november 1991

RePlay

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HOT OFF THE PRESS!

OREGON VLT — By the time you read this, Oregon may have elected to go "sole-source" for any video lottery market, using terminals provided by GTech (which already runs their regular lottery). On the other hand, Oregon officials may have once again delayed drafting any VLT rules at all. Lottery spokesperson **Marlene Meiser** said the Oregon Lottery Commission was slated to meet Monday, Oct. 28 to decide whether or not to go ahead with implementation of the regulations for VLTs. Some operators are supposed to attend this meeting.

Many factors could influence the decision whether or not to proceed with drafting VLT rules. One positive factor: a judge threw out the anti-VLT lawsuit filed by a ministers' group which had claimed VLTs were unconstitutional. But the VLT opponents may appeal the ruling. They're definitely seeking a voter referendum on VLT and the new GTech keno games (which are offered literally every five minutes on lottery terminals at over 1,250 Oregon locations).

If the Lottery does proceed to draft rules for VLTs, the big question will be whether to use operators or a single supplier like GTech. Officials will closely study a report from the state's attorney general advising "in the strongest possible terms" that operators should **not** be involved in any VLT market. The attorney general has strongly opposed operator involvement for years. Some of the state police agreed with the AG's opinion, Marlene Meiser added.

COIN-OP'S STAKE — Tradesters fought long and hard — and successfully — for the law enabling Oregon to set up a VLT network. But the enabling act (which became law Aug. 9) does not guarantee operator involvement. Instead, it merely talks of "contractors" which could also mean GTech or the like. If Oregon goes sole-source, it would set a terrible precedent and could seriously damage coin-op's prospects for getting a piece of the action in any future VLT state markets. The trade managed to avoid that dreaded outcome in Iowa two months ago.

Besides the Oct. 28 event, Oregon Lottery has tentatively okay'd a November schedule of six public hearings so average citizens can tell officials how they think a vid poker network should be run. And, AAMA Exec VP **Bob Fay** has booked tickets to Portland to testify at a Nov. 14 hearing on the subject. He'll tell state leaders we're a responsible industry and that the South Dakota system works well for everyone, with full security. "I'm ready to do my best," Fay said. "I just hope it's still an open question by Nov. 14 and that a hearing really does take place."

According to the *Seattle Times,* once final rules have been adopted, the Lottery plans to install 10,000 VLTs in bars and taverns across Oregon, although we understand a "local option" would let individual jurisdictions can take a pass on VLTs. The *Times* also said VLT operations could begin in February or March of 1992.

BIG DO IN DALLAS — NSM's German plant began building the new *Performer Grand* CD jukebox the third week of October. The first container will be air-freighted to the USA the first week of November. To celebrate the official kickoff of this machine (which impressed so many operators at Expo), NSM's **Ullrich Schulze, Rus Strahan** and staff will host their U.S. distribs to a lavish business/pleasure conference at the Dallas Anatole Hotel on Nov. 8.

Before the meeting, everyone will see and hear an important announcement from NSM-Germany via "live" satellite telelink. The evening will be capped off with a formal gala (black tie or dark suit). Should be memorable. **Valley** could crank up U.S. production of the same NSM unit at their plant in December or January. Samples of the German-built boxes should begin appearing at your local NSM dealer mid-month. By the way, welcome Iowa's **Moss Distributing** aboard the NSM network.

TOP DART PLANS — TOP Dart Systems (Rochester, N.Y.) is finalizing negotiations to purchase Wellow Leisure Products, manufacturers of TOP's electronic scoring, steel-tip dart game. The two firms said Oct. 21 that a tentative agreement had been reached; everything was expected to be concluded by Oct. 31. TOP Dart Systems (North American distributor for the Wellow game) is thinking of having the game built in the U.S. and says buying Wellow would supply needed leverage to meet growing demand. Inside, we report more TOP moves. They've named a Canadian distributor, signed up a celebrity steel-tip dart player, and launched their first tournaments.

JUKEBOX PROMOS — AMOA's Jukebox Promo Committee has invited 65 record label execs to a New York summit Nov. 7, says JPC chair **Randy Chilton.** Topic: even more cooperation. Great move!

RePlay

the Players' Choice

NOVEMBER 1991

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

best upright videos

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**CAPTAIN AMERICA (Data East) (1)**	**9.08**	**25%**
■	2	DOUBLE AXLE★ (Taito) (1)	8.50	15%
■	3	STEEL GUNNER (Namco) (4)	8.42	23%
■	4	SUPER HIGH IMPACT (Midway) (1)	8.41	21%
■	5	DRAGON'S LAIR II (Leland) (1)	8.38	25%
■	6	SUNSET RIDERS (Konami) (1)	8.00	13%
	7	SPACE GUN (Taito) (11)	7.72	24%
	8	THE SIMPSONS (Konami) (6)	7.55	81%
	9	BEAST BUSTERS (SNK) (18)	7.43	13%
	10	INDY HEAT (Leland) (6)	7.23	25%

+ indicates game was produced in both dedicated & software forms
★ indicates game was also produced in deluxe form

best deluxe videos

(sitdowns, cockpits, arcade attractions)

■	1	**STEEL TALONS (Atari) (2)**	**9.75**	**19%**
■	2	ROAD RIOT (Atari) (4)	9.15	31%
■	3	FINAL LAP 2 (Namco) (6)	9.00	17%
■	4	MAD DOG McCREE (Betson/Icat) (5)	8.70	10%
	5	RACE DRIVIN'★ (Atari) (13)	8.63	46%
	6	GP RIDER★ (Sega) (8)	8.07	13%
	7	HARD DRIVIN'★ (Atari) (32)	7.98	46%
	8	GALAXY FORCE (Sega) (17)	7.93	13%
	9	G-LOC★ (Sega) (17)	7.74	37%
■	10	CISCO HEAT★ (Jaleco) (4)	7.73	10%

★ indicates game was also produced in upright form

best new videos

■	1	SPIDERMAN [u/r] (Sega)	8.33
■	2	RACE DRIVIN' PAN. [del. s/d] (Atari)	8.00

best video software

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**STREET FIGHTER II [H] (Capcom) (8)**	**9.53**	**90%**
■	2	WRESTLEFEST [H] (Technos) (2)	8.93	63%
■	3	SUPER BASEBALL 2020 [S] (SNK) (2)	8.37	29%
■	4	EIGHTMAN [S] (SNK) (1)	8.20	5%
■	5	KARATE BLAZERS [H] (McO'River) (1)	8.17	6%
■	6	CLUTCH HITTER [H] (Sega) (6)	7.85	37%
■	7	VENDETTA [H] (Konami) (2)	7.68	21%
■	8	CROSSED SWORDS [S] (SNK) (3)	7.64	37%
■	9	BURNING FIGHT [S] (SNK) (5)	7.53	38%
■	10	SENGOKU [S] (SNK) (8)	7.51	58%
	11	HIGH IMPACT [H] (Williams) (9)	7.49	56%
■	12	BLUE'S JOURNEY [S] (SNK) (5)	7.33	11%
	13	FINAL FIGHT [H] (Capcom) (21)	7.18	88%
■	14	KING OF THE MONSTERS [S] (SNK) (7)	7.08	50%
	15	GUN FORCE [H] (Irem) (6)	7.00	22%
	16	RAIDEN [V] (Fabtek) (15)	6.98	46%
	17	OFF ROAD TRAK PAK [R] (Leland) (18)	6.91	43%
	18	MVP [H] (Sega) (14)	6.71	27%
■	19	NINJA COMBAT [S] (SNK) (13)	6.49	47%
	20	VIOLENCE FIGHT [H] (Taito) (17)	6.48	20%

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

top pinballs

■	1	**TERMINATOR 2 (Williams) (4)**	**9.62**	**70%**
■	2	BATMAN (Data East) (2)	9.05	22%
	3	FUN HOUSE (Williams) (11)	8.54	84%
	4	THE MACHINE (Williams) (7)	8.29	59%
■	5	GILLIGAN'S ISLAND (Midway) (5)	7.72	42%
■	6	PARTY ZONE (Midway) (2)	7.59	20%
	7	EARTHSHAKER (Williams) (31)	7.43	55%
	8	TMNT TURTLES (Data East) (5)	7.34	41%
	9	CHECKPOINT (Data East) (7)	7.33	53%
	10	DR. DUDE (Midway) (10)	7.26	53%

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

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

DIST.: *The percentage of the surveyed arcade and street location operators who have the item on location. No upright videos rated by less than 10% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Videos.*

MARVEL-OUS COLLECTIONS

FROM A SUPER HERO FOURSOME

Put the power of Marvel Comics to work in all your locations with Captain America and the Avengers. It's a four-player-simultaneous video game blast that features the shield-wielding Captain America and his fellow Marvel SUPER HEROES, Iron Man, Hawkeye and Vision.

Captain America and the Avengers is out-earning the best of them (2-to-1 over Street Fighter II™ in some locations). Here's why:

- **Four-player simultaneous play delivers double the collections**
- **Eye-grabbing dedicated upright, features large, colorful graphics from Marvel**
- **Bold, ground-pounding stereo sound**
- **Gamers get to become their favorite super hero each endowed with his own unique super power**

MARVEL-OUS FACTS

- NEARLY 15-MILLION KIDS AGED 6 TO 17 READ COMIC BOOKS.
- ALMOST 75 PERCENT OF THEM READ AT LEAST ONE MARVEL COMIC EACH MONTH.
- THERE ARE MORE THAN 11 MILLION READERS OF MARVEL COMICS.



Gamers struggle against the evil Red Skull, whose super-hero disabling mind control device and laser-cannon can put an end to the party right away—only to have the quarters keep on coming.

DATA EAST

Data East USA, Inc,
1850 Little Orchard St.
San Jose, CA 95125
(408) 286-7080
FAX: (408) 971-0722

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RePlay magazine

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COVER

"Something old" and "something new"...For our November cover, Wurlitzer recalls its roots while promising great things to come. With the nostalgic 'One More Time' phonograph in the background are...yes ...James Dean and Marilyn Monroe! Foreground shows Wurlitzer's tuxedo-clad U.S. president Joe Tedeschi with RoboCop and Captain James Kirk, grouped around their 'New York, New York' which combines classic style with hi-tech CD capability. Story inside has Joe's insights into the ever-changing jukebox scene. (Celebrity standups provided by Advanced Graphics, Martinez, Calif.)

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EDITORIAL

Sunlight is finally starting to break through in the world of video game sales and earnings. The excitement sparked by many promising new products at AMOA is translating into broad-based sales, not just a single mega-hit. We hear this from people who have no axe to grind, such as component makers, cabinet builders and distributors. Some of Expo's best titles were just starting to ship at presstime, so more upbeat news will come.

*Perhaps it's a good thing if no single, dominant title is out there to slurp up all the investment dollars. Maybe this will prompt more operators to investigate carefully, and choose wisely...not just follow the crowd. Our advice: gauge your players and locations. Check with a trusted distributor. Talk to fellow operators. Use our Player's Choice chart, but don't let it do your thinking for you. After you've added up every factor, select equipment that really matches **your** operation. Remember: your time and thought could be the most important part of your investment.*

If you're waiting to see what happens when parallels become legal to operate next month, don't get your hopes up too much. You may score a bargain here and there, but probably the video market after Dec. 1 will look a lot like it does right now. That means plenty of big, pricey "attractions" and deluxe pieces earning big bucks, because they offer players something they can't get at home. It also means an assortment of uprights and kits, selling for prices that reflect their individual development costs and earning power. As we've always said, video's future depends more on coin-op creativity, than on used games from Japan.

More sunlight is beginning to shine in the world of trade politics. AMOA did a fine thing by inviting AAMA heavyweights to its Spring '92 board meeting. In addition, AMOA, AAMA and JAMMA have all signed a document acknowledging their global interdependence, and publicly calling for closer cooperation between themselves. Empty words? No, hard-headed realities. If we can all pull together with good games, respect for the law and for each other, our future could be brighter.

— Marcus Webb

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THERE WAS ELECTRONIC DARTS THEN CAME POP-A-SHOT AND NOW PUTT PRO™

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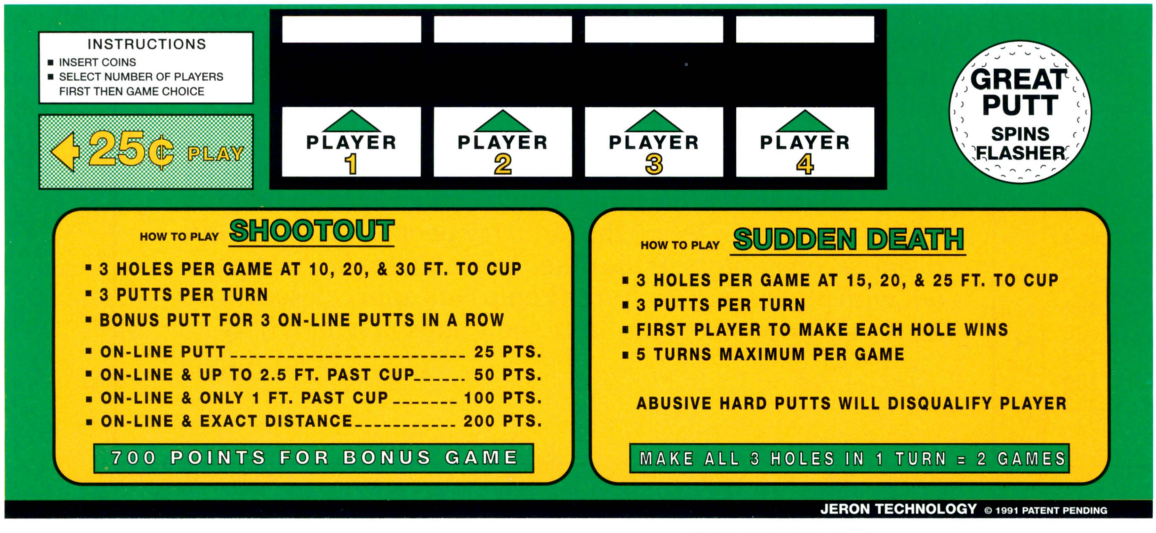
- Scoring for On-Line and Distance
- Putts from 5 to 32 Ft
- A Putt Within 1 Ft of the Cup Spins Rotating Light
- Up to Four Players



HOW PUTT PRO WORKS

The most advanced computerized putting game in the world today. Through infrared technology and a micro-computer, ''PUTT PRO™'' calculates and displays the distance and direction your putt would have traveled on a real green. Game scores are tallied and displayed after each putt with up to four players. Electronic sound effects add to the fun, simulating the velocity of the ball. A putt within one foot of the hole activates the rotating light and combines sounds for instant recognition. Two totally different games comes standard with ''PUTT PRO™.'' Guaranteed to be a revenue producer for a long time.

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INSIDE

NOVEMBER 1991

SPECIAL ARTICLES

LEGAL PARALLELS

Parallel imports of video games will become legal to operate December 1. Amazingly, the trade's been arguing about parallels since 1986! We discuss what this new market means for coin-op, review the "parallel war," and provide expert advice on what operators should do . . . . . pg. 27

NOW YOU'RE TERMINATED

Midway's *Terminator 2* video began shipping mid-October. Voted "Best New Game" of the AMOA Expo, the exciting unit is a dual product of Hollywood and coinland . . . . . pg. 65

OPEN HOUSES GALORE

Did someone say party? We cover post-AMOA dealer product shows from Florida, Arizona, California, Illinois, Maryland, New Jersey, New York, Oregon and Washington. Nationwide, the mood was upbeat. The open house round-up begins . . . . . pg. p. 95

THE BOARDWALK

Last June we told you "mega-arcades" are a roasting-hot trend. The Boardwalk in El Cajon, Calif. is living proof. This 24,000-sq.-ft. family amusement center is linked to a bowling center and a nightclub. It's gorgeous! . . . . . pg. 137

ANNIVERSARY WALTZ

Data East Pinball marked its fifth anniversary last month. American creativity and hard work, plus Japanese backing, have combined to create a coin-op company that stands proudly with the best in the biz . . . . . pg. 49

REGULAR FEATURES

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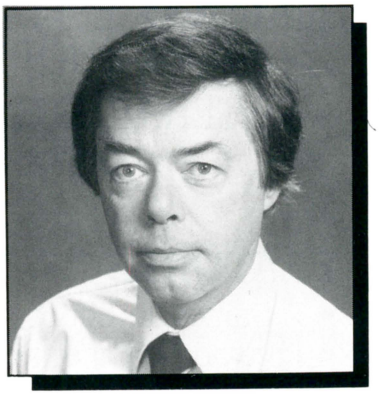


This month, I want to share some thoughts about this magazine. Beginning with our December 1991 edition, we'll once again accept ads on parallel video game boards since they'll become legal to operate on Dec. 1. However, I ask everyone to be alert to the possibility that many of these boards could be counterfeits. I also remind you that certain games displaying "licensed characters" like the Turtles, Spiderman, etc., cannot be legally operated in parallel form without the permission of Marvel Comics, Walt Disney or whoever owns the characters. A good list of do's and don'ts appears inside. Please check it out so we can approach this type of product in an orderly and legal fashion.

December's issue will be our Directory. An enormous amount of mail went out mid-October requesting updated information from factories, dealers, parts suppliers, etc. for their printed listings. If anyone fits into any of our Directory listing categories but hasn't received our mailing piece, please contact our office by fax ASAP. Type — don't handwrite — your company's name, complete address, phone, fax, key personnel and type of product(s) or service(s) you render. We're good but we're not perfect and we'd hate to leave anyone out of this premier edition. Fax us at 818/347-2112.

We've made some changes on our game chart to separate dedicated upright videos from the deluxe "arcade" attractions. It's obvious why we did this (actually, we should have separated them a while ago). I think the chart will be more useful this way, how 'bout you? While I'm on the subject, I want to thank the street and arcade people who help us each month by rating the games on our ballots. I also invite any "serious" operators to join the voting "committee" by dropping me a line to that effect. It's a big committee but you can never have enough. Let me hear from you.

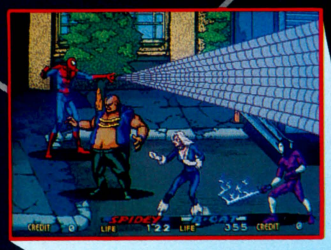
Finally, there are around a dozen distributor open house stories inside this issue. Since I only visited a handful of them, I want to thank the industry people, including our friendly competitors at the other trade books, for helping us out with photos and such. Your help was appreciated as we all finally capped off the 1991 show season (whew!).

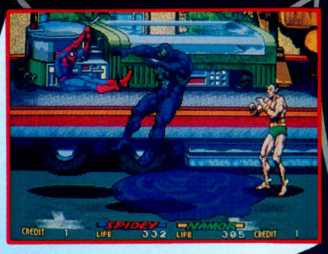
— Ed Adlum

THIS GAME HAS REALLY GOT LEGS.

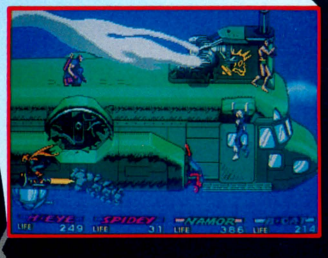
SPIDER-MAN™

the VIDEOGAME







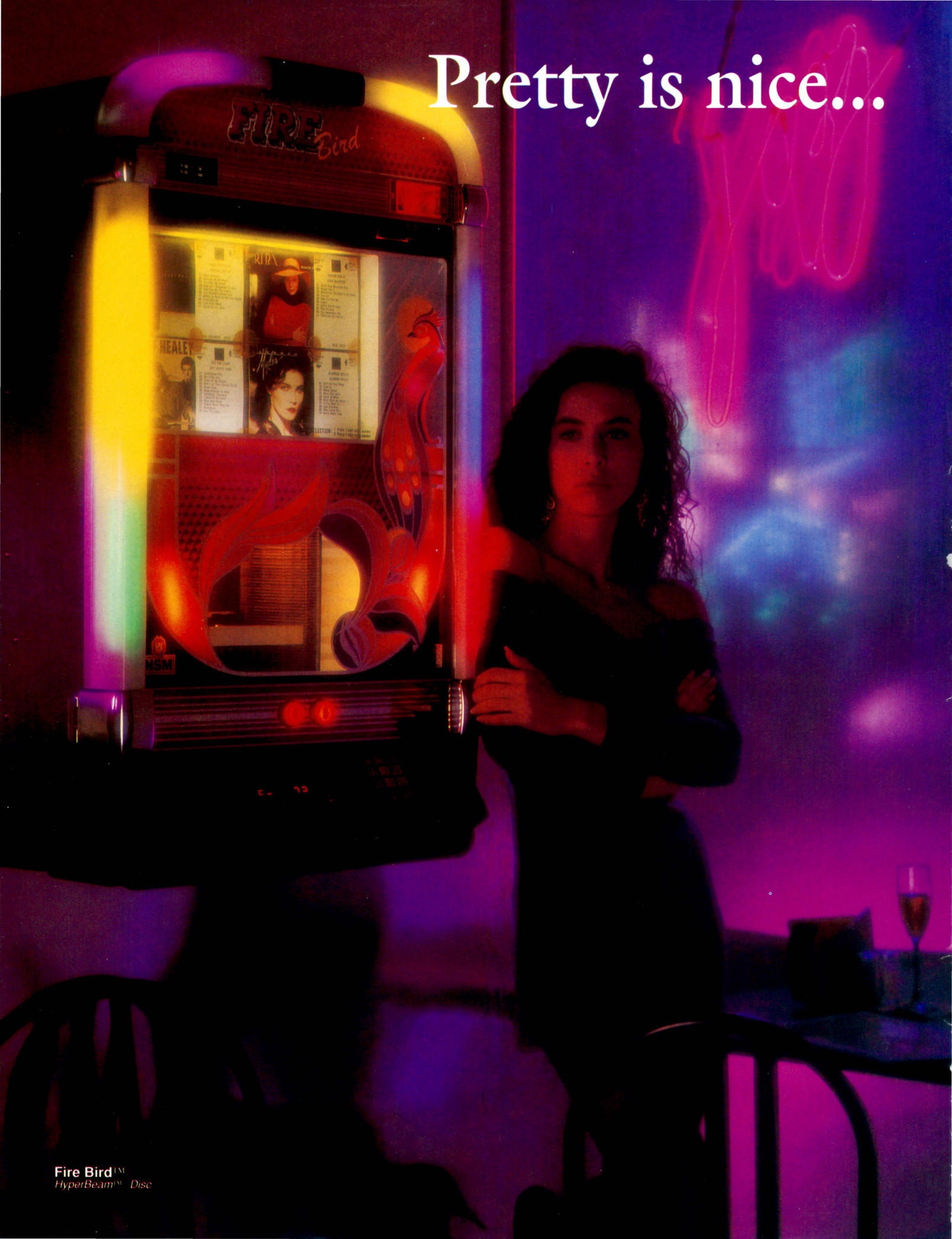


If you're looking for a game with lasting popularity, check out SPIDER-MAN™ THE VIDEOGAME from Sega. Up to four players can take part in the adventures of Marvel Comics' famous Spider-Man! Players can play the role of Spider-Man, Sub-Mariner™, Hawkeye™ or the Black Cat™ with the unique ability to switch 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™

SPIDER-MAN TM & © 1991 Marvel Entertainment Group, Inc. All Rights Reserved. Spider-Man, Black Cat, Sub-Mariner, Hawkeye, and the distinctive likenesses thereof are trademarks of Marvel Entertainment Group, Inc. and are used with permission. "SPIDER-MAN" The Videogame" is produced under license from the Marvel Entertainment Group, Inc.


Pretty is nice...
FIRE Bird
Fire Bird™
HyperBeam™ Disc

But what's inside is a lot more important.

Especially when it comes to jukeboxes. That's the reason you have to "lift the hood" of an NSM jukebox to know how really pretty it is.

Go straight to the "heart": the Changer.

First thing you'll see when you look inside an NSM jukebox is its 100-CD "Quick Change Artist" Changer.



It's so fast, it all but eliminates the delay time between selections. Which means you can conservatively figure a 5% overall increase in collections over operating our biggest competitor's jukebox...simply because more paid-for plays get compressed into less time.

Yet, ultra fast as our changer is, it never so much as touches your expensive CD's. Just the trays they're cradled in. So there's never any CD damage. Not even any wear.

Next, take a look at our new CD jacket title display mechanism. But you better look quick.

Because it's ultra fast too. In fact, if you continually depress the Picture Display button, titles will appear and disappear as fast as your eye can absorb them. Most importantly, they're positioned and presented so patrons can really see them well.

Bet you didn't even notice something was missing... until you looked inside.

All NSM jukeboxes look – and act – as if they're filled with CD's, even though they may be loaded with as few as 4. That's because you can "lock-out" empty CD trays and title strip holders...and no one can tell from the outside. But you always have the capacity of a full 100-CD machine.

Now look – really look – at the little things.

Things like the computerized transport mechanism on the changer. The "port" on the electronic board that lets you plug in a hand-held printer to retrieve diagnostic and collection information. The automatic-read feature so the machine can instantly identify and play 5" CD albums, 3" Singles or the new "Maxi-Singles"...or any combination.

Look at something so simple as the loomed & fitted wiring harnesses. Or the size and number of speakers. Little things, perhaps. Unimportant things, no. These are, in fact, just a few of the technological and quality





features built into every NSM HyperBeam™ jukebox...so that they will not only last for decades, but be technologically equiped to handle whatever comes along in the meantime. They're also the reason why NSM was overwhelmingly voted the machine of choice by operators at an recent international trade show.

Now, you really want "pretty"? Watch this.

Open the cabinet lid of any other jukebox manufacturer on the market...and compare what you see to NSM. You won't really know what "pretty" is until you do. Because no competitor even comes close to our features, our quality, or our level of technology. You don't have to buy an NSM for a side-by-side comparison, either. We'll send you an informative, illustrated booklet, "NSM Presents", to compare with. Just call, write or FAX us for a free copy. Or stop by your local NSM Distributor.

NSM
The Performance Machine
5207 North Rose Street
Chicago, Illinois 60656
Phone: 312-992-2280
FAX: 312-992-2289

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NEWS DIGEST

GAMING & REDEMPTION BIG AT JAMMA SHOW



A boom in cranes, and the expansion of gaming-themed pieces into token-run slot machines, highlighted JAMMA Expo '91 (Tokyo, Oct. 2 & 3). Most of the videos shown had debuted at the AMOA Expo in October, but a few notable pieces did make their first appearance there. Among them: Sega's one-player, two-monitor *Exhaust Note* Formula One racing sitdown simulator. Namco showed a more advanced version of *Salvalou*, the nifty moving-cabinet jet fighter simulator (a prototype appeared at JAMMA '90). AAMA president **Bill Rickett** was an honored guest; also invited was AMOA prexy **Gene Urso**, but he could not attend.

Next year's JAMMA takes place in August at a new Tokyo site: the Sunshine City Exhibitions Center.

VLT UPDATE: UPS & DOWNS ALL OVER!

Wisconsin's VLT bill, long considered one of the likeliest to pass, may be facing a somewhat stiffer challenge than first believed. Gov. **Tommy Thompson** has said he doesn't support more gambling, at least this year. The possibilities of riverboat gambling and Indian gaming are also muddying the waters. And, GTech (which runs the existing state lottery) is romancing the State Lottery Director, although GTech is also conferring with WAMO. On the plus side, AMOA now has a University of Wisconsin study which strongly backs operator-run VLT with a low 25% share to the state.

"See us after the November elections." That's what politicians were telling **New Jersey** tradesters about their VLT bill. Jersey is still considered a "very" strong VLT contender.



On Oct. 17, **Minnesota** cancelled a planned experiment to let 10,000 consumers play the state lottery at home, via a special modem and adaptor for their Nintendo Entertainment System home video consoles! Nintendo's **Al Stone** says Control Data thought up the idea and that Nintendo couldn't control this and was not involved. State legislators complained it could lead to children gambling.

PARALLELS BECOME LEGAL TO OPERATE DEC. 1

Due to an Act of Congress, **parallel imports** of video game PCBs become legal to operate Dec. 1. They are already legal to buy and sell, and at presstime about a dozen game brokers were lining up to distribute parallels. These brokers include operator **Bill Beckham** (Red Baron, Toledo, Ohio) who will sell direct to operators; and, separately, former AAMA president **Frank Ballouz** (Fabtek, Redmond, Wash.), who will sell to U.S. distributors only.

It's unclear how many parallels will be available, how soon, and what titles. It's also unclear how many counterfeits may sneak in, disguised as legal parallels. (Everyone agrees the industry needs to be extremely careful to avoid counterfeits.) *RePlay* examines the issues raised by this new market in a feature inside. We also review the six-year "parallel war" and list "do's and don'ts" of parallel operation. It all starts on **page 27.**

AUSTRALIA GIRDS FOR PARALLEL TRIAL

The parallel battle has moved to the Land Down Under. Australian distributor **Malcolm Steinberg** (Leisure & Allied Industries, or LAI) sued board broker **Jonathan Wells** this summer for copyright infringement. LAI says the copyright law bans importation of copyrighted works (whether parallels or copies) without consent of the copyright owner. Jonathan Wells says his firm, Mothers Imports/Exports, imported genuine parallels of hit video games by Capcom and others . . . and that such action was legal under the Circuit Layouts Act. Initial hearings take place in federal court in mid-November. Wells says the case will "rock Australia" and "break a monopoly," adding that National AMOA of Australia unanimously voted $18,500 to fund his defense. LAI says a Wells victory would mean some parallel importing would be legal, but that "it will remain unlawful for games where the software is stored on other devices such as disc, tapes, etc. [and where] the copyright subsists in other areas such as graphics, artwork and literary work which are not contained in eligible layouts." **Jack Rodios,** editor of *Cash Box Australia,* complained that Leisure & Allied is also using copyright law to prevent importing of used Williams pinball games.



Jonathan Wells, Red Baron's Bill Beckham and Bondeal's Freddie Milner.

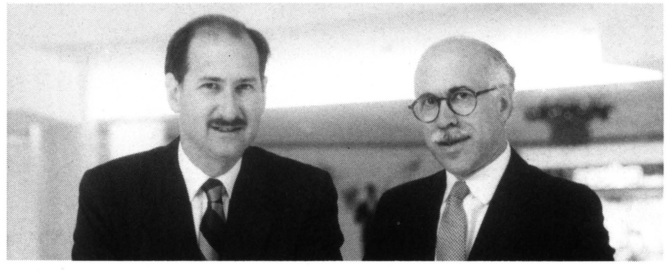


18 VOTES FROM MAJORITY

We need 218 House votes to pass dollar coin legislation. As of Oct. 18, the trade had lined up 200 supporters in the House. "Official" Senate sponsorship is still around 21 but some tradesters say the "unofficial" tally is over the needed 51 already. At presstime, the Senate Banking Committee had "very tentatively" requested calendar time for hearings on dollar coins, so it seems things are moving our way!

EDISON BROS. TO REP "VIRTUALITY" GAMES

W. Industries' ***Virtuality*** line of products will be marketed exclusively in the USA by Horizons Distributing, a new division of Edison Brothers (St. Louis, Mo.), which runs over 140 mall arcades as well as many retail stores. Edison's **Andy Halliday** says they have "quite a demonstration" planned for the IAAPA "Parks" show (Orlando, Nov. 13-16). Units won't actually ship till January at the earliest, Andy advised. One-player units will cost roughly around $55,000 each; Edison Bros. will charge $5 for 3 minutes of time in their own arcades (the number going to their arcades isn't set yet). "In England, a single unit with incomplete software has earned 1,800 pounds weekly (about $3,000)," said Andy. Top arcades are one obvious target for sales; amusement parks and various other public arenas are also likely sites. Interactive gameplay among more than one player is quite possible with linked units, by the way; that capability will keep Edison's products ahead of the consumer virtual reality items expected to appear around Christmas of 1993. P.S.: Edison will also exclusively operate "Laser Storm," a non-coin-op, live action battle simulation experience for teams of players. It's similar to "Photon" and other hi-tech "capture the flag"-type games.



Edison Bros. Chairman Andrew Newman (left) and President Martin Sneider.



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NEW FACES AT KONAMI, CAPCOM & COIN CONTROLS

Personnel changes around the trade: a former Mitsui Bank executive, Mr. **Susumu Sakamoto,** became the new president of Konami's U.S. subsidiary as of Sept. 1. Mr. Sakamoto will move from France, where he was the GM of the bank's Paris branch, to Konami's Buffalo Grove., Ill. plant where he will oversee day-to-day operations and keep in close touch with Japan. His predecessor, Mr. **Fumihiro Hishikawa,** remains prexy of Konami Japan and Konami Europe. . . Former Aladdin's Castle arcade supremo **Ron Malinowski** will be the new Special Projects Director for Capcom USA. He'll remain in Chicago, supervising sales of Capcom's redemption items like ***Bank-It*** (in a new marketing agreement with the



SUSUMU SAKAMOTO

game's maker, **Lazer-Tron)** and Capcom's *Bowlingo,* plus more novelty games downstream. . . In a move that surprised many, **Rick Currie** resigned as president of Coin Controls effective in early October. He said he'd be seeking other opportunities inside the coin-op industry. That should not be hard for a man of Rick's caliber (it was just last May he received the AAMA President's Award).

CHAPMAN & CRISTICH EXIT; QUICK NEW GAME SALES VP

The executive wheel turned at Sega Enterprises USA last month. Both **Jim Chapman** (regional sales) and **Donna Cristich** (marketing coordinator) left the firm. Also, Sega's gaming sales chief **Barry Quick** was promoted to the post of VP of Sales & Marketing, covering amusement games. *RePlay* had no word where Chapman and/or Cristich will relocate at this writing. Quick, however, is a rising star in the company. After numerous years working within the Bally gaming firms (he joined them late in 1975), he came aboard the Sega ship this past February 1991 to head up their gaming sales division. Sega doesn't make a VLT, but does have some unique casino games.

Now heading amusement sales, Quick commented "I think they want me to bring some new perspectives to this side of the business." He told us **Lenore Sayers** has been assigned the western region while **John Hill** retains eastern control. Sega prexy **Tom Petit** and Quick will call directly on some dealers.

ARACHNID NAMES DEALERS

The inventors of electronic darting have done it again. **Arachnid** scored AMOA's "Most Played Dart Game" award for the second year in a row at the recent Expo. And boy, were they proud! Sales VP **Marcio Bonilla** accepted that award while Marketing VP **Sam Zammuto** did the bows for Arachnid's "Best (large size) Booth at Expo" award. All the more reason for Arachnid's three new distributors to be proud: **Betson Advance** in New York, **J&J Distributors** in Indianapolis, and **Wolverine America** in Michigan.

TRADE BUZZ TOUTS *CAPTAIN AMERICA & DRAGON'S LAIR II*

Fall is the trade's "big selling season" and "big earning season," so what's hot in dealer showrooms and on U.S. locations? Many titles which bowed at AMOA (such as Midway's ***Terminator 2*** video and Capcom's ***Captain Commando)*** shipped too late to make our November chart, which measured game performance in early to mid-October. But word of mouth says Data East's four-player dedicated ***Captain America & the Avengers*** is doing great indeed. Tradesters say gameplay has depth and is really faithful to the characters. More good earnings are reported for the new kit version of American Technos' ***Wrestlefest.*** We've heard very fine



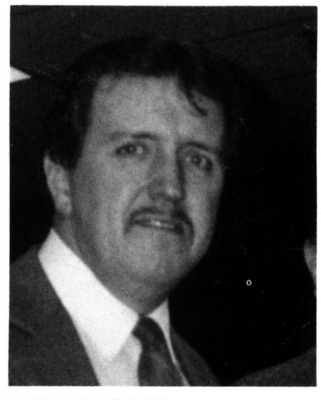
earnings reports on Leland's ***Dragon's Lair II*** along with redemption pieces like Betson's ***Beat the Clock,*** GaMCO's ***Boogiemen,*** and all of the current pinballs.

GRTR SOUTHERN LANDS ROWE

Lots happening at Greater Southern Distributing (Atlanta), which has an exclusive on the Rowe line in Georgia. Also, GS has added **Earl Charlton** to their vending sales force and given **Gregg Smith** new duties including credit management, collections and in-house amusement and vending sales.

MONDIAL ALSO PLANS DEDHAM, MASSACHUSETTS DEALERSHIP

After Rowe's sale of its Dedham, Mass. dealership to Betson, that firm and Belam aren't the only ones with new distributorships opening in the city. Starting mid-November, area trade vet **Mike Publicover** will head up a new Dedham, Mass. dealership owned by **Mondial Distributing.** Mondial's EVP **Tony Yula** says the branch will have the following direct lines: Premier, Data East, Taito, Namco, NSM, Sega, SNK, Nintendo, Capcom, Konami, Jaleco, Leland, Valley, Dynamo and Arachnid. More lines may come. Mike Publicover spent 15 years with Rowe-Dedham, rising from service tech to



MIKE PUBLICOVER

sales manager. His latest post was Sales VP for Laser Video Network, a vidjuke maker. In mid-October, Mondial was seeking a building in Dedham for the new office.

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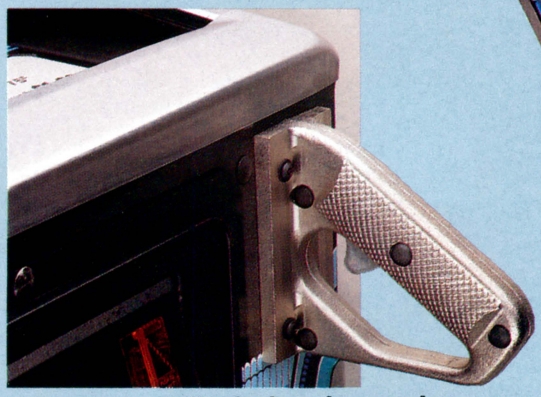

All-new specially designed gun grip.

THIS GAME IS LOADED FOR ACTION!

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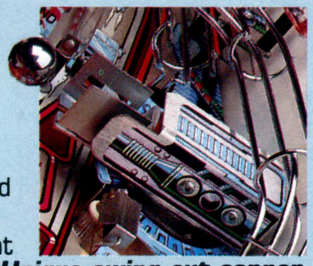
It's high energy action with an imposing life-like Endoskeleton™ skull peering down from the top of the playfield and the chance to load a ball in the unique swing-out cannon to shoot down the Hunter Killer for instant 3-ball Multi-Ball® and potential 3X JACKPOT that can increase to an incredible 30 Million Points or even a 50 Million Point Super JACKPOT!



Unique swing-out cannon.



Industry first, high scoring T2 Video Game Mode.

But there's still more to **TERMINATOR 2: JUDGMENT DAY** with the visual impact of Williams' own unique, state-of-the-art full-size 32X128 Dot Matrix Display for phenomenal effects that are a sight to behold. In addition, only T2 pinball features a true industry ***first*** with the introduction of an original, high scoring T2 VIDEO GAME MODE.

An extraordinary pinball machine that sets new standards, **TERMINATOR 2: JUDGMENT DAY** brings to life the history-making feature film with a dramatic musical score, staggering light and sound effects, breathtaking graphics, and speech from the one and only Arnold Schwarzenegger!



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TERMINATOR 2: JUDGMENT DAY ramps up profits with the challenge of passing through all ten security levels of the Cyberdyne Defenses via the left side Artificial Intelligence Lab and the Skynet Command Center on the right side to initiate PAYBACK TIME. During this sequence, all major features score an awesome 5 Million Points each!

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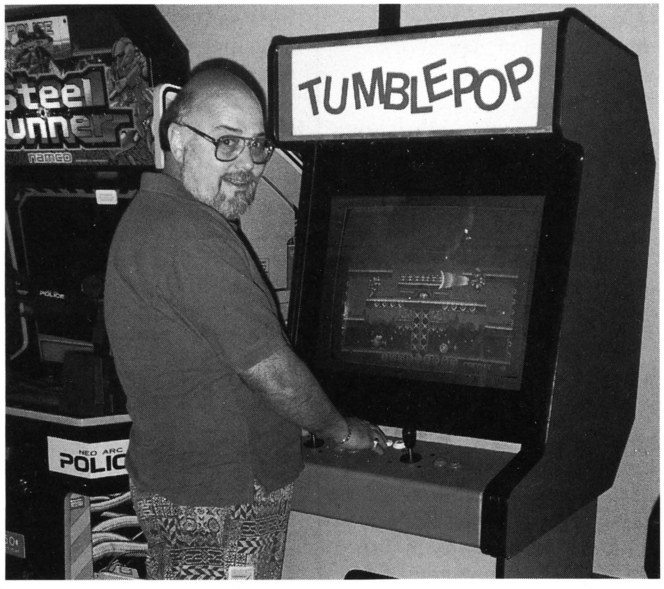
TESTING, TESTING...LOW-COST LEPRECHAUN KIT MAKES $174



Leprechaun's **Bill Cravens** is one of those who says: "American operators don't really want parallels; they want kits they can make a buck with." He's latched onto a "price kit" from Data East called ***TumblePop*** and intends to market it as an "econo-kit...just the board and header, under a grand to the operator," said Bill. "I leave the buttons, stick and harness for the operator to supply." He's shown here with the game at the Zones arcade in Redmond, Wash. where it tested at $174.00 the first week. "Not too shabby for an econo-kit," says the man many consider one of coin-op's best game people. Wanting to fill the low-cost video niche, Bill's already got three more "price kits" coming from Ocean of America in early 1992. The econo-kits will join Bill's stable of other products, including McO'River videos and Bromley games in the west, plus his Exit products like *Pot 'O Gold.* And, Bill Cravens says he might even develop video software on his own!

ELECTRO GAMES TO REP TOP DARTS IN CANADA

Electro Games Industries (Quebec) is the exclusive Canadian distributor for Top Darts System, the steel tip, electronic scoring dart game developed by Wellow. The U.S. rep for the system is T.O.P. Distributing (Rochester, N.Y.) whose **Tom Tarantelli** concluded the deal with Electro prexy **Luc Marcoux.** Tom said the agreement "brings to our growing network a key firm with proven expertise in league management, tournament promotion and street operating savvy we applaud." Marcoux said he'd assemble a team of Canada's top sales people to "penetrate Canada with this newest concept in North America's fastest-growing sport, darts. The fine Top Dart game opens doors to steel tip dart locations that were never available before." Top Dart Systems and Electro Games are formalizing plans for a Canada-wide series of open houses and exhibitions starring several of Canada's best professional dart players, who have already endorsed the game.

TRADE DODGES HUGE INSPECTIONS FEES IN L.A.

Regulatory disaster in Los Angeles was headed off Oct. 16. City officials planned to require $400 inspection fees (to be paid by operators) to ensure the safety of every single video conversion. City officials also wanted all games UL-approved. A unified team of operators, distributors and manufacturers met with officials and got the current sticker program reinstated for one year. The coin folks also formed a 10-member task force to work with (and educate) officials. Goal is to find a mutually agreeable solution, including maybe having the city accept ARL lab approval instead of UL. AAMA's **Bob Fay** flew in and acted as a lead spokesman; operators said he "did a very good job" and expressed pleasure that the AAMA exec made the effort to help operators. Also present at the meeting was CCMA's **Dennis Loper,** AAC's **Dave Jackson,** folks from C.A. Robinson and Betson Pacific, and several more operators.

FLORIDA FIGHT: 2 ASSOCIATIONS SPLIT TRADE

The amusements industry in Florida has split right down the middle, thanks to a bitter political fight with ugly personal overtones. The well-established amusement and vending association, FAVA, is now under the leadership of operator **Bill Miller** and has hired the Orlando-based Institute of Development to manage its affairs. FAVA is blaming various association problems on former FAVA exec director **Bob Rhinehart.** Bob returns the "compliment"; and his Tallahassee-based Executive Management Services firm is running a new amusements-only group calling itself the Amusement & Music Owners Assn. of Florida. Respected industry names in the Sunshine State are taking sides: **Manley Lawson** is with FAVA, while **Stan Seymour** is reportedly a leading member of AMOAF, along with **Ernestine Tolisano** and some others. Both groups agree on three things: 1. elements of the vending industry made amusement operators the "scapegoat" for the crippling 7.81% gross receipts tax. They also agree that repeal of the tax is entirely possible (HB.219, also known as SB.74, is the vehicle to accomplish this). Finally, each group says it will be around for a long time and is the "true" representative of the coin amusements industry. Regardless of which side you're on, it's a sad day for the Sunshine State.

YES, WELLS-GARDNER HAS 1-YR. MONITOR WARRANTY

The folks at Wells-Gardner (who make monitors used in games by SNK, Nintendo, Namco and many others) are concerned that an item we ran some time ago may have created an incorrect impression about their warranty. For the record, then: Wells-Gardner monitors are guaranteed to be free of defects in workmanship for one year after date of shipment from the Wells-Gardner factory. *RePlay* spoke to the above-named firms which use Wells-Gardner products; all these factories said they're very happy with Wells-Gardner warranty and service, and that very few problems ever crop up which require service anyway.

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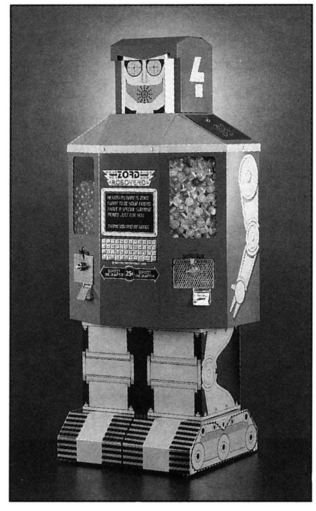

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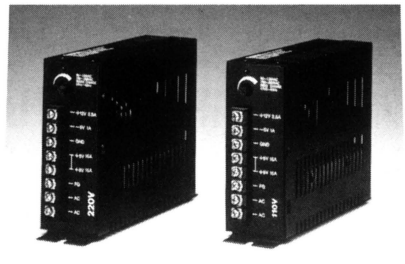

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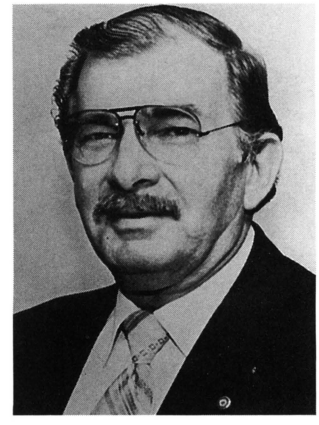
WURLITZER BOWS VIDJUKE

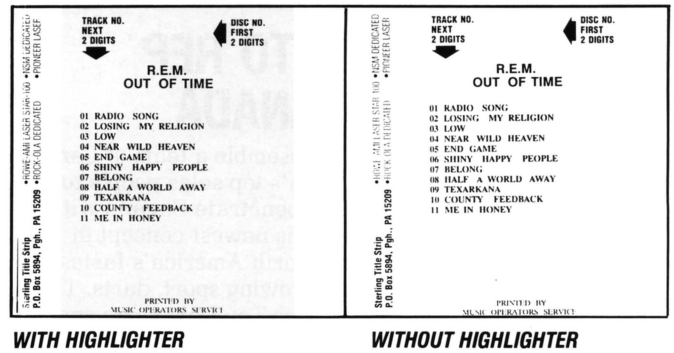
A new laserdisc **video jukebox** version of *New York, New York* was shown by Wurlitzer at the Oct. 16-17 Associated Leisure Preview in England. It plays 12" laserdiscs and was displayed on the stand of MAM Leisure Ltd., a major Rowe operator. This from England's *Amusement Business* magazine. American Wurlitzer's **Joe Tedeschi** says we may not see a U.S. vidjuke from him until ACME or later, and his version may use another optical disc format and offer additional exciting capabilities. Wurlitzer has more happy news, as you'll read in our Cover Story on **page 79.**

"BUNKY THE JUKEBOX MAN"

He was known as "Bunky the Jukebox Man"...and now he's gone. Jacksonville, N.C. operator **Bunky Bynum** passed away in early October at the age of 64. He'd been in the coin business since 1966 and was president of NCAMA in 1982. He was also on the AMOA board of directors at one time. He served his community as a member of the Shriners and the Rotary Club. Bunky is survived by wife Doris, sons Ray and Kenneth, and daughter Katherine. "Bunky never met a stranger," recalled NCCOA's **Bobby Earp.** "He was a very happy-to-lucky type of guy. We'll miss his familiar greeting, 'Hey, cuz!'" May he rest in peace.



HIGHLIGHT CD TITLE STRIPS



WITH HIGHLIGHTER ***WITHOUT HIGHLIGHTER***

Here's a CD-related item with a scenario by Music Operators Service's Terry Hopple...Your location has been set for months when you add three new CDs. "Let the customers know about it," says Terry "by putting a bright yellow acetate overlay over the new title strips. Watch what happens when you highlight a slow mover." This attention-grabbing product was a superhit at the Expo (they pre-sold 10,000) for this Fullerton, Calif. one-stop. The cost is 15¢ each. You can order by phoning them at 714/879-1771 (fax: 800-821-7878).



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"Quality is our family tradition"

On Your Mark...

by Marcus Webb



The intersection between today's and tomorrow's coin-op industry was highlighted at the fourth annual InterTainment (interactive entertainment) conference, organized by Alexander & Associates. "This conference is on the leading edge of hi-tech games and interactivity," said Edison Bros.' arcade chain chief, Andy Halliday. He added: "I'm a bit surprised more coin-op people don't follow it." Anyone who did attend the event (Los Angeles, Oct. 7-9), had their eyes and minds opened to some important realities. . .and dazzling possibilities.

The realities arrived courtesy of Atari Games' product developer Chris Downend. He provided a statistical profile of today's U.S. coin-op game market. Chris said we're operating a base of about 750,000 video games, with operators replacing about 20% per year. Based partly on a very good source (which we won't reveal), Chris also made an educated guess about annual U.S. vidgame sales volume. Very roughly, he believes it ran $250 million in 1990. Those dollars buy 150,000 games (60,000 dedicated and 90,000 kits). Chris figures 80% of games sold go to the street and 20% go to arcades (but arcades buy 40% of dedicated units). "It's a replacement market," Chris said, which is why vidgame sales levels are "soft."

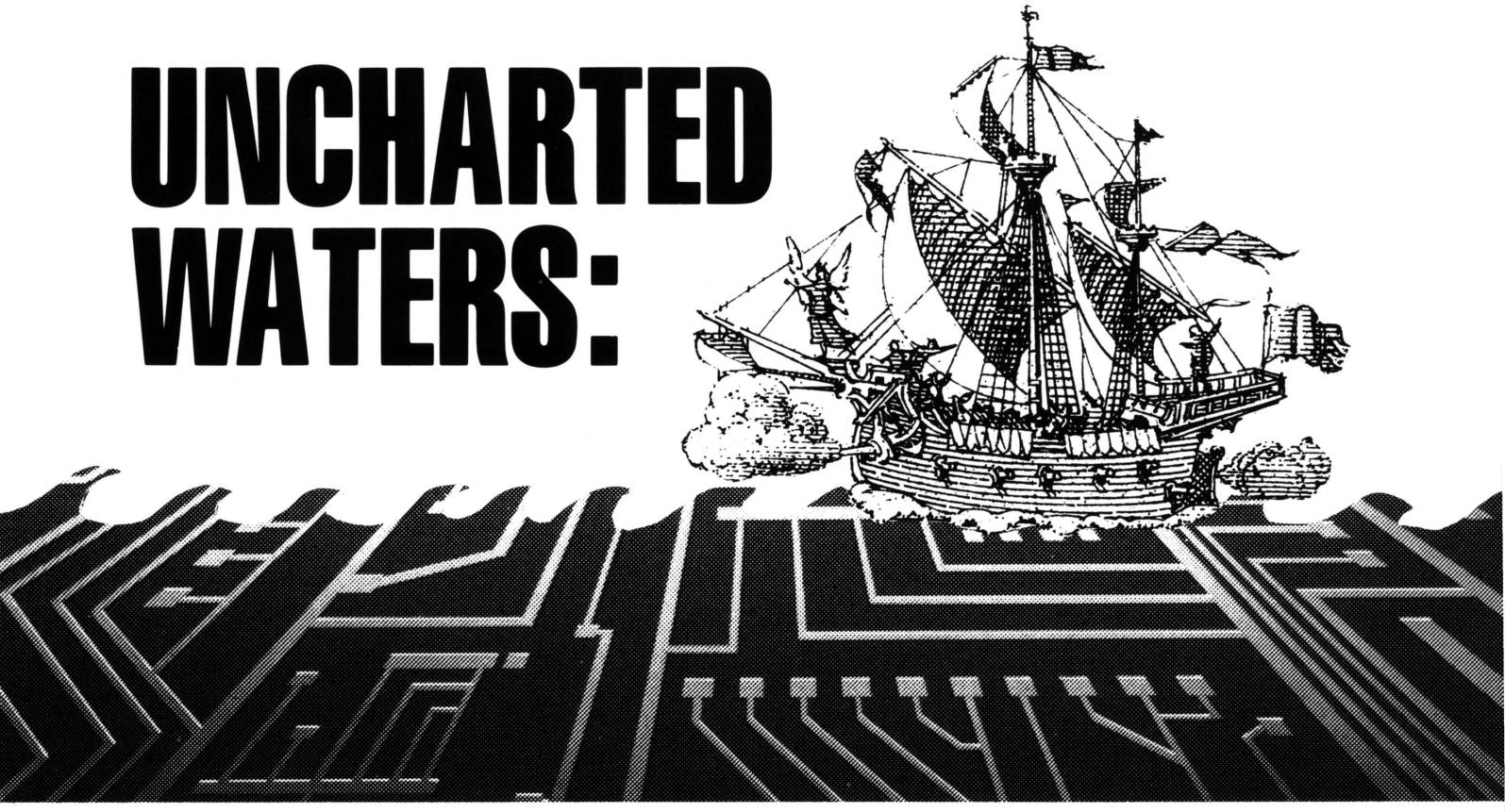
Why aren't location and player demand growing? Chris pointed to familiar culprits: recession, 25 cent play, weak demographics. We might add repetitive themes and technology, plus top-quality home video. But Chris predicts coin-op video sales will expand later in the '90s as more hi-tech games are offered. He also says about 37 million kids (currently under age 12) will soon be old enough to give us a growth market.

Chris sketched a "pyramid" of coin-op firms based on annual worldwide gross revenues (including home and coin-op sales, plus arcade operations if any). His figures were based on published reports in about half the cases, where the companies are publicly traded. Atop the pyramid sits Nintendo with about $4 billion in annual sales. Nobody else comes close. Chris ranked Sega second ($750 million), Konami third (estimated $400 million), Namco fourth ($300 million), Taito fifth (estimated $100 to $300 million). After that in order came Capcom, Atari, Data East, Williams, American Technos and Leland. Due to lack of data, Chris didn't rank some major firms like SNK and Tecmo.

InterTainment '91 also revealed a stunning future for games. Texas Instruments, SimGraphics and AGE plan to bring a $300 Virtual Reality home unit to consumers (Christmas, 1993). The grapevine says "everybody" in the hi-tech field is working on VR applications; we'll soon hear much more about this technology from many sources. For starters, Edison Bros. is bringing pay-for-play VR to U.S. locations starting next January.

Our industry is based largely on offering players new, exciting experiences based on technology they can't get at home. Clearly, it's getting harder and harder to stay ahead of the consumer market. Attending gatherings like A&A's InterTainment conference is one good way to try.

UNCHARTED WATERS:



THE LEGAL PARALLEL MARKET

parallel imports of video games become legal to operate December 1; some fear copies; others predict a shot in the arm for video sales

Just under 500 years ago, Christopher Columbus set sail on a voyage into the unknown, looking for new trading routes. Like Columbus, the coin machine industry is about to embark next month on an adventure into unexplored trading waters. We're about to discover what happens when it's legal to import, buy, sell *and operate* parallel imports of video games.

By an Act of Congress, parallel video games will become legal to operate on Dec. 1. (According to a federal appeals court, parallels were already legal to buy and sell.) Parallel legality "expires" on Dec. 1, 1995 if the law remains in place as written.

Different tradesters are predicting good and bad outcomes. Will we "fall off the edge of the world" and plunge into a pit of counterfeits, thus destroying our industry? Will we discover a wonderful "New World" of globally competitive prices and stronger U.S. game sales? Or, will we discover that parallels are few in number, and small in impact...a lot of fuss and bother about nothing? After five years of bitter arguments over this issue, the industry is finally about to learn the truth.

One surprising result is already in. It's reported that some prominent U.S. tradesters who fought parallel hardest from 1988-90, will now act as parallel brokers from 1992-95. Also, some mainline U.S. distributors might sell parallels and "regular" video games from the very same showrooms. It's unclear at presstime which distributors might sell parallels, and which distributors would or would not provide service and repairs for parallel boards.

MUCH ADO ABOUT NOTHING?

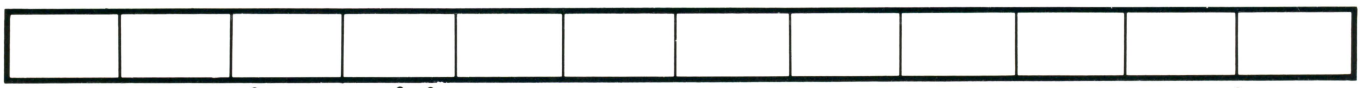
Is the entire argument over parallels a "tempest in a teapot"? Even Bill Beckham, the U.S. operator who made parallels his crusade in a 1988 lawsuit, believes just a couple of thousand parallels were sold into the U.S. during the 10 months of "parallel legality" in 1988-89. Beckham estimates the parallel market during this period represented maybe 5% of total U.S. video game sales. After Dec. 1, an equally small number of parallels may be bought and sold. "There just aren't that many parallels out there," experts say.

But the small quantity of parallels has an impact far beyond their numbers. They exert downward price pressure on the whole market. U.S. factories and distributors can never really be sure which titles will have competition from lots of parallels, and which titles will face few parallels, or none. This means they can never be sure if operators will sit still for a large profit markup.

Beyond price, the availability of parallels also pressures U.S. game factories to sell video games in kit format, where possible. Even after Beckham lost his case on appeal, it was clear that factories were marketing video games in kit format more often than before the Red Baron lawsuit. In fact, during the Congressional battle over parallel legal-

PARALLEL TIMELINE

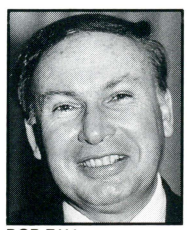
1986: AAMA DECLARES PARALLELS ILLEGAL



MARCH 7:
FBI agent Bob Fay & U.S. Attorney Lark Tanksley inform AAMA that parallels are illegal under U.S. Copyright law. AAMA president Bob Lloyd (Data East) estimates parallels account for over 50% of all gray-area PC board traffic in the U.S.

APRIL 15:
AMOA Board of Directors condemns parallels as illegal to sell, buy or use.

APRIL 21:
AAMA hires Bob Fay as its new Director of Enforcement. For the next two years, Fay leads raids, gives tough-talking seminars and issues press statements about parallel use.


BOB FAY

DECEMBER:
Senator John Chafee proposes to legalize parallels. U.S. Supreme Court agrees to rule on parallel legal status in "Copiat" case.

ization, AAMA asked this magazine for statistics to show that a steadily increasing number of games were sold as kits as the industry moved through 1988 to 1989 and 1990. RePlay provided those statistics, which were also interpreted by many to mean that "Bill Beckham may have lost in court, but kits won in the marketplace."

No matter how you slice it, the parallel issue is definitely not "much ado about nothing." As AMOA officer R.A. Green told AAMA officials during a 1990 joint leadership meeting: "Let's face it, guys. This argument is about dollars!"

BECKHAM SEES STRONGER U.S. MARKET

"The legalization of parallels is not going to hurt the sales of new dedicated games," asserted Bill Beckham. "Legalization is just going to allow more American operators to buy used games earlier from overseas while they're 6 to 18 months old, but are still good-earning titles. And why shouldn't we? We'll get a good break on price."

Beckham predicts the price difference is about to vanish, or at least narrow, between games sold overseas as cheap kits, vs. the same title sold in the U.S. as more expensive kits or as dedicated games. "I do believe that the fact that legitimate parallels are available here will force the U.S. market to bring its prices on new products into line with prices for the same goods everywhere else in the world," said Beckham (his Ohio-based Red Baron firm runs mall arcades). "During the 10 months parallels were legal in 1988-89," he added, "for new product the price for a parallel board was $300 to $400 less buying the full kit of that same title from an authorized distributor. I expect that price difference between parallels and authorized kits to narrow after Dec. 1, 1991 due to competitive pressures," Beckham predicted. "There may be some exceptions, but on the whole I expect all prices to come roughly into par, no matter whether it's from your local distributor or a parallel dealer."

PARALLEL DEALERS AND U.S. DISTRIBUTORS

During 1988-89, Bill Beckham estimates 12 to 18 "major players" dealt in parallel imports. He guesses there may be fewer exclusive

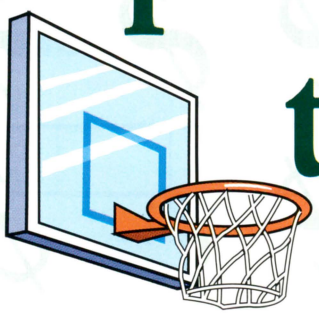
WHAT IS A PARALLEL IMPORT?

For those who've been asleep for the past five years, a parallel import (in our industry) is a lawfully-made video game PCB intended to be sold and operated in a foreign market . . . but it is imported into the U.S. (new or used) by brokers who buy them overseas, and ship them into the States for resale.

Parallel brokers sell these boards to American operators from their own companies or through a network of dealers, often at discount prices and without needed artwork, control panel materials, etc. that make up complete conversion kits.

For the last several years, parallel board brokers worked in direct competition with the original manufacturer's authorized, copyright-protected agents and distributors, who sell these kits in complete form or, on occasion, as dedicated video games. Once parallels become legal to operate, however, it's possible some authorized U.S. distributors may also sell parallels.

Operators will Take It to the Bank.





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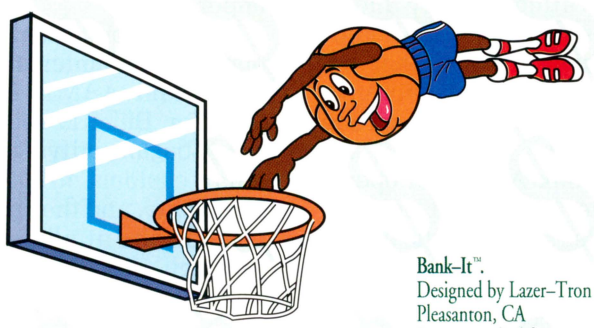

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1987: ANTI-PARALLEL CRUSADE CLIMAXES IN HAWKINS RAID

MARCH:

To AAMA's great displeasure, AMOA's board blames parallels on unscrupulous licensees of Japanese manufacturers, who break their contract agreements. AMOA also revises position on the parallel issue, saying U.S. law on parallel buying is unclear.

At its board meeting, AAMA directs Bob Fay to target selected operators for legal action. AMOA President Dick Hawkins is one of the targeted operators.

OCTOBER 23:

Route of AMOA President Dick Hawkins is raided by U.S. Customs. Hawkins explains he's bought routes lately and hasn't had time to closely examine each new piece.



DICK HAWKINS

FALL:

Angered by AAMA enforcement tactics and perceived unfair marketing policies of U.S. factories, Ohio operator Bill Beckham (Red Baron, Inc.) and eight other operators form "American Operators for Equal Treatment" (AOET). Group protests video games selling in dedicated form to the U.S. market, but as kits to other world markets.

NOVEMBER 6:

At legal issues seminar during AMOA Expo, angry operators lambast Bob Fay. The AMOA Executive Committee decides not to comment further on parallels until after "Copiat" case is decided by Supreme Court.

DECEMBER 3:

FBI raid grabs parallels from Southern tradester.

DECEMBER 31:

Boards taken on Dec. 3 are returned and charges are dropped because U.S. Attorney says he can't prove criminal intent.

U.S. parallel distributors who are active after Dec. 1 (Red Baron will be one of them, by the way). On the other hand, said Beckham, overseas brokers may attempt to stage active parallel sales efforts to the U.S., perhaps working from their offices in Asia and Europe. And the "establishment" of U.S. dealers may also acquire parallels and sell them, Beckham predicted.

Through all of these sources, American operators will be able to get video games at about the same price that they're sold on the world market, Beckham said. This competitive pressure will keep video game prices down from authorized U.S. subsidiaries of Japanese factories, he added. Price equity, in turn, will assure that operators will continue buying from their local, authorized distributor, Beckham also predicted. "As long as U.S. prices stay close to world market prices, I believe operators will go to their regular local dealer for acquiring new titles," he said. "There's no question in my mind about this."

OLDER & NEWER GAMES

Beckham said the 1988-89 period of legal parallels resulted mostly in additional sales of older games. "It was mostly used stuff that wasn't even available new anymore from U.S. distributors," Beckham recalled. "And that's where a big part of parallel sales will occur after Dec. 1, unless the price gets out of line for new titles."

Beckham said market conditions after Dec. 1 should allow more operators to pursue the business strategies recommended by such as Frank Seninsky: buy new, buy early, run 'em while they're hot. . . then sell games after six months or so, for quick turnover and high resale value. This operating strategy allows steady investment in each major "wave" of new product that becomes available. It also maintains the highest possible route or arcade inventory value.

"I don't think American operators will ever reach the point of changing titles as fast as the Japanese operators, who rotate sometimes in a matter of weeks," Beckham explained. "But legal parallels and lower prices should make it possible for more U.S. operators to move a bit more in that direction."

THE COUNTERFEIT THREAT

The dark side of parallel legality is, of course, the possibility of increased counterfeiting. Several knowledgeable sources (in many trade sectors) have informed RePlay that counterfeiting activity is on the rise. U.S. manufacturers are deeply concerned about the large number of counterfeits already existing in markets such as Mexico. What if those games begin moving into the USA, labeled as "legitimate parallel imports"?

"We're concerned about the comingling of counterfeits with parallels," said AAMA Investigations Director Bill Kidwell. "We've already begun notifying U.S. and Canadian customs officials about this possibility, and they are looking for counterfeits at all points of entry. Through U.S. Customs, we've al-

1988: OPERATOR STRIKES BACK WITH LAWSUIT...AND WINS

JANUARY:

Arcade operator Bill Beckham (Red Baron, Toledo, Ohio) sends open letters to manufacturers, trade associations and trade press, announcing he's using parallels and believes they are legal.

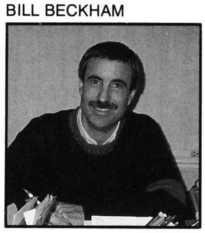
FEBRUARY 1:

RePlay prints interview with Beckham. He defends parallels and demands video games in kit form for U.S. operators, whenever games are released as kits in other world markets.

FEBRUARY 10:

Seeking a clear statement of law on parallels, Beckham's Red Baron sues Taito America, Taito Japan & AAMA for copyright abuse. Taito was selected because its dedicated *Double Dragon* video game was the industry's top earner at the time. AAMA was named because of its unpopular law enforcement activities.

BILL BECKHAM





DOUBLE DRAGON

MID-FEBRUARY:

AMOA asks AAMA to suspend its enforcement campaign against operators who use parallels, until Red Baron case is resolved.

MARCH 2:

Taito countersues Beckham for copyright infringement.

APRIL 15:

AAMA promotes Bob Fay to Executive Vice President, shifts its policy from enforcement to investigation.

MAY:

Red Baron vs. Taito/AAMA trial set for Aug. 8. AAMA announces its enforcement policy will be pursued against parallel sellers only (i.e., until resolution of the case, AAMA will not target operators who are using parallels).



MAY 18:

An embarrassing PR mess occurs in Washington, D.C. when AMOA & AAMA lobby for opposing bills. AMOA favors pro-parallel Chafee bill; AAMA backs anti-parallel Hatch bill.



MAY 31:

U.S. Supreme Court rules on "Copiat" case. Says some types of parallels (not video games) are legal. Also, U.S. Customs says it will no longer block or seize any type of parallels, including videos.

JULY 29:

Red Baron, Taito & AAMA agree to drop side issues and forgo jury trial. All three parties jointly ask the federal court for a "summary judgment" on the strict legal issue: are parallel import video games legal under U.S. copyright law, or not? All parties agree to appeal the ruling, no matter what decision is announced.



AUGUST 29:

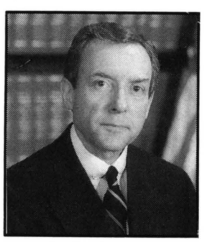
Federal judge rules parallels are legal to buy, sell and operate under U.S. Copyright law. AAMA agrees to suspend its enforcement campaign against sellers of parallel imports as well. Beckham's legal bill has run to $255,000 so far.

SEPTEMBER:

Beckham and others begin distributing parallels. A flood of parallel *Double Dragons* enters the U.S., but very few other titles arrive. U.S. distributors complain that their video sales drop sharply. AAMA warns of "sophisticated copies" and offers to check serial numbers with Japan to ensure boards are true parallels.

SEPTEMBER 8:

In a letter to operator members, AMOA urges them to lobby against the Hatch bill. Strong language of letter angers AAMA.



SENATOR ORRIN HATCH

FALL:

U.S. Customs seizes 83 *Double Dragon* boards which AAMA later claims are "sophisticated counterfeits." Operators on the other hand say the boards are parallels.

OCTOBER 4:

During JAMMA expo in Tokyo, AAMA presses Japan for better protection against copyboards; urges early release of videos to U.S. market; and asks for money to lobby for the Hatch bill. JAMMA itself declines to fund any AAMA lobbying campaign, but two individual Japanese parent firms agree to provide lobbying funds to their U.S. subsidiaries.

OCTOBER 15:

Taito appeals the pro-parallel ruling, arguing the original copyright holder retains public performance rights even after first sale.

NOVEMBER 4:

At AMOA Expo seminar, some operators allege that so-called "sophisticated counterfeits" are actually made by authorized Japanese firms or their agents.



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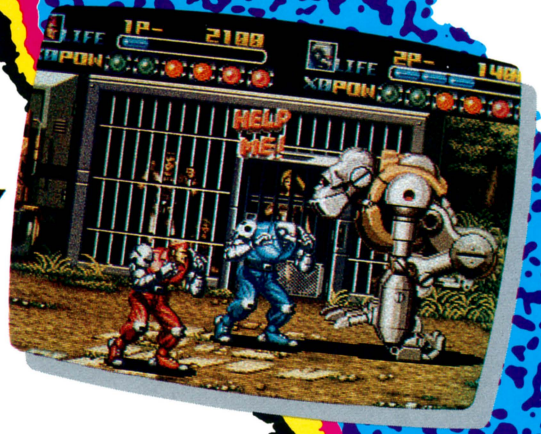

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1989: APPEALS COURT OVERTURNS RED BARON VICTORY

JANUARY 18:
At semi-annual board meeting, AAMA decides to file anti-parallel brief in Taito's appeal, but not to spend association funds lobbying for the Hatch bill.

MAY 10:
A three-judge Appeals Court panel hears arguments from Red Baron and Taito on parallels.

JULY 18:
Appeals Court rules unanimously for Taito. Judgment leaves it legal to buy and sell parallels, but illegal to operate them. Almost all U.S. parallel dealers shut down their sales.

JULY 29:
Red Baron asks for rehearing of decision.

SEPTEMBER 2:
Appeals Court reaffirms its anti-parallel decision.

SEPTEMBER 11:
Data East announces limited-time offer. U.S. operators can get $200 per board if they turn in parallels of Data East's games.

OCTOBER:
Over a dozen key AAMA members announce get-tough, anti-parallel policy to start Dec. 1. Factories imply FBI raids, civil lawsuits against operators, etc. could begin all over again.

DECEMBER 4:
AOET raises $30,000 so Red Baron can file request for Supreme Court appeal. Angered by factories' strong anti-parallel rhetoric, Beckham announces Red Baron is still running parallels.

ready found two shipments of comingled boards. Customs is detaining such boards for possible seizure."

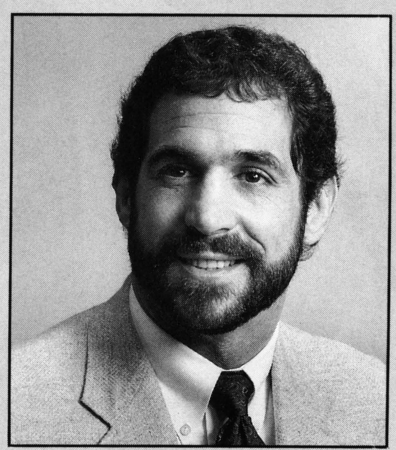
Kidwell said he believes Customs also has the authority to seize gray market goods (i.e. parallels) in situations where counterfeits are included in the same shipment. The AAMA investigations topper did stress that "U.S. law does permit the operation of parallel imports as of Dec. 1 and AAMA is *not* fighting that. We are only trying to stop counterfeit boards." Kidwell further advised that a shipment of counterfeits which came from Hong Kong was "detained" recently in the U.S.

FORMER AAMA PREXY FRANK BALLOUZ TO BROKER PARALLELS

RePlay chatted with Fabtek president Frank Ballouz. During 1988-89, Frank was also president of AAMA and led the association in a very hard anti-parallel stance. He still doesn't like parallels, but says he plans to act as a parallel board broker to U.S. distributors.

Here are his comments to us: "I'd been approached by many mainline U.S. distributors — virtually all the majors — who say they would like some sense of order brought to the parallel business. My feeling is if I don't do it, somebody else will... maybe somebody who might not try to keep it as above-board as I will. It's the law of the land, so why not?

"At this point, I really don't know if the parallels I find will be used boards or brand new ones somebody's selling out the back door. I don't think it



matters to the end users here in the United States. Nor does it matter legally, because the first sale is the first sale, no matter who the buyer is.

"To separate parallels from counterfeits, we asked Japan to put some sort of sticker on their own boards. But my main mechanism to ensure legality is that I know who I'm buying from. I've known some people in Asia for years and I know who is reliable. I know which ones will mix copies with parallels, and have told them I'm only looking for used boards. I'll try to use my contacts to make sure only legitimate parallels come in.

"At this early date, it's impossible to say exactly which titles will be available Dec. 1, or in what quantity, or how long it will take to get them. Margins and markup will also be a factor, since I will be providing these boards to distributors only, rather than selling direct to operators. At this point, all that can really be said is these new conditions will be complex and we'll all have to see how it works out."

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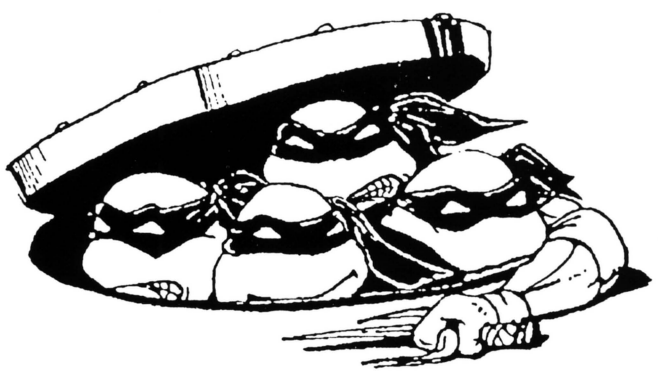

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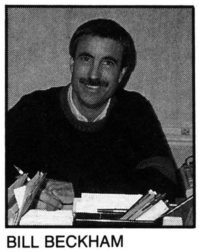
1990: OPERATORS GET CONGRESS TO OKAY PARALLELS

JANUARY 22:
U.S. Supreme Court declines to hear Red Baron's appeal. This means after five years, the parallel battle is finally over for good in the courts . . . but not in Congress. Hatch & Chafee bills are still pending.

APRIL 4:
A U.S. Senate committee holds hearings on the Hatch bill.

APRIL 30-MAY 2:
Annual Washington Conference is co-sponsored by AMOA and AAMA. During this event, AAMA lobbies against parallels. Angry AMOA accuses AAMA of breaking promise to drop parallel issue during event.

JULY 30:
AMOA & AAMA submit separate letters to Congress, backing or opposing pro-parallel law. Each side deeply resents the other's language. Bill Beckham testifies "live in person" to House committee, offers an amendment similar to AMOA's.


BILL BECKHAM

SEPTEMBER 18:
House Judiciary Committee okays pro-parallel law, strongly backed by AMOA supporter Rep. Kastenmeier (R.-Wisc.). AMOA cranks up grass-roots network; operators lobby Congress for parallel legality.

SEPTEMBER 26:
Pro-parallel law, now attached as an amendment to a computer bill, passes U.S. House and heads to Senate for consideration. AMOA is 51 votes away from parallel legality.

OCTOBER 25-27:
During AMOA Expo, tradesters constantly leave show floor to phone Congress, lobbying for or against parallels. Congressional friends of AMOA attach pro-parallel amendment to HR. 5316, an anti-drug act.

OCTOBER 27:
On the very last day of Expo, and during the final hours of 101st Congress, operation of parallels is legalized for a four-year period. Legality begins in roughly one year.



DECEMBER 1:
President Bush signs HR.5316 into law. Parallel operation will become legal exactly one year later.

MID-DECEMBER:
Some AAMA leaders threaten to lobby for repeal of pro-parallel law. AMOA and AAMA snipe at each other and announce they will hold separate lobbying events in Washington, D.C. during 1991. Bill Beckham blames U.S. manufacturer subsidiaries for parallel controversy and absolves Japanese parent firms.

TELLING THE DIFFERENCE

Most operators have always said they could be relied upon to know the difference between parallels and counterfeits. On the other hand, even Bill Beckham and his pro-parallel attorney Richard Stern have always said counterfeits could be labeled as "parallels" by unscrupulous businessmen. Beckham told RePlay in 1988: "It's a serious problem." Last month, Bill added: "We have now got a situation where we have fair and equal treatment. We can get product at the same price and format as the rest of the world. So please, let's not screw it up trying to save a couple of hundred bucks by purchasing illegal copies. I agree with the Japanese that in the long run, a flood of illegal copies would ruin the industry."

"You can't believe how fast the Koreans can copy anything . . . and I mean anything," said Paul Jones, security chief for Reebok, Inc. "I once traveled to Seoul with part of a U.S. White House trade delegation," Jones recalled. "We were there just 48 hours and at the end of the second day, as we went out through the airport they were selling knockoff White House cufflinks!" (Jones, along with AAMA's investigations chief Bill Kidwell, addressed U.S. Customs officials during a series of anti-counterfeiting seminars some time back.)

During the 10-month period when the trade accepted parallels as legal (1988-89), a new argument arose over the issue of "sophisticated counterfeits." AAMA and Japanese factories said certain high-quality copies were being marketed as parallels, but weren't. Some operators and others maintained that so-called "sophisticated counterfeits" were actually manufactured by Japanese subcontractors, with tacit approval from the original factory. "That's just the way business is done in Japan," claim many observers. No doubt this argument will arise again sometime after Dec. 1, but it's hard to see how it will ever be settled.

JAPAN HATES COPIES, BUT WHAT ABOUT PARALLELS?

JAMMA, the Japanese manufacturer association, has long disliked the idea of legalized parallel imports. JAMMA leaders agree with AAMA that it could open a window for counterfeits to crop up again, with results that might be "devastating" for the global industry. However, after the U.S. Congress passed a law which legalized parallel operation, JAMMA stated that it would not interfere with these U.S. political matters. But in recent years, JAMMA has stepped up its efforts to stop counterfeiting in Taiwan and Korea . . . and lately, JAMMA has vowed to be even more ag-

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1991: MANUFACTURERS BOW TO WILL OF CONGRESS: NEW LAW TAKES EFFECT

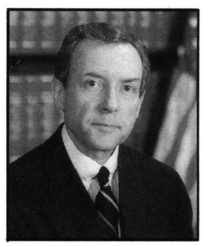
JANUARY 31:
In a joint leadership meeting, AAMA tells AMOA it has decided to "accept the actions of the U.S. Congress" and to "suspend all efforts to overturn" the pro-parallel law. AMOA continues to insist on separate scheduling for 1991 Washington lobbying.

FEBRUARY:
JAMMA reaffirms dislike of parallels, but announces it will not fight America's pro-parallel law. JAMMA also warns that skillfully-made counterfeits may be mixed in with shipments of legitimate parallels to the U.S.

MAY 6:
During AAMA's lobbying trip in Washington D.C., Sen. Orrin Hatch tells the group he is still seeking to outlaw parallels.

MAY 19:
AMOA holds separate lobbying event in Washington.

JUNE 13:
At leadership meeting with AMOA, AAMA proposes joint D.C. lobbying for 1992.


SENATOR ORRIN HATCH

AUGUST:
AMOA agrees to joint D.C. event with AAMA for 1992.

SEPTEMBER 13:
Presidents of AMOA, AAMA and JAMMA hold first-ever three-way meeting at AMOA Expo '91. Parallels dominate agenda; AAMA expresses concern about counterfeits.



DECEMBER 1:
By Act of Congress, parallel imports of video games become legal to operate in the United States. This legality will expire Dec. 1, 1995.

gressive about stopping counterfeits at the source.

As for liking or disliking parallels on their own merits, Japan's record is not entirely clear. One individual Japanese manufacturer reportedly said his firm didn't really care about the problem. On the other hand, JAMMA itself has officially disavowed this position. JAMMA questions the "mechanical reliability" of genuine parallels.

Obviously, U.S. subsidiaries of Japanese firms have always said parallels would hurt their sales in America. Some observers, however, ask this question: does Japan make a profit on every sale, whether it's through an "authorized distributor" or a parallel broker? If so, does a Japanese company really care who makes the sale, so long as high sales are made? Again, the answer is unclear.

At any rate, Japanese factories have always said there's really very little they can do to control the flow of parallels. AAMA has long requested that games be released into the U.S. market 60 days before they appear in Japan. Others have suggested licensing arrangements to Japanese arcades, so that used boards are returned to the factory rather than popping up on the global market. Various types of security chips, labels, serial numbers, etc. have also been proposed. To date, none of these ideas have been embraced by the Japanese.

"When the Japanese say there's really nothing they can do to control parallels coming into the U.S.," commented Bill Beckham, "I believe that's a realistic, practical business statement. Early release of games to any single market such as the U.S. could hurt global sales, for example. As a practical matter, manufacturers must take steps to achieve the bulk of their sales before illegal copies become available. It's sad but true."

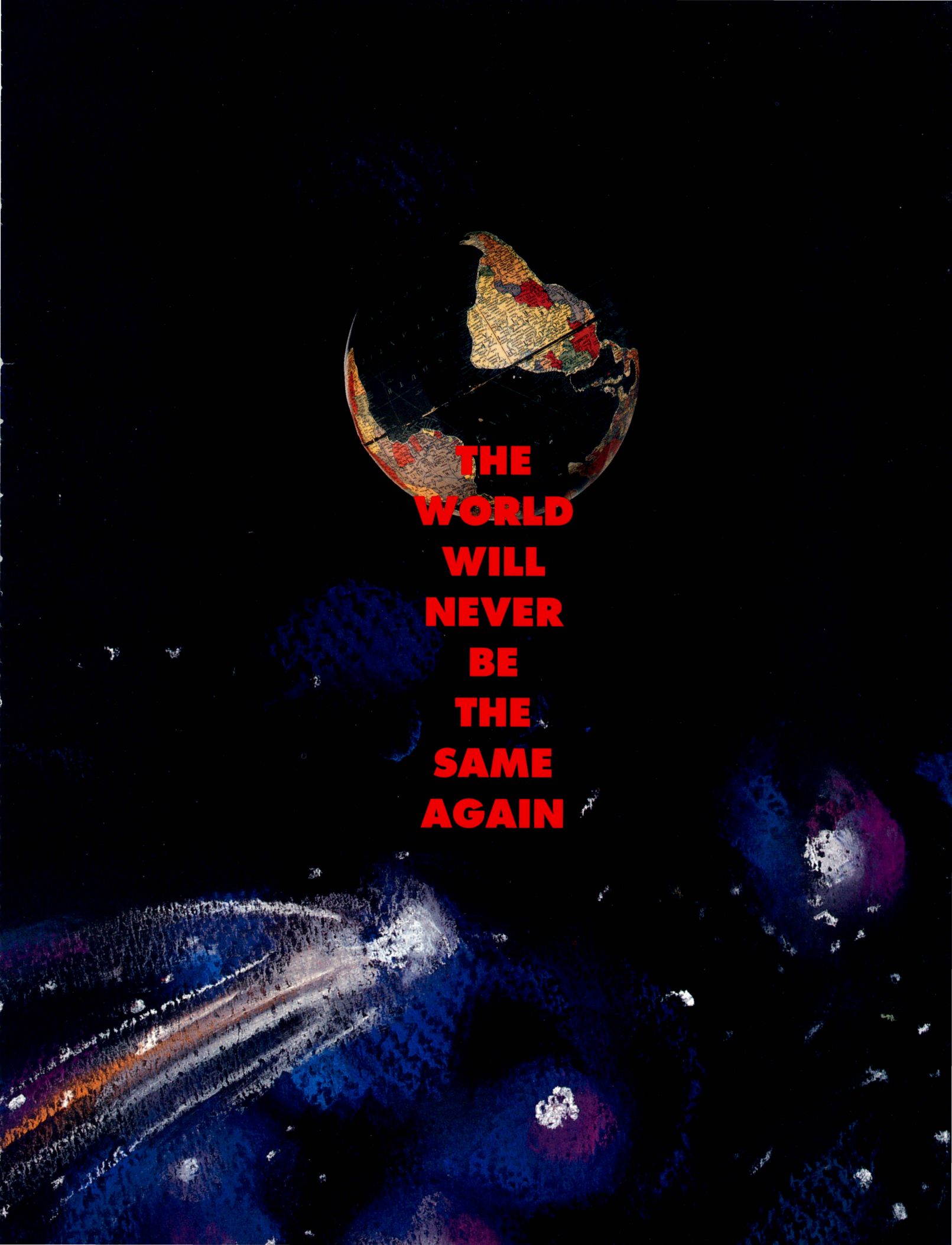
BRAVE NEW WORLD

Columbus set out to find a shortcut to India. He wound up discovering the Caribbean Islands instead . . . not at all what he expected. Whether Columbus's ultimate results were good or bad, is being debated to this day!

The same story could happen with parallels. Nobody really knows for sure what's going to happen once they become legal to operate. We may get lower prices and a hotter U.S. buying market. We may get a flood of copyboards. We may get both, or neither.

We may have a long period of peace and cooperation between U.S. trade groups, now that their major issue has been settled by Congress. On the other hand, we could see civil lawsuits between factories and operators about "sophisticated counterfeits." (Nobody has threatened such suits, however, and we hope nothing like this will be even necessary to think about.)

We may even discover that parallels are quickly accepted as an everyday part of our business, and that the industry adapts and moves on to the challenge of attracting new customers and making better and better games . . . just like we're supposed to do. In any case, the "U.S.S. Parallel" will launch Dec. 1 to sail the ocean blue . . . and all of us are peering ahead to see what lies over the horizon.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WHAT TO DO ABOUT PARALLELS

can you display the trademarked title & graphics? No way!
how can you tell a counterfeit from a parallel? Read this!

Decisions, decisions. Between the tempting prices (save money!) and the dire warnings (beware of counterfeits!), how's an operator supposed to know what to do about parallels? As the industry prepares to launch into these uncharted waters, RePlay asked some "experienced navigators" for advice.

To start with, it's important to make sure you're buying real parallels . . . not illegal counterfeits which are "labeled" parallels. The best way to accomplish this is to stick with known, reliable suppliers. If you want to play it 100% safe, you should listen to AAMA Director of Investigations Bill Kidwell. "In order to be completely safe," said Kidwell, "it would be advisable for operators to continue making purchases through reputable, authorized distributors."

You can follow Kidwell's advice and still buy parallels, if your local distributor decides to stock them. Ask about his plans during your next visit to the showroom.

PARALLELS VS. COPIES: HOW TO TELL THE DIFFERENCE

Last time parallels were considered "legal" by the trade (1988-89), AAMA issued some guidelines for making sure you weren't accidentally buying illegal copies. AAMA did not re-release those guidelines, but we at RePlay went back and looked them up. Here they are: first, ask for a serial number. "If they won't give you a serial number, it's probably a copy," AAMA said back in 1988.

Be especially wary of games shipped from Canada, manufacturers have advised. "Historically, 90% of games shipped from Canada are counterfeit," the factories have noted in the past. On the other hand, we've certainly heard of true, legitimate parallels coming through Canada. In fact, we've recently heard about parallels coming through Canada from two U.S. subsidiaries of major Japanese firms.

Faced with the physical evidence of an actual board, you can be pretty sure it was a true parallel (according to Bill Beckham) if it has the following things: 1. name of manufacturer on custom chips. 2. The official seal of the Japanese company. 3. No obvious modifications on the back of the board (i.e.: extra solder, wire or solder traces, etc.).

In addition, AAMA Exec VP Bob Fay says you may have a counterfeit if you see the following items: 1. It's larger than most boards. 2. The ROMs have only a single number or letter, and a "lock" of a manufacturer's name or the game's name is on the game ROMs. 3. Prices may be a few hundred dollars lower than most parallels of the same title are selling for.

The problem is, none of the various tip-off signs given above may apply in each and every case. For example, sometimes two different-looking boards of the same title can both be legal. It's also been known for prices of a parallel title to drop a couple of hundred dollars within a week. If you have any doubts at all, check with some of the experts whose phones are given at the end of this story.

THIRD-PARTY LICENSES

Another issue to consider is this (by the way, the following is RePlay's reading of the new law on parallels, although we checked it out with a few expert tradesters): It

3 WAYS TO BE PRETTY SURE YOU'VE GOT A PARALLEL

1. The board has the manufacturer's name on the custom chips.
2. The board has the official seal of the Japanese company.
3. There are no obvious modifications (extra solder, wire, etc.) on the back of the board.

3 TIP-OFFS THAT THE BOARD IS A COUNTERFEIT

1. The board is larger in size than most.
2. The ROMs have only a single number or letter, and a "lock" of a manufacturer's name (or game's name) is on the game ROMs.
3. The price may be a few hundred dollars lower than what most parallels of the same title are selling for.

is not legal to operate (without permission) a parallel version of a game which contains separately copyrighted art which is controlled by a third party.

For example, suppose the ABC Co. in Tokyo licenses the Mickey Mouse character from The Disney Co., or maybe licenses some other famous character, movie or story. You can't use parallels of that Mickey Mouse video game without Disney's permission. It's also illegal to operate a parallel version of any video game which contains a copyright-protected soundtrack which is controlled by a third party (a hit song, licensed music, etc.).

This question could be tricky to deal with in some cases, especially since licensing is becoming a bigger trend every day in this industry. We'll just have to wait and see how it pans out. Last January, then-AMOA President Jim Trucano said it might happen in "rare instances" that a video game uses characters or music copyrighted by somebody other than the game maker. Actually, the last AMOA show provided plenty of examples of that (think of all those comic book superheroes). But even then, as Trucano pointed out last January, it's unclear how big a deal the copyright holder might make over a parallel video game. Like we said, it remains to be seen how this issue will pan out.

TRADEMARKED GRAPHICS

Now, suppose you buy a "regular," authorized kit from your local distributor, and also buy a parallel version of the same game from a parallel broker. Can you xerox the graphics from the authorized kit and use the copied graphics on the parallel? **Absolutely not!** If you do, you might be committing a trademark infringement.

"You absolutely must not make color xeroxes of the manufacturer's original marquees," pro-parallel attorney Richard Stern advised operators in November, 1988 when parallels were briefly legal to operate in the USA. Said Stern at the time: "It is about the riskiest and most provocative thing you can do, and is likely to get you in a lot of trouble." Also at that time, Stern advised operators to outfit parallels with generic marquees that say "New Game." (RePlay's advice: if a factory says it's okay to make and use xeroxes of their video game art, get it in writing.)

What about removing serial numbers from parallel boards? Richard Stern told 1988 seminar attendees that this is okay, even advisable. Last month, Bill Beckham told RePlay: "I don't think there's any need to do this in 1991." When this issue was discussed in 1988, some factories felt removing serial numbers was the next thing to admitting you're using illegal counterfeits.

We'll continue to provide additional guidance on the proper use of parallels as new information becomes available to us. If you have questions, feel free to call AAMA's Bob Fay at 703/494-2758 or Bill Kidwell at 319/337-9618; or phone Red Baron's Bill Beckham at 419/841-2596.

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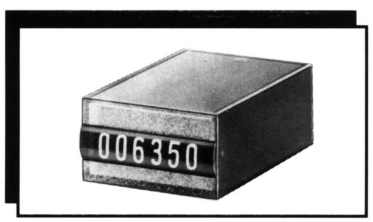

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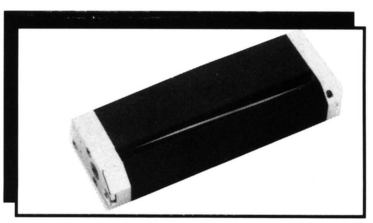

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Sega brings popular comic book heroes & villains to 4-player game; 32-bit technology allows "Zoom In" & "Zoom Out" gameplay styles

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Our industry's very own Sega is the latest to bring "Spidey" to his ever-lovin' public, this time in the form of *Spider-Man: the Video Game.* Will players know the hero of this game, and the villains? You'd better believe it! A quality license and a quality game together made this title one of the very top picks at this year's AMOA Las Vegas. "Strong player recognition of all the characters in the game, plus the continuation mode and the buy-in feature, have made *Spider-Man: the Video Game* the top piece in test locations," said Sega officials.

Up to four players can enjoy this handsome dedicated upright, taking the part of Spiderman himself or else other Marvel heroes like Hawkeye the Archer, Sub-Mariner (prince of the underwater supermen from Atlantis), or Black Cat, a female crime-fighter in a sinister black costume. By the way, one unique gameplay feature is that player can change from character to character to character, throughout the game.



Showgoers try out Sega's *"Spidey"* during the AMOA Expo. Game features 32-bit technology.

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By the way, fans of the comic book will appreciate that Spiderman's arch enemies are also included in this game: the huge, powerful King Pin, the diabolical Green Goblin, the sinister Sand Man, and other Marvel bad guys like Venom and The Lizard. (All the characters named in this story are trademarked and copyrighted by Marvel Entertainment Group.)

Contact Sega for more information or dealer referral at 408/435-0201.

RePlay magazine DIRECTORY

Time is running out to get your **FREE** listing in RePlay's annual **DIRECTORY** issue (dated December 1991). If you are a manufacturer, distributor, one-stop, trade association or parts/service supplier for the coin-operated amusement industry, you should be in this special issue. Those firms listed in last year's book should have already received a copy of their listing to correct and mail back. If you haven't received that important piece of mail or were not listed in last year's Directory **ACT IMMEDIATELY!** Complete the following form and fax this sheet to us **NOW!** The printer's waiting!

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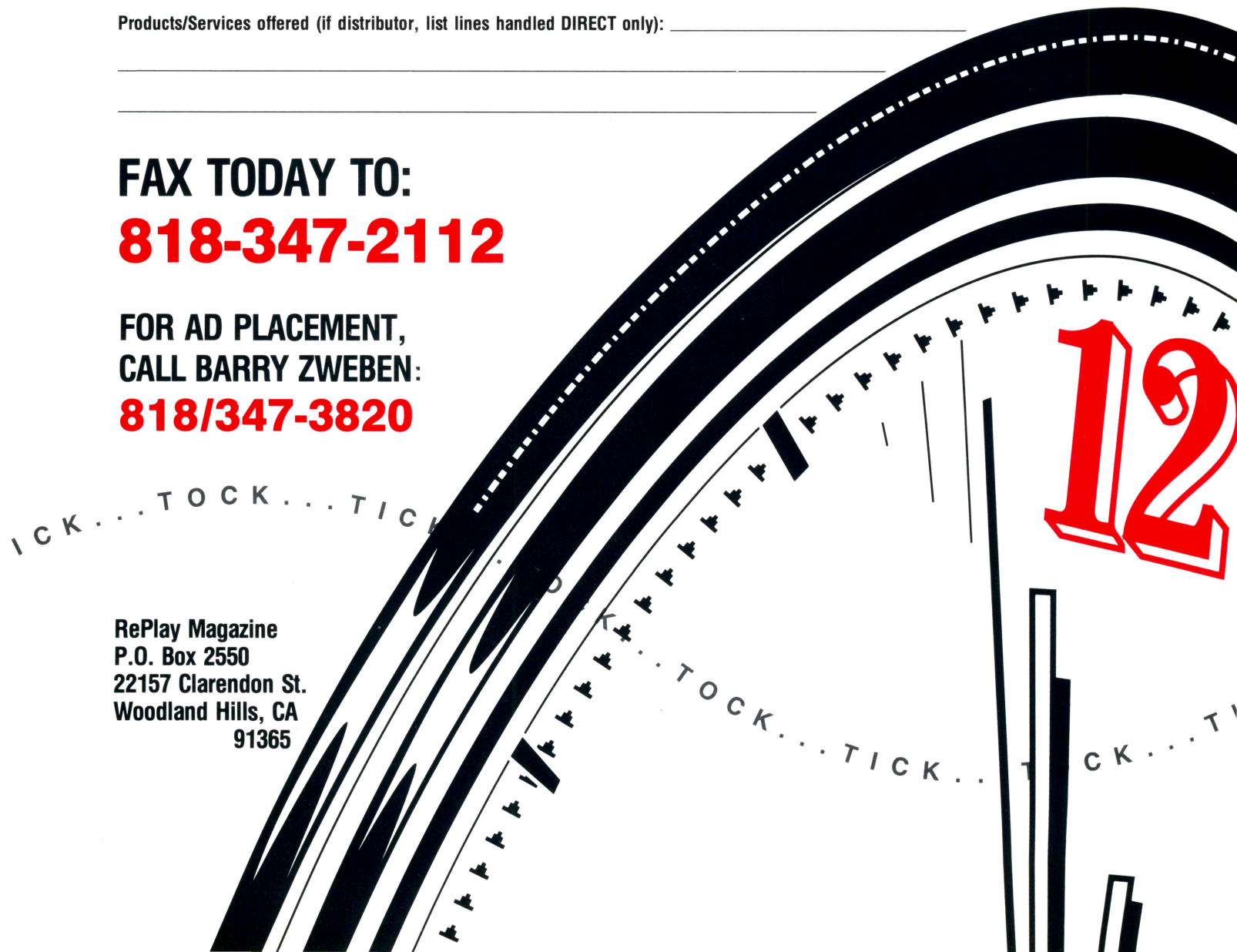
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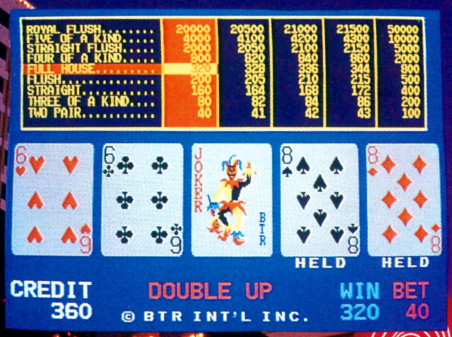



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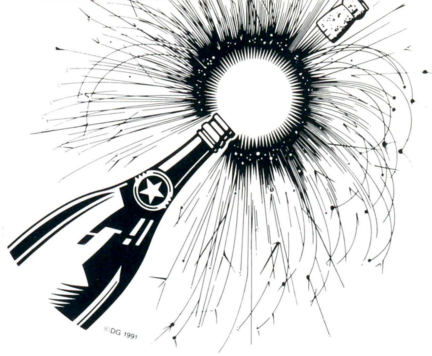

after 13 titles and 33,000 games sold, founding trio celebrates flipper fun

Break out the champagne! Data East USA announced a very happy fifth anniversary of its pinball division on Oct. 8. Founded in 1986, Data East Pinball, Inc. is a wholly owned subsidiary of Data East USA. The pinball plant is located in Melrose Park, Ill., right outside Chicago . . . heart of the pinball world!

In November, 1986 the company consisted of an empty building and three founders: Gary Stern, Joe Kaminkow and Shelley Sax. But these "new kids on the block" had talent, determination and loads of industry experience between them. They also had solid faith and full backing from Data East's Japanese chairman, Mr. Fukuda.

They were entering an industry which had been dominated since the '30s and '40s by Williams, Bally and Premier . . . and those three remained the "only" names in the flipper factory arena. That was the challenge in 1986. How long ago it seems!

Gary Stern brought over 25 years' experience to the new concern. He





Proud founding Data East Pinball team members: Joe Kaminkow, Shelley Sax & Gary Stern.

had held a top position at Williams and he'd run his own Stern Electronics pinball plant. As general manager, Gary built the new Data East Pinball "from the ground up, using his experience and ingenuity," said the firm's headquarters team in San Jose, Calif. Today, Gary is responsible for overseeing pinball product development, sales, marketing and distribution strategies. You'll find Gary on the phone in his crammed (but colorfully decorated) office, ordering rubber rings for the bumpers from a local supplier, or maybe prowling the line and keeping an eye on the quality control team as they test, re-test and re-retest those Data East pins.

Joe Kaminkow — "Mr. Pinball" to many in the trade, according to the San Jose office — is part of a family tradition of pinball. He's certainly one of the top pingame designers. As director of engineering and design, Joe's the primary designer for all Data East pinball games. By the way, he developed the landmark hit *Space Shuttle* while leading the creative team at Williams, a game credited by many with leading the pinball renaissance. At Data East, Joe combines an obvious love of creative themes with exciting gameplay and advanced technology.

Shelley Sax, assistant to the general manager, is "the woman who makes it happen." She's earned that rep by working hard and working closely with Gary and Joe, responsible for da-to-day operations at the company. Previously with Stern Electronics, she brings years of practical experience and loads of dedication to her job.

So what's Data East Pinball done for flipper games? Plenty. Just look at their dot matrix displays, solid state flippers, digital voices and sound effects. Look at those knockout licensed themes and creative adaptations of everything from *The Simpsons* (voted "Best New Game of the Show" at the 1990 AMOA Expo), to their latest, *Batman*. License holders often compliment Data East for faithfully translating the experience of their characters and stories into a pinball game...an honor that's well deserved.

Making a pinball game is an incredibly tough engineering and manufacturing challenge... almost like assembling a car or an airplane. There are so many moving parts, so many thousands of components, so much that has to fit together perfectly. You don't just start up a pinball factory overnight, but Data East Pinball has graduated from making "credible" machines to making machines whose technical reliability wins the highest praise from devoted operators and distributors alike. "They just keep getting better," smiled one distrib at the recent AMOA show. "Today they can compete with anybody."

Today the firm employs over 300 people. "Our people," said Gary Stern, "have been responsible for designing over 13 different pinball machine titles, and for manufacturing and marketing over 33,000 machines to date. We've come a long way."

Data East USA prexy Joe Keenan chimed in, giving "great credit" to the founding trio. "Because of their leadership and foresight," said Joe, "Data East Pinball has become a respected member of the coin-op industry. With every game, they evolve richer innovation and set new standards for the entire trade."

Gary, Joe and Shelley marked their firm's happy fifth anniversary with a grateful toast to Chairman Fukuda... and an optimistic glance at the future. "You ain't seen nothin' yet!" Gary smiled. And, based on a sneak preview of Data East Pinball titles given to this magazine during a visit last summer, we'd have to add: the best is yet to come. Congratulations to all!

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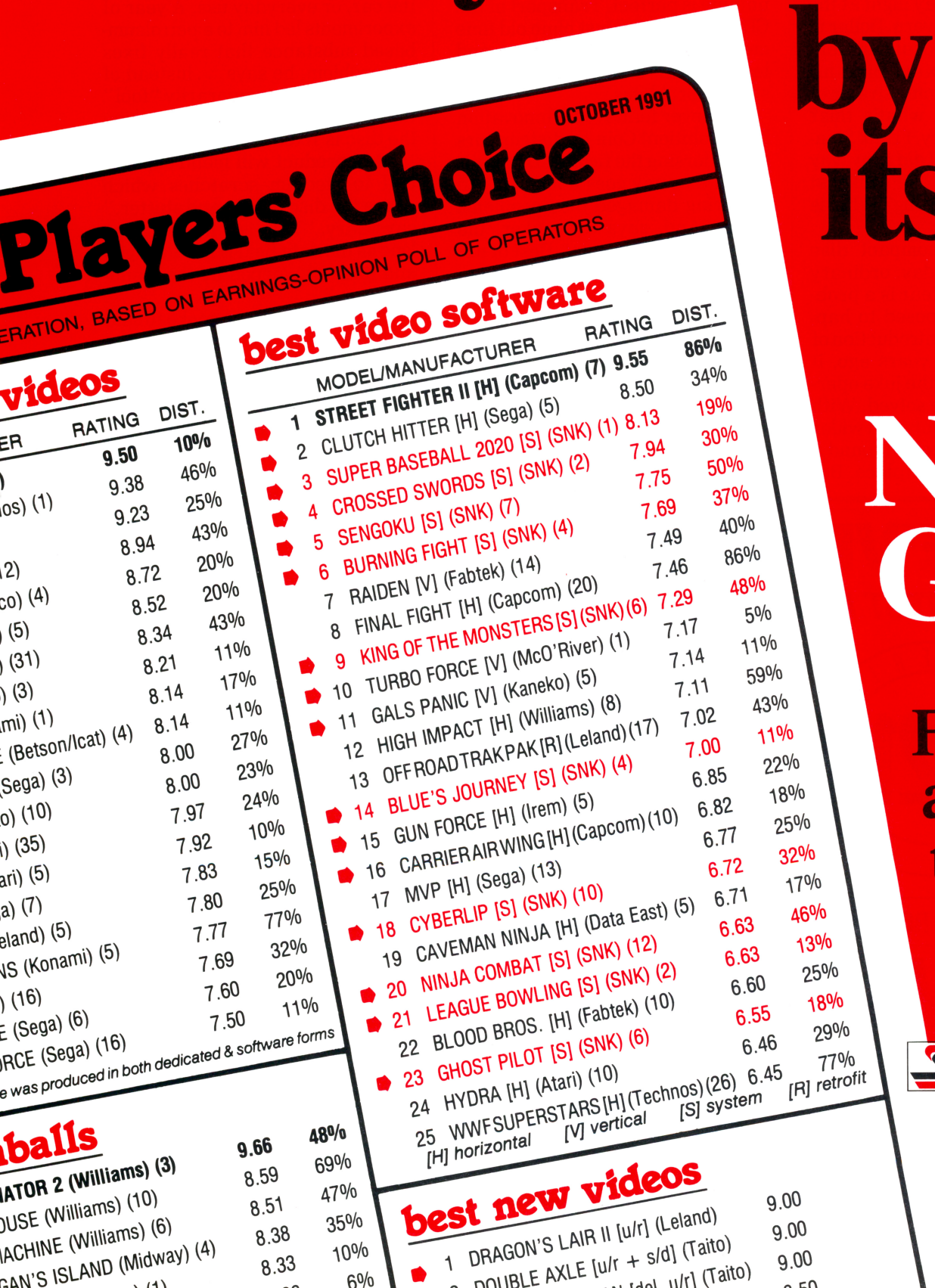

OCTOBER 1991

Players' Choice

ERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

videos

ER	RATING	DIST.
)	**9.50**	**10%**
os) (1)	9.38	46%
	9.23	25%
	8.94	43%
2)	8.72	20%
co) (4)	8.52	20%
(5)	8.34	43%
(31)	8.21	11%
(3)	8.14	17%
mi) (1)	8.14	11%
(Betson/Icat) (4)	8.00	27%
Sega) (3)	8.00	23%
o) (10)	7.97	24%
) (35)	7.92	10%
ari) (5)	7.83	15%
a) (7)	7.80	25%
eland) (5)	7.77	77%
NS (Konami) (5)	7.69	32%
) (16)	7.60	20%
E (Sega) (6)	7.50	11%
RCE (Sega) (16)		

e was produced in both dedicated & software forms

balls

IATOR 2 (Williams) (3)	**9.66**	**48%**
OUSE (Williams) (10)	8.59	69%
ACHINE (Williams) (6)	8.51	47%
AN'S ISLAND (Midway) (4)	8.38	35%
	8.33	10%
		6%

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 [illegible] [u/r] (Taito)	9.00

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CD REPAIR KIT

distributors endorse Audio Innovations' CD Repair Kit; repairs scratched & scuffed discs

It's a Friday night at the corner tavern. Dollar in hand, a local saunters over to the CD jukebox and picks his hits. He hears the opening strains of "My Way," except, what's this? Something's gone awry. Frank Sinatra has the hiccups. *"I did it my way my way my way . . ."* Is Frank just really getting into the song? What is the problem here?

The problem is compact disc damage due to everyday, ordinary usage. CD wear and tear is a problem that wasn't supposed to happen. In fact, with the introduction of the CD jukebox five years ago, it seemed that many of the juke operator's problems were solved. With its superior sound quality and wider music library, the box had found a new niche in the marketplace. But nothing is perfect. Transport of the CDs, rotation and just plain old time can take its toll on the discs and leave the CDs scratched, leading to service problems.

But never fear: Audio Innovation has a solution! Coin-op distributors are endorsing the firm's CD Repair, which they say goes a long way in repairing damaged disc problems easily. And, says the maker, the repairs are *permanent.* Best of all, it's inexpensive: no more having to completely replace scratched discs. For scratched, gouged and scuffed CDs, it's the juke operator's best friend.

The patent-pending repair kit was invented by Gary Burdick of Audio Innovations (Phoenix). He was tired of losing CDs to scratches incurred after heavy play, a ride in the car, or everyday use. A year of experiments led him to a petroleum-based substance that really fixes the problem, he says . . . instead of products which temporarily "fool" the player's optical eye into thinking the disc is fixed.

"My product will mend superficial to medium scratches which cause the disc to skip and stutter," says Gary. "That is," he adds, "as long as the data field is not damaged and it is not warped by the manufacturer."

Coin-op experts we spoke to said the product really works. Service expert Craig Wright at Struve Dist. (Salt Lake City) enthusiastically told us the Repair Kit "works extremely well." And Joe Young (State Sales & Service, Baltimore, Md.) said "it does work well on superficial to medium scratches. After proving that on my own personal CD library, we ordered it for our operator customers." And Gary Burdick says various dealers like Lieberman, Hanson, Betson Pacific and Eastern all use his product. He also added that one major jukebox factory uses the Repair Kit in its service schools.

"As far as I know, this is a one-of-a-kind product," said Gary Burdick. "All other repair kits contain wax and most wax repairs are ineffective in the long run. They temporarily coat the disc and fool the CD player's optical eye so it will read over the damage. Trouble is, wax-based products don't bond the disc. Soon, the wax falls out and you're right back where you started from. My CD Repair Kit refaces any optical disc — CD, CD-Rom, or laserdisc — so it can be read again."

Gary really sticks by his product. His favorite demonstration is to scuff up a CD with steel wool, then repair it with his product so it sounds like new. Now that's faith! If you'd like more information about the CD Repair Kit, contact Gary Burdick at 1115 N. Granite Reef, Scottsdale, AZ 85257; 602/949-8057.

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WHO SHOT JOHNNY ROCK?

I'm sitting in my office when this dame walks in . . .
"Want to make some money, tough guy?" she asks

Put on your snap-brim fedora. Shrug into your trenchcoat, big boy, and pack your .45 automatic in that shoulder holster. It's time to snoop around, kiss some dames, shoot some slugs at some mugs . . . and solve the mystery of *Who Shot Johnny Rock?*

Shipping now in dedicated or kit format, this title is the second live-action, laserdisc shooting game for the big-screen system from Betson Enterprises. Betson first brought this hi-tech video system to the AMOA Expo in the fall of 1990, and it's been a major success worldwide. Here in the U.S., the system has defied skeptics and earned a permanent place in quite a few arcades, turning in a very respectable performance on our monthly equipment chart for well over a year.

"It's the greatest untold success story in the industry," vowed H. Betti Industries topper Peter Betti. "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 shifting dollars from this week's hot title to the next . . . we're talking about expanding the player base, and expanding the income base as well."

The first game for the Betson big-screen system, which comes with 33" or 50" monitor, was *Mad Dog McCree,* a Western shoot-'em-up. The game is for one player at a time; players hold a large, realistic handgun which is attached via cable to the control panel. They aim this gun at the screen and pull the trigger to shoot bad guys or onscreen symbols as appropriate.

The whole system costs a pretty penny, but frankly it's not a bit out of line for a true attraction of this power. *Mad Dog* earned very well where operators tried it. Now that the second title for the system is available, it's time for more operators to give it a second look.

"My advice is for operators to buy the game dedicated with *Mad Dog McCree* and get a long, profitable run from that," stated Betson's sales topper John Margold. "Then in six or nine months, if collections start to wane, order *Johnny Rock.* The nice thing is we're seeing field reports that *Mad Dog* keeps earn-


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ings high for month after month . . . and you can put a *Johnny Rock* right next to it. The new title will bring in lots of new dollars without much affecting the first title. Some arcades have tried it and proved it."

Dedicated versions of the game, with either 50" and 33" screens, began shipping in October; "kits" (laserdisc plus software update and new graphics) should ship around Nov. 1. The story behind the game is interesting in itself: once again, Betson commissioned a full-budget, live-action motion picture from American Laser Games. Filming took place in Sante Fe, New Mexico but the story takes in a large midwestern city in the 1930s. Setting include a speakeasy, with people hiding under pool tables; a casino; the detective's office; a warehouse; and a garage. Stunts include people crashing through windows, a car exploding, and lots of shoot-outs.

While *Mad Dog McCree* had a cast of 14 actors, *Johnny Rock* employs a cast of 45. They include a beautiful blonde named "Red," who asks the player, who takes the role of private detective, to find her murdered boyfriend's killer. The player must seek out four evil suspects . . . but before you get to them, the bad guys will send out their gunmen to eliminate you. Your goal is to shoot them first . . . but don't shoot the four suspects! You need them alive to find out who the real murderer is.

Besides blasting away at bad guys, players must remember clues which are given along the way. Players use the gun to shoot at numbers which appear onscreen, and must remember the numbers so you can open Johnny's safe at the end to get more important clues. "It's a more challenging game to get through than *Mad Dog,*" said John Margold. "Not only is there a puzzle, but more bad guys are shooting at you. You need a quicker eye and better reflexes."

The laserdisc player and its related components have generated not one single complaint being voiced to this magazine; and while the early guns caused some problems, it's generally agreed that Betson has solved this with their latest genera-



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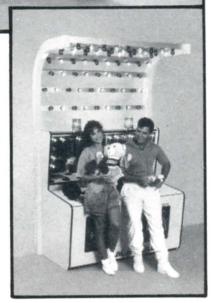

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JOHN MARGOLD

tion of gun components. The only problem that's left is U.S. currency. Clearly, the game rates dollar play . . . but Betson agrees with many in the industry that we need a dollar coin to make that happen more easily.

"In Canada, where they have a dollar coin, *Mad Dog McCree* has been the top game for five months in a row," John Margold pointed out. "In England and Spain, where they have a pound coin or similar coin, it's been the number one game all summer. Here in the United States," John continued, "the machine certainly deserves dollar play, but we don't have a dollar coin and it's not as convenient to round up four quarters as to grab one coin. When you start taking folding money out of your wallet, it's a two-handed operation. Getting change at the cashier means it's not an impulse buy, either, but we are in an impulse business. So I really believe the Loon coin and the pound coin have made a difference in those countries."

Be that as it may, it's clear *Mad Dog McCree* has "made a difference" on American locations. Now *Johnny Rock* is about to start making a difference in the cash box, too. See it at your authorized distributor. For more information or dealer referral, call Betson at 800/524-2343.

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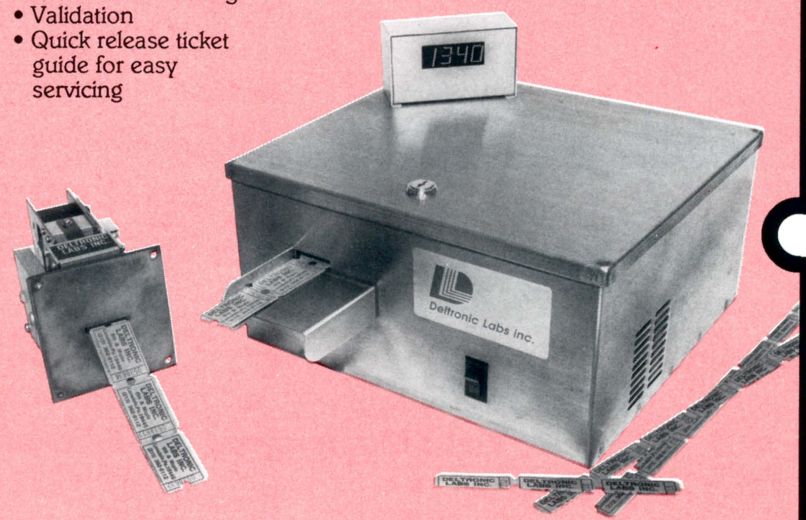
John Margold, *Play Meter* 12/90



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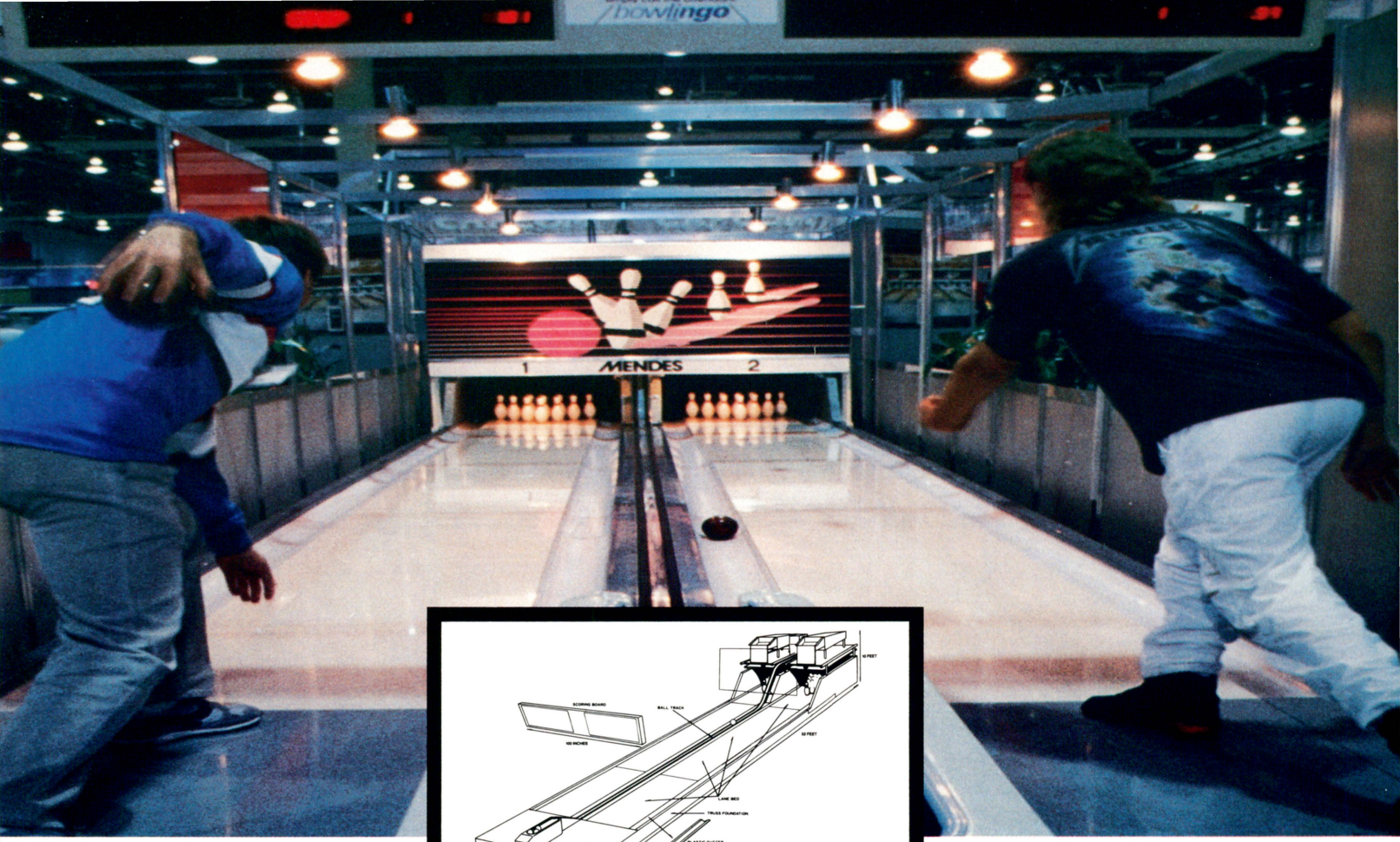

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WATCH OUT FOR 'BOOGIEMEN'!

GaMCO's new novelty "scares the quarters" right out of you; Ron Yaffe's horror-themed novelty is fresh, funny & original



GaMCO's new Boogiemen game. Harry Levy & Amusement Contractors Ltd. will build it under exclusive license for England & the Far East.

The Boogieman will get you, if you don't watch out... Too late! The *Boogiemen* have already gotten GaMCO International, and they're sure to get your players and locations screaming with delight, as well. *Boogiemen* is the latest redemption skill game from the inventive mind of Ron Yaffe. "It is a riot," he smiled, "and plays the best spooky music you've ever heard. We test-marketed this piece for six months and kids swarmed all over it!"

This funny, horror-themed novelty gun game is for one player at a time. It comes in a long, low, ¾" plywood cabinet, painted a lurid purple with gold trim. Players aim a gold anodized, steel-welded gun and shoot ping-pong-sized balls across the playfield. You aim for the mouths of three horrible ghouls whose full-sized, latex "heads" are situated just under the backboard. The ghouls' mouths open and close, making it a real challenge of skill to time and aim your shots correctly.

Every time you successfully make a shot, the boogiemen "swallow" the ball and scream bloody murder! If you don't hit their moving mouths, you might hit one of the "caskets" on the playfield (there are four caskets; two of them open and close continually). Also during gameplay, sound effects such as cackling witches and rattling chains are accompanied by "haunted house music" and a "death march." It's a devilishly good time.

Most locations have set the game on 50 cents for 30 seconds of playing time. "Earnings are out of this world," smiled GaMCO prexy Ron Yaffe. Players are rewarded with points and tickets for hitting the mouths or the two caskets. A "super bonus" is awarded if players make 12 hits within the time limit. Dip switches make the game totally adjustable for point and ticket reward vels.

Pointing to the sturdy plywood, steel welding and other features, Ron asserted that "The quality of this game is beyond industry standards. It was designed for the toughest players and location abuse." No compressor is included, so you don't have to worry about a breakdown in that department, either. Ron said the simplicity and ease of maintenance which are afforded by extra-large cabinet doors are "a joy to behold."

Boogiemen comes in three models, each with differently themed target heads: the "skull" model, the "witch and ghost" model, and the "ancient evil" model. Locations can get all three themes and bank them side by side for extra variety and excitement. In all, it's a fiendishly creative concept from Ron, who prides himself on fresh, original ideas. He's sure found another winner with this one!

For more information, contact your local distributor. For more information or dealer referral, call GaMCO at 800/642-7263 (U.S.) or 813/366-1133 (Fla.).

Legal Questions

by Laurence Merritt and David Hagen

The Joys of Corporation

Hopefully, many of our readers have decided to stop doing business as a general partnership after reading our August 1991 column entitled, "Partnership Horror Stories." In that column, we recommended a corporation as a far superior vehicle to conduct business. This article will describe what a corporation is, how it operates and the advantages and disadvantages of operating as a corporation.

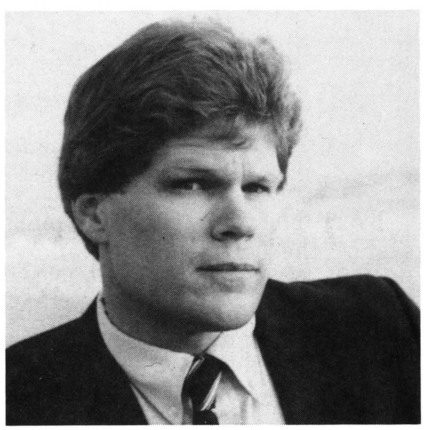
First, a corporation is a separate, legal, fictitious entity, which was designed to limit one's liability. During the time of Christopher Columbus, it was difficult to obtain financial backers for the great explorations. If something happened to the crew, the financial backers of the expedition did not want to be faced with the liability of caring for the crew's family. Accordingly, corporations were created. This allowed the financial backers (investors) to limit their liability to the amount which they invested in the expedition. While this seems a bit cold and calculating, the simple fact is that it allowed these expeditions to proceed where they otherwise would not have due to a lack of funds.

Corporate law has been significantly refined to the present day. The law of each individual state differs. However, there is a general body of law which is very similar from state to state and this will be the focus of our discussion.

The ultimate source of power in any corporation lies with the shareholders. The shareholders own the corporation. Shareholders are those who have invested their money in the corporation. In return, they receive shares. Whoever controls the majority of shares in the corporation will control the corporation. Some corporations only have one shareholder. However, those which are traded on the public exchanges have millions of shareholders.



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for over 12 years. He has experience as a Judge Pro Tem in the Santa Monica Municipal Court and as a family law mediator for the Los Angeles Superior Court. He is also on the panel of arbitrators for the L.A. Superior Court in addition to teaching courses for paralegals at Waterson College. His partner, David Hagen, also has a great deal of experience representing operators in litigation matters. Both welcome comments and questions — they may be reached at their offices by writing or phoning: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave., Ste. 311, Woodland Hills, CA 91367; 818/992-1940.

Directors in a corporation are elected by the shareholders. This usually occurs at the annual shareholders' meeting. A corporation can have one or more directors depending upon the size of the corporation and the laws of the state of incorporation. The directors usually serve terms of a year or more. They are responsible for the overall direction and policies of the corporation.

Officers are hired by the board of directors to oversee the day-to-day operation of the corporation. Typically, a corporation will have a president, vice president, treasurer and secretary. In many states (such as California), one individual can serve in all of these capacities. However, in many larger corporations there are many corporate officers due to the complexity of the organization. Once again, officers are responsible for the day-to-day operation and hire all of the corporation's employees.

In many states, the same person can fill all of the roles discussed above. That is, the same individual can be the sole shareholder, director, and hold all of the corporate offices. Some states require at least two individuals. Check with your local attorney for the law in your particular state.

The principle advantage of doing business as a corporation is that none of your personal assets are liable for the corporate debts. This means that if business turns bad, you have not put your house, car, vacation home, etc. on the line to repay the business debts. This is a tremendous benefit.

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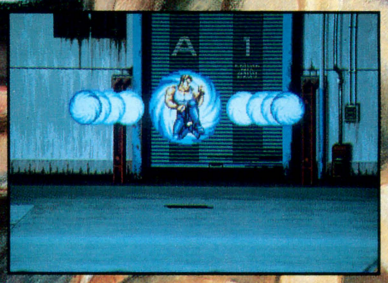







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times a personal guarantee will be requested by a particular creditor. This is especially true when entering into a business lease for property. If a personal guarantee is required and there is no way to negotiate around it, go ahead and personally guarantee the lease. However, remember that you are putting all of your personal assets on the line to fulfill the performance of that lease.

Second, if you fail to respect your corporate entity, creditors can "pierce the corporate veil." If you fail to hold annual meetings, keep appropriate corporate records, and if you fail to ensure that creditors know you are doing business as a corporation at all times, a creditor can seek to hold you personally responsible. However, if you make sure to cover the basic technicalities with respect to operating a corporation, your corporate veil *will not* be pierced. In fact, it is very difficult to pierce a corporate veil unless the corporate status has really been abused. Consult your



local attorney for guidelines on how to protect your corporate status.

There are some disadvantages to doing business as a corporation. Corporations can sometimes be a bit cumbersome. Further, there are annual costs involved. In California, it costs a minimum of $900 a year to keep a corporation open and operating. Further, a separate tax return for the corporation will be required on a yearly basis because it is a separate legal entity. These disadvantages seem rather small when held up to the tremendous advantage that can be gained in doing business through a corporation.

Whenever you start a new business venture, incorporate it right away. Many business people initially operate as a sole proprietorship for a year or two to save costs. Later, they form a corporation with the same business name. However, they fail to notify creditors of the change in legal status. Accordingly, they remain personally liable because the creditor still believes they are dealing with a sole proprietor.

Corporations are a wonderful device through which to conduct business. The disadvantages of incorporation are far outweighed by the advantage of limited liability. Accordingly, we recommend that, if at all possible, incorporate your business.

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"I'LL BE BACK!"

MIDWAY BOWS 'TERMINATOR 2,' THE VIDEO

biggest movie hit of 1991 was also AMOA's "best game of the show"; two-player gun game sets new standards for realism & movie tie-in

A while back, talk show host David Letterman asked his guest: "Why are the 'Terminator' movies so popular?" Superstar Arnold Schwartzenegger gave this answer: "Because everybody wants to be a Terminator. They'd like go out and take care of business, without worrying about having to follow any rules."

If Arnold is right, then "everybody" is going to love *Terminator 2*, the latest video game from Midway Mfg. (a division of Williams/Bally-Midway). Why will they love it? Simple: in the movie, you get to *watch* the Terminator. In the two-player video gun game, you get to ***be*** the Terminator!

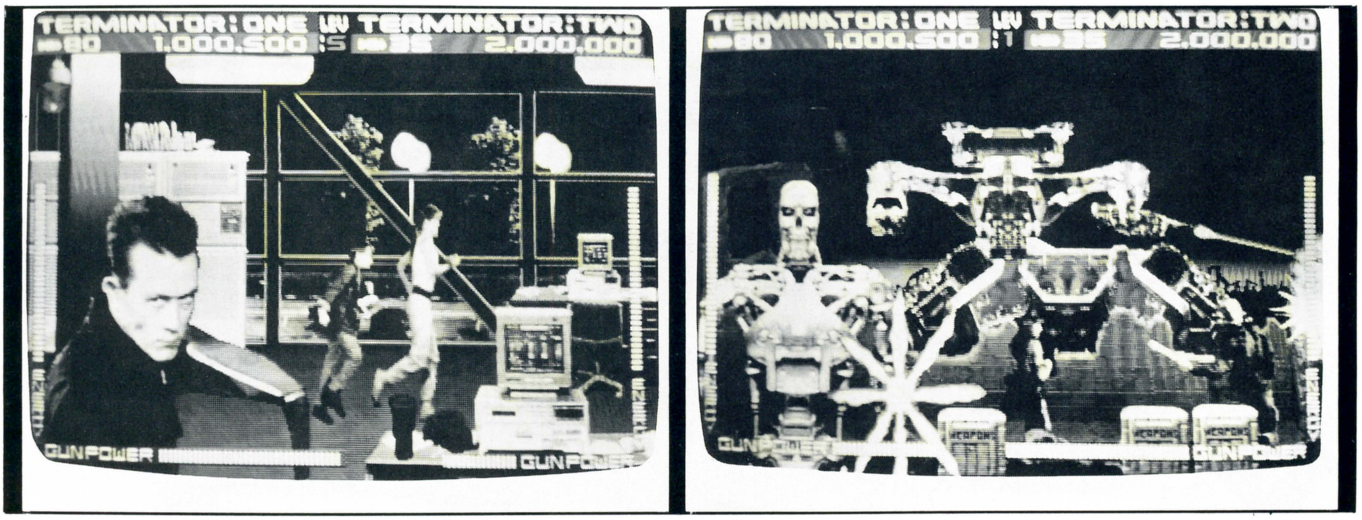
More than that, *Terminator 2* has set a new standard for digitized graphics, special visual and audio effects, and Hollywood-coinland collaboration. These factors should carry the game into the winner's circle for a long, long time.

Just how realistic are the on-screen visuals? When you watch the game, it looks exactly as if you're watching the movie . . . except you get to control the characters and the action. Some vidgame engineers actually thought *T-2* was a laserdisc game at first. Nope, it's digitized graphics, which gives players all the options and mobility of a regular video game. No wonder operators voted *Terminator 2* "Best New Game of the Show" at this fall's AMOA Expo!



DEPTH OF GAMEPLAY

Completed games began shipping to distributors around the world in mid-October. "We're ready to capture the most dominant earnings period, which is the fall," declared Midway marketing director Roger Sharpe. "Based on test results, we are confident operators will find this game isn't a flash in the pan. It's not one of those six-week wonders that earns fantastic sums the first week based on player curiosity, then dies out. We're confident *Terminator 2* going to maintain an im-



pressive plateau of solid earnings, because the depth and excitement of gameplay is there."

Depth of gameplay may be what earned the game its award from operators at AMOA. Many games based on famous, licensed properties create a lot of excitement at first: the player says "Oh boy, here's that famous character!" But too often, that early thrill is followed by the eventual disappointment and boredom of "What else can I do with this character? The gameplay just isn't there."

This is almost guaranteed not to happen with *Terminator 2.* Since the Midway creative team got in "on the ground floor" with the Hollywood creative team, the video game includes every major character, setting and action sequence that's in the film. It's a constant onslaught of guns, vehicles, evil robots, misguided policemen and flying death machines, all portrayed with incredible realism. As a matter of fact, the video game includes a stunning sequence or two that was originally written into the Hollywood script, but was cut from the final movie for length reasons! So in one sense, it can be argued that the video game has "more" depth than the movie itself.

TIMING AND PUBLICITY

Timing of the game's release could represent the best synchronizing of a major film and its video counterpart that this industry has ever seen. Midway's video is arriving while the film remains a white-hot property. That means the game will be able to ride on the coattails of the movie's multi-million dollar promotional budget.

Want proof? Listen: the movie itself has already earned $400 million in America alone. Four or five months after initial release, the movie is still pulling big bucks in thousands of theater box offices as you read this. The film is just now opening on movie screens in many key overseas markets. Here in the U.S., the 'Terminator 2' movie will arrive with a bang in the home video rental market in mid-November. Operators who buy the game this fall will be able to cash in on all the excitement.

There's more. Not just the film, but also the video game itself has been promoted in consumer maga-

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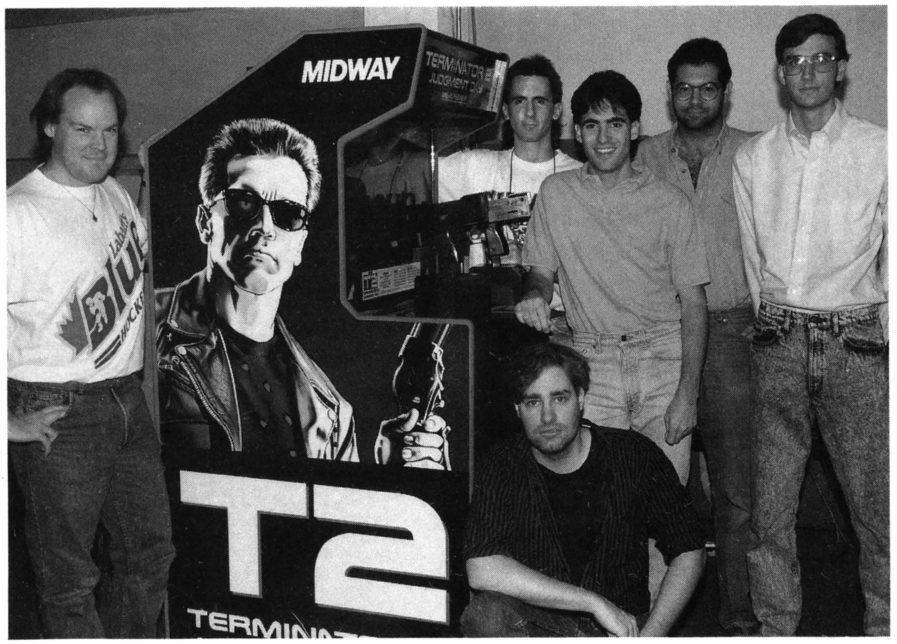

Members of the *Terminator 2* design team (from left to right): Jack Haeger, John Vogel, George Petro, Warren Davis, Bill Dabelstein & Tim Coman (kneeling). Not pictured is Chris Granner.

zines and on MTV. The Midway game was touted as grand prize in a "900 number promotion." Said Roger Sharpe: "There's a lot of advance word and players are already aware the game is coming. Their question is, when? Players are eagerly waiting for this game to appear at their local arcade."

UNPRECEDENTED COLLABORATION

As stated, *Terminator 2* is the result of an unprecedented level of collaboration between Hollywood and coinland. According to George Petro, one of the game's designers: "Midway exec Neil Nicastro originally asked us in 1990, What would you think of doing a game based on this movie that's going to come out next summer, 'Terminator 2'? Instantly I was super-excited about it. The film's director, James Cameron, literally didn't want to let the script out of his sight, so Roger, Steve Ritchie (who headed the Williams *T-2* pinball team) and I had to fly out to Los Angeles and read the script in the presence of one of the movie people. It read like a book," George recalled. "When we came out, our jaws were on the ground. We said, yes, there's no problem coming up with a video game based on this story."

A few meetings later, film director James Cameron had gotten to know the Midway people, become familiar with their successful track record, and had come to understand their plans and abilities to realize his artistic vision in video game form. Cameron told his staff: "Give these people whatever they need."

With that, Midway became almost a part of the Hollywood production project. Each week, videotapes of footage that was being shot in Hollywood by Cameron, were flown to Midway in Chicago. The Midway folks got access to the sets so they could film their own footage. They got to borrow and use very expensive props, from $200,000 models of sci-fi space ships, to 10" steel "Terminator" skeletons. They even got to "borrow" actors Arnold Schwartzenegger and Robert Patrick for Midway's very own recording and filming sessions. All of this went into making a video game which — as Midway says proudly — "is" the movie.

Said Roger Sharpe: "Our creative team and the Hollywood team shared a vision of getting this story to the public in two different media: movies and video games. We think the close cooperation we achieved has set a new standard for licensing, showing that video games can tell a story and involve player emotions just like movies."

THE MIDWAY TEAM

Even before Cameron's Hollywood crew began filming, Midway began the creative challenge of bringing the script to life as a video game. A talented team shared the video game design and "directorial" tasks. They were George Petro, Tim Coman, Bill Dabelstein, John Vogel, Jack Hager, Chris Granner and Warren Davis.

"We started with a handful of directions we could go to adapt this story," recalls George. "Our Sales & Marketing VP Joe Dillon was actually the one who said, why not make it a gun game? That suggestion gave us our whole approach to the scenario and storyboard. And by the way," George added, "it's our feeling that the video game market is ready for a new 'staple' in the gun game category. We think *Terminator 2* will be that piece."

Once filming began, members of the Midway team were often right there on the set. Said programmer John Vogel: "Digitizing footage isn't just a matter of taking frames from a strip of movie film and running them through a computer. We had to film the actors doing some things just for us. We had to storyboard every possible action we thought they might do, ask the doubles or actors to perform that action, and film it with our own crew. We worked with the film doubles for Linda Hamilton and Arnold Schwartzenegger. We also worked with Robert Patrick, the actual actor who plays the movie's villain. In fact, Robert spent an entire day letting us film him shooting, being shot, falling on floor mats," John continued. "We also got access to all the sets, costumes, props and models used in the making of the movie. So we actually did develop the video game in parallel with the movie. It was a real challenge, a real thrill and I think this dual process shows in the realism of the video game."

SPECIAL EFFECTS

In addition to digitized film footage, *Terminator 2* achieves its amazing realism from a variety of resour-

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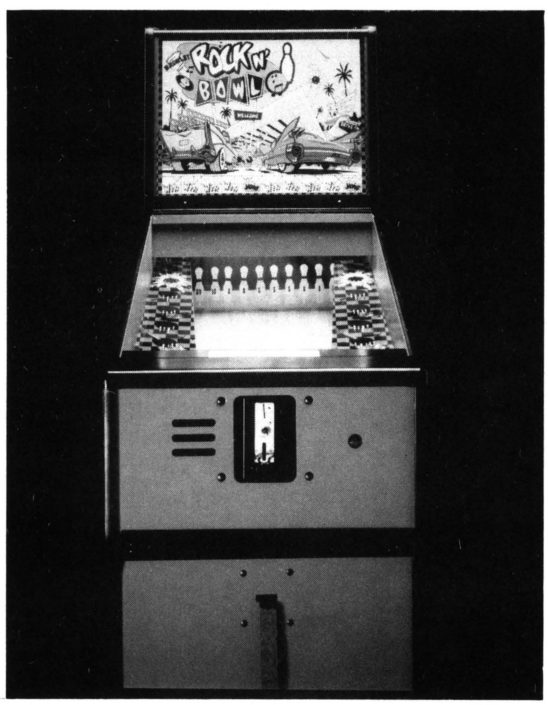

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ces used by Williams. A computer software program called a "multiplaner" mimicks and updates the old-style Multi-Plane Camera. (This was a fancy camera created by the Disney Studios decades ago for super-realistic, in-depth animation.) The computer can create 16 different layers of backgrounds, and populate these settings with 16 different layers of appropriately-sized characters and props. The result: a 32-layer picture. The computer adjusts scrolling speed, object lighting and shading, depending on how far from in the background each layer is, and where it stands in relation to the "light source."

Said John Vogel: "We had to be very controlled about actors, sets and props to make sure they're at the right angle, in the right size, in the proper spacial plane and so on." Tim Coman agreed: "One benefit of digitized graphics we're just starting to explore is the ability to combine different objects and images of different sizes, adjust the proportions in the computer and make them look real. The game has provided an opportunity to do a lot of new things."

George Petro added: "No other gun game has ever achieved the depth and realism of *Terminator 2*. It's really a breakthrough. We've worked very hard to create a believable world that allows fast, realistic player interaction with the fictional environment. We've researched what looks good and what makes people think it looks real. We're starting to get emotions out of this like a real TV show. One reason it looks so good is, we don't have digitizers and technicians here. We have artists, schooled in art, each of whom specialize in their area of programming, graphic art, cabinet and gun design, you name it. The talent involved is what sets our games apart."

A TOUCH OF ART

Artist Jack Hager agreed that computers didn't do all the work... far from it. "The players do get to see many actual segments of the film which we have digitized," he said. "However, not all of the movie was filmed at an angle we could use. In a video game," said Jack, "es-

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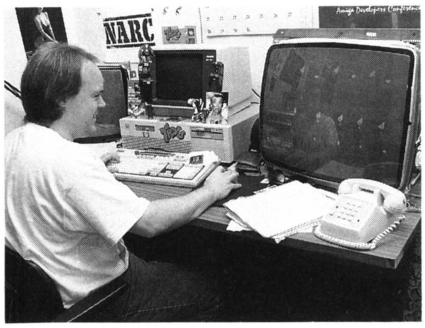
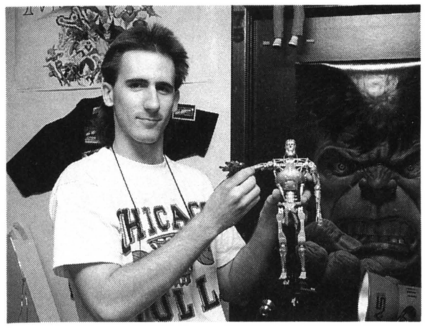
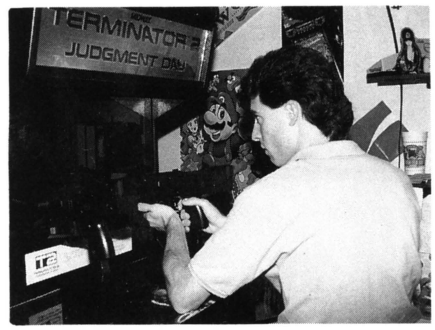


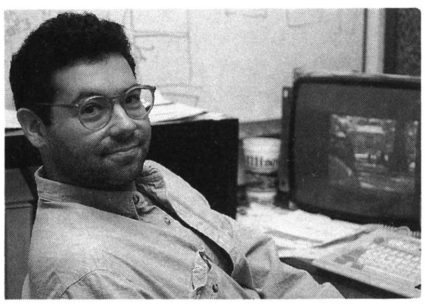
JACK HAEGER



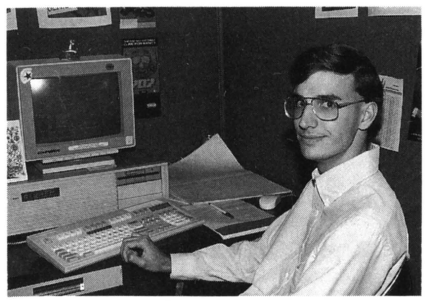
JOHN VOGEL



GEORGE PETRO



WARREN DAVIS



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TIM COMAN

pecially when it's a gun game where the player sees through the eyes of the main character, you need front views of the other characters. This was especially true of the liquid-metal bad guy and the special effects involving him.

"So in those cases," Jack explained, "we had to use the film footage simply as a reference point and recreate the same basic result with our own computer pyrotechnics, to make visual magic happen. We came up with our own special effects here at Williams, and players will think they'll be seeing the same things they saw in the movie!"

ARNOLD'S VOICE AND OTHER SOUND WIZARDRY

The artistry of the Midway team included sound wizardry. "With most video games," said George Petro, "if one piece of speech or sound is happening, you can't hear anything else. So we had a problem: two people firing two guns. Our feeling was, you always want to hear your own gunshot. We created a multi-tracking sound board which can play seven simultaneous channels, four of which can be speech or sounds."

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The audio mastery in the *T-2* video goes far beyond that technical achievement, however. How many people can say they "directed" Arnold Schwartzenegger? Sound artist Chris Granner can; he coached Arnold via long-distance telephone, supervising a special 40-minute digital recording session. Arnold read a script Chris prepared, speaking into a digital recorder Chris selected. (The Hollywood team's Lee Orloff was actually there in the sound studio, relaying Chris's suggestions to Arnold so that famous Austrian accent would come clearly through the game's computer chips.)

"Chris Granner is very much part of the creative team, making suggestions at every point," agreed his fellow designers. "Sound is a subtle but integral part of this game, creating a feeling of realism and altering the sense of pace and mood," they said. "Chris has been here since 1986 and he often guides us, sometimes tying things together with specially composed music, synthesized speech and sound effects which he creates."

COMBINING THE MOVIE AND THE GAME

Translating a movie script into video game terms presented a chal-

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lenge on many levels beyond graphics and sound, too. As Jack Hager explained: "We had to add some things for players, such as additional targets, and cut some other things out. But the core of the idea is very much intact. When you play this game, you really feel you have 'lived' the movie and really killed this frightening bad guy."

Jack said some special challenges popped up as the Midway guys went along. "The film's director, James Cameron, was a bit concerned about having a gun game. He wanted to be responsible about it and he said, I don't want the video game players to use their guns to really kill anybody in this game."

How do you solve that problem in this industry, famous for its level of violence . . . especially in a video gun game? Jack explained: "John Vogel here at Midway came up with a creative solution that mirrors the movie's storyline, where Arnold's character says 'I swear I won't kill anyone.' This plot point is actually built right into the guns on our cabinet," Jack said. "Each gun has got a red LED and a green LED on it. So as you move the gunsight across the screen, whenever you're aiming at a human character the red LED lights up and the gun won't "kill" the human character. It will only wound him, just like in the movie. But when you're aiming at a Terminator (evil robot), the green LED lights up and you can destroy the robot bad guy. It's just like the movie."

By this means, Midway transformed a limitation into a "plus" that players will recognize and appreciate. Another "plus" came from limits on the movie itself. The original script called for a major sequence that wasn't filmed: the plan was to show an army of evil robots at the "SkyNet" headquarters. Trouble was, this sequence would have made the film's running time too long.

The video game, however, takes players to this exciting setting. The game lets players battle a whole army of bad guy Terminator robots. "Jim Cameron really liked the idea that the video game would take you to where the machines lived," smiled the Midway team.

Another film-to-game adaptation challenge came from the fact that this is a two-player upright. How do you show two Arnolds? Simple: one is shaded red, one is blue, in the introductory sequence. But then, it's a first-person game: unlike the film, you're seeing the story unfold through the eyes of the Arnold character. Midway turned this into an advantage, too: players see the internal displays that would appear in their field of vision, if they were a Terminator robot. Computer graphics are super-imposed on the scene, telling you what weapons you're getting, what opponents you're facing now, etc. It's a neat gimmick that ties right into the "point of view" shots in both Terminator movies.

PUTTING IT ON LOCATION

T-2 is shipping at a factory-recommended price setting of 50¢ (per player) to start, with 25¢ to continue. Using a new feature, operators can set the game for a minimal time that's guaranteed for each credit. It's adjustable from five seconds, to five minutes (factory setting is 45 seconds). This allows operators to adapt the game to player skills in each location, and also to gradually make the game more and more challenging as players learn the game and increase their skills. "This feature helps the player out without the player knowing it," said one member of the design team.

To get the fullest potential out of the game, Midway is offering promotional materials such as posters and prizes for *T-2* video (and pinball) tournaments. Prizes can be authentic licensed merchandise including t-shirts, jackets, etc. Operators can go to their local distributors for prizes or directly to Midway for advice on running promotional events.

If you haven't got your order in, get down to your local distributor right away and prepare to start "terminating" locations with this blockbuster. Or call Williams/Bally-Midway for referral at 312/267-2240.

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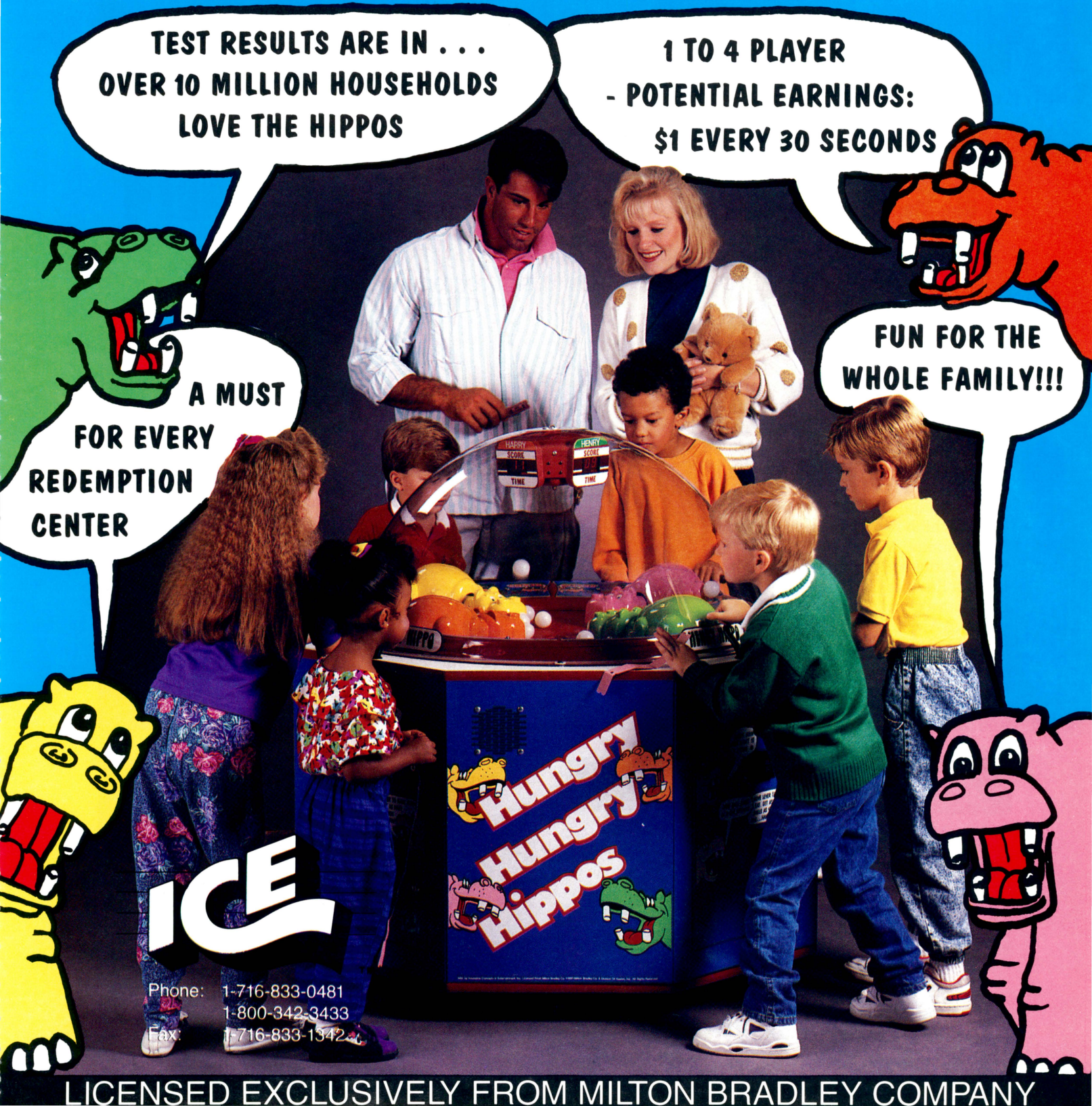

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LET THE GAMES BEGIN

coin-op industry supports 1991 International Special Olympics; AAMA, AMOA & Lieberman Music sponsor arcade for athletes

From one "game" to another: the coin-operated game industry really went the distance in support for the 1991 Special Olympic Games, providing (aptly enough) a game room set up especially for the competitors. The arcade provided a fun break for the more than 6,000 athletes (90 countries were represented) participating in the popular event, which ran from July 19-27 in Minneapolis, Minn.

The industry's stellar support for the worthwhile Games was further shown in a check for $10,000 provided by AAMA and AMOA; it was presented to Special Olympic Executive Director Roy Smalley at the gameroom's ribbon-cutting ceremony. Sponsors were AAMA, AMOA and Lieberman Music.







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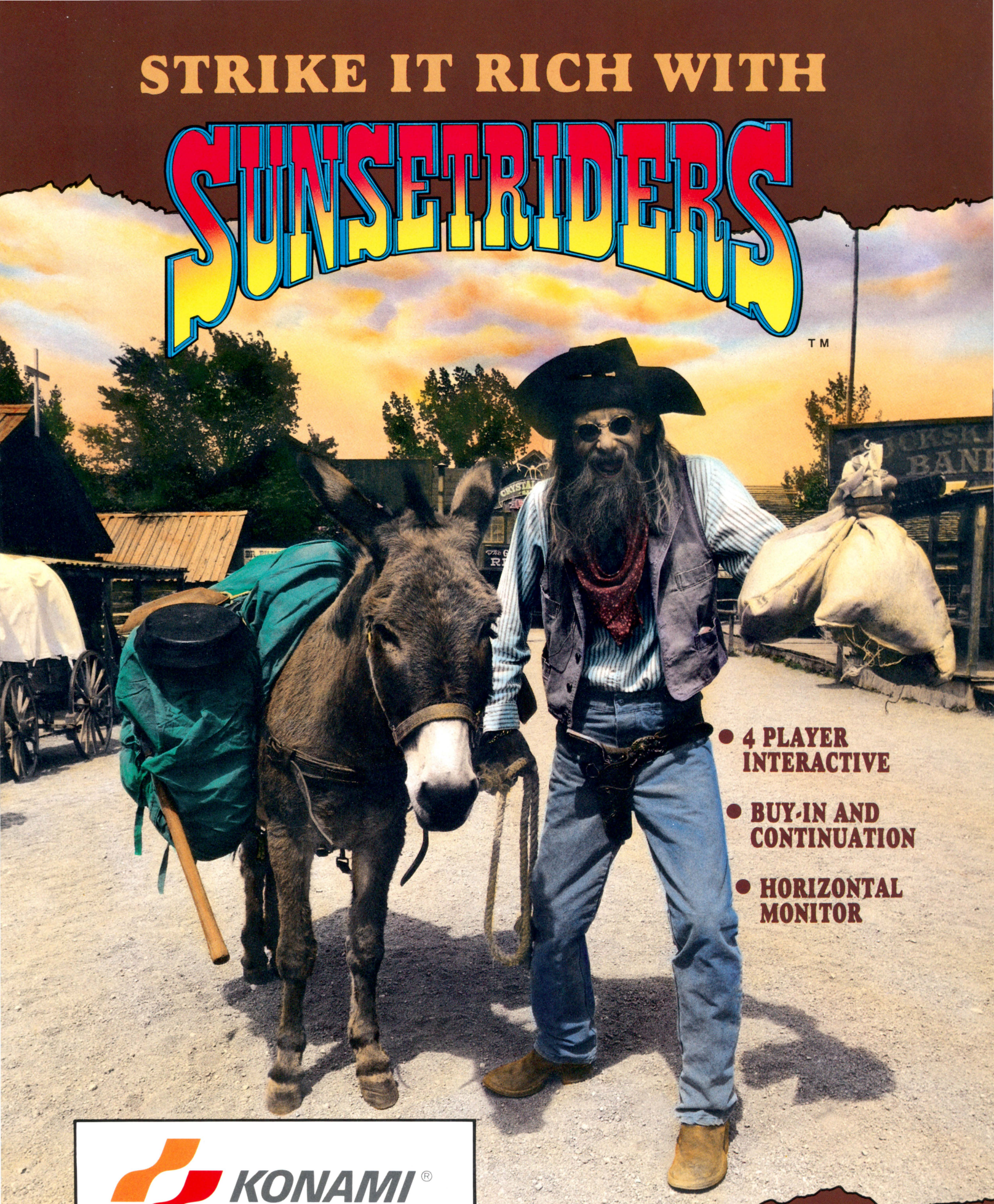

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These varmints will have you chasing them on foot and on horseback through old west towns, following stagecoaches and trains, through Indian villages, forests, and plains. You've got to be quick on the draw and light on your feet—the outlaws' henchmen are everywhere. Also watch out for the many perils of the trail, including occasional bull stampedes! Bonus stages are included so you can brush up your sharp-shooting. You can pick up weapons for quick draw and two guns, as well as earn extra bounty money. The hazards of the job are great, but the rewards are many.

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SOMETHING OLD, SOMETHING NEW

fine old Wurlitzer name makes five different jukeboxes; new "Golden Age" seen, combining tradition & hi-tech

If you were a "Music Man," this fall's AMOA Expo was a "music show." The Wurlitzer Jukebox Co. certainly found this to be true; operators stopped by the Wurlitzer booth and behaved like kids in a candy store. "I'll take two of those and three of these," they said, pointing happily to various of the five models of Wurlitzer jukeboxes.

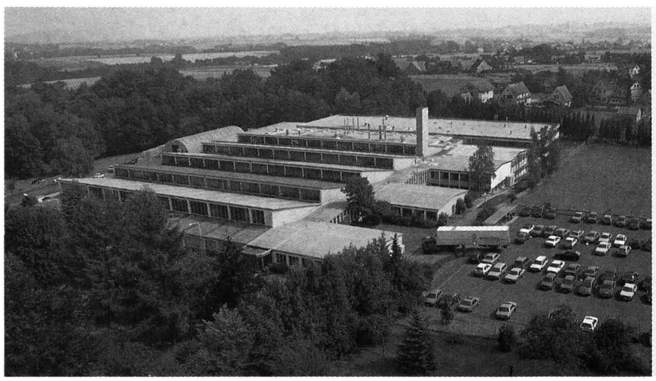
Joe Tedeschi, the energetic "candy man" who is president of Wurlitzer Jukebox Co., says his answer was: "Fine, I'll be happy to put you in touch with your local distributor." Some of the operators replied, "Oh, you take care of it. Here's my card." Naturally, Joe was delighted to oblige, telling his distributors they had more sales coming.

The busy scene was symbolic of a bright new day at the Wurlitzer Jukebox Co. (Long Island City, N.Y.). The firm's fine old name, echoing the Golden Age of Jukeboxes, has gone a long way toward reclaiming its former luster. President Joe Tedeschi believes Wurlitzer, American operators and the jukebox industry are going to reach new plateaus together in the 1990s . . . just as they originally did in the 1930s and '40s.

"I think the jukebox business in the next five years is going to be totally revitalized, with exciting restyling from all the factories, new technology and intense competition," Joe forecast. "We're not talking about selling 8,000 or 10,000 jukeboxes a year, which is what existed before CD. We're talking today about selling 20,000 or 25,000 jukeboxes per year in the U.S. alone! I think sales will remain at this high level for the next four or five years," he predicted. "That's potentially two and a half times bigger than the U.S. jukebox market ever was in its recent history."



As Joe Tedeschi sees it, several factors are contributing to this jukebox renaissance. "Not only are operators replacing 45 jukeboxes with CD machines," he explained, "but the number and quality of available locations is becoming bigger and better. The result is the total number





Above: The Wurlitzer factories in Hullhorst (left) and Levern (right), Germany. **Below:** workers put finishing touches on *One More Time* phonographs.



of jukeboxes on location in America will go up. The jukebox has been relegitimized... and by the way, I think AMOA's Jukebox Promotion Committee had a lot to do with this."

Furthermore, Joe asserted, Wurlitzer is ready to take its place in the front ranks in this new jukebox era. "America is in love with the jukebox," he declared. "Always has been, but for a long time it went to sleep. But now, as a result of all the positive factors in our industry today, competition is heating up. I'm happy to say all of us jukebox makers are competing in a gentlemanly fashion. There's room for more than one 'winner' on the factory level, but believe me: the ultimate winner is going to be the operator. For everyone in the industry, coin-operated music is a wide-open business again!"

WURLITZER SALES INCREASING

At Wurlitzer's American sales office and its German factory sites, the lines on the sales charts are moving just one way: up. "We continue to sell more jukeboxes than we can make," said Tedeschi, "even though we keep increasing production. We've also increased capacity by 100%, added 20,000 square feet at our factory in Germany and built a brand-new production line dedicated to our *New York, New York* model. But every time we figure we're going to catch up, orders go up again!"

Home sales are doing well, but it's the coin-op market that's really taking off, Tedeschi reported. "That's where the growth has been," he confirmed. "We keep reaching new operator customers. We have people who remember the Wurlitzer name and they're coming back, primarily based on their understanding that Wurlitzer is truly committed once again to the music market. But it's also based on the attractive style and reliable technology we're offering.

"What operators are discovering," Tedeschi continued, "is that Wurlitzer jukeboxes work. They have fewer service calls and fewer problems. We hear it over and over again: they're easy, simple and they work. That's a function of quality engineering more than anything else. The price may be an issue for some at first, but as our customers quickly discover, we're worth what we ask. Operators come back and tell us they have one-third the service calls. We don't claim to be cheap; we just claim to be good!"

About half of Wurlitzer's music production goes to the U.S., with the balance going to Europe, Australia and Asia. In Europe, Wurlitzer reports "overwhelming" sales of the *New York, New York* model in France, Belgium and Luxemburg. "These sales are way over our initial projections," Joe Tedeschi reported. "It's the same all over."

THE WURLITZER MUSIC LINE

These days Wurlitzer offers five models, one of which seems sure to fit almost any location. The line includes *New York, New York,* a CD jukebox combining modern and classic styling... *One More Time,* a nostalgia-style *1015* replica which comes in CD and vinyl configurations... the *New Orleans,* a smaller juke which can handle 50 compact discs, and which features contemporary styling... *Make My Music* a contemporary-styled jukebox which plays 45s and which can change lighting at the touch of a button... and finally, the *SL-600* which is a downsized vinyl jukebox with contemporary styling.

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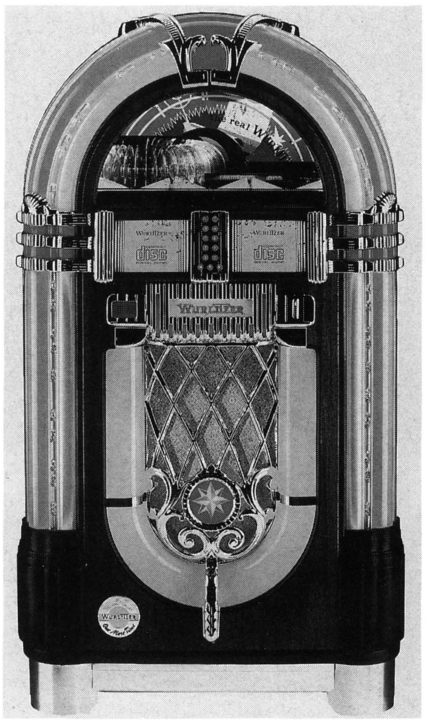
located in the very small villages of Hullhorst and Stemwede. The combined space is about 250,000 sq. ft., holding about 500 employees and many production lines. Besides five models of jukeboxes, Wurlitzer also makes a full line of vending machines for products such as coffee, cigarettes, ice cream, cold drinks, snacks, etc.

'ONE MORE TIME'

Credit Wurlitzer's jukebox rebound to a designer named Paul Fuller, who 45 years ago crafted the famed *1015*. When this beloved nostalgia machine made its comeback in the mid-1980s, Wurlitzer was mostly a German vending machine factory with a less-than-commanding presence in the jukebox market. Suddenly, the firm found itself right in the middle of a hot new music spree. They re-issued the original design, calling it *One More Time*.

Some observers expected nostalgic jukes to be a flash in the pan — a fad which would last a couple of years, then peter out. The opposite has proved true. *One More Time* enjoyed a "tremendous success" right through the 1980s and today it's going stronger than ever in the 1990s. Half the sales go to consumers, but easily half are to operators who place them in nostalgia-themed locations or other classy, upscale restaurants which want "traditional" jukeboxes that almost look like a piece of furniture.



Wurlitzer's *1015 One More Time* CD jukebox

"We originally forecast this market to remain constant," Joe Tedeschi said of the *One More Time*. "It's doing that, at least. Probably more than just remaining constant, to tell you the truth. We've learned what jukebox lovers around the world always knew: this model simply has an eternal quality. It is not a fad. Remember, at least 55,000 units were sold of the original *1015* after World War II. When you add that to the nearly 20,000 units of our own remake which have been sold since 1986, that means Paul Fuller's design is approaching an amazing 75,000 lifetime sales through the Wurlitzer company alone. And," grinned Tedeschi, "we're still backordered!"

NEW YORK, NEW YORK

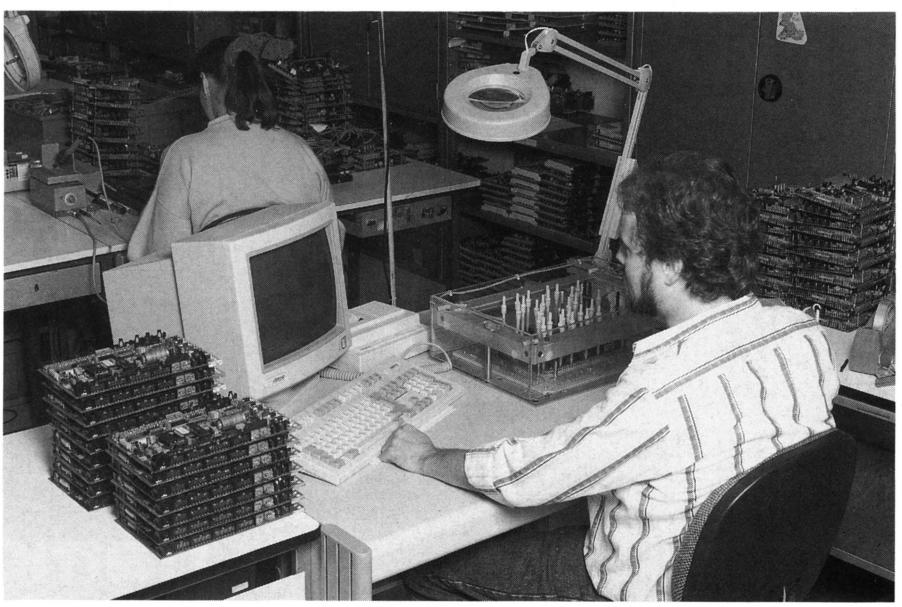
The success of nostalgic jukeboxes, combined with the advent of compact disc technology, alerted Wurlitzer to a re-awakening coin-op music market. In 1987, they decided to capitalize on their German engineering abilities, their famous name, and their decades of success with a certain classic "look" in jukeboxes. All of these factors were combined to create a machine which blended the best of the old and the new.

After four years of careful development, the result was finally released to the trade early this year. It is, of course, their *New York, New York*... a machine which embodies the phrase "contemporary classic." Today, this model stands proudly as Wurlitzer's lead title.

As stated, this phonograph underwent a years-long development process. Wurlitzer's German engineers devoted their exacting talents to create a reliable mechanism and computer electronics. These components were blended with a new cabinet design, created by a freelance American designer. The design is distinctly modern, but also harks back to Wurlitzer's jukebox roots with its arched cabinet top and colored lights.

"We went through many mock-up models and for a couple of years, kept refining details of the appearance and the mechanics," Joe Tedeschi recalled. "It was a long wait and sometimes a bit frustrating, but we made it the very best we could."

It was worth the wait. *New York, New York* debuted in Frankfurt, Germany at the IMA show in January of 1991. "Response from the trade was outstanding," said a beaming Joe Tedeschi. "Even our competitors told us it was one of the most beautiful jukeboxes they had



Workers check out jukebox boards at the factory. The firm makes five models of coin-op phonographs, as well as a full line of vending equipment including snacks, cold drinks and ice cream.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ever seen. Then we debuted it in the U.S. at the 1991 ACME show in Las Vegas. Once again, we had very, very positive results. Orders actually started coming in before American dealers saw it, based on strong word of mouth from Frankfurt!"

Wurlitzer didn't actually start filling orders until May and June. ("Our engineers were determined to make sure everything was absolutely right," Tedeschi explains.) Since the box started shipping, sales of *New York, New York* are "growing geometrically," said Joe. "Operators who bought two are coming back and ordering six. Today, we are rationing distribution to ensure that every dealer gets his fair share."

This growing demand, basically, is the source of the challenging growth in capacity and supply which Tedeschi alluded to earlier. "A new, dedicated production line was built just for this jukebox in Germany," he said. "It started slowly, reached its planned capacity in August, and went to overtime in September to keep up with orders. Overtime work is something that 'just doesn't happen' in Germany. We've air-freighted full-sized jukeboxes over here, in order to help our distributors keep their commitments to major operators!"



The *Mighty* (and beautiful) *Wurlitzer Organ*

Wurlitzer foresees this model as their "workhorse" for many years to come. The firm declined to provide details for print, but they did share some of their plans with *RePlay*. On the record, Joe Tedeschi said this: *"New York, New York* was designed not just for 1991, but also for 1992 and 1993. Some enhancements are coming which could very possibly revolutionize the jukebox as we know it!"

THE WURLITZER MYSTIQUE

For those who don't know the story, the first Wurlitzer Co. was founded by German immigrant Rudolph Wurlitzer in Cincinnati, Ohio, five years before the American Civil War. By the 1920s, the firm was famous for its musical instruments including "The Mighty Wurlitzer" electric organ, which accompanied silent films in the ornate movie palaces of the day. In the 1930s, sales manager Homer Capehart virtually invented the U.S. coin-op distributor network as we know it today. During the 1940s, designer Paul Fuller created the classic look including arched top, light-up plastics and bubble tubes which instantly mean "jukebox" to millions, if not billions, of people all over the globe even today.

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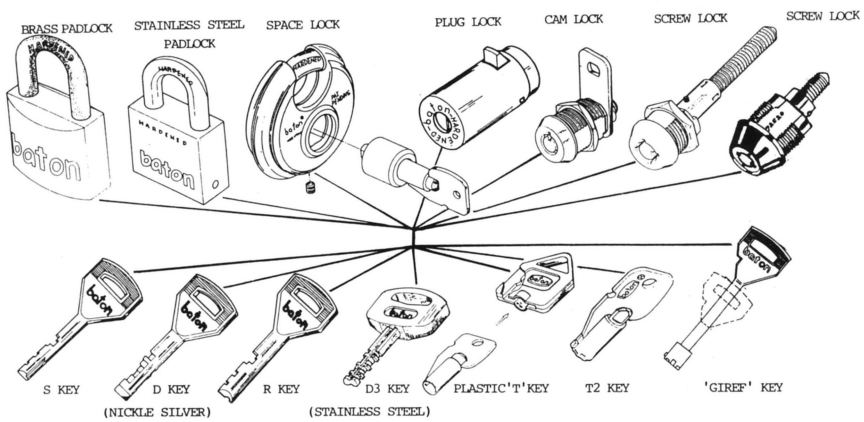

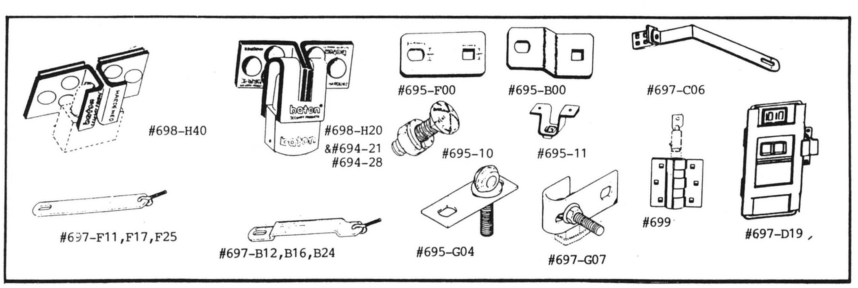

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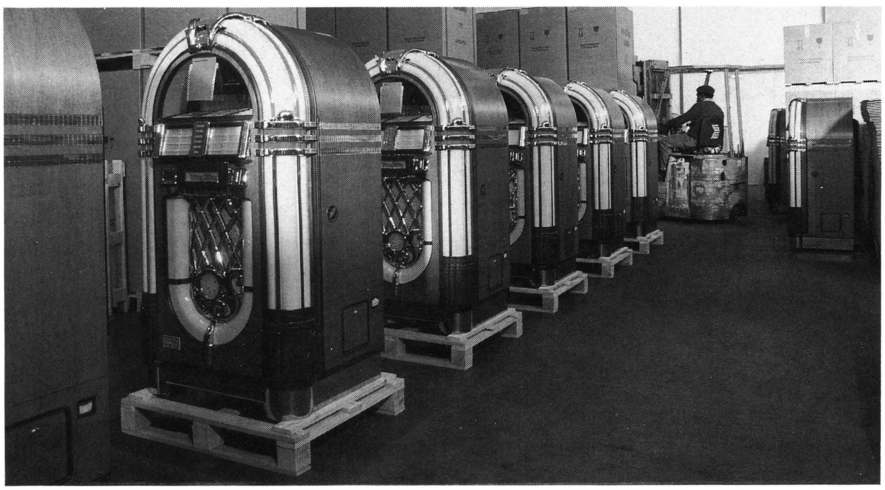

Finished *One More Time* jukeboxes get ready for final packaging and shipping.

today's Wurlitzer Jukebox Co. takes its inspiration. "The Wurlitzer name conjures forth 135 years of history and quality," Joe Tedeschi stated proudly. "The name is too valuable to us, to let anything less than the very best be associated with it. We think — we know — we can compete on equal footing, or better, with any other jukebox company in the world. And we do. More and more operators and distributors who give us an honest, thorough look are coming to this conclusion as well."

TODAY'S SALES TEAM AND DEALER NETWORK

Wurlitzer's old-time tradition of craftsmanship is reflected today on the level of sales, where each individual customer is treated as important. "Our sales philosophy is not that we're targeting big numbers of machines and pushing them out the door," said Joe. "We concentrate on selling one phonograph at a time . . . on making one customers happy . . . on making one location successful. If we can do that, we know the rest will follow automatically."

Heading the Wurlitzer sales efforts in the USA, Joe Tedeschi himself is a former U.S. Marine, schoolteacher and football coach also served as Director of Credit for Rowe International from 1983-90. In that capacity, he handled distributor credit and also wrote promotions. In 1990, he moved over to become president of a U.S. subsidiary of an Australian coin-op firm, owned by Deutsche Wurlitzer, which sold German jukeboxes. If that sounds confusing, lots of people agreed so on July 1, 1991 they changed the name to The Wurlitzer Jukebox Co. "We're calling ourselves exactly what we are," Joe Tedeschi said simply.

Today, Joe's American team includes Jerry Reeves as U.S. sales manager (operating out of Southern Music in Orlando). In New York, Joe supervises Ernie Veneziano as the local regional sales manager, three technical service staffers, two customer (distributor) service staff, and three accounting personnel.

Wurlitzer's U.S. distributor network stands at about 30 dealers, and growing. The firm announced an "open competition" policy at this year's AMOA show. "If a Wurlitzer distributor wants to carry another jukebox, he's perfectly welcome to do so," Joe said. "If a non-Wurlitzer distributor wants to become a Wurlitzer dealer in an area where we don't already have representation, that's also fine with us. Basically, the knife cuts both ways: the point is, we're perfectly happy to have our product displayed side by side with anybody's." Some of America's biggest, best-known and most respected distributors now carry the Wurlitzer line, Tedeschi advised.

HIGH STANDARDS

As stated, the Wurlitzer product, as well as sales and distribution people, are backed up by a very fine engineering team back in Germany. "Nearly everything that goes into a Wurlitzer jukebox is designed and built in Wurlitzer's own factory," Joe Tedeschi explained. "That includes harnesses, electronics, computers, mechanisms, etc. This is an unusual approach in the U.S. market, where a great deal of subcontracting is done. But it's typical of the German approach that says, 'If I make it myself, I can control it.' Wurlitzer now maintains a full parts inventory in the United States, by the way," Tedeschi added.

German engineers take a perfectionist approach, said Tedeschi, and the result is reliable, quality product. He explained: "They have a very strong philosophy that 'We will sell no product before its time.' In fact," he added, "if there ever is a problem, they totally shut down the production line until they understand the problem and solve it. That's a little different from typical American manufacturing philosophy in any industry. Wurlitzer's perfectionist approach may mean waiting, but our U.S. distributors are comfortable that it's worth the wait . . . that when we say we'll deliver something, we do . . . and that when we say it's ready to go, ready for trial on location, then we'll deliver on our promises. And I think our growing success in the American music marketplace bears that out."

MUSIC IN THE '90s

Wurlitzer jukeboxes, already world-famous, are on their way to reclaiming a leading position in the U.S. music market, if Joe Tedeschi and his German engineers have anything to say about it. "We're ready," Joe said confidently. "All the factors are in place. Coin-op music is back in the foreground of American life, and Wurlitzer itself is ready to come back to the forefront the coin machine industry. We like to say we offer operators 'something old, something new' — really, it's the best of both. At Wurlitzer, we firmly believe the next Golden Age of Jukeboxes is on the way!"

For more information or dealer referral, contact The Wurlitzer Jukebox Co., 30-55 Vernon Blvd., Long Island City, NY 11102. Phone is 718/721-4000; fax is 718-626-1163.

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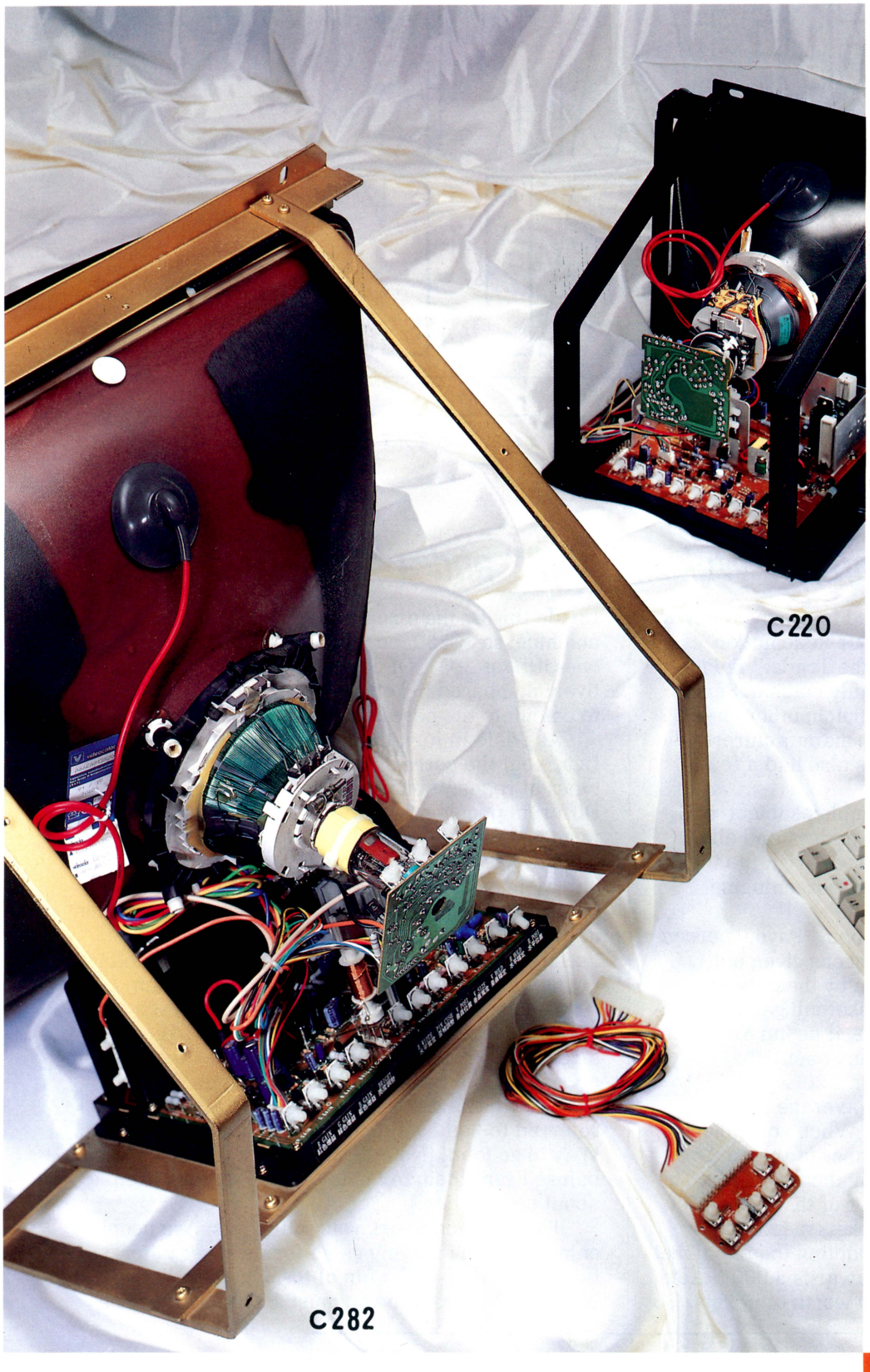

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FRANK TALK



by Frank "the Crank" Seninsky

More On Redemption: a "Wake-Up Call" and a "Mark-Up Lesson"

Dozens of readers have called to comment about my July 1991 article, "Double Your Redemption Revenues with a Few Tricks of the Trade." *RePlay* also received a letter about my July column. Some operators liked the article very much; others had questions. And, some redemption manufacturers who were not mentioned as examples also had a few things to say about that!

Anyway, redemption is a complex subject, and apparently a few people did not understand all of my remarks. This month, I'd like to revisit the topic and expand on my opinions about percentaging, mark-up, entertainment value, etc.

First, a very important definition. "Payout percentage" is the value of tickets or tokens given out, divided by total revenue taken in by the game. For example, let's take a generic basketball game. Whenever the player inserts a quarter, if he (on average) gets five tickets (valued at a penny each), that's 5¢ divided into 25¢ or 1/5th. . . or a 20% payout.

If you're not sure what your average payout is, here's a method to determine it. When you collect the machine, note the ticket number of the next ticket that's going to be issued by the dispenser. The following week, mark the number of the next ticket. Calculate the total amount of tickets dispensed by the game in that period by subtracting the two ticket numbers. Let's say a Skee Ball awards 5,000 tickets worth one cent each. That's $50 worth of tickets. Divide this by the amount of cash collected by the machine: say $250. So $50 divided by $250 equals one-fifth, or 20%. Of course you must load consecutively numbered tickets in the game(s) you want to calculate the percentage payout on.

As I said in July, the operator's hardest job is to figure out the correct payout for all the different types of redemption pieces he has in his location. Different people have different ideas on the best way to accomplish this complex task. Much to my delight, I read recently how Betson's redemption chief John Margold has come around to my way of thinking on this subject. John wrote (in his September article for another trade publication) that he has "seen the light" and has corrected his approach to payout percentaging. In the bad old days, John recommended a straight 25% payout for each and every redemption game. But now, he says the amount of payout should depend on the "amusement appeal" of the type of redemption game. This is exactly what I was saying in my July article, when I referred to "entertainment value" and playing time. Way to go John! (Note: I ran my July charts by John before I sent them to *RePlay,* so we do talk often about redemption.)

The question to ask yourself is this: Are people enjoying a long-playing game for its sheer entertainment value — the fun of tossing basketballs or whatever? If so, then you must set this game for a

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lower pay-out percentage of tickets. On the other hand, if players are playing a faster game, chiefly to win tickets and work toward prizes, then the payout percentage should be higher.

The reason why I do not endorse the very popular "penny-a-point" ticket system, is that I want to give operators the greatest flexibility in finding the correct payout for each and every model of redemption game they choose to operate. Some operators still have a difficult time understanding this concept, so let me state it in another way...

Years ago, pinball scores ran from 000 up to 999, and when you got the next point, a "one light" was lit on the glass to indicate those scores between 1,000 and 1,999, and this was as high a score as you could get. Now, when a pinball designer created a game whose scoreboard went from 000 to 999, it restricted the designer's ability to offer bonus points and multipliers, etc. to players. Yesterday's games couldn't offer a 1,000 point bonus or 5,000 point bonus, for example. Today's pingames can award, for example, 1 million points for a bonus, etc. This allows much more creativity in game design, hence all the extra "zeros" are added to "expand" the scoring values.

A similar principle applies to redemption percentaging. The traditional system of "one ticket equals one penny of value" is constricting. It stifles operator flexibility by restricting the operator to only a few different payout levels (see chart in July article). You can only give out a few tickets per play, and it becomes very obvious to players which machines pay out more, and which pay out less.

By "marking" up prize points from , for example, 100 points (costing $1 under the penny-a-point system) to (say) 500 points under a five to one mark-up system, you can offer players much more variety. Let's suppose we decide we want a 20% payout on a *Skee Ball*. Under the "penny-a-point" system, you'd have to give away an average of five 1-point tickets for every quarter put in. You'd need 100 one-point tickets to win a $1 prize.

This set-up is very restrictive. Let's say you want to give out fewer tickets to save money. Remember, if your goal is to give out a 20% payout, you can't dispense 2-point tickets because the machine would have to spit out two and a half "2-point tickets," in order to give the player five points per play! Nor could you use 3-point tickets, because in order to maintain a 20% payout, you'd have to award one and two-thirds three-point tickets! Obviously, you can't do this. Your only other option under this system (other than changing your percent payout) would be to give out a single 5-point ticket, which looks pretty chintzy to a young Skee Ball player who was getting five tickets before we started this exercise!

The same logic applies to the older crowd, who play pushers and card-themed redemption games. They are looking to receive 30% to 40% payout for the fast-playing games. Under the "penny-a-point" system, you'd have to give them eight or nine 1-point tickets for each quarter played to achieve this reward level. You'd spend lots of money on tickets, and you wouldn't have much flexibility in assigning values. To cut down on the number of tickets while maintaining a high percentage payout, you'd be forced to switch to 2-point, 3-point or 4-point tickets... and again, you'd reward so few of those that you would really look cheap.

It's time for another definition: the word "mark-up." In redemption, when we use this word, it does not refer to the price margin increase when merchandise goes from wholesaler, to retailer, to consumer. Instead, redemption mark-up means that the actual cost to the player of the prize remains the same, but the number of points assigned to the prize is a multiplied number, and so are the number of points assigned to the tickets or tokens. Think of it as an expansion of the number system

The BONDEAL CHART

top kits and dedicated videos at the Hong Kong Flashback Arcade for the week ending Oct. 12, 1991

TOP KITS	Oct. 12	Oct. 5	Sep. 28	Weeks on Location
Vendetta	1	2	4	12
Street Fighter II	2	1	1	33
King of Dragons	3	4	3	9
Thunder Dragon	4	7	2	9
Turbo Force	5	9	7	11
Karate Blazer	6	—	—	10
Columns	7	5	—	79
Wrestle Fest	8	—	6	6
D D Crew	9	—	8	10
Avending Spirit	10	3	5	12
TOP DEDICATED GAMES				
Race Drivin'	1	—	—	1
Hard Drivin'	2	1	1	129
Time Traveler	3	2	2	7
Cisco Heat	4	3	4	40
Big Run	5	4	3	88

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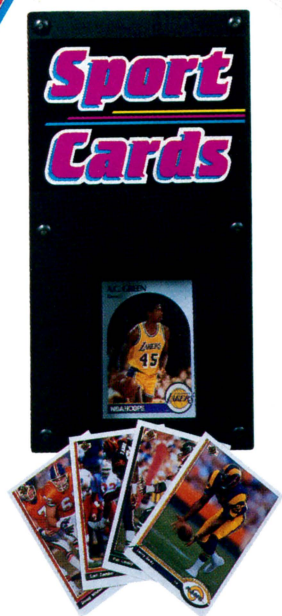

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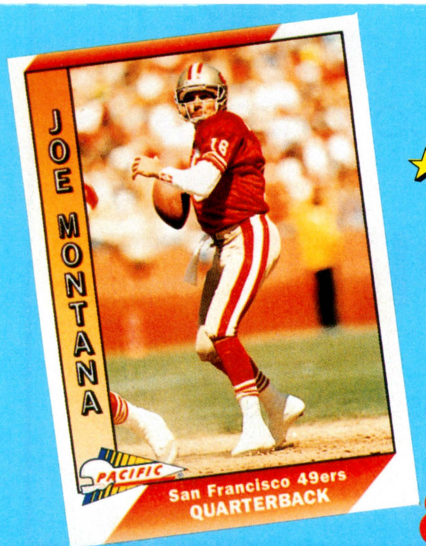

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much like adding zeros to pinball scores. The customer is "winning" more points, but his purchasing power and the "real cost" of the prize both remain exactly the same as under the penny-a-point system.

"Mark-up" gives you more flexibility in awarding points and adjusting ticket payout percentage. This system also adds greatly to perceived value . . . just like giving pinball players a 1-million-point bonus instead of 10-point bonus for spending the same quarter and performing exactly the same feat of skill!

Operator Jon Daugherty (United Artists Theater Amusements) wrote the following letter, discussing some of the things said in my July column. I'd like to print it here and to comment on his ideas. Jon's first three paragraphs make me think he is indeed a bit confused about some of my statements, but his last three paragraphs contain some excellent ideas worth passing on.

"Dear RePlay," wrote Jon. *"I would like to bring Frank Seninksy up to date on operating redemption games, per his article of July 1991. His article was very confusing to every reader I talked to!*

"An operator should never mark up the price of redemption prizes. Use a value of two cents (or three cents) per ticket; consequently you would use half as many tickets (they cost money). Keep the same value of all tickets redeemable for prizes at costs; redeem 25% on all games by regulating the games."

Obviously, my article could have been confusing, Jon, if you understood the word "mark-up" in its traditional business sense. Evidently Jon does fall victim to this problem, since he suggests 2-point or 3-point ticket values to cut down on the number of tickets dispensed. I can't agree when he says "Keep the same value of all tickets redeemable for prizes at costs; redeem 25% on all games by regulating the games." Jon, this is exactly what I *don't* want operators to do!

Again, ticket reward percentaging must be adjusted according to the "entertainment value" and time per play of each individual game. Otherwise, if all games were set on 25% payout, all the players would stick to games with high entertainment value (such as skill games) and would avoid the short-playing games which award the same amount of tickets, but provide less entertainment.

Jon continues: *"When we buy redemption prizes at close-out or reduced prices, we still redeem at costs and give the customers the better buy."* Jon's advice to pass the savings onto customers is good, but this happens automatically when you assign point values to items based on your actual cost of the item (including sales tax and freight). You should assign points based on what the item costs *you* — whether you mark up points or use a penny-a-point system. Either way, the same principles described above still apply.

"Don't redeem tokens," Jon says, *"they disappear and cost too much."* Well, I can't agree with Jon's advice to avoid tokens. Customers think of

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tokens as having a greater value than tickets. For example, a customer playing a pusher is happy to get a single 25-point token (worth, let's say, 6.25 cents on a 4-to-1 markup). But that same customer would resent winning a single 25-point ticket. You'd have to give him five 5-point tickets, which costs you much more, just to keep the same payout. As for tokens disappearing, I'm ahead of the game if customers take them and don't redeem them. When I give out a token that costs me less than three cents and I'm taking in a quarter, I hope they don't redeem their tokens. (This translates to a 12% payout!) If Jon's talking about his employees stealing tokens, well, that's another problem. Basically, tokens don't cost too much; tickets do. As I've said before, it's the same logic that justifies dollar coins. (By the way, how do you feel on that issue, Jon?)

Jon goes on: *"Install hole punching validators on all ticket dispensers. Consequently you can control tickets that are vended from games (not stolen from stock). It eliminates magic marking when redeemed. Secure in lock boxes when redeemed."* Absolutely true, Jon; this is an excellent system.

Next, Jon says: *"We box and send all redeemed tickets from each location to our central redemption warehouse for verification and controls."* Excellent idea, Jon. We do the same thing, and hope all operators do.

Jon's final comment is a very interesting idea about reducing employee overhead. He says: *"We eliminate an employee behind the redemption counter by installing a call button at the counter, and having all employees carry a beeper which calls them when a customer wants to redeem a prize. We also installed ultra-sonic alarms behind the counters and closed-circuit monitors on the outside of the redemption areas."* Again, an intriguing notion which redemption operators might do well to consider if they don't have a very busy arcade. In our large arcades, we need five people on the floor and two behind the counter, just to handle the redemption area!

A few random thoughts about my July column and other "Frank Talk" redemption articles. I mentioned Deltronics ticket dispensers in one of the charts. At the time I bought mine, four years ago, their dispensers had to be adapted in order to award more tickets on a *Silver Ski* game. (These games were made in England and originally operated at 110 volts.) Deltronics is a good firm and their Steve Horniak showed me how the company is doing many things to help the redemption operator. This includes offering more programming flexibility, new interface boards to accept more and quicker impulses, etc. Deltronics ticket dispensers now have all the options you could think of.

Also, a few manufacturers asked why they weren't recommended in my July column. Very simple: I can't afford to buy every model by every company, so I had no comparison data on them. That's the only reason they weren't listed. (By now people should realize I write based on first-hand experience and do not rely on hearsay!) I've just received two roll-down games from Bay-Tek for testing; the results will help round out my knowledge. Other manufacturers, please note — I can't talk about your product if I have no experience with it.

There's one more message I'd like to express on the subject of redemption. Quite often in this industry, a good redemption piece doesn't succeed on the market, only because those who buy it and put it out, don't really know how to operate the game to its full potential. They don't know what percentage payout it should have, in relation to other pieces in that location. They don't know how much time per play it should provide. They don't know what "hit frequency" to offer (number of wins divided by number of plays). They don't know where in the arcade to place the game, to show it off to its best advantage. They don't know what other types of pieces it works best with. For these reasons, many excellent pieces get passed over. It's really a shame.

Whoever tests these pieces seems to be carrying the ball: if the test numbers are good, everybody wants it. If test numbers are poor, forget it. So manufacturers and distributors should be very careful about who tests redemption pieces, and where. They should also be very careful about the advice they give their customers on how to best operate the piece. This area requires much more research than it currently receives.

By the way, Betson's John Margold and I will be giving redemption seminars together at the upcoming Fun Expo (Oct. 24-26, Atlanta Market Center). We'll also share the platform at the Leisure Expo next February, talking about redemption.

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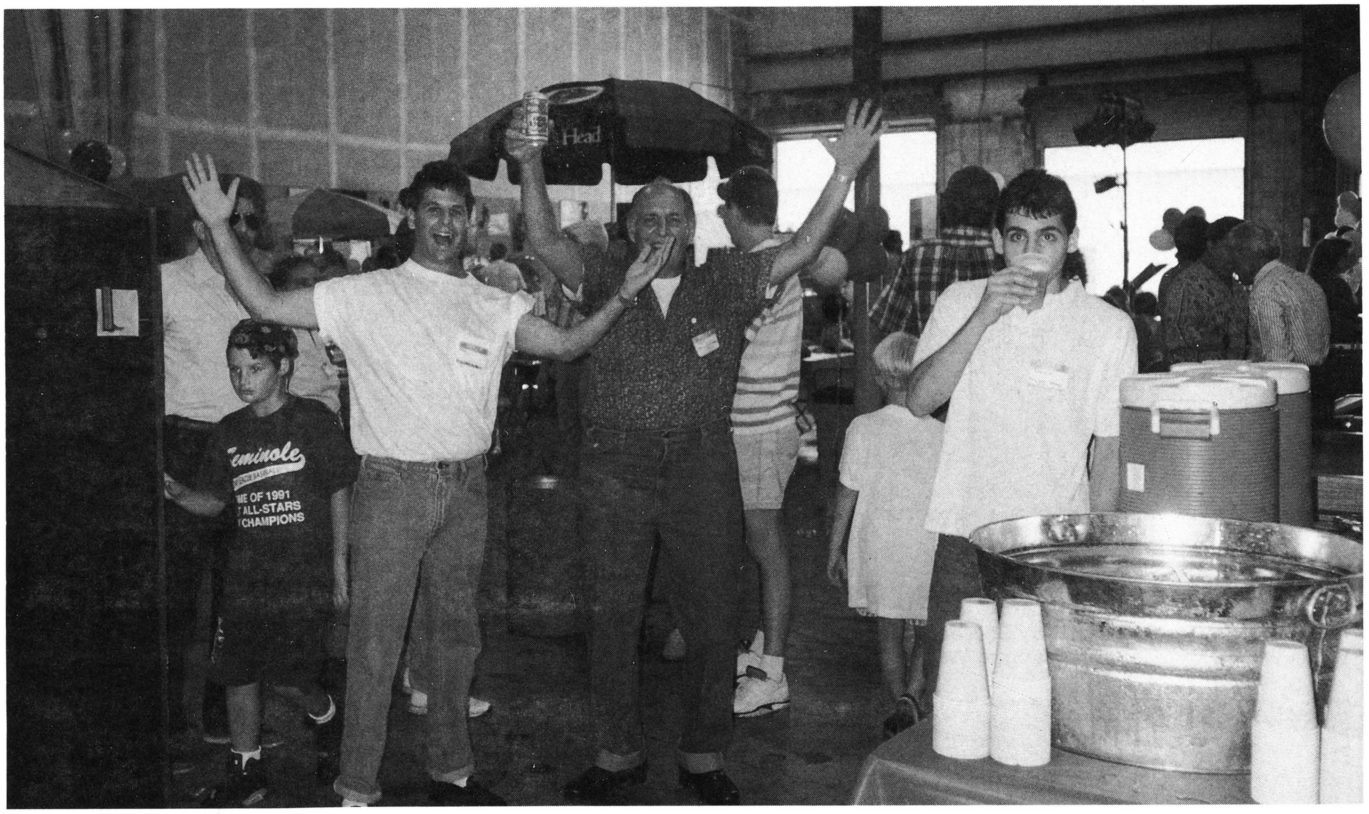


Steve Toranto and Charles Caplan give a big wave to our readers from the warehouse turned '50s nightclub floor.

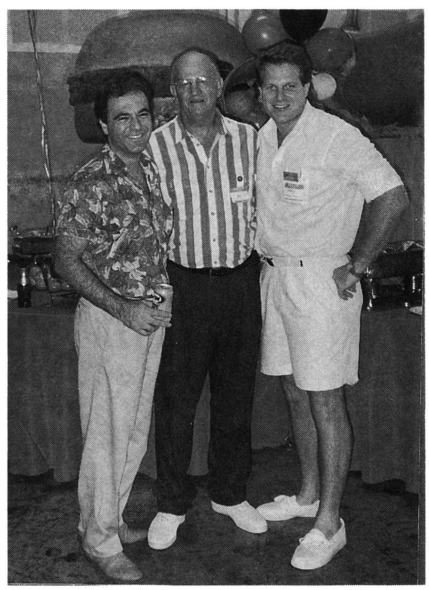
JUKEBOX SATURDAY DAY

Birmingham-Orlando struts '50s stuff to bring '90s equipment before huge open house crowd

One of the greatest post-Expo open house parties this season was thrown by Charles Caplan and the Birmingham Vending folks at their Orlando outlet Sept. 21. Under the Jukebox Saturday Night theme, the warehouse was resplendent in '50s memorabilia, including a vintage car, a soda pop fountain, all sorts of old logos from that period and, in some cases, the duck tail look on employees and attendees.

Caplan, "assisted" by bossman Al Toranto, clearly spent a buck to put this vintage party together and was happy he did, for somewhere between 350 and 400 trade folks showed up to eat the hot dogs, drink the pop (and the beer) and inspect the gallons of new equipment which flowed from the recent Las Vegas convention.

Prizes were given out for the best '50s dress in addition to the normal prizes for just coming through the door. Caplan was pleased to give the grand prize of a brand new color TV set to Irene Cavanaugh. "This is poetry," said Charles. "Irene isn't in the business. She only buys one or two games each year for her son who suffers from cerebral palsy. She'd recently given her own TV to the boy, couldn't afford to buy a new one and lo and behold, she wins the door prize TV. Ain't that neat?"



Dressed for Florida rather than the '50s are Konami's Frank Pellegrini, Birmingham top Al Toranto and Dynamo's Damon Paramore.

more photos on next page . . .

Indeed the whole day was "neat" with many more prizes passed out and a whale of a lot of machine playing going on. Lots of manufacturer chit chatting was also going on in the sales offices as reps like Steve Walton (Data East), Skip Doyle (Doyle & Associates), Frank Pellegrini (Konami) and others chewed the industrial rag.

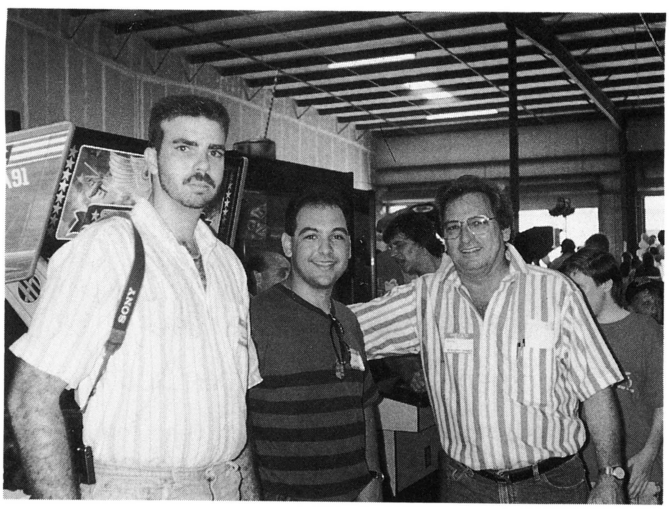
Out on the show floor and in the warehouse, the many operators and techs were likewise chewing over the merits of the many new machines on display in order to gauge their orders correctly. All added up, the affair was worthwhile for the hosts and the guests and a tip of the RePlay hat goes to Charles Caplan for putting up one of the best theme parties we've ever attended.



Birmingham's John Williams, Gary Gouse and Ron Vandersluis join Disney World's Mike Goodwin for a photo. Was a happy day in Orlando.



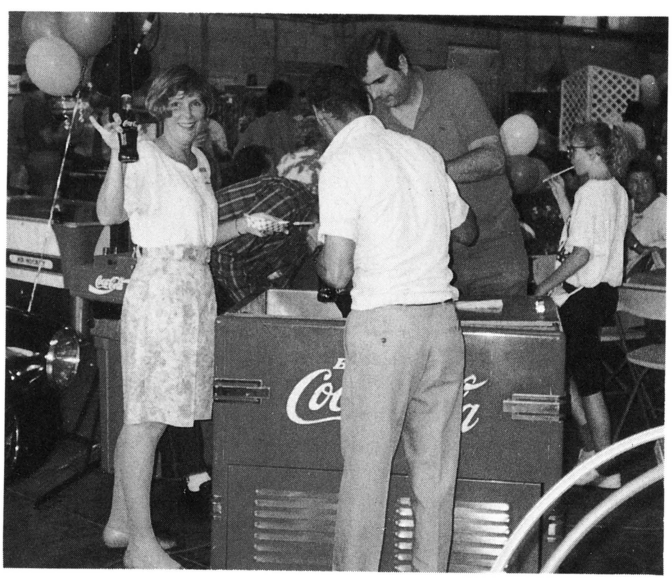
Florida arcade maven Ron Mogerman (there's "more" of him this year) greeting friends out by the reception area at the Orlando party.



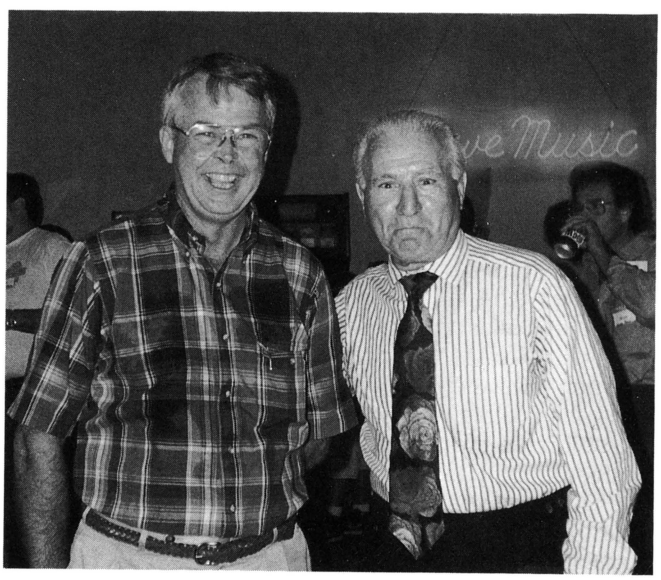
Larry Vaughn (right) with Miami's Ramon and Luis Ruvalcaba enjoying the day at Birmingham's Orlando '50s party.



Venerable Felix Whatley, the gray fox of the Everglades, shows off the vintage jukeboxes Birmingham set up for the '50s theme party.



Al (Valley) Shafer's wife Bev waves from the old soda box. Note vintage car behind her that added to the period theme of the day.



Operators Ken Starling (left) with 45-year industry patriarch Charlie Piantieri take a moment for a *RePlay* snapshot.

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combo grand opening & post-Expo machine show gathers "anthill" of tradesters in Carlstadt



Betson factory suppliers were treated to a fine dinner at Arthur's Landing the night before the open house. On the Hudson river with NYC providing a gorgeous backdrop, Arthur's dock was a fine stage for the Betson "ball team" photo. (Thanks to R.K. for setting it up and also for other photos.)

Somewhere between 750 and a zillion coin industry trade people converged upon the new Betson Enterprises headquarters in Carlstadt, NJ Sept. 21 to partake of their hospitality and inspect all the new product this premier distributorship is famous for.

Although open for business since July, Betson's new Paterson Plank Rd. building was given the "grand opening" treatment that day, in combination with a post-Expo display of the enormous amount of machinery this dealership represents.

Just about twice the size of their former digs in nearby Moonachie, the Carlstadt facility is spacious as can be. Yet, even with almost 80,000 sq. ft. available for offices, showroom, parts, shops and warehouse areas its sprawling floor space is nearly fully occupied by one thing or another. And it's efficient, as the numerous operators, factory reps and guests saw.

One of the warehouses was set up for the food and beverage service, and nicely decorated with red, white & blue bunting, flags and the balloons that were ubiquitous on this year's open house circuit. Good food, matched by attentive salesmen and factory people, combined to make a comfortable day of partying and equipment buying. Yes, orders were taken and why not? The spread of good new product Betson offers is lush and should give tri-state operators the materials to score solid bottom line profits this season.



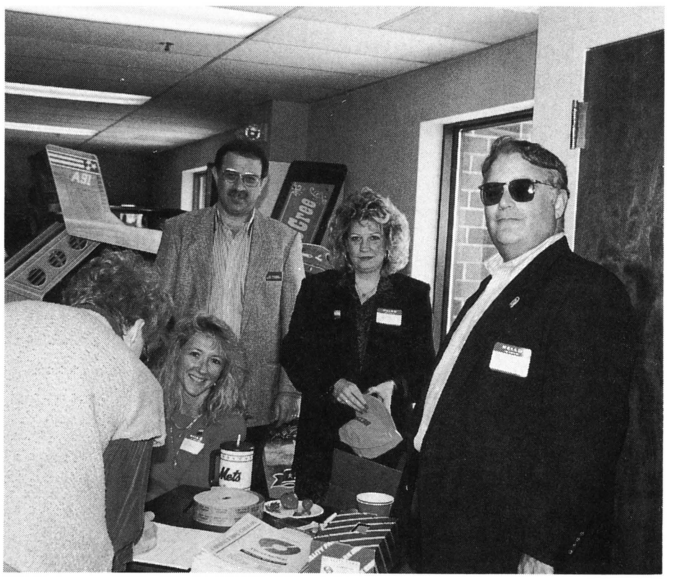
The main warehouse was nicely decorated in red, white and blue bunting, flags and balloons.

Door prizes were awarded, and the biggie . . . a trip for two to Puerto Rico . . . was won by Chris Bianco of Amusement & Vending Supplies of Elmhurst, Long Island. So, whether it's Chris or someone else on the staff at AVS, we wish them a pleasant time under the tropical sun with a rum punch (umbrella in the glass, please).

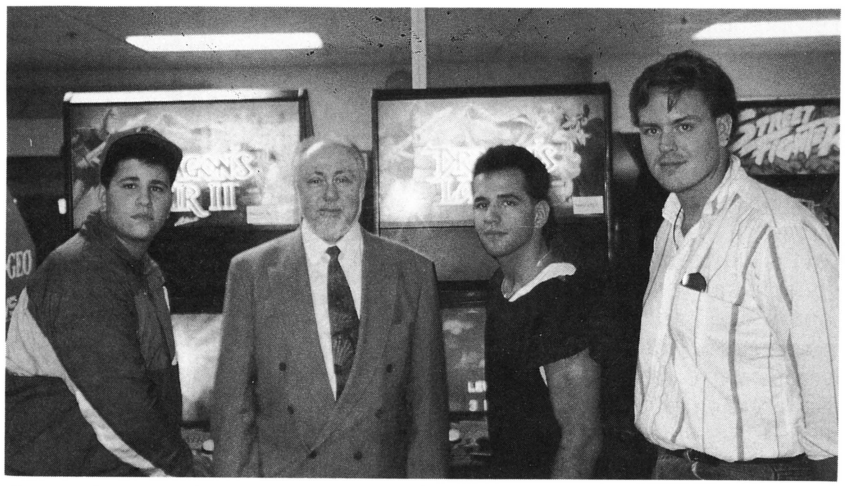
It was a red letter day for Betson, its customers and suppliers. Their "road show" continued with open houses held at such other H. Betti Industries' branches as N.E.C.O. (Sept. 29) and Betson Syracuse (Oct. 6). This is truly one "Swiss watch" organization the Betti family, Joe Cirillo and the other staffers run. Without question, this group shines bright in the industry firmament.



Rowe's Jerry Gordon (left) and Joel Friedman flank Don James (Marshall Vending) and the new *Patriot* CD-100 jukebox at Betson's party.



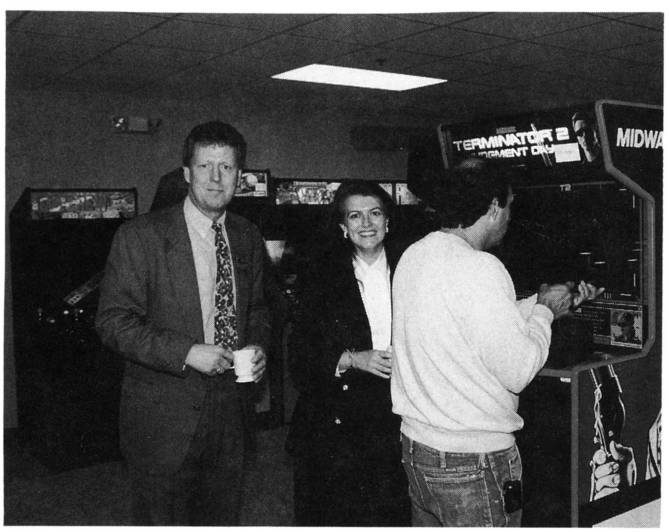
Neal Rosenberg, Jenny Short, Pat Lennon and Bill Treger out by the registration table. Attendance was "like the subway at rush hour."



Seen at the Betson N.J. show with a pair of *Dragon's Lair IIs* (l to r): Steve of P&T (Brooklyn), Leland's Ken Anderson, Tony and Chris Brown of Grand Amusement (Westchester).



Morris Decania and his son Damien play Atari's *Road Riot 4WD* much to the delight of eastern representative Jim Newlander. Morris is with Alpha-Omega.



Merit's Bob Wiles and William's Rachael Davies watch Mike Biancarara (Vance Amusement) try the brand new *T2* video gun game.



Fabtek's Frank Ballouz and NECO's Rick Kirby looking at Frank's new *Clown Around* piece. Rick's own company held open house days later.



Rowe's Joel Friedman and Frank Jr. show the new *Patriot* CD jukebox to ops Marlin and Adrienne Lockhart. Good looking, all round.



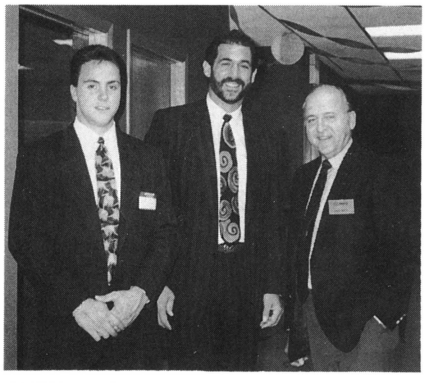
AVS' Vince Gumma and Ron Bolger with Marc Kahan and Joe Franta of Just for Fun family amusement centers at the party.

GROOVIN' IN ELK GROVE

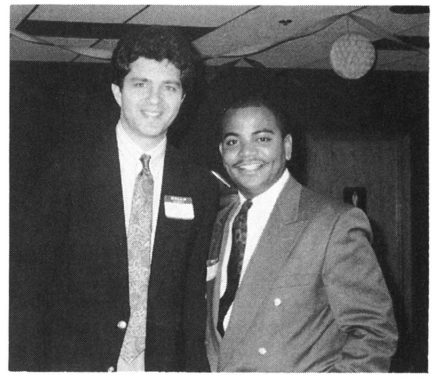
Once again, the "Franks & Vince" Gummas proved they know how to please the huge Illinois operating trade at an after-AMOA open house. Held Sept. 20 at their well-appointed Elk Grove Village facility, they and their American Vending Sales staffers hosted over 350 trade people to new machine inspections backed by sumptuous food and beverage, as well as many fine door prizes.

Frank Gumma Jr., who's piloted many previous openers, said this 1991 one was their best yet. Considering the many fine lines (vending included) that AVS reps in this part of the world, many notable factory people spent the day meeting the operators and demonstrating their new goods (these out-of-town sales reps were treated to a fine after-party dinner that night at the Rosewood Restaurant in nearby Rosemont, Ill.).

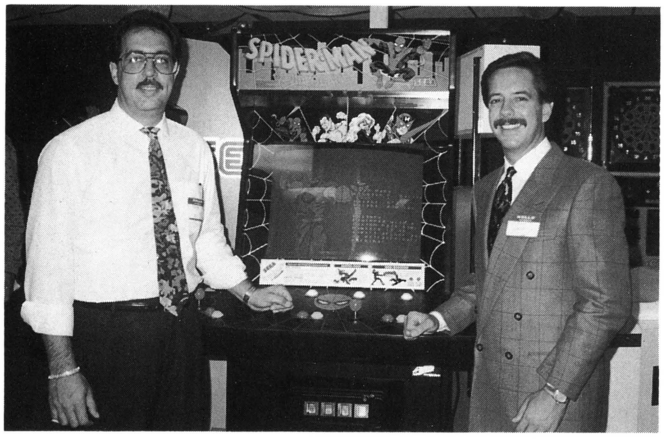
Sales manager over music and games Ron Bolger and his teammates fielded equipment orders at their offices facing the well-decorated showroom. Rowe's new *Patriot* CD jukebox was one machine in the AVS limelight (they do a big job for AMI, these lads). Choice amusement machines got action as well. Was a fine day, and our thanks to Camille Compasio for her photographic help bringing you these snapshots.



AVS' Nick Cosentino, Fabtek's Frank Ballouz & Jaleco's venerable Larry Berke take a break for a snapshot during the busy open house.



Irem's Drew Maniscalco (left) and Romstar's Tim Jackson pair up for a photo. Yes, Timmy, you have "covered us" with your message!



Frank Gumma, Jr. (left) with Sega's Jim Chapman show off the latter's *Spiderman* video, one of the super hero games now available.



Merit's Bob Whitehead with AVS music & games sales top Ron Bolger, manned his dart boards during the Elk Grove Village show.

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capacity 125 W
easily exchangeable
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
Cash box and coin mechanism: large format cash box
coin mechanism: electronical or mechanical
variable credit allowance
Installation of the table: simple installation by simply screwing on the feet
adjustment possibility: 20 mm provided by adjustable feet
Standard accessoires: special pucks and mallets

Playing time: optional between time play and combined time-goal play
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C.A. ROBINSON COLORS THE GOLD COAST

super shindigs bring product & pleasure to West Coast ops from throughout California

Once again, that uncontested "hostest with the mostest" Leah Bettelman and the staff at both of C.A. Robinson's California coin-op emporiums wowed the golden state trade with a pair of post-AMOA open houses that combined groaning boards of hot and cold buffet foods with full beverage service and most importantly, their usual fab spread of new fall/winter products.

Quality crowds (and we mean crowds) of tradesters jammed both their San Francisco (about 400) and Los Angeles (about 600) hubs Sept. 26 and 28 respectively. Between the two shows, Leah, Ira and Sandy Bettelman, along with that "living legend" Hank Tronick (sales veep) hosted factory reps to yet another superb sitdown banquet at Jimmy's in Beverly Hills (evening of Sept. 27).

Both James Tomei (SFO branch manager) and company commanders Ira and Sandy Bettelman (L.A. headquarters) reported happily that buying interspersed with sandwich munching at their shows. Sandy, one of the most proficient game players among distributors, told us the new product spread is uniformly good to great. "We've already been tallying some collection reports and while there's no clear-cut winner, we don't mind because there are quite a few winners if you want to know."

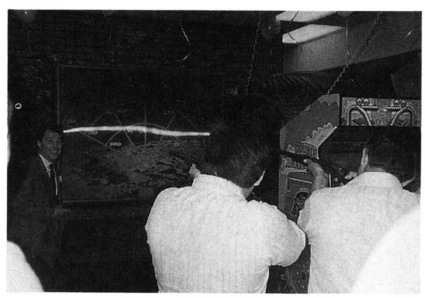
We did and Sandy mentioned *Steel Talons, Sunset Riders, Captain America* and *Dragon's Lair II* being among those "doing very well in initial field reports." He also made mention of the *T2* pingame, "a stone winner as everybody ought to know by now." Naturally, there were others Sandy is monitoring (C.A. Robinson prides itself on telling customers the true "skinny" on game potential). "So many things look good, we're in for a solid season," he added.

Party-wise, the factory reps met with familiar faces this time. Few of the "tire kickers" from the post-boom era are around these days. Today's California operators are pro's, in for the long haul and are often known to manufacturers on a first name basis (although those name badges do help to refresh the memory).

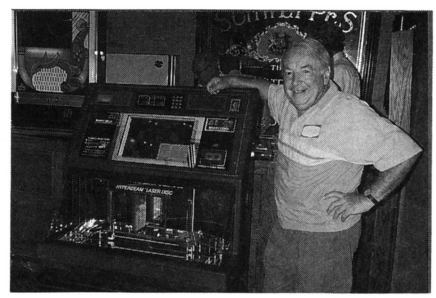
Between these parties and the distributor's special at-AMOA reception in the Las Vegas Hilton, California operators are thoroughly flush with new product knowledge. Now's the time to prove it all out, and with Sandy's positive readings on field reports, now's the time to make some serious money.



Yes, that's Jolly (Capcom) Backer with Frank Ballouz, Leah and Adrea Bettelman at the C.A. Robinson L.A. fall show. Even though C.A. doesn't rep Capcom, they're close friends with Jolly.



Romstar's Rene Lopez enjoys tradesters firing away on his new *Skeet Shoot* rifle. Yes, it will be available on the big 70" screen too.



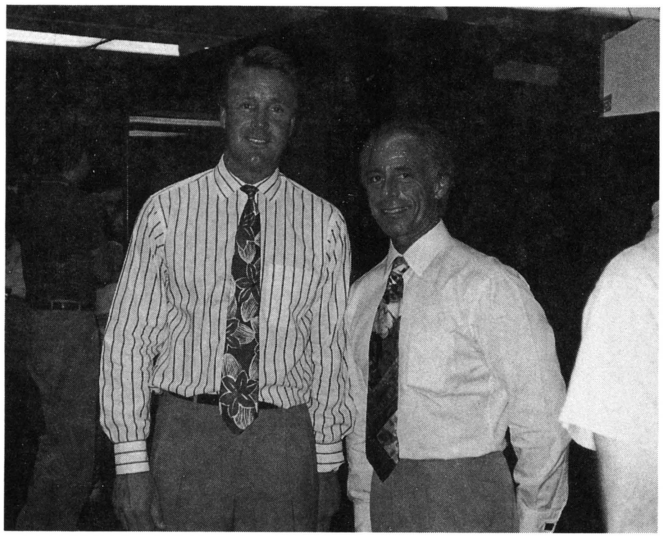
SoCal music vet Lou Zeiden (Culver City) with NSM's new *Performer Grand.* Hank Tronick says it's the prettiest box he's ever seen.



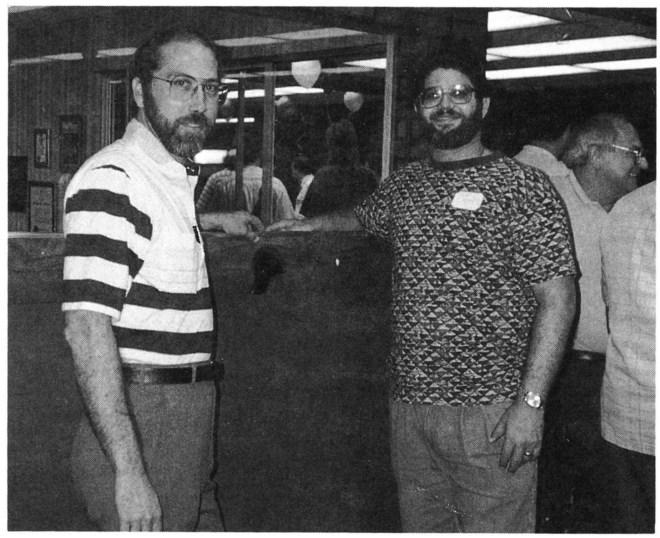
Waving from the middle of the crowd is John Baron of the State St. Arcade in Santa Barbara (Joe Keenan's former room).



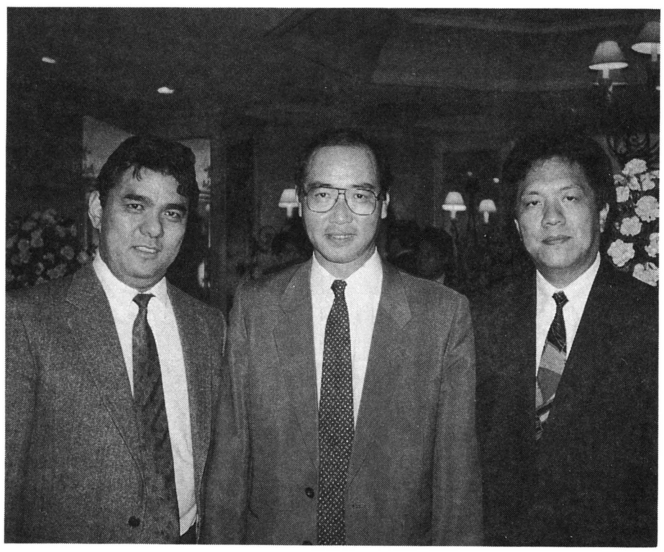
Nintendo's Tom Oldfin mans his new *Super System* while Bob Elmquist gives it a spin. The new 16-bit system's available this month.



Rare photo of Tom (Sega) Petit without a suitcoat. Tom was advised by Ira Bettelman that it's O.K. to off the coat when the temp passes 100.



Valley's Bill Nemgar (left) and SoCal operator Jeff Scheer (who used to work for C.A.) with a Valley pool table mounted on its side.



American Sammy's Ko Adachi and Norm Evangelista flank the firm's new U.S. president Minoru Suzuki at the Jimmy's dinner party.



A pair of familiar redheads, Tippy Adlum (RePlay) and Leah Bettelman (C.A. Robinson) added charm to the Jimmy's party.



Day's almost done, so a relax is in order, from left: Todd (Leprechaun) Cravens, Hank Tronick, Ken (Leland) Anderson & Joe (Williams) Dillon.



Where it's at! One pin and two videos are loaded onto a route truck en route to SoCal locations. It was party day, but a selling show as well.

MONDIAL MAKES MERRY

MDI road show offers "carnival" of fun & product



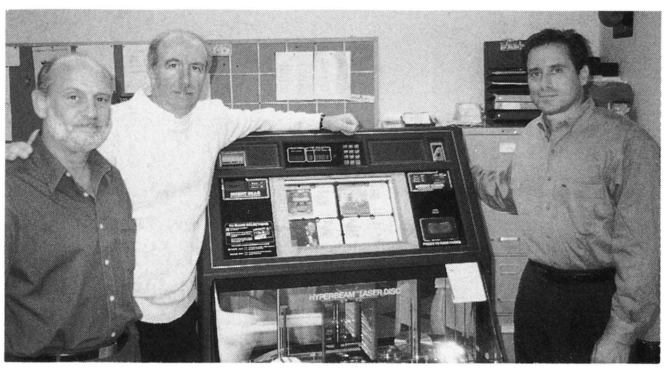
Above, good lookin' group: Premier's Sal Mirando, Jaleco's Bob Haim, Dynamo's Mark Struhs, Premier's Gil Pollock & "Big Tony."

Mondial Distributing brought the "smell of the circus greasepaint" to its post-AMOA open houses at both Springfield (N.J.) and Philadelphia offices shortly after the Vegas Expo. Company execs invited not only operators and technicians but family members as well, and did they turn out.

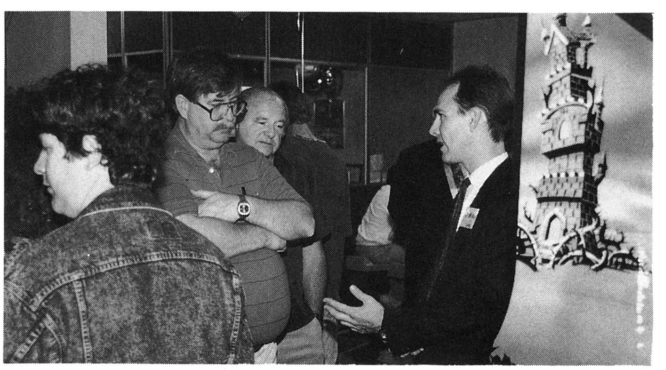
Tony Yula Jr. said the Springfield party (held Sept. 21) hosted around 300 people representing about 150 operating companies. The day was festive with much of the activity taking place outside under a tent where clowns performed for the youngsters. The Philly open was held indoors where another clown did his tricks and a Sabrette hot dog wagon helped provide the comestibles. The crowd there was estimated again at about 300, with around a hundred operating firms represented.

Yula said the mood at both parties was "festive and buoyant and, yes, the operators were in a buying mood." The Mondial road show continued onto Pittsburgh on Saturday, Oct. 19 where that territory's operators and guests were shown around their brand new facility at 1531 Saw Mill Run Blvd. (the place was only open a week when they held the opening).

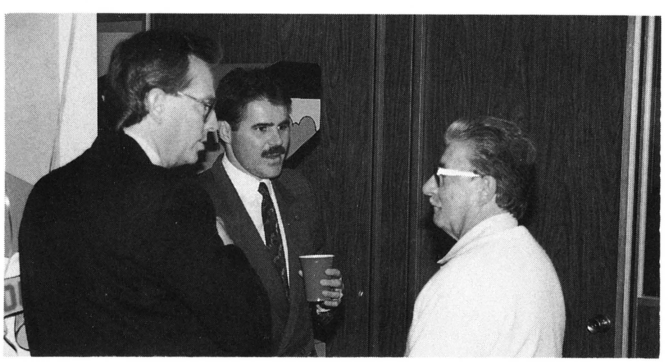
Manufacturer reps were in attendance to demonstrate their latest games (NSM's Rus Strahan was on hand in Springfield to show off his hot new *Performer Grand* jukebox). In total, it was a fun way to bring new product news from Vegas to the home front. Here are some photos.



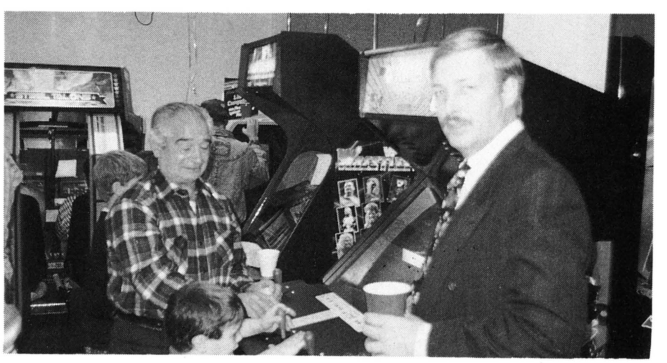
Surrounding NSM's new *Performer Grand* jukebox (from left): Rich Ganeles and Irv Spinak (Mondial) with Bruce Green of C.I.C./Runyon.



Leland's Brian Kopf explains the features of his new *Dragon's Lair II* to a group of New York area operators at Mondial's fete.



Factory-to-distributor chat finds (from left) Dynamo's Mark Struhs, Taito's Rick Rochetti and Mondial's Tony Yula, Sr. at the Springfield open.



Leprechaun's Paul Wiederaenders (right) assists Larry Dibona and Jimmy Gatto to some coin-op entertainment at the Mondial open.

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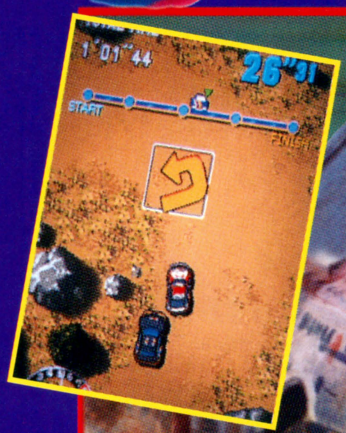



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THE TROOPS FORM AT ATLAS PARTY

Chicago dealer hosts area trade to fine open

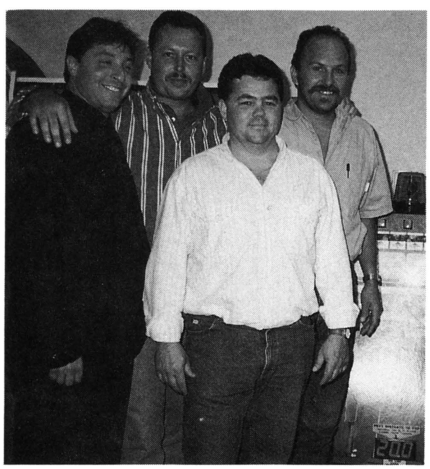
Jerry Marcus, Ed Pellegrini and the Atlas Distributing staff put out their rosy red carpet Sept. 19 for the territory's operators to come by their West Dickens showroom and inspect the latest goods they brought from the AMOA'er in Vegas. Attended by the many factory reps Atlas deals with, the machines, combined with the luncheon buffet and beverages, provided a solid one-two punch that made the day grand.

Operators filtered through the showroom from 10:00 in the morning until closing time and came out with the product knowledge to buoy their routes and arcades for the new season. Some factory reps were even treated to a sneak preview of Pellegrini's coming CD jukebox project (those in the showroom could clearly hear the fab sound of the prototype coming from behind closed doors).

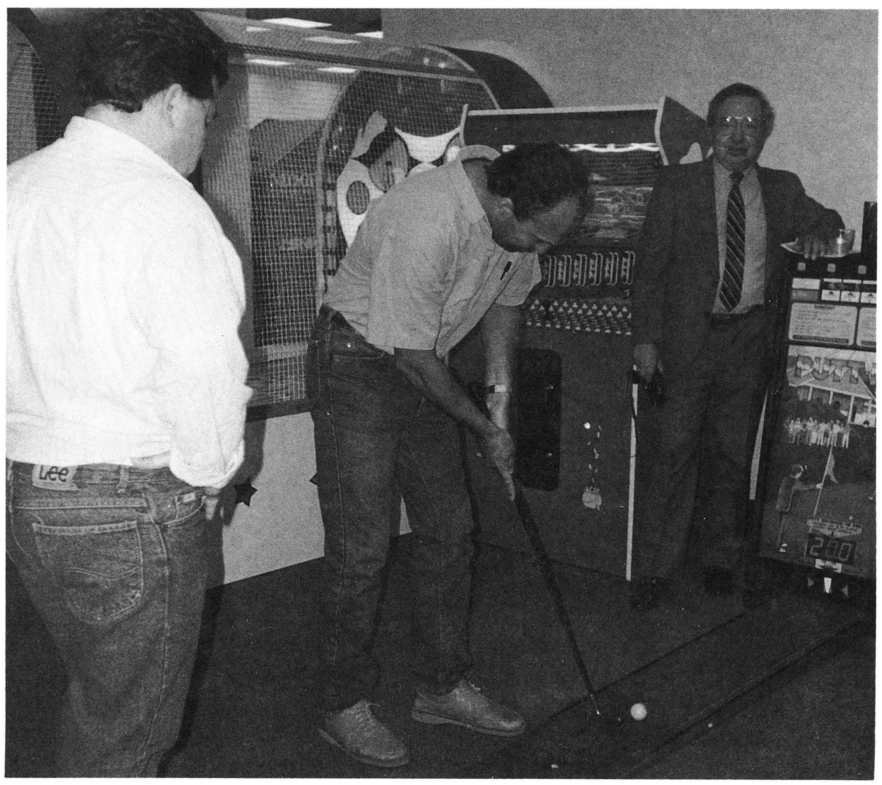
Besides all the good product Atlas offers, the genuine congeniality of the company's employees is also appreciated by tradesters. Atlas parties are both functional and fun: this is one of those coin machine dealerships people just find it comfortable to shop at. Here are some snapshots taken at that fine machine buying hub:



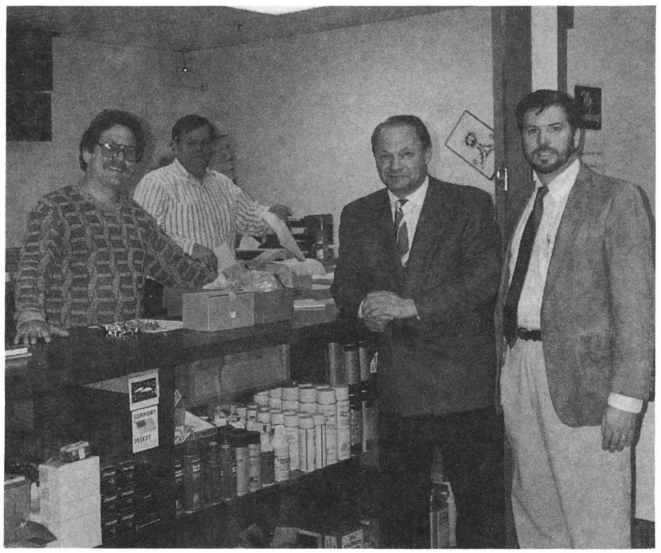
Factory reps gather for the "ball team" shot during the Atlas Distributing open house. By the size of this crowd (from Dynamo's Chris Brady on left to Atari's Mike Taylor standing at right) anyone can see that this dealership handles quite a few good product lines.



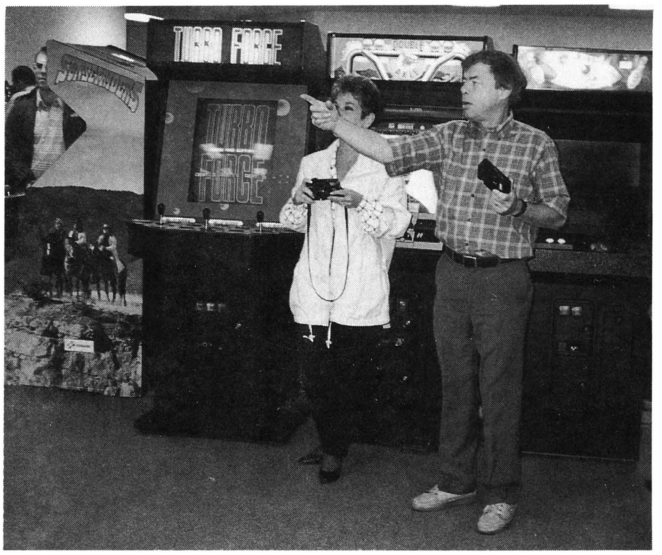
Scott Lippman and three top golfers from PJ's Entertainment (Ft. Wayne, Ind.), Kirk, Jerry and Les, at the Atlas Distributing affair.



Genial Bob Rondeau manned the Jeron *Putt Pro* game during. Bob says the piece is so easy to transport, the one you're looking at was brought from Florida to Chicago as hand luggage!



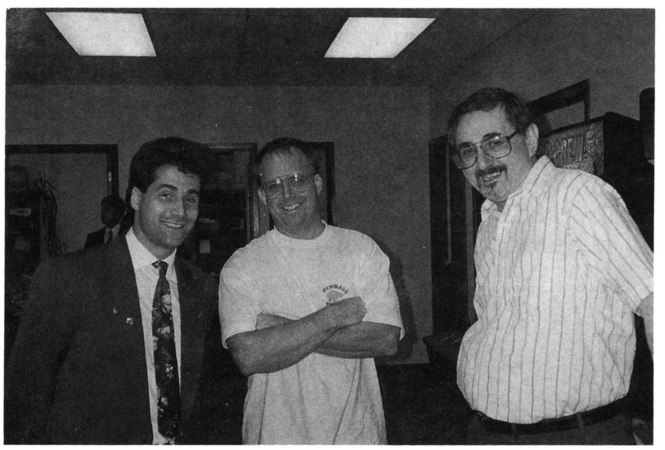
Jerry Marcus (Atlas) & Bob Haim (Jaleco) pay visit to Mike Mazzaroli at the well-stocked parts dept. Mike (left) is popular with Illinois ops.



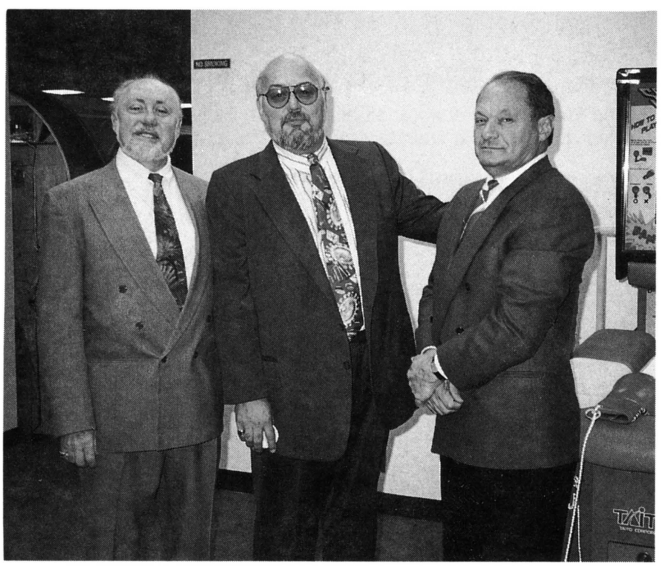
The other side of the camera: Camille Compasio and Eddie Adlum set up the "ball team" photo of Atlas suppliers (never easy with this crowd).



A portion of the Atlas Distributing crowd out at dinner in Melrose after the open house ended. Spirits were up as the smiles prove.



Flanked by Namco's Frank Cosentino and Atlas' Aaron DeLugia, Tom Arnold of Pinball Pete's grins at the *RePlay* camera, wondering if the photo will come out (maybe he was in one that didn't?)



Thanks for a great day say Ken Anderson and Bill Cravens to Jerry Marcus at the opener. If this ran in color, the ties would blind you.



Atari's Jim Newlander enjoys chatting with Joe Franta about arcade games. Joe's Number One Fun chain numbers over a dozen centers.

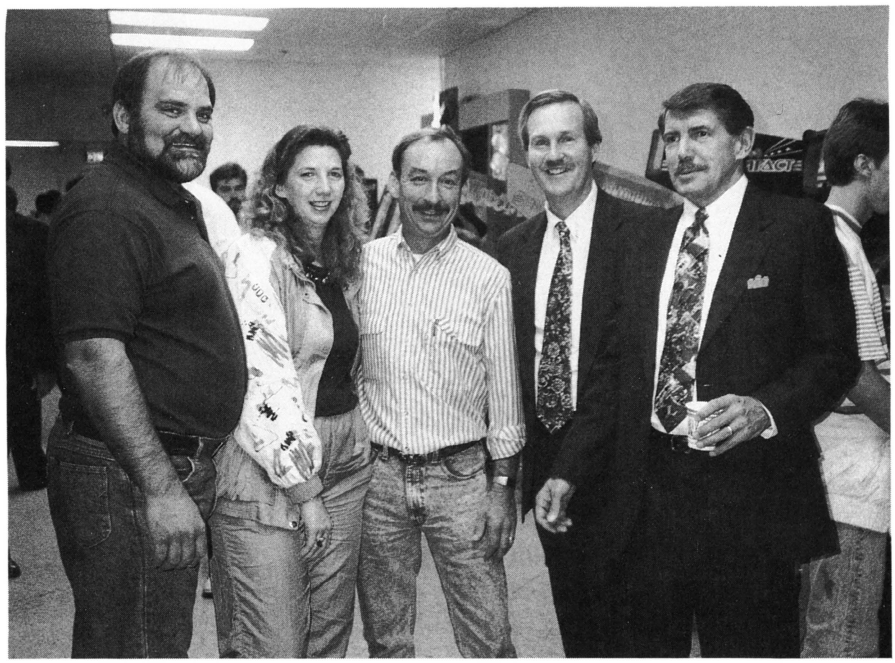
FAREWELL TO NORWOOD

New England Coin-Op's post Expo party was big on attendance, and on nostalgia. It was the last they'll hold forth at the Norwood, Mass. building they've occupied and done business from for over five years.

Effective Nov. 1, they should be doing business at the former Rowe facility in Dedham. They bought the assets of this dealership on Oct. 1 and should be completely moved in (and refurbished) this month.

They had a good crowd at the Norwood "swan song" party, including operators from throughout New England and factory suppliers from around the country. One of those suppliers, Joel Friedman of Rowe, signaled the future course of this H. Betti Industries subsidiary in music and vending, although they do sport other vending lines. Several key technicians and service people from the old Rowe outlet have been retained by NECO, by the way.

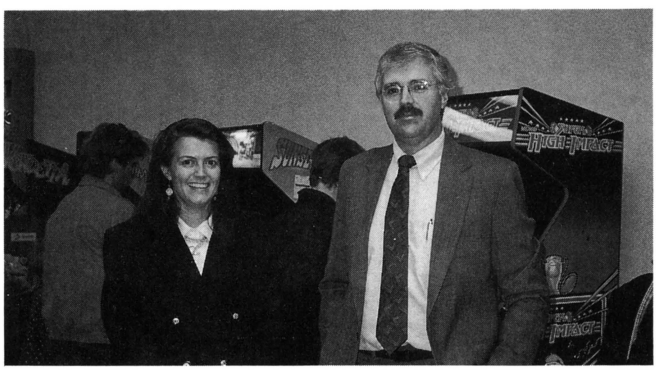
This last official function at NECO's Norwood office was a honey and will be followed by more at their new Dedham headquarters. Here are some snapshots taken at the "last roundup":



At the NECO showroom during the open house (left to right) Bob Radville (Grand Prix), his wife Gail, Paul Roy (Vermont operator), bossman Rick Kirby and Jack Magner.



Out back by the barbecue chowline Romstar's Tim Jackson, NECO's Bob Perry and Ed Donnelly with Leprechaun's Paul Wiederaenders.



By the *Super High Impact* football video are Bally/Williams' Rachael Davies and NECO's Dick Donlan. The Williams plant's on a roll.



Capcom's Jim Vanderhoff helps a youngster learn the controls of his new *Captain Commando* during the NECO open house.



NECO's Joey Santoro (left) with Sega's John Hill discussing the new *Spiderman* video, one of several super hero pieces now on the market.



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STRUVE PARTY REWARDING

cuttin' the cake at Salt Lake "clambake"

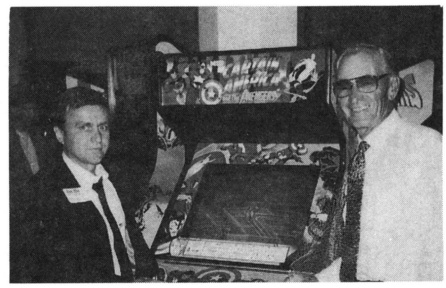
Fresh from winning the coveted Rowe President's Cup, Struve Distributing had a reward of its own for its customers: a "first cabin" open house held Sept. 27 at their Salt Lake City headquarters. Around 125 trade folks from Montana, Idaho, Wyoming and Utah, plus many manufacturer reps, drove or flew in for the day, and it was a winner.

Special guests included Jerry Inglis and his lovely wife Nita over from Boise, Idaho with their son Dick. Said Kent Larsen: "We've done business with Inglis Coin for over 30 years and I'm sure Jerry's been in the business for over 50. He's a real pioneer!"

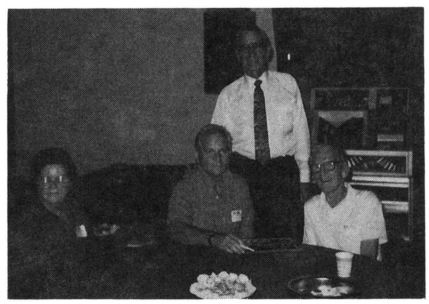
Joining Kent were host Stan Larsen and, of course, company patriarch Pres Struve who provided a fine buffet luncheon. All enjoyed playing and discussing the new equipment on display as well. Here are some snapshots of a memorable day, thanks to Kent's cameraman:



Dick Inglis (Inglis Coin, Boise) shares a laugh with Struve's General Manager Stan Larsen during the Salt Lake product showing.



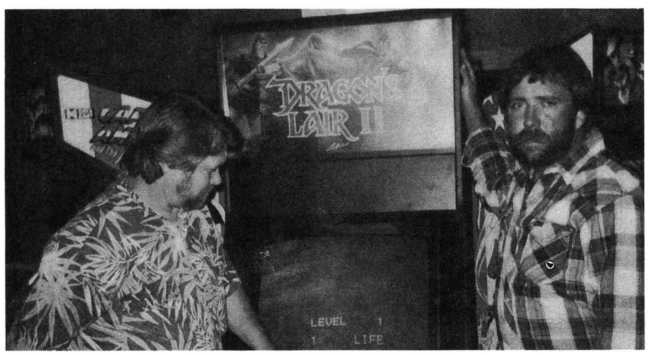
Company patriarch Pres Struve (r) shows off *Captain America* to Tony Vina (Vina Enterprises). Where's that President's Cup, Preston?



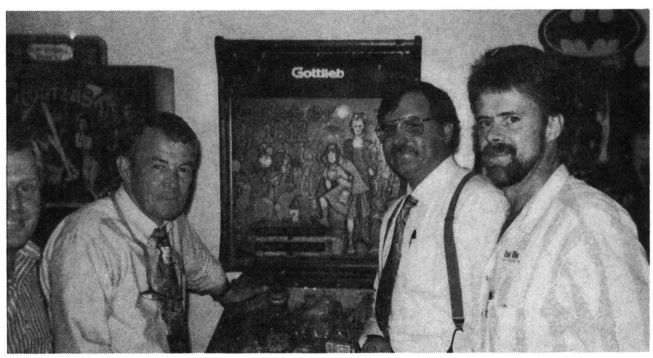
Industrial royalty! From left: Nita, Dick and Jerry Inglis (seated), Pres Struve standing. Jerry's been in the business around 50 years.



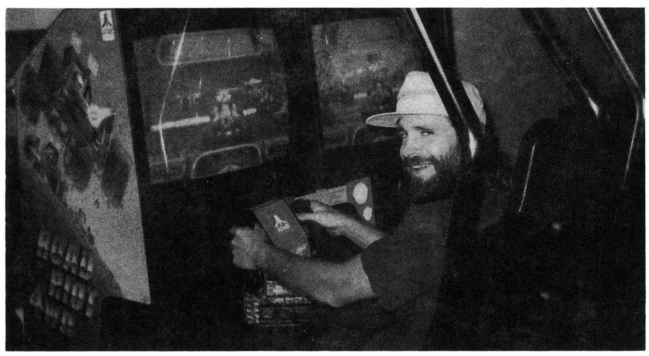
Sherry Vina (of Vina Enterprises) gets an introduction to Rowe's new *Patriot* CD box from Stan Larsen at the Struve open house.



Ben Taylor and Darrell Jenkins of Utah's Jenkin's Music Co. inspecting Leland's new *Dragon's Lair II* laser disc upright.



Bill Bailey (Tataka), Mike Vrettos (Premier) and Allen Chambers (Chambers Music) by the Gottlieb Class of 1812 flipper game.



Kelly Cushman (Blackfoot, Idaho operator) having fun on Atari's *Road Riot 4WD* sitdown. Keep yer eyes on the road, Kelly!



Rob and Tina Hoonakker (Ray's Music, Salt Lake City) came by for the Struve party and took a moment for a snapshot.

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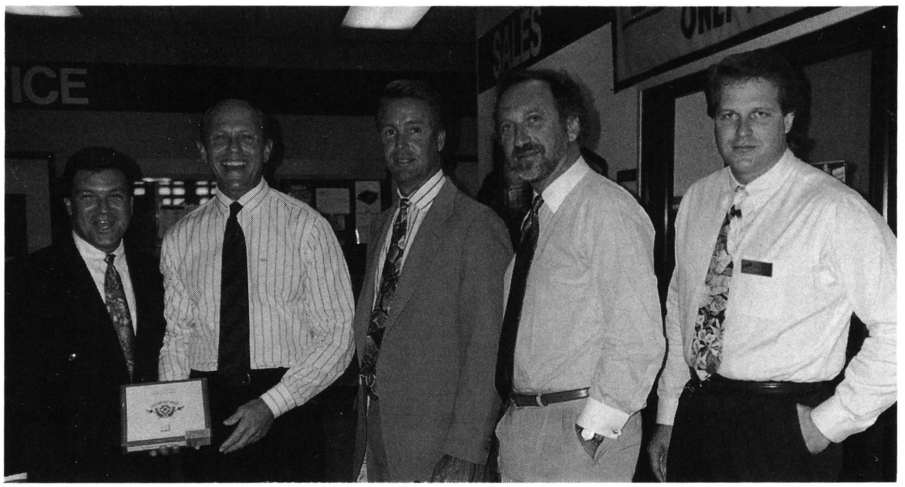
BETSON PACIFIC PARTIES TERRIFIC

BeePee does two solid open houses in LA & SFO

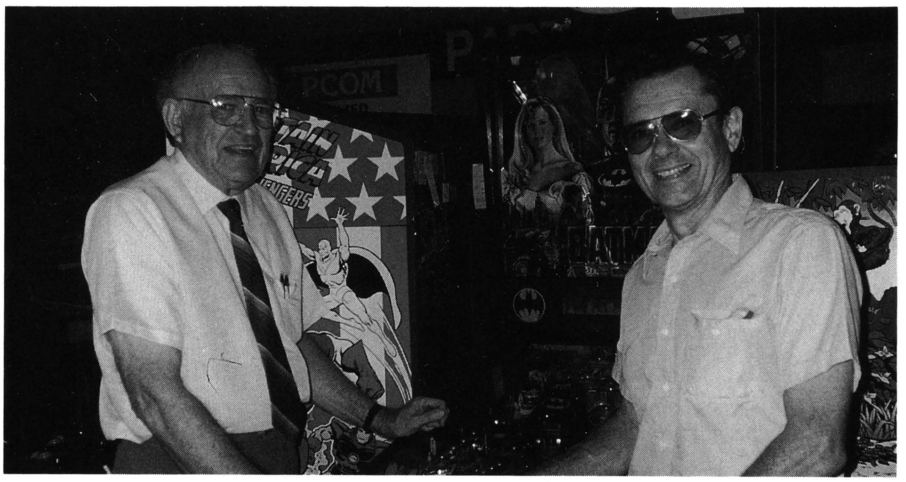
Peter Betti's not only chairman of H. Betti Industries but also headman at Betson Pacific Distributors where his strong allegiance to the West Coast trade translated once again into a pair of post-AMOA parties at both of his California offices that rang the bells, or in this case, the pinatas.

Up in San Francisco, the company opened its hospitable doors to that area's trade Sept. 26 where branch manager John Schneider hosted between 150 and 200 folks to good food and new equipment inspections which provided a fun and functional day . . . and a lot of product knowledge for those trade folks who missed the Las Vegas AMOA Expo.

Down on Pico Blvd. in Los Angeles two days later, the headquarters staff (with Johnny Lotz & company presiding), once again manned their machines, expounding on the virtues of this and that, as margueritas and Mexican food complemented the machine showing. Operators took a bite of taco and a spin on today's new amusements and orders were written (and that's the name of the game). Here are some photos snapped at the L.A. party:



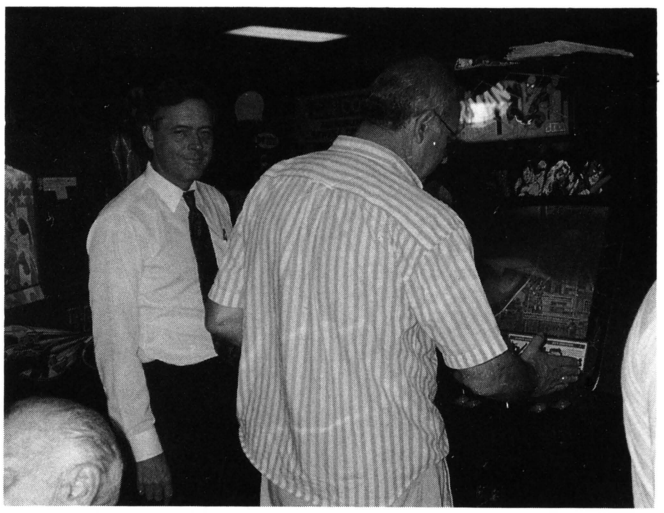
Box o' ropes (cigars) given to Betson Pacific topper Pete Betti earns a smile. From left to right at the open house: Jolly Backer, Pete, Tom Petit, Bernie Stoller and Damon Paramore.



Betson Pacific's John Scarvarda (left) with operator Billy Hogarth at the *Batman* pinball.



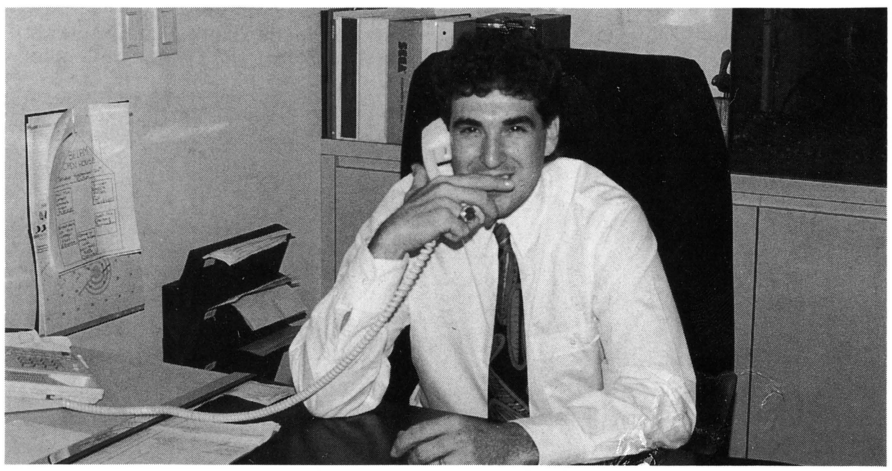
Wedges and Ledges Liz Gannon manned (lady'd) her *Perfect Landing* token rolldown. With her is Dan Wilques of Trojan Amusements.



Betson Pacific's Johnny Lotz (left) ran a busy sales office that day. Here he hits the show floor for a moment, and a snapshot.



Nintendo's Chuck Arnold watching a tradester bang out a *PlayChoice* game at the super open house. Nintendo's *Super System* (16 bit) is coming to your market!



VP Simon Deith's enthusiasm during open house day is obvious from his face as he chats business on his office phone. The R.H. Belam folks did good sales that day.



Namco's Tom Siemieniec with a pair of lovely distaffers playing his *Steel Gunner* video. The action attraction has been doing well in the charts.

SMILIN' ON LONG ISLAND

Belam hosts fab after-AMOA party and game show

R.H. Belam Distributing's Hempstead showrooms captured the Long Island trade's compass setting on Tuesday, Sept. 24 as it rolled out the red carpet to show the lads and ladies the latest they handle out of the wealth of product displayed at AMOA in Vegas.

Hosted by bossman Marc Haim and VP Simon Deith, the Belam reps said it was a selling show as well as a party. "Substantial orders were taken due to the wide variety of product we handle," said the always-buoyant Deith. "It was a super day and perhaps the greatest open house we've ever had here."

Besides the food and drink, operators enjoyed a chance of winning one of many door prizes passed out that day. Carsal Vending tool the 30" Panasonic color TV set home (perhaps in time to watch the Judge Clarence Thomas Senate hearings). Others got "this and that" and certainly a good looksee into the new machinery from factory suppliers who flew or drove into Hempstead for the day.

Honored guest at the party was New England's "gray fox" Bob LeBlanc who has signed on to head up a brand new Belam Northeast outlet to be located at 22 Southwest Park in Westwood, Mass. The Belam folks expect that new dealership to be up and running by Nov. 1.

Belam Long Island is growing as well. Deith said they just acquired a big new warehouse. They clearly acquired a crowd of operators and guests at their post-Expo outing. Here are a couple of snapshots (thanks to friend V.L. for sending same):

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Realize the full earning potential of our great NEO·GEO software with the new Single-Slot Upright.

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19″ or 25″ monitor.

Easy convertability of game through control panel.

Attractive LED credit display and lexan control panel cover.

Corner protect brackets for solid reinforcement.

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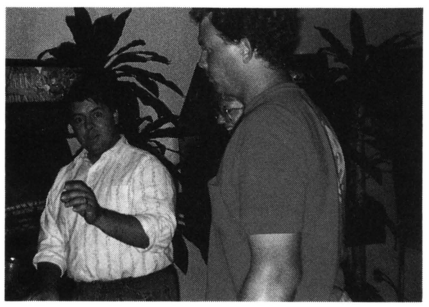
PHOENIX GOES HAWAIIAN

Mountain Coin imports tropical theme for open house party

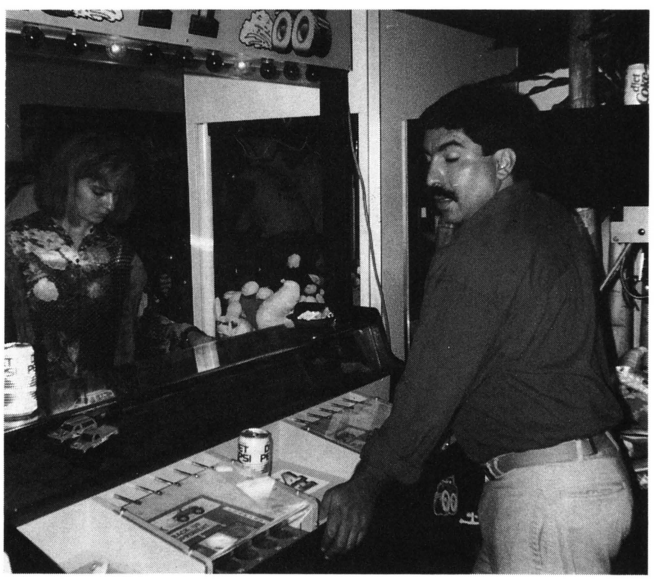
Pleasant "Hawaiian" breezes blew smiling operators into Mountain Coin's Phoenix, Ariz. branch recently. You see, Mountain's showroom was done up in Hawaiian-style decor, complete with tropical plants, for their Sept. 26 post-AMOA open house. The event attracted operators all the way from Mexico! Many factory reps attended, too, showing the new equipment and chatting with their fellow trade people. Between opening coconuts, said sales manager Larry Turner, "We all had fun." Aloha!





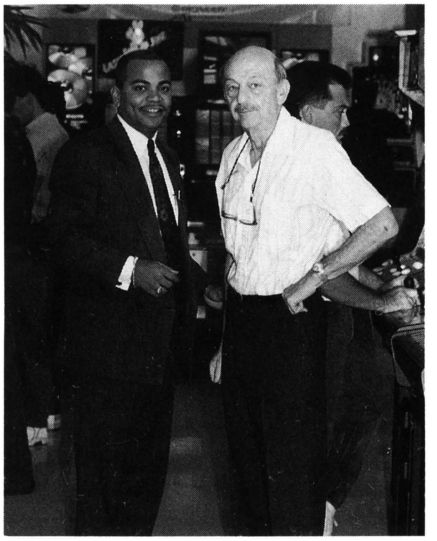
In photos, clockwise from above: Mountain Coin owner Elden Kingston chats with customers during the Hawaiian-style post-AMOA open house. • Gustavo and Karina Pompa of Videomania (in Caborca, Mexico) check out Exidy's *4X4.* • Anne Hayes of Atari (right) shows *Off The Wall* to customer Cindy (an avid puzzle game fan), who came to the opener decked out in her Hawaiian shirt. • Bret Brimhall of Golf'N'Stuff (Phoenix) gets excited over Sega's *Spiderman.*







Gaston and Monica Jean (Amusement Plus of Arizona) at the open house with Williams' *Terminator 2* pinball. The couple complained that they already had their first "service call" on the hot new pinball. . . it seems the cash can had overflowed! Oh, no!



Romstar's Tim Jackson and Allen Beyer (Capital Airport) discuss *King of Dragons'* play.



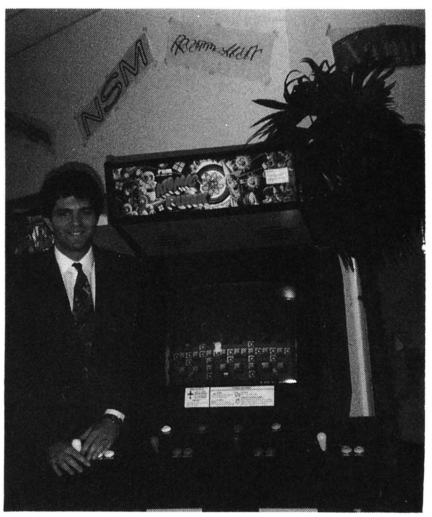
Capcom's wild 'n' crazy guy, Brian Duke, atop new *Captain Commando* and Mountain Coin credit manager JoAnne DeWolf. Is Brian excited about being a new daddy or is he thrilled about the three new games? Answer, BOTH!



Williams' Bob Lentz and customer Alice Waters with *Terminator 2* and another customer.



SNK's Tracy Tate goes over the long list of available Neo•Geo system games with Allen Beyer.



Irem's Drew Maniscalco with his *Atomic Punk* kit. He challenged everyone walking by at the Mountain Coin-Phoenix opener to a game.

STATE SALES SUPPORTS THE TWO PARTY SYSTEM

cocktail party at night, product party the next day both fun; Maryland distributor lauds "best product spread in five years"

One of the "all-time best open houses ever" was enjoyed by friends and customers of State Sales and Service Corp. (Baltimore, Md.) on Sunday, Sept. 29. The dealership's annual fall post-AMOA event took place under sunny skies. Hundreds of customers enjoyed tasty meats cooked on an open hearth and toured a showroom packed with the latest new equipment.

"This was the finest array of games I've seen in the past five years," declared State prexy Steve Koenigsberg. "I know it's a sluggish economy, but at least the factories have come through with first-rate, quality stuff."

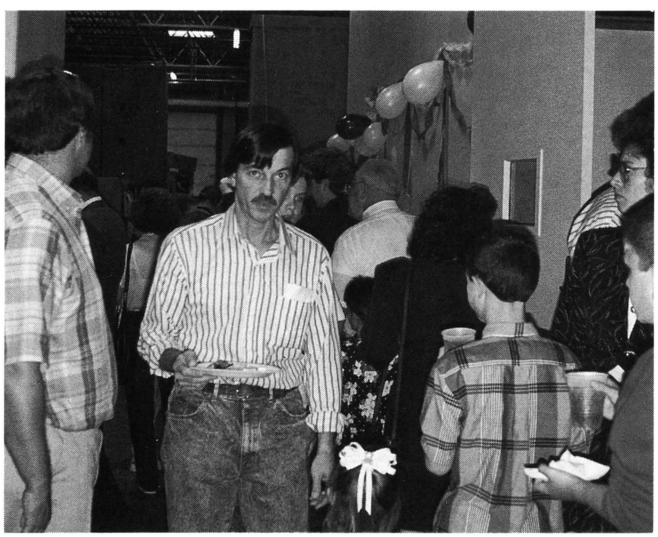
Amusement operators (and quite a few vending folks) came from virtually every corner of the market, some travelling as long as six hours to make the show. Factory reps were on hand from Rowe, Atari, Data East, Konami, Merit, Leland, Arachnid, Valley, Nintendo, Dynamo, Leprechaun, Top Darts and more.

Many factory sales toppers attended a cocktail party at Steve Koenigsberg's house the night before; they flew in early especially for the occasion which featured some fun sing-alongs on the piano. "Leland's Kenny Anderson showed just how old he is by remembering songs dating back to the 1800s," kidded Steve. "And Nick DiSebastiano, our VP for Operations, surprised everyone with a voice that brought tears to your eyes . . . that is, if you understood Italian!"

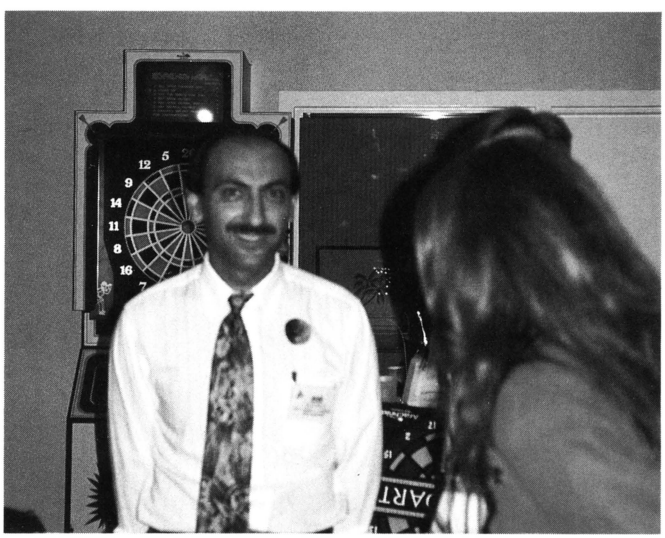
Mostly, the State party and show brought smiles to everyone's lips. Here are some photos from the affair.



State Sales prexy Steve Koenigsberg and Rowe's Jerry Gordon at the super-duper open house.



Sam Balzanna of Major Vend with a plate of tasty vittles from the buffet line. He and others also checked out the tasty array of new products!



State Sales game sales manager Nick Sarioglou with Nick and Trish Murnahan (with their backs to us) over by Arachnid's dart game.

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**
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- **Easily expandable to 3-player**
- **Join-in-anytime feature**
- **Affordable universal kit**

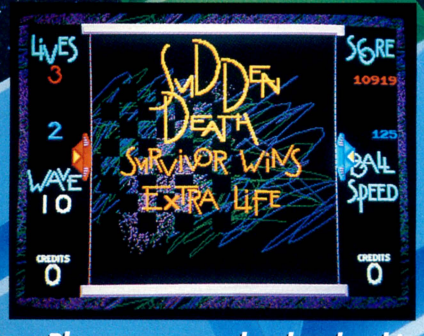
includes PCB, joysticks, buttons, JAMMA harness and artwork for header, control panel, bezel and side decals.



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.

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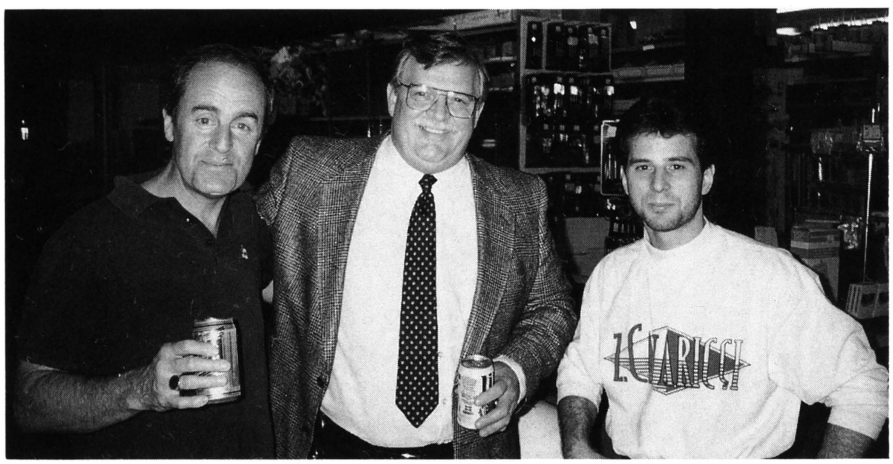
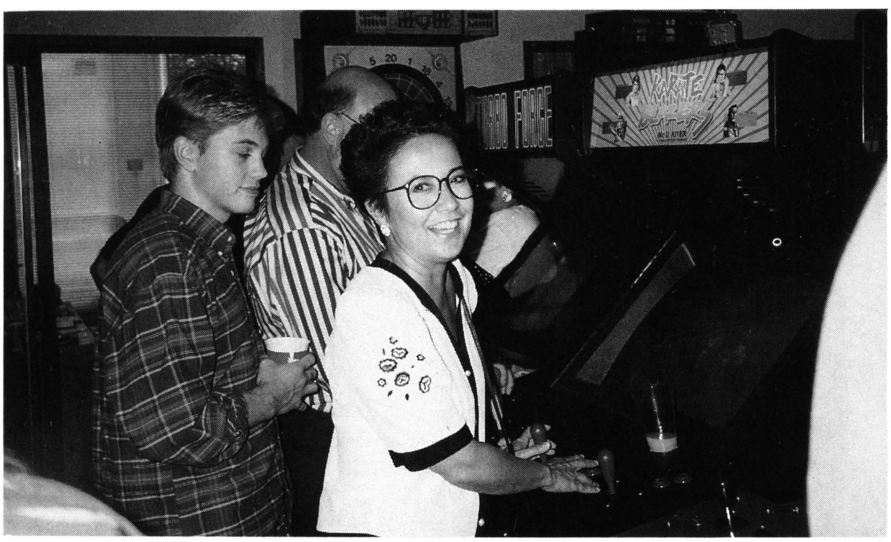
PARTY TIME AT MUSIC-VEND

fine turnout graces post-AMOA event at Seattle office



Jim Zunick of Z Darts (left) and Van West of Amusement Enterprises (right) flank Music-Vend's Chuck Ryan over by the parts counter at the well-attended Seattle post-AMOA open house.

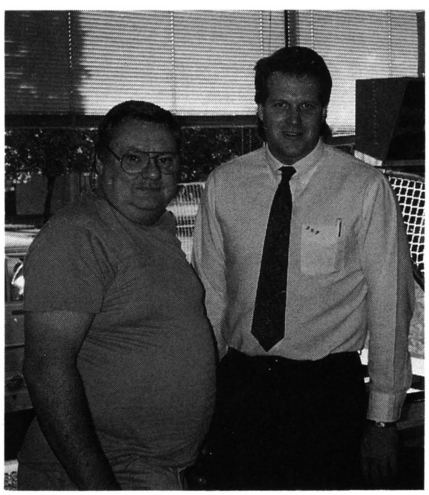


Leprechaun's Todd Cravens (pop Bill is in back) with Nintendo's great gal Linda Weber. She's checking out McO'River's *Karate Blazers* game (Leprechaun's doing the marketing for the vid).



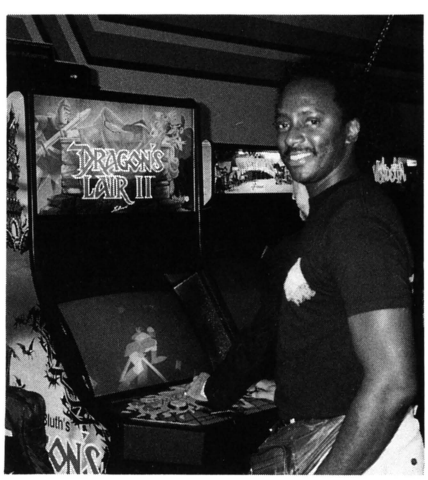
A look at the Music-Vend Seattle showroom with just a few of the tradesters in attendance.

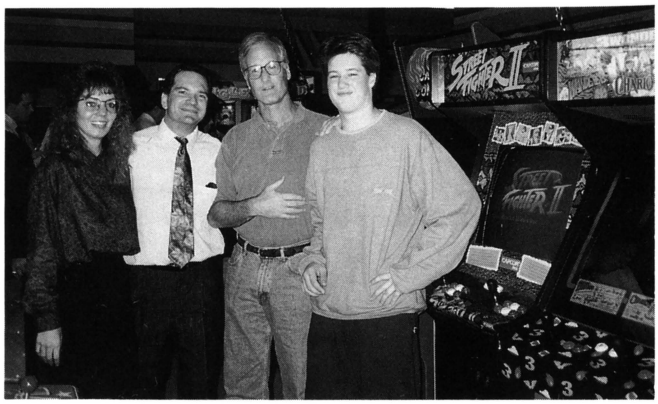
The Seattle, Wash. office of Music-Vend Distributing held its annual post-AMOA open house party Sept. 24 at their Fourth Ave. offices and showroom. Under the leadership of Ray Galante, Marv Galante and Rick Koch, the firm did its usual bang-up job of combining pleasure and business. "We had a great turnout and everyone was very enthusiastic about the latest releases," said M-V's Steve Levy. Here are some photos from the enjoyable affair.



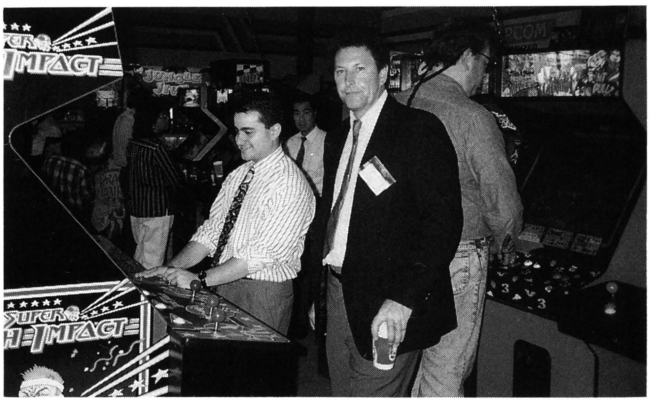
Above: Jack Durbin of Advanced Amusements says hi to Dynamo's Damon Paramore.

Below: Ivory Harris of Ivory's Game Center checks out Leland's *Dragon's Lair II*.

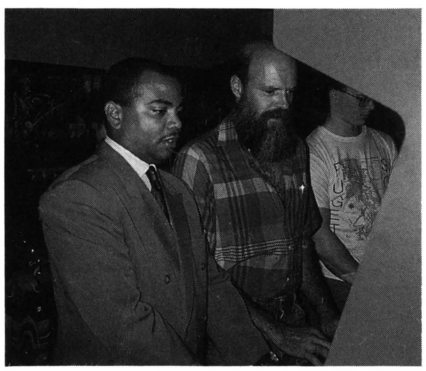




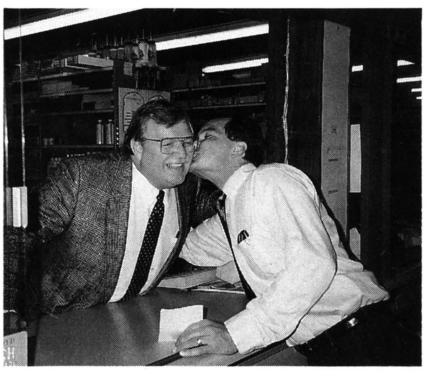
Music-Vend's Theresa Anderson, Capcom's Brian Duke and Tony Walker & Son from Son-City Games with Capcom's line-up of new vids.



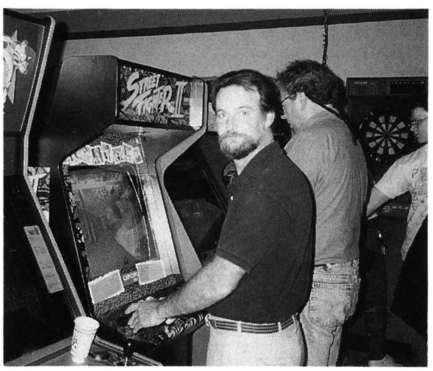
Music-Vend's Averill Galante plays Midway's *Super High Impact* football video game while the firm's Bob Lentz supplies the play tips.



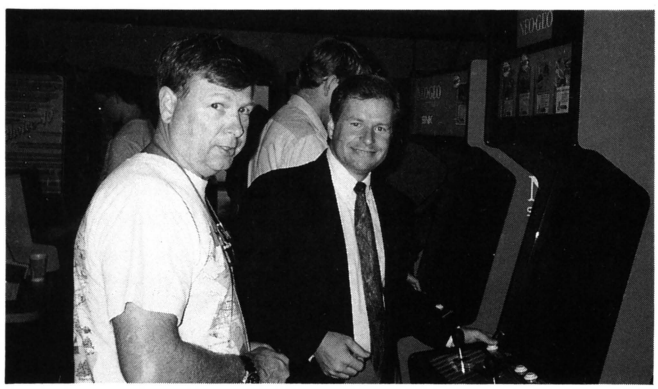
Romstar's Tim Jackson shows Doug Shaver of Intercity Vending a few gameplay tips.



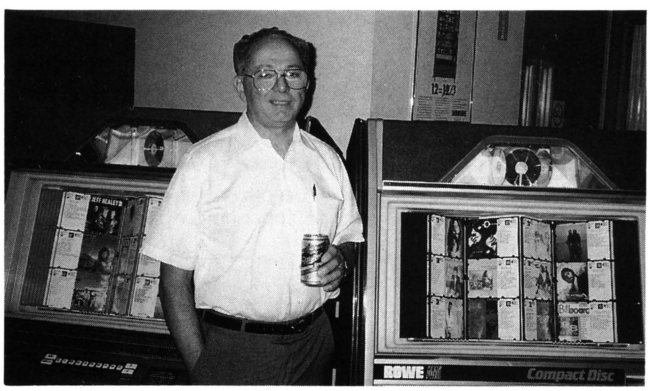
Capcom's Brian "kissy-face" Duke plants a wet one on the cheek of M-V's Chuck Ryan.



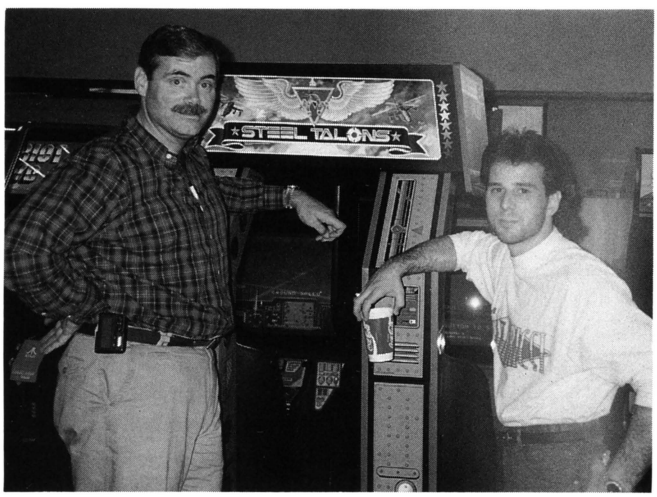
Ron Carver of B&R Amusement checks out the action on Capcom's *Street Fighter II.*



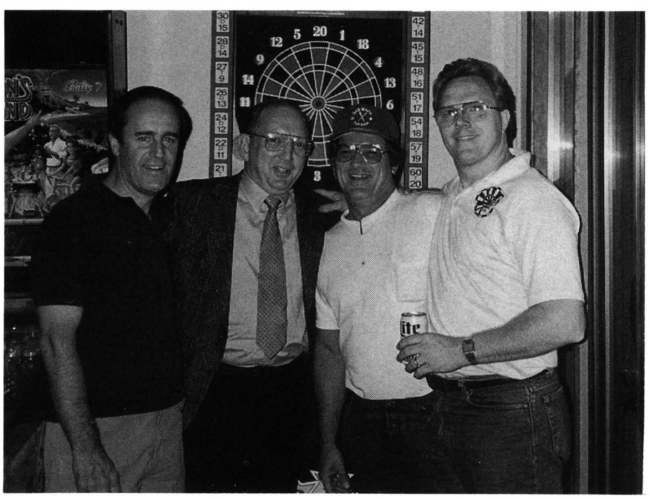
Tom Timm of Timm Enterprises gets Neo•Geo info from Tracy Tate.



Chuck Michael of Nelson & Michael Distributing Co. with Rowe jukes.



City Games' Sean Layman visits with Amusement Enterprises' Van West over by Atari's neat *Steel Talons* helicopter video.



Z Darts' Jim Zunick, GT Darts' Gary Tinder & Gary Bogart say hello to Medalist's Lee Peppard by the latter's *Dart Star.*

NORTHERN LIGHTS SHINE ON GCD SHOWS

General Coin boasts one-two punch at post-AMOA'ers



Sega's western marketing director Lenore Sayers and General Coin's prexy Fred Stockton flash the ivories over by the *Spiderman* super-hero video game at the General Coin open house.



As the Seattle party gets underway, Mike McWilliams sends out the "A-Okay" sign signaling that a good crowd of operators and factory brass came by for the event.

Under the "Oktoberfest" banner, General Coin Distributors climaxed the 1991 West Coast show "season" with back-to-back hits. Big operator attendance, fine food, door prizes and a golf tournament were sandwiched in between their Seattle open house (Oct. 17) and their Portland affair the following day. The total concoction pleased the palate of the northwestern trade.

As stated, both shows took place in mid-October, a month after the AMOA finished its Vegas Expo. That meant for most of the lines General handles, new equipment seen at Expo was available at showtime and in many cases, already tested out. Portland's Mark Chan and Seattle's Jerry Estes said that having their dealer shows at later dates than just about any U.S. distributor worked out great. The tempo at General shows is far more a get-together of customers and sales people than a high-pressured selling venue, but equipment moved out at both offices — including good new video product.

Company execs Fred Stockton and Mike McWilliams were on hand at both parties (as was Chan, whose team won Friday morning's fourth annual General Coin golf open at the Portland Colwood National course). Company vet Faye McWilliams has moved over to "sister distributorship" Lucky Distributing in Portland, which deals in garden supplies. Stockton is president of both concerns.

Door prizes donated by factory suppliers (like Pioneer speakers, SNK cartridges and Arachnid home dart boards) were awarded; they provided one more touch appreciated by customers. "All factors combined, especially the high attendance and high spirits, made for about the best pair of shows we've had," said Mark Chan. Here are some snapshots taken under those "northern lights."

more photos on next page . . .

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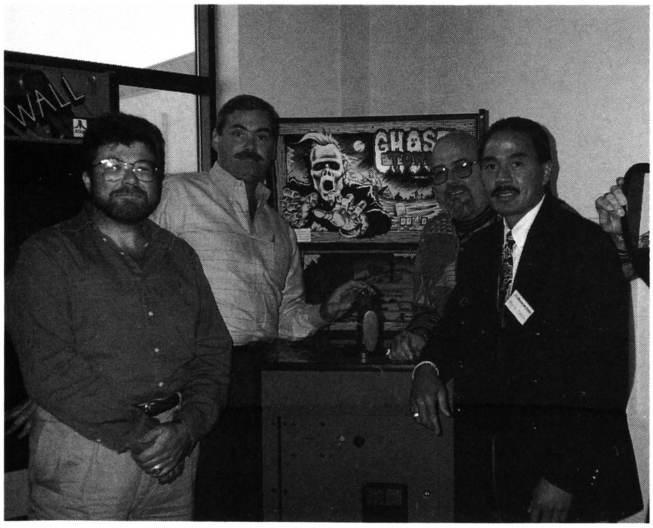


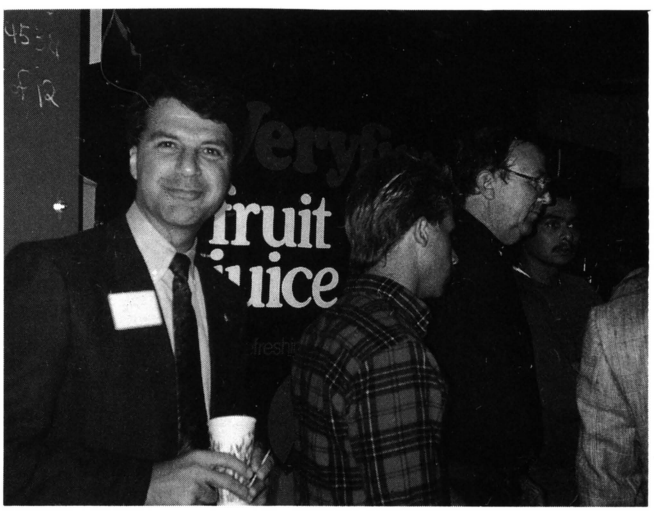
Jeff Lee & Sean Layman (City Games) with Leprechaun's Bill Cravens & GC's Mark Chan by the Bromley *Ghost Town* Bill reps in the west.



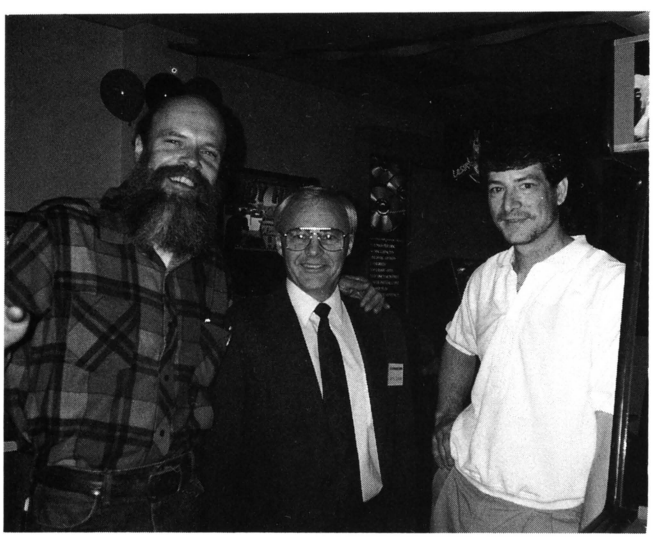
Merit's Lamar Forque with good countertop customers Brad & Cheryl Bogart (RJB Amusements) & their daughter Rachel at the Seattle show.



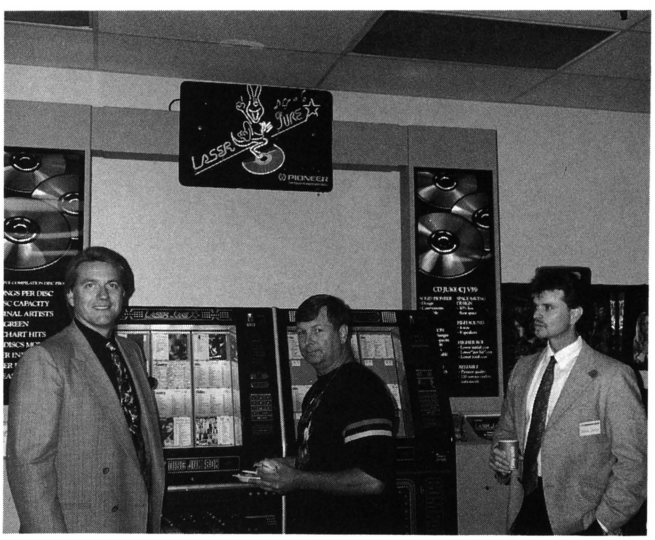
Taito's Emilio Cabrera & Romstar's Tim Jackson join Rowe's Dave Hall to show off his snack vendor. Dave now reps Rowe jukes as well.



Ran into old pal Lee Rosenzweig, formerly with Rock-Ola a hundred years back and now with Very Fine. Yes, Lee, we do run vending pix!



Seattle manager Jerry Estes flanked by Doug Shaver (Inner City) & GC tech Buck Buxton. Little more gray and we'll call Doug "Santa"!



At the Pioneer CD jukebox lineup (from left): the factory's western man Jerry Sheaks, operator Tom Timm and General Coin's Dave Judd.

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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:

Amusement & Music Operators Association
401 N. Michigan Avenue
Chicago, IL 60611
Direct Line: 312/245-1021

Tournament Highlights

HAWKINS LEADS VNEA — One of the operators who made "leagues" a shining word in the coin-op vocabulary is now heading up the granddaddy of all coin-op league organizations. Dick Hawkins (D&R Star, Rochester, Minn.) is the new president of the Valley National 8-Ball Assn. as that group begins its 12th season. Dick paid tribute to his predecessors in the post, Valley company prexy Chuck Milhem and operator Roger Rassmussen. He also tipped his hat to VNEA exec director Gregg Elliott as "the binding force that keeps us all on track."

BIG PLANS FOR U.K. — Valley's electronic darts are going to conquer the United Kingdom during the next year, if the company has anything to say about it. Valley will bow a new generation of games at London's ATEI show next January. Also, this season's Valley World Cup International Championships will be held in London from June 18-21, 1992. The site underscores Valley's plans to strongly target the U.K. with an intensive 1992 promo program. They'll get lots of help on that from their European distributor, NSM, and from their new spokesman: darts champ Eric Bristow, perhaps the best-known player in darting. More promo help will come from major British breweries which will help boost league play. Valley expects several Eastern European countries to send teams to its London finals, too. By the way, the 1991-92 season marks the sixth annual Valley Cup darts event.

VALLEY 1991 CHAMPIONSHIPS in darts took place in Klagenfurt, Austria. "Team Germany" took back the Valley Cup after competing against 12 other countries. Another sterling international darting event!

MERIT SEASON PLANS — Merit's World Series of Darts includes a series of eight North American regional tournaments, all featuring a minimum purse of $10,000. Merit says that makes theirs the "highest-paying regional tourneys ever." The schedule for remaining regional events is as follows: Pittsburgh, Pa.: Nov. 1-3; Tampa, Fla.: Nov. 8-10; Indianapolis, Ind.: Jan. 24-26; Sacramento, Calif.: Feb. 28-Mar. 1; Des Moines, Iowa: March 27-29; Spokane, Wash.: April 3-5. For more information, call Merit's office in Lakeville, Minn. at 612/431-7790.



MERIT TO TENNESSEE — Merit's World Series of Darts came to Knoxville, Tenn. Oct. 4-6 for the "Volunteer Open." The event drew over 750 player entries — "by far the best turnout ever," said the firm. A special match featuring local celebs raised over $2,900 for the city's Epilepsy Foundation (EF). Seen here (l-r) are: EF's Dave Twiggs, Harry Tindell, Bill Tindell and host operator Denny Havner (Precision Darts).



MERIT TO ILLINOIS — The town of Bloomington, Ill. saw its first-ever Merit World Series of Darts event Sept. 27-29. The event, called the Midwest Open, marked another "first" because it kicked off Merit's 1991-92 dart tournament season. Seen here are (l-r) event winner Ray Terroniez with Merit's Bob Wiles, Midwest Electronics' Lois Soeldner, Merit's Bill Gay and host operator Tim Jones of Midwest Electronics.

GRAND SLAM — The 1991 Grand Slam is what the Shuffleboard Federation called their seventh annual tourney season. The tour held a July 4-7 event called the "Shuffler's Reunion Tournament" in Kulpsville, Penn. It was sponsored by Dynamo, Budweiser, the Federation, and 'The Board Talk' (newsletter for the sport). Austin, Texas was the site of the sport's sixth annual U.S. Open from Aug. 29-Sept. 3. Latest event: their North American Shuffleboard Championships took place Oct. 29-Nov. 3 at the Sands in Reno. It was a major promotion with sponsorship by Dynamo and the Sands. At presstime, the size of the purse was unknown, but the Sands alone planned to contribute up to $14,000 to the kitty. Get more info on upcoming events from the Federation at 313/380-9300.



TOP BREAKS RECORD — TOP Dart Systems held the largest single one-day coin-op steel-tip dart tourney in Southside Chicago history on Aug. 24. With over 30 of the electronic scoring games on site at the Knights of Columbus (Lansing, Ill.), the event was co-sponsored by TOP and by Mike's Amusement. The total purse exceeded $10,000. Players came from all over the city (north and south sides), from several surrounding states, and even from Canada to compete. They liked the nine different skill levels for practicing, automatic scoring and quality of the regulation bristle board. Seen here (from left): TOP's Joe Gilbert, winning players Bob Conn and Jimmy Damore, and host operator Mike Gelatka (Mike's Amusement, Lansing).

T.O.P.'S 1ST TOURNEY — TOP Dart Systems (promoters of Wellow's steel-tip dart games with electronic scoring) held their first tourney in the firm's home town of Rochester, N.Y. on July 24. It was a $500 blind draw event that pulled in many area players, including world-ranked Phil Davis. TOP said this was the first time players had a chance to compete on their games and "response was especially positive." TOP's Joe Gilbert said operator host Joe Basset (J&N Amusement) was thrilled with the turnout. So was the location, Woody's. Joe Basset will have another TOP Darts tourney at Woody's this fall.

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- Games included are: Singles Cricket, Cut Throat Cricket Team Cricket, Cricket, 301, Count Up, Tic Tac Darts, 501, 701, 301 Double in\ Double out, League Play Mode and Top Gun Challenge.

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Top Gun Challenge Screen

AMOA NATIONAL DART ASSOCIATION MEMBER

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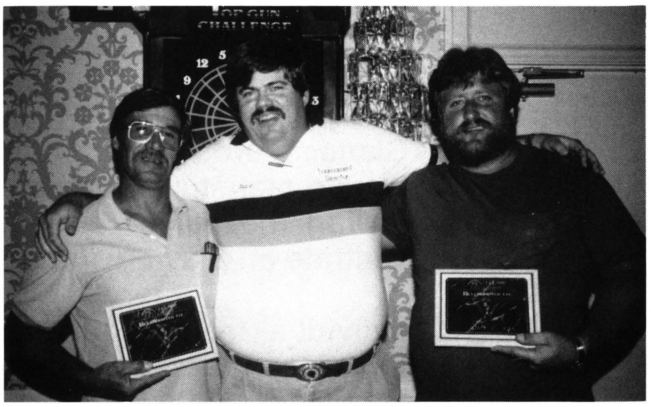
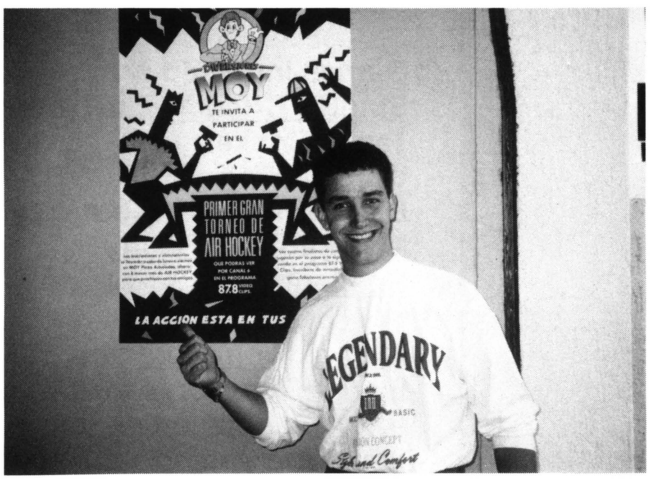
ARACHNID SEASON PLANS — The 1991-92 BullShooter VII World Challenge of Championships features a series of $6,000 qualifying regionals, leading to a big-time finals event that usually takes place in the Chicago area over Memorial Day Weekend. The total package always boasts well over $100,000 in cash and prizes. A few events have already occurred, as you'll read on this page. This season's remaining regionals are scheduled to take place at the following cities and dates: Kalamazoo, Mich.: Nov. 8-10; Houston, Texas: Nov. 15-17; Bremerton, Wash.: Nov. 22-24; Kansas City, Mo.: Dec. 6-8; Columbus, Ohio: Jan. 3-5; Davenport, Iowa: Jan. 10-12; Colorado Springs, Colo.: Jan. 17-19; Atlanta, Ga.: Jan. 31-Feb. 2; Indianapolis, Ind.: Feb. 28-Mar. 1; Montreal, Canada: March 13-15. Other regionals may take place in Syracuse, Pittsburgh, L.A., Newark, and Minneapolis. For more information on the World Tour, call Arachnid at 800/435-8319.



ARACHNID TO FLORIDA — Arachnid's BullShooter dart tour touched down in Jacksonville, Fla. Sept. 27-29 at the Jacksonville Hotel. Over 500 player entries competed in eight events. They played on more than 30 of Arachnid's new *Galaxy Darts* games, which feature a computer that automatically keeps track of league statistics. Lawson Music Co. co-sponsored the event. Seen here are, from left: five-event winner Walter Spach, two-event winner Mark Leford and Arachnid tourney director Dave Shultz. Congratulations!

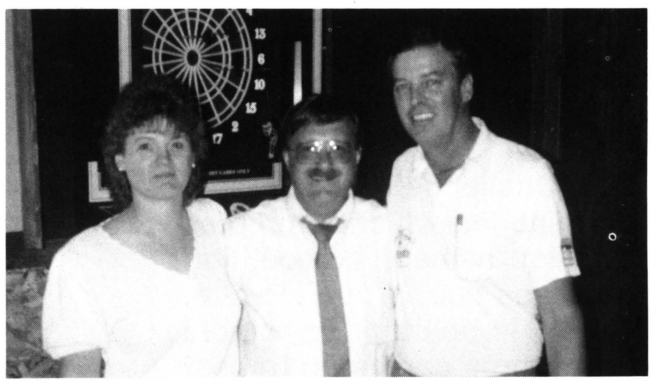


DYNAMO TO MEXICO — A series of exhibition matches on Dynamo air hockey tables took place in Guadalajara, Mexico, from July 26-28. The events in this city of six million followed AAMA's Latin American expo in Mexico City and were arranged by Dynamo, Mexel and the latter's operating division, Diversiones Moy. Current U.S. champ Tim Weissman and Dynamo's Mark Robbins (a former U.S. champ) were featured performers. The events drew good TV coverage. Mexel operations topper Moises Shemaria, shown here, said his game rooms are doing great with the Dynamo air hockey tables, now supported by Mexico's first-ever "Grand Tournament of Air Hockey." Dynamo execs praised Mexel's wonderful promotions and noted that player interest in Mexico is both active and growing.

IFPA UPDATE — AMOA's International Flipper Pinball Assn. (IFPA) will hold its second annual World Pinball Championships next spring (date and site to be announced). IFPA's first championships, held in Chicago, drew hundreds of players from five nations, including players from almost half the states in the U.S. IFPA's now started their first full year of pinball league promotion. The group has over 30 charter members, all running their own local flipper leagues which are boosting pinball earnings by an average of 30%! IFPA says plans for the '92 finals are going fine under the guidance of experienced tourney director Mike Hawkins. (Mike runs huge leagues for his father Dick's D&R Star operation in Minnesota.) Learn more about the IFPA program by calling executive director Doug Young at 414/263-0233.



COLORADO CHAMPIONSHIPS — Over $3,500 in cash and prizes was awarded at the 1991 Colorado Air Hockey Championships, held Aug. 10-11 at Red Baron's Family Fun Center (Westminster). Sponsors were Dynamo, Red Baron's and various local operators, air hockey locations and local businesses. Players from coast to coast and around the state competed, but when it was all over Tim Weismann had his 15th consecutive major championship (including national, state or city). Get more information on upcoming events from Dynamo's Mark Robbins at 800/527-6054.



AMERICAN DARTERS ASSN. is now accepting members for the "Bud Light Dart League," a national dart league combining steel-top and soft-top darts by using a copyrighted handicap scoring system. The league is run "in cooperation with Bud Light" and is owned by operators who purchase individual franchises. Over 20 franchises have been sold in the first two training seminars held in the St. Louis area; league play is now offered in over 26 states. A national finals event will take place in August, 1992 at the Hacienda Hotel in Las Vegas. Call the association in St. Louis at 314/625-8621 for more information. Seen here are operators Rick & Penny Brown with Anheuser-Busch distributor Clifford Smith.

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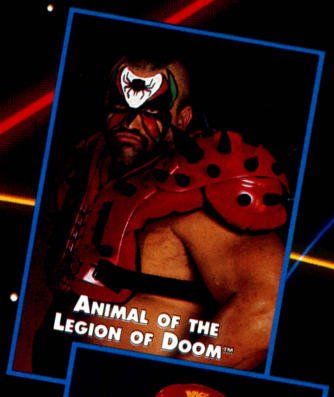

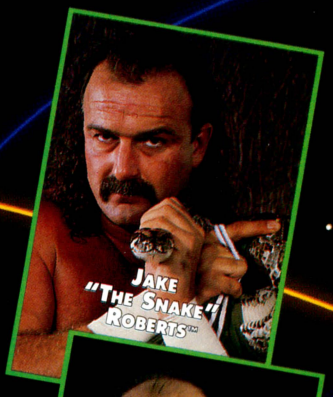







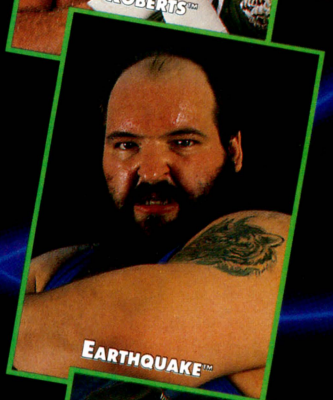





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the Big Ticket

Redemption Operating Principles: Unity & Variety

The following scenario comes from our Joe Tunney, who has spent his working life with redemption games on the famed "Jersey boardwalk." Come along with Joe for a "typical redemption arcade experience" and see if you can spot the lessons for operators!

Here's the story: Mr. and Mrs. Dennis enter your premises with their son and daughter. Usually the children are attracted to *Skee Ball,* where they play a few games, win some tickets and begin looking for other easy children's games. The kids enjoy boom-ball target games, so again they begin playing. This time Dad is coaxed into joining the game.

Meanwhile, Mom is searching for a game to entertain her, and finds a roll-down such as *Bingerino* or *Pokerino.* She purchases a roll of tokens. During this period, Dad and the kids finished their games. The kids find *Jr. Basketball* and a mallet game to keep them occupied. Dad, however, is searching for an adult game such as a coin pusher, card-themed game, or coin toss.

Two hours have passed since they arrived, and several hundred tickets won. Everyone is happy as they approach the redemption counter. Prizes are displayed for everyone. A choice is made by the kids — but Mom holds on to hers to save for a new vacuum cleaner. Dad needs 50 more points for his "trophy," so he finds a quick and easy game and accomplishes his goal. At last, everyone goes home happy.

Now, what can we learn from the Dennis family? One very important lesson is that a variety of games capable of entertaining all family members, as well as "banked" games, can be beneficial to the facility. An entertainment center should not cater only to kids. After all, you can't expect mom and dad to play if you only have games for children.

More and more game room operators are admitting that redemption games have been their salvation during the recession. True, there are some great videos and pins available. But the majority of arcade income (in some cases, 70%) has come from ticket award skill games. And with the proper game mix, player population has grown between 20-30%.

In these hard times, finding sources of new income is very important. With everyone conscious of spending money, inexpensive entertainment has great potential. With each customer watching his spending habits, the only way to maintain gross income or increase it is to have more volume. Hence, you should offer games for children and adults, as well as for the entire family. Again, the idea is to have something for everyone.

Remember, today it is important to give your customers a feeling that they are getting "value." Everyone is cost-conscious, so loosen up some of your percentaging and give them that value.

A word about "banked" games: some operators feel a bit confused by apparently conflicting advice. We say they should provide variety, but also create groupings of identical games. What gives? Just this: generally, people visit fun centers in groups and enjoy competition with their friends. Accordingly, with banked games you can usually earn 25% more than with one single cabinet game.

Yes, variety and game banks provide a key ingredient to an enjoyable family visit. Our Mr. and Mrs. Dennis will be back because they "think redemption"!

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GOLDEN OLDIES

Edison Bros. opens doors to National Video Game & Coin-Op Museum; family-style St. Louis attraction features playable videos & pins

In this fast-changing, "what's hot today" business, we spend more time looking ahead than looking back. That's perfectly appropriate, but next time you're in the city of St. Louis and a nostalgic mood overtakes you, amble over to the brand-new National Video Game & Coin-Op Museum, a new family attraction located at 801 No. Second St., in the historic Laclede's Landing district.

The museum features more than 75 landmark video games and pinballs which visitors can play, along with other coin-op artifacts they can view and enjoy. Nolan Bushnell videotaped an introduction in his inimitable style. Oh, yes, there's also a display copy of the very first issue of *RePlay!*

The museum was created by the Edison Brothers firm, whose Mall Entertainment Division is an arcade chain powerhouse with headquarters in St. Louis. Doors opened to the public on June 15. For more information, contact Steve Lochmoeller at 314/621-2900.






PONG


HUMPTY DUMPTY
1947
Gottlieb
After Humpty Dumpty appeared, nothing was ever the same again. This game introduced pinball's biggest innovation, flippers. Though they looked different then -- smaller, turned the other way, and placed at three levels in the field -- they served the same purpose they do now, to give the player control.
VAGABOND
HIGHWAYS

ON THE ROAD AGAIN

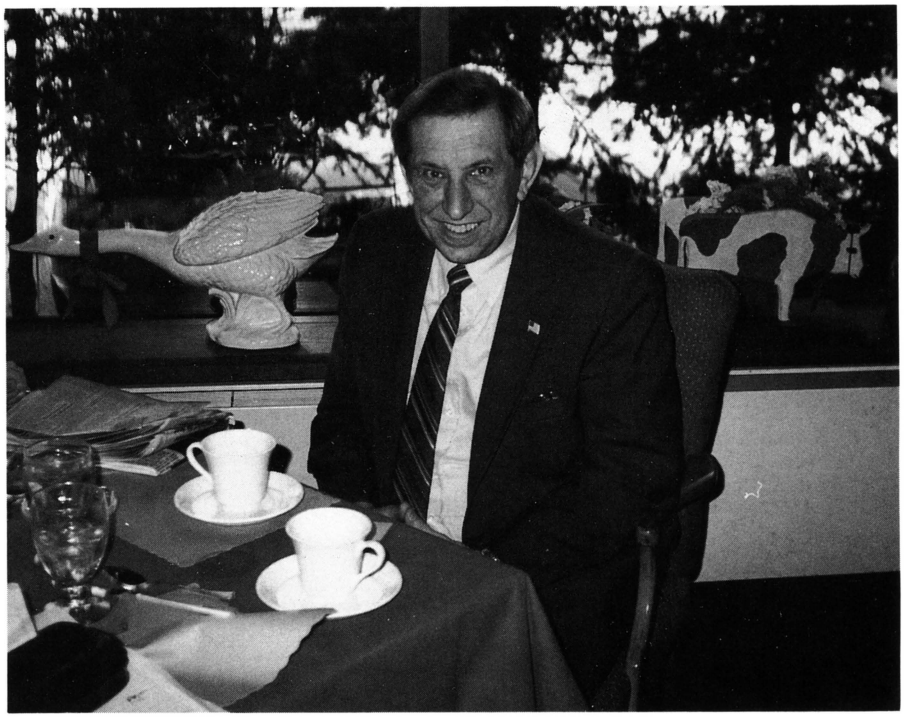
by Bob Rondeau

Although it has been about six years since I ran a distributorship in Wisconsin and been active with the Wisconsin State Operators Assn. (WAMO), its executive director, Joe Phillips, has kept me on the mailing list. So about twice a month I receive their news letters and bulletins. The association's literature has kept me as up-to-date as any member and believing that no other state association in our industry keeps their members as well informed as WAMO, I set out to visit with the "engineer" behind WAMO's well-oiled machinery.

Visiting with Joe Phillips was exciting and educational and I was lucky to see the mechanics which have gone into making WAMO a stunning example for all state associations. People must agree, because in the last ten years WAMO has doubled its membership. Not one to take the credit for that, Joe only says he's been backed by a star-studded cast of operators and distributors who know how to lead and work hard.

Those operators and distributors would surely hand the credit back to Joe, who helped WAMO grow from a small trade association with a social orientation to that of a respected leader of state associations. The "blossoming" began when Joe first handled the reins of WAMO a decade ago. The association was badly in need of professional management (but only had enough money to pay Joe for three months). However after his quick collection of lagging bills, there was enough to ensure him some more time to get organized. . . and the rest is history.

His success is no surprise as his background speaks for itself: a degree in journalism from Marquette University, work as a DJ, military experience (he worked for the Armed Forces Radio Service), more radio and newscasting work at Milwaukee's WISN radio service, a shift to Republican staff director for the Wisconsin State Assembly (where he directed media relations and partisan strategy for legislature representatives), then on to association management.



WAMO's busy and hardworking executive director Joe Phillips during our enjoyable visit.

For Joe, association management was a case of on-the-job training. "I learned as I went along," he said. "Ultimately, I learned that you're only as successful as the people you surround yourself with. And that is the secret of our success."

Success for WAMO is also measured in their thoughtfully-executed programs. Years ago I worked with Joe on a program where operators pay $5 to WAMO each time they purchase a dedicated game and $2.50 for a kit buy. "This support program has been a great way to beef up member programs," offered Joe. "It's helped pay for our lobbying efforts while holding the line on member dues."

All in all, WAMO has been and is successful because they had the guts to go out and get professional management. They chose carefully and then allowed their management team to work and exchange ideas with their board of directors. Just like all industries, there is a gap between what its people want and what they need to do to get it. Enter the management team: Joe Phillips and his people have done a terrific job in getting WAMO where it needs to go.

To get in touch with Joe or WAMO, you can contact them both at their new and larger quarters at 9910 W. Layton Ave., Greenfield, WI 53228; 414/529-4702.

And if you'd like to learn more about the Phillips team's formula for success, Joe has written a book called A Guide to Successful State Associations which was written at the request of AMOA and is available through their offices.

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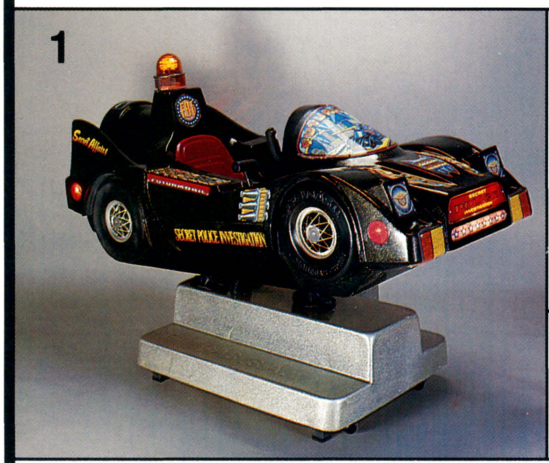

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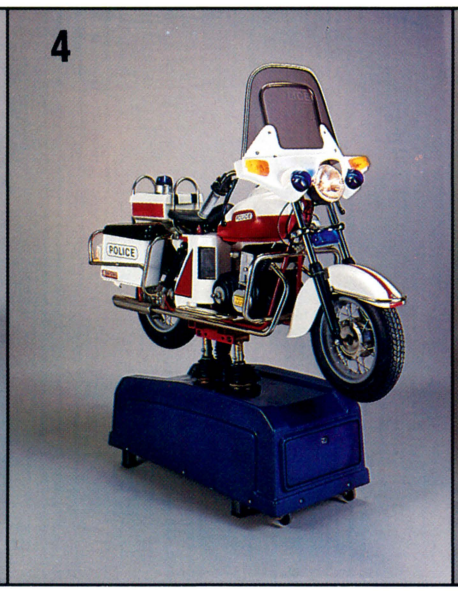





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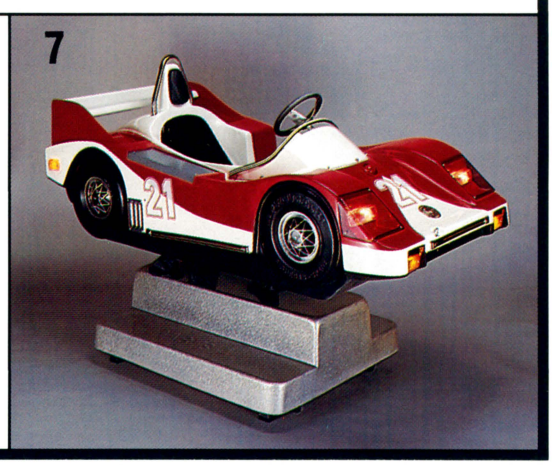


THE BOARDWALK
INDOOR AMUSEMENT PARK

"it doesn't get any better than this"

If you think that's a rash statement, come down to El Cajon, Calif. and check The Boardwalk out yourself. Open since Feb. 16 after two years of designing and construction, this 24,000-sq.-ft. family entertainment center personifies everything this industry has always wanted in an arcade. Hey, with its no smoking rule and pizza stand, it even smells good!

Credit for the creation of a game complex that could be an "ad" for the whole arcade industry (if you wanted to stretch things) goes to the Boardwalk's Marketing Director David Schick, with an able assist from game center interior design expert Jack Minick. The name belies its location (The Boardwalk is many miles away from the nearest water), but the joy on customers' faces show the same emotions evoked in the classic Ben E. King (Drifters) classic 45 single.

The Boardwalk is located on Fletcher Pkwy. in El Cajon (hometown to both The Leland Corp. and Progressive Games Distributing, the latter of which supplied a substantial amount of the equipment on the arcade's floor). Big as it is, the arcade's only one portion of a complex that sports a 60-lane bowling center, a nightclub called Park Place and even yet another game arcade (the original one) with about 60 machines, videos mostly.

The new Boardwalk center occupies space previously used for a 3-theater movie complex. They gutted the whole thing and built Boardwalk from the ground up. It's spacious, it's squeaky clean, it's carpeted, it's well-lit (big windows) and has a custom-built 24' carousel (working ride) in a front window as



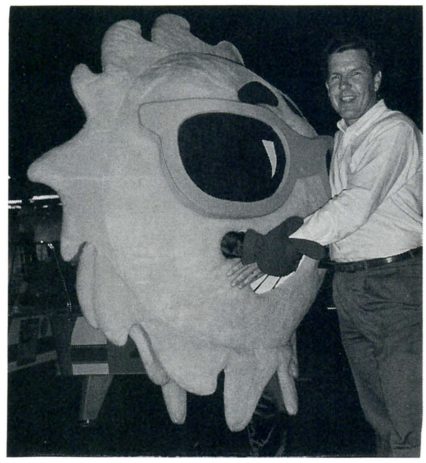


enticement to moms, pops and the younger crowd. But it's the stuff inside on the floor that gets the big coin action. By the way, they don't use tokens.

Dave Schick (who's been in the arcade business around seven years) had a dream. He toured the country visiting many game centers, saw some things he liked and quite

a bit he didn't. He chatted with arcade maven Lars Iverson, put his thoughts together and came up with this formula: "I wanted the visual excitement of Los Angeles, the customer service of Disneyland and the merchandising aspect of the Jersey Shore."

Floor equipment (offering around 200 player stations) is composed of about 45% redemption games, 45% videos of all stripe and the other 10% includes pinballs and such. In addition, they have a Krazy Kar (bumper car) track, a birthday party room, a 30' prize redemption counter, the Boardwalk Pizza counter (very posh) and are presently at work to build an 18-hole miniature golf course right there under the roof (it will have an underwater theme).

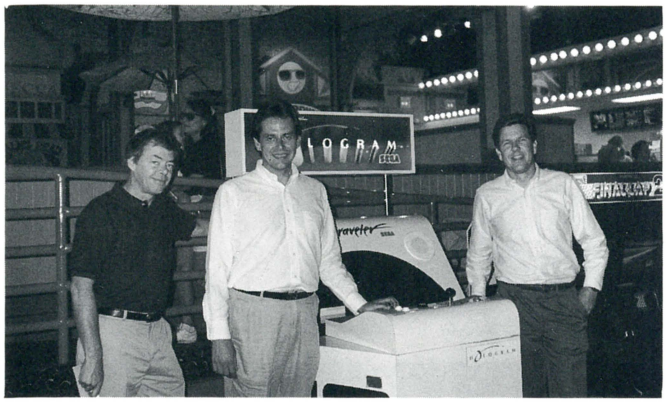


Dave Schick with his theme character sunny. Because this story was written a few months back (with AMOA show coverage, etc. we've been running short of space), games mentioned may seem older. Schick is in fact very much on the stick when it comes to getting the latest and the greatest for his Boardwalk. You can bet a lot of new games are on his floor.

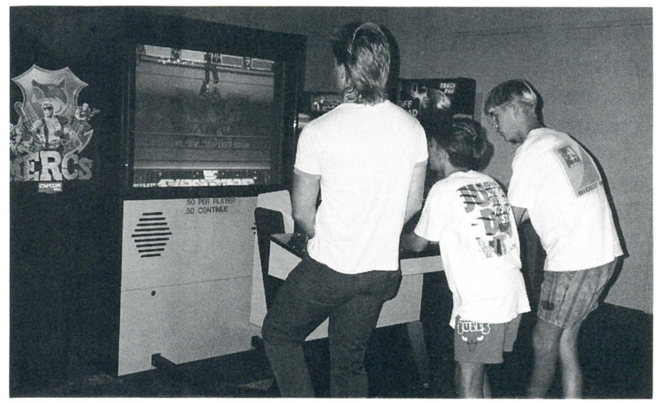
Dave Schick says he's been extremely happy with results. "On Friday and Saturday nights, you can't walk in here without bumping into people," he smiles. Weekday hours are 11:00 AM to midnight; they open at 9:00 AM on weekends and close at 1:00 AM Friday and Saturday nights. Best of all, when we were there on early Friday afternoon, many of the customers were moms with their youngsters (and many moms played the games).

Everything is done in first cabin fashion, including the initial grand opening promotion (a flyer went to around 250,000 addresses in Southern California). They also have free game coupons, and free bowling ones as well for the adjourning bowling center.

Schick gave a quick rundown on



Visiting tradesters Ed Adlum (left) and Dave Stroud (PGD) join Boardwalk's Dave Schick (right) by Sega's *Time Traveler* video.



Get this: Shick removed the *WrestleFest* board from the brand new upright and put it into this 50"-monitored Dynamo cabinet! Hot stuff!



Boardwalk's mascot "Sunny" at left and the redemption center (right). The prize redemption counter runs 30 feet and features lots of neat goodies including some with Boardwalk's logo silkscreened onto them (like flying disks and sports bottles) as well as on tags attached to adorable plush.

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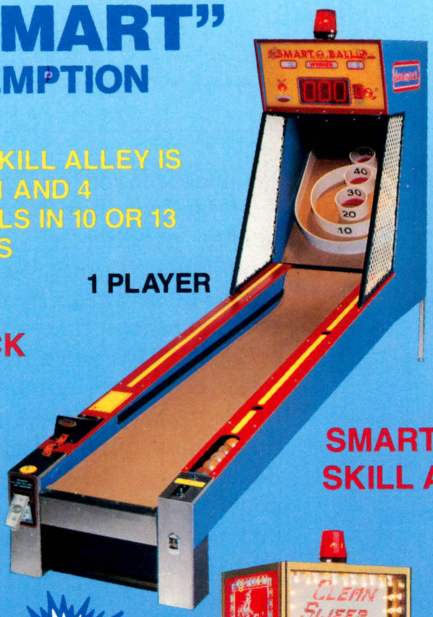

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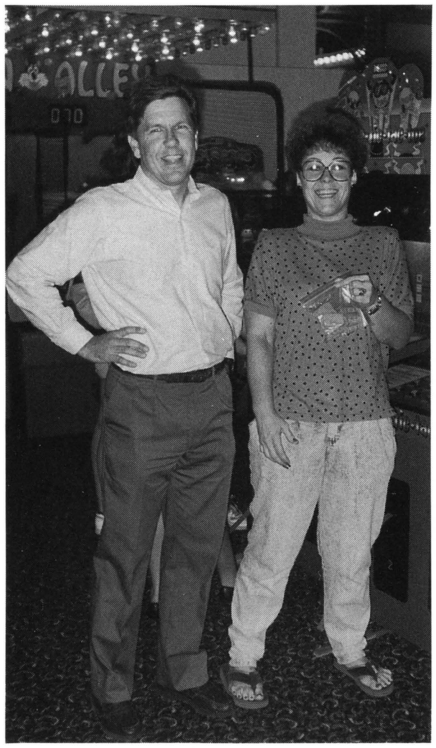



Above: Game tech Dave Shaw (right) takes a seat at Bob's Space Racer's *Water Race.*
Left: Dave Schick with a lady named Sheri who just loves Data East's *Hop-A-Tic-Tac-Toe.*

his most-played equipment: *Mad Dog McCree* has been their top earner practically since they've been open, slipping down for only two or three weeks. Bromley's *Rock 'N Bowl* redemption ranked either 1 or 2 when we were there and another really hot number is *Water Race* by Bob's Space Racers. Up and coming numbers could be Data East's *Hop-A-Tic-Tac-Toe* and Technos's *WrestleFest* (the latter was converted into a Dynamo cabinet with 50" Mitsubishi rear-project screen).

The whole complex is owned by Newport Diversified, Inc. which should be mightily pleased with the work Schick and his team have done. So, if any reader's ever in San Diego and wants to see this showplace in person, call Dave Schick and let him know you're coming. Like we said, it doesn't get any better than this.



The happy Boardwalk Pizza people ready for the lunch & munch crowd.



What's a birthday party without making faces at the camera? Youngsters ham it up at just one such event at the popular Boardwalk!



Neat idea: Tiffany weighs winning tickets on a K-Tron scale. It reads out the number and sure is a lot easier than hand counting!



Another way to play poker: here mom and daughter have fun at the Boardwalk's bank of *Pokerroll* redemption rolldown games.

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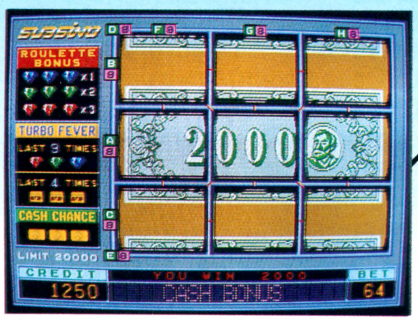

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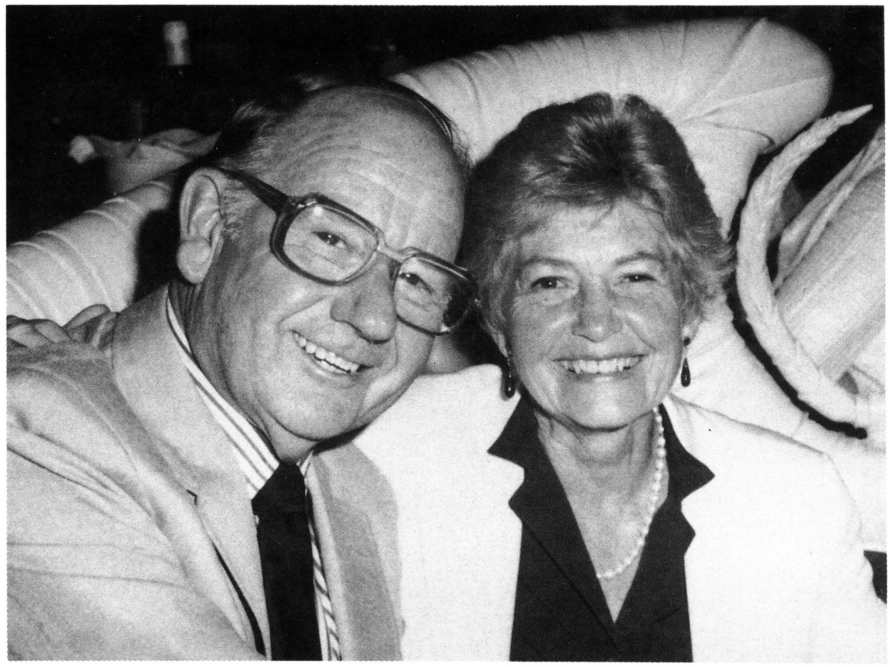
WHERE ARE THEY NOW?

by Bob Rondeau



Former West Coast distrib C.N. McMurdie and his wife Shirley enjoy relaxing retirement days.

Whenever I get the opportunity to sit and chat with other industry people, conversation usually revolves around current business trends and the state of the industry. And it never seems to fail that during these talks, the inevitable question arises: "I wonder where he or she is now . . ."

Like the people I talk with, I'm always wondering about the people who were once prominent in our industry and are no longer in it for one reason or another. They made a lasting impression on people in the biz who heard about them through the industry grapevine or worked with them and benefited from the things they said or did. Our trade has been blessed with a lot of these people: those who were darn proud of our industry and did their best to make it better.

These weren't "flash in the pan" people, these were individuals who stuck with the industry in good times and bad. And many of those whose names crop up in these "where are they now" chats have been active in coin-op for at least 20 years. From time to time, *RePlay* will profile these people so you can get to know them too. These profiles are a tribute to the people who were a part of our business, fought the same battles we fight today and helped make it a better and stronger industry.

Our first "Where are they now?" profile features C.N. "Mac" McMurdie, a top West Coast distributor.

The story starts after C.N.'s graduation from the University of Utah in 1940 (and after five years spent in the Army). Young Mac was hired by R.F. Jones (a very prominent distributor at that time in Utah, Idaho, Wyoming, Colorado, New Mexico, Northern California and Nevada). He was named office manager and one of the "Jones Boys" (many of you older folk will remember the R.F. Jones Company and their network of offices, creative advertising and unique promotions). Soon after hiring, Mac was made general manager of all the Jones offices. And in 1951, after R.F. Jones bought Shaffer Music (and their offices in Portland, Oregon and Seattle, Wash.) Mac's distributorship ran to a total of 11 Western states including Alaska and Montana.

That busy year also saw Mac buy all of the stock outside the Jones family in their Spokane, Seattle and Portland distributorships (within seven years he had bought these offices outright). It was around this time that he sold out and left the industry to go into the bowling alley business. Not able to stay away long, he was back (within a year) as general manager for Tony Wolcher, the well-known and well-liked owner of Advance Automatic Sales in San Francisco.

After Bally bought Advance in

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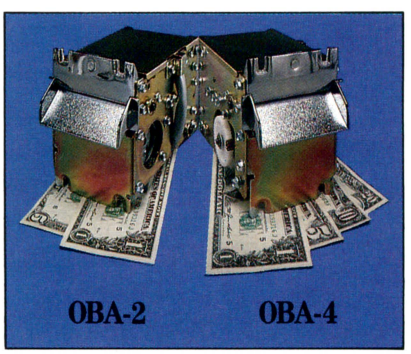

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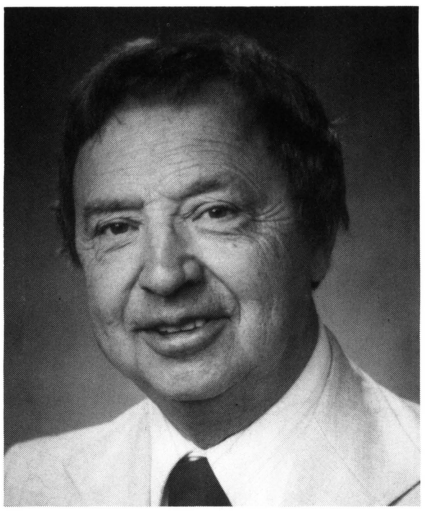
1973, Mac was given a contract and the title of President of Advance Automatic Sales. Under his direction, the office became one of Bally's premier distributorships. With C.N. as president, the customer always came first and honesty and sincerity were number one on his list.

C.N. has a thousand stories to tell about his time with Bally, but one he'll never forget is the time Nolan Bushnell came by to see him and show a new game called *Pong*. "Nolan asked me what I thought and I told him we could use some," Mac laughs. "To the best of my knowledge we bought his total production for the first six or seven months. As you now know, it turned out to be a goldmine for the industry. . . and the rest is history."

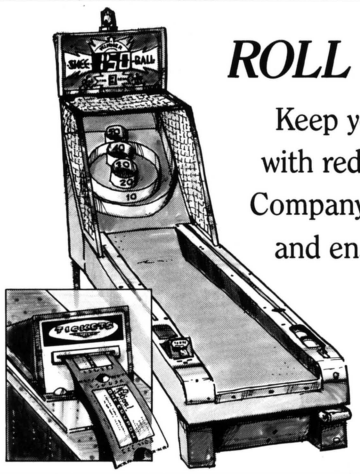
Many more memories, good business and friends later, C.N. retired in 1984. In all, C.N. "Mac" McMurdie spent over 40 years in our industry and the many people that knew and respected him miss his input today. "I've always felt," says C.N.,



BOB RONDEAU

"that this industry has some of the finest people in the world working for it. I miss them and always will."

To answer our original question — "where is he now?" — Mac and his wife Shirley are enjoying retirement, dividing their time between Salt Lake City and Scottsdale, Ariz. These days, Mac's favorite activities are relaxing, supporting his church and enjoying his family. Here's the best to you, C.N.!



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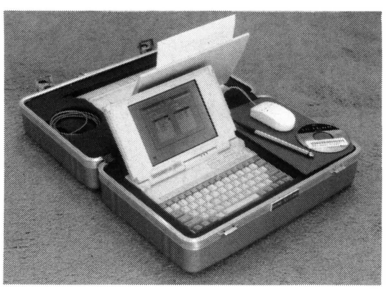

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TECHNICAL TIPS

GOTTLIEB'S SYSTEM 3 PINBALL

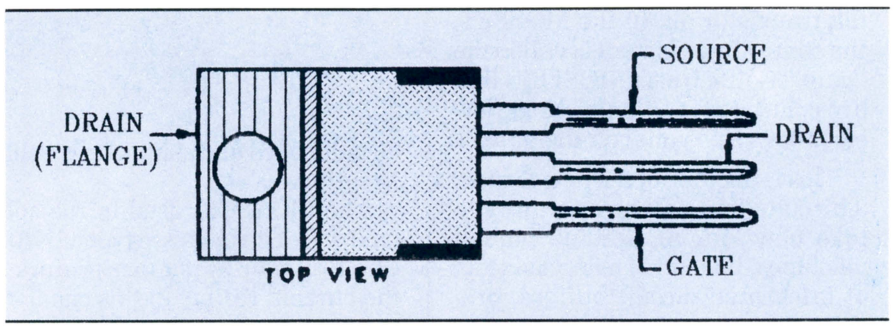
Time for Another Look at One of America's Premier Pinball Machines

by RANDY FROMM

When you mention Gottlieb pinball machines to a group of operators and technicians, and you're likely to hear a collective groan from the crowd. The overwhelming complaint is "Great game. . . couldn't keep it running." Complex electronic circuits, compounded by a myriad of small printed circuit boards distributed throughout the cabinet and under the playfield, made troubleshooting difficult for many pinball mechanics.

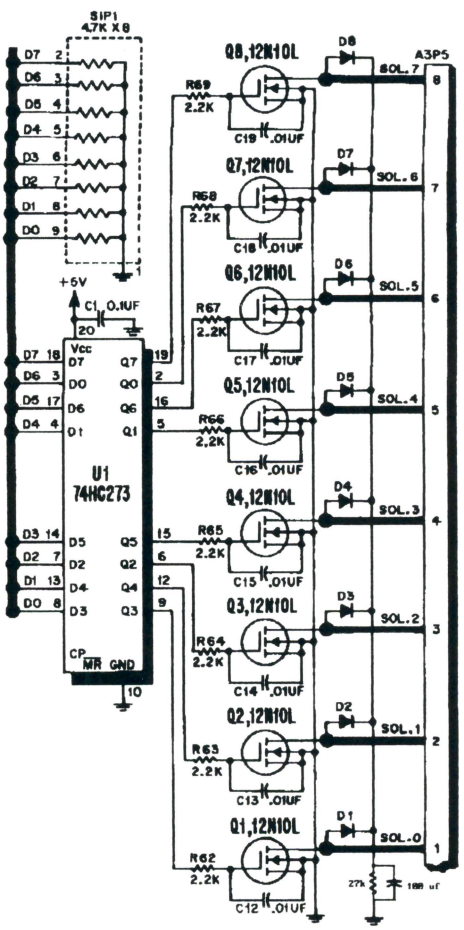
But the new, System 3 Gottlieb Pinball is very easy to understand. All the circuits (including the central processing unit or CPU) are simple and straightforward in design. In fact, this new system (which debuted in *Cactus Jack's* and continues in the *Class of 1812)* is one of the easiest to understand in the coin-op industry.

However, you may never have a chance to get to know the system if it is as reliable as predicted. Two of the most common problems associated with pinball repair have been designed out through some clever engineering. One of these engineering changes is an over-current protection circuit that prevents a shorted lamp or lamp socket from blowing the associated lamp driver transistor. The other is a design change that protects the switch circuits from destruction. This all-too-common damage usually results from changing a coil with the power turned on and a low voltage switch is accidently shorted to the higher voltage power supply that feeds the solenoids.



SOLENOID DRIVER CIRCUITS

One of the outstanding improvements in Gottlieb's System 3 is in the solenoid driver circuit. As with all pinball machines, each of the coils (all but the flipper coils) is driven by a transistor. The transistor acts as a switch, controlling the flow of electric current to the coil. Each of the transistors is under computer control. When the CPU wants to energize a coil, it does not control the coil directly. Instead, it uses a low voltage, low current signal to activate a transistor which in turn controls the higher current and voltage required by the coil.



While all other pinball manufacturers use conventional "bipolar" transistors to drive the coils, Gottlieb's System 3 is using devices known as "power MOSFETs." The MOSFET (Metal Oxide Semiconductor, Field Effect Transistor) looks exactly the same as a regular coil driver transistor. It comes in the same TO-220 package as the TIP122 that is familiar to just about everyone that works on pinball machines.

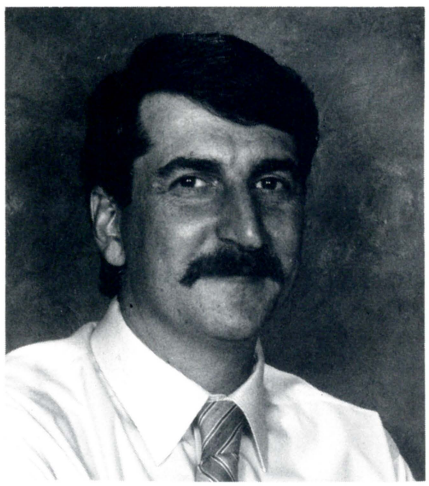
But this is where the similarity ends. In fact, even the names of the three component leads are different. In the transistor, the three component leads are called the emitter, collector and base. In the FET they are the source, drain and gate.

Although the names are different, their functions are much the same. For example, the major current flow through a transistor is between the emitter and the collector. It's called the "collector current." The emitter/collector connection is used to control the current through the solenoids. In the MOSFET, the

same job is handled by the source and the drain. To energize a coil, the FET closes the source/drain connection, completing the circuit. The main current flow in a FET is called the "drain current."

The remaining component lead is the controlling element of the device. In the transistor, the "base" lead controls the flow of current between the emitter and collector. A small voltage on the base will turn the transistor on. In the MOSFET, the controlling element is called the "gate." Gottlieb uses MOSFETs that are controlled by standard logic levels (about five volts) on the gate.

This is another of the new System 3 circuits that call on operators to take new look at Gottlieb pinball machines. Instead of using a system of integrated circuit buffers, predriver transistors and driver transistors, the MOSFETs are driven directly by a data latch (multiple flip-flops) integrated circuit on the driver board. This greatly reduces the number of components on the



circuit board and simplifies troubleshooting.

The MOSFETs used in the solenoid driver circuits are type 12N10L. The first pair of numbers refers to the current rating. In this case, it's rated at a maximum drain current of 12 amps. This is more than enough for any coil with plenty of headroom. The N indicates an "N channel" FET. Some FETs are of opposite polarity. These are known as "P channel" FETs. The final two digits indicate the voltage rating. The 12N10L is a 100 volt MOSFET. The L suffix indicates that a "logic" level is used on the gate to turn the FET on. A cross-reference number for the 12N10L is IRL530 (International Rectifier.)

Next month . . . A look at the System 3 lamp drivers and the switch matrix!

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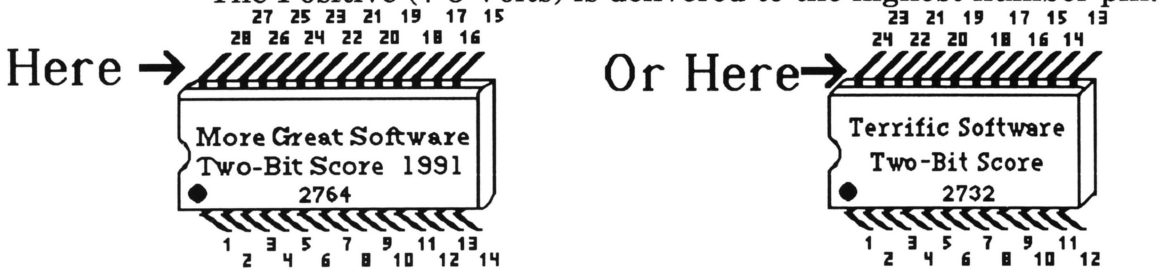
A SHORT COURSE ON POLARITY

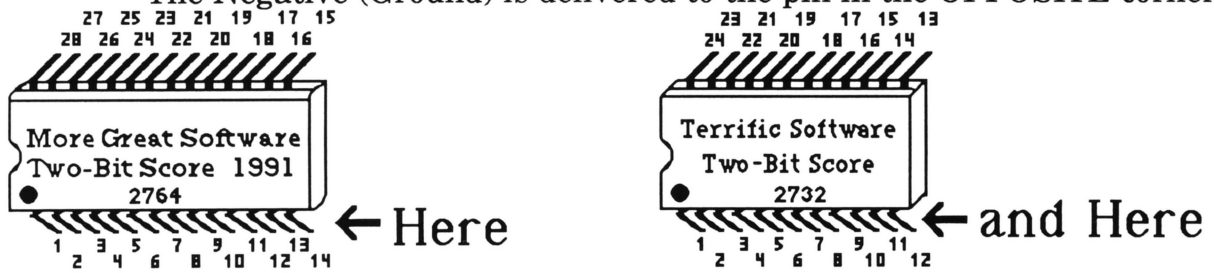
a little knowledge about Eproms can prevent chip problems;
here's a "polarity lesson" by Two-Bit Score's Bob Sokol

EPROMS (Erasable Programmable Read-Only Memories) and indeed most all DIP (Dual In-Line Package) Integrated Circuit chips have one thing in common; the positive and negative power arrives at the chip in two opposite corners.

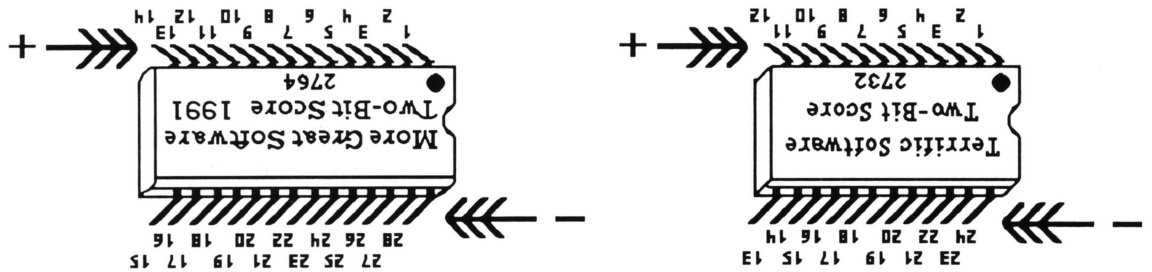
The Positive (+ 5 Volts) is delivered to the highest number pin.



The Negative (Ground) is delivered to the pin in the OPPOSITE corner!



If you do not observe the polarity when you plug in the chip, you will deliver negative voltage directly to the positive pin, and positive voltage to the negative pin.



Turning on the power under these conditions even for an instant will DESTROY the chip! The EPROM will light up like a #47 Bulb for about two seconds, and then go out... Permanently! So don't rely on the direction of the PRINTED LABEL on the chip; it can be stuck on either way at the time of programming. Look for the notch at the end of the chip where pin number one is located. Be certain that this notch is facing in the same direction as the chip you removed; the same direction as all the other chips on the board! Exercise caution when inserting pins into socket holes; don't push down until you are sure that all the pins are going in smoothly and none are bending! This has been a public service announcement from Bob Sokol and:

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top-selling 45s and CDs at key one-stops as of Oct. 22, 1991 ★ = *significant crossover activity*

POP

1. ***CAN'T STOP THIS THING...*** *Bryan Adams, A&M 1576*
★ 2. ***EMOTIONS,*** *Mariah Carey, Columbia, 73977*
3. ***THE REAL LOVE,*** *Bob Seger & the Silver..., Capitol 44743*
★ 4. ***ROMANTIC,*** *Karyn White, Warner Bros. 19319*
★ 5. ***EVERYBODY PLAYS THE FOOL,*** *Aaron Neville, A&M 1563*
6. ***HEAVEN IN THE BACK SEAT,*** *Eddie Money, Columbia 73976*
7. ***SHINY HAPPY PEOPLE,*** *R.E.M., Warner Bros. 19242*
8. ***DON'T CRY,*** *Guns N' Roses, Geffen 19027*
9. ***THE MOTOWN SONG,*** *Rod Stewart, Warner Bros. 19322*
10. ***LOVE...THY WILL BE DONE,*** *Martika, Columbia 73853*

POP PICK HITS

POWER WINDOWS
Billy Falcon - Mercury 868672

BLOWING KISSES IN THE WIND
Paula Abdul - Virgin 98683

GET A LEG UP
John Cougar Mellencamp - Mercury 867890

THAT'S WHAT LOVE IS FOR
Amy Grant - A&M 1566

SAVE UP ALL YOUR TEARS
Cher - Geffen 19105

CW

1. ***RODEO,*** *Garth Brooks, Capitol 79838*
2. ***ANYMORE,*** *Travis Tritt, Warner Bros. 19190*
3. ***WHERE ARE YOU NOW,*** *Clint Black, RCA 62016*
4. ***NEW WAY (TO LIGHT)...,*** *Joe Diffie, Epic 73935*
5. ***THE CHILL OF AN EARLY FALL,*** *George Strait, MCA 54180*
6. ***KEEP IT BETWEEN THE LINES,*** *R. Van Shelton, Columbia 73956*
7. ***SOMEDAY,*** *Alan Jackson, Arista 2335*
8. ***TEMPTED,*** *Marty Stuart, MCA 54145*
9. ***BROTHERLY LOVE,*** *Keith Whitley & E. Thomas Conley, RCA 62037*
10. ***A PICTURE OF ME,*** *Lorrie Morgan, RCA 62014*

COUNTRY PICK HITS

SHAMELESS
Garth Brooks - Capitol 44800

BABY ON BOARD
Oak Ridge Boys - RCA 62099

FOR MY BROKEN HEART
Reba McEntire - MCA 54223

CADILLAC STYLE
Sammy Kershaw - Mercury 868812

FOREVER TOGETHER
Randy Travis - Warner Bros. 19158

R&B

★ 1. ***ROMANTIC,*** *Karyn White, Warner Bros. 19319*
★ 2. ***IS IT GOOD TO YOU,*** *Heavy D. & the Boyz, MCA 54200*
3. ***THINGS THAT MAKE YOU GO HMM...,*** *C&C Mus. Fact., Columbia 73688*
★ 4. ***RUNNING BACK TO YOU,*** *Vanessa Williams, Mercury 867518*
★ 5. ***EMOTIONS,*** *Mariah Carey, Columbia 73977*
★ 6. ***MOTOWNPHILLY,*** *Boyz II Men, MCA 2090*
★ 7. ***I ADORE MI AMOR,*** *Color Me Badd, Giant 19204*
★ 8. ***PROMISE OF A NEW DAY,*** *Paula Abdul, Virgin 98752*
9. ***LIVE FOR LOVING YOU,*** *Gloria Estefan, Epic 73962*
★ 10. ***CREAM,*** *Prince & the N.P.G., Warner Bros. 19175*

R&B PICK HITS

WHAT TIME IS LOVE
KLF - Arista 12365

RIGHT DOWN TO IT
Damian Dame - Arista 4002

THIS BEAT IS HOT
Prince of Rap - Epic 73950

THESE THREE WORDS
Stevie Wonder - Motown 2143

SET THE NIGHT TO MUSIC
M. Priest/R. Flack - Atlantic 87607

CDs

1. ***ROPIN' THE WIND,*** *Garth Brooks, Capitol 96330*
2. ***THE FIRE INSIDE,*** *Bob Seger & the Silver..., Capitol 91134*
3. ***USE YOUR ILLUSION II,*** *Guns N' Roses, Geffen 24420*
4. ***UNFORGETTABLE,*** *Natalie Cole, Elektra 61049*
5. ***IT'S ALL ABOUT TO CHANGE,*** *Travis Tritt, Warner Bros. 26589*
6. ***OUT OF TIME,*** *R.E.M., Warner Bros. 26496*
7. ***LUCK OF THE DRAW,*** *Bonnie Raitt, Capitol 96111*
8. ***EMOTIONS,*** *Mariah Carey, Columbia 47980*
9. ***INTO THE GREAT WIDE OPEN,*** *Tom Petty &..., MCA 10317*
10. ***WHAT DO I DO WITH ME,*** *Tanya Tucker, Capitol 95562*

NEW PRODUCTS



PARTY ZONE from Midway

The wonderfully goofy humor of *Dr. Dude* is back in Midway's new Bally pinball game, **Party Zone.** We were already hearing very good earnings reports about this one, before a lot of people even knew it was available. And no wonder: the same guys who helped with that earlier hit, plus Midway's chart-topping *Elvira,* were the design artists here. (That's Dennis Nordman and Greg Freres.)

Theme: a rock-music, rocket-flying party with Captain B. Zarr, who is the "disc jockey, pilot and host" of this game.

Gameplay: What can you say about a game that lets players select and play songs by using flipper buttons? The crowded playfield includes a silly-looking space ship, the Captain's talking head (which spouts a stand-up comedy routine), an animated crash dummy (named Crash), curved and looping ramps, etc. Two-ball play and the usual fireworks show of light and sound are also featured, along with eye-popping animation on the dot-matrix screen.

For more information, contact your authorized distributor, or for referral it's Midway Mfg. Co., 3401 No. California Ave., Chicago, IL 60618; 312/267-2240.

New From Sega Enterprises

Besides *Spider-Man* (which is profiled in a feature story elsewhere in this issue), Sega bowed several new games at the recent AMOA Expo. They include **Rail Chase,** a two-player simulator which takes players rattling down the rails of some old-time mining shafts. Driven by a patented air system, players get the true feel of bouncing along in a mining car as they fire a machine gun at a non-stop onslaught of enemies. Baddies include cowboys, Indians, etc. armed with flamethrowers, guns, airplanes, missiles cannonballs, you name it! Point of view switches from front to back and it's dangerous either way. Enemy bosses get harder to kill as you finish each of five scenes (mines, waterways, jungles, volcanoes, etc.). Choosing the right track to switch increases your speed, too. Buy-in and continuation features included.

Rad Rally brings two-player, simultaneous, head-to-head competition to this 32-bit, sitdown race driving game. Two 25" monitors make the game so realistic, Sega says you "may need a driver's license to play." Four courses each include four laps: rain-drenched streets, foggy mountain roads, sunny avenues or pitch-black crossroads. You can race each other, or the clock. Stay on course and finish in the allotted time, to win more playing time. By the way, two units can be linked so that four players enjoy true interactive play. We heard some operators describe this two-player and four-player adaptation as "a natural."

D.D. Crew is a conversion kit for up to four players simultaneously. It's a punch-kick street fighting game that pits our heroes, the "Dynamite Demolition Crew," against a bunch of hoodlums who have planted a bomb in the local amusement park. Oversized characters each have unique skills and their own personal knock-out blow. Heroes can also fight each other to discover who's toughest. Buy-in and continuation features included.

Jet Rider proves again that Japan makes some of the world's prettiest kiddie rides. This one is a cute, fat jumbo jet in gleaming white. Kiddies in the ride can play a very simple video game; the screen inside shows a jet flying. One button is for jet power, one lever is for looping. And that's it!

For more information, contact your authorized distributor, or for referral it's Sega Enterprises, Inc. (USA), P.O. Box 610550, San Jose, CA 95161-0550; 408/435-0201.



Self-Propelled Kiddie Rides from American Simulators

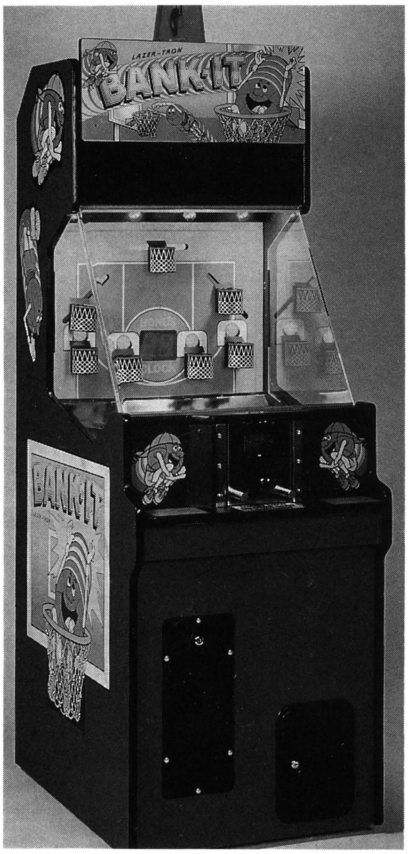
Not made since 1988, these rides from American Simulators are now back on the market again. They offer true interactivity by requiring the child to use the controls to make the ride move, and by rewarding that participation. **SPR-2** is just one of a series of handsome, reliable rides that use an

all-mechanical operating system (no electrical power needed). High-tech shapes, vibrant colors, flashing lights, and sound effects make them popular for kids up to age 13. The 1991 models are re-engineered to use a conventional, mechanical coin mech and an energy-absorbing clutch for controlled stopping. All specs were also upgraded to ensure a "truly robust product offering years of trouble-free service," said the firm. The cost is about $2,700 each (quantity discounts offered); a one year warranty comes with each product.

For more information, contact your distributor or American Simulators, Inc., Airport Plaza, 7270 NW 36th St. #433, Miami, FL 33166; 305/592-5932.

BANK-IT from Lazer-Tron & Capcom

Bank-It — called the "best new redemption game" of AMOA Expo '91 by many — is made by Lazer-Tron and will be marketed by Capcom USA. You'll have to wait until early December until it starts shipping, though. This is a coin-toss game with basketball theme. But it also has a pusher playfield!



Players shoot coins at moving or stationary baskets located along the game's back wall. Success here is rewarded with tickets. Each shot then falls onto the playfield, where pusher-type action takes over. The pusher arm tries to slide the coins over the shelf for more tickets. Hey, that's two chances to win!

Better yet, ticket reward levels double during the 24-second bonus round, which is activated whenever a player shoots a coin through a moving basket. Idea here is to shoot as many coins as possible, up to one every three seconds, to get as many tickets as you can.

For more information, contact your distributor, or for referral it's Lazer-Tron (7042-B Commerce Circle, Pleasanton, CA 94566; 415/460-0873) or phone Capcom USA at 408/727-0400.



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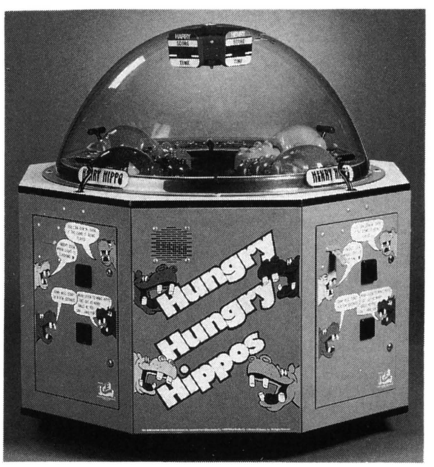

I.C.E.'s HUNGRY HUNGRY HIPPOS

The latest game from Innovative Concepts in Entertainment (ICE) is **Hungry Hungry Hippos,** a four-player simultaneous novelty for kids and their families. The firm says it's great for arcades and amusement parks.

The title is a coin-op adaptation of the hit consumer game of the same name, licensed from Hasbro/Milton Bradley. The ICE game brings the same frantic action as the consumer version, with huge, player-controlled hippos in competition to gobble up the most balls off the playfield, which is under a clear plastic dome. Kids will recognize the game's music from the TV commercials for the home version. Other fun sound effects include the individual hippos going "yum!" each time they eat a ball. Players compete for the thrill of a high score, while the

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operator may select the "everyone wins" option in the dispensing of tickets or capsules. The winner is announced at the end of each game, and the proud hippo steps forward to take a bow!

Each unit comes complete with four separate stations, each with coin door and ticket dispenser (which can be swapped out for a capsule dispenser). Cash boxes are individually secured; tickets or capsules are awarded with numerous operator options. The game comes "ready to plug in and play."

For more information, contact your local distributor, or for referral it's ICE, 1501 Kensington Ave., Buffalo, NY 14215; 800/342-3433 or 716/833-0481.



Midway's SUPER HIGH IMPACT

With all the fuss about *Terminator 2,* you might not have gotten the full story on another fine new dedicated video from Midway called **Super High Impact.** Obviously, it's a sequel to their earlier title, and just in time for pigskin season, too!

Theme: ultra realistic pro football.

Gameplay: one to four players can choose any of 18 different big league teams, plus three different skill levels. A full spread of very realistic offensive plays, defensive formations and individual player moves are presented in the incredible clarity of digital computer graphics. Crowd sound is just like sitting in the stadium yourself. The game shows instant replays of key action. Between plays, it also cuts in for fun close-ups of coaches, cheerleaders, etc.

Features: game dispenses collectable football cards, and also keeps tabs on a ton of player stats, all presented in a very entertaining format. Players get their own access codes so they can continue their personal gameplay, season after season. An industry first: any and all locations get the built-in ability to stage football tournaments and on-site league contests.

For more information, contact your authorized distributor; or for referral it's Midway Mfg. Co., 3401 No. California Ave., Chicago, IL 60618; 312/267-2240.

Redemption Merchandise from H.M.S. Monaco

All kinds of nifty fun new items are available from Monaco. The hottest kids' show on prime-time TV, "Beverly Hills 90210," themes some full-color metal buttons. Buttons show pics of the acting stars of the show, and come in two sizes (1.75" and 6"). You can also get full color posters of the actors, too. All these items are suitably packaged for cranes, rotary merchandisers, or redemption counters.

Also from Monaco, you can get some "Echo Killer Keychains"—little plastic boxes with keychains attached. Push any of several buttons on the box, and hear various hysterical sound effects. Then there's the "Soccer Clock" or "Basketball Clock" — little clocks embedded in plastic replicas of these sporting goods, with mounting stands for desk or dashboard. "Wildwriter Laser Hologram Pens" are also offered; these are ball point pens with silvery hologram patterns.

Don't forget about the firm's monthly specials. For more information, contact HMS Monaco et Cie Ltd., 135 W. 20th St., New York, NY 10011; 212/691-9000.

Smart's SUPER PRO QUARTERBACK (Child's Version)

Smart Industries' redemption game **Super Pro Quarterback** is now available in a kiddie version featuring the same action as the full-scale model. The player must pass for a field goal (3 points) or go for a touchdown (6 points) which entails throwing the ball through a moving target. Make as many passes as you can as the timer counts down for maximum score. Realistic crowd sounds add to the excitement in attract mode and gameplay.

Kid's version stands 33.5" wide, 72.5" deep and 72.75" tall with top net. Included are standard ticket dispenser and mini footballs designed for younger players. Game timer, photo eye sensor, microprocessor board, ad-

justable high score, solid steel frame, top net and ball retaining gate (with three-function LED readout) complete the game.

For more information, contact your distributor or Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317-2938; 800/553-2442; 515/265-9900.

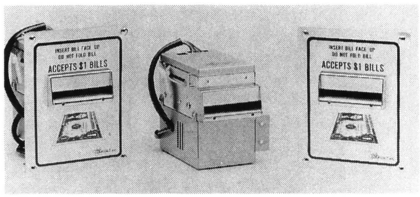
Jukebox Replacement Components from J&M

If your Rowe jukebox has been getting lots and lots of play (and most of them do, don't they), the ink might have worn off one or two of the player control keys. (That's the price of success.) If so, you might decide to spruce up the machine a bit for National Jukebox Month with some new replacement keys made of heavy-duty black vinyl. They include numbers keys, "reset" keys and "popular" keys for models R-87, R-88, R-90, R-91 and the CD-100 machines. Three complete sets cost just $9.75 plus $1.50 for shipping and handling. They've been operator-tested and the folks who make 'em say they may even last you longer than the originals.

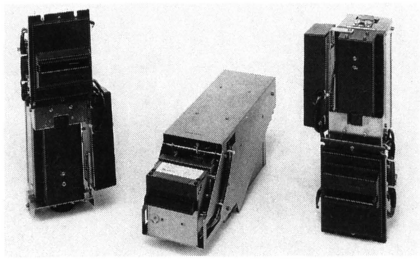
For more information, contact Ronnie or Mike at J&M Products. That's 708/662-6117.

Bill Validators from Tekbilt

Company founder George "Buzz" Bruner says his Tekbilt Inc. has formed a new division, Tekbilt International Industries, under president Wayne Bozeman to market and sell banknote validators worldwide. The firm boasts eight years' experience distributing this type of product, and says its line offers "unparalleled security" and 24-hour service turnaround.



TEKBILT'S LOW-COST VALIDATOR



TEKBILT'S PREMIUM VALIDATOR

Existing Tekbilt validators recognize currencies from the U.S., the U.K., Germany, Australia, Korea and Italy. Future products will also handle Canadian currency. The top of their line includes premium, high-security validators for VLTs and casinos. These units feature a unique sensor arrangement that makes over 8,000 checks before accepting a bill, optically reading over 60% of each note simultaneously on both sides. Units also feature "the trade's only unit with four-way note acceptance," said the firm.

For the economy-minded, Tekbilt says it offers the "first simple, low-cost note acceptor for the amusement industry." Designed for videos, pins, pool or redemption, this unit takes $1 bills only. $1 and $5 units will be released shortly.

Get more information from them at Tekbilt International Industries, Huntingdon Valley Center, 3983 Mann Rd., Huntingdon Valley, PA 19006; 215/322-3232.

Sports Cards from B&C Enterprises

For a special introductory price of 75 cents per package, you can stock your cranes with special plastic boxes of sports cards (football, hockey, baseball, basketball and wrestling). Each clear box contains 25 cards and is ready to go inside the crane as soon as you open your shipment. Each Master Carton contains 50 packages at a total cost of $37.50. Assortments include Topps, Upper Deck, Score and others (Baseball Cards of America Division).

For more information, contact Bill West, B&C Enterprises, Inc. (Toms River, N.J.) at 800/833-4667.

TOP HITS OF JAPAN

from Game Machine Magazine, Oct. 22, 1991

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	Atomic Punk (Irem)
2	Street Fighter II (Capcom)
3	King of Dragons (Capcom)
4	Thunder Dragon (NMK)
5	Super World Stadium (Namco)
6	Clutch Hitter (Sega)
7	Quiz Quest (Taito)
8	Vendetta (Konami)
9	Quiz School Paradise (NMK)
10	Mutant Fighters (Data East)
11	Power Spikes (Video System)
12	The Simpsons (Konami)
13	Shanghai II (Sun Electronics)
14	Karate Blazers (Video System)
15	Legend of Success Joe (SNK)
16	Hat Trick Hero (Taito)
17	Quiz Romance of the. .(Capcom)
18	Tetris (Sega)
19	Columns (Sega)
20	D D Crew (Sega)
21	Quiz Lords' Adventure (Capcom)
22	Dynamic C.C. (Sega)
23	Quiz My Homework (Sega)
24	Quiz Dragnet (SNK)
25	World Stadium '90 (Namco)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	StarBlade (Namco)
2	Final Lap 2 [del.] (Namco)
3	Driver's Eye (Namco)
4	Final Lap II [standard] (Namco)
5	Rail Chase (Sega)
6	Rad Rally (Sega)
7	Golly Ghost (Namco)
8	Steel Gunner (Namco)
9	Vendetta (Konami)
10	GP Rider [ride-on] (Sega)
11	Super Monaco GP [del.] (Sega)
12	Rad Mobile [del.] (Sega)
13	Out Run [del.] (Sega)
14	Space Gun (Taito)
15	G-LOC [deluxe] (Sega)

TOP 5 FLIPPERS

	Model (manufacturer)
1	The Machine (Williams)
2	TMNT (Turtles) (Data East)
3	The Simpsons (Data East)
4	Checkpoint (Data East)
5	Funhouse (Williams)

GRAPEVINE

international

ITALIAN SHOW — A one-year old Italian association called the Sindaut/Cisl has announced plans to stage Miplay '91, an amusement-only coin-op expo, in Milan from Dec. 4-7 this year. The Sindaut counts 1,200 members who are described as "managers" of machines. As their name implies, they're linked with the powerful Italian trade union Cisl, whose 3.5 million members carry quite a bit of political clout, we're told. The group's stated goal is to improve amusement operating conditions, using their influence on Italian government authorities.

Sindaut president Serafino Maurizi says Miplay '91, located in Milan's trades area, has already attracted Italy's top factories and dealers, representing local and worldwide product including video, novelties, jukeboxes, billiards, mini-cars, "little jousts," components, supplies and accessories, etc. Many European operators have also confirmed plans to attend, he said. For more information, contact Sindaut/Cisl at 1 Via delle Acque, 02100 Rieti, Italy. Phone is 011-39-746-485732; fax 485733.



STERN TO AUSSIE SHOW — Data East Pinball's general manager Gary Stern was the featured speaker at Queensland AMOA's annual convention, held Aug. 29-30 at the Conrad Hotel & Jupiter's Casino on Australia's Gold Coast. The photo shows Gary, right, receiving a momento of the Land Down Under from convention co-ordinator Vince Ditton. (That's Mike Solomon, immediate past president of QAMOA, in the background.) The show drew over 300 people from every state in Australia and from New Zealand, Japan and the U.S., and the very latest equipment was air-freighted in at the last minute for exhibits. Delighted organizers called this event "by far our most successful to date."

MEXICAN FANTASY — Mountain Coin's Don Waters set out last July from their Phoenix branch with two techs for three days in Hermosillo, Sonora, Mexico. There, they worked with Herctor Seldner, planner and



creator of the new "Fantasy" arcade in the Mazon Boulevares mall, to get everything ready for its grand opening. It went very well indeed. Mountain Coin sales rep Loreen Parker says now everyone in the city is talking about this fine site, which includes many top videos, redemption equipment, "soft play" facilities for kiddies, and a restaurant. You'd have to see the gorgeous layout, games and neon lighting in color to truly appreciate it, but here are some of the folks involved. From left: Manuel Bustamante, Norma Juvera, Javier Murrieta, Hector Seldner and Teresita Cuevas.

NICE, CANADA — Distributor Jean Coutu (Laniel Automatic) sent us a great newspaper story from the Oct. 5 *Montreal Gazette* called "You Can't Do This at Home." It praised arcades for providing teens with a positive social outlet and also noted the amazing thrills of today's hi-tech games (they ran a big color photo of arcade owner Stanley Erlwanner in his Sega *Galaxy Force).* The story also cited *Canadian Cash Box's* game chart, topped by Betson's *Mad Dog McCree* at number one. See, those "Loon" dollar coins really do make a big difference!

midwest

A MATTER OF FRIENDSHIP — Anyone in Michigan remember Roger Harvey? Anyone? Do you know he's still in the Oakland County Medical Care Facility in Pontiac recovering from that stroke? Don't you think he deserves a visit now and again? Yes, guys like Howie Burlison and Hank Heiser pay calls, but how about the others up there? For those who don't know the latest, this former 300-pounder is down to around 165 lbs. today, can walk a bit (with aid), can understand what you say but still has trouble talking back. Please, guys, cut some time out and drive to Pontiac for a visit with Boom Boom. Just imagine how you'd feel if the situation was reversed. Nuff said?

AKRA NEWS — Tom Theisen, prexy of the American Kiddie Ride Assn., says the group is trying to get rides exempted from sky-high license fees and taxes on coin-op games in New York & Florida. "Rides are not games and do not compel repetitive play," Tom says. Contact the group at 800/633-3436 (U.S.) or 612/827-5588 (Minn.).



WAMO MEETING — Over 65 operators attended a seminar on Sept. 17. It was just one of five "regional information meetings," held all over the state by WAMO (Wisconsin operators). Purpose was to keep everybody up to speed on their video lottery campaign. Trade vet Bob Rondeau visited the three-hour Sept. 17 event and said "WAMO members know if they want video lottery, they have to be their own Santa Claus. I don't know of any place where a VLT bill proposal is being handled more professionally, or with more calm, honesty, and unity."

PAPA PLANS — That's not a reference to "Papa" Hemingway. No, we're talking about P.A.P.A., the Professional & Amateur Pinball Players Assn.! The group holds its second annual pinball championship on Saturday, Feb. 1 at the Sheraton Squire Hotel in New York City, and on Sunday Feb. 2 at the Lone Star Road House (also in Manhattan). Event is co-sponsored by AAMA, with proceeds to be donated to the Tomorrow's Children fund. Cash prizes and pinball games will be awarded to top players. Contact Steve Epstein or Walt for more information at 212/247-3725.

'BATMAN' SERVICE TIP — Data East Pinball says if the shooter lane switch on your *Batman* pinball gets stuck on top of the playfield, you'll have a problem. The ball will kick into the shooter lane, but if the switch isn't adjusted properly the ball will fall behind it. Then the automatic kicker will thrust the ball forward and it will bend or break the shooter switch. The solution is to replace the shooter switch — for free. Contact Data East Pinball at 800/542-5377. Give 'em the serial number of your game and they'll send the replacement at no charge.

AMOA SCHOLARSHIPS — Cathleen Carlson at AMOA headquarters (312/245-1021) can provide you with applications for deserving students to ask for $1,000 of financial aid under the Wayne E. Hesch Scholarship Program. AMOA awarded 20 of the scholarships in 1991.

THE RIGHT PHONE — NAMA says they originally supplied the wrong phone for the CNA Insurance Co. plan developed for vendors and endorsed by NAMA. The right number is 800/CNA-6241.

$99 VARIETY PACK — A.L.D. Services offers the first $99 redemption variety pack, including 200 pieces per box. Average value of each piece is 49 cents. (See their ad on page 92). Company owner Alan Deutschmann has been an operator since 1974. He said redemption is a cornerstone of his business today, just as it is for many other operators . . . and he gave a big salute to the factories who work so hard to create exciting new redemption games.

VENDING PROFITS DOWN — Expenses eat up more than 50% of every sales dollar earned by the U.S. vending trade in 1990, said NAMA. The recession got the blame for much of the lower profitability of the vending sector. NAMA members can get a very full report on all this for $200 (and $150 can be applied toward NAMA membership). Call their Gale Samuels at 312/346-0370.

NAMA'S SHOW — The National Automatic Merchandising Assn. drew about 7,700 vending folks to its Oct. 2-5 annual convention in Chicago. A record number of seminars and 237 exhibitors made for a busy, informative show. NAMA elected Automatic Food Service prexy David Clayton as its next chairman. He begins Jan. 1, 1992.

BAR CODES — NAMA wants to bring Uniform Product Code (UPC) bar code efficiency to vending by Dec. 31. To get more information, call 312/346-0370.

RICK BOTTS FLIES HIGH — Rick Botts, publisher of *Jukebox Collector* magazine, got a very nice write-up in the August issue of *US Air Magazine.* A story by Skip Berry called "The Joy of Jukeboxes" gave a history of the jukebox biz and profiled the active collectors' market of today. "You can make people happy with a jukebox," Rick told readers. Amen to that! If you're a collector, Rick's phone is Des Moines is 515/265-8324. A one-year subscription to his excellent publication is $30.

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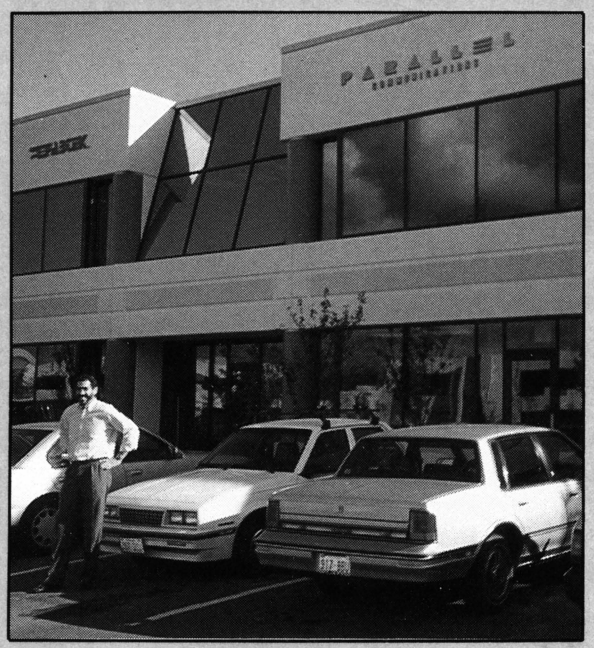
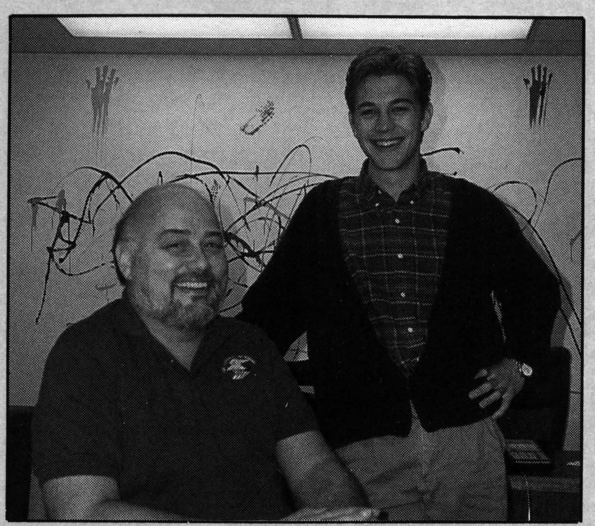
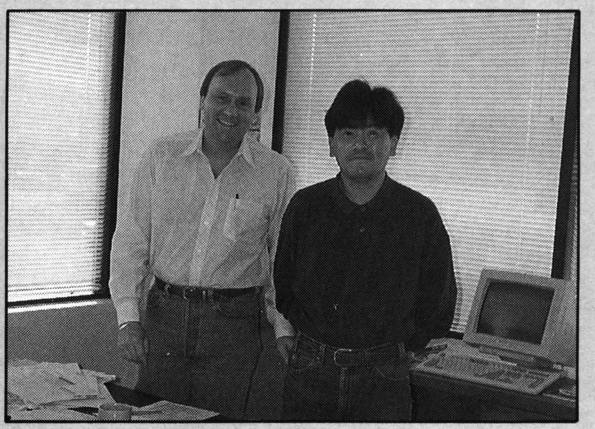
northwest



PARALLEL UNIVERSE — Fabtek's Frank Ballouz has made no secret that he's interested in importing authentic parallel PCBs. Argue his decision if you want, but Frankie's got the knowledge to separate counterfeits from the legal stuff (and that alone is welcome . . . see story elsewhere in this issue). Now, curious as it sounds, the office adjacent to Frank's own Fabtek is called "Parallel." Coincidence, of course, but old Frank (shown bottom, left) told *RePlay's* Eddie Adlum: "I just knew you'd take that picture!"

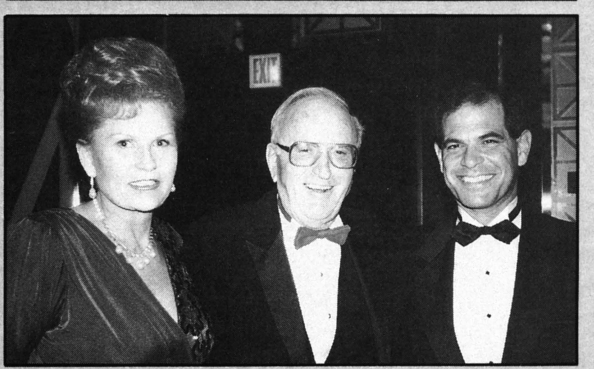


HAPPY BIRTHDAY — Dec. 31 is the one-year mark for Leprechaun, the coin-op marketing firm of trade heavyweight Bill Cravens. The date is also Marilyn Craven's birthday. Seen here is Big Bill with son Todd, a full-time student (U of Washington) and part-time company exec. We can guarantee, Todd keeps the old man's nose to the grindstone!



TAKE A BREAK! Nobody, absolutely nobody, in the trade can move product **and** party hearty like Irem's Steve Blattspieler. This "dynamic duo" wrapped up in one body is seen here with Irem's Japanese liaison, Masahiro Fujimoto at their Redmond, Wash. offices. Steve says he's just about out of *Atomic Punk* kits, is making good strides on the consumer software side, and will soon announce new coin-op titles. Here's a guy AAMA or AMOA (or both) may toast or roast in years to come. We're just grateful he's got gallons more years to give us his fun and games. Blatts, you're so cool!

southwest



HE'S TOPS! On Sept. 26, William Silas Redd (Si to y'all) was officially inducted into the Gambling Hall of Fame at a black tie dinner held at Caesar's Palace in Las Vegas. Shown above with his lovely wife Marilyn and Premier's Sal Mirando, a number of amusement biz folks were peppered in the crowd of gambling folks, including past-AMOA prexy Jim Trucano and South Carolina mega-operator Freddie Collins (who took the photo). Question: Will we ever have a hall of fame for the jukebox and games industry? By the way, Si got two standing ovations during his acceptance speech that night at Caesar's and had the crowd roaring with his roasting remarks about some others in the packed house. He was the star of the evening.

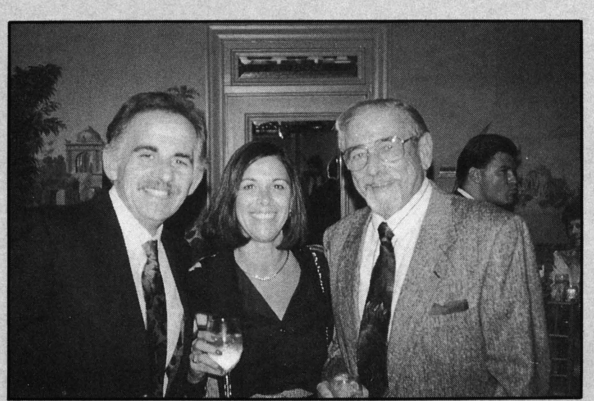
NOT A LOTTERY — Bob Snyder (of Bob Snyder & Associates) came into a sticky legal case lately and really helped a game operator win the day. Bob provided expert counsel that helped a Southern California game operation beat charges that its coin-toss game was an

illegal lottery. The game was seized from a carnival midway, and criminal charges had been brought against the owner. At the eleventh hour, Bob was brought in for pretrial talks with the city attorney, investigators and the defense council. He cited historical and legal arguments to show the coin-toss unit — which **was** a game of chance — was **not** a lottery. The case finally moved to the municipal court of San Diego. After legal arguments and debate, the court agreed with Bob and ruled the game was not a lottery.

This decision echoes a previous appellate court decision in which Bob Snyder also assisted. "It's an exciting and virtually new legal concept," said Bob, "recognizing that all games of chance are not lotteries. However," he added, "all lotteries **are** games of chance." If you need help, you can call on Bob Snyder & Associates for consultation on matters of amusement and gaming. They're in Walnut, Calif. at 714/595-1237.



HALF CENTURY MAN — On Sept. 27, Paul Scribner awoke to the grim fact that he'd turned 50 years of age. But his many friends in and out of the coin biz found it cause for celebration. And what better place to hold an "over the hill" party than on the top of a hill in Camarillo, Calif.? Paul's friends John and Erika Nash hosted a lavish party at their mountaintop estate in Camarillo, complete with a lobster and clam dinner and several rounds of horseshoes. Part of the party group assembled for a photo: from left, hosts John and Erika, Paul's charming daughter Cori, the birthday boy himself, operator friends from Tijuana, Mexico Juan and Yolanda Fernandez and (kneeling) Ed and Tippy Adlum of *RePlay*. Photo courtesy of Eddie Morgan, Emulex Corp.

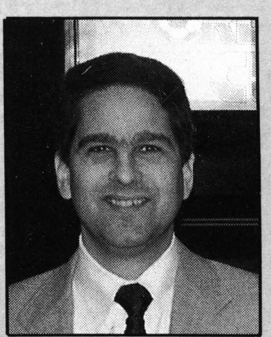


CONGRATULATIONS to newlyweds Dave and Gail Peck of Family Amusement Corp. in L.A. They were married Oct. 5 and couldn't be happier. All the best! Pictured above is the happy couple with Hank Tronick.



UB HOT STUFF — We chatted with National Sports Games' Greg Sullivan (Phoenix) recently and he's got great news to report. First of all, they had a super Expo with their football throw game, *UB-QB Football Challenge.* Greg also says orders have been so strong they're backordered three weeks and adds that October was their biggest month ever! Keep it up guys! Pictured above at AMOA is Greg with Texas operator Ross Todaro and National Sports Games' John O'Neill.

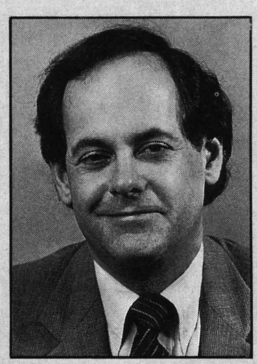
JEOPARDY! This magazine's ad director Barry Zweben is an ardent fan of the famed quiz show. Last month, Barry watched on TV as a brilliant fellow Leszek Pawlowicz won over $75,000 and became a five-time champion. Reports Barry: asked how he did it, the smart (but modest) winner attributed his victory to punching in before the other players did. "And," said the game show winner, "I got my quick reflexes from 15 years of playing video games!"



CENTURY'S PLANS — We couldn't go into detail last month, but California tradesters will be interested to know more about Century Vending's plans to get much more active in distribution. To this end, the Gardena, Calif. firm recently announced the appointment of Mike Robinson to the position of VP of Sales & Marketing. Mike's been in the trade over 15 years; since 1988 he's been national sales manager for Tecmo. Mike will be responsible for the sales of a full line-up of equipment that Century distributes, as well as a high volume of reconditioned amusements, covering the entire state.

As many Golden State game operators know already, Century has been appointed the exclusive California distributor for Premier's Gottlieb pinballs, starting with *Class of 1812.* Also, Century will continue to focus on redemption. Due to this special focus, the firm says it's the "largest factory-authorized redemption game distributor in California and one of the largest in the nation." Many redemption factories say the West Coast hasn't caught up to the rest of the U.S. in redemption; Century's out to change that.

LEISURE TECHNOLOGY GROUP has formed a new subsidiary to handle the increasing volume of business it has been receiving from ailing parks and attractions. Called DH Management Services, the business will operate out of Leisure Technology's offices in Thousand Oaks, Calif. for the immediate future. Call 805/492-6099.



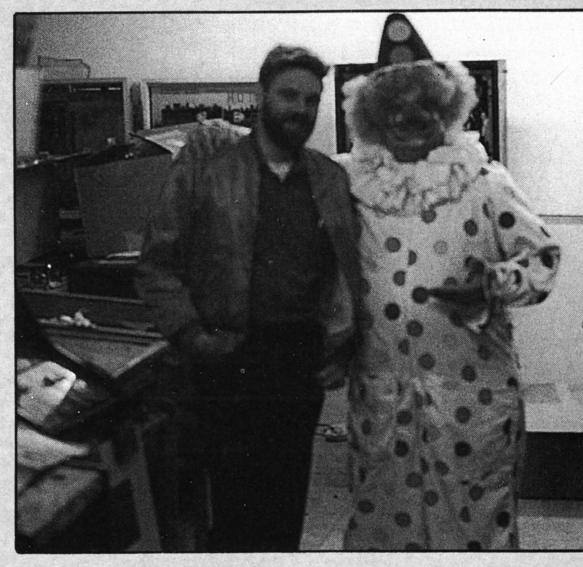
SPORTS BAR CONFERENCE Michael O'Harro, founder of Champion Sports Bars (and reputed to have started the sports bar trend) has joined with other industry leaders in organizing the National Sports Bar Marketing Conference to be held Feb. 24-26 at the Sahara Hotel in Las Vegas, Nev. Also aboard are: hospitality expert Jon Taffer (co-owner of Lynn Dickey's); Mickey Charles, prexy of The Sports Network; and Williams' Roger Sharpe. Event will be part of the 11th annual National Night Club & Bar Hotel/Restaurant/Beverage Show. Workshops, seminars & exhbits are all on the program. More info: 800/247-3881.

northeast

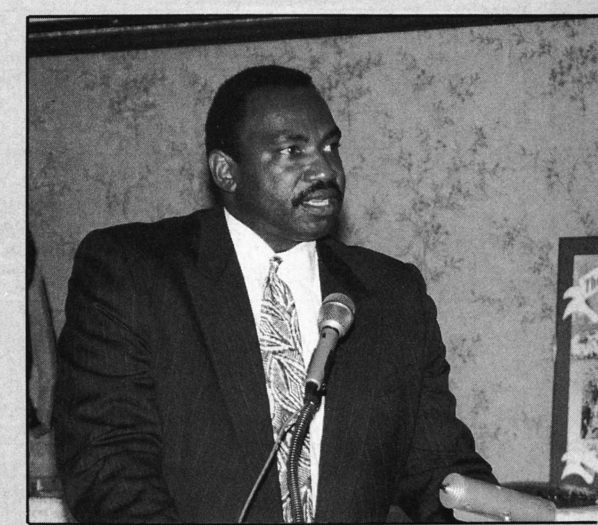


TOP SIGNS KELLY — The 1991 North American Professional Darts Champion Dave Kelly has joined the staff of TOP Darts Systems (Rochester, N.Y.), American reps for the world's only electronically scored steel-tip dart game with regulation bristle board. That's Dave at left with TOP's Exec VP Joe Gilbert. Dave's been playing darts professionally for the past 10 years and has performed over 400 exhibitions worldwide. The two-time American Masters winner is credited with throwing the first perfect "301" game in American sanctioned play.

In his new post, Dave will travel mostly on the East Coast to work with TOP distributors. Operators, locations and dealers will all benefit from his expertise and experience. He's backed the TOP game since it bowed here and after his appointment, said this: "TOP's product will not only enhance the game of darts, it will also allow the game of steel-tip to reach an even greater number of new potential players," said Dave.



CLOWNING AROUND — Last Halloween, Mike Mascolo (New England Pinball Services, Derby, Conn.) donned this clown costume. He's seen here with Mike Riquier of T&M Distributors. Mike claims his partner Barry Resnick is also in this photo. . . dressed as the Invisible Man! The company continues recovering nicely from that professional break-in job we reported last issue. No word yet on a break in the case, but police say they are working on some leads.



GIANT STEP — George Martin, former NY Giant player now with the Tomorrow's Children charity, thanks industry people for yet another $40,000 contribution raised at the mid-Sept. Lou Avoglia Memorial Golf Tournament. Martin addressed a collection of factory, distributor and operator folk at the White Beaches Country Club in Jersey after the tourney was completed. The affair was hosted by Betson Enterprises.

MAN OF STEEL — Mel Dodge, owner/operator of the Putnam and O'Brien route out of Oswego, NY, bought 50 *Top Dart* games just after the AMOA show from the Tarantellis and came back for 50 more. Mel told us he's quite a fan of this steel tip coin-op board because his playing audience loves it. Mel told us, "One of our accounts, in Fulton, said the folks played it non-stop right up until 2:00 AM closing time." The veteran street operator (33 years in the biz) also advised he's got both soft tip and

steel tip dart boards in 12 different locations and generally speaking, said the players preferred the steel. "I just did a collection at one place and the numbers came out as follows: $88.00 on the *Top Darts,* $17.25 on the plastic tip game and if you want to round it up, $67.00 on the pool table." Like we said, Mel's a "man of steel."

southeast

BRADY OPEN HOUSE — Brady Distributing Co. will hold an open house and equipment show at their new Orlando, Fla. location (4225 SW 34th St.) on Nov. 15 from 8AM to 5PM and Nov. 16 from 8AM to 1PM. Key personnel from three Brady offices (Orlando, Miami and Charlotte) will be on hand.

IAAPA'S NEW MAN — The International Assn. of Amusement Parks & Attractions has named Joe Rubel as their new director of conventions and exhibits. He's been running shows and conventions for 15 years in various top posts. This year he'll be running the biggest Parks show in history: over 8.5 acres of floor space, 700 exhibitors, 1900 booths and around 19,000 trade members at the Nov. 13-16 Orlando, Fla. event.

PARKS SEMINARS — Special "open forum" sessions on miniature golf takes place Nov. 11, and inspiring efficiency expert Dr. Steven Covey speaks on Nov. 12, just before the Parks show begins. Call IAAPA at 703/836-4800 for more information.

MUSIC SERVICE SCHOOL — On Nov. 20, Drew's Distributing will hold an open house at their place on 120 Southwest Drive, Spartansburg, S.C. Featured will be a Wurlitzer jukebox service school led by Dietmar Grau, Wurlitzer's service manager in Germany. The session will cover all models, vinyl and CD, diagnosis, pricing, troubleshooting and repair. Beginners and experts alike are welcome, no matter what brand of jukebox you operate. "We guarantee all will profit from the experience!" said Drew's Phillip Caldwell. School bell rings at 9AM; classes end at 3PM. Lunch will be provided. Phone 803/574-0162 to reserve seats; give name, company and number of people attending.

DATEBOOK

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 011-34-93-4161466

DECEMBER 4-7
Miplay '91 coin-op expo in Milan, Italy. For more information, contact Sindaut at 1 Via delle Acque, 02100 Rieti, Italy. Phone: 011-39-746-485732; fax: 011-39-746-485733.

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.

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Nashville, TN	**October 5 - 10**
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Minneapolis, MN	**June 27 & 28**
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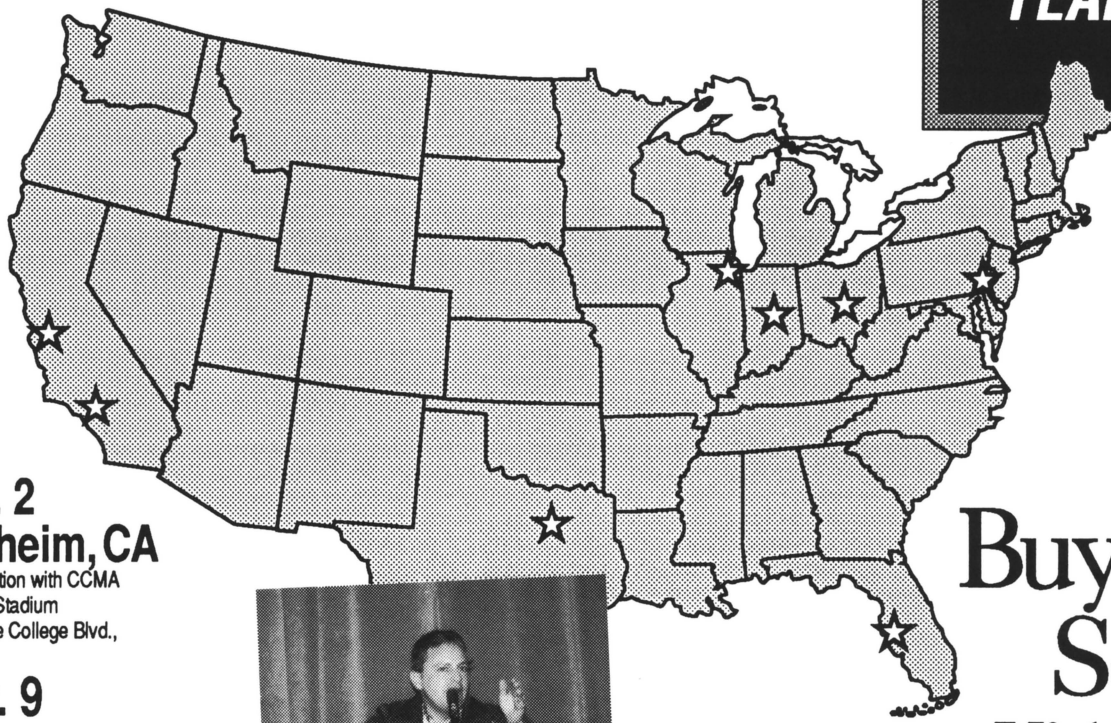

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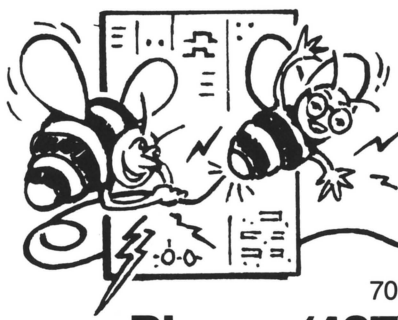

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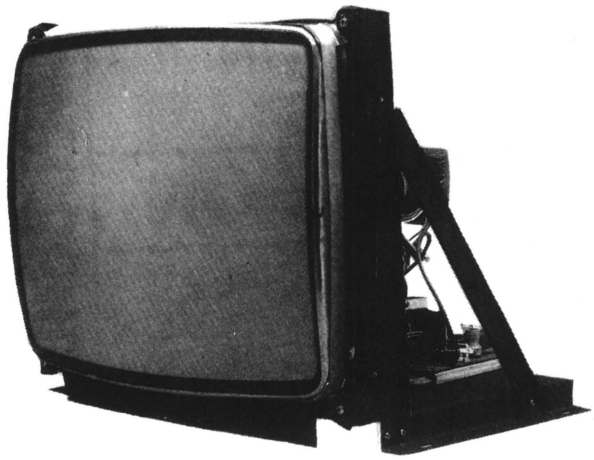

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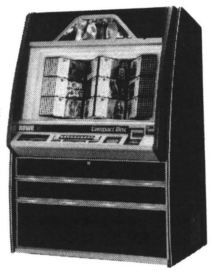

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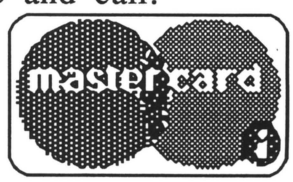

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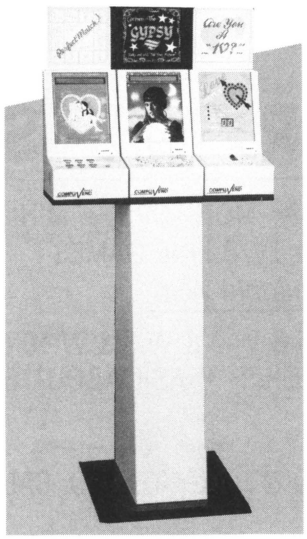

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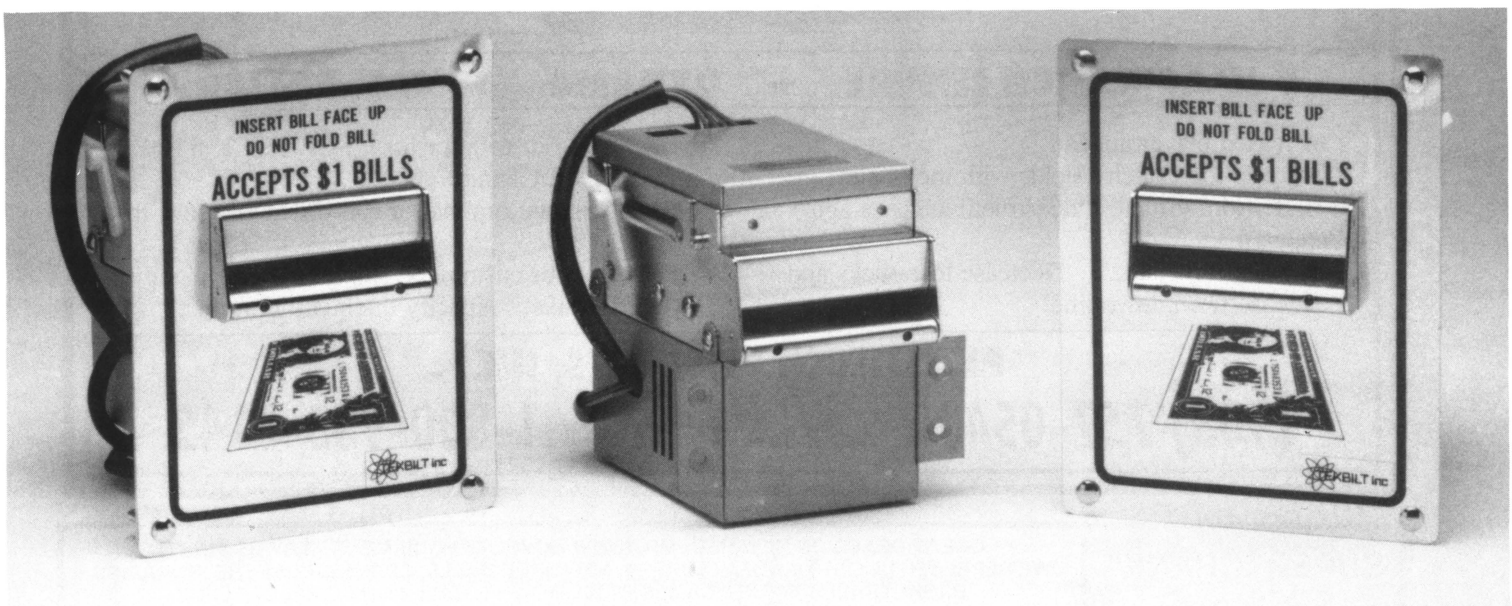

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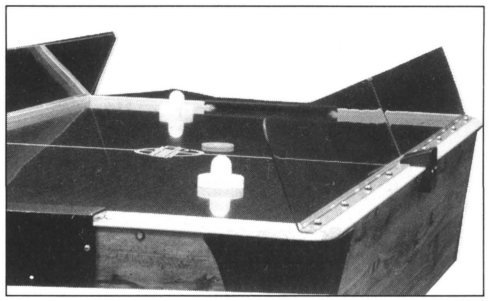

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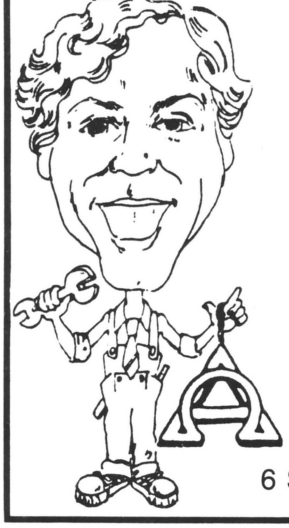

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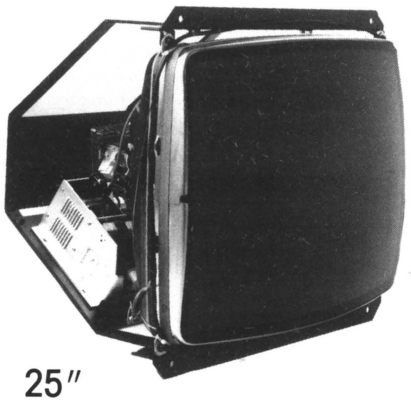

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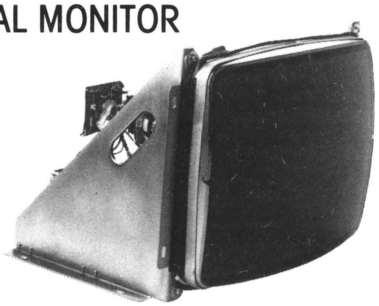

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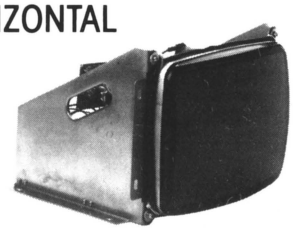

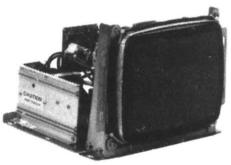

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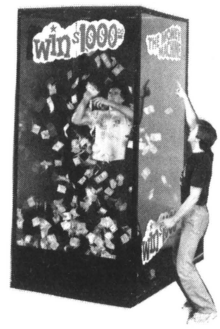

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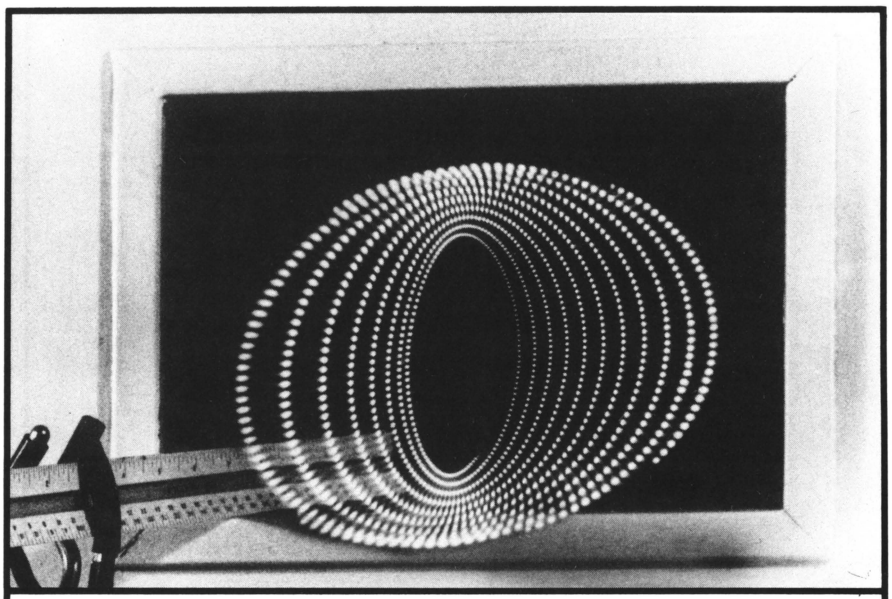

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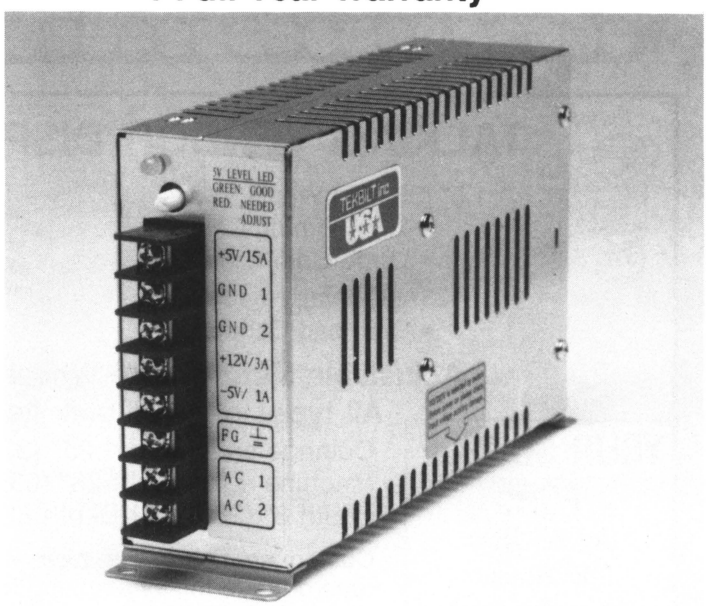

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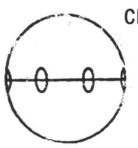



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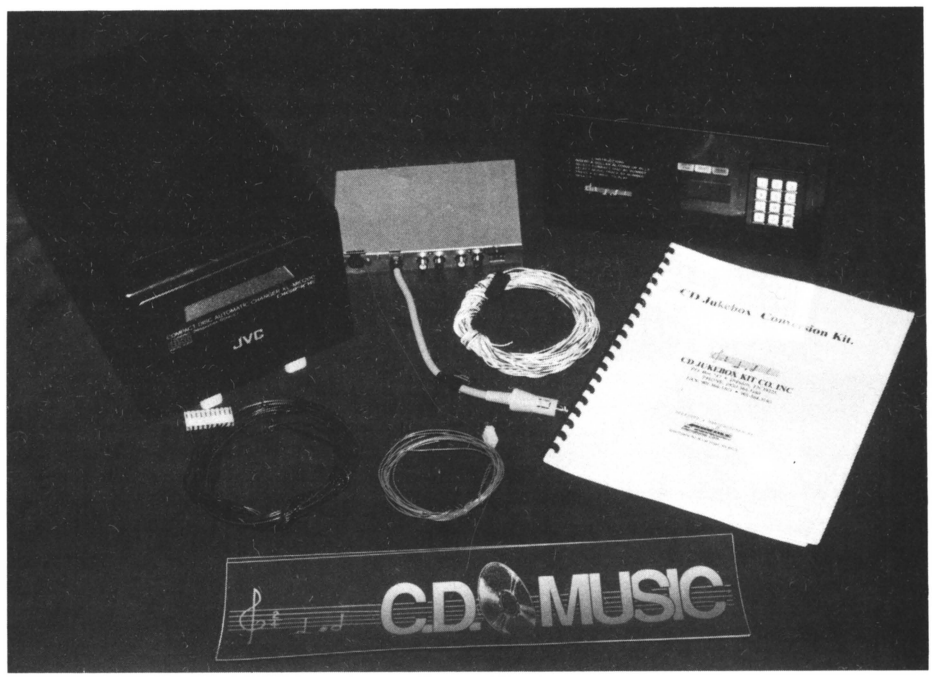

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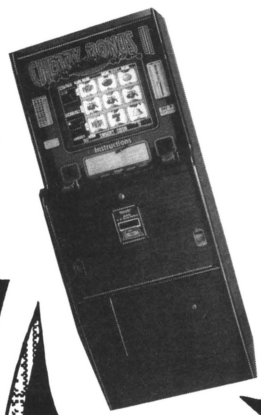

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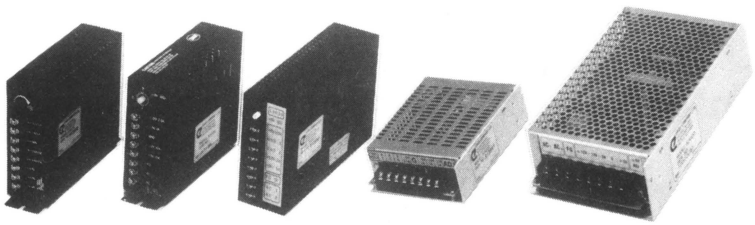

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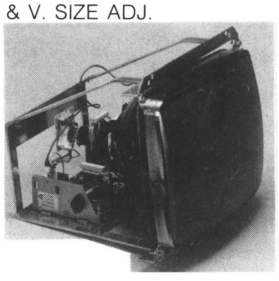

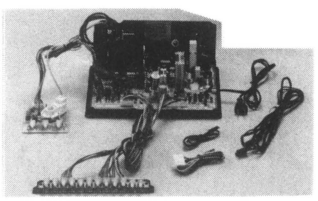

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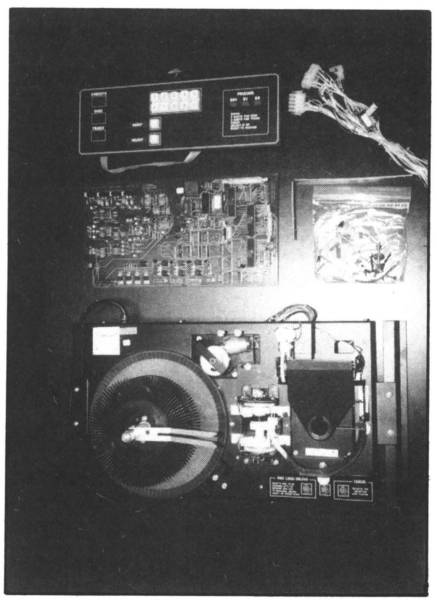

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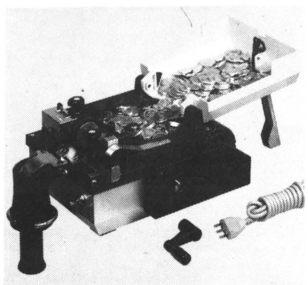

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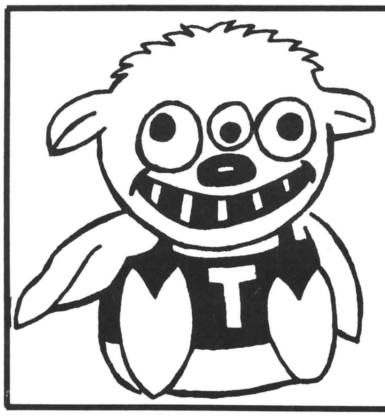

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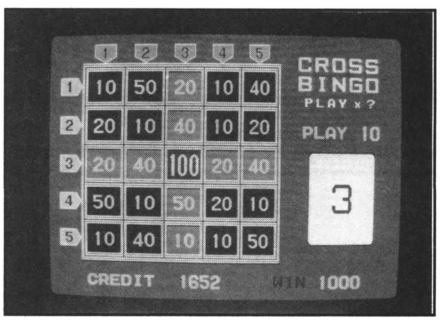

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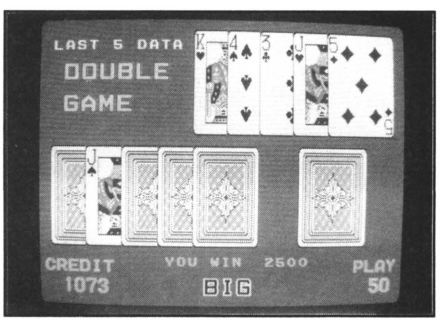

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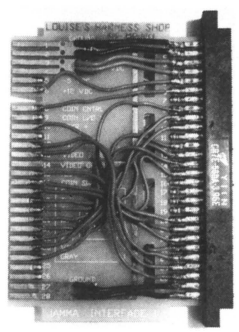

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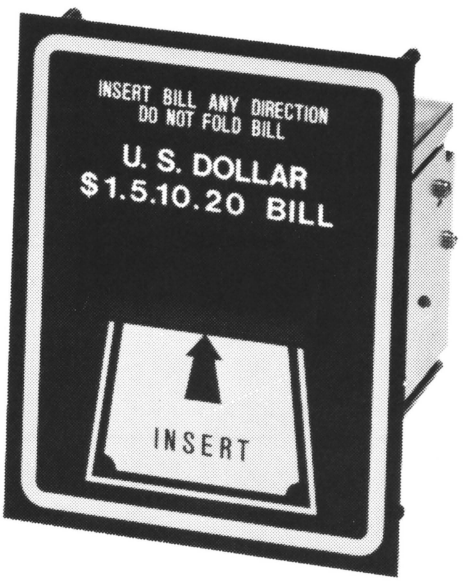

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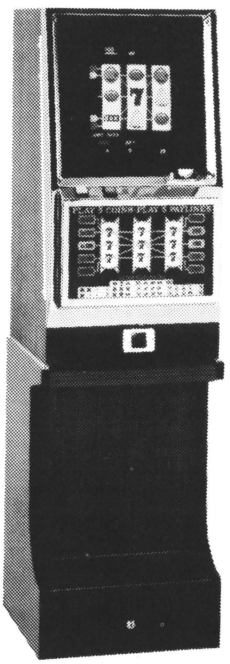

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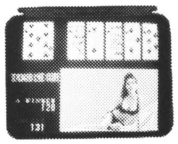

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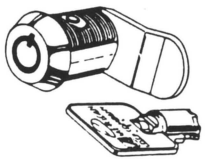

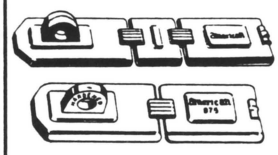

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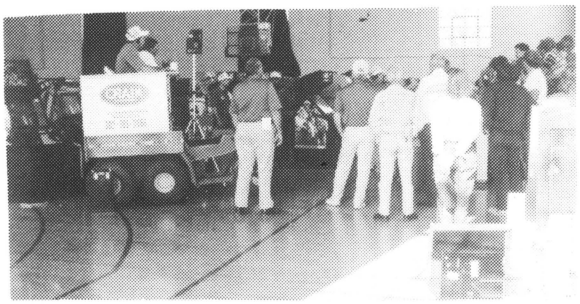



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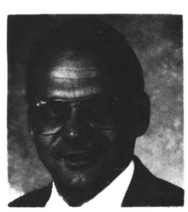

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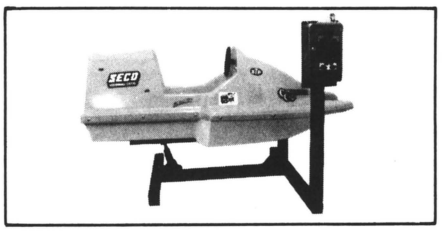

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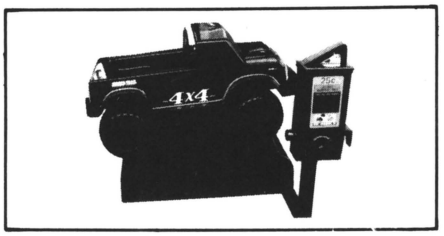

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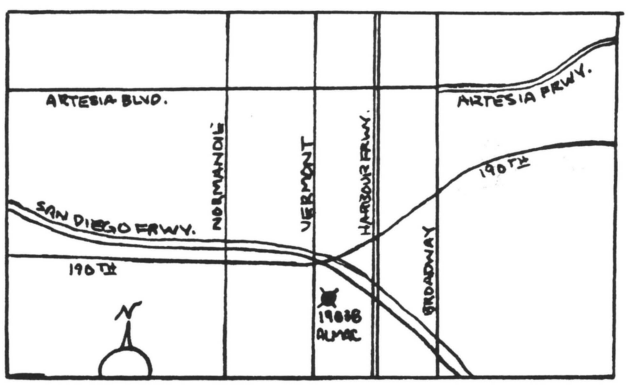

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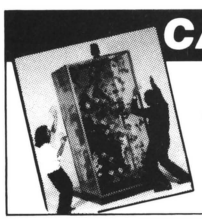

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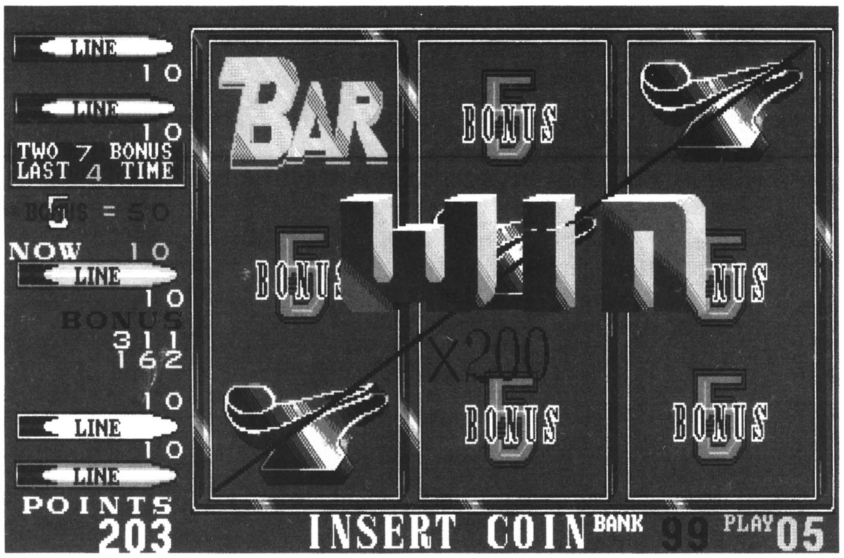

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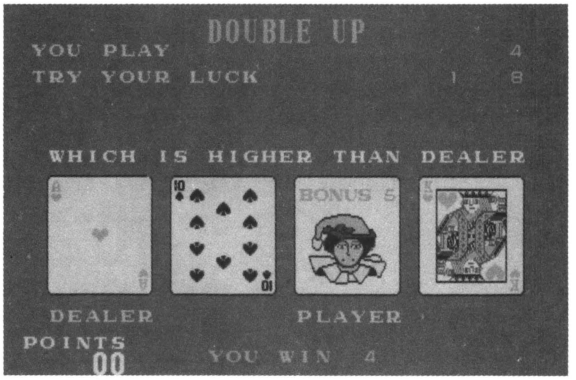

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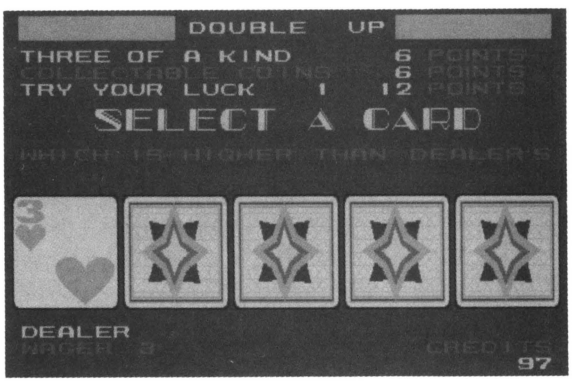

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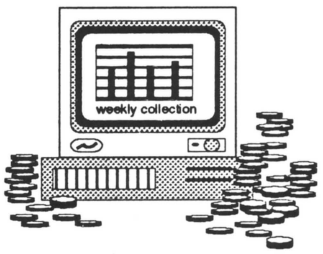

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COURT ORDER AGAINST TRAFFICKING IN COUNTERFEIT LUCKY 8-LINE EQUIPMENT AND ORDERING RECALL OF COUNTERFEITS

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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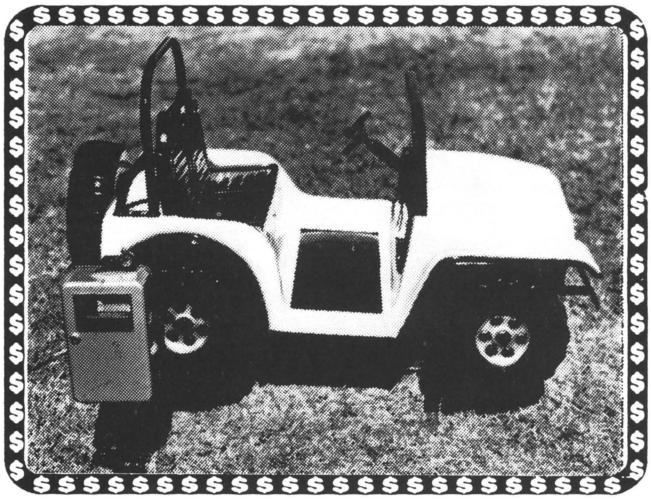

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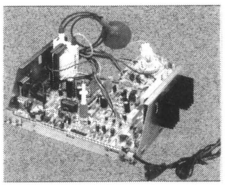

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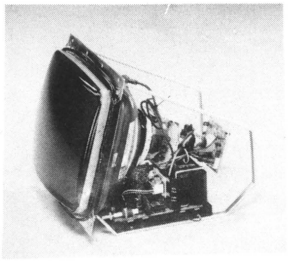

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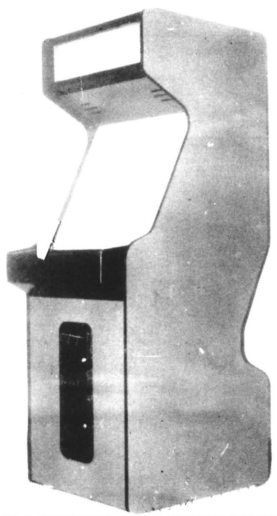

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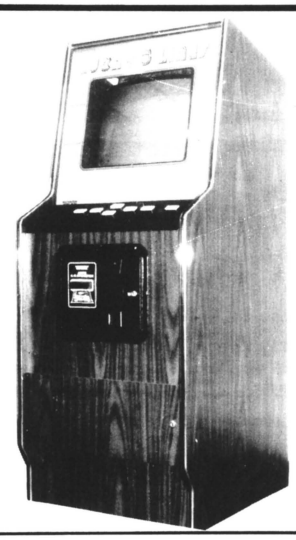

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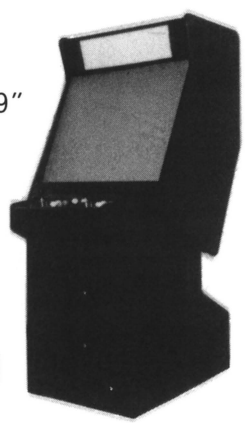

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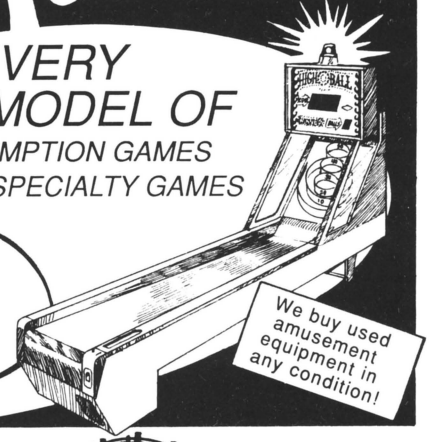

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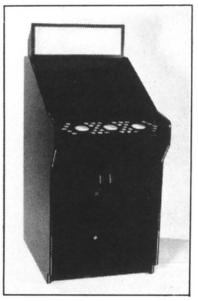

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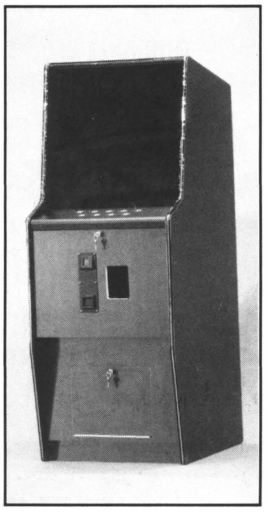

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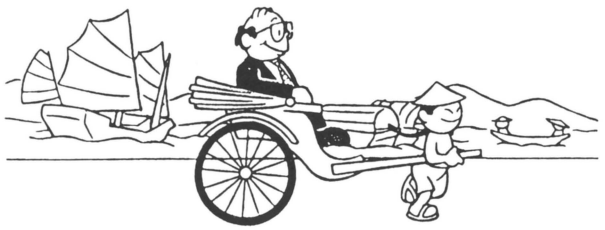

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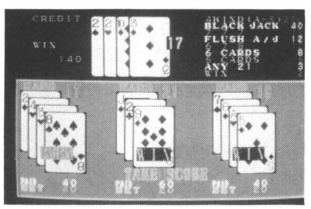

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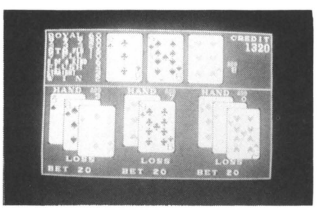

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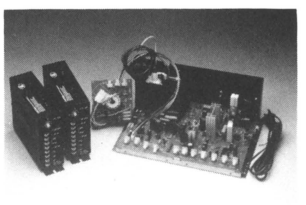

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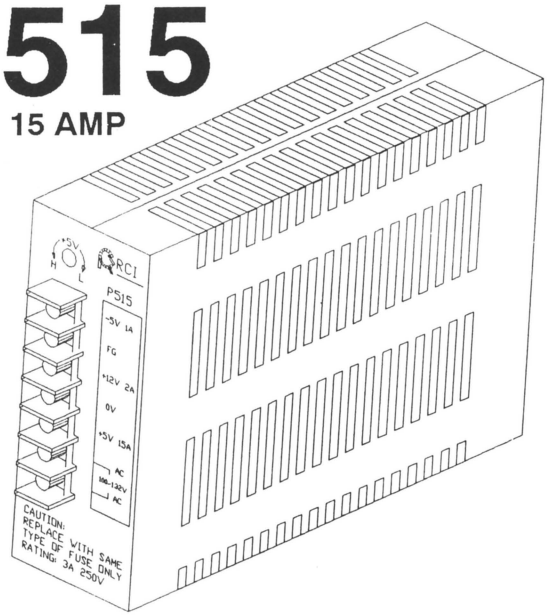

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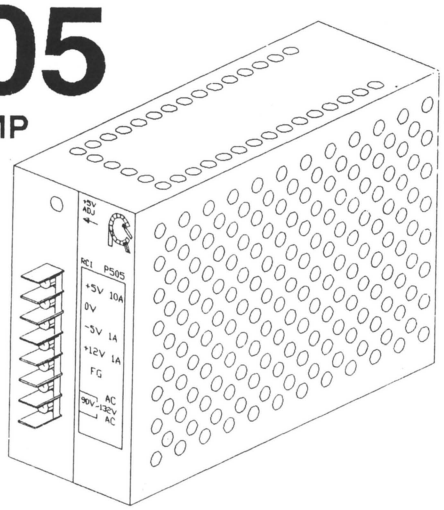

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