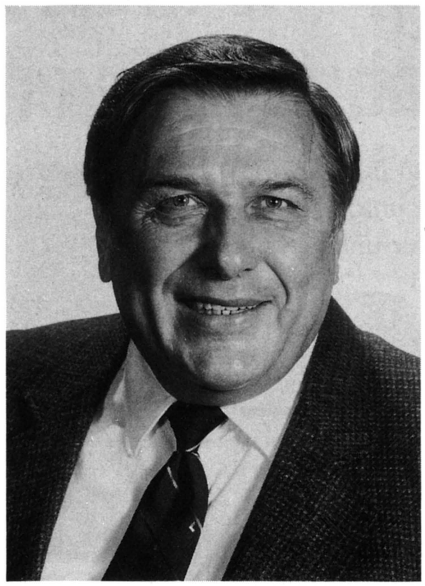
This year saw our sixth annual Legislative Conference and Congressional Reception, along with our fourth annual Congressional Pinball Tournament. Our reception stands out in a blizzard of look-alike, taste-alike receptions and cocktail parties. Buttressed by the work of our Washington staff, these events have built AMOA a name recognition in Washington that is the envy of industries and trade associations 20 times our size.

AMOA does this through being busy and being visible. We have been able to recruit a solid body of committed members. When we come to town and make the rounds of Congress, calling on our congressmen and senators, we have the troops to make an impact. (Of course, it's constituents that count. Congressmen aren't impressed by someone from another state. They listen to their own voters, which is what they were elected to do.)

The willingness of our AMOA board and other politically-involved members to support our AMOA Political Action Committee (PAC) is another important asset. Through this PAC, AMOA has been able to make political contributions to support the re-election of selected congressmen and senators who have worked hard to assure fair play for their hometown operators of jukeboxes and amusement games.

THE DOLLAR COIN

One measure of our success this year was the number of new sponsors of dollar coin legislation — many of whom came aboard as a direct result of our visits. Yes, 30 congressmen and 10 senators signed on immediately following our visits to their offices. That figure counts only "converts" that our members made this year; it doesn't even count those we had recruited last year, who had already come back on the bill this year even before we visited them. That figure also doesn't count others who will come aboard later this year, as we follow through on some of the "maybes."



There are still some forces against the dollar coin. Worst of these is the skepticism about public acceptance of such a coin, by the bureaucrats at the U.S. Mint. We're still working to convince them. A new director will be appointed to the Mint this year, who should be more favorable. A study of the economic advantages of dollar coins (funded at the University of Chicago by AMOA and AAMA) should also help.

We may be able to move this legislation even without the support of the Bush Administration. The Senate Banking Committee approved its version of the bill just before the August recess. But this bill would not phase out the paper dollar, which we think is essential. Realistically, next year is a lot more likely than this year. No one ever said government relations isn't hard work; it requires you to wear out a lot of shoe leather!

TELEPHONE COMPANIES & HOME VIDEO

We have another, new issue where our work in building the best Congressional relations ever, is going to prove important to us. That is the threat that the Bell operating companies might come into our business, through interactive home video, and use their monopoly powers to take the video game market away from us.

Judge Harold Greene is the author of the original decision splitting up AT&T. That decision limited the types of business in which the regional phone companies could compete. But now Judge Greene has just issued a modification of his original order. This new order, if unchanged, will let the seven regional Bell operating companies go into providing video services, with very few restrictions.

Judge Greene didn't do this because he wanted to. He did it in response to a decision by the Court of Appeals last year, which sent part of the case back to him and told him to use a different legal standard. His new decree reads like a brief arguing for its own repeal — either by the Supreme Court or Congress.

Here is what Judge Greene said about the Bell operating companies and home video and information services: "The most probable consequences of entry by the regional companies into the sensitive information services market will be the *elimination of competition* from that market and the concentration of the sources of information of the American people in just a few dominant, collaborative conglomerates, with

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Jeff Morton
Celebration Station Family Fun Centers
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"Our UB-QBs have added a new dimension to our redemption games and fit in great in our theme environment. We've also had excellent post-sale support from National Sports Games. Count us as very pleased."

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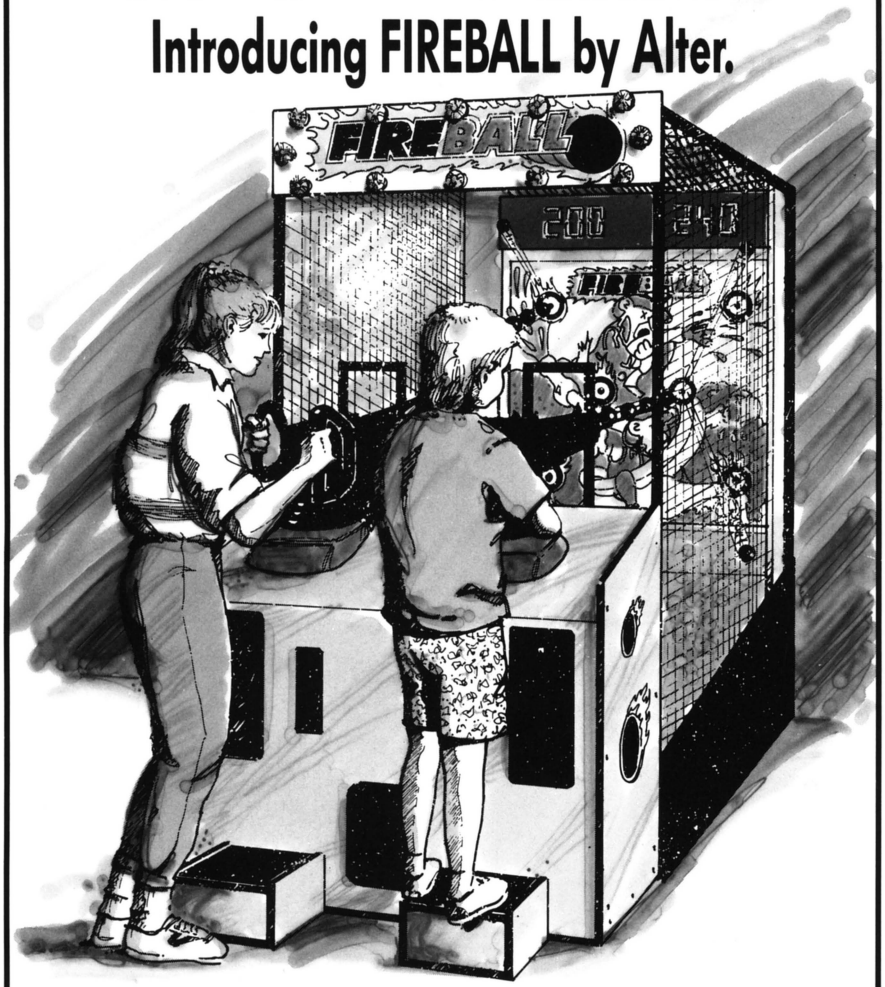

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the captive local telephone monopolies as their base." (Emphasis added.)

Legislation was already pending in Congress to let the Bell operating companies compete with cable TV. Some of these bills have strong limits on the Bell companies; others only weak limitations. The bills were on hold waiting for Judge Greene's decision. Now, there is great pressure to move ahead — maybe not this year, but certainly in 1992.

We began work on this issue at our 1991 Legislative Conference (Washington, D.C., May 19-21). AMOA board member Bill Stone deserves the credit for alerting us to the implications of telephone company competition a year ago. AMOA's Washington liaison Bob Wilbur and his staff researched the issue and recommended that we take a position. And last May, we did so. This is what we said in the position paper our members distributed during our 1991 Legislative Conference:

"New fiberoptic cables will soon make it possible for telephone companies to provide interactive services to either home TV or home computers. Telephone companies are monopolies. To permit a telephone company to create its own programming — or even to control the programs it broadcasts — would be to convert a regulated monopoly of telecommunications into an unregulated monopoly of information services."

We also told lawmakers: "Congress should demand that all business and parties have equal access to any new communications system. This can be guaranteed only if the telephone companies are barred from creating programming, or from limiting the access of anyone to their transmissions services. If telephone companies are permitted to enter home broadcasting, the control over the services or information they broadcast should be taken out of their hands."

Judge Greene's decision came just two months later, and it shows we were right on target. We are going to continue pressing our view on these two issues — the dollar coin and telephone company video — in the halls of Congress, this year and next. We need the support of our AMOA members and, best of all, we know we have it.



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"LEARNING" LEADS TO "EARNING"

AMOA seminars & classes help raise industry's level of professionalism
by Russ Love, Chairman, AMOA Education Committee

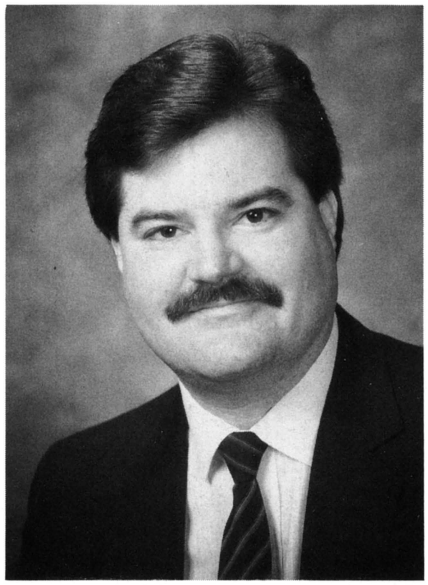
Learning and earning: are they connected? You'd better believe they are! One of AMOA's chief goals is to educate its members and provide a source of "higher learning" for all operators. We offer a tasty "menu" of free seminars on a variety of topics each year at our Expo. You don't even have to be an AMOA member to attend — the price of admission is included in your registration fee.

Next to Expo itself, educational seminars are the single most important service AMOA provides to its members. Clearly, trade members are increasingly eager for information. Years ago, our Expo seminars might draw just a few hundred listeners. Two years ago, attendance jumped to about 1,100 people and last year it topped 1,200. Some of our sessions are so popular that we could bill them as "standing room only."

Anyone who attends an AMOA seminar hears an expert or panel of experts sharing his or her knowledge on vital subjects. But you also learn from the people in the audience! You hear about real-life, practical experiences of workaday operators who desire to make their businesses better. You see intense audience interest. You hear urgent questions. And you hear answers... from the speaker's podium, and from the floor!

Too busy looking at new products, or attending another seminar, to visit every seminar on your wish list? Quite a few tradesters purchase our "seminars on audio tape" as well.

Under the leadership this year of seminar subcommittee chairman Larrianne Simon, the Education Committee makes a major effort to keep up with the times. Today's



operating requires more than just hooking wires together; our machines and business practice alike are becoming quite sophisticated. The 1991 program offers 20 seminars. We cover the basics of technical skills, add in the hot political topics (such as video lottery), and round out the program with subjects which allow operators to sharpen their marketing and business skills.

Apart from Expo seminars, AMOA also offers continuing education at Notre Dame University, featuring some of America's top professors and business experts. This program has been in place for well over a decade, and everybody who graduates is delighted with the results. For just a few hundred dollars in tuition fees, the operators and distributors become part-time students again. They attend a two-and-a-half year course at Notre Dame Business School, with sessions taking place on a few weekends per year. Our fifth "class" has just started its journey through this stimulating experience.

Education is a very high priority for AMOA because we really care about operators large and small. Education helps an operator be a better businessman and make more money. Education helps raise the level of the entire industry's professionalism. A better educated, more professional operator makes a for a stronger association, too!

By the way, I might add that AMOA's devotion to the education ideal is strongly reflected in this committee's budget, in our latitude of action, and in our support from the board of directors. When the subject of education comes up at one of those "all-important board meetings," everyone pays very close attention indeed. And, if you observe the careers of many AMOA presidents, you'll notice quite a few have dedicated much time and effort to this subject and this committee. AMOA belief in education starts at the top!

For the future, our committee is looking at the possibility of establishing a credentials program for operators. By participating in state and national association functions, perhaps operators would be eligible to earn a certificate in which the national association vouches for their expertise. Other industries have done this, and the advantage for the operator is clear: it's a way of polishing your resume and selling yourself to locations. A certified operator can tell prospective locations, "I'm not just a guy who bought a pinball and wants to put it in your business. Yes, I've got hands-on experience, but I've also had training and classes, and I participate in many of our industry's important events. So I can do a better job for you than someone else!"

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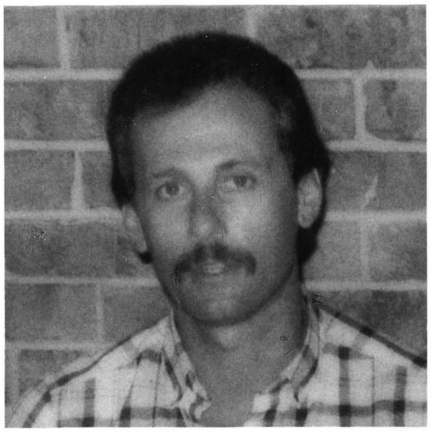
MAINTAINING HIGH STANDARDS

AMOA is helping trade members reduce inventory and overhead
by David Goudeau, Chairman, AMOA Standardization Committee

The largest committee in AMOA is the Standardization Committee. Our ultimate objective is to make life easier for the operator by standardizing certain components and design facets. Is it working? Well, measuring compliance on the factory level is difficult, but in general all of us have the sense that "things are getting better." Today, operators don't have to stock the huge inventory of video kit connectors, lock cams and fluorescent bulbs (to take just a few examples) that were required in years past. Standardization saves a tremendous amount of time and money.

The AMOA Standardization Committee consists of 47 members representing parts suppliers, manufacturers, distributors, engineers, and operators. Many committee members are presidents of their own leading firms such as Premier's Gil Pollock, J-S Sales' Don Shimel, Alpha-Omega's Frank Seninsky, and others too numerous to mention.

We meet twice yearly at the major trade shows to discuss possible standards. When we talk about whether or not to adopt a certain standard, we consider such issues as operator convenience, factory production time and cost, and many others. Committee members vote both by mail and in person on proposed standards, then present them to the AMOA board for approval. Through its sister committee, the



manufacturers' association has its own mechanism for approval.

The first standards were adopted in April of 1986. Currently, 28 standards are approved for industry use. Several of our greatest achievements are the adoption of the following as industry-wide standards: the JAMMA connector; interchangeable mechanical coin mechanisms; power switches; front-accessible monitor controls and bar-type monitor neck protectors; and recommended sizes and locations for items such as locks, volume controls, marquee fluorescent bulbs, joystick mounts, and switching power supplies. The list goes on and on, and it grows by an average of about two standards a year.

At this point, the "easy" standards have all been approved. But the standards we consider today may have even more impact on the trade. For example, our recent recommendation of interchangeable coin mechanisms (that can fit every coin door) will make a big difference.

Measuring compliance is a controversial issue. We have a compliance subcommittee, but we've found it's tough sledding to have operators take an accurate measure based on games in their location. (Let's face it, this can be a lot of trouble!) However, based on stated manufacturer support and the unanimous votes in all the relevant committees, we expect a growing level of compliance in the industry.

So far, almost all of our standards apply to video and pinball games. Some questions now being considered for adoption of recommended standards include color-coding of wires in JAMMA edge connectors, voltages for illumination lamps on coin doors, and the number of pins on power supplies. We have no standards for jukeboxes, pool tables or cranes. Perhaps we never will, but it's a question we should investigate. Video lottery terminals are another area we can and should address — it's a growing market, and we should act soon while this market is in its infancy.

What about international standards? The edge connector plug recommended by our committee is Japanese (JAMMA is the Japanese manufacturing association). Beyond this, however, international standardization has not been discussed by the committee in recent years. It's another key question we may need to address. American games are being shipped south of the border and overseas in growing numbers, and our standards become "their" standards almost by default.

Next time you wonder "What has AMOA ever done to save me money?" just take a look in your parts department. Your inventory is smaller than it used to be, thanks largely to the hard work of the AMOA Standardization Committee!

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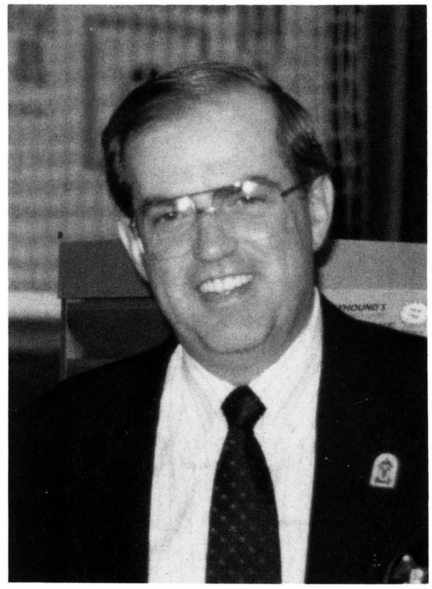
STATE-TO-STATE NETWORKING

AMOA is building stronger ties to (& between) state operator groups
by Jim Stansfield, Chairman, AMOA Council of Affiliated States

The AMOA Council of Affiliated States is working to bring state operator associations together so that operator organizations can be stronger at both the state and national levels. Our stated goal is to increase the number and strength of each association; to help the communication process between the state and national organization; and to encourage membership in state and national associations.

Representatives from many states come to our meetings twice yearly and share information about everything from lobbying to newsletters to budget concerns and membership recruitment. They go back to their home organizations with new ideas that makes their group stronger. And since I was appointed chairman of this committee a couple of years ago, I've always believed that the stronger each state association is, the stronger AMOA will become in turn. You show me a state that's organized like Ohio, Wisconsin or Minnesota, and that strength is mirrored by a large number of members in AMOA.

If every state was organized, we'd have 50 state associations, of course. I'd say today we have in the neighborhood of 38 associations — including some which are still fairly new, or others which are not very active. In 1990, the Council of Affiliated States is more active than ever with stronger membership participation: 20 states, plus New York City, were represented at our mid-year meeting in Chicago last January. We'll have another meeting in Las Vegas in conjunction with the AMOA Expo this month. We're now polling the membership to determine their preferred agenda, dates, location and format for our January 1992 meeting.



From observing the workings of many state associations, I've noticed that for the most part, groups which have hired professional association managers are probably better off. Operators are usually busy running their own businesses and don't have a lot of time or expertise in managing associations.

The AMOA Council has an ongoing mission which will never be "finished," because one of our main goals is keeping this process of learning and communication going!

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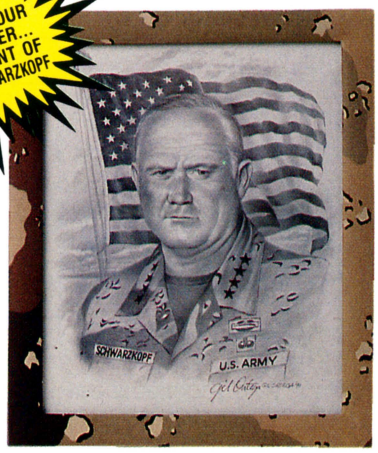

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PINBALL PROMOTION — IT WORKS

AMOA is using the proven league concept to promote pinball play
by Sharon Harris, Chairman, International Flipper Pinball Assn.

The International Flipper Pinball Assn. was incorporated in July of 1990. Our goal is "to promote worldwide pinball play through leagues, tournaments and promotion." After one year of existence, we have 29 chartered operator members who stretch from the East Coast to the West Coast. IFPA's membership also includes some international members from countries such as Canada and Spain.

We held our first tournament in Chicago March 1-3, 1990 with 80 games (20 from each U.S. manufacturer). IFPA's growth in promoting pinball leagues on the local level has been slow but steady. The biggest concentration of pinball league activity has been in the upper Midwest because operators there were already so experienced with leagues which were up and running for pool and darts.

All of our members are involved in planning or running their own local pinball tournaments. College gamerooms have proved a pretty popular spot for in-house flipper tourneys. We've learned that the pinball player is a different animal than the dart or pool player. Darts and pool are group activities with built-in competition. When left to their own devices, pinball players tend to be "individualists." We're looking to educate pinball players to the fact that this can be a fun group activity!

The East Coast has traditionally been the strongest U.S. pinball market, but we believe that with proper promotion, other markets can also become very strong over time. The two types of locations where flippers have traditionally been most successful are the corner variety store or luncheonette, and the neighborhood pub. In both of these places you have a regular customer base that comes in all the time.



The mainstream press has been talking about a "pinball renaissance" for the past several years. This isn't just hype; it's real! Today's pinballs are slick, hi-tech entertainment machines that appeal to all sorts of people. And because of the growing importance of leagues and unique equipment that can't be played at home, IFPA expects to see a tremendous growth spurt in pinball's popularity in arcades, and smaller but significant growth on the street.

If you're an AMOA member and want IFPA membership information, call IFPA Executive Director Doug Young at 414/263-0233. Part of our membership package is a "primer" booklet on leagues, scoresheets, tournaments, etc. which you'll find an invaluable tool to get your own professional pinball leagues up and running!

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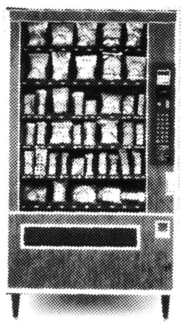





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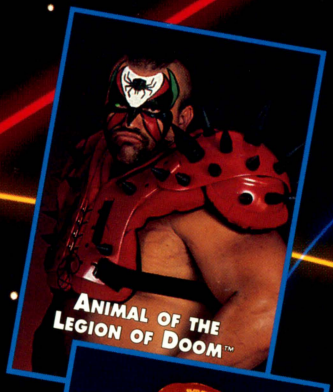

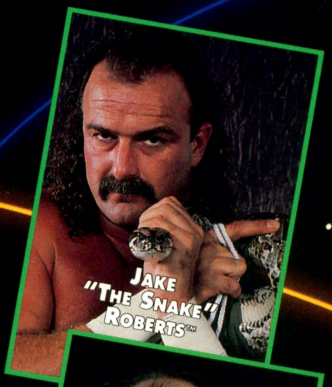







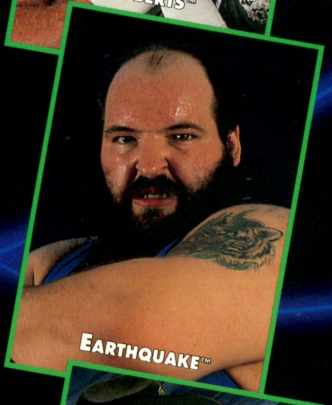





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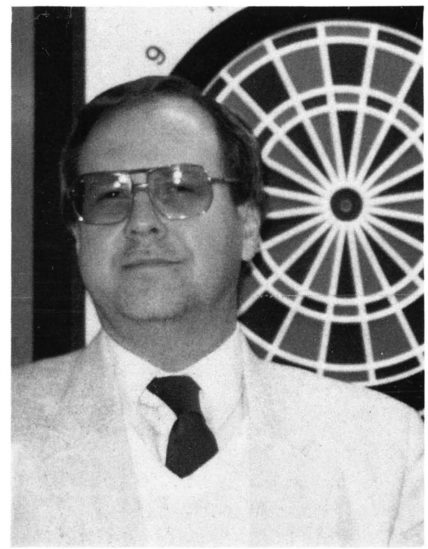
ELECTRONIC DARTING MEANS BUSINESS

AMOA marks six years of growth & progress with leagues and tourneys
by Joe Conway, Executive Director, AMOA National Dart Association

As executive director of this nonprofit trade association I have been given a unique opportunity. The opportunity afforded me was one I "could not refuse." I eagerly accepted this position in January 1987 and began making the transition from educational coordinator of a residential treatment center for emotionally disturbed adolescents to that of administrator for a nonprofit trade association of coin-operated amusement game professionals. I will now attempt a capsulized review of this "journey."

AMOA has to be given the first mention in my article. As an "outsider" being hired to coordinate this AMOA project, I quickly was impressed with the quality of the business professionals that I was dealing with. I was totally awed by the commitment and dedication to the coin-op industry exuded by each key AMOA representative I came in contact with. Their drive and foresight I quickly attached to my personal and vocational style. I can't let this paragraph go without mentioning these key AMOA persons. They are Wally Bohrer, Ed Schultz, Clyde Knupp and Dick Hawkins. However, no accolade section could forget Tami Norberg-Paulsen. She is the most professional and insightful individual I have ever encountered.

I would next address the manufacturing sponsors of the AMOA-NDA. The key persons at Valley, Merit and Arachnid are also of the highest professional quality. I have been at many meetings where discussions have ensued that overlapped many individual company marketing endeavors. Always the concept of "what's good for the industry" as a whole has prevailed. *Never* have any internal rivalries or disputes been interwoven into the association's progress. At all times, objectives that would promote the sport of electronic darting have been paramount.



Additionally, significant amounts of sponsorship monies have been paid by all three manufacturers. This sponsorship is equally shared by AMOA and the manufacturing alliance. This alliance prototype has proven a successful device to effect progress. All coin-operated dart game vendors, *regardless of their choice of brands,* are eligible to join this association.

I realize charting of statistical progress can be boring. However, I will insert this chart, at least for the benefit of those readers who are only scanning this article.

Growth rate, measured by these statistics, is certainly encouraging. However, my opinion of our growth ventures into another area of assessment. That area is one of an intangible called "Esprit de Corps." There is a very strong feeling of unity among our chart holders. This is measured by a very high membership renewal rate, as well as excellent attendance at the annual summer seminar (Dart Summit).

Tournament participation has seen a phenomenal growth rate. The Team Dart tournament series has requirements that no other dart tournament anywhere has. They are: 1. mandatory sanctioning 2. 4-player teams only 3. travel to Las Vegas 4. minimum hotel stay of 4 days. As you can imagine, it can be described as "ambitious" to coordinate and stage such an event! Yet, this tournament has seen a huge increase in participation annually. A strong reason for this is that all entries are grouped by ability. This classification is done from league accomplishments. (Based on a minimum number of games). All teams are rated and entered in events where they will be competitive. There is no other national tournament that does this. All international entries are also grouped by ability. The prestige of winning (even just competing) is very significant in the sport of electronic darting.

Individual dart player accomplishments during team play have been stressed by our operator charter holders. Each individual is rated on his/her skill. Each player is then awarded/recognized based on his/her accomplishments

Players receive a magazine recounting results of leagues and tournaments throughout the world. *Throw Lines* magazine is dedicated to sanctioned players and recognizes their leagues in print and photographs. For the 1991-92 league season, *Throw Lines* magazine will distribute over 130,000 copies.

In closing, I would like to inform all vendors that an electronic dart league serves as an anchor with your locations. It is a very high interest, socially interactive program. The ability to create regularity of play is contagious. The assist in the form of increased location traffic will enhance the coin drop in all your coin-operated equipment on location. "Give it your best shot!"

For more information on AMOA-NDA call 414/263-2444 and ask for Joe Conway. Darts all!

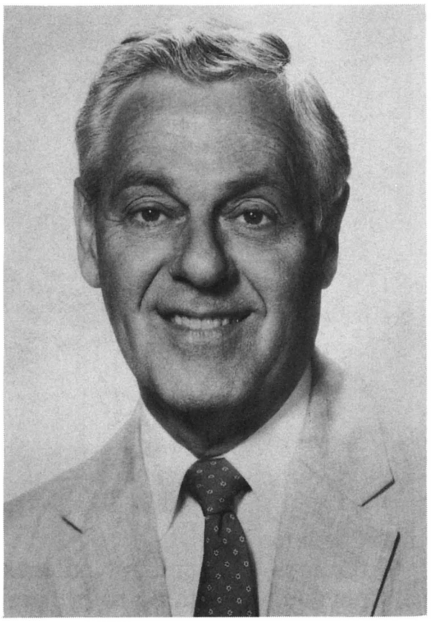
THE POWER OF OPEN MINDS

AMOA gathers coin-op's key players in one room to talk, listen & learn

by Jack Kerner, Chairman, AMOA Manufacturers Council

Anybody who has been in coin-op a while has noticed that too often, there's a serious communications gap between different levels of our industry. If an operator has a concern or problem, he usually talks to his distributor, or perhaps to his fellow operators, his association, or even a friend in a manufacturing firm. But does that message get passed along to the right party? Not always! If you think about it, the same communications breakdown probably happens equally often when the message is supposed to go the other way, too.

I've always said that "we are one industry and we can stand a lot more cooperation between industry groups." Accordingly, as AMOA president in 1989-90, I proposed the formation of a new communications group to be called the AMOA Council of Manufacturers. The motion carried and we invited the heads of several key factories to join, with the understanding that they were to act as spokesmen for their entire market segment — pool, music, tobacco, payphones, whatever.

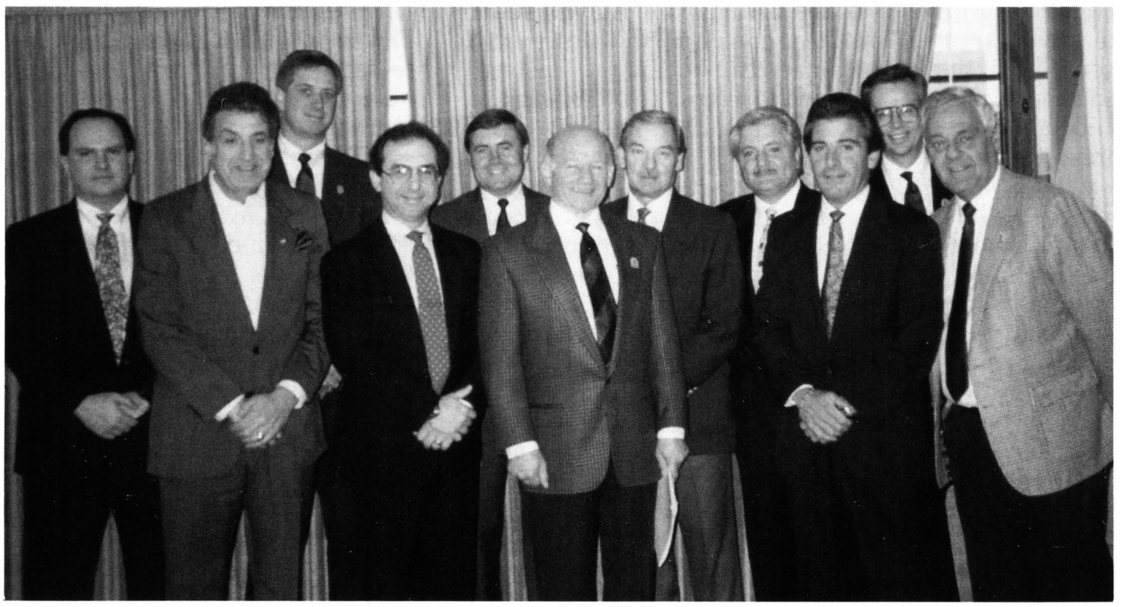


AMOA named myself as chairman, and AMOA's Craig Johnson as co-chair. Also aboard are AMOA Exec VP John Schumacher and Director of Administrative Services April Sojka. However, we AMOA people don't want to "run" this committee. We are not here to impose our agenda on this diverse group.

What, then, is the mission of the Manufacturers' Council? It's open-ended... but most important, the Council's mission is to *expand our level of dialog* with manufacturers from every coin-op market segment, and from every related industry. Recently we've also added a distributor representative, and other groups may be invited to join in the future.

Our central goal, then, is "communication" — we're here to talk, listen, and learn from each other in a fairly unstructured format. As our meetings to date have already demonstrated, there is wisdom of simply putting a group of leaders into a single room and letting them interact. This lack of a narrowly-defined task allows the unexpected to happen: we learn new things! Ideally, we are able to take that learning back to the groups we represent and adjust our actions and policies accordingly, so that everybody is acting for the good of the total industry.

In addition to the AMOA liaison



Members of the AMOA Council of Manufacturers at a recent meeting. The group was put together to better communication between operators and manufacturers, as well as distribs and other industry segments.

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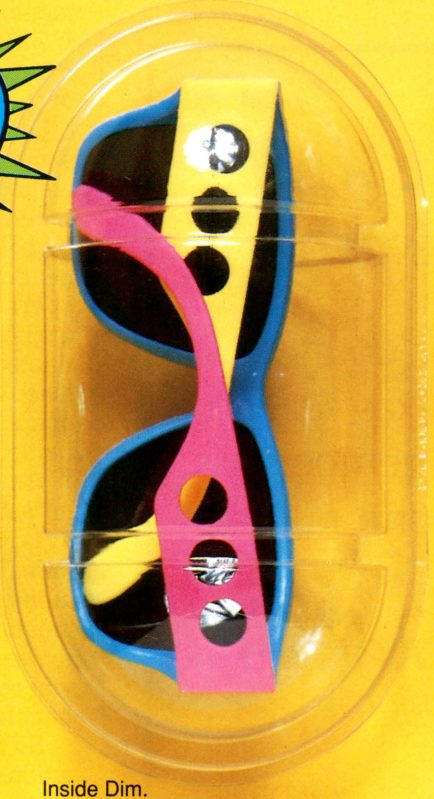

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folks listed above, our current manufacturer and distributor members of the Council include Namco's Shane Breaks and Jim Newlander; Automatic Products' Bill Truman; NECO's Rick Kirby; Dynamo's Bill Rickett and Mark Struhs; Fabtek's Frank Ballouz; Intellicall's Mark Woods; Mars' Steve Kinder; RJR Tobacco's Jack Regan; Rowe's Jerry Gordon; SMS Mfg.'s Sal Mirando; Valley's Chuck Milhem; Wico's Ed Sokolofski; and Williams/Bally-Midway's Joe Dillon.

Our first meeting took place in November 1990 and our next scheduled meeting is this month in conjunction with the AMOA Expo in Las Vegas.

We're certainly not out to replace AAMA, as some mistakenly believed at first. As far as association structure goes, the Council's function is simply to formalize the role of manufacturers in AMOA. We are a forum for those manufacturers who are AMOA members...a place where all the leaders can get together and discuss whatever needs and concerns we have.

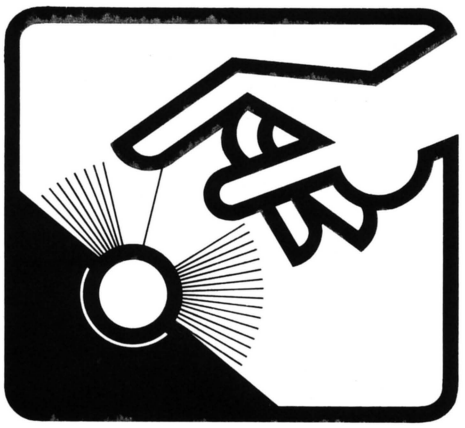
Input from the Council has already helped AMOA, for example. It increases input to our standardization efforts. Council members advise on trade show rules and regulations. They have provided advice, information and recruiting for trade show sponsorship.

Other groups who are Council members receive similar benefits from their cooperation and communication. We've realized too many of us simply don't understand the other guy's problems. For example, some manufacturers have never visited an operator's office! The Council is going to remedy that, by holding a future meeting at the headquarters of an operator. This operator will show fellow Council members how his business is conducted on a day-to-day basis. As we learn about each others' needs and concerns, it can only help all of us be better industry members.

An important aspect of the Council is its self-funded nature. No money is required from AMOA or other manufacturer groups. Each Council member pays his or her own way to meetings. We require no budget for expensive projects. Here's one case where talk may be cheap, but its benefits are rich indeed!

So far, the Council has already made some recommendations in the area of making better video games, improving professionalism of the AMOA Expo sponsorship program, and providing a manufacturers' meeting room on the Expo exhibit floor. You can expect to see additional concrete results as the Council brainstorms its way through the coin-op agenda.

In sum, the AMOA Manufacturer's Council is finishing its first active year in an atmosphere of growing understanding. We're a young group, and we've just begun to realize the potential benefits of building a new kind of coin-op community. But we already know this much: the idea is sound, and we're enthusiastic about our future prospects. A little cooperation really does go a long way!



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A POLITICAL FIRESTORM — BUT NO SMOKE

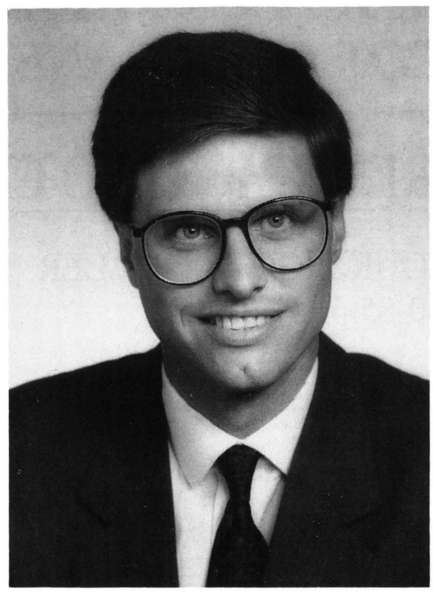
AMOA works with vending groups to protect endangered cig market
by Randy Chilton, Chairman, Vending Development Committee

The purpose of the AMOA Vending Development Committee is to act as a liaison between the vending industry and the amusement industry. Since many of our members participate in both amusement *and* vending, it is important for the AMOA to be active in the vending area.

Never has there been a hotter topic than the future of cigarette vending machines. I would like to present an upbeat, optimistic status report on the current climate regarding cigarette vending. I really would. However, the truth is just the opposite. Just as the anti-smoking movement has done to cigarette advertising (banned it), mandated no-smoking areas in public places (banned on most airlines), they now direct their effort squarely at cigarette vending machines.

The machines are being held responsible for smoking among teenagers, and the ailments that accompany later in life. The movement is the "snowball effect" in full force and it's gaining momentum with every local victory. There is hardly a state which has remained untouched by this movement. If you haven't been confronted, plan for it — now!

Many operators are compromising with a device known as a "lock-out" device. This device requires each vend to be pre-approved by the location attendant. This compromise has been successful in some areas, although its drawbacks are obvious.



Other "kamikaze" operators feel they can derail the movement by calling in their political chips. The political pressure that the anti-smoking people can apply, cannot be underestimated. Operators who have felt confident with their political alliance have failed in most every case.

Unfortunately this emotional issue is terribly unjust. Many operators take the position that they should take cigarettes, sell them in a liquor store environment, and remove all cigarettes from the shelves of major merchandisers, convenience stores, and yes, eliminate cigarette vending machines from public places.

Singling out vending machines won't reduce cigarette sales — they will be purchased elsewhere — but it will hurt the operator. This, in turn, will cost his community jobs and precious tax dollars. These are the arguments that need to be made by your local vending association. Speak with a united voice and if you have the opportunity, be pro-active — not reactive.

The AMOA Vending Development Committee is comprised of leading AMOA board members with strong vending interests: Gene Winstead, Bob Herman, Sharon Harris, Ralph Ceraldi, Don Hesch, James Thorp, Jim Stansfield, Russ Love and Mike Leonard. Our goals are to keep the membership informed of developments relating to vending. We are in the process of putting together a cigarette vending handbook that will give you information about developments around the country. The book will also discuss which strategies have been successful and which haven't. After requesting the handbook from the AMOA office, you will be supplied with up-to-the-moment information as it becomes available to us.

Many of the tobacco manufacturers can be helpful to the cigarette vending machine operator. They have at their disposal a great deal of information which they will share with you regarding activity in other areas.

Cigarette vending is an endangered species. It may be able to be saved. . . but it will take a great deal of effort by many parties, working together.

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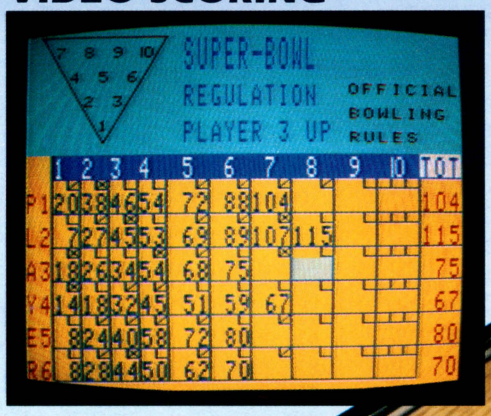

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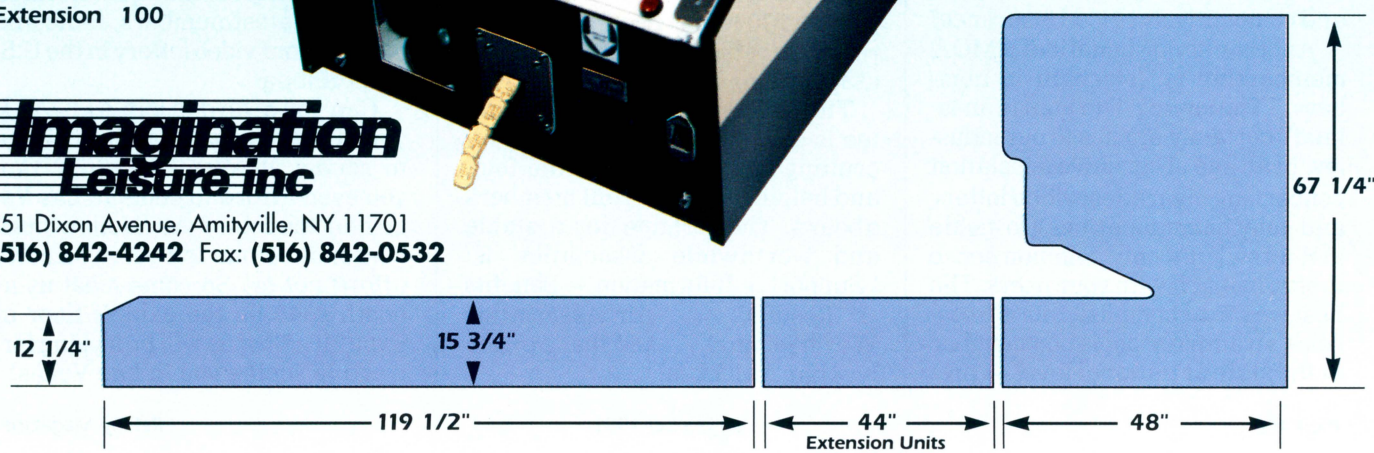


HI, WE'RE THE WELCOME WAGON

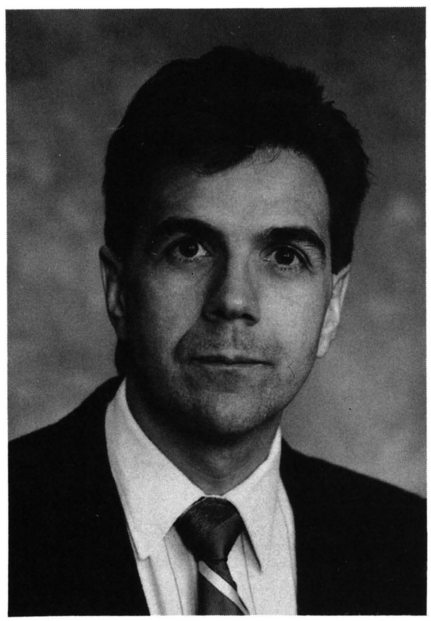
AMOA is signing up new members & getting current ones to renew
by Mike Leonard, Chairman, AMOA Membership Committee

Top businessmen from other industries have said it countless times: "When you join your national association, you put the stamp of professionalism on yourself as a businessman, and on your company." This idea is quite true. Think about it: would you go to a doctor who wasn't accredited? Of course not!

The same logic applies to our industry. Coin-op is already working with major, worldwide corporations such as Pizza Hut, while other big companies such as Burger King are now preparing to work with coin-op. Such firms will seek to form partnerships with businessmen who have *professional* credentials. That means operators who are AMOA members will have an edge. Operators who don't belong to any association — state or national — will appear less polished. They could lose out on many important opportunities. The "pros" will get the job, and AMOA membership is part of the "pro" image.

Beyond image, there are many substantive reasons to join AMOA. *Membership pays off in solid benefits!* Our educational programs can increase your level of professionalism in fact, as well as appearance. Our marketing programs in music, darts and pinball can fill your coin-boxes and cement location loyalty. And don't forget financial advantages such free Expo attendance and competitively priced insurance!

Another major benefit of AMOA membership is "strength in numbers." The saying "No man is an island" certainly applies to our industry. In an age of sensitive legislation concerning cigarettes, video lottery and telecommunications (to name just a few), it's only common sense to stay in touch with your peers. The best way to accomplish this is to become an active association member at the state or national level — preferably both!



Somehow, a few folks have gotten the notion that AMOA is for "big operators." Not true! Our 1991-92 president, Gene Urso, is a small operator. Many of our past presidents and current board members are small operators. As Gene Urso says: "That's who runs AMOA, and that's who AMOA is for."

In mid-August, AMOA's rolls showed 1,208 members in good standing. That number is expected to rise by a couple of hundred (at least) as renewals occur at our Expo this month. By the time the show's over, our retention rate should approach 100% . . . one of the highest retention rates of any national trade association.

The AMOA Membership Committee is charged with the task of recruiting new members to the fold, and helping keep current members aboard. The formula for a stable and worthwhile association is: "Support + Information + Benefits + Results" = "An Association Worth Joining". . . and that's exactly what AMOA is!

How does the Membership Committee reach out to non-member operators? First, we identify possible recruiting targets through telephone campaigns and by checking state association membership lists. Then we create customized "join AMOA" mailings for each region, depending on what issues are of greatest concern in any given area. Our mailings let operators know AMOA stands ready to help. On the national level, we're striving to become a "coin-op clearinghouse" of current information about industry issues. On the state and local level, AMOA is working with state associations and execs to keep abreast of the latest developments. We gather, and eagerly provide, any available information to help our members.

One booth you'll notice on the floor of this year's AMOA Expo will be run by the Membership Committee. We'll be there, greeting operators and telling them about services available to members. AMOA's principle officers, key committee chairs and some state association leaders will also visit our booth from time to time (schedules will be posted), to chat with prospective members about their concerns — anything from government relations to component standardization. The Membership Committee exhibit booth will also show off AMOA's new computer information center, filled with the latest numbers, facts and jargon about video lottery in the U.S. and Canada.

Can you afford to join AMOA? If you already belong, can you afford to renew your membership? Can you even afford to come to Las Vegas for the Expo? As a fellow businessman, let me tell you: *you can't afford not to!* So come meet us at booth #345 on the exhibit floor of Expo '91. All of us will be looking forward to seeing you in Las Vegas!

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MAKING MORE WITH MUSIC

AMOA works with artists & record labels to increase play on jukeboxes
by Tami Norberg-Paulsen, Chairman, AMOA Jukebox Promotion Committee

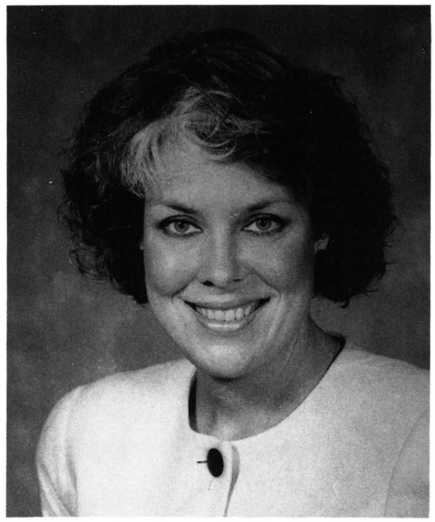
Each week, American operators help create 75 to 80 million "musical impressions" (people hearing music on one or more visits to locations). How do we accomplish this feat? With 230,000 jukeboxes across the country!

Recognizing the importance of coin-operated music in the industry, AMOA formed the Jukebox Promotion Committee in 1988. Our main goals are to gain greater public awareness of jukeboxes, and to create marketing campaigns that result in greater revenue for operators. In its first couple of years under chairmen Clyde Knupp and Jim Hayes, the committee succeeded from the point of PR and the cashbox alike.

The committee polished the image of the industry with its Jukebox Centennial campaign, celebrating the 100th birthday of the jukebox (1889-1989). An Act of Congress declared November to be "National Jukebox Month." We also received much positive media coverage about the nostalgic appeal of the jukebox, ranging from glowing reports on nationwide TV, to hundreds of newspaper and magazine articles.

As for boosting music earnings, the Committee helps operators and locations across the U.S. to celebrate Jukebox Month each fall, assisted by major record levels who provide classic oldies on 45 singles and/or compilation CDs. Another of our seasonal promotions is called "Spring for a Song," highlighting new and contemporary music, again with extensive record label support. Both events help spur more jukebox play on location.

The Jukebox Promotion Committee has served as a place where operators and the music industry can work constructively together. Thanks to the AMOA copyright agreement negotiating team, the Jukebox Promotion Committee has also benefited from much-improved relationships with both BMI and ASCAP, copyright societies who represent songwriters and performers. BMI's Tim Whipple and ASCAP's Bill Lee are now members of the committee and are very active in helping us, because they view the jukebox operator as a partner in helping promote music.



In recent years, we have also strengthened our ties with five or six major record companies who have helped us market the jukebox, while we help them market their music. Our new jukebox survey of popular songs, headed by Randy Chilton, gathers data from 2,000 jukeboxes weekly or biweekly. These reports show persuasively that jukebox play does not follow radio airplay in lockstep. Jukebox customers get to select their own music, and while they often choose what they've heard on the radio, it's not necessarily with the same frequency. The most popular hits on the radio are usually not the most popular hits on the jukebox! This data collection process is still being refined, but record labels and music media are both very interested in our results. We at AMOA may also find some useful ways to employ the test results, too, such as determining our Jukebox Awards to the most popular songs of each year.

AMOA's relationships with the musical performers themselves has also been enhanced by this committee. Through our work with the AMOA music awards, we've made friends with quite a few well-known artists. AMOA has had the privilege of hosting such artists as Kenny Rogers and others to our annual Expo. We've also enjoyed the pleasure of seeing such artists as Dionne Warwick, Conway Twitty, Buck Owens, Franki Valli and music legend Colonel Tom Parker accept AMOA awards in person. We've even had some music giants grace our stage and perform at AMOA's annual banquet, including such acts as the Everly Brothers, the Commodores, Peter Noone and others.

Our promotions continue to grow, heightening the profile of the jukebox on the American entertainment scene. This summer, we scored a major coup with the television promotion of music and jukeboxes on the Video Hits One cable TV network. Over a month-long period, the VH-1 network ran 10 promo spots a day, featuring a jukebox trivia phone-in contest with actual jukeboxes as prizes. Across the country, operators tied some 15,000 locations into the contest with special music and mail-in contest entry forms. VH-1 reports approximately 1,200 responses a day, which they are very happy with!

We're fortunate that we're promoting a product the American public loves and enjoys. And, with the advent of CD music, jukeboxes are right in step with the times and have found their way into many new locations. CDs have also helped operators keep existing locations (and charge a more reasonable price per play). We at the Jukebox Promotion Committee have been happy to include CD music, CD discs and CD jukeboxes at every level of our promotional, marketing and contest award activity.

All of the jukebox manufacturers — Rowe, NSM, Wurlitzer, Pioneer, Seeburg, and Rock-Ola — have played a role in the success of this committee. We very much appreciate their active support!

STEEL TALONS

"gripping" helicopter simulator flies from Atari hangar



The prestigious New York headquarters of Time-Warner provided the setting for Atari Games's debut of *Steel Talons,* a helicopter attraction that seats two and is definitely state-of-the-coinbiz-art. Initial shipment to distributors began mid-August for the domestic and Canadian markets; Europe begins getting theirs from Atari's Ireland plant this month.

Product Manager Linda Benzler presented the machine to Atari distributors in the Time-Warner screening room, first using video tape and slides to demonstrate gameplay before offering dealers a chance to step into the real article. Once seated, the dealers got a kick out of playing with the realistic helicopter controls. The attraction offers a "training wave" for beginners as well as a high level of strategy action for the more skilled.

It's clearly one beautiful coin machine, and interestingly, one that probably appeals to a somewhat older player. One thing is certain: it's not something people can play on their home game systems. It's a serious attraction for game rooms, but professional operators might find a place for it at some places on the street as well.

"In my thirteen years at Atari, I have never seen players so excited about a new game," said Benzler in reference to machine tests (she said *Steel Talons* was the top-earner in all test locations).

GAME PLAY

Two players sit side by side to play cooperatively on a common mission to seek out and destroy the enemy, or to play a head-to-head game of cat and mouse. Although the cabinet is configured to enhance the appeal of two-player simultaneous play, players can opt to fly solo on the missions and challenge the computer-controlled enemy aircraft and ground targets.

Using the mission-select screen, players can choose the type of game



The crowd gathers to take their first close-up look at *Steel Talons* after Linda Benzler's presentation concluded at the Times-Warner Building in New York. It's quite an attraction.

they want to play. For beginners, there's a training mission to learn how to fly the simulator. In the training mission, the player follows a flight instructor through an obstacle course, repeating each of the moves made by the helicopter in front of him.

Game controls include a "cyclic" at each player station (this joystick-like device controls movement forward, backward, left and right). Each cyclic has a trigger button to fire the 30mm machine gun and a thumb button to fire missiles or rockets.

Each station also has a rudder, and a realistic rocking bar at the player's feet (used for stationary rotation). In addition, the player has a "collective" . . . a handle at the left side of the seat which controls the altitude of the helicopter.

Also included on each control panel is a "zoom" button which allows the player to zoom out of the helicopter to view it from a third-person perspective. For some, it's easiest to maneuver the helicopter when it can be seen relative to other objects on the battlefield below. As an alternative, players will score double points if they select a first-person viewpoint out the front windscreen of the helicopter.

On each control panel, there's

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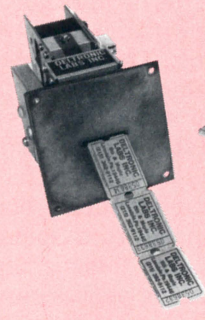

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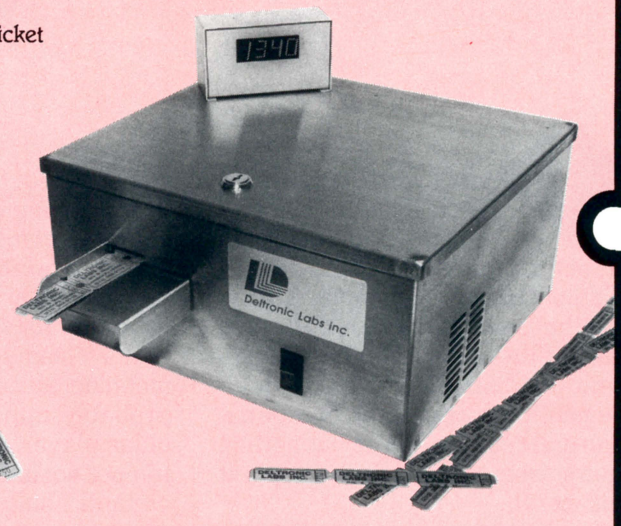

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Sandy Bettelman (California) watches Marv Galante (Seattle) try his hand at the *Steel Talons* controls at the N.Y. product intro. It's a great helicopter adventure.



England's David Coren observes the action as Baltimore's Steve Koenigsberg (seated) has a head-to-head battle on Atari's new *Steel Talons* with Texas Johnny Gatens.

also an optional button for "Real Helicopter Flight." When switched on, computer-assist is disabled and the button remains lit. In the Real Helicopter Flight mode, the player controls all movements of a realistic computer model of the performance features and controls of a modified Blackhawk model S-67 helicopter. This option is included on *Steel Talons* to challenge real pilots and skilled players.

Real Helicopter Flight is offered as an experience for skilled players, and as such, it must be specifically selected. If the player crashes during Real Helicopter Flight, the game will default back to the standard computer-assisted flight mode. The player can then again switch on Real Helicopter Flight if he desires.

"The default mode of computer-assisted flight makes controlling a helicopter a breeze even for rookie pilots," said Benzler. The standard flight mode assists the player by limiting the speed and altitude so he doesn't get lost trying to find the other player and targets to fire upon. The default flight mode also makes it easier for the player to land the helicopter without crashing. In addition, unrealistically quick acceleration and deceleration is allowed to make the game more fun to play.

Steel Talons also features Atari's exclusive "rump-thump" that was pioneered in the company's *Road Riot 4WD* driving game. As the player is hit by enemy fire, there is an audible kick from a solenoid located under the player's seat.

During the combat missions, players can fly solo or play cooperatively to seek out and destroy enemy targets. As the game progresses, the missions become more and more difficult with more and smarter enemy aircraft and ground targets.

There is also a head-to-head mission, a strategic game of hide-and-seek between the two player pilots where the objective is to shoot down the other player. The unique design of the *Steel Talons* cabinet makes it impossible for one player to see the screen of the other player to determine his location.

For competing a mission, players are awarded fuel. In addition, players earn "ACE/PASS/FAIL" ratings depending upon the time needed to complete the mission. At the end of each mission, the player's time is compared to a minimum time needed to pass. For a pass rating, additional fuel is given depending upon how quickly the player completed the level. If his time beats the best time, the player will be given a rating of "ace" and be awarded additional points.

The game is timed by the fuel command. The player's fuel level decreases over time and when he is hit by enemy fire. The helicopter can be refueled by depositing more coins to continue the game.

See it yourself at your Atari dealer and/or at the AMOA Expo.

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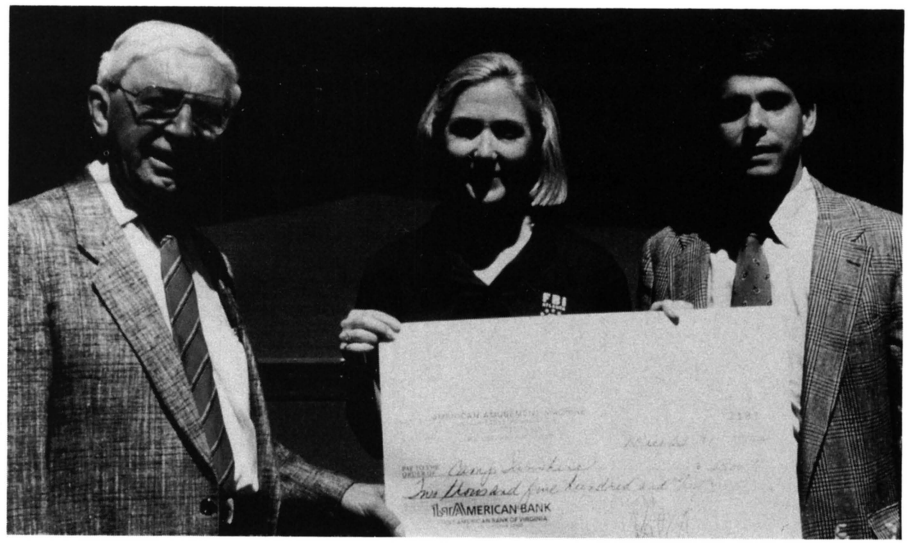
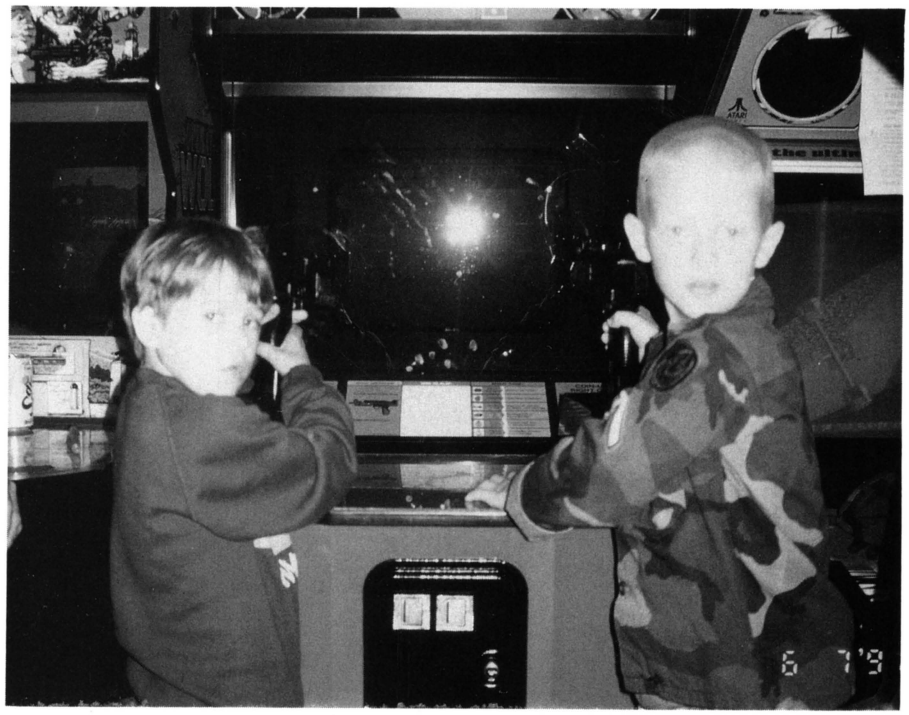
AAMA's Charitable Foundation found such a cause in Camp Sunshine, a summer day camp in Cleveland, Ga. for children who are victims of leukemia and other cancers. The good will came in the form of a donation from the foundation which was presented to the camp on AAMCF's behalf by Greater Southern's prexy Morris Piha (who also set up a free-play gameroom for the children).

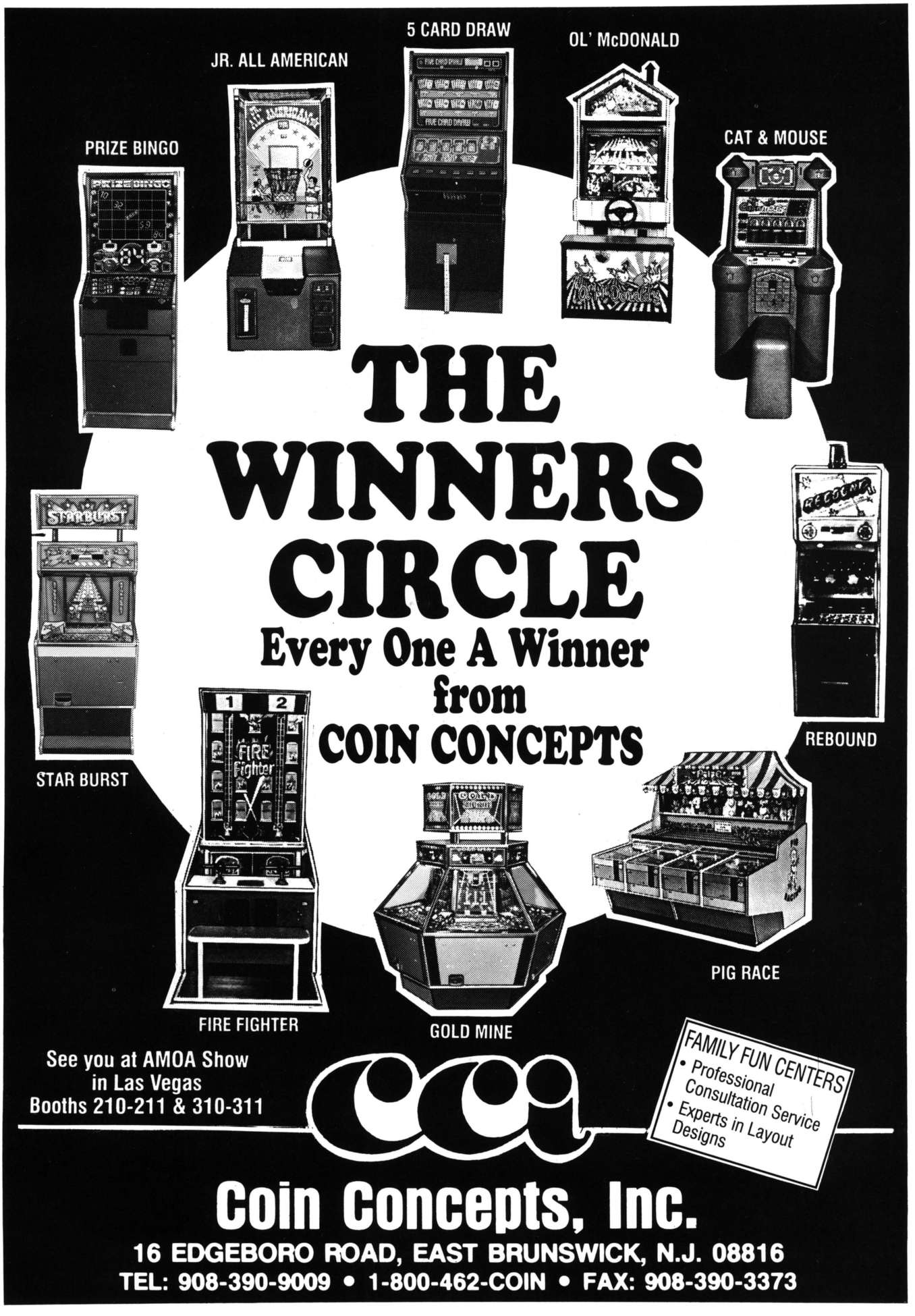
Though no reward is needed, everyone involved hopes that faces at Camp Sunshine shone a bit brighter as a result of the contribution. And indeed, a thank-you letter from camp Exec. Director Sally Hale read, "It was a tremendous week for these children made possible through donations such as this."

Established in 1985, the American Amusement Machine Charitable Foundation is a non-profit public charity which always does it's best to "buy a little happiness" for those who need it.





Above, Morris Piha and David Cappiluto of Greater Southern Distributing present a check on behalf of the AAMA Charitable Foundation to Camp Sunshine Executive Director Sally Hale. (The camp is located in Cleveland, Georgia.) **Below,** a couple of the Camp Sunshine children take a brief break from enjoying play in the gameroom set up by Greater Southern to pose for this picture.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ROUTE OPERATOR POLL

first half of 1991 shows decent collections rubbed down by higher biz expenses

The very first issue of *RePlay Magazine* was dated October 1975 and made its public debut at that year's MOA convention in Chicago. It carried an operator survey and we've continued that tradition ever since. So, once again (for Expo '91), we share the facts, figures and wisdom of the men on the street on how well the ship floats.

The survey you're about to read covers the first six months of 1991. It was (and still is) a year impacted by economic recession . . . a recession many believe is short-lived but which still swung its lance at the cash box intake. This is also a period of speculation on futures . . . on the tasty temptation of being able to buy parallel PC boards beginning Dec. 1st and on the ultimate dream of being able to run gambling equipment legally!

How different things are today than when *RePlay* conducted its very first operator poll. In earlier times, the accent was on jukeboxes while now it's more on video (although that jukebox "carousel" has turned back to center stage). The first survey's collection chart read figures on ball bowlers. Today, it reads about cranes and redemption. The push then was to get two plays for a quarter. Today, a lot of people want to throw the quarter into the storm sewer.

We're in one of those businesses where cash intake can be higher than during the previous year but conditions can still be described as "worse." On the face, this looks like an anomaly, but the cost of doing business in the coin machine industry constantly climbs higher (equipment, insurance, employee salaries and the ancilliaries like truck gas).

In this "give a little but take a little bit more" business, the talent of the operator is to measure the amount of money he spends on machinery against the expected earnings of that machinery and then throw the whole grid atop the other expenses and calculate ways and means of coming out ahead. It's not an easy trick in an industry some

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outsiders once considered a "get rich quick" business. If you don't measure money right, you can get in trouble.

Gratefully, most of the operators in business today are far more adept at the "balancing act" between collections and the cost of doing business than many newcomers who jumped headlong into the video picture back in the early '80s and either ended up bankrupt or simply disappeared.

This new poll shows two out of every five street operators boasting improvement over 1990. Unfortunately, more others say things got worse (60% of all surveyed operators, in fact, say they're "displeased" with the business right now). This is curious because general collections aren't bad at all. But the many costs behind those collections aren't getting cheaper.

More than half of the operators are less than happy about things (though some operator critics might say they're never happy and are probably crying all the way to the bank). Let's keep as much emotion out of this as possible. After all, a survey is supposed to be mathematical and mathematics is an "exact science."

But, that's never easy when discussing the street operating business. Emotion always pokes into this trade as does lots of hindsight (e.g. "gimme another *Ms. Pac-Man*") and foresight ("gimme legal poker and watch my action"). Indeed, legalized video lottery is numero uno on the national operator's wish list these days.

VLT FOR ME!

Three out of every five operators polled picked legal VLT when asked "what's the big promise for your business?" But, 18% of those polled don't like it, so this is hardly a universal push at all. The poll also telescopes that a "good" number of U.S. street operators are running some grey area goods right now, so maybe some of those against legal VLT don't want to upset this apple cart. (By the way, the vast majority of the operators consider 8-line games flat out gambling devices; only a small percentage say people sometimes



play them for amusement!)

Legal poker is the "big promise," though we don't want too many to hold their breath waiting for it to happen in their states. We don't have to wait for the "big negative": this poll, like so many others, restates the street operator's number one irritant — equipment prices. We always have new games appearing on the chart, but the permanent number one "sore" on the American operator's "down chart" is carved in stone: prices.

Since the business runs largely on quarters and (for reasons discussed far too many times,) operators have trouble passing equipment cost increases over to the player, you'd think that every operator was pining away for the anticipated dollar coin. Not exactly true.

This survey shows that around half the operators either don't care one way or the other about a new dollar coin, or (in many cases) are actually against it! Memories of the ill-fated Susan B. Anthony coin linger and some don't like the spectre of having to convert coin doors to accept the new coin (if it comes.) To be truthful, while half of the operators either dislike or don't care about a new dollar coin, the other half are hot for it.

The dollar coin is a "future" thing like legal VLT. For the immediate present, the American operator continues to focus on reality . . . the real tools that bring in the bucks . . . the music and amusement equipment. Asked which classes of machines they'll be favoring with their investment dollars this fall, the surveyed operators put pinballs first, video kits second and CD jukeboxes third.

The overall best money-earning type of machine is once again the pool table, even though the collec-

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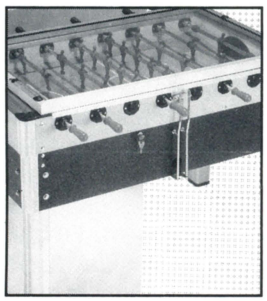

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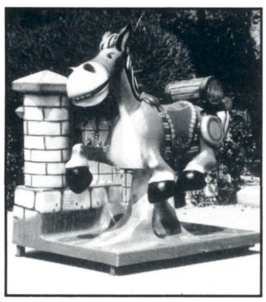

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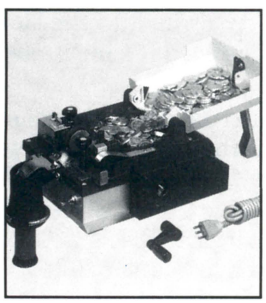

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tion averages shown later on put CD jukebox earnings higher. Perhaps the cost of new CD discs pulls the net down (operators seem to be changing more discs per month than in the past.)

By the way, one of every three jukeboxes on locations serviced by our polled operators is CD-capable (either a dedicated machine or a combo) and gratefully, the majority charges 3/$1.00 play. CD music continues to rise while cigarette operations continue to fall (only half of our surveyed operators run cigarettes and of those that do, three out of five are scaling down!)

Only three out of ten operators say they are servicing "more locations this year than last." Other operators may ask "where'd they get those joints from?" The all-round favorite type of location continues to be the tavern (though over half the operators say DWI laws are hurting their tavern revenues "badly").

To balance off the DWI hurt, it's refreshing to learn that three of every five operators are running some kind of tournament or are involved in game leagues these days. The pool table is the number one star attraction, darts come next and there's still plenty of action here and there on shuffle games.

There's plenty of action, period, in the business we call street operating, so without further ado, let's get into the poll itself. Followed by our Operators Sound Off essay section (carrying personal quotes from pollsters,) the whole survey combines today's unique concerns with many of yesterday's (like the 50/50 commission) and shows the ship very much afloat but run by a group of "captains" who sometimes differ in opinion as does day from night.





THE BIG PICTURE

We began the survey by asking the operators how business has been so far in 1991 compared to 1990. Their responses averaged up as follows:

19% said **"improved."**
32% described it **"the same."**
49% claimed it's been **"worse."**

We next asked for the number of locations they presently serve compared to 1990 and learned that:

31% have **"more on the route."**
45% service **"the same" amount.**
24% have **"fewer today."**

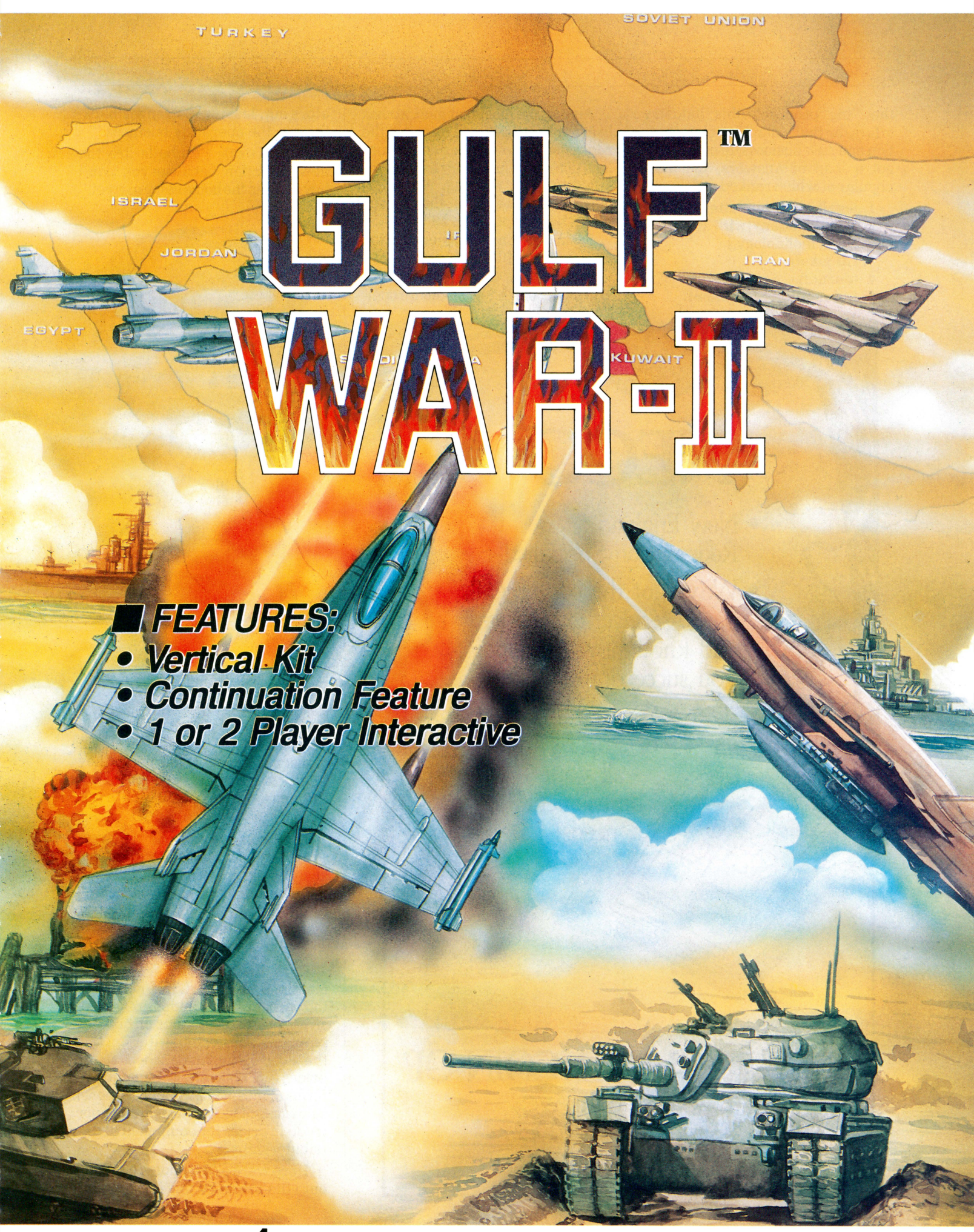
Operators are as thoughtful about their businesses as the next guy. When asked to tick off the description that best suits their present mood, the picture wasn't uplifting:

31% say they're **"pleased"** with business.

60%, however, say they're **"displeased, but hanging in there."**

9% actually claim they'd like to **"get out."**

Okey dokey, but every man needs something to hope for. We asked the operators to write in their ideas on



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the "big promise" this industry offers, be that a machine classification or a new business direction. We got a load of answers, the most popular of which ranked as follows:

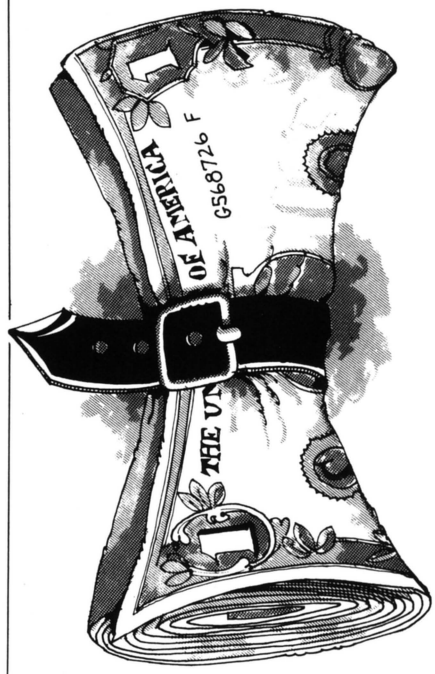
1. legalized video lottery.
2. hot attractions (with accent on new video technology.)
3. CD jukeboxes.
4. tournaments & leagues.
5. redemption equipment.

Among the most common wishes listed after these were: an end to the recession; a new dollar coin; more locations for the route; and diversification into vending. A few remarks penciled onto the survey forms bear repeating, such as:

From Oregon: "Only use the top 15 games, no fillers."

California: "The bad economy will push quite a few mediocre operators out, leaving a stronger backbone in the operating business."

From Texas: "Pinballs are the new direction because you can't buy them on the home game market."



There are the thoughts and philosophies on the "big promise" of the future. How about the flip side, the "big hurt?" Operators wrote in numerous thoughts on what they find most irritating in the business, the most common of which averaged out as follows:

1. equipment prices.
2. bad R.O.I. on videos that have short earning curves.
3. the economic recession which is still hurting.
4. taxes & license fees.
5. poor cash flow.

Here are some other irritants mentioned which didn't make the top five but still smolder among the street trade: being stuck on quarter play; competitive operators giving the store away; home video; rising prices on cigarettes; competitive forms of music in jukebox locations; sameness of video themes, and poor trade-in prices for equipment at distributorships.

Here were a few quotes penciled onto the forms by this question:



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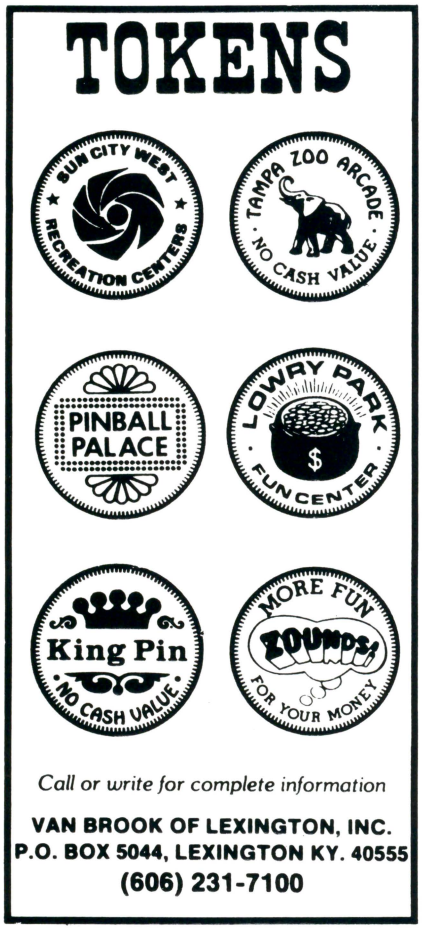

From Massachusetts: "There are no new locations opening and no routes for sale."

From California: "Locations changing hands to new owners who prohibit games."

From Minnesota: "Players seem to have limited funds to play games." And from the same state: "Everything is shot."

FAVORITES

One man's meat is another man's poison. We defy you to get five operators in a room without getting five different opinions on the video game. Many love this class of game, others hate it. Others sit in between, buying what they have to when they want to. Yet, when we asked the operators to list their all-around favorite coin machines, guess which came up top?

Here are the operators' all-round favorite types of machines:

1. **video driving games.**
2. **pool tables.**
3. **pinball machines.**
4. **jukeboxes.**

Does that also mean these same machines earn the overall best return? Not necessarily. When asked specifically for that, the top money-earners were ranked as follows:

1. **pool tables.**
2. **video games.**
3. **pinball machines.**
4. **jukeboxes.**
5. **sports games** (e.g. basketball, air hockey & soccer).

Favorite locations ranked up as no surprise, except to learn that many street operators also have game rooms as well as mini-arcade setups in bowling centers and other such sport centers. *RePlay* tried to keep this survey strictly on the street (and threw out a bunch of pure arcade questionnaires that came in accidentally.) Yet, it's apparent that numerous street operators are into multi-game locations these days. So, when asked to tick off their all-round favorite type of location, the answers averaged out as follows:

1. **the tavern.**
2. **sport centers.**
3. **game rooms.**
4. **convenience stores.**
5. **restaurants.**

Others mentioned included movie theaters, truck stops and hotels. But it's fascinating to see that the tavern remains atop the average route owner's charm bracelet, even with all the trouble it's getting from the drinking laws.

Yes, DWI laws are in force and hurting tavern collections. But how badly? We asked what effect driving-while-intoxicated enforcement was having on machine collections and here are the answers:

56% say **"badly."**
34% claim **"very little."**
10% have **"no problem."**

A bit back in this article, you read that one item on the operators' "wish list" was a new dollar coin. The survey shows this is not a universal wish by a long shot. When asked to check off their personal position on the coin, the answers averaged out as follows:

51% are **"positive"** about the coin.



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31% say they're **"neutral"** on the subject.

18% claim they **"don't like it."**

Besides bad memories of the Suzie coin, one San Diego operator wrote: "It's too late." Gulp!

Manufacturers and distributors will be interested to learn the responses to this question posed to operators: "Which types of machines do you expect to favor with your dollars this fall season?" All tallied up, here's the "expected" shopping list ranked in order of mention for fall:

1. pinball machines.
2. video kits.
3. CD jukeboxes.
4. (tie) pool tables and video system games.
6. redemption equipment.
7. darts.

A California operator wants a sports game designed for sports bars that's not as "large as basketball." Please note.



VIDEO LOTTERY

Now we got to VLT. . . legalized payoff poker and all that. It was voted numero uno on the operators' wish list, but exactly how many really want it in their states? We asked:

59% are **"hot"** for it.

20% are **"ambivilent"** (don't seem to care either way).

21% don't want to see it legalized in their states!

Maybe, as suggested earlier, some operators prefer to run pokers in the "gray" fashion rather than get involved with the government in a legal program. Who knows, but we tried to get a handle on the extent of gray area operations in the country anyway. It was a slippery handle. 22% of the polled operators either didn't know what was going on in their territories with gray area equipment or in some cases refused to answer the question. A Wisconsin operator penciled this onto his form: "refuse to answer. . . you can't ask this question."

Well, the majority of them did answer it. According to 36% of those asked, "What percentage of all operators in your territory are running some payoff gray goods today without legal sanction?", more than half of the operators in their zones are into it.

Since we were being candid on this survey, we asked the operators what they thought of 8-line games. Only 78% of the polled operators answered the question regarding 8-lines' gambling or amusement nature but of these, a startling 83% consider this type of machine to be "flat out gambling." Only 17% say it's being played amusement-only at times.



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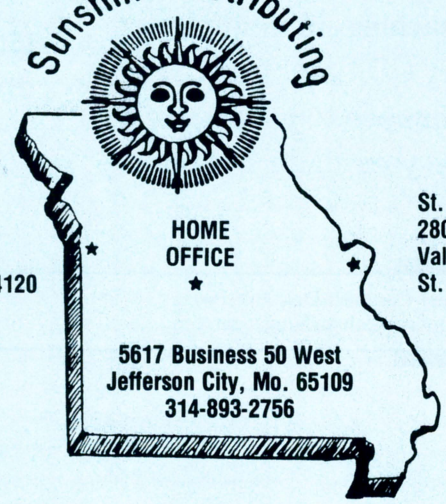

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MIGHTY FINE MUSIC

With the exception of redemption pieces, the CD jukebox is commanding the highest weekly gross collection on the earnings chart to follow. . . higher than all video averaged-out; higher even than the pool table.

An impressive one out of every three boxes operated by our pollsters is CD-capable today (32.9% to be precise.) While it's a bit "romantic" to suggest that a full third of the nation's jukes are CD's, it does show the rapid growth of this piece of equipment (there are still 150,000 or more 45 vinyl machines out there that may one day be replaced with CD goods, not counting in fast food locations that may open up one day.)

Polls done in past years asked operators for the number of 45s they changed each visit (it often came out to around 3 per week.) Well, the average CD disc change amounts to 3 per month. The most common programming routines exercised by our pollsters is either 2 or 4 swaps a month (over half the oeprators do better than 2 disc changes each month.)

CD music play-pricing is on target. The poll shows that:

64% generally charge **3/$1.00** play.

24% generally charge **4/$1.00** play.

The balance got either 5 for a buck up to 2 for a buck.

The most popular vend for the $5.00 bill is 18 songs by far. This is the standard. Second most common pricing is 25 tunes for the sawbuck. 6 and 7 tunes for the $2.00 vend were mentioned as was 50¢ for a single play.

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IKS NIX DRIX

Comes Dec. 1, 1991, parallel video game boards become legal for operating. But the brokers and distributors of this sort of product shouldn't think they'll exactly be in a "seller's market" because:

97% of the polled operators say they'll "pick and choose" among the available parallels like they do with other factory kits. Only 3% of the operators said they'll be buying these PCB's "aggressively." One Nevada operator wrote down that he doesn't intend buying any parallel boards. A Louisiana vendor said "we'll buy American kits at a good price" (presumably meaning new factory kits.)

Cigarettes suck, in the opinion of many. In the case of our survey, only half of the operators operate any cigarette machines. Of those who do:

61% say they're **scaling down** in cigarette vending.

31% claim they're doing **"okay."**

8% actually say they're **"growing"** their cigarette posture!

This is such a difficult subject to tackle so let's just say that public pressure and local law hurts this form of "entertainment," that recent price increases weren't received very favorably by vendors . . . but that some of the guys seem to be making a decent (albeit dubious) buck running these machines.

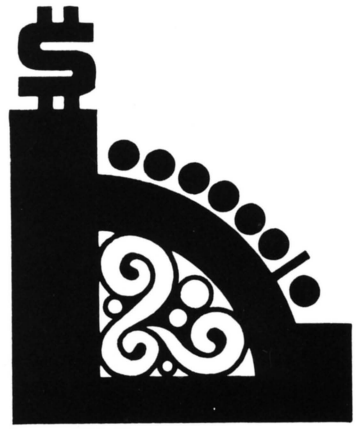
TOURNEYS

Now for some good news. Fully 59% of our polled operators are somehow involved with tournaments and/or game leagues these days. Pool tables and dart boards are the up front machines in this sporting campaign. Shuffle games (alleys and long boards) continue to play their primal part in coin sports and soccers still have their devoted fans.

Sorry, we didn't ask the pollsters about air hockey or basketball, nor about video (one Jersey operator held a *Street Fighter II* tourney and he said it went great.) Next time. This time, the response to our question "which games do you hold tournaments open these days?" came out as follows:

43% are doing it with **pool tables.**
23% are into **dart competition.**
11% boast **shuffle bouts.**
9% are into **pinball tourneys.**
8% do **soccer contests.**

Maybe it's obvious by the mathematics, but a number of operators run tournaments and/or leagues in more than one classification.

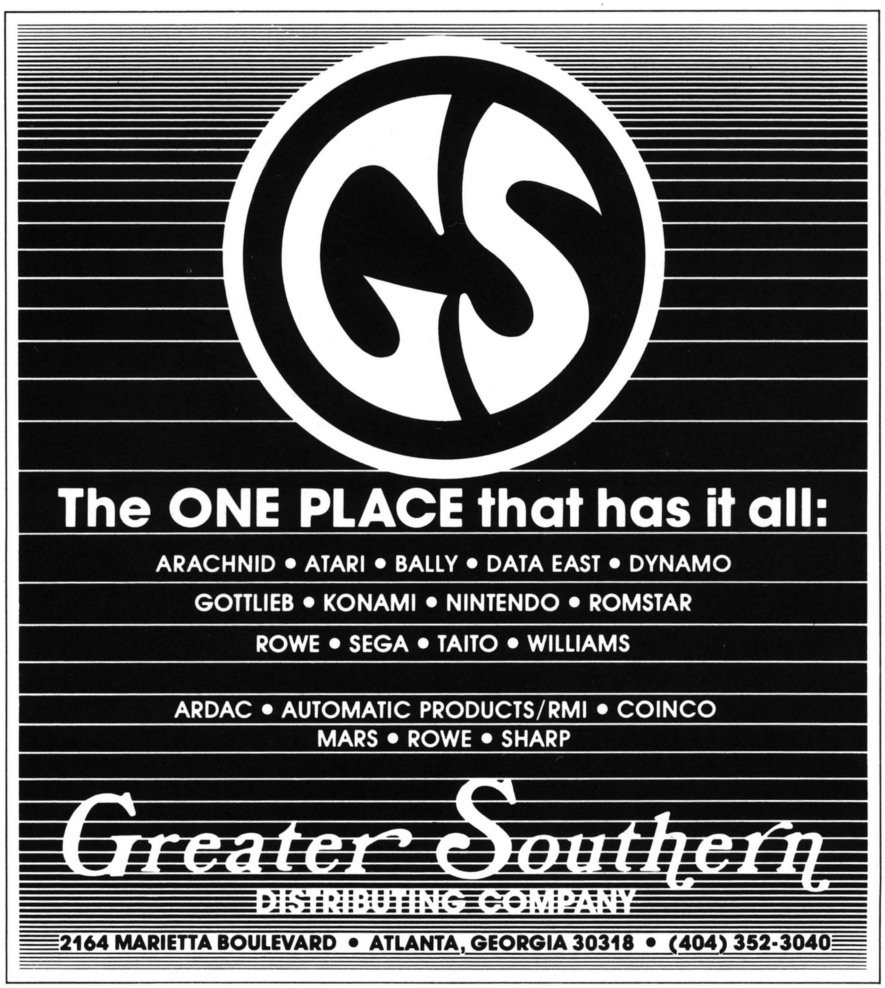


THE EARNINGS CHART

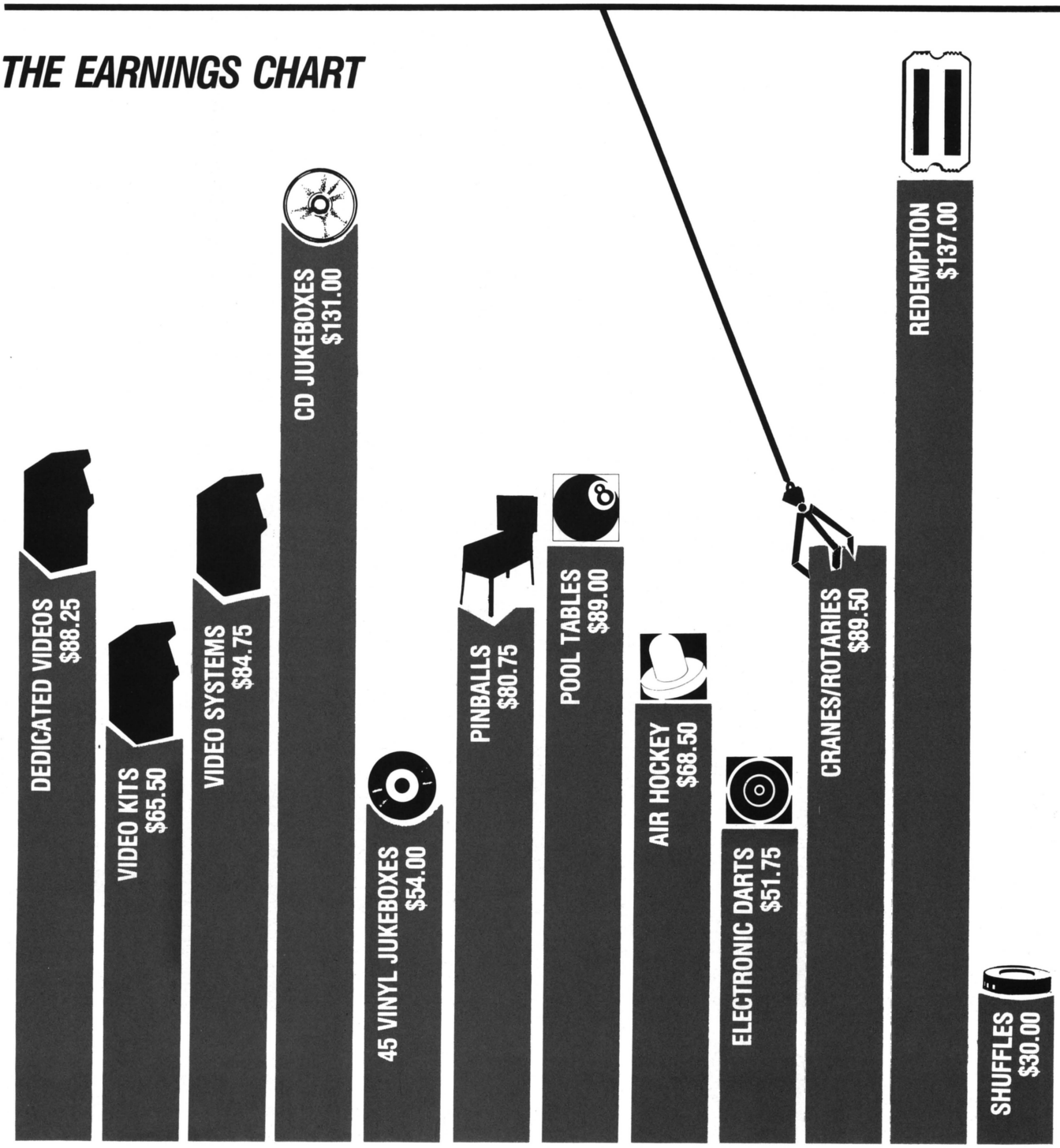
The most important question found on any magazine poll asks for average weekly collection figures (before commission to location) on the key types of machines. For the first half of 1991, the averaged-out figures show:

Dedicated Video	**$88.25**
Video Kits	**65.50**
Video Systems	**84.75**
CD Jukeboxes	**131.00**
45 Vinyl Jukes	**54.00**
Pinballs	**80.75**
Pool Tables	**89.00**
Air Hockey	**68.50**
Electronic Darts	**51.75**
Cranes/Rotaries (with prizes deducted)	**89.50**
Redemption (ticket games)	**137.00**
Shuffle Games	**30.00**

Those are national averages. There are big highs and poor lows in our data bank, but figures averaged-out to those printed above. Statisticians must remember that averages (in video, for example) include new sitdowns along with old



THE EARNINGS CHART



kits. But the figures are always helpful, especially to operators who do their own mathematics on a computer back in the shop to measure their own routes.

Our feeling is that collections are sound but the cost of doing business is up. So far, 1991 hasn't been a big "problem year" for many, so no big excitement entices trade reporters to leap to typewriters to talk about it all.

The street seems to be reasonably neat, warts and all. The future seems to look for VLT and a buck coin. These and other things are on the operator's mind and therefore, *RePlay* continues its other "showbook tradition" by running the personal comments from polled operators in the section that follows.

A word to the wise: never, ever take any of these answers for anything less than important. Some comments are glib, others inspired, others obviously less than inspired. But the section to follow is that rare opportunity for everyone to catch the heat and the compliments from the street. We know it will be both helpful and in some cases painful. We thank all the fellows who gave us their input.



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OPERATORS SOUND OFF

Ron Hershey

Tennessee

"Business overall has started to increase after two years of decline. New and better equipment starting with the '91 ACME show is the main reason for this upswing. Manufacturers, please keep up the good work!"

Doug Shaver

Washington

"As a general rule, business seems pretty good in captive audience locations (e.g. bowling alleys, movie theaters, skating rinks, etc.) But, run of the mill C-stores have really slumped. Also, good quality kits are still hard to come by and dedicated games (which mostly should be kitted) are too pricey.

"After six years building a good route, I find myself with too many cabinets and no really good software around except *Street Fighter II* and the *Neo•Geo* things. Help? (By the way, thanks for your articles on redemption as this just became legal here.")

from Massachusetts

"This country is not being led towards a goal. The young see nothing interesting except destroying. There needs to be a big enough country around to whip our ass good. We need a leader for this country. This country is over the hill. It's only decaying."

from Minnesota

"The business is shot! You guys (*RePlay*) should be looking for something new, too. It's coming down soon!!"

from Nebraska

"I'm very optimistic about redemption and feel very satisfied with the business overall. I wasn't in it ten years ago when everyone said it was fantastic, so I don't have anything to brood about by comparison."

ATTITUDES

anonymous

"Business is so sorry. If it wasn't for pool, I'd be gone. The only ones that will survive are those that have sheer volume, meaning lots of locations."

Jeff Scheer

California

"Games like *Street Fighter II* and (I hope) *WrestleFest* give us the kick in the cash box to make us healthy. If we can continue to get two or three heavy hitters a year, the street business is sure to be strong. New technology will help only if there is some long term game appeal in the product. I'm glad we're still trying. We're bound to come up with another winner."

from New Jersey

"Video lottery is good for the operator. Equipment prices are too high and our return on investment

too low. The equipment doesn't hold any substantial value. There are also too many operators who will not initiate 50¢ play."

from Utah

"Our player base revolves around the young male teenager. How do we get females and adults to play the games in the same numbers as the teenage boys except by dealing with this in the game designing departments?"

THE FLIPPER SIDE

Bruce Atkinson

Utah

"Pinball is the future! I used to have one pinball out for every eight video games. My ratio is now one to four, and I still could use more pinballs. With the exception of the few mega-hit videos and new technology there, everything else is pretty mediocre when it comes to longevity.

"Some of my pinballs are seven to eight years old and they outperform a lot of my newer videos. And I don't have to compete with the home entertainment market. I actually have locations that are demanding more pinballs. It's hard to get the same visual attraction from a video game that you get with a flashy pin. I guess you could say I'm rather pro-pinball."

from Ohio

"The cost of operating pinballs, even at 50¢ play, is becoming prohibitive. We continue to buy fewer new pins each year. The parts cost and the service required for these games are killers."

Chris Warren

Montana

"I like pinball leagues. It's good to see the AMOA taking an active role in organizing and promoting them. We have started it up in our area and hope it grows and becomes as successful as the pool leagues are today."

Frank Licausi

Missouri

"Pinball machines continue to earn very well for us. The manufacturers are producing a quality product and we're doing our job by keeping the playfields cleaned and waxed on a weekly basis. It's a proven fact that the machine will earn more money if it's cleaned up and working properly. I'm amazed by the poor condition that I see some playfields in and hear the same operators say that their pins don't earn very much money."

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JUKEBOX JUNCTION

Gary Galutzo

Colorado

"Record companies should make more of the 45s on the pop chart available or else lower the prices of the CDs so the operators can afford to change and promote music properly without financial hardship. In other words, the record labels should try to keep their prices in line with the operator's profit margin."

Driftwood Vending

Michigan

"We have a small operation in a seasonal area. Due to the cost of the equipment and the ASCAP license fees on music boxes, we aren't increasing this part of our business. In some areas, the yearly income from the box will be twice the license fees. We have decreased our music locations by 50% this year.

"Next season, we may get into redemption centers. We hope that this is a new direction that will prove to be more stable."

from Maryland

"I'm very disappointed with the manufacturers of CD jukeboxes by forcing CDs onto us without caring. The product they sell either needs better looks, more sound, improved CD carriages or better prices."

FOCUS ON VIDEO

Pat Lackey

Texas

"We are paying top dollar for kits and still are not getting our money's worth. Some of these kits have no bezels, no player instructions, poor joysticks, very poor buttons, control panel covers that aren't wide enough, poor graphics, no test modes and a lot of copy cat themes.

"When we do get a hot game, the manufacturers can't wait to sell it to the home video system people. Manufacturers are setting games at 50¢ to start, 25¢ to continue and tell us this is how it should be. Capcom really pushes this ideal. Then, on their (own) routes, they set *Street Fighter II* on 25¢. Why? Do they have so many games that they can flood a whole area and yet are unable to supply local distributors forcing us to go out of state to buy??

"Yes, they're probably my biggest competitor. It's hard to play catch-up with the manufacturers. When the gravy is gone for them, video manufacturers sell it to the home market."

Sal DiBona

New York City

"We the operators need more good games at better prices to stay going. We need a new generation of games, that is, like the *Ms. Pac-Man* era. It can still be done."

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from Arkansas

"It's time for someone to come up with a style or theme of video that's different from the tired old fighting theme. . . something to spark renewed interest. The video boom has long passed and the industry's leveled off. With the increase in sales taxes, game prices and other overhead expenses, profit margins have shrunk.

"Manufacturers need to get reasonable on their prices, or we operators need to start a movement away from the typical 50/50 splits with locations. We also have to lobby legislatures for tax exemptions since we're limited to quarter or multiple quarter play. It's becoming difficult to impossible to buy new dedicated or kit games at present profit margins."

from New York

"If video game manufacturers gave us more games like *Street Fighter II* and less garbage we'd be able to compete and even beat the home industry. The associations should make a mandatory waiting period between the release of the arcade and the home video game.

from New Hamphire

"It's not worth buying any video games or kits brand new because three months down the line, you can buy the game for half the price, thus making trade-in value nothing.

from Nebraska

"In consideration of who is buying the games (be they dedicated, kits or anything else,) the manufacturer and distributor should do more to help ensure the operator's ability to earn on each piece he buys. The operator is too much on his own in promotion and service of new machines. For the hundreds of thousands of dollars we spend on machines, we should get the same consideration as any buyer of computer software. Longer warranties should exist, for instance."

HOME VIDEO VIEW

from Maryland

"We could be more competitive and buy more coin-op video equipment if the price per-piece was 25% to 35% lower. We could and would aggressively buy, change, buy, change, especially if our new games had a one year lead on the home system market.

"For example, I buy one or two games, put them on location and if collections are satisfactory after four or five weeks, I would buy two or four more of the same game. But the distributor often has to put you on the waiting list. So you get your four extra pieces over the next three months. But before I can move these machines to the next location, out comes a home version of the



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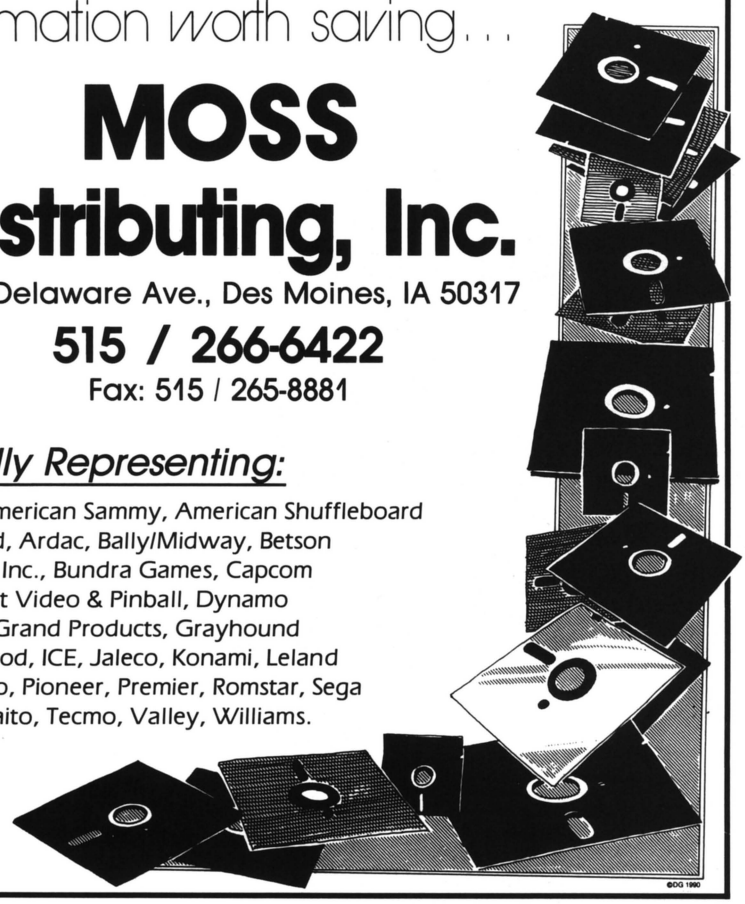

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same game. The value of the equipment is then cut in half."

from Utah

"Video game cassette rental stores are becoming more popular and kids are natural customers. It's a 'great way' to have a neighborhood mini arcade."

from Texas

"I find that when I buy dedicated games, they do well until the home version comes out. On some recent games, the income fell as much as 50% in about three weeks' time. I'm going more to pinballs, pool tables, etc. that can't be bought for the home. Games are too expensive to die after six to eight months on location when the home unit comes out. By the way, I think the dollar coin would help our industry."

from Utah

"Video games for home use like Nintendo and Sega's 16-bit systems are coming out with fantastic playing games with good graphics. Why can't operators get these fantastic games first and then let them slowly filter into the home? Most of the videos I see for our industry are shooting and killing games. It would be nice to see something else that doesn't program these two themes into young peoples' minds and arguably end up with some of these kids acting these gun and knife things out on real, live people."

SERVICE VIEWS

Norm Christenson

Nebraska

"I have found that keeping your equipment clean and in good operating condition is even more important to the cash box than rotations. I never rotate a pin without pulling it into the shop and going completely through it. If it doesn't need rotating, I will go through it on location the second time I clean the playfield. I also completely disassemble and

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service my cranes every 12,000 to 15,000 plays and clean them inside and out. It pays off!"

from Ohio

"Why don't the kit and video game manufacturers put schematics into the games (e.g. *Street Fighter II?*). A distributor likes to charge for this when you need it."

ON GAMING

from Tennessee

"Operators are too interested in operating illegal gaming. I'd like to see the industry's image cleaned up in our area."

Lee Coleman

Virginia

"The industry is going through one of those periodic transitions it seems to suffer from. The older, larger and more aggressive (operating) companies will survive. And the possibility of video lottery legalization is too tempting a notion for the marginal operators who will neglect their routes waiting for it to happen."

Richard Anderson

Pennsylvania

"The video gaming situation is hurting the industry in Pennsylvania. Operators who do not have pokers or eight lines have trouble competing against those that do. Equipment costs vs. R.O.I. is also hurting in this sluggish economy."

Russ Mawdsley

Massachusetts

"It would seem to me here in the northeast that we are going to have to look at state approved video lottery if we expect to show real growth in our collections. It's both good and bad for our industry, however. Bad because it will reduce our

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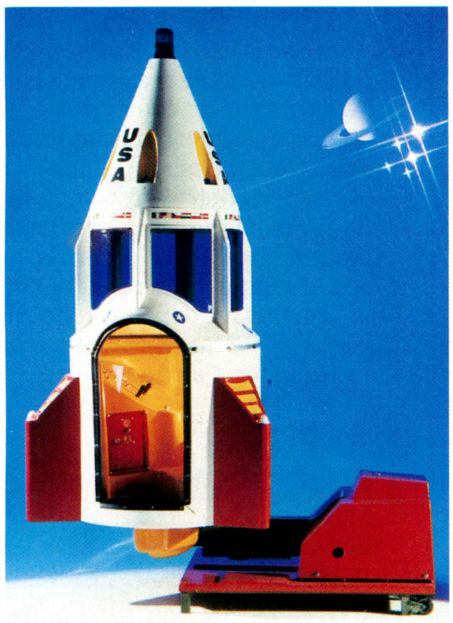

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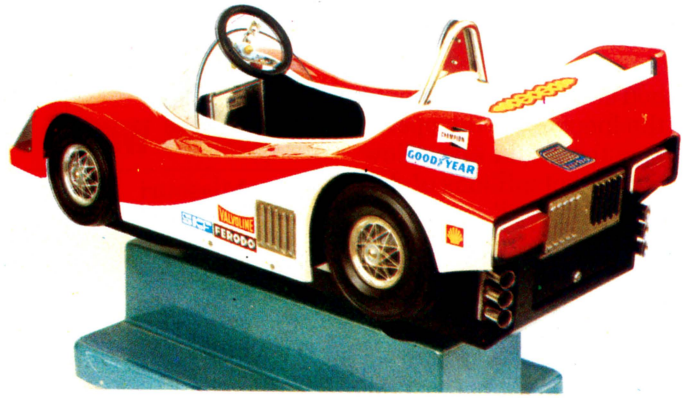

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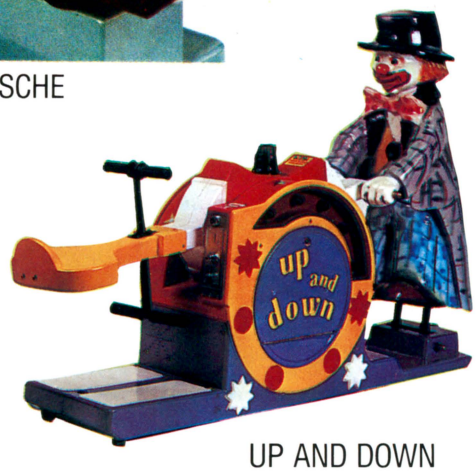
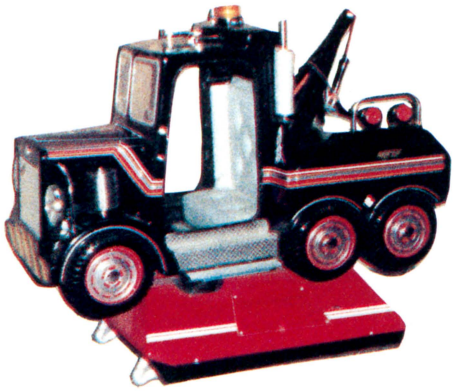


UP AND DOWN



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income from all the other games in a location where video lottery machines are installed. This would cause operators to buy less new amusement games and certainly have an effect on all the pure amusement distributors and manufacturers.

"The good side is clear. It would increase the income for the operator who uses them and also allow the states to collect millions of dollars apart from taxes."

from Illinois

"We run an honest operation, but some others . . . the majority, I believe . . . split tickets and hinder us in getting tavern locations. These same people also operate illegal gambling games which are making big money. But it seems that an honest operator doesn't have a chance in this business.

"Some operators of eight lines, when they have a machine confiscated, don't even go down to claim it. They made their money back in two weeks or less and the rest was gravy. The authorities also turn their back on split tickets, illegal games and parallel games. So, the big question is why shouldn't we do it too, to get ahead in this business like most of our competitors?"

RECESSION WOES

from Missouri

"The recession has hit the midwest pretty hard this time. There's a lot of unemployment in the area. I think collections will be slow until those jobs are replaced and the economy recovers. We are buying more equipment and rotating more games than ever these days just to maintain current income levels."

Ken Hague

Oregon

"Our economic condition is still very soft due to problems in the timber industry. Unemployment is very high and the preservationists seem to be controlling the State of Oregon."

from California

"The recession is 'alive and well' and still around us very much. Our state is in for harder times, I'm afraid, and the working class is the one that feels the pinch the most. I'm sure you've gotten many complaints on the subject of the high prices of dedicated games and kits. I can only add my name to that list of complainers. I'd love to believe that the future is bright for this industry, but I'll have to wait and see."

PLAY PRICING & COMMISSIONS

from Wisconsin

"We should be on 50¢ play for all games or on 3/$1.00 pricing. But competition won't allow this. When

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we try 50¢ play, they come in with 25¢ play telling the location they'll make more money that way. We then lose the account. We could all make more money if we stuck to the 50¢ price. The biggest problem in this business is not the location. It's the shady competitor."

from Virginia

"Let's put the new high definition and hologram games out on 60/40 and get this industry healthy again."

FINANCIAL FOOTNOTES

from Texas

"I am very concerned with financing. Wish the bank could extend my payments over 24-36 months with some new tech videos like *Time Traveler* running $5,500. I need more time to get my money back. C-stores are way down. I'm concentrating on fewer locations with better equipment.

Evan Wessel

Pennsylvania

"Our AMOA group health insurance has almost tripled in two years and I wonder if I was better off just working out of my garage with no workman's comp, health, unemployment insurance. Need I go on? Insurance costs are going to kill a lot of small businesses if everyone doesn't get active about a solution. Give us some direction."

Bob Kluver

California

"Money has been very tight in 1991. Buying equipment is down and rotating existing equipment is up. I'm waiting patiently for things to get swinging again."

SOME GRIPES

from California

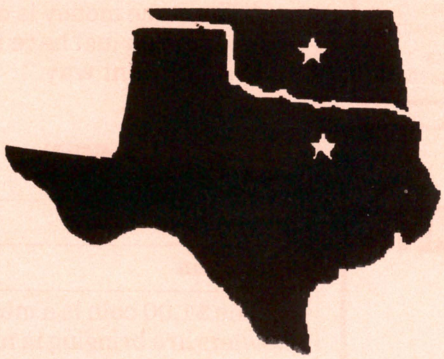
"My two major concerns are local & city licenses for games (many areas here are taxing up to $170 per machine) and secondly when locations licensed to sell alcohol change hands and the police and/or the ABC board restrict them to no more games. And that's even if there weren't any problems."

from New York

"How can all the New York City cigarette operators continue to put their collective heads in the sand? Cig machines become illegal January 1st. Contact AMOA NY to contribute to a legal action fund to save your business. Call 212/779-2400."

from Ohio

"My problems? For starters, distributors sending the wrong repair



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parts to us. Then cigarette legislation and rising cigarette prices from suppliers (out of sight.) I also think the price of CD jukes are way too high for the beginner to cope with (that goes for new and used equipment.) I also don't like the bigger operators taking advantage of the locations and smaller operators."

from California

"Any gripes? The high cost of equipment, little or no distributor loyalty, poor quality of equipment, too much new equipment coming to market that has no staying power, cheap video cabinets, fast-rising cigarette price and no support from the cigarette companies."

SOUND ADVICE

Doug Minter

Nevada

"Too many operators are giving the store away. The only way some can secure new locations is to give 60% to 75% or more of the gross income to the location. The industry, the location and all of the operators suffer from this practice.

"The location gets inferior equipment, maintenance and service, the operator is hard pressed for any R.O.I. and the industry gets a black eye bacause of dirty and broken equipment in the public eye."

Jack Guarnieri

New Jersey

"What operators need today is to get off their rear ends and push their businesses! Many got fat or just started depending on workers to do it all. They should take an active interest in day to day operations and work at it as if they were just starting in business again. Think of new ideas and try to learn something new about this business every day."

Richard Tipton

California

"To make money in this business you have to learn to say 'no!' Too many operators are scared of the locations, afraid of losing a stop instead of making a profit. They spin their wheels, make money for the location and nothing for themselves."

"The same money is out there to be made. You just have to work for it in a different way."

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Michigan

The $1.00 coin is a must. Our old bowlers are bringing in more money than most of our video games. Know what? I think there's a need for a bowler priced under $3,500."

Bill Anderson

California

"In regard to the dollar coin, I feel it's been too long in coming after the SBA fiasco. Because of price increases, we've had to convert to dollar validators. Now they want us to convert to a dollar coin? Boy, is this salt in the wound. Besides, I'd rather carry dollar bills in my wallet than heavy coins in my pocket."

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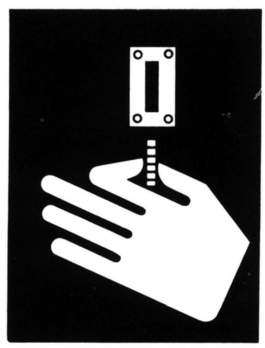

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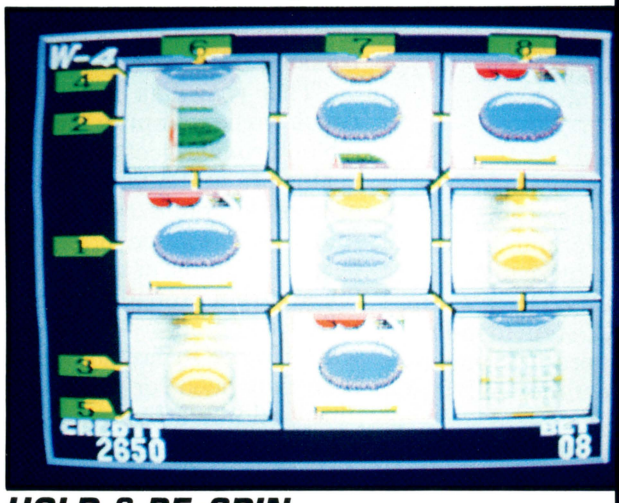
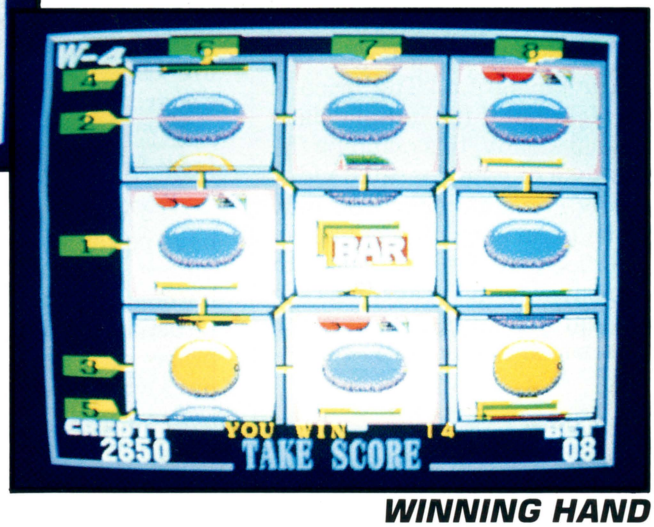
LOSING HAND



HOLD & RE-SPIN



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EYE ON THE FUTURE

from Missouri

"I'd like to see video lottery legalized so the honest operator can compete with others on a level playing field. I'd like to see BMI, ASCAP and SESAC really enforce the jukebox license and not just make noise. They should get out there and check locations and not expect the operators to squeal on each other."

"All of our expenses are going up...taxes, licenses, insurance, records, machines, trucks. But, the income is about the same."

Don Sedivec

Delaware

"I just purchased a Sega *Time Traveler* (hologram.) The price is out of sight but if the initial collections hold steady, this could be the resurgence of coin-operated video (the new *Pac-man* era.) The only problem I can see is the manufacturers flooding the market with equipment. How many locations are there that an operator can place $5,000 priced equipment?"

from Denver

"Another weak summer will reduce the number of operators even further. Unfortunately, those operators will probably go out leaving some distributors holding the bag on their equipment. This will create problems for both the operators left in the business as well as for the distributors (higher prices for repairs, parts and even equipment.) I see a lot of scrambling around for other avenues of income as costs go up and collections go down."

from Iowa

"After 42 years in coin machines, I've seen a lot of changes here in Iowa. We've seen a definite interest in any game with a prize either by skill, drawing, tickets. There's also lots of interest in CDs. As to the future, I see fewer operators remaining. Only the very stable will stay aboard."

from Pennsylvania

"To stay in business we must have better service from the distributors. We must have the new dollar coin. We must get lower prices on dedicated machines, higher play prices on our machines and we must have more time to replace our jukeboxes with CD machines. We also must have legal video poker machines in Pennsylvania."

James Overman

Louisiana

"I feel like we operators are very much like Wall Street brokers. We make our livings by making smart investments and managing our resources. When we buy any game, this is an investment just as important as a certificate of deposit or a treasury note.

"This year has been good because we here kept to a game plan which brought good service to our customers and a yardstick on our own growth not to over-extend our finances. The video lottery bill will be great for most of the operators in this state but probably be the downfall of some others because some will be forced to buy more terminals than they need for their locations (this could be a financial burden.) Some may say 'I can only buy so many pokers' and their locations will go out and find another company that can supply them with enough games.

"Amusement video games are, by all means, better every year and we now have a large showing of very stable games with good R.O.I. Business is what you want out of it and what you're willing to work for."

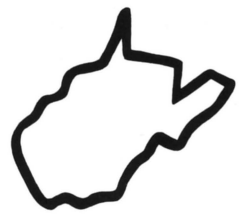
Dick George

Ohio

"What's good or could be good? Video lottery for one thing. There's not even a close second as far as impact on our industry in this state! Dart and pool leagues are sound. Commission adjustments on CD jukes are in order. Running cranes with jewelry instead of plush are coming up with numbers comparable to three years ago. And let's remember the parallel boards coming at half to one-third the current cost.

"What's bad? The recession, enforcement, the instability of bar owners (more so than normally,) municipal licenses and taxes, the new dollar coin probably never happening and the downward trend of cigarette vending.

"There it is and thanks for including us in your survey this year."



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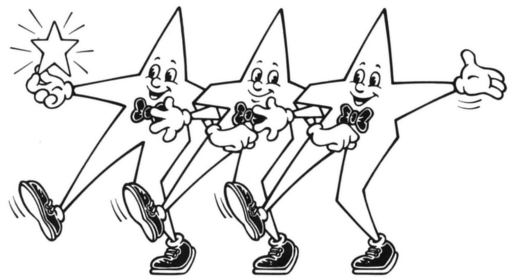

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PAMMA POWER!

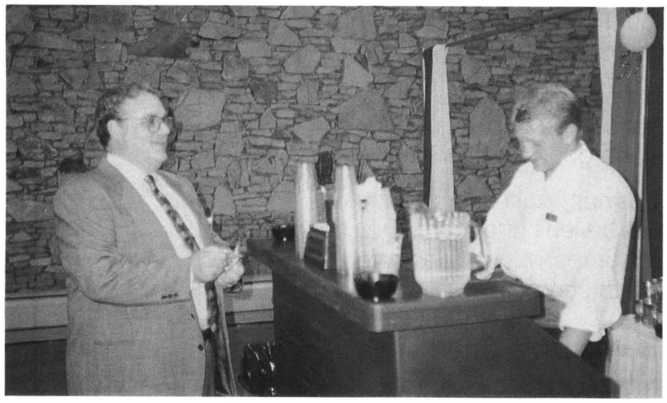
the Pennsylvania Amusement and Music Machine Assn. annual trade show packs a powerful supply of product, educational seminars and good fun

With temperatures reaching near 100 degrees, the weather was as hot as the action at the Pennsylvania Amusement and Music Machine Association's (PAMMA) annual industry trade show July 19 and 20. Hosted at the Seven Springs Resort in Champion, Penn., the exhibition showcased an array of product, in-depth seminars, and great entertainment.

Here are some pictures from the association's successful event courtesy of Betson's John Margold... who is a better shutterbug than he admits.



A full house of attentive operators listen and learn at the PAMMA seminars. Anti-cigarette legislation and the possibility of operator-involved video lottery were the hot topics.



Betson's Bill Treger stops for a cold soda hoping it would cool him off during PAMMA's show and convention (the weather was hot, hot, hot!).



Bob Williams (Covenco, Inc.) kept returning to Betson's booth to play shoot-'em-up on *Mad Dog McCree* at the PAMMA tradeshow.



Mondial's (Pittsburgh) Mgr. Doug Wilson with pinballs — Data East's *Teenage Mutant Ninja Turtles* and Premier/Gottlieb's *Class of 1812.*



Dan Roberto (Dan's Amuse.) chats with pal Lou Larson of Team Atlas.

A message for our colleagues, the jukebox operators and distributors of America

The Wurlitzer Jukebox Company is working very hard to re-establish its pre-eminence in the American jukebox industry. We don't expect it to be easy. But we are encouraged by the industry's response to our program and products. We believe that the American jukebox industry is on the verge of a great Renaissance, and we intend to be a major part of this new golden age.

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We'll do it by setting the standard of excellence and competition.

The Wurlitzer Jukebox Company does not demand that its distributors carry only our Jukeboxes. The reasons are simple: we have faith in our ability to compete side by side with any other manufacturer's jukeboxes. We do not believe distributors should have limitations placed on them. Wurlitzer believes that the operator should be given choices by his distributor. Choices which best suit his needs.

The Wurlitzer Jukebox Company is proud of its nationwide network of distributors . . . distributors who know that competition is good for our industry, good for their operators and good for Wurlitzer.

In 1856 Rudolph Wurlitzer founded his business on these fundamental principles. Today, 135 years later, our values haven't changed. They have been re-affirmed. The Wurlitzer Jukebox Company is still dedicated to quality, design and the will to compete.

Best regards,

Joe Tedeschi

Joe Tedeschi, President
The Wurlitzer Jukebox Company

WURLITZER®

Means Music to Millions

The golden age of Wurlitzer design returns.



Wurlitzer's New York, New York means music to millions.

Introducing the Wurlitzer "New York, New York", a computerized compact disk jukebox that delights both eye and ear.

Here is elegance in sight and sound that draws on the Wurlitzer heritage of classic excellence. Here is state-of-the-art audio technology producing music of crystal clarity.

The "New York, New York" greets the observer with gently rising bubble tubes and the city's familiar skyline on mirrored panels which reflect the unit's elegance, power and heritage.

One hundred CD's offer more than 1,500 selections. Eight album size selection boards reveal themselves at a button-touch. Six speakers. Two hundred watts of music output.

Write or phone for the location of your nearest distributor.

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The Wurlitzer Jukebox Company—Deutsche Wurlitzer GmbH, 30-55 Vernon Boulevard, Long Island City, NY 11102
Phone: (718) 721-4000; Fax: (718) 626-1163; Mr. Joseph Tedeschi; or phone: (407) 843-4302;
Fax: (407) 849-1315; Mr. Jerry Reeves.

Wurlitzer comes home to America. Distributor inquiries welcome.

"See us at Booth #1133 AMOA Las Vegas"

IRISH EYES ARE SMILIN'

AAMA co-sponsors event for children from war-torn Northern Ireland gameroom the most popular attraction at the congressional reception

Congressional receptions usually stir images of important politicians, influential lobbyists and other higher-ups "doing dinner" in fine style at the White House. But at this reception, the "higher-ups" were barely five feet tall. . . and the perfect height for playing video games.

Sponsored by Project Children and the American Amusement Machine Assn. (AAMA), the July 24 reception was held in honor of 112 children from war-stricken Northern Ireland. The Capitol Hill affair was a hit with the children who spent much of their time playing the amusement games provided by AAMA member Steve Koenigsberg of State Sales & Service.

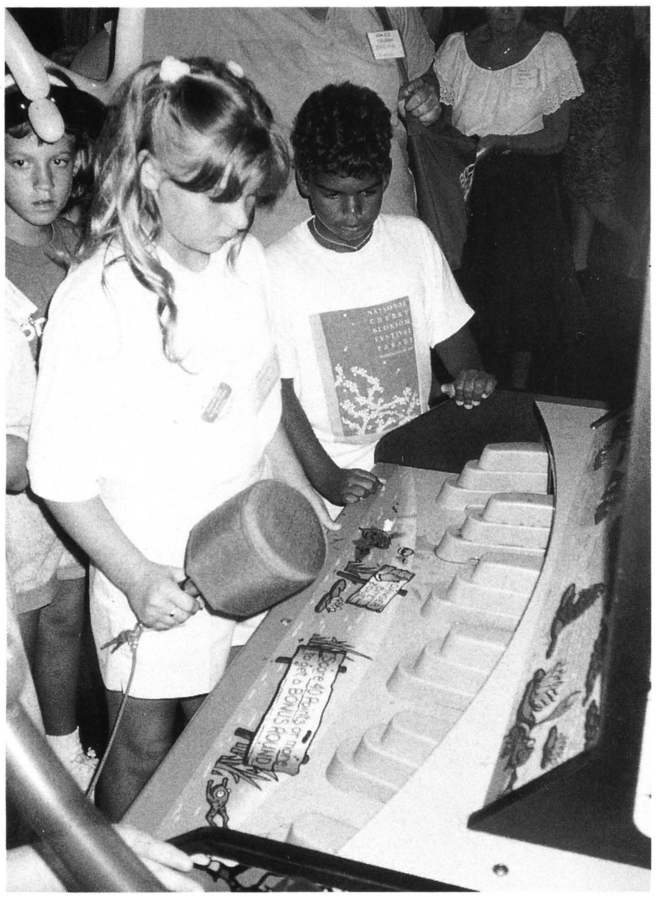
As a non-profit organization which brings children from Ireland's war zone to spend "the summer of a lifetime" in the U.S., Project Children co-sponsored the affair with AAMA and was especially happy with the games' success at the reception.



The children also enjoyed the company of Senator Ted Kennedy along with several other congressional staff members who met with and spoke to the reception crowd.



Children surround Senator Ted Kennedy for autographs at the Project Children Congressional Reception.





Above: Senator Sandy Levin addressed the reception crowd and said, "Aside from the host families, the children said they've enjoyed the video games the best!"

Left: Children crowd around the amusement games and wait their turn to play. They really had a great time at the reception.



AAMA Executive Vice President Bob Fay (center-left) presents a $5,000 check to the **Alliance to End Childhood Lead Poisoning.** The donation will pay for the printing and distribution of a brochure to parents outlining the dangers and prevention of childhood lead poisoning. AAMA's support of the organization is especially important since studies have shown that coin-op games can help improve vital eye movement abilities and sharpen hand-eye coordination — both of which are adversly affected by lead poisoning.

NEW

Lucky 75

HOLD SLOT

"HOLD SYSTEM" FOR MOST EXCITEMENT

FREE PLAY FEATURE

3 SPINS FOR 3 STARS
7 SPINS FOR 4 STARS
(MUST BE ON THE ROW YOU BET).



STAR BONUS

5 STARS ON THE SCREEN GIVE BONUS POINTS. (MUST BE ON THE ROW YOU BET).



FEVER MODE

OBTAIN 5 BELLS ON SCREEN AND PLAY THE FEVER (MUST HAVE OVER 3 BETS). EACH BELL PAYS 5 TIMES TOTAL BET.



BINGO DOUBLE UP

THIS NEW STYLE OF BINGO DOUBLES THE EXCITEMENT.



COMBINATIONS

COMBINATIONS OF FREE PLAY AND FEVER GIVE REPEATED WINS.



POKER DOUBLE UP

GUESS IF THE NEXT CARD WILL BE HIGHER OR LOWER OF THE PREVIOUS CARD.



(SPEC.) *INDIVIDUAL SKILL STOP FEATURE. *BET BUTTON STOPS ALL REELS.
*LOVE CHANCE FEATURE WITH AUTO-HOLD AND DOUBLE UP.

FOR AMUSEMENT ONLY.

9015 MOTHER BOARD WING

Development

WING WING CO.,LTD.

Tokyo, Japan.
Tel.: (03) 3331–7311 Fax.: (03) 3331–7800

Manufacturer & Exporter

EAGLE CO.,LTD

Tokyo, Japan.
Tel.: (03) 3331–7611 Fax.: (03) 3331–7600

AMAZING THE NEWEST 8 LINE!

LuckySTAR W11

SPANGLED "ALL★" AND VARIETAL FEATURES BRING YOU ON THE TOP OF FORTUNE'S WHEEL.

FREE PLAY

"FREE PLAY" IN CENTER GIVES 5 TIMES FREE PLAY.



POOL POINTS BONUS

SOLID COLOR 3 "7"s ON THE ROW BET PAY BONUS OF SAME COLOR POOL POINTS.



FEVER

3 BELLS ON THE ROW BET FOR 5 TIMES OF FEVER GAMES & PAY FEVER POINTS DOUBLE THE TOTAL BETS. REPEATED WIN DURING PREVIOUS FEVER FOR ADD 5 GAMES.



DOUBLE UP — LOVE CHANCE

EXCITING DOUBLE UP WITH LOVE CHANCE FEATURE BY THE NEXT 6 CARDS SYSTEM.



COMBINATIONS

COMBINATIONS OF FREE PLAY AND FEVER GIVE REPEATED WINS.



DOUBLE UP — HIGH OR LOW

GUESS IF THE NEXT CARD WILL BE HIGHER OR LOWER OF PREVIOUS CARD.



(SPEC.) •COMPATIBLE CONNECTER WITH W-4. •SPECIAL STOP BUTTON SYSTEM FOR 4 TYPES OF CONTROL PANEL.

FOR AMUSEMENT ONLY.

8802 MOTHER BOARD WING

Development

WING WING CO.,LTD.

Tokyo, Japan.
Tel.: (03) 3331–7311 Fax.: (03) 3331–7800

Manufacturer & Exporter

EAGLE CO.,LTD

Tokyo, Japan.
Tel.: (03) 3331–7611 Fax.: (03) 3331–7600

SUPERHEROES SHINE!

Batman and Captain America and the Avengers take off from Data East; pin and four-player video themed after popular comicbook crimefighters



K*aboom! pow! thwap!* America contains millions of comic book fans who will love two new games coming from Data East, based on some of the biggest and most beloved superheroes from comics and the movies. Licensed from the hit film, Data East's *Batman* is set to go off with a ***bang!*** The pinball, based on one of America's most recognizable superheroes, practically promises to be a colossal hit, says the Chicago-based pin factory.

Gameplay features offer the player an exciting high-speed loop ramp skill shot, a high-scoring Joker Jump, Batcave escapades and a shot at entering the Flugelheim Museum. All this with Batman stars Jack Nicholson, Michael Keaton and Kim Basinger looking on (from the screened and mirrored backglass).

And the features don't stop there. Data East makes the pinball as tough as the caped crusader himself with a "Stealth" invisible superhard coat to protect the playfield, solid state flippers with never-wear rubbers and a BSMT2000 Next Generation sound system. The dot-matrix display deserves a special mention, too, with its extra large score capability and four grades of shading.

Holy pinballs! This looks big, and with the second installment of "Batman: The Movie" scheduled to hit the big screen in 1992, Data East is introducing the pin at a perfect time. "We think the drawing power of one of America's most dominant superheroes, combined with technological improvements on every aspect of our pinball games, will make *Batman* a collector's item," said Data East VP Gene Lipkin.

CAPTAIN AMERICA

And while we're on the subject of superheroes, the company has also unveiled *Captain America and the Avengers*, a four-player video game starring a cornucopia of Marvel Entertainment's classic comic book characters. The video calls for players to select from four Avenger characters possessing characteristics made popular by the comic book series: Captain America, Iron Man, Hawkeye, or The Vision. The "crime fighters" then team up to defeat other Marvel megavillains like Ultron, Mandarin and the Grim Reaper. The game's five stages of scrolling action sequences activate as the Avengers fight to save the planet from the evil Red Skull, who has brainwashed the villains into taking over the world.

Captain America and the Avengers is a dedicated upright featuring a complete graphics package including marquee, monitor card, back-screened control panel and colorful side graphics. For optimum earning, the game is factory set at 50¢ play with 25¢ continue.

For more information on *Batman* or *Captain America and the Avengers* contact your authorized distributor or call Data East at 408/286-7080.

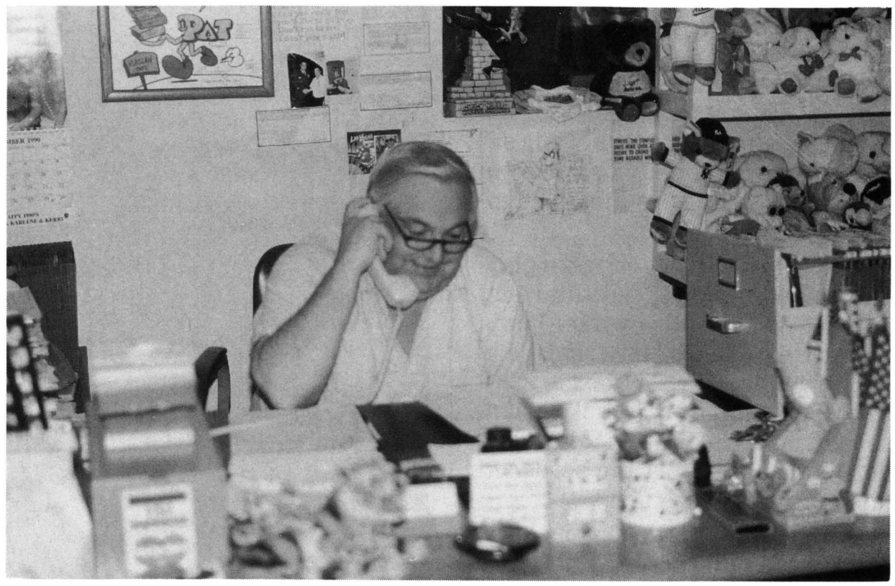
KING PLUSH

plush supplier finds niche and makes it work;
signs on for new licensed characters called the "Drip Dudes"

Looking through the ads in this issue, you might think that the plush industry is pretty well saturated. There certainly are a lot of firms carving up their own slice of the pie. However, the folks at King Plush have found their own niche and business is building mightily.

King Plush caters to all crane operators, offering low prices on top-quality mixes. Started by crane operator Pat Klasno, the firm boasts that it truly understands the demands of the crane business and the need for reasonably-priced prepacks.

"I don't intend to downgrade any plush company," Pat Klasno said, "but I know we can give you a better mix and a better price! Face it,



King Plush himself, Pat Klasno, hard at work in the firm's Carson, Calif. office.



The happy gang at King Plush in just one of the firm's five warehouses. From left: Tony Paulen, Tom Webb, Mark Miller, Pat Klasno, Chuck Thurber, Kris Klasno (one of Pat's four daughters), Eric Valentine and C.C. Miller. Nice folks!

"GET SMART"
IN REDEMPTION

BOTH NEW GAMES FEATURE A NEW VOICE AUDIO SOUND ACTION

NEW!

SUPER PRO QUARTERBACK



NEW!

PRO BLOCK-A-SHOT





1 HOOP



2 HOOP

SHOOT TO WIN BASKETBALL



CHUCKLES THE CLOWN



SINGLE



SUPER SINGLE



JUMBO 34"



JUMBO 42"



DOUBLE



TRIPLE

CLEAN SWEEP CRANES

CLASSIC JUMBO



SINGLE



DOUBLE



4 PLAYER

JACKPOT ROTARY



1 PLAYER

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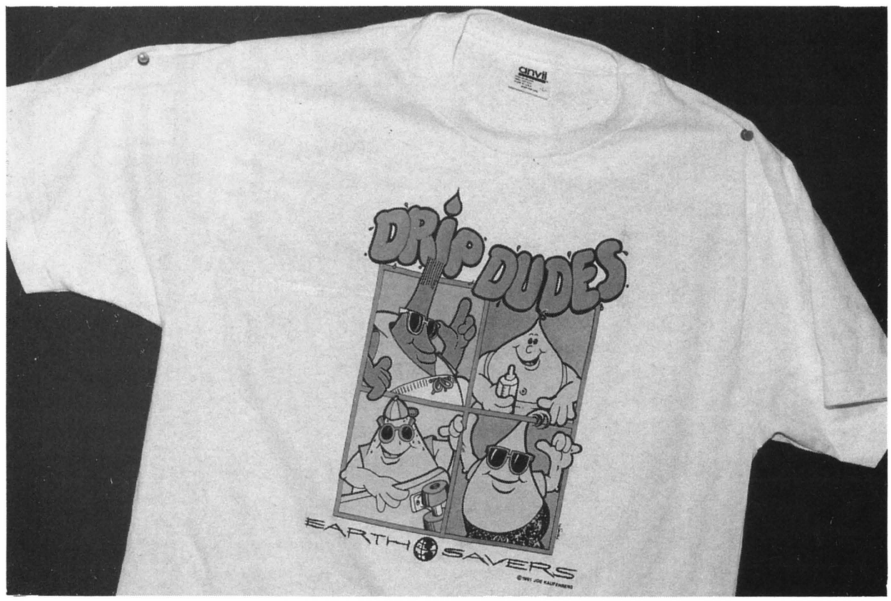
WORLDWIDE EXPORT SPECIALISTS



A t-shirt showing four of the "Drip Dudes." These earth-saving characters are planning to make a big splash and King Plush has the exclusive for plush, novelties and figurines.

the crane business is tough and every ten cents an operator can save will help him survive."

King Plush offers a variety of plush mixes, with the average price of each piece ranging from 60¢ up to $5, although the 85¢ pre-pack is really the top seller. The firm also customizes the price and number of pieces in the mixes, so as to fit the needs of each individual customer. The items themselves constantly change to keep the stock fresh and in line with the latest trends. In some cases, as with their line of neon bears, the items stay in such demand that Pat Klasno and the crew keep a whole bunch in the warehouse.

"I really believe we offer the best mixes in the business," Klasno said. "Even my 60¢ mix is dynamite — it's equivalent to other firms' 85¢ mixes. I'm really trying to help the crane operator. As I said before, I'm a crane operator myself," Klasno continued. "I know that if you don't have the toys the players want to win, you're not going to stay in this business. At King Plush, we look long and hard for original, appealing toys and then we price them right."

King Plush also knows that crane and redemption operators don't live by plush alone. They've got a wide range of trendy hard goods, t-shirts and trade-ups. (A wide assortment of Desert Storm and L.A. Olympic Festival commemorative items are just two examples of how that line stays current.) And Pat Klasno spends quite a lot of time on the phone, not just fielding orders, but giving advice to operators who call in.

"Using your imagination is really the key to making merchandise work for you," Pat Klasno said. "It's how we approach our business and it works!"

As for the future, they plan on making a big splash with some new licensed characters, the "Drip Dudes." The basic story revolves around creatures from another planet that was spoiled by environmental disasters. Escaping from their world, they enter Earth's atmosphere, turning into water droplets, and set out to help us save our planet.

The Drip Dudes are cool and — as opposed to the Turtles — are nonviolent in their efforts to be "Earth Savers." King Plush has obtained the exclusive rights to the characters (such as Drippy Dan, Sweaty Sam, Frosty Freddy and Leaky Lee) for plush, novelties (keychains, etc.) and figurines.

Already the characters are appearing in three-minute trailers in Southern California Edwards Theatres and are featured in coloring books distributed to San Diego school kids. And with some big companies interested (like the firm with that popular mouse and the one that serves "Mc-everything"), you can bet that's just the tip of the iceberg.

"These little guys are cute, fun and have a terrific, important message," said Pat. "It's with our children that we can make the most impact on taking care of our environment and this is a fun way to teach them how."

If you'd like more information on the Drip Dudes or current King Plush product, contact Pat Klasno, King Plush, 24414 So. Main St. #204, Carson, CA 90745; 213/834-0499 or 800/473-3402 (fax is 213-834-7905).



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★ THE PROVEN WINNER ★

★ THE ORIGINAL COIN-OP *"Beat-The-Clock"* BASKETBALL GAME.
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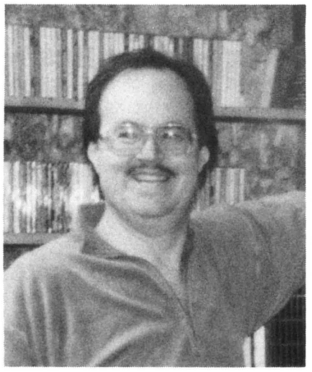
Operator Opinions

Q: *Is the economic recovery helping your business at all?*

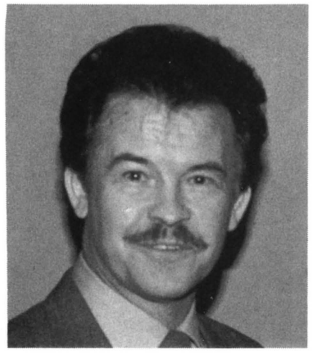


JEFF COLLINS
Ace Music
Kokomo, Indiana

Although many people said the Desert Storm victory pumped up the overall economy, there's been no improvement in business because of the war. I take all the credit of business doing better, because I'm running the right machines: CD jukeboxes and pool tables. If I'd left things the way they were, things would have gone worse. I operate 30 CD jukes and they've helped me pick up new locations. Every box I have makes me money. I haven't bought a new dedicated video game in two years, because they just don't make money for me.

JOE COOKE
Flint Vending & Amusement
Flint, Michigan

Right now, Flint is not the ideal city economically. Unemployment is high and the local game business is soft. The buyers have been hit hard and a lot of



people are out of the bars and gamerooms, either staying home to save money, or looking for a job. I'm happy to say there has been a stabilization of the market, although not a significant increase or decease. So now I'm preparing myself for the time when things will begin to look up. I've located some new accounts and I'm ready for better business.



JIM MASON
High Country Games & Music
Laramie, Wyoming

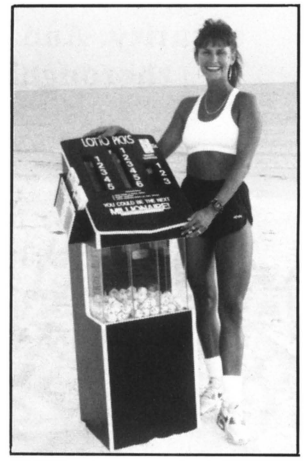
Let me tell you a story: a guy on Wall Street owned a hot dog stand. It was very successful and people would line up for blocks to buy a hot dog from him. With his hot dog profits, he sent his son to Harvard business school. A few years went by. One day, his son came home from school and saw that his dad had bought two new stands. "What are you doing, Dad?" he asked in amazement. "How can you buy new hot dog stands? Don't you know we're in the middle of a recession?" "You're right, son," said the father, thinking that his son went to an expensive business school and would probably know more about the economy than he did. So, the man sold the extra hot dog stands. Six months later, the son graduated from school, came back home,

LOTTO PICKS

(Models for every state with lottery)

DAILY PICK 3
PICK 4 or 5
WEEKLY PICK 6

ALL FOR ONE QUARTER!



Side pockets for Lottery Slips
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Eye-catching
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In arcades and amusement areas...

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They hold up to 12,800 quarters or tokens of similar size. They have rugged cabinets and unequalled security. And above all, they are thoroughly dependable!

They're available in floor console or wall-mount models with one or two bill acceptors. Call or write today for full information on these remarkable changers.

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Regional offices and complete service centers in Santa Fe Springs, CA., Ridley Park, PA and in Canada (St. Laurent, Quebec)

and saw that his dad was broke. "What went wrong, dad?" asked the son. The man reminded him, "It's the recession."

The moral is that there are doomsayers all over the place and because everyone says there's a recession, people curb their spending, distributors raise their prices and the situation gets worse. I just bought $50,000 worth of equipment and business couldn't be better. One location that used to make $1,300 a week jumped up to $3,400 and I'm seeing similar cases with my other accounts. And it's all due to the new pieces. If I sat here and "waited" the recession out, I'd have nothing.

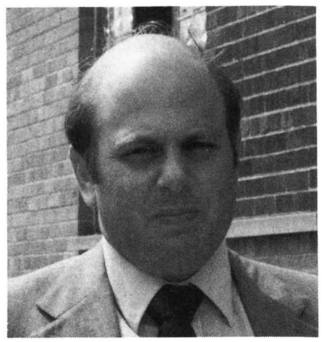


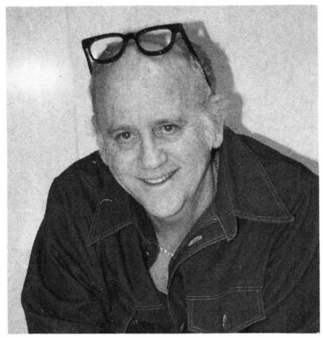
EILEEN SCHEMBRI
Lansdale Amusement
Hatfield, Pennsylvania

My revenues have increased and I think that overall things are looking up, but a lot of that is because we are working harder for the money. Much more analysis is going into our buys and rotation is very important. The country has been quite scared. I do a lot of international business and talk to many people. The consensus is that people are conservative these days — conservative in their buying and economic decisions. I don't think the recession is over. But it's up to each individual to not fall back on an economic excuse and to adjust to what we have to work with. Make your own way out of the recession.

NORM FARBER
BFC Enterprises
St. Louis, Missouri

My route is heavily tilted toward improvement due to seasonality. I'm not beating last year's numbers at all, but business is doing better because it is the summer season. In the industry overall, I see nothing to strike up the band about. There are some good machines — CD jukes for example — but they've been around. This business is a lot like the movie business: the people will come to see the movie if it's good, but they won't come to the theater just to come to the theater. The business will be fine if the good product is out there. The answer to the business slump is good product appropriately priced.





STEVE SHOEMAKER
Redondo Beach Fun Factory
Redondo Beach, Calif.

I operate my arcade at the beach, so I feel a little immune to the economy. There are always people here. Who knows if they're here because they're locals who can't afford to go far from home or if they are vacationers? Either way, the economy's ups and downs are softened around the edges a bit. But on a whole, I think business is improving. People are more positive. Usually during a time of slow business, people stop buying and things slow down even more. But I can see we're beginning to climb out of that. In my own business, I see that redemption has improved considerably. I have moved to more customer-oriented merchandise and have spent more time on quality redemption, which has treated me very well.

WHAT MAKES SOME REDEMPTION CENTERS LEADERS IN THE INDUSTRY?

ANSWER: RMK SALES INC.!



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When it comes to purchasing **ELECTRONICS** and **APPLIANCES** at a true Wholesale level, **RMK SALES, INC.** is your one-stop shopping choice. After years of experience providing quality service, we now come direct to you with **great savings** and **selection**. **RMK SALES INC.** offers the **most exciting, most requested, name-brand merchandise at the highest perceived value and the lowest price point**. Call today for your **FREE REDEMPTION CATALOG.**

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VISIT US AT THE AMOA SHOW - BOOTH #204

Thumbnail Sketch

BEN HUTCHINS

I've been with the coin-op industry through all of its revolutionary periods, from the original pinball to today's innovative videos, through two World Wars, the Depression and all of its ups and downs."

What a statement! Not many people can say that. But if you're like Ben Hutchins and been in the industry for 60 years, you'd know a thing or two about the game business, too.

Ben started his illustrious career at the age of 13 when his parents founded Lawton Novelty in Lawton, Okla. in 1931. Today, Ben runs the business with brothers Bill and Bob and they find themselves still sticking to the basics of doing business as taught by mom and dad.

"We're the shake-hands people," says Ben. "We operate 150 locations and do not have location contracts. We do business with honesty and integrity. Our goal is to make the location happy." He explains that Lawton Novelty compiles daily and weekly location reports and pays special attention to any problems or complaints. "We do our best to service the location 100%," he explained. "If an operator doesn't put his location first — he is missing the point of what this business is all about."



Ben Hutchins (left) and brother Bob.

As for the nuts and bolts of business, Bob says he'd like to see some facets of the industry return to basics as well. "I'd like to see the 'three-legged' stool of manufacturing, distributing and operating come back," he says. "I'd like each to focus and stick to their function in the industry, too. That means that the manufacturers will be fully behind their product, that the distributors will have a full inventory of games and the operators will take responsibility for the location."

According to Ben, putting the customer first is an obvious concept, albeit an often ignored one. "We run our business like a retail store and give our locations a fine selection of the machines they want," he says. "Lawton Novelty rotates games on an average of four to six months, but it's sooner or later depending on the location and the machine. We only know what a machine is capable of after a look in the cashbox. You can't anticipate; you just go on instinct and what earns for the location." He continues: "This is a communicative business. I listen to other operators, read the trade magazines and try to make educated decisions. I've learned through experience."

Of all the things that Ben has learned in his years in the business, what lesson means most to him? "The loyalty you gain from your customers is one of the most important things you can possess," he asserts. "It's something you really have to work for. And if I have any piece of advice for operators it would be: get up a little earlier, stay a little later and work a little harder. It sounds simple, but as the years go by, that's what you'll be remembered for."

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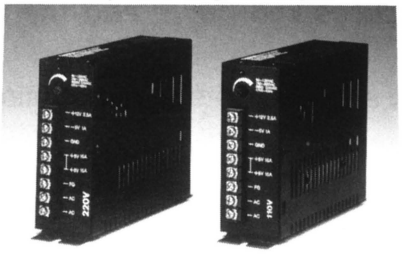
+ 12V DC = 2.5A



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VIDEO 1991 LOTTERY

A RePlay Magazine Special Report



VIDEO LOTTERY

TOO BIG TO IGNORE

VIDEO LOTTERY



RePlay is proud to present our 1991 special report on video lottery. Love it or hate it, these days VLTs are indeed "too big to ignore." From Maine to California, video lottery is on everybody's lips: the operator association that's pushing a lottery bill; the amusement factory that's wondering whether to enter the VLT market; the distributor who's locking in a brand to represent, "just in case."

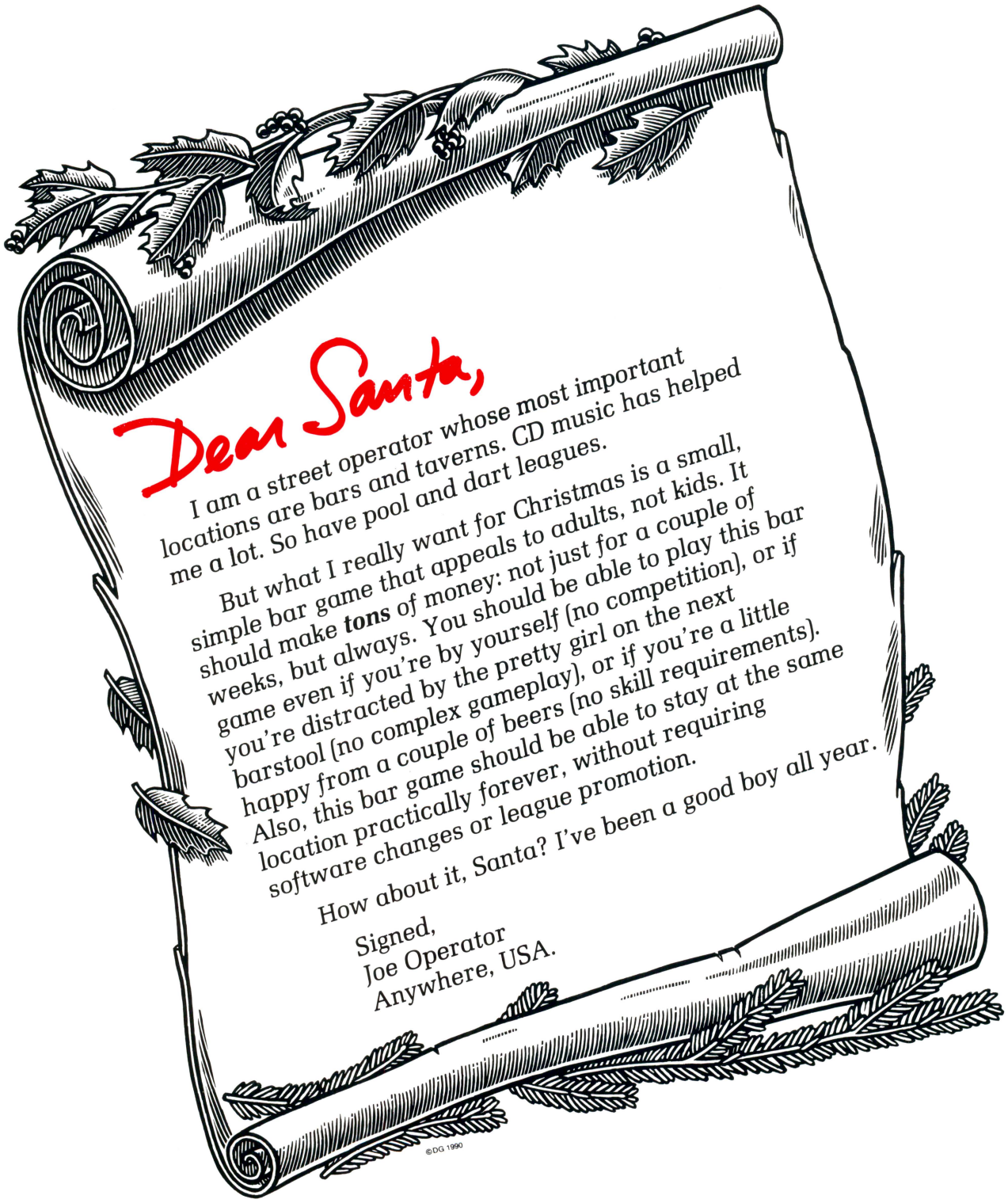
Even trade people who dislike this market (and there are plenty of them) are being forced to pay more and more attention to it. We present their views as well.

Our "menu" of video lottery items includes the following:

- *RePlay examines major VLT issues*
- *a report on sole-source VLTs in Iowa*
- *the full story on Louisiana's new poker law*
- *essays by AMOA & AAMA presidents*
- *state by state updates on VLT legislation*
- *the Canadian picture*
- *major VLT manufacturers*
- *the Lottery Trade Show*
- *operators & 8-line makers speak out*
- *fun facts: lotteries in U.S. history*
- *Merritt & Hagen on VLT-proofing your location contracts*

There's more in this section, too. And in future issues, *RePlay* fully intends to keep you informed of important developments as the effects of this profound transition continue rumbling through our industry. Meanwhile, happy reading!

Photo on previous page:
Dean Schroeder (MusiVend, Sioux Falls, S.D.)operates these VLTs in the airport bar. Photo by Genelly Photos.



Welcome to "video lottery land," where many tradesters hope to find a video lottery terminal in their stockings . . . and where some people hope every day will be Christmas.

Certainly, it's not hard to hear the sleighbells. Video lottery terminals in just two states — Montana and South Dakota — will earn a combined total of $245 million in fiscal 1991. That's what's left in the till *after* paying off the winners! More "Christmas carols" are being sung by tradesters in Louisiana and Oregon: late this summer, they succeeded in winning regulatory laws for operator-run, pay-off video games. Operator associations in several more states are apparently getting closer to legal gaming every month. At this juncture, VLT supporters can accurately say, "The trend is moving our way."

Result: a growing number of tradesters believe in their industry again, if not exactly in Santa Claus. Who can blame them for going "ho-ho-ho"? It's grand to see some new life, new blood, and new money coming into the industry. And what a relief to see some smiles, enthusiasm and optimism for a change!

VIDEO LOTTERY 1991



COIN-OP'S GREATEST CHALLENGE

Still, it's a bit early to starting hanging our stockings on the mantelpiece. So far, at least, the biggest states have been reluctant to jump into video lottery operations, even preferring to raise taxes rather than condone the "sin" of gambling. Even if all 50 states decide to follow South Dakota's example, putting all our faith in one category of equipment is a "dicey" proposition. And, some thoughtful members of the coin machine industry see potential dangers in this market — pitfalls which could not only bring down the nationwide pro-VLT campaign, but also hurt pure amusements. These perceived dangers include a possible public backlash against gambling; possible scandals from underage gambling or mishandled money; or even the consequences of "outside elements" infiltrating our industry.

What's needed is a balanced perspective. Whether you're excited as a kid at Christmas, or gloomy as Ebenezer Scrooge, video lottery today is like an elephant in your living room: too big to ignore. It has grown from coin-op's loudest buzzword of 1990, into something like an "all-consuming passion" in 1991. While VLTs may not be the salvation of the industry, realists now clearly recognize that this market is getting bigger . . . and that wherever it springs up, coin-op tradesters must be part of it or else suffer serious consequences.

For good or ill, win or lose, video lottery represents the industry's most challenging transition since the invention of the video game. This challenge is multi-dimensional. It includes the *political* challenge of passing VLT legislation; the *financial* challenge of raising lobbying funds and then paying for expensive new equipment; the *legal and marketing* challenges of properly securing your locations; and the *management* challenge of striking the proper balances between gaming and amusements, and between growth and consolidation. How we handle these interrelated challenges will determine the health, strength, reputation, and perhaps the very nature of our industry . . . for years, if not decades, to come.

A LOOK INTO THE FUTURE

As we swing into the 1991 fall buying season, the three major questions about video lottery are:

1. How many states will legalize it?
2. Is video lottery "the future of the industry"?
3. What effect will video lottery have on pure amusements?

Nobody has definitive answers to these questions. Some bold tradesters have been willing to hazard a prediction, though. Last year,

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AMOA government relations chairman Wally Bohrer said five states could have video lottery by the end of 1991. At that time, Wally's forecast may have sounded over-optimistic to some. But today, thanks to approvals by legislatures in Oregon and Louisiana, Wally's prediction is well on the way to coming true. It's not too hard to imagine one more state approving VLT this fall. Perhaps Wisconsin, perhaps New Jersey, perhaps someplace else. Video lottery will have picked up some real momentum (and Wally's well-deserved reputation as a political guru will stand even higher, if possible).

The question of whether VLTs represent "our future" is simpler on the surface, but actually more tricky. This question isn't a matter of cool-headed political handicapping; it's really a "personality test" that reveals a lot about the person answering the question. People who dislike gambling will say: "No! Video lottery is not our future! Let's stick to music and amusements, which we understand and which won't upset our normal way of doing business!" According to our latest survey, 18% of street operators don't like the video lottery business.

People favoring video lottery, naturally, tend to the other extreme. Again, to cite our latest poll, some 20% of street operators view VLTs as the number one "promise" for their future. "This is going to revolutionize the coin machine industry!" say the strongest boosters. "Video lottery is the opportunity of a lifetime," one veteran operator enthused. "Heck, it's the opportunity of *five* lifetimes!"

Said one manufacturer who has been active in the VLT market from the beginning: "In every state, you have got two groups of operators. One group of operators never ran gray area games, but they favor VLT because they're afraid if they don't, the state will. The other group of operators has always run gray area. They're against VLT because right now they don't report any earnings or pay any tax or license fees — and they want to keep it that way."



REALISTS ARE IN THE MIDDLE

Are VLTs really the "opportunity of five lifetimes"? Or is lottery a "curse" as some maintain? Realists tend to focus on what kind of opportunity VLT represents for the *total industry*. . . and they probably come out somewhere in the middle. For instance, Marketing VP Joe Dillon at Williams/Bally-Midway confirms that his company will make a video lottery terminal, but he also says: "The Williams VLT is going to be 'one more product' for us — another part of our broad line of equipment. Yes, we want to be involved in video lottery, but we don't think it's going to sweep away the rest of the industry."

Another realist is trade veteran Louis Boasberg (whose state of Louisiana has just decided to legalize pay-out video poker). Louis does not actually like widespread gambling very much, but he shakes his head and smiles: "More states are going to approve this. They have to do it. They don't have any money, which means they don't have any choice!"

Still other realists answer that "Love them or hate them, VLTs had better be *a significant part* of our future. We can't afford to let other groups take over this lucrative market, as happened in parts of Canada."

The Canadian example is instructive. . . and perhaps a bit frightening. In those jurisdictions where Canada's Atlantic Lottery Corp. runs the lottery machines itself, many operators are hurting. Some are desperate. Have you heard their cries? Then you know our industry can never afford to ignore video lottery while others walk off with our locations. . . and steal our customers.

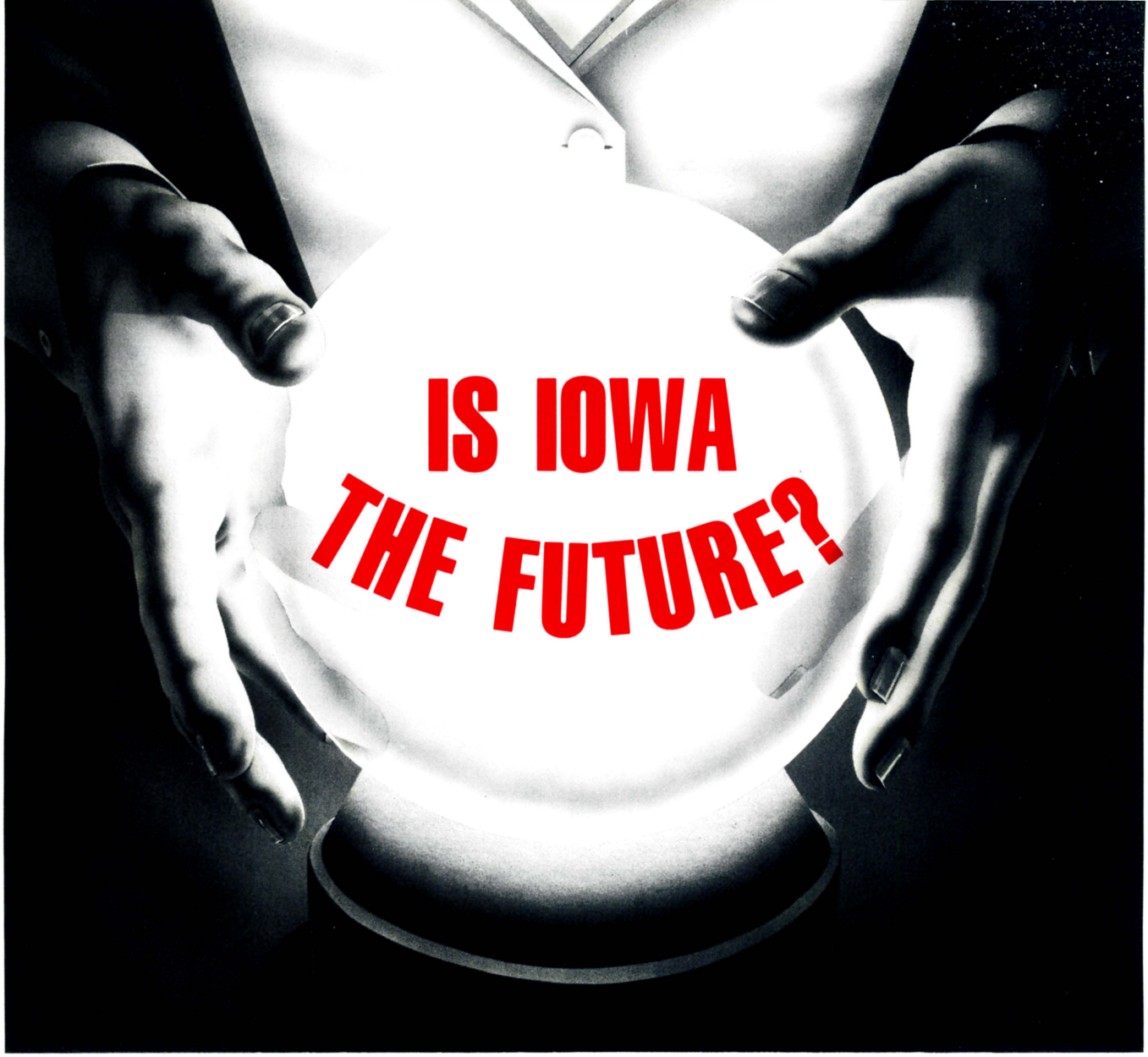
The possibility of this dark outcome is acknowledged by none other than Si Redd, grand old man of the video lottery industry. Says Si: "If any state went sole-source and ignored the coin operator, that state would not only miss out on the operator's considerable expertise, but quite possibly destroy that operator's remaining business. . . I sure as heck wouldn't want to be an amusement operator in one of those states that went direct." (See our "Conversation with Si Redd" elsewhere in this section.)

The point is, *video lottery can happen without us.* Lottery commissions in many, many states are considering it seriously. They need the money. Over 30 states already have "regular lottery." From there (and with the examples of four U.S. states already approving it), it's becoming a smaller and smaller step to go from "regular lottery" to a VLT system. Whenever VLTs begin operation, *somebody's* going to make a lot of money. And anybody who's not on board, stands to possibly lose his shirt.

THE CHOICE: SOUTH DAKOTA OR NOVA SCOTIA?

If we do everything right — from politics, to finance, to management — our industry can come through this challenging transition with much more money than we have today. We can also enjoy a much stronger power base in the political world. We've achieved this in two states already (Montana and South Dakota); two more states are poised to dive in (Louisiana and Oregon).

The choice coin-op faces today is dramatic, yet simple. Is our future going to look like South Dakota, with a profitable, healthy coin-op industry which combines amusements and video lottery? Or is it going to look like Nova Scotia under Canada's state-owned Atlantic Lottery Corporation, with major profits draining away to the government, and with amusements suffering badly? It's a "gamble" either way . . . but our own actions will play a big part in determining which future we have.



state lottery board announces "sole-source" VLT test; coin-op furor erupts as trade seeks to preserve market

Two years ago, most operators had never heard the phrase "sole source," much less worried about it. But in the wake of an Aug. 9 announcement by the Iowa Lottery Board, "sole source" is coin-op's biggest worry come true. It means operators are not going to be included in a new video lottery "test market" in Iowa, slated to begin operation on Nov. 1. At presstime, operators were considering how to combat the Iowa Lottery Board's "sole source" plans. Here's the story:

Iowa officials apparently took coin-op tradesters by complete surprise with the announcement on Aug. 9 that GTech had been selected as the "sole" or only "source" to provide *and operate* around 1,000 video lottery terminals in the state. GTech is a Rhode Island-based firm which already runs the state lottery in Iowa and 15 other states.

The GTech VLTs will be placed in 300 to 400 liquor-licensed locations in 11 western Iowa counties. Preference will be given to locations which already have Gtech's regular lottery terminals. Players will be able to bet up to $2 per play and win up to $1,000 per play. About 90% of money inserted by players will be paid back as prizes.

VLTs will be connected by dedicated lines to a central computer whose hardware and programming is also provided by GTech. Lottery officials said they liked the security and accountability of this system, and that the lottery itself will pay for the installation of the lines (this could mean GTech will pay for it; the point is that locations won't have to pay). As stated, the total setup is slated to begin Nov. 1 and will run for one year as a "market test," Iowa lottery officials said.

THREE WORRISOME FACTORS

Three things about the Iowa situation have greatly upset coin machine operators, distributors and manufacturers:

First, operators will not be involved. As stated, GTech will provide the terminals, provide the cen-

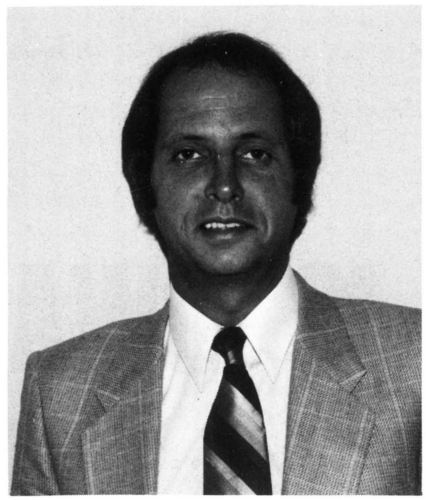
tral computer and run the whole show. The test thus represents an assault on free enterprise, in the view of many tradesters. At best, it represents a state ignoring local business and giving preferential treatment to a business which is based outside the state's borders. Operators in more than one state (other than Iowa) have stated that GTech was competing with the coin machine industry for VLT business.

Second, tradesters were upset by the widely-held perception that "one of our own" — Merit Industries of Bensalem, Pa. — had joined "the other side" by agreeing to provide GTech with the VLTs which will be used in Iowa. Not so, said Merit president Peter Feuer. According to Feuer, Merit has merely licensed its VLT software to GTech and will not physically build the machines for GTech. Feuer also insisted that Merit did not know in advance of the sole-source nature of the Iowa market test. More on this issue below.

The third factor which upset trade members was the proposed division of VLT profits. Reportedly, 55% of earnings will go to the state; 15% to locations and 30% to GTech. "It sets a terrible precedent," trade members agreed. "We sure don't want other states which are considering video lottery to follow Iowa in this." In Montana and South Dakota, operators run the VLTs and the state takes 15% or 25% of the earnings, respectively. However, the two states get more total dollars from this system than they could from a sole-source arrangement, because any system run by small private enterprise is more profitable. It's a smaller slice of a much, much bigger pie.

OPERATOR RESPONSE

Operators said they did not plan to take the Iowa announcement lying down. Few would speak "on the record," but AMOA government relations chairman Wally Bohrer spoke for many when he told *RePlay:* "We think our chances are very good of stopping this sole-source test before it ever officially gets started. All I can tell you is, we're going to do everything we can to turn this situation around, and it's not over yet!"



MERIT PRESIDENT PETE FEUER

Bohrer added: "Just after the Iowa lottery made its announcement of this market test, I met with several Iowa state legislators at the National Conference of state lawmakers. These lawmakers did not even know that this GTech situation was being implemented. The Iowa legislators were quite interested to hear that an operator-run VLT system would be better for supporting small business in their districts, as well as offering a better and faster reward for constituents who played the games. They asked me to come to Iowa and discuss this further with some other legislators who were not at the National Conference, and I plan to do just that."

Other meetings of tradesters were planned to discuss formulating a strategy to respond to the Iowa Lottery's proposed test.

Meantime, a great deal of emotion and rumor was flying around the trade, but few hard facts. A spokesman for the Iowa Lottery Board declined to comment on how officials would decide if their "test" was successful or not, or whether operators might be involved in any ultimate lottery market resulting from this test. GTech officials had no reply to *RePlay's* questions about Iowa and about their relationship with Merit. But the fax network was burning up the wires with copies of a letter that the Iowa Lottery Board had sent to many bar locations, soliciting their participation in the test. Along with the letter went a photo which many trade members said showed a Merit VLT with an Iowa lottery header attached.

MERIT EXPLAINS ITS ROLE

Meanwhile, Merit president Pete Feuer officially distanced himself as much as possible from sole-source conditions of the Iowa test. "Merit has had no role in the process of establishing a VLT test program in Iowa," he stated. Indeed, Merit Sales and Marketing VP Dave Rubinstein stated that prior to the Aug. 9 announcement, "Merit and GTech had agreed that operator and distributor involvement would be best. We always told them that was the way to go."

Pete Feuer also told *RePlay* that, in his opinion, the door was still wide open for operators to "absolutely" participate in future VLT markets...including Iowa's. "If operators don't participate," Feuer said with passion, "I'm in trouble because my commitment is to the traditional chain of operators, distributors and manufacturers. That's where our market always has been and will be. We are in the same boat as the rest of our industry."

Feuer added: "During our discussions with GTech, it has not been their desire to bypass operators or any part of industry. Once this market involves the full scope of machines, I believe it can only succeed with the full participation of the coin machine industry." He also said: "I view the proposed test as an opportunity to prove the viability of coin machine VLTs in Iowa, with potential long-term benefits to the coin machine industry."

Feuer stressed that the structure of the test market did not automatically mean that any final VLT market would be run the same way. "Please remember," Feuer said at presstime, "the ink isn't dry on this deal. The fact that the state government gets a 'sweetheart' cut of profits is not surprising; that's a necessary element to make the test results appealing to officials. There's no way that any final, official arrange-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ments will keep that ratio of money to the state." Feuer added: "If the test is successful, there's every possibility that the operators of Iowa could be included and could have one of the greatest VLT successes anywhere. This test is an opportunity for operators to build a bridge to the government of Iowa, to convince officials why they should be the ones to own, operate and service the equipment."

IOWA'S SELECTION OF GTECH

Iowa lottery officials did not provide details of how they decided to go sole-source for their VLT test. Local tradesters had been lobbying for a South Dakota-style system with operator involvement; they were quite surprised by the Aug. 9 announcement. "Lottery officials had been telling us that everything was still open, they hadn't made any decisions yet," said one operator. Clearly, however, the decision to work with GTech was in place long before the official announcement came. Indeed, there were some indications that the GTech selection was made well before the Louisiana bill passed the statehouse in June.

As for the charges by some that Merit actively supported the sole-source character of the Iowa test, Merit's Pete Feuer said his company "isn't involved in the state government decision process" and "doesn't know that many particulars" of how or why the government decided on its program. In a general way, however, he did point out that government officials see things differently from operators who believe they have a "right" to video lottery business. The state believes that income from gambling belongs to the state and that any proceeds going to private industry are a "gift," almost a necessary evil. When it comes time to decide who should get this "gift," our industry is not always the top candidate.

AN IMAGE PROBLEM?

Pete Feuer believes that in its competition with on-line lottery firms and established slot machine giants, the coin machine industry still has an "image problem" to overcome, due in part to raids on gray area equipment and other factors. "That image is what too many state legislators see when they look at us," he lamented. "We're a fine industry, but legislators don't know who we are and what our machines are. They want the revenue and they see South Dakota, but it's a different environment, not an urban, large-population area.

"On the other hand," Feuer continued, "legislators can look at pre-



cedents such as tests in other states like Illinois several years ago, and West Virginia right now, where a single well-known supplier and a controlled environment were used. Why? Because that's how you have to conduct a test."

Rumors had been floating around the trade for a while that GTech actually planned to buy Merit. Asked about the relationship between the two firms, Pete Feuer stated: "The relationship of Merit and GTech is this: in areas where we are participating, we've been looking to involve them with the coin machine operators because I believe they're going to be a significant factor in this industry. This is because they have 65% of the state lottery market, have good relationships with lottery commissioners, understand this market and have a staff trained in sales and service," Feuer continued. "GTech's professionalism and strength stands in contrast to a lot of independents who, perhaps, can't get their message across as well. So because of GTech's track record of integrity and success, they're in an ideal position to pull horses for the entire industry."

As for the background on their cooperation leading up to Iowa, Merit execs said GTech searched extensively for game software and that several other manufacturers supplied product for evaluation. "Merit does not physically supply games or software to GTech," Feuer said. "We license it to them and they build it. I think they chose ours on the basis of its quality."

A DISTURBING PRECEDENT

One thing is certain: if Merit hadn't supplied GTech with game programming, another firm would have. The larger issue is the right of operators to be involved in video lottery. According to VLT manufacturer Sal Mirando (formerly with SMS, now with Premier): "The operator will lose money to state-owned VLTs. Also, the location with his 15% of VLT income will be able buy its own jukebox and pool table and keep the profit. We invented this business! A VLT is a video game, for pete's sake. But we are very close to having invented a business which will put us out of business."

Mirando continued: "The hostile takeover of the coin machine business by the state is a moral issue. Our own tax money is being used against us. Do we elect officials to put us out of business? No, but that is exactly what's happening! The state is supposed to be in the business of government, not the business of business. We insist on having regulation; we need it, we want it and we support it. But the value of regulation does not justify pushing us out of business."

Any battle to overturn or stop Iowa's sole-source test must be waged on the proper grounds, Mirando advised. "Unfortunately, operators can't win this fight on economic grounds; the state can always talk itself into believing that they'll make more money by running video lottery themselves," he said. "You can only win this fight on the grounds of the philosophy of free enterprise. America is not a state-controlled society!"

Is the coin machine operator the best representative of free enterprise? Clearly this industry thinks so. The question now is, how many state governments think so? We'll provide news about any late-breaking developments in Iowa on our "Hot Off the Press" page.



LOUISIANA REGULATES VIDPOKER

Governor Roemer allows bill to become law without his signature; pay-off pokers, tied to central computer, start within months

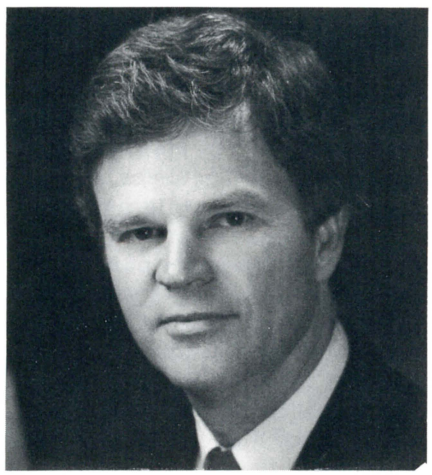
Every man a king! That rousing slogan carried Gov. Huey Long to power in the 1930s. Today, with state-regulated, operator-run video poker approved to begin in early 1992, Louisiana's battle cry could well be rewritten to say: "Every operator a king!"

Joining South Dakota, Montana and (perhaps) Oregon, operators in this proud Southern state will finally get a solid shot at the handsome earnings from "regulated games of chance." Experts say that up to 18,000 legal pokers could eventually be placed on Louisiana locations, yielding up to $300 million annually — and that's *after* paying winners their prize money. This could mean $105 million or so annually for operators . . . that same amount again for locations . . . and some $92 million a year for state and local government. No wonder leading



tradesters describe the new market as a "windfall." For all concerned, regulated poker will pay a king's ransom indeed!

Video poker regulation officially became part of Louisiana's future on Tuesday, July 30, when Gov. Buddy Roemer allowed HB. 283 to become law without his signature. The law requires state police to control and enforce the new gambling market, requiring them to establish rules and regulations by Nov. 15. From a purely legal point of view, video poker games may begin to operate Jan. 1, 1992. Practically speaking, however, it may require another month or more for state police to set up an enforcement division and testing office. "It's not unreasonable to believe it may be March or April before our pokers are up and earning," estimated one expert.



Gov. Buddy Roemer has earned something of a reputation as a maverick and a man of conscience in Louisiana. He vetoed a poker bill last year, but this year let it pass without his signature, saying he approved of the computer security, tough penalties for gray games, and self-funding enforcement. Trade members say the governor enjoys a game of cards himself now and then.

THE WINNING TEAM

HB. 283 was authored by Rep. Peppi Bruneau. Directing the lobbying effort for the coin-op industry were AMA Distributors President Bob Nims (a distinguished AMOA past president who also operates Lucky Coin Machine); operator David Goudeau of Gerald's Amusement Machines (he's currently an AMOA VP); and operator Chris Kan-



Representative Peppi Bruneau authored the Louisiana poker bill and was a driving force behind its passage. Personally, he's a very colorful and popular man. As a statesman, he commands the highest respect: he was named "Legislator of the Year" once by a national Republican lawmakers forum, and received the same honor four different times from the Alliance for Good Government.



AMA Distributors' Bob Nims served as AMOA president in 1979-80. He was also on the board of AMOA for 20 out of last 22 years, and he played a crucial role in achieving AMOA's recent Jukebox Copyright Agreement. Bob's leading part in bringing regulated video poker to his home state of Louisiana will ensure his legacy to the industry.

nellakis of Nat's Amusement. Behind them were a group of New Orleans operators and businessmen, and other operators within the state — including Aubrey Brooks, Tommie's Novelty Co. (Shreveport); Fred Boyd (Amite River Amusement Co.); Sam Cefalu, City Novelty Co.; and others.

"Rep. Peppi Bruneau is the author of our bill and deserves a lot of the credit for its passage," Bob Nims stated. "He is a man of utmost integrity who has been voted 'legislator of the year' many times. Without him, we wouldn't have regulated video poker in Louisiana; it's that simple. Our industry and many others in Louisiana owe a great debt of gratitude to this outstanding public servant."

Other industries and groups which also supported HB. 283 included the Louisiana Municipal Assn. (a statewide association of city governments); the Louisiana Motel & Hotel Assn.; the Louisiana Tourist Assn.; the Louisiana Restaurant Assn.; truck stops; and elements of the racing industry. LAMOA should also be listed among the bill's supporters. In addition, operators employed the services of a top-flight, professional lobbying firm. Nims and Goudeau described this firm as also vital to their success.

WHAT THE LAW SAYS

In two crucial respects, Louisiana's new law resembles the regulations used in South Dakota. First, all games will be monitored 24 hours a day by a state-run central computer, tied to each game over the telephone lines via modem. Second, games will be "pay-off" machines which do not actually dispense money themselves. Rather, they will print tickets which will be redeemed for cash by location personnel. However, "this is not video lottery," Bob Nims explained, "because the games will not be under the guidance of the state lottery commission." Instead, the Louisiana State Police Dept. is charged with regulation and enforcement.

Continued Nims: "The law is to regulate video draw poker and that's all. Keno, bingo, blackjack and other games of chance are excluded. It's a free-enterprise bill to create a level playing field for small business."

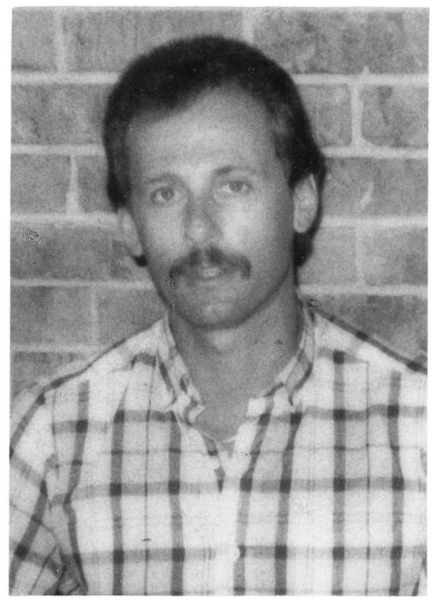
The bill certainly gives a deep bow to local business.Apart from manufacturers, every other area of participation is for Louisiana residents only. Distributors, operators, service entities and locations must all be state residents and must be licensed to deal with the machines.

LICENSES & COMMISSION SPLITS

Now, about those licenses: the annual license fee for a "device owner/operator" is $1,000. In addition, operators must pay a $1,000 per-machine license fee. Licensed establishments pay $100.

Only three types of locations are eligible for placement of video poker games. The first type is "class A liquor-license establishments" which allow on-premise consumption and are restricted to patrons aged 18 and over. Secondly, truck stops may place video poker games. Thirdly, racetracks and off-track betting parlors are also eligible.

The law limits the "class A" establishments to a maximum of three



Operator David Goudeau toils at Gerald's Coin Machines alongside the company's founder, a fellow named Gerald Goudeau. If you're thinking "another AMOA father-son team," you're right. David is also an AMOA Vice President and chairs the Standardization Committee. He was a key player in lobbying for the Louisiana poker bill.

poker machines per location. Licensed truck stops, race tracks and betting parlors may have an unlimited number of machines.

The law allows a maximum play (bet) of $2, with a maximum possible win of $500. Location splits between operators and locations are negotiable; the bill does not mandate a certain split percentage. However, police have stated that they will want to review operator-location contracts before this market becomes active, to ensure that all legal requirements are observed.

The split used by operators and locations may not be set by law, but the split between state and local government is. The state's license fees, plus 22.5% share of revenue, should be $92 million per year, Nims estimates. Of this amount, 75% goes to the state government in Baton Rouge, but 25% (about $23 million yearly) goes to the local government bodies in each of the 64 parishes (counties).

Enforcement provisions in the bill are tight. Operators who keep running gray games, or who monkey with regulated pokers, can be convicted of a felony. If so, they will pay a stiff price indeed. Said David Goudeau: "Louisiana has passed

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one of the strictest video poker regulation bills ever proposed, in terms of penalties for breaking guidelines laid down in the new system, or running gray area games. Operators who break the law may face $10,000 in fines and also the possibility of 10 years in jail."

LOUISIANA'S VIDPOKER MARKET

The population of Louisiana, tradesters say proudly, is much bigger than that of Montana or South Dakota: around four million people. Bob Nims estimates 10,000 to 12,000 gray area games are operating in the state now.

"All those machines will be replaced," Bob said. "There are 8,000 retail liquor outlets in the state, and if all of them received three machines — which they won't, since they're not all class A on-site consumption places — then the saturation point would be 24,000 machines. Probably what you're looking at is around 15,000 machines sold the first year, ultimately going up to about 18,000 machines. That would be a little over an average of two machines per location."

Based on a market of 12,000 to 14,000 machines, with per capita earnings similar to South Dakota's, the total annual revenues (after paying winners) from regulated pay-out poker in Louisiana are estimated at nearly $300 million.

What source will operators use to finance their poker game purchases? "I think the prevalent method will be through financial institutions like Firestone and Triangle," judged David Goudeau. "The initial start-up is going to be the problem. Coming up with all that money to get the games on the street, could be a bit challenging. You are talking $100,000 to put 20 games on the street. A lot of operators will want to run 50 or 100 machines.

"After the machines are on location," David continued, "the cash flow is tremendous and equipment financing can be paid on time, or even paid early. Common sense dictates that the guys with cash get the first games, so I think the smart operator will have his ducks in a row already. It takes some time to go through a financial institution!"

HOW THE BILL WAS PASSED

Getting this new law required years of dedicated work and disciplined lobbying. It also required operators and their allies to remain "students of the political process" up until the very end.

"Our bill has been three years in the making," Bob Nims commented. "Earlier this year, Representative Bruneau told me: 'Bob, I think we can get it done this time, even though it's an election year.' Our campaign was a very low-key affair managed by one of the finest lobbying firms."

Operators made sure they did not have too many spokesmen at once trying to communicate the trade's message to legislators in the statehouse. As reported, the professional lobbyist, Nims and Goudeau did

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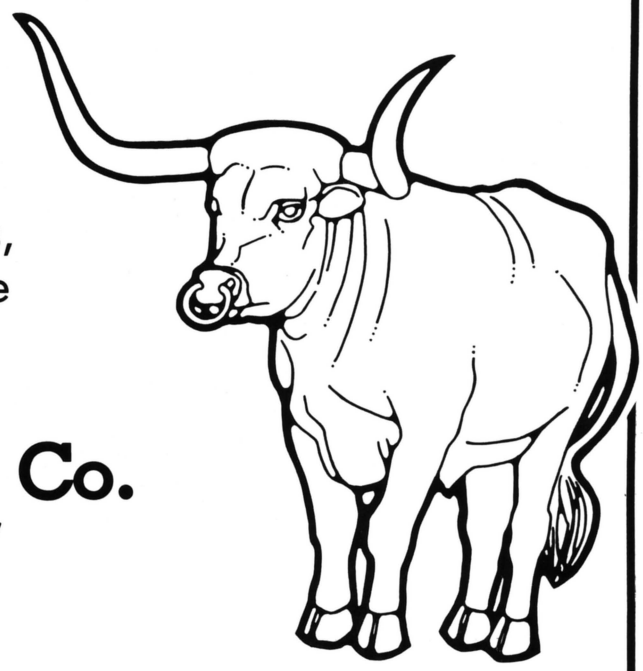

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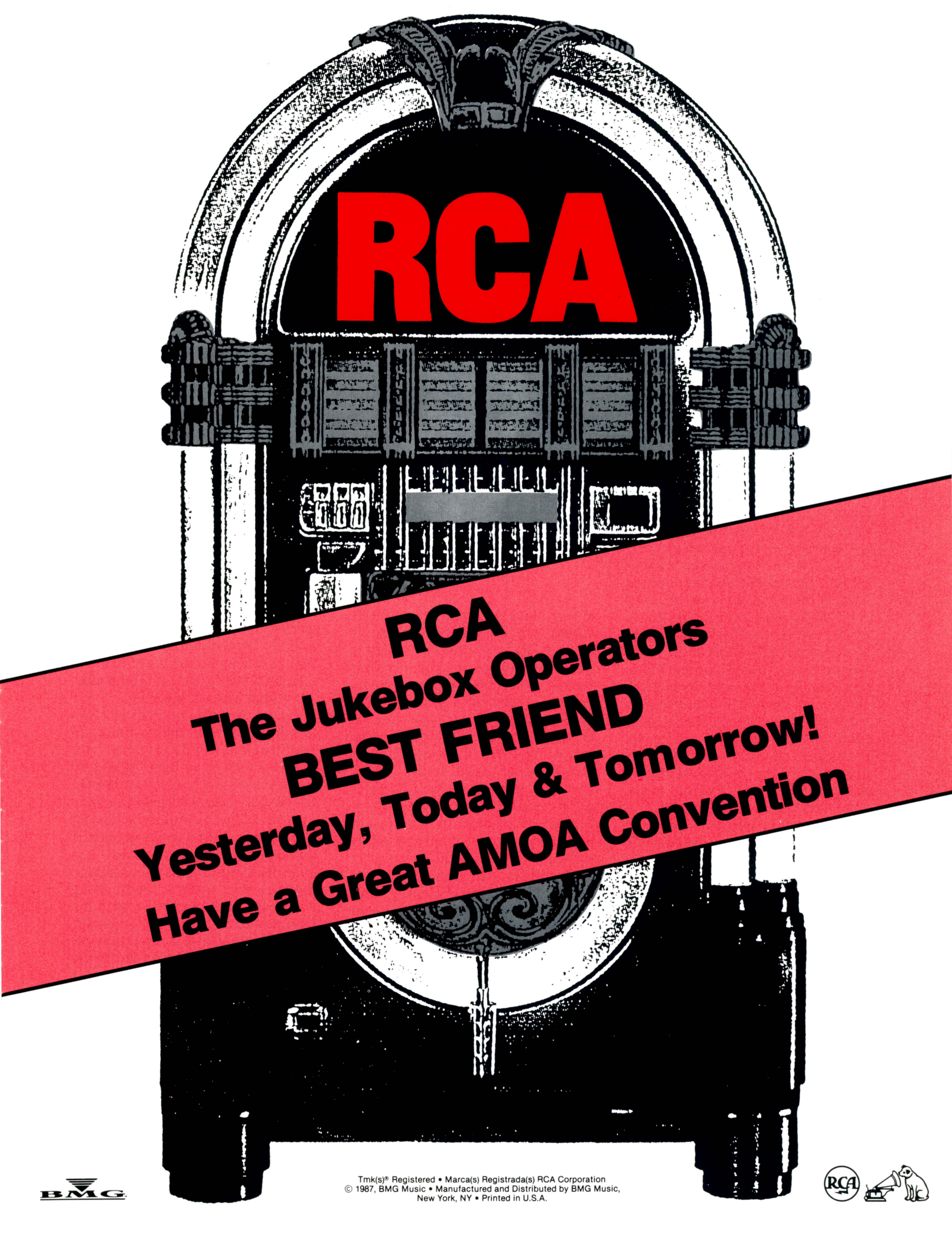

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most of the talking. And, obviously, it worked.

Professional presentation helped a great deal. "I can't stress enough how important it is to present yourself on a professional level to these legislators," David Goudeau said. "You must have all your facts and figures on fiscal impact statements and economic studies. And, contrary to the opinion of many, you do need a strong lobbying firm."

GOOD TIMING... AND A CHANGE OF HEART

Good timing was another contributing factor. "One major difference that made this year's effort successful," Goudeau explained, "is that this is an election year. We don't necessarily know what the political implications are, who will run in favor of this issue and who will run against it in the fall. But the upcoming elections are clearly a factor."

Last year's video poker bill was passed by the statehouse, but vetoed by the governor — so obviously a change of heart by Buddy Roemer also helped ensure success. Some local newspapers said Gov. Roemer was 'reluctant' to allow this bill to pass, but he didn't actually say any such thing. Instead, Roemer's statement praised HB. 283 for its self-funding enforcement and for its computer regulation. "It was only after this assurance of tight enforcement that I allowed this bill to become law," said Roemer.

"It's well-known around here that the governor likes to play cards in the governor's mansion," David Goudeau noted. "He would have come under fire from socially conservative groups if he'd signed our bill. But he would have gotten just as much fire in the other direction from many business groups and local government if he had vetoed it! So by not signing or vetoing, the governor stayed exactly in the middle of the road on this issue. "

ALLIES & PATIENCE

The list of other industries and groups that supported HB. 283, as mentioned above, is quite impressive. But this support didn't "just happen." Operators had to negotiate, give a little here, adjust a little there. The opposition had to be neutralized, if not won over entirely. Said Bob Nims: "It was a real team effort. As you gain experience in political lobbying, you learn that you can't achieve important legislation on your own!"

Patience and determination also paid off for Louisiana tradesters. "Most important of all, don't expect to get this done in one year!" David Goudeau said. "This is our third



strong year of trying to regulate video poker, but in another sense we started five years ago by trying to get gray area games ruled clearly illegal. . . and we were shot down. So persistence and perseverance are two vital qualities. Last year, we thought many times about throwing in the towel. We ran into some very discouraging dead ends. Thank goodness we didn't give up! We're all exhausted, but it's worth it. Everybody who wants this type of legislation must be prepared to work for the long haul."

Concluded Goudeau: "Timing, unity, allies, political clout, professional presentation, and operator dedication: there are five or six ingredients you must have to make this cake rise. You've got to have every single one of them, or else you can't win the cooking contest!"

WHAT THE NEW LAW MEANS FOR COIN-OP... AND FOR LOUISIANA

Since Roemer's decision to let the bill become law, many operators around the state have reportedly rushed to sign video poker contracts with their locations. However, these contracts may be "null and void" if signed before state police issue their rules and regulations, David Goudeau explained.

"The opinion of the state police is that they will not uphold these 'prenuptial' contracts," Goudeau said. "How can you have a legal contract to do something, before it's legal to do it?"

When video poker does become a regulated market, Bob Nims predicts a very happy surprise for state officials. "Right now you've got up to 12,000 machines that aren't licensed and the state isn't making money from them," Bob pointed out. "Legislators are going to be very happy when they realize how state and local government will receive an annual windfall of over $90 million from a market that never paid a penny before.

"When you add sales taxes and indirect collections such as payroll taxes, worker's compensation fees, and so on," Bob continued, "it will add many more millions to the state treasury. It all adds up to a lot of money Louisiana never had before, and that's what this bill was all about: a way to regulate, control and legitimize a coin machine market which already existed."

For operators, said Nims, regulated poker will mean financial health at last. "It will help our local fellows, who have been falling by the wayside in growing numbers in the past few years." David Goudeau agreed: "The oil industry has always been Louisiana's economic mainstay, but in recent years it has been declining and the coin machine industry has suffered right along with everybody else. Now, with the new day in regulated video poker, operators in our state are finally going to get a well-deserved shot in the arm."

The team of operators who fought so hard for video poker regulation savored their victory, and rightfully so. At the same time, they also jumped immediately to begin preparing for a new day in industry history. Said a smiling Bob Nims: "The pride of this accomplishment is very gratifying. But now we've got to roll up our sleeves and go to work. We have got a new business to start!"

VLT VIEWPOINT

AMOA President Jim Trucano shares his thoughts on video lottery; says industry will benefit from legalization



by JIM TRUCANO

Discussing the pros and cons of video lottery these days is quite like any other controversial subject. Most people have very strong feelings either for or against. The striking difference with video lottery discussions is that many additional segments of society are having these discussions along with the coin machine industry.

The relative success of the South Dakota video lottery system can be viewed in many different ways. By any objective measure the video lottery terminals are making money on the street. They are very profitable; more so in larger towns and less in smaller towns. But make no mistake, even with the very high initial investment in equipment, the South Dakota system has been good to the operator.

Back in 1985-88, I was involved in the video lottery legislative process. Any effort that is radically different and trendsetting contains problems as well as opportunities. During the legislative push to legalize video lottery, most of the conversation between operators, distributors and manufacturers centered around the video lottery issue. And most conversations at that time in South Dakota didn't deal in any way with the other segments of the industry.

Certainly it makes sense. When an operator thinks about asking a banker for millions to buy video lottery terminals (when he can't find the scratch to buy a new kit) it makes for some uncomfortable discussions.

Once the South Dakota video lottery system was up and running, those concerns were shown to be without merit. So much so that now the problem bankers have is that operators are paying their loans off early to get out from underneath the heavy interest rates.

But in the time period before the measure passed "nobody bought nuthin'." It wasn't an absence of good product, the uncertainty surrounding video lottery was just pervasive and all-consuming.

No doubt about it, traditional equipment sales suffered during the time it took to pass the legislation. What has happened since video lottery became the panacea in South Dakota? Have the operators taken a portion of their high earnings and built up the other phases of the business?

Some have, but not as many as you would think. What are they doing with the increased cash flow? Buying more terminals mostly. Remember this if your state is considering video lottery legislation. Most of the good locations in South Dakota now have the maximum number of machines (which is ten). Initial sets typically had two machines but shortly after everyone experienced how profitable the system was, the locations requested the maximum of ten.

Now if you happen to be a video lottery machine distributor, these facts are very encouraging. Sales and collections are no problem, supply is. (Sounds a little like the *Pac-Man* days to me).

Most distributors today would welcome the prospect of financially-capable buyers chasing a limited number of machines and this is exactly what happened in South Dakota. The initial run of orders was so large that none of the factories could keep up. Quite a departure from the situation across most of the nation. So if you happen to be a dis-

'Any effort that is radically different and trendsetting contains problems as well as opportunities.'



tributor in a state that is close to enacting video lottery legislation, you had better be setting up things now with a manufacturer.

Does video lottery ever allow for traditional coin-op equipment? I know most distributors and manufacturers are worried that their traditional product sales will drop to nothing. There is no question, in the short term anyway, that they are correct. Operators will be so busy trying to keep up with the video lottery terminal installations they won't have the time or the cash flow for anything else.

Where there is a problem there is usually an opportunity as well. The video lottery situation has both in abundance. Operators throughout the entire legislative process want guarantees. Well, I'm telling you there are no guarantees. There is no guarantee the state won't sole source, just as there is no guarantee you will end up with your current location listing.

The only thing an operator can do to protect himself is to get location contracts. Let me repeat that. *The only thing an operator can do to protect himself is to get location contracts.* There are some people out there that won't like what I'm about to say but I'm going to say it anyway. Assume for a minute that your state decides to sole source the video lottery. They tie up with a manufacturer and buy all the machines themselves. What happens if you have a valid, strong location contract for all the coin-operated devices in a location? Do you at that point have any leverage as per the video lottery terminals? Enough said.

One of the biggest problems operators will have, in my opinion, with video lottery, is contract renewals. The return on investment is significant and, like it or not, come renewal time, some locations are going to demand a bigger part of the pie. They may even want to purchase the equipment themselves.

'The net effect of video lottery will be dynamite, I am convinced. Not only will the lottery business be better than anyone currently believes, the entire industry will benefit greatly.'

Should the operator be savvy enough to consider this well ahead of time there are things they will be doing that will dissuade locations from buying their own equipment. Things like dart and pool leagues, things like current video games, things like CD jukeboxes.

The bigger the investment on the location's part, the greater the uncertainty surrounding the decision to not renew your contract. None of us are habitual risk takers . . . make owning their own machines very, very costly and very, very risky.

This, then, should be great news for the distributors and manufacturers of traditional product. Eventually the operators (if they are smart and want to keep the very lucrative lottery terminals) will invest part of their increased cash flow on traditional product. Another great bit of good news for distribution is that this new equipment operators will be buying will actually be paid for on time. Cash flow is king and the operators with video lottery will finally have it.

The net effect of video lottery will be dynamite, I am convinced. Not only will the lottery business be better than anyone currently believes, the entire business will benefit greatly.

I overheard a conversation once a long time ago.This conversation was between a manufacturer and an operator. The operator was concerned that the manufacturer would sell a product direct to his location. The manufacturer responded by saying that he never would because "we won't ever get involved on the street."

Nobody knows more about the street economy than the American operator. I'm convinced we sometimes sell ourselves short in this regard and this is one of the reasons it is taking us so long to have more South Dakota-style video lotteries. We need to recognize that operators serve the street market better and sell everyone on this fact. When we do, the threat of location sales or competition or even sole sourcing will become just another fading memory.

I'd like to publicly thank Eddie Adlum for making time for a video lottery issue. Personally, Eddie has some serious reservations as to the long-term effects of video lottery on the coin business as we have come to know it. The true leaders of any industry are those that are capable of reaching out and grasping the uncertain and making it comfortable. Eddie has done this with the very professional way he presents both sides of this complicated issue we call video lottery. The industry is in his debt.

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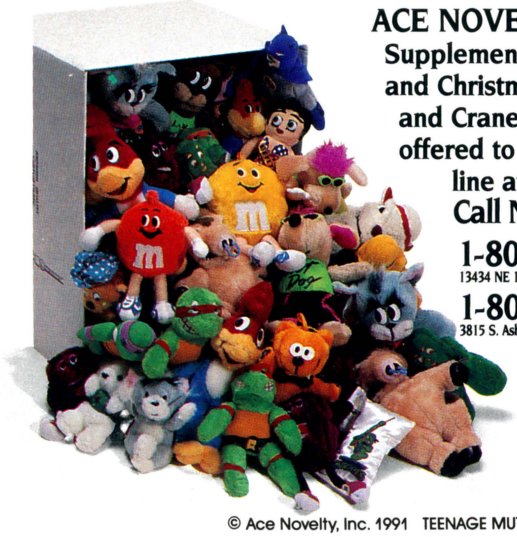

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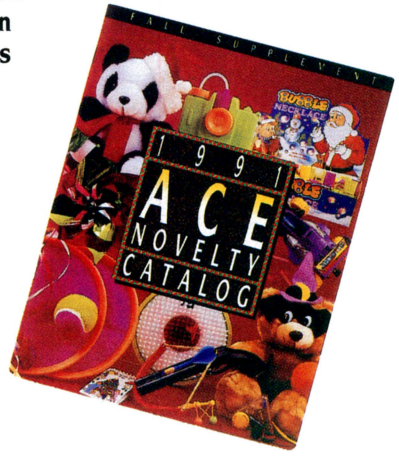

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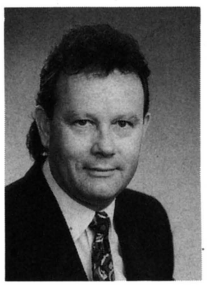
VLTs CAN TRANSFORM COIN-OP

AAMA President Bill Rickett backs video lottery; says gaming can work with amusements to bolster trade



by BILL RICKETT

My good friend, Eddie Adlum, has asked me to write a few words about the new market that is now developing for legal video lottery games, otherwise called "VLTs." While there is an ongoing discussion among various members of our industry about the impact of this new market, I think that it should be viewed as an opportunity to transform our industry in a positive way.

Video lottery will be a successful new market if we can adapt to the demands that will be made by the public, the politicians, the lottery officials, other competitors for the lottery dollars and anyone else who may be unfamiliar with our industry. All parties involved must view our industry as a professional group of caring businessmen that can efficiently provide a valuable service. We must also be sure that we work with government officials to keep undesirables out of the industry. The politicians will support our efforts if we can convince them that we can help them solve their budgetary problems and also help them gain public acceptance for video lottery. We must continue to build trust with the lottery officials and make their jobs as regulators and collectors of revenue as easy as possible. And finally, we have to counter the negative propaganda about us that is now being distributed by competitive lottery groups.

We should view the government as our partners, not our adversaries. The revenues we collect from VLT are viewed by the government as government revenue, a portion of which will be allowed to stay within the industry to pay for the VLT terminals, ongoing service and revenue collection. We, on the other hand, tend to regard the portion that goes to the government as some form of tax. We must be careful that we don't give officials the impression that we are trying to get more than we are reasonably due.

Some factory people have expressed concern that the massive investment required for VLT's will dry up the industry purchasing power and severely jeopardize the ability of the traditional amusement game factory to survive. Common sense tells us that when operators are initially scrambling to get equipment for lottery, they may turn their attention from other equipment. However, later on, the increased dollars in the operators pockets gives them greater, not less, purchasing power. This seems to be the case in Europe where wall machine games have been legal for some time.

Government at all levels are experiencing budget deficits and are looking for ways to increase revenues without increasing taxes. Lotteries have proven to be a relatively painless and effective means of raising some of the much needed revenue. The traditional lottery industry has grown substantially in response to this demand, and would like to limit the entrance of new competitors for the lottery dollar. Our industry, however, has the ability to be the most effective and efficient VLT providers due to our experience on the street routes with similar equipment. Participation in VLT revenues could give our industry the same financial windfall that others have enjoyed if we "play our cards right."

'Video lottery will be a successful new market if we can adapt to the demands that will be made by the public, the politicians, the lottery officials, other competitors for the lottery dollars and anyone else. . . '

FACT SHEET — SOUTH DAKOTA

Number of licensed gaming operators in South Dakota: 110

Number of licensed video gaming machines in South Dakota: 5,763

Maximum bet per play: $2

Maximum pay-off per win: $1,000 on pokers

Maximum number of machines per location: 10

Average weekly earnings of a video poker or keno machine: $584

Gross earnings (before paying winners) from all licensed S.D. video gaming machines for fiscal year 1991: $312,394,164.75

Net revenue for same period (profits to be split by operators & locations): $107 million

Share of above which goes to the State of South Dakota, expressed as a percentage, for fiscal year 1991: 25%

Share of above which goes to the State of South Dakota, expressed in dollars, for fiscal year 1991: $25 million

Cost of annual video gaming manufacturing or distributing license: $5,000

Cost of annual video gaming operating license: $5,000 or $100 per machine licensed, whichever is greater

Cost of annual location gaming license: $50 initially, $10 in following years

Number of manufacturers licensed, at presstime, to sell video gaming machines in South Dakota: 14

Names of S.D.-licensed manufacturers: Aries International, Aristocrat, Bally Mfg., Big Ten Electronics, Foxtronix, IGT, Merit, Ram Star, SMS Mfg., Takasago Distributing, U.S. Games, Universal Distributing of Nevada, Video Lottery Consultants, Zober Industries.

Source: Deb Mortenson, Director of Public Relations for the South Dakota Lottery. All information current as of June 30, 1991.

FACT SHEET — MONTANA

Number of licensed gaming operators in Montana (including a few non-profit groups) for fiscal 1991: 1,831

Number of licensed video gaming machines in Montana: 12,675

Maximum bet per play: $2 on all types of machines

Maximum pay-off per win: $100 (one hundred) on pokers; $800 on keno; $800 on bingo

Maximum number of machines per location: 20 (mix & match poker and keno machines in any combination)

Average weekly earnings of a video gaming machines (money in, less money paid out): $322 for keno; $203 for poker

Fiscal 1991 gross earnings (after paying winners) from all licensed Montana video gaming machines for fiscal year 1991: $138 million

Expected fiscal 1992 gross earnings: $150 million

Share of above which goes to the State of Montana as tax, expressed as a percentage: 15%

Share of income collected as tax by the State of Montana, expressed in dollars: $20.7 million for fiscal year 1991 (in fiscal 1992, over $22.5 million is expected)

Amount of Montana's share of video gaming revenues which goes back to local county and city governments: 2/3

Cost of annual video gaming machine distributor license: $1,000

Cost of annual per-machine permit: $200

Cost of annual location gaming license: effective July 1, 1991, gambling license applicants must pay actual cost of initial licensing processing and application

Number of manufacturers licensed, at presstime, to sell video gaming machines in Montana: 19

Names of Montana-licensed manufacturers: Aries International, American Music Co., Aristocrat, Bally Mfg., Big City Amusement, Big Ten Electronics, Foxtronix, Games of Nevada, HTS Electronics, IGT, Instant Ticket Factory, Merit, Mills Jennings, Montana Video Games, Ram Star, SMK Corp., SMS Mfg., Video Lottery Consultants, World Wide Press.

Source: Bob Robinson, Administrator, Gambling Control Division, Montana Dept. of Justice. All figures are for fiscal year 1991.

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MONTANA VLT FACTORY MARKET SHARE

Bob Robinson, director of the Gambling Control Division of Montana's Dept. of Justice, provided us with the following breakdown showing market strength of various VLT manufacturers. All figures were current as of July 1991.

By the way, no official figures on market share are available from the South Dakota lottery office. However, it's generally conceded that Video Lottery Consultants is the dominant manufacturer in that state. VLC itself estimates that 62% of the terminals on location in South Dakota are their brand.

Machine manufacturers ranked by share of Montana VLT market:

1. International Game Technology: 24% (2,678 machines)

2. Video Lottery Consultants: 20% (2,260 machines)

3. Merit Industries: 16% (1,749 machines)

4. Electrosport: 16% (1,745 machines)

5. Mills Jennings: 8% (883 machines)

6. Big Ten Electronics: 7% (859 machines)

7. Bally Gaming: 2% (273 machines)

8. Other manufacturers in order of market share are: Big City Amusement, Status, Aristocrat, Montana Video, American Coin, Gamex, Ram Star, SMS Mfg., Little Reno, Intermark and Wild West.

Total number of active machines: 11,005



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THE COMPETITION: BIG LOTTERY FIRMS

if your state already has a lottery, who runs it?
answer could reveal your biggest VLT competitor

The key to fast growth, a wise businessman once said, is to avoid trying to take a piece of the economic turf away from entrenched, powerful interests. Instead, this expert recommended, you should "expand into the vacuum" where nobody else is providing a product or service. "Don't try to chop down the strong, established oaks in somebody else's forest," he said. "Plant new seeds in an empty meadow of your own."

Our industry has, in the main, followed that advice for over a century. We invented a brand new field called coin-operated entertainment. Today, however, we're lacing up the gloves for perhaps the biggest battle in industry history: taking on established gaming and lottery companies for the future of American gambling dollars.

If a dozen or more states decide to institute video lottery, the nationwide market could add up to billions in annual profits. With so much money at stake, keen competition for those dollars will take place. To win our share of the turf, the coin machine trade must follow a smart, tough battle plan on all fronts.

The first commandment of any political lobbying campaign is "Know Thy Competition." Does your state already have a lottery? If so, who runs the lottery for the state government?

In many cases, the answer is "a major on-line lottery firm." In other cases, the operators' competition could be a major slot machine manufacturer which is also active in the video lottery field. In still other cases, there could even be state-owned, quasi-private corporations created to run the machines (just ask a Canadian).

Some of these competing firms have already been jockeying hard for a share of the emerging VLT business. Such a company may wish to sell all the machines to a state, then run those machines itself. No operators, distributors or other manufacturers need apply. For example, one major lottery firm likes to remind state officials that "We've been able to process sales that have contributed over $12 billion for state revenues." If you don't think $12 billion gets a state's attention, think again!

Last December, this particular firm pulled 30 delegates from lottery commissions in seven different states to hear a Palm Springs, Calif. sales pitch for their VLTs. Nice spot for a business romance to begin, right? You can bet this presentation received a "warm" response.

Other lottery or slot machine firms boast thousands of lottery or gaming professionals on staff, plus worldwide track records of making traditional state lottery games profitable, or making big bucks by outfitting or even managing casinos. These are big-league, big-money companies, and operators must be absolutely professional in order to even compete with them . . . much less prevail in the battle to run a state's VLT market.

One note about competition from large, professional, lottery firms and slot machine factories: one year

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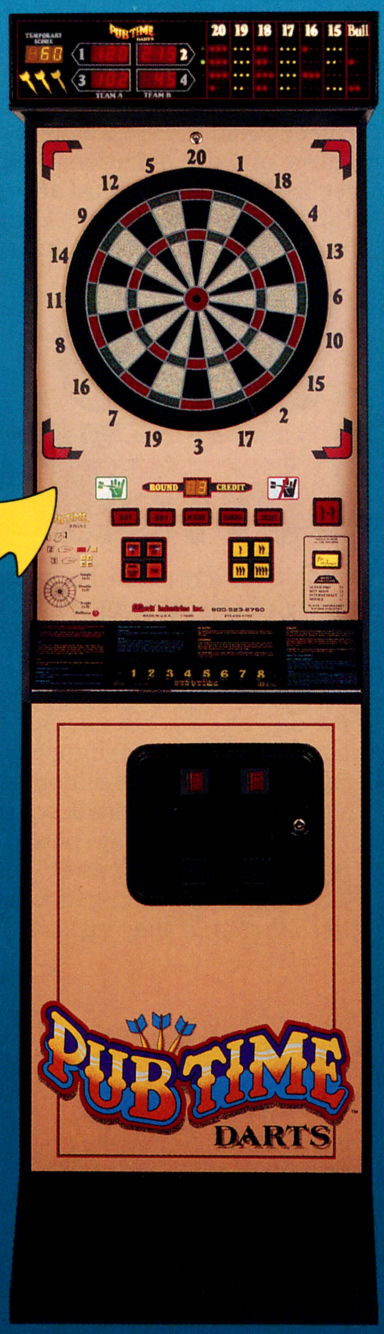

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ago, quite a few operators and state associations were saying terrible things about certain lottery and slot machine firms. "Those greedy guys want to take over the video lottery market for themselves, and keep operators out of it!" ran the refrain. Today, certain ones of these very same firms are helping operators lobby for video lottery. Result: some operators are singing a very different tune, praising their "senior partners" for choosing a wise (pro-operator) course.

THE SECOND COMMANDMENT: DON'T GET COCKY

If the first commandment of VLT lobbying is "know thy competition," then the second is, "don't get cocky." Some operators believe nobody can really take their locations away from them, because operators provide matchless service, combined with unbeatable personal rapport with locations. "Who else is going to go out and fix a broken machine at two o'clock in the morning?" these operators ask, with justifiable pride.

That's quite true, but let's turn this question around. Would you trade your AT&T phone service for a telephone and long-distance service run by a small "mom & pop" company you've never heard of? No?

Well, the same logic applies to lottery systems. If your state is already doing business with a big central company for its on-line lottery... and if your state is satisfied with the profits and the service... why should they switch suppliers for video lottery? How often does a sophisticated on-line computer break, anyway? Have you ever seen a broken on-line lottery terminal, for your "traditional" state lottery?

The troubling questions don't stop there. If a VLT does break, does a repairman from a mom & pop company know how to fix a malfunctioning computer? Or, does he simply return it into his distributor the next morning, who in turn ships the machine back to the factory? If so, there's no advantage to going with a small operator, right?

"Yes, I've seen 'regular' lottery terminals that are out of order," some operators may reply. "My techs can fix any computer board you throw at them, so long as they've got the proper schematics. And I know darned well that my locations won't be happy with next-day service from some big, faceless corporation, either."

Perhaps — but does the state government really care about the happiness of your locations? Or does it care first and foremost about the state's own bottom line? After all, if a customer finds a broken lot-



tery machine at one place, he'll can go buy his tickets at another convenient machine, right? The state makes the same profit.

Sure, the first location is unhappy for a day or two, but so what? Government revenue, not happy locations, is what the state is ultimately interested in. And because the state holds the licensing power, they're in a position to ram second-rate service and marketing down a location's throat, if they insist.

ULTIMATE WEAPON: THE MONEY SPLIT

Traditional lottery firms and or slot machine makers wind up their "sales pitch" to states with the biggest weapon in their arsenal: the money split. "Why," they ask, "should states give 75% of the profit away to coin machine operators? Why not let us run your VLTs for you, and keep much more of the profit yourself?"

If you're worried that this magazine is putting weapons into the hands of the competition, don't kid yourself: our competition is already asking these kinds of questions. In some cases, the heads of state lottery officials and state legislators could start nodding in agreement. How do we answer these arguments?

Coin machine operators must remember that, in the eyes of government officials, we have no "divine right" to the VLT market, to VLT profits, to "our" locations, or even to be in business. The state licensing board giveth, and it can taketh away. That goes for coin machine operators, distributors and manufacturers. It also goes for locations' liquor licenses. Keeping this in mind, we have to be humble... which means, starting from scratch, proving we *deserve* this business because *we are the best.*

Happily, the positive experience in South Dakota provides strong evidence for the operators' side. The answer to "why give coin machine operators 75% of the profit" is the oldest argument in the book: "Mr. Lottery Commissioner, which would you rather have: 25% of a zillion dollars, or 100% of one dollar?" Then we can point to the superior per-capita earnings and bottom-line earnings of South Dakota machines, compared to (say) state-run VLT machines in certain other jurisdictions. Coin-op can win this argument ... but the point is, *we can never assume that our "superiority" is self-evident.*

That's why AMOA's formation of the Regulated Gaming Institute (RGI) is such a smart — and necessary — move. The industry needs a slick, professional advocate which can present coin-op's "case" to regulators. Once RGI appoints a director and cranks up its PR machinery, look out! The same keen political instincts that have given AMOA so many recent coups in Washington, D.C., are about to be unleashed in national conventions of state regulators, and in the lottery industry's national trade shows and conferences. (To borrow Allstate's slogan, you're in good hands with Wally Bohrer.)

So lace up those gloves and go into your corner, "Kid Coin-Op." With the right strategy, you can defeat the other contenders for the VLT crown. At the sound of the bell, put up your dukes and come out fighting!

cover story

PREMIER'S WINNING COMBINATION

pinball maker finalizes acquisition of SMS Mfg.; restructured firm sees "long-term growth" in pins & VLT

Can video lottery co-exist with traditional amusements such as pinball? Premier Technology says yes . . . and company execs are putting their money where their mouths are! On Aug. 5, Premier completed its acquisition of the SMS Mfg. product line — which is already approved for use in Montana, South Dakota and Louisiana, as well as various Indian gaming jurisdictions.

"Premier Technology is being restructured for long-term growth," said an obviously pleased president Gil Pollock. "We are very enthusiastic about video lottery, both in terms of what it can do for Premier and what it can do for the entire industry. This acquisition represents a significant investment for us."

Now that the legal documents are all finalized and signed, Premier has been restructured into two separate divisions. The Gottlieb Amusement Division will make pinballs and other amusement products. The Video Lottery and Gaming Division will produce VLT games for all legal markets. The same Premier factory in Bensenville, Ill. will turn out pins and VLTs side by side (on separate production lines).

The dealer network for video lottery product will be evaluated on a state by state basis, as VLTs become legal in each jurisdiction. Premier explained that it's impossible to determine a dealer network for this growing market in advance because "the criteria for VLTs may differ from those of amusement products." For that matter, industry observers point out that states could even have requirements that affect the distributors themselves, such as "state residents only," etc. This is something that can't be anticipated until each state issues its rules and regulations. Sal Mirando did state that all current SMS video lottery distributors will become Premier VLT distributors. He added that recently-appointed SMS distribs such as Music-Vend/Dunis and AMA Distributors will also be included on the Premier dealer roster along with existing dealer Lieberman.



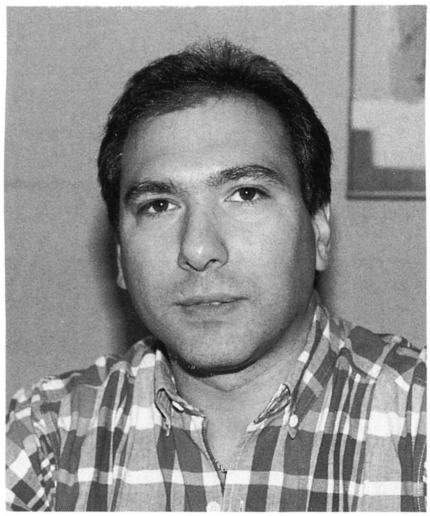
The acquisition of the SMS product line by Premier Technology was completed August 5. Premier prexy Gil Pollock and SMS topper Sal Mirando finalize the deal with a handshake.

As Gil Pollock said, the SMS acquisition makes for a "significant investment," and Premier expects to realize a healthy return on that investment. Gil explained: "As additional states approve operator-run games of chance, Premier intends to be a major supplier. We will absolutely continue the SMS tradition of working with state operator associations, attempting to create acceptance of video lottery by state officials. And, yes, we anticipate that a good number of additional states will approve VLT operation."

AN EXPERIENCED CREW

Along with market-proven product, the acquisition gives Premier some very expert new employees. While production for the new Video Lottery Division will take place in Illinois, sales and marketing will be run from the old SMS offices in Lakewood, N.J. Heading these efforts will be former SMS prexy Sal Mirando as general manager of the Premier Video Lottery and Gaming Division, overseeing sales, marketing and product development.

Sal is bringing his key people with



SMS Sales & Marketing VP Jim Pietrangelo

him to Premier. They include marketing and sales pros Jim Pietrangelo and Bob Harzer, along with an experienced product development team. In terms of marketing and political savvy, these folks know video lottery like Lewis and Clark knew the New World: they were among the first to arrive, and they mapped a lot of new territory.

Stated Sal Mirando: "Premier's acquisition of SMS means a melding of the strengths of both firms. When additional states legalize video lottery and demand goes through the roof, our proven gaming programs will be ready to go with Premier's powerful manufacturing capability. At the same time, Premier will have in place an seasoned and experienced team who understands both the new world of video lottery, and the traditional world of the coin machine industry. I think it's a very positive move for all concerned."

VLT LICENSING & PRODUCT

Premier will apply for its own manufacturing licenses in legal VLT markets since gaming licenses are not transferrable. Getting approval for the machines themselves from states is a separate matter, requiring review of each model, but it should be a snap since the SMS product line has already been through the testing procedure.

"We continue to have good relationships with the licensing and regulatory authorities in South Dakota and Montana," stated Sal Mirando. "As a matter of fact, South Dakota [on July 1, after a thorough review of all documents] just renewed my license. We anticipate 100% clear sailing in regard to licensing in other jurisdictions."

The Premier VLT product line will include casino-style video pokers, kenos and blackjack machines. Games will be housed in one-piece, all-steel, chrome front cabinets with touchscreen technology, music, sound effects, and all the bells and whistles . . . including full bill acceptors and bill stackers. Custom versions will be created for each VLT market to meet the requirements of operators and state regulators alike.



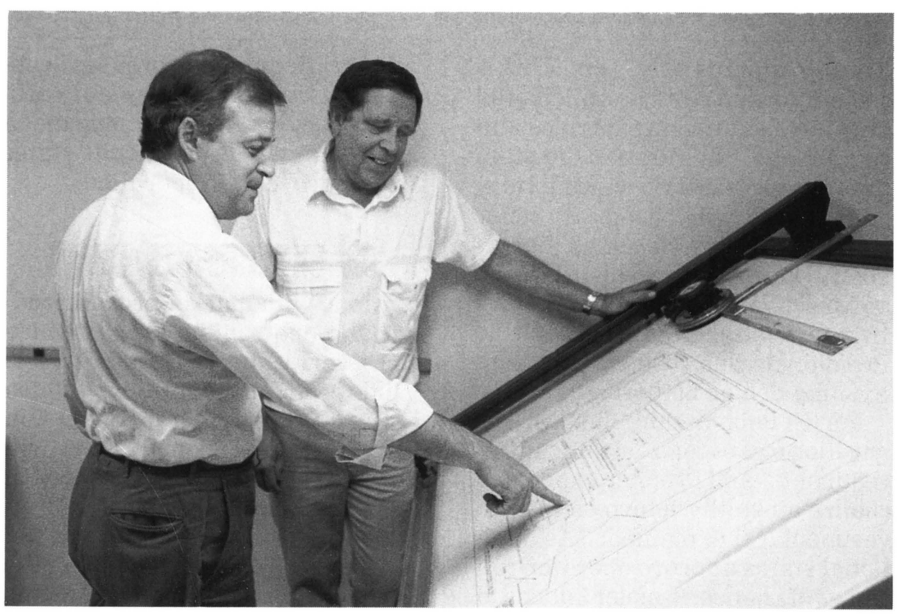
SMS National Sales Mgr. Bob Harzer

How many more states will follow Montana, South Dakota and Louisiana into the legal gaming market? Gil smiled at this question and said: "I don't want to predict exact numbers of states right now, but it should be more than enough to make our move into this area worthwhile and profitable."

MAKING VLTs IN ILLINOIS

Of course, transferring the VLT production process to Bensenville meant that Premier had to find new, local suppliers of materials, components, etc. Pete Hanchar acted as project manager of an extensive "exchange and communication process" for this changeover. Premier staffer Bob Malvasio worked with Pete to develop the bill of material and find new vendor sourcing for the VLT division. Tom Boyles oversaw the setup of new manufacturing facilities.

Premier's brand-new VLT production lines in Bensenville were constructed during the "summer vacation shutdown." VLT lines should be ready to roll out video lottery terminals and regulated poker games for any and all legal markets by mid-September. "Start-up of our VLT production capability will be timed just right to get us in position for the



Obviously with the shifting of all production of video lottery/gaming to Bensenville, a major exchange and communication process of setting up new vendors was required. Project engineer for this coordination was Pete Hancher, pictured above with Walter Lee of SMS.

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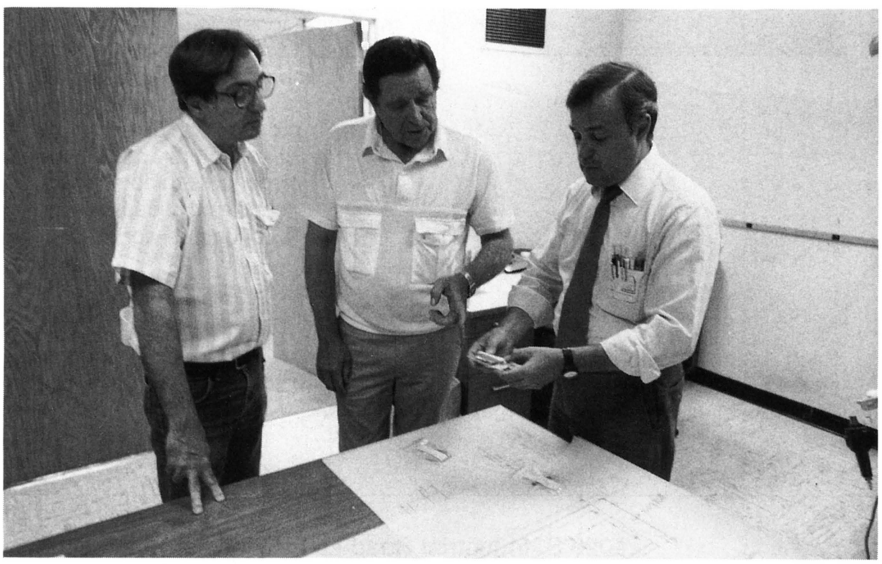
Sal Mirando, Tom Boyles (head of manufacturing) and Gil Pollock review the new facility layout for the best possible structure of production lines. The factory was revamped during an extended vacation shutdown; product lines for video lottery/gaming will be complete this month.

new poker regulations in Louisiana," smiled Premier execs.

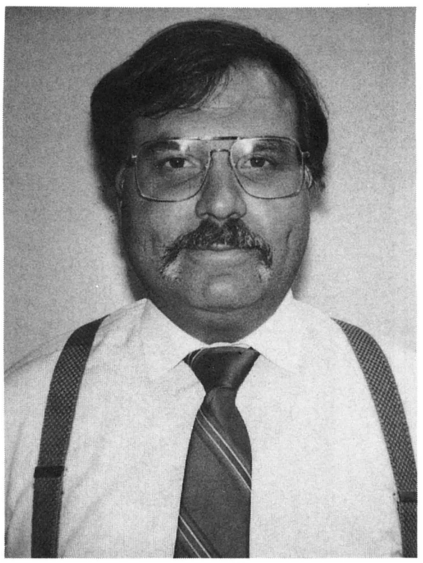
THE GOTTLIEB AMUSEMENT DIVISION

Video lottery is important, but Premier also remembers its roots. Blending coin-op traditions with an emerging new market, Premier is highlighting the legendary Gottlieb name on its amusement game division — specifically their pinball line. Stated Gil Pollock: "We are going to continue building some of the finest and most entertaining pinball games around. Pinball is as American as the Fourth of July...and more fun than haunting a graveyard," he added in a sly reference to Premier's current horror-spoof pingame, *Class of 1812.*

General manager of the Gottlieb Amusement Division is Mike Vrettos, an 18-year industry vet who himself has deep roots in the Gottlieb company, having had a hand in everything from production to engineering. Mike is now responsible for Premier's sales, marketing and engineering of Gottlieb pins and future amusement games.



Bob Malvasio, Walter Lee and Pete Hanchar (pictured above) worked together to develop the bill of material and vendor sourcing for the video lottery/gaming machines.



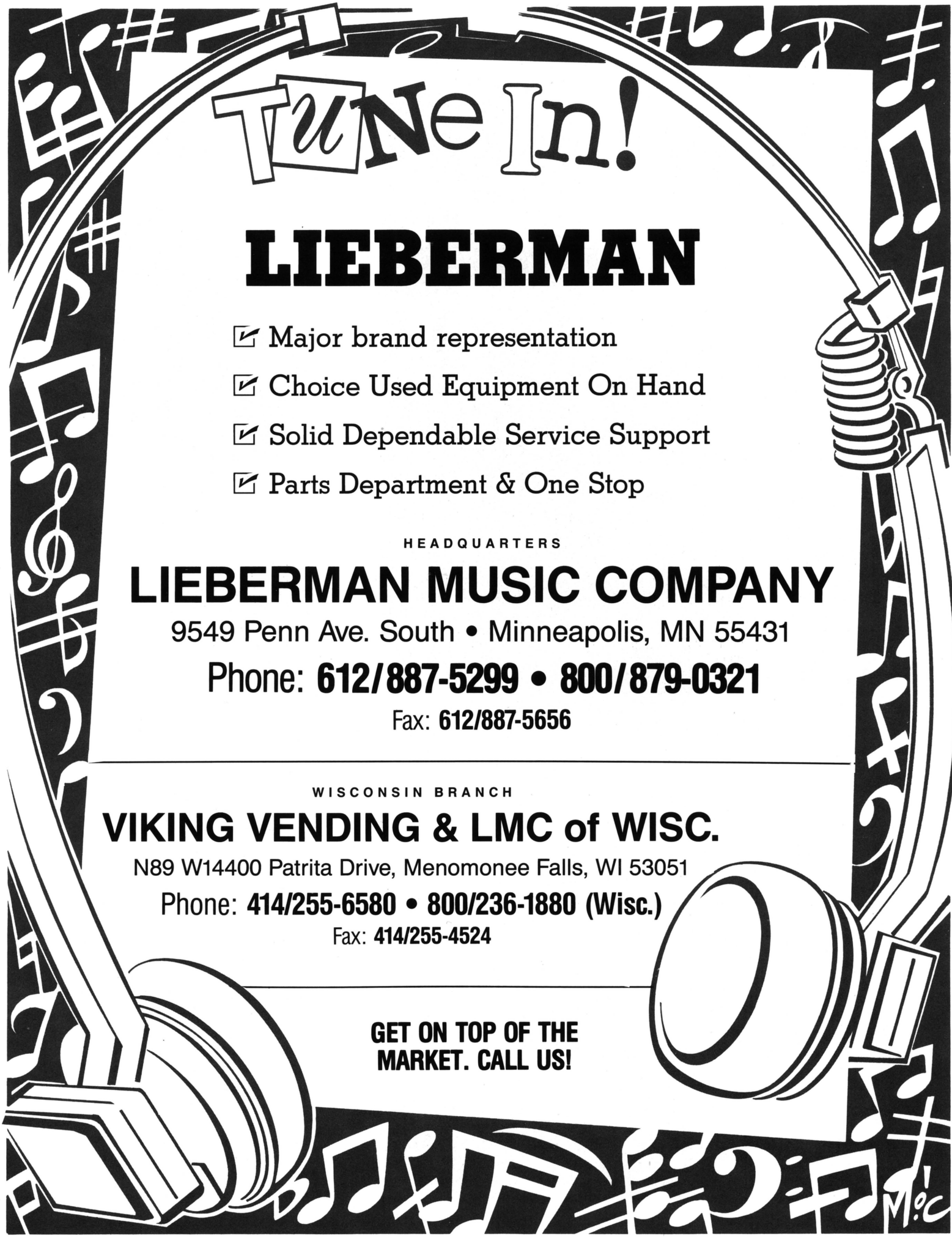
Mike Vrettos now heads up the Gottlieb Amusement Division. He'll be General Manager, responsible for sales, marketing and engineering of Gottlieb pinballs.

Sales manager for the Gottlieb Division is Ron Zahler. He's represented Premier games to the company's dealer network for some time and now will direct the firm's amusement sales efforts, reporting directly to Mike Vrettos. To help strengthen Gottlieb pins' player appeal and keep the themes and gameplay exciting, 20-year industry veteran Steve Kirk has been brought on board to oversee design work.

Displayed at the upcoming AMOA Expo will be *Class of 1812,* a fun and funny pin whose comical "horror



Ron Zahler, Sales Manager for Gottlieb pinballs, will now report to Mike Vrettos. Another addition to the amsusement division is Steve Kirk (not pictured) who will head up design.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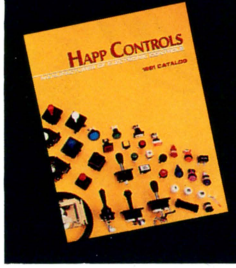

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Class of 1812 by Gottlieb/Premier

movie" theme features a "graveyard" playfield. Amusingly ghoulish characters are depicted on a 3-D backglass. Premier says the game "revives your route's dead earnings" by "putting the heart back into collections" (i.e., a large, beating heart is one of the playfield props). Energetic music and creepy sound effects complete the ghostly experience.

ENHANCED CORPORATE IDENTITY

With experienced teams in place to make, market and sell top-quality amusement games and video lottery games, Premier Technology is poised for coin-op's new direction in the Nineties. "We're going to keep putting time, effort and money into pinball and other family-style games," said Premier's president Pollock. "Meantime, we see our VLT initiative as a major enhancement of Premier's corporate identity. Whatever happens in the coin amusement business, we are ready and eager to play an active, leading role."

Premier Technology's Gottlieb Amusement Division can be reached in Illinois at 708/350-0400. Phone for the Video Lottery Division in New Jersey is 908/370-3030.

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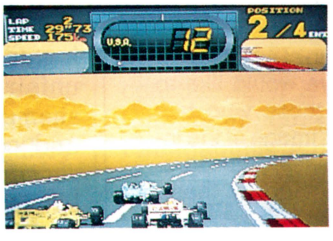

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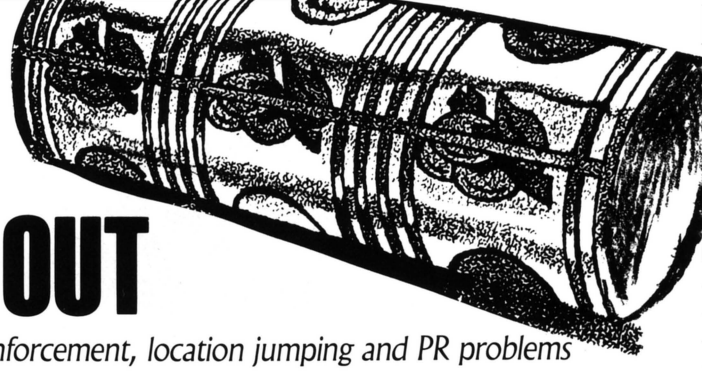

8-LINERS: OPERATORS SPEAK OUT

a flood of gray area machines causes many concerns; spotty enforcement, location jumping and PR problems

In recent months, operators have told RePlay *about their concerns regarding the flood of "8-liner" video slot machines. As our latest poll reports, the vast majority of street operators consider this to be flat-out gambling equipment.*

It's a troubling problem. For one thing, when the occasional law enforcement raid occurs, the entire industry gets a black eye. This negative publicity, in turn, can jeopardize operator efforts to forge alliances with state governments when it comes time to create legal video lottery systems. 8-liners also cause other problems, as you're about to read.

Here is a composite of remarks we've heard on this subject from some outstanding American game operators. — the editors.

"What hurts the legitimate operator is the people who are running illegal 8-liners. We don't run them, because the legal risk is simply too great — particularly in our state. For us it's not worth it. But that means our locations are mad at us, because they see this kind of equipment making $1,000 a week in other stores.

"Since we don't supply 8-liners, we leave ourselves open to having other people bring them into our locations. Does this violate our contract with the location? Absolutely! But it's not good business for us to force the locations to remove them. And anyway, there is just so much you can do.

"The financial harm done to our legitimate amusement games by 8-liners can be considerable. Once this type of game (sometimes with a $20 bill acceptor) goes into a tavern or similar location, it sucks a lot of money out of the pure amusement pieces. We're still having hard times and facing a struggling economy around here. This unwelcome and unfair form of 'competition' only makes matters worse.

"Who is behind the rash of 8-liners? Many are small-time, fly-by-night entities from outside our industry who have just five or ten machines. They have no license fees. They pay no sales tax. They report no income to the state. Some 8-liners, however, are owned by legitimate, licensed operators from other states. These operators figure they can't lose. Probably the machines won't get picked up. If the machines are seized, they can't be traced back to the owners out of state because there is no paperwork, no licenses, no records.

"Sometimes you get the feeling that much of our industry is floating on a sea of false prosperity created by illegal and/or gray area games. In other parts of the country, gray area pokers are almost 'the norm' and officials take a pretty relaxed view of them. Law enforcement raids may occur only when an attorney general or someone is trying to score political points. This unpredictability — one week they're tolrated, the next week they're not — is why these games are called 'gray' in the first place! And this uncertainty is one important reason why the entire industry is now trying to work with state officials to regulate the situation.

"But until regulation is approved in a particular jurisdiction, gray area equipment can create a heartbreaking problem for the operator who wants to be honest and law-abiding. This business is challenging enough, without the burden of unfair, illegal competition. The real shame is, in some states legalization and consistent enforcement both seem unlikely to happen. In cases like this, I don't know what we can really do about it."

WHAT THE 8-LINE MANUFACTURERS THINK

Here is a composite of remarks made by makers of 8-line products:

"Sale of our product is conducted properly and is legal. We are in strict compliance with all laws, and we cooperate carefully and scrupulously with all law enforcement authorities. Under the Johnson-Eastlend Act, we register serial numbers of all our products and keep extensive sales and customer records.

"From a legal point of view, our games are amusement devices. We are not legally responsible for what operators do with this equipment on their locations. We do not condone any use of our equipment which is not accepted by local authorities. If anyone calls us to ask how to connect a hopper to one of our games, we hang up.

"However, law enforcement toleration in the real world is broader than many might suppose. Always has been, when you think about the history of this industry. We share the point of view that, as with the video lottery campaigns, what is required in this country is more openness and honesty about the activity which actually does go on, and more regulation.

"We also share the concern about our industry's 'image problem' and feel this is a legitimate concern. We would be happy to see all bad apples weeded out. That would help our company as well as the overall reputation of the trade.

"On the other hand, some — not all — of those who cry loudest about this image problem, are themselves contributing to it. In their own business, some practice the very thing they publicly denounce. We sympathize with those operators who truly avoid any impropriety. But we notice that often, concern about 8-liners arises only when 8-liners are perceived as interfering with the 'program' of winning approval for video lottery. Clearly, then, it's a question of whose ox is being gored. And we would like to ask: how many of those who talk about improving the 'image of the industry' have done anything constructive to polish that image by themselves?"



GEORGE WASHINGTON GAMBLED HERE

lotteries are American as apple pie; U.S. history is rich in gambling lore

President George Washington bought the first ticket in the very first U.S. Federal Lottery. Held in 1793, Uncle Sam's first game sold 50,000 tickets at $7 each to finance construction of the city we now call Washington, D.C.

American Indians were passionate gamblers before the white man arrived. To take just one example, the Iroquois played dice with carved peach pits painted black and white. Iroquois villages challenged each other to week-long dice matches, sometimes betting everything they owned down to the last blanket.

King James the First authorized a royal English lottery in 1612, to raise money for the founding of the Virginia Colony. Players bought a chance for six pounds; the winner got 4,000 crowns and the King raked in the balance — a hefty 29,000 pounds.

Lotteries raised money for the Colonies from the 1600s onward. During the American Revolution, a lottery wheel existed "in every city and town large enough to boast a courthouse or a jail." In 1776, the Continental Congress authorized a Philadelphia lottery.

During the same week he wrote the Declaration of Independence, Thomas Jefferson gambled $18 on lotto. (Also that week, Mrs. Jefferson lost 66 cents playing cards.)

New York State had 200 lottery ticket sales offices in 1827. During 1831 alone, eight Eastern Seaboard states ran 420 official state lotteries, earning more than $53 million.

The Old West was a gambler's paradise, with games of chance offering the main entertainment from Cincinnati to San Francisco. To take one example: a century ago, the tiny boom town of Bodie, Calif., boasted 47 saloons and 18 gaming tables.

Judge Roy Bean ("Law West of the Pecos") was a real historical character who, among other things, wrote a witty guide to playing poker. His advice included this gem: "A full beats a straight, unless the one holding the full is not straight or is full himself."

In 1889, professional gambler John Daugherty used the Territory of New Mexico as collateral during the poker championship of the entire West. He borrowed the deed from the governor, who was among the hundreds watching this ultra-high stakes game in Sante Fe. Daugherty threw the deed on the table and exclaimed: "I raise you the Territory of New Mexico!" His opponent, a Texan, threw in his hand, saying: "Dammit, take the pot. But," added the Texan, "it's a good thing for you the governor of Texas isn't here." (So far as we know, the historical John Daugherty is no relation to today's Jon Daugherty, who operates games in United Artists movie theater lobbies.)

A hundred years ago, President Grover Cleveland regularly played poker in the White House. During one hand, Speaker of the House John Carlisle drew four kings and took the president's money. Cleveland told him: "If I am ever president again, you will be Secretary of the Treasury. But don't make that four-card draw too often!" Grover Cleveland was re-elected and Carlisle did become Secretary of the Treasury. Friends joked that Carlisle won the job during the "four kings" White House poker game.



Early jukeboxes could have featured popular songs of the day which celebrated gambling. A 1904 hit was called "Marriage Is a Lottery." Jerome Kern's tune "Poker Love" arrived on Broadway in 1906.

The 1920s: at halftime during the annual Notre Dame vs. Army football game, coach Knute Rockne was chewing out his team for a poor performance. Rockne noticed halfback George ("Win One for the Gipper") Gipp lounging on the sidelines, seemingly paying no attention. "I don't suppose you have the slightest interest in this game!" roared the coach. Gip's reply: "You're wrong there, Rock. I've got $500 set on this game and I don't intend to blow it." Notre Dame beat Army, 27-17.

Nevada legalized gambling in 1931 and Las Vegas became big business during World War II. Today, the town promotes gaming as "America's Way to Play" and economists rate Vegas as the country's fastest-growing metropolis.

While gambling laws come and go, Americans maintain a rather "relaxed" attitude toward the whole subject. In the innocent prewar year of 1940, a poll by the American Institute of Public Opinion showed 54% of American adults gambled. Favored forms of gaming included church lotteries (24%), cards or dice for money (24%), slot machines (24%), punchboards (23%), bets on politics or sports (21%), and playing the numbers (8%).

During the 1950s, when every city held atom bomb safety drills, a famous sign was taped to a one-armed bandit in the Midwest. The sign said: "In case of air raid, stand next to this machine. No one has hit it yet."

The amount of money Americans gamble each year has gone up 1,000% in the past 30 years. In 1960, Americans gambled up to $30 billion per year. Today, the figure is closer to $300 billion annually.

These facts and anecdotes are taken from Play the Devil *by Henry Chafetz, published 1960 by Clarkson N. Potter, Inc.*

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THE LOTTERY TRADE SHOW

state lottery regulators, VLT makers & operators converge during Sept. 28-Oct. 1 at Sheraton Hotel in Washington, D.C.

Just when you thought your schedule was too jam-packed for another convention . . . here comes one more that may be worth adding to the list! Did you know the lottery market has its own trade shows, just like the AMOA Expo and ACME show for coin amusements? Oh, yes—it does!

Leading operators will join VLT manufacturers and state lottery officials for one of the biggest expos this market has to offer from Sunday, Sept. 28 to Wednesday, Oct. 2. The site is the Sheraton Washington Hotel in Washington, D.C. The affair, called The Lottery Trade Show, is sponsored by the highly respected Public Gaming Research Institute (Rockville, Md.), publishers of *Public Gaming Magazine*.

Exhibits will include video lottery terminals, ticket dispensers, telecommunications and on-line computer systems, instant and other types of lottery tickets, ticket dispensers, video lottery systems, and a huge host of related office, legal, security, promotional and other products and services. The large exhibit floor is open Sunday night from 6 to 9 PM; Monday and Tuesday from Noon to 3 PM; and Wednesday from 10:30 AM to 2:30 PM.

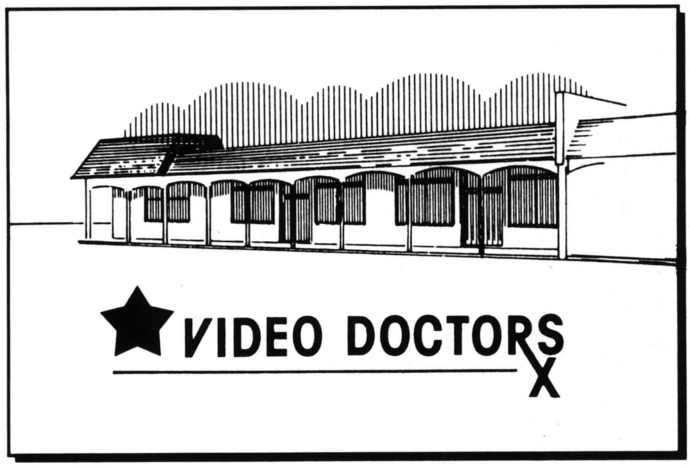
That's just 12 hours of floor time, spread over four days. Idea behind these short hours is that state lottery officials have lots of their own meetings to attend, besides looking at new product. To wit: also on the program is the 1991 "National Assn. of State and Provincial Lotteries" (NASPL) Fall Training Conference. Workshops cover various aspects of lottery management. Speeches and panels address topics such as recent and future lottery legislation. Several working meetings and (in the evenings) lavish social affairs are also planned. Attendance at some NASPL events is restricted to lottery personnel only, or to invited guests.

To visit the show, registration fees are $595 per person for lottery suppliers, ad agencies and other non-state government personnel. You can get attendance registration forms, schedules and more information from Public Gaming Research Institute (PGRI) at 301/330-7600. Their fax number is 301/330-7608.

Exhibit space costs $2,595 for a 10x10' booth. Contact PGRI at the same numbers given above to reserve space. For booth furniture, electrical connections, etc. call Sho-Aids, Inc. at 202/298-3630. Also, the Sheraton's convention coordinator Jim Karson can help your company take care of shipping and delivery of exhibit items.

For room reservations, call the Washington Sheraton (located at Woodley Rd. & Connecticut Ave. N.W.) at 202/328-2000. Be sure to mention that you're attending the Lottery Trade Show and NASPL Fall Training Conference. By the way, you can get inexpensive ground transport from Dulles ($14) and National ($7) airports to the hotel; look for the on-site NASPL welcome desks at each airport.

You can get a 40% discount on seven-day advance coach tickets through American Airlines "meeting saver fare." Travel must be between Sept. 25 and Oct. 7. Between the hours of 6AM and midnight, Central Time, call 800/433-1790 and ask for Starfiles 1091 4 P.



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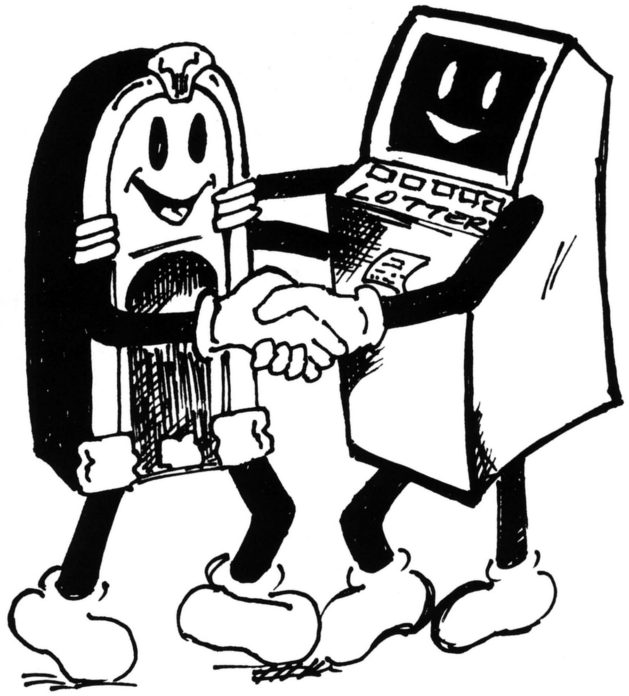

VLTs & AMUSEMENTS MUST CO-EXIST

remember, kids can't gamble but they spend billions every year; industry remains centered on huge non-gambling "family" market

Are we willing to let states do to this industry what the Atlantic Lottery Corp. has done to some Canadian tradesters? If not, then we must get involved in video lottery, if only for defensive reasons. And yes, gaming can co-exist with amusements for the ultimate benefit of both. The operating styles of Germany and Britain show that a well-regulated "little gamble" can share the same locations with amusements, making the whole industry more stable and profitable.

An important warning, however. We need to beware of a tendency on the part of some tradesters to abandon the under-18 crowd. Remember, kids control *tens of billions* of disposable income every year... and they can't gamble. These are the customers which boosted us from a $1 billion a year industry in 1980, to a $7 billion a year industry in 1981 (and 1991). Are we going to throw away those dollars? No! The youth market remains a huge profit base which coin-op must continue to target and develop.

"Maintaining our hold on the amusements business is good insurance in several ways," one respected manufacturer has said. "For one thing, it provides equipment to those customers who don't care to gamble. For another, it helps us retain the goodwill of the die-hard, anti-gambling forces. We can point to pure amusements and say, 'See? We provide wholesome amusement for the whole family.' Finally, keeping on top of amusements ensures that we're not letting our guard down, inviting some smart newcomers to come in and walk away with dollars that should have been ours."

Happily, America's VLT campaign is also following the European model in another sense. Namely, the coin amusements industry is taking a "moderate" approach to gambling: small wagers, high paybacks. No real chance to blow a week's salary in a night on the town. No life-changing jackpots, either. As in Europe, this "moderate" approach helps ensure that no anti-gaming backlash can spring up to wipe out our business overnight.



But for all the similarities, it's important to remember that America isn't Europe. We retain a deeply Puritan strain that never goes away; it only shifts targets (just ask any smoker). Over the long term, some state governments could go hog-wild with gambling in all forms: video lottery, riverboats, sports betting, casinos on Indian reservations, you name it. If they do, one day the whole balloon could burst — *despite* coin-op's responsible behavior. Indeed, some folks say the cycle of American history makes this outcome almost inevitable.

That's a worry for the long haul, however. For today, the thing to remember is that amusements can and must co-exist with lottery.

A CAPITAL SHORTAGE?

Even those who agree co-existence is vital, may be hard-pressed to reach that goal. The reason is money. Video lottery terminals are very expensive — around $5,600 per machine. When a state first opens the VLT market, operators must borrow tremendous amounts to outfit their routes with, say, one machine per qualified location. Next, operators spend VLT earnings to raise the number of machines per location to the legal limit... in some cases, up to 10 machines per location. This can take a couple of years.

Sure, it's true that VLTs have proven so profitable that many operators have been able to pay back

TRADE NEEDS STRAIGHT-ARROW IMAGE TO DESERVE LOTTERY RESPONSIBILITY

A vital requirement for VLT passage is to present ourselves as what we, for the most part, are: an honorable, law-abiding industry. Passing muster with state officials means that gray-area games are even more of a danger than before.

"Operators are sometimes their own worst enemies," sighed a former state gambling regulator who follows the video lottery scene very closely. "Too many operators think they're above the law. . . that they can run illegal equipment, yet never be caught or held accountable. Remember, your industry is trying to portray itself as a responsible partner for states that wish to legalize gaming. But when a few bad apples go down, it hurts the image of the entire industry."

Along these lines, the lobbyist for one state operator association reportedly warned some operators to pull their gray games off the route in the spring, so they couldn't be used as a propaganda weapon to bash the governor or sink pro-VLT efforts next year. "If I were the attorney general and wanted to take the governor's job away from him," said this lobbyist, "I'd be sure to stage a very brutal raid on gray area pokers just a couple of months before the 1992 political primaries."

The need for complete professionalism and a squeaky-clean image is one reason why the industry should seriously consider the offer of AAMA Exec VP Bob Fay. Said Fay: "Without trying to influence policy, I'd be perfectly happy to put my name on the letterhead of any reputable, major pro-video lottery organization. I could simply 'be seen' in the background, or could make speeches, whatever. State officials are suddenly very comfortable when you can point to one of your guys and say, 'He used to be with the FBI.' Their reaction is: 'Oh, good, he's one of us — a G-man!'"

their loans early. But. . . by the time they finished expanding their company (new employees, new computers, maybe more office space and new trucks) and finished outfitting their route (10 machines per location), it's time to invest in "second-generation" video lottery machines with new bells and whistles. How much money actually ends up reinvested in jukeboxes, pool and video? "Less than many would like to believe," admits AMOA President Jim Trucano.

This dilemma is why savvy tradesters like Coin Controls President Rick Currie have stated that coin-op needs to find and develop new sources of capital. We need more money to fund all the buying that will take place in new states where video lottery goes "on-line." As Rick told *RePlay* readers last month: "For all segments to prosper jointly and concurrently, we need to bring more investment capital into the industry so we can expand our base into VLTs without taking away from the core, which is amusements." He added that for innovative trade members, "This is a very do-able thing."

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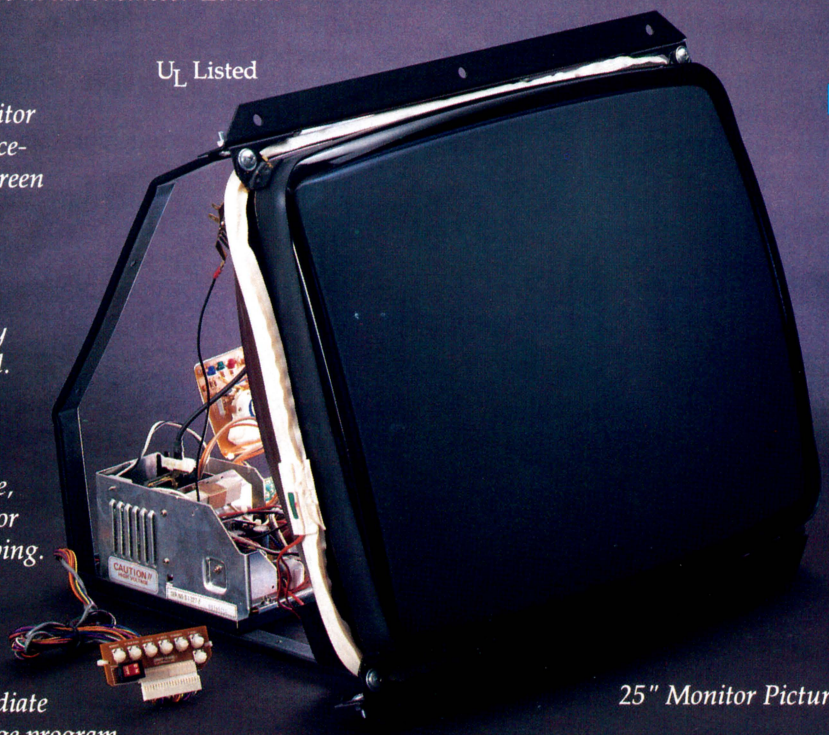

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AH, SWEET MYSTERY

sweeping away a confusing web of politics & public relations, expert explains the facts about video poker in South Carolina

Even the words used to describe simple, ordinary facts become murky and puzzling when the legality (or illegality) of coin-op gambling is the subject. Nowhere is this more true than in the state of South Carolina. Is pay-off video poker legal there, or not?

The national press (such as CNN) and some tradesters flatly say: "Gambling on video poker is legal in this state." Other, more cautious tradesters and legal experts say, "We don't have gambling in South Carolina; we can only refund as much money to a player as that player individually puts into the machine." Still other coin-op people state that "Gambling is illegal, but at the same time locations can't be prosecuted for paying off on free plays which are won on coin-operated video poker machines. By this means, people can be rewarded more money than they originally put in."

Gambling is illegal, but nobody can be prosecuted if players win more than they risk? Is this a "distinction without a difference"? What exactly is going on, ya'll?

We spoke to a highly respected trade member who may safely be regarded as an expert on the South Carolina situation. Here's what we were told:

"South Carolina's constitution says that unless a certain act is specifically illegal, it is legal. The law states that all forms of gambling — slot machines, playing pool for money, etc. — are illegal. The sole, explicit exception is that in mid-1980s, a voter referendum legalized charitable gambling on bingo.

"However," this expert continued, "the legal waters were muddied around 1978 when an operator-backed amendment to state gambling statutes was adopted. This amendment is now called section 16-19-60 in the South Carolina Code of Law. It states that 'Nothing in the above-mentioned section (prohibiting gambling) shall apply to a coin-operated device with a free play feature.'"



Subsequent to that, state and federal officials have tried to prosecute when a location gives back more money than was put into a machine. The courts have thrown it out every time because, first, it is a coin-op device and two, it has a replay feature.

Meantime, the state legislature has continually increased license fees for this type of equipment. Fees now stand at $1,500 per machine, per year, yielding some $30 million annually in revenues for the state. Obviously, this kind of revenue is not supported by "amusement only play." The latest and perhaps most notorious case to come before the South Carolina Supreme Court occurred this spring. It was "South Carolina vs. Terry Blackmon," in which a grocery store owner was prosecuted for "operating a gambling house" because he disbursed money to video poker players.

According to our expert: "In its decision on the Blackmon case, the Supreme Court not only upheld the status quo, but the justices also volunteered that in their opinion, payoffs on video pokers are legal." What was the reasoning behind this startling decision? Our expert explained it as follows.

"If I want to gamble in South Carolina," he said, "I cannot go to a bar in that state and put $5 into a video poker machine and get a cash payoff or slip of paper which guarantees my right to collect money. Instead, I have to build up credits for replays on the machine, then hassle the bartender or whoever to pay me. The problem in South Carolina is that if the location owner does pay me, under the law as defined by our Supreme Court, the location owner cannot be prosecuted. It's not a legal gaming activity, but technically you can." In other words, the onus is on the location owner, since he is the one paying the money. It's apparently not considered "gambling" by the Court, so long as the machine itself doesn't generate the cash winnings or a promissory note for same.

"When the Supreme Court said that, the legislature went nuts," recalled our expert. Lawmakers promptly introduced about 15 bills to repeal section 16-19-60. An overwhelming majority voted for one repeal measure in the House this past May, and things looked dark for Carolina operators.

To head off disaster, the South Carolina state operator association (representing almost 200 operators) retaliated by voting to unplug their poker machines. The night before the state's budget had to be completed, operators did not pay the $30 million in license fees which the state ordinarily collects each year. Faced with a huge deficit (which would have had to be made up via unpopular new taxes on other businesses, property, etc.), the state Senate defeated the repeal move.

S.C. SUPREME COURT CALLS POKER PAY-OFFS "THE INTENT OF THE LEGISLATURE"

About $30 million a year pours through a legal loophole in South Carolina's law, straight into the state's treasury. That loophole is better known as S.C. Code 16-19-60, which states: "Nothing in 16-19-40 [the state law which prohibits gambling]... shall extend to coin-operated non-pay-out machines with a free play feature; provided, that nothing herein shall authorize the licensing, possession, or operation of any machine which disburses money to the player."

When the state's Supreme Court reviewed a pay-off video poker gambling case earlier this year, the learned judges pointed to that last phrase. Pay-**out** machines are illegal (said the Court), but pay-**off** machines are "exempt" from anti-gambling statutes "as long as the machines themselves do not disburse money to the player."

In the same ruling, the Court caused even greater uproar when it pointed out that, in effect, the emperor has no clothes: the South Carolina legislature must want to have its anti-gambling "cake" and enjoy taxes on gambling, too. Said the Court: "Although this result appears anomalous, as it allows activity which seems to be unlawful gambling to go unpunished, it is nonetheless clear that this outcome reflects the intent of the legislature." The Court noted that in the past, South Carolina legislators had always defeated any proposals to make it illegal for location owners to pay cash prizes to video poker winners.

"In light of the legislative resistance to these bills," said the Court, "we cannot conclude that the legislature intends for the human equivalent of the mechanical pay-out to be excluded from the exemption provided in 16-19-60... We leave it to the legislature the resolution of this matter."

Thus spoke the Supreme Court of the State of South Carolina in *The State vs. Terry Blackmon,* April 22, 1991.

"It was close," said our expert. "We beat it by just one vote."

For now, the poker situation remains as it has been for years in South Carolina. The law as written forbids gambling and sanctions amusement-only card games... but the law as interpreted by the courts states that nobody may be found guilty of violating gambling statutes when location owners pay cash to players!

How long will this odd paradox go on? "Next year, coin-operated card games will be the number one target on the South Carolina legislative hit list," predicted the expert. "Operators will have a tough row to hoe. The state has a two-year legislative session and whatever didn't pass in the first session may automatically come up in the second."

HOW LOW CAN WE GO?

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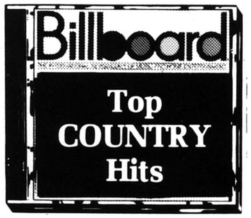

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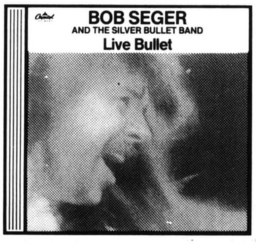

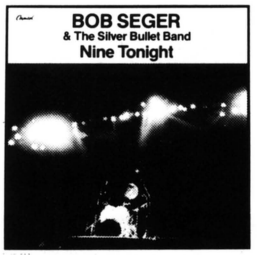

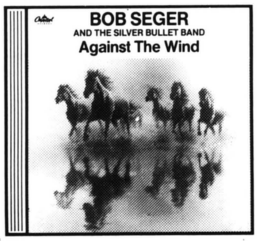

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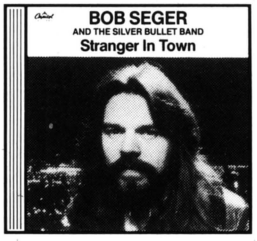

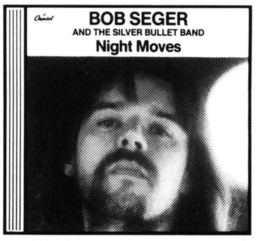

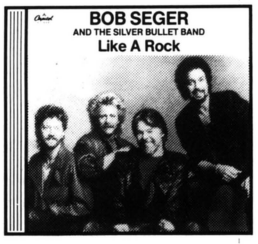

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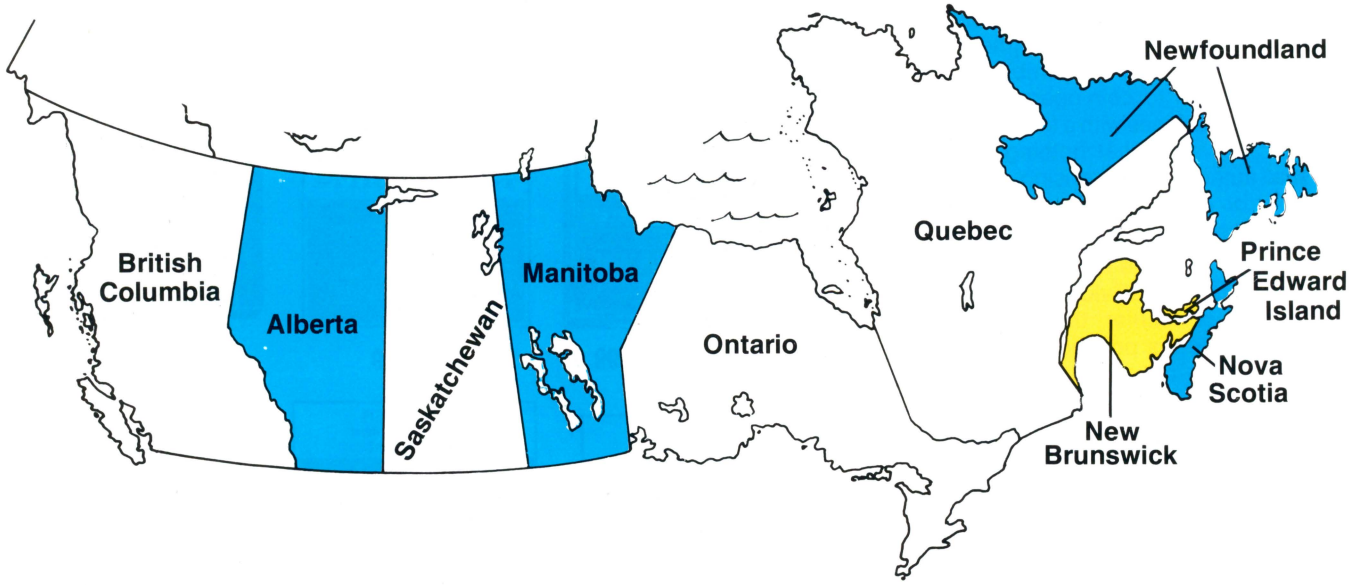
LEGEND FOR THIS AND FACING PAGE:

- sole-source VLT planned or in operation
- legal approval in place for operator-run VLT
- no VLT activity reported
- operator-run VLT sought for 1992
- operators seek approval this year for operator-run VLT



VLTs IN CANADA: MIXED PICTURE

operators run video lottery in two provinces, the state in four others; four provinces are "on hold" as trade views situation with caution

It was the best of times, it was the worst of times . . . . If you're a Canadian operator, either statement could be true, depending on which of the 10 provinces you work in. The situation is always changing, but here's the rundown on who operates VLTs in each province and when video lottery began (or is expected to begin).

New Brunswick: Operator-owned VLTs began running in Dec. 1990.

Newfoundland: Government-owned VLTs began running in January 1991.

Nova Scotia: Government-owned VLTs began running in May 1991.

Prince Edward Island: Operator-owned VLTs were slated to start running by Sept. 1.

(The above are "Maritime Provinces" operating under the auspices of the Atlantic Lottery Corp., a quasi-private firm owned by three state lottery divisions. Several brands of VLTs are approved for all the Maritime Provinces.)

Manitoba: Government-owned VLTs are scheduled to begin operation Nov. 8, 1991. IGT is the sole-source supplier for VLTs and the central computer.

British Columbia: Video lottery "on hold" at present.

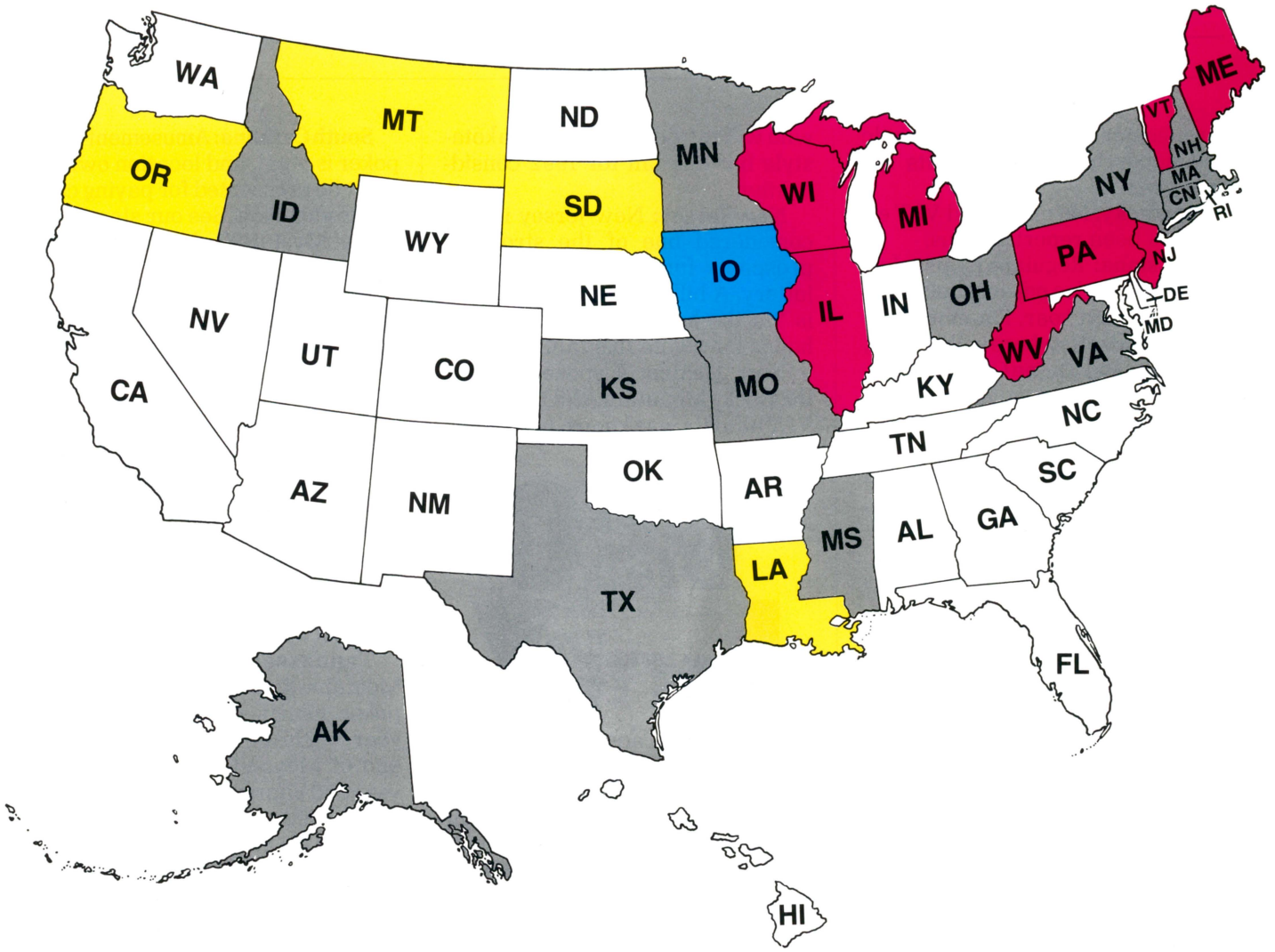
Quebec: The new lottery director said earlier this year he'd like state-run VLTs. Since then, there's been "complete silence" on the subject and a new casino enabling act has run into legal challenges.

Ontario: The state lottery corporation has told operators to "bring us a proposal," but made no commitments. A VLT committee of area tradesters is approaching this cautiously. "The lottery could be our main competition," they said.

Alberta: Government-owned VLTs were reportedly going to begin test operations in July 1991.

Saskatchewan: Video lottery is "on hold" at present, so far as we know.

Very roughly, *RePlay* estimates that the total number of legal VLTs in Canada at presstime was probably approaching 4,000.



VIDEO LOTTERY 50-STATE UPDATE

prospects remain strong in Wisconsin, New Jersey & elsewhere; trade's emotions change hourly as fast-moving events rush by

Tradesters in Wisconsin, New Jersey, Michigan and Pennsylvania told us they're hoping their legislatures will vote on VLT bills this fall. Maine, Vermont and Illinois could also get another crack at it this year. Here's the situation on video lottery in each state, as far as we can determine it at presstime.

Alabama: Nothing happening.

Alaska: ACMOA voted last month to form a pro-VLT coalition with location owners.

Arizona: Interest in VLT, but no action yet.

Arkansas: No action reported to us.

California: Despite official denials, the state lottery is reportedly interested in VLTs. Operators have made no formal moves.

Colorado: Legal gambling (small bets on slots) is slated for three small mountain towns beginning Oct. 1, but there's no operator involvement or VLT prospects.

Connecticut: An operator-backed bill died in committee at the end of May. The governor has called for a study which may take six months.

Delaware: No activity known to us.

Florida: Some interest, but tough sledding here and no formal action.

Georgia: The governor would like some type of VLTs, perhaps state-run. Tradesters are mulling how to ensure any VLTs would be operator-run.

Hawaii: No VLT activity has been reported to us.

Idaho: A state senator says she will propose two gambling bills next year; VLT language will be included. AMOI wants to form a coalition with location owners to support this.

Illinois: Two competing bills (sole-source; operator-run) were introduced this year and failed. ICMOA plans to push its bill again during the fall legislative session.

Indiana: No legislation has ever been proposed here. Some tradesters are interested, but the governor is opposed.

Iowa: The Lottery Board announced a one-year, sole-source test of 1,000 VLTs would begin Nov. 1. See separate story for details.

Kansas: An operator-backed bill didn't pass this year, but tradesters did manage to hold off a sole-source

arrangement. KAMA is optimistic and hopes to reintroduce its bill next year.

Kentucky: No organized VLT effort has been reported to us.

Louisiana: Regulated, operator-run, pay-off video poker should start sometime next year. For more info, see our story elsewhere in this issue.

Maine: The Maine Gaming Assn. got its VLT bill through the statehouse and onto the governor's desk this year, then withdrew it amidst partisan budget squabbling. The bill carries over to the next session, which starts this fall. Strong political support for VLT remains.

Maryland: No VLT activity has been reported to us.

Massachusetts: No formal legislation proposed in the statehouse yet, but CMIA is working hard on VLT efforts and feels optimistic.

Michigan: Under the combined banner "Michigan Video Lottery Council," operators and tradesters plan to introduce a South Dakota-style bill early this fall. Amusement-only video poker is already legal.

Minnesota: At the statehouse, MOMA's South Dakota-style bill remains "in committee" (rules allow reconsideration in '92). A law permitting amusement-only video card games expires Dec. 31, 1991.

Mississippi: Tradesters have been pushing VLT legislation for a couple of years; they feel optimistic Louisiana's example will take them over the top in 1992.

Missouri: MAMOA hopes to introduce a VLT bill this fall, mostly to "educate" lawmakers; they feel 1992 is when they've got a realistic chance of passage, based on location support and some good political commitments.

Montana: VLT became legal here in 1985. Please see our "VLT Fact Sheet" for an update on Montana's activity.

Nebraska: We haven't heard about any video lottery activity following last November's defeat of an operator-backed voter referendum.

Nevada: Nevada's government seems happy with the gambling it already has, but a state operator association is forming.

New Hampshire: Operators plan to support a group of lawmakers who will introduce a South Dakota-style bill this fall for 1992 consideration.

New Jersey: New Jersey is still considered one of the strongest prospects for operator-run video lottery. A bill backed by AMOA-NJ is "in the hopper" and AMOA-NJ hopes for a vote this fall.

New Mexico: A spokesman for the Rocky Mountain AMOA said no VLT activity was known to be going on here.



New York: Trade members have formed a VLT committee, are drafting a bill and seeking support from locations and lawmakers. Tough sledding, but they've got a political sponsor lined up. Some rate New York's chances as "ultimately good."

North Carolina: Definite trade interest in VLTs, but no specific bills in the statehouse right now, nor likely this year.

North Dakota: "Video lottery was so soundly defeated in our 1990 refrendum that I believe it will be anther two years before we can address this issue again," said Dwight Wrangham of the North Dakota operators association.

Ohio: OCMA has decided it "must be involved" in VLTs, but no bill has been proposed yet.

Oklahoma: Last year, tradesters in the state actually laughed when we asked them about VLT prospects here.

Oregon: Gray area games are outlawed as of Nov. 1. Operator-run VLTs have legal approval, but this market won't become active until a lawsuit over VLT's constitutionality is settled (see News Digest).

Pennsylvania: PAMMA members hope their VLT initiative could pass the statehouse any time and go on the ballot as early as November for a voter referendum.

Rhode Island: We haven't heard about any VLT activity here.

South Carolina: Amusement video poker is legal, and location owners can't be prosecuted for paying cash for credits won. See our story "Ah, Sweet Mystery," elsewhere in this issue.

South Dakota: This state began operation of dial-up VLTs in October 1989. Please see our "VLT Fact Sheet" for an update on this VLT market.

Texas: A "regular lottery" bill passed the state legislature in August; it will let the public vote for or against lottery on Nov. 5. Unfortunately, VLT language was eliminated to get the bill through the Senate. Tradesters hope they can get video lottery considered sometime between now and October.

Tennessee: Sources said a Montana-type law to legalize video poker nearly passed earlier this year, but lost the crucial vote at the end of May. VLT is dead for this year and unpromising for next year. Think 1993.

Utah: No way.

Vermont: "We have the legislation in the hopper with the state legislature," said Anthony Otis, VAMOA legal counsel. A special committee is looking into legal gaming of all types; this group was planning hearings for mid-August.

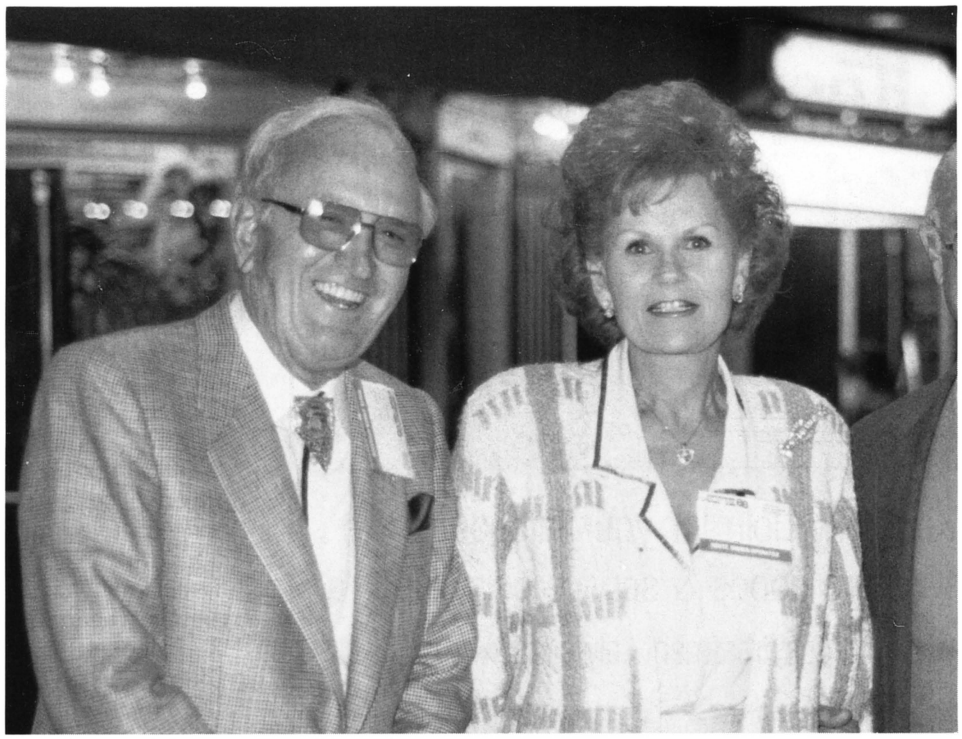
Virginia: AMOV has a draft bill to legalize VLTs but it has never been formally sponsored in the statehouse. The association is waiting for the new legislature to convene in January.

Washington State: No activity here.

West Virginia: No new law is needed for VLTs, just the lottery's okay. "VLT is dead for this year," according to authoritative sources. Local operators say otherwise.

Wisconsin: WAMO Exec Director Joe Phillips says they expect their VLT bill to come up for a vote in October.

Wyoming: AMOW's bill was reportedly next up for a vote when the legislature adjourned Feb. 22; the VLT bill automatically expired then too. Operators are now considering backing one of three casino gambling bills which have already been introduced, if they can get video lottery written in.



SI REDD...the "Father of VLT"

As surely as Nolan Bushnell is the recognized "father of the coin-operated video game," Si Redd deserves that same distinction over video lottery games . . . perhaps moreso because Bushnell's watershed *Pong* amusement machine drew ideas from Motorola scientist Ralph Bear whereas Redd and his chief engineer Dale Frye literally "invented" video poker, keno and blackjack from scratch back in the early 1970s.

Always looking for new ideas on gambling equipment ever since he bought an interest in Bally Distributing's office in Reno back in 1966, Redd ultimately parlayed video gaming into the IGT empire, made a fortune in the process (one of his divisions was called Fortune Coin, by the way) and today at the young age of 79, is actively watching his brainchild capture the imagination of operators throughout the country in their quest to legalize his kind of machines in many non-gambling states.

He firmly believes that video lottery is the wave of the future for amusement operators. He likes liberal odds allowing players to enjoy themselves for longer periods before they tap out. And without question, he practically demands that operators play a role in the coming wave rather than see individual states go sole-source (i.e. bypass the operator and go directly to a single manufacturer for the hardware and route operating.)

He has been called the "Slot Machine King" from his many successful years in Nevada as manufacturer, seller and operator of such devices (he'll be inducted into the Gaming Hall of Fame this September along with other Nevada notables like Kirk Kerkorian.) But while gaming is clearly in his blood, Si Redd is also a "child" of the jukebox and pinball business. As such, his allegiance to both gaming and amusements is appreciated. He is a singular spokesman for a singular time in the history of this industry.



Above:
"Father of VLT" Si Redd and wife Marilyn at a recent industry tradeshow.

Si Redd started out with a $16 Bally *Goofy* pingame back in his home state of Mississippi at the age of 15 (which grants him a whopping 64 years of service in the industry today.) He built a route there, ultimately found his way to Massachusetts but eventually gave up trying to compete with Trimount Distributing's Dave Bond and Irv Margold ("that was a tough act to beat") and bought into Bally's outlet in Reno in 1966 . . . the beginning of his now legendary saga in the gambling business.

One key axiom he'd learned as a route operator of amusement devices defined his direction: "You have to change machines, bring new ideas to the player, whether that's brand new merchandise, used goods or done by rotations. That's the key to that business and I proved it was the key to gambling as well."

When Si got to Nevada, he said the slot machines on locations "looked like they were a hundred years old! It was the same old three reel thing. I said to myself, why can't

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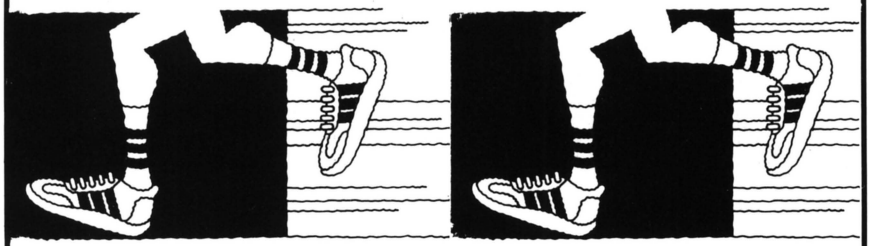

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we make slots where the player can double his coins going in, maybe give him the chance to put five in and win in combinations? You know, win on different lines and that kind of thing. I bugged Bally's boss Bill O'Donnell on these ideas and he said I could go ahead and design the basics. Of course, they built them out there in Chicago."

Si brought a lot of fresh ideas to what he pictured as a stale art (slots). And the money came in through manufacturing sales as well as from operating. The next "generation" of coin-op gaming arrived shortly after Bushnell caused a stir in the industry with the *Pong*. Redd looked at that TV tube and after a chat with Dale Frye, they came up with the first video keno game called, or course, *Video Keno*.

"We built that out in Reno. I forget what brand name we used, but we operated it through Bally Distributing," he recalls. "We offered a lot better odds than live keno and the players loved it. You know, they could spend two hours before they lost their money instead of one hour. It worked for the operator and for the player. As you know, I profoundly believe in giving liberal percentages on all gambling equipment," he added.

"The next invention was video blackjack. Si went out and got two old *Pongs* for $50 each and made a non-payout machine used for "practice" at the casino. He also sold software to amusement operators in other parts of the country (which could have been the beginning of the gray area wave). Then came poker.

FIRST VIDEO POKER

Somewhere around 1974, Si and Dale had one of their "chats" and thought poker could work in a video cabinet. They designed one called *Computer Poker* and intended only to operate them rather than sell to others like the casinos. Si remembers that the video poker not only surpassed keno and blackjack but "put the slot machines to shame as well."

Around one year later, he decided to sell his portion of Bally Distributing back to the Chicago factory and go independent. In the pro-

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Electrics: mounted on service slide easily accessible behind the door of the coin rejector, fully extractable
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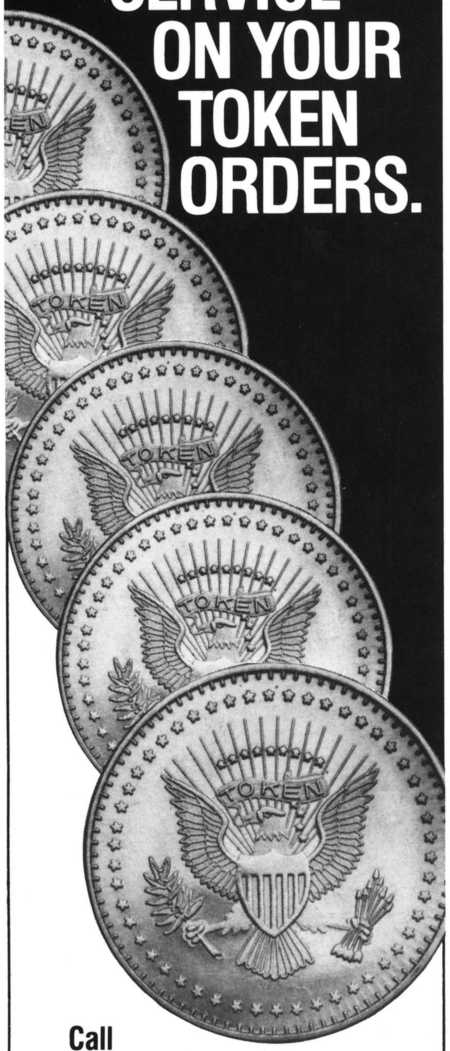

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IGT's classic *Draw 80* poker video.

cess of selling, Si Redd ended up with the rights to manufacture video poker machines. After buying a company called A-1 Supply, he changed the name to Sircoma and ultimately to IGT (they'd already established a manufacturing plant on So. Rock Blvd. in Reno).

Others eventually got into video gaming, but IGT was king of the hill (they remain one of the most potent forces in video lottery manufacturing.) Redd left the company just about five years ago (he's still a shareholder) and even though his non-compete clause is almost up, he has no intention of getting back into VLT manufacturing.

Si Redd today has many financial interests (including the Peppermill Resort Hotel in Mesquite, Nev.). He and his wife Marilyn maintain homes in Reno, Las Vegas and San Diego. They have been lionized by the State of Nevada for many things, not the least being generous contributions to the state's university.

Accolades could "cover his walls" if he put them up. High political friends could be listed that would impress even a U.S. president. Yet, Si Redd remains that country boy from Mississippi who laughs, saying, "I made my money back from that old Bally *Goofy* pinball in one single week and I did it in pennies!" With more memory going for him than a herd of elephants, with financial success undreamed of when he was a "poor country boy" back in Mississippi, and with a drive to see legal VLT established in the United States, this man must be considered an industrial treasure.

Si Redd uses the phrase "VLT" (like most people today) to describe payoff poker, keno and blackjack videos. "Sounds pretty good, no?" he smiles. He has lent his presence in lobbying efforts in several states looking to legalize VLT. "That includes Nebraska where we got a city-by-city law passed. It was very successful in places like Bellevue around '78,'79, when I was with IGT, and then the state turned it back. That was the start of this whole program," he remembers.

Si played a leading role in Montana's legalization along with Ron Peppel and Buzz Heyer. But even though he worked in South Dakota, he gives the lion's share of legalization credit to an IGT competitor. "It's interesting that the actual name of *Draw 80,* one of our hottest pokers, was written into the Montana law," he reflects. "I've worked in a lot more states than this, trying to make it happen," he added.

VLT CHEERLEADER

Without question, the father of VLT is (to use his phrase) "one billion percent behind the drive to legalize these games. The states need the money. It's got to come." He is also firmly (and we mean firmly) behind laws that include the operator in the scheme of things.

"If any state went sole source and ignored the coin operator, that state would not only miss out on the vending operator's considerable expertise but quite possibly destroy that operator's remaining business," he declared. "That would be a crime. Listen, I sure as heck wouldn't want to be an amusement operator in one of those states that went direct."

He likes the fact that various operator associations are involved in lobbying for the operator's inclusion in any legalized VLT program. "I'll tell you another reason why,



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which, goes back to my own basic philosophy. The professional operator will move the new things made by VLT people in those locations . . . the state of the art things. It's part of the operator's business to keep things up to speed."

Redd's recommended splits are a bit elastic, but here's his breakdown on how VLT should run. "The state should get between 20% and 30% of the gross, the location should also get between 20% and 30% and the balance should go to the operator who, after all, has to maintain the equipment let alone buy it all." On the subject of player odds, his experience in Nevada with slots comes through again. "Give them a liberal payoff, say 94% even, and people will have a good time while all the people on the other side will make money."

PROJECTIONS

Before the year 1992 is out, Si Redd predicts that between eight and fifteen states will have legal VLT in one form or another. Comes the end of 1995, he thinks that will go up to 30 states. So, which are the most likely? We asked:

"Louisiana just passed," he began. "There's a 3-game limit in the bars but it seems they'll try to limit the number at the race tracks from what is now basically unlimited. Oregon passed it, but the governor and the lottery commission have

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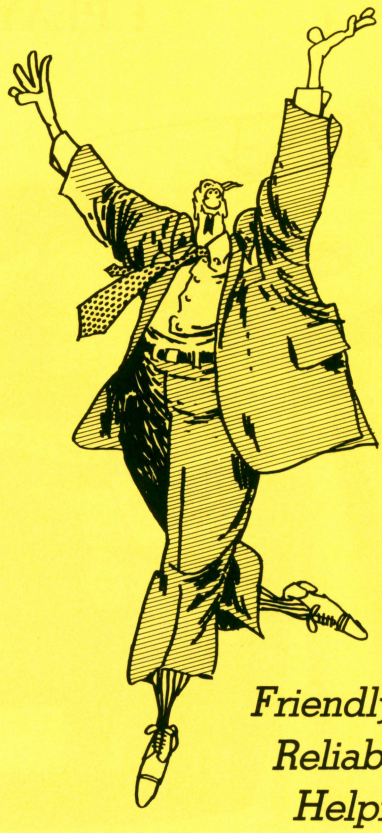

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broad powers. I'm waiting to see what kind of rules they'll put in. I hope it's not going to be a sole source thing."

Texas, which just passed live lottery, is considered likely to go for VLT "at least at the race tracks," Redd said. He sees Wisconsin, Minnesota, Maine and Missouri as "close" and reflects on West Virginia. "They had it but now there are some problems. I'm not clear on what's happening there right now."

Comes V-Day (VLT legalization) in any state, operators are bound to pump money into buying these terminals, perhaps to the detriment of other types of equipment. Said Redd: "I'm afraid it stands to reason that companies that don't make or sell gaming machines can suffer, at least for a time. I think it's in the manufacturers' interest to get into it. A lot are already. I don't think legal lottery is going to kill any pure-amusement company. After all, there are still all those other states running the present way on music and games to provide a marketplace."

With over a dozen VLT manufacturers already licensed to sell games into South Dakota, Montana and Canada (where the concept is legal,) and with more like Williams and Arachnid planning to enter the



fray, it could be a crowded manufacturer picture. Says Redd:

"There'll be plenty of room for all at the beginning, but ultimately, it will be survival of the fittest just like in any other business. But the original yield will be impressive. For example, I'd bet that Illinois alone could absorb 50,000 VLT machines. At $5,000 per machine, that's $250 million in manufacturer gross in one state alone."

CHANGING TIMES

Si Redd firmly believes that legal VLT is coming onto the industry's map. While admitting that it's quite a change for the amusement and jukebox operators, he says those operators have to change with the times. "The die is just about cast," he says. "It's going to happen. The queston is will the operator get involved with it all."

Regarding existing gray area operators, Redd cautions that when states legalize VLT, they won't allow both to co-exist. As far as operators in some precincts who may possibly be reluctant to join the VLT move, Redd says: "They just don't know how happy they'll be, especially the gray operators who'll be able to sleep soundly at night and actually make more money in the process."



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MERIT SAYS 'REMEMBER OUR RECORD''

firm will continue business relationship with GTech; says GTech role is compatible with operator-run VLTs

Months ago, when we started planning this special report on video lottery, we knew we wanted to include a story on Merit Industries. After all, this Bensalem, Pa. firm was and is one of the few VLT makers with a coin-op amusements background. (Many other VLT factories come from the gaming industry, slot machines, etc.) As this issue began production, the controversy over the planned Iowa "market test" broke wide open . . . and Merit Industries was right in the middle of it.

"I welcome the opportunity to clear the air regarding the current Iowa VLT situation," Merit president Peter Feuer told us. (The Iowa Lottery Board said on Aug. 9 that it planned to let a "regular lottery" firm called GTech install and operate 1,000 VLTs — with no operator involvement — for a one-year "market test" starting Nov. 1. Please see separate story for details.) Following reports that Merit was somehow involved in supplying GTech, Merit prexy Feuer said that "there was a lot of heat, but not much light" from many in coin-op.

As reported elsewhere in this issue, Merit staunchly maintains that it has simply licensed its video game software to GTech, and is not physically building games for GTech. Furthermore, Peter Feuer stated that he is, has been, and always will be on the operator's side and was not part of creating the sole-source Iowa test conditions.

"Merit, in the past, has only been involved with distributors, operators and coin machine associations in its pursuit of promoting video lottery," Feuer said. "Merit has never, and does not now, have any independent efforts directed at legislative or State Lottery organizations. Merit further has no connection with any efforts on the part of the government and/or lottery administrations, or with GTech, in their pursuit of VLT developments outside the coin machine industry."

Pay-off video poker terminals began running legally in Montana six years ago. Dial-up VLTs have been running in South Dakota for just under two years. Merit Industries has been a key supplier to operators in both states . . . and Pete Feuer wants tradesters to remember that Merit played a key role in helping create operator-run VLT markets there in the first place.

"Merit Industries has made significant contributions throughout the country, in terms of personal ap-







pearances, financial support, supplying sample machines and personnel for various association and governmental commission events," Feuer said. "All of this was done in total support of the coin machine industry network of manufacturers, distributors and operators. Merit's record of achievements and contributions are significant, recognized and appreciated by its friends throughout the industry, and Merit equipment services members of the coin-op community with performance and value," he added.

Merit played an important role in ensuring that the South Dakota market involved operators and a choice of manufacturers, not a sole-source arrangement, Pete Feuer recalled. "In the late 1980s, at the time South Dakota was still considering the form its VLT legislation would ultimately take, there was serious danger that one company could have persuaded the state officials to approve them as the only supplier and operator," Feuer said. "I stood up and said very clearly to everyone — officials and my fellow manufacturers — that operators had to be part of the program."

As far as the Iowa test is concerned, Feuer stated that Merit has always recommended operator involvement . . . and still does. "My whole outlook on video lottery is very optimistic for the coin machine industry," he said. "Even before VLTs earn a dime in any new market, it's a wonderful opportunity to get operators and manufacturers acquainted with state officials on good terms." It's a situation which will also be to the good, because it is prodding our industry to become better organized, more unified and more professional."

As additional operator-run VLT markets are created, Merit plans to take part — as it has in Montana and South Dakota — with its full line of video gaming equipment. The firm makes several types of poker and keno VLTs, featuring all needed communications devices, available in both upright and casino-style cabinets. Oversized screen graphics, lighted buttons and colorful cabinet art all enhance player appeal.

At presstime, approval of a touchscreen model VLT was pending in Montana. "We're continuing to develop new programs for future applications," Pete Feuer stated. "Wherever people are looking for assistance, we're there to offer it: machine demonstrations, in-person information or explanations, you name it."

Feuer says Merit intends to continue its business relationship with GTech, a company whose proven track record can "pull horses for the coin machine industry," in Feuer's opinion. At the same time, Merit also intends to continue their years-long policy of going through the traditional coin-op distribution chain. Said Feuer: "We address our attention towards finding solid representatives that can handle our product and back up service needs to customers." As for Louisiana, "It fits in with our plans and we intend to be a major player. But you have to realize something. When legislative developments occur to open a state, it's a long way from legal approval to an up-and-running system! We're actively participating, learning and developing. As things progress," Pete Feuer concluded, "we'll be right in the middle of it."

The company's phone number is 800/523-2760.

TOP HITS OF JAPAN

from Game Machine Magazine, Aug. 15, 1991

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Street Fighter II (Capcom)
2	Mutant Fighters (Data East)
3	Quiz Quest (Taito)
4	Quiz School Paradise (NMK)
5	Clutch Hitter (Sega)
6	Wonder Three (Capcom)
7	Turbo Force (Video System)
8	Power Spikes (Video System)
9	Quiz Romance of the... (Capcom)
10	Legend of Success Joe (SNK)
11	Quiz Lord's Adventure (Capcom)
12	Hat Trick Hero (Taito)
13	Dynamic C.C. (Sega)
14	Ultraman (Banpresto)
15	Blade Master (Irem)
16	Quiz Dragnet (SNK)
17	Quiz My Homework (Sega)
18	Tetris (Sega)
19	Vimana (Toaplan)
20	Quiz My YuYu (Taito)
21	King of the Monsters (SNK)
22	Golfing Greats (Konami)
23	Bells and Whistles (Konami)
24	Shanghai II (Sun Electronics)
25	Columns (Sega)

TOP 15 UPRIGHTS & COCKPITS

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

TOP 5 FLIPPERS

	Model (manufacturer)
1	The Machine (Williams)
2	Checkpoint (Data East)
3	Funhouse (Williams)
4	Bugs Bunny B-Day Ball (Midway)
5	Riverboat Gambler (Williams)


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RED FLAGS IN THE SUNSET

NYS operating matriarch speaks out on VLT



by MILLIE McCARTHY
Catskill Amusements
Hurleyville, NY

I write to express appreciation for "The Little Gamble" article that appeared in the August issue of *RePlay*. It was the most insightful and visionary analysis of all branches of our industry, revealing a depth of knowledge second to none.

It echoed my son Vic McCarthy's concerns, like "how many pool tables and video games will the companies sell after video lottery goes in?" The purchase of a gambling machine is a one-shot deal, Vic thinks, asking "What does the distributor do after that?"

Another question: Just who is going to waste money on amusement video R&D when that market fades? There are complaints even now that the stuff out there isn't exciting enough. Why would those factories waste their money if the market for video amusements dies down?

Then, if operators are forced to unload these video lottery terminals after four years and they go off to the foreign market, what does that do to the manufacturer's overseas equipment sales? Asks my son:

"How many operators have $300,000, the minimum cash on hand, to start up in this? How many 'strangers' will come in like they did in the early '80s *Space Invaders* days when 70% of the operators around were never in the business before?" They may not have survived, but they forced a lot of our own into debt.

I want to know what happens when amusement games are down to kiddie rides and arcades and the governments may be running the video lottery themselves? What happens when a legislator angling for votes screams "monopoly" and "consumer rights" and puts an amendment in allowing the location to run its own equipment? It happened to me.

After I got the pool tables legalized here (to stem the locations from buying their own), I put an Operator Licensing Bill into the Albany hopper. Well, I finally abandoned it when a demand was made to allow locations to own up to five machines.

So, the only ones who'd be facing scrutiny under licensing would be us. In some parts of New York City, locations don't need the operator at all. Calls can go straight to the service company the operators use.

Even now, before it all starts with the riverboats, states are worried about sister states escalating the percentages. They are facing the dilemma with lottery now. We may ultimately just be the discarded bystander in this whole turmoil.

When some video lottery manufacturers fight for the contracts, corruption ensues. I have documentary proof of that. In the end, the states and the sharks will prevail before we go down in our fourth historical cycle of total restrictions. You don't believe that? How about looking at the instant banning of cigarette machines!

History will probably record how we brought about an end of an era, an era where we finally overcame the slot machine stigma only to plunge our children back to where **we** started. They in turn may have to descend into the quagmire to survive . . . something we struggled so hard to protect them from.

So, your article could never be "mo' better." It's a time for serious reflection on the heritage we leave posterity. We may even be big losers ourselves long before that.

'I want to know what happens when amusement games are down to kiddie rides and arcades and the governments may be running the video lottery themselves.'

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Legal Questions

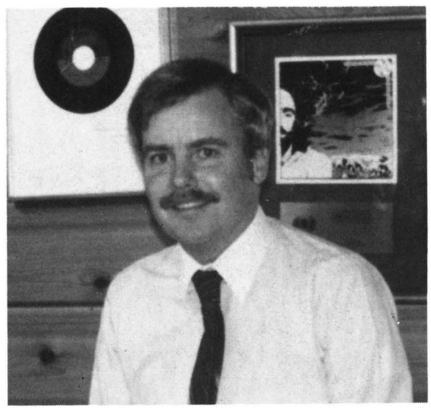
by Laurence Merritt and David Hagen

What Your Location Contracts Should Say About Video Lottery

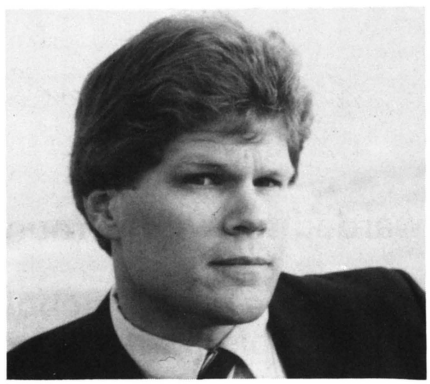
For operators, video poker seems to be the topic of our time. With more and more states contemplating the legalization of video poker, good entrepreneurs, such as operators, want to "get in on the action." Because many operators have an existing business relationship with many of their locations, they want to secure the video poker rights before someone else comes in to compete. The question then becomes, "Can an operator receive the rights to operate video poker machines at a location even though video poker has not yet been legalized in their state?" The simple answer to this question becomes, as with so many questions in law, **it depends.** The $64,000 question becomes "What does it depend upon?" The answer will primarily be determined around two issues: 1. What is the current grant of contractual rights? and 2. What is the current legal and political climate in your particular state?

First, let's examine the grant of exclusive rights. Hopefully, all of our readers have written location agreements with their locations. At the very least, you should have written location agreements with your best locations. These location agreements should contain the grant of an exclusive right to operate certain types of machines at the location. The scope of this exclusive grant is the issue that will determine whether video poker rights are included.

The least desirable grant of exclusive rights would be one that lists specific types of machines. For example, if your agreement states that you have the exclusive right to place three *Pac Man* and one *Teenage Mutant Ninja Turtles* machines at the location, the grant of rights is quite narrow. Essentially, you have the right to operate these specific machines, or very similar machines, at the location. No mention is made of any other type of machine, much less video poker.



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for over 12 years. He has experience as a Judge Pro Tem in the Santa Monica Municipal Court and as a family law mediator for the Los Angeles Superior Court. He is also on the panel of arbitrators for the L.A. Superior Court in addition to teaching courses for paralegals at Waterson College. His partner, David Hagen, also has a great deal of experience representing operators in litigation matters. Both welcome comments and questions — they may be reached at their offices by writing or phoning: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave., Ste. 311, Woodland Hills, CA 91367; 818/992-1940.

The second type of grant of rights involves a more blanket clause. This is probably the clause which is contained in most operator's contracts. This grants the operator the right to operate a certain number of coin-operated, video, and amusement machines at the location. Clearly, this covers video and pinball machines. However, it is unclear as to whether this includes video poker games. A court would probably try and determine whether the grant of potential video poker rights was contemplated by the parties. Obviously, the judge's decision will be based upon oral testimony which at many times is very unpersuasive. Accordingly, if your location agreement contains this type of a grant of rights, your position is tenuous at best.

The third type of grant would be the best that one could hope for in making an argument for the placement of video poker machines. This clause would state that the operator is granted an exclusive right to operate coin-operated, video and amusement machines, *including video poker machines should they become legal.* This clause clearly shows that the grant of potential video poker rights is within the contemplation of the parties. In the event video poker becomes legal in your state, the contract would then provide that these rights belong to you.

The question then arises whether operators should include this type of language in their standard location agreement. The answer depends upon whether you believe that video poker will become legal in the reasonably foreseeable future. If video poker is on your state's horizon, I would certainly include it in your contract. Accordingly, you should make a business decision, based upon input you receive from other operators and the associations which you belong to as to whether this type of clause should be included in your contract.

Even if you use the third clause discussed above, there is still a possibility that the agreement will not be held enforceable by the courts. The reason for this is an old tenant of common law which has been adopted by almost every state. This old tenant of law provides that contracts for an illegal purpose will not

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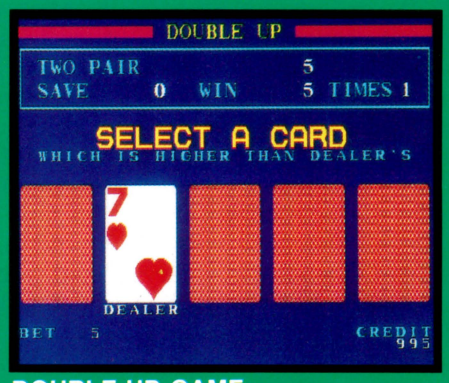

DOUBLE-UP GAME

A TYPE — COMPUTER SHOWS THE DEALER'S AND PLAYER SELECTS ONE WHICH IS HIGHER THAN DEALER'S.

B TYPE — FIRST, PLAYER SELECTS ONE FOR THE DEALER.
NEXT, SELECTS ONE WHICH IS HIGHER THAN DEALER'S.



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be upheld. This is the reason that contracts for prostitution and gambling have never been enforceable in a court. The purpose of the contract dealt with an illegal topic, that is, gambling and prostitution, and the courts have not allowed people to sue on these types of agreements. A good argument can be made by a shrewd lawyer that the grant of rights set forth in this type of claim is not giving the operator the immediate right to video poker. Rather, it is providing that the operator will have the video rights if, and when, video poker becomes legal. Accordingly, the contractual grant of rights does not take effect until such time as video poker becomes legal in your state. We believe that this is a very persuasive argument. However, the opposite side of the argument could hold true as well. An attorney for the location will obviously argue that because video poker is illegal at this point in time, any contract relating to video poker is unenforceable. This argument could prevail, especially if the judge is not fond of video poker to begin with.

Because of this potential exposure, we recommend that your contracts also include a provision which we refer to as a "Severability Clause." This clause states: "In the event any clause or provision of this contract is deemed by a court of this jurisdiction to be illegal, void or unenforceable, the remaining portions of this agreement shall remain in full force and effect." When you use this clause, the potential unenforceability of the video poker clause will not effect the other portions of your agreement. Those of our readers who use our standard location agreement already have this clause in their contracts. Those of you who don't have this clause in your own agreement, **should.**

It has come to our attention that some states are already addressing the video poker issue. For example, the state of Louisiana has already stated that if video poker becomes legal, any contracts dealing with video poker entered into before it becomes legal will be considered null and void. Additionally, any contracts entered into after video poker becomes legal will need to be reviewed by the state. Certainly, this puts a general damper on those wishing to obtain video poker rights. Keep in mind that Louisiana is not considered a leading jurisdiction in the area of law. Many other states may not approach the issue in this manner. The thing to remember is that the states are very interested in keeping control of this new center of profit.

If video poker becomes legal in your state, it is going to be big business. Accordingly, many big operators are expected to get involved and try to get as big a piece of the pie as possible. Small and medium-sized operators, in order to get a piece of the action, are going to need to be aggressive in attempting to obtain video poker rights.

Once again, if it appears to you as though video poker is on the horizon, I would certainly include the above clause in your contracts. It certainly doesn't hurt to try and tie up these rights. However, one needs to realize that even though this clause is included in the contract, it is not a sure thing that the rights will be yours.

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FRANK TALK



by Frank "the Crank" Seninsky

Coin-Op, 1990s-Style: Operators Must Forge New Alliances with Banks

It's hard for operators to get loans from banks in the best of times. But today it's harder than ever. Many banks are in trouble; all banks are coming under more scrutiny; and the whole financial industry is feeling the effects of the recession. But in spite of the challenge, it's also more important than ever for operators to get on good terms with their bank . . . in every sense of the word! This month, I'll discuss how the industry's financial picture is changing and what operators must do to create a successful alliance with a bank.

I've learned a lot about this subject in recent months out of sheer necessity. The bank I've worked with for years was leveraged higher than they should have been in real estate with some very risky loans. The problems had nothing to do with our industry, but I was informed that my credit line would not be renewed.

I had two choices: wait till my bank's problems eased, or start looking for a new bank. As a prudent businessman, I decided on the latter course! I needed a three-year term loan to finance new equipment then. So far it's taken me three months of work. It looks like the loan will go through, although we are still settling some key details, so at this writing I don't yet have the money in my hands.

Once you find a bank, there are many things you must do to convince the loan officer to loan you money. I had to spend a lot of time at the beginning, explaining our business and how my company operates to the loan officer. (Later I also had to educate a new accountant in the same way.) Remember all those company forms that I've written about? Well, the bank just loved all the detailed record-keeping!

Then, I had to convince the bank that the equipment itself should be used as collateral. Banks usually don't like to take equipment as collateral. In my case, they wanted the loan 100% collateralized . . . which means, they wanted me to guarantee the loan with real estate or assets which are worth ready cash. I talked them into accepting collateral for just under 25% of the loan, plus one sixth the market value of the equipment.

The bank also wanted personal collateral. . . again, preferably real estate or other such assets. For the personal collateral, I put up New Jersey tax-free bonds. Then the bank wanted personal guarantees and cross-corporate guarantees from any corporate entity in which I owned 10% or more of the stock.

Sometimes it seems like as soon as you satisfy one set of requirements, they think up more things to ask for. Next, the bank wanted financial review statements, which are 25% to 30% more expensive than the compilations which are part of our normal accounting. The bank "strongly recommended" that we work with one of four large accounting firms, so we ended up changing accountants. That's part of the "banking game." Now my accounting bill is

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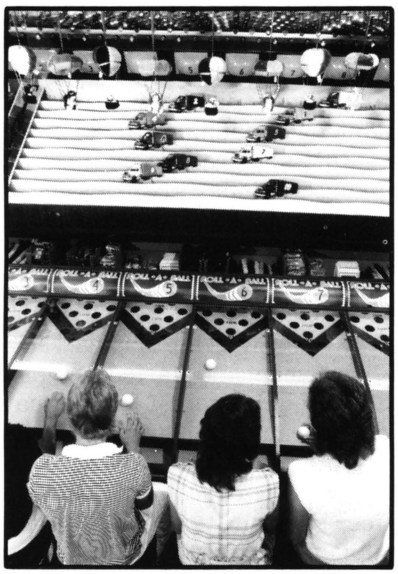

Roll-A-Ball Derby

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Whac-A-Mole

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Super Shifter



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Super Shifter
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Crossbow Shoot
Gotcha (Crane Game)
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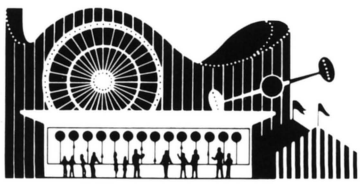

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higher, but I'm getting more favorable treatment from the bank.

The bank also wanted company income projections for the next 12 months, based on prior history. The bank likes to see that the loan can be paid off from normal cashflow! I've never done detailed projections before, but I know I'll always need these projections now. Initially the accounting firm billed me $8,000 for these projections. I'm confident we'll negotiate that down to a smaller fee, as most of the time was spent educating the accountant!

Once we had finally turned over all of these reports and made all of these promises and guarantees, the bank issued a "commitment letter" and security agreement. This agreement is the key document of the loan. In the past, I was accustomed to two or three pages outlining the loan conditions. Now the agreement letter is 17 pages or so . . . and, you guessed it, I had to hire an attorney to represent me and work with the bank's attorney on this document!

I also have to pay both attorneys — mine and the bank's — for reviewing the document and working out the details. The total bill for these services will probably come to $6,000 or more. (This includes dozens of researches done for every state I do business in, to prove no liens are attached to the corporations, to the equipment, or to me personally.)

The above is a general outline of conditions you must satisfy to get to the point where the "serious discussion" about interest rates can begin. But many other details also have to be negotiated with the bank, from insurance to disability. For instance, I now have blanket UCC-1 forms (Universal Commercial Code) filed for every piece of equipment, which means the bank has some claim on my machines if I want to sell them. As I buy and sell games every day, we needed to work out a "flexing" inventory, so I could sell the games that the bank had liens on. Here it was also in the bank's best interest, as well as mine, that I kept purchasing new games.

I also have to provide quarterly equipment lists, including machine name, location and serial number, plus current market value! Thank goodness we're already on computer. The bank wants this last item to satisfy themselves that equipment value doesn't fall more than 25%. This also makes it necessary to keep buying new machines, to keep the inventory's overall value up. Yes, working with today's banks is tough!

At the end of the process, I also had to pay a "bank fee," which is kind of like paying points on a mortgage. At last, with all this out of the way, we received the 17-page security agreement and started negotiating how much interest I would pay over the prime rate! It's not easy. As I write this column, we are still haggling over the agreement. My loan officer says most companies don't challenge this document, but it's so one-sided that I feel I must. I sure hope he understands what a good businessman I am, by making sure I can live "long-term" with the security agreement.

When you add up all the costs of this loan, they're obviously very large in terms of time, money and effort. Is it worth it? After swallowing hard, I say yes. I am trying to establish a long-term relationship with my new bank. This relationship is more important to the operator than at any time in the past, because the time is here to buy more expensive arcade attractions . . . and the time is coming to buy video lottery equipment. Why can't our traditional sources take care of these needs? Our distributors and financial firms will offer what financing they can, but the burden of raising money to finance expensive new equipment (plus the operator's need for more competitive interest rates) will almost surely require us to find new sources of additional capital.

I have focused on the cost of working with a bank, but don't get me wrong: all of this has had many important benefits, too. Yes, you have to perform a lot of work and crunch a lot of numbers, but for good reason. You wind up understanding your business better. You realize your bank wants you to be successful, and they help you create more and better management tools

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending Aug. 10, 1991

TOP KITS	Aug. 10	Aug. 3	Jul. 27	Weeks on Location
D D Crew	1	—	—	1
Karate Blazer	2	—	—	1
Mutant Fighter	3	1	1	4
Street Fighter II	5	5	4	24
Turbo Force	6	6	—	2
Acrobat Mission	7	2	2	3
Cycle Warriors	8	7	6	23
Gulf Storm	9	9	10	10
Vimana	10	—	—	7
Blade Master	—	4	3	4
TOP DEDICATED GAMES				
Hard Drivin'	1	1	1	120
Big Run	2	3	4	79
Cisco Heat	3	4	2	31
Laser Ghost	4	2	3	8
Beast Busters	5	—	—	8

to do so!

For example, my new accountants discovered a very large deduction I was entitled to, which I hadn't taken (it had to do with a stock buy-out in the family). They also showed us how to set up our books on computers so we can do all needed data entry ourselves, saving two major steps and also saving ourselves from being billed to have this done by an outside firm. In the long run, this means my annual accounting costs will be drastically reduced!

Another benefit is that we're saving on interest. Like many operators, we sometimes were stuck paying 16% to 17% interest by going with a traditional finance company. By dealing directly with a bank, we're paying only a point or two over prime. So this also saves you a lot of money because you're paying 40% to 50% less interest!

Naturally, when our attorney was working with insurance policies and corporate books, he also discovered some small areas that needed updating and details we had not attended to. We now have all our documents in perfect order.

The income projections have turned out to be a useful tool for us internally. They show us month by month whether we are ahead or behind. This forces us to budget even more carefully. We've also been forced to establish a weekly gross average for each machine and we use this as a measuring stick. If the machine doesn't make its target, we must restructure the commission rate, reduce the number of games in the location, or even consider selling the piece.

Working with a bank has also increased our credibility and clout with locations. They know we're more professional than the competition and they know "in their hearts" that the numbers we cite are true and carry weight. (Of course, locations never really admit this!) So working with our bank helps us keep old accounts and get new ones.

For the future, operators need to realize that banks will play a growing role in our industry. Equipment prices are skyrocketing. The big, hi-tech attractions are very expensive and will continue to be. Video lottery is going to be another major expense in the 1990s. For all these reasons, we're going to need more money to work with. After all, today $100,000 worth of equipment doesn't go very far: it's about 15 video lottery terminals, or it's 10 sit-down video games. The "purchasing power" of that $100,000 will keep shrinking, as prices keep climbing.

Distributors are scrambling to increase their lines of credit, but for the operator to remain competitive and keep the big accounts, there is no way to survive without a bank. It's true that I'm paying my new banker, attorney and accountants a lot of money, but I really do respect them. Ultimately, every dime I spend on them, comes back to help my company's "big picture." If you plan to be a successful operator for the 1990s, you might as well start building a strong relationship with your bank right now!

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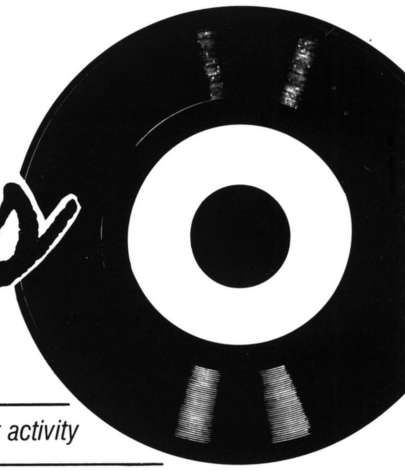

top-selling 45s and CDs at key one-stops as of Aug. 21, 1991 ★ = *significant crossover activity*

POP

1. ***(EVERYTHING I DO)...,*** *Bryan Adams, A&M 1567*
2. ★ ***PROMISE OF A NEW DAY,*** *Paula Abdul, Virgin 98752*
3. ★ ***RUSH RUSH,*** *Paula Abdul, Virgin 98828*
4. ***THE MOTOWN SONG,*** *Rod Stewart, Warner Bros. 19322*
5. ***LEARNING TO FLY,*** *Tom Petty & the Heartbreakers, MCA 54124*
6. ***LOVE AND UNDERSTANDING,*** *Cher, Geffen 19023*
7. ***EVERY HEARTBEAT,*** *Amy Grant, A&M 1557*
8. ***WIND OF CHANGE,*** *Scorpions, Mercury 868180*
9. ★ ***MY NAME IS NOT SUSAN,*** *Whitney Houston, Arista 2259*
10. ***YOU COULD BE MINE,*** *Guns 'N Roses, Geffen 19039*

POP PICK HITS

WISHING ON THE SAME STAR
Keedy - Arista 2255

TOO MANY WALLS
Cathy Dennis - Polydor 867134

EVERYBODY PLAYS THE FOOL
Aaron Neville - A&M 1563

WHEN THE LIGHTS GO OUT
Gerardo - Interscope 98734

THE REAL LOVE
Bob Seger &... Cap. 44743

CW

1. ***HERE'S A QUARTER (CALL SOMEONE...),*** *Travis Tritt, Warner Bros. 4816*
2. ***SHE'S IN LOVE WITH THE BOY,*** *Trisha Yearwood, MCA 54076*
3. ***DON'T ROCK THE JUKEBOX,*** *Alan Jackson, Arista 8681*
4. ***I AM A SIMPLE MAN,*** *Ricky Van Shelton, Columbia 73780*
5. ***SINCE I DON'T HAVE YOU,*** *Ronnie Milsap, RCA 2848*
6. ***YOU KNOW ME BETTER...,*** *George Strait, MCA 54127*
7. ***DOWN AT THE LAST...,*** *Mary Chapin-Carpenter, Columbia 73838*
8. ***SILVER AND GOLD,*** *Dolly Parton, Columbia 73826*
9. ***LIZA JANE,*** *Vince Gill, MCA 54123*
10. ***FALLIN' OUT OF LOVE,*** *Reba McEntire, MCA 54108*

COUNTRY PICK HITS

BALL AND CHAIN
Paul Overstreet - RCA 62012

A PICTURE OF ME
Lorrie Morgan - RCA 62014

WHERE ARE YOU NOW
Clint Black - RCA 62016

NOTHING'S CHANGED HERE
Dwight Yoakam - Warner Bros. 19256

TEMPTED
Marty Stuart - MCA 54145

R&B

1. ★ ***CAN YOU STOP THE RAIN,*** *Peabo Bryson, Columbia 73745*
2. ***MEN,*** *Gladys Knight, MCA 54130*
3. ***LET THE BEAT HIT 'EM,*** *Lisa Lisa & Cult Jam, Columbia 73847*
4. ***DON'T WANT TO BE A FOOL,*** *Luther Vandross, Epic 73879*
5. ***YOU'RE GONNA GET SERVED,*** *Gene Rice, RCA 2822*
6. ***KISSING YOU,*** *Keith Washington, Warner Bros. 19414*
7. ★ ***I ADORE MI AMOR,*** *Color Me Badd, Giant 19204*
8. ★ ***THINGS THAT MAKE YOU GO HMM...,*** *C&C Music Fact., Columbia 73688*
9. ***WHAT IS THIS THING CALLED...,*** *Alexander O'Neal, Tabu/Epic 73810*
10. ★ ***UNFORGETTABLE,*** *Natalie Cole, Elektra 64875*

R&B PICK HITS

THAT'S THE WAY LOVE GOES
Young MC - Capitol 79819

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Prince & the N.P.G. - Warner 19225

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Vanessa Williams - Mercury 867518

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Stevie Wonder - Motown 2127

EMOTIONS
Mariah Carey - CBS 73977

CDs

1. ***FOR UNLAWFUL CARNAL KNOWLEDGE,*** *Van Halen, Warner Bros. 26594*
2. ***OUT OF TIME,*** *R.E.M., Warner Bros. 26496*
3. ***LUCK OF THE DRAW,*** *Bonnie Raitt, Capitol 96111*
4. ***SHAKE YOUR MONEY MAKER,*** *The Black Crowes, Def American 24278*
5. ***SPELLBOUND*** *Paula Abdul, Virgin 91611*
6. ***TIME, LOVE AND TENDERNESS,*** *Michael Bolton, Columbia 46771*
7. ***NO FENCES,*** *Garth Brooks, Capitol 93866*
8. ***DON'T ROCK THE JUKEBOX,*** *Alan Jackson, Arista 8681*
9. ***UNFORGETTABLE,*** *Natalie Cole, Elektra 61049*
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GRAPEVINE

international



PIPE THIS! — *RePlay's* European correspondent Martin Dempsey seems to be as talented on the bag pipes as he is on the typewriter. Marty heads Ireland's Narraghmore Pipe Band. They've appeared at New York's St. Patrick's Day Parade (in the photo) and were recently due to play at the Vatican in Rome.



BASEBALL'S NOT THE ONLY GAME — With Major League baseball's All-Star Game in Toronto, Canada, New-Way Sales was right there where the action was. Providing games for FanFest (a celebration of baseball complete with game memorabilia, food from major league ballparks, autograph signings and card trading), New-Way sponsored the coin-op section of the affair. With free play on Williams *Slugfest* and Sega's *Clutch Hitter,* crowds were flocking to "play ball!"

COIN CRISIS — Coins from South Africa's Swaziland are disrupting the British coin-op industry by turning up in many of the UK's coin machines. *Coin Slot* magazine reports that the Swazi coins, which are the exact size and weight as the British pound coin, are being used in UK vending, cigarette and coin machines. The use of the coin allows troublemakers to buy British goods for a fifth of the normal price. Coin mech manufacturers Mars Electronics and Coin Controls (UK) are searching for ways to rig coin mechs to detect differences between the coins.

northeast



AAMA SUPPORTS VETERANS — In recognition of Gulf War veterans returning home to Westover Air Force Base in Springfield, Mass., AAMA presented a donation to Operation Patriot Home. Shown above, New England Coin prexy Rick Kirby (center) presents a check to the operation's officials. To the right of Kirby is Just Games' (Chicopee, Mass.) Robert Parrow.



BETSON'S FIRST customer at their new Carlstadt, N.J. offices was John Sanders of Cue Vending. Here he is greeted by H. Betti Industries' prexy Joe Cirillo.

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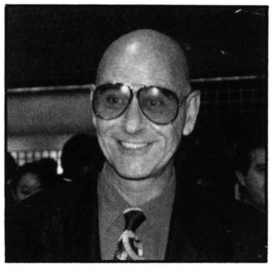

FOR WORLDWIDE DISTRIBUTION CONTACT:

Henry Grant

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FINE MOVE — Popular one-stopper Don Liberatore recently moved his Don Records Corp. into gorgeous new quarters just about a block east of the old place. The address, 27 Grand Ave. in Farmingdale, N.Y. offers 6,000 sq. ft. of working space (over four times bigger than the old digs) and according to operator customers like Rich Hohman and Mike Cole, the place is fabulous. Music operators from the territory, as well as from around the country, can count on Don for a good stock of 45s as well as CDs. "We stock as many new singles and old titles we can get our hands on," said Don himself. CD unit sales are a big factor today, but Don still sells more 45s. Interested? Call Don Records at 516/752-1898.

OOPS! — Couple of issues back we said you couldn't buy a new bumper pool table. Well, it turns out that American Shuffleboard has one on sale called *Bumpa* (but they may not have any in stock). If interested, call Sol Lipkin at 201/865-6633. By the way, the name *Bumper Pool* still belongs to Valley (although they're not building any at the moment) "But if there's ever a demand, we'd think about it," said Valley supremo Chuck Milhem.

southeast

IAAPA 73RD ANNUAL — The International Association of Amusement Parks and Attractions has its 73rd annual convention scheduled for Nov. 13-16 in Orlando, Fla. IAAPA's expo is the world's largest trade show for the amusement industry and accordingly has 1900 booked exhibitors and over 19,000 amusement professionals attending (including industry reps from 50 countries). The show features a huge array of products as well as a program of workshops (36 total) which gives leisure ops hands-on experience in areas like redemption, arcade games, food service, miniature golf, etc. For further information, please call IAAPA at 703/836-4800.

NUPTIALS — Jack Sammons and Jennifer West were wed Saturday, Aug. 24, at the Cathedral of the Immaculate Conception in Memphis. Jack, son of George (Sammons-Pennington) and brother of Scott (Game Sales) is a Memphis City councilman and also sales manager of the McVean Trading Company. Jennifer is an associate attorney with the Waring Cox law firm. All happiness!

GREAT BALLS OF IVY! — Steve Henderson (Operators Dist.) proudly announces the graduation date of his wife Mary from Davidson Community College. The North Carolina distrib says Mary scored a 3.8 grade average and received a degree in fine arts with "high honors." Now she's going to go for her masters at High Point College right there in town. By the way, Mary is an accomplished painter (and a swell gal, besides being talented).

LEISUREXPO '92 takes place February 27-29, 1992 at the Orange County Convention Center in Orlando, Fla. Dedicated to the needs of the foodservice professional in parks, stadiums, zoos and tourist attractions, as well as fun center and miniature golf tradesters, Leisurexpo '92 has already booked 400 booths and show planners expect 5,000 attendees. The show's agenda includes hands-on workshops, seminars, demonstrations and tours. For exhibition info call them at 800/848-1651.

midwest

LEGEND PASSES ON — Fred Minter, a 40-plus year veteran of the Chicagoland coin machine business, has died. His friend Al Zeidman (Atlas Distributing) described Freddie as a guy who could give you the "flavor of the street and make you laugh at his irreverent wit." Minter alternately had his own route, worked as sales manager at the old Empire Distributing in the early days, was a jobber and could tell a story as well as anyone. May he rest in God's peace.

NAMA CONVENTION — The 1992 National Automatic Merchandising Assn. (NAMA) has aptly named their 45th annual convention E3: Education + Exhibits = Excellence. With their increased exhibit hours, expanded education programs and new roster of exhibitions, NAMA's National Convention, Trade Show and Education Sessions is expected to draw over 7,500 representatives of the vending/foodservice management industry. For more information on the convention, please contact NAMA at 312/346-0370.

JIM STANSFIELD HONORED — The Wisconsin Amusement and Music Operators Assn. (WAMO) recognized outgoing president Jim Stansfield for his years of service on WAMO's board with a special charcoal portrait of Jim and his wife. The portrait was a thank-you gesture marking Jim's peers appreciation of his years of hard work for the association.



CONGRATS — Greg Marweg is now a full partner in the Video Doctors distributorship in Green Bay, Wisc. He's been their parts manager for around six years and apart from the fact that he and company founder Mike Reetz are now partners, he retains that role. The firm continues to emphasize service and sales at 1241 Bellview St.

Butch Bartlett, Mike's former partner, has left to pursue his first love — rebuilding old coin-op machines. Butch has been active in this for years and will now concentrate on it full-time. Friends can reach Butch by phoning 414/468-9287. By the way, Greg Marweg and his wife are expecting their first child in December.

JOINS A&H — Mark Blankenbeckler, Ed's son, has been hired by A&H Entertainers to help out on their route operations up in the Chicago suburbs. He relocated from Texas last month and has been bunking with Brad Hanna. Unfortunately, Mark's four-year-old German Shephard dog (who'd relocated as well) died in the back yard shortly after arrival. They brought him to the vet, but he was gone. That's a shame.

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RESPONSIVE — CleCoin's Herman Fox tells us the prominent Midwestern distributorship is presently setting up a new prize department for redemption operators that's sort of a "one-stop." Says Herman: "All a customer needs to do is tell us the size of his gameroom, the average yield of prizes, the kind of prizes he likes and we'll do the rest — and on a regular basis once we get the feel of his place. It'll just come without his having to call. I think redemption operators will like this service," he added. Now, of international significance, we just learned that Cleveland Coin has opened in office in, of all places, Switzerland! The place is in Geneva. Herman promises more details next month.

NUPTIALS — Eric Jacobson, President of Amusement Devices of the Fox Valley in Menasha, Wisc., is being married on Aug. 31 to Kim Hoff of Sherwood, Wisc. Eric is a long-time director of the Wisconsin operators association where he is now secretary and VP. He and his brothers Curt and Joe in the past two years have been on an expansion program purchasing routes, including Cigarette Service, Appleton Coin, Ludewig Coin and Weinandt Coin . . . all routes have been in the business for at least 20 years and were well established. The guiding hand behind Eric and his brothers are, of course, Gordy and Marge Jacobson who started it all years ago. Without doubt, Eric and Kim will be at the AMOA which will be part of their honeymoon. (Item courtesy of Bob Rondeau.)

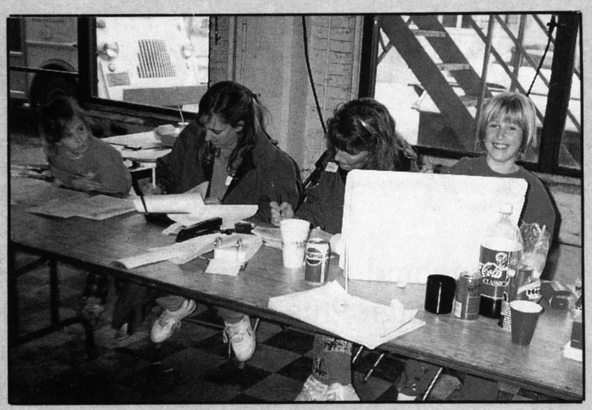
PRAYERS NEEDED — Just before presstime, we got a report that Paul (Leprechaun) Wiederaenders' wife Linda has been hospitalized with a serious lung ailment. It seems she's very sick, and your prayers for her recovery will help.

FORE! — The first SNK invitational golf tournament played off Aug. 29-30 at the Geneva National Golf Club in Lake Geneva, Wisc. Besides SNK chief Paul Jacobs, scheduled competitors included Wico's Mike Rudowicz, Frank Happ (Happ Controls), Steve (Konami) Kaufman, James Industries' Jim Roberts and Johnny Blouin, Atlas' Jerry Marcus, Aladdin's Ron Malinowsky and Bob Fliday, Leland's Ken Anderson, Unpo Paik (3-KOAM) and John Barone (SNK). Group had dinner party at the St. Moritz after swinging the clubs Thursday.

POPULATION EXPLOSION — The world could always make room for pretty ladies and our industry does its part. Welcome Britany Pellegrini (born to Wendy and Eddie July 12) and Sarah Lynne Bozman (born to Cindy of Reno Game Sales and husband Mike July 15). All are well and happy.

VALLEY'S BRITISH ACCENT — NSM (UK) has announced that it will begin importing Loewen Valley pool tables from the U.S. in order to run Valley National eight-ball tourneys in the U.K. *Coin Slot* magazine says that Valley's tournament game is gaining popularity in London and the use of Loewen Valley tables is required for tournament eligibility. *Coin Slot* reports that British pool table manufacturers are worried they may face serious competition from the imports.

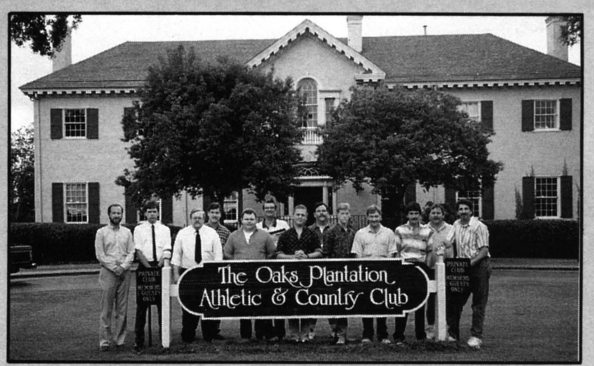
TAITO UPDATE — Taito's new monster truck driving game, *Double Axle,* will be produced in a 25" 2-player head-to-head competition sitdown as well as a 25" upright. The game's two versions will be in full production and ready to ship the week following AMOA.



POWERSHOUSE — Sometime back, Bob Rondeau sent us this shot taken at an equipment auction held at 1002 Distributing in Delevan, Wisc. showing Kathy, Judy and Courtney Powers (plus Shirley Merlo) keeping track of the bids. Bob said around 260 pieces including videos, pins, jukes and pool tables were under the hammer that day and that the auctioneers did a super job of moving things along with no confusion.

Some comments Rondeau collected from visiting (or participating) operators went: "I had a garage full of stuff just sitting and I thought I'd get rid of it all and buy a couple of new and good pieces"; "I have some summer places where I need fill-in's that don't cost a lot so I came by to see what they had"; "I heard they had some old jukebox consoles and I ended up buying three old Rock-Olas. I may rent a couple with '60s records on them"; and "I brought five pieces to the auction that weren't going for me. If I get enough for them to buy a couple of pieces I can use, I'll be happy." Said Rondeau himself: "Those who know me know I talk a little with my hands. I had to keep them in my pockets because I almost bought something."

southwest



PROFESSOR FROMM — *RePlay's* technical tips columnist, Randy Fromm, has announced his new class schedule for the rest of 1991 and on through 1992. Classes offered will range from a six-day comprehensive session (covering everything from basic electronics to video game and pinball repair) to a weekend session which concentrates on video repair (focusing primarily

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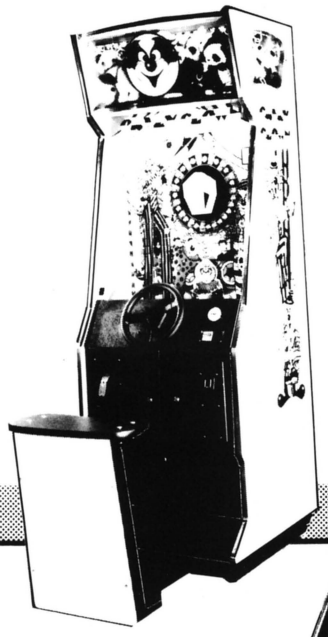

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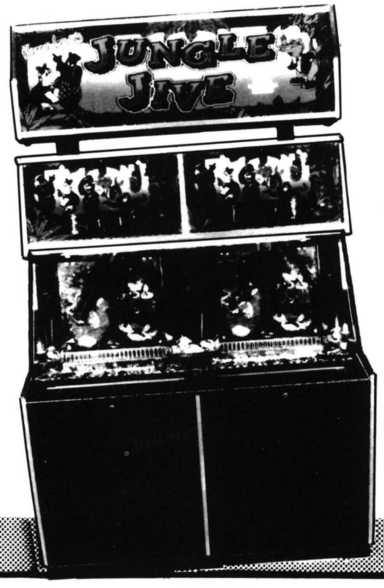

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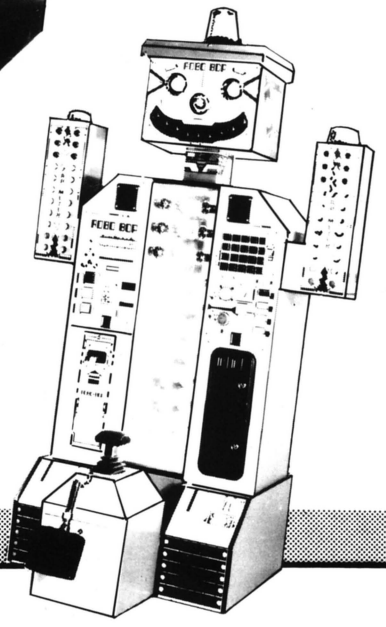

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on digital multimeter, power supply and monitor repair). The six-day course schedule is: Sept. 16-21, Las Vegas, Nev.; Oct. 14-19, Chicago, Ill.; Feb. 24-29, 1992, Myrtle Beach, S.C.; Mar. 9-14, San Antonio, Tex.; April 6-10, Seaside Heights, N.J.; April 27-May 1, Orlando, Fla.; June 15-20, Reno, Nev.; Aug. 3-8, San Jose, Cal.; Sept. 14-19, Buffalo, NY; Oct. 5-10, Nashville, TN., and Nov. 9-14, Chicago, Ill. The two-day weekend classes are scheduled for: Sept. 28-29, Louisville, Kent.; Oct. 3-5, Vancouver, B.C.; Nov. 16-17, Philadelphia, Pa; Jan. 11-12, 1992, San Diego, Cal.; January 18-19, Portland, Ore.; Jan. 25-26, Atlanta, Ga.; February 1-2, Sacramento, Cal.; May 16-17, Kansas City, Mo.; June 27-28, Minneapolis, Minn.; August 22-23, Salt Lake City, Utah; November 21-22, Los Angeles, Cal., and December 5-6, Dallas, Tex. All classes will stress hands-on learning and students are encouraged to bring their bad power supplies for repair during that session. (Above's picture was taken during a class in Charleston, SC, where eager students enjoyed the hospitality of Harold Lee Mimms of Mimm's Amusement). For more class info, call Randy Fromm's Arcade School at 619/593-6131.



NEW FROM ATARI — Atari's Director of Marketing Mary Fujihara is proud to announce the July 26 "arrival" of her second son, David Jiro. Weighing in at 5 lbs, 11 oz., the new arrival is in fine health. Mary, husband Glenn and their older son Adam couldn't be happier! (Although Adam reports that "David isn't much fun yet and he cries a lot"). Mary will be back at Atari October 1.



WRESTLEFEST! C.A. Robinson recently hosted a Friday open house/luncheon for their customers to help intro American Technos' new wrestling game *WWF Wrestle Fest.* (It looks like a goodie!) Pictured at the event are Sandy Bettelman, A.T.'s Greg Rice holding Kimberly Snodgress with Sandy's wife Adrea, the new video, A.T.'s Ken Iwamoto, Leah and Ira Bettelman. Fun day!

THIS ONE'S FOR YOU — *RePlay* would like to extend thanks to all Vital Title (chart of top-earning jukebox singles and CD's) contributors. Especially those who give us an extra push each month to supply us with the music ballots. Appreciation to everyone! With special recognition and thanks to Debbie Goeller at Mobile Records, Holly Green (just married!) at Sounds and Video, Jeff Peer at Lieberman Music, Don Liberatore at Don Records, Rozella at Music Operator's Service, Chet Kajeski at Martin and Snyder, Gene King at King Records, Anne Thomae at Record Service and Ralph Schectman at Prime One-Stop.



ARIZONA MUSIC — During a trip through Arizona, Bob Rondeau and his wife Bev caught glimpses of the famous Wurlitzer *1015* jukebox here and there (on the sign in front of a gift shop and even on an instant lottery ticket called Nifty '50s). Imagine Bob's surprise, however, when he and Bev dropped into a McDonalds in Tucson and saw the genuine article on the floor. Not only that, but the place had 20 Seeburg bar boxes on the counter, all looking bright and shiny. Trouble was, the phonograph was down.

Precocious Bob, who would introduce himself to Godzilla if he met him (her? it?) struck up a conversation with the outlet's owner Herb Cowgill (shown hugging his valued antique juke). His advice: "Leave the Seeburg boxes lit up for decor, put that *1015* in storage as an investment, have Falcon Music install a new Rowe nostalgic 45 machine, use the same '50s and '60s records now on the Wurlitzer and give a percentage of the cash box to the Ronald McDonald House." Sound advice and hopefully a chip out of the Big Mac wall. By the way, Big Bob is coming to the Expo.

NAMA SEMINAR — The National Automatic Merchandising Assn. (NAMA) holds its 11th annual Financial Management Seminar for vending operators Nov. 15-17 in Las Vegas, Nev. The popular seminar includes hands-on case studies, roundtable discussions and information-packed seminars by vending managers. The seminars' board has been selected and they are: Josh Patrick, president of Patrick's Food Service (Plattsburgh, N.Y.), Richard Geerdes, NAMA's director of membership, conventions and education and J. Shields Harvey, a seasoned presenter with experience as head of a regional vending operation. For more info on NAMA's upcoming seminar, please call them at 312/346-0370.



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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.

SEPTEMBER 28-OCT. 2
U.S. Lottery Trade Show, Sheraton Washington Hotel, Washington, D.C. For more information, call Public Interest Gaming at 301/330-7600.

OCTOBER 2-3
JAMMA Trade Exposition, Ryutsu Center, Tokyo, Japan. For more information, contact JAMMA at 011-81-3-593 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 3-5
West Virginia Music & Vending Assn. 37th annual convention, Ramada Inn, South Charleston, WV. Call Leoma Ballard at 304/949-3289 for more details.

OCTOBER 16-17
Associated Leisure Preview, London, England, for more information, contact Howard and Wikberg Promotions at 011-44-71-387 2021.

OCTOBER 17-20
ENADA '91 (Italian Trade Show), Rome Fair, Rome. For more information, call Sapar-Agis (Italy's trade assn.) at 011-39-6-440 3686.

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.

OCTOBER 25-27
Pinball Expo, Ramada Inn, Chicago, Ill. For more information, please call 800/323-3547.

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

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 20-22
Fer '91 (Spanish Trade Show) at the Palacio Victoria Eugenia, Barcelona, Spain. For more information, call 011-34-93-416 1466

DECEMBER 10-13
ForainExpo/AmusExpo '91, an international exhibition of the leisure entertainment industry, Paris Le Bourget Airport Exhibition Center. For details, contact Francois Regnier at 011-33-1-47 429256.

JANUARY 21-24
IMA Trade Show, Frankfurt, Germany. For more information call the show organizers Heckmann GmbH at 011-49-611-58040.

FEBRUARY 4-6
ATEI, Amusement Trade Exposition International. Earls Court 2, London, England. Contact ATEI at 011-44-71-228 4107.

MARCH 10-11, 1992
AmusExpo '92, Dublin, Ireland. For information, contact AmusExpo at 011-353-45-22134.

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.

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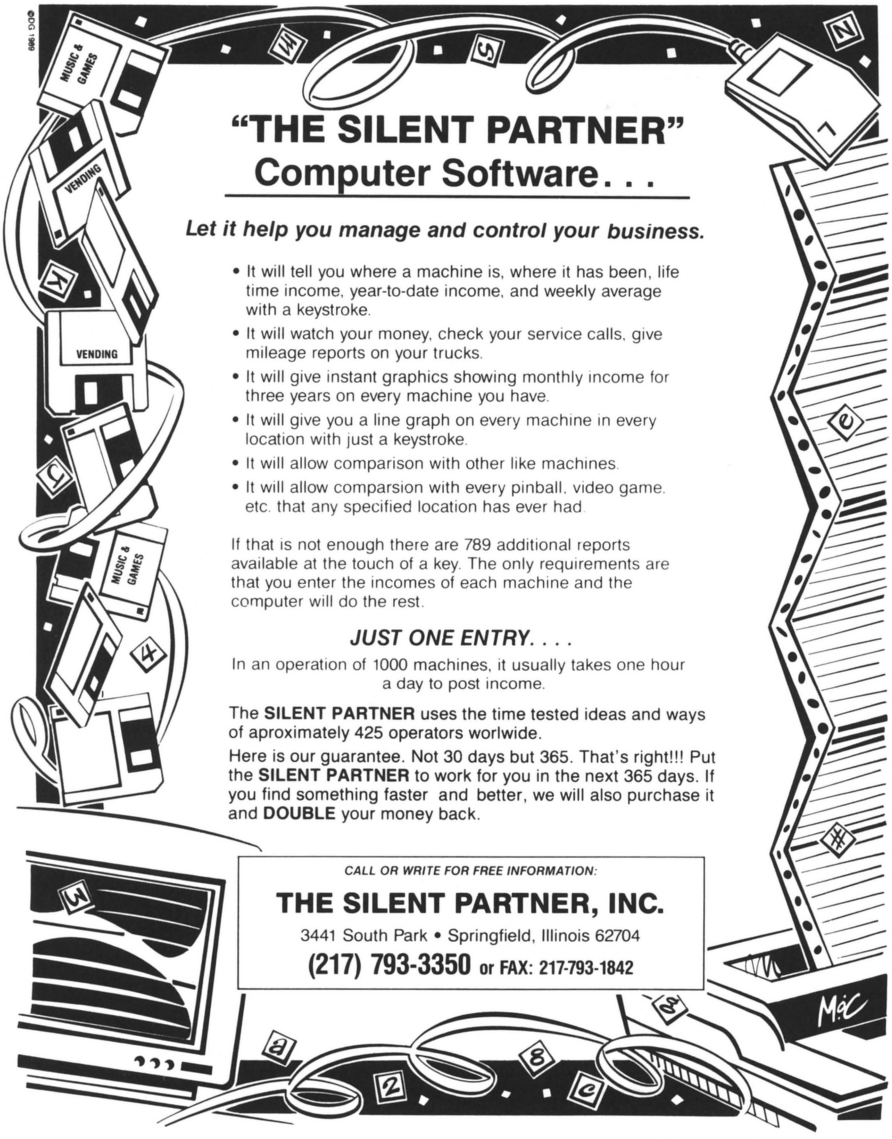

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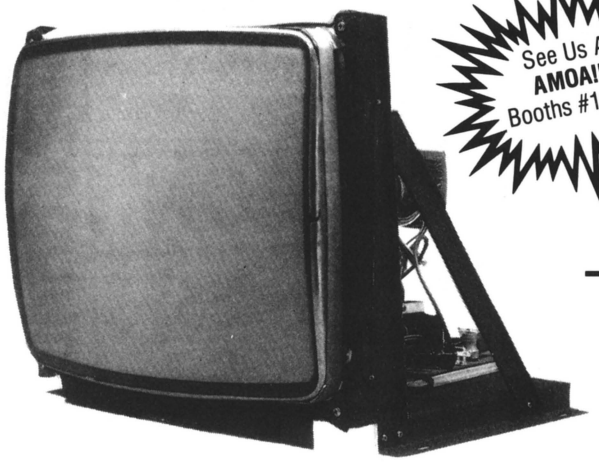

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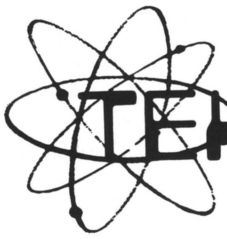

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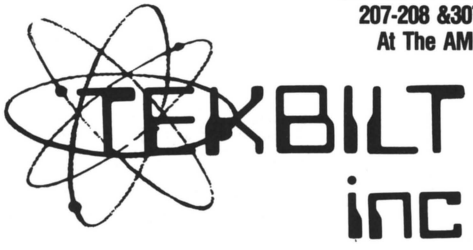

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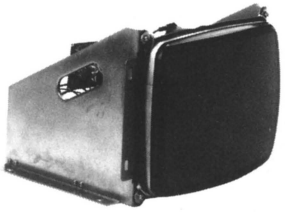

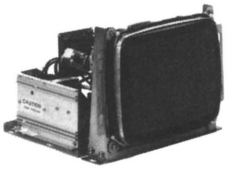

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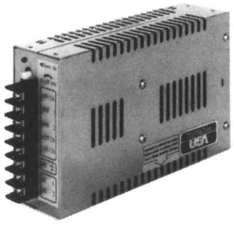

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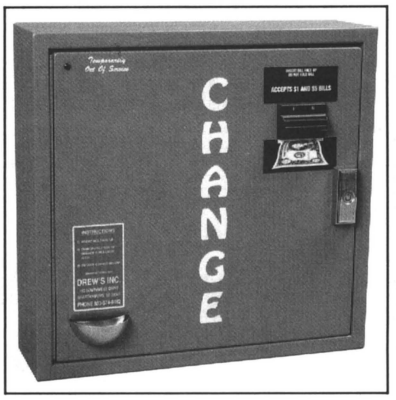

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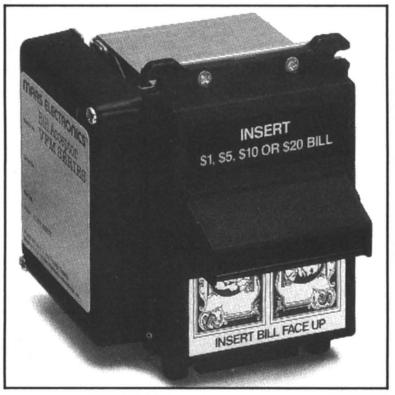

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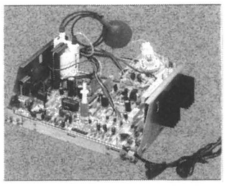

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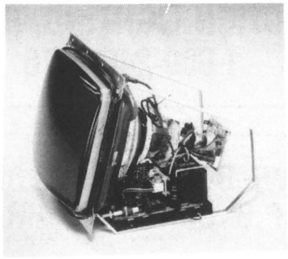

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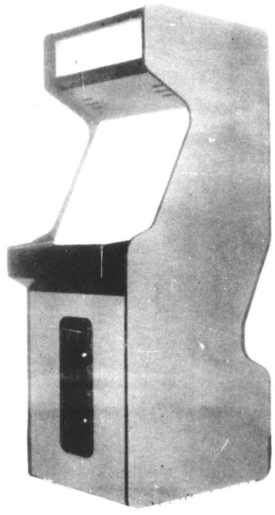

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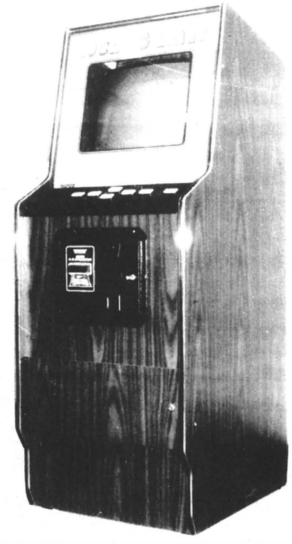

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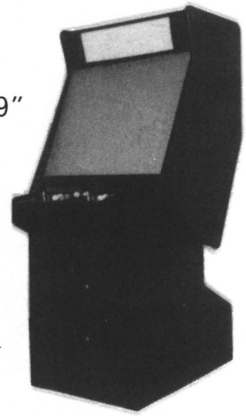

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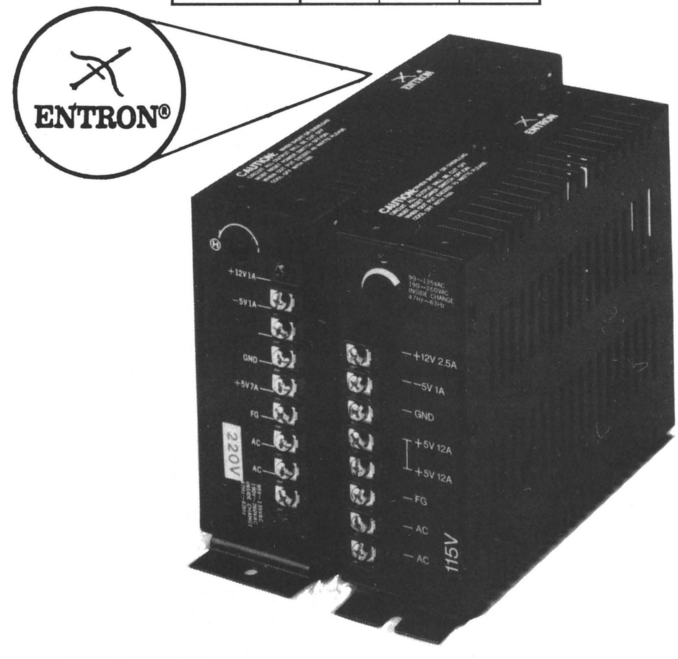

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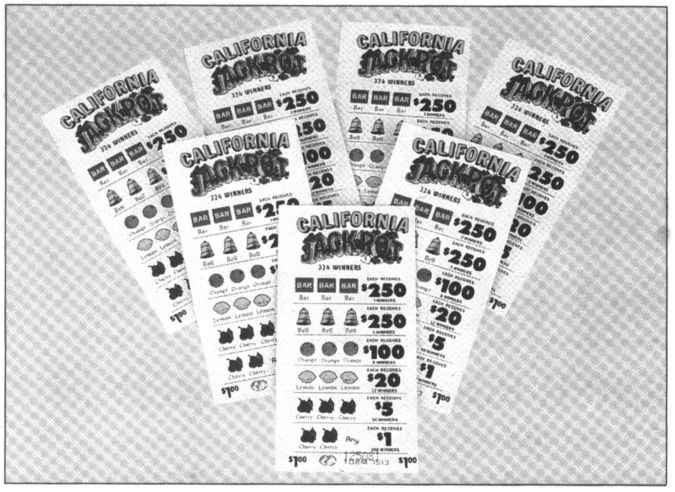

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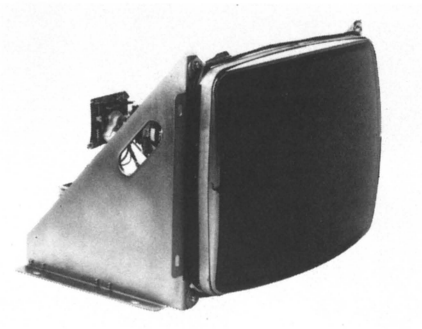

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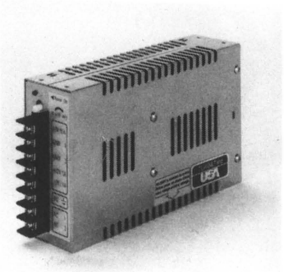

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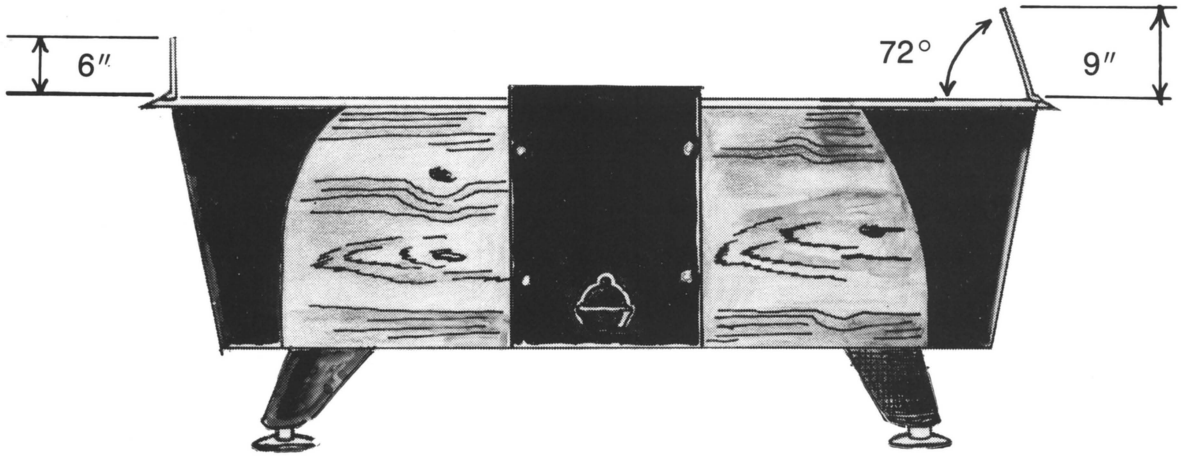

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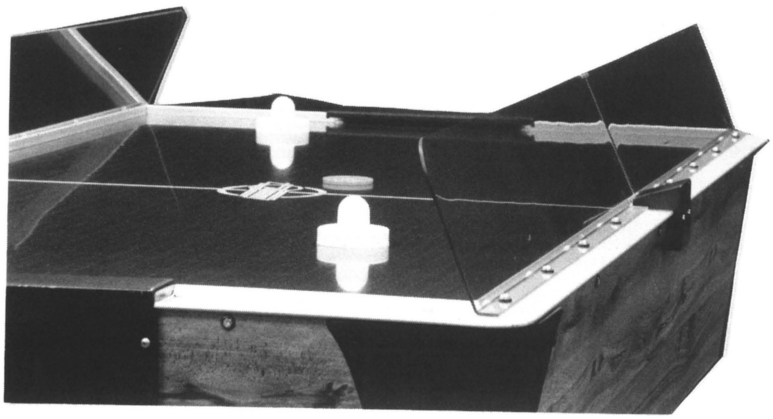

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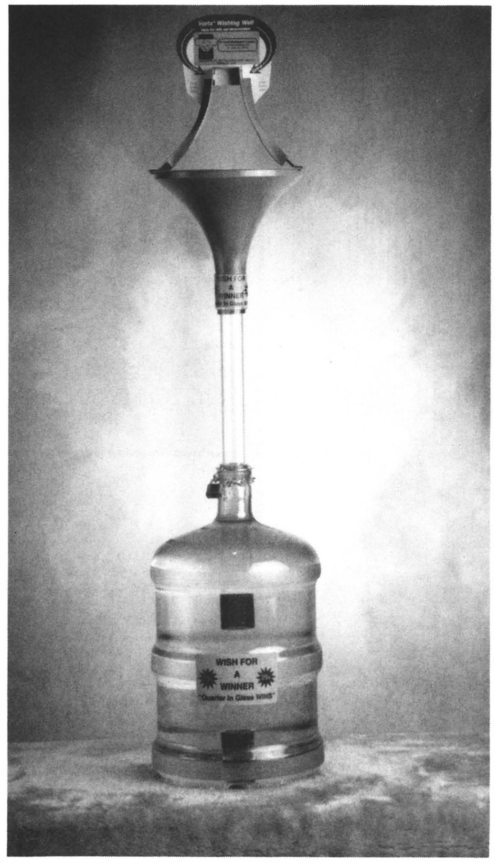

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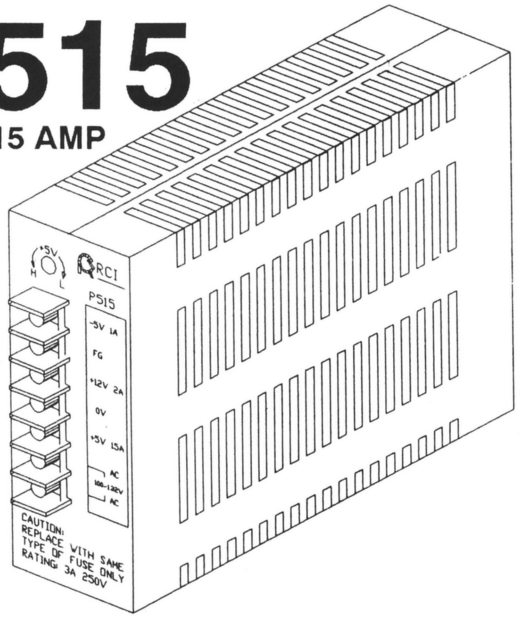

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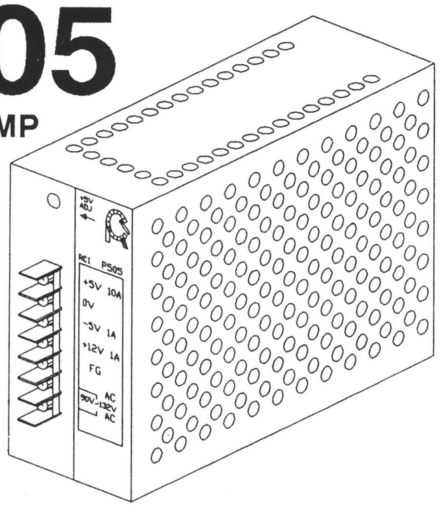

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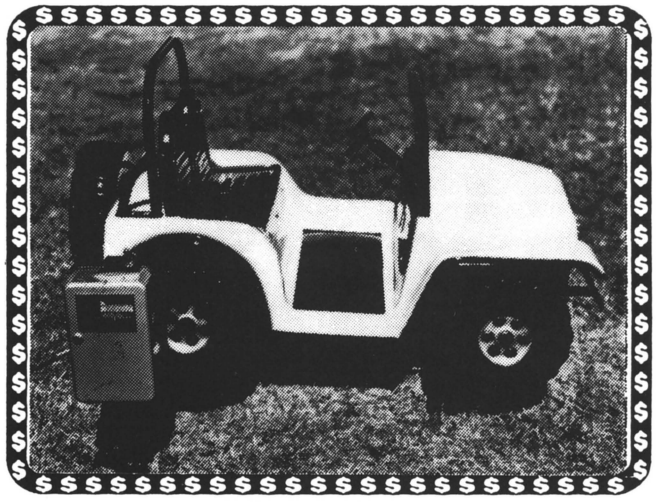

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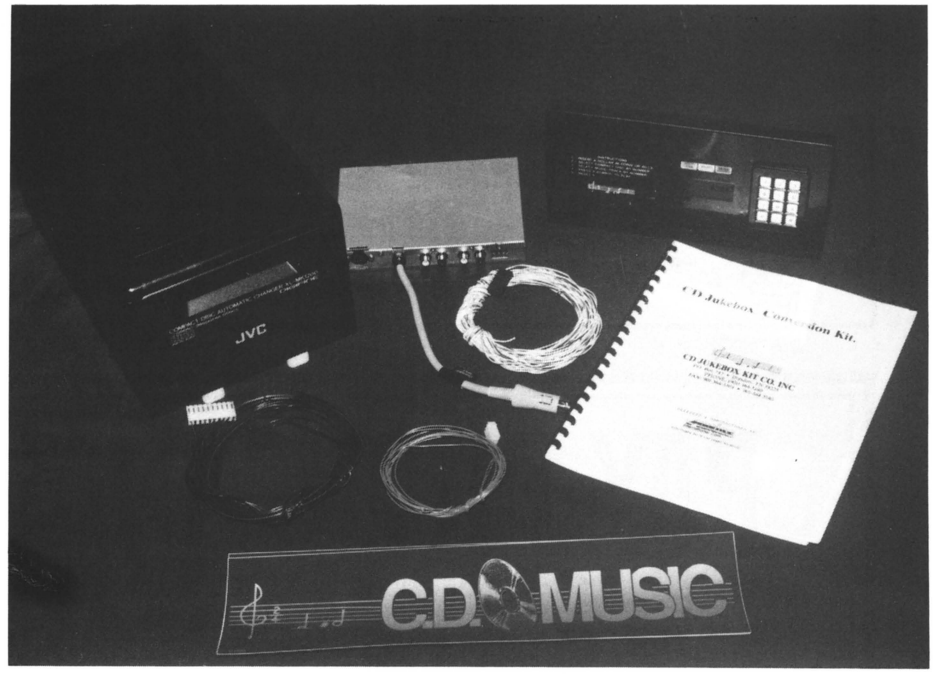

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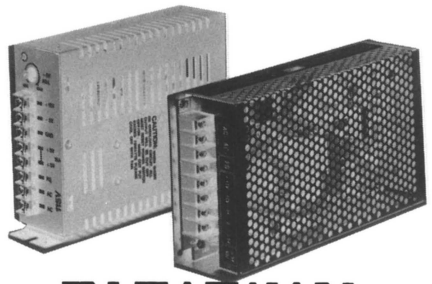

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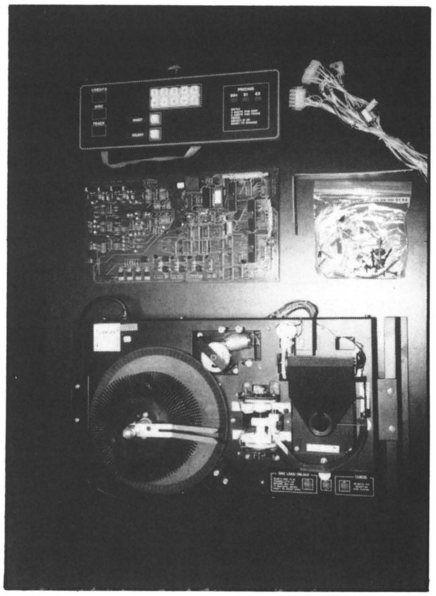

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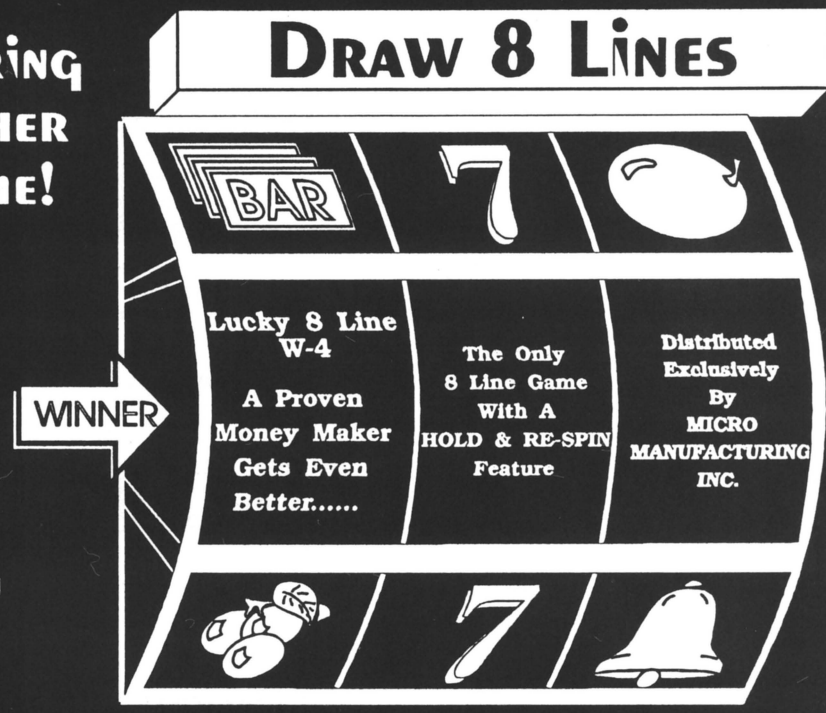

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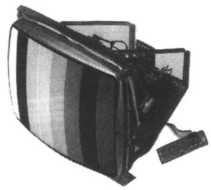

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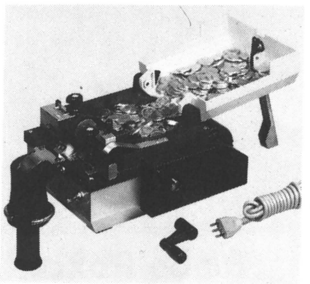

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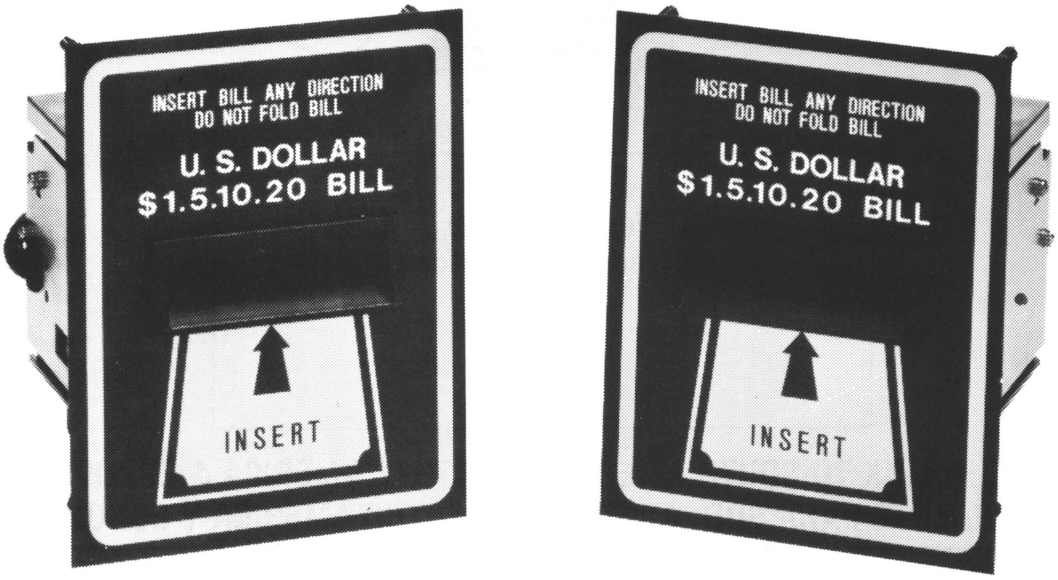

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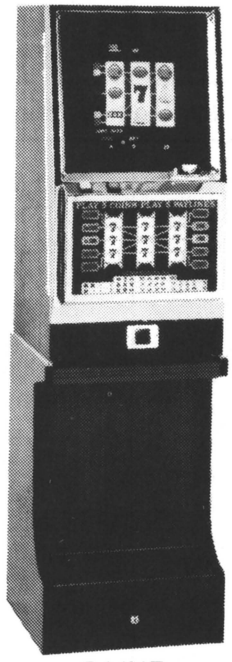

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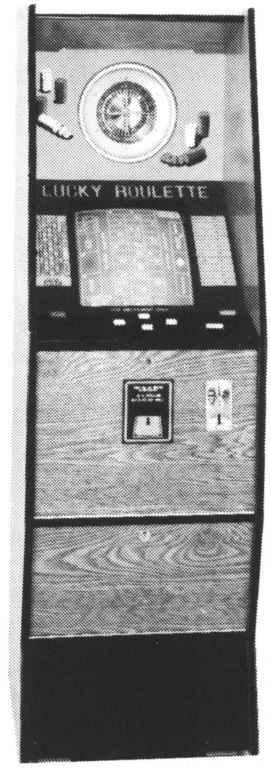

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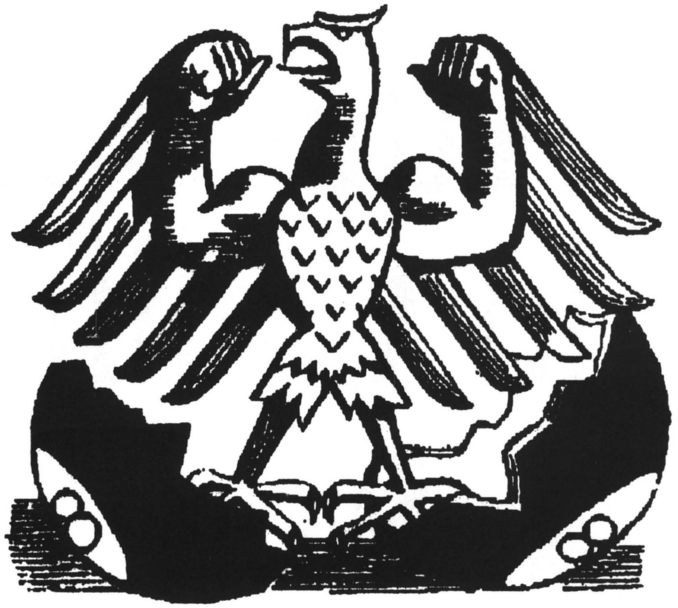

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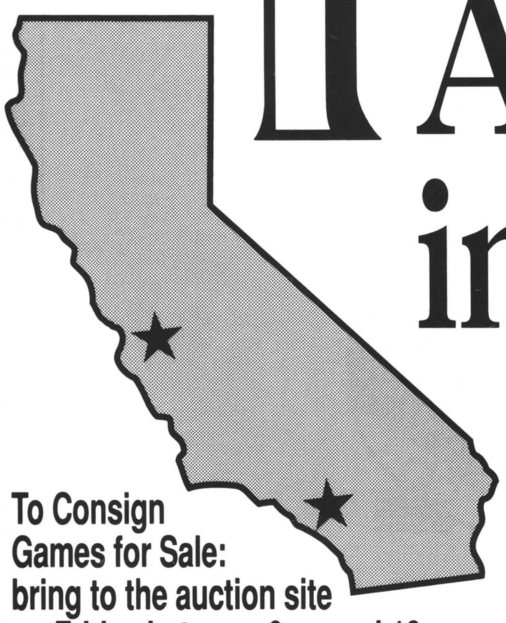

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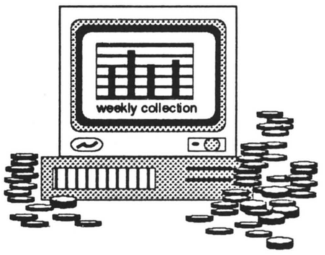

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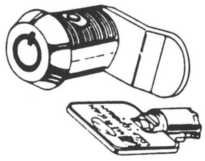

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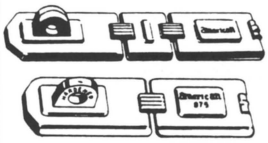

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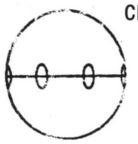



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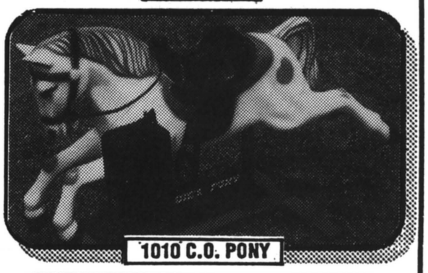



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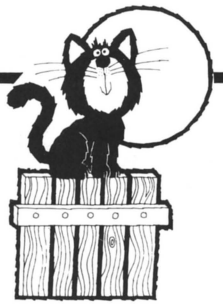

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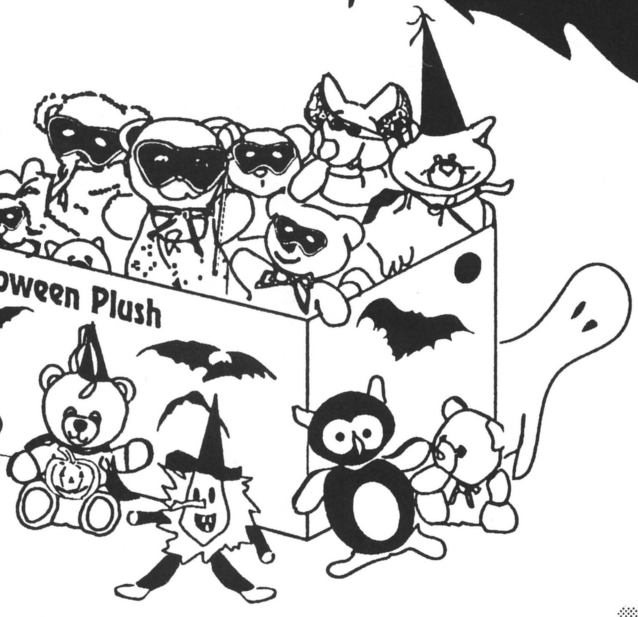



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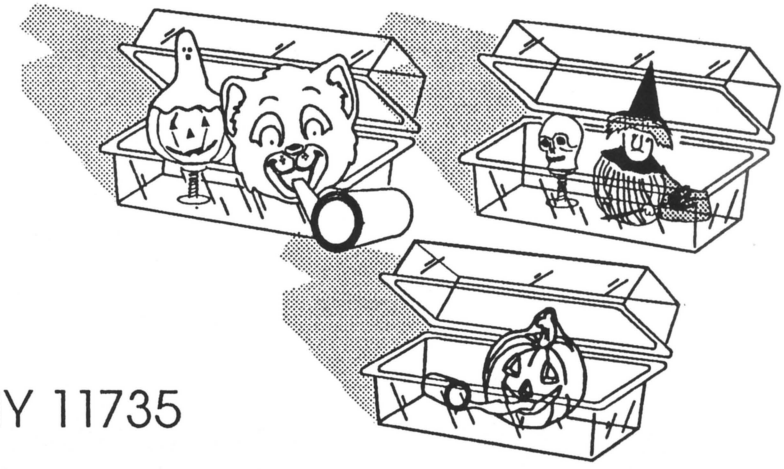

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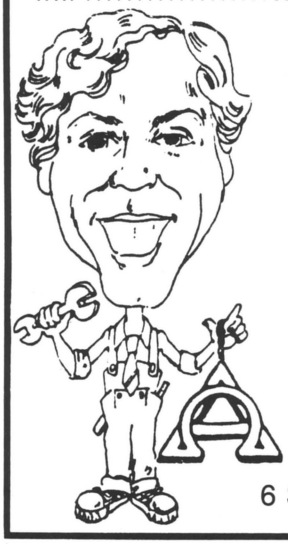

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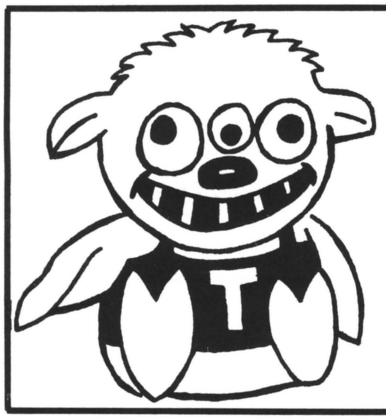

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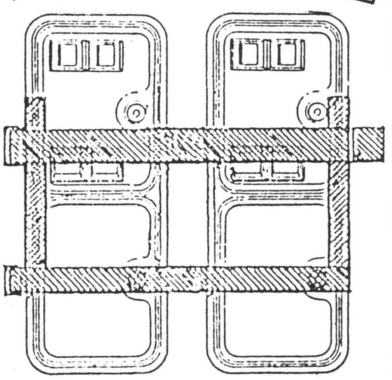

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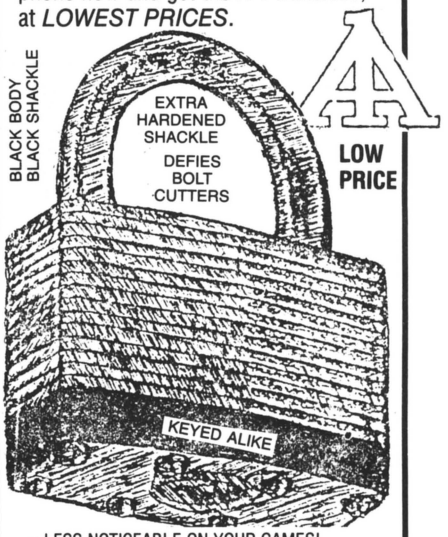

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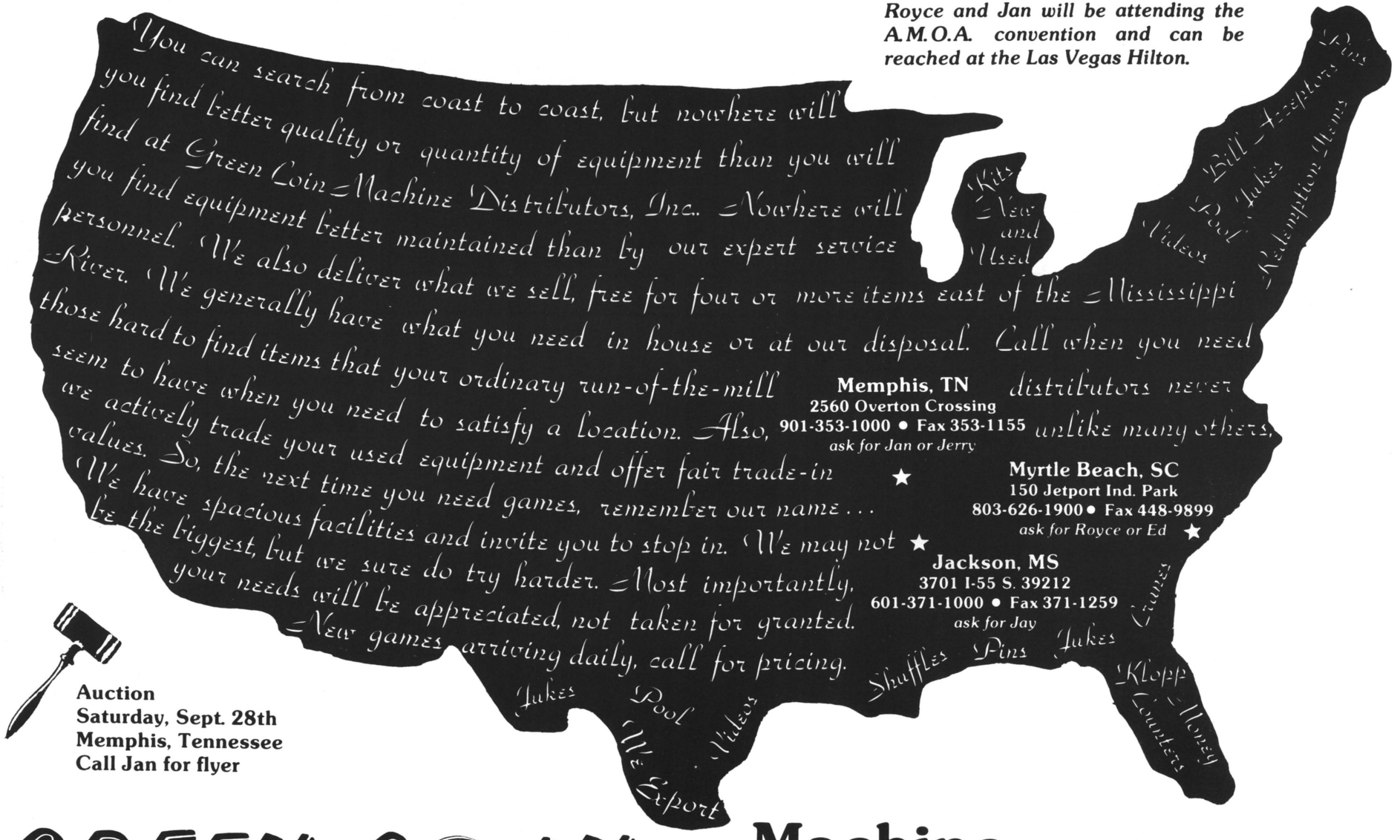

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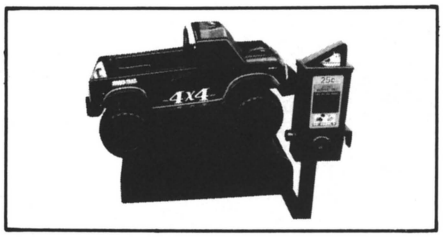
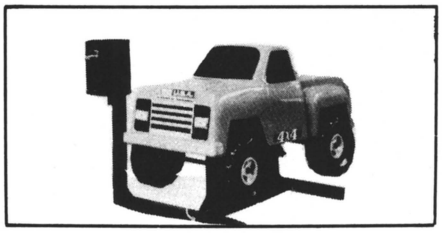
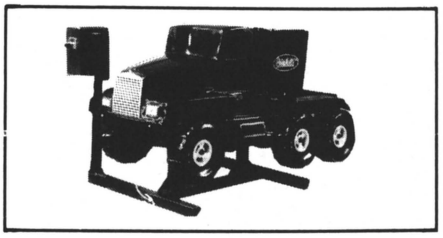


4 X 4 BIG FOOT
This Classic 4 X 4 Bigfoot truck has solid state sound, seats two, and has a standard state of the art security box making it our most popular ride. It is available in red and blue. Also available are a Kiddie Car and a Biplane.



18 WHEELER
This ride is made with individually molded tires for realism. It shares all the standard characteristics of our other rides; seats two, fits on a universal base, high-security coinbox, heat-treated strips, replacement parts are American made.



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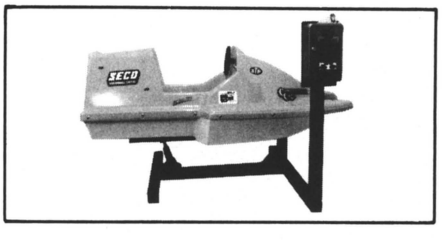

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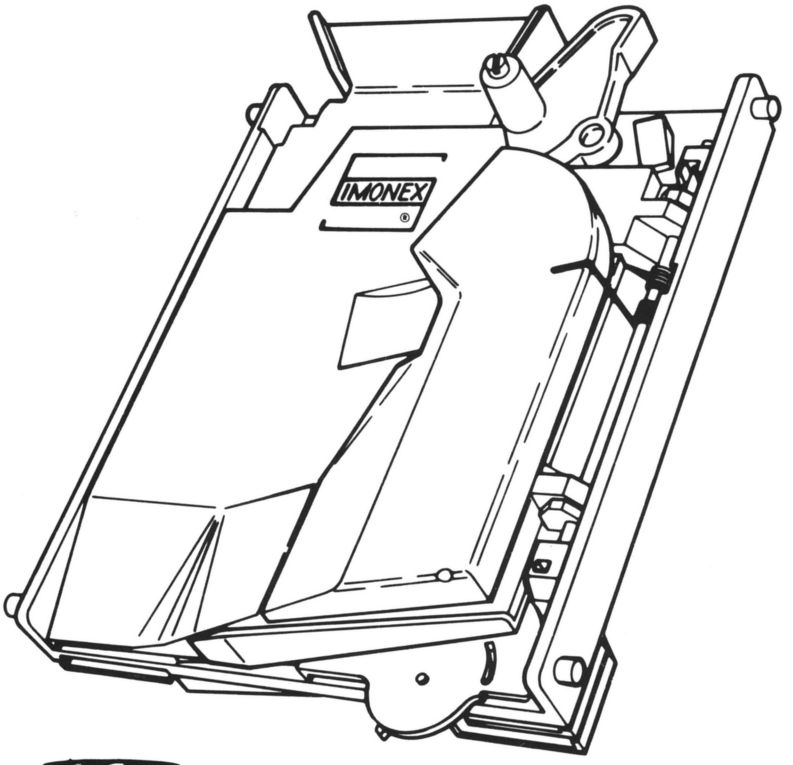



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NOTICE OF UNITED STATES DISTRICT COURT ORDER IN YAMATE U.S.A. CORP. VS. MYRON SUGERMAN AND ATLANTIC & PACIFIC AMUSEMENT CORP.

COURT ORDER AGAINST TRAFFICKING IN COUNTERFEIT LUCKY 8-LINE EQUIPMENT AND ORDERING RECALL OF COUNTERFEITS

On March 6, 1991, the United States District Court, in the case of Yamate U.S.A. Corp. vs. Myron Sugerman and Atlantic & Pacific Amusement Corp., Civil Action No. 89-763(HAA), vacated its prior ruling denying Yamate's request for a preliminary injunction and granted Yamate's request for a preliminary injunction and impounding order against the defendants.

PURCHASERS & USERS OF POSSIBLY COUNTERFEIT LUCKY 8-LINE GAMES SHOULD BE AWARE THAT THE COURT PRELIMINARILY ENJOINED DEFENDANTS SUGERMAN AND A&P IN THE CASE AS FOLLOWS:

- No more manufacturing, buying, selling, importing, using, performing, displaying and otherwise dealing or trafficking in PCBs for Lucky 8-Line W-4 or any games substantially similar to it.

- In addition, the Court authorized the United States Marshal to impound from the defendants all PCBs for Lucky 8-Line W-4 or games substantially similar to it.

Anyone who wishes to obtain a copy of the ruling should contact

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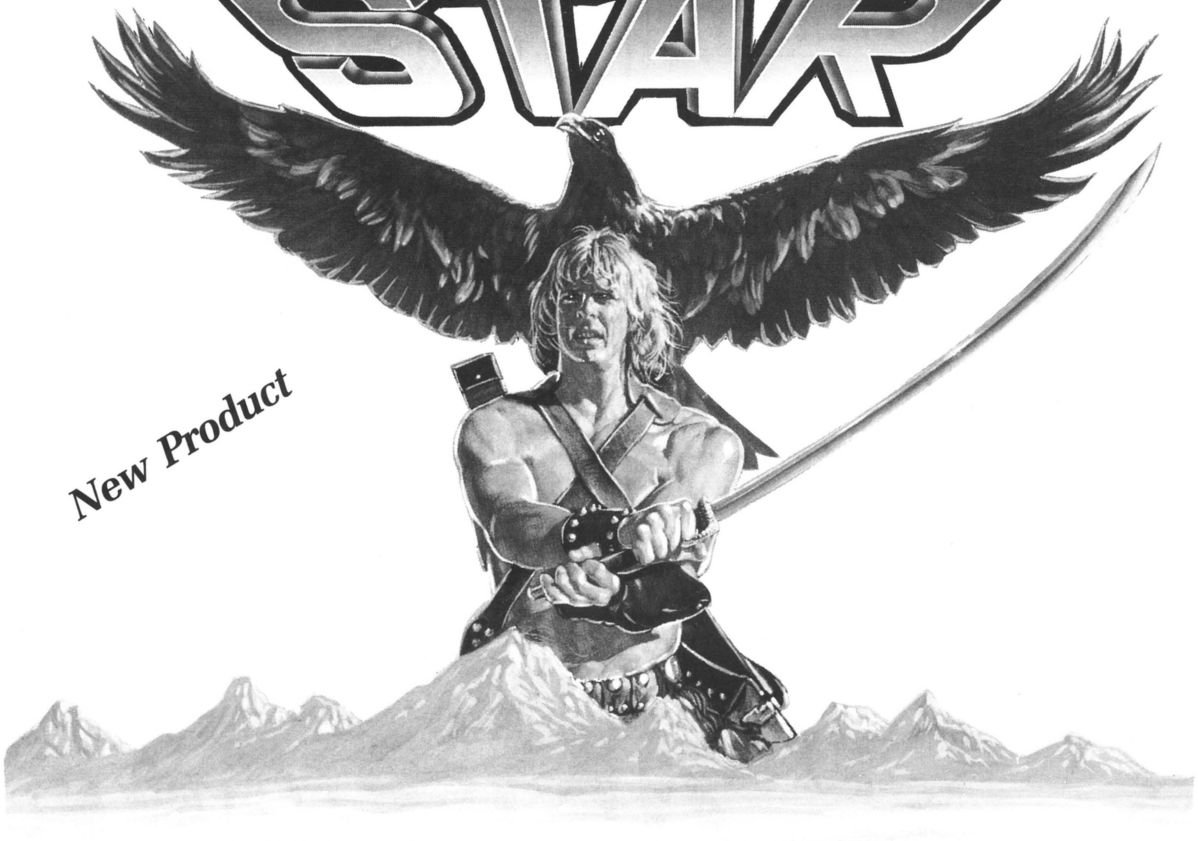

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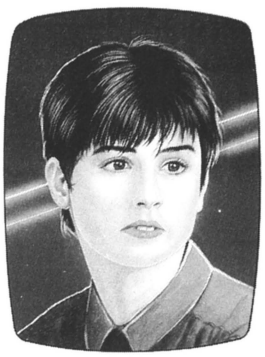

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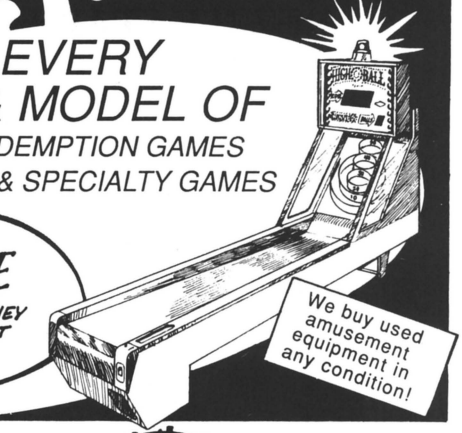

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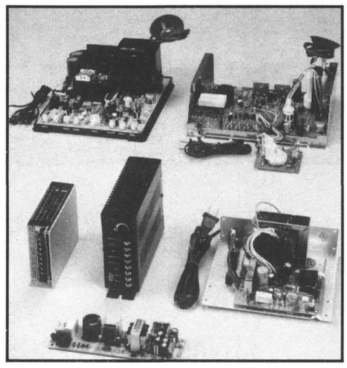

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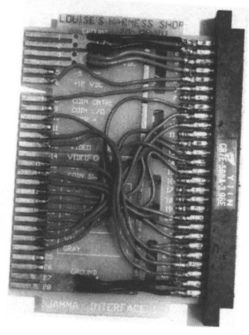

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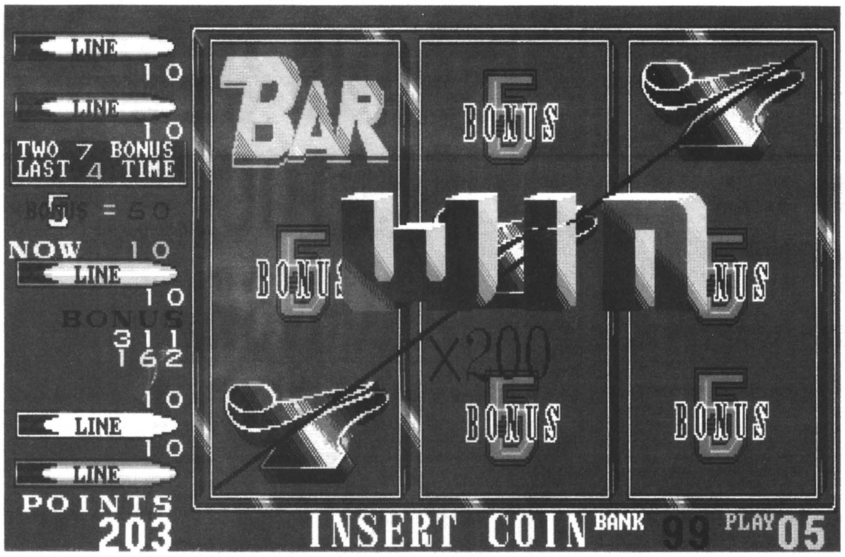

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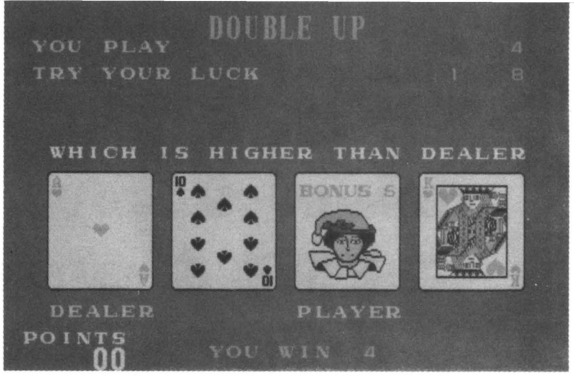

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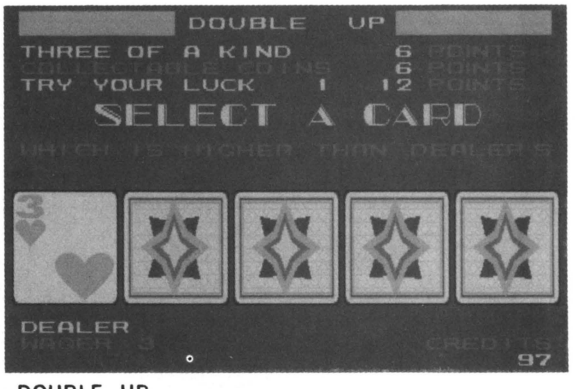

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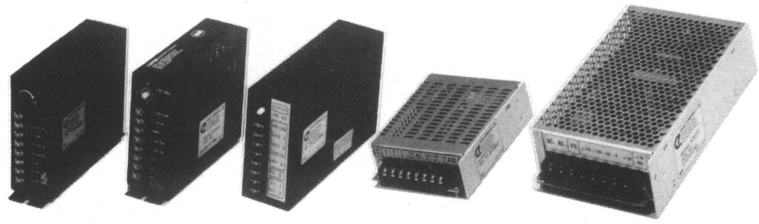

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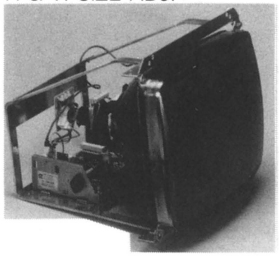

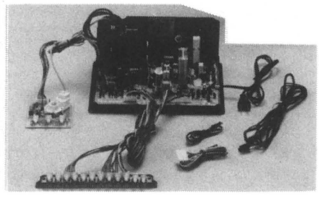

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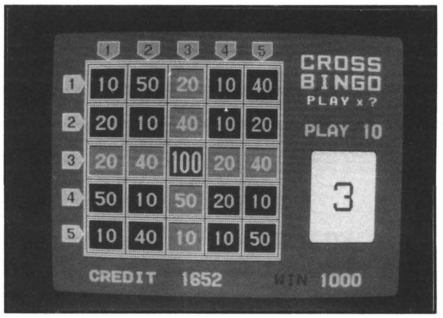

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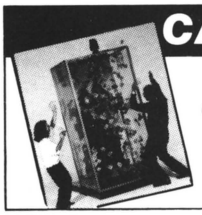

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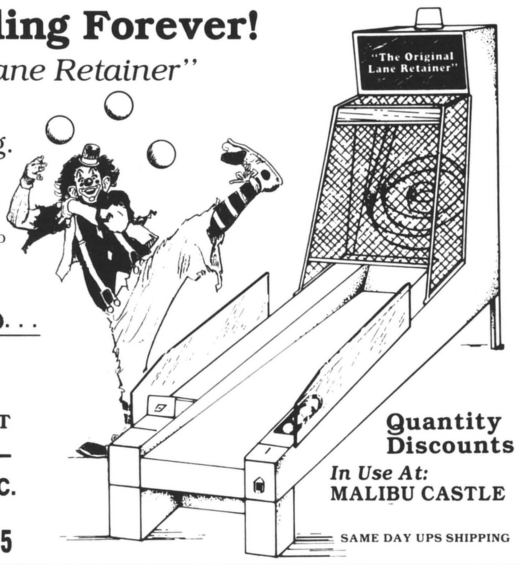

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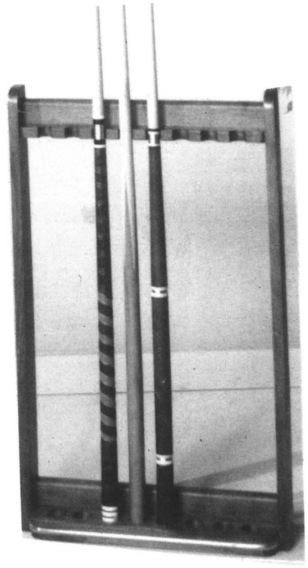

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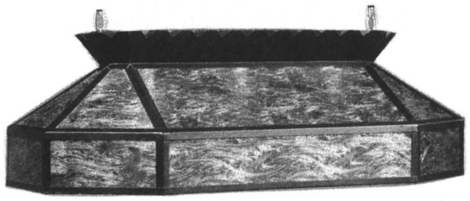

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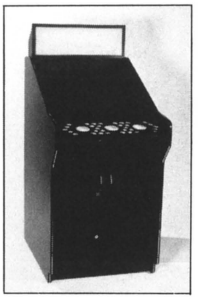

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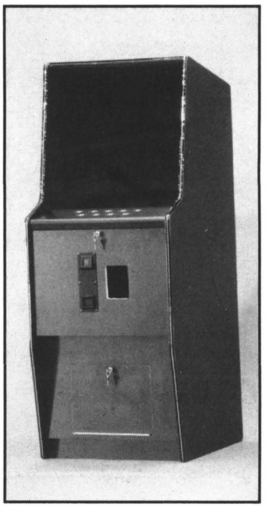

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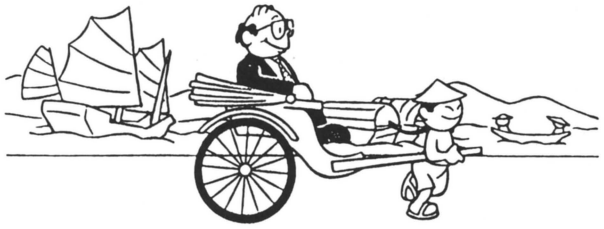

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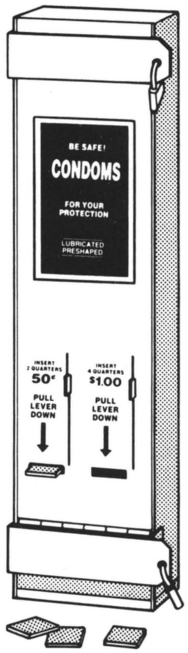

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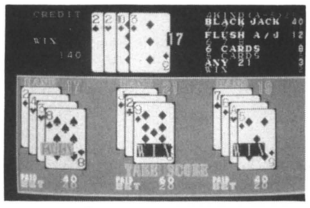

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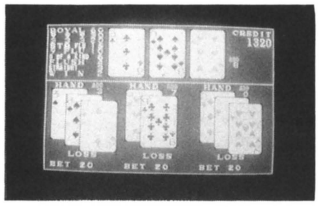

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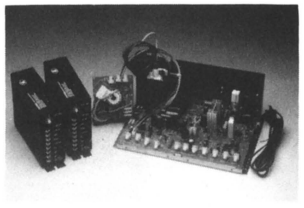

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