october 1991

RePlay

window on the world of coin-op entertainment



AMOA EXPO '91 COVERAGE!

Capcom USA launches another stellar fighting game

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HOT OFF THE PRESS!

SOLE-SOURCE KENO — The Oregon Lottery began Sept. 13 earning nearly $1.5 million weekly from 1,250 state-owned lottery ticket vending machines. The machines have been reprogrammed to play over 200 "live" keno games daily. Maximum bet is $100; top jackpot is $100,000. Players can collect up to $600 instantly on site; larger prizes must be claimed at Lottery offices. Machines, made by GTech, operate as before mostly in grocery & C-stores, etc., but also in some bars. (Taverns can't get keno unless they already had old-style lottery venders.) It's bad timing for tradesters who want Oregon to move ahead with a VLT law passed Aug. 9. Tradesters hope an anti-VLT lawsuit will be thrown out in a preliminary hearing Oct. 1. "Our attorney general called both points of the anti-VLT suit 'frivolous' and he's influential," said one observer. Tradesters say VLT will earn more than the new kenos.

MIDWEST VLT — Michigan **Rep. Ralph Ostling** was expected to introduce a South Dakota-style VLT bill into the hopper Sept. 30. The Michigan Video Lottery Council (which includes coin-op groups) says VLTs could earn $220 million yearly for the state. See more on Michigan VLT inside. . . The **Kansas Lottery** wants 10,000 VLTs up and running by July 1, 1992. Officials are drafting their own VLT bill, but haven't decided whether VLTs would be sole-source or operator-run, as sought by a coin-op coalition. Officials say VLTs could earn Kansas up to $65 million the first year; they estimate Kansas has 7-10,000 gray area pokers now.

UP & RUNNING — Pioneer CD operators have installed at least 75 of their jukeboxes in Burger King outlets (including both corporate and franchised stores). Rowe operators have also covered a bunch of franchised outlets with their boxes. Now we hear yet another phonograph manufacturer has solicited the giant fast food chain for permission to place their machines. But at this writing, only Pioneer and Rowe have gotten the official okay from BK. Rowe ops only have permission to solicit franchisees; Pioneer ops may solicit these and company-owned stores as well. Other Rowe news: former CEO **Arnold Greenhut** has left the firm, but many tradesters give thumbs-up to new Rowe prexy **Jim Gang.**

BILLBOARD JUKE CHART — "Hot Jukebox Singles," a new AMOA music chart compiled under contract by Record Service International, appears twice monthly in *Billboard Magazine* starting Oct. 6. The chart of most-played songs will be based on a national sample of over 2,000 U.S. jukeboxes. "We have gone to great lengths to make sure we have true nationwide representation," said AMOA's new Jukebox Promo Committee Chairman **Randy Chilton.** "The number of reporting jukes is growing, too." All music categories will be combined: a country tune may be number one, followed by a heavy metal hit, then an R&B track, etc. P.S.: former juke committee chair **Tami Norberg-Paulsen** and husband **Brian** welcomed baby **Jonathan** into the family Sept. 19. It's their first; all are doing fine. Congratulations!

AH, FAME! Si Redd, sometimes referred to as the Slot Machine King, was officially inducted into the Gambling Hall of Fame at a Sept. 26 banquet (Caesar's Palace, Las Vegas). Still very spry at 79, this patriarch is also known to our business as the Father of VLT, having pioneered video poker, keno & blackjack years ago when he ran Bally Dist. in Reno.

AUSSIE LEGAL FIGHT — Editor **Jack Rodios** *(Cashbox Australia)* advises that Aussie import king **Malcolm Steinberg** (Leisure & Allied Industries) filed suit in August against Mothers Imports-Exports Trading Co. (Sydney), alleging copyright infringement. Mothers prexy **Jonathan Wells** says he'll use a parallels imports defense at the Nov. 12-14 federal hearing. More in next month's issue.

DOLLAR COINS were promoted by a broad delegation of supporters Sept. 25 in a meeting with White House staffer **Charles Klob.** House Banking Committee chairman **Henry Gonzalez,** a key player, has signalled support for $1 coins. The Coin Coalition will meet Oct. 2 with **Peter Daly,** Director of the U.S. Bureau of Engraving & Printing. He's believed to support the coin, which now has 195 House votes (needed to pass: 218) and 29 Senate votes (needed: 51).

AAMA TRIP — Are you going on AAMA's Latin American trip Oct. 27-Nov. 11? RSVP any invites directly to U.S. Embassies. Reconfirm appointments with AAMA (fax 703-494-0616).

RePlay

the Players' Choice

OCTOBER 1991

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

best dedicated videos

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**STEEL TALONS (Atari) (1)**	**9.50**	**10%**
●	2	WRESTLEFEST+ (Technos) (1)	9.38	46%
●	3	ROAD RIOT (Atari) (3)	9.23	25%
	4	RACE DRIVIN' (Atari) (12)	8.94	43%
●	5	STEEL GUNNER (Namco) (4)	8.72	20%
●	6	FINAL LAP 2 (Namco) (5)	8.52	20%
	7	HARD DRIVIN' (Atari) (31)	8.34	43%
●	8	CISCO HEAT (Jaleco) (3)	8.21	11%
●	9	VENDETTA+ (Konami) (1)	8.14	17%
●	10	MAD DOG McCREE (Betson/Icat) (4)	8.14	11%
●	11	TIME TRAVELER (Sega) (3)	8.00	27%
	12	SPACE GUN (Taito) (10)	8.00	23%
	13	FINAL LAP (Atari) (35)	7.97	24%
	14	FOUR TRAX (Atari) (5)	7.92	10%
	15	GP RIDER (Sega) (7)	7.83	15%
	16	INDY HEAT (Leland) (5)	7.80	25%
	17	THE SIMPSONS (Konami) (5)	7.77	77%
	18	G-LOC (Sega) (16)	7.69	32%
●	19	RAD MOBILE (Sega) (6)	7.60	20%
	20	GALAXY FORCE (Sega) (16)	7.50	11%

+ indicates game was produced in both dedicated & software forms

top pinballs

●	1	**TERMINATOR 2 (Williams) (3)**	**9.66**	**48%**
	2	FUN HOUSE (Williams) (10)	8.59	69%
●	3	THE MACHINE (Williams) (6)	8.51	47%
●	4	GILLIGAN'S ISLAND (Midway) (4)	8.38	35%
●	5	PARTY ZONE (Midway) (1)	8.33	10%
●	6	BATMAN (Data East) (1)	7.86	6%
	7	CHECKPOINT (Data East) (6)	7.55	42%
	8	TMNT TURTLES (Data East) (4)	7.51	31%
	9	THE SIMPSONS (Data East) (11)	7.47	60%
	10	EARTHSHAKER (Williams) (30)	7.47	45%

best video software

		MODEL/MANUFACTURER	RATING	DIST.
●	1	**STREET FIGHTER II [H] (Capcom) (7)**	**9.55**	**86%**
●	2	CLUTCH HITTER [H] (Sega) (5)	8.50	34%
●	3	SUPER BASEBALL 2020 [S] (SNK) (1)	8.13	19%
●	4	CROSSED SWORDS [S] (SNK) (2)	7.94	30%
●	5	SENGOKU [S] (SNK) (7)	7.75	50%
●	6	BURNING FIGHT [S] (SNK) (4)	7.69	37%
	7	RAIDEN [V] (Fabtek) (14)	7.49	40%
	8	FINAL FIGHT [H] (Capcom) (20)	7.46	86%
●	9	KING OF THE MONSTERS [S] (SNK) (6)	7.29	48%
●	10	TURBO FORCE [V] (McO'River) (1)	7.17	5%
●	11	GALS PANIC [V] (Kaneko) (5)	7.14	11%
	12	HIGH IMPACT [H] (Williams) (8)	7.11	59%
	13	OFF ROAD TRAK PAK [R] (Leland) (17)	7.02	43%
●	14	BLUE'S JOURNEY [S] (SNK) (4)	7.00	11%
●	15	GUN FORCE [H] (Irem) (5)	6.85	22%
●	16	CARRIER AIR WING [H] (Capcom) (10)	6.82	18%
	17	MVP [H] (Sega) (13)	6.77	25%
●	18	CYBERLIP [S] (SNK) (10)	6.72	32%
	19	CAVEMAN NINJA [H] (Data East) (5)	6.71	17%
●	20	NINJA COMBAT [S] (SNK) (12)	6.63	46%
●	21	LEAGUE BOWLING [S] (SNK) (2)	6.63	13%
	22	BLOOD BROS. [H] (Fabtek) (10)	6.60	25%
●	23	GHOST PILOT [S] (SNK) (6)	6.55	18%
	24	HYDRA [H] (Atari) (10)	6.46	29%
	25	WWF SUPERSTARS [H] (Technos) (26)	6.45	77%

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

best new videos

●	1	DRAGON'S LAIR II [u/r] (Leland)	9.00
●	2	DOUBLE AXLE [u/r + s/d] (Taito)	9.00
●	3	SONIC BLASTMAN [del. u/r] (Taito)	9.00
●	4	SUNSET RIDERS [u/r] (Konami)	8.50
●	5	RACE DRIVIN' PAN. [del. s/d] (Atari)	8.00

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

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

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



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COVER

On this month's cover, the guys of Capcom USA make a point about their "stellar lineup" of hit games. From left, that's Jeff Walker, Jim Vanderhof, Jolly Backer, Dennis Sable and Brian Duke. Their latest CPS title is 'Captain Commando,' a four-player upright fighting game with a sci-fi flavor.

Shown "comin' at ya" are the game's wild characters (our favorite is Baby Head, an infant who sits inside a big green robot body that's armed with machine guns). "Nobody makes fighting games like Capcom," says the firm. The Cover Story inside profiles Capcom's current moves and future plans.

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EDITORIAL

First things first: AMOA '91 was a success. Some clear hits were displayed; more hits will emerge on location. We salute AMOA's fine presentation and organization, and salute exhibitors' truly great product spread. Even skeptics were impressed.

*Second, let's talk about a few problems that **didn't** happen in Las Vegas. Nobody walked around with long faces because of a VLT disaster in Iowa. (Operators won that battle long before showtime.) No angry words were exchanged on divisive political issues. People were free to concentrate on the business at hand — and they did.*

Another "problem that didn't happen" at Expo: leaders of major trade groups did not walk around, pretending each other's organizations did not exist. AMOA, AAMA and JAMMA leaders met (largely on Tokyo's initiative) and talked. It's about time! The summit's agenda takes second place to the simple fact that three-way communications have begun. Please, let's continue (and let's bring Europe into the dialog).

That's the good news. We don't have any bad news, just some thoughts about the future. At Expo, several respected operators, distributors and manufacturers said: "More good, new items are here than the trade can absorb right now." One reason: some operators are saving to buy video lottery terminals. Fine, but listen to logic. Families are our main market. Kids, who can't gamble, spend billions yearly. Only amusements can earn our share of those billions. Conclusion: gambling and amusements are not either/or. As in Europe, we can do both.

Which leads us to the trade's money crunch. A lot of smart folks mulled this over at Expo. Many said banks are not panting to work with small business today. A top manufacturer said factories and dealers alike should help more with operator financing. A respected supplier says we need new capital sources, period. We don't know the answer to the money crunch, but we do know the issue deserves serious thought from all. Meantime, it's on to a flurry of October shows, at dealers and elsewhere. Expo gave us many good products to work with. Let's get busy making money!

— Marcus Webb



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INSIDE

OCTOBER 1991

SPECIAL ARTICLES

THE HILTON SUMMIT

Few realized a three-way pow-wow of AMOA, AAMA & JAMMA took place at Expo '91 in Las Vegas. It was the very first time leaders of all three groups sat down together. A promising start pg.25

AMOA EXPO: THE EVENT

A gorgeous spread of equipment in all categories lifted Expo '91 into the winner's circle. The site was fine, if a bit of a walk from the hotel, and the mood was pretty free of politics. AMOA's got fine new officers, too . . . . . pg. 55

AMOA EXPO: THE PRODUCTS

Superhero videos and laserdisc games, nifty new jukes and eye-popping pins, plus a host of fine sports, novelty and redemption equipment made Expo '91 a winner. We cover it at length . . . . . pg. 79

MUSIC MEN

Rowe, Pioneer, Rock-Ola and NSM all bowed new jukeboxes at Expo. CD is still trending hot and the competition is heating up, too. Individual features on each company begin . . . pg. 137

VLT MAKERS & MORE

We look at nine states' VLT prospects in bit more depth than space allowed last month, then profile the licensed manufacturers of video lottery terminals. You'll read about new and familiar names . . . . . pg. 167

REGULAR FEATURES

BIG TICKET 52
BONDEAL CHART 160
BUYERS' BULLETIN 195
COVER STORY 46
DATEBOOK 194
GRAPEVINE 188
JAPANESE CHART 161
NEWS DIGEST 13
NEW PRODUCTS 183
ON YOUR MARK 24
TECHNICAL TIPS 164
TOURNAMENT NEWS 154
VIEWPOINTS 10
VITAL TITLES 187

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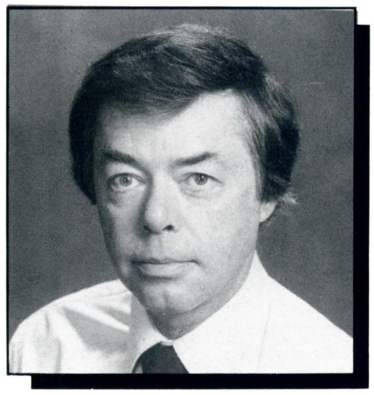


I've just covered my 28th consecutive (A)MOA show and haven't seen such an excellent spread of product in all classes as I did in Las Vegas. The goods were there! So were video lottery terminals (VLTs). Call it coincidental or a confluence of the stars, but amusements met the "threat" from gaming head on. Now, what are operators going to do about this? Will they hope and hope, wait and wait until VLT is legalized in their state? Or will they "place their bets" where they ought to be right now, on the music & amusements which are still the state of our artform . . . and which probably will be for a long, long time. Hey, with T2, disc games like Dragons and Johnny Rock, lovely pins and redemption items, marvelous music machinery and the rest, can anyone say anymore "there's nothing new" without feeling ill-informed?

During the Expo, we got some compliments on the VLT section which appeared in our Show Special (penned by Marcus Webb, produced by Key Snodgress). I also got some more kudos on my August "Little Gamble" essay, where I cautioned good judgment in this "rush" toward legal gaming. Am I personally crazy about all this gaming coverage? No, but it's the present buzz and it's our job.

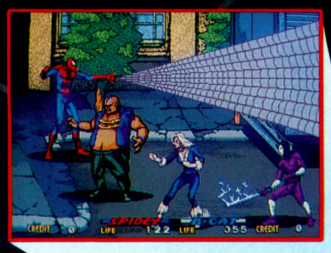
I never liked gray area poker, but I accepted their ads because some people have played these things for fun alone. I wanted to drop 8-line ads but I turned 180 degrees because there may be people playing these for fun as well (although the majority out there thinks these machines are pure gambling). Look. I'm not against legal gambling (as long as the stakes are low), but this gray thing is really a mind-bender. But, not to be judge and jury — there's enough of that being paid for by tax dollars — I leave it to the trade's common sense not to abuse gray goods.

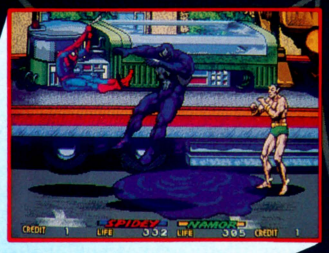
Still, I remind everyone that serious money is still being made from pure amusements, and ask you to direct (or redirect) your buying dollars toward these new goods that came from Expo, after the market separates the great from the hype. Legal VLT is here for a few; plausible for some others; a pipedream for many more anytime soon (in my opinion). We're coming out of a soft market and great opportunity for traditional goods is staring the more intelligent operators in the face. Let's bang it through, okay?

Ed Adlum

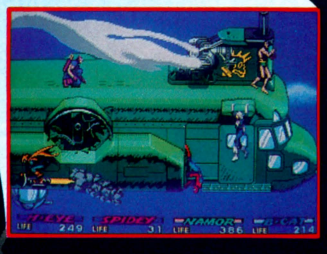
THIS GAME HAS REALLY GOT LEGS.

SPIDER-MAN™ the VIDEOGAME









If you're looking for a game with lasting popularity, check out SPIDER-MAN™ THE VIDEOGAME from Sega. Up to four players can take part in the adventures of Marvel Comics' famous Spider-Man! Players can play the role of Spider-Man, Sub-Mariner™, Hawkeye™ or the Black Cat™ with the unique ability to switch from one character to another at any point in the game. This dedicated upright features Sega's exclusive 32-bit technology, a 25-inch monitor, continuation and buy-in options, and an innovative Zoom In/Zoom Out format, in which the size and movements of the characters change in various scenes. And with sixteen scenes taking place in four chapters, Spider-Man offers great depth of play. The non-stop action features six of Spidey's arch-enemies — Kingpin™, Sandman™, Scorpion™, Green Goblin™, Venom™, and the Lizard™ — to guarantee strong player recognition of both heroes and villains. With that kind of player appeal, Spider-Man has proven itself as a game with legs — in more ways than one!

Contact your Sega distributor or Sega Enterprises, Inc. (USA), 2149 Paragon Drive, PO Box 610550, San Jose, CA 95161-0550. (408) 435-0201.

SEGA™

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VIEWPOINTS

Dear Ed:

Please accept my thanks for everything you have done for our industry and for me this past year. Your publication has added much to the efforts we have been expending to make this a better industry for all.

More specifically, the September (1991) issue was one to frame. I can't tell you how many people called me the week before the show to say what an outstanding issue it was. Must have been ten, at least. I can't remember that kind of interest in a single issue of a trade magazine. Every operator in America owes you, Marcus, Tippy, Key and your entire staff big time.

Thanks, Eddie,
Jim Trucano
Past-President, AMOA

[Dear Jim: You turn my head! But as I said to you and to all the many others who complimented our September book (especially the portion on VLT) "Marcus and Key did that VLT thing!! All I wrote was the piece on Si Redd, though I thought that came out pretty fair, how 'bout you? Seriously, Marcus and Key should get a Pulitzer for the VLT section they put together and you don't know how proud I am of those two. All I ask is that readers keep their September books closeted because that number could become a collector's item. ed]

LET THE GOOD GUYS WIN

To RePlay:

Legalized video lottery run by legitimate operators is very important to our survival in this business. We ourselves service many clubs and tavern in our area of Pennsylvania where the people won't put 10 cents into amusement games. But if you give them gambling, they go bananas!

If we let all the crumballs keep running illegal gray area games like 8-lines, we'll never get anywhere and the Feds and state police will clean up and make criminals out of all the decent people along with the creeps. The lucky 8-lines, by the way, contain slot symbols that are illegal in Pennsylvania per se.

Anonymous

[Dear anonymous: we normally don't run Viewpoints from operators who don't identify themselves, but your note is too much on target to ignore. Rest assured that you're not the only fellow out there trying to run a clean business while facing competition running gray goods. If for no other reason than to honor guys like you, the states should swing into legal VLT, erase the gray stuff and level the competitive table for everyone. And they'll make themselves a needed buck in the process. The logic of this is too obvious to debate. ed.]

PROPER PLAY PRICING

Dear RePlay:

It's time for the stupid operators to wake up and make sure all their pins are set on 3 balls for 50¢. All kits and dedicated videos that come from the factories set on 50¢ to start, 25¢ to continue should be left that way. Remember . . . they've tested the game and know its potential. The uneducated, whorish and insecure operator falls prey to the location owner's pressure to lower the price in order to "make more money." Indeed, everyone seems to be an "expert" on how our business is to be run.

Yes, they're experts on every aspect of our business except when it comes to paying for the equipment. But they sure find out what new equipment should be purchased before the next collection rolls around.

It's never too late to be in charge of your own company. Plot the course to a secure and profitable future. Unite with other operators who stick to proper pricing. This is one of the best ways to insure you'll have the bucks to reinvest in new equipment to keep your company strong, especially in this period of economic depression.

All we really do is "rent time" on our games to the public. It must be priced correctly or you could be on the other side of that 7-Eleven counter someday working for $5 an hour and all the Slurpies you can drink.

a friend from California

STAY OPEN TO CHANGE

Dear RePlay:

In the coin machine business, as in most other businesses, the winds of change are ever upon us. More than ever, an operator needs to be alert to these changes and respond accordingly. Human nature resists change, because it is perceived in many cases to be traumatic. We hesitate to come out of the comfortable little niche we have carved for ourselves.

The change I resisted the most was the advent of solid state pinballs. But as we changed over, the results were phenomenal. Less service, more income, more prestige and *happy* location owners. When we learn to embrace change, we find it stimulating. While some operators say: "I can't afford to buy new equipment," we say "We can't afford *not* to buy new equipment." You're in the river and you've got to swim. The outcome always speaks for itself.

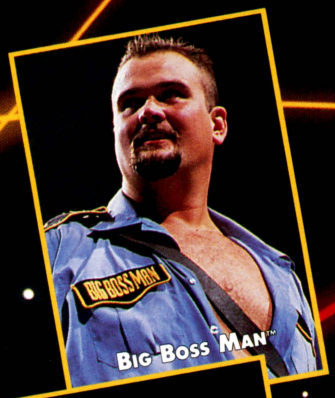
We always expect the unexpected and we're never disappointed. The constant learning and growing experience is enjoyable and keeps us from stagnating. We continue to keep winning the public approval by applying ethical standards to our operation. Our agenda has always been to gear up, update our facilities, buy the necessary brain power and move up. We pay our employees well to get and keep the best.

This industry is one of the most rewarding. Surge forward! Change is good, change is stimulating and is not just change — **it's money.**

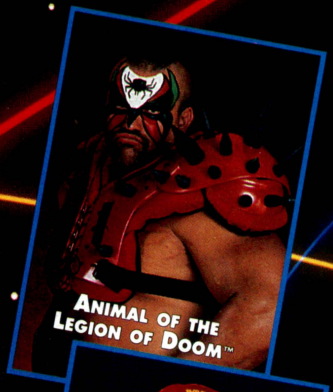
Sincerely,
Gerald Goudeau
Gerald's Amusement Machines
Lafayette, Louisiana

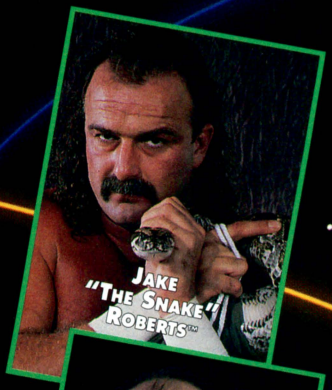
[Dear Gerald: since your son David was a key architect of Louisiana's new video poker bill along with Bob Nims and others, we think we can guess what kind of "change" you're talking about! ed.]

PUT BIG TIME PROFITS IN YOUR CORNER.





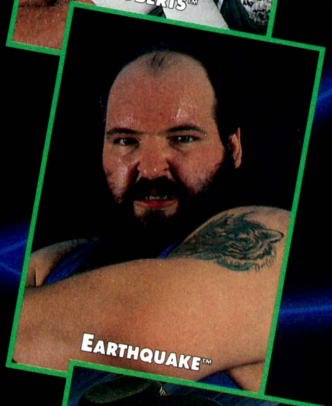
















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NEWS DIGEST

AMOA EXPO OFFERS EXCELLENCE IN ALL CATEGORIES

Strong attendance (around 7,700 folks) and super-strong new video offerings made **AMOA Expo '91** a hit. Show took place at the Las Vegas Convention Center, Sept. 12-14. Operators voted Midway's ***Terminator 2*** video upright as "best new game at the show"; many other strong titles won praise (and orders). Among them: Leland's ***Dragon's Lair II,*** Sega's ***Spiderman,*** Data East's ***Captain America,*** Capcom's ***Captain Commando,*** and others.

Handsome new jukeboxes bowed from Rowe, NSM, Pioneer & Rock-Ola. A fine spread of pins, redemption, sports & table games, and novelties rounded out a show. "There may be more good product here than the market can absorb," many tradesters said — a situation *RePlay* lists under the category of "Golden Problems" as in where do I park my second Mercedes. Comprehensive show coverage begins on **pg. 55.**



CRIME WAVE HITS 4 STATES IN NEW ENGLAND

Since late spring or early summer, an estimated 80 or more robberies have targeted amusement machines and vending operator headquarters in four states: New York, Connecticut, Rhode Island and Massachusetts. Police suspect a coordinated, connected criminal plan is being executed. Reports are vague but it appears around $300,000 in cash, games and tobacco could have been taken, maybe more. New York has suffered up to 50 on-location game grabs: sometimes under false pretenses, sometimes with guns used. Taken are games including *Street Fighter II* and *Neo•Geo*



system cabinets. The three New England states have had as many as 30 or so nighttime break-ins to operator headquarters (mainly vending places); safes are the main target although select amusement machines have also been stolen. The FBI, local police and other authorities are investigating. So far, none of the stolen goods has turned up for resale here, leading many to suspect an export ring. Get details on **page 29.**

6% GROSS RECEIPTS TAX: CONNECTICUT

Coin-op amusements in Connecticut will be subject to a 6% gross receipts tax beginning Oct. 1. The legislature approved the tax in late August, along with a first-ever state income tax and expanded sales taxes. Leading tradesters said they (along with many other state business groups) would seek repeal.

IOWA KILLS SOLE-SOURCE VLT "TEST"

Operators congratulated themselves (and breathed a sigh of relief) Aug. 29 when the **Iowa Lottery Board** cancelled a planned test of state-owned video lottery terminals. After extensive operator lobbying, ILB bowed to **Gov. Branstad's** pressure to put the test "on hold." Lawmakers questioned whether gambling should be expanded at all, much less without debate first. Full story follows on **page 36.**

AMOA, AAMA & JAMMA TALK TURKEY AT "HILTON SUMMIT"



AMOA, AAMA & JAMMA The presidents of AMOA, AAMA and JAMMA (Japan's major trade association) met for a cordial but intense closed-door session during AMOA Expo '91. The meeting took place Friday, Sept. 13 and was attended by AMOA's **Jim Trucano** and **Gene Urso;** AAMA's **Bill Rickett, Bob Fay** and **Frank Ballouz;** and by JAMMA's **Masaya Nakamura** and **Shunji Iki.** Parallels took up the most time as AAMA expressed concerns about a possible flood of counterfeits resulting from legal operation (starting Dec. 1) in the U.S. of video games intended for sale and use in foreign markets. AMOA and JAMMA both expressed their opposition to counterfeits. The leaders also discussed the possibility of closer communication and cooperation between their groups. In related news, AMOA & AAMA announced before Expo that they will lobby together and sponsor a joint Congressional Reception in Washington, D.C. on June 7-9, 1991. A fuller account of the "Hilton Summit" appears on **page 25.**

PEACH'S ROWE PLAN IS OFF

The deal reported in last month's *RePlay* predicting that the **Peach State Group** planned to buy Rowe's Memphis and Columbia offices is glitched. In fact, it now appears that a prominent far-south distributor is bidding to acquire the parts assets of Peach State. However, a high source at Rowe itself told us he expects all three of Rowe's remaining factory-owned dealerships (Memphis, Columbia & Dallas) will be sold before yearend. "We have more than one suitor for each of the offices," he confided.

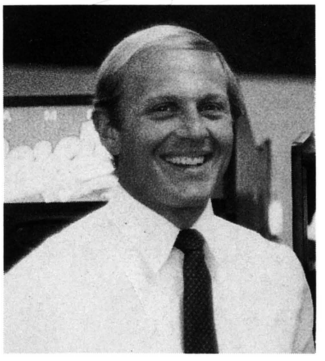
BETTI CO.S BUY ROWE'S DEDHAM & L.A. STORES

On Oct. 1, 1991, Rowe International's distribution branches in Dedham, Mass. and L.A. were acquired respectively by New England Coin-Op and Betson Pacific Distributing. NECO, a subsid of H. Betti Industries, will move operations from its familiar Norwood facility into the Rowe-Dedham site. Betson Pacific (a separate corporation under common Betti family ownership) will move Rowe's L.A. assets into its Pico Blvd. HQ outlet.

NECO, under manager **Rick Kirby,** has been distributing equipment out of Norwood since mid-1986. They'll conduct "business as usual" there during an October transition, systematically moving inventory, parts, office & shop equipment to Dedham while refurbishing the Rowe site. NECO should start full operation at Dedham Nov. 1. While former Rowe-Dedham topper **Bob LeBlanc** moves to a new Belam dealership opening close by (see related item), several of Rowe's key former technicians have been asked to stay on at the new NECO outlet. "We're very service-oriented," Kirby advised.

H. Betti Industries prexy **Joe Cirillo** said the Rowe branch was acquired for two reasons: "First, our faith in Rick and his NECO staff, who've done a marvelous job up there. Second, obviously, to further increase our business." Clearly, the acquisition enhances HBI's distribution scope in the Jersey-to-Maine market.

The Los Angeles picture is similar, except here the Rowe branch (which stressed vending) will close and assets will be moved "down the street" to Betson Pacific's HQ office at 2444 W. Pico. Rowe's familiar manager **Dave Hall** remains with Rowe's factory sales force, but Betson Pacific's **John Lotz** stated: "Key sales, service and parts people (including **Dan Hammond** & office manager **Janet Hokama)** will all be coming over. With this acquisition," Lotz added, "we'll have doubled our clout in parts and service for music, games and vending." (He also said **Joe Sholz** from Betson's Phoenix branch will move to L.A. as overall parts manager).



PETER BETTI

Peter Betti, chairman of HBI as well as chief of the three-store Betson Pacific network, now commands an even more impressive roster of dealerships on both coasts with these acquisitions. (Elsewhere in this issue, please see separate feature on Betson's new HQ facility in Carlstadt, N.J.). Asked about the acquisitions, HBI patriarch **Bert Betti** told *RePlay:* "It's a very strong signal to the industry of the confidence our company has in the future of the coin machine business. Yes, we have the top product lines, but now our service support is further strengthened. I've always contended this is a service-oriented industry."

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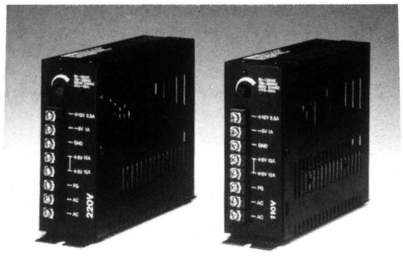

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BELAM INTO NEW ENGLAND

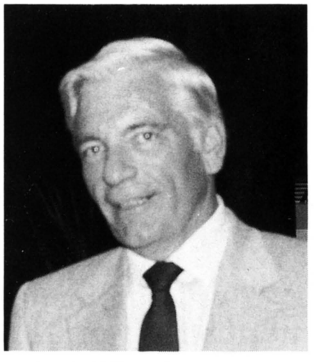
Marc Haim, president of R.H. Belam Co., says the firm will open a branch under Rowe veteran **Bob LeBlanc** in Dedham, Mass. on Nov. 1. At presstime, Haim said they were "zeroing in" on a lease facility within a half-mile of Rowe's old office (now under NECO's auspices). The new firm will be called Belam Northeast Distributing Co.

Haim said he and LeBlanc were considering several former Rowe-Dedham employees to work at the new dealership. They've already begun assembling factory-direct line representation (at this writing, Haim said they'll offer Valley tables and dart games, Data East's full line, and Rock-Ola's music & can vending lines. (This includes the new *Trilogy* jukebox, formerly handled by NECO which now has Rowe music & vending exclusively.) Negotiations with other suppliers are underway.

Haim said a grand opening party will take place when the new place is up and running. LeBlanc, who reports to Haim, has complete control over equipment buying, etc. "He will run that office on a pretty autonomous basis," Haim told *RePlay*. Area tradesters have known Bob for many, many years; some may also know that other suitors wanted to hire him to form a branch office after the Betson-Rowe deal. . . but Marc Haim and Belam VP Simon Deith "got the gray fox"! Always exuberant, Simon stated: "This is a great opportunity for Bob, Belam and for operators in the New England area. Everyone up there's going to love doing business with us. I feel so good about this!"



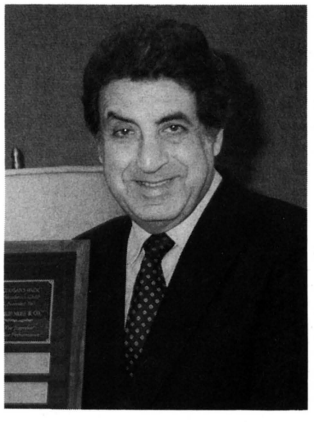
MARC HAIM



BOB LeBLANC

AAMCF TO HONOR VALLEY'S CHUCK MILHEM AT ACME

Valley Recreational Products' supremo **Chuck Milhem** will be honored as AAMA's "Man of the Year" at their Charitable Foundation dinner during the mid-March, 1992 ACME show in San Antonio, Texas. Excellent choice! Everybody in the industry likes, admires and appreciates this man (so does the U.S. Commerce Dept., as the firm's "E for Exporting Excellence" award attests). Should be a full house honoring this fine industry gent.



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NEVADA OPS FORM NEW ASSN., DOUG MINTER IS 1ST PREXY

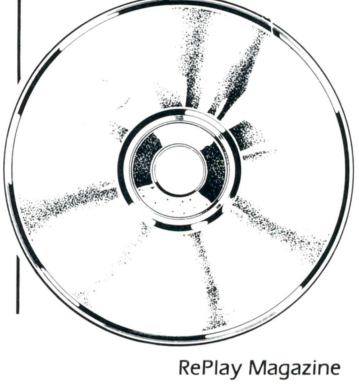


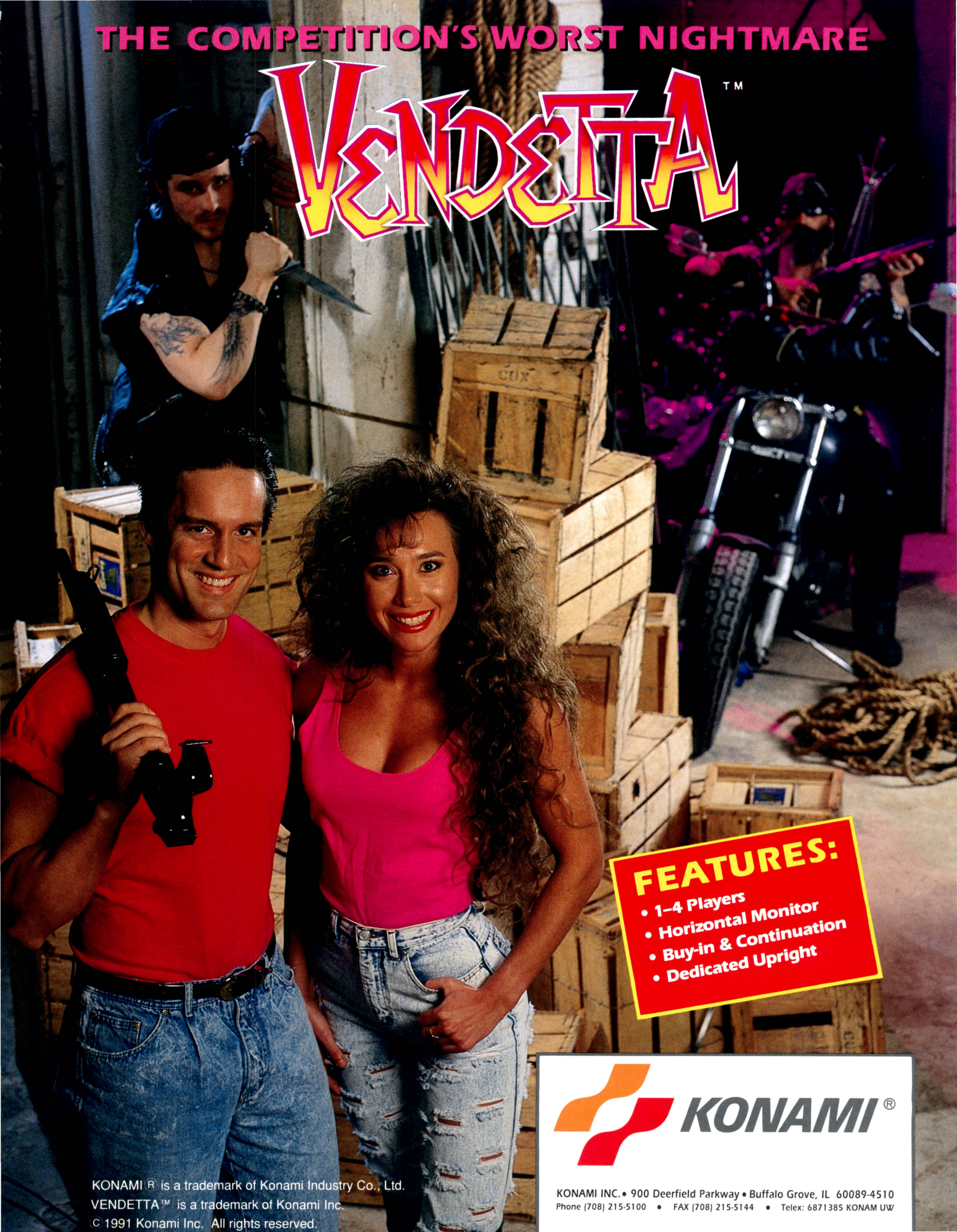
Operator **Doug Minter** is seen here at AMOA Expo '91. He's addressing two dozen Nevadans who later elected him president of the new **Amusement & Vending Operators of Nevada.** VP is **Don Singer** (Southern Desert Vending); secretary is **Randy Cottrill** (Southwest Services) and treasurer is **Roger Brown** (Starcade Amusements). **Leon Cauchois** (Palisades Amusement) rounds out the board. Top mission: heading off new taxes. AVON has hired a former Nevada Speaker of the House as their lobbyist. Great start! Next meeting: Dec. 3 in Tonopah. To join, call Doug at 702/882-4943 or fax him at 702-885-9902.

NSM-AMERICA'S NEW CD POLICY: "WE BREAK 'EM, WE OWN 'EM"

Effective immediately, **NSM-America** has announced a new policy to replace any CDs broken by its jukeboxes, or reimburse operators for same. "We break 'em, we own 'em," said NSM prexy **Rus Strahan.** The move is dramatic testimony to NSM's belief that its jukeboxes don't damage CDs, period. Said Rus: "Our new policy is the strongest way we could think of to say that our equipment does no harm to an operator's expensive CDs, in any way, after any number of plays." Strahan stressed that NSM spent loads of time and money engineering its "Quick Change Artist" CD changer mech so that it never even touches the CD, just the tray it's cradled in. Discs are kept horizontal and are supported at all times. For a written copy of the new NSM policy, contact the firm in Chicago at 312/992-2280 or fax 312-992-2289.

By the way, K.D. Austin of K.D. Music (Charlotte, NC) was the winner of a beautiful *Firebird* wall jukebox in NSM's recent giveaway. Operators Distributors' Steve Henderson (K.D.'s distributor) accepted on his behalf at the Vegas Expo.

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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.

KONAMI®

HESCH SCHOLARSHIP FUND REACHES GOAL AT EXPO RAFFLE



Calling out winners' names at the Wayne Hesch Scholarship Fund raffle drawing held on the last day of the AMOA Expo is Don Hesch (brother of the late Wayne Hesch, A.H. Entertainers, Rolling Meadows, IL. Drawings were held on each day of the show for all sorts of great prizes, and you can bet a lot of folks crowded around to see if they were the lucky ones. Stay tuned for a full report on prizes, winners and money raised in our next issue. (Pictured to Don's left is Jimmy Thorpe of Thorpe Music, Rocky Mount, NC; at right with the cute ticket drawer is Ralph Ceraldi of C&C Vending, Bohemia, NY.)

THAT'S SHOW BIZ! MANY OCTOBER EVENTS ON TAP FOR INDUSTRY

Besides "post-AMOA" dealer parties, October brings many more trade shows. Top coinmen will attend **JAMMA '91** (Oct. 2-3, Tokyo). Several games that couldn't make AMOA's mid-September deadline will debut there... **InterTainment '91** (Oct. 7-9, Century Plaza Hotel, Los Angeles) offers exhibits, speeches & seminars on hi-tech interactivity in all areas. *RePlay* editor **Marcus Webb** moderates a seminar on future arcades, etc. Call Alexander & Associates (212/382-3929) for info... The first-ever **Fun Expo** runs Oct. 24-26, Atlanta Market Center. Speakers include **Jim Trucano, Bob Fay, Craig Johnson, Frank Seninsky** and **John Margold.** Call 914/682-2027 for info.

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NEW FACES, NEW PLACES FOR FABTEK & OTHERS

Fabtek, run by fabulous **Frank & Jeannie Ballouz,** has moved. They're now at 8434 — 154th Ave. N.E., Redmond, WA 98052. Phone is 206/881-0900; fax is 206-881-6503 . . . **Nancy Dudley** is the new Executive Assistant at AAMA, after stints at the U.S. Defense Dept. and another trade group . . . **Rachel Davies** is now Eastern Regional Manager for Williams/Bally-Midway, moving over from SNK. Williams has reordered its sales force to bring reps closer to their dealers, with **Bob Lentz** running the West Coast and **Lesley Ross** running the Midwest . . . **Dan Clarton** has departed Premier Technology to take up marketing & sales duties at **American Vending Sales** . . . Brady Distributing was home for **Bob Haim,** but he's now joined **Jaleco USA** . . . **Bill Arden** is the new sales top at Brady's Miami digs . . . **Don Tunstall** is GM of Brady's Orlando office, whose new address is 4225 SW 34th St., Orlando, FL 32811. Phone and fax are unchanged . . . **Mort Ansky** is the new Senior VP of Sales & Marketing at U.S. Games in Atlanta. Mort's VLT expertise will be handy . . . **Kramer** has opened a new sales office in Atlanta, headed by Sales VP **H.A. Devlin** . . . **Mike Robinson** has left Tecmo (where he was national sales manager), returning to the world of distributing. He'll head sales responsibilities at **Century Distributing** in Garden Grove, Calif. They've now got a California exclusive on the Premier line and will announce other new lines . . . Former technician **Jim Santa Cruz** now heads Tecmo sales.



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A major investment firm runs an advertisement something like this: "In today's global economy, a rise in the Deutschmark in Berlin affects construction prices in Taiwan. Falling interest rates in Tokyo impact exports in Brazil. Deregulation in Moscow changes the job picture in Silicon Valley..."

Coin-op people know this truth first-hand. U.S. tradesters feel global "ripple effects" almost daily in the spheres of technology, trade and law from Canada, Mexico, Japan, Korea, Taiwan, Europe, Australia, and now the rest of Central and South America. Increasingly, we live and work in a global market.

That's why it's so encouraging that some operators and manufacturers — including Americans, Japanese and Europeans — sincerely desire better, closer relations between their respective industry groups. The "Hilton Summit" of AMOA, AAMA and JAMMA which took place at AMOA Expo '91 was a good first step toward this goal. The economic elements of our industry are already tied up in worldwide patterns that grow stronger every day. It's high time to start bringing the global political elements of our industry into similar alignment.

Let the record be clear: the initial impulse for this political outreach came from Tokyo. JAMMA President Masaya Nakamura got the ball rolling, and in some ways he seems the most passionate about making sure it continues to roll. This is a man of vision unlike anybody else in our industry; only Nolan Bushnell is even in his league. While most of us think — at best — in terms of the next few years (creating a new market; heading off certain problems), Mr. Nakamura is already thinking about creating a new level of industry creativity, coordination and positive social impact for the next century.

Some — definitely not all — in both AMOA and AAMA circles privately view the Hilton Summit initiative as mostly a "public relations exercise."



Probably some Japanese manufacturers feel pretty much the same way. This boggles my mind. In today's market, how can anybody *not* be eager for more and better worldwide communications? Are any of us so arrogant as to believe we can cruise along without hearing the thoughts of the "best and brightest" in other industry segments, and in other countries?

Sure, some individual Japanese factory leaders follow disagreeable business practice. But the same goes for some American operators. Shall we dismiss them all with the same stereotype, and invite them to do the same to us? As one of Singapore's national leaders has said: "In America, there is now a sort of non-competitive, stop-the-world-I-want-to-get-off sentiment that you have to get rid of. Because you can't get off."

Even before we can work with overseas tradesters, we have to reach a better rapport among ourselves. Personally, I would find it shameful if Japan was more interested in U.S. industry unity than Americans are. We're very fortunate that the more enlightened political leaders of all three trade groups are ready to look beyond differences to concentrate on common interests. To my mind, the Hilton Summit represents an historic opportunity for coin-op. I hope we take that step into a better future.



JAMMA President Masaya Nakamura, AMOA 1990-91 President Jim Trucano and AAMA President Bill Rickett shake hands in a goodwill gesture during the "Hilton Summit" meeting held Sept. 13

THE HILTON SUMMIT

leaders of AMOA, AAMA & JAMMA meet for cordial, intense talks at Expo; parallels dominate agenda; better global communications are sought

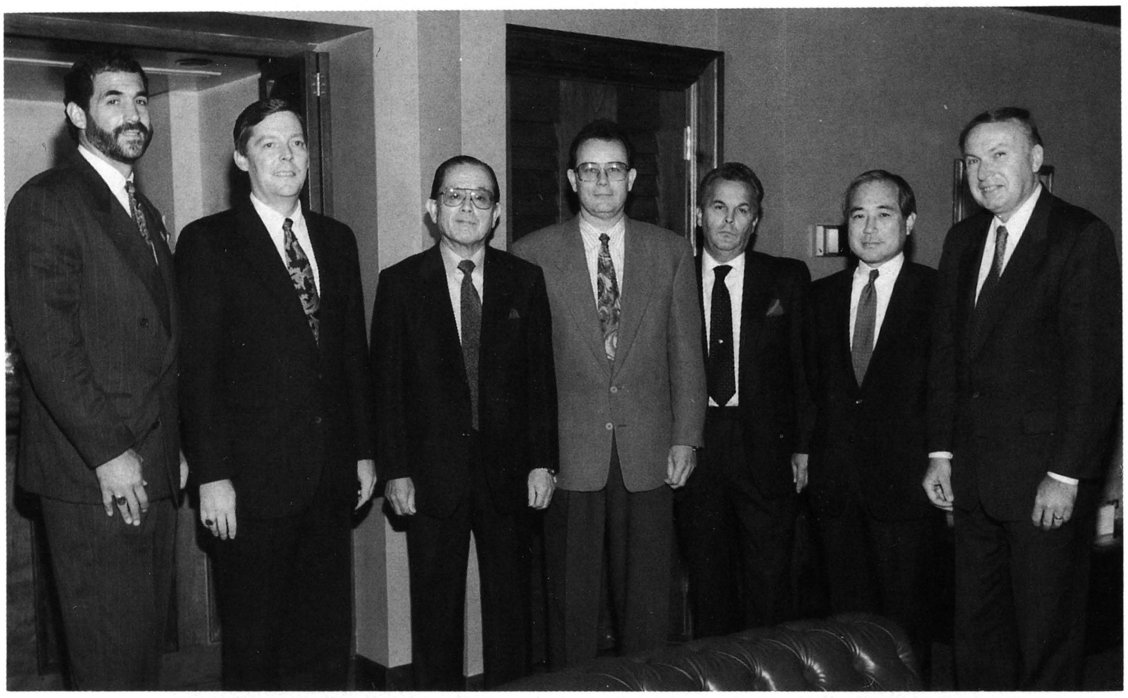
A secret island of calm lives in the center of every hurricane. AMOA Expo '91 was no exception. Most showgoers spent three days racing through mountains of new products . . . absorbing tidal waves of information . . . or attending cascades of seminars, parties and meetings.

Yet while Expo's "human hurricane" roared, a quiet but intense event was taking place in the eye of the storm. On Sept. 13, a handful of top industry leaders convened in Room 2908 of the Hilton Hotel. Most trade members didn't even know this crucial meeting was going on . . . but it's possible that for years to come, we could all feel the impact from what began in Room 2908.

Starting at 8:30 Friday morning, leaders of AMOA, AAMA and JAMMA held their first-ever "summit meeting" in this room. It was the suite of JAMMA president Masaya Nakamura, host and catalyst of the event. President Nakamura got the ball rolling last fall when he suggested, in the pages of this magazine, that it might be a good idea for U.S. and Japanese tradesters at the highest levels to sit down and discuss what they can do together to make the industry better. AMOA president Jim Trucano quickly wrote a letter indicating he would be very interested in meeting with Mr. Nakamura. AAMA leaders also signalled their interest. Thus began months of behind-the-scenes planning and discussions. The "Hilton Summit" was the result . . . and, perhaps, the beginning.

Present at the summit were AMOA then-president Jim Trucano and AMOA president-elect (at that time) Gene Urso. From the U.S. manufacturing sector came AAMA president Bill Rickett, AAMA past president Frank Ballouz, and AAMA EVP Bob Fay. Japan was represented by Mr. Nakamura and Shunji Iki, special assistant to JAMMA's president. All participants said the discussions were intense and useful. "It was a very good meeting," Jim Trucano said afterwards.

A wide range of concerns were addressed. JAMMA believes that the growing globalization of our industry makes it advisable for the three trade associations to set up better communications among and between each other. This idea makes sense . . . in fact, when you think about it, it's really rather shocking that no such three-way summit has taken place before. The association leaders all agreed the Hilton meet-



From left to right, Frank Ballouz, Jim Trucano, Masaya Nakamura, Bill Rickett, Gene Urso, Shunji Iki (special assistant to JAMMA president) and Bob Fay at the summit meeting.

ing shouldn't be the last such summit, either.

By the way, Namco's new European chief Shane Breaks has called for stronger European communications links to be added to any global coin-op network. It's an excellent idea, especially in view of next year's planned opening of a united Europe-wide common market.

At the three-hour Hilton Summit, the single agenda item which took up more time than any other, was parallel imports — which become legal to operate in the U.S. on Dec. 1. "AAMA seemed very concerned about parallels, much more so than JAMMA," Trucano reported. This assessment, by the way, is consistent with the view of U.S. operator Bill Beckham, the pro-parallel activist who holds a degree in international trade. "I've come to believe that all along, the source of the strongest opposition to parallels came from the U.S. middlemen, much more than the Japanese," Beckham has told *RePlay*.

AMOA's Trucano said the Hilton Summit produced a notable degree of unity on this touchy subject. "We assured both groups that AMOA has always been against counterfeits and will continue to oppose them," Trucano said. "For its part, JAMMA pledged to take a more active role, and to do all it could to stop counterfeiting activity in Taiwan and Korea before the problem even begins." Commented Trucano: "This is right in line with AMOA's policy for years, that they must be stopped at the source."

Of course, JAMMA President Nakamura had already stated (in an interview with *RePlay* last October) that Japan views the new pro-parallel law as an internal U.S. matter, and that JAMMA will take no action to oppose it. AAMA, too, has stated it will not seek to overturn the pro-parallel Act of Congress.

The ending of this story isn't known yet. If we're lucky, the "ending" will in fact be a new beginning of international communication and cooperation. The Hilton Summit offered hope and opportunity to a trade whose most enlightened leaders are seeking to take coin-op beyond yesterday's battles. Last spring's ACME show was blessedly free of political controversy; thanks to the Hilton Summit, this fall's AMOA Expo went beyond "passive peace" to achieve some positive (if tentative) results. Our industry's key leaders made a vital start toward getting to know each other, and toward working together. Let's hope all concerned keep the momentum going.

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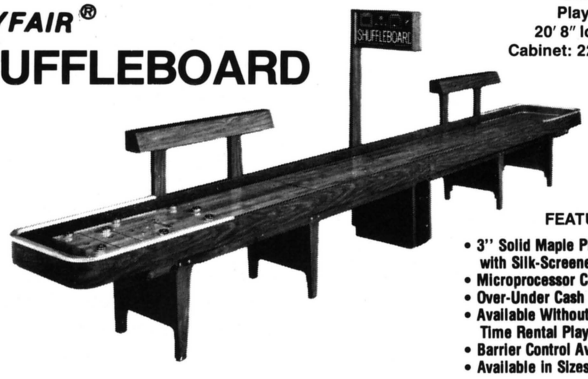

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COIN-OP CRIME WAVE HITS N.E.



similar robberies occur at locations & operator headquarters in four states

maybe $300,000 in cash and equipment taken; broad investigation underway

The FBI, police departments in various cities, and other government agencies are investigating a "coin-op crime wave" which is plaguing four Northeastern states. Stolen to date perhaps over $300,000 in cash and equipment with an emphasis on hit video games taken right off locations. Nostalgia-styled jukeboxes and certain pinballs have also been stolen, along with cash, safes, cigarette shipments and even computers and other office equipment from some tradesters' headquarters.

Up to 40 or 50 stick-up style burglaries have occurred on locations in New York, according to two-time victim Scott Tartaglia (secretary of the New York City operator association). Fake "vending crews" arrive on location and announce they've come to collect the equipment. If the crooks meet resistance or questions from location owners, they use force — sometimes drawing guns and ripping phones from walls.

In three New England states, several tradesters' headquarters in various towns have been burglarized by skilled thieves in the dead of night, said victim Mike Mascolo (New England Pinball Distributors, Derby, Conn.). These burglars disable sophisticated alarm systems. They break in through the ceiling or through heavily-protected doors. They may drive large trucks up to the loading dock and totally clean out the premises, stealing select new equipment and even operator safes and office gear.

Police said amusement and vending operators in Massachusetts and Rhode Island have also been victimized. Walter Bittal of Mondial International added: "It's almost an epidemic, and it's kind of scary when you hear of that many incidents occurring. Break-ins are a common occurrence, but from what we hear, this is certainly a lot more elaborate than the typical vandalism. There's been a rash of fairly professional burglaries from Massachusetts right down into New York City. They know what to pick and choose. They are well organized."

DEVELOPING SUSPECTS

Is a single organization behind the rash of robberies? Many tradesters believe so, and authorities certainly don't rule it out. Detective Marcel Lajeunesse of the Derby, Conn. police told *RePlay:* "It appears to be a very sophisticated burglary ring and all the crimes are very similar. So, yes, all of this criminal activity seems interconnected."

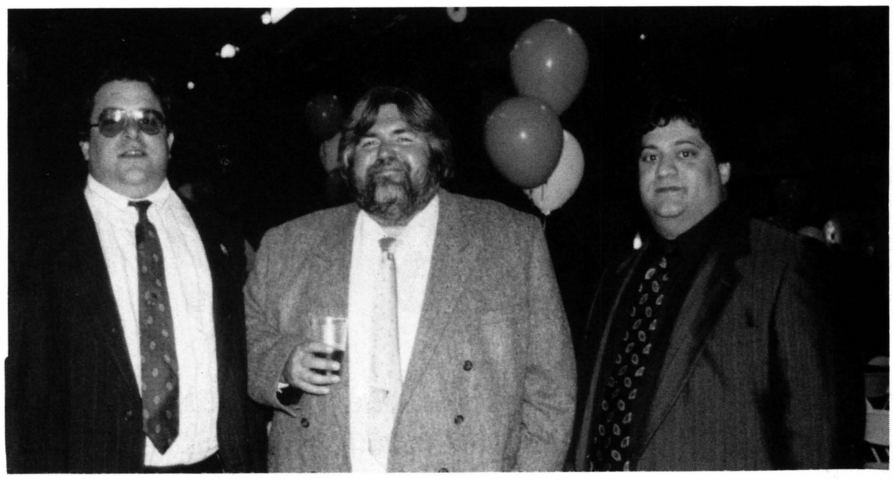
Law enforcement officials are investigating the case and apparently have developed some leads. Information has come from eyewitness accounts, at least one reported arrest, and other sources. Eyewitnesses have described the thieves in several New York robberies as "Hispanic males," although it's reported that some ethnic Albanians were arrested in the middle of one attempted game theft at a Blimpie's fast food store on First Street.

Police say the most mysterious aspect of the case so far is that none of the stolen goods have turned up for resale in the USA. This has led some observers to speculate that stolen games are being shipped overseas to build or supply routes, perhaps in Latin America.

"In one robbery a truckload of cigarettes, marked with stamps, was taken," said Detective Lajeunesse. "They've never turned up. Another robbery took $75,000 in coin, which has also never shown up. Too much has been stolen for it to be stored anywhere," the detective continued, "but it's not turning up anywhere. That's not common for burglars and we don't know where it's all going. Obviously, if it's not being sold, then either it's being used for a living by someone here in the United States, or else it's being exported."

CRIME PATTERN: NEW YORK

Two distinctly different crime patterns appear to be emerging. In New York, robbers visit locations



Barry Resnick (left) and Mike Mascolo (right) with Mondial's Walter Bittal. Mike & Barry were victimized Aug. 11 when robbers cleaned new equipment out of their New England Pinball Dist. warehouse (Derby, Conn.). "Mondial's Tony Yula Sr. and Jay Allen have been especially helpful and supportive," said Mike. "Also, believe it or not, some operators came to our aid. Paul Morello (Castle Vending, Hampton, Conn.), Al Mizrahi (Scientific Amusements, Long Island) and Glenn Kramer (Nicole Amuse., L.I.) all helped us. When they heard we'd been cleaned out, they brought some of their own equipment for us to sell. That's an incredible act in this dog-eat-dog business."

and confront store owners face to face. "They pretend to be vending company employees," explained operator Scott Tartaglia. "Or else they tell the people at the location 'the guy that owns this equipment owes our boss thousands of dollars, when he pays he can have the games back.' The problem is," Tartaglia continued, "many of the location owners are immigrants — Pakistanis, Indians, Chinese — and they're easily intimidated. It's not their equipment, after all. So they let it be taken. Afterwards, they're worried about repercussions from the thieves and some are afraid to cooperate in the police investigation . . . although some have also been very cooperative indeed."

If the "vending company" ruse doesn't work, the New York thieves typically resort to force. Often they pull guns and make location owners and bystanders face the wall while they remove equipment. Said New York City operator association president Bob Herman: "When the storekeeper objects, they pull guns out and say, 'Step back, we're taking it.' It's like the wild west."

Eyewitnesses say the games are loaded into vans whose license plates are covered. Some phone numbers have reportedly been spotted on sides of certain vans. Police said they had other leads, but did not wish to disclose them while the case was still under investigation.

The value and number of stolen machines is mounting fast. "One friend of mine lost $10,000 of equipment in a week," reported Scott Tartaglia. "Every couple of days, somebody else gets hit," added another tradester. Tartaglia agreed: "It seems like a pattern: one neighborhood will be targeted for a couple of days; then it's quiet for a couple of days until they show up somewhere else."

CRIME PATTERN: NEW ENGLAND

The crime pattern in Connecticut, Rhode Island and Massachusetts appears more sophisticated . . . and in some ways, even more disturbing. These are dead-of-night burglaries where thieves may target operators' offices or headquarters, disabling hi-tech alarms systems and listening in on police scanners to make sure they're not detected. They steal newer machines and even whole money safes, carting away the haul in large trucks in some cases.

The number of crimes involved in these New England states may not be as high as in New York, but it's still alarming. "It's happening almost daily," said one Connecticut tradester. "They're taking 10 games a week. It's getting worse, actually growing to epidemic proportions." Detective Lajeunesse agreed: "You are talking dozens and dozens of machines. There have been eight robberies or so in Connecticut that I know of. And remember, Massachusetts and Rhode Island have been hit, too."

The robbery of New England Pinball Distributors (Derby, Conn.) may be typical. The company was hit sometime during the night of Aug. 11. Owners Mike Mascolo and Barry Resnick lost over $70,000 of equipment from their 10,000 sq.ft.-downstairs warehouse and their 5,000 sq. ft. upstairs offices and showroom.

"It's basically wired like Fort Knox — or so we thought — with three different alarm systems and battery backups," noted Mike Mascolo. "The robbery was a straight professional job. The alarm systems were cut. The thieves cut the phone lines and knocked down all the sirens at the same time. They must have used walkie-talkies or headsets to coordinate that action alone. Naturally, the thieves all used gloves. We suspect they also used our radio and police scanners (we are volunteer firemen) to monitor the official frequencies and make sure nobody was coming."

Nobody realized anything was wrong until the next day. "Police found a door open downstairs and found doors taken off their hinges," Mike explained. "The robbers must have come in from one side with an 18-wheeler and got the stuff off the ground with a liftgate truck. Anything new was taken. They totally cleaned out our showroom, including new jukeboxes from NSM and Rowe, plus brand-new pins from Williams and Premier. They left the shipping boxes.

"In the warehouse and repair area," Mike continued, "again only new games were taken; used games were shoved aside. They also took our test fixtures! We found four-player cabinets casually tossed out of the way, their fronts caved in. They also took our computers and many of our records."

Besides the loss of equipment and money, New England Pinball Distributing also suffered damage to its building. "Considering damage to doors, alarms and so on, probably

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about $7,000 damage was done to our plant, too," Mike said. "It's a good thing nobody stumbled in on these people. They were very serious. I'm glad nobody got hurt."

THIEVES HAVE "SHOPPING LIST"

Knowledgeable tradesters suspect forces behind the crime wave have a very specific "shopping list" of games and equipment they're looking for. Hit titles like *Street Fighter II* are especially high on the list, it seems. In one case, thieves reportedly rejected money from a collector who happened to be on site, saying: "We're not here for that; we came for the games."

A broad-based investigation was underway at presstime. In Connecticut, police departments the cities of Derby, Milford and New London were coordinating their investigations. Tradesters especially praised Detective Lajeunesse of the Derby police for his diligence. Trade members in New York appeared more frustrated about getting police interest in their area, but also more close-mouthed about giving out information.

As mentioned, the FBI is also coordinating with local authorities on the case. "The Bureau participates any time it's a multi-state crime or involves theft of property over $5,000," noted AAMA Exec VP Bob Fay (himself a former FBI agent who specialized in white collar crime, then became AAMA's private investigator for coin-op crime). Fay added: "From the description so far, this is a pretty weird scheme. I've never heard of anything quite like this during my six years in the industry. If it's true that Hispanics have been identified by eyewitnesses and that Albanians have been arrested, then you've got a pretty strange cast of characters here."

PROTECTING YOUR PROPERTY

One factor making the crime wave even more regrettable: some operators could have been more security-conscious. Distributor Rick Kirby (New England Coin-Op, Norwood, Mass.) said: "It's a crime in more ways than one. Maybe operators are too relaxed about the money in their buildings. Some of them have big routes and lots of money. People know this and in hard times, the operators become a target. People will steal it."

Mike Mascolo agreed: "Operators have a lot of money sitting around. People realized they were easy marks and did something about it." Of course, Mike's building was already "wired like Fort Knox" with alarms at the time of their break-in . . . but now he and his partner have taken further steps. Said Mike: "We've installed a beefed-up security system that will go off even if this place is hit by lightning."

Connecticut operators Tom and Mike Riquier (T&M Dist.) pointed out another precaution tradesters can take. "We get the money into the bank as quickly as we humanly can," Tom said. "We don't let it sit around our offices for two days or two minutes."

As for protecting machines on location, a variety of equipment is available to protect against vandalism. Until recently, however, nobody expected a serious problem with whole machines being lifted. New York's Scott Tartaglia stated: "Our local detective told me, 'try to set up your equipment in such a way as to discourage people, because it doesn't seem like it's going to end soon.' Some guys are using heavy chains, locks, alarms, whatever they can to make it difficult as possible to rob so the crooks will go somewhere else."

If it were only the printed circuit boards that were being stolen — particularly for resale in this country — the security numbers or "AAMA Protect" certification stickers might provide some security. "It's easy to identify stolen games with the serial numbers, but they're not showing up," pointed out Mike Mascolo. And of course, the "AAMA Protect" stickers are not visible from outside the cabinet. "We'll have to think about whether there's anything else we can do," mused AAMA's Bob Fay.

DO YOU HAVE INFO? CALL!

The New York City operator association is collecting information from all victims, in order to help the police conduct their investigation. Contact Scott Tartaglia (secretary of the group) if you can help. His phone is 516/237-2093 (an operator will page him and he'll call you back), or fax your information to Scott at 718-229-1000.

In Connecticut, Detective Lajeunesse told *RePlay*: "We ask that anybody who happens to come across any of the stolen goods to notify us as soon as possible." Tradesters may reach the detective at police headquarters in Derby, Conn. at 203/735-7811.

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H.B.I. & BETSON: STILL GROWING LIKE AN OAK!

On Sept. 21, a "brigade" of trade people from the huge coin-op market called the New York Metropolitan Area gathered to celebrate (and inspect) the brand new headquarters of Betson Enterprises (and its parent company H. Betti Industries) in the meadowlands township of Carlstadt, NJ. The building itself, almost twice the size of the company's previous edifice in nearby Moonachie, was decked out in red, white and blue bunting like a world series ballpark and a big American flag flapped from a pole in front.

Although open for business since July 22, this celebration was a combination grand opening and post-AMOA open house hosted by Betson for its many customers (and family members). Since Betson represents practically every major amusement and vending machine line available to a dealer today, the quality of the goods on display in the new showroom was lush and numerous factory reps were on hand to demonstrate same.

But there was more to this affair than checking new goods and munching the lavish buffet set up in one of the warehouses (yes, we said one because this sprawling building has several spacious areas for stocking machinery besides all the other necessary facilities a premier dealership offers like parts, service, sales and executive offices). All told, this newest "Betti Building" approaches 80,000 sq. ft. and around one hundred people . . . from H.B.I. Chairman Peter Betti and president Joe Cirillo to hard-working Santos on the six receiving docks . . . are needed to run this huge distribution engine.

The move from Moonachie to the new Carlstadt building was actually completed over two weekends, according to Cirillo, albeit after very careful planning. When asked if the move was comparable to setting up an AMOA exposition, Cirillo smiled and replied, "try one hundred times worse." But the move is pretty much completed (barring some fine-tuning out back) and business is humming along as usual.



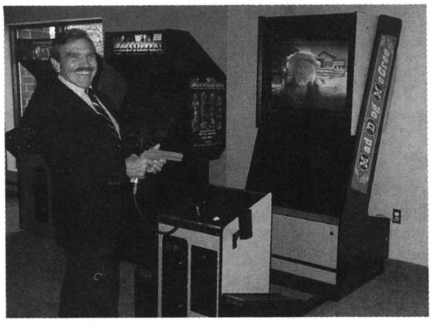
A portion of Betson's new HQ at 303 Paterson Plank Rd. Almost 80,000 sq. ft. house corporate, Betson distributing and may even take in Imperial Int'l. next spring (but don't mark that down yet).



Execs interrupted mid-meeting (from left): Imperial's Mike DiMotta, operations chief Robert Betti, Pete Betti (chairman), Joe Cirillo (prexy), Rick Kirby (NECO top) and Bill Treger (VLT maven).

Music and games sales director Bob Boals said the firm didn't miss a beat during the elaborate move-over. "We had an excellent August and September is building nicely," said the sales exec. While giving the *RePlay* reporter a guided tour of the warehouse, Boals indicated huge shelves housing around a hundred shopped-up pingames, saying "every one of these has been sold and is about to ship out either domestically or overseas. Our export business has been very good," he added.

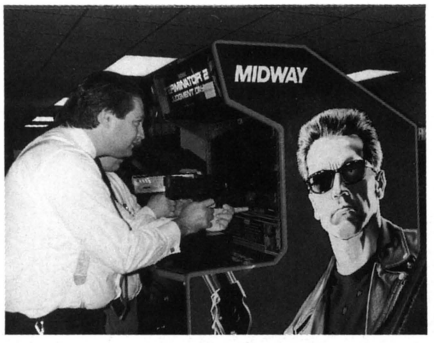
Boals not only runs the music and games sales department (a team



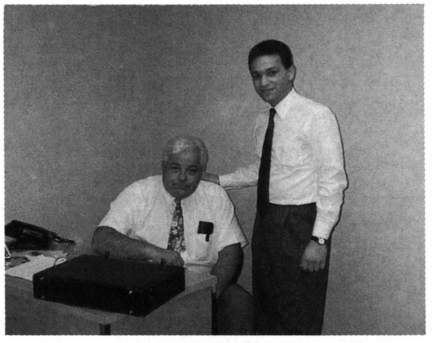
Patriarch Bert Betti having fun with *Mad Dog McCree.* Sons Peter and Robert piloted this coin project with Icat and it's been successful.



On the executive tier, Hugh Betti (left) and Bert Betti enjoy the spaciousness of the new place while recalling older times at smaller digs.



Redemption chief John Margold tries his hand at new *Terminator 2* video on showroom floor. All agree this piece will be a super winner.

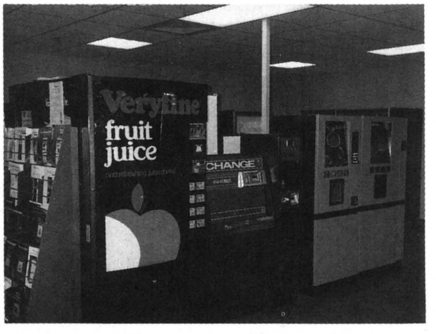


After some phone hammering, Betson games salesmen Eddie Ernst and Joe Ingui say hi to readers (well, sort of. . . was a long day).

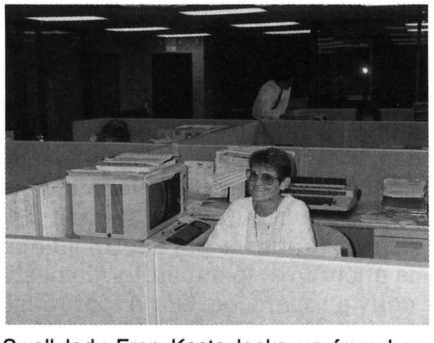
of five support this arm) but is in charge of cataloging all the new goods coming in (that's a demanding task considering the amount of amusements this firm moves each week). Steve Betti runs the vending sales division with the help of four others.



Redemption and amusements abound on the well-lit floor area (which spreads many square feet & features most key goods on the market).



Portion of the vending bank on the showroom floor. Betson offers every important line on the market today (Steve Betti heads sales on 'em).



Swell lady Fran Kaste looks up from her paperwork in the new accounting department. This and all offices are nicely laid out.



Parts Department's Bob Carlson writes orders for a pair of customers. The firm contends it has the largest stock of any U.S. dealer.

Behind that sales engine come Johnny Feltz and his parts department team. They contend they have the largest volume of parts of any U.S. distributor. Interestingly, H. Betti also owns the giant Imperial International parts house. Presently located in Lyndhurst, Betti and Cirillo are seriously considering moving that division into the Carlstadt building this spring (but this isn't carved in stone yet; Betson may find it needs that space).

Needing space was one reason why they vacated the Moonachie building in the first place. The move was the fourth since Bert and Hugh Betti first went into the distribution business way back in 1955 on Manhattan Ave. in Union City, NJ. They moved from that outlet around 1960 into a 15,000-sq.-ft. building on Tonnele Ave. in North Bergen (adding a second story in the process) then into Moonachie's 44,000-sq.-ft. edifice around 12 years ago.

The new place was leased April 1. The previous tenant was the world-famous Llandro manufacturer of ceramic figures. Under that roof (an "umbrella," if you will) are H. Betti Industries' corporate headquarters as well as its Betson divisions that include its impressive redemption arm with John Margold and Bill Treger (the latter also being their VLT maven and a national spokesman on this gaming development).

Many familiar faces greeted showgoers during the grand opening, including director Bob Geshine, Kevin Fritz and (of course) the firm's retired president Hugh Betti who has more difficulty stopping working than most youngsters have starting it. And, yes, corporate patriarch Bert Betti was on hand to meet and greet everyone, accept compliments on the new headquarters while continually answering those compliments with "Peter, Joe, Robert and the guys did it, not me and Hughie."

We hope to have photos of the open house itself next issue. Meantime, here are some prelims on the house that Bert and Hugh's father "Pop" Betti built with the vision he emparted to his sons and daughters early in the century when he arrived from Italy with a dream. Dreams do come true, it seems.

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DAVID 1, GOLIATH 0

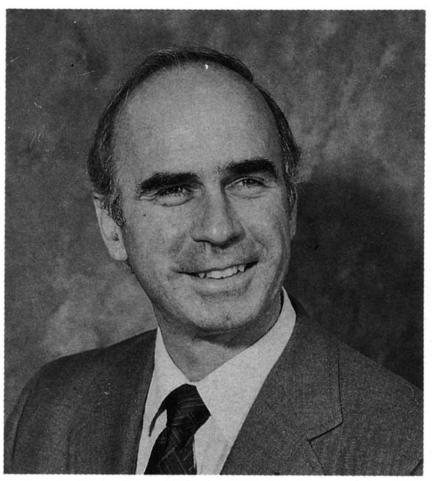
trade wins upset victory against Iowa Lottery Board; "operator wrath" kills a sole-source VLT "test"

The walls of Jerico — or at least, the Iowa Lottery Board — came tumbling down last month. A planned "sole-source test" of state-owned video lottery equipment, set to begin Nov. 1, died a quick death after AMOA government affairs chairman Wally Bohrer and AMOA past president Clyde Knupp rallied the troops and organized an opposition campaign. Under pressure from Gov. Terry Branstad — a personal friend of Clyde Knupp — and after a flood of negative phone calls orchestrated by Wally Bohrer, Lottery Commissioner Edward Stanek caved in. On Wednesday, Aug. 28, the Iowa Lottery Board (ILB) announced its planned test was being put "on hold." The truth is, for all practical purposes the test has been cancelled.

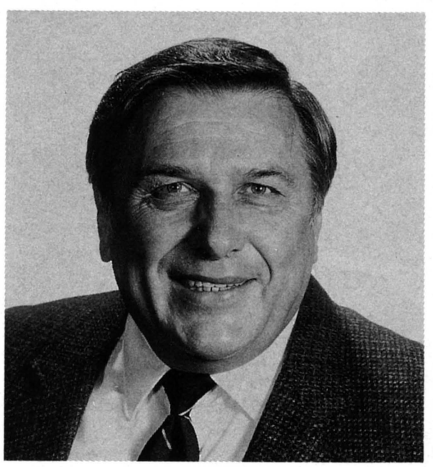
Once again, coin machine operators have flexed their political muscle and won a surprising last-minute victory. It's becoming something of a habit for Wally Bohrer, who has several equally impressive victories in Washington, D.C. on his score sheet. The story of coin-op's defeat of the Iowa test is a "Frank Capra tale" of little guys beating big guys . . . of average citizens insisting on their rights in the face of bureaucratic high-handedness — and winning.

OFFICIALS PULLED A FAST ONE

Prior to the ILB fiasco, coin-op interests had been working for nearly three years to secure a South Dakota-style market which would ensure operator participation in VLTs. During 1989-90, Clyde Knupp worked with Video Lottery Consultants (the firm which created the dial-up software and hardware for South Dakota) and nearly succeeded in arranging an operator-based VLT test. In 1990-91, a group of operators inside and outside the state quietly lobbied for a South Dakota setup.



CLYDE KNUPP



WALLY BOHRER

ILB had been telling operators right up until the surprise Aug. 9 announcement that operators were still in the running, that no decision for VLT format had been made. As it turned out, this was a blatant untruth. ILB's sole-source plan was announced on Aug. 9 to the complete shock of coin-op tradesters. ILB said it would buy some 1,000 VLTs from GTech, which runs the "regular" lottery in the state. Software for the games was licensed from Merit Industries, which said it knew nothing of ILB's plans.

When operators protested, ILB officials suddenly took a hard line. "It's a done deal," officials told trade members. "The door is closed; the test is set and it's going to happen. No way it's going to change." ILB officials also admitted to this magazine that they took special pleasure in punishing gray area operators, by leaving them out of the VLT market. And, according to Clyde Knupp, ILB chief Edward Stanek openly smeared coin operators as being linked to organized crime.

After ILB's sole-source announcement, operators and Iowa legislators complained loudly. The whole coin-op trade quivered with righteous outrage that "a machine and a market we invented and proved successful are being taken over by the state out of blind greed." Tradesters saw clearly that the so-called "test" was in fact a blatant and permanent grab at this industry's locations and earnings power . . . one that could set a murderous precedent, if allowed to stand.

Not only would ILB freeze operators out of the VLT market, it also planned to upset the earnings split preferred by private industry. ILB reportedly planned to give the state 55% of all VLT earnings, with 15% going to locations and 30% to GTech. (In South Dakota, the state takes 25% and in Montana, 15%.)

Note: *For information on current video lottery activity in eight other states, please see the continuation of our VLT report on page 167*

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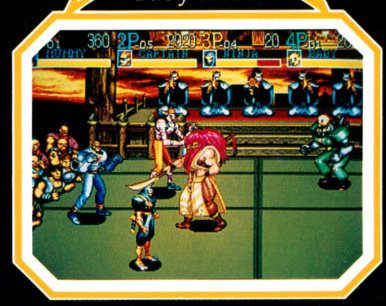
Baby Head



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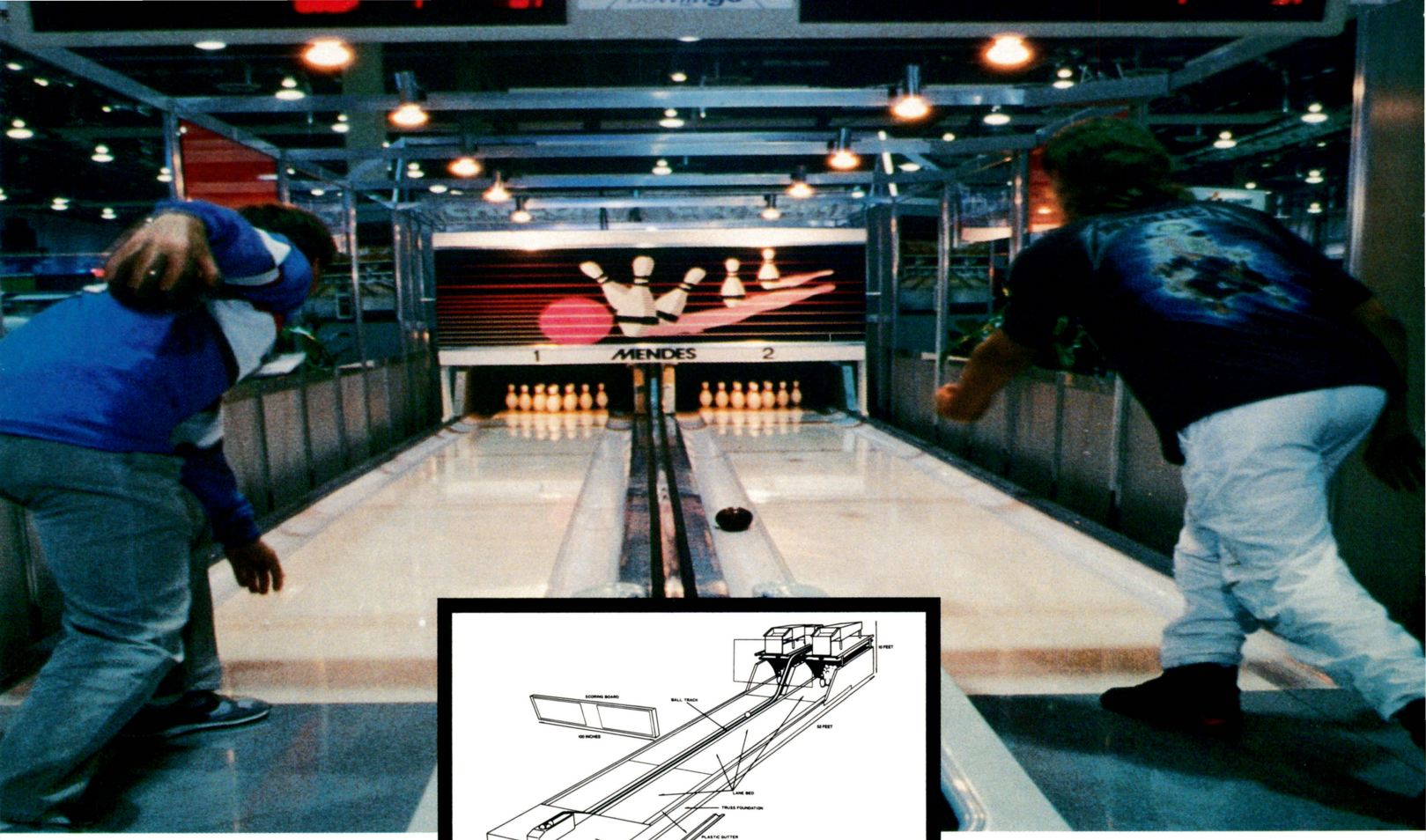

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RALLYING THE TROOPS

Although the situation looked black, Wally Bohrer met a group of Iowa tradesters on Aug. 20 and encouraged them that "it's not over till it's over." Bohrer advised several options, including a possible class-action suit. Clyde Knupp led a delegation of Iowa tradesters to meet Gov. Terry Branstad on Aug. 21 to protest the ILB plan.

A lobbyist for Iowa operators also pressured House and Senate leadership on the VLT issue. Howls of protest also rose from the statehouse, once legislators understood their constituents would be hurt by sole-source. Lawmakers also made it plain they didn't like the idea of gambling being expanded so dramatically — at least, not without the legislature having a say. Iowa speaker of the house Bob Arnould held a press conference Aug. 27, denouncing the Iowa test as leading to a "mini video casino in every bar in Iowa." Arnould reportedly called VLT "too big an issue to be decided by a bunch of bureaucrats."

All this pressure had its effect. That same day Arnould held his press conference — Aug. 27 — Governor Terry Branstad met with lottery chief Stanek. Newspapers said the governor "recommended" to Stanek that the planned test be put "on hold." The next day, Aug. 28, ILB announced its reversal. The move came just 19 days after ILB first announced plans for a sole-source test.

"They got the message loud and clear," Clyde Knupp said. After the trade won its victory, a satisfied Wally Bohrer informed ILB officials: "Never underestimate the wrath of a betrayed coin machine operator."

A VICTORY FOR FREE ENTERPRISE

Today the situation is this: no VLTs of any kind will be activated in Iowa without a major legislative debate first. According to Iowa operator Clyde Knupp, it's unclear when such a debate would occur, but he feels much more comfortable with having the decision in the hands of elected lawmakers. "I say it's a dangerous thing [to leave these decisions to an unelected body]," Knupp said. "I think you have more of a chance with a political body than with a commission."

What are the chances that VLT will be approved in any eventual debate? Knupp said Gov. Branstad "is not for gambling, but he's caught up in the political process. They need more revenues and don't want to raise taxes. VLT looks like the easy way out. . . [Government officials] can work with us and I think they will."

The industry saw the Iowa reversal as a victory for free enterprise, as well as for businessmen who are long-time state residents. (GTech is headquartered in Rhode Island.) The Iowa success story cleared the way for a positive mood at AMOA Expo '91, where VLT was the most-discussed political topic. If operators had failed to defeat ILB plans, there's little doubt the Iowa albatross would have hung around coin-op's neck and seriously dampened spirits at the convention.

STORING UP AMMUNITION

Instead, tradesters looked forward to building on their success. Wally Bohrer announced to AMOA's board of directors in Las Vegas that the association is gathering ammunition to fight sole-source in case it is suggested in other jurisdictions. AMOA has commissioned a study by a University of Wisconsin economist to document potential harm from sole-source VLT markets. The study will document the negative impact of VLT start-up on "regular amusements" in Montana and South Dakota, during the first six months of legal coin-op gaming activity in those states. If and when other states try to create sole-source VLT markets, AMOA will argue that without VLT revenue, pure amusement operators would be driven out of business.

Meantime, anti-coin machine forces in the Iowa government haven't given up completely. According to a reliable source, Iowa police raided Sioux City locations on Aug. 28, two hours after Gov. Branstad pressured Stanek to cancel the sole-source test. Police reportedly picked up 8-liner games. "It's a clear effort to discredit operators," said one tradester who has been warning of precisely this kind of problem.

But a few bad apples can't take away the size and significance of the trade's victory. Industry people will study the lessons of Iowa for a long time to come. As Wally Bohrer put it, "We can thank the free enterprise system for the outcome of this David and Goliath story."

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CANADA'S TEAM IS IN PLACE

well-known names lead renewed Amusement & Music Operators of Canada; AMOC targets federal taxes, video lottery and membership as key issues

Some 30 members of the renewed Amusement & Music Operators of Canada met in Las Vegas during AMOA Expo '91 to discuss their progress and problems. The meeting took place under the leadership of association president David Howison (Howison Amusement, Gloucester, Ontario) and 14 respected tradesters who serve on the board of directors.

"Government is just out of control," Dave Howison told the group. "We've got some serious issues to address. We don't have the start of a good national organization; we have it. Some of the finest members of our industry are on the AMOC board. I can tell you from me, it's a great feeling to work with them."

AMOC's top priorities are reducing or eliminating the crippling GST (Goods & Services Tax) as it applies to coin-op; securing operator market rights in VLTs; and further building the strength of AMOC. Although an estimated 1,000 operators work in Canada, most of these are very small. The "big guys" mostly belong to the national association. Howison estimates that AMOC's 200 members currently control some 65% of amusement coin machines in Canada.



AMOC PRESIDENT DAVID HOWISON

The GST is a 7% federal tax. In theory, businessmen are supposed to pass it on to consumers, but "obviously we cannot collect," said Howison. AMOC is seeking an exemption to have the GST on coin machines phased out over five years. "It looks as if it just might fly," Howison said. "We have hired a lobbyist who has orchestrated all the usual mail-ins to Members of Parliament, meetings with ministers and bureaucrats, etc."

As a matter of fact, AMOC's lobbyist is Mark Resnick, who was a former special assistant to Prime Minister Turner. Obviously, he has first-rate connections and knows how to work the legislative machinery. "We are encouraged about our chances to improve the tax situation," Howison said, "because we have been asked to supply projected costs" of the proposal.

Howison calls video lottery "a provincial matter," meaning the VLT market will be decided individually by each governing body of Canada's 10 provinces. At present, two provinces allow operator-run VLTs, but three more have state-run equipment (and one is testing same). "I don't need to tell you how devastating the latter arrangements are to our industry," Howison said. "Our position is quite simple: if the government decides to introduce VLTs as a form of revenue-generating income, then operators must be involved. Otherwise, our family businesses will be destroyed. We also demonstrate that because it *is* our business, we can do a better job than any other group."

As for recruiting new members, Howison said all the easy work has been done. AMOC has reached out through *Canadian Coin Box* magazine and has networked through distribution and through its own membership. "At this point we get one or two new members each week," Howison said.

AMOC estimates Canada's coin-operated market brings in about



AMOC President Dave Howison (center) addresses a group of Canadian operators during Expo.



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President Dave Howison and some of the members of the AMOC board at their Expo '91 meeting.

$351 million (in U.S. dollars) per year, excluding gray area equipment. "Based on the $7 billion U.S. figure, we should be $700 million," Dave Howison said. "However, an analysis of two uncontrolled markets indicated per capita expenditures of less than 25 cents per week."

AMOC was legally constituted as a non-profit organization in 1976, but eventually lapsed into inactivity. The current board formally reactivated AMOC on May 17, 1991 and elected Howison to serve a two-year term. The provincial operator associations are "pretty well tied in" to AMOC, Howison said.

The AMOC board includes the following officers: Senior VP Orly Friesen (Ralph's Automatic, B.C.); Secretary/Treasurer Eric Levin (Regent Vending, Ontario); VP Jean Coutu (Laniel Automatic, Quebec); VP Doug Bailey (New-Way Sales, Ontario); and VP John Keay (Central Amusements, N.S.). Other board members come from five different provinces; they are: Gilles Pariseau, Jack Stephen, Maurice Francen, Phyllis O'Reilly, Paul Frenette, Brian Whitman, Len Keywood and Tony Fisher.

Interested operators may contact Dave Howison's office at 613/822-6808 or call one of the VPs. AMOC's next meeting will take place during the ACME show in San Antonio, Texas, during March of 1992.

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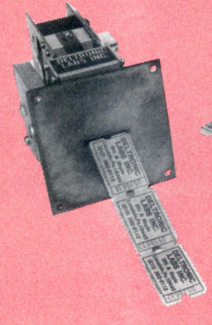

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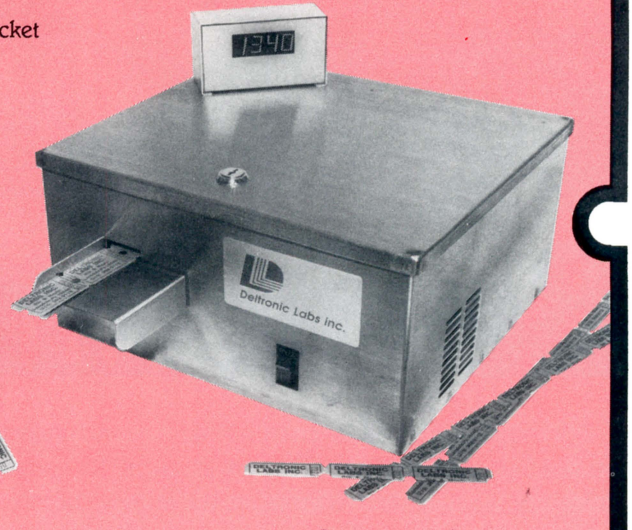

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CAPCOM'S GAME "EXPLOSION" SENDS PROFITS FLYING

How do I love thee? Let me count the ways. Industry confidence in the Capcom video hit factory may be measured by any number of yardsticks. You can count the 120 or so distributors who jammed a breakfast meeting at AMOA '91 to get a glimpse of *Captain Commando,* Capcom's latest CPS system game. You could also tally up the fine advance orders which the game received at the show.

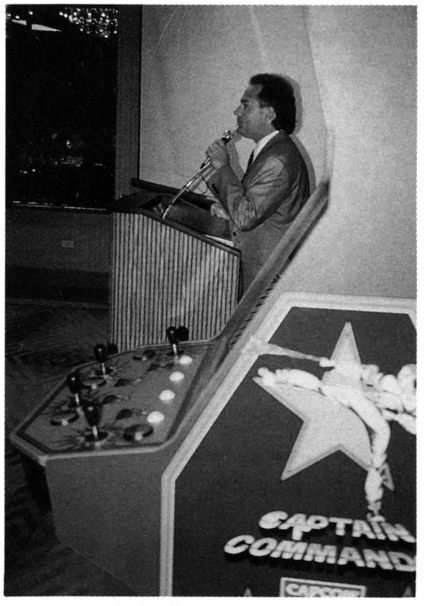
Or, you could count the earnings of your *Street Fighter II* kit on nearly any American location. You can track the game's long ride atop the *RePlay* "Player's Choice" equipment poll. In its sixth consecutive chart appearance, the game was still on top of the chart in our September edition with a phenomenal 9.66 rating from operators.

You could mark the base of some 52,000 CPS system cabinets on location across the USA. The system bowed three years ago and its unique rebate marketing package has helped rehabilitate the very idea of video game systems. A whole series of CPS system titles have been strong earners, and some — like *Street Fighter, Final Fight, Mercs* and now *Street Fighter II* — have been long-running, outstanding hits.

For further evidence of Capcom's commanding position, you might even point to their Japanese parent company's very successful public stock offering last fall. And what will Capcom do with all the money it raised? Plenty. For starters, double the size of the firm's R&D staff working on new games. Dramatically increase the number of coin-op titles released. Bring out 32-bit computer technology. Introduce "Q-Sound" 3-D audio. Bow a multi-game cartridge system. All of this will happen in 1992 and '93.



Capcom's Jolly Backer, supremo Kenzo Tsujimoto and Jeff Walker take an agressive (but fun) stance at their Expo booth. Their latest CPS system game *Captain Commando* looks like a strong contender and *Street Fighter II* continues to win top marks from polled operators.



Capcom's Jeff Walker bow's *Captain Commando* to distributors at the AMOA Expo (he's pictured at their breakfast distrib meeting).

As you can see, this is not a company that's sitting around on its laurels. Company founder and CEO Kenzo Tsujimoto remains devoted to the coin machine business. We've called him a "quiet giant" who takes a deep, personal interest in the quality of his products . . . a "toymaker" at heart. Spurred by Mr. Tsujimoto's passion, Capcom is still driving forward. "The expansion potential is incredible," said Capcom's Brian Duke. "We've gone beyond 'growing pains' into a whole new life!"

U.S. sales topper Jeff Walker put it another way. He told American dealers during the AMOA Expo that these days Capcom is "exploding." Jeff's absolutely right — and everybody in the industry is benefitting from the firm's profitable "shockwaves."



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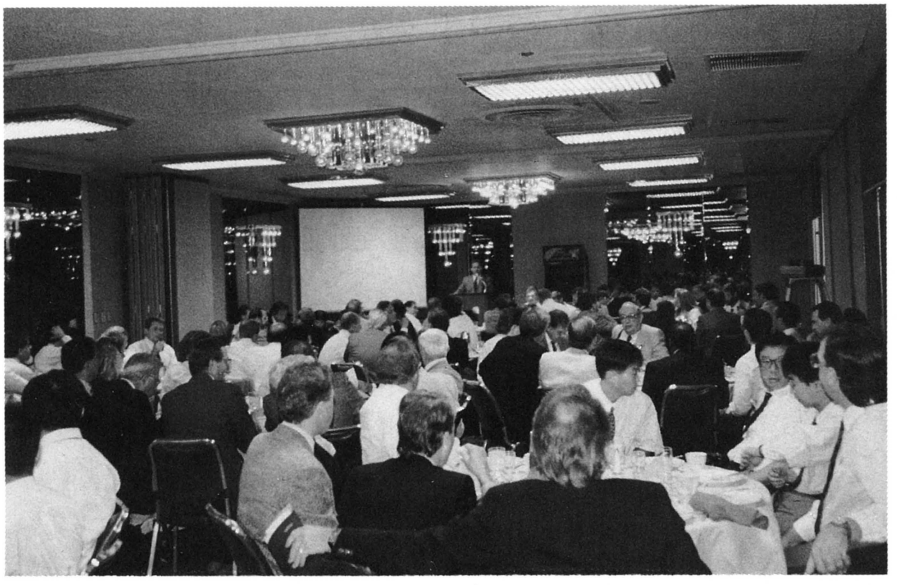

Dealers listen attentively as Jeff Walker (at far end of room) talks about new Capcom product.

ANOTHER GREAT FIGHTING GAME

As stated, Capcom's latest is *Captain Commando.* Debuted at AMOA Expo '91, it's a four-player dedicated game that features oversized graphics, a 25" monitor, and new Wico "stealth" super button controls. (It's two buttons in one — almost a toggle switch — that gives players easy control of punching and kicking functions). Inside the cabinet, three boards now control this system: the "A board" is a mother control unit; the "B board" is the graphics generator; and the "C board" is a custom game chip.

As a CPS game,*Captain Commando* comes with a $400 rebate if operators do a trade-in of certain earlier CPS titles. For example, Nov. 30 is the cut-off date to return *Mercs* for trade-in credit. The dedicated version includes lots of special goodies for your money, like that "Stealth" button and a top-quality cabinet and monitor. It begins shipping during the first week of October. By the way, the game will be kitted "sometime" next year as market demand indicates, Walker said.

Captain Commando is a punch-fight game with sci-fi overtones. Players may take the part of four different characters. The title character is a classic street fighter whose favorite weapon is his flame-thrower. He's a well-known Capcom name. "Mack the Knife" can do a sort of deadly "helicopter blade style" ballet with his knives. "Baby Head" is an infant who drives a big green robot, armed with machine guns. Finally, "Ginzu" is a slice-'em, dice-'em Ninja warrior. The four heroes battle their way through nine levels of action, trying to stop an evil professor from destroying a futuristic city. They encounter such obstacles and enemies as mechanical ostriches (heroes can knock villains off these birds and ride them themselves). In a bonus round, the heroes ride jet skis over water. "Capcom makes the best fighting games in the industry," Walker noted. "This one is right in the tradition of *Final Fight* and *Street Fighter II."*

The game's price was in the usual range for a quality four-player dedicated unit, although operators must remember to take the rebate plan into account. Meanwhile, test earnings reports had Capcom smiling. "It's testing better than *Street Fighter II* did initially," Jeff Walker informed distributors. While Capcom doesn't promise that stratospheric earning level to continue indefinitely, they do expect to see the game fall right in line with the long-term earnings of some of some earlier CPS hits.



About 120 distributors attended the Capcom breakfast meeting during the Expo in Las Vegas.

NEW DEALER REPAIR NETWORK

The other big news from Capcom is its new dealer repair network. The firm has created a nationwide network of distributors who are trained and authorized to repair Capcom's CPS games. Until recently, all repair work had to be done by Capcom's technical staff at company headquarters in Santa Clara, Calif. This entailed a certain amount of delay, naturally, as well as a shipping cost.

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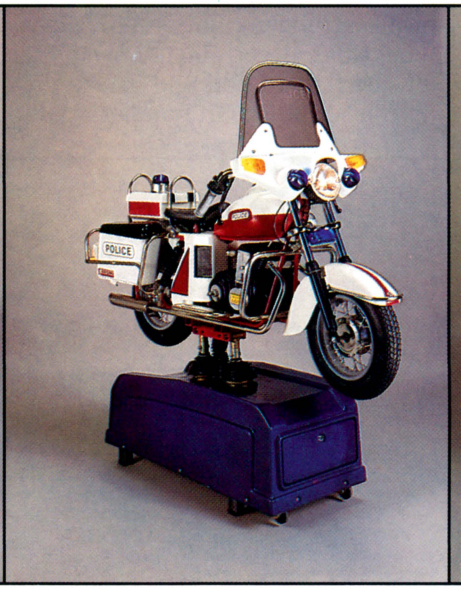





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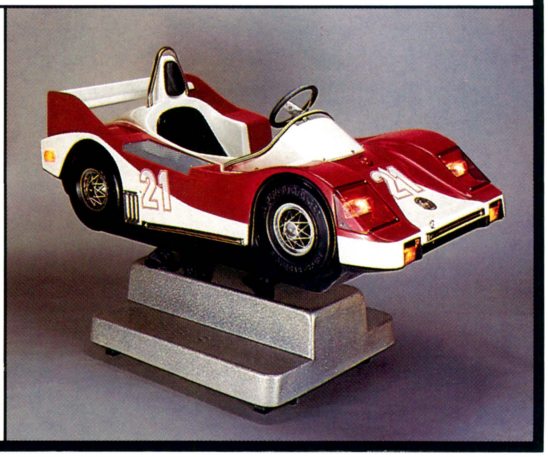


ing, it hurts people," Jeff Walker said. "We are addressing that situation, and we think it shows our desire to respond to the rightful concerns of our operators and distributors."

In July, the firm trained and certified 24 dealers (who comprise most of Capcom's U.S. distributor network) for CPS service. The 24-dealer repair network went "on line" Aug. 1. The rest of Capcom's dealers will be certified by mid-October.

Capcom's other dealer outreach programs include formation of a "distributor advisory board" which functions to advise Capcom's U.S. staff. The dealer board also meets leaders from the firm's Japanese headquarters to discuss distributor concerns directly with top management. The advisory board met on Sept. 7 and on Sept. 10. It includes such distinguished distributors as Peter Betti, Joe Cirillo, Tony Yula, John Lotz, Dave Patterson and Steve Koenigsberg . . . who represent top-drawer dealerships from across the USA.

TAKES A LICKING, KEEPS ON TICKING

Meantime, Capcom is still selling *Street Fighter II* in limited quantities through November. Like the Timex watches of old, the game's characters "take a licking and keep on ticking." Said Walker: "I can't sell it fast enough. People are fighting, kicking and scratching for more *Street Fighter IIs*. Our industry hasn't seen a game like this that captures all the basic elements of a hit: large characters, six button controls, head-to-head competition.

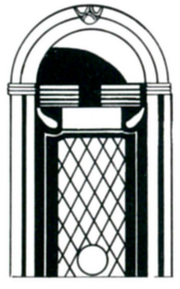
"Of the thousands of units in the field," he continued, "I don't think the computer has had to compete with too many players! In the midst of this busy AMOA show," Walker said during an interview at Expo, "it's still appreciated by many as the best game around, after seven months on location. It's value won't be fully appreciated until 1992, when it's still high on the charts. It's even stronger than *Final Fight*, which has already lasted 19 months on the *RePlay* poll and in September, is still there at number six."

OTHER CAPCOM NEWS

The Capcom "explosion" is so big that the company has decided to market some of its titles through Romstar and its dealer network, beginning now with the CPS title *King of Dragons*. Romstar says more such Capcom games are coming, and Capcom added that "procedures have been put in place to insure continuity between both product lines." Still another Capcom title, *Three Wonders*, is shipping now from Capcom. It's a cute character game, available in limited quantity. Based on all this, you can see that Jeff Walker, Brian Duke and Jolly Backer have exciting times ahead. And, please keep in mind, Capcom USA remains a solid player in the redemption field with *Bowlingo*, the delightful "real bowling" attraction piloted by Capcom's Dennis Sable.

If you're ready for a healthy "jolt" from the Capcom profit shockwave, contact the firm at 408/727-0400 for dealer referral. Or, just chat with the guys. They've got plenty to talk about!

It's time to



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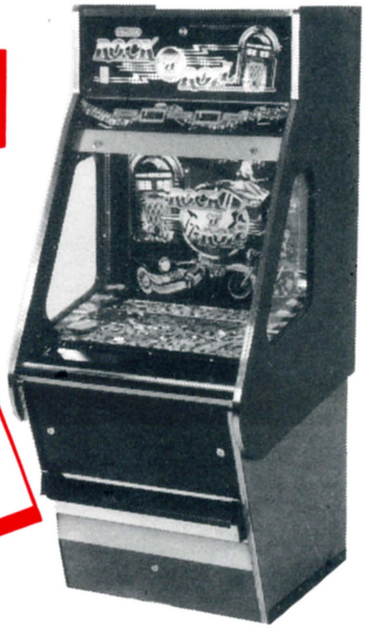

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Can Street Operators Get Into Redemption? Yes!

In the past six to eight months I must have been contacted by at least 20 street operators, all explaining their "hurt" in route collections. Each complained about home video games, repetitive themes and constant replacement of games as the cause of poor collections. Expensive equipment and greatly reduced revenue is causing operators to investigate alternative sources of income. They ask, "How do I get into redemption with a street route? All I hear and read about is that redemption games produce good, stable income."

"Easy," was my reply. "There are many ways to do it."

But please be advised — while the concepts are easy, putting them into practice takes **work!** Redemption operating also requires an investment in inventory. But if you're willing to invest the time and money, several approaches are available which will yield a handsome return, as this month's *RePlay* reader survey clearly shows. Yes, even **street** operators told this magazine that redemption is their number one earning category of equipment!

Redemption operating on the street can start with a crane. Nowadays, many players want the kind of "big prizes" that typically are found behind the prize counter in a redemption center, not the smaller prizes of yesteryear. But you don't have to have a prize counter on the location; instead you can have either a catalog or small prize display left on location for players to select prizes from. (The display produces better results).

Now, if you're getting players to concentrate on those big prizes, do you really want to fill the crane with small prizes which players will just trade in? No! Instead, fill the crane with clear plastic capsules. Into the capsules, insert a picture of a prize, or a certificate worth a point value. Using the certificate approach allows for the collection of a number of certificates to "win" the big prize players may want.

Another approach is to operate games with ticket awards. I refer to it as the "S&H Green Stamp" method. Many of you may remember how S&H Green Stamps worked. Each location with three or four games should have a small prize display. A small prize catalog should be left in a literature pocket next to the redemption games. In addition, booklets containing marked places for players to affix the tickets they won, should also be available. The players accumulate their tickets in these books, and can trade books for prizes held on site by the location.

See how it works? Now remember the type of equipment you set at the location must be appropriate for the particular location. A movie theater would require different types of games for children and adults. The same is true at a bowling center. However, a location serving an adult clientele should not have a kiddie game.

Try the approach with one or two locations. How much would it cost? Well, the prize inventory should run less than $1,000. One display case could be placed over the games at a cost of $400. Printing your brochure and ticket books will cost $400-$500. Three top-quality games will cost about $4,000 each. So you could establish a "street redemption center" for a total of $14,000. Presto! You're into the fastest growing and most stable income-producing part of the coin-op industry today, **redemption!**

If you have any questions, feel free to contact me at Coin Concepts, 908/390-9009. Meanwhile, think redemption!



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PHILIP MORRIS
U.S.A.

INFORMATION REGULATION

redemption manufacturer Bonita Marie provides ops with two computer systems designed to help with money tracking and inventory monitoring

Redemption operators, rejoice! Now you can have complete computer control of your merchandise inventory "behind the counter," and equal computer control of your cash input into machines "in front of the counter," thanks to two nifty systems from the pros at Bonita Marie International (Toms River, N.J.).

Want instant collection reports on a new game, or on an entire arcade? At AMOA, Bonita Marie will debut the next step in computer software for arcade operators. Their "on-line money-tracking system" consists of small computer boards which go into each game and are tied into a computer (the computer may be located on site or via modem in your office.) The system reports "everything that happens in your arcade" — how many quarters enter each coinslot; machine status (working or out-of-order); machine ranking (by location, by type of equipment, etc.); how many tickets or tokens each machine paid out; hit frequency on redemption games, etc. Even if phone lines to your computer are cut, the system keeps collecting data. "We're currently testing it on location and already have purchase commitments from several key accounts," said Bonita's Rhonda Fletcher. "Arcades are really excited about this and so are we!"

Arcade operators are no strangers to Bonita's computer management systems. The company's first step in computer software development came with their Amusement Redemption Management System (ARMS). A complete hardware and software system designed for the arcade redemption industry, ARMS monitors inventory, outstanding player points and employee activity (and can communicate the information to company headquarters). The software can interact with a "barcode wand," allowing the user to input inventory codes and VIP membership account numbers. ARMS even keeps track of all players' points and issues receipts which can be redeemed later!

In a nutshell, the ARMS system performs much of the operator's "bookkeeping" and will develop reports including suggested inventory reorders, on-hand balance, employee tracking and redemption activity. The background print feature (computer prints without locking user out from current work on screen) and self-maintainable functions go a long way toward making life easier for the arcade operator.

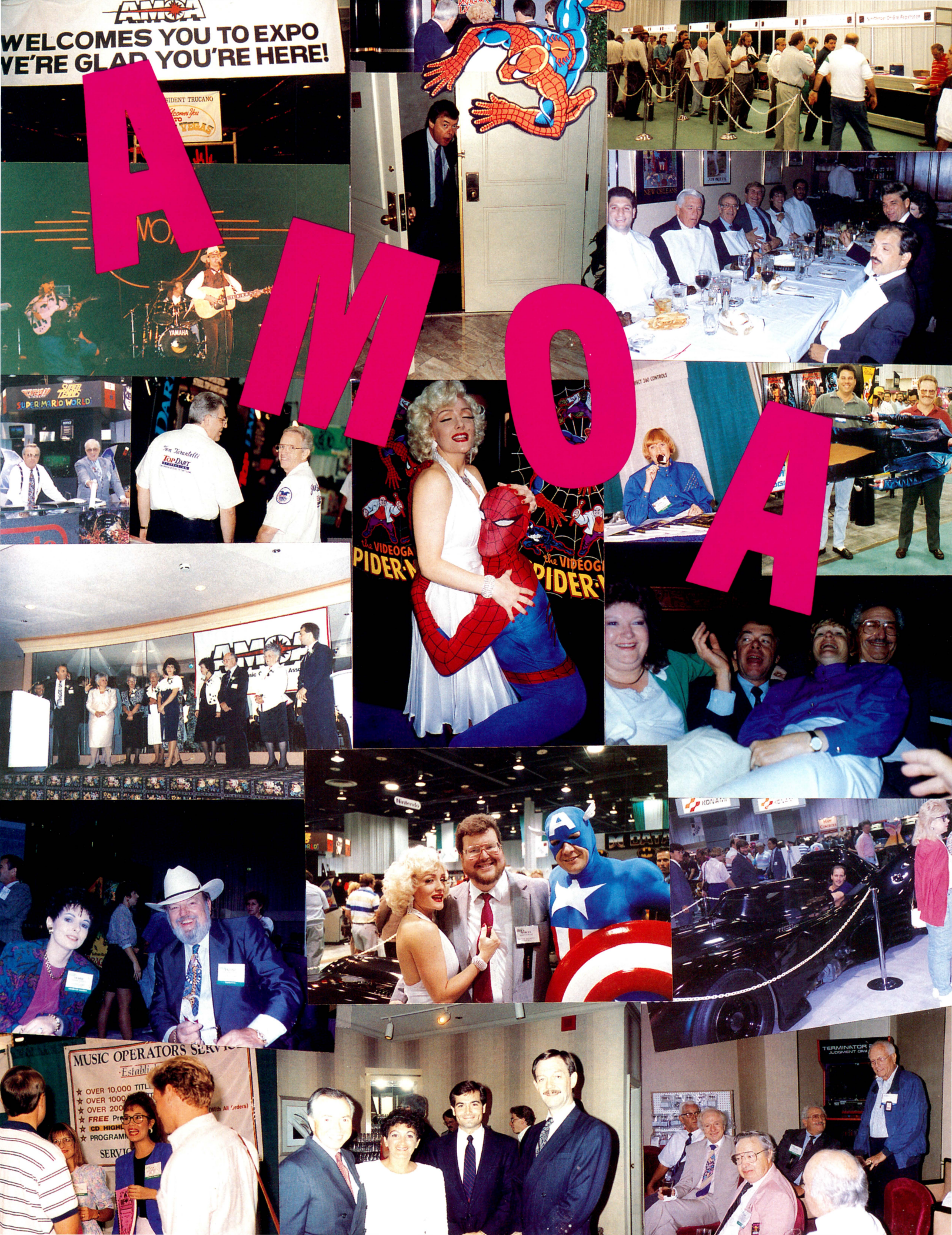
For more information on both systems, call Bonita Marie at 908/349-1994.



The ARMS system from Bonita Marie has proven to be a welcome addition to redemption centers and arcades, says the company. It's inventory management and employee tracking capabilities go a long way toward relieving operator headaches (at right is the company's Lou Cappetta).



The ARMS system in all its glory: the entire system consists of a hard disk, drive and processor, a VGA monitor, bar wand, surge suppressor and printer stand.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A LONG WALK... BUT IT WAS WORTH IT

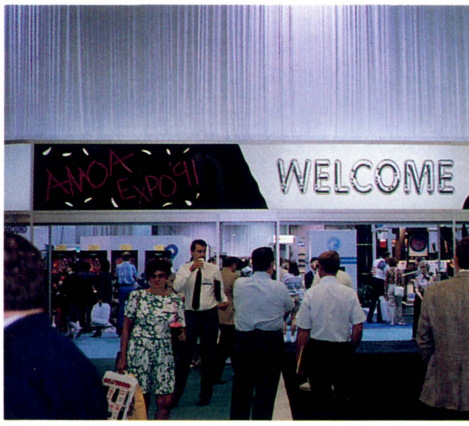
AMOA and manufacturers were the "superheroes" of Expo '91; excellent product, presentation & spirit of cooperation prevailed

by Marcus Webb

Step aside, Terminator, Spiderman and Captain America. Bruce Wayne, we love your Batmobile, but please park it somewhere else. Make room for the bigger superheroes of AMOA Expo '91 . . . yes, it's **AMOA Man,** with the power to showcase an incredible volume and variety of product, meetings and seminars! Right beside him stands **Factoryman,** a mild-mannered manufacturer who has transformed himself into a muscular hit-maker!



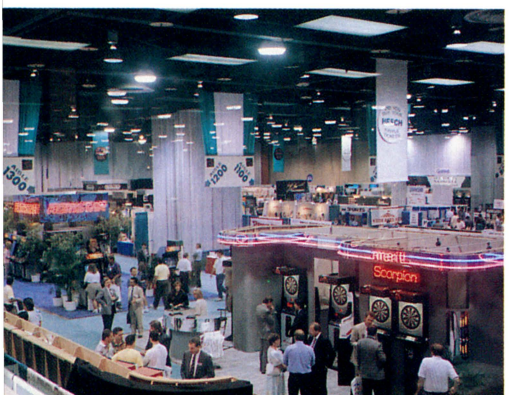




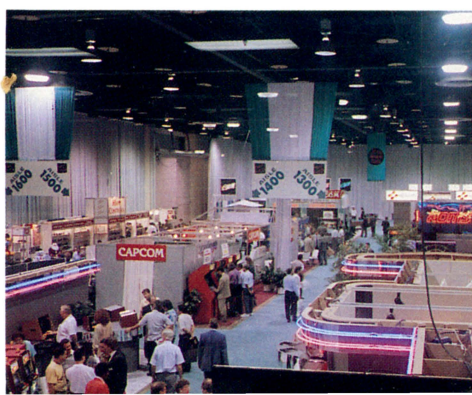












These two "superheroes" teamed up at the Las Vegas Convention Center from Sept. 12 to 14 for coin-op's biggest yearly trade show. The result was a clear victory for "truth, justice and the Coin-Op Way." Operators passed the baton of presidential leadership on to a very popular fellow named Gene Urso (Madison Coin Machine, Madison, Wisc.). In absentia, they also inducted Tami Norberg-Paulsen into the top officer ranks as AMOA Secretary.

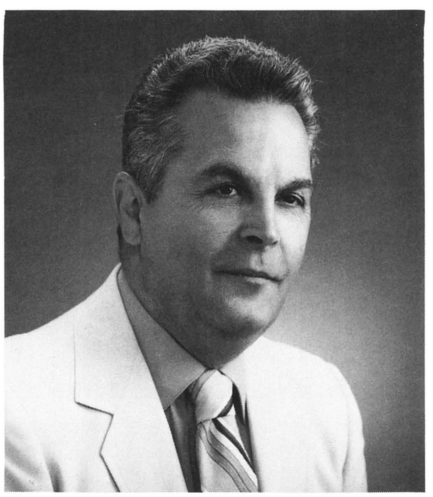
For their part, manufacturers supplied this year's AMOA Expo with the best spread of new equipment seen in ages. Great product debuted across the board: music, video, pins, redemption, table games, novelties, and sports games. Also plush, prizes, components and supplies. Even touchscreen VLTs were offered!

If all this sounds buoyant, it's because "Factoryman" socked "Mr. Sandman" (who put video almost to sleep) in the teeth. With the quality and earning potential of such items as the *T2* video, the superhero titles whose names we've borrowed, and the laser games like *Dragon's Lair II, Johnny Rock* and *Time Traveler,* the sleeping giant's "nap" may finally be over (and it's about time).

Behind the scenes, "AMOA Man" and "Factoryman" also entered an intense new round of discussions as AMOA, AAMA and JAMMA considered their future relationship. On the agenda: possible cooperation on a host of issues, from the future of video, to better industry communications worldwide.

Presentation counts, and AMOA showcased the whole smorgasboard of product, politics, parties and events with style and class. Attendance easily topped 7,700 (comparing favorably with the stronger shows of recent years); most showgoers appeared to give the exhibits serious time and attention (as opposed to simply registering and heading for the casinos).

As Superman might say, it was a bit more than "a single bound" from the Hilton Hotel (where most stayed) to the Vegas South Hall (where goods were displayed). But as our headline states, the show was well worth the walk. If quality of product and presentation count for anything, we can look forward to a strong fall because the trade's toymakers have done a "super" job.



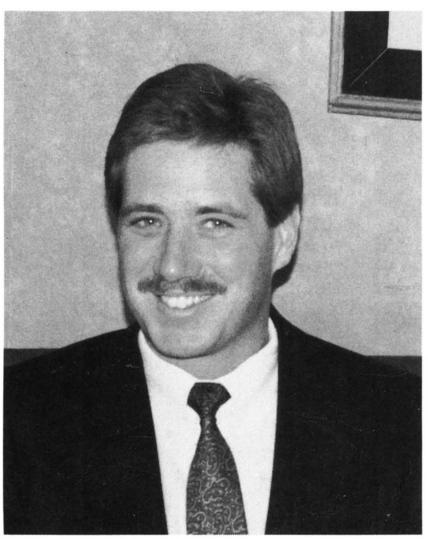
AMOA PRESIDENT GENE URSO

HOW MUCH CAN THE MARKET ABSORB?

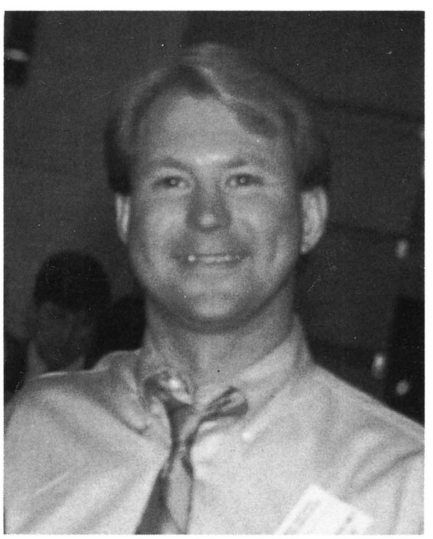
Now it's up to the sales & marketing guys . . . from the factory reps, to the dealers, to the operators themselves. The question is, how much of all this can the operating industry absorb? Exhibitors all said they were writing orders — some by the container-load. At the same time, all agreed that today's hotly competitive market would almost surely dictate some winners and losers downstream.

"There's more here than the industry has room for," said one distributor. "Good pieces are competing against great pieces, and the 'best of the best' will clearly get top preference," agreed a manufacturer. Quite a few operators cheerfully recited lists of new products they planned to buy. Other operators felt that "some of the show's biggest hits were already out and earning big before the show." Some factories had mind-boggling test earnings reports to point to; others confidently predicted that "quality will out" and that some "sleeper hits" would emerge after the buzz about the hottest titles dies down.

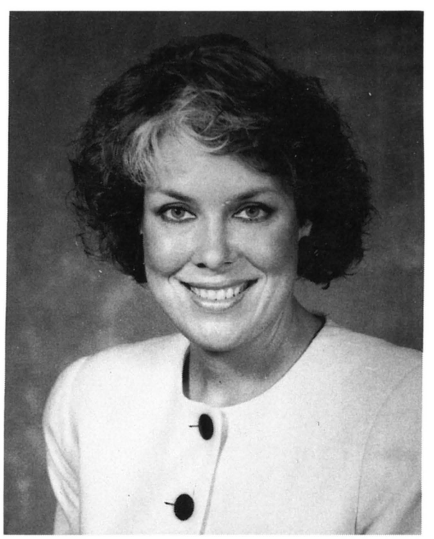
Distributors will have plenty to say about all this, of course. Dealers walked around the AMOA exhibit floor scratching their heads and their order pads, and no wonder.



AMOA 1st VP CRAIG JOHNSON



AMOA TREASURER R.A. GREEN III



AMOA SECRETARY TAMI NORBERG-PAULSEN



The Leland gang — decked out in authentic *Dragon's Lair II* t-shirts — pose for a ''team'' photo with the new laserdisc animated game at their Expo booth.



George Petro, *Terminator 2* co-designer, proudly poses with the Midway video which was voted the top video game at AMOA Expo '91 by showgoing operators.



Arachnid's Marcio Bonilla (r) shows Bob Thomas how *Top Gun Challenge* uses player card which keeps statistics that screen-up at different locations.



Konami's Frank Pellegrini (right) and Steve Kaufman (left) have a fun western shoot-out at their *Sunset Riders* video game at their AMOA Expo '91 booth.



Burger King's Christie Placzek and Pioneer's Steve Rogers flank new *CJ-V99* box shipping mid-November (Steve's clearly happy about the entree with BK.)



American Technos' Greg Rice, Laurie Cleveland, Ken Iwamoto, Isabel Zamora, Rick Vandenbrink, Saito Tatsumi & Mike Uchida. They showed *WWF WrestleFest.*



At the SNK booth are John Barone, NECO's Rick Kirby, Paul Jacobs and Susan Jarocki with their AMOA-award-winning Neo•Geo system. *Eight Man* is latest title.



Atarians crowd around their *Steel Talons* helicopter simulator. At right is sales topper Mike Taylor (also in group is new mom — for 2nd time — Mary Fujihara.)



With their *Player's Touch* video lottery terminal at the Premier booth are Gil Pollock, Sal Mirando and Bobby Harzer. Premier also showed *Class of 1812* pinball.



M.P. Games' *B.O.T.S.S.* space wars game was shown off at a Hilton suite. From left to right are Dave Fike, Kerry Wilkinson and Major (Wild Bill) Stealey.



Getting rave reviews, says GaMCO's Ron Yaffe, was his *Boogiemen* horror-themed (others available) ticket dispensing novelty. (He was at Muncie's booth.)



With Grayhound's new *Kiddie crane* are Thomas Ricci, Tom Carey and Dan Dinnebeil. It's small size makes it just right for youngsters ages 4-6 to play and enjoy.



NSM's Peter Kuhn and George Haydocy proudly present one of the jukebox hits of Expo '91 . . . the *Performer Grand CD* that logged excellent distrib orders.



Valley's *Cougar Darts* team (from left to right) at Expo are Gregg Elliott, Bob Corrigan, Dave Kristal and Scott Schroeder, all decked out in Valley show attire.



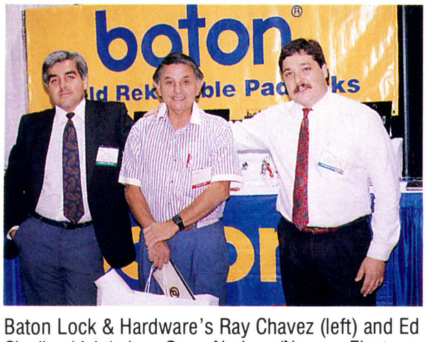
Midway's *High Impact* football vid with fans are John Newcomer and Roger Sharpe flanking New York pinball maven Steve Epstein (of Broadway Arcade fame).



At Kramer with their *Touch Tech 2001* touch-screen VLT (licensed for So. Dakota) are the firm's Ed Kaba and Phil Cornick. They also had laserdisc trivia.



At the Bundra/Bromley exhibit are Joey Bundra, Lauran Bromley, Edison Bros. Thom Jackson and Marty Bromley. They showed all sorts of great novelties.



Baton Lock & Hardware's Ray Chavez (left) and Ed Cipolina (right) show Oscar Noriega (Norcom Electronics, Tijuana, Mexico) their field-rekeyable line.



From Big Sky country comes poker manufacturers Big Ten Electronics. From left were Sashi Kuppuswamy, Darla Kelman and Vince Kyle showing their latest.

It's their job to sift through the Expo treasure-trove and deliver the most sparkling jewels to the street and arcade sectors in proper measure.

Can there be "too much of a good thing"? Yes and no — after all, the free enterprise system is designed to create exactly this "survival of the fittest" competition. "There's so much good product here that we haven't got places to put it all," said distributor Marv Galante (Music-Vend, Seattle). "Sales will probably follow the pattern of the last few months: only the best will move. With so many good pieces offered, that means some very fine equipment might not get a fair shot. It's a shame, but that's how our business is right now."

Capcom's Jeff Walker put this spin on the situation: "October should be one of the biggest months our industry has seen in years, because of the amount of quality product. The financing demand will be enormous." Other exhibitors simply said, "We're seeing fabulous turnout at this show and the operators are much more serious about buying."

AN INCREDIBLE SELECTION OF VIDEO

Happily, AMOA provided plenty of great product for a "serious buyer" to buy. First and foremost: an excellent spread of video . . . a category some skeptics had written off months ago. But even before the exhibit floor opened, distributors were saying Expo '91 would offer an unusually strong video line-up. They were right. Our old friend *Pac-Man* could agree with Mark Twain: "Reports of my death have been greatly exaggerated."

AMOA members voted Midway's two-player dedicated video *Terminator 2* (with two machine guns attached) as the "best new game of the show." Strong word-of-mouth supported this assessment. With breathtaking digitized images and digital sound taken straight from the smash-hit movie, the game is sure to ride high on the charts for a long, long time. The complete game should begin shipping mid-October, we



Sega's president Tom Petit grabs the amazing Spiderman for this fun AMOA Expo '91 photograph with Sega's Donna Cristich and RePlay's Marcus Webb.



Taito's Yoshi Suzuki, distributor Lou (Central) Singer, Natalie Kulig, Marc Singer and Rick Rochetti with their *Double Axle* driver. They also had *Sonic Blastman*.



Nintendo's Al Stone and Videogram's Ian Grant with *Super System* 16-bit "video theatre." Nintendo expects around 60 game developers to supply software.



Valley's supremo Chuck Milhem (left) bows to AMOA's new prexy Gene Urso in a fun Expo snapshot. These guys have been friends umpteen years.



Another great fighting game from Capcom! Jolly Backer, Kenzo Tsujimoto and Jeff Walker get into awesome fighting stances for *Captain Commando* action.



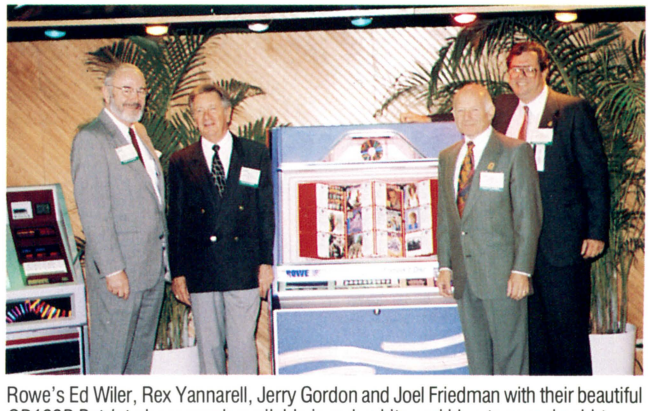
Superheroes like *Captain America* put their brand on video this trip and with his attraction is Gene Lipkin (Data East) talking with industry maven Jimmy Roberts.



Namco folks by their nice *Starblade* display: Frank Cosentino, Kevin Hayes, Chairman Masaya Nakamura, Masahiro Tachibana, Shane Breaks and David Bishop.



The Irem gang with their *Atomic Punk* kit are Steve Blattspieler, Drew Maniscalco, distrib Terry Moss, Darlene Kindler and Yuki Takashima (Irem Japan prexy).



Rowe's Ed Wiler, Rex Yannarell, Jerry Gordon and Joel Friedman with their beautiful *CD100B Patriot* phonograph available in red, white and blue-tone and gold-tone.

hear. But you shouldn't be surprised, if that's earlier.

After Midway's vote-winner, superhero titles joined the pack, with Sega's *Spiderman* and Data East's *Captain America & the Avengers* mentioned most often as top favorites. Both games featured many touches of graphics and gameplay which faithfully rendered the spirit of these classic Marvel comics.

Fighting games such as Capcom's *Captain Commando* and Konami's *Sunset Riders* will clearly sell heavily; plenty of operators mentioned these titles among their top picks. Also, many operators we spoke to said they liked — and planned to buy — Leland's laserdisc sequel *Dragon's Lair II.* One respected arcade buyer called Taito's *Double Axel* "the best game of the show"; another top arcade chief gave that honor to Romstar's fantasy quest *King of Dragons.*

KITS, SYSTEMS AND SIMULATORS

Operators seeking a deal were smiling about Capcom's *Street Fighter II* (still earning top dollar... and still selling at your authorized distributor). Value-conscious operators also grabbed up the new kit version of *WrestleFest* from American Technos. Both the Capcom and Technos pieces were out before the show, but several street operators and one big arcade topper termed these two games the "best buys at AMOA."

Systems offered another way to get good value for your money. A couple of years ago, "video game system" was a bad name. Today, systems are far improved with great technology and very strong software titles. Nintendo may have hit the bullseye with its new 16-bit, three-slot system, featuring *Super Mario World* as a starting title. Operators loved it. Dealers ordered it... a lot. SNK continues to enjoy outstanding success with Neo•Geo (thanks, SNK: you practically rehabilitated the system concept by yourselves). New titles here included *Baseball 2020,* a game so strong it could have been dedicated in earlier days.

More system successes: Capcom's *Captain Commando* is a CPS system game, as is Romstar's *King of Dragons* (licensed from Capcom Japan). Betson's big-screen system (from Icat) should be called a "big-bucks system" because it's still earning high and mighty with *Mad Dog McCree* one year after the title was introduced at AMOA 1990. At AMOA '91, Betson bowed new, improved guns and debuted their second big-screen laserdisc title: *Who Shot Johnny Rock?* is a simple software change via laserdisc. With stunning production values, *Johnny Rock* is sure to help accelerate our industry's trend toward "interactive movies."

Leland also helped speed this trend, revealing that *Dragon's Lair II* is only the first of many planned titles for their "Leland Laserdisc System." Like *DL II* all future titles will be top-grade animation adventures, produced by the Disney-trained talents of Sullivan-Bluth. And, Sega USA even dropped a hint about further hologram games which could adapt *Time Traveler's* hi-tech cabinet.

Big, expensive (and impressive) simulators at AMOA included *Star-Blade,* an incredible one-player sit-down space simulator from Namco America. Sega's *Rail Riders* combined a two-seat, air-jolted roller coaster ride effect with nonstop action as players "rode" a mining car along the rails.

Atari's *Steel Talons* offered helicopter action inside a "polygon graphics" environment of unusual depth and dimensionality. Jaleco's



The Urso family lines up with their Gene (at podium), new AMOA president, at a reception held in his honor during the Expo in Las Vegas.

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A STROKE OF GENIUS



Meltec's John McEwan gets a visit from RePlay's Carolyn Lokken. This novelty maker showed their line, including *Knockdown,* to showgoers.



Raymond Lonsway and Michael Saadeh were at Expo demonstrating their neat (and oh so helpful and back-saving) *Step-N-Roll Dolly* pool table dolly.



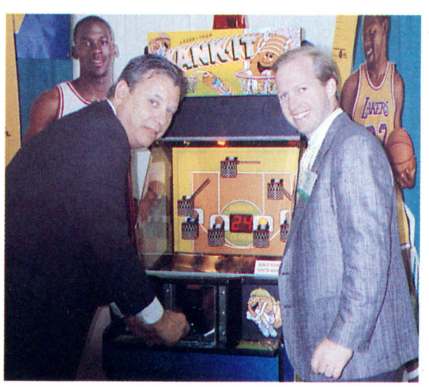
Standard Change-Makers' Dan Wagner and Barry O'Brien happily told operators about their line of change-making equipment at their Expo '91 booth.



Ted Furkin (right) talks with Jim Foley (Pacific Rim Vending) about his *Silent Partner* route accounting software. Ted's taken a booth for seven years straight.



Token manufacturer Van Brook of Lexington had a booth at the Expo and manning it was company topper Virgil "himself" Vance and Jack Spence.



One of the most interesting redemption pieces came from Lazer-Tron. Called *Bank-It,* it's a combo basketball flip/coin pusher. That's Ron Carrara & Matt Kelly.



Coin Acceptor's Mike Durec once again made an Expo appearance working his company's Coinco booth with its full line of coin acceptors, doors, etc.



At National Sports Games with their *UB-QB* football skill game are Greg Sullivan (left) and John O'Neill (right) with Texas operator Ross Todaro (TAV's Inc.).

Gun Baron was a moving sitdown simulator, pitting an old-fashioned Stearman biplane against everything from jets to hot air balloons.

RePlay also liked Atari's *Off the Wall,* a *Breakout*-type puzzle kit. Hard to resist were Irem's *Atomic Punk* kit, and Kaneko's *B. Rap Boys* and *Magic Crystals.* We also enjoyed Strata's funny *Ninja Clowns* and card-themed *PokerDice;* Mc-O'River's *Karate Blazers;* and Tecmo's space-themed *Thunder Dragon*

Our "pick of the suite games" was, once again, *B.O.T.S.S.* It's a MicroProse update on the classic *Battle Zone.* Another no-show game was Data East's hi-tech DVI (digital video interactive) title *Thunderstorm,* which got a lot of TV coverage and other press earlier this year. British-made "virtuality" games also didn't manage to appear at AMOA; negotiations with a U.S. rep were continuing at showtime. We don't know when you'll see any of these on a U.S. exhibit floor . . . maybe next March at ACME.

MUSIC, VLT, REDEMPTION & PINS

Since *RePlay's* booth was located right on "jukebox alley," we saw the new jukeboxes before anything else. On the first day, we actually thought Expo '91 could go down in history as a "music show." Pioneer, Rowe and Rock-Ola all had new models for the show, as did NSM. The latter literally wowed tradesters with its very first "designed in the USA" juke . . . a sharp, clean, contemporary design (it will also be built here — by Valley). The mechanism inside is the German-made precision CD unit. It's called *Performer Grand,* and it deserves its name!

Video lottery equipment showed up in the booths of several main-line amusement makers including Williams, Dynamo, Arachnid and Premier. Merit continues with this market (among others). VLT industry leaders IGT and VLC took booths at a national coin-op amusement trade show for the first time ever. Kramer showed a VLT available for South Dakota.

Redemption is ranked as the top-earning machine category by street

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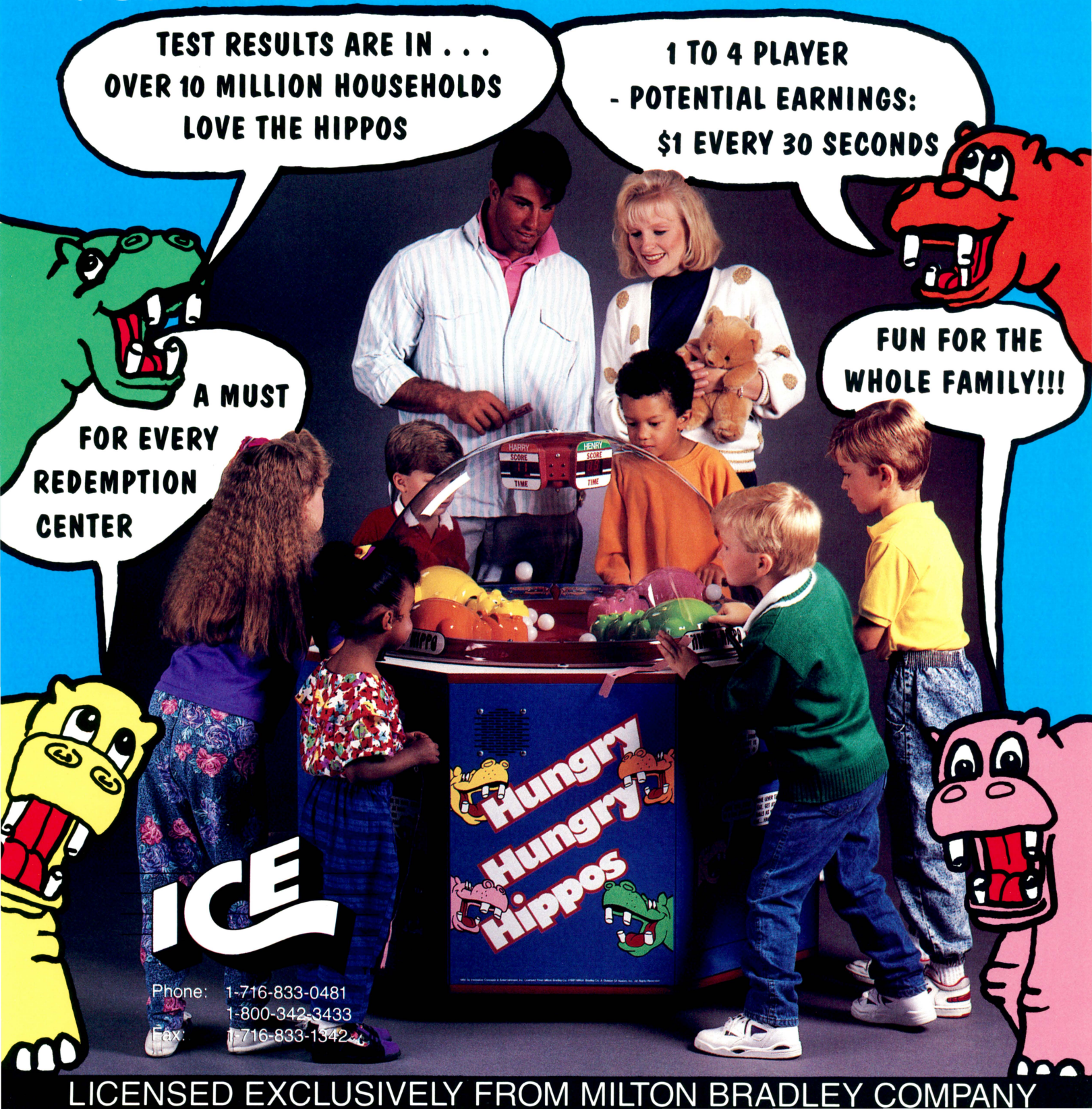


LICENSED EXCLUSIVELY FROM MILTON BRADLEY COMPANY



At the Ram Star booth were Lou Pavloff (always great to see him) and Chewey & Nolan Kriegel with their video pull-tab machine plus *Big Sky Poker* and *Keno*.



Just Kiddie Rides had an impressive mall kiosk in addition to their rides. Pictured: Nissim Amar (Miracle's Amuse.), Eric Torres, Michael Reda & Roger Prat.



AMOA's small booth award winner was Meucci Originals (with an equally impressive array of cues & clothing). Jim Hollingsworth & Sam Martin are pictured.



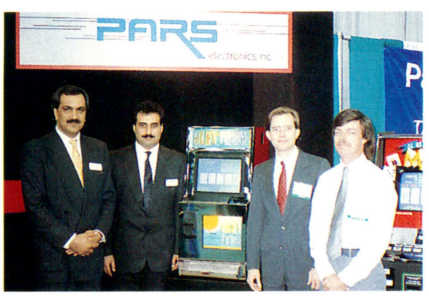
With CoinTek USA Corporation and their 8-line games at AMOA Expo '91 are Bobby Tan (from Queens Arcade, NY), Daniel Law, Steven Law and Cheryl Blyth.



Mobile Record Service Co. offers the best in oldies & newies for your jukes. Pictured are Harvey Campbell, Deborah Goeller, Jim Oseroff and Ted Howell.



Micro Manufacturing's Terry Edge and Richard Debord showed their 8-line games including *Lucky Bingo, Lucky Star, Lucky 75* and *Lucky Girl* to operators.



Pars Electronics folks with their *Golden Paradise* and *Golden Touch* games. From left are Brian Bakhtiyart, Jon Hafezi, Bob Skipper and Robert Croussore.



Playing the Bundra Games *Crusher* can-crushing novelty are John Anderson & Monty Lowry (John's Games, Clackamas, Ore.). The machine vends tickets.



Hantarex guys proudly stand behind their new 25" monitor (the *MTC-9110).* From left to right at the booth are Ray Fontana, Mario Martelli & John Hickey.



U.S. Games had *Pot-O-Gold,* a touch-screen multigame VLT and *Super Duper Casino* c-top. Pictured: Dianna Evans, Mike Pace, Mort Ansky & David Lange.

operators, according to our latest poll, and tradesters had plenty of great new redemption games to choose from. These included Lazer-Tron's *Bank-It,* Jeron's *Putt Pro,* ICE's *Hungry Hungry Hippos,* Greyhound's *Mulligan Golf,* Data East's *Hop-A-Tic-Tac-Toe* and Betson's *Beat the Clock,* along with Coastal's *Jungle Jive,* and Vari-Tech's *Rough Rider.*

We liked Namco's *Golly Ghost* novelty shooting game in an upright cabinet (dispenses tickets), and Bromley's *Hawk Adventure* helicopter novelty, too. Classics, of course, are what redemption is all about. The famous pieces from Skee Ball, Smart, Coin Concepts, ICE, Doyle, and so many others were back again . . . confirming that operators who bought these pieces before made wise choices!

Table games and darts offered new wrinkles. Dynamo added a versatile new *UD-2000* pool table and the *Comet* "blacklight air hockey" to their already-impressive line. Germany's huge Stella group showed their *Disco Taifun* air hockey and a really beautiful shuffle alley game. Valley's "zero defects" pool table won the "most-played" award from AMOAers for the 10th year in a row; the firm also bowed the world's first fold-down dart game.

Arachnid proudly demo'd the full modem capabilities of their *Galaxy Darts* electronic league management system. It was impressive! Merit offered a "built-in partner" to provide computer competition for the solo player of their *Scorpion* darts game. Joe Gilbert proudly showed off *Top Darts,* the coin-op steel tip game brought from England by TOP Distributing's Tom Tarantelli.

Pinball stood tall at AMOA. The show was the first chance most operators had to see Data East's *Batman,* a dazzling "movie in a pinball cabinet" featuring artwork and playfield features based closely on the movie . . . along with the original actors' voices and the movie's famous theme music. The biggest PR success on the show floor was probably the actual Batmobile from the hit film, too.

Williams/Bally-Midway had an-



Romstar & *King of Dragons:* (b) Heh-Kyu Lee, Tom Keil, Rene Lopez, Daryl Williams, NC op Jane Adkins, Blair Norris & Audrey Smith; (f) Helen Ota & Tim Jackson.



Wurlitzer Germany's Klaus Telgheder (left) and Roberto Mottola (Wurlitzer Venezuela) with their *New York, New York* compact disc jukebox (it holds 100 discs).



Sega's *Rail Chase* moving simulator uses air cushion bench seats for realism. Gameplay features non-stop chase action as players ''ride'' a mini-car on rails.



State-O-the-art coin (Dynamo's *UD-2000)* is backed by Bill Rickett, Canadian assn. chief Dave Howison, Damon Paramore and Mark Struhs. Choice woods!



Fabtek is rep'ing Star Mfg.'s *Clown Around* redemption kiddie game. With it are Frank Ballouz and Mike Macke. Game features rapid ping pong ball shooting.



At the Leprechaun booth, Thom Jackson (in charge of redemption for Edison Bros.), Bill Cravens, and Joyland (UK) Amusement's Geralo Steinberg and Helen Wallace.



With the beautiful *Beat the Clock* attraction at Betson are: Joe Betti, Bill Seibert, John Margold, Tanveer Choudhry, Robert Betti, Bill Treger and George Angermeyer.



The Top Dart gang — David Harmer, Matt Tarantelli, Cathy Tarantelli, Tom Tarantelli, Avtar Gill and Jeff Tarantelli — with this electronically-scored *steel tip* game.



I.C.E.'s Ralph Coppola, John Callahan and Jack Willert with their *Hungry, Hungry Hippos* fun coin-op game for four players (based on that children's game).



A panel of jukebox manufacturers spoke on the future of the machine at the "Jukebox Trends" seminar. There were a good number of interesting educational sessions held.

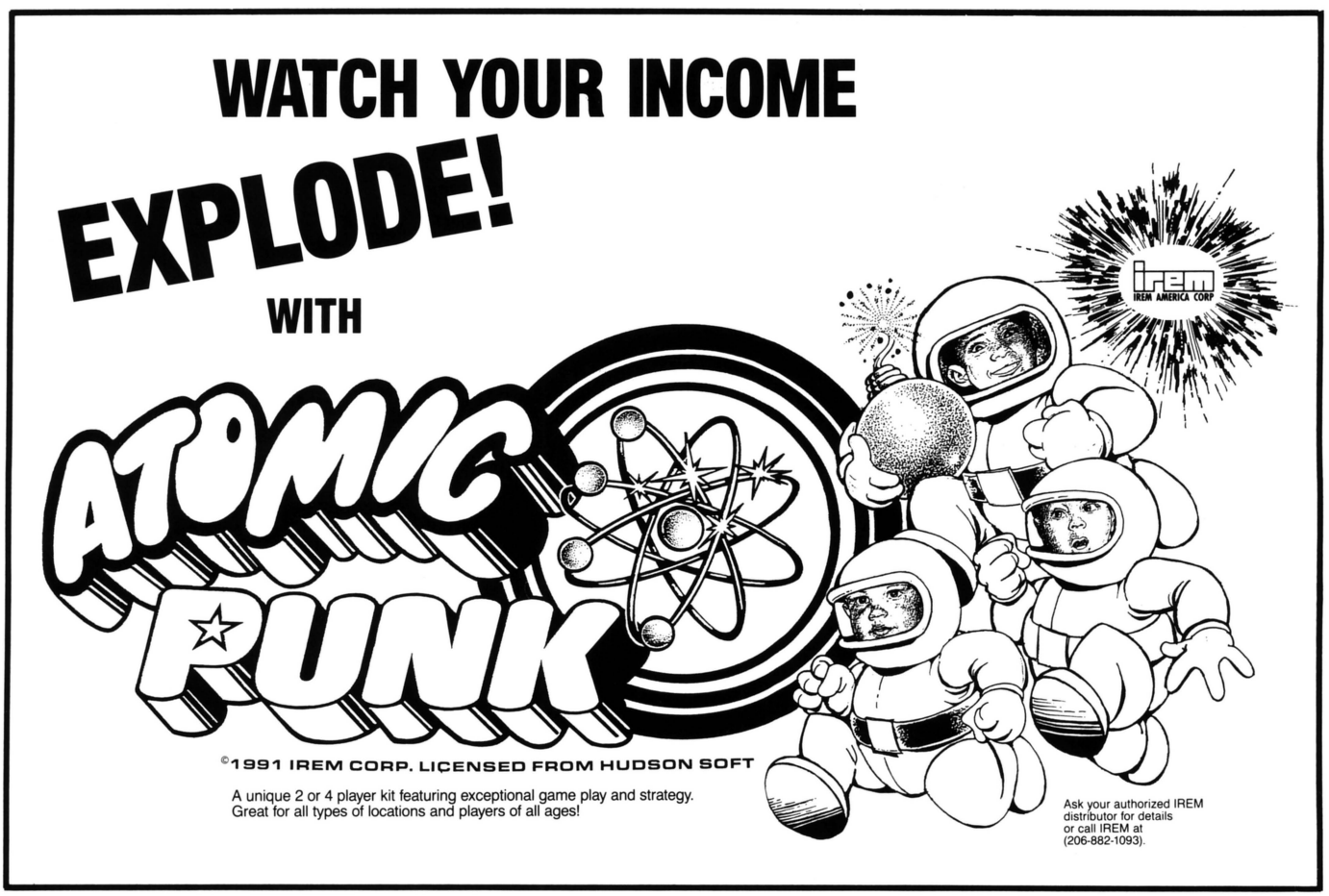
other big hit with the Bally pin *Party Zone*. It's clearly in the goofball spirit of *Dr. Dude* and is reported to be very successful already. Williams also showed off their chart-topping *Terminator 2*, which was out well before the show and continues to justify the famous Arnold tag-line, "I'll be back."

Premier's *Class of 1812* showed "class" in its own right. It drew crowds which stood in line to play this flipper, even on the last day! The horror-spoof theme, great art and playfield effects, plus energetic music and voices, added up to a winner that's going the distance, and that's good to see.

SHOW LOGISTICS: SPACE & DISTANCE

As stated earlier, attendance at AMOA Expo '91 was quite good. Early estimates placed the number around 7,800 and, judging from the aisles, they weren't playing blackjack! The first day was the best. Unlike many shows (which threaten to "die" on the final day), this one kept going strong right to the end. Many tradesters "worked" the show right up to 4 PM Saturday, when the riggers and moving men began teardown operations. "It was the best 'last day of a show' I've ever seen," said Leprechaun's Bill Cravens. Bill ought to know; he's chairman of the ACME show.

AMOA boasted a record 780 booths and staffers said "we could have sold 800 booths if there had been more room." On the whole, the Vegas Convention Center proved a fine site. Lots of space, a logical layout with all booths located on one level, and easy access to support fa-



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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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Great Lakes Darts' Marilyn Hempel and Nick Voden showed dart operators the latest darts, flights and accessories. Neat stuff for players of this popular game.



National Ticket Co.'s friendly Bob Anderson and John Conway (wearing a ticket tie) helped redemption operators with questions at their nice-looking booth.



Record Source International's Dock Ringo works his busy Expo show booth talking, of course, about his firm's 45 singles subscriptions for music operators.



Not far from home was Las Vegas-based Asahi Seiko's Mike Welter with his line of coin handling equipment (doors, hoppers and tamperproof items).



Jerry Mathison (right) demonstrated his fine Eagle Liftgates to many operators including this gent. It's always good to see Jerry at these shows.



Here's another one of our favorite people to say "hi" to at Expos . . . Roger Williams Mint's friendly & helpful Shiela Dellacona. She talked tokens to tradesters.



There were many redemption-related booths at the show. Here are Muncie Novelty Company's Bob and Claudia Broyles at theirs taking a break for a picture.



BRW Systems' Bill Willis at the Lock America booth showing his *IIDAS* security system for the trade. He's a super nice guy with a super nice product.

cilities (phones, bathrooms, seminars) added to the show's impact.

The noise level, of course, was the usual competition between jukes, videos and pingames that sounds like Grand Central Station at rush hour, set to music. The onsite food & drink was the usual run-of-the-mill fare, but AMOA did set up separate facilities off the hall toward the front, as well as a couple of strolling beverage carts. It all helped.

If there was any universally-cited negative, it was the 10-minute walk from the Hilton Hotel (where most tradesters had rooms) to the show site itself (the Convention Center's South Hall). One tradester counted steps and estimated the distance from the Hilton's rear exit to the South Hall entrance at 1/4 of a mile. Without shuttle buses available, most were forced to "hoof it" . . . including some ladies who carried high heels in hand.

One or two older gents actually took cabs from the Hilton to the Expo door (we can imagine how thrilled the cabbies were with that!). But the weather was fine, and the show itself was great (once you got there), so we can say that AMOA '91 was "a stroll in the sunshine" in every possible sense!

In all events, somebody should throw rose petals in the path of AMOA's hardworking Expo planning team. Under the baton of outgoing prexy Jim Trucano, AMOA EVP John Schumacher and staffers April Sojka, Marc Hopkins, Fred Newton and the rest, all did a bang-up job. We also liked the new AMOA Membership Booth, located near the exhibit hall entrance. It was manned at various times by different AMOA leaders. Nice touch!

POLITICS: FIRST-EVER 3-WAY SUMMIT

While Expo '91 was markedly free of controversy, the political element was there under the surface. For one, Expo marked an important political milestone: the very first three-way "summit meeting" of leaders of AMOA, AAMA and JAMMA (the Japanese Amusement & Music Machine Assn.).

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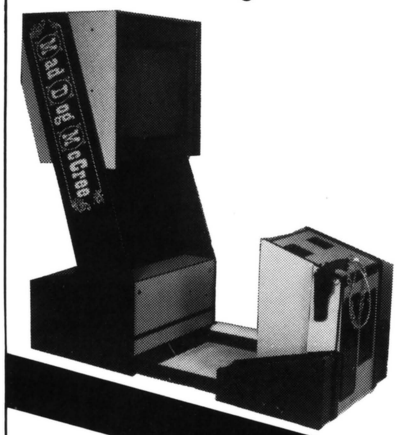

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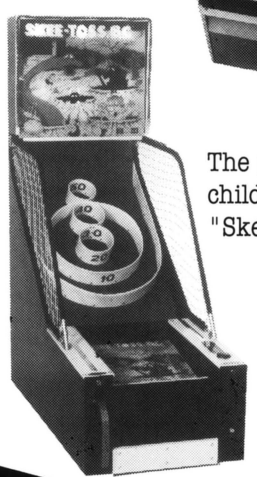

The popular children's game "Skee-Toss B.C."

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This meeting came about as the result of months of planning. It represented a vital first step in drawing the far-flung elements of our industry into closer contact and cooperation. The meeting also marked the start of a new global activism on the part of the Japanese. Despite Japan's business dominance in the world video market, JAMMA has concentrated more on internal politics than on worldwide association work. . . until now.

Leaders of the three associations met at 8:30 AM on Friday (the second morning of the show) in the suite of JAMMA President Masaya Nakamura. Present were JAMMA president Mr. Nakamura; JAMMA special assistant to the president Shunji Iki; AMOA president Jim Trucano; AMOA president-elect Gene Urso; AAMA president Bill Rickett; former AMOA president Frank Ballouz; and AAMA exec VP Bob Fay. The increasing "globalization" of coin-op, and the need for more and better communications between all three groups, were key agenda items. (Now let's get Europe into this swing.) By all accounts, the talks were intense, but cordial and productive.

MORE POLITICS: THE DEBATE OVER VLTs

While the three-way summit was undoubtedly Expo's most important political event, the most broadly discussed political issue at AMOA was video lottery. "Preventing the Iowa scenario" (heading off sole-source VLTs) was a hot topic at the annual meeting of AMOA's board of directors. Government Relations chairman Wally Bohrer announced that the operator group has commissioned a University of Wisconsin study, to show the economic impact on the amusements industry if the state decides to own the video lottery terminals itself, as nearly happened in Iowa.

The study will examine amusement-only machine earnings in Montana and South Dakota during the first six months of VLT activity in those states. AMOA plans to use the data to prove that states would devastate the coin machine industry by agreeing to sole-source deals (letting a single entity supply and/or run all VLT machines).

Among the industry at large, a wide variety of perspectives on VLT were offered at Expo. "We've got the greatest thing on earth in Montana and South Dakota," enthused operator Phil Benson. "They are going to kill the amusement business with this stuff," fumed some respected amusement machine distributors and manufacturers. "The best thing that could happen to me, would be if a big state legalized VLT," said one of America's biggest distributors. "Video lottery terminals are part of our line, but we're not abandoning amusements. . . games, not gaming, will provide our bread and butter for the long-term," said more than one factory.

Of interest: Montana's Benson (Montana Music Rentals operation) told *RePlay* that he's done $200 a week gross on a Rowe *CD-51* jukebox in a location housing nine VLTs. Roger Rasmussen further told us that he's upgraded his own route in the gambling district on "traditional" euqipment with money provided from VLT income and that earnings on the traditionals have gone up between 18% and 24%. "If VLT ever goes out on us, we'll still have a viable business," Roger observed.

POLITICS: GAME PRICING

Is game pricing a "political" issue? In more ways than one, yes. Prices on videos especially received much comment. Quite a few tradesters — including operators — said the high prices on certain dedicated video uprights were justified by four-player cabinets and controls, big screens, advanced computer graphics or other hi-tech devices and so on. Several operators (especially route guys) said prices on the dedicated pieces were too high.

"Considering the 50-50 split, we street operators just can't succeed with any street piece over $4,000," said one. "I'd rather invest my money in a couple more Capcom *Street Fighter IIs* or buy up the new kit version of *WrestleFest.*" Many did just



NSM's Rus Strahan, Russ Mawdsley, Ron Gold and Ullrich Schulze with the beautiful new *Performer Grand* (first in their Performer series). It ships December 1.



Lauran Bromley with her new helicopter game, *Hawk Avenger,* and George Gomez. The fun ticket-dispensing game will ship sometime this fall...look for it.



Hamming it up for the camera by the *Terminator 2* pinball lineup is Dwight Sullivan. He was the programmer on this project and is real proud of the final result.



Merit's *Scorpion* makes a nice backdrop for this shot of David Rubinstein, Bob Hodges, Pete Feuer, Robin Kissee & Gary Dilley (Dilley Dist.) and Howard Smoyer.



Namco is established and their pricey *Golly Ghost!* target rapid-fire gun game was popular at the expo (evidenced by the folks trying it out). It vends tix, too.



At Coastal Amusement Distibutors, Lenny Dean (left) and Dave Gilfor (arcade chain op) stop for a photo with new *Pop-A-Tac-Toe* and an as-yet unnamed match game.



Kaneko's Marty Glazman & Tom Kramer flank World Wide's Fred & Doug Skor with *Magic Crystals.* (Doug & wife Audrey are new parents of Ian James, born May 24!)

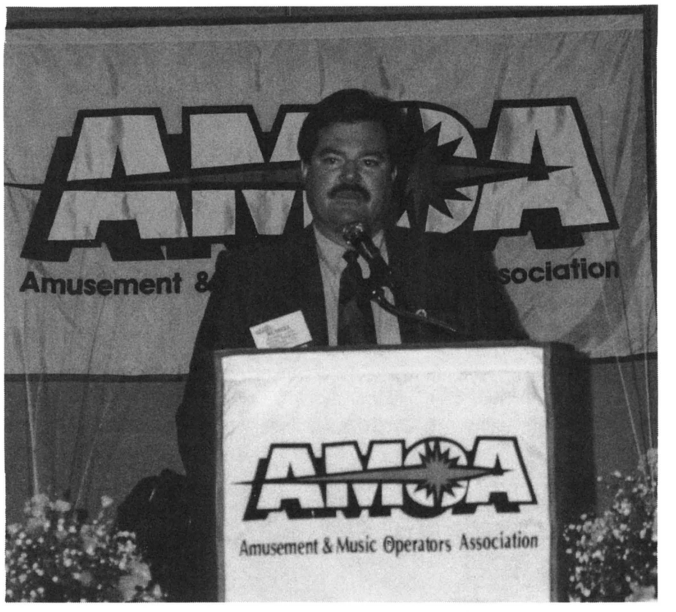


Strata's John Cassiday & Jim Zielinski with *Ninja Clowns,* available now. They also showed new *Rim Rockin' Basketball,* shipping Nov. 1. Both are uprights and kits.



L.A. East's Steve Devlin, Joe Miklos and Emery Kertesz at their booth. These are nice guys with terrific products (speakers, amplifiers, monitors, etc.) for music ops.





Left: At the AMOA membership meeting, new president Gene Urso (right) presents a plaque recognizing outgoing prexy Jim Trucano's super effort during the past year. **Right,** AMOA education committee chairman Russ Love tells about the well-attended seminars held.

that. Other operators said they'd "wait for the kit" of certain dedicated pieces.

Truth be told, more than one distributor predicted that high prices on dedicated videos would "encourage" some operators to buy and use parallels (they become legal to operate on Dec. 1). And one highly respected manufacturer predicted that "next year you won't see huge booths taken by video manufacturers. Their market is about to undergo a very dramatic change."

But at least one top video factory topper shrugged and said, "We're keeping prices down to the point where parallels won't be all that attractive. And remember: when you make dedicated games, they ask for kits. When you make kits, as our friends at Williams discovered, they ask for uprights!"

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THE CHALLENGE OF PROFESSIONALISM

AMOA wound up its official business with an open membership meeting on Saturday, Sept. 14. Outgoing AMOA prexy Jim Trucano concluded a busy and productive term, passing on the presidency to Wisconsin's Gene Urso. "It's communication, teamwork and an open administration that I'll be working for this year," said Gene, "and I know we'll get there. We're a very professional group of operators!"

Gene is absolutely right: our whole industry is getting more professional every single week. AMOA's computer-run exhibit of hi-tech games, and the attached conference on worldwide coin-op politics, is vivid proof of that growing professionalism. But one cost of professionalism is living in a constant "go-go" mode...and after the Expo, the new AMOA president headed home, like many manufacturers, knowing he faced only a short "breather" before hitting the coin-op circuit.

Gene will attend dozens of state association meetings in the coming months; the factory guys and gals will attend a bunch of distributor open houses over the next few weeks. By the time you read this, some trade members will be winging over the Pacific to the JAMMA show in Tokyo; others will be attending the Lottery Expo back in Las Vegas.

Whether you're on the road lobbying and selling, or simply at home figuring how to earn your daily bread, October should be one of the most interesting months in this industry. New equipment shown at AMOA will begin filtering into the marketplace...and the cashbox will find its voice to begin separating the winners and losers. From product to politics, Expo '91 offered many openings, many possibilities, many new things to try. Now it's up to all of us to make the very best possible use of those opportunities!

Next year's AMOA Expo is scheduled for Oct. 1-3, 1992, in Nashville, Tenn.

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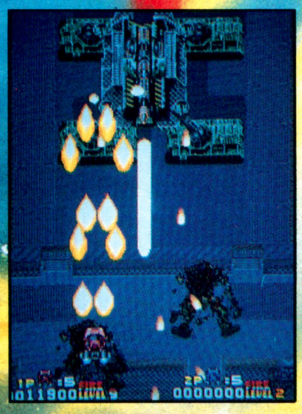

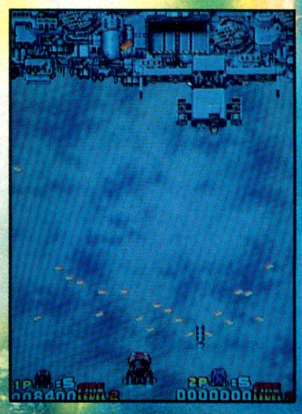



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Brian Duke (with wife Emi & cute baby Brianna); *Street Fighter II* contest-winning players Trevor Mantle, Jesse Brooke, Jim Hallas; and Arizona op Rick Caldwell.



At VLC's VLT booth are Fred Kluever (Badger Music, Madison, Wisc.), VLC's Duane Frahm and Larry Lippon, and Roger Westmont (Modern Specialty Co., Wisc.).



Rock-Ola showed their great-looking new *Trilogy* 100-CD jukebox (ships mid-month). With it are Bob Haim, Rock-Ola sales topper Art Kareff and Simon Deith.



Arcade maven Craig "Nickels & Dimes" Singer chats with Atari sales topper Mike Taylor over by the video maker's neat helicopter simulator *Steel Talons*.



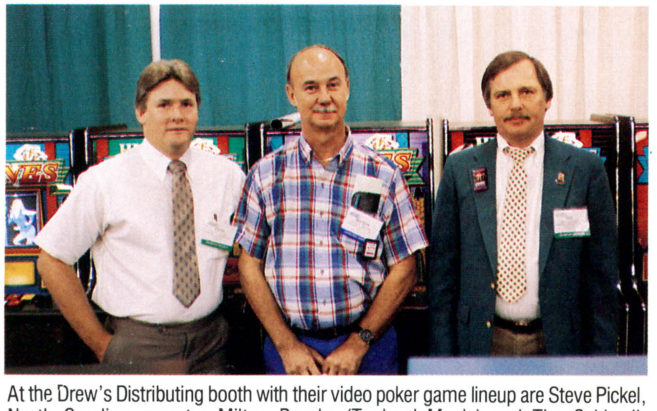
The Wico folks were at their booth talking about their complete line of coin machine parts. Pictured are Rich Santercola, Vartkes Sinanian and Jim Tierney.



Alter's Earl Heller in front of their *Fireball* ticket-dispensing novelty. It's a fun game in which players shoot 300-400 balls/minute at randomly lighting targets.



American Technos got WWF wrestler Jake "The Snake" Roberts (pictured with A.T.-ers) to wow tradesters and, of course, help promote hot *WWF WrestleFest*.



At the Drew's Distributing booth with their video poker game lineup are Steve Pickel, North Carolina operator Milton Brooks (Tankard Music) and Tim Caldwell.



With a full line of neat rides for youngsters, the Kiddie Rides USA gang was on hand at Expo '91. From left are Stuart Heller, Dora Campos and Joe DeMarsico.

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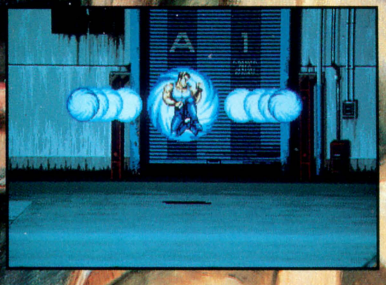





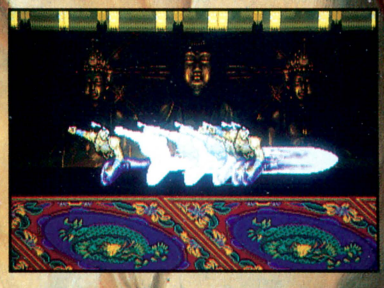

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GAMES! MUSIC! VLTs!

AMOA show was bulging with excellent product in all categories

So many booths, so little time . . . AMOA Expo '91 provided 20 hours of exhibit floor time. During those fleeting moments, showgoers had to attempt to visit a huge, bell-ringing bazaar of over 250 firms in about 780 booths. That works out to under five minutes per exhibitor . . . or *one minute, three seconds per booth!*

This estimate does not even count time "lost" to seminars, meetings, coffee breaks, or the all-important chatting in the aisles. If you went home feeling you missed something, you're right. Anybody would have. The AMOA Expo has become so large that even a hardworking team can't cover every last game, music machine, component, and redemption prize.

RePlay's staff did its best, though. We think we've got plenty of product information for you. But please remember — the best place to "follow up" on an interesting new product is at your local distributor's office. The good news is that AMOA offered so much excellence in so many categories. Across the board, we had a winner!

VIDEO GAMES

ACE COIN EQUIPMENT LTD.

You may have missed some much-ballyhooed new technology which finally arrived at AMOA: namely, the DVI (digital video interactive) system from Intel, the world-beating computer chip maker. Using this system, which works off a CD-ROM, English manufacturer Ace Coin offered a great video trivia called *Ace Genius*. The game flashes top-quality video still photos on the screen — for example, Gorbachev — then asks a simple question: "This is, A: Actor, B: Politician, C: Singer." You slap the button which corresponds to the right answer. Other variations have players study a picture, then answer questions from memory about visual details (which one was catching the ball?, etc.).

This impressive game features over 400 video clips, about 6,000 still images and 12,000 multiple choice questions. Folks, get ready for a renaissance in trivia games! And with that DVI "horsepower" under the hood, the game will be convertible in the future to practically anything — running audio-visual games, full movies, newsreels, you name it. The firm plans to offer updates for the trivia application at the very least.

AMERICAN SAMMY

Drift Out is a vertically-oriented kit with a driving theme. "Hyper steering" and deluxe controls (steering wheel and accelerator) lift this one out of the ordinary. It ships in October. Sammy also showed *De Block,* a horizontal kit offering move-the-piece puzzle strategy action . . . a category that's badly needed some new offerings.

AMERICAN TECHNOS

"Best buy at the show," said several value-conscious operators, "is the newly-released kit version of



Midway's *Terminator 2* video game was voted "best of show" by operators attending AMOA Expo '91. The show floor, in fact, was full of choice product to see in all machine categories.

WrestleFest." Hey, it's got everything going for it: sequel to an earlier hit; great earnings in dedicated release; beautiful oversized graphics; great sound; funny and challenging gameplay; famous licensed characters like Hulk Hogan and other wrestling stars. . . what more do you want? Get ready to watch this one settle in for a nice, long ride high on the charts, gang.

ARACHNID

What, the dart kings making video games? Yes, Arachnid has entered the VLT market with *Lucky Touch,* a touchscreen upright cabinet featuring multigame capability. The 19" screen also features some of the prettiest, flashiest, oversized graphics of any VLT on the market. User friendly? You bet! It's intended for all legal jurisdictions, with the focus of course on new states like Louisiana. Approval could come by Jan. 1, hopes the firm. Nice work, Mr. Beyers and the A-Team!

ATARI

Still sitting high on the upright charts with their two-player, dual-screen sitdown *Road Riot 4 Wheel Drive,* Atari's new AMOA offering was a one- or two-player video kit called *Off the Wall.* It's a break-brick skill puzzle game for the '90s with contemporary onscreen graphics that would be right at home on MTV. Players aim animated balls at a field of colorful bricks. Object is to keep one ball in play by ricocheting it off the walls and bricks of the playfield. Lots of clever features (special types of balls, color-coded bricks, rotating or moving bricks, etc.) and 50 waves of action add depth and challenge.

Also shown by Atari: their helicopter simulator for one or two players simultaneously, *Steel Talons.* This dual-monitor deluxe sitdown game just began shipping, and many tradesters saw this one for the first time at AMOA. You have to try it for yourself to appreciate the realistic depth and 3-D feeling of those trademarked Atari polygon graphics. A "zoom button" lets players shift from first-person (view from inside the cockpit, looking out) to third-person perspective (you see the chopper itself on screen). Cockpit design and creative new types of controls (including a rocking foot rudder that reacts to gameplay) are quite realistic, too. Zoom!



ARACHNID'S 'LUCKY TOUCH' VLT

BETSON ENTERPRISES

The "buzz" of last year's AMOA was *Mad Dog McCree,* a huge dedicated upright with 33" or 50" screen, live-action video graphics and laserdisc delivery system. Well, the follow-up software is debuted at AMOA '91. The much-anticipated *Who Shot Johnny Rock* is another exciting one-player (at a time) gun game (with improved guns, by the way). The setting is Chicago in the 1930s; you're a private detective who must shoot first, ask questions later as you track down the killer. American Laser Games actually went out and filmed a Hollywood-type movie with all the sets, costumes, props (tommyguns, old telephones, etc.) and actors to bring this hardboiled detective murder mystery melodrama to life (and death) in arcades and better street locations.

"Earnings on *Mad Dog* are plenty high and they're holding rock-steady, months into its life on location," noted Betson CEO Peter Betti. "It's the greatest untold success story in the industry. And our early tests show that setting up *Johnny Rock* in another cabinet right next to *Mad Dog* has no appreciable effect on the first game's earnings. Matter of fact," Peter continued, "the real secret to this game's success is that it creates incremental income. New players come in to play, and they spend more money. We're not talking about merely shifting income from this week's hot title to next week's."

If you've ever walked past an arcade with the Icat big-screen system, you'll know Peter is right. They have always got a crowd around them. Look for this system to continue leading the hi-tech video revolution for a good long time to come!

CAPCOM

See our Cover Story for full details, but most showgoers ranked the firm's *Captain Commando* among the "best of the best" at AMOA. It's a four-player dedicated upright. . . for now. . . but Capcom says it will be kitted "sometime" in 1992 depending on market demand. This game is their latest CPS system game — the platform is three years old and running super-strong with 52,000 CPS units in the field, said the firm. Operators can get a $400 rebate on its purchase, by trading in certain earlier Capcom game boards. As for gameplay, the title character is a street fighter armed with a flame-thrower. He and four buddies try to stop an evil professor from destroying a futuristic city.

Still selling in respectable numbers is *Street Fighter II,* their smash hit chart-topper. Capcom also showed *Three Wonders,* a cutesy game that's available in limited quantity. Mostly, the Capcom people just smiled and wrote orders.

DATA EAST

Captain America & the Avengers burst forth in this four-player (si-



Imagination Leisure showed their *SST* hockey game as well as their *Super-Bowl* bowler game. With the good goods are Richard McGrath, Dick Simon and Jim Fish.



Brady's Jim Frye and Richard Gershman with Jaleco's Bob Haim and *Gun Baron* (biplane air-battle simulator). Jaleco also showed *Arm Champs* wrestling game.



At Stella's with Electro Games' *Shuffle Ball* are Don Johnson & Luc Marcoux (U.S. shuffle reps), Stephan Renaud and Graham Smith. (Stella reps it in Europe.)



New Tecmo National Sales Manager Jim Santa Cruz, President Ken Nakata and Mike Robinson (who is now with Century Vending) with the *Thunder Dragon* kit.



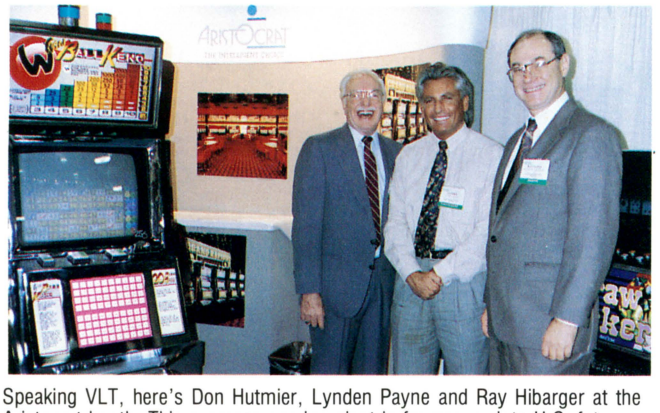
At the Grayhound booth with their new *Kiddie Crane* are Brian Petaccio, Gary Fein and Tom Carey. It looks like a really nice piece for the little crane players.



Leprechaun's Paul Wiederaenders shows McO'River's *Karate Blazers* kit (linkable for 1-4 players) to Margarite and Dave Groner (Groner Galaxy World, Wisc.).



At Exidy's booth with *4X4* are ShowBiz's Gene Cramm, Exidy's Virginia Kauffman, ShowBiz's Steve Thomas, Pete Kauffman & Marty Bromley. The piece is doing well.



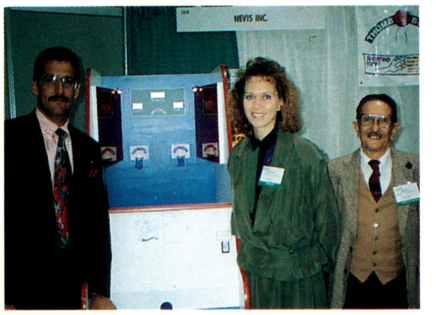
Speaking VLT, here's Don Hutmier, Lynden Payne and Ray Hibarger at the Aristocrat booth. This overseas gaming giant is foursquare into U.S. futures.



Sunshine (Kansas) has a fine array of CD jukebox conversion parts. In photo: Dave and Mark Loethan, Talih Ozturk with Jim Trovato and Pete Walters (Digital Disc).



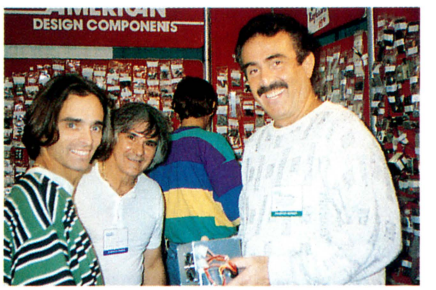
Hot pool shooter "Little David" Howard gets a neat shot lined up for our photo at the Global Billiards booth. Looking on at right is the maker's Torben Gramstrup.



With their *Thumb-B-Ball* game are husband/wife team Mike and RoAnn Adams and Skeet Livingston. You shoot mini-balls at hoops with your thumb to score.



Standard Metal Typer is a standard stop for our photographers at expos. Here with their souvenir-medal-making equipment are Carolyn and Hal Koughn.



American Design Components (pictured is Richard Goldman) carries quite a range of ICs and other electronic doo-dads for the technical conventioneer.



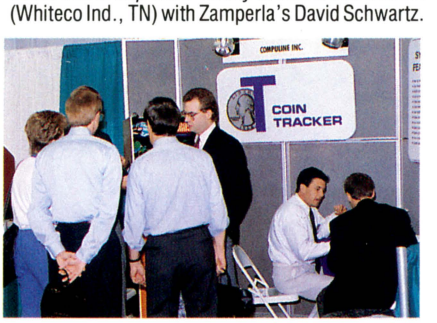
Machine-O-Matic Ltd. shows their current line of bulk vending equipment. Joseph Schwarzli and Paula Dinga chat with Travis Slay (Slay Vending, Birmingham, AL).



Zamperla had a neat soccer ball-kicking attraction called *World Cup USA*. Ready to kick is Jeff Morton (Whiteco Ind., TN) with Zamperla's David Schwartz.



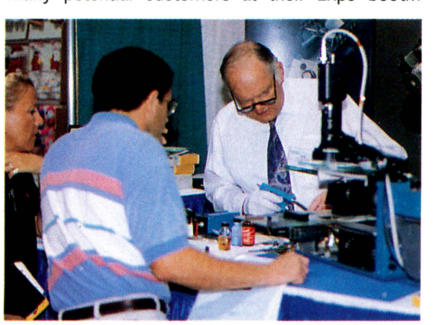
Sunmark Business Prods. provided a new twist on the weight scale scene with their new Pepsi scale. From left are Greg Brown, Evan Brown and Mark Diluciano.



We certainly came by the Compuline booth at a busy time. Here their reps explain their *Coin Tracker* to many potential customers at their Expo booth.



At J-S Sales is Earl Strickland, world champion 9-ball player for the second year in a row. He did all sorts of trick shots for showgoers (he's with D&R Ind.).



Giving a technical demo is Nu-Concept Systems' Joe Moretz, complete with soldering iron in hand. They make PC board repair equipment among other things.

multaneous) dedicated upright from Data East USA. Players may take the part of Cap, Hawkeye, Iron Man or The Spirit. One button means "kick," another means "punch," but the best feature is when you press both buttons at once. Then each character deploys his special fighting skill: Cap hurls his shield (which returns like a boomerang); Iron Man shoots his "propulsor rays" out of his metal gloves; Hawkeye sends his deadly arrows flying; etc. First-rate animation adds to the fun.

DYNAMO

Video lottery terminals are Dynamo's latest product line. They bought the Foxtronix firm, whose VLTs were already approved and selling in Montana, South Dakota and New Brunswick. "We're ready to be major players with operators and distributors," said Mark Struhs, who heads the VLT division with engineer Horst Wedner. Besides showing their *Touch 2000* casino-style touchscreen multigame, Dynamo also discussed plans to sponsor educational seminars for operators who plan to enter the VLT market.

IREM AMERICA

This firm brought out a bombing strategy adventure video kit called *Atomic Punk*. Don't let the name fool you; the hero is actually a pretty appealing fellow. Gameplay offers 36 stages of action. Up to four players may play this horizontal kit simultaneously; or it can be adapted to a two-player cabinet.

JALECO USA

We're suckers for aviation simulators, and judging by the crowd around *Gun Baron*, so are a lot of people. You climb into a fat red airplane-type cockpit cabinet, grab the joystick and take off. The cockpit moves, pitches and yaws as your on-screen Stearman biplane races over a beautifully-rendered "cloudscape," firing machine guns at everything from hot air balloons to fighter jets. The first-person perspective really keeps you in the action, too. Jaleco also showed their classy driver *Cisco Heat*, still providing upright and sitdown excite-

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Skee-Toss BC is the new scaled down version of Skee-Ball, designed especially for kiddies (age 7 and under). It features a colorful, easy-to-play format; three, six, or nine ball play cycle; ticket dispenser; reliable operation; profitable redemption payoffs; and a quick, satisfying ROI.

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The Payoff • Low level entry investment • Quick, satisfying return • Profitable redemption feature • Designed for the "kiddie" market • Widens profit horizons.

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ment as players take the part of San Francisco police in a car chase.

KANEKO

B. Rap Boys is a horizontal kit for up to three players simultaneously. You swirl, twirl, twist and turn on your mountain bikes, skateboards and roller skates as you "rap" your way through awesome and exciting scenes (plenty of martial arts action is thrown in, too). *Magical Crystals* is a two-player kit that lets players try to save the world from "evil magical crystals." Gameplay combines puzzle-strategy with adventure-quest themes for an enjoyable cross-genre piece. Don't forget the firm's *Berlin Wall* breakthrough video kit, too.

KONAMI

For four players simultaneously, *Sunset Riders* got the vote as "best new video game of the show" from one or two respected operators we chatted with. It's easy to see why: the game is like a Clint Eastwood spaghetti western with nonstop shooting action on horseback, in Western towns, etc. Colorful bad guys and many changes of setting and types of weapons and transportation provide an interesting variety of gameplay. Graphics in scenes we saw appeared very clear and simple with a deliberately limited color range (mostly bright primary colors). Sound effects are great; you almost want to look around to see where those hoofbeats are coming from. Available in early October, the game comes in kit and dedicated formats.

Konami's earlier dedicated hit *Vendetta* was made available in kit form at the AMOA show, too. It offers a four-player street fighting theme.

KRAMER

A newly-licensed trivia game from Kramer hadn't been named yet at showtime. It offers memory quiz questions based on photos which are flashed on screen. Users may also play a variation on "name that tune" with stereo sound (naturally a laserdisc can reproduce music and speech as well as a CD). Planned for upright and countertop versions, it's testing this month. Kramer also showed touchscreen video lottery equipment, the *Touch Tech 2001* which is available for South Dakota; and an amusement-only gaming-themed piece called *Kasino Madness* which features five games in one. Future versions may carry up to 20 games.

LELAND

The U.S. game making sector got a shot in the arm when Leland unveiled *Dragon's Lair II,* sequel to the super-hot 1983 hit. In the opinion of *RePlay* editor and animation fan Marcus Webb, *DLII* contains the best cartoon animation seen since Walt Disney himself released his final animated feature movie. Sullivan-Bluth (trained in the Disney Studios) did the drawings, so the quality comes as no surprise. You might notice the game also has the best vo-

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noise level: 61 decibel
Display: indicating the game credit, the time left and the goals made
Electrics: mounted on service slide easily accessible behind the door of the coin rejector, fully extractable
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coin mechanism: electronical or mechanical
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Playing time: optional between time play and combined time-goal play
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BETSON

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cal characterizations and clearest soundtrack of anything on the market today. Gameplay is basically very similar to the original, but many fresh new sequences have been created.

Under the hood, Leland is using a Sony industrial-grade laserdisc player (model LDP 1450, which is also used in Betson's Icat bigscreen laserdisc system and Sega's *Hologram Time Traveler).* The firm says this will avoid all the technical glitches operators had with the original generation of laserdisc games on location and on rotation.

Operator reaction? *Dragon's Lair II* was clearly ranked in the top two or three games of AMOA by most operators we talked to. "And I'm going to buy some of them," added many. Player reaction remains to be seen, but we suspect kids will love the wild, top-quality graphics . . . and that the cashbox will get a serious skyward jolt when Sullivan-Bluth releases *Dragon's Lair: The Movie.* Yes, it's "coming soon to a theater near you"!

McO'RIVER

Marketed by Leprechaun was this firm's *Karate Blazers,* a four-player (simultaneous) street fighting martial arts video. It can link two cabinets for even more exciting action. McO'River's *Turbo Force* is a vertical kit for two or three players; it features jet fighter action. "These kits are priced below the other comparable games at this show," smiled Leprechaun's Bill Cravens whose company is representing the McO'River product. "While everybody else is scratching their heads, I'm selling!"

MERIT

The *Dakota Superstar* line has been updated with a new touchscreen version of this multigame VLT. Featured on the version we saw are three types of poker, a line-up game, and blackjack. Button models are also available. Merit also displayed its *Pit Boss* multigame countertop, which is enjoying a comeback as trivia games in general are back in style. Operators appreciate the first-rate support in the form of constant software updates, too.



NAMCO'S 'STAR BLADE'

NAMCO AMERICA

Okay, space cadets: strap yourselves in for the greatest sci-fi adventure since "Star Wars." It's called *StarBlade* and this one-player sitdown game features the same wide-screen excitement as the movie. "It's very cinematic," admired a competing company's game designer (who hogged the game for 30 minutes at a time . . . but we don't blame him). The game uses a 42" parabolic mirror and computer animation to generate big-screen graphics; the whole magilla is called an "Infinite Distance Projection System" and that's a pretty fair description of the effects this game achieves. Sometimes it appears you're almost really aboard the space shuttle, looking down at Earth. The "camera" swoops and dives and climbs and rolls through enemy ship formations, asteroid fields, etc. — a complete 3-D polygon graphics world. You take the part of a ship's gunner, blasting away at elegantly evil-looking enemy ships. Your final mission: try to detonate the energy core of an enemy star base. Quadraphonic sound and a vibrating cockpit complete the realistic effects. Expensive? Yes, very. But as Mexel president Jacobo Shemaria said: "You pay a lot, you get a lot. I think they will sell many of them around the world."

Namco also displayed *Steel Gunner* once again, whose recent sales and earnings history has proved that Jacobo is right: you pay a quality price, you get a quality game. We don't hear anybody talking about the price on this one anymore, just the earnings.

NINTENDO OF AMERICA

At last, Nintendo unveiled its 16-bit *Nintendo Super System.* Twice as powerful as its *PlayChoice* predecessor, NSS will ship around Nov. 1. The attractively styled system cabinet features three-slot capability (it can hold three games at a time); a 25" monitor; stereo speakers; and a raised "control module" with extra buttons which is hard-wired to the control panel. Up to 32,000 colors (or 256 on screen at one time) are possible. The "works in a drawer" system is also part of the cabinet.

Super Mario World was one title offered with the initial purchase, along with *F-Zero* (a hovercraft racing game) and *Super Tennis.* Around 60 third-party firms will supply future software. Future NSS games will be set on lives as gameplay dictates; others will still be set on time.

"We sold more product in the first four hours on Friday morning than in the previous three years," smiled Nintendo's Al Stone. The other sales reps were too busy writing orders, in some cases by the container-load to major distributors, to chat much. Nintendo also bowed eight new titles for *PlayChoice;* they'll continue supporting that system as long as operators buy in sufficient quantity.

PREMIER

The first booth many showgoers saw when they entered the hall was this one, and Sal Mirando, Jim Pietrangelo and Bobby Harzer greeted operators and distributors with big smiles. No wonder: their VLT games are approved Montana and South Dakota, and should get the nod from Louisiana soon. "Lots of traffic! Great show!" exclaimed Sal. *Player's Touch* is the name of their VLT and, as the title implies, it's a multigame touchscreen. You'll find it comes in a casino-style cabinet with full chrome front.



At IGT are Pam Howatt and Pam Sutton flanking John Georges (vidpoker distributor from Louisiana) with their *Players Choice* system for video lottery.



Bob Rondeau gets set for putting fun on Jeron Technology's *Putt Pro* novelty with the maker's Jeff Graham. Bromley markets this product (available now).



RePlay gals Key Snodgress (Kimberly dozes at bottom), Carolyn Lokken and Debbie Anderson are visited by "Stretch" Sam, distributing Hesch raffle flyers.



Don & Chris Hesch (A&H Entertainers) at the controls of Data East's *Captain America.* (He spent lots of time helping with the AMOA's Hesch scholarship raffle).



American Shuffleboard's ever-nice Sol Lipkin plays this evergreen game at the Expo. We caught him in action, playing a shuffle game with a conventioneer.



Dynamo's VLT line includes the *Touch 2000* touchscreen, multi-game unit. Video Lottery Terminals were seen in good numbers, with lots of operator interest.



Gloria (Mrs. Sal) DeBruno stands by as her grandchildren Brett and Ashley Honeycutt play Midway's *Super High Impact* football action video game. Nice folks.



Wedges/Ledges' Steve Shoemaker showed his latest ticket-dispensing novelty, *Perfect Landing* (with changeable characters). Betson will market the piece.



One of the best videos at Expo was SNK's *Baseball 2020* for their Neo•Geo cabinets. Many operators have said this game is so strong it could stand alone.



Aeries International had a number of video lottery terminals on display. Pictured are Bertie Olson (prexy of Aeries rep Renegade Distrib.) and Matt Mank.



Intellicall had their attractive pay telephone display with their solid line of phones on show. At the exhibit are Viril Crouch, Peter Studebaker and Bob Stephens.



Contex makes counters for the trade and here at their booth showing them off to showgoers are the company's Toshihiko Okabe and Shigeru Tsukakoshi.



Ace Coin showed the *Genius* trivia game featuring CD video disc and Intel's DVI technology. Here an Ace rep gives RePlay's Debbie Anderson the scoop on it.



Dart World had a full line of darts and accessories for the fans of this game (which continue to grow in number). At their booth are Don Amirault and Kathy Poirier.



Lynde-Ordway makes a full line of coin handling equipment — counters, changers and more. Tom Ordway shows 'em to Julio Patricio Auad (a distrib from Chile).



Action Lighting's booth really looks neato in color, no? Lots of colored lights to accent your locations. Telling ops about 'em Hugh Reid and Dan Korthas.



Clever fellas Bill Long and Mike Conway of Clever Devices. They make automatic ticket dispenser called the *TVM*, promising years of trouble-free service.

ROMSTAR

King of Dragons was Romstar's lead piece at Expo. A major Southern California arcade operator named this game one of the top two at AMOA. Animation is simply beautiful and the storyline is a grabber: you're an elfin, pointed-eared Robin Hood archer, garbed in Lincoln green and armed with bow and arrows. But all is not well in Merrie England; there be dragons afoot! Assisted by any of four other mystical characters (a wizard, a knight, a viking, or a dwarf), you set out to slay the 17 magical dragons in 17 different settings. If you defeat them, you take on the final Mega-Dragon . . . and if you slay him, you may rightfully be called *King of Dragons!* Romstar is marketing this three-player (simultaneous) CPS system game from Capcom Japan. It's shipping in kit form only, but comes with custom control panels for certain earlier CPS games or for quite a few Dynamo universal cabinets. It's available now.

"Our agreement with Capcom Japan for this game is not a one-shot deal," smiled Romstar's Tim Jackson. "Many future games and projects are being arranged between our two companies. Capcom is a worldwide hit factory, so this is a great position for Romstar to be in!"

Romstar also markets *Skeet Shoot*, a Dynamo simulator which is almost a training piece for real competitive shots. Set up in a 50" or 70" screen, action is simple but sophisticated: a skeet sails through the air and you must "lead" realistically with your rifle in order to hit it. Not only that, but a "grid pattern" is superimposed on the screen; value of a hit depends on which grid the skeet is in when hit. Skeets move faster and faster as gameplay progresses. It's available now.

SEGA USA

The world-famous, crime fighting web-slinger arrived in style at Sega's booth for this show. Yes, it's *Spiderman: the Video Game*, a four-player (simultaneous) dedicated upright featuring 32-bit technology! This game was one of the top two, three or four titles mentioned as

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Sega had a number of video games on display, including *Spiderman: the Video Game* which got lots of "best of show" mentions by operators we polled. They rounded out their exhibit with a selection of kiddie rides. Operators above take a look at *Jet Rider* while a youngster tries it out.

"best of show" by nearly every operator we spoke to at AMOA. The graphics look a bit like the classic Marvel drawing style. Spidey teams up with other Marvel heroes (Hawkeye, Prince Namor and Black Cat) against such classic Marvel mayhem-meisters as The Green Goblin, The Lizard and The Kingpin. And, that 32-bit computer allows players to shift perspective from a close-up to wide-angle view.

"*Spiderman's* variable perspective allows two styles of gameplay," explained Sega prexy Tom Petit. "Hand-to-hand combat is featured in the large-scale view, while the close-in perspective features small-scale maze-type adventure action." The game's last chapter is a free-for-all with all the characters destroying a castle-type setting. Marketing director Donna Cristich said the game's drawing men and women, boys and girls on test locations, too. It's shipping now, so swing on over to your authorized distributor!

Sega also drew constant crowds to *Rail Chase,* a two-player (simultaneous) sitdown simulator that featured an air-cushion powered moving "bench seat." The action has players in a mining car, hurtling along tracks while furious nonstop enemies assail them from front and rear perspectives: airplanes, flame throwers, armored enemy rail cars, gunmen, Indians, you name it. Stereo sound and colorful "carnival-style" graphics add to the fun.

D.D. Crew was Sega's entry into the street fighting genre. This new horizontal conversion kit features martial arts combat skills; it's shipping now. The driver *Rad Rally* offered a nice update on *Rad Mobile,* allowing two players to compete head to head on a two-monitor sitdown game (one player can battle the computer). Up to four stations can be linked for greater interactive excitement. Meanwhile, *Hologram Time Traveler* was also displayed, pulling in many operators who had not seen it before. You'll hear more about this hologram technology from Sega in future months. Sega rounded out their busy booth with a selection of kiddie rides.

SNK

These guys nearly brought the multigame system cabinet concept back to life all by themselves. Neo•Geo is still going strong with great new software. At Expo, SNK bowed new system titles including *Baseball 2020,* a game so strong it could have been dedicated in earlier years. Aladdin's Castle chief Ron Malinowski said, "I played this game for

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20 minutes. It's one of the best system games I've ever seen." The rest of the SNK lineup has been featured all over the top of our software chart in recent months, where this situation will doubtless continue. The secret of SNK's success with systems is very simple: they promised to dedicate enough R&D resources to create great software . . . and they did it. The Neo•Geo game library is quite extensive these days, and will keep growing.

STRATA GROUP

Ninja Clowns, available in dedicated or kit format, debuted at the AMOA to the enjoyment of all who played it. The funny theme pits two clowns — who just happen to be deadly martial artists — against regular smalltown folks who have been hypnotized by an evil bad-guy clown named Twisto. Lots of sight gags and great sound and graphics make this a possible "sleeper." It's shipping now.

Strata's *Rim-Rockin' Basketball* ships Nov. 1. It's a horizontal kit for two-, three- or four-player cabinets, featuring "five on five" full court basketball with official NBA rules. Realistic digitized animation almost looks like a TV broadcast and features players like Isiah Thompson, Carl Maloney and Patrick Ewell. By the way, you can link two cabinets together for even more player interactivity. Fast-paced fun!

TAITO AMERICA

Double Axle is the down-home "monster truck" racing video game we featured on our cover a couple of months back. A highly respected arcade chain chief reportedly called this "the best game at AMOA." It's available as a two-player (simultaneous) upright, or as a 2-player sit-down with 25" screen. Should ship mid-October, said execs.

TECMO

Did AMOA have any video kits? A few, yes. New national sales topper Jim Santa Cruz featured *Thunder Dragon,* a game for vertical monitors. The sci-fi piece is for two players simultaneously. It features a top-down view of elaborate Japanese-style space ships in 20-plus stages of shoot-'em-up action. "We've had very good reception," said outgoing sales chief Mike Robinson, who's heading over to Century Vending. Tecmo also showed *Strato Fighter,* which was out before the show.

U.S. GAMES

Mike Pace is back in action with the latest upgrades to *Super Duper Casino,* the popular countertop multigame video system. The 9" color monitor adds a touch of class to a menu which includes reflex games, trivias, card games and even custom location or product advertising. The firm boasts that fresh supplies of trivia questions keep the game appealing and evergreen. The firm also showed two uprights, both called *Pot-O-Gold.* One was a 19" screen multigame with line-up, bingo, lotto, etc.; the other was a 13" screen

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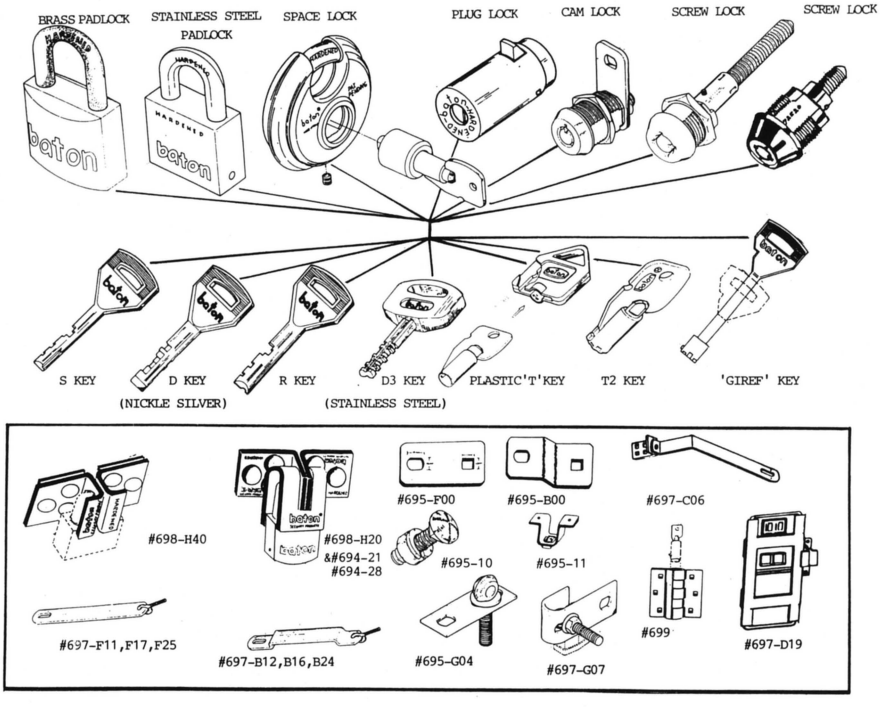

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"Dumping the Ump" at the Doyle & Associates booth are Jay Doyle, Skip Doyle, Brett Hoeffler and Rick Helmonds (Bat-N-Race, San Jose) and Chris Williams.



Mayoni showed their line of impulse and prize-vending machines. With *Sergeant Major* are Isaac Ben-Yehuda, Oscar Robbins, Neal Clark (Kid Zone) and Isaac Glazer.



Coin Controls' Ellen Evans and Rick Currie were on hand at their nice booth to talk about trade matters and their line of coin mechanisms, doors, etc.



American Sammy's Norman Evangelista and Dave Peckels flank Louisiana operator James Overman (Gamemasters, Baton Rouge) by their new *Drift Out.*



Having fun with his clean-shaven son, Jeff, is Smart's Gordon Smart alongside their new *Body Heat* novelty that rates your sex appeal via body temperature.



Bob Space Racers' showed their latest, *Sidewinders* (first intro'd at ACME), as well as other goodies. Pictured are Ted Sloan and Sandy & Jack Mendes.



Williams Electronics showed the new *Midas Touch* VLT. Giving all the particulars to Brady Distributing's Raleigh Rossow (right) is the firm's Mark Lloyd.



Space Age Electronics monitor lineup (showing *Hard Head)* and the firm's Connie Stowell, Y.C. Park, Mikiko & Carl Fleischman, Darryl Walker and Edmund Hiliosa.



Art Warner shows *Luigi's Corner* to Malcolm Steinberg (left) and Abe Kempinski (of Kemp Entertainment, CT). They also had *Froggi, Prize Boxer* and *Prize Bingo.*

pulltab version. Both featured bill validators.

WILLIAMS/BALLY-MIDWAY

AMOA members took a vote and decided Midway's *Terminator 2* video was "The Best Game of the AMOA Show." We agree, and so did many others we spoke to. "The storyline has incredible depth," commented Broadway Arcade topper Steve Epstein. "When WMS makes a game, they really put a *game* in the cabinet!" A competing vidgame designer threw this bouquet: "This is one of the best examples of interactive storytelling I've ever seen!" And a redemption sales rep said, "Are you kidding? They put the movie's liquid-metal bad guy into the game. My kids will go crazy over it!"

A dedicated upright with two guns on the control panel, *Terminator 2* features the most realistic computer-generated graphics we have ever seen...period. You'd have to go to live action photography to get any more real. That's because Midway's creative team worked right alongside movie director James Cameron as he filmed. The Midway guys had access to actors, sets, props, sound recordings and actual movie film footage which they digitized — oh, so beautifully — to bring the movie onto the coin-op game screen.

To put it simply, playing this game is like watching the movie all over again, except you get to control the good guys. Midway isn't kidding when they say: "The game ***is*** the movie."

Test results came back with mind-blowing earnings figures. Just think about a two-player simultaneous game set on 50¢ play... that's never standing idle. *Terminator 2* has it all: the shape-changing, liquid-metal villain; the heroic Arnold character who gradually deteriorates into a steel skeleton as his outer molding is blown away; the faces and voices of Arnold Schwarzenegger, Linda Hamilton and other key actors; the famous helicopter stunt scene; and all the sets, plot development and nonstop action that made this the hit film of 1991. Not quite complete at



WILLIAMS' 'MIDAS TOUCH'

showtime, the game is scheduled to ship Oct. 15.

By the way, Williams debuted the *Midas Touch* VLT at AMOA. Players will appreciate the classy cabinet, crisp graphics and touchscreen play. Operators and distributors will appreciate the firm's commitment to work through the traditional industry distribution system. Investors have already noted the very strong effect this VLT has had on WMS Industry stock market prices.

OTHER VIDEO GAMING PIECES

Vidpokers, VLTs, pull-tab machines, and/or gaming-themed pieces were displayed by Aristocrat, IGT, Video Lottery Consultants, Ram Star, Amusement Machines Technology, Pars Electronics, Kramer, U.S. Games, and others. Profiles of licensed VLT manufacturers appear in a separate story, elsewhere in this issue. As for non-VLT pokers and line-up games, Drew's Distributing had plenty (it's legally permissible to pay off on pokers in South Carolina, so don't call them "gray" games). Micro Manufacturing had a full display of Wing line-up games from Yamate USA, including some that will be offered in ticket-dispensing format for legal redemption areas.

MUSIC

This issue contains separate feature stories on new products from Rowe, NSM, Pioneer and Rock-Ola, so we'll only mention the other music makers.

Aeries International won more fans to its CD conversion kit. For smaller locations where a full-sized CD juke might not pay for itself, this kit can adapt your 45 juke over to CD capability. An idea whose time has come!

Antique Apparatus showed a beautiful authentic prewar Wurlitzer countertop jukebox replica with a Rowe CD player mech inside. With its varnished, handcrafted wood, light-up plastics and chrome trim, it's another winner from this "elves' factory" of top-quality goods. Of course, company prexy Glenn Streeter can't keep his hands off AA's classic "1015" repro, either, so it had some minor upgrades at the show. Even bigger upgrades are on the way, like a new CD display rack and pushbutton control panel.

Sound Decisions offered a "CD Manager" — a portable computer with printer, barcode reader and jukebox attachment system which keeps track of number of plays, etc. for individual locations. It also prints labels! The whole system comes in a nice carrying case.

REDEMPTION

ALTER ENTERPRISES

Fireball, now shipping, is a skill shooting game that lets two players stand at two huge (black plastic) cannon-type guns and fire up to 400 balls per minute at randomly-lit targets (each hollow ball is 2" in diameter). Game can allow two players to compete head to head, or one to battle the computer. Game comes in a steel-frame, bright orange cabinet with side netting, red graphics and red signage. The art on the



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backboard continues the "flame" theme with some clown firemen who seem to be having trouble with their water hoses! Game is 10' long, 4' wide and just over 7' high. Two Deltronics ticket dispensers are included. Operators can adjust many features including time, coinage, ticket vend, etc. Easy service features are also built in.

BAY TEK, INC.

This family-run redemption firm takes pride in continually improving their long-lived roll-down games. New vocals, sounds and music are themed to each game *(Clown Rolldown, Fielder's Choice* and the classic *Rolldown),* as are graphics for each cabinet. Attraction mode invites players from all over the arcade; entertainment value keeps 'em playing. A new computer-controlled digital display system signals low tickets and ball shortages; these features help you minimize downtime. Microprocessor-based electronics are house in an easy-in, easy-out cabinet, too.

BETSON ENTERPRISES

Beat the Clock gets you from first glance. Why? Subconsciously, perhaps, you recognize the accuracy of its gorgeous depiction of Big Ben. Then, once you sit down to play, the ball-rolling game pits your skill against a bright red sweep hand on Big Ben's clock face. Who could resist? Not us! The number of tickets depends on how fast you move your own clock hand around the face, trying to beat Ben's hand. It ships Nov. 1. Also displayed by Betson was a prototype version of *Target Shoot,* plus the Crompton's cover-the-spot Cromptons' game *Shoot to Win* which features a moving playfield. Neither's ready just yet, but will be worth waiting for.

The same can be said of a new game from Steve Shoemaker (Wedges & Ledges) called *Perfect Landing.* The operator-friendly game should be coming this month, represented by Betson. Players shoot tokens into the mouths of various characters; you can change the characters to reflect the season. Simple and ingenious, like most of Steve's things.

BOB'S SPACE RACERS

Sidewinder remains Bob's latest piece. It's a neat ball-rolling game that lets the player turn a steering wheel so as to tilt a down-slanted board which has a curved path. Idea is to control the tilt so as to guide the ball all the way down the path. Bright colors, sound and quality construction are featured.

BROMLEY, INC.

Lauran Bromley is marketing *Putt Pro,* an electronic golf game that uses computers and infrared sensors to simulate a 40-foot putting distance, although the game's putting ramp is actually just five feet long. Four players can take turns; two modes of gameplay are offered; and a bright yellow cabinet has a red flashing light on top to create

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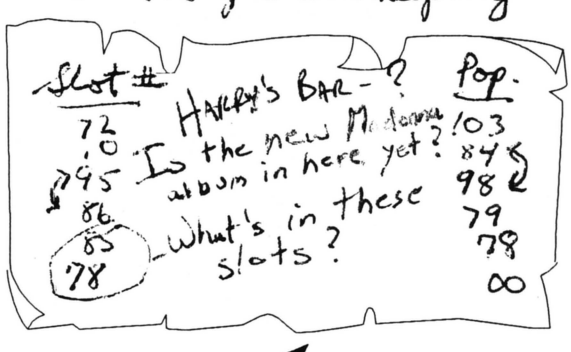

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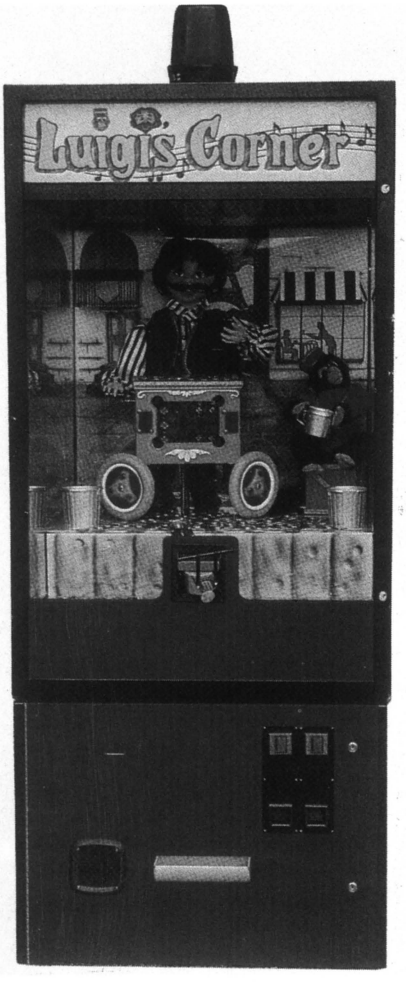


COIN CONCEPTS' 'LUIGI'S CORNER'

visual excitement. Ticket dispenser is optional, but in our eyes the game has "redemption" written all over it. Boy, did this one get some positive reaction at the show. Based on the "buzz," we'd have to say it was one of the top three new redemption pieces at the AMOA show. It's manufactured by Jeron and is shipping now.

Also in Lauran's booth, *Hawk Avenger* is an electromechanical helicopter action game. Players control a chopper which is suspended on a crane-type arm; the whirlybird swoops down over two aircraft hangers and people seemed to be having a great time playing it. This ticket-dispensing item is due sometime this fall. Finally, Lauran also displayed *Simpsons Cupcake Contest,* a ticket-dispensing novelty. Once again the line-up of games seen here included *Crusher,* a goofy strength-testing novelty from the loveable Bundra brothers. You grab a beer can and squeeze; the stronger you are, the more tickets you win. Yeah!

CAPCOM

Bowlingo! This duckpin, coin-op bowling alley vends tickets and is lots of fun to play. Capcom's Dennis Sable says it's picking up in popularity in the States (already enjoys popularity worldwide). Two lanes feature real ten-pin action; the machinery even picks up remaining pins and sweeps the lane, then offers a ball return just like full-sized bowling!

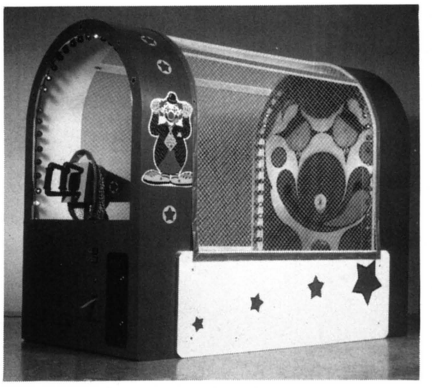
COASTAL AMUSEMENT DIST.

Pop-A-Ball has found its sequel in *Pop-A-Tic-Tac-Toe,* the latest game from redemption specialist Len Dean. Shipping now, the one-player upright novelty dispenses tickets from a colorful cabinet. Len also showed a Halloween-themed match-up skill-stop game; it features three screens. At the show, he hadn't named it yet! A big, splashy pusher named *Jungle Jive* also caught showgoers' eyes.

COIN CONCEPTS, INC.

Now available is *Luigi's Corner,* a coin shooting game that's not quite like anything else on the market we can think of. Players slip a token into a slot by which they can aim token trajectory. The playfield consists of a large doll of an organ-grinder, Luigi, and his monkey. The amount of tickets vended depends on which playfield target the token hits. This one really harks back to the grand old days of carnival fun.

The grand new days of hi-tech arcades are embodied in CCI's match-line games including *Prize Lines (Prize Bingo),* featuring fast LED screen action in an upright-type cabinet. Also shown was *Froggy,* a cute ball-toss game for kids. We loved the big green frog who sits in the middle of the "lilly pond" playfield; kids toss orange balls at the red tongue target in his wide-open mouth. Time your throws between the passing "butterflies" (a revolving mobile) Hop over to your distributors and ask for it!



STAR'S 'CLOWN AROUND' (from Fabtek)

DATA EAST USA

Hop-A-Tic-Tac-Toe, Wacky Gator and *Cosmogangs* were all out before the show. But they're still earning strong today (the latter has sold especially well in West Coast arcades, we're told). Data East likes to remind people that they're an "everything factory" — video, pins and redemption. This strong line-up helped cement that claim.

DOYLE & ASSOCIATES

Now we come to that "true believer," that evangelist of the redemption cause, Skip Doyle. A line of classics was displayed beginning with a new upgrade to *Dump the Ump,* a carny-style ball throwing game. Also on show were the *Hoop Shot* and *Fast Break* basketball games, two pitching games and a batting cage. Built with class and built to last, Doyle's pieces will be around 20 years from now . . . and they'll be earning fine.

FABTEK

Frank Ballouz's firm is nationally representing Star Mfg. for *Clown Around.* Shipping now, it lets players shoot ping-pong balls via a "popgun" into the rotating eye and nose targets of a circus clown's face. A large, arched cabinet design stands 6' high, 4' wide and 8' long. Circus music, bright colors, and adjustable features (coinage and ticket vend levels) make it a natural for the family market.

Fabtek also reps *Beat the Pro,* a putting golf game from Star that vends a Spalding golf ball to players. The vended ball has the logo "I beat the pro" stamped onto it. Play-



Tekbilt showed their impressive bill validator to showgoers. Pictured are Wayne Bozeman, Sue & Buzz Bruner and Thomas Tol. They had lots of other goods, too!



Pop-A-Shot topper Ken Cochran gives us a hearty wave hello as folks test their shooting talent on his basketball toss skill game. His booth continues to be busy.



Atari's Anne Hayes (she and hubby Kevin [Namco] are expecting their second baby) shows their helicopter vid *Steel Talons* to Mexel's Jacobo Shemaria.



Music Operators Service's Lisa Portillo and Terry & Rita Hopple show their literature and new highlighter, a piece of yellow mylar which highlights title strips.



Canadian distributor Gabe Novelli at the Romstar display where *King of Dragons* (licensed from Capcom) made its points. It's a 3-pl. kit and Romstar has it.



The Happ Controls bunch with their exhibit of trackballs, joysticks and "you name it" — Jim Happ, Kathy Bochonok, Cary Hedrick, Dennis Sitcler and Frank Happ.



Carousel International's Ken Schaeffer and Brad Veatch show off the most recent addition to their kiddie ride line, a beautiful (and fun-looking) *Hott* ski boat.



D&R Industries' guys all decked out in pool-table-felt-green jackets (lookin' mighty fine!): Mike Geiger, Dennis Ruber, Earl Strickland, Lynn Ruber and Don Canfield.



The CD Jukebox Kit Company was at the Aeries International booth showing, of course, their CD jukebox kit. Left is Tim Sharp; Morris Barnhart is at right.



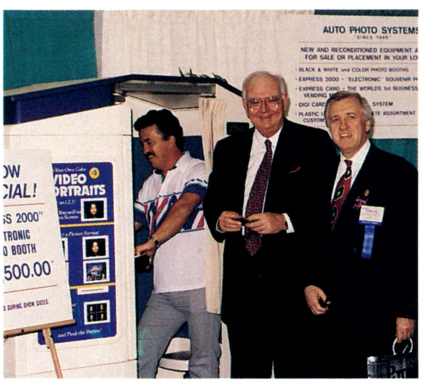
Scan Coin's money-handling equipment was demo'd by the firm's Per Lundin, Larry Baird and Bob Liptack shown here taking a break from the action for a pic.



Amusement Machines Technology Co. (AMT) showed their video poker and 8-line games. Pictured are the firm's Manager Jack Wang & sales topper C.H. Chong.



Murrey & Sons showed their latest table, the *Pro Series* with polyethylene one-piece ball returns. Patrick and Ted Murrey flank Finland's Seppo Henriksson.



Auto Photo showed their *Photo-Me* booth and *Express Card Machine* biz card printer. Pictured are Rich Williams (booth), prexy Jerry Schill & Garland Garrett Jr.



Golden Years Amusements showed their nice-looking line of oak-cabineted impulse novelty games. They can customize these goods for different locations.



Bob Thomas and Earl Romine of ESD (Equipment Systems & Devices) showed a whole bunch of security devices including slides, padlocks and camlocks.



RePlay's Marcus Webb visits the AMOA's membership booth at Expo and the association's Cathy Carlson and AMOA insurance executive Cathy August.



Nortech's Rich Sweet visits with RePlay's Debbie Anderson. His booth featured a new electronic pool table controller and the Devak device for cig machines.

ers can play nine- or 18-hole games; the playfield features "a different contour on every hole," said the factory. "This game has more potential than any other sports game on the market," vowed Frank Ballouz. It should ship this month or next.

Star's *Fuji Camera Vender* was also displayed in Fabtek's booth. "It's creating a lot of interest," said Frank Ballouz. The vender has a great attract mode (a flashing camera bulb) and sells "throwaway cameras" for those moments you wish you could snap a photo, but forgot your equipment!

EXIDY

Real skill competition is the attraction of *4X4*, the truck race game for one to four players simultaneously. A famous arcade operator loved it the moment he saw it (greatest ROI around, considering it's got four player stations, he said), and the game has been updated and improved continuously since then. Bright colors, chase lights, neat off-road trucks moving over a hilly terrain . . . this one's got it all.

GaMCO

Ron Yaffe was smiling about *Boogie Man*, the ticket-vending redemption machine that lets players shoot ping-pong balls from a steel gun. Balls roll upward inside a long purple cabinet with gold trim. Targets are the mouths of three horrible, full-sized monster masks situated at the top end of the playfield. The "boogiemen" issue blood-curdling screams every time a player scores, and the game rewards you with tickets and points. "Death march" music and the sounds of cackling witches and rattling chains add to the spooky entertainment. Three different models with different faces and titles are available. All the operator adjustments and quality construction you'd expect from GaMCO are there, too. Ron prides himself on originality and inventiveness; he didn't disappoint us.

GRAYHOUND

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Cranes, with its low control panel and low playfield prize display. "Test results at Jersey coast arcades have been superb," said the firm's Dan Dinnebeil. Also new from Grayhound was *Mulligan Golf,* a clever and fun variation on the mini-golf theme. This one features nine actual holes on the playfield; a red light comes on to indicate which one to aim for. Playfield obstacles include "sand traps," hazards and trees. Shipping in mid-October, the game dispenses tickets. A sports card dispenser may also be added.

ICE

Hungry Hungry Hippos ships by mid-October. It's a four-player kiddie redemption game from the maker of such classics as *Putting Challenge* and the *Super Chexx* ice hockey game. Much more on this company appears in this month's "Spotlight Special."

IMAGINATION LEISURE

Over 20 years of industry experience are reflected in this firm's classic *Big Ball Bowler,* featuring ten pins, a big 4½" bowling ball, a long wooden alley and overhead monitor score display. Ticket redemption is easily installed. The firm also showed its hockey table game *SST.* Dick Simon just keeps on truckin' with these two timeless pieces.

JALECO USA

Arm Champs features a video screen (and the ticket dispenser is optional), but Jaleco is positioning this piece as a redemption novelty game. Speech and graphics show reactions of the "opponent" in an arm wrestling match. Ships in January.

KRAMER

Upgrades make Kramer's *Skill Dozer II* redemption game even more fun. Players drive an electromechanical model bulldozer on the multi-leveled playfield, trying to push prizes into the turntable. Also, the long-running *Kramer Krane* is still available, reliable and field-proven.



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LAZER-TRON

Word of mouth named this company's booth as home to one of the best — maybe "the" best — new redemption game at AMOA. Famed for their big shooting gallery games such as *Haunted House,* Lazer-Tron's new entry for AMOA was *Bank-It,* a coin-toss game which lets players aim their tokens at moving basket targets. Coins fall onto the pusher field, where players have a second chance at winning. All winnings can double in the bonus round. The company calls it a "100% skill shooter" and notes that it's fully operator adjustable, vends tickets from a Deltronics dispenser, and has coin and ticket meters plus tilt alarm.

LEPRECHAUN, INC.

Pot O' Gold continues to perform: it's a fun novelty in which the player turns a tilted, see-thru tube so as to guide a golden ball down its length as far as possible. The challenge is that the barrel is pock-marked with holes like the barrel of a machine gun. . . and if you're not very skilled, the ball will fall out!

MELTEC

Shootout is a fun shooting game with nonstop pop-up targets. The mood of this piece is go, go, go! It's the latest from the experienced pros at Meltec, who also make other fine midway-themed pieces such as *Big Mouth,* where players try to knock out the teeth of a grinning clown on the backboard target.

NAMCO AMERICA

At first glance, *Golly!Ghost!* looks like a video game, but it's really a nifty novelty that vends tickets. First shown at JAMMA '90, the two-player, two-gun dedicated upright was equally popular here at its U.S. debut. Playfield contains a real diorama-style doll house. Special effects project moving light images of "ghosts" who flit and fly all over the house. Two players can man the guns attached to the cabinet and shoot away at the supernatural pests. It's available now, and we heard some very positive operator reaction to it.



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Stirring up a storm of interest in table soccer were Tornado's Mick White and Dave Courington pictured at their booth with their table. Firm runs lots of tourneys.



Worldwide Industries featured this relaxing setup at their booth. We don't know how many tradesters stopped in to try their goods, but we bet it was many!



A&A Company of Timonium, MD showed a line of bulk venders such as gumball machines. Here at the booth with these long-lasting goodies is Brian Kovens.



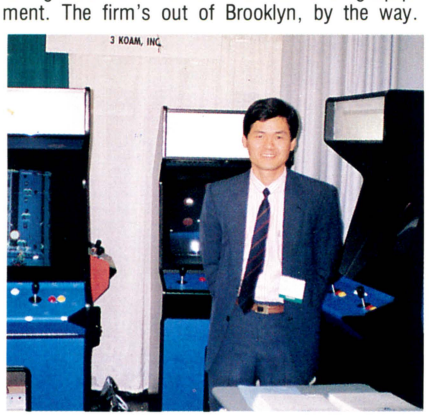
Capitol Lighting's Harry Gaines showed his company's flexible rope lights. They sure are colorful and pretty (& can dress up all sorts of locations in a flash).



Phil Brown of Greenwald Industries manned his booth talking about his firm's fine line of coin handling equipment. The firm's out of Brooklyn, by the way.



Huebler Industries showed a gorgeous line of pool cues. At the booth are Terry Horan of Stott Vending (Rochester, NY) and Paul "himself" Huebler.



3 Koam makes video game cabinets for conversion purposes. Here showing the brand-spanking-new hardware at Expo is the company's Jim K. Hyun.



R.J. Salisbury and Associates provides insurance services for the trade. Pictured at their booth are Arthur Letkey, Richard Salisbury and Richard Kidd.

SKEE BALL

The granddaddy of all redemption companies featured the classic ski alley ball game that's been earning strong since 1914. *Skee Ball* remains available in various sizes and with all the electronic bells and whistles, lights and sounds that make for 1990s-style excitement. New in their booth was *Barnyard Babies,* a ball toss game with a cute barnyard theme. It should be shipping by late November.

SMART, INC.

Gordon Smart's gang came up with *Jr. Super Pro,* a kiddie-sized football toss game. Four- to eight-year-old players can toss the pigskin through the target in this ticket-vending item. Of course, the adult version was also displayed; it features a moving lexan target. The firm also showed its *Jackpot* four-player rotary merchandiser. A new option shown at AMOA is the "Music Factory" one-player model which can dispense cassette singles. Two plastic container loaders hold 16 "cassingles" along with 32 containers for more typical redemption prizes. Finally, Smart displayed a new novelty called *Body Heat.* Not a typical "sex reactor," said the firm, this one is designed for couples to play: there are different categories for men and women. (Singles can play too, of course.) The machine tests your skin temperature, then analyzes your emotions.

TAITO AMERICA

The guys were lined up once again to strap on the big red boxing gloves and flail away at the soft padded red target of *SSB (Super Sonic Blastman).* This redemption video boxing game puts the target a couple of feet in front of the monitor, which shows a series of tough opponents. Idea is to go for a one-punch knockout and hit the target as hard as you can . . . kind of a "video striker"! The game vends tickets, with amount of ticket vend depending on player hitting strength. A clear winner, it's available now.



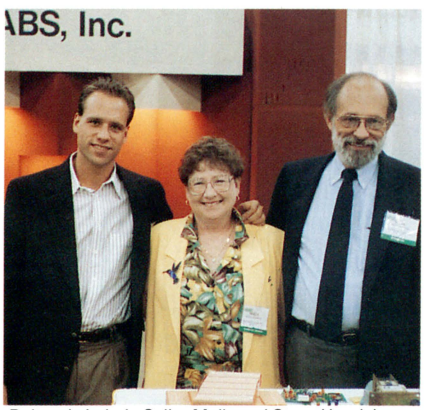
Sharp Image folks were touting the marvels of their new 25'' monitor. From left are Ahmad Abdullah, Chris Anderson, Yunis Abdullah, Fabian Espinosa & Ron Clapper.



At Vari-Tech's redemption game booth are Reggie Moultrie, Larry Thatcher, David Cook (Six Flaggs Great America, Gurnie, Ill.), Mike Petrin (Nanco) & Tom Kane.



Skee-Ball showed their new *Barnyard Babies* ball-toss novelty. Checking it out are Morris Piha, Skee-Ball's Dennis Keany, David Capilouto and Rubin Franco.



Deltronic Labs's Colin, Molly and Steve Horniak were on hand to demonstrate their ticket dispensers to show attendees. They also had a ticket counter/shredder.



Going once, going twice. . . the folks at U.S. Amusement Auctions are going all over the map with events. Pictured are auctioneer Bill Hughes and Ric Stephan.



Ken Noma (left) and Jed Forman of Leisure Entertainment happily presented their newest 8-line game, *Aladdin* to interested folks at their Expo '91 booth.



Having a ''how are things going'' pow-wow at the Leland ''lounge'' are (from left) a Leland-ite, prexy John Rowe, Paul Scribner and RePlay's Marcus Webb.



In heavy conversation during the show at J-S Sales' booth are J-S's Don Shimel, John Nusser, Joseph Vogel & Al Miniaci (though our camera didn't quite catch Al).



Showing off their rides to a couple of cute kids (Courtney and Chad Mason — Jim's kids — Laramie, Wisc.) are American Simulator's Linley Hughes and Zachary Katz.

VARI TECH

This "one-stop redemption shop" continues to specialize in midway-themed pieces that remind players of the old-fashioned county fair or carnival. . . although their products are perfect for arcades, and many could also work well in the proper street location. Featured were *Rough Rider,* a large two-player truck race game with a twist: you play a simplified two-ball pinball game at the player control station. The better your flipper skills, the faster your truck moves up the playfield! Truck roars and digitized speech (English or Spanish) liven up the game, as do flashy overhead lights. A single player may compete against the clock. Ticket dispenser included. It's shipping now.

Also featured was *Circus Hi-Rise,* an electronic striker for kiddies with an attract mode that reminded our reporter of drag-racing timer lights: they start lighting up in pairs, going higher and higher up the tower, until finally the red bubble light on top lights up, too. Background music is synchronized with the lights. Adjustable ticket vending capability included. Game ships in early October.

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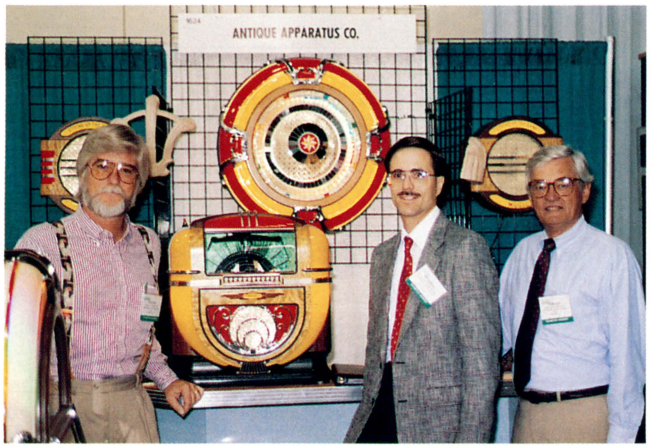
PINBALL

DATA EAST

Data East knows how to make a "statement" at a national trade show. To highlight their new *Batman* pinball, they brought the actual Batmobile from the hit Hollywood movie into their booth. Wow! The game itself is "their best flipper yet," according to Betson Pacific's Irwin Knigin, who should know. "The reliability is there," said Irwin. So is the fun: a small model of the Batmobile sits atop the plunger alley. The playfield features a big black Batcave front and center. . . but it's not as easy to enter as it looks. Upper left corner of the playfield is a Joker face target that leers at you while you hear digitized, recorded voices of Jack Nicholson, Michael Keaton and others from the movie soundtrack, along with the famous movie theme music. On the whole, another impressive job of faithfully translating the spirit of a major license into a pinball game.

PREMIER

Still going strong at AMOA was *Class of 1812,* the good-natured horror-spoof pinball with a large, beating heart on the playfield and goofy zombies and vampires on the backglass. Sounds include humorous voices of supernatural characters ("haunting" the player with enjoyably bad puns) and a peppy musical adaptation of Tchaikowsky's famed 1812 theme. The game is doing quite well on location, we hear, and people were standing in line to play it at AMOA. "Premier is getting better and better with every pinball game," said one operator. Production of this one ends at mid- or late October, so buy yours now!



Antique Apparatus has done it again with their table-top CD-playing replica phonograph — it's a beaut! Pictured are Glenn Streeter, Russell Etheridge & Gerald Abbott.



Hamming it up at the Bowlingo (Capcom) booth are RePlay's Barry Zweben, Capcom's Dennis Sable and Dave Giles. This bowler sure gets a lot of attention!



Imperial International's Kevin Cardea, Paul Cardea and Michael DiMotta were busy at their parts booth . . . always friendly and helpful to tradesters stopping by.



Dynamo's Mark Robbins approves as two pretty gals battle it out on the firm's Air Hockey. Mark, an avid player himself, promotes this product with gusto.



Anita Rybicki (right) of Klopp International demonstrates her firm's coin counters to tradesters Hector & Josefina Seldner and Teresa Cuevas (of Fantasy).



At Eygo Company's booth are Mickey Chen, Gary Pierini (Coin Amusement, San Luis Obispo, CA), William Rivero, Christopher Debrecht and Albert Chien.



CPC Services took their usual booth at the show and on hand to talk about financing were Harvey Goldman (left) and Philip Kass (right) with SunBelt's Marty Smith.



Competitive Products Corp.'s Kyrt Wentzell, Ginger Ray and Bill Ray at their Expo booth. This parts wholesaler is busy supplying all sorts of goods to tradesters.



Hot Hits supplies 14 top singles hits on compact discs for each of the three major music categories (pop/rock, r&b and country) with new releases every six weeks.



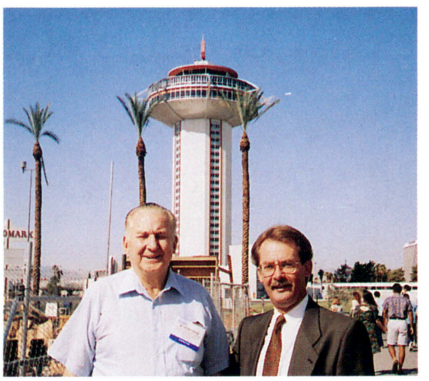
Why are these people smiling? Stella's Bernie Donnalies and Andrea Shaatz literally lost their Gastro Pub exhibit en route to Expo (it went to Korea by mistake).



Leland additionally showed *Dragons* at a press conference: Ken Anderson, John Poneroy (Sullivan-Bluth), Brian Kopf, John Rowe and Sony's Jim Sandy.



After Expo closed, Tom (Top Darts) Tarantelli (left), his steel tip game supplier Andy Vining and Tom's wife Marsha hosted friends and customers to a top dinner.



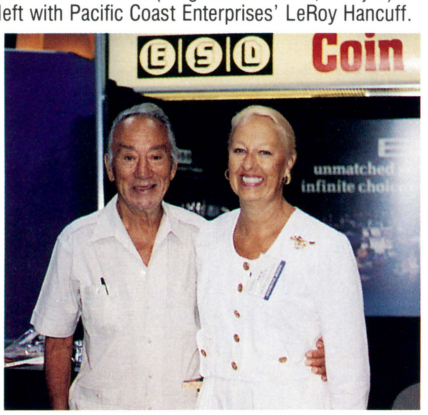
Here's a couple years' experience: Texas patriarch Bob DePriest with SNK America chief Paul Jacobs en route to the show from the Hilton. Was a good walk.



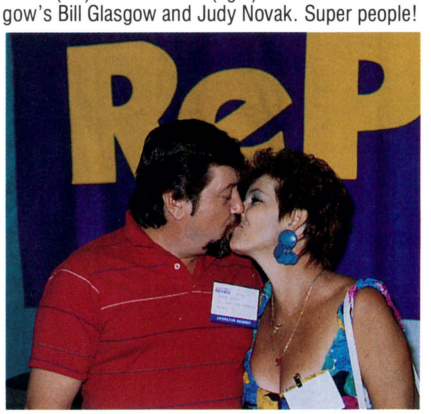
West Coast dealers surround RePlay's Tippy Adlum. That's Dave Stroud (Progressive Games, El Cajon) at left with Pacific Coast Enterprises' LeRoy Hancuff.



At the AAMACF cocktail party are AAMAers Joyce Weller (left) and Bill Kidwell (right) with William T. Glasgow's Bill Glasgow and Judy Novak. Super people!



Sam's Town Amusement Park's Sam Gordon and his lovely wife Donna run quite a family amusement center in Cameron Park, Calif. (Sacramento/Placerville area).



Giving each other a newlywed kiss are Brick & Sue Woods of Miami. They dated for 13 years and wed at 3PM Friday the 13th in Vegas during Expo '91!

WILLIAMS/BALLY-MIDWAY

The new Bally pin *Party Zone* deserves a closer look than it got from many. Close in spirit to the sleeper success *Dr. Dude*, this one has all the reliability and polished gameplay you expect from this hit factory, plus colorful, funny graphics that make it as contemporary as a Boris Yeltsin beer mug. As for the Williams side of the plant, they showed their *Terminator 2* pinball, which was ranked atop our pinball chart as the show opened. 'Nuff said!

SPORTS GAMES

ARACHNID

Chief engineer Gene Harlan was delighted to show off the full capabilities of *Galaxy Darts*, the data-downloading dart machine that allows your computer to run leagues for you. That's right, the computer does all the work! Players slip "team cards" into the game on location; the game itself records all stats and results automatically. No keeping score sheets, etc. That night, your office computer telephones each game (twice if needed) to collect the data — which is also done automatically!

All the operator has to do is walk into his office the next morning, turn on the computer and hit a button to load the night's data collection into the total league statistics program. Bingo, you're done! Of course, if you don't want to go with modems, you can visit each location and extract the league info from each game in seconds with an "operator card," then carry the handy cards back to your office and let your computer perform the same league data update task. "We've had tremendous interest in our computer-linked electronic dart league management system," smiled Arachnid's Gene Harlan. "Larger league operators are already jumping into it." As for the rest of you . . . what are you waiting for?

DYNAMO

These sports game specialists kicked off their extensive lineup

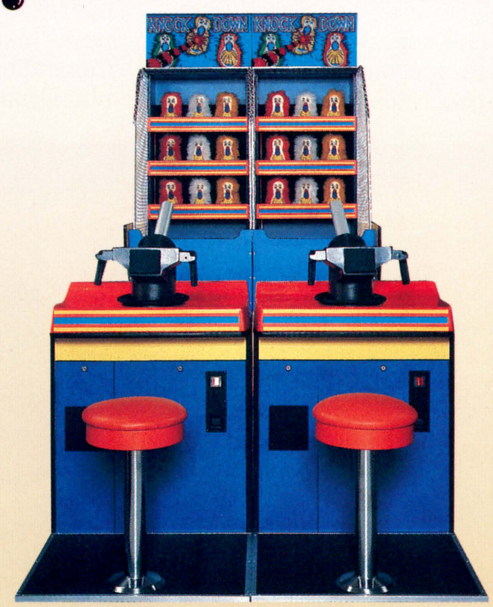
MELTEC'S ALL STAR LINE UP

Meltec BOOM BALL



★ THE AGELESS VETERAN ★

Meltec KNOCK DOWN



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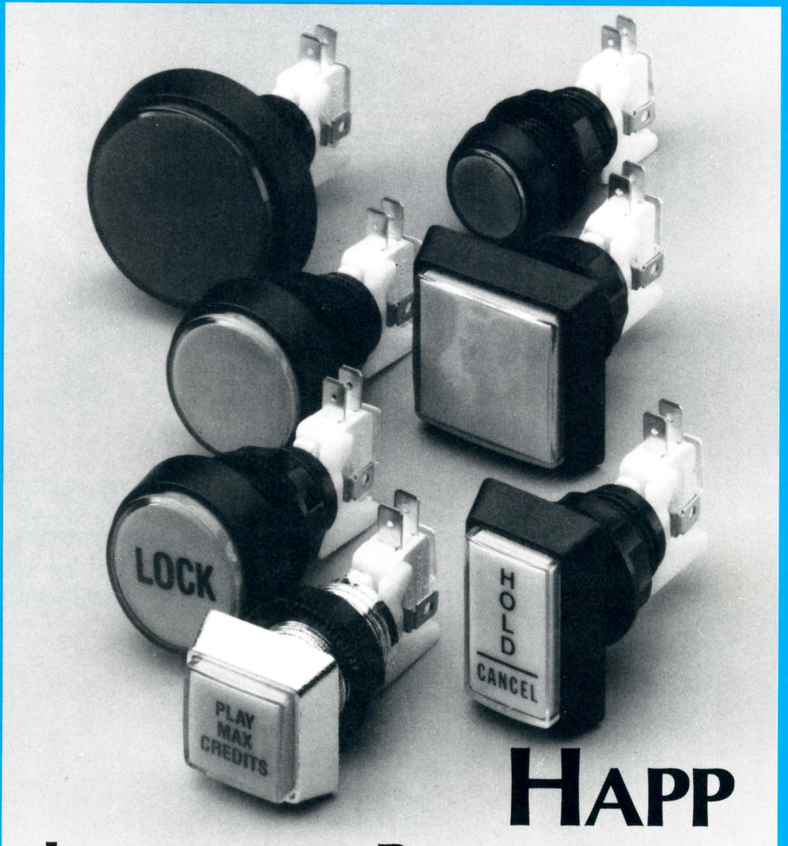
with *UD-2000*, a new pool table featuring a dual ball separation system. It works to separate **any** cueball from the regular set of nine balls, inside the table. That means magnetic, oversize, universal or Dynamo cueballs. The magnetic cueball separator and patented Dynamo cueball separator are both included to accomplish this feat. A tamper-proof steel box goes over the coin meter. Wooden rails are made of poplar; chrome trim and chrome T-molding finish the piece.

Dynamo also showed *Excalibur*, their classy wooden pool table for upscale locations, and a pool table with a $1 bill validator to enable operators to charge $1 per play. A new "blacklight air hockey" called *Comet* ships mid-October. The popular Dynamo shuffleboard, air hockey table and soccer tables were also getting plenty of action.



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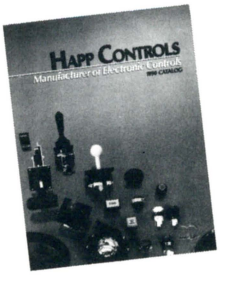

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MERIT

The electronic dart game *Scorpion* is available as an upright and in wall-mount configuration. Merit showed off the game's "Solo Challenger" feature, which makes it self-promoting without leagues or human competition. This computer feature enables players to "compete" with the game itself. Naturally, this really helps beef up earnings on location. Another solid improvement from Merit!

MURRAY & SONS

These pool specialists featured the *Pro Series* pool table, which boasts a polyurethane one-piece ball return and a 2¼" magnetic cue ball separator. It's shipping now.

NEVIS

Anything whose consumer version is listed in the Sears "Christmas Wishbook Catalog" has got to be a winner. Is *Thumb B-ball* a sports game or a novelty? Well, it's both. This two-player competition skill game vends four tiny 7/8" diameter basketballs to players and lets them throw 'em at twin hoops with dart-toss wrist action. LED scoring and crowd sounds (cheers, boos, etc.) are added to beautiful red-white-&-blue cabinet graphics (official NBA colors) to make this a real mini-basketball championship. The electromechanical dispenser can hold over 1,000 of the tiny balls. (Sears sells a much smaller desktop version, by the way.)

POP-A-SHOT

National championship winning basketball coach Ken Cochran invented the coin-op basketball game, and he was present himself at this year's AMOA. "Basketball has become a staple like darts, pool and Skee Ball," said Ken. "It's here to stay, not a fad. We've had an outstanding show!"

STELLA INTERNATIONAL

Stella, which just could be the world's largest gaming company,



In addition to getting a free bag of M&Ms at the Mars booth, you could also see their bill acceptors & Ken Cook, Bill Millette, Steve Kindler and Maureen McLoughlin.



The Great Amusement Emporium took a booth to display their line of parts and supplies. Pictured are Jon Alvarez, Kevin Carter, R.J. Wertheimer and Steve Kay.



Mireille Chevalier of Chevalier Trading and Dynamo's Ken Williams display a remote control monitor manufactured in France by Avranche Automatic.



Coin Mechanisms Frank Schubert, a regular at these trade shows, manned his Expo booth, helping customers with questions about his firm's line of mechs.



Bay-Tek's Larry & Lori Treankler were at Expo '91 showing off their fine line of roll-down redemption games, including *Rolldown.* They're nice folks.



Coin Bill Validator makes, you guessed it, coin bill validators! At the booth are Miroslaw Blaszczec, Joseph Vogel, Mike Walsh, Jean-Marc Laniel & Jean-Guy Laramee.



Sound Decisions has a portable "most-played" tracking system for music ops. Telling about it were Howard Myers & Scott Winter with D&R Star's David Hawkins.



Atlantic Money Systems shows their new 9003 and MACC high speed coin counters. The firm's Paul Stuart and Eric Rahn were on hand to give demos.



RePlay's Debbie Anderson tries out Foto Fantasy's coin-op photo booth. The *Ladybug* (the name of the unit) takes pictures with fantasy backgrounds (like Vegas).

showed *Disco Taifun*, a well-known blacklight air hockey game. Even under the bright lights of the AMOA exhibit floor, the fluorescent-type glow of the hockey puck drew some happy players to this German table game. Stella also showed Electro's beautiful shuffle game, *Shuffle Ball*, which is finished in black and a green marble type effect with multi-colored sliding pucks; also features the latest electronic components, LCD display showing cost of play and length of time (runs on eight long-life D-cell batteries). Classy stuff, and it would be right at home in any upscale location.

TOP DARTS

Imported from England to the USA by T.O.P. Distributing, *Top Darts* lets players throw steel-tip darts at an electronic scoring upright cabinet. Besides a form of gameplay which has entertained pub crawlers for decades, the firm is also gearing up its own tournament and promotion program package under the leadership of industry vet Joe Gilbert.

VALLEY

Valley's *Cougar Darts* now offers the world's first fold-down dart game for easy transport by one person. A couple of hinges on the cabinet swing the top and bottom halves together; then turn three bolts and it's ready to go! Sets up in minutes on the new location or back in the shop. By the way, when the game is set up in its regular configuration, you can also fold down the target for easy repairs. The "matrix" (network of computer sensors) is fixed on the cabinet. New infra-red sensors automatically signal when it's time for the next player to shoot. The whole thing is UL-approved, too. Nice!

Valley's "zero defects" pool table is now on its fifth generation; the *ZD-5* has the same "guts" as earlier models but features a new "sable maple" color. It won the AMOA "most played pool table" award for the 10th year in a row. Valley remains the market leader in U.S. pool table sales, and they're expanding into Europe these days.

WILLIAMS

Strikemaster is a ticket-dispensing shuffle alley, but we think of this classic bar piece as a sports game. It's the first shuffle with a dot matrix display and dollar bill capability.

MISCELLANEOUS

We can't possibly describe all the parts, prizes and components that were displayed at AMOA, but a few standouts did catch our eyes. Dynamo's *HS-13* was on display at Capcom, Leland, Sega and Romstar; the handsome two-piece universal video game cabinet features a stand-alone, stand-up player control panel and a separate 50" oversized TV monitor. Beautiful, and boy did it set off those games impressively!

Also impressive was a high-tech upright universal vidgame cabinet from Sega. Called "Swing Cabinet," it's a white, four-player job that's got the sleekest design we've seen yet. And Paul Scribner was working the floor (and guesting folks up in his suite) to tell them about some good-looking universal cabinets he's repping by United Games (Canada).

We also noticed plenty of kiddie rides on the floor. Kiddie Rides USA had an especially beautiful tow truck in gleaming white and chrome. Sega showed some gorgeous Japanese kiddie rides like the *Jumbo Jet* which screamed "top quality" from its rounded fiberglass body to the simple kiddie vidgame inside (junior pilots a jumbo jet, naturally). Carousel's newest was *The Boat* and it was eye-catching. Just Kiddie Rides offered a carousel-style *Mall Kiosk* and the *Top Gun* F-14 jet ride.

Novelties included Mayoni's classic line of highly themed kiddie venders. Perhaps the prettiest novelties around are made by Golden Years Amusement; their *Mystic Lady* and other titles feature beautiful wood cabinets and classic penny arcade

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Active West Bowling Centers' Paul Spiegel with Pam & son Josh on the show floor. Our Marcus Webb caught up with him by Romstar's *King of Dragon* video.



RePlay's Barry Zweben takes aim with camera at our good buddy Bill Van Anda (he operates out of the Reno area so the Vegas show was in his "backyard.")



Dave & Cindy Jackson of Pachinko Palace visit the North Pole. . . er, well, they visit the Plush-4-Play version of it at least. This plush firm had a neat booth.



R.H. Belam VP Simon Deith (left) with export salesman Alex Perner and domestic salesman Buzz Webber (barely caught in photo at right) pause for a photo.



One of our favorite people, Earl Rizzo, with honeybunch Camille and cousin Phil Belpedio. Earl's dad Frank and sis also made the trip to Expo '91.



Checking out the VLT's at the Video Lottery Consultants show booth are operators Randy Chilton and George Benton (both from Chilton Vending, Kansas).



Now doing "their own thing" are former Leland music/sound effects guy Sam Powell and software manager Medo Moreno (with Debbie Anderson).



Ray and Shayne Bynum (Jacksonville, NC) tour the show floor. Ray is, of course, the son of "Bunky the Jukebox Man" (also the name of their route).

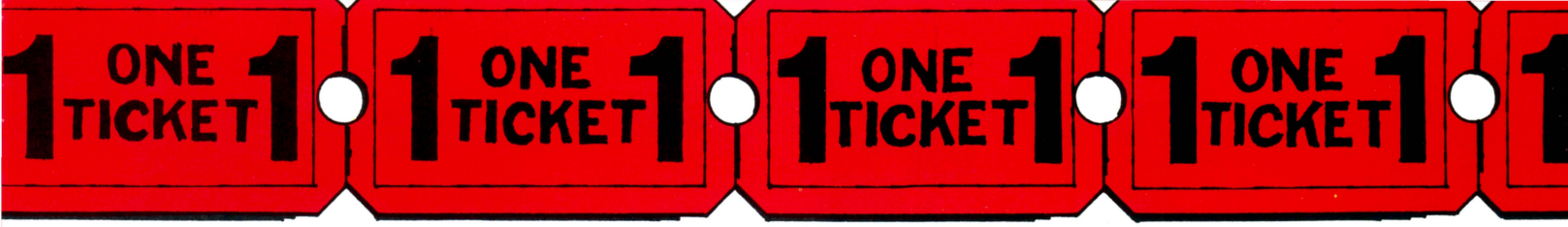
themes . . . a handsome addition to any location. Another notable novelty was Zamperla's *World Cup USA*, which featured a soccer ball kicking theme. How hard can you kick the ball? Find out on this fun piece!

Photo booths brought fun and interest to the show, including Auto Photo Systems' *Photo-Me Express 2000* which does photo-imaging. Auto Photo also had a nifty vender which instantly prints business cards or invitations in a variety of typefaces. Foto Fantasy offered *Ladybug*, a sitdown booth shaped like a giant red ladybug. Not only was the cabinet cute, its computer cameras allowed customers place themselves in a portrait shot with George and Barbara Bush, or General Schwartzkopf and General Powell, etc. Talk about realistic results!

Hats off to operator Ted Furkin (Allstar Music), who was present for his seventh straight year at a national trade show. As always, Big Ted had the *Silent Partner* route software management system on display. Others come and go, but Ted and his partner (a computer sciences Ph.d, trained overseas) keep right on going with better and better software that really works. They're up to Version 10 now and it's the best yet, as worldwide sales testify.

Speaking of longevity, the good folks at Intellicall are still promoting their coin-op payphones. They really work, as we've discovered while placing calls from this brand of machine from airports around the country. Speaking as a consumer, we prefer Intellicall! Latest wrinkle: phone and communications systems for prisons. (Talk about a captive market.)

In all, the AMOA show produced a never-ending rainbow of product . . . with a definite pot of gold at the end. Valley's Gregg Elliott called it "fabulous." Premier's Gil Pollock termed it "fantastic." Sega's Donna Cristich allowed that some showgoers were "overwhelmed" by all the new goods — which is easy to understand. We'll leave the final comment to Canadian arcade operator Wayne Fromm: "It's quite a good show," he said. "I'm very glad I came here!"



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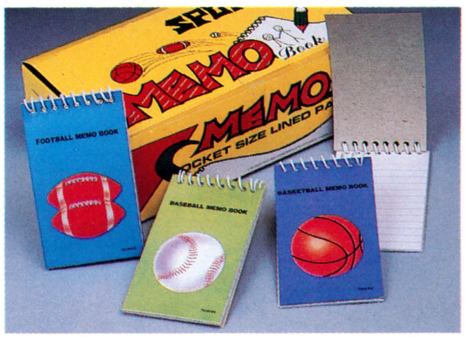
No. 252-90 Assorted circus stickers in display box. Min. 1 gross — **4.32 Gr.** — **3 Tickets**



No. 352-9 Assorted memo pads in display box. Min. 6 dozen — **1.08 Dz.** — **9 Tickets**



No. 352-6 Assorted glider planes in display box. Min. 4 dozen — **1.32 Dz.** — **11 Tickets**



No. 924-38 Scented pencils in cylinder. Min. 12 dozen — **2.04 Dz.** — **17 Tickets**



No. 452-250 Whoopie cushions in display box. Min. 2 dozen — **3.60 Dz.** — **30 Tickets**



No. 552-329 Wooden paddle balls in display box. Min. 3 dozen — **4.20 Dz.** — **35 Tickets**



No. 751-3 Neon jump ropes in display box. Min. 2 dozen — **7.20 Dz.** — **60 Tickets**



No. 928-9 Flip-up glasses in display box. Min. 1 dozen — **9.60 Dz.** — **80 Tickets**



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Former AMOA prexy Leoma Ballard (center) enjoys meeting again with the new royalty (from left) Nicki and Tony Urso with Gene and his wife at the reception.



Meeting at Expo (in no certain order) are Jesse Carreon, Ken Hasse, Dave Hess, Irv Knigin and Eric Remelyer. These California guys enjoyed the show.



James Industries had a big hospitality gathering. At the affair are Carlos Colina (runs the Mexico office), prexy Jim Roberts and U.S. sales topper John Blouin.



Our Barry Zweben caught up with these two California guys for a snapshot. Left is Ralph Sehnert and right is Kent Tieche (both from The Game Doc of Sun Valley).



From left, Brazilian distributor Marcello Melleu with R.H. Belam's export guy Alex Perner and Jose Garcia Telles Jr. of Game News (the Brazilian trade paper).



Always good to see Pennsy's Sharon Harris (r), pictured with fellow "trade-lade" Nancy Gapter (Doug's wife, Gapter Amuse., Cheyenne, WY) at the welcome party.



All of these men claim to run the world's biggest arcade: Bondeal's F.T. Milner, Belgium's Hank (Bowlingo) Grant, and Argentina's Jorge & Alejandro Machkovsky.



At the Capcom Bowlingo exhibit are Debra & Dale (Shaffer Dist.) Larcey with Dennis "the tie" Sable and Capcom product mgr. Satinder Bhutani (yes, Satish's brother).

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Meeting on the floor are Leland's Ken Anderson, Monroe's Mr. & Mrs. Norm Goldstein (smiling) and Leland's Cary Mathis by the new and good *Dragon's* disc upright.



James Ind. always hosts one of the top after-show parties at Expo. Seen at this one are Jim Roberts, Mike Rudowicz, John Blouin, Tom Kuehl and Rus Strahan.



At the hospitality party hosted by L.A. distrib C.A. Robinson & Co. are Jim Roberts, Darlene Kindler, Mark Struhs, Adrea Bettelman and Rorie Keller. Was a nice affair.



Taken at the same party is this nice Petit family shot of Frank (Fabtek) & Jeanne Ballouz, brother Tom (Sega) Petit and niece Nikki and sister Pat Fonnesbeck.



Welcoming folks to their Expo gathering are the Ira, Leah, Sandy and Adrea Bettelman. They'll be hosting their traditional post-Expo product showcases, too.



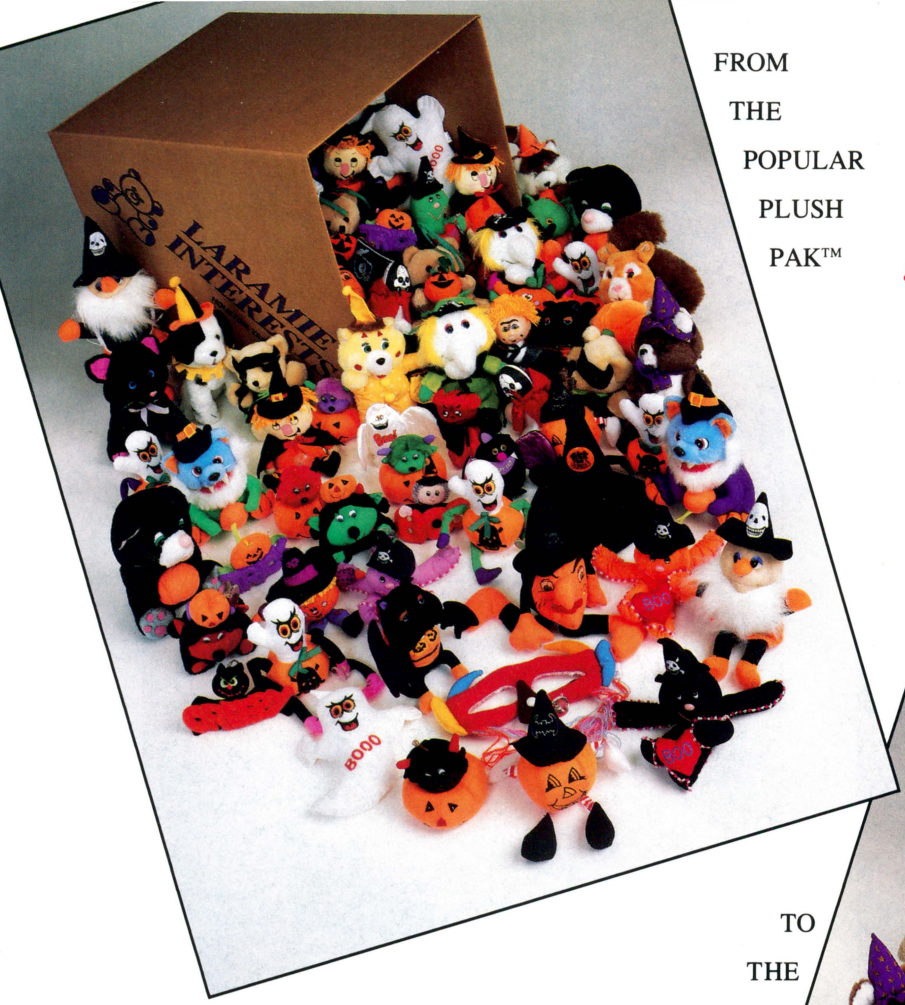
Wild and crazy guys on the party circuit (from left to right): Romstar's Tim Jackson, Sega's Jim Chapman, SNK's Tracy Tate and Dynamo's Damon Paramore.



Capcom's Dennis Sable, Leland's Ken Anderson, SNK's John Barone and Irem's Steve Blattspieler enjoy some after-hours hospitality at the Bettelman party.



Among the many friends joining C.A. Robinson's Leah Bettelman (center) at her company's swell hospitality party are Stan & Dianne Jarocki (pictured at right).



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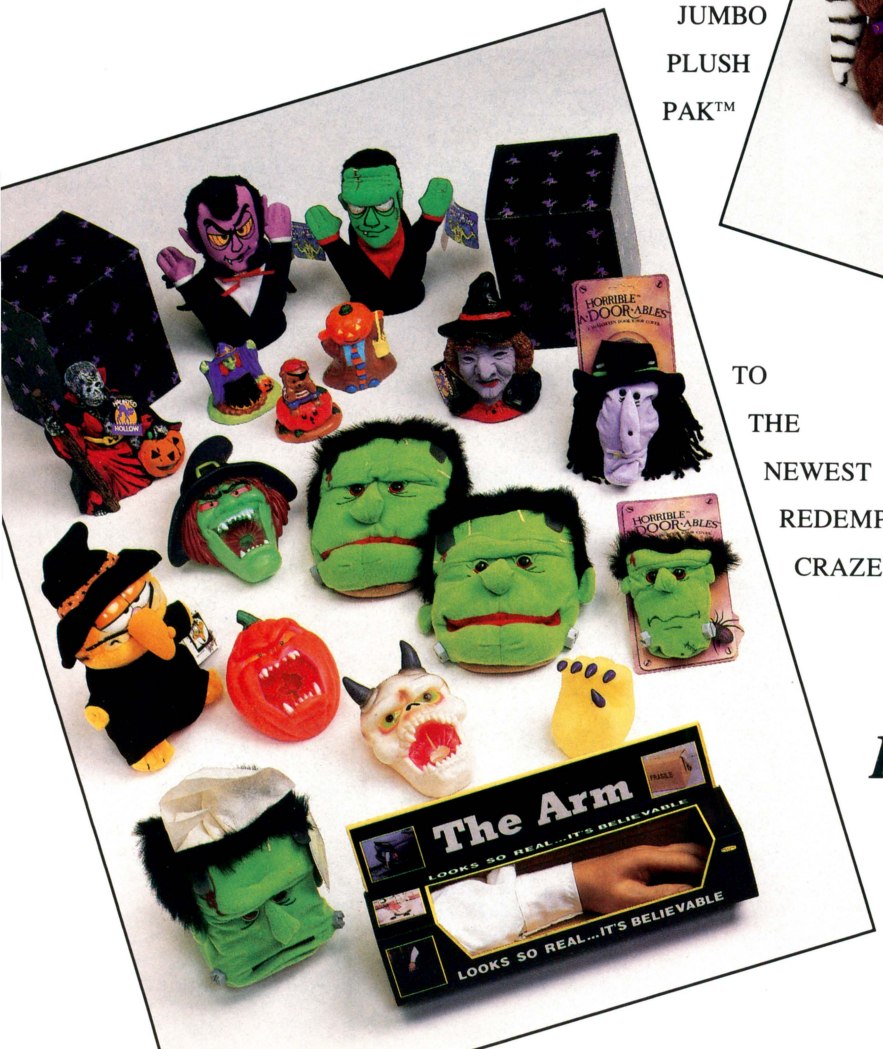

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Arachnid's Bill Ward (c) and Marcio Bonilla (r) take a needed break with former AMOA chief Jack Kerner. Marcio celebrates 10 years with Arachnid next month.



J&J Distributing's Pat Harper, Jack Silverest and Kelly Flynn join RePlay's Debbie Anderson. Kelly and Pat flew out on a red-eye to make their company picnic.



Abbott Products is moving to put Seeburg back on the map. Seen at a private sitdown discussing same are Jack Kapala, Ed Blankenbeckler and Tom Hacker.



Touring the AMOA Expo '91 show floor are North Carolina's Operators Distributing's Jeff Douglas, Dick McCannell and Steve Henderson. Nice to see y'all!



Hard to caption these three trade vets under one umbrella: Belgium's Hank Grant, Florida operator Al Miniaci and "everywhere's" Joel (Coin-It) Hochberg.



The AAMA Charitable Foundation party was splendid, held poolside at Caesar's Palace. Here's a nice group of guys with association (& Dynamo) prexy Bill Rickett.



At the AAMACF Caesar's Palace party are Leprechaun's Todd and Bill Cravens (left and right respectively) with (center) Betson's Joe Cirillo and John Lotz.



AAMACF party fun — pictured include SunBelt's Dave Patterson and AAMA's Bob Fay. The party was hosted by many manufacturers and featured lots of yummies.



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Texas-based (San Antonio) PMI Toys & Novelties had a booth full of their latest plush toys. At their exhibit are the firm's Jay Foreman and Ari Ohnona.



Laramie had quite a display, complete with a balloon arch spelling out "Laramie." Pictured: Tami Morris, Jayne Jackson, Allen Glander, John Sullivan & Larry Morris.



Star Track folks & customers: Mark & Sue Roland (Bill-Mar Amuse., NY), Mark Zurlo (Mark's Serv., NY), Mel & Sue Erstling, Danny Wilkenson & Bob Ingenito.



Complete with costumes are Plush-4-Players having fun, including Jose Placeres (Mexican op), Georgia Orozco, supremo Joe Bates, Kathy Askew & J.P. Peterson.



Everybody knows Acme Premium Supply's Jack Kelly at right (he's in the company's ads/brochures). Pictured with him is his right-hand man Jeff Parsetich.



HMS Monaco's Ira Erstling (center) with Steve Schulman, Namco's Dan Spangler, Royal Dist.'s Claudia Wilson, Namco's Dennis Moore and Bruce Haber.



King Plush folks with some of their cute plush toys (including cool Drip Dudes) are Chuck Thurber, Wendy Lord, Phil Lotish, Pat Klasno and daughter Kris Klasno.



Bonita Marie showed jewelry & ARMS on-line money-tracking system. Pictured: Dave Katz, Lou Cappetta, Christopher Weiman, Bob Holland & Rhonda Fletcher.



In Hawaiian shirts to show their "fresh plush," ALD's Alan Deutschmann, Sharon & Allen Justice, Linda Deutschmann, Gina Massaria, Cindy Webb & Rene Diedrich.



Rosette's great guys Phil and Hal Steinberg greet RePlay's Nancy (Barry's wife) & daughter Gail Zweben by their plush toy exhibit. It's always nice to see these fellas.



At the NANCO booth we found Robert Gale and David Sharpe (DeLeon Amusements, Goose Creek, SC), showing off their stuffed goods to all the Expo-ers.



Angel's Toys all-girl crew looked quite fine in their matching neon t-shirts. From left: Teresa Serna, Cindy Faith and Lisa Hayden showing off their plush goodies.



At RMK Sales Inc. it was easy to find many things of interest including a mini-jukebox, car-shaped radio, etc. Eileen and Howard Knobel were there to help.



Ace Novelty had their usual outstanding selection of plush toys and trade-up items. Here, always with a smile, are Rorie Keller, Ed Plotkin and Berta Herrera.



Good stuff & good people at the Good Stuff booth: Hank Mackin, Edison Bros.' Thom Jackson, Fannie Farkel's Marion Paul, Stephen Chernin Irwin Seigel.



In their spacious display are Dan Brechner & Co.'s Clifford Brechner, Noel Small and Jay Rubenstein. They had plush and a wide selection of cute novelty items.



Prizes! sure had a nice-lookin' booth . . . and pictured here are their nice-lookin' representatives Joseph Fiandaca Jr., Toni Endoso and Jerry Rush at the exhibit.



Sharp Image's Chris Anderson (left) has recently started up his own plush company, Preferred Plush. With him at the booth are Ron Clapper and Tim Brown.



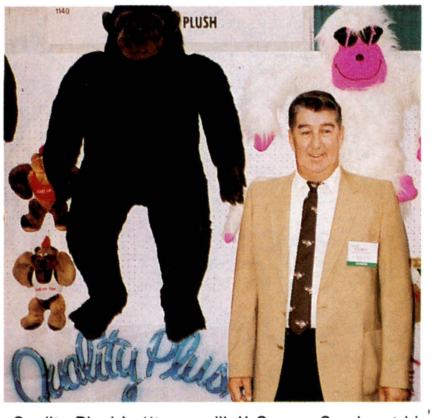
Merchandise supplier Hayes Specialties' Jim Hayes says "Howdy-do" to friendly competitor Lee Snyder of Quality Plush. Both had a good show at Expo '91.



Plush Appeal staff with their appealing assortment: Daryl Fletchinger, Darleen Hansen, Sharon Ash (Champion's Amuse., PA) and Catherine Fletchinger.



Riding the plush wave is West Coast Plush's Victor Bugariu, standing proudly in his first AMOA Expo booth. He had a fine selection of toys to show.



Quality Plush's "top gorilla" George Snyder at his convention exhibit with his practically-large-as-life primates. They were pretty neat-o stuffed animals!



Jaisy Inc's. Doug Salkin, Jay Salkin and J.P. O'Neal took time out from their show sales duties for us to snap a photo of their plush toy exhibit as we made the rounds.



Mei Lei USA, Inc's. Jerry Lozano, En-May Chu and Dwayne Ray say "hey" to RePlay's photographer Barry Zweben and plush-buying operators at Expo '91.



Nadel & Son's Toy Corp.'s happy folks with their toys (from left to right): Allison Nadel, Bob Fellerman, Shelly Fernandez (50th State Coin-Op) and Irwin Seigel.



It was good to see Superior Toy & Novelty's nice ladies again . . . Dorothy Volaski and Carolyn Campbell help Bruce Kociemba (Great Western Coin, San Diego, CA).

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ARE THE STARS OUT TONIGHT?

You better believe it! AMOA's annual banquet and stage show stars the hits of coin and music biz with "tempting" performer "toppers!"

Sugar Pie, Honeybunch, you know I love you (love you), I can't help myself... My Girl, My Girl, Talking 'bout my Girl (my girl)... 'Aint no woman like the one I've got (oh no, there 'aint no better)... oh ho... excuse us! We must still be in the "banquet mode!" And can you blame us? This sparkling jewel in the crown of AMOA's social calendar was organized with dazzling finesse. Held the second night of the AMOA Expo and in one of the Vegas Hilton's immense ballrooms, the 1991 banquet and awards show mirrored the trade's revived good faith in the industry.

After the introduction of AMOA's board of directors, the long-anticipated awards ceremony was underway. Honoring the hottest games and jukebox artists, this section of the show wins accolades for performance (almost as good as the musical entertainment!)

And topping out the show's entertainment were dazzling performances by up-and-coming country band Highway 101, Motown greats The Temptations and The Four Tops and endearing emcee Peter Noone who kept the audiences' toes a-tapping and smiles a-coming.

All in all, it was AMOA itself which should have received an award for putting on a great show and banquet. A fine, professional job by a fine, professional group. Congratulations AMOA and all award winners!

And the Games Award winners are:

MOST PLAYED CONVERSION KIT:
Street Fighter II (Capcom)

MOST PLAYED DEDICATED VIDEO:
Teenage Mutant Ninja Turtles (Konami)

MOST PLAYED PINBALL:
Fun House (Williams)

MOST INNOVATIVE NEW TECHNOLOGY:
Neo•Geo (SNK)

MOST PLAYED DART GAME:
Arachnid

MOST PLAYED POOL TABLE:
Valley

MOST PLAYED JUKEBOX:
Rowe CD

MOST PLAYED REDEMPTION GAME:
Skeeball (Skeeball)

MOST PLAYED OTHER GAME:
Air Hockey (Dynamo)

BEST CIGARETTE VENDING PROMOTION:
RJR Sales

Jukebox Award winners are:

POP RECORD OF THE YEAR:
Ice, Ice Baby Vanilla Ice (SBK)

COUNTRY RECORD OF THE YEAR:
Friends in Low Places Garth Brooks (Capitol)

R&B RECORD OF THE YEAR:
Vision of Love Mariah Carey (Columbia)

POP CD OF THE YEAR:
Please Hammer Don't Hurt 'Em, MC Hammer (Capitol)

COUNTRY CD OF THE YEAR:
No Fences, Garth Brooks (Capitol)

R&B CD OF THE YEAR:
Mariah Carey, Mariah Carey (Columbia)

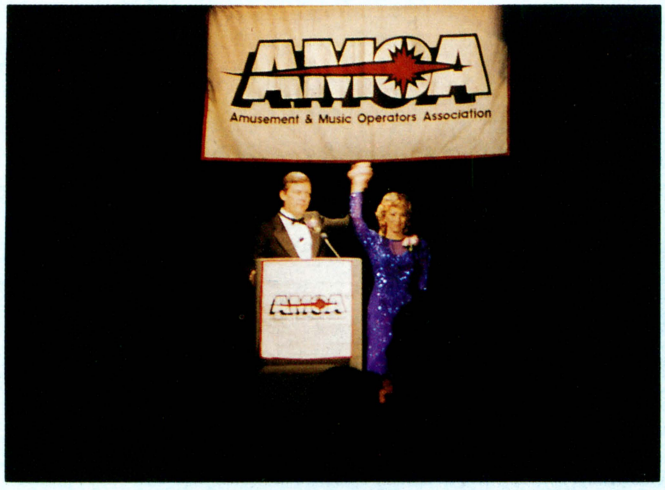
RISING STAR AWARD (MALE):
Mark Chesnutt (MCA)

RISING STAR AWARD (FEMALE):
Mariah Carey (Columbia)

RISING STAR AWARD (GROUP):
The Black Crowes (Def American/Reprise)

JUKEBOX LEGEND (LIVING):
Willie Nelson

JUKEBOX LEGEND (DECEASED):
Buddy Holly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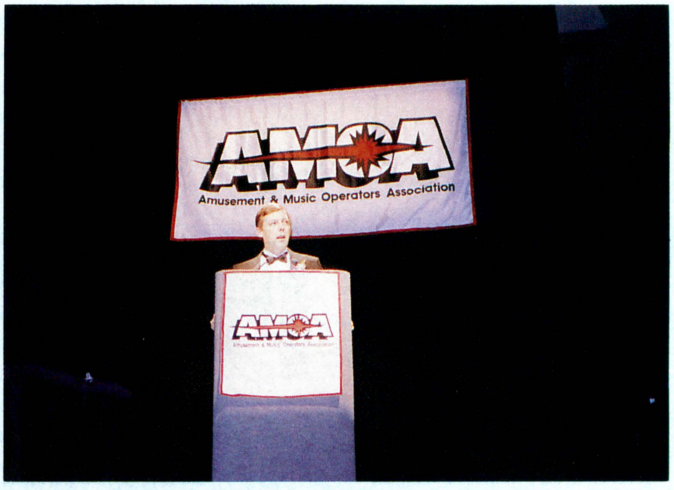
Amusement & Music Operators Association


AMOA
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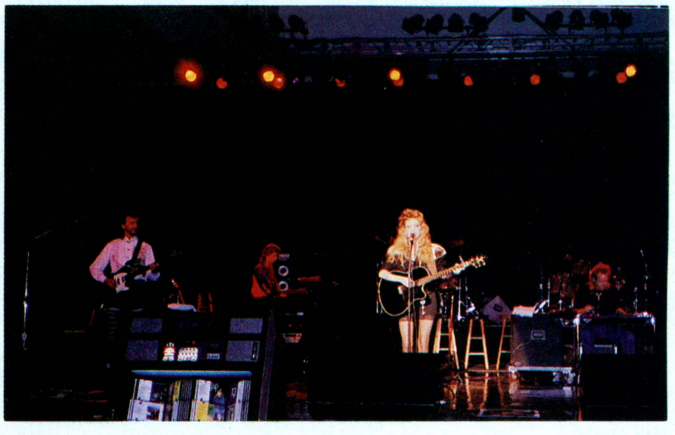
AMOA
Music Operators Association


Association






YAMAHA



THE PROFIT ROBBERS

the abuse of company services and employee compensations: the "crimes" may be going on right under your nose

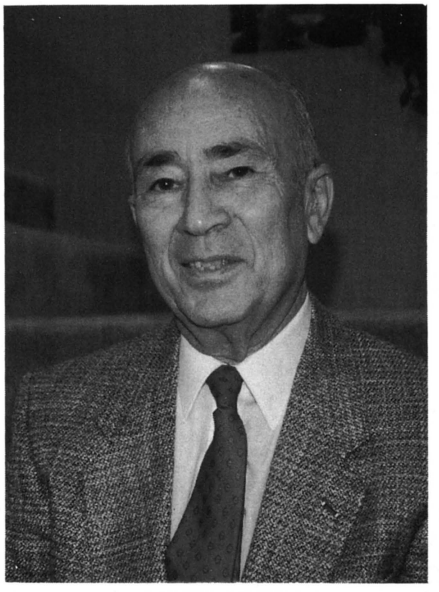
OK, you are not by nature a suspicious person, but lately you've been wondering if Joe Employee really did wrench his back picking up that paper clip, and didn't you notice Susie File Clerk coming in a half hour late from lunch? Oh well, you'll just forget it. . . it's not like they committed a crime or anything.

Actually, the misuse of company policy robs you of profits and that *is* a crime. While most employers name inefficient business practices and unwise company decisions as major "profit sappers," employee misbehavior happens more often than you'd like to think. Trouble is, it's darned tough to control.

This was the basic message presented by Dr. Howard Schwartz in his AMOA seminar, "Profit Robbers: Are You Being Taken to the Cleaners?" which was on the Expo program in Las Vegas Sept. 12. A consultant in his own practice, Dr. Schwartz advocates "preventing problems instead of solving them," and suggests numerous ways to avert disaster before it strikes. In his seminar, Dr. Schwartz outlined the most common policy abuses and the "problem preventers" the employer has at his disposal to protect his business.

"Workers Compensation scams are proliferating," warned Dr. Schwartz. "Employees will say they are injured when they're not, and collect money for medical bills as well as getting 'paid vacation time.' This is a current problem employers are facing across the country, and most don't know what to do about it."

Well, the good doctor offered a



DR. ROBERT SCHWARTZ

dandy prescription. "First thing to do," he advises, "is to protect yourself beforehand with written safety guidelines and a safety section in the employee handbook. This way, you took responsibility for informing your employees, and if something happens which showed they violated the 'safety rules,' you have some legal protection."

Dr. Schwartz also suggests close supervision of the worker's comp case. "Immediately send the injured worker to a reputable doctor who you know will give a reliable and honest diagnosis. Make this doctor "the company doctor" and find out when the worker can come back to work. If the person is out longer than the diagnosis details, you can fire them. . . they have abandoned their job."

Workers Compensation abuse (Dr. Schwartz has even heard it referred to as the "other insurance policy") is not the only potential dilemma an employer faces. Wrongful discharge cases have been around a long time. "This is when an employee with many years of company service is fired," explains Dr. Schwartz. "This can backfire on the employer when a disgruntled worker sues for age discrimination."

How should operators deal with it? "The surest way out of an ill-founded wrongful discharge case is to document everything," says Dr. Schwartz. "If the employees' performance has been lacking for some time, make copies of all the memos you've sent to them outlining your complaints and suggestions. Have them sign that they've received a copy and hold on to it. If it's shown there is a reason other than age for their dismissal, and you've proved it with documentation, their case will be harder to push.

"It used to be that age discrimination law superseded all other laws," he continued. "Now, federal law says that the employees have 21 days to accept the employer's decision and severance offer and an additional seven days after that to change their minds. . . after that time, if they have accepted, they can't sue on an age discrimination charge. If that clause is in bold type on your agreement, you are protected."

"Again," Dr. Schwartz reiterated, "prevent the problem rather than being confronted with it later. You can head this off at the pass by including an "at will termination agreement" on the pre-employment application, a section that says something like, 'if you work for us,

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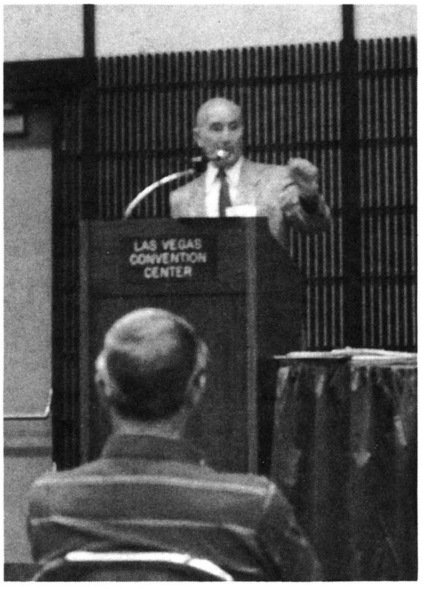
we expect you to perform such and such, and if you fail to do so, we may terminate your employment.' This lays it out on the table, the employee is informed beforehand and you are protected."

Not all scams and abuses are so complicated. Simple thefts of time and unauthorized, personal telephone calls can drain profits as well. "Are break times abused? Are longer lunch periods being taken?" Dr. Schwartz asked. "How about sick leave? Do you see a sick day pattern emerging? (i.e.: is the person "sick" every Monday?). These things happen often," he reminded operator company owners. "You need to have rules outlining the penalties of abusing these 'services.' Maybe a sentence or two saying sick leave won't be paid unless there is a doctor's note."



Dr. Robert Schwartz (pictured above at podium) tells seminar-going operators about the innocuous, but very "profit-robbing," practices of employees that can be prevented.

Another common abuse is the misuse of telephone service. "Telephones should not be in reach of people who have no business use for it," Dr. Schwartz said. "Personal phone calls (even long distance) are made all the time from business lines. Software is available which can trace numbers and the extension the call is coming from," he informed. "The telephone company can monitor this information as well. Use these services so you know what is going on in your company, and cover the penalties of such abuse in your employee handbook."

This is just the tip of the iceberg when it comes to what the "Profit Robbers" can do. Protecting yourself as an employer takes some work, but working at preventing problems is so much easier than the time and effort put into solving them once they've grown too big to ignore. "The best prevention comes from informing the employee of company policy through your handbook," stressed Howard Schwartz. "And last but not least, get a copy of the Fair Labor Standards Act so you're familiar with both your rights... and the employees' rights." The bottom line from Dr. Schwartz was very simple: prevention will pay off, so you don't pay out!

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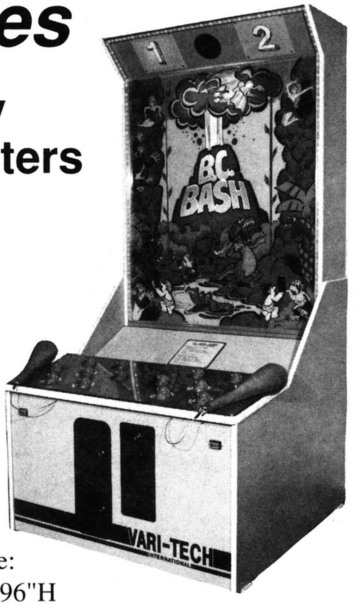

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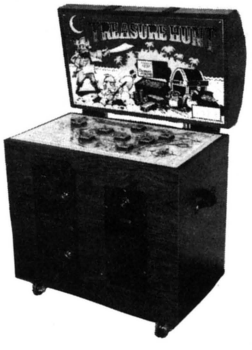
48"W x 48"D x 96"H

Kiddie Corner



Space Shapes
approximate size:
30" W x 24" D x 48" H



Treasure Hunt
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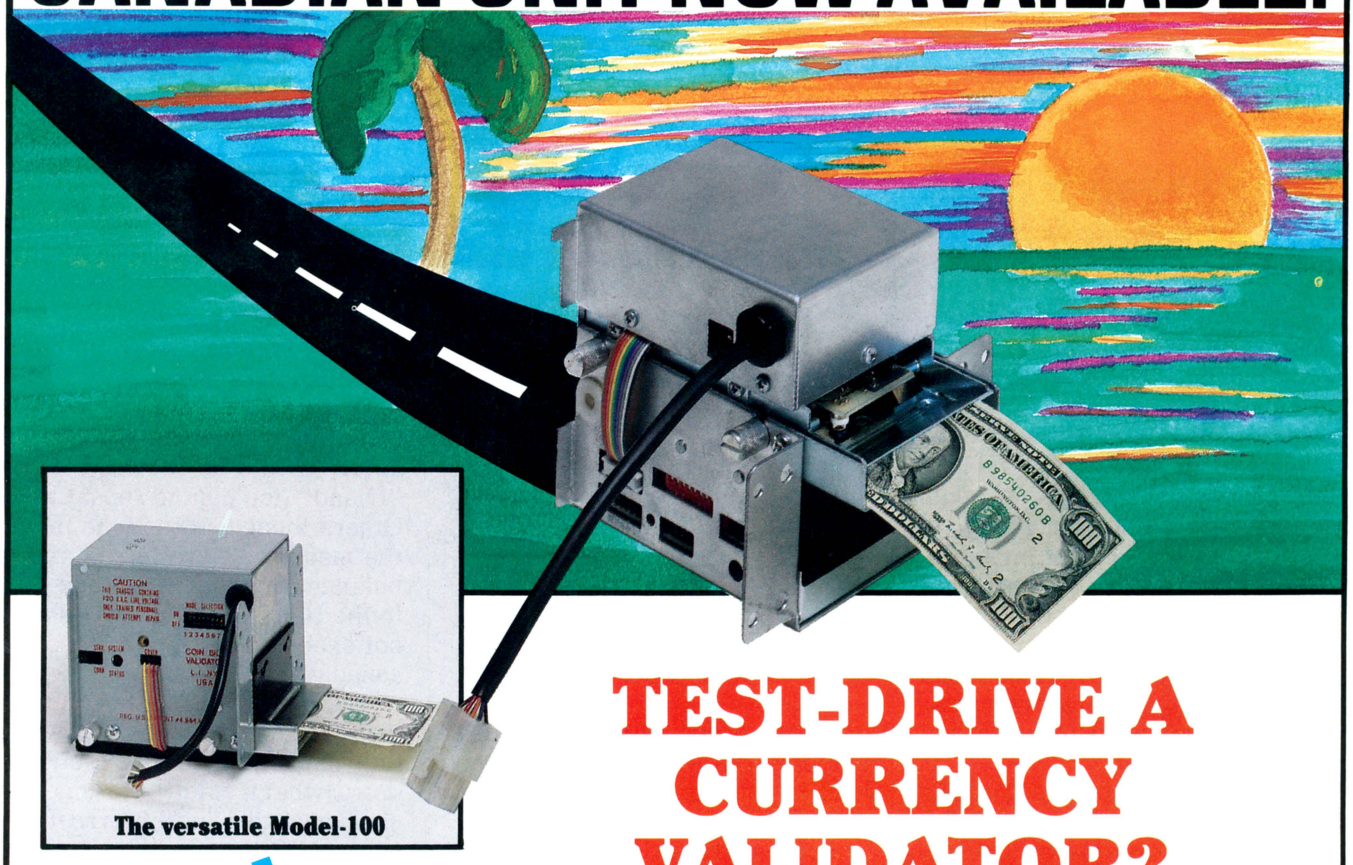

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INDUSTRY DEANS MEET AT EXPO

The Half Century Club International gathered at the Williams suite during Expo and opened its membership to the sons and daughters of industry pioneers who have at least 40 years of work-service in the business (military service counts "double time"). Full membership remains the same: 50 years under the bulging belt and 40 for associate membership. But throwing open their doors to the next generation should bring a load of fresh ideas and vigor to this esteemed organization that pays honor to the industry pioneers.

HCCI's president Steve Kordek's other major announcement was the election of Texas veteran Jim McNeeley as the club's first vice president. McNealey will pilot plans for the organization's next meeting at the ACME show in San Antonio in March, which possibly will take place on a riverboat ride. His presence on the club's directorate is welcome, especially since Kordek has been carrying the bulk of the load in communicating with their 80-odd members.



Half Century Club President Steve Kordek (left) with the club's new VP Jim McNeeley.

As is usual at HCCI sitdowns, the better part of the meeting was devoted to yarns and verbal interruptions as the industry deans jostled to get the floor. The traditional roll call, where Kordek asks each member to recite his number of years in the business, was full with humorous remarks because the spirit of this club is clearly more on the fun side than the serious.

Si Redd (father of the VLT machine) for example, read a hilarious letter he said he received from a "friend" (too blue to repeat here). Others thought those who missed the meeting "were taking an ambulance from the Expo trade show to the Hilton" (that long walk was not exactly welcome to these seasoned gents).

The best aspect of this meeting was the fact that many of the guys (but not all) finally let their hair down (what was left) and joined the shucking and jiving that is really the spirit of HCCI... that sharing which only these precious people can provide. We're looking forward to San Antonio, are happy that Jim's aboard to help Steve, and just know that ACME will be the best club meeting yet. Perhaps we'll throw Si in the River!



The assembled HCCI, including such patriarchs as Marty Bromley, Si Redd, Earl Gill, Phil Cass, the great mouthpiece Bob Rondeau and, hey, you put your glasses on and pick out the rest!

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ROCKY MOUNTAIN HIGH

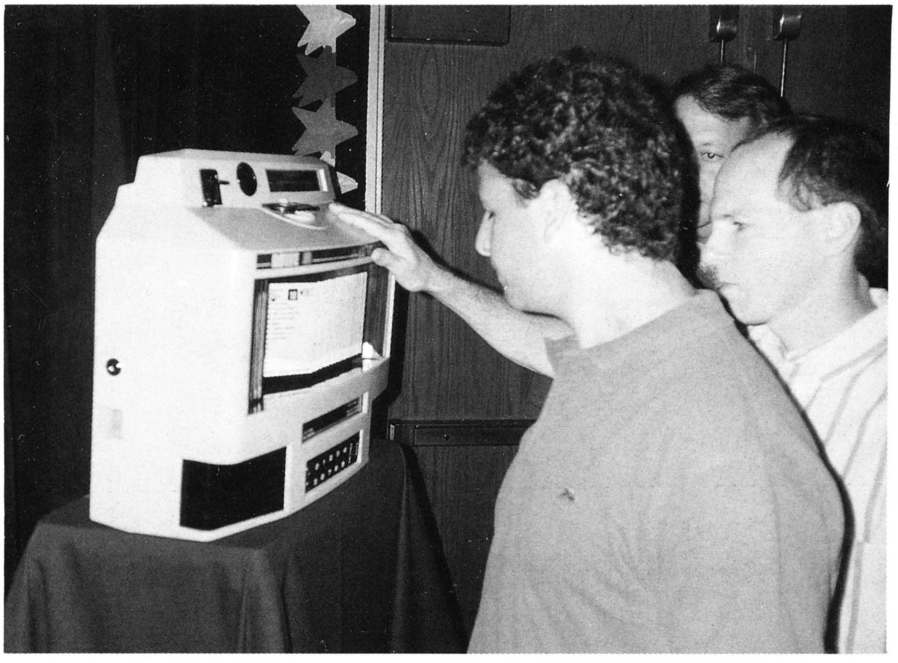
Rowe AMi bows fine 1992 jukebox line at Colorado Springs conference; full music basket includes new CD wallbox

The top headline is an obvious cliche for a Colorado Springs business meeting, but it's apropos of the spirits of Rowe distributors after meeting their new music product lineup there for the first time. Enjoying (but never taking for granted) their command position in the CD jukebox market, Rowe's dealers anxiously awaited the official unveiling of the new units Saturday morning, Aug. 31, at the Cheyenne Conference Resort...and the factory didn't let them down.

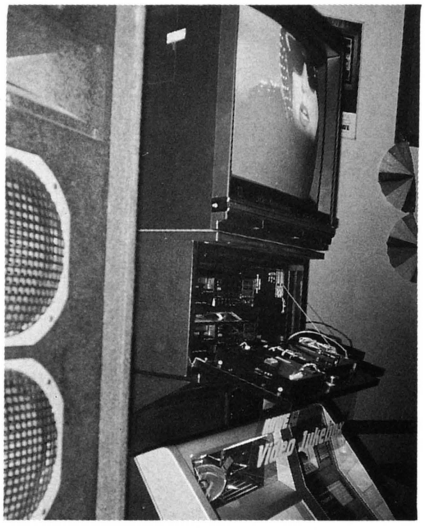
Now entering their fourth year in the manufacture of dedicated CD jukeboxes after two previous years making 45/CD combo machines, this premier American music box maker unveiled its *CD-100B Patriot* line of full phonographs, a new 50-disc CD wallbox called *Wallette* (like



"Hugging" their new *Patriot CD-100B* (from left): Rowe's Jerry Gordon, Joel Friedman and new prexy Jim Gang give the traditional thumbs up. By the way, Arnold Greenhut has exited the company.



Some Birmingham Vending guys drink in the features of the new Rowe *CD Wallette* remote countertop. It wires right into a CD hideaway and mounts on the same old brackets as the vinyl version.



The video attachment mounts atop any Rowe dedicated CD jukebox (past & present) with one chip change (plus necessary labor). It can later be unmounted and put atop another Rowe box at another location for rotation. The "kit" contains the two tape players, wiring and a monitor. We're unsure of availability and exactly how the title panel will end up.

their older 45 rpm remote) and a very versatile video tape add-on kit compatible with all existing dedicated CD machines.

Rowe will continue producing the current *CD-51 LaserStar* compact in the new market year, as well as their *WallStar* wall-mounted remote originally built for European locations (and offer both at the same old price). Rounding off their "family of music" products are their CD hideaway and their 45 rpm vinyl boxes (but it appears Rowe may finally exit the manufacture of vinyl jukeboxes after over 40 years producing them at Grand Rapids). They will also suspend combo machines, but continue with both CD and 45 "nostalgia" units.

THE PATRIOT

The new *CD-100B* machines come in a cabinet choice of red/white/blue and also a "gold" finish (which tends more toward browns). While basically a cosmetic update on their previous *LaserStar CD-100,* there's more than "enough" of a visual change here to please the dealers (for example, the spinning CD disc displays at the top are now backlit with changing colors). Serial numbers are also etched in the glass!

All Rowe CD products will ship from the Grand Rapids plant set on the following play-pricing: one tune for 50¢, three for a buck, seven for two bucks and 18 for a sawbuck. The company hopes operators keep them that way or if they change the pricing, that they change it to their favor. Said Rowe VP Joel Friedman: "Rowe CD has been good for the industry during a difficult time in the business, certainly because it's helped operators get better pricing and higher collections. We should all be proud of this."



Thanks to our photography, you'll have to take this on faith. Under red, white and blue balloons, Rowe dealers toast the coming market year with champagne at the jukebox "reveal" ceremony. The toast has become a tradition (far from Rowe's "tea and toast" days, no?).

END OF THE ROWE 45?

Right now, it clearly appears that Rowe AMI is getting out of the vinyl business (except for nostalgia machines). According to Friedman, they're going through their last production run on pure 45 boxes and combos. "Then we'll take a hard look at the market for that product," he stated. Of course, never say "never" because in Friedman's words, "This is actually the third time we planned our last run of vinyl boxes, so it's not carved in stone yet."

Even if Rowe finally exits vinyl

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jukebox manufacture, they promise to continue supporting machines in the field with parts and service. But it appears they will drop the second shoe now that the industry's transition into CD is a fait accompli. The distributor orders will have the final say-so.

A clear signal that CD is the present and future of coin-op music was Rowe's decision to design and build a CD wallbox. This handsome remote selector's display shows only the titles (new jewel box artwork) on a page-turner. The gray cabinet mounts right onto the same brackets now holding Rowe's vinyl *Wallette* remotes (largely an east coast product) and uses the very same wiring into the CD hideaway.

Rowe continues to build video jukeboxes (in combination with CD phonos) and supports same with monthly tapes. Now, operators not only can purchase new *Patriot* boxes with the video attachment already on but in the early part of 1992, be able to buy a removable "kit" that contains the monitor and the two tape players in a self-contained add-on that fits any dedicated Rowe CD box from the earliest to the current product, including the compact *CD-51*.



DATELINE: COLORADO SPRINGS, COLORADO SEPTEMBER, 1991

-IN APPRECIATION-

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"It's a very flexible product," said Friedman. "Operators can put it onto a box in one location and when they want, can take it off and install it onto a different box in another site. Electronically, only one chip change is needed," said the man who earned his spurs with Rowe heading up the video department.

Both the *CD Wallette* and the video kit will be available the early part of next year. The *Patriot* machines, however, began shipping just before AMOA's Expo opened and some are available for operator purchase as you read this. Distributor feelings on which of the two decors (the red/white/blue or the gold/brown) would prevail on the market were mixed. Some like one, others like the other. Rowe's original production schedule calls for emphasis on the "blue" machine but this will probably pan out to 50/50, market choices being the guide.

Operators will be pleased to know there's only an extremely modest price increase for the *Patriot* over the previous *LaserStar*. (By the way, Rowe moved its entire remaining inventory of *LaserStar 100s* before their convention). Among the reasons for the previous line's dramatic success was the business Rowe gained from the foreign market. Said Friedman:

"We now have 40 overseas distributors. America invented the jukebox, after all, and our products have become the choice overseas." In a "turnabout," Friedman made mention of the wall-mounted *WallStar CD* selector which they designed for Europe and which he hopes will "grow in popularity here in the States." Interestingly, Friedman advised that the *CD-51* compact accounts for between 40% and 45% of their foreign jukebox sales while it only does about 20% vs. the 100-disc machines over here, size of locations being one obvious reason why.

With a full plate of CD and video jukebox product and with a commanding share of the jukebox sales pie, Rowe naturally looks forward to another strong market year. "We are proud of our share, our success," said Friedman, "and we will

continue to get that by earning the loyalty and support of operators around the world. With our fine products and the all-around top distributor network, let's go for the gold again," he declared.

KUDOS TO DEALERS

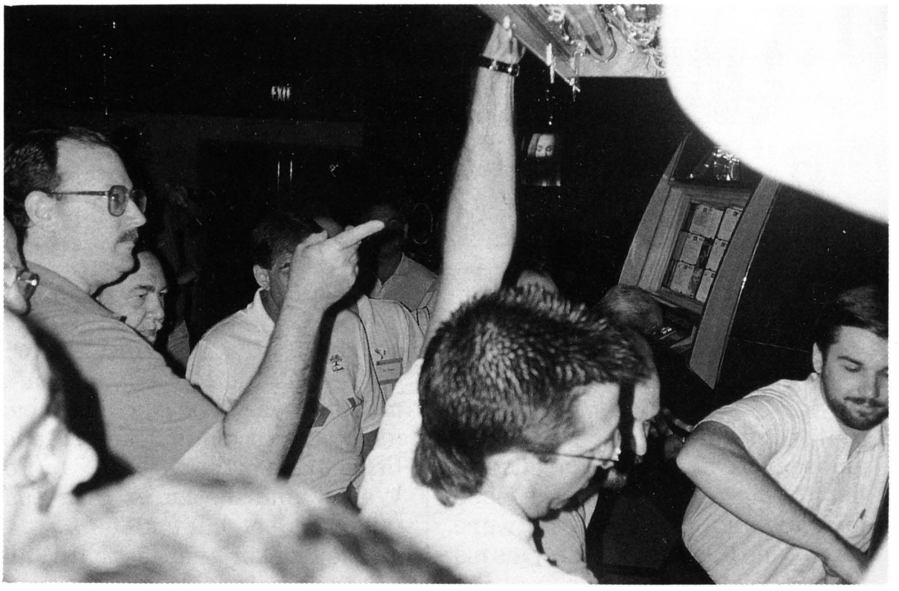
On Saturday evening in a Cheyenne Resort ballroom, dinner was followed by a lengthy (but fun-filled) awards ceremony where it seemed everyone of the distributors present got a plaque or two for sales excellence in their respective territories. Topping the awards chart were Atlas/Pittsburgh winning the prestigious Rowe Cup for overall sales excellence and Struve Distributing for the equally prestigious President's Cup.

Special recognitions were given to Pioneer Sales (whose Joel Kleiman originally brought Rowe into CD with his combo idea), Commercial Music (whose Bernie Williams "cracked" the Bennegan's chain for Rowe operators) and to A.M.A. Distributing's Bob Nims.

Vending sales awards went to American Vending, H.A. Franz and Wolverine. Shaffer and Atlas/Pittsburgh won bill changer/acceptor plaques (Atlas also took yet another special award home for their jukebox sales excellence).

The hoopin' 'n hollerin' from Atlas/Pittsburgh's Jim Wittler and Lou Larson added to the evening's fun. More fun came when Friedman called for a "priority selection" on the new *Patriot* and up came the "Anniversary Waltz." He called Atlas Automatique's Mr. & Mrs. Andre Labbee and *RePlay's* Mr. & Mrs. Ed Adlum to the dance floor (the couples were celebrating their 23rd and 25th anniversaries respectively).

Many joined them on the floor as the music segued into rock. The theme song for this conference was "Whole Lotta Shakin' Goin' On" and that's the way the evening concluded. The whole event (new product intro, individual business meetings, getting to know Rowe's new president Jim Gang, hitting the links, the pool and the white water raft, etc.) made for a memorable weekend in the Rockies. Hope you checked Rowe products out at the AMOA.



The drapes came off the *Patriot* and the dealers crowded around, immediately lifting the dome (courtesy Matt Tarantelli). Atlas' Jim Wittler points at something that strikes his imagination.



Jim Wittler and Lou Larson (Atlas/Pittsburgh) with just one of their many awards, flanked by Friedman and Gordon. This is some "go, go" outfit (not shown are Louie's red suspenders).



Recognized! Bob Nims and wife Gerry (A.M.A.) and Pioneer's Joel Kleiman (right) joined by Gordon and Friedman celebrating their seminal role in the modern jukebox business.

LVN OFFERS FREE VIDEO JUKEBOX & DISCS FOR 40% OF COLLECTIONS

This is one of those "it's a neat idea; let's watch what happens" things that occasionally hits the coin amusement industry. The idea is that the music operator gets a video jukebox and attendant software "free" and the manufacturer (as his partner) gets a percentage of the cash box each month by electronic money transfer from bank to bank. The "let's see what happens" part is obvious: to our knowledge, this concept has never happened before in industry history.

At Expo '91, a company called Laser Video Network showed a video jukebox called the *LVN Entertainment System.* They say they already have ten hours' worth of music/video software on disc and will supply additional software on a monthly basis. The machine is basically the original *Laser Jukebox* brought out in the early '80s by Bob Walker and the Laser Disc Computer System, but updated.

The "kicker" here is that Walker's original co-founding partner Thom Kidrin in now offering the machine for no purchase money but on a collection-share basis: his company gets 40% of the cash box, the operator the balance, from which he cuts the deal with the location. Each machine is telephone wired into Laser Video Network's home office in Boston, the money is transfered from the operator's bank into their bank and if LVN doesn't get paid in proper time, they can automatically shut the machine down.

During the Expo, Kidrin said "I have not spoken to one operator who didn't ask me for all the machines I could give him." Kidrin also advised that an "important" New England operator would be helping him decide which of the operators would be included in the program.

If all this sounds too good to be true, check it out by calling Thom Kidrin at 617/742-7110. He or someone on his staff should be happy to send literature on the machine and its software program to you and also give you more verbal help than presented here in our race to deadline.



Laser Video Network's Thom Kidrin (right) and his Sales VP (and industry vet) Mike Publicover with their video jukebox at Expo '91.

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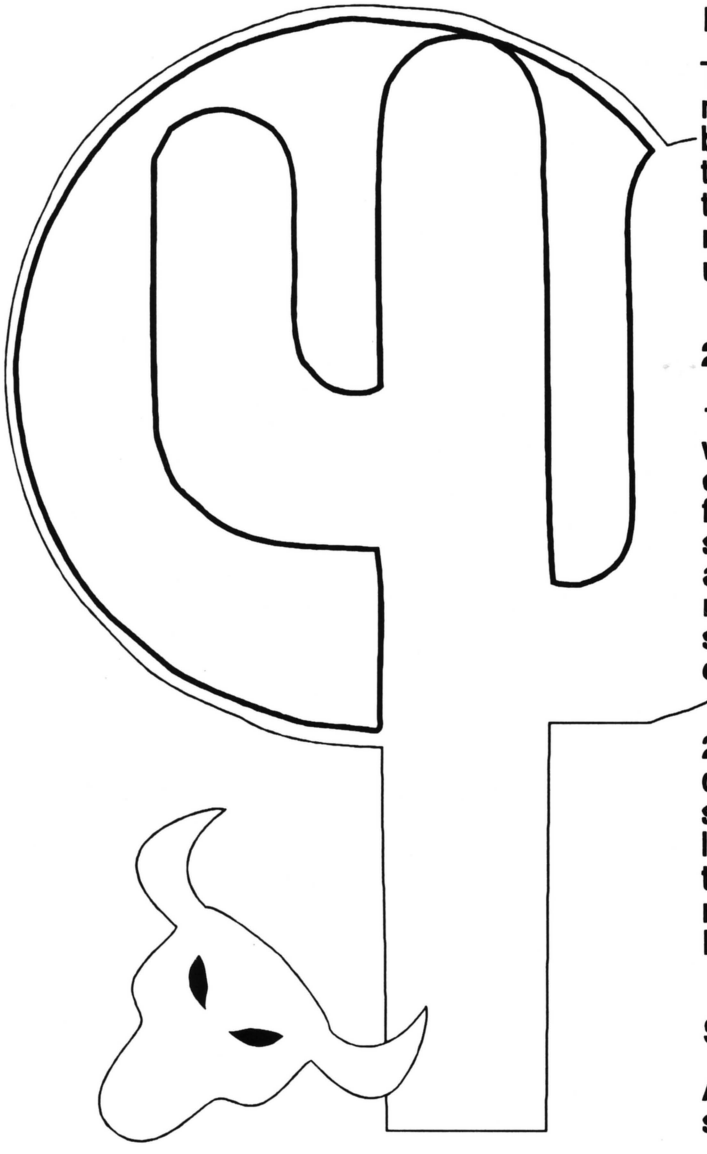

HOLD AND RE-SPIN*

The hold music will sound and the windows will blink red when this feature is active. Press the MOVE button and select the symbols to be kept. To select the symbols, press the HOLD button. After selecting the symbols, press the START button and the remaining windows will spin. The skill stops may be used during this part of the game.

2 TYPES OF DOUBLE-UP*

1. Across the top of the screen there are five windows that spin on their own. There are four types of symbols in the windows: Watermelons, crowns, football helmets, and 7's. Windows will stop, showing combinations of the symbols. Watermelons are the only symbols that a combination of three will not award 2x Double-Up points. The lower right hand side of the screen shows the video cowgirl as explained in Double-Up game #2.

2. In the upper left of the screen, there is a face down card. Player can guess if the card is bigger or smaller than 7. In the upper right of the screen, the last six cards played are shown. The lower right of the screen shows a video cowgirl. The cowgirl will remove an item of clothing when the player wins a Double-Up hand.

SKILL STOPS

After the windows begin to spin, they must be stopped one vertical row at a time.

* These features can be disabled by the dip switches.

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EXPO SEES NEW PIONEER LINE

new dress, power-sound and Burger King

Once viewed as the "new kid on the CD jukebox block," Pioneer Laser Entertainment has come along in a very short time to stand right there with the more traditional phonograph manufacturers, and one clear reason was their breakthrough with the no-machines-allowed Burger King chain. Now there's another reason for them to say "come see us first"...a beautiful new machine called the *CJ-V99*.

Premiering at the AMOA Expo, the new box is a fine cosmetic update on the previous machine (e.g. the whole bottom/front panel has been dressed up). Keyboard selection features plus the title display are up above as last. The new machine will begin shipping to Pioneer distributors mid-November (the previous model remains on the market as well).

The machine is housed in a high-tech, black stainless steel upright cabinet with backlit instruction panels and LED displays. The rotating song menu offers 36 facings that take the CD album jackets plus title strips which includes the artist/title/selection information.

Inside, the new music box comes with two 18-disc autochangers as standard equipment (a third can be added at the operator's option, although Pioneer's previous experience showed that around 90% of



sales were for machines with the two changers). Another new box, dubbed the *CJ-V77*, is the same machine only it comes with one autochanger and the bill acceptor is optional (the acceptor is standard equipment on the *CJ-V99*). Both have coin acceptors.

Both new models contain two amplifiers. One drives 300 watts into a powerful 4-way speaker system inside the machine. The second amp has been added for use with external speaker systems already present in the location (for a total of 390 watts of power). Both jukes offer automatic background music whenever the machine isn't being played.

Pioneer's optimizer feature promises a miniumum delay between selections being played since the disc programming mech will search directly for the next song selection resulting in more tunes played per hour. Other features include an infrared wireless remote control system with volume control and a microphone paging system (the mic itself is an option).

The new jukeboxes are also compatible with personal computers. Through simple computer programming, operators can audit the unit's performance and determine what songs are being played and which are not.

Pioneer's continuing to provide CD software through the Diamond Time clearing house. These exclusive-to-Pioneer discs offer current hit compilations, evergreen favorites and holiday favorites. Each disc contains 15 songs from a variety of artists; discs are issued periodically during the year. Operators who buy the Pioneer box receive a starter package containing six discs of the current hits and three with traditional oldies (the oldie compilations are available on a quarterly basis).

"Our new lineup represents the most sophisticated yet easy-to-use jukeboxes available," commented PLE's marketing topper Steve Rogers. "Operators just roll them in, plug them in, and start playing the hits . . . instant profitability," he added. "This product is the end result of our discussions with people in the industry and we believe we've met our commitment."

Pioneer also announced a new financing program done in conjunction with Firestone Financial Corp. PLE will underwrite the program, which offers a 10% down, 10% financing for 24 months package to jukebox buyers. The program began Sept. 1, 1991. Rogers also revealed that a second financing program is available where the interest over the span of a year actually gets below 5%, but we don't have further details on that at this time.

BURGER KING

As many tradesters know by now, a major highlight for Pioneer this year was their successful opening of the Burger King chain to coin-op music. In July, PLE signed a contract that gives its operators the exclusive rights to install, operate and

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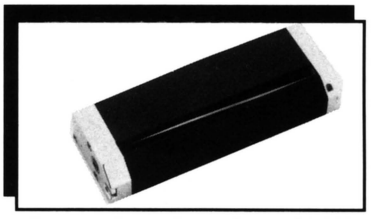

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Operators Eddie Velasquez (left), president of Velasquez Automatic Music of Chicago, and Chuck Hescher, president of Star Amusements in Gary, Ind., demonstrate the Pioneer CD jukebox to Burger King manager Joyce Lawson-Fleming at her Highland, Ind. BK restaurant.

maintain jukeboxes in 255 corporately-owned Burger King restaurants for two years. In addition, the contract provides them with the opportunity to offer their CD jukeboxes to the chain's 5,400 franchised operations as well.

During a press conference held at the Expo, Rogers gave the trade papers an update on the Burger King situation. He said that around 75 stores had already received Pioneer CD boxes by showtime and that initial collections monitored averaged out to around $145.

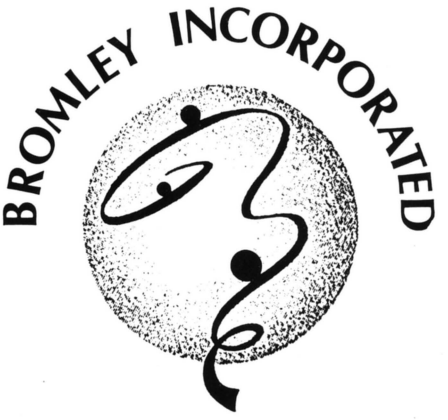
Recognized quite candidly that Rowe has also received sanction from Burger King enabling its operators to solicit franchised store owners (but not company-owned outlets), Rogers made it clear that Pioneer's equipment has been endorsed in letter form to franchisees by Barry Conrad (BK's CEO over the independents). Those letters went out early September.

According to the overall Pioneer/Burger King "contract," both company stores and independent franchised establishments will be on the following commission basis: 50% to the operator, 40% to the store and 10% to Burger King's Cities and Schools charity (which is a large program designed to prevent school dropouts.) Pioneer itself also donates $100 per jukebox installed to that same charity (division president Ted Karasawa made it clear at the press briefing that his company is very interested in such charitable work.)

Regarding the competition with Rowe, Rogers passed his compliments to Lucky Coin in New Orleans for initially setting Rowe boxes in some Burger Kings down south. He did say, however, that Pioneer will be getting into some cross promotions with the Burger King chain linked to his own jukeboxes (perhaps a scratch-off card tied into the titles on the Pioneer box.) "With that alone in mind, I ask why an operator would not buy Pioneer for Burger King installation?" asked Rogers.

While any Pioneer operator can solicit Burger King's franchised store owner, it appears that those wishing to place equipment into company stores have to "pass muster" with the factory and its local distributor. The reason? "We want professional jukebox operators in there, not those who maybe only have a handful of music machines. We have enlarged the overall jukebox market with this program and are doing it right," he added.

As mentioned above, the new equipment will be shipping mid-November. Meantime, Pioneer's existing machines remain available. There are several reasons for operators to have a sitdown visit with their local Pioneer distributors these days.



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ROCK-OLA LAUNCHES TRILOGY CD-100 ALONG WITH FREQUENT BUYER PROGRAM

Rock-Ola's brand new *Trilogy* phonograph made its official market debut at the Las Vegas Expo. The sleek, contemporary cabinet loaded with state-of-the-art features inside, could rachet up this venerable company's position in the CD jukebox sweeps this market year. It's one of the prettiest music boxes on the map.

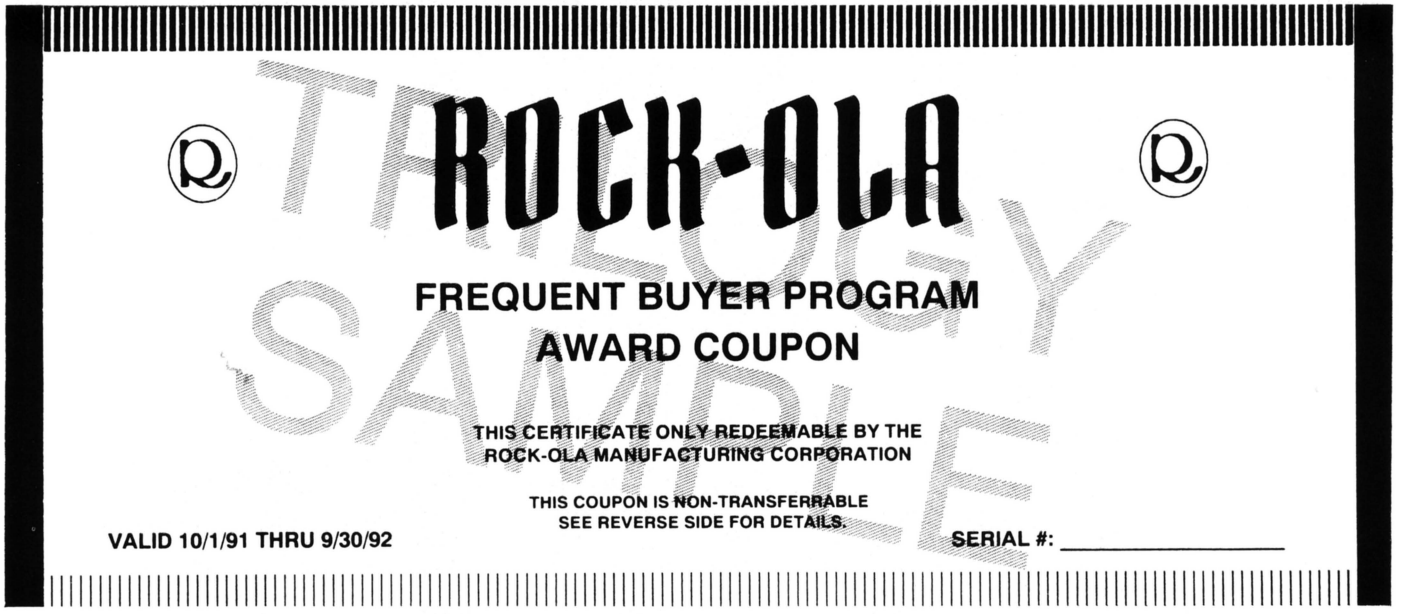
To further stimulate sales, the company is offering an interesting program for operators. Called their Frequent Buyer Club, each jukebox purchased comes with a coupon which operators can apply toward free goods (e.g. five coupons gains a free Philips CD player, 20 gets a completely free *Trilogy* box itself and if you're really a frequent buyer, it escalates all the way up to seven free jukeboxes for 100 coupons.)

The program begins Oct. 1, 1991 (when goods will be on display at Rock-Ola distributors) and ends with the close of the market year on Sept. 30, 1992 when the firm will be swinging into their next product. Whether or not the Frequent Buyer Club will be extended into that market year depends upon success this first time out.



The *Trilogy* made its inaugural appearance at Rock-Ola's Expo '91 exhibit and with it are Art Kareff (left) and popular company veteran Frank Schulz. The new phonograph is a beauty!

The real success of the *Trilogy* phonograph depends principally upon the technique and appearance of the jukebox itself, and Rock-Ola made a college try to come across in both categories. The cabinet offers



Each purchase of a *Trilogy* between now and the end of next September scores a "Frequent Buyer" coupon redeemable toward free goods.

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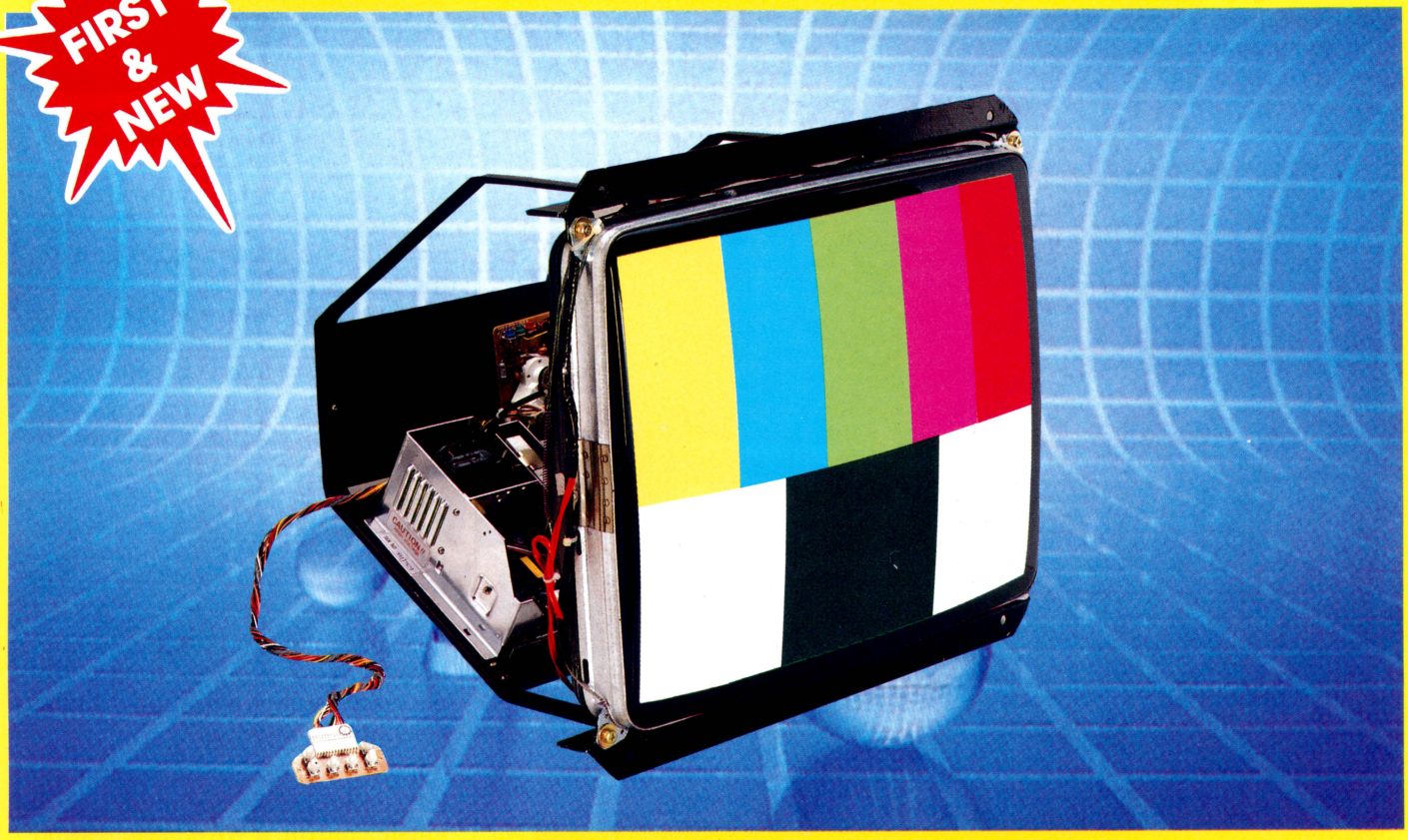

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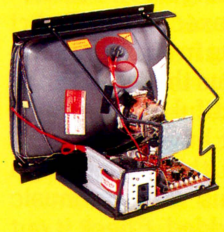

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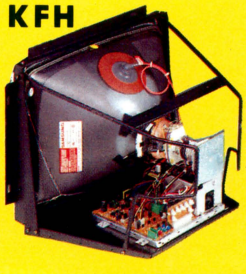

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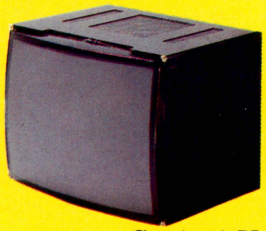

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the 100-CD page turning selection display up-center, with eye level coin and bill entry and keyboard atop. Inside, the machine generates 280 watts of power with ten band equalizer that's accoustically adjustable to the location surroundings (six speakers provide a 3-way sound system.)

Unused CD display pages provide advertising space for special events or promotions. Interestingly, when the machine is not in use, an automatic recall displays the page. An option switch can be set to play songs as selected or provide rapid-play (to play the nearest CD.)

A wired remote control (standard on every jukebox) offers volume and song cancellation control. A mic paging kit, speaker kit and a wireless remote control are available as options. The wireless remote is RF-based and provides on/off, volume and cancel play from anywhere within a 1,000 yard radius (the factory states.)

When adding new discs to the machine, by the flip of a switch, the machine calculates and programs the number of selections for each new CD. There's no need to wait for the end of the "mapping" process (the mapping feature will pause if a selection is introduced and continue mapping once play has ceased.)





Checking out the new Rock-Ola *Trilogy* are Marc Haim and Simon Deith with Art Kareff.

An auto select button moves the least popular CD onto the player for removal. The replacement disc is placed on the player and the automatic mapping takes over. The unit includes a pass/fail diagnostic system with a visual display of access codes to provide simplicity for even novice employees. For added reliability, played CDs remain on the player after each play until the next selection is made.

Each *Trilogy* is shipped with background (external and internal) music control, a wired remote and a $1 and $5 bill acceptor. A data retrieval system is optional (an infrared communication link to a handheld printer allows audit information to be printed on site). Account location, cash, total plays, popularity, pricing, etc. are among the data facts that can be retrieved.

"Our new *Trilogy* offers extensive benefits both for generating income and minimizing service costs," said the firm's executive VP Art Kareff. "Counting in so many standard features, plus the options, the machine's beautiful appearance and the frequent buyer bonus, it's easy to see why this phonograph offers tremendous value to music operators," he added. Check it out at your nearest Rock-Ola distributor.



NSM WOWS EXPO WITH FIRST "AMERICAN" JUKE

with gorgeous cabinet designed in U.S.A. housing proven German interior; brand new Performer Grand *will also be built at Valley*

The reason NSM's American supremo Rus Strahan is smiling in the photo is because the jukebox he's hugging scored a great big "yes!" after its unveiling at his AMOA Expo booth. Called *Performer Grand,* this 100-CD phonograph was a clear hit at the show, logged substantial distributor orders (according to Strahan) and marks a ten-toes jump by this traditional German jukebox factory into the "American look."

While the interior of the new cabinet is essentially the company's proven *Silver Sky* CD box, the new "shell" is all-American. Designed by Harmon & Associates here, all we can say is they did a classic job the first time out and "they did it with mirrors!" Complimented by mirrors, the central portion of the box looks like a stage showing "just about all" of the playing mechanism, and it works!

To further Americanize this new CD box, NSM has contracted with Valley to build a portion of the run at the latter's Bay City, Mich. plant. NSM's Bingen, Germany production engine, of course, will also build *Performer Grands* and the trade can expect initial deliveries sometime in November (the company will host a black tie affair at the Dallas Anatole Hotel Nov. 7 for dealers and invited guests at its official kick-off).

Many operators already know and trust the NSM CD mechanism (whose features, among other things, include speedy change between tunes). All the key operator-ingredients on the *Silver Sky* have been retained; what you have here is a well-working mechanism housed in a new and classy dress. Even NSM admits that many of their previous cabinets have been too "European" in appearance and while they've been successful both in Europe and in the States, are pleased with the market potential of this American look.

All of NSM's existing machines *Fire Country, Fire Bird* and *Silver City* continue on the market. Except for the *Silver Sky* turned into *Performer Grand,* that remains the same. Valley's role as a contract manufacturer will begin assembling parts sourced from Germany. Eventually, domestically-sourced parts may also come aboard the production line. Will this be a continuing marriage? Stay tuned.

Tournament Highlights

ARACHNID ACTION!

players prepare for the 1992 BullShooter Dart World Challenge of Champions with a season of tournaments leading up to a huge Memorial Day weekend event

Arachnid's $145,000 BullShooter VII World Challenge of Champions dart tour is underway. . . which means another year of fun and excitement for dart players, and another year of higher traffic and sales for locations. Best of all, it means another year of healthy cashpans for dart game operators who are members of the English Mark Darts International Assn.

Yes, electronic darts are a powerful and growing trend, not only in the U.S. coin-op industry, but around the world — and Arachnid proudly claims to be the "leader of the pack." If you want to join a winning team in a growth market, now is an excellent time to sign up!

Arachnid, Inc., based in Rockford, Ill., makes the famed *English Mark Dart* game, which is their tournament and league workhorse model. Under the leadership of President Bill Ward, the firm is always looking for new ways to promote the industry and to improve their state-of-the-art products. Other "A Team" members include VP of Marketing Sam Zammuto, VP of Sales Marcio Bonilla, Chief Engineer Gene Harlan.

The World Challenge of Champions is Arachnid's major vehicle to promote play on coin-operated dart games. "It will assuredly be the largest, most extensive promotion in the history of plastic-tip darts," the company said of the 1991-92 edition of the event. The total program features a series of 16 state and regional electronic dart championships, each with a $6,000 purse, leading to a $50,000 finals event. Regionals started in September and will continue through the following May. There's sure to be one near you. The first qualifier was Sept. 27-29 in Jacksonville, Fla. Future sites include Waukesha, Wisc., Memphis, Tenn., Kalamazoo, Mich., Kansas City, Missouri. . . and beyond that, tourneys will be held in Columbus, Ohio, Davenport, Iowa, Colorado Springs, Indianapolis and also in Spain, Germany, Belgium and Australia.

Regional tournaments feature eight different events during two-day playoffs. Generous prizes are awarded down to eighth place in each event. The regionals are organized and sponsored by Arachnid's ultra-professional "A Team" staff. You can tie your local league play into the Arachnid program — they'll be happy to tell you how to start a league, how to run it, and how to coordinate your action with theirs.

Of course, the jewel in the BullShooter's crown is the spectacular international championship finals, held each Memorial Day weekend in a fine Chicago hotel. There, Arachnid brings in world record numbers of players from all over the world to compete for the title of world's best soft-tip dart player or team. The 1991 event drew 4,992 players and this season they expect more. Events will include 301 Women's Doubles, 301 Men's Doubles, 501 Men's Singles, Mixed Doubles Cricket and Pro Singles. For the 1992 season, Arachnid has changed two of the events. Mixed Doubles has been changed to 301 Mixed Triples and Singles Cricket to Open Doubles Cricket. The company is sure the change will give more players a chance to participate.

The Arachnid tour and finals contest grows by leaps and bounds, every year. But no matter how huge the turnout, players and observers are always pleasantly surprised by the efficiency and speed with which Arachnid moves tournament play and compiles scoring. The players' spirit at these affairs is impressive, too. They whoop, they holler! They scream and yell! They cheer and applaud!

Players in the Arachnid program enjoy reading about themselves and their sport in Arachnid's *BullShooter Magazine*. Free subscriptions are given to each operator who joins the program. Edited by Jeanne Penney, the magazine (which boasts a healthy circulation) has been published for seven years now. It's an excellent promotional tool and an excellent way to keep locations happy and to keep player excitement high.

Operators who are members of the English Mark Darts International Assn. may sponsor teams at BullShooter regional and finals events. Once you pay the annual EMDIA fee you can purchase qualifying kits. Operators may then award finals entry qualification to any players they choose. That is, your players don't necessarily have to win a local or regional tourney in order to qualify for the nationals. This system rewards faithful players and it helps keep "pros" out of the championships. The result: more fun for everyone!

Operators who wish to join Arachnid's phenomenal program should contact the company at: Arachnid, Inc., P.O. Box 2901, Rockford, IL 61132-2901. Phones are 815/654-0212 in state, or toll free at 800/435-8319.

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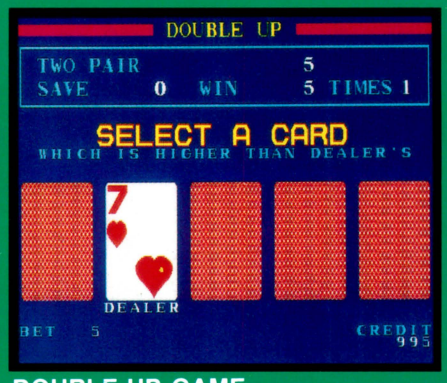

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B TYPE — FIRST, PLAYER SELECTS ONE FOR THE DEALER.
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VALLEY OF SUCCESS

Valley's successful three-tiered dart program begins with local operators; ends in a European venue with the World Cup Championships

From the United States to Europe: it's the Valley Recreational Products 1991-92 Dart Tournament Program! Valley is the maker of *Valley Royal Dartes* and *Cougar Darts* and last month, they kicked off their annual season of dart tournaments with local events which feed into a three-level, worldwide tournament structure.

"Electronic darts is a sport on the move," stated Valley's VP of Marketing Alan Schafer, "and Valley is committed to keeping the sport moving!" For those operators who want to profit from the rocketing electronic dart market — and from the professional Valley touch — now is a great time to get involved. Local tourneys begin in September.

Organized play is essential to advancing and promoting coin-op competition skill games, said Valley. For proof, officials of this Bay City, Mich.-based firm point to the success of VNEA, their Valley National 8-Ball Assn. which makes operators a winner with pool. That success gave Valley plenty of experience which it put into creation, support and promotion of growing dart leagues. "As we've done with pool," stated Alan Schafer, "our goal is to provide dart players with the best possible organization and tournament play."

As stated, Valley's tourney structure is three-tiered. The first level of play takes place at the local level as individual *Cougar Darts* operators run 12 to 15 regional, qualifying tournaments. These events are held from September 1991 to February 1992. Entry fees are determined by the local operator, and all fees are paid back to participants as prizes.

This local level of play ultimately qualifies two winners in both men's and women's singles. These winners receive airfare and room accommodations for the second tier of competition: Valley's World Cup competition in Las Vegas, Nevada which takes place in March 1992.



Winners of last year's World Cup championships, Team USA. Are they happy? You bet! Valley's 1991-92 dart program is underway.

The winners of the World Cup tournament qualify to represent North America in the Valley Cup World Championship, held in a European city in May of 1992. (The site has often been Bingen, Germany, home of Valley's continental distributor NSM.) This is the third tier of Valley dart competition. The North American team wins a Grand Prize free trip to the international championship, where they will compete against other countries' teams for the World Championship titles.

How can you, the operator, get involved? Local Valley operators are supplied, at a nominal charge, with a complete tournament kit which includes everything needed: announcement posters, schedules, tournament flow chart, rules, registration forms, and more. All local competition may be held on any brand of electronic dart machine, provided the game is owned by the operator. Once players reach the national finals, they'll play exclusively on Valley dart games, provided by the manufacturer.

"Valley is an active supporter of friendly competition for pleasure and prizes," stated the firm's Alan Schafer. "That's why we back AMOA's National Dart Assn. in every possible way, including financially. And we back the coin operator just as strongly, because we believe that healthy operators mean a healthy industry. There is no better way to strengthen the operator and the industry than thorough well-organized league and tournament play." Of the future of this growth market, Schaffer added: "With Valley's three-level tourney bringing international flavor to this growing sport, we can truly say that worldwide electronic darting has arrived!"

Operators who want to become "world citizens of darting" can contact Valley at 333 Morton St., Bay City, MI 48706; 517/892-4536.

MERIT'S WORLD SERIES

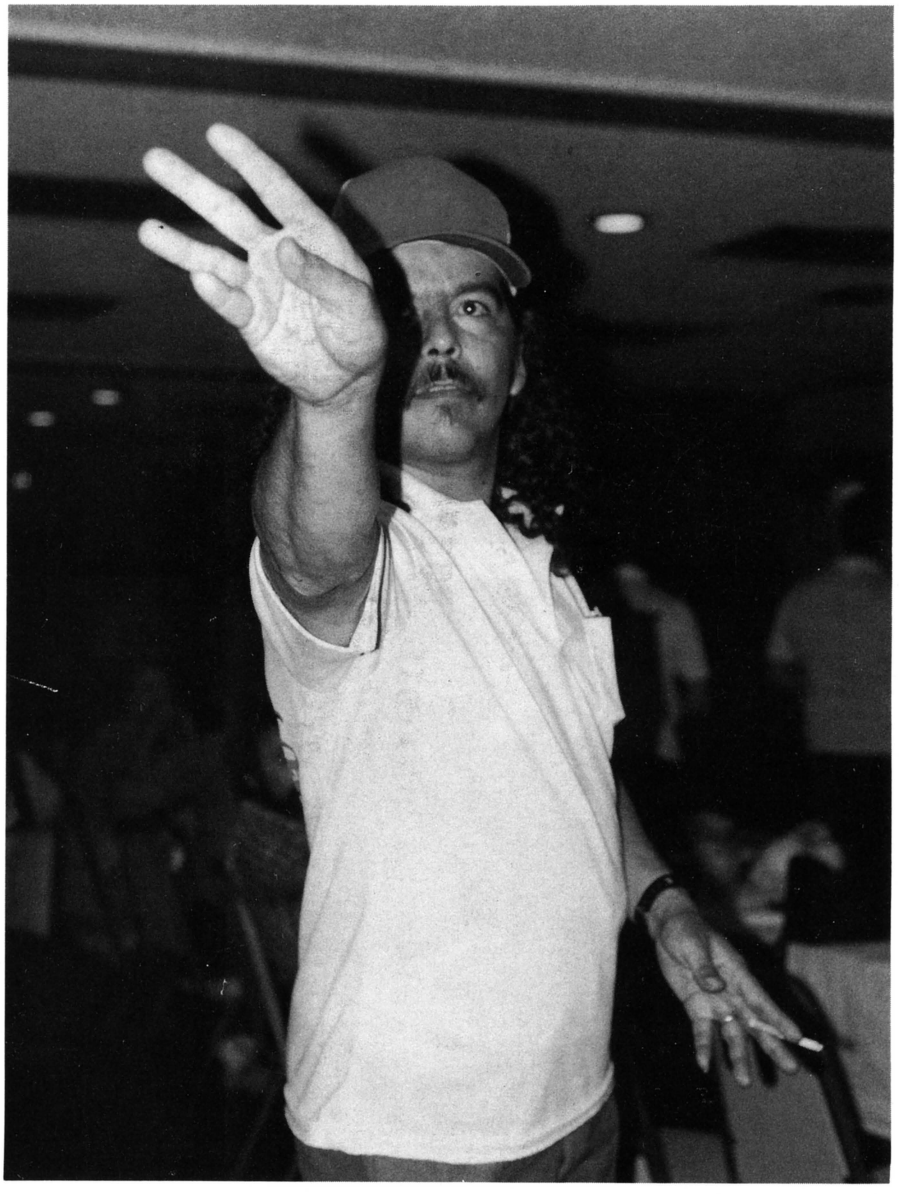
Merit readies itself for another year of dart fun with their annual tournament program

In the wake of the outstanding success of their 1990-91 World Series of Darts season, Merit Industries is riding high into the 1991-92 season. From every part of the U.S. and around the world, the World Series of Darts is off again, this time to a guaranteed total regional purse of over $100,000. "And with our International Series," Merit President Pete Feuer said proudly, "the total guaranteed prize money is in excess of $200,000."

Darts make sense for operators because they're a growth market... and Merit is helping that market, and individual operators, grow. The Bensalem, Penn.-based manufacturer of electronic darting games has experienced tremendous growth with their Regional Tournaments expanding into new markets, and with existing markets enjoying a steady increase in player participation. More and more operators are recognizing the value of tournaments, too: even without organized leagues, tourneys mean greater player satisfaction.

This year marks the fifth annual tournament season for Merit. The series kicked off Sept. 27-29 with the Midwest Open in Bloomington, Ind. and will end with the Northwest Open April 3-5 in Spokane, Wash. In between, sites will include Knoxville, Tenn.; Pittsburgh, Penn.; Tampa, Fla.; Indianapolis, Ind.; Sacramento, Calif.; and Des Moines, Iowa. The World Series is worthy of its name, because in addition to the full schedule of U.S. events, an additional eight tournaments will be held overseas. Truly, the Merit dart program may be said to span the globe.

Merit Industries' promotional team has developed a comprehensive, step-by-step program to assist operators in becoming involved in organized dart leagues. At the heart of this program is a series of kits which explain every aspect of organized leagues. Kits include clear, easy to read handbooks, plus support materials needed to help the operator reap the benefits of organized dart competition.



Explaining the philosophy of Merit's dart program, the company says: "Our emphasis is on the player and his involvement, which in turn benefits the location, and finally the operator. The end result is a solid player base with an easy, modest approach. It's designed to teach operators how to put the Merit system to work for them."

To learn more about Merit's program, contact the firm at P.O. Box 5004, Bensalem, PA 19020 or call toll-free at 800/523-2760 (in state phone is 215/639-4700).



At left: Innovative Concepts in Entertainment's president Ralph Coppola at work in his functional (and nice looking) office (notice the pretty picture of his family at upper left).

Below: ICE's latest product *Hungry Hungry Hippos.* The concept was licensed from Hasbro/Milton Bradley (their version has been their most popular kids game in the past 10 years). ICE's cute coin-op redemption version made its trade debut at the AMOA Expo in Vegas. It's targeted for kids ages 3-10 and looks like a winner.







At left: ICE's Ralph Coppola with the game that really started it all! The firm's original *Chexx* hockey was introduced in 1982. . . the current *Super Chexx* is still made (they ship about 500 units a year). Ralph says they are constantly making improvements to the game and those made in the past two years especially make the current model almost unbreakable. **At right:** The new *Hungry Hungry Hippos* game being looked over just days before the AMOA show by R&D chief John Callahan (left) and ICE founding partner & co-owner Jack Willert (Executive Vice President).

SPOTLIGHT SPECIAL

THE BOYS FROM BUFFALO

plucky team at I.C.E. specializes in electromechanical games from Super Chexx *to* Putting Challenge & Hungry Hippos

Whatever happened to Horatio Alger? This all-American hero of children's books around the turn of the century was the role model for what every kid was supposed to be: a capitalist in short pants. The Alger stories "proved" that honesty, pluck and hard work leads to richly-deserved success.

Well, the spirit of Horatio Alger is alive and well and working in coin-op. A certain game factory we know was founded in 1982 with by three hardworking, eager guys with three main assets: a good idea for a game, a shoestring budget, and a lot of enthusiasm. We're talking about ICE, which stands for "Innovative Concepts in Entertainment"... and the company's successful track record is a Horatio Alger story come to life. Today, this firm has found its place as one of the "names to conjure with" in the world of electromechanical novelties.

Based in Buffalo, N.Y., ICE is home to creative games such as the *Super Chexx* hockey game, *Super Kixx* soccer game, and the popular *Putting Challenge* golf simulator. Their latest title is a four-player kiddie game called *Hungry Hungry Hippos*, a coin-op adaptation of Hasbro's worldwide consumer hit. Enthusiastically received at the AMOA Expo, *Hippos* will soon be featured for the smallfry set at major family entertainment centers around the USA. Chances appear good that *Hippos* could possibly even establish itself as one more "classic" for ICE's roster of long-running titles.

After starting with just three people in 1982, ICE today boasts 35 employees in their 22,000-sq.-ft. factory. The company's formula for success is simple, but disciplined: innovation plus quality equals stable profitability! "Our efforts are devoted 100% to coin-op," stated ICE's proud president, Ralph Coppola. "ICE attempts to bring just one — extremely good — new product to market each year, while maintaining production on certain earlier models."

"We strive to be the leader in the design and manufacturing of electromechanical games, and we think we are," asserted company co-owner and co-founder Jack Willert. "When people ask for this type of game, distributors across the country recommend: call ICE! Our pieces succeed not only in arcades





Left: ICE company headquarters in Buffalo, NY ("We love the city," says Ralph Coppola). Partners Coppola and Jack Willert purchased the neat, 40-year-old building two years ago and just recently completed all the modifications making it truly "their own." It houses administration, sales, production, shipping/receiving, R&D and electronics departments. **Right:** In the building's production area is their successful *Putting Challenge* golf game in a scene typical for the end of the day at ICE. These completed games are being tested for 24 hours just prior to final inspection and packaging while other game cabinets are lined up for the following day's production. They've now sold over 2,000 of this piece, which was designed by Sam Kim of G.L. Technology. They continue to make improvements on it and just introduced (at AMOA) an optional course kit.

and family amusement centers, but also in bowling centers and street locations. For example, *Putting Challenge* has enjoyed its biggest earnings in taverns and sports bars with the over-21 crowd."

THE ICE STORY

As stated, ICE was founded on a dream and a shoestring. Jack Willert was executive administrator of a chain of extended care facilities when he met a young attorney named Ralph Coppola. Together with R&D chief John Callahan, they formed ICE back in 1982 and attended that year's AMOA Expo with three units of a nifty little hockey novelty called *Chexx Hockey*. At showtime, those three display models comprised their total inventory!

The game won lots of positive attention, but no orders until tradesters got back home. "Shortly after the show," recalled Ralph Coppola, "we began booking orders. By the next February we were in production. In our first 18 months, we produced approximately 7,000 *Chexx* games and repaid our investors."

ICE rode the same up-and-down rollercoaster as the rest of the industry in 1983. The experience taught them to move cautiously. "ICE will celebrate 10 years in the coin-op business next year," noted Coppola, "and we plan to be a force in the industry for years to come . . . but at a level which can be properly supported and maintained. We're not at all hung up on the perception that your business must grow each year to be successful. Rather, we look at each year individually, striving to maintain profitability . . . which we have done now for five consecutive years."

'HUNGRY HUNGRY HIPPOS'

ICE's quest for stable profitability will surely be enhanced by the company's latest game. The firm inked a "hippo-sized deal" last year (but held off the announcement till just before the 1991 AMOA) by signing a license agreement with Hasbro/Milton Bradley, world's largest toy and game maker. ICE has licensed the worldwide copyrights, trademarks and patents associated with Hasbro's "Hungry Hungry Hippo," the company's most popular kids' action game over the past 10 years.

The game features huge hippos in competition to gobble up plastic balls ejected into the air. The hippo characters are controlled by the players. The whole playfield is under a plastic dome, much like *Super Chexx*. Frantic action resembles the consumer game, but it's made even more appealing by the larger size of the hippos, plus the support of a catchy audio track which features sound used in the game's TV commercial. In one game mode, players may compete for high score; in the other mode, individual players may compete against the computer. New players can buy in any time.

Countdown timers and scoreboard are included. Each player station has its own coin door and ticket dispenser, which come as standard equipment. Cash boxes are individually secured and operators may select from a number of ticket award options. The game comes "ready to plug in and play."

ICE's selection of this title for licensing was no accident. "What's missing in arcades now is piece for ages 3-10," stated Jack Willert. "Yet if you talk to the family amusement centers, that's the age range they're targeting — because right now, there's very little these kids can play. We wanted an action game and realized every little kid has Hasbro's 'Hungry Hungry Hippos,' a three-dimensional action toy that makes plastic hippos gobble up marbles." Willert added: "Hasbro's been selling the retail game since 1978. They sell millions around the world every year. Kids recognize it instantly, and we realized it was an ideal property for coin-op adaptation. We called them the next day, and soon afterwards we had the licensing rights."

"No other kids' action game could compare with the track record compiled by 'Hippo'," added Ralph Cop-

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending Sept. 14, 1991

TOP KITS	Sep. 14	Sep. 7	Aug. 31	Weeks on Location
WrestleFest	1	1	—	2
Street Fighter II	2	3	5	29
Thunder Dragon	3	4	8	5
Vendetta	4	2	3	8
Karate Blazer	5	8	4	6
Turbo Force	6	6	6	7
Shuuz	7	5	10	8
Gulf Storm	8	—	9	15
D D Crew	9	9	7	6
King of Dragons	10	7	2	5
TOP DEDICATED GAMES				
Time Traveler	1	1	1	3
Hard Drivin'	2	3	2	125
Big Run	3	2	3	84
Laser Ghost	4	—	4	13
Cisco Heat	5	4	5	36

pola. "Over 10 million units sold at retail over the past decade! We took those statistics and 'dreamed' about an arcade-sized 'Hippo' game, with basically the same gameplay kids were familiar with. Ours, naturally, would be complete with sound and redemption features. We knew we'd have a winner. Milton Bradley was very receptive, right from the start. Our goal was to take a proven consumer concept and translate it into a great coin-op game, and I think one look will convince you that's exactly what we've done. We feel confident that no family amusement center will be without it."

'PUTTING CHALLENGE'

The hit of the previous year for ICE has been *Putting Challenge.* Licensed from G.L. Technology, headed by Korean-born engineer Sam Kim, the game is a patented golf simulator with multiball return and adjustable topography (the playfield is "different every shot"). Without a doubt, *Putting Challenge* is one of the titles that helped fuel the "redemption rocket" into first place on the street operator poll we took late this summer. (Operators said weekly earnings on an average redemption game topped average earnings of music and video alike.)

The dollar bill acceptor on *Putting Challenge* gets dollar play in many locations. In some cases, the game brings in collections normally associated with hit video games. "If you think basketball was big," smiles Ralph Coppola, "wait till you try *Putting Challenge.* It's the next big winner and we've got the earnings to prove it. It's the best thing to hit coin-op in a long time!"

Strong language, but many in the trade have become true fans of the piece. ICE's sold scads of *Putting Challenge* games and won a devoted following among leading distributors, operators and players. And if it's true that "imitation is the sincerest form of flattery," then ICE has also been "flattered" by a competitor — though Coppola and company strongly maintain their game's patented features make it "the only choice" for operators.

As stated, the tilt and contour of the playfield changes between shots. Gameplay lets one to four players (taking turns) enjoy various types of golf action. Three game "modes" are offered. You can play all 18 "greens" while aiming for the fewest possible strokes; or put all the emphasis on getting a hole-in-one; or practice repeated strokes on a single green of your choice. Factory setting charges $1 for 9 balls (price is operator adjustable). One player takes about three minutes to complete nine holes . . . which adds up to $18 an hour in earnings when the game is played continually.

"I happen to love the game," said distributor Rick Kirby (New England Coin-Op). "My operators are making over $500 a week in sports bars and $400 a week in arcades. It works and it's reliable. By the way," Rick added, "kids play *Putting Challenge,* but it also appeals strongly to the older crowd."

'SUPER CHEXX'

Rounding out the current product line, ICE is still going strong with *Super Chexx,* the upgraded (and dramatically lower-priced) sequel to their original hockey game. By now everyone in the industry is familiar with the sleek plexiglass bubble-top canopy that covers this competitive, electromechanical skill game. "Under the hood," *Super Chexx* is a sim-

TOP HITS OF JAPAN

from Game Machine Magazine, Sept. 15, 1991

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Street Fighter II (Capcom)
2	Vendetta (Konami)
3	Quiz Quest (Taito)
4	Mutant Fighters (Data East)
5	Karate Blazer (McO'River)
6	Quiz School Paradise (NMK)
7	Clutch Hitter (Sega)
8	D D Crew (Sega)
9	Power Spikes (Video System)
10	Crossed Swords (SNK)
11	Quiz Romance of the... (Capcom)
12	Wonder Three (Capcom)
13	Legend of Success Joe (SNK)
14	Hat Trick Hero (Taito)
15	Quiz My YuYu (Taito)
16	Turbo Force (McO'River)
17	Shanghai II (Sun Electronics)
18	Acrobat Mission (Taito)
19	Quiz Dragnet (SNK)
20	Tetris (Sega)
21	Blade Master (Irem)
22	Bells and Whistles (Konami)
23	Quiz My Homework (Sega)
24	Golfing Greats (Konami)
25	Ultraman (Banpresto)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Driver's Eye (Namco)
2	Final Lap 2 [del.] (Namco)
3	Final Lap II [standard] (Namco)
4	Golly Ghost (Namco)
5	Rad Rally (Sega)
6	Steel Gunner (Namco)
7	Vendetta (Konami)
8	GP Rider [ride-on] (Sega)
9	Rad Mobile [del.] (Sega)
10	Big Run (Jaleco)
11	G-LOC [deluxe] (Sega)
12	Super Monaco GP [del.] (Sega)
13	Space Gun (Taito)
14	Out Run [deluxe] (Sega)
15	Beast Busters (SNK)

TOP 5 FLIPPERS

	Model (manufacturer)
1	The Machine (Williams)
2	TMNT (Turtles) (Data East)
3	Funhouse (Williams)
4	Rollergames (Williams)
5	The Simpsons (Data East)



pler game than its predecessor: it has only one compact PCB; no cooling fan is needed; and its new gear mold and metal shafts are practically indestructible. At the same time, the unit offers more gameplay features to keep entertaining players with realism and fun.

"We've continually improved the quality of this game over its nine-year life, while bringing the price down around 30% since 1983," Ralph Coppola noted proudly. "That is pretty impressive at a time when all other game prices are rising! The game has really become a 'sport' all its own," he continued. "It has built a fanatical player following; it continues to be popular in bars and arcades; and sales have actually increased during the past three years! *Super Chexx* is a must for any sports bar."

THE ICE TEAM

Ralph Coppola is the "public figure" at ICE, handling administration, sales, marketing. He keeps track of the biz in person at countless trade shows and during his globe-hopping business trips to consult with a variety of overseas dealers — many of whom also happen to be his friends. Although Ralph earned a law degree from the University of Buffalo, he never actually practiced law as a living. He says coin-op is "what I do" — to the exclusion of just about everything else! It must be true, because when he's not on a plane or at the office, Ralph is at home staying in touch with tradesters around the world via his phone, modem and personal computer. (However, he apparently spends enough time with his family to remember that his wife — who is the mother of his four kids — is, in his words, "a beautiful lady.")

Jack Willert is "Mr. Inside" at ICE. He oversees R&D, production and purchasing, while sharing administrative duties with partner Ralph. Like Ralph, he loves the job and works long, long hours. "We share a unique relationship of total trust and rapport," Ralph said of partner Jack. "Together we own 100% of the company. We play devil's advocate almost constantly (there's that legal mindset at work), but underneath it all, we have the exact same vision of our company and its goals."

R&D chief John Callahan is the other member of the original ICE trio. He's responsible for actually building prototypes and pre-production models and whipping them into shape. Ralph and Jack salute John for his high-level creativity and craftsmanship. "The many kind words said about *Hippos* at AMOA actually should be directed to John," Ralph added.

Ralph Coppola obviously believes the best basis for a business relationship is a personal friendship. He describes *Putting Challenge* licensor Sam Kim (now a U.S. citizen) as "a great guy, brilliant inventor and very good friend." Sam (who holds more than 20 U.S. patents and was once an assistant professor of chemical engineering) is closely tied to ICE and has more projects in development with the firm for the future.

The same style of personal relationships also marks Coppola's links with many of his many American dealers, plus 15 or so foreign distributors. "I have found both domestic and foreign distributors to be very, very loyal," Ralph said, "probably because in most cases we are more than business associates. I've had the great fortune to be associated with some of the best people in the world, from the Far East to Europe." Ralph speaks warmly of such folks as Japan's Jun Furukawa (Kasco), Germany's Hans Kloss (Bally Wulff) and Spain's Jose Vilches (Inor). "Trust between us is absolute," Ralph said. "These are truly great people to experience life with."

AND FOR THE FUTURE...

Look for ICE to continue supplying a quality line of unique, long-lasting electromechanical games. The love of the industry is clearly in this company's blood. Ralph, Jack, John and the crew intend to remain on the scene for a long, long time.

"Our biggest challenge is to pick the best piece — something new, different and high-quality — from the several ideas we consider each year," Ralph and Jack agreed. "Since we introduce a limited quantity of new titles, only one per year, for us it's very important that each and every game is successful. Trying to guess what the public wants is difficult," added the duo, "even for big companies that spend tens of millions on market research. We've hit it the last few times, but for the future we're constantly seeking the next great idea. Our goal is always to be in position to handle the next big opportunity, as we develop or license a game theme from the many valuable contacts we've made in these nine enjoyable years."

The ICE team may work like Horatio Algers, but obviously they "get a lot of fun out of the fun business" — while providing plenty of fun for players and ROI for operators. For more information or dealer referral, contact the firm at: Innovative Concepts in Entertainment, 1510 Kensington Ave., Buffalo, NY 14215; 716/833-0481. The toll-free number is 800/342-3433; fax is 716-833-1342.

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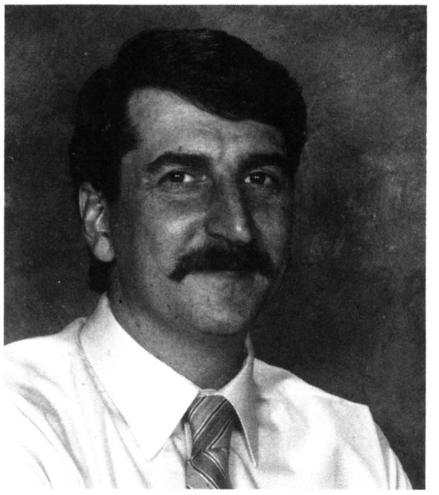
TECHNICAL TIPS

HANTAREX BOWS 25'' MONITOR

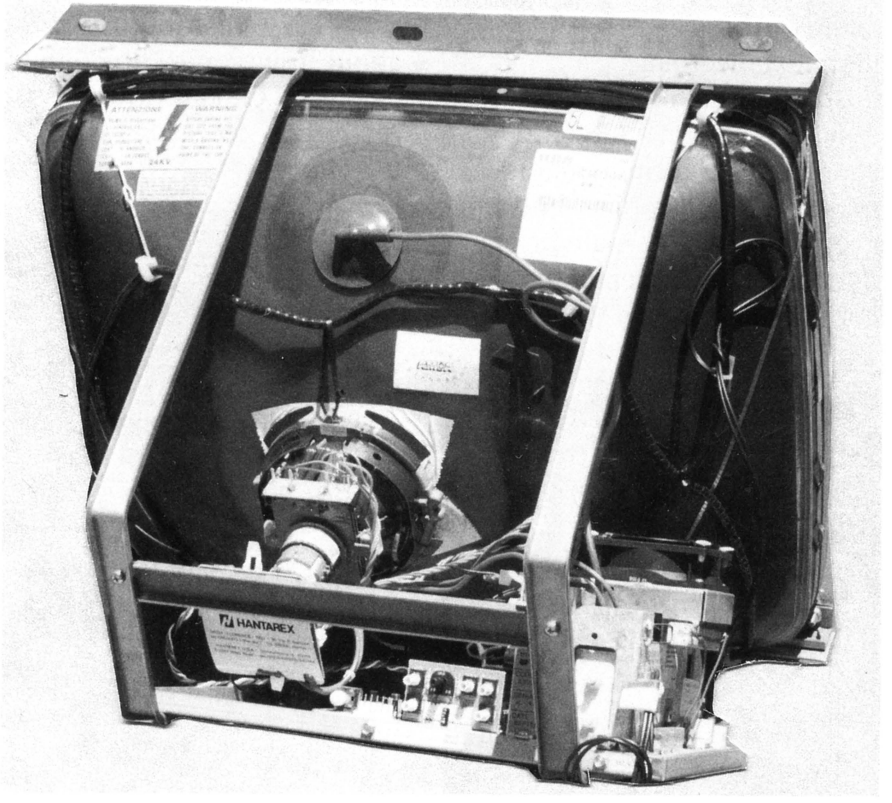
by RANDY FROMM

Hantarex's new 25'' monitor is dubbed the MTC 9110. The monitor follows the same basic design as their popular 19'' monitor, the MTC 9000. The Hantarex MTC 9110 monitor has some interesting features that set it apart from other video game monitors. For example, a separate horizontal and vertical adjustment board can be extended on a cable and mounted at the front of a videogame cabinet. This allows operators to adjust the vertical hold, size and position as well as the horizontal hold, size, and position without having to open the back of the cabinet to reach these controls. The brightness and contrast adjustments must still be accessed from the rear of the monitor.



One of Hantarex's trademark features is a very sharp and colorful display that is unsurpassed by other monitors found in videogames. This is true of the MTC 9110 as well. The MTC 9110 uses an American-made, RCA picture tube. One interesting feature of this CRT is immediately evident with a quick glance at the neck. The purity and convergence ring assembly that is normally found just behind the yoke has been replaced by a non-adjustable, ferrite sleeve. Instead of using a set of six magnetic rings to manually converge the picture tube, this CRT is converged by a computer guided robot!

In a process known as 'CAM-YAM' (Computer Aided Manufacturing — Yoke Applied by Manufacturer), a set of polychromatic sensors checks the colors at nine different spots on the front of the picture tube and sends the information to a computer. The computer then guides a robotic unit that holds the yoke and places it in the exactly correct position on the neck of the CRT. Glue





A special feature of the new Hantarex *MTC 9110* 25'' monitor (at left) is its non-adjustable ferrite alignment sleeve (above). Rather than using a set of six magnetic rings that must be adjusted manually, this tube's picture is converged by a computer-guided robot.

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(And don't forget AMOA's 1992 Government Affairs Conference, June 7-9 in Washington, D.C., and Expo '92, October 1-3 in Nashville!)

▫ ▫ ▫

For more information contact:

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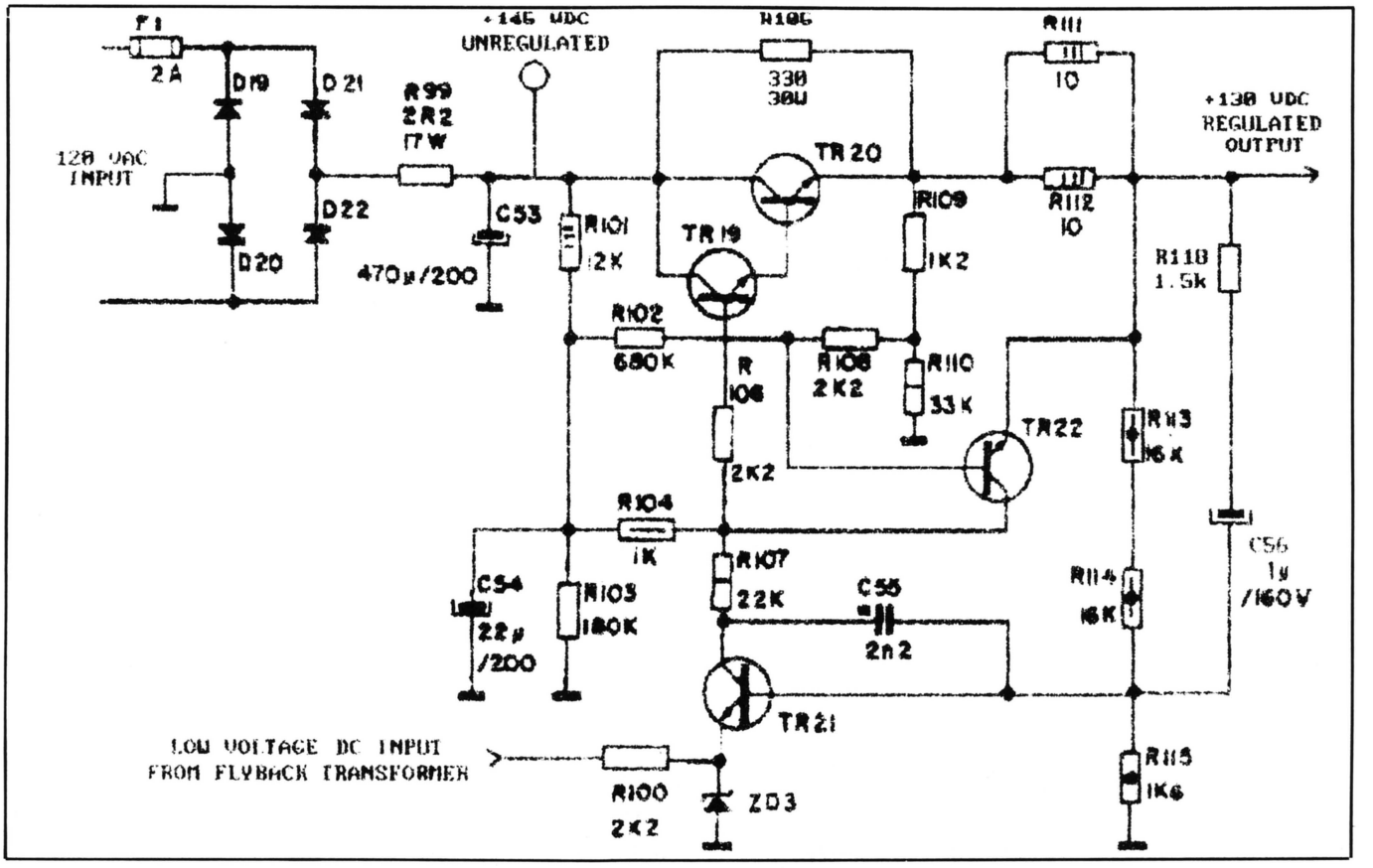

is then injected between the yoke and the picture tube to hold the yoke in place. Once applied, the yoke cannot be removed! It becomes an integral part of the picture tube.

The ferrite sleeve is then selectively magnetized by a computer controlled electromagnet so that the red, green and blue beams from the electron gun assembly are precisely aligned. This eliminates the need for the purity and convergence ring assembly and excludes the possibility that the rings will be accidently moved, throwing off the convergence of the monitor. If the picture tube ever needs to be replaced in this monitor, it will come already 'YAMed', requiring only that it be bolted in place of the old CRT. This greatly reduces the amount of time required for CRT replacement, and eliminates the possibility of ending up with a poorly converged monitor.

Another interesting feature is a special circuit in the power supply that transforms the + 130 VDC regulator circuit into an 'anti-ripple' circuit in the event that the 120 volt AC input drops below the point where the regulator circuit works properly. The circuit is simple and requires the addition of just two components, resistor R118 (1.5K) and capacitor C56 (1 microfarad, 160 VDC.)

These components serve to couple any undesirable AC that may appear at the output of the voltage regulator circuit back into the 'error amplifier' (transistor TR21 and zener diode ZD3.) The error amplifier circuit senses the drop in output voltage caused by the AC ripple and boosts the output voltage of the regulator circuit back up to + 130 VDC to compensate for it.

The anti-ripple circuit also will compensate for a defective primary filter capacitor (C53) that may not be functioning at 100% efficiency. If a bad filter capacitor allows some ripple into the unregulated power supply, the anti-ripple circuit will cleanup the output and prevent the monitor from displaying a picture that looks as if it is doing the Hula!

There is another distinctive circuit in the Hantarex power supply, called an over current protection circuit (OCP.) The OCP uses a transistor (TR22) to detect a short circuit on the + 130 VDC supply. When the emitter of TR22 is grounded by a short on the output of the power supply, TR22 is turned on. This in turn removes the base voltage of TR19 (TR19 and TR20 form a darlington circuit that make up the series-pass regulator.) When the base voltage of TR19 is removed, the regulator circuit is effectively shut down. This prevents the regulator from damage due to the short circuit.

Because of the additional power that is required to drive the 25 inch CRT (compared to the 19 inch), a fan has been mounted on the heat sink that supports the voltage regulator and the horizontal output transistor. A temperature sensor has also been mounted on the heatsink. Should the fan fail,the sensor will detect the rise in temperature and shut down the monitor if the temperature becomes excessive.

The Hantarex MTC 9110 proudly displays the 'AMOA Approved Standard' sticker on the back of the picture tube. This means that the monitor complies with the AMOA standards for monitors; standards which include specifications for video and sync input connectors and the frame size and mounting holes.

For further information, contact: Hantarex Corp. of America 1261 Wiley Rd., Schaumburg, IL 60173; 708/843-7226; fax 708-843-7244.

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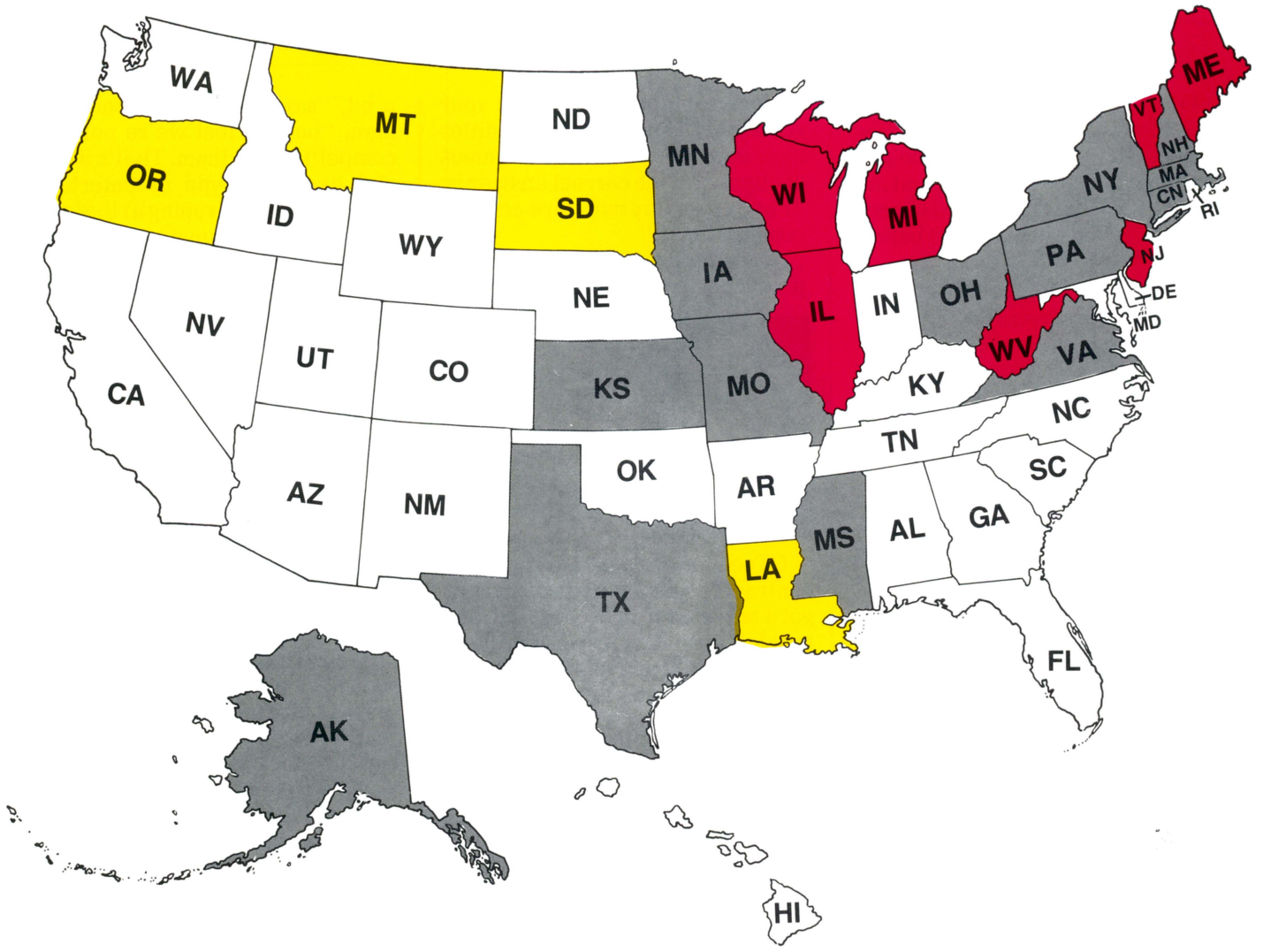


VLT UPDATE

a closer look at video lottery activity in nine states

[Editor's note: Due to space limitations, we couldn't print the following information in our September issue. But the facts about operator campaigns for VLTs in certain states are important enough to justify returning to this topic . . . hence the following update.]

What is coin-op's win-loss record to date, for operator-run, pay-off "video games of chance" in the 50 states? In early September, we pegged it at four wins, no losses and 10 "ties." All in all, a very respectable performance by an industry which, let's face it, is still learning the ropes of political lobbying at the statehouse level.

RePlay counts Montana, South Dakota, Louisiana, South Carolina, and Oregon in the winners' column. Losses are zero because there is not one U.S. state with sole-source VLTs planned or operating. The "ties" include Iowa and other states where sole-source deals were possible, but were headed off, plus states where operators have bills or regulations still pending. And we confidently expect some of those "ties" to move

operator-run VLT sought for 1992

legal approval in place for operator-run VLT

no VLT activity reported

operators seek approval this year for operator-run VLT

into the winner's column, perhaps this very year. Most notably, Wisconsin, New Jersey and Michigan continue to make progress, and another state or two has a good chance to pull a rabbit out of the hat before yearend.

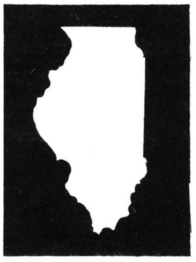
Of course, trying to reduce this issue to a win-loss record is admittedly an oversimplification. In every state where VLT legislation hasn't happened yet, tradesters will tell you they're still hanging in there. "Wait till next year," they say, "don't count us out." They are absolutely right: remember, Oregon and Louisiana succeeded in 1991 . . . but only after *years* of defeats and setbacks. (Of course, Oregon's legislative victory has produced more lawsuits than VLTs so far. But the trade is confident that these final obstacles can and will be overcome.)

At any rate, we should keep in mind that the same years-long process of gradual progress which brought victory to Louisiana and Oregon can happen in other states, too. As one wise operator said: "On a nationwide scale, video lottery is a 10-year program."

There's yet another factor which makes the VLT picture more complex than a simple win-loss ratio can suggest. That factor is called politics. As we've said before, the VLT legalization process is a "roller-coaster" unlike anything this trade has ever seen. One minute you're up; the next minute you're down. The political atmosphere changes on an almost daily (or hourly) basis. Emotions follow the same wild trajectory.

For the future, keep in mind that the revenue crunch experienced by so many states this year will only get worse. Video lottery will appear increasingly attractive to legislatures. It should also be noted that the successes in Oregon and Louisiana occurred *after* most of the setbacks or non-results in other states. Clearly, then, there is *not* a "negative snowball effect" happening from the slowness of some states to approve this market. Indeed, the results in Oregon — and especially Louisiana — should help other states gather VLT momentum. When lottery directors or state legislators in your state ask, "How many other states have approved operator-run games of chance?", the correct answer is: "Five, and many more are actively considering it."

Here's a bit more detail on VLT prospects in a few "likely" states.



ILLINOIS

GTech has the "regular lottery" contract in Illinois and reportedly got a sole-source bill sponsored, but it didn't pass. Tradesters here are concerned about avoiding a repeat of the near-disaster in Iowa. ICMOA was hoping to get a South Dakota-type bill passed during the latest session, but didn't get it despite a rather serious budget crunch. Ray Shroyer runs ICMOA's VLT committee and says the race track owners supported operators, but horse racing elements opposed them. "We've gotten information from Mountaineer Park in West Virginia and are showing it to the race tracks here," said Ray. "This is helping and we think things are still looking very positive for us."

"We know the state will need more tax dollars," said ICMOA's Adonna Jerman. "In fact, lawmakers are already getting complaints about the cuts they enacted to balance their most recent budget. So we spent the summer shoring up support among legislators and we plan to be there with our bill this fall during the 'veto session,' during which new initiatives can be added onto legislation."

Officials from the Illinois Gaming Board reportedly told some Chicago manufacturers "don't hold your breath" on VLTs. Officials said the state wanted to get its riverboat gambling well established before creating a possibly competitive venture. "They told me it could be a year and a half before video lottery happens," said the manufacturer.

"We hear that kind of talk from riverboat gambling supporters quite a bit," said ICMOA's Adonna Jerman, "but we feel we're not real competition for them. That's a special excursion-type of entertainment; ours is an evening at the local tavern. We don't have our heads buried in the sand; we also know the governor said privately he's leaning against video lottery. But he has not rejected the concept out of hand. So we will be talking to allies and possible opposition, trying to work everything out!"



IOWA

The Iowa legislature may debate VLT in a future session — perhaps this fall. If video lottery is approved, odds are that operators could participate. The question is, does Iowa really want to start *any* new form of legal gaming? Some lawmakers call VLT "a casino" which could compete with the state's already-established gambling (a state lottery run by GTech and riverboat gambling).

On Aug. 9, the Iowa Lottery Board had announced plans for a sole-source test (no operator involvement) of about 1,000 VLTs in 11 Iowa counties. Vigorous lobbying by operators helped convince the state's governor to pressure the lottery to cancel the proposed test. For more on Iowa, see separate story elsewhere in this issue.



MAINE

Operator Ross Furman (Skillful Vending) said a VLT bill sponsored by the Maine Gaming Assn. remains "on the Appropriations Committee table, where it was left in July. We are looking to go back into session sometime in October. At that time, we'll go back into action." Ross identified competition from a major on-line lottery firm as the key obstacle for the bill. "We were sailing right along," Ross said, "until another group came into the picture and offered roses . . . meaning they

promised 80% of VLT profits to the state." Said Ross: "We plan to show that under our proposal, operators who were born and brought up in Maine, and who operate here and provide a tax base in the community, are the best qualified to handle this market."



MICHIGAN

The Michigan Amusement Council, along with the Michigan Licensed Assn. and the Michigan Operators Assn. have formed a coalition, under the combined name of "Michigan Video Lottery Council." Chuck Hadden from a PR firm is their spokesman. They're working to pass video lottery. "There's a planned early fall introduction of a bill," said one member.

Amusement-only pokers are legal in Michigan at present, and the state already has a regular lottery run by GTech. Trade members are seeking a South-Dakota style bill.



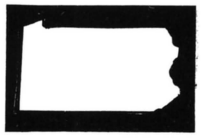
NEW HAMPSHIRE

Amusement video poker is already legal here, according to state legislator Ruth Gage. She also told us that a grass-roots group of lawmakers will introduce a South Dakota-type bill by Nov. 1 for 1992 consideration. Operators plan to support this bill, which will not get real action until the January 1992 session, Rep. Gage said.



NEW JERSEY

New Jersey is still considered one of the strongest prospects for operator-run video lottery, with tradesters hoping for support from Gov. Jim Florio. The governor dropped in during the Northeast Regional Trade Show in May to say some nice things about AMOA-NJ's bill. The proposed law is "in the hopper." Two committee hearings have occurred (one in the senate, one in the assembly). "Our next move is to get the bill out of the committee onto the floor of the senate," said AMOA-NJ president Frank Seninsky. "We think we have the votes to have it pass the senate." The group hopes for a vote this fall.



PENNSYLVANIA

Operators and a growing number of lawmakers in the Keystone State have been trying to legalize video poker for about eight years. They get closer with each attempt. This year, the state faced both political chaos (leaders dying, retiring, or ill) and fiscal crisis (revenue deficits; no state budget for a while). Most tradesters' hopes for 1991 VLT passage ended when the state finally did pass a budget and hike taxes. One PAMMA member said: "We'll probably have to start again with re-introduction of our bill in the next session. We'll be taking it through all the legislative steps. In our favor is the fact that we've laid so much of the groundwork and built so much support already."

TEXAS

A "regular lottery" bill has 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.

"We tried to work quietly behind the scenes on VLT," explained Verl Bernaugh (Commercial Music), who heads VLT efforts for AMOT. "But now it's hit the newspapers here," said Verl, "so we're going to work hard to educate our state senators and representatives on this issue in case it comes up for a vote."

At AMOA Expo '91, leading Texas operator Dock Ringo blamed the defeat of AMOT's VLT initiative on clever political maneuvering by opponents. During the legislative process, said Dock, someone changed



the language of the bill. Soothing words like "video lottery terminal" were replaced with phrases like "poker" and "keno" which "stirred up some people," he said. AMOT got the original language re-inserted, but "the damage had been done," Dock admitted. During the last 15 minutes of the session, a key AMOT supporter changed sides, railing against slot machines and other evils. Concluded Dock: "We were actually counting our quarters [in anticipation of legalized VLTs], but we learned the hard way what can happen in this political game we're playing. Still, it's not over till it's over. We will get there someday!"



VERMONT

Definitely a state to keep an eye on! Vermont came "within a whisker" of passing a good VLT law last year. This year, with the unexpected death of Gov. Richard Snelling in early August, Vermont acquired a new governor whose position on video lottery is not known.

"We have our bill in the hopper with the state legislature," said a Anthony Otis, VAMOA legal counsel. He seemed very confident about VAMOA's chances. Of course, nothing is ever set with VLT until it happens, but from what we could gather, Mr. Otis had some good reasons for optimism. We can't tell all, but we can say that a special legislative committee is looking into legal gaming of all types; this group was to have held hearings for mid-August. In September VAMOA made some polished presentations about the benefits and growing nationwide popularity of VLTs to potential allies in other industries.

VIDEO 1991 LOTTERY

"WE MAKE VLTs"

manufacturers are a diverse & competitive group; slot machine giants, new ventures, specialists, mom & pops

To the average observer, video lottery terminals may all look pretty much alike... but the companies behind them are anything but. Giants stand beside "mom & pops." Newcomers rub shoulders with old-timers. VLT specialists compete with multi-market "department stores." In all, it's a very diverse group of businesses.

Slot machine giants like IGT and Bally stand high on the roster. So do lottery machine specialists like VLC. Other specialists include Big Ten Electronics, Aries and Aristocrat. The roll call has a sprinkling of American amusement factories like Dynamo Corp., Premier Technology and U.S. Games (soon to be joined by Williams and Arachnid). But the American flag isn't alone in this arena; the VLT manufacturer list also includes two Japanese subsidiaries: Takasago and Universal. Additional Japanese entrants into the VLT market might be on the way, not to mention some European slot makers who are eyeing this market. Finally, some video lottery makers are of the smaller but "we try harder" breed, such as Ram Star and SMK Corp.

Most of these firms specialize in gaming equipment, obviously, but a few (such as IGT and VLC) also offer central computer systems which states can use to monitor and regulate terminals on location. Some machine makers focus on the U.S., but most also service Canada, or hope to. Almost all have their eyes on Indian reservations. A couple have far-flung, worldwide empires.



AERIES INTERNATIONAL'S VLT PRODUCTS *(In this section, there are many products shown with hoppers... these simply are photos of the firm's "casino-style" versions of their VLT machines.)*

The following brief profiles should introduce our readers to most of the manufacturers who are licensed to sell VLTs in Montana and South Dakota. Keep them in mind... because as coin-op goes further into this market, you'll be hearing plenty more about all of them! — *the editors.*

ARIES INTERNATIONAL CORP.

This Las Vegas firm was formed in April 1990 and has been producing machines for about a year. The parent firm is Uno, Inc. in Minneapolis. President Bob Wood, a CPA, had a prior career as chief financial officer at various Las Vegas casinos. Aries founder and chief engineer Morris Barnhardt previously worked for United Gaming (Casino Electronics) and was an original founder of Electrosport.

Aries makes a video poker, a video keno and a new video pulltab machine. Four new types of VLT models (multi-game touchscreen, blackjack, and other games) are also under development. Aries is licensed in Montana, South Dakota and New Brunswick, though all sales to date have occurred in the New Brunswick market. Demo units have been shipped to their dealer network (traditional amusement game dealers) in Oregon, Kansas, and Louisiana. Aries' "dealer network in waiting" also includes outlets in Wisconsin, Minnesota, Illinois and Canada.

"I think the video lottery market is astronomical, beyond whatever



ARISTOCRAT'S 'JUBILEE POKER'

our greatest fantasies might be," stated Bob Wood. "My own personal opinion is that VLTs will be to state governments in the 1990s, what lotteries were to the states in the 1980s."

Aries' phone is 702/252-8534.

ARISTOCRAT INC.

In the slot manufacturing business since 1953, Aristocrat Leisure Industries is active in 50 countries. Founder Len Ainsworth still works at the factory headquarters in Sydney, Australia, which can produce 14,000 machines annually.

The U.S. subsidiary is Aristocrat, Inc. which maintains a warehouse and sales office in Reno, Nev., plus a second sales office in Atlantic City, N.J. Chief operating officer Ray Hibarger was, of course, owner of Hanson Distributing in Minneapolis. Sales chief Don Hutmeier was Sega's first U.S. sales manager some years back and has worked for such as IGT.

Right now they're most active selling slots (to the Caribbean islands, cruise ships and Indian reservations, with plans to expand to Atlantic City, Nevada and Colorado). As for VLTs, Aristocrat is licensed to sell in Montana and South Dakota; the firm will be applying for more VLT licenses as new states open up. They make U.S.-style video pokers and obviously have the capability to make blackjack and keno if desired. "We have dealers where they are required and are taking it a step at a time, looking at each market as it develops," said Don Hutmeier. "The ideal is always to sell through distributors."

As for the future of VLT market, "I'm excited as hell," said Don. "I've been in this business 40 years and have never seen a carrot like this before. If there's a problem, it's that you get built up to a crescendo of excitement when a state looks ready to approve video lottery terminals, then it stops dead, like in West Virginia. We got very excited at the beginning of this year when 22 states were looking at video lottery terminal. Now we're taking a wait-and-see approach. But long-term, we are still very optimistic. We expect a domino effect: when one big state goes, then others will follow. Once that happens, all the manufacturers working overtime won't be able to meet the demand!"

Aristocrat's phone is 702/329-7767.

BALLY GAMING, INC.

This legendary coin-op firm was founded in 1931. Associated with the Bally name is everything from the early hit pinball *Ballyhoo,* to monster video hits like *Pac-Man* and *Ms. Pac-Man.* But in the 1980s, Bally exited the "pure amusement" market, selling its video and pinball manufacturing interests to Williams Electronics, and breaking up its once-impressive chain of coin-op dealerships.

However, Bally Mfg. remains active in the gaming business where it also has a rich history (including such landmarks as the 1941 *Club Bells* machine). The company temporarily exited the gaming biz from 1951 until 1963, when new state



BALLY GAMING'S 'MAVERICK POKER'

laws allowed Bally to re-enter this market. They updated earlier slot designs to create the modern casino-style slot with hopper (a Bally innovation). Today, this type of game is the top gambling attraction worldwide . . . and Bally is a gambling giant with huge casino sales. They claim sales leadership in Nevada, Atlantic City, and several foreign nations. The firm also sells much equipment to the U.S. government.

Bally bowed electronic video pokers and slots for the casino market in the mid-1980s. For the coin-op market, they make VLTs which are licensed and used in all legal U.S. jurisdictions including Montana and South Dakota. They're also the sole supplier to the West Virginia VLT test market. Bally video lottery terminals went into operation in New Brunswick, Canada in early 1991.

The Bally VLT line is quite broad. It began with *Wildcat Keno* for the Nevada market. Today, the line includes arcade-style VLTs with fiberboard cabinets and easy-to-convert one-piece front glass. Arcade-type VLTs are available in stand-alone

cabinets (suitable for rotation to different locations) or in a "lowboy" model with separate base containing the cash drop. A second line of Bally VLTs is the casino-style *Maverick* machine, featuring full chrome front, mirrored graphics and other casino-type features. This model comes with a base like the "lowboy" described above. A "jackpot tower" to complete the casino look is optional.

Games available for all Bally video lottery terminals include joker poker, draw poker, keno, and their proprietary game "Magic Symbols" which is currently testing in West Virginia. All games are available in multiple percentages and custom percentages may be developed to meet operator or state requirements.

Bally's VLTs are represented in Montana and South Dakota by Heron Ltd., which will also distribute Bally product in Oregon when that market opens. "In those markets where the operator is in the distribution chain, we will always go through an independent distributor," said Bally execs. "As for working with state operator associations, we are now in the process of joining those groups in at least two states where video lottery will open." All of Bally's VLTs are manufactured at their plant in Las Vegas. President of Bally Mfg. overall is Richard Gillman; the gaming division's prexy is Jim Barrett and marketing director is Rob Dickenson. Phone for the gaming division is 702/896-7700.

BIG TEN ELECTRONICS

This fast-growing VLT manufacturer was incorporated in 1988 (Great Falls, Mont.). Gary Link is president and chief operating officer; prior to forming Big Ten with the other corporate officers, he was involved in private gaming enterprises (such as making bingo paper and products, etc.). Attorney Matt Robinson is VP and general counsel; Vince Kyle is director of marketing & PR; Andrea Baker is secretary/treasurer.

Their VLT product line includes *Draw 88* video poker, the *Reno Classic Keno;* and *Criss Cross Bingo,* a new four-card bingo. Several additional video lottery terminal products will be added to their line by year's end. A "menu game" (blackjack, bingo, keno, various poker variations, and bingo) is in the prototype stage; Big Ten is expanding to non-gaming electronic products as well.



BIG TEN'S 'DRAW 88 POKER' & 'RENO CLASSIC'

Games are manufactured in Great Falls, and are marketed for the moment only in Montana. But since the firm is licensed to sell in South Dakota and in territories controlled by the Atlantic Lottery Corp. (certain provinces of Canada), they anticipate expanding their market base. Big Ten sells through distributors or directly to operators; they have also sold to Indian reservations which are approved for gambling.

Big Ten is actively monitoring (and in some cases, assisting) operator efforts to pass VLT legalization. "Our approach is to make contact with operators and ask if we can be of any assistance," said Matt Robinson. "From a business standpoint, we're obviously excited about the new dimension video lottery has added to this industry. From a socioeconomic view, it serves as a viable means of raising government revenue in lieu of increasing the local tax burden. Furthermore, the present political climate accepts increasing public acceptance of recreational wagering activity."

As for the future, Matt stated: "It's difficult to predict exact numbers, but without question we'll see more and more jurisdictions authorizing this form of gaming — particularly those which are having budget problems."

Big Ten's phone is 406/452-7361; the primary contacts are Matt Robinson and Vince Kyle.

DYNAMO LOTTERY DIVISION

One of the most "dynamic" amusement game manufacturers around — Dynamo Corp. in Richland Hills, Texas — has decided to jump into the video lottery market with both feet . . . or should we say, both cowboy boots. Under the leadership of president Bill Rickett, the company has spent over 17 years making top-quality table games (pool, soccer, and air hockey). They've also done top-quality video game contract manufacturing for many of the leading U.S. amusement firms. A couple of months ago, Dynamo made perhaps its most ambitious move yet: it purchased Foxtronix, a firm whose VLT product was already licensed in all legal jurisdictions — under the Electrosport name in some cases. (Foxtronix also had a division called HTS Electronics that sold high-quality gray area games.)

For its VLT launch, Dynamo has redesigned the cabinets (remember, they also make fine universal cabinets). But Dynamo has kept the time-tested Foxtronix game software and communications programs inside. The Foxtronix name will fade into history as the new Dynamo Lottery Division performs all manufacturing out of Richland Hills. Dynamo VP Mark Struhs will lead the Lottery Division marketing team, while former Foxtronix topper Horst Wedner will head up engineering and production tasks.

Dynamo's VLT product line consists of a wood-cabinet upright and a casino-style metal cabinet, both available in touchscreen or button control versions. Software has already been approved to run on the VLC central computer; Dynamo is also working with the IGT communications system. Using its restyled equipment, Dynamo Lottery Division will get licenses in its own name. Trade members got a chance to see these new goods at the AMOA show. The existing Dynamo amusement dealer network will also represent Dynamo VLTs, by the way.

Dynamo prexy Bill Rickett is quite optimistic about the prospects for video lottery expansion. His opinion takes on even more weight, when you recall he is also the 1991-93 president of AAMA, the manufacturer-distributor association for coin amusements. Like may polite Southerners (and contrary to the Texas stereotype) Bill's statements tend to be careful and modest, but his ultimate feelings still come through.

"I think the future looks pretty good," he told *RePlay*. "With the number of states that are coming on now, such as Oregon and Louisiana and quite possibly Texas, we probably will see the same kind of snowball effect with video lottery that occurred with 'regular' state lotteries in the 1970s and '80s. Overall, it should be very positive for the coin machine industry!"

The phone number for Dynamo Corp. is 800/527-6054.

GAMES OF NEVADA

This sole proprietorship was founded in 1967 by owner Michael Wichinsky, a former Sands casino exec who later became Bally's first distributor. General manager of the company is former Caesar's Palace (Atlantic City) exec George Levine.

Based in Las Vegas, they're manufacturers of Vegas-style video poker, keno and gambling novelties such as Vegas-style pushers. The firm also operates a gaming route in Nevada. They distribute their own product and are licensed for machine sales in Louisiana, Montana and South Dakota — although they don't actually make on-line VLT games yet. But that's coming! The firm plans to introduce a line of multi-game, on-line video lottery terminals for the above-mentioned markets and, they hope, for Oregon.

"We feel the VLT market may grow to include most of the 48 continental United States," said George Levine. "Video lottery is a 'soft' form of gaming that's highly controlled and very attractive to state governments because of the on-line computer and print-out ticket dispenser. State officials never imagined they'd be able to have so much control, so it's an easier form of gambling to get approved."



GAMES OF NEVADA'S 'JOKERS WILD'

Phone for Games of Nevada is 702/732-1414.



IGT'S 'PLAYERS CHOICE'

IGT

IGT stands for "International Game Technology." The Reno, Nev.-based firm was founded under another name in 1975 by Si Redd (see our "Conversation with Si Redd" elsewhere in this issue).

Today, IGT calls itself "the world leader in the design and manufacture of slot machines, video gaming equipment and a variety of specialty casino devices," with more than 100,000 machines operating worldwide and sales topping $144 million in fiscal 1990. IGT invented the first video lottery terminal in 1984 (they called it an "Electronic Instant Lottery"). IGT boasts a $5 million annual R&D budget, a staff of over 2,000 worldwide and leading shares of the Montana and South Dakota VLT markets.

Is IGT actively trying to bring video lottery to more U.S. states and Canadian provinces? You'd better believe it! Says the firm: "To address the explosive growth of public charitable and other non-traditional gaming markets in North America, IGT recently established the Government Systems Division. The Division is headed by VP Jerome Young, former deputy director of operations for the Ohio Lottery. The goal of the division is to utilize the company's resources and expertise to provide gaming solutions for governmental entities throughout North America.

"As part of these solutions," IGT execs added, "the Division offers self-instructive player terminals with sophisticated security, lively animation, vivid colors, and digitally synthesized music and sound effects. Its game library includes not only the traditional video games pioneered by IGT in the 1980s (video poker, keno, blackjack, and video slot), but also a new array of Electronic Instant Lottery games. Based on traditional lottery scratch-off games, this new library includes sports themes, money-match and potpourri (tic-tac-toe, bingo) games."

IGT is apparently also aiming to sell some central computer systems to new states as they begin VLT operations. Said the firm: "The Division's solutions package also in-



MERIT'S 'SUPERSTAR 2000'

cludes unparalleled communications systems with full accounting, security and progressive capabilities," etc. IGT recently announced that it will supply the central computer and 800 terminals for Manitoba Lotteries Foundation in Canada. By the way, Dynamo Corp. and 11 other firms are now working with the IGT communications system for their video lottery terminals.

IGT has its own exclusive worldwide network for casino products, but says it is "interested in developing relationships with [coin-op] distributors" in jurisdictions where the law allows. "We are currently pursing negotiations with major distributors throughout the nation who currently supply other equipment to the coin-op industry," added IGT marketing manager Pam Sutton. "We have also recently signed agreements with H. Betti Industries Inc. and Betson Pacific Distributing."

IGT works with operators to open VLT markets in more U.S. states. Said Pam Sutton: "We support video lottery legislation efforts, primarily through state operator associations. We have membership in seven state associations and we plan to join more of them as they draw closer to implementing video lottery. We are also members of the national association, AMOA."

As for the future of the VLT market, IGT's VP Jerry Young stated: "States and provinces in North America are coming under increasing financial burden. Demand for public services is increasing while, at the same time, taxpayers are unwilling to support these desired services through additional taxation. In the search for new sources of revenue, legislators — primarily in state and provinces where lotteries are already established — are considering video lottery as a means of generating those needed extra dollars. This represents a significant opportunity to suppliers in all phases in the process: from manufacturing, to distribution, to installation and finally to ongoing operations."

IGT's phone at their Reno headquarters is 702/688-0100.

MERIT INDUSTRIES

Known years ago for gray area pokers, Merit's reputation in recent times has been built on dart games and video lottery product. VLTs made by the Bensalem, Pa. firm are licensed in Montana and South Dakota. Merit makes several types of poker and keno VLTs, featuring all needed communications devices. VLTs are available in both upright and casino-style cabinets. Oversized screen graphics, lighted buttons and colorful cabinet art all enhance player appeal. At presstime, Montana approval was pending for a touchscreen VLT.

The firm found itself squarely in the middle of a major controversy this summer after the Iowa Lottery Board announced plans for a sole-source VLT test using equipment made by GTech. Software for these VLTs was licensed from Merit. That test is now "on hold" until the Iowa legislature can debate the whys and wherefores of video lottery. Meantime, Merit president Peter Feuer says the company will continue a cooperative working relationship with GTech, and that Merit also remains firmly committed to the operators' role in video lottery.

Merit's phone is 800/523-2760.



MILLS-JENNINGS' 'BINGO'

MILLS-JENNINGS MFG. CO.

This once-legendary Reno, Nev. firm resulted from the merger of two gaming companies, each of which began around a century ago. For a time, Mills-Jennings was the world's largest maker of mechanical, reel-type slot machines, but lost its commanding hold of the market when computer technology came to the fore.

Several years ago, the company purchased a controlling interest in an industrial electro-optics firm called Mast Keystone. The latter's president, a genial fellow named Gifford Mast, took over the top slot at Mills-Jennings. Today he is president of both firms, but (after some more financial shuffling) neither firm owns the other! They are both public firms. However, Mast Keystone does all manufacturing for Mills.

Today, Mills makes bingo (licensed in Louisiana), as well as keno and poker (licensed in Montana) and pull-tab machines (sold to Indian reservations). They plan to market a video poker game in Louisiana, once regulations let factories apply for licensing and approval. Mills-Jennings product is always sold through distributors. Through those distributors, the company supports



RAMSTAR'S 'VIDEO POKER'

efforts to legalize operator-run video lottery in new markets.

President Gifford Mast sees an ever-growing future for gaming of all kinds . . . and he has some intriguing views on the role of Indian reservations as catalyst in the entire process. "I think video lottery and other legalized gaming machines are going to be big, big business," he said. "This will happen not just in the 50 states but also in Indian reservations — and there's a lot more than 50 of them! Remember, Indian reservations don't have to limit their jackpots or conform to state regulations. Reservations can have as many terminals in one place as they want. Since people from all over the area, not just reservations, are free to come play in those casinos, the reservations can have as many terminals as the whole state's population will support. A flood of non-taxable dollars will begin moving to these reservation casinos. In order to tax some of those gambling profits, more states will be forced to legalize gaming in various forms — including video lottery in some cases. States will also have to increase the size of allowable jackpots in order to compete with what the reservations offer."

Even if the spread of South Dakota-style video lottery is slow and gradual, Mast says manufacturers will realize major profits from it. "The new Louisiana market could result in 30,000 to 40,000 machines eventually," he predicted. "That's more machines than were sold last year by all the gaming machine manufacturers, to all the markets in the whole country. If three states were to be legalized in one year, I don't know how the manufacturers would supply them! So between the Indian reservations and the increasing activity in all forms of legal gambling," Mast continued, "we think that's where the big market will be for us. The competition is pretty fierce, but the market is so humongous it doesn't matter."

In Reno, the phone for Mills-Jennings is 702/827-8110.

PREMIER TECHNOLOGY

Famed as a pinball factory, Premier acquired SMS Mfg. (a New Jersey-based VLT maker) in August and will now make both amusements and gaming equipment. Both types of products will be built in the firm's Illinois plant. Amusement sales and marketing will also be piloted from there, while VLT sales and marketing will be handled out of New Jersey. Premier prexy Gil Pollock has put Mike Vrettos in charge of amusements and SMS founder Sal Mirando in charge of VLTs.

Their 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 and sound effects. Full bill acceptors and stackers are also included. Custom versions will be offered for various markets and customers. SMS machines are licensed in Montana and South Dakota, so renewing approvals for equipment there should be a snap, said company execs. Premier will apply for its own manufacturing licenses in all approved markets.

Phone for Premier's Video Lottery & Gaming Division is 908/370-3030.



TAKASAGO'S 'DRAW POKER'

RAM STAR

Admittedly one of the "smaller but we-try-harder" breed, Paul SoRelle was in the gasoline business before he purchased Ram Star in November 1988. Today he's a well-known fixture at AMOA and other coin-op shows, demonstrating his VLT line which includes video keno and video poker games. Ram Star manufactures its machines at its plant in Platteville, Colo.

Licensed to sell in both legal video lottery states, Ram Star has made some sales in Montana but has not actually submitted a model for testing in South Dakota. "We'll probably apply for South Dakota approval soon because of other states that are looking favorably at this market," Paul SoRelle advised. Ram Star also plans to join the AMOA-organized Regulated Gaming Institute.

Ram Star's phone is 303/737-2441.

SMK CORP.

In the spring of this year, Jim Dana (who comes from a background of commercial investment) bought the assets of American Coin, a small firm which was already licensed for

video lottery terminal sales in Montana. He relocated the firm to Billings, Mont. and today SMK is developing prototypes and going through licensing procedures for video lottery and casino-style products. The firm remains licensed in Montana and all manufacturing is done in the state. Specific additional video lottery terminal markets will be targeted in the future; the firm also hopes to sell its casino-style product in Colorado and Nevada.

Speaking of the emerging VLT industry, President Jim Dana said: "It's a long-term growth market. States need the revenue and they're trying to legitimize the industry."

SMK's phone is 406/252-6161.

TAKASAGO DISTRIBUTING CO.

Based in Las Vegas, this is a U.S. subsidiary of a Japanese firm. The parent company is called Takasago Electric Industries Co. Ltd.; it makes pachinko machines. The American subsidiary, founded in mid-1980s, chiefly makes, distributes and operates casino-style equipment in Nevada.

VLT is a significant part of their future plans, however. The firm holds a manufacturing license for South Dakota, where their video lottery terminal is now being tested for approval by lottery officials. The firm also hopes to become active in Louisiana's on-line video poker market.

President and owner of both the Japanese firm and its U.S. subsid is Mr. Junichi Hamano. He's been in Japan's coin-op industry for many years (his father founded the parent firm some 50 years ago). Exec VP of Takasago Distributing is Shigehiko Nomi; tradesters can contact him at 800/832-4263 (which is TDC-GAME).

UNIVERSAL DIST. OF NEVADA

This firm is a Las Vegas-based U.S. subsidiary of a big Japanese machine manufacturer. The U.S. branch was incorporated in Nevada in 1984. Kazuo Okada is president of Universal Ltd. of Japan (Nippon's largest maker of pachinko and "mimo" game machines; they also make slots and gambling equipment). Today, Universal claims about 30%



UNIVERSAL DIST. OF NEVADA'S 'JOKER POKER'

of the slot machine market in Nevada and Atlantic City, and a significant portion of the casino-style payout video poker market. Games are manufactured in Las Vegas, where the plant employs 120 workers.

As for video lottery product, their *Universal VLT* features draw poker and joker poker. It uses an IBM XT computer with hi-resolution Mitsubishi monitor; the firms says it's the only video lottery terminal with a bill validator in the front of the machine. Keno and blackjack machines are on the drawing board, as is a multi-game machine.

Universal is licensed to sell VLTs in South Dakota, but they don't have machines there yet. Currently they are operating video lottery terminals in the eastern provinces of Canada. "We're also bidding to have machines in Manitoba and Alberta, Canada," said company officials. "We also hope to be in all of the U.S. states that legalize video lottery."

Current president of the U.S. subsid is Tomi Takasato, who earlier ran one of the firm's manufacturing plants in Japan. The operations manager is Barrett Johnson, a retired Air Force colonel with manufacturing experience. Sales coordinator Kelly Graham (who speaks Japanese) serves as liaison between Japanese and American staff; he also does market reports. Account execs Randy Adams and Gary Harris boast 25 years of very successful experience in the slot machine industry.

Regarding the future of the American VLT market, Kelly Graham hesitates to predict the number of jurisdictions that will go legal. But he does agree that "States are hurting. They need alternative methods to increase their revenue . . . which means VLT has significant market potential."

Universal's phone is 702/361-3166.

U.S. GAMES

This well-known coin-op company admits it was in a financial bind a year ago, but today they've turned around and will come on strong in several markets: video lottery, amusement countertops, and — already very successful — progressive multi-game machines (pulltab, bingo, keno, lotto, and in some cases poker) for legal casinos on Indian reservations. "We are undoubtedly the industry's hottest company in the Indian gaming market," said Mort Ansky, who joined the firm on July 1. "Thanks to the ingenious leadership and engineering skills of president Mike Pace, U.S. Games has found its niche and become very successful with legal touchscreen equipment," Mort added.

Located in Norcross, Ga., the firm is already licensed to sell poker games in South Dakota and bingo in Louisiana. They will also pursue video lottery terminal business in all legal markets. "In no way do we deal in gray market product," Mort stressed. U.S. Games showed a new touchscreen VLT game at the AMOA Expo which can be adapted for each legal state.

Their phone is 404/441-2910.

VIDEO LOTTERY CONSULTANTS

No doubt about it, VLC is one of biggest of the "big daddies" in the emerging video lottery market. They installed the central computer (VLT control system) which government officials use to regulate the VLTs in South Dakota and in Canada's At-

lantic Lottery Corp. areas. VLC is ranked number one in VLT sales in South Dakota, and that by a huge margin. As of May 15, they estimated that 62% of all terminals in the state were made by them. . . a total of 3,330 VLTs. The company is ranked number two in sales in Montana (behind IGT), controlling about 20% of that market. In Canada, VLC estimates they have 48% of the New Brunswick market, 44% of Newfoundland and 30% of Nova Scotia. "In all of these areas," the firm stated proudly, "coin operators are allowed to choose any manufacturer's VLT products."

VLC is licensed to sell VLT product everywhere it's currently legal, and their games are on test in other locations as well.

Headquartered in Bozeman, Montana, VLC is the primary subsidiary of Video Lottery Technology, a holding firm which recently went public. But while the stock is traded under VLTS, the company will retain "VLC" as its active corporate identification in the workaday market.

Before founding VLC, company toppers were involved in video game routes and distribution (Montana dealers for Electrosport at one time). Chairman and CEO is Larry Lippon. VLC was founded in 1985 for the purpose of designing, manufacturing and marketing integrated video terminals, central control systems and related services. VLT is their focus, but the firm also makes player-activated terminals for legal off-track betting in New York (operated by Control Data Corp.), as well as the player terminals which South Dakota uses for its "Lotto*America" games.

VLT product is manufactured at the plant in Bozeman. It's designed in different cabinet styles, from wood to steel to "casino-style," allowing flexibility in matching games to location needs or characteristics. All VLTs use the same universal hardware/software platform, and each terminal may be fitted with extra goodies such as bill acceptors, optical mark readers, dial-up or on-line interfaces, ticket printers and ticket dispensers. All of the firm's VLTs offer touchscreen technology, allowing players to choose and change games at will. Also, using the touchscreens, operators can quickly and easily program each terminal for speed of play and volume control, plus get diagnostics, accounting data and input commands.



THE VIDEO LOTTERY CONSULTANTS (VLC) LINE

As for future product plans, the firm is quite busy. "We pride ourselves on leadership in the video lottery industry," said company execs. "With a long list of firsts (first statewide system, first touchscreen, first comprehensively accountable VLT, a number of reliability-related design firsts, etc.), we are constantly in development. Currently, there are a number of new product on the shelf that will not be introduced unless or until legalized or requested by a lottery."

Lottery terminal factories dealing directly with locations or other parties is a major "hot-button issue" for operators, but VLC says they are strongly committed to the distribution chain. "Where such a network is permitted, VLC is the only VLT manufacturer that has consistently dealt solely with qualified coin operators," said the firm. "Experience has shown us that coin operators are generally the only businesses capable of properly servicing and maintaining the sophisticated electronics utilized in a VLT. Therefore, we have focused on coin operators, as we are more concerned with building a public reputation for reliable and well-maintained equipment, than with making one-time cash sales to unqualified retail locations."

Further, VLC does work with operators in some states to achieve VLT legalization. "Video lottery would not exist today if VLC had not spearheaded the South Dakota legalization effort with a responsible and coordinated bill design that specified coin operator involvement in the first statewide video lottery," stated execs. (Let's face it, it's pretty clear that without VLC's creation of a reliable, fairly inexpensive computer monitoring system that could work over standard voice telephone lines in severe northern weather, the South Dakota system would not exist as we know it today.) "That involvement continues in a number of states today in a similar manner," said company officials. "VLC will cooperate and coordinate with responsible coin operators' efforts to create legitimate video lotteries."

Regarding prospects for expanding the video lottery market, VLC is cautiously optimistic about the future of a business they were instrumental in creating. "While the future looks unlimited with a dozen or more states on the horizon," said execs, "video lottery's future is not assured. In every case, the decision to proceed will be a political decision of elected officials, based on perceptions of public safety, accepta-

bility and reliability."

VLC's phone is 406/586-4423.

ZOBER INDUSTRIES (KRAMER MFG.)

Kramer Mfg., a long-time coin-op amusement firm, was purchased in February of 1990 by Zober Industries of Croydon, Pa. Zober has been a very diverse contract manufacturer for such as DuPont and Sunoco. President and sole owner Joel Zober formed a small machine shop that bore his name name 20 years ago and built it into today's giant.

Phil Cornick is president of Kramer; he's a design engineer whose been with Kramer for six years. Kramer still makes the redemption games (*Skill Dozer,* cranes, basketball games), along with amusement only poker and 8-line games, and trivia videos.

Kramer's *Video Lottery Terminal* is a single model offering multiple games including three types of poker, plus keno and blackjack. The unit features touchscreen technology and is housed in a highly-polished chrome-front, all-steel, casino-style cabinet. Other lottery products include an instant ticket dispenser for state lotteries (a hugely successful product for Kramer), plus a pull-tab dispenser. "We absolutely will add future VLT products to our line," said Phil Cornick.

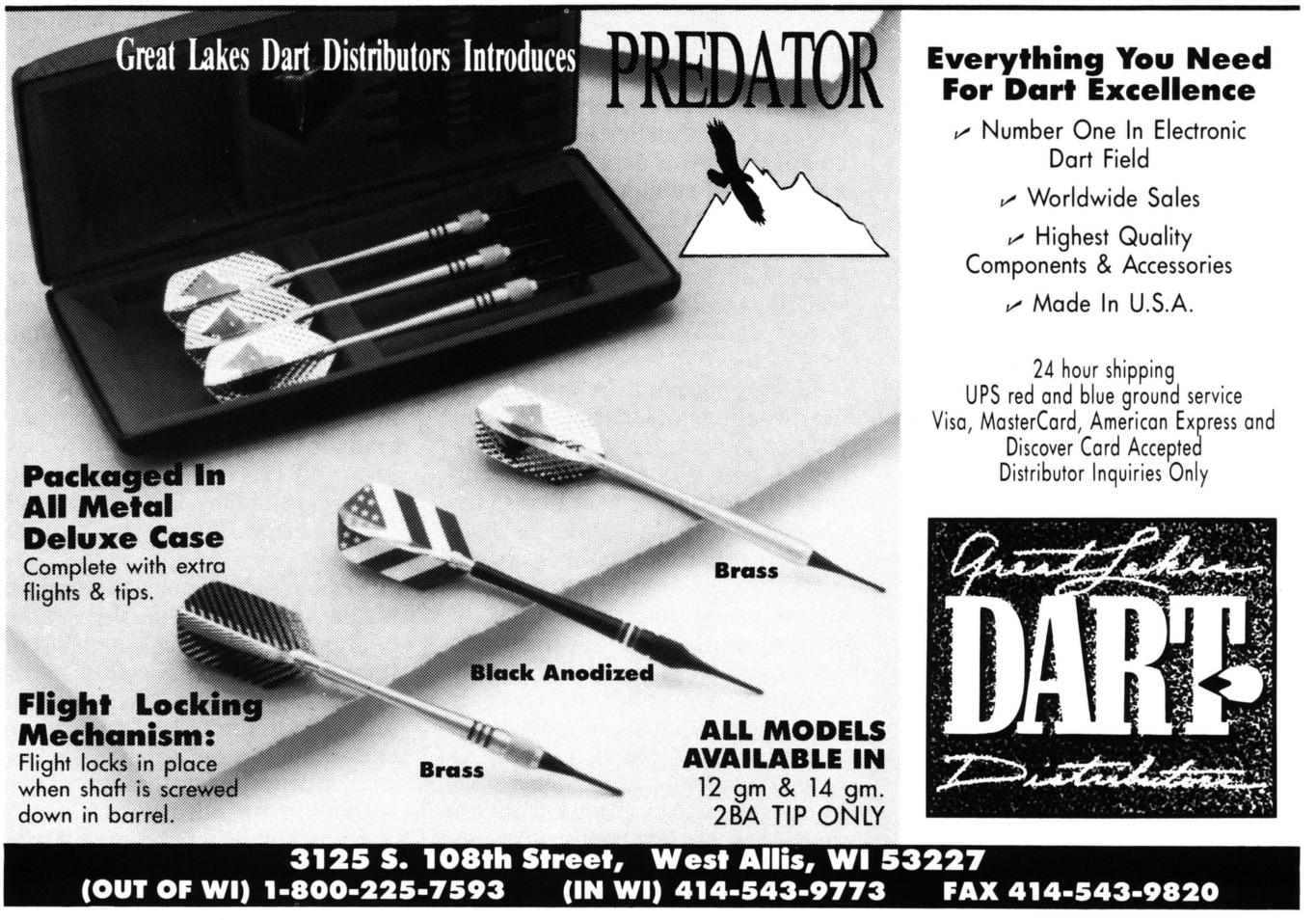
Kramer is licensed to sell its VLT in South Dakota only; the firm will look to get active in future markets (states) as they become legal. Kramer works with operators to open new video lottery terminal markets as a member of many state operator associations, as well as AMOA and AAMA. (Phil Cornick is a member of AAMA's video lottery subcommittee; Kramer will join the new Regulated Gaming Institute organized by AMOA.)

VLT product is owned by Zober and marketed by Kramer. Their 250,000-sq.-ft. facility in Croyden includes full metal fabrication, as well as full assembly of harnesses, PCBs and final product. The factory boasts a surface-mount PCB technique which can produce 10,000 boards per week, so they're obviously geared up for major markets to "go legal." New cabinet designs debuted at the AMOA Expo.

"I am certainly optimistic about the future of video lottery," said Phil Cornick. "We're at a very critical stage now: during the past year, there have been some unfortunate defeats for video lottery in several states. Aside from South Dakota, nobody seems to want to go first. What we need now is for one of the pending states to go through to full legalization. The positive results stemming from that victory," Cornick said, "will strongly encourage other states to follow suit. Larger states are carefully watching for a few smaller states to demonstrate the success of video lottery before they commit to this idea. The fiscal appeal for states with budget problems is obvious.

"The challenge for operators," Phil concluded, "is to stay on top of the political situation and make sure to defeat any sole-source arrangements between state governments and a single manufacturer. The integrity of the operator-run, computer-regulated system is our best weapon."

Kramer's phone is 800/631-2126.



THE "DOUGHBOYS"

devices for handling coins and currency is Coin Controls' specialty; firm marks 10th anny, enjoys growing markets & respected leadership

Happy 10th anniversary, Coin Controls! As they begin their second decade in coinbiz, this successful firm has a lot to smile about. Their coin doors and coin and currency validators are found on videos, pins and dart games from most major American game factories. Company prexy Rick Currie has joined the front ranks of coinbiz leadership, becoming a respected voice in industry affairs. (He's also one of the most astute and articulate analysts of the trade we've ever heard.) And, the firm's market position is more diverse and well-rounded than ever before. In all, Coin Controls is poised for greatness in the '90s!

Recently relocated to a handsome new 36,500 sq. ft. plant in the Chicago suburbs, Coin Controls is a fully-integrated manufacturing company that designs, assembles and sells coin handling equipment, both electromechanical and electronic. The firm employs between 75 and 100 employees at any given time, and services the U.S. amusement game market, as well as customers in the pay telephone industry, transportation and vending markets, recycling market, and the new, emerging market of video lottery. The bulk of their business is to OEMs, but they also help stock the parts departments of virtually all major American coin-op distributors.

A STRONG CUSTOMER LIST, STRONG CUSTOMER SERVICE

Most operators have probably seen, touched and (as part of a game) bought plenty of Coin Controls products, since the firm supplies coin doors to major video factories such as Konami, Capcom, Sega, Leland, Nintendo, Williams/Bally-Midway, SNK, Taito, and others. They also sell gear to major system cabinet makers such as Dynamo. Doors by Coin Controls appear on Data East pins and video, as well as Premier pins, and their coin validators are used on Williams pin-



Coin Controls President (and respected industry leader) Rick Currie.



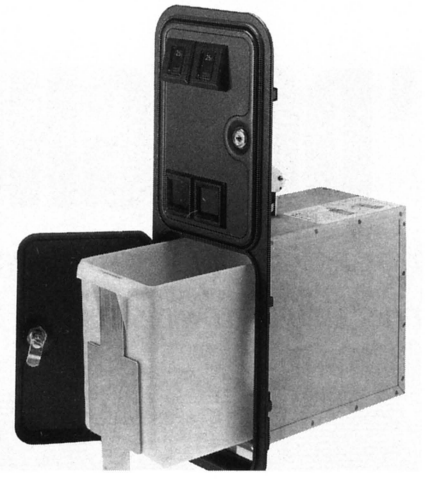
Coin Controls new headquarters located at 1850 Howard Street in Elk Grove Village, IL.



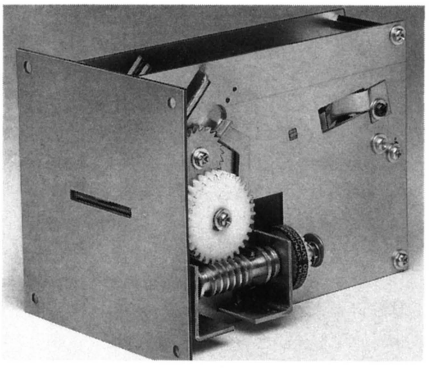
A *Standard Door II* U.S. 25¢ coin mech.

balls. In addition, Coin Controls supplies coin doors for Valley and Merit dart games.

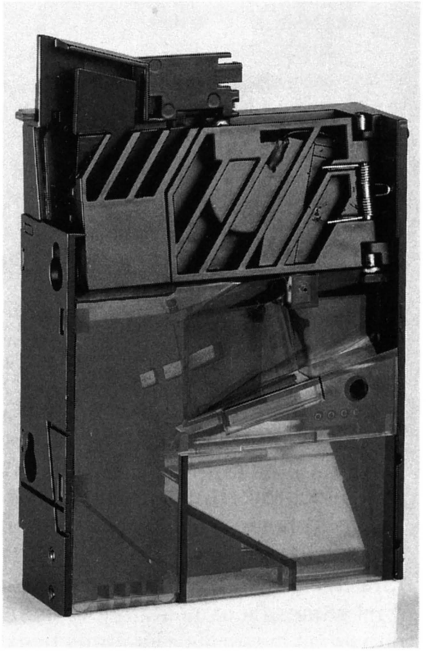
"Our philosophy is that our customers' requirements always come first," stated Rick Currie. "If we have a 'corporate culture' here, it's that the needs of the customer are always taken care of before anything else is considered. When somebody calls up and asks for help, typically the person answering the phone takes care of it right there because they know our way of doing things is to do whatever the customers need." Added Currie: "Our customers aren't well prepared to forecast what they need; they only know what they need, when they need it. We have positioned ourselves to respond to those types of requirements." Hence, the company slogan: "Coin validation with service you can count on."



Coin Controls *Double Frame Mini Door* for 25¢ featuring a steel locking bar for security.



Coin Control's new *CC2000* ticket dispenser.



The firm's *C220* electronic validator, programmable for most of the world's coinage. Pinball manufacturers ship games to France equipped with this unit set to accept Francs.

THE PEOPLE OF COIN CONTROLS

Rick Currie took over the presidency of Coin Controls five years ago, following a very successful track record of managing hi-tech electronics firms which supplied other markets (such as one company that made police breath-alyzers and radar guns). At Coin Controls, Rick's leadership has focused on several areas. One is diversification beyond "amusement game equipment only" into other categories of coin-op (such as electronic coin validators for pay phones, the European vending market, and mechanical and electronic validators for video lottery). Coin Controls has also made coin accepting and coin payout equipment for transportation systems.

Another facet of Currie's strategy is to seek a larger share of the amusement business. "We've had substantial success in gaining new OEM customers in the amusement industry," Rick noted. The above list



At an open house held last fall toasting Coin Controls' new location on Howard Street in Elk Grove Village are (from left): Premier's Gil Pollock, Dynamo's Bill Rickett, James Industries' Jimmy Roberts, Grand Products' Dave Marofske and Coin Controls President Rick Currie.

of video game and amusement factories certainly backs up this claim!

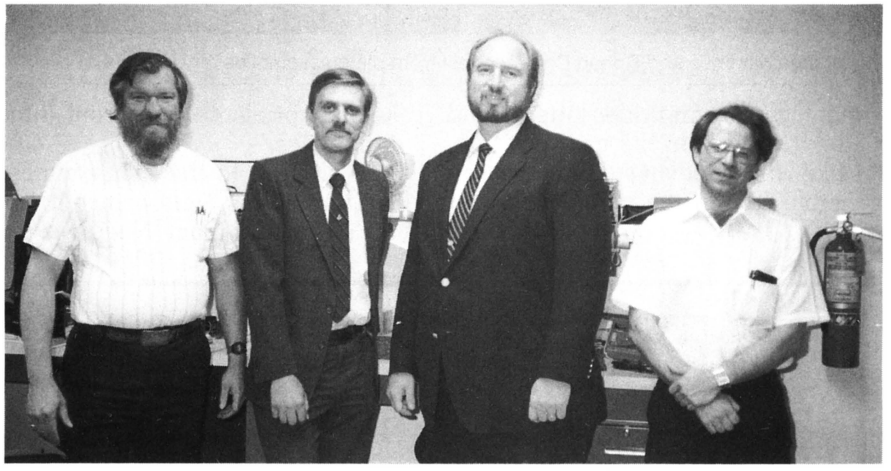
His third direction for Coin Controls is to take the firm into validators (both coin and currency). "Typically our customers think of us as a 'door company,' and that's an important part of our business," Rick said. "But the backbone of our business is money handling, which includes coin validation and coin payout."

In the larger world of coin-op, Rick co-chairs the government affairs committee with Al Stone. Dollar coins are one of their biggest agenda items and Rick has been AAMA's "point man" on dollar coins for several years. For this, plus his strong activism in standardization and other AAMA concerns, Rick received the AAMA President's Award this year.

Another key player at Coin Controls is Mike Meisenger. He's been with them for about seven years, beginning as a customer service rep and soon moving up to inside sales manager. He's been responsible for customer service, order expediting and processing as the account manager for major OEM accounts. In July of this year, Mike was promoted again to overall sales manager. In this post, he's specifically responsible for the amusement game seg-



Sales, Marketing, Purchasing & Finance staff — back row, from left: Michael Meisinger, Sales Manager; James Brendel, Controller; Kelly Jankovec, Customer Service Representative. Front row: Carolyn Froelich, Buyer; Ellen Evans, Marketing Manager; Art Melesio, Materials Manager.



Engineering Staff (from left): Dwight Hammer, Engineering Technician; Dennis Graf, Mechanical Engineer; Dick Gilreath, Engineering Manager; Les Gottschall, Senior Design Technician.



Production Staff (from left to right): Linda Denny, Production Supervisor; Chuck Dickens, Production/Inventory Control Supervisor; Tom Wollnik, Production Manager; Kim Harr, Inventory Control Clerk.



The Administrative Staff of Coin Controls (from left to right): Marilyn Diamond, Receptionist; Kris Freund, Staff Accountant; Maryann Mann, Accounting Clerk; Linda Porterlance, Computer Operator.



Yolanda Martinez and Ruben Calderon test front plate assemblies for U.S. 25¢.

ment, gaming and video lottery. Said Rick Currie: "In his new position, Mike will be moving to a much more visible role in the management of accounts, in conjunction with our sales representatives from James Industries."

Also vital to the firm's success is Ellen Evans, who brings a master's degree from Northwestern University. Her initial responsibilities with Coin Controls included sales of phone-related products and card readers. In 1989, Ellen was promoted to marketing manager, taking over all marketing functions for all market segments. She has specific responsibility for sales to the pay telephone market, transportation market segment and (as of July 1) she's also supervising customer service. "Ellen also represents us on several AAMA committees," Rick stated. "Most notable of these are the industry standardization group and the video lottery committee."

Coin Controls is the U.S. subsidiary of an English parent firm called Coin Industries. Sister firms in Europe include Coin Controls Ltd. (England), Coin Controls GmbH(Germany), Coin Controls SA (Spain), and Money Controls (France).

Address and phones are: Coin Controls, 1850 Howard St., Elk Grove Village, IL 60007; 708/228-1810 or 800/323-8174.

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NEW PRODUCTS



PUTT PRO from Jeron

One of the "little games" that stood very tall at the recent AMOA Expo was a simple yet fascinating golf putter called **Putt Pro.** Designed for taverns (it's only 5' deep including the putting green) and built by a firm called Jeron Technology out of Pompano Beach, Fla., the machine ships this month.

If you haven't seen it at a dealer open house or at the Expo itself, it's a cute device that's got the seeds of a serious money earner. Players can choose from two games (Shootout or Sudden Death) and it really gives you the feeling you're taking putts (from 5' up to 32' in effect). You use a real golf ball and the scoreboard shows how far you're supposed to putt and an on-line target as well.

It's got a "turf" floorboard, comes with a putter, and the backboard is built of ply and metal. Coin-up is a quarter and a ticket dispenser is optional. Special feature: a putt landed within 1' of the cup spins a rotating light atop the scorebox.

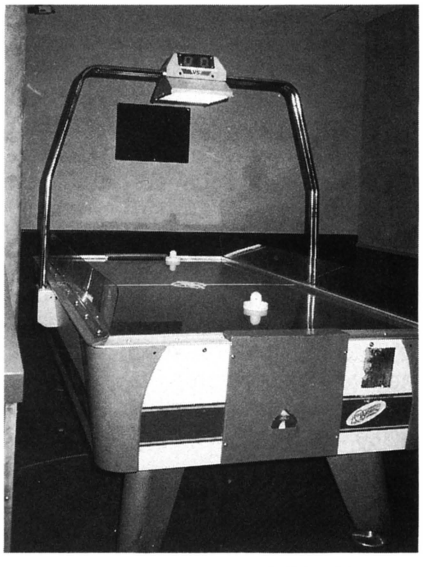
This is a fine package, and from the buzz on the show floor, is going to see its day in America's taverns (perhaps in arcades as well since Aladdin Castle's Ron Malinowski said he found it fun). If interested, call 800/321-6221 for distributor referral. Both Joe Robbins and Bob Rondeau are involved in the marketing.



MIDAS TOUCH from Williams

Williams introduced the **Midas Touch** video lottery terminal at the recent AMOA where it touted the fact that the machine was designed and built from the ground up specifically for the VLT market rather than a retrofit from an existing game application. "Midas Touch" features touchscreen technology and is capable of playing a wide variety of games including three types of poker, as well as keno, bingo, eight-line slots and blackjack. The VLT can be adapted to a variety of game combinations and has been designed to be compatible with state-controlled computer systems (or operated on a stand-alone basis).

For more information, contact your authorized distributor, or for referral it's Williams Electronic Games, 3401 N. Calif. Ave., Chicago, IL 60618; 312/267-2240.



DELUXE AIR HOCKEY from Dynamo

The most advanced addition to Dynamo's line of air hockey tables is now available, says the manufacturer. It's called the **Deluxe Air Hockey** table and it features overhead scoring with a built-in light. The scoring unit has an LED read-out visible to players on both sides of the table and is higher than standard overhead units, allowing for maximum table illumination. The light itself is a state-of-the-art, energy-saving, electronically-ballasted compact, fluorescent bulb especially useful in dimly-lit locations.

For more information, contact your authorized distributor, or for referral it's 800/527-6054 or 817/284-0114.



Baseball cards from Play Ball!

Both *Slugfest* and *Super High Impact* games dispense baseball and football cards to winning players. However, according to Allan Charney of Play Ball! Cards and Novelties, the games were designed to dispense only Topps brand cards (the surface and texture of these cards slide correctly through the dispenser, he says).

It seems, though, that many operators of these games are using alternate brands of sports cards (picked up at retail stores) which have a double-gloss surface on both sides. "This texture causes the dispenser to stick on continual release, so cards are only occasionally vended," Charney warns.

Until developments occur, Charney reminds operators to use only Topps brand product (which his company sells to distributors who in turn sell them to the operators). Play Ball! also sells baseball and football "vending cases" of cards for redemption operators.

Charney warns of another "malpractice" going on out there. "Some operators are buying what we call "commons"... any brand of cards where all the hot rookies and star athletes have been pulled out. This does not do the trick. Players want the collectable cards, not these." Charney also warns of buying packs in retail stores where the gum inside can cause a film on the card surface that can result in service problems.

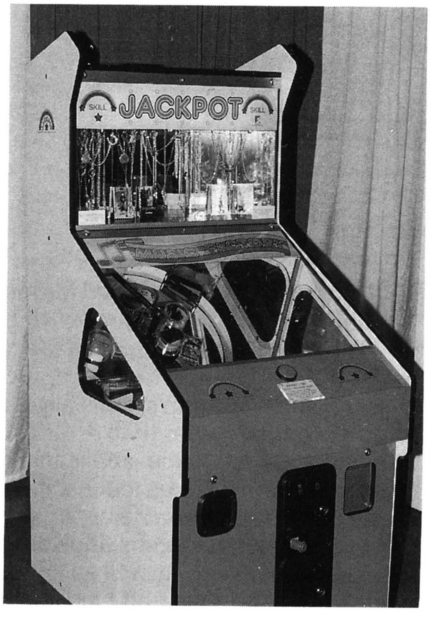
"Topps brand baseball and football vending cases contain rookies and stars," Charney advised. "Players are looking to collect these valuable cards. The income of the games dispensing these is much higher for that very reason," he added.

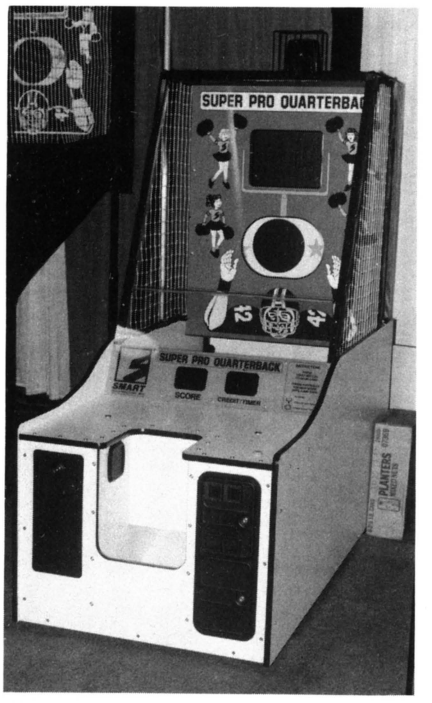
Play Ball! Cards & Novelties is located at 7600 Wayzata Blvd., Minneapolis, MN 55426. Call 800/488-9152 for dealer referral and as Allan says, "make your collections Topps."



New Games from Smart Industries

Smart Industries has introduced several new games. Their new sex tester novelty **Body Heat** features "emotion indicator" pads, designed to register the "heat" of the player's body to give a sex reading. Designed with couples in mind, the game has separate categories and testing pads for the man and woman, but is a draw for curious singles also. A dancing





light display and fun musical score round out the novelty's appeal.

Music Factory is a new option available on the company's one-player Jackpot rotary merchandiser. The "Music Factory" modification features a music singles cassette dispenser, along with two plastic container loaders which hold 16 cassette singles (2½" or 3½" diameter). The merchandiser itself also features an "Action" sound system, double-coin mech, separate locked cashbox, rotating mirror playfield, two carousels for merchandise display , eye-catching cabinet design and illuminated push button control.

For more information, contact your distributor or Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317-2938; 800/553-2442; 515/265-9900.

LUCKY STAR and LUCKY 75 from Drew's Industries

Drew's introduces two new line-up games. **Lucky Star** features free play, pool points bonus, fever, double up (love chance) and double up — high or low (guess if next card will be higher or lower than previous one). It comes with a compatible connector for W-4 and a special stop button system for four types of control panels.

Lucky 75 also features the free play and fever mode and includes bingo and poker double up. There is also an

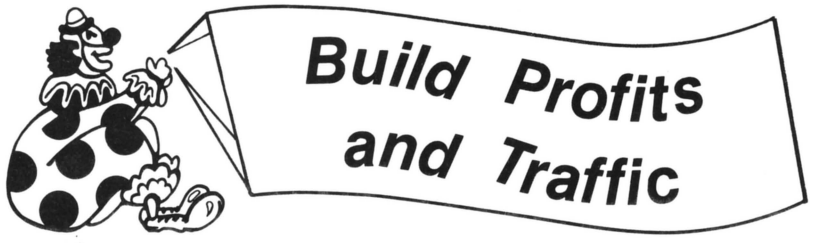
individual skill stop feature and love chance with auto-hold and double-up. Both games are available as PC boards, kits and games.

For more information contact Drew's Industries at P.O. Box 632, Fairforest, SC 29336; 803/574-0162.

NCR 2202-7447

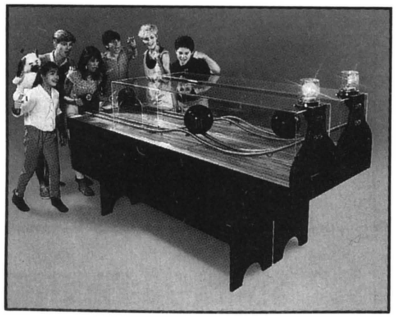
NCR, best known as makers of computer electronics and peripherals, has adapted to the fast-growing gaming industry by designing a printer tested specifically for the video lottery market. The **NCR 2202-7447** has a variety of special features which make it easy to document terminal use. The printer is reliable and provides clear and accurate receipts. Standard features of the vertical-mount printer include a complete cabinet package, receipt knife, journal take-up, locking cover, easy paper loading and fast print speed.

For more information, contact your distributor, or NCR Corporation at 607/272-1515.











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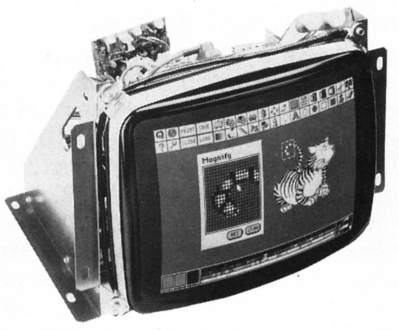
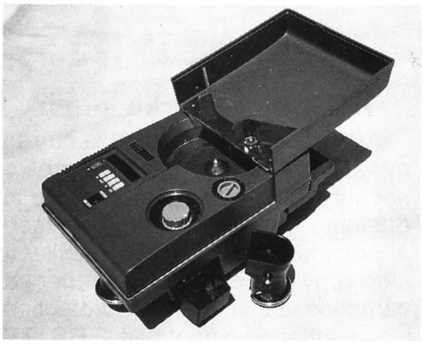


HIGH RES COLOR MONITOR from Wells-Gardner

Well-Gardner Electronics is now offering a **high resolution color monitor** providing an unlimited display of color, compatible with the IBM VGA standard and accommodating almost any VGA application. The 14" dark-tint open frame monitor utilizes a high-contrast, non-glare .31 dot pitch CRT and RGB analog video input. A standard 15-pin D-shell connector is included with the monitor; all other connectors are optional as is a cabinet featuring a removable tilt and swivel base. The monitor meets FCC requirements and is UL/CSA listed.

For more information, contact your authorized distributor, or for referral it's Wells-Gardner Electronics Corp., 2701 No. Kildare Ave., Chicago, IL 60639; 312/252-8220.

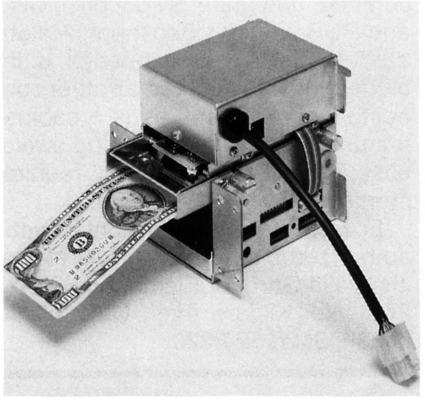


MODEL 302 COUNTER/SORTER from ABC Coin

New fromABC Coin is a high-speed portable electronic couter/sorter. The **Model 302** can count up to 2700 coins per minute. It allows the operator to

count each location's collections, while having the figures added to an accumulated memory so it is possible to see the total collections. The model also counts and wraps (or bags) the largest coin first, while simultaneously sorting all other coins out the chute. There is an automatic disc reverse for jam-clearing and a shut-off feature when no more coins are detected. The machine has been manufactured with seven different pre-programmable coin stops (with manual override) allowing coin stops from 1 to 10,999. Control by a "non-volatile" microprocessor allows the "Model 302" to remember the last count and whatever else was in memory, even if power was shut off. ABC Coin's new counter/sorter comes with four wrapping tubes (1-, 5-, 10- and 25-cent), two bagging chutes and a small cup for sorted coins. It weighs 18 lbs. and is made with ¼"-thick heavy-duty plastic and provides fast, accurate sorting and counting of all conventional-size coins and tokens.

For more information, contact your distributor or ABC Coin Counting & Sorting Co., 2839 Biscayne Dr., Plano, TX 75075; 214/596-1212.

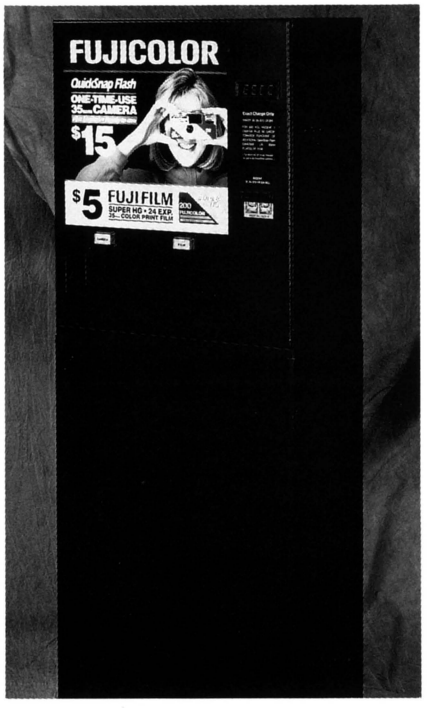


M-IVO and M-125 from Coin Bill Validator

Available now from CBV: a currency validator offering a high degree of security for gaming and vending industries. The new unit features "serial communication" and an ability to stop copy bills and strings. Other advantages include fraud protection, video lottery compatibility, RS 232 serial communication, LCD display, choice of stackerless and stacker models and optional acceptance of $1, $2, $5, $10, $50 and $100 bills. The **M-125** is in compliance with all gaming commission requirements.

The firm is also manufacturing an **M-125** model for vendors. This model is compatible with all changers and offers better salting protection. For additional flexibility, the M-125 is available in a door-model design, for use with a 200-bill stacker limited to a maximum depth of 4¼". All models are available with 200 to 1000-bill stacker for all applications.

For more information, contact Coin Bill Validator, 367B Bayshore Rd., Deer Park, NY 11729; 516/242-0100.



Fuji Camera Vending Machine from Star Mfg.

Industry vet Mike Macke popped up at the last ACME show as a partner in Star Mfg., which makes an innovative vending machine: it vends cameras! Fuji makes the inexpensive "QuickSnap" throw-away camera for one-time use. Star Mfg. makes this attractive unit which sells the camera and the 35mm film to go with it. It's ideal for any location where the player might say, "I wish I'd brought my camera with me!" — especially theme parks, family amusement centers, and arcades, though many more locations are also obvious candidates for this machine.

Unit is compact enough (24"x27" x12") so that it can be wall-mounted or pedestal-mounted (the latter is shown here). Machine holds 50 pre-loaded cameras which are ready to shoot 24 exposures. It also holds 20 rolls of film which customers may buy for their own cameras. Standard features include a $1-5-10-20 bill acceptor and one-inch LED alpha-numeric display instructions. A clever "attract mode" is provided in the form of a periodically flashing light in the camera which depicted in graphics artwork on the cabinet front, giving anyone nearby the impression that their photo has just been taken.

The manufacturer is handling sales and marketing in the USA and worldwide. For more information, contact Doug Dyky at Star Mfg., Inc., 125 Royal Woods Ct. #140, Tucker, GA 30084; 800/226-6660.

THE TIME MACHINE from Nortech

Nortech dubs **The Time Machine** a "pool table controller." It is a kit available for Valley and Dynamo tables which adds time play at ¼ the cost of a new time-play table, says the manufacturer. The unit has the advantage of opening up old, rack-only tables to 9-ball league play and allows gameplay where respotting the ball is required. The kit is battery-operated (battery warns of low charge and goes to "sleep" when not in use). It's also operator-adjustable (op can set up to four different rates plus the normal rate, up to seven times, or rack-only play). A complete kit includes coin door with coin mech (dual coin mech optional), $1 bill acceptor interface, complete wiring harness, motor, batteries, control module, charger, mounting template and user manual.

For more information, contact Nortech, 421 First St. South, Virginia, MN 55792; 800/542-6372 or 218/741-6075.

SERIES 70 PRINTERS from Ithaca

Ithaca Peripherals, Inc. has introduced a new line of 40-column receipt/journal printers for use with video lottery terminals. The new **Series 70** line can be mounted in a variety of positions within a terminal providing easy access to paper and ribbon for service. The printers can be used with standard ribbons and two-part paper and come equipped with a printhead (with a 200 million character life). The Series 70 machines print up to five lines per second. To find out more about the line's wide range of features, options and interfaces, contact Ithaca Peripherals, Inc., 767 Warren Rd., Ithaca, NY, 14850; 607/257-8901.



Vital Titles



top-selling 45s and CDs at key one-stops as of Sept. 26, 1991 ★ = *significant crossover activity*

POP

1. ***(EVERYTHING I DO)...,*** *Bryan Adams, A&M 1567*
2. ***THE MOTOWN SONG,*** *Rod Stewart, Warner Bros. 19322*
★ 3. ***EMOTIONS,*** *Mariah Carey, Columbia 73977*
4. ***EVERY HEARTBEAT,*** *Amy Grant, A&M 1557*
5. ***HARD TO HANDLE,*** *The Black Crowes, Def American 19245*
★ 6. ***THINGS THAT MAKE YOU GO HMM...,*** *C&C Mus. Fact., Columbia 73688*
7. ***CAN'T STOP THIS THING...,*** *Bryan Adams, A&M 1576*
★ 8. ***PROMISE OF A NEW DAY,*** *Paula Abdul, Virgin 98752*
9. ***THE REAL LOVE,*** *Bob Seger & the Silver..., Capital 44743*
10. ***DON'T CRY,*** *Guns 'N Roses, Geffen 19027*

POP PICK HITS

GETT OFF
Prince & the N.P.G. - Warner 19225

INTO THE GREAT WIDE...
Tom Petty & the... - MCA (album cut)

CALLING ELVIS
Dire Straits - Warner Bros. 19199

LIVE FOR LOVING YOU
Gloria Estefan - Epic 73962

HEAVEN IN THE BACK SEAT
Eddie Money - Columbia 73976

C/W

1. ***A PICTURE OF ME,*** *Lorrie Morgan, RCA 62014*
2. ***YOUR LOVE IS A MIRACLE,*** *Mark Chesnutt, MCA 54136*
3. ***KEEP IT BETWEEN THE LINES,*** *R. Van Shelton, Columbia 73956*
4. ***MIRROR MIRROR,*** *Diamond Rio, Arista 2262*
5. ***DOWN AT THE LAST...,*** *Mary Chapin-Carpenter, Columbia 73838*
6. ***WHERE ARE YOU NOW,*** *Clint Black, RCA 62016*
7. ***NEW WAY (TO LIGHT)...*** *Joe Diffie, Epic 73935*
8. ***SINCE I DON'T HAVE YOU,*** *Ronnie Milsap, RCA 2848*
9. ***BALL AND CHAIN,*** *Paul Overstreet, RCA 62012*
10. ***SOMEDAY,*** *Alan Jackson, Arista 2335*

COUNTRY PICK HITS

ANYMORE
T. Tritt - Warner Bros. 19190

LIKE WE NEVER HAD A...
Trisha Yearwood - MCA 54172

JOHN DEERE TRACTOR
The Judds - RCA 62038

IT'S CHITLIN' TIME
The Kty. Headhunters - Merc. 868760

THEN AGAIN
Alabama - RCA 62059

R&B

★ 1. ***RUNNING BACK TO YOU,*** *Vanessa Williams, Mercury 867518*
★ 2. ***I ADORE ME AMOR,*** *Color Me Badd, Giant 19204*
3. ***DON'T WANT TO BE A FOOL,*** *Luther Vandross, Epic 73879*
★ 4. ***ROMANTIC,*** *Karyn White, Warner Bros. 19319*
★ 5. ***EMOTIONS,*** *Mariah Carey, Columbia 73977*
★ 6. ***UNFORGETTABLE,*** *Natalie Cole, Elektra 64875*
★ 7. ***MY NAME IS NOT SUSAN,*** *Whitney Houston, Arista 2259*
8. ***RIGHT DOWN TO IT,*** *Damian Dame, Arista 4002*
9. ***MOTOWNPHILLY,*** *Boyz II Men, MCA 2090*
★ 10. ***THINGS THAT MAKE YOU GO HMM...,*** *C&C Mus. Fact., Columbia 73688*

R&B PICK HITS

YOU SAID, YOU SAID
Jermaine Jackson - Arista 24003

WHEN YOU TELL ME YOU...
Diana Ross - Motown 2139

EVERYBODY PLAYS THE FOOL
Aaron Neville - A&M 1563

I'M ON YOUR SIDE
Jennifer Holliday - Arista 2238

CREAM
Prince - Warner Bros. 19175

CDs

1. ***THE FIRE INSIDE,*** *Bob Seger & the Silver..., Capitol 91134*
2. ***IT'S ALL ABOUT TO CHANGE,*** *T. Tritt, Warner Bros. 26589*
3. ***UNFORGETTABLE,*** *Natalie Cole, Elektra 61049*
4. ***LUCK OF THE DRAW,*** *Bonnie Raitt, Capitol 96111*
5. ***FOR UNLAWFUL CARNAL KNOWLEDGE,*** *Van Halen, Warner Bros. 26594*
6. ***SHAKE YOUR MONEY MAKER,*** *The Black Crowes, Def American 24278*
7. ***OUT OF TIME,*** *R.E.M., Warner Bros. 26496*
8. ***ROPIN' THE WIND,*** *Garth Brooks, Capitol 96330*
9. ***SPELLBOUND,*** *Paula Abdul, Virgin 91611*
10. ***INTO THE GREAT WIDE OPEN,*** *Tom Petty &..., MCA 10317*

GRAPEVINE

international



INTO BANGKOK — Fat Freddie Milner of Hong Kong's Bondeal (right in photo, obviously) and Mr. Supot Ongkhunarak have formed a joint venture in Bangkok, Thailand called Siambond. This marks the sixth joint venture for Bondeal. Supot has been a kiddie ride manufacturer and video game operator there for over ten years. "While the Thai market is still small, our growing customer base there is making this expansion necessary," said Fred. "We're fortunate to have Mr. Supot with us as his good reputation and understanding of the Thai marketplace will be of great assistance in making Siambond a success." The new company will concentrate on distributing video game boards and spare parts. They will also keep an eye out toward opening another Flashback arcade like the one Bondeal runs under that name in Hong Kong.

GRACIAS, AMIGO — We ran a bunch of photos on international arcades back in a June feature and in a couple of cases, didn't know where we came by them. Alajandro Abaroa of Fiesta Carrusel (Mexico) caught us at the Expo and said the ones shot at the Hipermart were at his family's facility. Sorry we didn't give them the right identifications in the first place.

LEISURE AND RECREATION '92 — That's the name of the professional trade fair for the leisure sports and recreation industry in Japan. To be held March 11-14, 1992 at the Sunshine City Exhibition Centre in Tokyo, Japan, the show is being promoted worldwide to draw the participation of foreign companies. The growth of Japanese leisure time (due to the "westernization" of work patterns: shorter working weeks and longer holidays) has prompted Japan's trade organization (JETRO) to seek companies to fill the gap in Japan's leisure industry (creating a great opportunity for exporters to enter Japan's market). For more info on Leisure and Recreation '92, please contact Stephen Luff at 071/486-1951.

INTERSCHAU '92 — The International Trade Show for Theme and Amusement Parks will be held Feb. 12-14, 1992 at the Dusseldorf Fairgrounds in Dusseldorf, Germany. Interschau will showcase up-to-date technologies in rides, technical equipment, accessories and more. The show will also feature a U.S. pavilion specifically for American exhibitors. For more information, please call Dusseldorf Trade Shows, Inc. at 312/781-5180.

ATEI '92 — This international leisure amusement exhibition is scheduled for February 4-6 in England. The 48th annual show is already over half booked and the casino section has been forecast to double in size this coming year. For information on the international event or to book a booth, please contact Peter Rusbridge or Dawn Milroy at 071/730-2388.



NEW-WAY SALES played host to a Data East pinball seminar presented by Pete Gustafson. Wowing the audience with the exciting new features on Data East's pins (most notably *Teenage Mutant Ninja Turtles)* the seminar was a raging success with Ontario, Canada's operators, says New-Way.

RICHARD WILLIAMS has been appointed managing director of the Coin Group (parent company of Elk Grove, Ill.-based Coin Controls). Working out of the Coin Group's headquarters in Lancashire, England, Richard is responsible for all coin-op activities worldwide. He brings twenty years international business experience to his post, including time spent with the Ministry of Defense.



THE "CRAFTY COCKNEY" — NSM UK (distributor of Valley's *Royal Darts* electronic game) has signed world-famous dart champ Eric Bristow for a five-year contract promoting electronic darts in the UK. Eric (known universally as the "Crafty Cockney") will take part in exhibitions, promotions and demonstrations of electronic darts in breweries, pubs and clubs across the United Kingdom. Long popular in the U.S., Valley dart games should also prove successful in England, NSM UK hopes. "The fact is," says the Crafty Cockney himself, "that steel tip darts have begun to lose their appeal in the UK in recent years. It's time for something new. I want to give the game fresh appeal, and get a brand new audience involved, that will happen with electronic darts."



PIN WIN — Williams' *The Machine: Bride of Pinbot* was the prize awarded to Dave Dutton of Leeds, England after a tournament win at The Pinball Show held June 14-15 in Scottsdale, Ariz. Follow-up finisher was Gene Lewin (left, pictured with dog, Taffy). Next to Dave is Williams' chief engineer Steve Kordek.



A NEW LOOK — The Amusement Trade Exhibition International (ATEI) has unveiled a spanking new logo designed to reflect the show's new attitude for the '90s. The design will soon be seen everywhere, including advertisements, direct mail, newsletters, brochures, etc. Pictured above with their logo are (left to right) ATEI's Dawn Milroy and Pete Rusbridge with the logo designers David Young and Christine Neagle.

northeast

FINE FORM — The Lou Avoglia Memorial Golf Tournament took place Sept. 16 at the White Beaches Country Club in New Jersey. Hosted by Betson enterprises in memory of their late veteran, the tourney gathered many trade people from all levels of the industry and raised around $40,000 for Betson's favorite charity Tomorrow's Children (which treats kids suffering from cancer). To date, Betson's various activities on behalf of this charity have contributed almost a quarter million dollars to this worthwhile project.

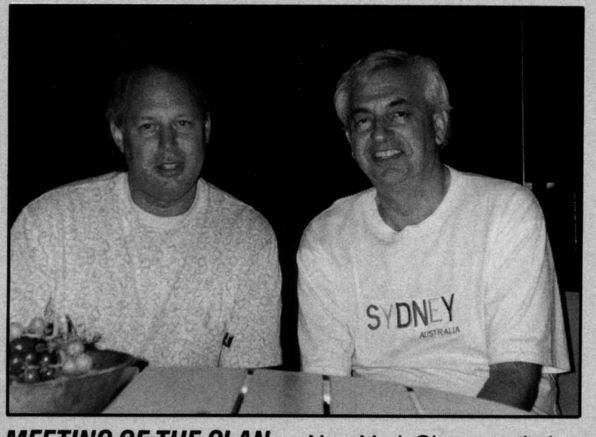
Money is largely raised through factory sponsorships (e.g. around 15 machine makers each donated $1,500 to the money chest). Betson also donates. Many prizes to the best golfers were passed out after the games were completed. Among the winners were Bob Haim (Jaleco), Rick Rochetti (Taito), Steve Betti (Betson) and Bob Petrin (a veteran Jersey operator). This annual event shows the industry's best form. Congrats to all who participated.

GOOD FOR SOMETHING? — Al Kress sends us an interesting item from an Elmsford, N.Y. community paper. It seems that the Peekskill, N.Y. police department donated money to the Peekskill Youth Center to pay for free play on the center's video games. . . Why? Well, it's from money the police seized from street drug dealers! These funds were awarded to the police depart-

ment to do something useful with, so police promptly turned around and donated a portion to the area's youth recreation center. "It's basically an anti-drug message," says Peekskill Police Chief Edward Hayes. In addition to the contribution to pay for free play on the games, the department also bought batteries for their walkie-talkies as well as high-tech surveillance equipment.



HOWZAT? On the closing night of the Expo, the T.O.P. Distributing people gathered at Ruth's Chris restaurant to celebrate bossman Tom Tarantelli's 103rd birthday (just kidding). His steel dart topper Joe Gilbert (above) never misses a sales opportunity and came to adjourning table where four "potential customers" (who refused to sing Happy Birthday) also wanted to know what darts meant. Ah, you can't win 'em all, Joey. Civilians!



MEETING OF THE CLAN — New York City association heavy Bob Herman recently spent his vacation visiting relatives out in Calabasas, Calif. (close by the *RePlay* office). Besides attending a wedding, Bob did the "tour" (Disneyland, Knotts Berry Farm, Universal Studios, etc.). Joining up at a backyard barbecue one night at George's home (left to right) are cousins Bob and George Herman (the latter produced the recent Warsaw coin show, by the way). Bob himself is in the thick of the NYC battle to turn back the anti-cig law going into effect this January. If you operate smokes there and haven't pitched into the legal action fund, call 212/779-2400 for details.

MONDIAL NEWS — That's the name of Mondial Int'l. Corp.'s quarterly newsletter. Their first edition was published Aug. 1991 and includes new employees, births, staff accomplishments, etc. From one trade press to another: Congratulations on your first "issue!"



NEWLYWEDS Wendie and David Rubenstein (Merit Sales and Marketing VP) — still tan from their Maui honeymoon — smiled at us from Merit's hospitality suite during the recent AMOA.

BEEPS, BALLS & BINGS

Congratulations Brenda!



Congratulations to Brenda Louis of Beeps, Balls and Bings! She is the first Royal Caribbean Cruise winner in our Customer Service campaign. She was commended for extraordinary courtesy and for showing a real appreciation for the customer.

"Where Families Have Fun!"

• Ask about our birthday parties •
• Well supervised • Located at the Colonial Park Mall •
• Open 7 days a week •

Locally owned and operated by Capitol Vending Company

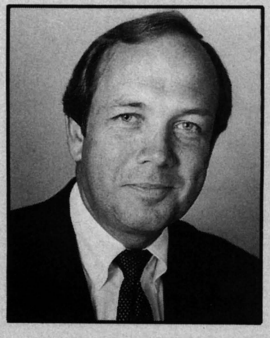
RING THE BELLS — Operator Phil Calla (Harrisburg, Pa.) would like to publicly congratulate his employee Brenda Louis for her scoring of an "outstanding customer service" prize. A promotion run by Colonial Park Mall sent mall officials to all stores to determine who was the nicest, most courteous mall employee. Brenda, a game attendant at Capitol Vending's Beeps, Balls and Bings arcade won the top prize: a Royal Caribbean Cruise. It pays to be nice!

GAMING LABORATORIES INT'L. (the Toms River, N.J.-based gaming machine testing company) has announced the addition of Todd Elsasser and Todd Farley to their gaming test engineer staff. Congratulations and happy testing!

A MONDIAL SMILE — Dentist Robert Riesenberger writes to tell us of the fantastic treatment he received from Mondial's (Philadelphia) Chris Vecchione. The children's dentist decided to put a video game in his waiting room and says: "I was impressed and surprised at the individual attention I was given. It's nice to see a large operation that hasn't lost its personal touch." Must have been pretty special service to prompt such a glowing letter of praise!

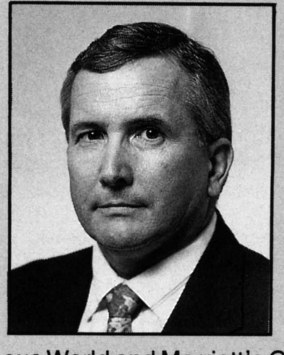
SPECIALS OF THE MONTH — HMS Monaco is pleased to announce that they have started a new monthly feature arraying an exceptional variety of crane and redemption items at exceptional prices. These "specials" will be highlighted via a monthly flyer. To receive the company's monthly mailer, call HMS at 800/777-0901.

FIRST BORN for Denise Wiseman, art director for Media Visions (Betson Enterprises among its accounts), was Kate Agnes, born Sept. 15. The baby was a healthy addition (10lbs, 10ozs.) to the family, and both Denise and her husband, John, couldn't be happier!



EDWARD BARTESKI has been appointed ASCAP Director of General Licensing. In his new post, Edward will be responsible for the licensing efforts of ASCAP's national sales office and the hundreds of thousands of non-broadcast music users nationwide.

southeast

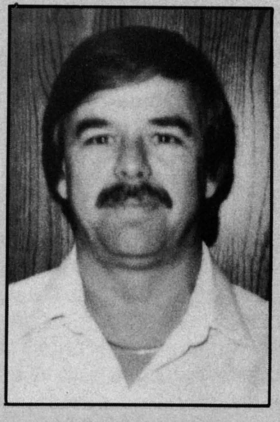


BOB'S SPACE RACERS would like to announce the addition of Ted Sloan to their sales department. Named sales manager, Ted will be responsible for national and international sales in all areas of the company's product line. Coming to Bob's Space Racers with 15-plus years of sales and marketing experience for such outfits as Wet N' Wild, Circus World and Marriott's Great America, Ted will focus much of his attention on developing additional foreign markets for the company.

MAKE A WISH COME TRUE — The Make-A-Wish Foundation of Eastern Virginia (an organization devoted to fulfilling the wishes of children with fatal illnesses) has a request to make of *RePlay* readers: An 11-year-old boy with an inoperable brain tumor would be thrilled to have a gameroom complete with several video games and a jukebox (like the one in the movie *Ghost).* His special game requests are for *Beast Busters, Teenage Mutant Ninja Turtles, The Simpsons, Alien Storm* and *Moonwalker.* Make-A-Wish's Executive Director Candie Palen is hoping that anyone willing to help out with this request please contact her immediately since time is of the essence. You can reach her at 804/456-5292.

NCAMA CONVENTION — The North Carolina Amusement Machine Assn. (NCAMA) will be holding their 27th annual convention and trade show Oct. 24-26, Omni Hotel, Durham. Event features exhibits, instructional programs (on Rowe, NSM, Pioneer and Rock-Ola jukes as well as on Data East and Williams/Bally pins), a VLT seminar, golf and pool tournaments, banquet and more! For registration and hotel info, please call Bob or Cindy Earp at 919/584-4833.

midwest



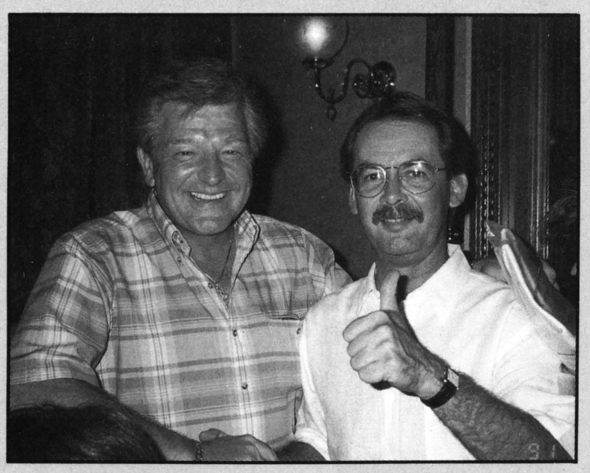
MIKE JENSEN has been elected a new Int'l. Flipper Pinball Assn. (IFPA) board member. Mike (Jim Stansfield Vending, LaCrosse, Wisc.) was voted in at a July meeting and will fill the vacancy created by Gene Urso who has left to devote 100% of his energies to the AMOA presidency. "I see a very bright future for IFPA," says Mike, "and am very excited for the opportunity to play a role in its development."

PINBALL EXPO '91 — This year's Pinball Expo will open its doors to the public Oct. 25-27 at the Ramada Inn/O'Hare in Chicago, Ill. This pin extravaganza combines games, seminars and special events such as Flip Out '91, a tournament. Call Robert Berk at 216/369-1192 or 800/323-FLIP.

KRIS KIOUS has been named national service manager at Standard Change-Makers (Indianapolis, Ind.). Replacing retiring Bill Williams (who spent 30 years with the firm). Kris (who has been with Standard since 1989) will train service personnel, conduct seminars and coordinate the test and repair of equipment. Good luck in your new position, Kris!

NAMA INSURANCE — NAMA has endorsed vending ops' business insurance by the CNA Insurance companies. Program (which includes property insurance, general liability, auto, workers comp, crime and umbrella coverages) becomes available Jan. 1. For more information, (the insurance is available through a network of more than 3,500 independent CNA agents nationwide) call 800/CNA-2241.





FUN IN THE SUN — The first SNK invitational golf tourney played off Aug. 29-30 at the Geneva National Golf Club in Lake Geneva, Wisc. All 12 players (shown above) gathered at the first tee (on the Trevino Course) before the battle of the stars began, including SNK chief Paul Jacobs, Aladdin's Ron Malinowski (right) and Wico's Mike Rudowicz (left). Among the winners were Konami's Steve Kaufman (golf bag), James Industries' John Blouin (a Zebra putter) and Paul himself (a Cobra driver).

Mike Rudowicz not only copped low net (63) on the first day but got the thumbs up from Jacobs for surviving a golf cart crash. Mike's lucky to joke about it. Seems he was tooling along the rain-slippery path when the cart whizzed out of control and crashed into a tree. He got pretty shaken up but those who saw him at the Expo know, he's in ace shape now.

JUKEBOX COLLECTOR — Our good friend Rick Botts, publisher of the *Jukebox Collector Newsletter* (Des Moines, Iowa), has acquired the copyrights and all inventory of four jukebox history books formerly owned by AMR Publishing of Arlington, Wash. *Wurlitzer Jukeboxes 1934-74, AMI-Rowe Jukeboxes 1927-88, Seeburg Jukeboxes 1928-87* and *Rock-Ola Jukeboxes 1934-87,* are the names of the books. Now the copyrights are legally in Rick's possession. Any dealers already selling these titles who would like a current list of other books sold by *Jukebox Collector* may contact Rick at 515/265-8324. In the meantime, AMR Publishing will continue to publish jukebox service manuals and parts catalogs. You can reach them at 206/659-6434.

northwest

HANDCUFFED TO THE BIZ — Northwest trade vet LeRoy Hancuff has opened up his very own dealership called Pacific Coast Enterprises. He's jobbing equipment right now, working some closeouts and helping rep a Korean game called *Gulf Stream.* Friends and customers can contact him at his Ridgefield, Wash. number of 206/574-7769. All the best, friend LeRoy!

SAYING YES TO NEW NES? — On Sept. 9, Nintendo bowed their new $200 16-bit Super Nintendo system, giving better quality of graphics and sound. The mass media is running its favorite theme again, i.e. parents are tired of Nintendo. Even so, Nintendo's Peter Main says Super NES is "flying off store shelves."

southwest



BACK ON THE CHAIN, GANG — Reno Games' Cindy Bozman covered the Expo in her old svelte form with bossman Marty Shumsky. Cindy delivered baby Sarah Lynne July 15. Both she and the baby are lookin' grand!

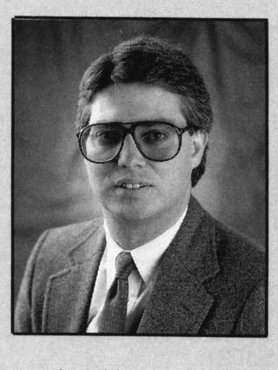
TO THE STREET, MY SON — Denver operating vet Jack Hackett (Apollo-Stereo) has left that division of T.D. Rowe's route combine to form his own A-Jack's Amusements. Denver friends can reach him at 303/289-4559 (or use the pager number 852-2000).

LEARN, BABY, LEARN — The Bally/Williams pinball line has a lot of fans among operators. And it's always good to keep up with technical tips on maintaining their products. As such, C.A. Robinson & Co. (exclusive WMS dealers in California) brought Williams factory techs into both San Francisco (Aug. 14) and L.A. (Aug. 16) for in-depth service schools that ran pretty much all day (broken up by lunch).



23 HAPPY YEARS — At the Rowe meeting in Colorado Springs, Mr. and Mrs. Andre Labbee (above, right) were treated with a surprise anniversary cake. Joining them for the calories are Rowe's Rex Yannarell and Andre's boss Pierre Lapointe. Also at the Rowe meeting, our Ed and Tippy Adlum were presented with a cake toasting their 25th wedding anny. That's Rowe's Joel Friedman and Jerry Gordon (below) flanking the couple (with an antsy waiter in center itching to carve the confection).





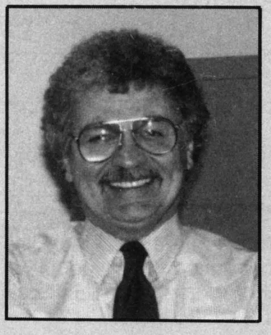
CHRIS ROCKHOLD has been appointed manager of the Wedges/Ledges Fun Factory redemption center on the Redondo Beach, Calif. pier. Involved in marketing and sales of electronic games and animation software, Chris has also designed an electronic shootout game which he hopes to market as a sports betting game for MGM's new Las Vegas theme park. Good luck, Chris!

In related Wedges/Ledges news, Steve Shoemaker has purchased the Redondo Beach pier for redevelopment (pier businesses were destroyed in a 1988 fire). Steve has several ideas for the pier, i.e., a carousel ride constructed at the pier's front to be completed by 1993.

PROMOTION IN MOTION — Capcom's Dennis Sable has issued a gorgeous full-color newsletter on *Bowlingo* (the Mendes coin-op alley they rep), listing locations where it's been installed and touting weekly collection averages per lane running from $350 all the way up to $550. It's a good update on sales success to date as well as a nicely presented chatbox on the product. If you missed one or need other literature on *Bowlingo,* contact Dennis at 408/727-0400.



A TOURNAMENT TALE — Hawaiian Brian's, an arcade out of (where else?) Honolulu, staged a long-anticipated *Street Fighter II* competition August 3. Brian's tells stories of ten of their *Street Fighters* being played morning through night, with customers lined up for play during the evenings. The tournament was a natural outgrowth of the excitement for the game and was well attended. Almost too well attended, in fact: Hawaiian Brian's had bleachers for 70 and 152 players showed up). After a glimpse at the crowd, it's easy to believe that the staff at the arcade had to remove overzealous onlookers from the tops of the games!



STAN JAROCKI RETIRES — After over 41 years in the industry (his illustrious career includes time spent at Seeburg, Electro Games, Bally/Midway and most recently, Grand Products), Stan Jarocki retired in July. Stan and his wife, Diane, will relocate to Albuquerque, N.M. for relaxation, travel and quality time spent with their grandchildren. While he will be concentrating fully on his personal life, Stan says that this may not be the end of his time spent in the industry. "After I've relaxed to my heart's content, seen most everything there is to see and if the right opportunity presents itself," he said, "I may find myself back in the industry in a sales or marketing consulting capacity." Best wishes, Stan!



BRENDA PARK has joined Games of Nevada as account executive. In her position, Brenda will be responsible for sales and customer service of the manufacturer/distributor's electronic gaming devices.

DATEBOOK

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 7-9
Intertainment '91, the 4th annual conference on interactive entertainment, Century Plaza Hotel, Los Angeles, Calif. For more information, contact Sally Chin at 212/382-3929.

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.

OCTOBER 27-29
Entertainment Marketing Conference, Universal City Hilton & Towers, Los Angeles, Calif. For more information, call EPM Communications at 718/469-9330.

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 011-33-1-47429256.

JANUARY 9-12
International Winter Consumer Electronics Show (CES), Las Vegas Convention Center, Hilton, The Mirage and Sahara Hotels, Las Vegas. For more info, call 202/457-8700.

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 011-44-71-2284107.

MARCH 10-11
AmusExpo '92, Dublin, Ireland. For information, contact AmusExpo at 011-353-45-22134.

MARCH 11-14
Leisure and Recreation '92, Sunshine City Exhibition Center, Tokyo, Japan. For information, call Stephen Luff of London's Overseas Exhibition Services at 011-44-71-486-1951.

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

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

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

THE BLUE PAGES

BUYERS' BULLETIN

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

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

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Chicago, IL	October 14 - 19
Myrtle Beach, SC	February 24 - 29
San Antonio, TX	March 9 - 14
Seaside Heights, NJ	April 6 - 10
Orlando, FL	April 27 - May 1
Reno, NV	June 15 - 20
San Jose, CA	August 3 - 8
Buffalo, NY	September 14 - 19
Nashville, TN	October 5 - 10
Chicago, IL	November 9 - 14

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Louisville, KY	September 28 & 29
Vancouver, BC (3 days)	October 3-5
Philadelphia, PA	November 16 & 17
Pittsburgh, PA	November 23 & 24
San Diego, CA	January 11 & 12
Portland, OR	January 18 & 19
Atlanta, GA	January 25 & 26
Sacramento, CA	February 1 & 2
Kansas City, MO	May 16 & 17
Minneapolis, MN	June 27 & 28
Salt Lake City, UT	August 22 & 23
Los Angeles, CA	November 21 & 22
Dallas, TX	December 5 & 6

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Arch Rivals (H).....695
Caveman Ninja (H).....695
Escape (H).....495
Gun Force (H).....995
Midnight Resistance (H)...399
Pitfighter (H) 3-pl.....995
S.P.Y. (H).....495
Two Crude (H).....399
WWF Superstars (H).....595

USED GAMES:

All American Football.....$795
Bad Dudes.....695
Battleshark.....1295
Combatribes.....495
Crime Fighter.....695
Dark Adventure.....495
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Operation Wolf.....995
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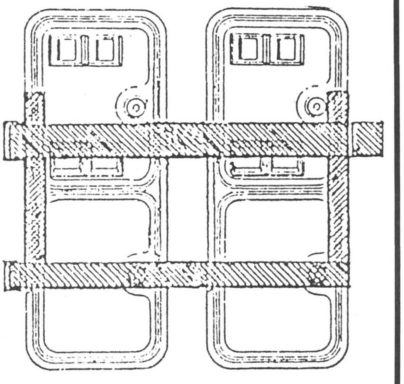

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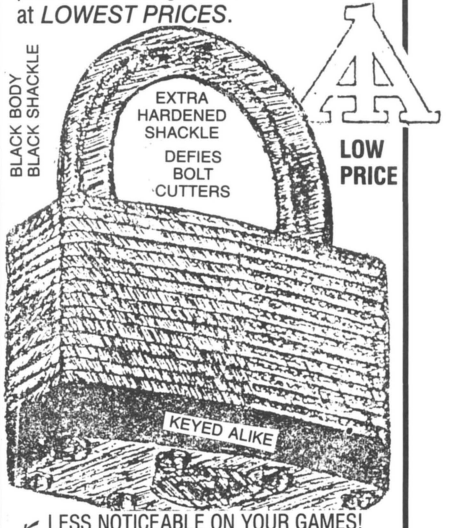

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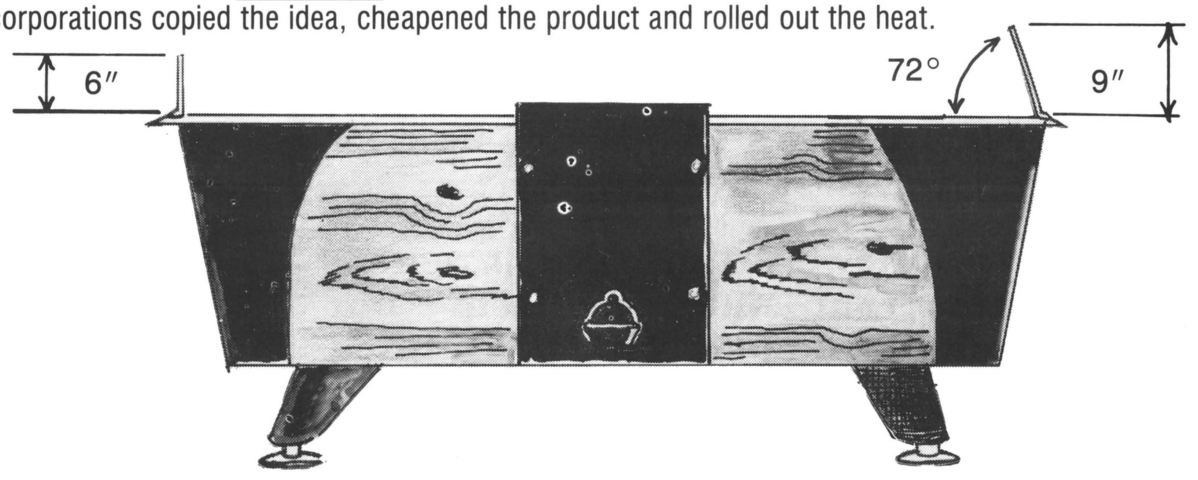

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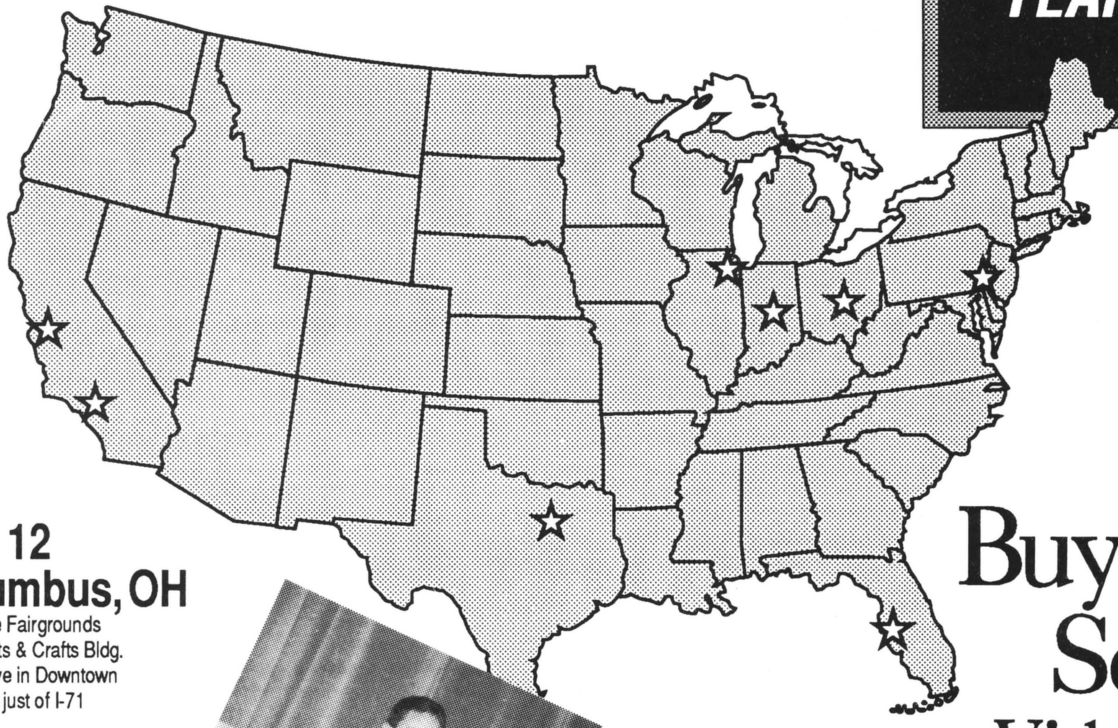

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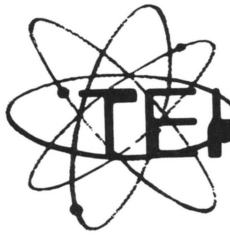

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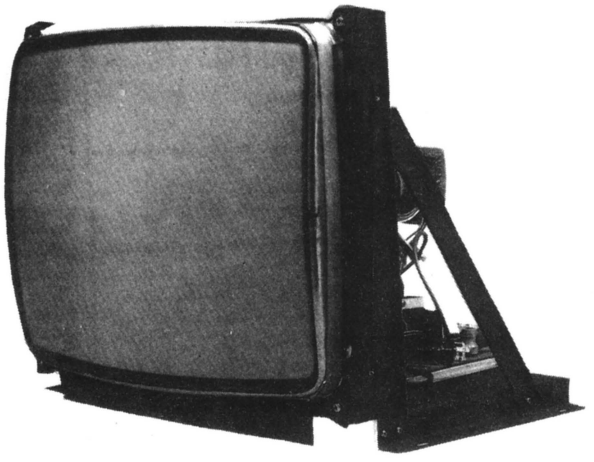

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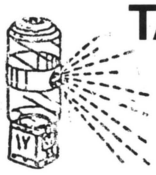

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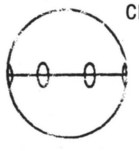



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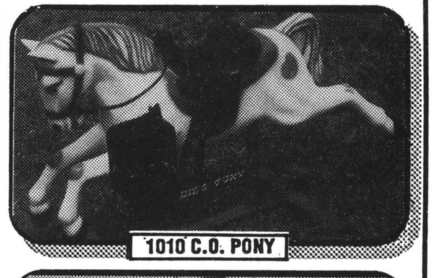



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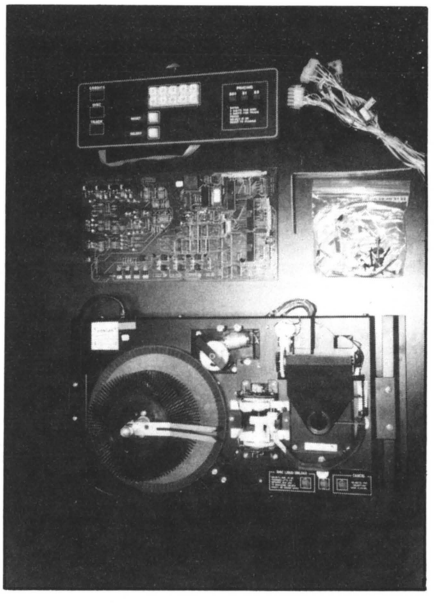

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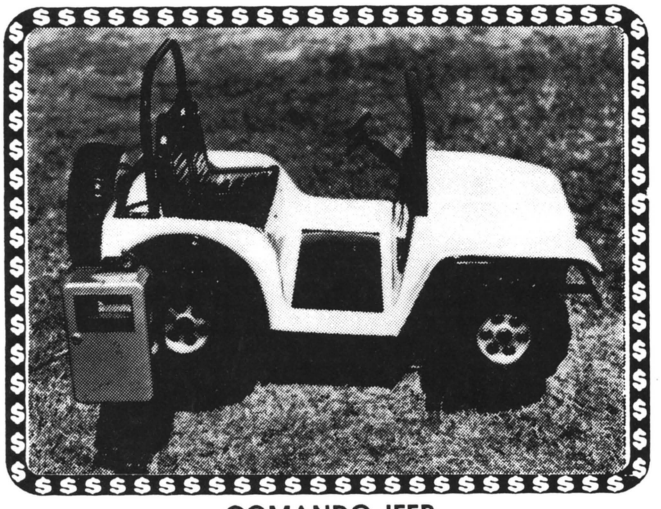

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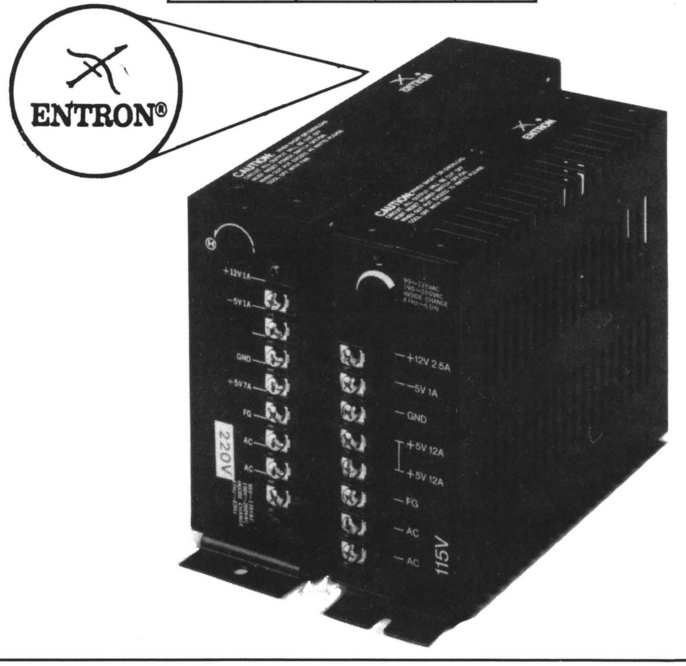

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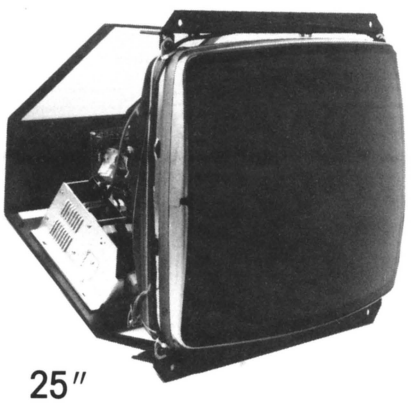

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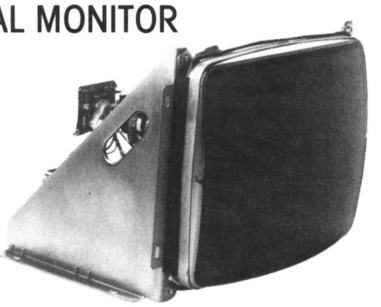

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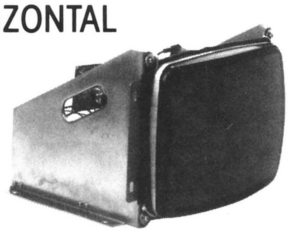

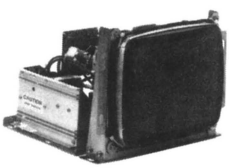

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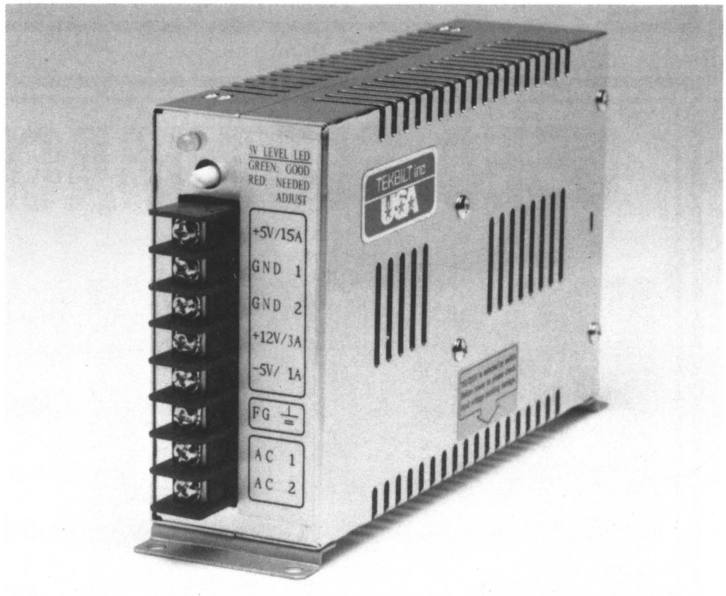

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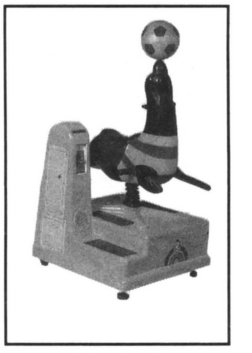

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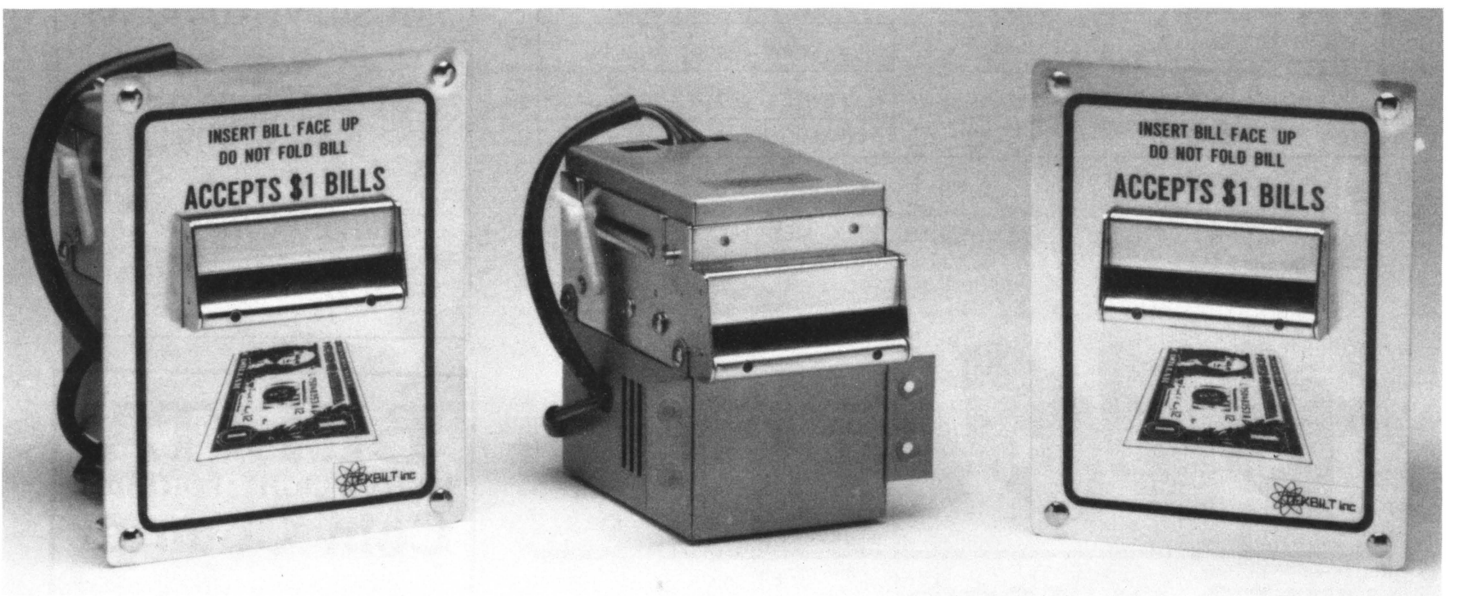

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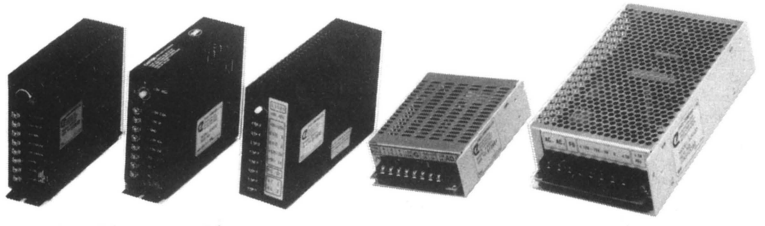

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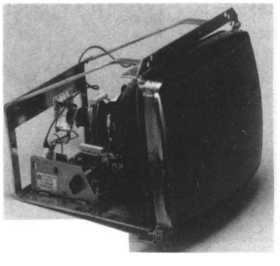

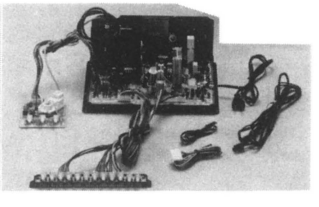

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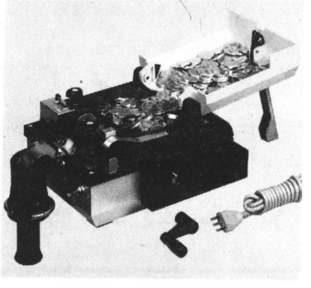

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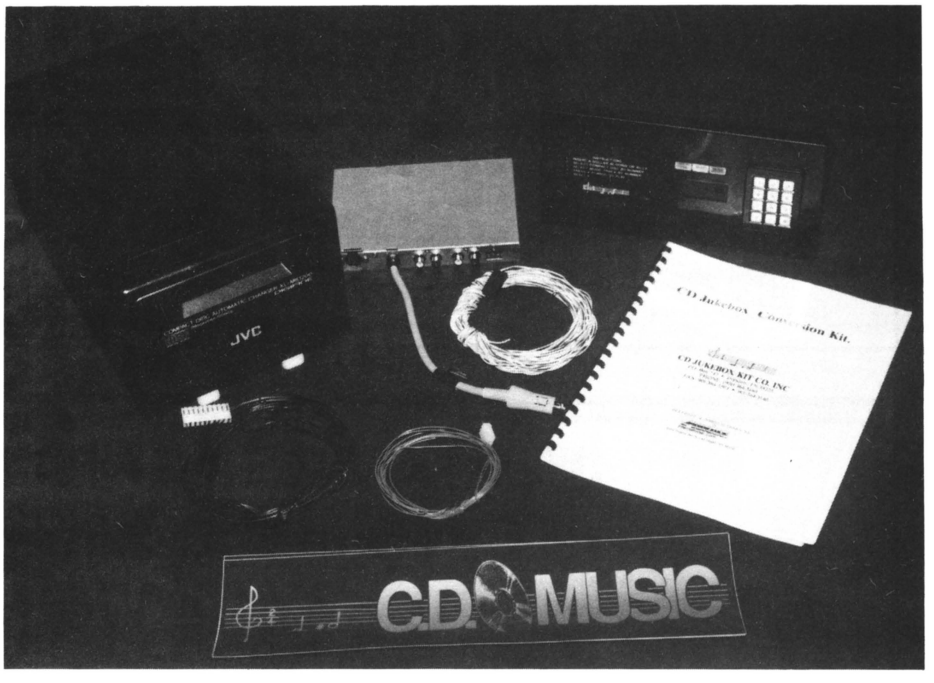

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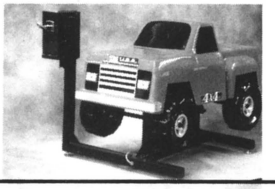

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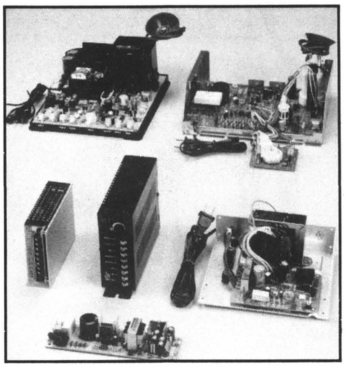

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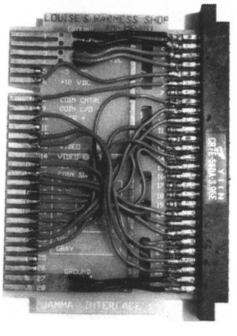

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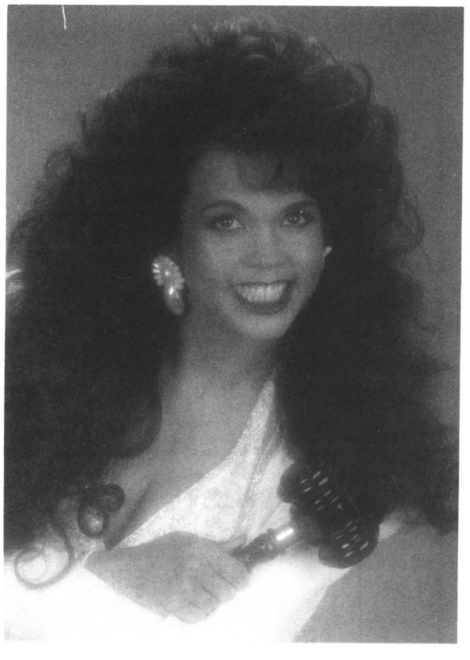

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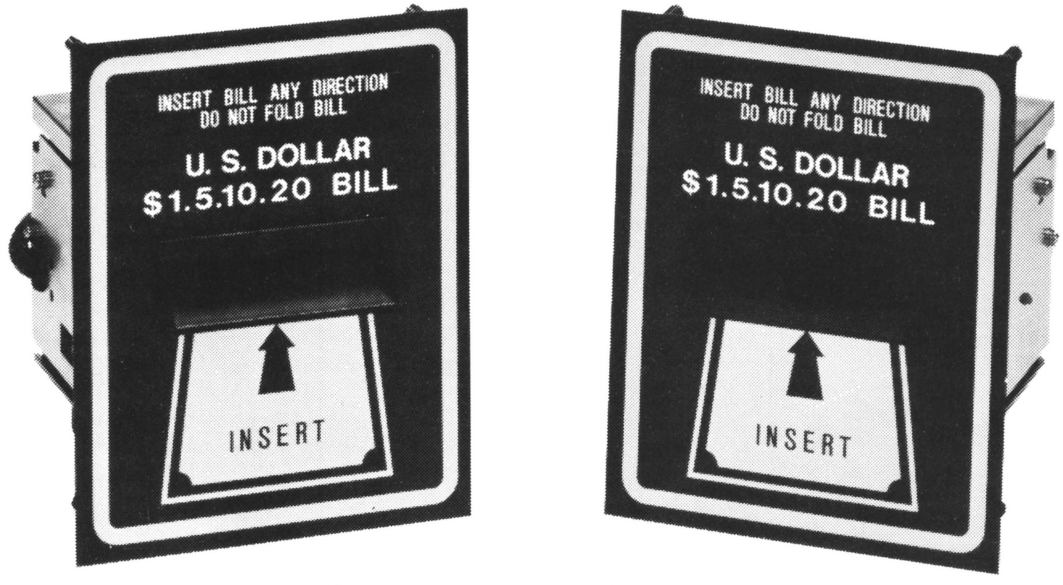

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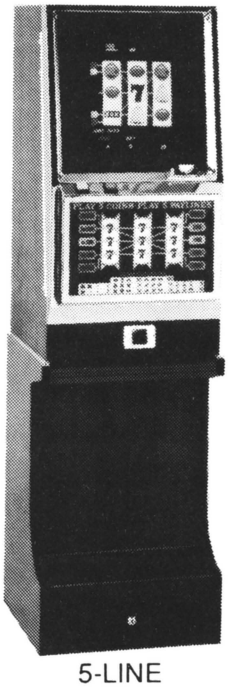

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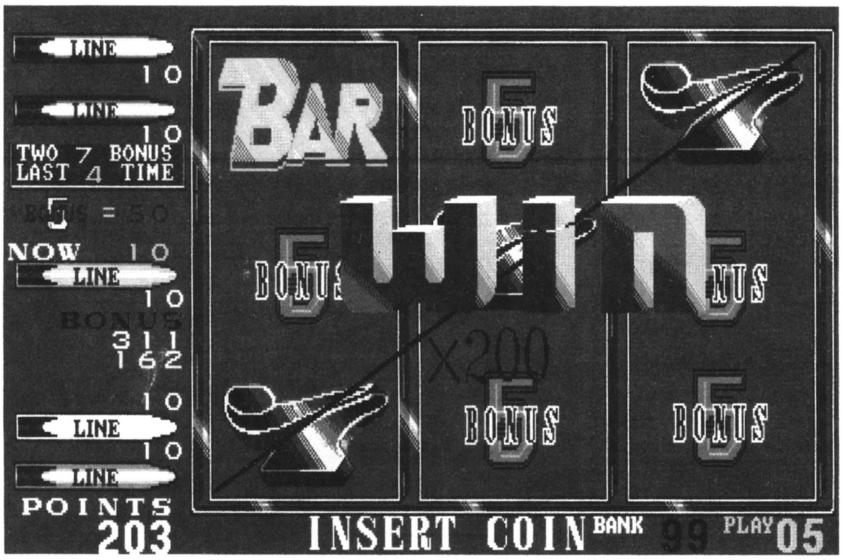

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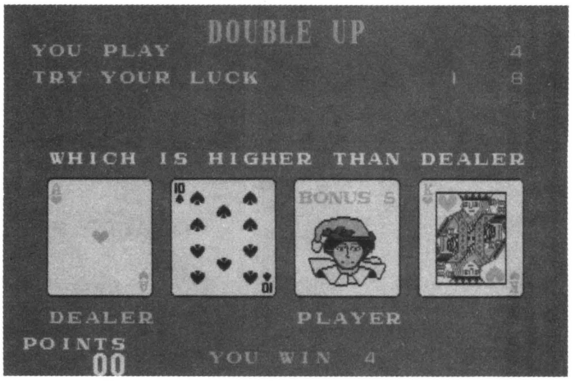

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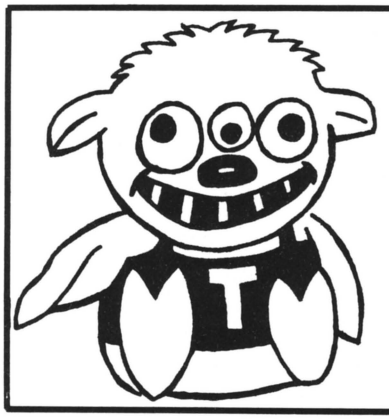

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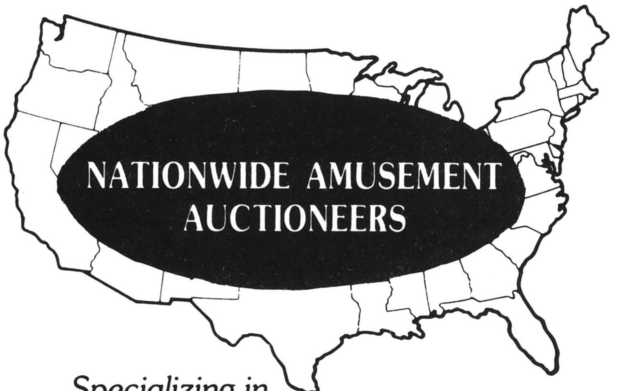

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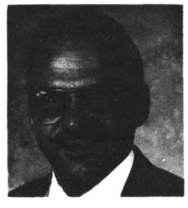
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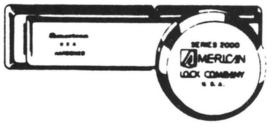

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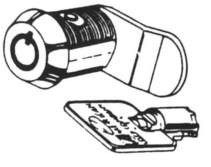

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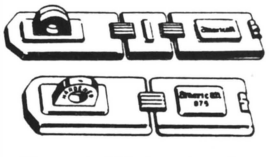

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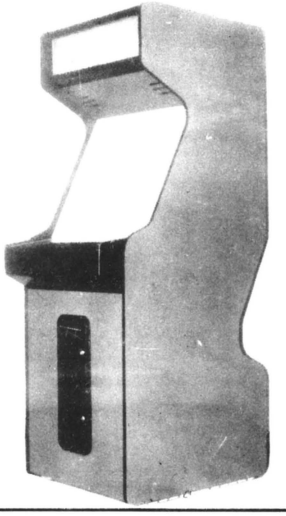

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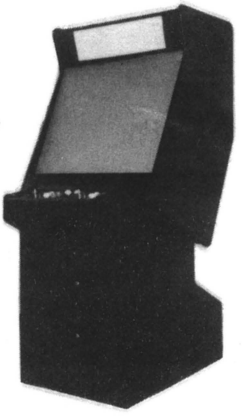

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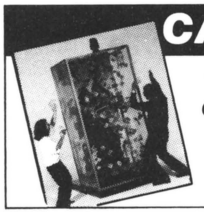

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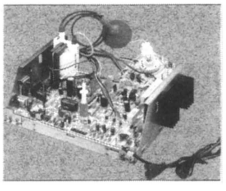

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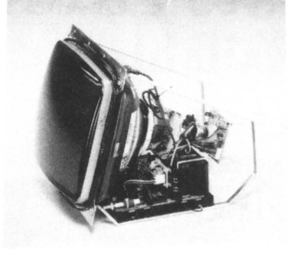

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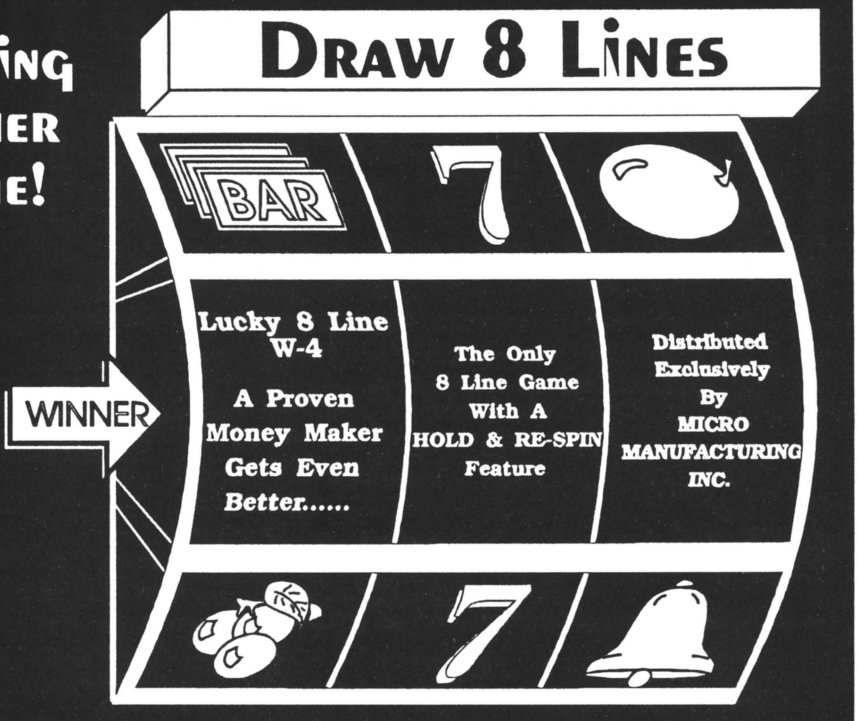

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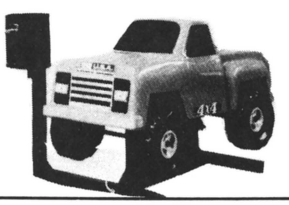

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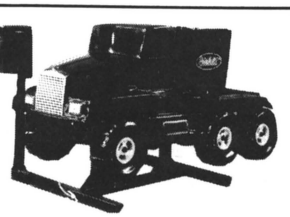

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NOTICE OF UNITED STATES DISTRICT COURT ORDER IN YAMATE U.S.A. CORP. VS. MYRON SUGERMAN AND ATLANTIC & PACIFIC AMUSEMENT CORP.

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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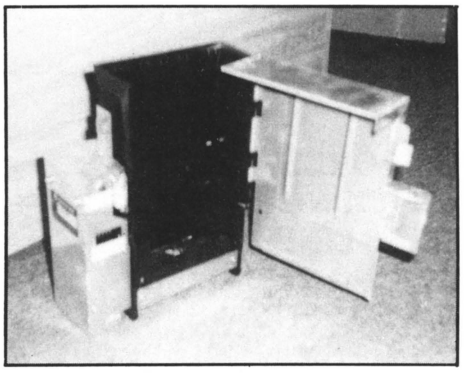

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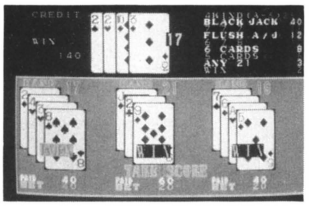

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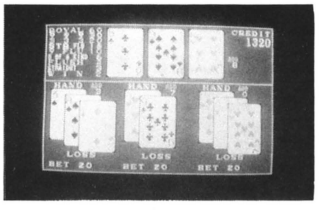

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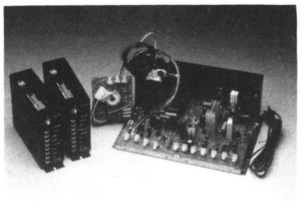

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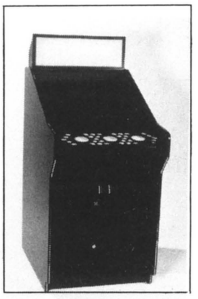

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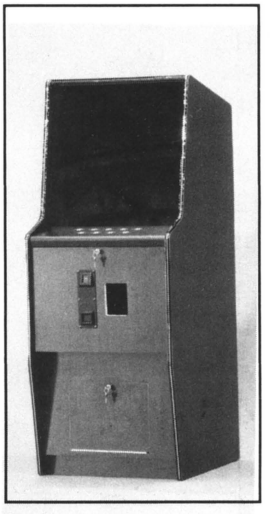

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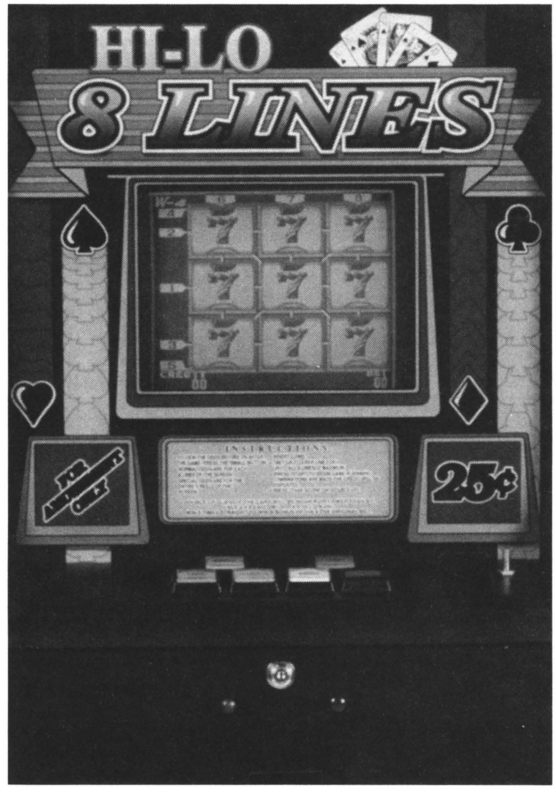

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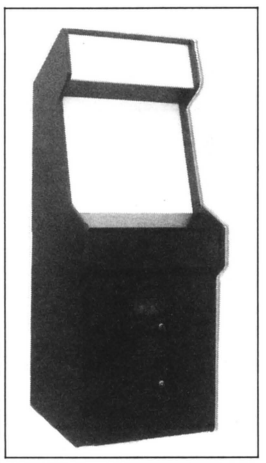

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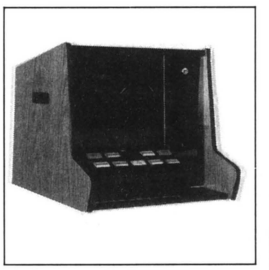

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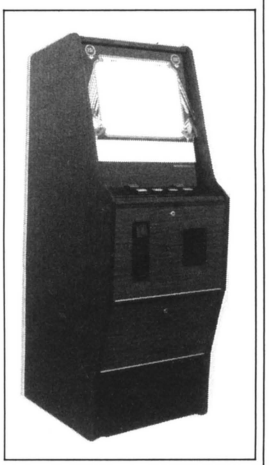

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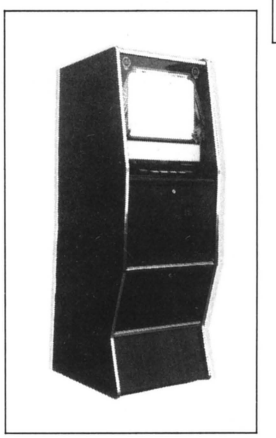

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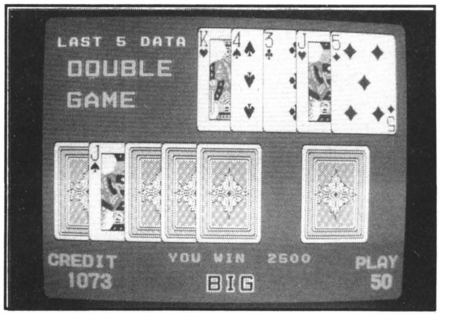

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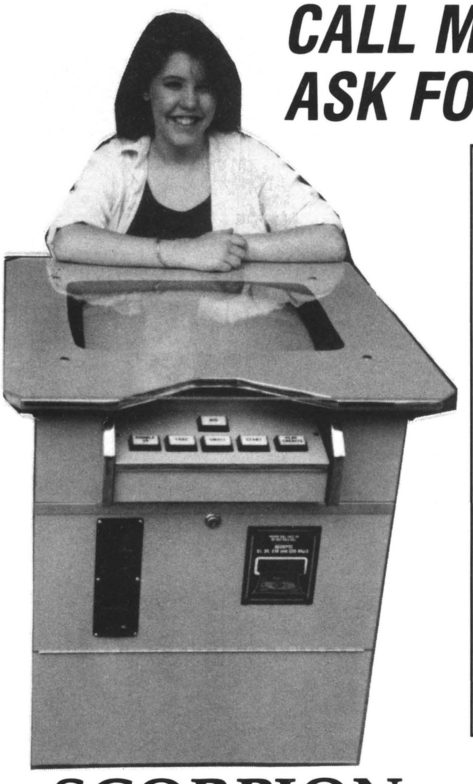

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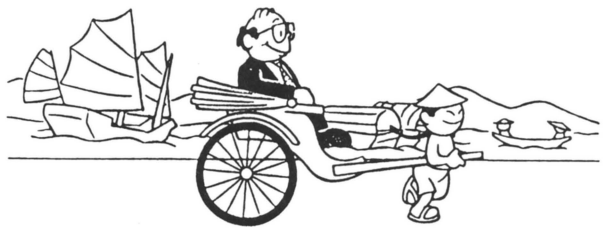

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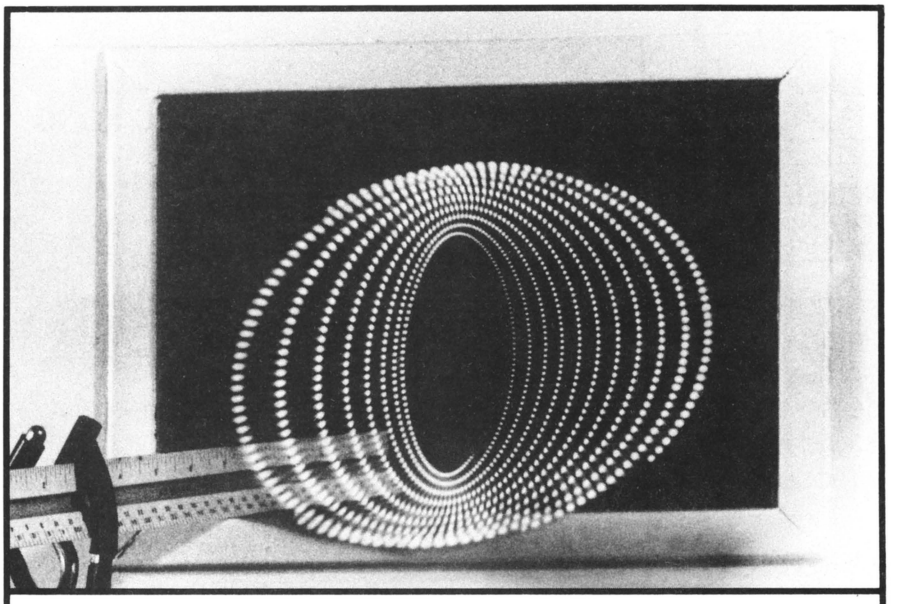

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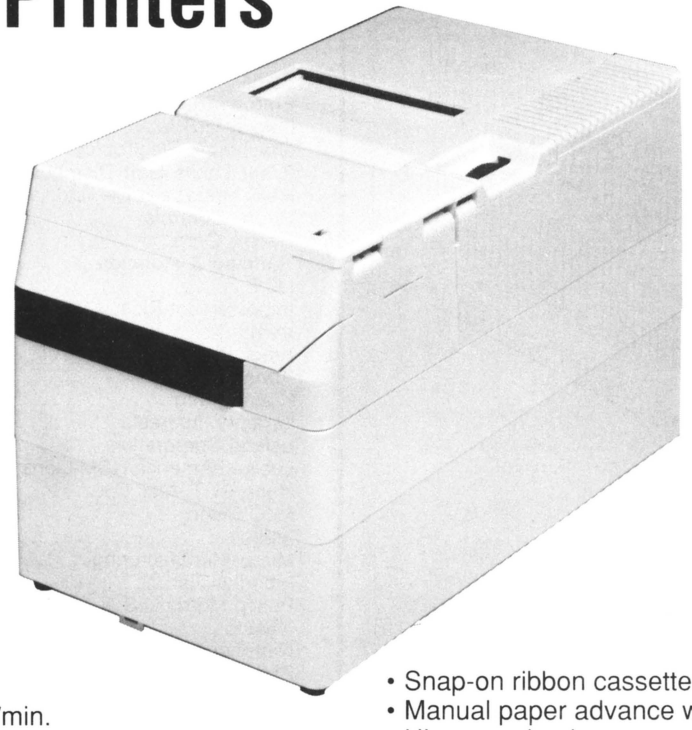

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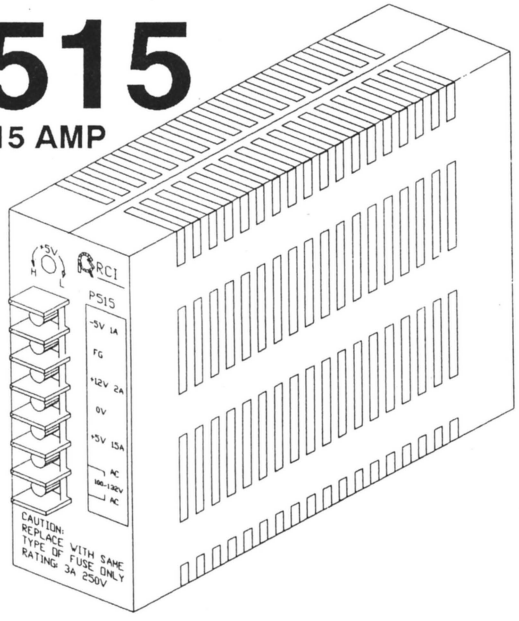

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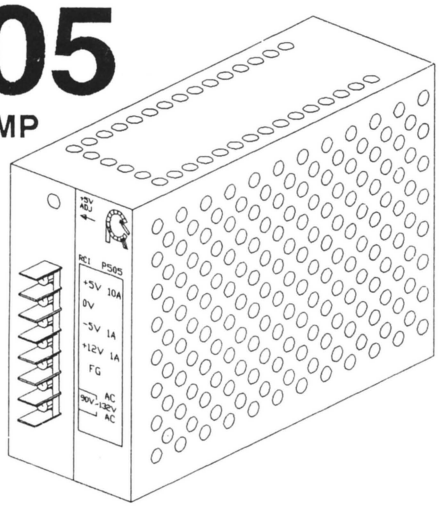

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INDEX OF ADVERTISERS

A.L.D. Inc. . . . . pg. 47
AMOA 165
A.M.T. 155
Alter Enterprises 84
American Sammy 27
American Technos 11
Arachnid 15
Atari . . . . . cover 4, 23
Atlas Dist. . . . . 140, toss-in flyer
Bally/Midway . . . . . cover 3
Baton Lock & Hardware 92
Belgian Amusements 101
Betson Enterprises 50, 72
Bob's Space Racers 185
Bondeal, Ltd. 182
Bonita Marie 39
Dan Brechner & Co. 115
Bromley, Inc. 149
Capcom U.S.A. 37-38
Carousel 106
Coin Bill Validator, Inc. 133
Coin Concepts 22
Data East, Inc. 44-45
Deltronic Labs 42
Dynamo 103
Eagle Company 126-127
Entron Enterprises 16
Falgas U.S.A. 49
Grayhound Electronics 89, 91
Great Lakes Dart Distributors 178
HMS Monaco et Cie, Ltd. 32
Happ Controls 110
Hecon Corp. 146
Hoffman & Hoffman 24
I.C.E. 63, 65
Impressment Plus 112
Irem 68
King Plush 139
Konami 19-20
Kramer Mfg. 113
Laramie Interests 119
Leland Corporation 31
Loewen-America/NSM-Lions 51
Henry W.T. Mali Co. 16
McO'River 75, 77
Meltec 109
Micro Manufacturing 143-144
Mondial Dist. 21
Phillip Morris U.S.A. 53
Namco 12, 117
Nintendo 5
PMI 41
Pioneer Laser Entertainment 28, 95
Playfair Shuffleboard 26
Pop-a-Shot 102
Premier Technology . . . . . cover 2
Romstar 17
Rosette 131
Rowe International 7, 121, 163
SNK Corporation 35, 71, 147
Sega Enterprises 9
Sejoo Corp. 151
Skee Ball 83
Smart Industries 125
Sound Decisions 96
Stella 85
Strata 97
T.O.P. . . . . Toss-in-flyer
Taito 69
Tecmo 43
Triple Crown Shuffleboard 102
Van Brook of Lexington 74
Van Sickle & Co. 90
Vari-Tech 132
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It's a whole new ballgame!! Midway's sensational new video, **SUPER HIGH IMPACT**, is built on proven success and record-setting performance. But with twice the image memory, players can now tackle the most spectacular game play features ever presented in a sports video!

1- to 4- players can choose different skill level options, measure the power of defensive stops with the *Hit-O-Meter*, relive plays with *Instant Replay*, pump up the adrenaline with *Fighting Mode*, compete for *World Record* standings, and even collect trading cards!

SUPER HIGH IMPACT is real football excitement both on and off the field. Exclusive digitized graphics literally explode off the screen, and an authentic stadium soundtrack captures all the sights, sounds and theatrics of coaches, cheerleaders, sportscasters and the stadium crowd.

And here's a video to attract repeat players season after season . . . Only **SUPER HIGH IMPACT** gives them their own unique access codes for lifetime statistics and standings based on won/lost records—ideal for organized league play or tournaments.

When you add **SUPER HIGH IMPACT** to your fall lineup, you've got a game that always plays to capacity crowds!

MIDWAY™ A subsidiary of WMS Industries Inc.

Midway Manufacturing Company

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OFF THE WALL™

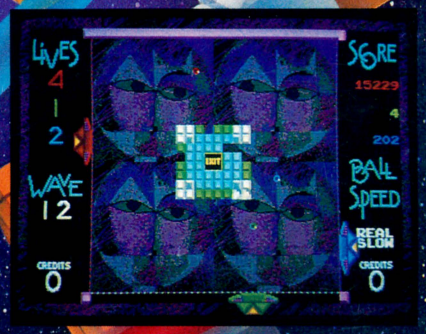
A Game with Universal Appeal!

Here's the fun new game for players of all ages — OFF THE WALL!

For one or two players, OFF THE WALL is simple to play, difficult to master, and impossible to resist! Hit the speeding ball into the Exit to advance to the next level – there are over 50 waves! That's easier said than done, as loads of bricks surround the Exit. Using paddles, players ricochet the ball (or balls) into the bricks to destroy them. All that zinging and zooming will make your players bounce OFF THE WALL!

- **Easy to play**
- **Competitive 2-player game**
- **Easily expandable to 3-player**
- **Join-in-anytime feature**
- **Affordable universal kit**

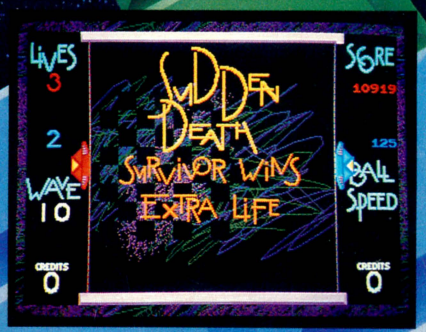
includes PCB, joysticks, buttons, JAMMA harness and artwork for header, control panel, bezel and side decals.



Admire the colorful graphics, but keep your eyes on the balls!



Variety galore — over 50 waves!



Players compete head-to-head in Sudden Death Bonus Round.

ATARI® GAMES

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