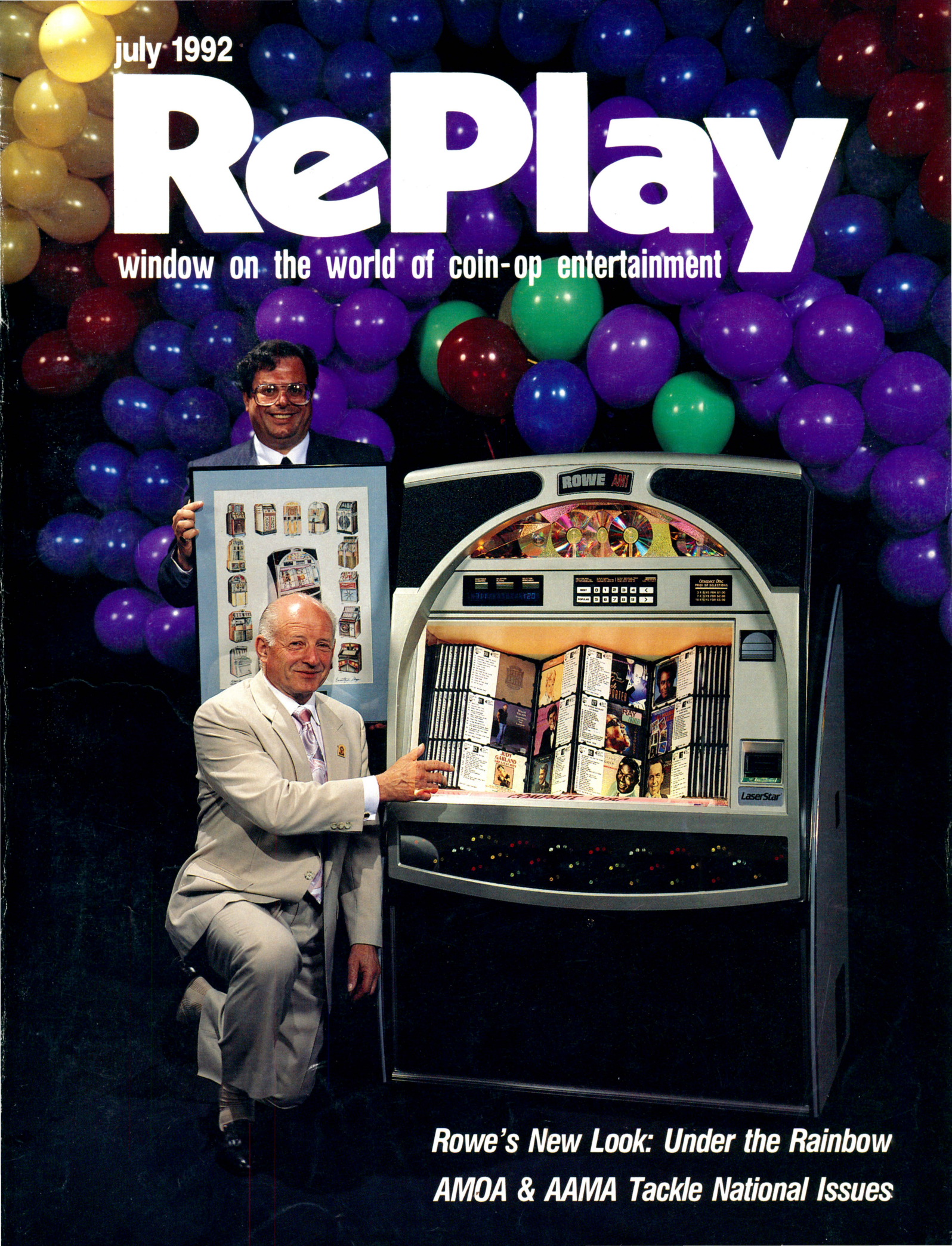
july 1992

RePlay

window on the world of coin-op entertainment



Rowe's New Look: Under the Rainbow

AMOA & AAMA Tackle National Issues

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HOT OFF THE PRESS!

NINTENDO "SCALES DOWN" COIN-OP — After calling a meeting of its coin-op sales team to their Redmond, Wash. headquarters on June 22, Nintendo of America informed them that the company was cutting back and restructuring its U.S. coin-op division. Coin-op marketing VP **Al Stone** has resigned, and regional sales reps **Chuck Arnold, Art Gallagher, Mike Minor, Jerry Monday** and **Pete Walton** have exited the company. Two well-placed sources said Nintendo Japan had some disagreements with the coin-op division's approach to the U.S. market.

Remaining with the division are director of administration **Linda Weber,** international manager **Kris Holley,** product development chief **Matt Davidson** and advertising liaison **Donna Hogin.** Nintendo told its personnel and dealers that it will continue to support its coin-op PlayChoice and Super System units in the field with additional product. (At presstime, some sources speculated that any new software might simply be provided by other firms under license.)

Official word of Nintendo's plans began filtering out to distributors on June 24. Company personnel said Nintendo's previously-planned distributor meeting will take place as scheduled from July 30-Aug. 2 at the Four Seasons Olympic Hotel (Seattle, Wash.).

NINTENDO'S TRACK RECORD — Nintendo's dedicated video *Donkey Kong* (which introduced the phenomenally popular Mario Brothers) sold some 70,000 units during the coin-op video heyday in the early 1980s. The firm's VS. System was the trade's first successful coin-op video game platform for interchangeable games. With VS., Nintendo built up an enormous hardware base in the field, and won major software sales with hits like *Hogan's Alley* and *Duck Hunt* in 1985. Many other firms launched their own coin-op systems afterwards, but none really took off until SNK's Neo-Geo. In the latter part of '80s, Nintendo single-handedly revived the home video market with its NES (the Nintendo Entertainment System). NES hardware and software quickly achieved multi-billion dollar annual sales to consumers in the U.S. alone. Back on the coin-op side, Nintendo dropped its VS. coin-op system, replacing VS. with the NES-like PlayChoice system. PlayChoice never quite lived up to company expectations and was followed last year with the firm's current coin-op Super System, a 16-bit hardware platform. This new platform, supported by a small but growing library of sports and adventure games, was starting to rack up decent sales in certain U.S. regions this year.

CAPCOM vs. COUNTERFEITS — A major seizure has been made of counterfeit versions of Capcom's *Street Fighter II Champion Edition.* The seizure took place in the U.S. during early June and we understand a legal case is "in the works." Copiers have been active worldwide on this game. They take old "B boards" from previous games in the Capcom CPS System series and convert them into phony *Champion Editions.* In response, Capcom, assisted by AAMA, has launched an aggressive global campaign to protect its intellectual property rights. Earlier seizures and arrests took place in Hong Kong; Capcom predicted a "wave of similar seizures and prosecutions of additional offenders."

TELEPHONE COMPANIES could — much sooner than expected — start competing with our industry to provide locations with video games. This would occur thanks to new technology and new government rules. (You'll find more details on the regional Bells' capabilities and plans inside this issue.) In response, AMOA & AAMA are supporting a bill in Congress to regulate Bell competition. HR.5096 would keep the Bells out of information services (a category which includes games) for at least three years. This short breathing space would give "potential competitors" — such as our industry — time to try setting up their own electronic delivery systems and networks. This could be done via fiberoptics, or perhaps by using compression technology to transmit data over existing copper phone lines.

HR.5096 is relatively mild, but the Bells are fighting it hard. Election-year politics weigh against getting HR.5096 (or much of anything else) passed this term. Regardless, tradesters are hoping for quick action because "delay works in the Bells' favor," according to one congressman. Latest word: HR.5096 is moving forward. "It was passed by the Antitrust Subcommittee in mid-June," AMOA's government liaison **Bob Wilbur** stated at presstime. "Chances are very good that it will pass the full Judiciary Committee by the end of June. Next it goes on to the full House. After that, things start to get murky."

RePlay

the Players' Choice

JULY 1992

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

best upright videos

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**STREET FIGHTER II: C E (Capcom) (3)**	**9.73**	**90%**
■	2	TERMINATOR 2 (Midway) (8)	8.95	66%
	3	SUNSET RIDERS+ (Konami) (9)	7.80	49%
■	4	DOUBLE AXLE★ (Taito) (9)	7.16	32%
■	5	CAPTAIN AMERICA+ (Data East) (9)	7.07	64%
	6	SPACE GUN (Taito) (19)	7.05	17%
	7	TURBO OUT RUN★+ (Sega) (26)	7.02	43%
	8	BEAST BUSTERS (SNK) (20)	7.00	15%
■	9	SPIDERMAN (Sega) (6)	6.91	41%
	10	SUPER HIGH IMPACT (Midway) (9)	6.86	38%

+ 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	**X-MEN★ (Konami) (3)**	**9.21**	**46%**
■	2	STEEL TALONS (Atari) (10)	8.58	21%
	3	RACE DRIVIN'★ (Atari) (21)	8.45	43%
■	4	ROAD RIOT+ (Atari) (12)	8.22	44%
	5	FINAL LAP 2 (Namco) (14)	8.13	14%
■	6	MAD DOG+ (Betson/ALG) (12)	7.89	16%
	7	HARD DRIVIN'★ (Atari) (40)	7.80	43%
	8	GP RIDER★ (Sega) (10)	7.45	10%
	9	G-LOC★ (Sega) (22)	7.26	27%
	10	GALAXY FORCE (Sega) (24)	7.21	12%

★ indicates game was produced in upright form

best new videos

■	1	GALLAGHER'S GALLERY [u/r] (ALG)	9.00
■	2	EXHAUST NOTE [del. s/d] (Sega)	8.33
■	3	SPACEPIRATES[del.u/r](Betson/ALG)	8.00

best video software

		MODEL/MANUFACTURER	RATING	DIST.
	1	**STREET FIGHTER II [H] (Capcom) (16)**	**9.24**	**90%**
■	2	AERO FIGHTERS [V] (McO'River) (1)	8.00	5%
■	3	STEEL GUNNER 2 [R] (Namco) (2)	7.75	11%
■	4	FATAL FURY [S] (SNK) (6)	7.74	72%
■	5	TOTAL CARNAGE [H] (Midway) (3)	7.48	23%
	6	WRESTLEFEST [H] (Technos) (10)	7.45	72%
■	7	G.I. JOE [H] (Konami) (1)	7.45	10%
	8	RIM ROCKIN' B-BALL [H] (Strata) (6)	7.31	35%
■	9	BASEBALL STARS 2 [S] (SNK) (3)	7.21	30%
	10	TURTLES II [H] (Konami) (5)	7.12	38%
■	11	KING OF MONSTERS 2 [S] (SNK) (1)	7.11	17%
	12	RAIDEN [V] (Fabtek) (23)	7.06	44%
■	13	MUTATION NATION [S] (SNK) (4)	7.05	36%
■	14	RELIEF PITCHER [H] (Atari) (3)	7.03	34%
■	15	SILENT DRAGON [H] (Taito) (2)	7.00	10%
	16	CLUTCH HITTER [H] (Sega) (13)	6.95	34%
■	17	SUPER BASEBALL 2020 [S] (SNK) (10)	6.88	38%
■	18	ROBO ARMY [S] (SNK) (6)	6.83	21%
■	19	KING OF DRAGONS [S] (Romstar) (6)	6.79	13%
■	20	LAST RESORT [S] (SNK) (2)	6.74	21%

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

top pinballs

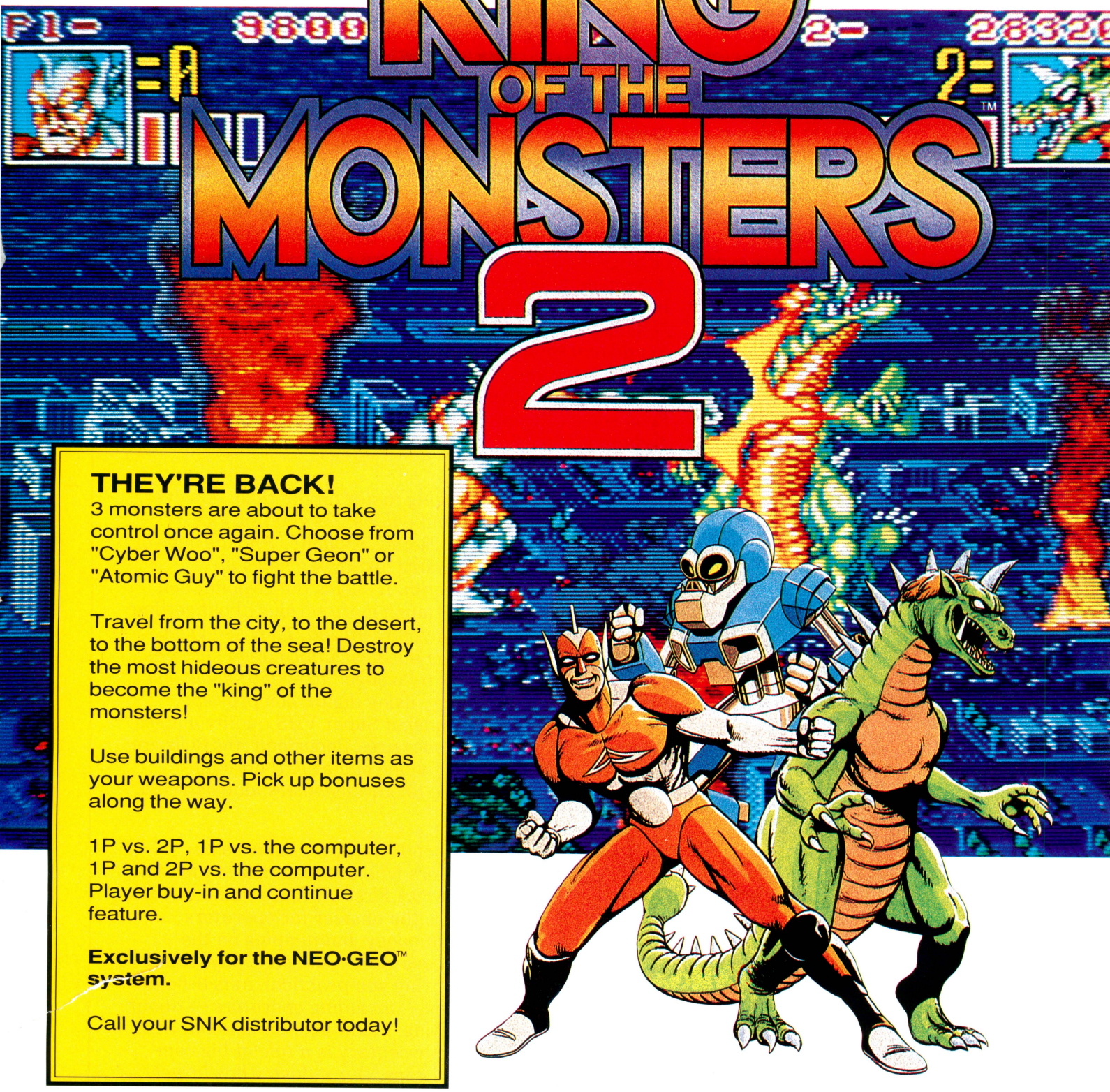
■	1	**ADDAMS FAMILY (Midway) (5)**	**9.18**	**81%**
■	2	TERMINATOR 2 (Williams) (12)	8.86	89%
■	3	GETAWAY (Williams) (3)	8.81	52%
■	4	HOOK (Data East) (4)	8.46	43%
■	5	SUPER MARIO BROS. (Gott./Prem.) (2)	8.21	15%
	6	FUN HOUSE (Williams) (19)	7.99	78%
	7	HURRICANE (Williams) (5)	7.97	41%
	8	THE MACHINE (Williams) (15)	7.92	42%
	9	STAR TREK (Data East) (7)	7.82	42%
	10	PARTY ZONE (Midway) (7)	7.48	23%

■ *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.*

KING OF THE MONSTERS 2



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RePlay magazine

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COVER

Under a rainbow of balloons, Rowe AMi's brand new 'LaserStar America' CD100-C jukebox is presented to the industry by Jerry Gordon, kneeling, and Joel Friedman, holding a plaque showing AMi phonographs through the years. (Photo by Bob Smalley.) The new full-CD box debuted in early June at Rowe's dealer conference in Colorado Springs. Even at this earlier time in their market year, it's in production and available for purchase.

The cabinet is quite elegant with black & chrome dress and many appealing curves. And, the selector buttons have been moved to the top. Inside, the machine is essentially the same as the previous 'Patriot' model (although with more base throw), which many operators are familiar with. Rowe's looking for another banner year in jukebox sales and this new phonograph should pull it across. More details inside.

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EDITORIAL

Coin machine operators have prided themselves on service for decades. And rightfully so, especially these days. Anybody who's had to deal with a plumber, rug installer, or auto mechanic lately, knows we're living in an age of missed appointments, slipshod work, outrageous overcharges, and worse. Timely service by a competent, competitive operator is really something to be proud of. And yet, the days when good service was "enough," are behind us. To survive, operators have had to add marketing skills to their bag of tricks. Leagues, location newsletters, on-site music promos. . . it's not just the 1,000-game inventory guys who are good at this. Even some little guys with 100 games say marketing is "where it's at."

The industry is changing faster all the time, however, and soon the question will be: "Is good service, backed up with clever marketing, enough?" And the answer will be, no. Tradesters heard disturbing news in Washington, D.C. last month. It seems the regional Bell operating companies are much more serious about getting into our business than anyone realized. They see video games as an entree to the business information services market. . . and maybe as a "wedge" to eventually break into cable TV. Fact: today, using digital compression, the Bells can already transmit Super VHS quality images over standard copper phone wires. Reportedly, the Bells are also creating and storing video games in their mainframe computers for sale to our customers, downstream.

How will coin-op respond? Well, we know some street-smart operators who are planning to turn this lemon into lemonade. AMOA First VP Craig Johnson, for one, says "networking" is the answer for operators. . . not trying to kill new technology, but jumping on the bandwagon. Inside, we cover a recent speech by Craig. Next month we hope to bring you practical, nuts-&-bolts talk from various sources — including operators — about how the trade can get going. Meantime, think about this: the business history of our century is a tale of big companies gobbling up small ones. Our industry has largely avoided the trend so far. But now, U.S. consumer vid-game plus coin-op revenues stand at $12 billion yearly. Our days of comfortably hiding in the shadows, too small for the "big boys" to care about, could be coming to an end.

— Marcus Webb

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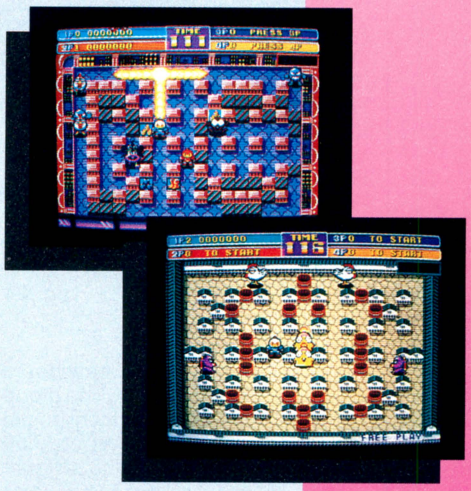

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INSIDE

JULY 1992

SPECIAL ARTICLES

NATIONAL AGENDA

AMOA and AAMA united to lobby on industry issues during their joint Washington, D.C., trip June 7-10. Tradesters backed dollar coins, and believe they'll get them by next year. They also opposed unregulated telco competition, but may have to compromise. Washington's best result: AMOA & AAMA leaders got to know each other a bit better. We cover the event and the issues, with tons of fun photos, starting on . . . . . pg. 24

AMOA AGENDA

First VP Craig Johnson provides a peek at AMOA's priorities. The group is pursuing a national strategy to get tax relief on equipment depreciation from the IRS. They're trying to figure out how to help state associations do fundraising. Top priority, said Craig, is "networking," which may help fight future telco competition . . . . pg. 44

AAMA AGENDA

We interviewed AAMA President Bill Rickett, whose association held its summer board meeting in June. During the session, the group elected a new executive committee and two new board members. AAMA is becoming more distributor-oriented. It is also planning an expo in Brazil to be held this fall . . . . . pg. 47

WELCOME BACK, ALVIN G.

Alvin Gottlieb, that is. One of the famed names of pinball has returned with his own family firm. They're making a nifty two-player, soccer-themed flipper that allows head-to-head competition . . . . . pg. 76

REGULAR FEATURES

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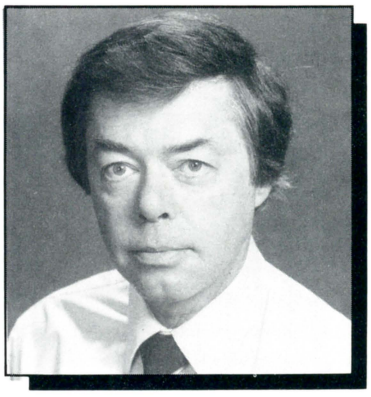

Remember the Dreyfus Affair . . . the story of the French Army officer who was falsely accused of something or other and spent years in the French penal system (Devil's Island included) before he was exonerated? Now, I don't want to go to Devil's Island, so I'd like to get it on the record again that this magazine never knowingly runs Blue Pages ads from companies that advertise parallel PCBs ***but*** *offer knockoffs instead to operators who respond. I bring this up again because a rather important person in our industry was recently heard saying: "If Eddie Adlum wants to take that kind of business, I guess that's his privilege. But I don't think he should."*

For the umpteenth time, I don't want or need that kind of business! I hate counterfeit products of all descriptions (one of my own movies was knocked off years ago, so I know how it feels to be on the receiving end). We have dumped an enormous number of bogus ads over the years, are always attentive to complaints from the field when innocent-looking ads do appear that mask knockoff artists, but we beg for some form of proof before deep-sixing a company.

We continue to work phone-to-phone, fax-to-fax with knowledgeable people who have helped and continue to help us separate the good from the bad. I can't tell you who they are, but trust me . . . they've been helpful. And if you banked all the checks we returned to unwelcome advertisers, you could take a fine ship cruise, I assure you. I hope this puts the issue to rest regarding our policy and once again I plead for proof of any company running ads in the back of the book which is playing bait and switch.

In all my life in this business (almost 30 years now), I don't ever remember an issue as thorny as this PC board thing. Now with a number of key distributors legally marketing parallel versions of SF Champ, *the issue has been ratcheted into another direction. Just be assured we're trying to stay on top. It's a slippery spot. Once again, if some ad or other item that you find objectionable "falls through the cracks," you know our phone and fax.*

— Ed Adlum



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VIEWPOINTS

A MESSAGE FROM PREMIER

Dear RePlay:

Here is an update regarding Premier Technology's situation with the Oregon Lottery and video poker in Louisiana. 1. In reference to the state of Oregon, the normal litigation jockeying and positioning by both parties is currently going on and I do not expect a quick resolution of this situation. However, we should have this lawsuit resolved within a 12-month time frame. I am pleased to say that after preliminary discovery, our present position continues to look stronger and stronger. Obviously, being involved in litigation, I can not go into the details.

2. As of May 18, 1992 and May 22, 1992, respectively, Premier Technology received its manufacturer's license for Charitable Bingo and Video Poker devices for the state of Louisiana. At this writing (June 5), we are in the process of testing equipment in the Louisiana race tracks, and beginning preparation for our initial shipment of product for the Louisiana market.

On behalf of myself and the entire Premier family, including its partners and employees, I would like to thank our suppliers for their on-going support in working with us through a very frustrating and difficult time. Our long-term relationship with our many fine suppliers is a testament to the loyalty of the business community involved in the coin-op industry.

To our distributing customers, I would like to thank you very much for not yielding to the innuendos and rumors wrongly fostered by the Oregon Lottery officials, and for your continued support of our amusement line with your fine sales effort. As a result of your efforts, *Super Mario Bros.* will become our most successful product to date. Premier Technology is committed to the entire coin-op video business, whether that be the amusement segment or the video lottery segment. This commitment will be demonstrated through continuous improvements in our various product lines and servicing our customers' needs.

Sincerely,
Gil Pollock, President
Premier Technology
Bensenville, Illinois

[Editor's note: Premier sued the state of Oregon after lottery officials signed a contract to lease VLTs, then abruptly cancelled their order a few days later.]

THOUGHTS ON REDEMPTION

Dear RePlay:

I am a small street operator with about 100 games in the northern Florida area. I have only been in the industry two years, but feel this business holds much more potential if run properly. My background is in corporate sales, having spent the last 12 years in marketing with three different Fortune 100 companies. In addition, I also hold a masters degree in Business Administration, so my background is quite a bit different from that of many who "grew up" in this industry.

I have analyzed the amusement business these last two years and strongly agree with the push toward redemption games. The consumer definitely enjoys playing a game that either vends prizes or tickets. On my own route, I have 10 cranes that earn more than 90 assorted videos, pins, darts or CD jukeboxes. Most of my videos and pins are currently on the *RePlay* top 20 list, so they're high-quality.

I read with great interest the programs being put together by Lazer-Tron to automate redemption for the streets — which brings me to the point of my letter. In the state of Florida, a very restrictive law exists which prohibits ticket vending games in a location, unless at least 50 games are contained there. (Cranes and rotaries are permissible if they meet two legal requirements: they must vend prizes, not tickets; and they must be 100% skill.) Obviously, very few street locations could support 50 games of any type due to space limitations. Also, the ROI for the operators would be extremely low. Just as obviously, even cranes and rotaries will very rarely find their way to the streets, except in the largest bowling centers and possibly truck stops.

I don't know if other states have similar laws, but if they do, the manufacturers should be paying attention to this problem. What's the solution? Create games that vend a prize, not just tickets or tokens. Take the usable space inside video game cabinets, pinballs, gun games and adapt them to vend some sort of prize, if a specific number of points is scored; not just baseball cards, but plush, t-shirts, baseball caps or other prizes that consumers will play for. The games could be programmed to vend a prize at whatever level of payout the operator wants.

The point is, every game coming out on the market should be adaptable to vend some sort of tickets, tokens or prizes. In the long run, this will substantially increase the ROI of all games and make the business more profitable. On page 182 of your June issue's Blue Pages, it's easy to see what can happen if a video game vends some sort of prize. Something as simple as R-rated trading cards have increased the gross of videos five to ten times.

I hope this letter will be seen by manufacturers in this industry and will get them further thinking about redemption for all classes of equipment, including videos and pins.

Sincerely,
Randy Bryan
Superior Vending and Amusement
Jacksonville, Florida

[Dear Randy: many operators are finding superior ROI with redemption these days. However, we suspect the success of racy trading cards could be confined to certain states, towns and locations. Every local population has different tastes and standards. As for adapting every class of machine to redemption, the expert factories are fond of saying that merely putting a ticket device on a pin, video or novelty does not automatically make it a good redemption machine. So far, the cash box has proven them right. On the other hand, converting some ticket-vending redemption games to prize-vending games is an intriguing notion. Factories, it's your move! — RePlay.]

LETHAL WEAPON 3

THE MAGIC IS BACK AGAIN.







Full View Dot Matrix Display

Data East, the Pioneer of dot matrix technology, crank's it up another notch with Generation 3 Full View display. Expanded memory capability and the ability to scroll shaded background and foreground objects make actual digitized movie footage and dazzling special effects a reality.

One of Three Dynamic Video Modes

Lethal Weapon 3 hit new heights in player involvement and interactivity. Experience the crime simulator. Square off with a one on one showdown. Go fist to cuffs in streetfight mode.

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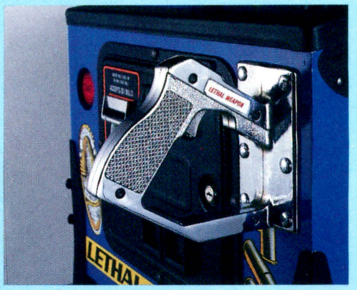
Lethal Weapon 3 the third installment of one of the biggest box office action movies of all time has been faithfully turned into a blockbuster high action phenomenon. Featuring undeniably the finest graphics and speech of Super Stars Mel Gibson, Danny Glover and Joe Pesci. Lethal Weapon 3 captures all the heart pounding excitement of the movies with dazzling movie stunts, special effects multiple ball play and double and quadruple Jackpots for high scoring thrills. All steel ramps, dynamic loop shots and mind blowing sounds make this game the must have hit of the year. No location is complete without one.

SHOOT OUT FOR HIGH COLLECTIONS

Grab hold of our exclusive gun handle and eliminate the bad guys in the video shoot out. Try your hand in a high speed crime simulator. Take aim and launch the ball into play with our exclusive turbo multiple ball play.



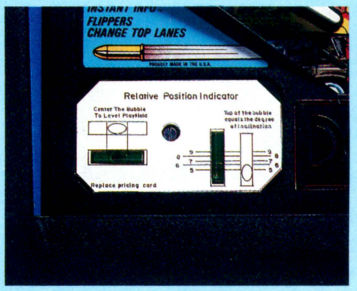
WORLD'S FIRST DOLLAR READY PINBALL

Data East is proud to be the first with a coin door that is ready when you are for dollar bills. We've listened to operators and distributors who have said they want a coin door that can handle commonly available bill validators and still have double coin chutes. Our tests show you can dramatically increase collections in street locations. Validators available from your distributor.



TWO WAY LEVEL THAT REALLY WORKS!

Data East introduces the first pinball machine to come with a completely functional hidden leveling system. Designed for the operators eyes only our new leveling system gives both pitch and the most important information of all side to side leveling. The operator's see it–players don't!



EXPLOSIVE FEATURES:

Lethal Weapon 3 is power packed with exclusive features. Marvel at our custom state of the art BSMT 2000 DSP Soundchip. Listen to hit music from ZZ TOP and C&C Music Factory. All Steel Ramps with 360 degree loops set the pace. Solid state flippers and No-wear black rubbers on the entire game. Our exclusive quick loc latch system as well as the first dot matrix display system. Lethal Weapon 3 features improved assemblies, and stealth playfield hardcoat make Lethal Weapon 3 a surefire hit!

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NEWS DIGEST

TRADE UNITY IN WASHINGTON

The second week of June marked the playdates for that annual drama "Mr. Coin-Op Goes to Washington." This year's production garnered top reviews as AAMA and AMOA lobbied and partied together. The photo, taken at the jointly sponsored Congressional Reception, shows AAMA prexy **Bill Rickett,** a happy congressman playing pinball, and AMOA topper **Gene Urso.** Tradesters visited Congress, making the case for dollar coins and against monopoly control of communication services. Dollar coins are looking stronger than ever, while vidgame competition from telcos seems uncomfortably likely. Due to elections, however, neither issue may get decisive action this year. Best news out of Washington: the spirit of cooperation between AMOA and AAMA is still growing. So is the trade's political professionalism. Fun coverage begins on **page 24.**



Top right, AAMA President Bill Rickett, a congressman and AMOA President Gene Urso during the Congressional Reception in Washington, D.C.

AAMA PLANS BRAZILIAN EXPO; NAMES 1992-93 LEADERSHIP

AAMA held its summer board meeting June 8 in conjunction with the Washington, D.C. lobbying event. A key decision: the group will sponsor a South American trade show **Nov. 11-12** in **Sao Paulo, Brazil.** In personnel news, AAMA prexy **Bill Rickett** has a year to go in his term, but some of the other officers were switched around. The executive committee now consists of President Rickett; VP **Tony Yula Jr.** (Mondial); Secretary **Rick Kirby** (NECO); Treasurer **Al Stone** (Nintendo); assistant secretary **Dave Patterson** (SunBelt); and assistant treasurer **Frank Gumma Jr.** (American Vending Sales). Newly elected to the board of directors were Kaneko USA's **Marty Glazman** and Brady Distributing's **Tom Keil.** (Once heavily dominated by factories, AAMA is now wide-open to distributor influence, with growing dealer membership. Many expect AAMA's next president to be a distributor, in fact.) More insights on AAMA programs and industry news can be found in our interview with AAMA topper **Bill Rickett,** starting on **page 47.**

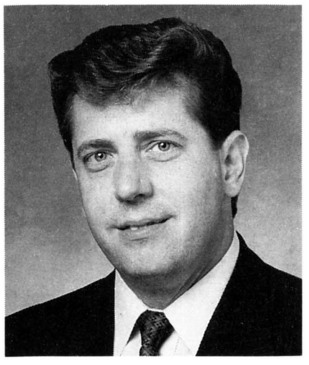


KOENIGSBERG & POLLOCK RECEIVE AAMA AWARDS

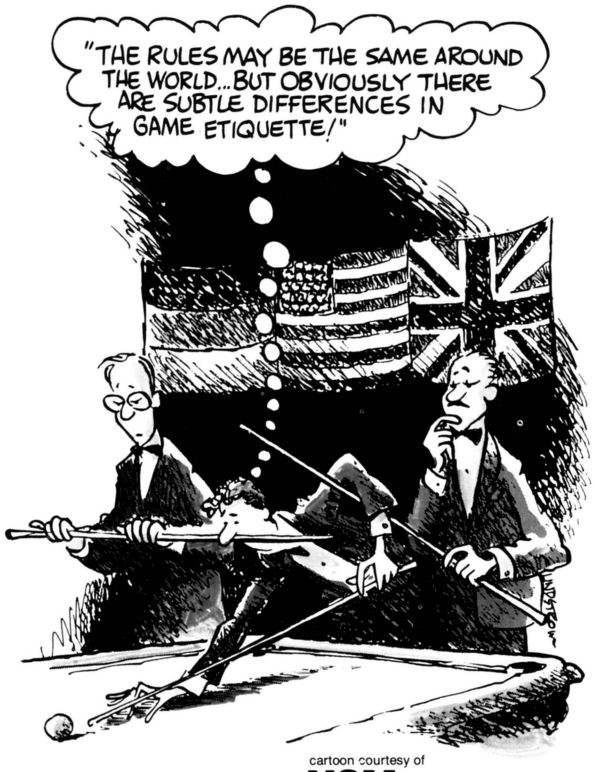
While in Washington D.C., AAMA honored State Sales & Services' **Steve Koenigsberg** with its annual President's Award. This honor is given to the member who's always willing to "go the extra mile" for AAMA and the industry (Steve always does machine set-up for the Congressional Reception, and helps in countless other ways). Premier prexy **Gil Pollock** received the Joe Robbins Award "for outstanding participation, contribution and services" to the trade (now a board member, Gil has also faithfully served as AAMA secretary and president). Both presentations occurred during the association's annual awards dinner, a classy affair which took place in the Mike Mansfield Room of the U.S. Capitol Building. Congratulations, Steve and Gil!



STEVE KOENIGSBERG



GIL POLLOCK



cartoon courtesy of
NSM
The Performance Machine

LEGAL NOTE: PARALLEL CASE

U.S. video game factories may (or may not) be able to have the U.S. Customs Service keep parallels of trademarked products from entering the country. That's the upshot of a federal appeals court ruling in a case involving soap shipped into the U.S. from foreign countries. As we understand it, the ruling means this: American trademark holders in common ownership and control with foreign trademark holders can register a trademark with Customs and keep out parallels of their products, if there are "physical, material differences" between the foreign-made and U.S.-made products. Does that mean a video with Japanese characters on it, or maybe a different board configuration, can claim a "physical, material difference"? We don't know, but according to one interpretation, it's possible some vidgame factories could apply for Customs protection under the ruling. (Other interpretations say no.) At this writing, an appeal to the Supreme Court was possible, but hadn't been filed to our knowledge.

LAZERTRON'S *SPIN-TO-WIN*



Last month we offered a "teaser" about new games from Lazer-Tron. Now one of them is out: ***Spin to Win*** is a rolldown with a colorful "wheel of fortune" theme, designed especially to appeal to girls and women. You roll the ball down the playfield and aim for holes which will advance the wheel one, three, or more "slices" or even a complete revolution. Whichever slice comes up, that's what you get: anything from 25 tickets to "bankrupt." Lazer-Tron will build the game at their Pleasanton, Calif., plant and market it themselves. It ships mid-July. Here, the firm's **Ron Carrara** shows off a prototype at Century Vending & Distributing's first-ever open house in Southern California (that event is covered on **page 83.**

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BIG BERTHA



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JUNIOR

SHOOT TO WIN JR.
CHUCKLES THE CLOWN



2 HOOP



1 HOOP

SHOOT TO WIN BASKETBALL



1 HOOP



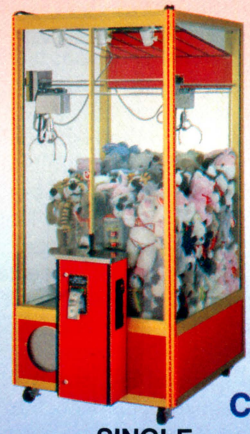
2 HOOP



JUMBO 34″



JUMBO 42″



SINGLE



DOUBLE

CLASSIC JUMBO

CLEAN SWEEP CRANES



SINGLE



SUPER SINGLE



DOUBLE
1/2 AND 1/2



TRIPLE

10 FOOT





13 FOOT

SMARTBALL SKILL ALLEY
1 AND 4 PLAYER



JACKPOT ROTARY
4 PLAYER



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REGULATED POKER BEGINS IN LOUISIANA



Louisiana's first VLTs went into operation last month in racetracks. VLTs in taverns and other street stops should start operating during the first week of July, under supervision of the Video Gaming Division of the Louisiana State Police. At this writing, a superheated flurry of activity was underway, as everybody tried to grab a piece of the market. . . including a load of out-of-staters who were trying to get around the three-year residency requirement for operators. Some installers of machines in racetracks had to go through a "shakedown" period (fiberoptic cable is used for the data link to the central computer; you can't treat this cable like ordinary copper phone lines). Tradesters may eventually have some casino competition. In mid-June, the state senate passed a bill (with the governor's support) to set up a full-blown casino in New Orleans. However, opponents threatened to sue, and the statehouse was buzzing with amendments, other gaming bills, etc., so any casino is hardly a sure thing at this writing.

SOUTH CAROLINA OPERATORS SEEK VID POKER UPGRADE

South Carolina tradesters are seeking to upgrade the state's legal operator-run video gaming. They want central state computers and administration, plus a stronger law and more regulations. For years, operators in the state have had the legal right to pay off more than the player risked, in video games of chance with credit features. So long as the payment of winnings came from human hands, not directly from a machine, it was permissible under the law. This statute became the center of a Supreme Court case last year, and touched off a huge political controversy in the statehouse. This year, some lawmakers are trying to repeal the existing language. Operators want to pass a "Video Draw Poker Control Act" which would replace existing credit-type poker machines with video poker terminals, electronically linked to a state-run central computer. The bill would create a South Carolina Video Draw Poker Regulatory Agency to oversee the system. Four key factors seem to be in place for a successful lobbying campaign: 1. Existing pokers already provide a huge tax base for the state, and they're a big part of the coin-op and location economy. 2. Operators are very well plugged in to the Carolina political power establishment. 3. Some of the operators involved in lobbying (like Collins Music Co.'s **Jim Trucano)** helped set up the South Dakota VLT system several years back. 4. Jim says his boss (former AMOA president **Fred Collins Jr.)** and SCCOA prexy **Mike Mimms** both basically want the same thing here. As other states have found, unity among operators is vital to a winning effort.

VLT UPDATE: ACTIVITY IN OTHER STATES

Many state legislatures are in recess now, so quite a few operator-backed video lottery bills around the country remain in limbo until this fall or next January, when lawmakers go back to work. Meanwhile, tradesters can keep shoring up support from politicians and the public. For example, VLT backers in **Kansas** will air 30-second TV spots this summer, to educate the public on the benefits of a South Dakota-style system. Then, next time the statehouse is in session, tradesters will try again for passage of their bill. . . According to the *Asbury Park Press,* the Superintendent of the **New Jersey** State Police testified to a Senate committee June 15 that "legalization of video gambling will enhance the coffers of organized crime." The state's attorney general claimed the industry's proposed VLT law didn't call for enough background checks. Tradesters rolled their eyes at the resurrection of these canards (based on absolutely no evidence). VLT backers pointed out, once again, that electronic link-up to a central state-run computer is the ultimate guarantee of security and integrity. The VLT bill was "held for further hearings," said the newspaper . . . **Ohio** operators talked a great deal about VLTs during their June convention, and will chat about them still more in regional meetings this summer. The group has drafted a VLT bill for possible introduction this fall, but they're being very careful and thorough, so it may be a while before OCMA members reach a firm consensus on goals and strategy. Some oppose gaming, with operator-run VLTs as a defensive, fall-back position in case the state gets interested in this market. Others favor a pro-VLT lobbying campaign. We'll see which way the majority goes. . . The **Oregon** Lottery continues to tout its state-run VLT program as a success. The whole system must undergo an independent review on Dec. 1 of this year, so the Lottery is trying to expand the number of machines on site as fast as possible. Operators spent June gathering voter signatures so they can put a "take back video lottery" referendum on the ballot this fall. Needed: 67,000 signatures by July 3. The costly process showed, once again, why state associations are often at a disadvantage when they compete with "deep pockets" opponents. . . Voters in **South Dakota** will face a referendum this fall on whether to kill their successful operator-run VLT program. If voters say no to video lottery (which seems unlikely), "it will leave operators in a hell of a bad shape, with new buildings, trucks, computers, extra employees, and a lot of VLTs they can't use any more" said one expert. . . **Wisconsin** citizens will have a chance to express their feelings about video lottery in a voter referendum, but the outcome is not legally binding. One person told us, "It's just another way for the legislature to chicken out, while trying to look like they're doing something." Meantime, a proposed Indian casino has been blocked, although a big Indian bingo hall will go forward.



GALAXY

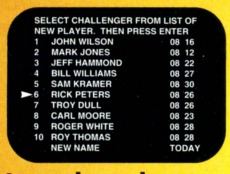
FROM THE ORIGINATOR OF ELECTRONIC DARTS

TOP GUN CHALLENGE

AUTOMATIC LEAGUE SYSTEM



The ONLY game to display the Top 10 location players on screen for everyone to see.



The ONLY game that ranks players by challenges played against other top location players.

The ONLY game that keeps your machine earning strong after league play and during the off season

The ONLY game that Declares a "Bar Champ" and the nine best location players on screen.

Top Gun Challenge is operator selectable for best of three up to best of seven games.

The ONLY game with a patented Arachnid Super Spider with thin ribs, square entry holes and Arachnid's traditional red, black and yellow colors.

The ONLY game that Records and stores all player league statistics automatically.



NDA S.P.R.E.
AND
POINTS-PER-ROUND

The ONLY game that displays team names and individual player names on screen during league play.



The ONLY game that shows up-to-date league statistics for individual games and current match information.

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The ONLY game that makes running leagues truly easy.

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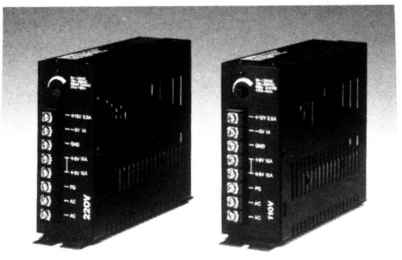
+ 5V DC = 15A
- 5V DC = 1A
+ 12V DC = 2.5A



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VGA NAMES BOARD & OFFERS INFO ON VLT

The **Video Gaming Alliance,** brainchild of AMOA, has named its board of directors and sent out notices that members can get discount prices for various informational resources and services. These items range from academic studies on VLTs, to live expert testimony. Various membership categories are offered, depending on the applicant's organization type and size. VGA is under Exec Director **Art Manske,** the Wisconsin operator who is credited by some with first bringing the pool league concept to taverns, over 30 years ago. (Art doesn't look old enough for that, but never mind.) Board members include Montana Music's **Phil Benson,** Hastings Distributing's **Wally Bohrer,** Williams' **John Nicastro,** Merit's **Pete Feuer,** Arachnid's **Bill Ward** and AMOA prexy **Gene Urso.** VGA is dedicated to operator involvement in video lottery, says Art, but will for now put its emphasis on PR and industry support, rather than direct involvement in state level lobbying. You can call Art at 414/679-3900. VGA's first informal board meeting took place in Washington, D.C. in early June; the board's first official meeting will occur in Chicago on July 21.



ART MANSKE

AAMA THANKS BO JACKSON FOR CHARITY HELP



Baseball superstar **Bo Jackson** was recently honored at a Chicago White Sox game by AAMA and the National Assn. for the Prevention of Child Abuse (NAPCA). Jackson was the celebrity model in the 1992 public awareness campaign poster, "Bo Knows You Don't Hit Kids." Shown here, White Sox player **Frank Thomas** (center) accepts a mounted poster from AAMA on Jackson's behalf. NAPCA also gave Jackson a plaque. From left: AAMA's Bob Fay, NAPCA exec director Dr. Anne Cohn Donnelly, Frank Thomas, AAMA VP Frank Gumma Jr., and Chicago area abuse prevention activist Dr. John Holton.


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X-MEN®

X-MEN®

- 4 and 6-Player Dedicated Upright
- Horizontal Monitor
- Players Controls Are:
  1. 8-way Joystick
  2. 3 Buttons
     - Attack
     - Jump
     - Mutant Power

The X-MEN are a secret group of superhuman mutants, each possessing a unique power gained at birth. Banding together under the guidance of Professor X, the X-MEN formed a group of good mutants. Their objective is to stop the forces of Evil Mutants, led by Magneto, whose goal is to destroy mankind and rule the world. Now, these #1 selling comic book heroes are destined to be an arcade classic as **KONAMI** introduces **X-MEN**, the video game.

The player can choose his favorite **X-MEN** hero - **Cyclops**, who blasts the enemies with his optic force beam; **Colossus**, who changes his flesh to steel for superhuman strength and virtual invulnerability; **Wolverine**, whose unbreakable adamantium skeleton and retractable claws make him the last man you would ever wish to anger; **Storm**, the mysterious African princess who controls the weather with just a thought; **Nightcrawler**, the former circus acrobat who can teleport onto any scene; and **Dazzler**, the beautiful actress who converts sounds into sonic light blasts.

The X-MEN's mission is to find Professor X, who has been captured by the Evil Mutants. Searching the city, they use their natural fighting abilities to destroy Magneto's soldiers. However, facing off with Pyro, whose fingertips shoot fire, and the Blob, whose massive body is virtually immovable, requires the trained use of X-MEN's mutant powers. After these evil mutants are eliminated, X-MEN are off to Island M, Magneto's tropical hideout, where such bizarre creatures as mutated, tail-whipping lizards and ferocious flowers are after the X-MEN. The evil, powerful Wendigo must then be destroyed to get to the cave where Magneto is holding Kitty, a young member of the X-MEN, captive. In the cave, more torturous characters await- mud monsters, giant bats, and mini-tanks, to name a few- as well as more of Magneto's henchmen, the wicked White Queen, and Juggernaut, Professor X's evil stepbrother.

Once Kitty and the Professor are safe and sound, the X-MEN rocket to Asteroid M, Magneto's home where he is hiding. The X-MEN must track Magneto down in his own technological haven for the final confrontation. Join forces with the **X-MEN** in this ongoing battle of good versus evil!







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AMOA PROVIDES MONTHLY "JUKEBOX HITS" CHART

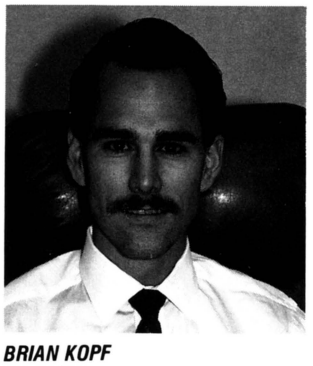
What are the most-played tunes on America's jukeboxes? **Record Services International** (RSI) compiles a monthly chart of top jukebox hits, based on reports from over 2,000 jukeboxes across the USA. AMOA encourages its members to contribute to the data base (you don't have to be an RSI subscriber to participate in this poll). The association's Jukebox Promotion Committee distributes the resulting chart. This chart has appeared in *Billboard* a couple of times, but will now become a regular feature in the coin-op trade magazines, instead. In future issues we'll print the chart in the "back of the book" with our other service features. For more information, contact AMOA Jukebox Promo chairman **Randy Chilton** at 316/262-3538.

PEOPLE ON THE MOVE

Joanne Anderson has resigned from her position as Namco-America marketing director to run her own firm, Mindseed Corp. She indicated that her long-time personal friendships with Namco folks would continue, but "the challenge of running an innovative company in which I have a personal stake is irresistible." Joanne was at Namco for "12 happy years," the last two helping the firm establish its own U.S. office for direct sales to distributors. Namco execs said they were very sorry to lose this "major contributor" to their success, but wished Joanne well with Mindseed. . . **Marty Man Smith** joined the Brady Bunch on July 1 as sales manager for its Miami and Orlando offices. The late Bill Arden held that post, but wasn't replaced till now. Marty was most recently GM at SunBelt's Oklahoma City office. Before that he'd worked at Greater Southern, Game Sales and Peach State, and at one time ran an arcade and route in the Memphis area. "I'm really happy that Jon Brady gave me this opportunity," Marty declared. "This is a shot at excellence, a real upward move for me to be part of the Brady organization. I'm looking forward to working with Florida operators". . .



JOANNE ANDERSON



BRIAN KOPF

Sega Enterprises has appointed **Brian Kopf** as customer service manager. Brian, well known in the trade, comes to Sega from the Leland Corp. where he was regional sales manager for three years. In his new post, he'll make sure all customers receive the necessary support for Sega games. "We're very happy to welcome Brian and feel he will be a great contributor to our continuing success," said Sega execs.

AMOA Jukebox Top 30

FOR MONTH ENDING MAY 1992

COMPILED FOR THE AMUSEMENT & MUSIC OPERATORS ASSOCIATION'S JUKEBOX PROMOTION COMMITTEE

THIS CHART	LAST CHART	TITLE / SONGWRITER(S)	ARTIST / LABEL/DISTRIBUTING LABEL
		★ ★ No. 1 ★ ★	
1	1	**FRIENDS IN LOW PLACES** D. BLACKWELL, E.B. LEE (BMI/ASCAP)	GARTH BROOKS CAPITOL 44647
2	2	**SHAMELESS** B. JOEL (BMI)	GARTH BROOKS CAPITOL 44800
3	3	**RODEO** L. BASTAIN (BMI)	GARTH BROOKS CAPITOL44771
4	—	**TO BE WITH YOU** E. MARTIN, D. GRAHAME (ASCAP)	MR. BIG ATLANTIC 7-87580
5	4	**THE THUNDER ROLLS** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS CAPITOL 44727
6	7	**TWO OF A KIND** B. BOYD, W.D. HAYNES, D. ROBBINS (ASCAP)	GARTH BROOKS CAPITOL 44701
7	—	**I CAN'T DANCE** T. BANKS, P. COLLINS, M. RUTHERFORD (ASCAP)	GENESIS ATLANTIC 7-87532
8	—	**I'M TOO SEXY** F. FAIRBRASS, R. FAIRBRASS, R. MANZOLI (BMI)	RIGHT SAID FRED CHARISMA 98671
9	—	**TEARS IN HEAVEN** E. CLAPTON, W. JENNINGS	ERIC CLAPTON REPRISE 19038
10	5	**STRAIGHT TEQUILA NIGHT** K. ROBBINS, D. HUPP (ASCAP)	JOHN ANDERSON BNA 62140
11	—	**SOME KIND OF TROUBLE** M. REID, B. MAHER, D. POTTER	TANYA TUCKER LIBERTY 57703
12	—	**PAPA LOVED MAMA** K. WILLIAMS, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57734
13	28	**IT ONLY HURTS WHEN I CRY** D. YOAKAM, R. MILLIER (BMI)	DWIGHT YOAKAM REPRISE 19148
14	—	**REMEMBER THE TIME** T. RILEY, M. JACKSON, B. BELLE	MICHAEL JACKSON EPIC 74200
15	—	**STROKIN** C. CARTER (BMI)	CLARENCE CARTER ICHIBAN 108
16	8	**EVERYTHING I DO I DO IT FOR YOU** B. ADAMS, R.J. LANGE, M. KAMEN (ASCAP/BMI)	BRYAN ADAMS A & M 1567
17	6	**HERE'S A QUARTER** T. TRITT (BMI)	TRAVIS TRITT WARNER 19310
18	—	**THERE AIN'T NOTHIN WRONG WITH THE RADIO** A. TIPPIN, B. BROCK (BMI)	AARON TIPPIN RCA 62181-7
19	12	**UNCHAINED MELODY** ZARET (ASCAP)	RIGHTEOUS BROTHERS COLL 4214
20	—	**MASTERPIECE** K. NOLAN (ASCAP)	ATLANTIC STARR REPRISE 19076
21	9	**YOU'VE LOST THAT LOVIN FEELIN** MANN, WEIL, SPECTOR (BMI)	RIGHTEOUS BROTHERS CLASSIC 871880
22	26	**THE SKY IS CRYING** E. JAMES, M. LEVY, C. LEWIS	STEVIE RAY VAUGHAN EPIC 74142
23	—	**HOTEL CALIFORNIA** D. FELDER, D. HENLEY, G. FREY	EAGLES COLL 45085
24	13	**WHEN A MAN LOVES A WOMAN** C. LEWIS, A. WRIGHT	MICHAEL BOLTON COLUMBIA 74020
25	10	**WITHOUT YOU WHAT DO I DO WITH ME** R. PORTER, L.D. LEWIS, D. CHAMBERLAIN (ASCAP)	TANYA TUCKER CAPITOL 44774
26	18	**MONEYTALKS** A. YOUNG, M. YOUNG (ASCAP)	AC/DC ATCO 98881
27	14	**LOVE OF A LIFETIME** W. LEVERTY, C. SNARE	FIREHOUSE EPIC 73771
28	—	**OLD TIME ROCK & ROLL** THOMAS JONES/GEORGE JACKSON (BMI)	BOB SEGER CAPITOL 57797
29	—	**2 LEGIT 2 QUIT** HAMMER, PILATE, EARLY, KELLY, LOUIS	HAMMER CAPITOL 57700
30	—	**WHAT SHE'S DOING NOW** P. ALGER, G. BROOKS (ASCAP)	GARTH BROOKS LIBERTY 57733

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"Quality is our family tradition"

On Your Mark...

by Marcus Webb



Coin-op staged another successful lobbying trip to Washington, D.C. this month. That's good, but these days the hottest political action is happening on the state level: taxes, cigarette vending bans, video lottery, etc. State operator associations need money, and lots of it, to fight for good laws and fight against bad ones. As one leading operator put it: "You have to go around to key committee members and play Santa Claus."

AMOA has been telling operators for years that they must get involved in politics. Many have heeded the call. (They've been forced to!) But now tradesters are learning that political influence doesn't come cheap. "I almost wish we had never started a PAC," one state association president sighed. "If you contribute money to one politician, suddenly all the others are asking for handouts, too. If you refuse, they get mad."

Campaign contributions are just one cost of activism. State associations are also retaining lobbyists, airing political commercials, and mounting signature drives for voter referenda. How much money are we talking about? You can easily spend over $100,000 to lobby for video lottery in a small state. In a big state, the cost could be millions. Printing costs alone for a signature drive in a major state could run to $80,000 according to one trade member. No wonder insiders say "Money is the mother's milk of politics."

In this high-stakes game, some state associations are finding that their traditional methods of fund-raising (member dues, auctions, special assessments) just aren't cutting it. For more money, they turn to the national associations, individual factories, and other sources. Sometimes these sources ante up, and quite generously. Other sources, however, can't afford to make donations, or don't wish to give "selectively." By now, some past contributors are probably tired of getting hit on. Still others would contribute, but hesitate, wondering if their money will be spent wisely.

The funding problem has become serious enough that AMOA is trying to think of ways that state associations can raise those vast amounts of cash themselves. AAMA is looking at various fund-raising possibilities, too . . . perhaps to finally pay for national advertising. Finding new money sources would be a good first step in addressing state-level challenges. Finding allies to share the burden is another good step (presumably that's why AMOA has joined the American Legislative Exchange Council, a national group for state level lobbying).

But it would be a mistake to assume that money is the sole solution to local issues. The industry needs a unified national strategy to deal with "local" problems like taxes and VLTs. Both national associations should cooperate on this, and they should "think big" — bigger than ever before. They need to find a way to impose discipline and teamwork with local groups, too. Raising all the money in the world won't help if it's mis-spent.

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AAMA prexy Bill Rickett, Rep. Bill Sarpalius (R.-Tex.), Rep. Jack Brooks (D.-Tex.), op Joanne Matranga, AMOA Gov't. Relations chair Wally Bohrer.

WOW!

COIN-OP PLAYS POLITICS...SERIOUSLY

AMOA & AAMA breeze into Nation's Capital for lobbying event; our people can talk issues (and throw parties) with the best

Politics is dirty, ruthless and heartbreaking...but it's the only game for grownups.

— Robert Heinline

Coinbiz staged its annual lobbying trip to Washington, D.C., from June 7-10 and guess what? It wasn't mean or heartbreaking at all. Lots of fun, in fact. But politics is "a game for grownups" because it's about serious issues and it requires serious effort.

By any standard, coin-op displayed real political maturity this year. The nation's leaders met a polished, professional group of operators, distributors and manufacturers. Lawmakers saw familiar faces they'd met before...good businessmen and businesswomen who provide jobs (and votes) back in the congressmen's home districts.

The nation's leaders also got the message that coin-op has staked out clear, logical, *unified* positions on its issues...and that we'll be back, year after year, until we get what we want. Trade attendance at this year's AMOA-AAMA Government Affairs Conference was about 150 people (maybe 200 if you count family members and guests). That figure was down from earlier visits. But the good news was *political unity*. For the first time in years, both associations had agreed in advance on issues and positions. That, friends, is how grownups play the game of politics.

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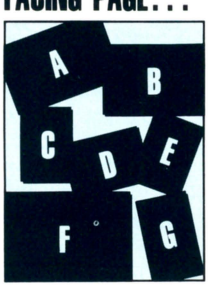

A: Overview of the Congressional Reception Tuesday night in a large room in a House of Representatives office building. It was a fun and well-attended event.

B: AAMA prexy Bill Rickett welcomes a congressional staffer to the Congressional Reception.

C: Congressional staffers & congressmen's kids play pinball.

D: Dart games were also set up for play at the reception.

E: Kids enjoy redemption games. Each child won a ticket which could be traded at the "redemption center" for a plush toy.

F: Another look at the reception crowds.

G: Pioneer's Jerry Sheaks helps a kid play a redemption game.





Above: Terry Dart with Rep. Jim Lightfoot (R.-Iowa) and Gov't. Relations Chairman Wally Bohrer.
Right: Operator Jim Hayes looks on as Rep. Tony Hall (D.-Ind.) concentrates on a pinball shot.





Above: Distributors at AAMA awards dinner: State Sales' Steve Koenigsberg drapes napkins around Colorado GVE's Rich Babich.
Right: Rep. Fred Lipton (at the pinball machine) with Kaneko's Marty Glazman.

Grownups know politics is about serious issues, and AMOA and AAMA had some. Both groups backed dollar coins. Both groups opposed wide-open competition from powerful telephone companies. Various bills to secure these goals have been introduced in Congress; the bills are under active consideration. AMOA and AAMA are working with broad coalitions to advance these causes, too.

Of course, political maturity also includes the ability to accept the fact that "you win some and you lose some." Insiders say say we'll very probably win on dollar coins, either this year or next. They also say we're probably going to lose on telecommunications, or at least have to compromise. Bottom line:



North Carolina operator Fred Britt with Congressional staffer Sandra McClusky.

coin-op could begin facing some competition from telephone companies within three or four years. (The telcos want to provide video games to homes and businesses, over the phone lines. Please see the related story further along in this issue.)

Anyway, it's an election year, so neither issue is likely to get decisive action before Congress stands down.

Another sign of coin-op's political maturity was the respect and friendship our people now have with members of Congress. After extensive issues briefings on Sunday and Monday, trade members swarmed over Capitol Hill on Tuesday, June 9 for individual meetings with senators, representatives and their aides. By now, many of these meetings are friendly, relaxed chats of 30 to 45 minutes, with lots of personal rapport and candid, off-the-record confidences. AMOA and AAMA are long past the stage of a 10-minute "courtesy call" with a low-level staffer.

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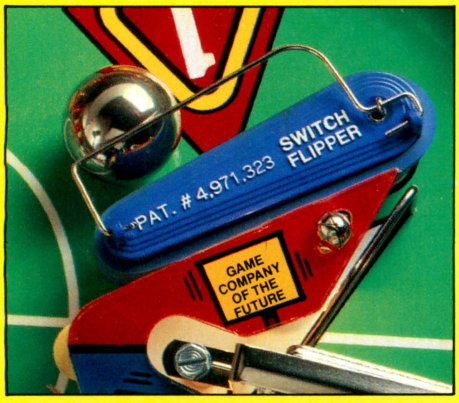

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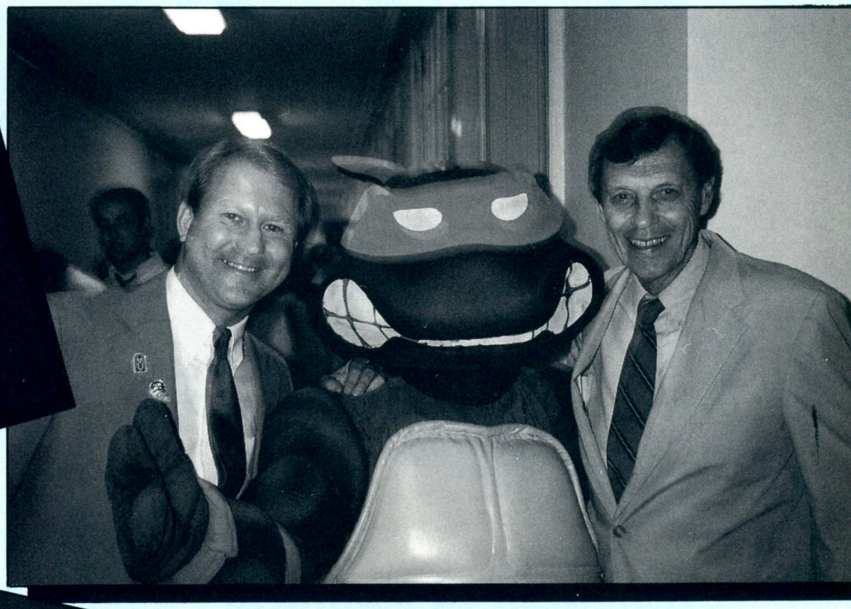








EENAGE MUTANT NI
AND





From left to right: a serious-looking Rep. Bill Sarpalius (R.-Tex.) concentrates on a good game of pinball while distributor Dave Patterson SunBelt) looks on; smiling Rep. Constance Morella (R.-Md.) gives Kaneko's Marty Glazman a high-five.

Politics really looked like a "game" on Tuesday evening, when the associations hosted a huge Congressional Reception. The party packed in hundreds of Hill staffers, dozens of representatives and their families, and even a United States senator or two. A large room in a House of Representatives office building was festively decorated with balloons and banners, and filled with jukeboxes, dart games, pinballs, videos, and redemption pieces. (Major kudos to Baltimore distributor Steve Koenigsberg and his team from State Sales & Service; once again they provided the machines . . . and set them up in just two hours!) The Washingtonians played the games, sampled the buffet spread and open bar, chatted with industry people . . . and clearly loved every minute of it.

Tradesters capped off the four-day affair with a round of sightseeing at George Washington's country estate, followed by a visit to the FBI Academy way out in the Virginia forests. AAMA has done the FBI trip before, but this year AMOA members were invited along for the first time (AMOA officers Craig Johnson and R.A. Green III were among the operators who joined the fun group). The FBI affair provided tradesters from both associations with a much-needed chance to spend time together with their opposite numbers in a relaxed, non-business atmosphere. "Members of both associations are going to do more informal socializing at future events," AMOA and AAMA leaders promised.

In other words, now that we've figured out how to be a "player" in national politics, we may also be figuring out how to improve our own internal politics. The game of politics is played on many levels . . . and coin-op's growing unity is sure to make our voice stronger, as the trade continues to lobby in Washington, D.C.

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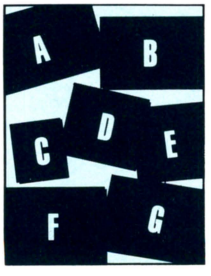


A: From left, past AMOA president Dick Hawkins, current prexy Gene Urso, Sen. Bob Smith (R.-N.H.) and AAMA prexy Bill Rickett. Smith told tradesters: "You have the most popular event on Capitol Hill!"

B: AMOA Treasurer R.A. Green III with a Ninja Turtle and Rep. Arthur Ravenel (R.-S.C.).

C: AMOA-IFPA Exec Director Doug Young shows off the pinballs at the Congressional Reception.

D: Rep. Bob Wise (D.-W.V.) with operator Jerry Derrick.

E: AMOA's Randy Chilton with Rep. John Myers (R.-Ind.).

F: Nintendo's Millie & Chuck Arnold with a plumber named Mario.

G: Washington Redskins Joe Jacoby and Jeff Bostic sign autographs at the reception.

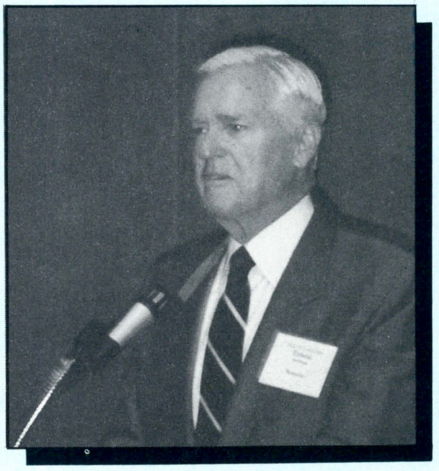
TALKING ABOUT THE ISSUES

experts say dollar coins will pass; the question is when?
also: don't look now, but Baby Bells are gaining on us

The main "currency" in Washington, D.C., is votes...and coin-op tradesters counted that currency very carefully during the industry's June 7-10 lobbying trip to the nation's capital. After talking to dozens of senators, congressmen and political experts, insiders say the outlook for dollar coins is strong. However, coin-op may have to accept a compromise on its telecommunications issue. Here's a quick overview of what's likely to happen next in each area.

DOLLAR COINS

AAMA President Bill Rickett is now strongly optimistic that dollar coin legislation will pass, and fairly soon. (See his interview elsewhere in this issue.) AMOA First VP Craig Johnson says once dollar coins hit the street, machine earnings should instantly increase by 35 to 45%. Political support for the dollar coin is broad in Washington, and it's being quietly solidified behind the scenes almost hour by hour. So what are we waiting for?



Sen. Ernest Hollings (Dem.-NC) told tradesters he favored deregulation of Bell operating companies "to keep America on the cutting edge of technology." Without safegards, telcos could overrun the vidgame biz.

The right timing, mostly. During this election year, members of Congress will have their hands full with the national budget, the Democratic and Republican conventions, and oh yes...their own reelection campaigns. That means dollar coins will probably have to wait until next year. However, it's just possible that dollar coins could squeak through in early fall of 1992.

"Lawmakers may need some positive accomplishment, a 'tough decision' to show voters just around election time," predicted a Coin Coalition insider. "If so, they could pass dollar coin legislation in order to achieve savings without cutting popular programs."



From left: AMOA's Wash. liaison Bob Wilbur; operator Bill Stone; Rep. Jim Cooper (D.-Tenn.).

TELECOMMUNICATIONS

While in Washington, the trade got some discouraging news on the telecommunications issue. The regional Bell operating companies (Bell Atlantic, Pacific Bell, etc.) want to enter our business, and it looks like they're going to get the chance. Reportedly, one Bell research lab is already creating and storing video games for future multimedia sales from a central computer. These games can be sent out into individual American homes and businesses *today*, even without a fiberoptics network in place, because compression technology already allows transmission of Super VHS-quality images over a standard phone line.

Would the Bells really want to supply video games to homes and locations? Yes, because it's an entree to those profitable customers. "Every networking project underway or planned in America today...includes video games as one of the services they will offer," stated John Klayh, president of TV Phone, Inc. Speaking to AMOA, this leader of the anti-Bell coalition pointed out that "game software accounts for nearly 40% of all software sold for personal computers" and that "it is

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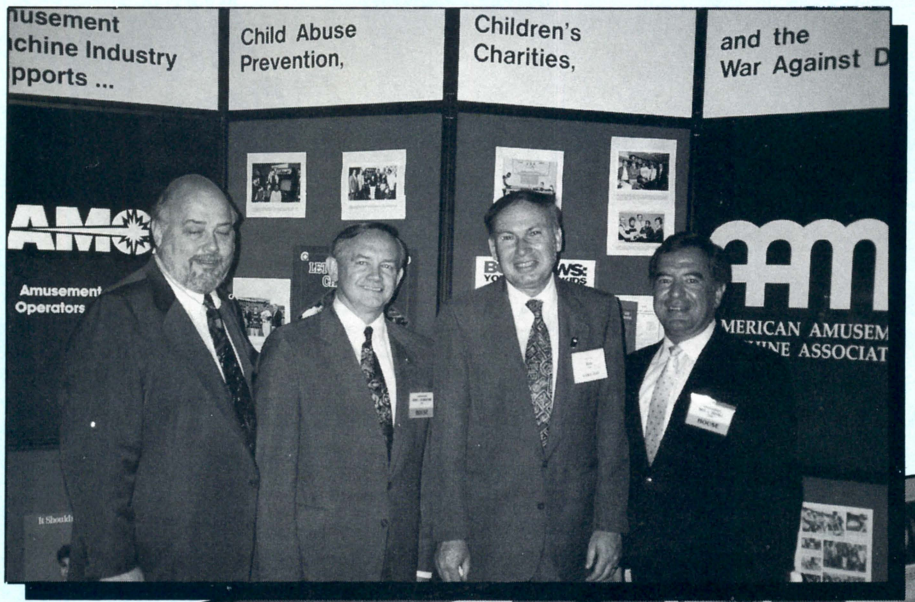
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Prevention,
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STRIKE OUT
CHILD ABUSE
HOUSE





From left, AMOA President Gene Urso, Rep. Collin Peterson (D.-Minn.) and past AMOA prexy Dick Hawkins.

a logical and cost-effective business strategy to use video games to stimulate demand for multimedia applications and networks, due to the proven demand for these games."

One congressman told an AMOA member that the Bells would like to get their hooks into the video game business first, then use that as a basis to expand into the even larger and more profitable cable TV business a few years later. "They'll come back and say to Congress, how can you keep us out of cable TV, if you're letting us do this with video games?" the congressman predicted.

Thanks to favorable court rulings a while back, the Bells have the legal right to compete with coin-op *right now*. AMOA and AAMA went to Washington to support legislation that would keep the Bells from using their monopoly power and billion-dollar resources to take over our industry.

A couple of bills to regulate Bell competition are floating around Congress. According to some observers, the most likely candidate to pass is H.R. 5906, the "Antitrust Reform Act of 1992." This bill is sponsored by the powerful and influential Rep. Jack Brooks of Texas, chairman of the House Judiciary Committee. The bill would not stop the Baby Bells cold, but would let them enter the information services market after three years. This market includes airline reservations, burglar alarm connections, stock quotation services, computer bulletin boards . . . and video games.

"Three years isn't long enough for us to establish ourselves in the marketplace," declared operator Bill Stone (Stone Amusement Co., Tullahoma, Tenn.). "After three years, the regional Bell operating companies could request a ruling from the U.S. Attorney General to

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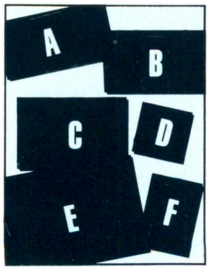


A: North Carolina operators Howard Cole (right) and Jim Reeves (left) with their state's Rep. Charles Taylor. Says Howard: "An event like our Congressional Reception is what it takes to get us off the backstreet and onto main street. I love it!"

B: AAMA Exec VP Bob Fay with Rep. Nick Rayall (D.-W.V.).

C: From left, Leprechaun's Bill Cravens, Rep. George Hochbrueckner (D.-N.Y.), Bob Fay and Rep. Nick Rayall (D-W.V.).

D: State Sales & Service's Steve Koenigsberg with Rep. Constance Morella (R.-Md.).

E: From left: Ohio operator Bill Beckham, his state's Rep. Nancy Kaptur & AAMA Gov't. Relations chairman Al Stone.

F: Century Vending's Sue Monday with a happy pinball player at the Congressional Reception.



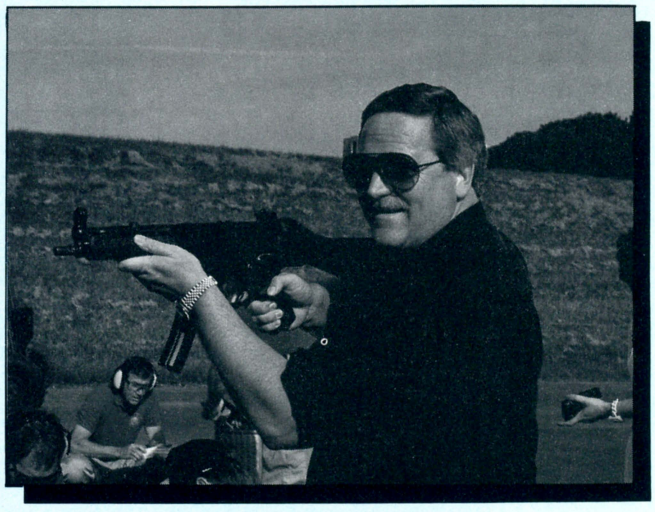
R.A. Green looks on as his missus blasts away on firing range.



AAMA's Laura Olson on firing range.



AAMA's Liz Powell on the FBI firing range.



AAMA Government Relations chairman Al Stone on firing range.

distribute *just* video games. That could leave us out there all alone in the courts to fight that ruling."

Some tradesters would like Brooks to stretch his proposed three-year prohibition into a seven or even ten years, but getting this to happen is viewed as a long shot. During the Washington meeting, AMOA member Joanne Matranga (Matranga Music, Houston) did meet with Rep. Brooks one-on-one for a 30-minute chat. "He's very encouraged that he's going to get action," said Joanne, "but he wants us to contact all of our congressmen and let them know how their constituents feel."

Unfortunately, we're facing long odds here. The Bell companies are outspending their opponents by 10 to 1 on this issue, and money talks. Meantime, our allies in opposing the Bells (like the American Newspaper Assn. and the cable TV lobby) have been weak or ineffective. The Bush Administration is "not an activist" when it comes to anti-trust enforcement. Most voters are totally in the dark about this issue. One anti-Bell congressman said small business "has no idea" how telecommunications advances may threaten them, so "they aren't here protesting. They're completely silent on this issue, which is life or death for them. Meanwhile, the Bells have got most of Congress confused and, in some cases, even afraid to take an opposing stand."

Conclusion: unless there's an underdog victory in Congress, coin-op could have a competitor with a multi-billion dollar budget in a very few years. Some tradesters are already warning of the day when, for example, a giant like Time-Warner (which owns the Electronic Arts vidgame design house) signs up for a joint venture with, say, Bell South. "I think it's already a done deal," operator Vic Bray (Ti Vi, Florida) said at the end of the Washington conference. "The Bell telephone companies have the ability, they have the knowledge, they have the technology and they have the money."

The Brooks bill was due for a vote by late June, according to AMOA's Washington liaison Bob Wilbur. We'll report any late results on this in "New Digest" or "Hot Off the Press."

Meanwhile, AMOA leaders say that coin-op should jump on the bandwagon of telephonic entertainment delivery as soon as possible. It's called "networking" and could include anything from setting up citywide, statewide and nationwide leagues . . . to downloading games from an operator's central office into a "shell" cabinet on location. The idea has association execs very excited, but they didn't say much about it publicly in Washington.

For now, the focus is on Congress. But if the telcos win the battle there, trade members may become quite eager to learn what sort of networking ideas AMOA has up its sleeve.

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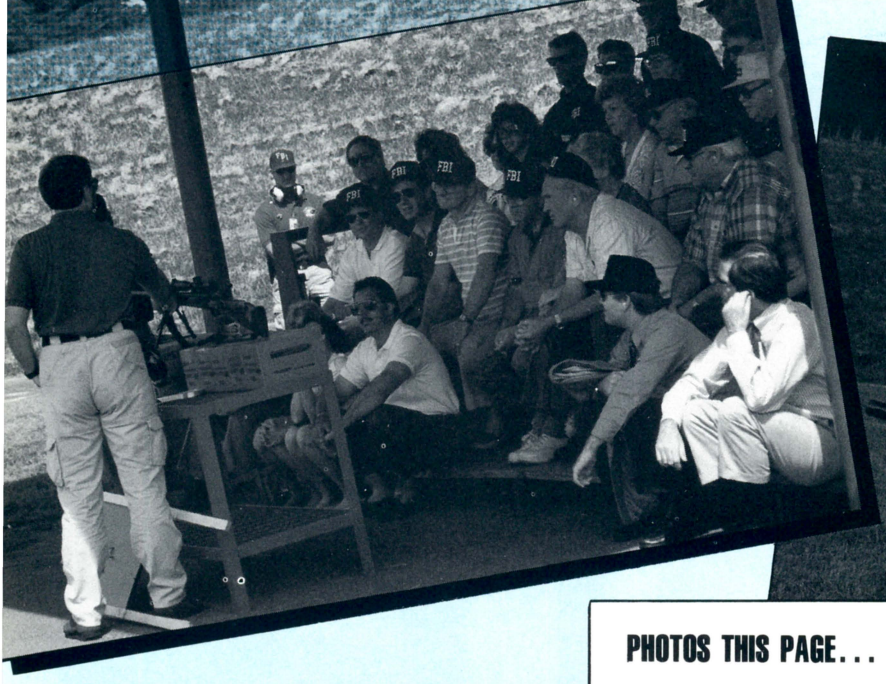



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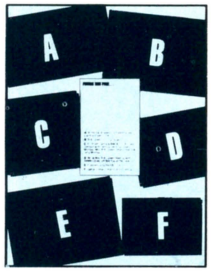

A: At the FBI Academy, a marksman explains a sniper's rifle.

B: R.A. Green on firing range.

C: From left: Janna & AMOA 1st VP Craig Johnson with Century Vending's Sue Monday, Mrs. R.A. Green, Sharon Harris & Jerry Monday.

D: Mr. & Mrs. R.A. Green meet up with AAMA's Exec VP Bob Fay at the cookout.

E: Folks enjoying the FBI cookout.

F: operator Sharon Harris shoots 'em up!









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What's it like to visit the office of a U.S. senator or representative?

• • • • • •



JOANNE MATRANGA
Matranga Music Co.
Houston, Texas

I've known Congressman Jack Brooks and have been close to him for about 12 years. Today, as I was walking toward his office, his receptionist saw me coming down the hall. She ran toward me and put her arms around me. It makes you feel wonderful, especially considering that I only get up here about once or twice a year. A few years back, I gave Jack one of those miniature "1015" jukeboxes that sits on your desk and plays music. Well, he just loves it. It's become a joke between him and the staff how crazy he is about his jukebox. In fact, a while ago Rep. Brooks was in the hospital, critically ill, but when he got a little better, he called the office and said "Bring Joanne's jukebox for me!" They knew then he was getting better. This time, I gave him an Avon bottle that was shaped like a jukebox. He took it and said, "I don't see any way to turn my music on!" I said, "No, darlin', if you get real desperate you could open it up and put some of the cologne on. . .but with your cigar, I don't think it's gonna help!" He's a fiesty little guy, but you always know where you stand with him. He's been the closest buddy this association could ask for.

• • • • • •



KENTON PRICE
Price Music Co.
Huntington, West Virginia

This is my first time to attend the Washington Conference. I'm on the board of directors for AMOA, and I figured it would be a good thing for me to do! The learning experience is very valuable. Like they say, if the first time you meet your legislator is when you need a favor from him, it's too late. You'd better get to know him before you really need him. Today we went to four different offices. We got to see several aides and the congressman from my district, Representative Rahall. Everybody we talked to today was in favor of dollar coins. On the telecommunications issue, we got one to promise he'd cosign the Brooks bill. When I go back to West Virginia, I'm going to tell other operators that I learned more on this trip than any other trip I've ever been on.

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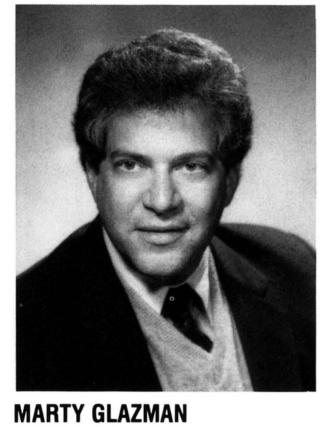

MARTY GLAZMAN
Kaneko
Chicago, Illinois

I saw six people today: a couple of senators, a couple of their staffers, and two congressmen. Two of them were lame ducks, like the senator from our state, Alan Dixon. He lost the primary and won't be back next year. Maybe that's why he seemed a bit detached. I was surprised to see him; many times a senator will send his aide rather than meet you personally. But what's really encouraging is when you go see the representatives. They'll meet with you; they don't send as many aides. They're a lot more open and will talk very frankly to you. But you know, I saw two senators from Nevada. Senator Bryan came out of a meeting and we happened to meet him in a foyer. He didn't know about our issues, but he was the nicest guy you'd ever want to meet. He was sincere and willing to become informed on the issues and become involved. The other Nevada senator, Harry Reid, was a super guy. Of all the senators I've seen in the last two years, they were the most gentlemanly.

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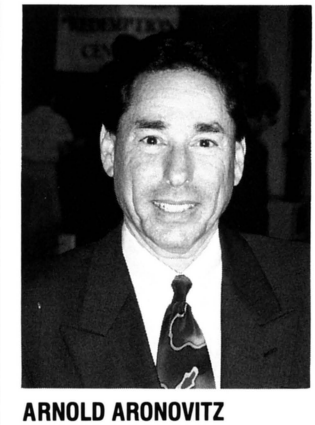


ARNOLD ARONOVITZ
Apple Vending
Philadelphia, Pennsylvania

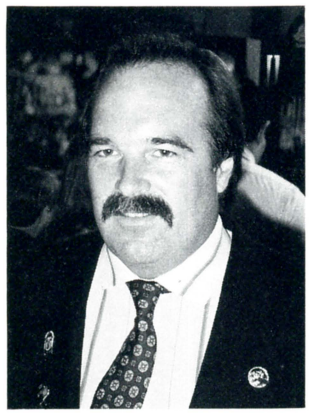
It was tremendous on Capitol Hill today. They couldn't wait to

get to our industry's Congressional Reception. We gave out several invitations to a committee chairman's friends; it was great. During our meetings with congressmen, we basically talked about dollar coins, which they were familiar with. We also discussed fiberoptics. The potential impact on our industry was a whole new issue to them. I think they grasped the importance of it, partly because the newspapers had lobbied them on another angle of telecommunications last month. This is my fifth year to attend the industry's government conference. It gets easier as it goes along; the politicians get to know our faces and they greet us with open arms now.

• • • • • •

ALAN DEUTSCHMANN
ALD Services
St. Louis, Missouri

My first year to come to the Washington Conference was

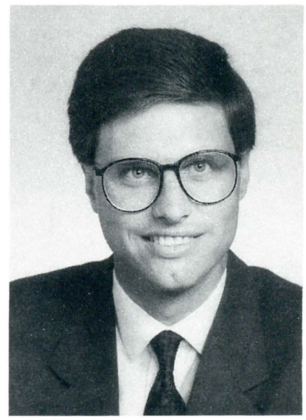


1985 or 1986. Altogether I've attended about five times so far. Today's lobbying went very, very well. I went up on the Hill and met with the same legislative aides I met last year, in the offices of Senator Bond and Senator Danforth. The repetition of coming year after year really helps. You build rapport with those folks. This is the best function AMOA puts on every year, as far as doing PR on a national basis. This has become more and more important for our national image. It also trickles down to a local level. Remember, all these folks are from "back home." They don't live in Washington. When we went to visit them in their offices, they talked about going home in three weeks for the Fourth of July.

• • • • • •

RANDY CHILTON
Chilton Vending Co.
Kansas City, Kansas

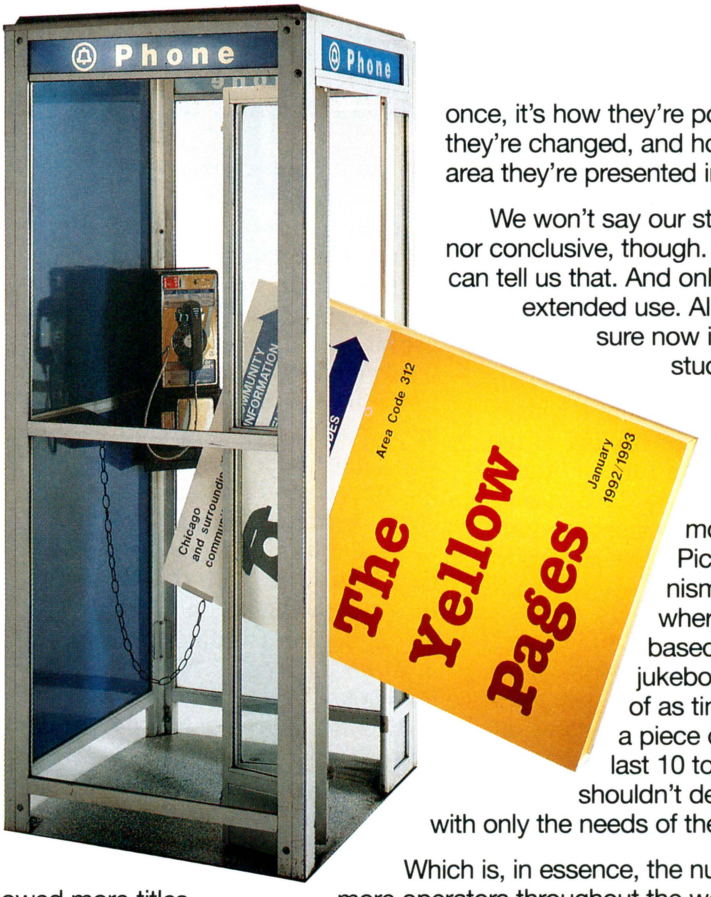
I've come to the Washington Conference several times, and this year I had more success than any previous visit. The contacts are starting to recognize me when I come in, and we have real productive discussions. In fact, some of the guys I went to school with, my fraternity brothers, are on the staff. They are working as aides and legislative assistants. That level is where you get the majority of the work done anyway. When I walked in to see them, they said: "Next time you come to



Washington, give us more notice and we'll meet you in a bar the night before the formal meeting!" Friendships and personal relationships like these are fun and they're also really helpful. I'm grateful to know that when I need these folks, they're there for me.



Bigger doesn't always mean better.



Sometimes it's just the opposite ... something smaller can be faster and easier to use.

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CD manufacturers design their jackets for viewing at a distance similar to our display ... and in a way similar to how we display them. Think of how music is presented and sold in music stores and it'll make a lot more sense.

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We won't say our studies are correct nor conclusive, though. Only the public can tell us that. And only over a period of extended use. All we can say for sure now is that revenue studies show our jukeboxes to be at the top of the earnings ladder.

There's really much more to why our Picture Display mechanism is what it is and where it is, but a lot is based on what we feel a jukebox should be capable of as time goes on. When a piece of equipment must last 10 to 20 years, you shouldn't design something with only the needs of the moment in mind.

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AMOA'S BOLD VISION

national operator association seizes reins of leadership; sets ambitious goals for taxes, technology & state politics

Optimism is busting out all over coinland these days, and nowhere more so than in the leadership of AMOA. While operators across the land are smiling at today's fine equipment earnings (from redemption, pinball and a couple of ultra-hot videos), leaders of the Amusement & Music Operators Assn. are smiling at tomorrow's prospects for continued growth and prosperity . . . thanks in no small part to programs and efforts undertaken by AMOA itself.

One sample of AMOA's current optimism came on May 30 in Dana Point, Calif. That was the site where AMOA First VP Craig Johnson addressed California tradesters at their annual CCMA convention. His message: AMOA is working to help tradesters realize "in your pocket" cash benefits from new technology, federal tax breaks and state-national operator cooperation. "Business will be positive in the next two years if we capitalize on some great opportunities," Craig declared.

TAX RELIEF

In the minds of many tradesters, the most pressing of these "great opportunities" is probably the chance for tax relief. AMOA is taking aggressive action to get better IRS tax treatment for operators. The need for better treatment is obvious: coin-op is working in a climate where one East Coast operator was told to depreciate his 45 records over seven years, Craig said.

"It sounds like a joke, but it's real," he added. "And when you're the one who has to choose between an expensive lawsuit or compliance with an expensive tax ruling, the joke is not funny at all."

The association's goal is, by the end of this year, to offer a program whereby operators across the land can use the "income forecasting" method of depreciation, just like movie studios and VCR tape rental stores . . . and AMOA wants to have the IRS go along with this method on a uniform basis, as a matter of policy.

To achieve this ambitious goal, AMOA is pursuing a multi-stage strategy. First, AMOA is seeking documentation in the form of an IRS letter stating that income forecasting is acceptable in at least one test case. Second, the association will pay for a "national audit" of U.S. coinbiz, to be achieved by AMOA hiring two top national accounting firms which will examine the books of 12 operating firms across the country. (The idea is to come up with fairly consistent average figures for income curves, peaks and fall-offs over time, for various types of equipment, regardless of size or region of the operating company.) Third, AMOA will have its accounting firm issue a letter stating why certain depreciation methods (income forecasting) should apply nationally.

"The IRS' main concern is consistency," Craig explained. "We feel confident that by the end of this year, we'll be able to bring a depreciation program that the industry will be happy with . . . one that will show an immediate improvement in our bottom line."

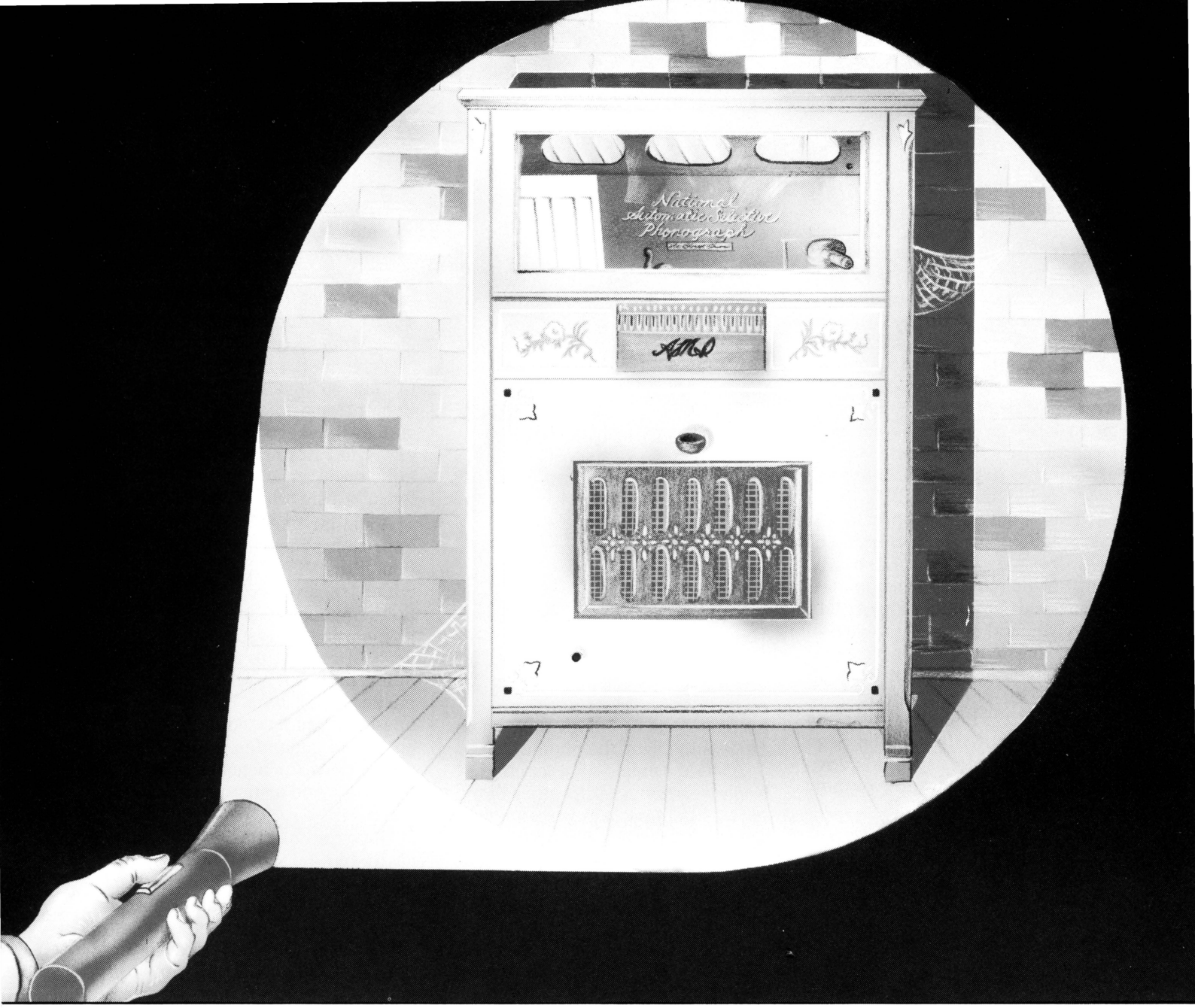
AMOA's tax depreciation program got much help, Craig noted, from the AMOA Manufacturers' Council and especially from Valley's Chuck Milhem and Rowe's Jerry Gordon.



AMOA First VP Craig Johnson (at right) with his wife Jana and Century Vending's Mike Robinson at the California Coin Machine Assn. meeting. Johnson spoke about AMOA's goals.

NEW TECHNOLOGY: NETWORKING

Craig's speech to CCMA also provided some tantalizing hints of how operators could (finally) jump on the bandwagon and profit from new computer technology, rather than losing out as competing markets and products rush to take first advantage of continually improving technology. The buzzword here is "networking" and Craig said it is



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*Selection based on the condition of each 1927 jukebox submitted, based on Rowe's sole judgement.

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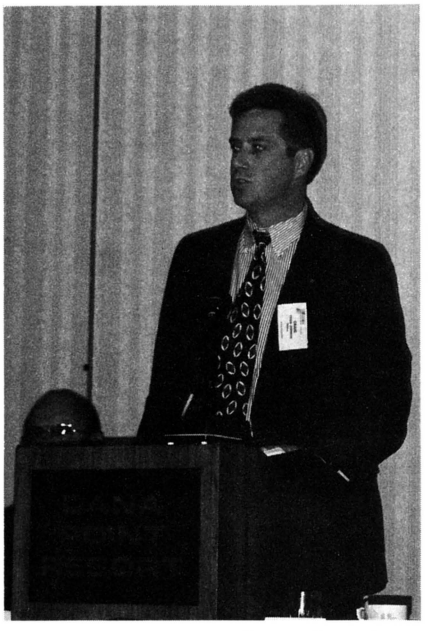
now the AMOA Executive Committee's top priority.

Networking is a way of linking computers over the telephone lines to make them interactive. For operators, it could mean creating citywide, statewide or even nationwide leagues (perhaps with the big prizes that are associated with progressive linked computer games in, shall we say, "other" entertainment fields). Eventually, networking will also mean downloading games (and maybe music?) from the operator's home office computer system, into location "shells" in the field.

"This is not a far-off possibility, this is today," Craig declared. His own firm, Tataka (Salt Lake City, Utah) is heavily involved in payphones and Craig (plus other AMOA heavyweights) is keenly aware of networking that's going on right now in various telecommunications industries. In the field of video games, for example, a limited networking application is touted by the Sega Genesis home game system, allowing two players to interactively play a single game by linking their home game units over the phone.



Craig Johnson at the podium in Dana Point, Calif. during the CCMA convention where he told the group about AMOA's optimism and efforts to keep operators profitable.

AMOA is aware of other current applications more directly related to coin-op, but details were unavailable at this writing. Craig promised that AMOA would say more about its networking plans during the June 7-11 lobbying conference in Washington, D.C. If *RePlay* learns more about this intriguing prospect, we'll include it elsewhere in this issue.

HELPING AT THE STATE LEVEL

Video lottery and tax hikes are being debated in nearly all of the 50 states. AMOA recognizes that what one state adopts — for good or ill — could be copied by many other states. This means issues which were once considered "local concerns," are now of national concern to AMOA. Accordingly, "one of the top three priorities of the AMOA Executive Committee" is how AMOA can provide assistance to state operator associations, Craig stated.

"We fully understand the need for AMOA to get involved," he said. "We have an obligation to help the states and it's something we're trying to improve on. We need to develop a trigger mechanism which will bring AMOA into the process, when industry members experience problems at the state level. We are asking ourselves how we can provide expertise and information, as well as indirect funding assistance."

Helpful information is already on the way from AMOA. Higher taxes have popped up in several states and are threatening to plague the industry in many more. To help state associations fight this trend, AMOA has compiled a tax data base, containing comprehensive, comparative information on tax rates in states — and even at the county level! "This information will be available to you as you face those problems," Craig told CCMA.

A similar "information, please" approach is seen in AMOA's formation of the Video Gaming Alliance, which tracks video lottery legalization campaigns in all 50 states. VGA is planning to issue a bimonthly newsletter and to offer a host of other data sources to interested parties. These data sources include academic studies, educational video tapes, computer disks, recommendations for legislation, expert witnesses and testimony, and much more.

Of course, one thing states would really like from AMOA is money. "Keep in mind we've had requests totalling $100,000 from state associations this year," Craig explained. "But AMOA does not have an unlimited budget. We simply can't provide funds to everyone who asks. Also, because AMOA's governing structure gives balanced representation to competing states and regions, AMOA cannot easily prioritize the relative importance of funding requests from those regions. Everyone tends to believe his region or state has the most pressing problem. If we give to one, we'd have to give to all. . . and we just can't afford to do that. So we're exploring ways that AMOA can help state associations raise needed money themselves."

In all, First VP Craig Johnson portrayed AMOA as a progressive trade association, actively shaping new programs to meet coin-op's many needs. As Craig told CCMA: "We are concentrating on programs that will make you more money, put more money in your cash box, in your wallet, and in your bottom line!"

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INFORMATION ON COUNTERFEIT AND PARALLEL VIDEO GAME BOARDS

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The success of Street Fighter II Champion Edition has sent counterfeiters scurrying to make an easy profit using Capcom's proprietary copyrighted and trademarked material and manufacturing, selling or operating counterfeit versions of our game. Counterfeit in this case means any Street Fighter II Champion Edition PC boards, parts of PC boards, chips, graphics or other items containing our proprietary material that did not originate from Capcom.

Facts:

- Counterfeits are illegal. Illegal to make, illegal to sell, illegal to operate. Counterfeiting hurts our entire industry. It stifles the research and development necessary to produce top quality products.
- Counterfeits are of inferior quality and come with no warranty.
- A legitimate software conversion for the CPS system for Street Fighter II Champion Edition is not available.
- If someone offers you a deal "too good to be true" on a Street Fighter II Champion Edition, it probably is.
- Involvement in counterfeiting can subject you to criminal prosecution and civil damages — Capcom is serious about this and so are people like the FBI and U.S. Customs.

You might be tempted to get into counterfeits because they're cheap. In reality, they're only cheap on quality. When you add it all up, they are prohibitively expensive.

PARALLELS

Legitimate Capcom PC boards originally distributed outside North American markets that are subsequently imported into North America are often called "parallels."

Facts:

- No manufacturer is presently contesting the legality of selling or operating parallels at the present time.
- You cannot buy legitimate graphics and put them on a parallel game. You cannot copy Capcom graphics. Both are illegal.
- Neither Capcom nor its authorized distributors offer service or parts for parallels.

We hope this information helps you make the right choice. For further information contact your authorized Capcom distributor or the AAMA. Counterfeits and parallels — you decide. Is it worth it?

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INTERVIEW



BILL RICKETT

AAMA President hopes $1 coins will pass in 12 months; announces Brazilian trade show as next step to building worldwide market

AAMA held its summer board meeting during the industry's 1992 Government Affairs Conference in Washington, D.C. (June 7-10). While in the nation's capital, we chatted with AAMA President Bill Rickett about the results of the board meeting and his assessment of the lobbying event itself. Our conversation covered a lot of ground: AMOA and AAMA relations; dollar coins; telecommunications; AAMA leadership; global market building; the new wave of counterfeits; JAMMA's new president; video lottery; and more.

As always, Bill Rickett came across with honest, straightforward, insight-filled answers. As always, his opinions were expressed with the good will and good humor that have made him so popular with manufacturers, distributors and operators alike. For the record, Bill is also president of his own Dynamo Corp. (Richland Hills, Texas), which makes table games and video lottery terminals. In addition, Dynamo builds video games for many other factories on a subcontracting basis.

REPLAY: Bill, today we heard a series of speeches and briefings from congressmen, senators and government experts. Tomorrow everyone from AAMA and AMOA will go up on Capitol Hill to drum up support for dollar coins and telephone company regulation. In your opinion, how's this event going so far?

RICKETT: I think it's going great. AAMA has come to Washington this year with the best attendance we've ever had, about 60 members. I think it's because we're up here with our counterparts from AMOA. The two associations are working very well together. We're all businessmen, and everybody wants to be here to work constructively for the good of the whole industry.

REPLAY: When you took over as AAMA president, one of your key objectives was "building bridges" to the national operator association.

RICKETT: Yes, I have a two-pronged program. One goal is to heal the industry, bring us all together. The second is to make this a worldwide industry and get the whole world involved in building profitable coin-op markets.

REPLAY: From the statements operators are making at this Washington conference, it seems AMOA's leadership is aware of your goodwill and is appreciative.

RICKETT: It makes me feel really good to hear that. Those are great guys. AMOA president Gene Urso is a terrific guy to work with and I'm also looking forward to working with their next president, Craig Johnson. I don't have any problem talking and working with these fellows; they're the same guys I deal with every day when I'm selling product. As an association, they've got legitimate concerns and good ideas about how to do business. We've got to respect that, and to help them in those issues that are important to them. These issues are also important to us. They're our customers!

REPLAY: The unity issue for AMOA and AAMA these past few years has been dollar coins. We keep inching forward, but when will the legislation finally pass?

RICKETT: I would say that even though we may not get dollar coins passed this session, we hopefully will get it within a year. And we'll get it the way we want it, by phasing out the dollar bill. I think that's the single most important thing that can happen to benefit this industry.

REPLAY: Has any opposition to dollar coins surfaced?

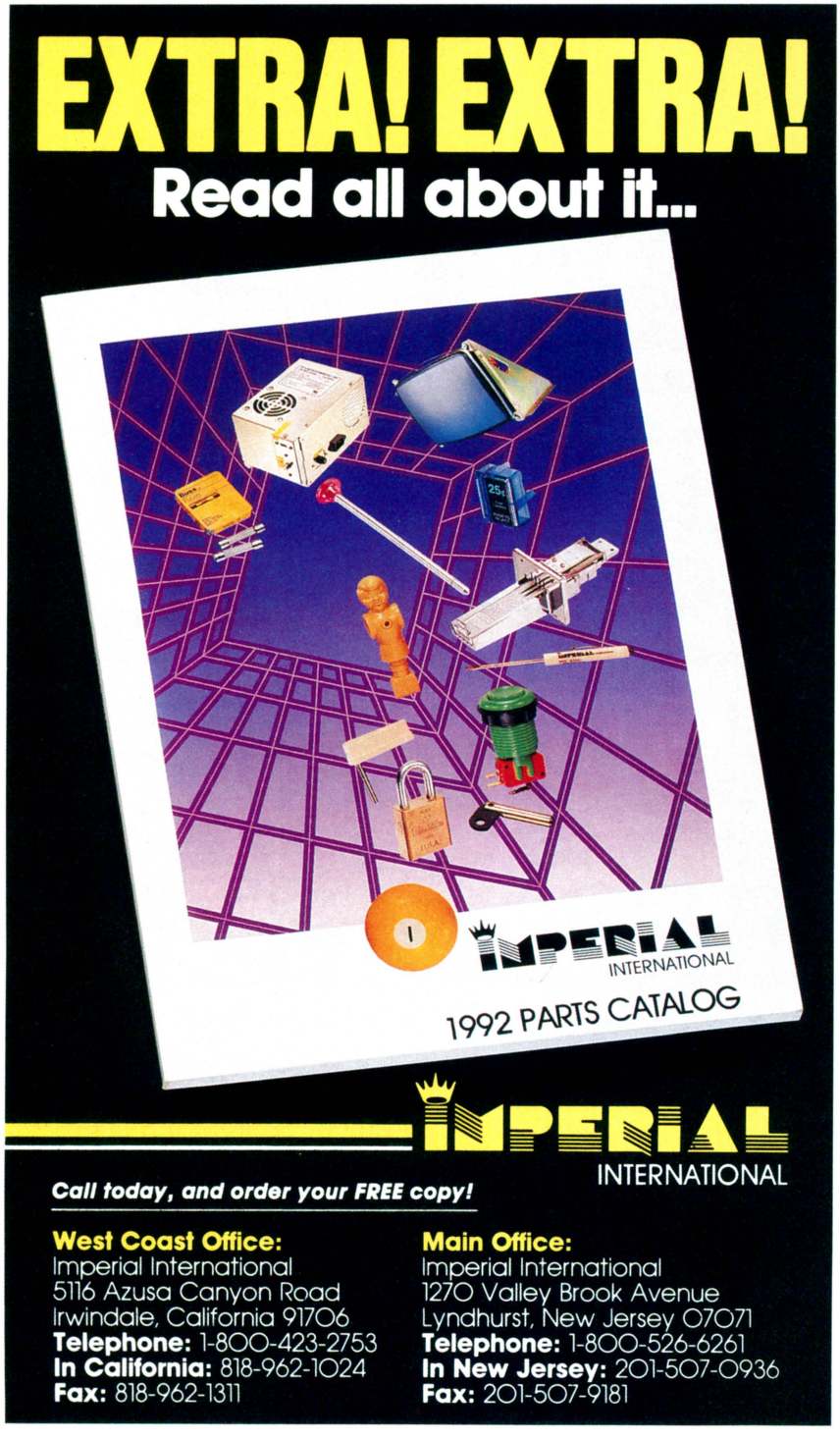
RICKETT: The only argument anybody's got against dollar coins is: "I may make some voter mad, because he has to carry a coin instead of a dollar bill." Certain lawmakers may be too scared to take the short-term pain and vote for the dollar coin, despite the fact it's proven to grease the wheels of commerce in every other country where this has been done, and despite the fact that it quickly becomes very popular with the public.

REPLAY: Jim Benfield, leader of the Coin Coalition, is the person who got this ball rolling five years ago. He seems more confident than ever that victory is inevitable . . . but apparently even Jim didn't expect it to take quite this long!

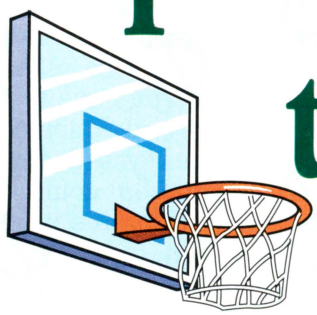
RICKETT: (Smiles.) This is something we've been working on for years. I mean, my congressman will hardly talk to me about this issue anymore! He's heard all about dollar coins, he knows my feelings on the subject . . . but in addition, these congressmen know we're not going to go away. We have a "bad news, good news" situation in Washington this year.

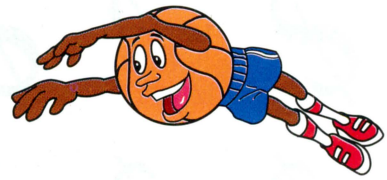
REPLAY: Okay, we'll bite. What's the bad news?

RICKETT: The bad news is,



Operators will Take It to the Bank.





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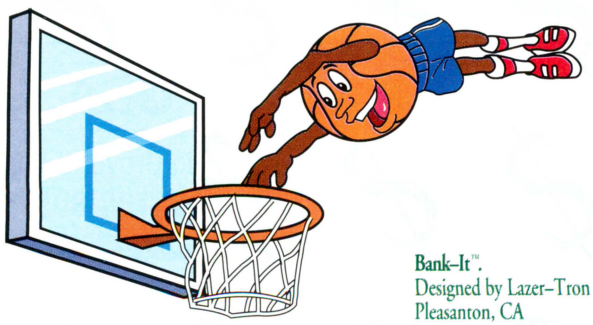

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half of Congress won't be here next session. We're wasting a lot of time talking to people who won't be back after the elections. I would dearly love to see action on the dollar coin in this Congress, but these guys are so tied up in knots that I don't think it will happen.

REPLAY: And the good news?

RICKETT: The good news is, these politicians are scared spitless of voters. They are probably more scared and worried than they've ever been. So they finally are going to start listening to us. We're saying, we need this dollar coin to help us remain profitable. And they know they'd better start responding when citizens say they need help!

REPLAY: Could you spell that out in more detail?

RICKETT: Sure. The feeling is very strong here that Congress is in deep trouble. They've got the bad check scandal; they can't balance the federal budget; and their partisan infighting is getting in the way of governing the country. Well, the American public is absolutely sick of it. People are as fed up as they can be.

'The benefit from all the turmoil is that some congressmen are realizing they'll have to provide leadership and get something done, if they want to keep their jobs — even at the price of maybe offending a few voters. You can't be all things to all people. You have to make tough choices and do something positive.'

REPLAY: How does that help dollar coins?

RICKETT: The benefit from all the turmoil is that some congressmen are realizing they'll have to provide leadership and get something done, if they want to keep their jobs — even at the price of maybe offending a few voters. You can't be all things to all people. You have to make tough choices and do something positive. So next year, we've got a good shot at dollar coins, mainly because I think the public is going to demand that Congress put their fiscal house in order. But they can't do this by raising taxes; people want the government to cut spending.

REPLAY: Aha! Dollar coins are a cost-cutting move that doesn't hurt a specific interest group.

RICKETT: Exactly. That's where we come in: we have a good case to make about how much money the government can save, by not printing dollar bills.

REPLAY: We'll remind our congressman of that, next time he asks for our vote. Besides

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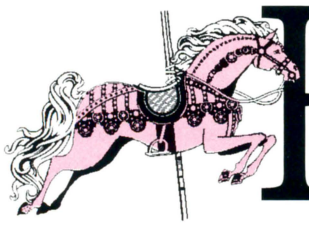



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FUN EXPO

dollar coins, our industry's other major issue in Washington this year is telecommunications. This morning, AMOA heard a rather alarming, well-researched speech from a Bell opponent. He said the regional Bell operating companies have aggressive plans to move into the video game market. . . may-be in partnership with big entertainment firms like Time-Warner, Sony, Electronic Arts and others.

RICKETT: AAMA has asked AMOA to provide as much information on this as possible, so we can help support their position. However, the information revolution is upon us, whether we like it or not. If we're trying to block new technology, then in my opinion, we may be like the little Dutch boy with his finger in the dike: there may be nothing we can do about it. It could be that new methods of communicating are so efficient and cost-effective that they may obsolete certain things that some people are doing nowadays. We have to make sure that our industry will be involved and that we have the time to react. Every coin-operated device will still need an operator to provide the equipment and service. We have to make the case, just as in video lottery, that our factories are the best ones to make the equipment, and that our operators are the best ones to own and service them.

REPLAY: AMOA is supporting a couple of bills on telecommunications. Both of them seem to call for slowing down and regulating competition from the Bells, not preventing competition altogether. AMOA's position seems to be: "We can't stop this train, so we'd better figure out how to get on board."

RICKETT: Well, that's the smart way to look at it. I'd hate to see us become buggy-whip manufacturers, when everyone else is going into automobiles! I want us to change with the times, not be parochial and try to protect technology that's passe. . . and die as an industry. Yes, we must protect ourselves against competing with the monopoly such as that enjoyed by the Bell companies. But we can't fight change when it's truly beneficial. That's just a losing battle.

REPLAY: Turning now from politics to association affairs, AAMA held a board meeting here this morning. You still have a year to go as president of the association, but it was time to bring in some new board members. What were the results?

RICKETT: We had more can-

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AAMA prexy Bill Rickett at the reception in Washington, D.C. with AMOA topper Gene Urso.

didates this year than we've ever had since I've been involved. Some years we even had to twist arms and drag people in, kicking and screaming, in order to get enough members on the board. This year, we had six slots open, and twice that many guys wanted to participate. Four guys were reelected: Steve Koenigsberg, Bill Cravens, Ray Galante and Al Stone. The two new board members elected were Tom Keil and Marty Glazman. It's wonderful to see that so many people wanted to donate their time.

REPLAY: The association seems to be changing and growing. Two years ago, AAMA had around 70 members; now your membership roster is almost double that. Also, AAMA is becoming much more distributor-oriented.

RICKETT: We have eliminated the distinction between manufacturers and distributors. Our board is bigger and broader; instead of a fixed ratio of factory reps and dealers, the board is now wide-open for whatever combination the membership elects. We have also lowered our dues structure to pave the way for more distributors to join.

REPLAY: We've heard speculation that when your term ends in a year, the next AAMA president will be a distributor. Several dealers have said they'd be interested in the job.

RICKETT: AAMA's next president certainly could be a distributor. In fact, I think it will be.

REPLAY: One of AAMA's top priorities is building foreign markets. Was this discussed at today's board meeting?

RICKETT: Yes indeed. Besides improving internal industry relations, my other major goal as AAMA president is to put our American industry on a worldwide basis. I want us to take advantage of worldwide markets with American exports. Dynamo actually started lobbying several years ago for AAMA to sponsor a Mexican trade show. Now Dynamo's VP Mark Struhs heads AAMA's foreign business development program and I'm happy to say this year's Mexican show is going to be an outstanding success. Every year it doubles in size, in terms of number of booths sold and amount of money raised. For this year's show (July 22-23, Mexico City), we actually decreased the booth space rental by a considerable amount, and we're still getting wonderful results. The good news is that many Mexican distributors and operators are buying space at the show to exhibit and be part of the industry. So it's not just

'I want us to take advantage of worldwide markets with American exports. Dynamo actually started lobbying several years ago for AAMA to sponsor a Mexican trade show. Now Dynamo's VP Mark Struhs heads AAMA's foreign business development program and I'm happy to say this year's Mexican show is going to be an outstanding success....We're now going to expand our foreign trade show program to Brazil.'

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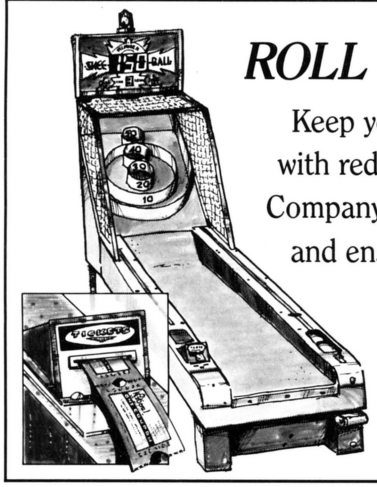

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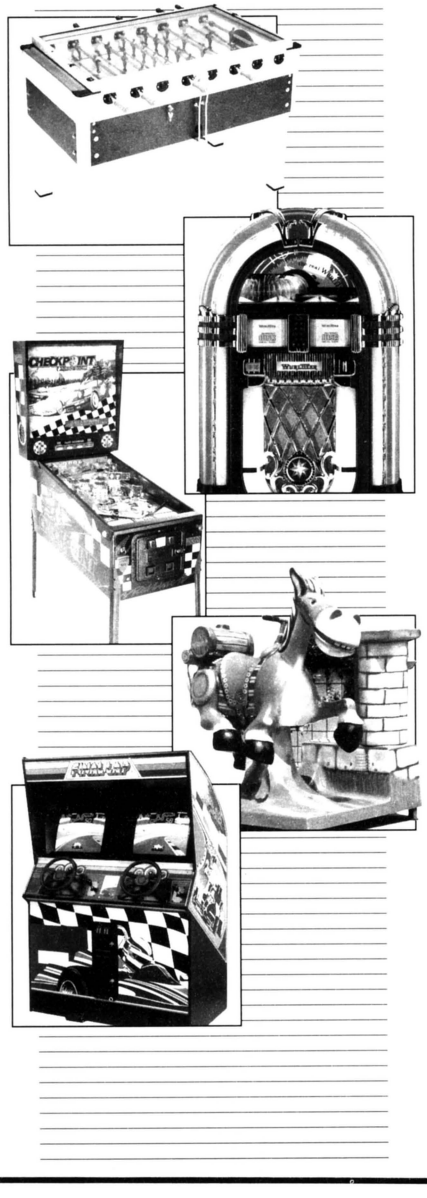

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Americans going down there and spending money; we're getting a lot of participation from the local industry.

REPLAY: Last fall AAMA sponsored a touring exhibition to sound out several South American countries as possible new markets. Any follow-up plans?

RICKETT: We're now going to expand our foreign trade show program to Brazil. At today's board meeting, we approved a coin-op expo for Nov. 11 and 12 in Sao Paolo, Brazil. This city is supposed to be the "Chicago of South America," with 20 million people. Brazil is the most economically aggressive South American country; everybody comes there to do business and trade. Our Brazilian show will be co-sponsored by AAMA and the U.S. Consulate, and it will be organized by Bill Glasgow & Co. which also does our ACME show and our Mexico City shows. In Brazil, we expect to draw a lot of participants from Argentina and other surrounding countries. We're very pleased with that, and with our ability to "bootstrap" this from our Mexican show. It's doing so well that we are going to use the first show to expand into the second, then use the second to expand into a third, and so on.

REPLAY: We've heard mixed feelings about U.S. participation in the Mexican and South American markets. Some operators and factories say opportunities are terrific; they're surprised more Americans aren't going South of the Border to sell equipment and set up routes. On the other hand, some distributors say that competition is getting overheated: it's cutting down on profit margins.

RICKETT: AAMA believes our foreign business development program provides a big benefit for our manufacturing and distributing members. Our distributors are actually the ones who benefit initially from those ex-

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Bill Rickett with his wife Marsha, Steve Koenigsberg and Al Stone. That's Mrs. Bob Fay at left.

panded markets. A lot of customers that we find down there can't buy a full container of a single product at first; they need a mixture, some of everything. So a distributor comes along and can ship mixed containers and do a real big business. Everybody wins.

REPLAY: We noticed that Bill Glasgow and Judy Novak, who organize the ACME show, flew in for this Washington event. What plans did you discuss for future ACME shows?

RICKETT: This past spring in San Antonio, we had our biggest ACME ever in terms of booths sold. The show tends to be more and more financially successful. However, I'd like to see more operator attendance. One of the things we're looking at, is to find ways to increase this. I think both shows are hurting in that respect. Who knows: to encourage more operators to come, we may have to go back to Chicago!

REPLAY: Many ACME exhibitors said they had great sales at the show.

RICKETT: Sales were way up. AAMA encourages as much operator attendance as possible, however it's my personal perspective, as president of Dynamo, that ACME is in certain ways a "distributor show." It's one distributor meeting after another. These guys flock to the expo and buy a heckuva lot of equipment. Then after ACME, we spend a lot of time attending distributor shows . . . and it seems like we see more operators at the open houses, than we do at the national expo.

REPLAY: That's fine, except it means those operators never see a lot of the new equipment. A single distributor, no matter how good, can't duplicate a national show. Then some operators complain "there's nothing new."

RICKETT: The operator should realize that this pattern just reinforces the status quo. All you're going to see when you go to a distributor's showroom is the lines he represents. There may be a lot of upcoming new companies with new product that may be of real value to operators, but the distributor may not have them for some reason. Operators are probably missing out by not going to national shows. That's the only venue many guys have to show their product. Unless you have been in this business for a long time, it's tough to get distribution.

REPLAY: Did the AAMA board talk about video lottery at today's meeting? AMOA's new Video Gaming Alliance is holding its first, informal, board meeting here in Washington during this event.

RICKETT: No, we didn't talk about video lottery very much. But let me say this: AAMA's policy position is that we support operator involvement in video lottery. We've spent quite a bit of money on this cause, too. We donated money to lobby for operator involvement in Oregon. We spent travel money so that Bob Fay and I could both fly to Oregon and testify in favor of operator involvement. We have also spent a lot of money on an economic study — commissioned by AAMA — to convince state legislatures that operators should be involved. We support operator involvement in VLTs because, if states go sole-source, the money goes outside this industry. We've found that whenever a lottery product goes into a bar, it drains a substantial amount of the money out of everything else. So that's why the operator is better off not having VLTs in the state at all, rather than having it but not being involved.

'Our association is not concerned about legitimate parallels, but the problem is that too often, parallels go hand in hand with copies. We're seeing instances of operators coming to us and saying, "I bought this board and was told it's a parallel. But it's a copy.'

REPLAY: Was counterfeiting a key topic in today's board meeting?

RICKETT: It's a major prob-

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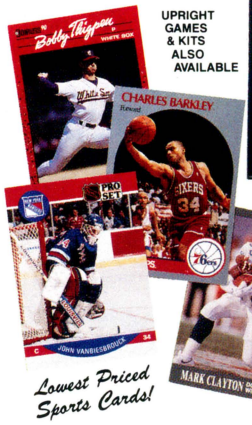

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lem. The whole thing has come up again. Our association is not concerned about legitimate parallels, but the problem is that too often, parallels go hand in hand with copies. Right now we're seeing instances of operators coming to us and saying, "I bought this board and was told it's a parallel. But it's a copy." That's a real problem now, especially with Capcom's "B-boards." Somebody has figured out how to convert old Capcom boards into *Street Fighter Champion Edition.* They're selling these things for anywhere from $600 to $895 apiece . . . and they're calling them parallels! Operators should be aware: you're not going to buy a parallel at that price. A legitimate parallel, if there is such a thing, is selling for $1,500 apiece. So if somebody's offering what they call a "real parallel" for $600 to $800, it should raise a red flag. It's not going to happen. That's a copy. And now we're seeing ads in the trade magazines from certain parties who want to buy "used Capcom boards" from operators. Most of these boards will probably be turned right back into *Champion Edition* copies. Operators should be aware of this. They are breaking the copyright law if they buy these. Operators who spent money to buy legitimate *Street Fighter Champion Editions* are getting ripped off by the ones who buy illegal copies for $600 to $800. It's not fair and it's not right. It gives the unscrupulous buyer an unfair advantage, and takes money away from the legitimate factories and distributors. This money needs to stay in our industry, to encourage and pay for R&D for new games, and so that the distributor can provide the level of parts and service support that's needed.

REPLAY: What is AAMA doing about it?

RICKETT: Right now, the thrust is to go after the guys who are doing this, the copyboard makers. Combating copies on an international basis, or assisting other associations or companies to do it, is our next big emphasis. Copies are not just a U.S. problem; they are a worldwide problem for the Japanese. They don't have the experience to deal with these areas that AAMA has. So we have made AAMA Executive Vice President Bob Fay available on a consulting basis to individual Japanese companies to assist with this problem.

REPLAY: How broad is this program?

RICKETT: We are actively assisting them in Asia, South America and other places. Japan may have been able to control copies in the U.S. market, but they are losing the world market. They've got Japan and the United States, but the copiers have everything else. We've seen this from our forays into South America: what an impact copies have, and how legitimate boards almost don't exist in certain areas. We're making them aware of that.

REPLAY: It sounds unrelated to American counterfeit problems, but it's actually all tied together, isn't it?

RICKETT: If those copy manufacturers exist and sell into foreign markets, then we know they'll always be trying to penetrate the U.S. market. So if we can eliminate the problem at the source, then we think we're helping our manufacturer and distributor members, as well as legitimate American operators. They don't have to worry about some guy bringing in a cheap copyboard.

REPLAY: It's impressive to see that even the Korean and Hong Kong police are now ac-

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tively busting video game copiers. They seemed passive or disinterested in the past.

RICKETT: Bob Fay has done a hell of a job on this. He is probably the best problem-solver in any U.S. industry, in terms of dealing with foreign copies. He really knows how to get over there and get the job done. And here in Washington, he knows exactly how to make a case and get our government to take action, as well. He is a real asset for all three associations: AAMA, AMOA and JAMMA.

REPLAY: We understand that AAMA's Director of Investigations, Bill Kidwell, will be resigning at the end of this year.

RICKETT: Actually he's retiring. Bill has done a fine job for AAMA these last several years, but he's got a few health problems. His role in AAMA investigations comes after an earlier successful career in law enforcement, too. So he's retiring.

REPLAY: Will somebody be hired for that same post, or will AAMA restructure its investigations branch? You have a fellow named Bill Gannon working on investigations in Mexico City, for example.

RICKETT: AAMA hasn't decided yet how to handle that.

REPLAY: How is Bill Gannon doing in Mexico?

RICKETT: So far, so good!

'I believe in Japan, just as here, the trade associations are realizing there's a benefit to taking a worldwide perspective. It helps achieve recognition for your industry. Again, that's one of the things I wanted to bring to our industry: a global, worldwide perspective. We're just not insular anymore.'

REPLAY: JAMMA recently elected Sega's president, Mr. Nakayama, to lead their manufacturers' trade association. What can you tell us about him?

RICKETT: My company, Dynamo, has a very good relationship with Sega. I've worked with Mr. Nakayama over the years and I know him to be a fair and reasonable businessman. And a very successful one! He has done a very good job with that company. I think he has a lot of good judgment and common sense. I'm looking forward to working with him.

REPLAY: Leaders of three associations have already had two meetings at the AMOA and ACME shows. We understand that another three-way association "summit" is planned for Aug. 27 in Tokyo, in conjunction with the JAMMA expo. Are these summits leading to a "meeting of the minds"?

RICKETT: I believe in Japan, just as here, the trade associations are realizing there's a benefit to taking a worldwide perspective. It helps achieve recognition for your industry. Again, that's one of the things I wanted to bring to our industry: a global, worldwide perspective. We're not just insular anymore. Even the Japanese have had this problem to a degree in the past. True, in certain respects they are world class manufacturers. But in others, they deal only with their own suppliers and customers, and they do things a certain way. The tendency is to keep doing things that way until some visionary comes along and says, "Let's try this, something new." I believe Japan is beginning to realize there is a worldwide market, outside just the United States. Japanese coin-op manufacturers want to be involved in the total market, some of which used to be dominated by copies.

REPLAY: Not just eliminate the negative, but build something positive in a global market.

RICKETT: Right. I think our association has helped Japan realize this fact, because of our worldwide perspective and our global outlook. I think we are leading the way in promoting our industry and protecting our intellectual property rights. Japan sees there are real benefits in working with us. We are moving in an international direction toward world trade. That, plus better industry relations here in the United States, is the legacy I want to leave as AAMA president. If my term ended right now, I'd feel I had accomplished what I wanted to accomplish.

REPLAY: Your accomplishments in both of those areas will give the industry something very solid to take into the future. Thanks, Bill, for your time and your thoughts. ◆R

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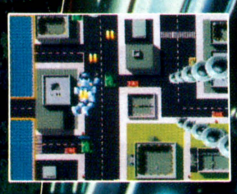

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SHOOTING STAR

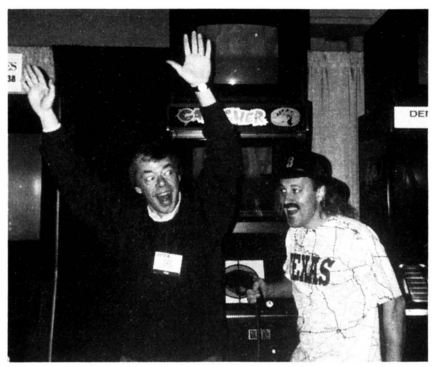
standup comic Gallagher stars in "shooting gallery" video game; laserdisc combines two-player rifle fire with live action footage

Watch out for the seeds! Gallagher, the nationally known stand-up comic whose schtick includes smashing watermelons with a sledgehammer, is now the star of his own video game. Naturally, it's a shooting-gallery style upright. Naturally, it's called *Gallagher's Gallery*. And naturally, it's the silliest fun since Gallagher last put mallet to melon.

Produced by American Laser Games (ALG), the game features live action footage of Gallagher's standup comedy and — in an industry breakthrough — the game can correctly read the "hits" from two different laser guns at once, allowing two people to compete against each other in one game. ALG calls it "the first new shooting gallery type game to be introduced in 12 years."

Gallagher's Gallery began appearing in arcades around the U.S. as of mid-May. Units are being distributed by Betson in the east, Atlas in the midwest, Mountain Coin in eight western states, H.A. Franz in Texas and C.A. Robinson in California. Additional dealers will be announced shortly, ALG said.

Gameplay is simple and fun, with laserdisc footage of Gallagher inviting players to take a trip through his own personal shooting gallery. Targets include some mighty unusual objects which are seldom seen in carnivals and amusement parks! Gallagher gives players a chance to shoot at all sorts of foods, gadgets like alarm clocks and model airplanes, fun stuff like street lights, balloons and gumball machines . . . and much, much more. The comedian taunts those who miss and he invites sharpshooters to advance to more challenging play.



RePlay's Eddie Adlum gets held up at the ACME show by "shooting star" Gallagher. The comedian made an appearance at the show to help American Laser Games promote the *Gallagher's Gallery*. It's shipping now.



Working on this project enabled Gallagher to fulfill one of his life's goals: starring in a video game. "Kids like this game because it's fun and I had fun doing it," said the comedian, whose standup routines raise goofball humor to new heights. "Other comedians may have copied me," he added with a grin, "but I'm so different in this video game they can't follow me on this!"

ALG prexy Bob Grebe confirmed the unique appeal of *Gallagher's Gallery*. "We expand the live action genre every time we create a new game," Grebe said. The firm (which was founded in 1988 as the Institute for Combat Arms & Tactics) was responsible for earlier coin-op laser-games like *Mad Dog McCree* and *Space Pirates* for the Betson big-screen system. All of ALG's games store their images on laserdisc. They use "branching programming" to change onscreen action and to offer variable outcomes, depending on player interaction (usually that interaction comes in the form of hits and misses with a simulated handgun or rifle). Grebe, a skilled marksman himself, originally used the technology to train students in weapons skills but noticed how much fun the training created. "Thus the idea for live-action, interactive video games was born," he smiled.

Gallagher's Gallery comes with a 25" color monitor and an (optional) spectator display monitor. Scenes for the game were shot in a local grocery store, as well as on sets constructed in ALG's Albuquerque, N.M. studio. For more information, contact your authorized distributor or ALG's Stan Jarocki for referral at 505/880-1718.

NEARLY 80 MILLION ARCADE VISITS

family entertainment centers pull that much action yearly; IAAPA conducts national survey of amusement consumers

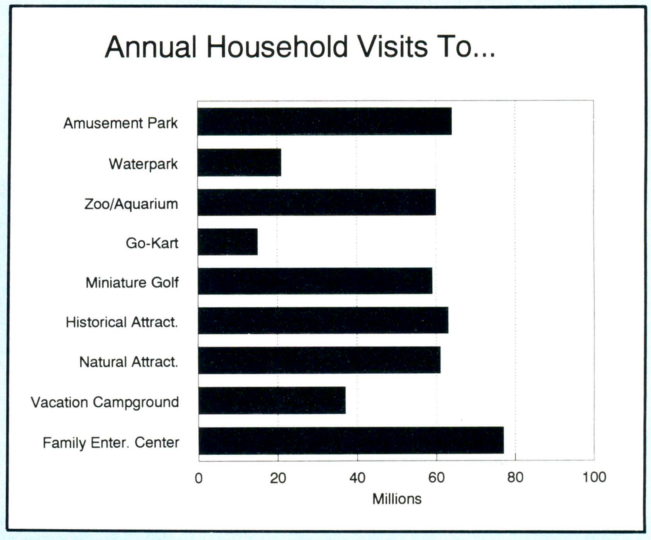
[Editor's note: coin-op is often described as a "statistically barren industry." We don't have hard numbers on who our customer are, how often they visit our locations, how much they spend, etc. But now some numbers are finally available. The following news release from the IAAPA "Parks" association describes the contents of their new consumer survey. This document should be invaluable for current or prospective coin-op operators, distributors and manufacturers.

The survey allows you to analyze various regions for possible arcade or street route operations, to get more detailed data on your regional customer base, and to check out the competition in other amusement niches in various ways. At the end of the IAAPA release, you can learn how to obtain a copy of the entire survey. Meantime, even this brief description provides some interesting insights into our market.]

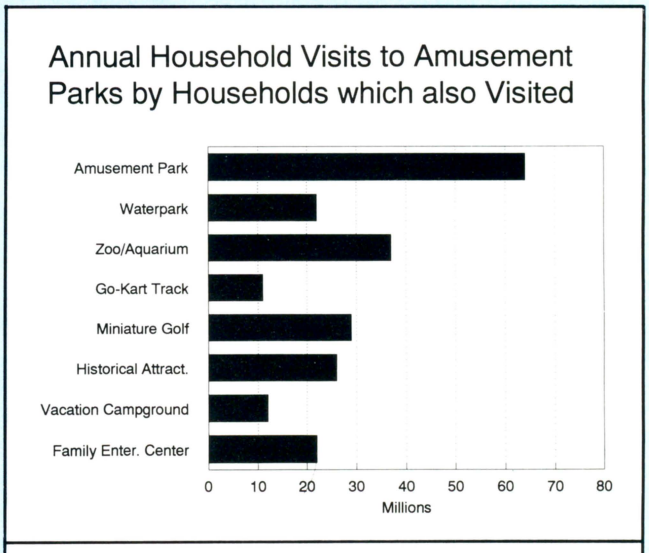
During February and March of 1992, the International Assn. of Amusement Parks and Attractions (IAAPA) commissioned a survey of consumers of amusement products to be conducted nationally by NFO Research, Inc. of Toledo, Ohio. The survey was sent to a Census-balanced sample of 1,500 households in each of the nine major census regions. At the end of the survey, 78% of the households had responded. These responses were then projected out to total attendance estimates, providing a national picture of amusement consumers.

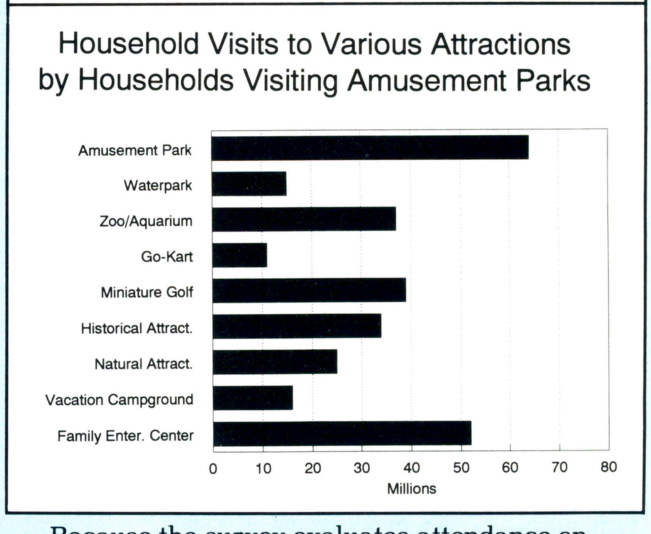
The survey examines nine segments of the U.S. amusement market: amusement parks; water parks; zoos and aquariums; go-kart tracks; miniature golf courses; historical attractions; vacation campgrounds; and family entertainment centers. The survey provides the following information for each of these nine attractions based on 1991: total annual visits; visits by month; visits by week; average number of hours spent; average number of miles traveled; 1992 visit expectations; household size; household income; occupation of head of household; education level of head of household; household credit card ownership; and age of head of household.

The survey uses "household visits" (one or more individuals from a household, attending a given type of attraction at least one time) to provide a detailed portrait of who and how many people or households visit each of the nine surveyed attraction types. In general, the survey shows the following overall picture of household visits during 1991 to the nine attraction types:

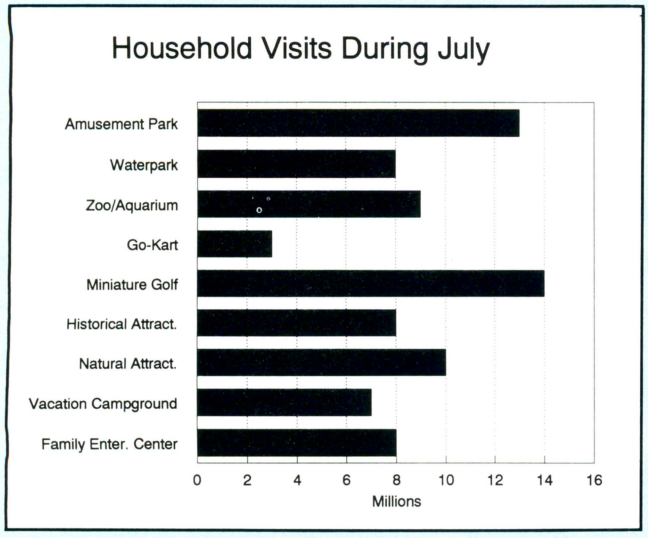


The survey also allows the cross-comparison of attractions. For example, how many times did households which visited amusement parks also visit the other eight attractions? The following provides the answer on a U.S. national scale:

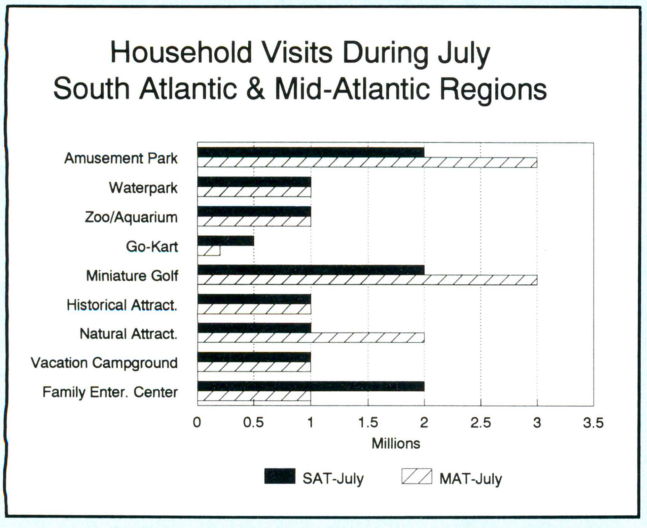




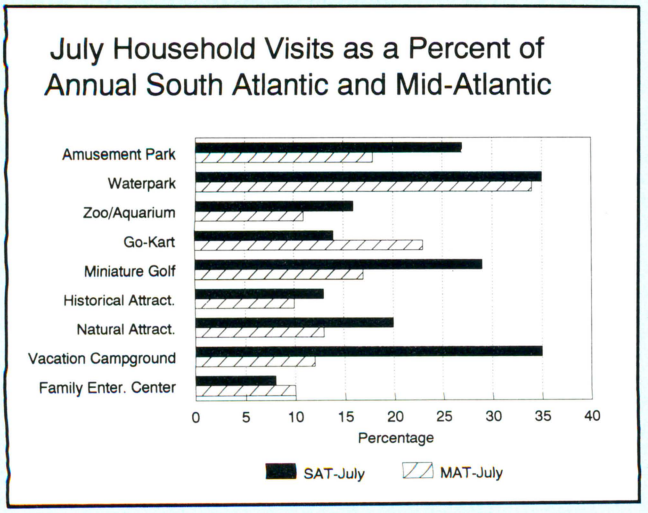
Because the survey evaluates attendance on a chronological basis as well, the survey can show profiles of visitation during a given month, as the following chart specifies.



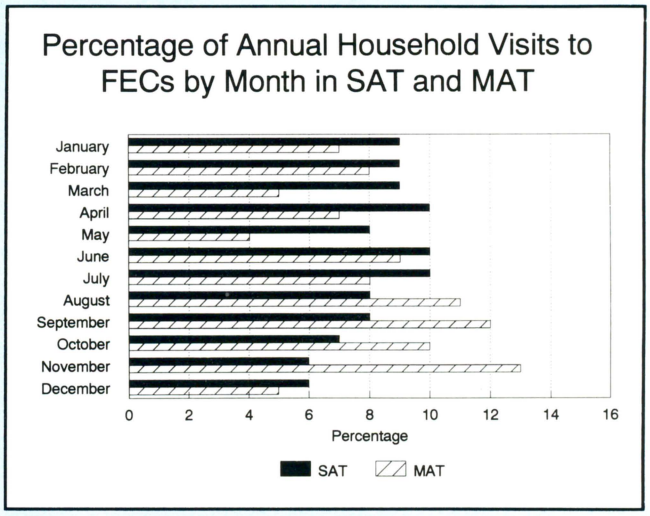
In addition to chronological and attraction comparisons, the survey enables the user to compare attendance between any of the nine U.S. Census regions. An example follows.



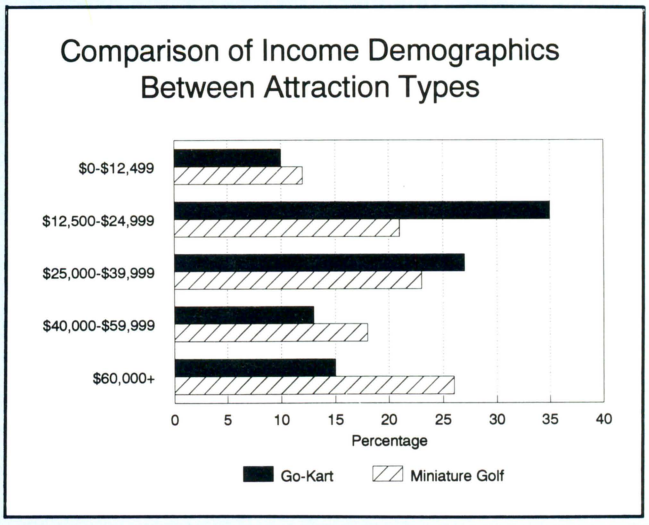
The following chart rearranges the data from the chart above, in terms of the percentage of annual visits to each of the attractions represented by July visits. This information can be directly derived from the survey.



The same data can be further distilled to examine individual types of attractions and the difference between various Census regions in the percentage of annual attendance represented by one month's attendance, as demonstrated by the following chart.



Further detail available from the survey includes comparison of consumer demographics on a general or quite specific basis. For example, the following chart demonstrates the differences in income demographics between two of the nine attractions.



The 1992 IAAPA Amusement Consumer Survey is published by the International Assn. of Amusement Parks and Attractions, 1448 Duke St., Alexandria, VA 22314, USA. The phone is 703/836-4800. Fax is 703-836-4801. Survey is available at $50 for IAAPA members and $100 for non-members.

Legal Questions

by Laurence Merritt and David Hagen

Avoid Litigation By Being Prepared For It

Because we have represented operators for so many years, we like to think that we have seen it all. We have probably come across just about every imaginable legal defense raised by a location, as to why they should not be held to the terms and conditions of the Location Agreement they had signed. While some of these defenses are a bit imaginative, and even a bit wild, they seem to fall into three distinct groups. These groups are:

1. The owner of the location did not sign the agreement.
2. The original signator to the agreement no longer owns the location.
3. The agreement is voidable because the machines did not work or were not serviced in a timely manner.

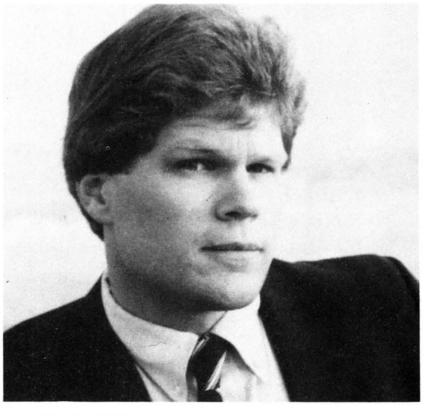
The first defense, that the wrong party signed the contract, was addressed in our July 1991 column entitled "Know who you're dealing with — and put it in writing." In a nutshell, it's imperative that you verify, *before the contract is signed,* that the owner's correct name is on the contract and that the signature is correct. This applies whether it be a sole proprietorship, partnership or corporation.

The second defense, that the original signator to the contract no longer owns the location, was addressed in our February, 1987 column entitled "Change of location ownership and its effect on location contracts." Quite simply, office procedures need to be instituted so that a change in ownership comes to your attention while the transfer is occurring, rather than at a later time. This gives you tremendous leverage with the new location owner.

The third defense, that the machines did not operate well or were not serviced in a timely manner, is the topic of this month's column. Anticipating this type of defense, and having sufficient business practices in place to defeat it, may very well prevent you from losing to this type of defense at time of trial. More importantly, good business procedures and records may very well cause the matter to be settled in advance of trial, after your records have been disclosed to the other party's attorney.



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for almost 20 years, taking many matters to trial and obtaining large judgments. However, he feels his greatest accomplishments are the times when he has been able to obtain successful results without going to trial. Mr. Merritt is on the panel of arbitrators for the Los Angeles Superior Court and has served as a Judge Pro Tem in the Santa Monica Municipal Court. He has also taught several paralegal courses at Waterson College.

David Hagen has represented operators for a number of years. He has taught paralegal courses at Waterson College as well as been an instructor in the MBA program at California Lutheran University. Laurence Merritt and David Hagen have worked together for many years and both welcome comments and questions. You can reach them at: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave. #311, Woodland Hills, CA 91367; phone: 818/992-1940; fax: 818-992-3309.

In order to defeat this type of defense, an office policy needs to be instituted, regarding malfunctioning machines and their repair. Almost any well-thought out policy will suffice. However, its procedure needs to be foolproof and it needs to be followed. The following system is used by many of our clients and it is a good example.

All of your locations are given a notice which states that all complaints regarding malfunctioning machines need to be reported to a specific telephone number. In fact, some of our clients include this requirement in their Location Agreement. The clause states that "Any machine found to not be in working order must be reported to the operator at the above phone number within 24 hours upon discovery." No complaints regarding malfunctioning machines should be given to your route people. Instead, locations should be told that a report to the "malfunction hotline" will result in service that's even more prompt.

When a report comes in about a malfunctioning machine, the specifics should be marked down on a "malfunction slip." This slip should contain the date, the name of the location, the person making the complaint, and the nature of the mal-

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function. When a repair technician makes the repair, the location owner or manager is asked to inspect the machine and then sign and date the malfunction slip, which indicates that the repair has been completed to their satisfaction.

After the malfunction slips have been completed (this is, the repair has been verified), these slips should be retained. Create a file for each location. That file should contain the Location Agreement, as well as all of the malfunction slips and collection records.

By instituting the above procedure, a record has been created with respect to the malfunction and repair of each machine at any location. If the location complains that the machine did not work and was not repaired promptly, you are then able to instantly prepare a record showing when each machine went down and how quickly the repair was made.

Of course, this whole procedure assumes that you make machine repairs promptly. If you don't, the file which you have created will actually document a case for the location to break your agreement!

We realize that these procedures involve additional paperwork and filing, which neither you nor your staff need. However, because this defense is so often used, we feel it is worth the extra time.

There are many other ways to institute a system like this. We have some clients who have committed their entire operation to computer, rather than keeping file folders. This is great. However, the important point to remember is that you need some way to verify when each complaint has come in, how quickly it was fixed, and that the location verified the repair.

Obviously, the best way to always avoid litigation is to establish a personal relationship with each of your locations. When any problem arises, the location owner is more apt to contact you personally in an attempt to resolve the problem, rather than trying to break the contract. Additionally, when a personal relationship exists between you and the location, the location is less susceptible to "poachers" (competitors).

If your personal relationship is not sufficient — and at times it is not — litigation must ensue if the location insists on breaking the contract. When the location owner retains an attorney, he or she will almost always raise the defense that the machines were not repaired in a timely manner. Once the service record has been produced, it really takes the wind out of their sails. Many times, this results in a prompt settlement.

Instituting good office procedures does take a bit of thought and time. However, those operators with profitable locations will want to take the necessary steps to protect their contractual rights. A small investment in time now, will pay handsome dividends later if the location tries to escape its contractual responsibilities.

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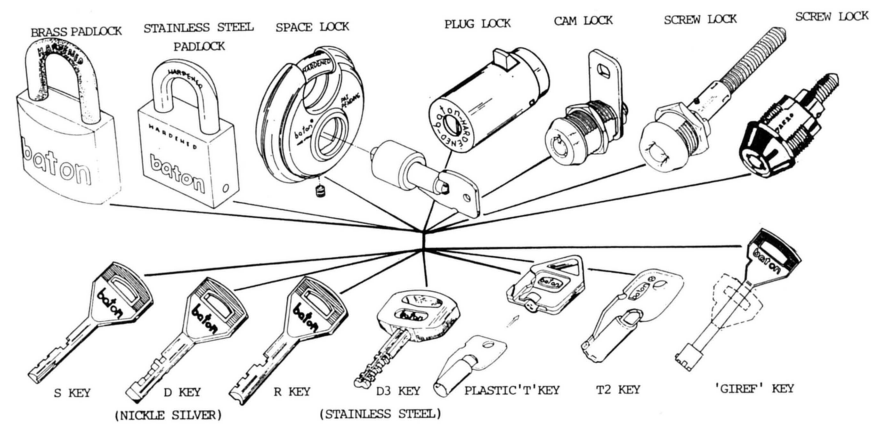

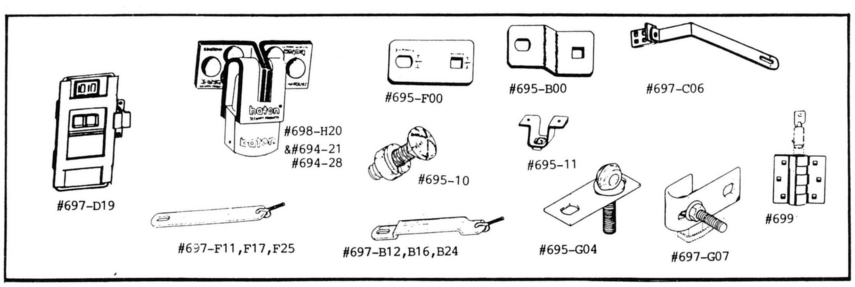

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LETHAL WEAPON 3

Data East introduces machine based on the hit movie action; new technology and playfield innovations promise exciting pinball gameplay!



Recognize this line of banter? "Listen up! The following information is so hot, we're going to count to three so we have your full attention. . . then start talking. All right? So, it'll be one-two. . . Wait! That's after we say the number three. . . no, we mean *on* three. . . "

Most of the movie-going public heard these funny lines during a screening of the hot new movie "Lethal Weapon 3" — and they loved it. Test location reports show they also love Data East's new *Lethal Weapon 3* pinball. "We're excited about this latest licensing property," said Data East GM Gary Stern. "*Lethal Weapon 3* is a giant in a season of blockbuster movies, and with our exciting playfield action, this game is out-earning every other pinball!"

The fun begins when the player grabs hold of the unique "gun handle" plunger and launches the ball onto the playfield. From there, bad guys are history as the player cleans up crime in one of three video simulator shoot-outs. Actual digitized movie footage and special effects spring to life on the company's Generation 3 full-view dot matrix display, and "mood music" by popular songsters ZZ Top and C&C Music Factory is supplied thanks to a state-of-the-art BSMT 2000 DSP Soundchip. All this plus steel ramps with 360-degree loops, solid-state flippers, no-wear black rubbers, quick-loc latch system, new and improved assemblies *and* a *Lethal Weapon 3* movie poster free with every game!

Sound like a quarter-eater? Data East has more good news for the operator: this is the world's first dollar-ready pinball. (While the

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game is fitted with dual coin slots, the coin door can accommodate a bill validator.) A hidden leveling system is another first, and gives both pitch and side-to-side leveling.

As the movie's wacky character Leo would say: "Okay, okay, okay!" So you want us to stop talking about it, so you can go and check this out. Fine. We'll quote Leo again: "Can we come along? Can we? We promise not to touch anything . . ."

For more information, contact your authorized distributor, or for referral it's Data East Pinball at 708/345-7700.









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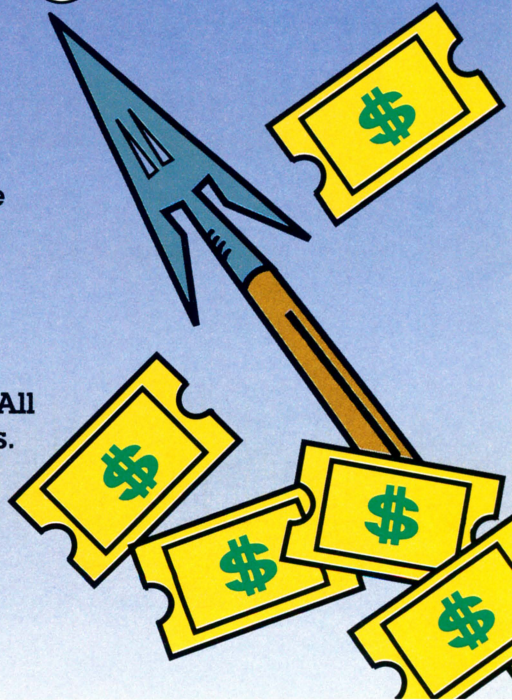

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PROGRESSIVE'S GOT A PAST!

a ten-year past, that is. SoCal distributor throws anniversary bash



Here's a small glimpse into the fun had at Progressive Distributing's 10th anniversary party held at their El Cajon, Calif. offices June 12. The party guests included a mix of manufacturer reps, operators and friends who enjoyed the full table of food and the full floor of equipment. When *RePlay* was there, just about every game had a player or at least a looker-on, proving that mixing business with pleasure can work very well, indeed! Happy anniversary to owner Dave Stroud and the rest of the Progressive crew. . . here's to many more years in the biz!

Left: From left to right, Pioneer's Jerry Sheaks, Ed Bevilacqua (AST), Pioneer's Mark Chan and party host Dave Stroud. **Bottom right:** Jim Olmsted (left) of San Diego Games with SNK's Tracy Tate takes a look at Neo•Geo. **Bottom left:** Progressive Game Distributors' Robbie Robbins shows an operator new equipment.



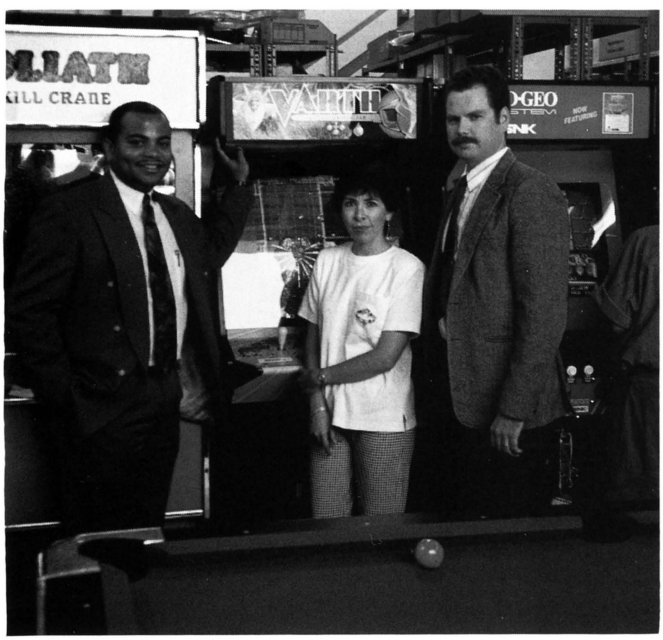






Above left: Pacific Game Associates owner Jim Gordon, his office manager K.C. Connors, Dave Stroud and Namco-America western sales manager Kiyo Suzuki with *Steel Gunner 2.* **Above right:** Left to right, David Shaw (Boardwalk Amusement Park), Sega's Ken Anderson and Dave Stroud with Sega's *Awesome* redemption machine. **Right:** Dynamo's Belinda Selvey and David Matlockm (3M Amusement). **Bottom right:** Earl Rizzo (left) of Area Amusement, Dave Stroud and Namco's *Cracky Crab.* **Bottom left:** Romstar's Tim Jackson (left) shows his firm's new Varth video to some P.G.D. customers.







ALVIN G. & CO.'S GLORY

new pinball manufacturer, Alvin G. & Co., offers market something a little different: competitive pinball novelty with soccer theme played face to face

"Give us something different!" That's the cry of operators and players across the country. The newest pinball manufacturer, Alvin G. & Co., is happy to comply. Their one-to-two-player head-to-head competitive soccer pinball novelty, *A.G. Soccer-Ball,* is currently being checked out by distributors and operators across the country and the reviews have been strong.

After debuting at the ACME show in San Antonio, the piece has been selling for around two months now, with initial sales overseas. "The players overseas love it," said company VP Michael Gottlieb. "Soccer is a favorite sport in Europe, so it fits right into the players' concept of entertainment." According to Michael, domestic sales have begun to pick up speed also. "We're currently in the acceptance stage," recognized Michael, "and have received seed orders. People want to check us out . . . and so far, the response has been favorable."



Administrative staff (left to right): Joe, Alvin and Michael Gottlieb, June Dylla and Jerry Armstrong.

Alvin G. & Co. didn't jump into the market blindly. The company's name stands for the principles, Alvin and Michael Gottlieb, (Alvin sold his interest in the Gottlieb Co. to Premier, which is why his full name is not



The whole Alvin G. & Co. group proudly gathers around the first *A.G. Soccer-Ball* game to come off the production line.

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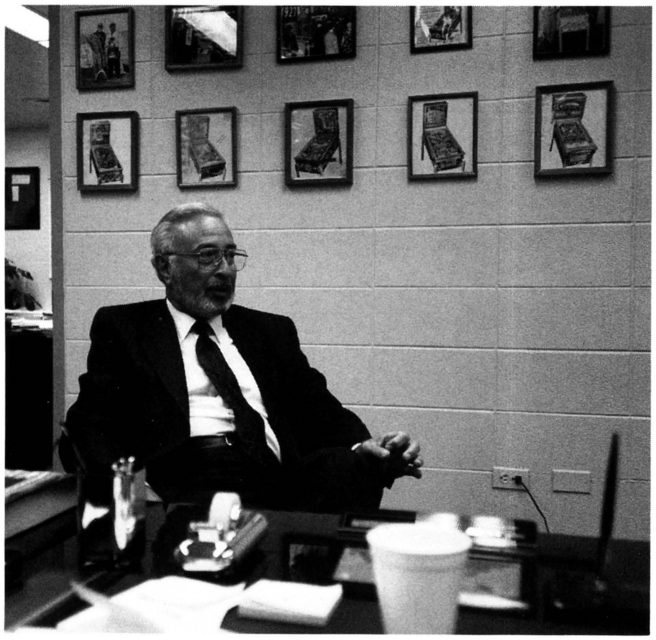
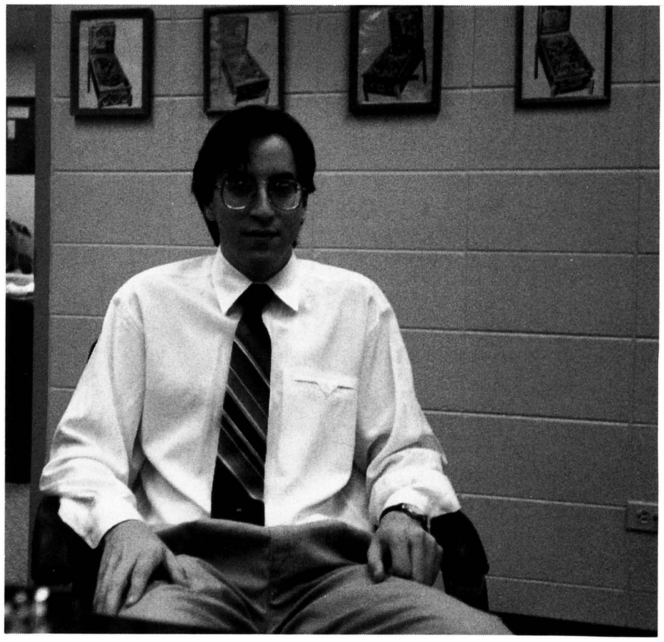


Company president and namesake Alvin J. Gottlieb.



Company co-founder Joseph Gottlieb.



Bally vets Len Vedeen (manager of mechanical engineering) spent 25 years with Bally and Ed Schmidt has 20 years field service experience under his belt.



Michael Gottlieb and Jerry Armstrong take a break from game inspection.

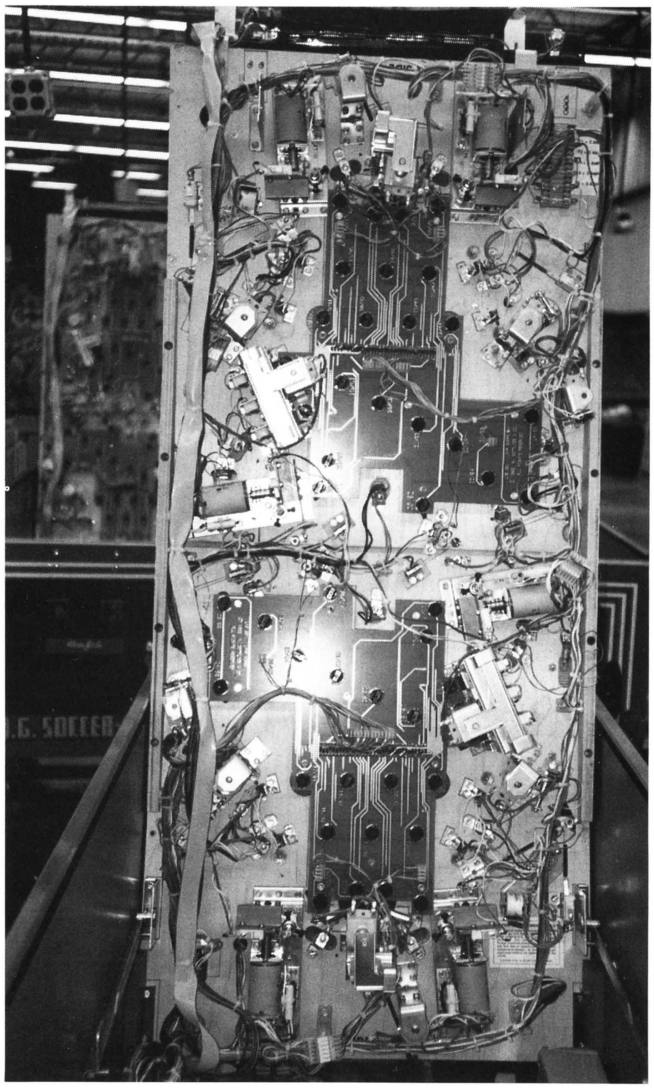
used in the Alvin G. & Co. company name), who just happen to be father and son. Michael's brother Joseph is a co-founder and also listed as a key player. All three are part of an industry "dynasty." With Alvin Gottlieb's 35 years of industry experience, his invention of the "switch flipper" (a patented device allowing the machine to change score between players and attribute each shot to the one who scored it), with the brothers' desire to carry on the Gottlieb tradition and enter the pinball biz, and the drive to create a unique and exciting game, Alvin G. & Co. was born in 1990.

The firm's execs spent the time between then and now analyzing what they wanted to accomplish with their first game and taking care of preliminary engineering. "We took our time to make a superior product," Michael stated. "We wanted to design a unique game that will make operators and players happy. This is it — a truly competitive game."

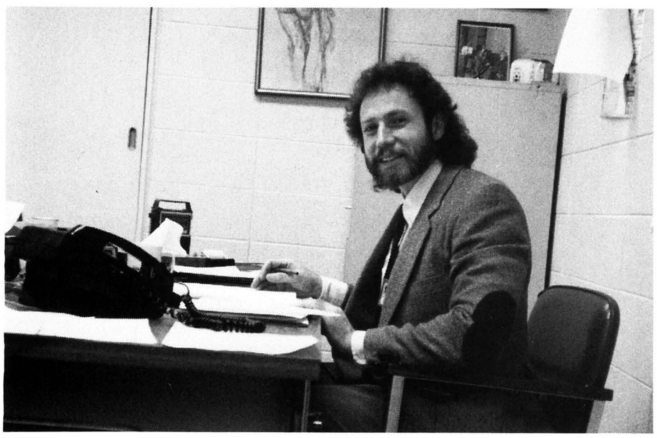
The object of the game defines its competitiveness. "Gameplay is accomplished by scoring on the opponent," Michael explained. "All major shots are played by trying for more goals and a higher score than whoever you're playing against."

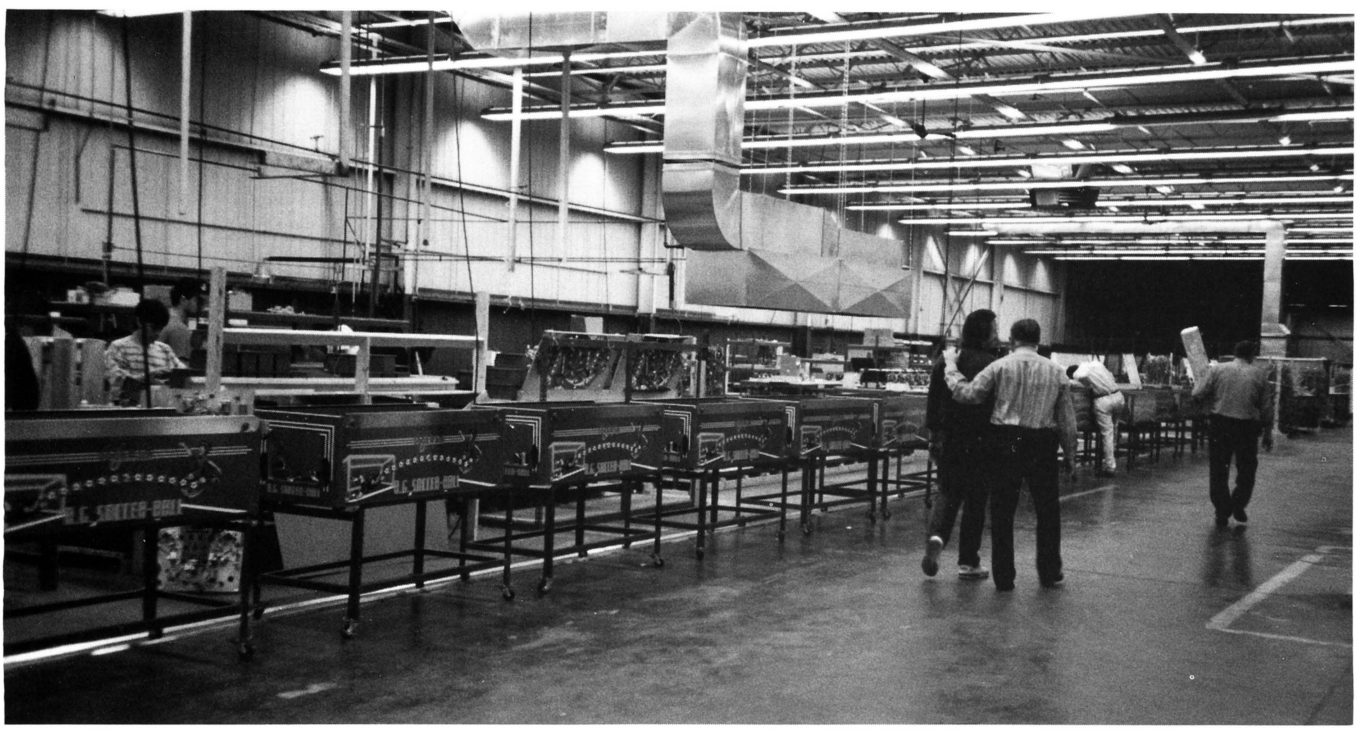
Currently, the company has five or six other projects on line — all carrying the Alvin G. & Co. stamp of





Above: General Manager Jerry Armstrong. **Right:** An inside view of *A.G. Soccer-Ball's* ultra-clean playfield. **Below:** The firm's purchasing agent Jim Nevzil. **Bottom:** A look inside the Alvin G. & Co. factory show the production line.





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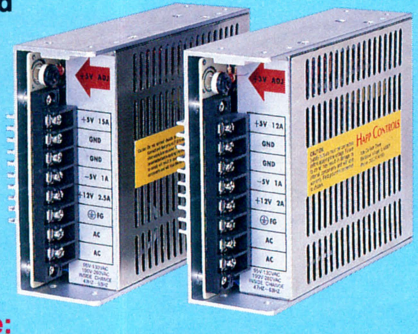

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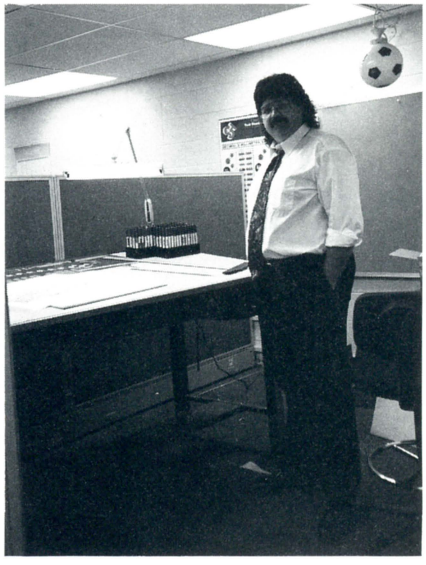

Above: Alvin G. & Co. artist Dan Hughes. **Below:** Senior technician Jim Shird.



approval. "We're a family business, not a corporation," Michael distinguished. "We care about our machines and whom we're selling to. My grandfather was in this business for over 40 years, and he always said 'create the best, engineer the best...make something truly entertaining of exceptional quality and the numbers will take care of themselves'."

There you have the family's three-generation business philosophy and obviously the tradition lives on in Alvin G. & Co. Michael continued: "We want our machines to be exceptional so people are satisfied.

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Above: A look at the sub-assembly section for the A.G. Soccer-Ball's drop-targets, flippers, etc. **Left:** The cable department.

We wouldn't bother with it, if it wasn't superior."

Alvin G. & Co. employs about 60 people in their 45,000-sq.-ft. Chicago plant. Employees make sure the company's customers are getting the best. Administrative staff is comprised of Alvin, Michael and Joseph Gottlieb; with Jerry Armstrong as General Manager and June Dylla (a faithful Gottlieb employee for over 25 years) as comptroller.

Alvin G.& Co. is currently putting together a workable distributor network. James Industries is the only authorized distributor at the moment, and is responsible for sales to Mexico, Central and South America. Any inquiries can be made by calling Alvin G. & Co. directly at 708/345-9000.

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Century Vending & Distributing holds first-ever open house; polishing credentials as Southern California's "redemption specialists"

A happy sort of Los Angeles "riot" took place at Century Vending & Distributing on Wednesday, June 17. That's the date that Southern California's "redemption specialists" held their first-ever open house for operators, factory suppliers and friends. The event was a big success, drawing many key manufacturer reps from across the nation and dozens of operators from all over the region. When *RePlay* dropped by, easily 100 people were happily on site. Others came and went throughout the day-long affair.

"Century has really done a great job," beamed Lazer-Tron's Ron Carrara. "They've packed the place with operators who really want to



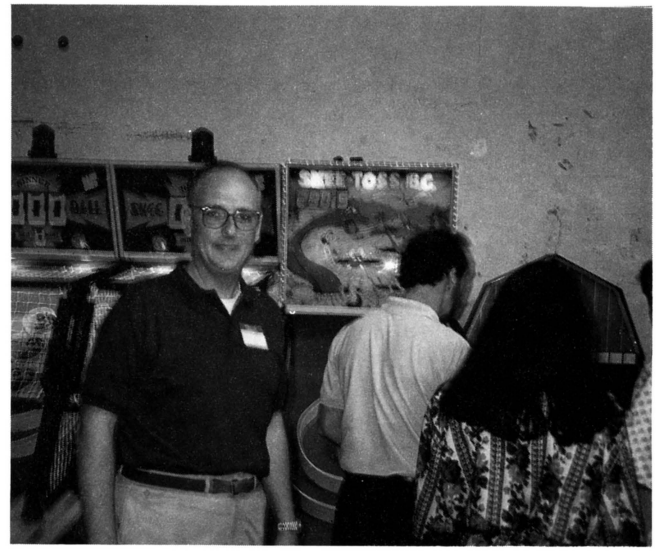
Century's warehouse was transformed into a carnival atmosphere with balloons, streamers, clowns, a carousel. . . and, of course, all the latest redemption games on display.



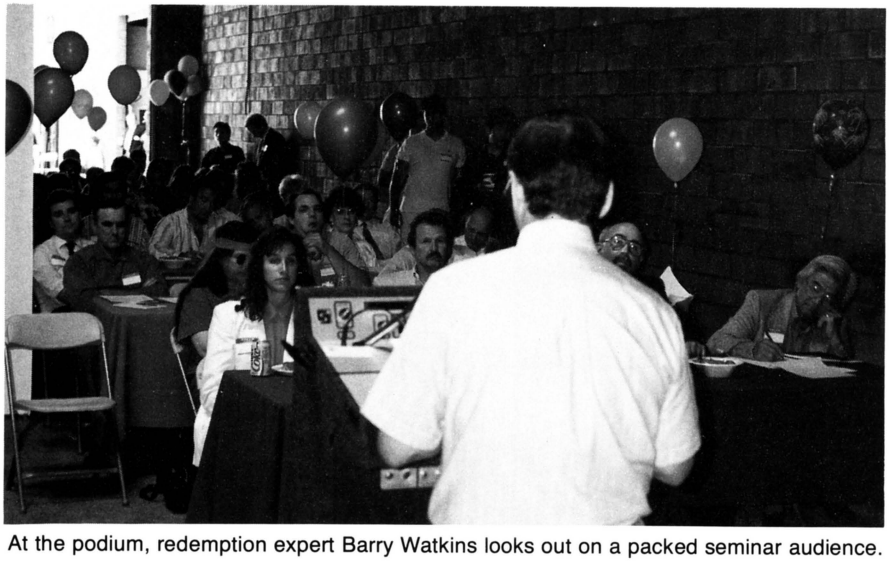
From left to right at Century Vending's & Distributing's first-ever open house: industry consultant Bob Snyder, Capcom's Brian Duke, Shantelle Monday, her mom (Century VP) Sue Monday, Wedges/Ledges' Steve Shoemaker and friend, and Just Games mega-operator Fred Gillmann.



Capcom's Dennis Sable, Data East's Kristen Montgomery and Lazer-Tron's Matt Kelly at the day-long, well-attended open house.



Definitely a member of "redemption royalty," is Skee-Ball Inc.'s Joe Sladek pictured at the affair with his classic game.



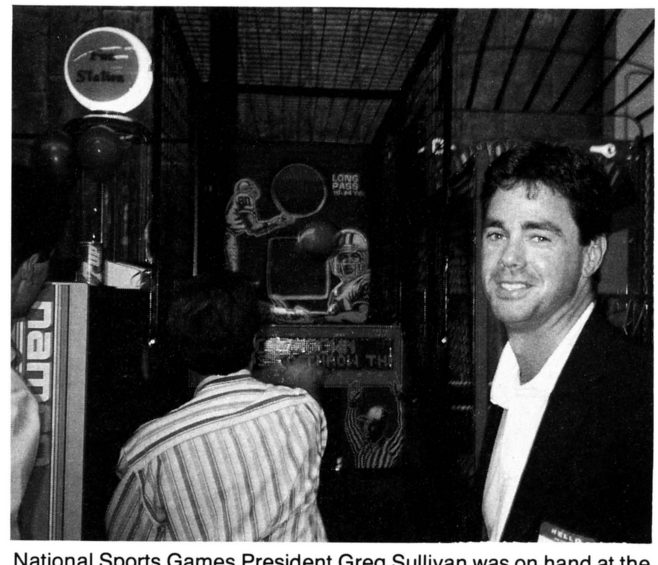
At the podium, redemption expert Barry Watkins looks out on a packed seminar audience.

become redemption professionals. Century has the product and the expertise to help them do that."

Century VP Sue Monday (who also designs arcade themes and layouts for turnkey operation) was a busy hostess, running around greeting her guests and making sure everybody had a good time. Sales VP Mike Robinson filled out orders all day. The firm's offices in Gardena, Calif. were jammed with classic and brand new product, and festively decorated with balloons, streamers and even a carousel (not to mention the Mondays' daughter Shantelle, wearing clown make-up and beeping at guests with a plastic horn). Guests chatted about new



From changemakers to kiddie rides, Century can supply every need of your redemption center. Here's just a portion of the goods available.



National Sports Games President Greg Sullivan was on hand at the event to show off his *UB-QB* football toss game.

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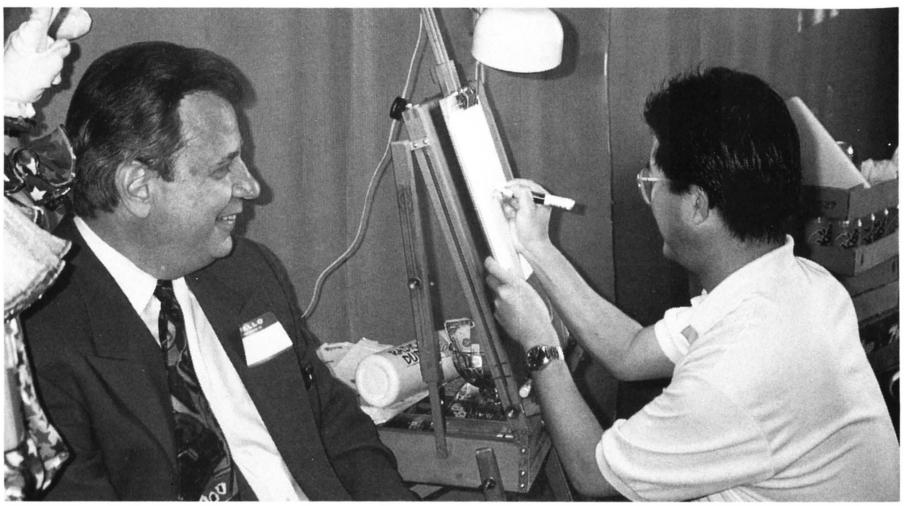


Cartoonist Dan Minamide drew caricatures of Century's guests during the party. Here he sketches Lazer-Tron's Ron Carrara. The guy was good and fun to watch.



Century's Sales VP Mike Robinson hands Doreen the paperwork after writing up another sale.



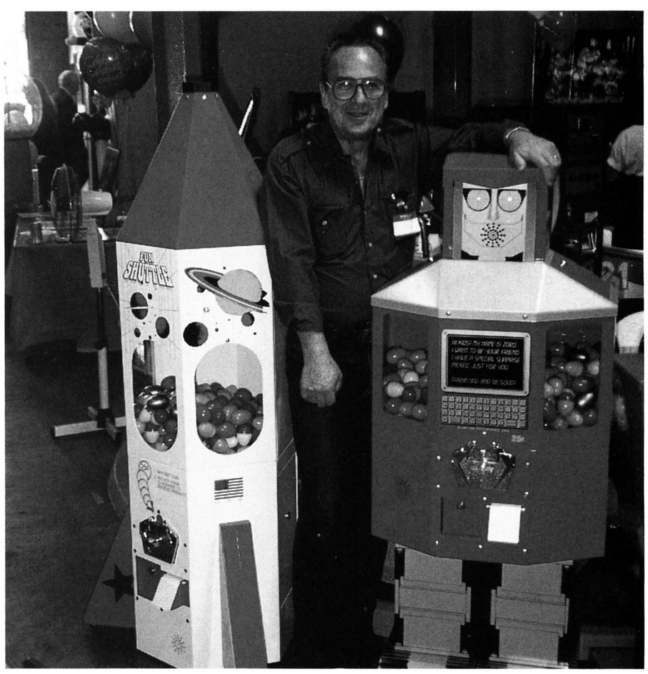
Bonita Marie's Rhonda Fletcher worked Century's redemption counter, giving prizes in exchange for tickets that operators won while playing the displayed games at the open.

equipment, munched on a "fun food" buffet spread, and generally enjoyed themselves. One highlight of the day: a "standing room only" redemption seminar given by by expert operator Barry Watkins (he's VP of Prime Time Arcade and also works for Santa Cruz Seaside amusement park).

Century's been picking up lots of steam this year, adding new lines at a rapid clip and polishing their redemption credentials to a bright sheen. With the success of their first open house, yet another "must" event has been added to the Southern California industry calendar!

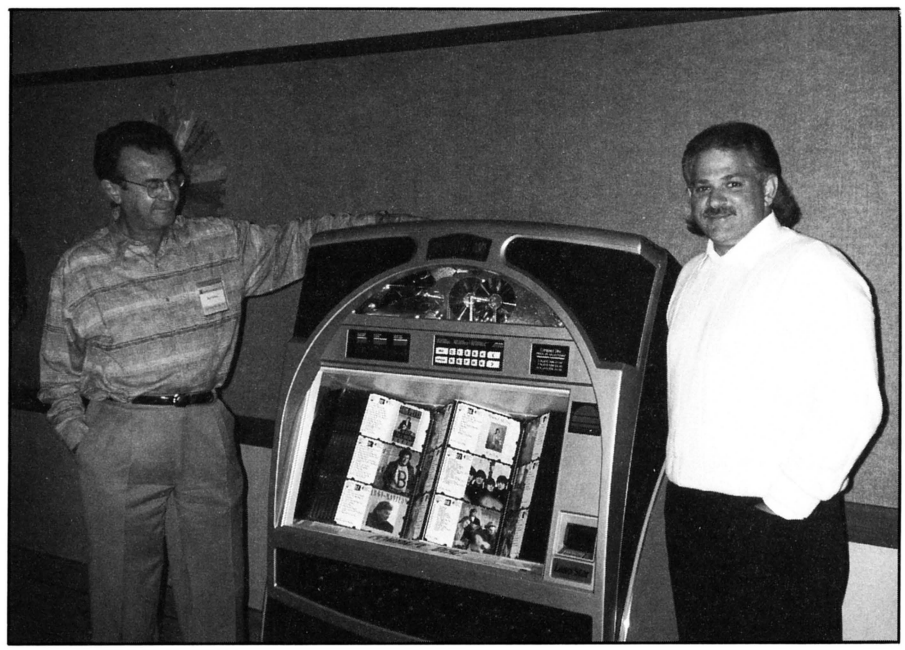


ICE prexy Ralph Coppola with Century Vending and Distributing's Mike Robinson and ICE's neato redemption piece, *Hungry Hungry Hippos.*



Mayoni's Oscar Robbins shows off two kiddie venders (in rocket and robot cabinets), just two of the firm's extensive line.

somewhere over the rainbow



ROWE WOWS DEALERS WITH ELEGANT NEW CD BOX, CAN DRINK PREVIEW AND BILL CHANGERS AT MEET

Anybody who's been involved in the buying or selling of jukeboxes for at least 65 days knows that being an authorized Rowe AMi distributor is something to be proud of. It's also something that's celebrated once a year when Rowe International gathers its dealers from around the world to its annual sales and product conference . . . a meeting traditionally highlighted by the introduction of the new market year's jukebox.

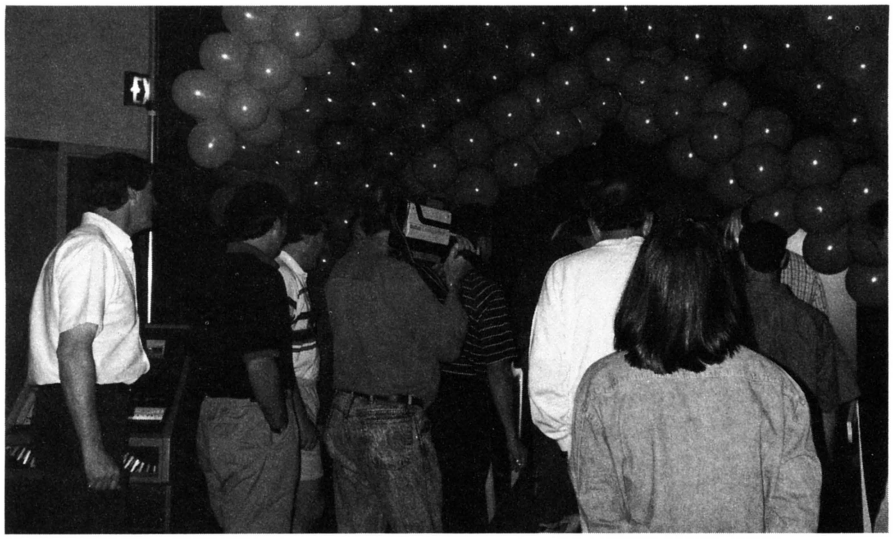
This year's gathering was a special celebration for several additional reasons. Not only did the brand new *LaserStar America* (CD-100C) make its official market debut, but the firm surprised and delighted the distributors with previews of a can drink vending line which could hit the showroom floor this fall (yes, Virginia, Rowe is finally getting into the can soda business). And, the meeting also marked the Rowe organization's 65th year in jukebox manufacturing.

Ray Galante (Music-Vend, left) and Lou Larson (Atlas, Pittsburgh) flank the new *LaserStar America* on stage at the Cheyenne Resort.

The "AMi" after the Rowe brand name stands for Automated Musical Instruments . . . the company later purchased by Rowe that had begun



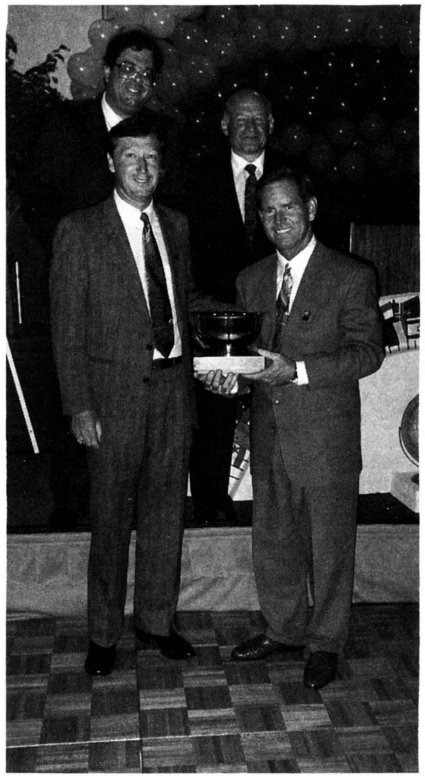
Dealers prior to the *LaserStar America* reveal. The theme was "Somewhere Over the Rainbow."



Heading "somewhere under the rainbow of balloons," distributors journey backstage for their first look at the new Rowe CD-100C *LaserStar America* jukebox.



Getting their first peek at the interior of the new Rowe *LaserStar America* phonograph during the reveal ceremony are dealers including Bob Nims, Joel Kleiman and Morris Piha.



Steve Shaffer (r) proudly holds Rowe's President's Cup, presented to Shaffer Distributing (Ohio) by Rowe prexy Jim Gang. Shaffer won the same coveted award years ago.

making player pianos in Grand Rapids, Mich. in 1909. The company measures its years in jukebox manfacture from June of 1927 when AMi launched its *National Automatic Selective Phonograph*... a ten-disc coin-op which utilized their own electrical sound amplification. (By the way, Rowe is actively searching for a model of this first AMi jukebox for its Grand Rapids museum and is offering operators a swap of a new *LaserStar America* if they've got one.)

The "Rowe AMi Music 1993 Conference" took place June 4-7 at the Cheyenne Mountain Resort in Colorado Springs, the same setting as last fall's meeting though quite a bit earlier in the year than usual. The reason for the springtime introduction of the jukebox was twofold: One, Rowe's previous *Patriot* CD-100 was so successful they ran out of production parts far earlier in the year than planned and decided to bring forth the new machine rather than order up a batch of additional parts for more of the former unit. Two, they wanted to preview the can drink machines in the spring as

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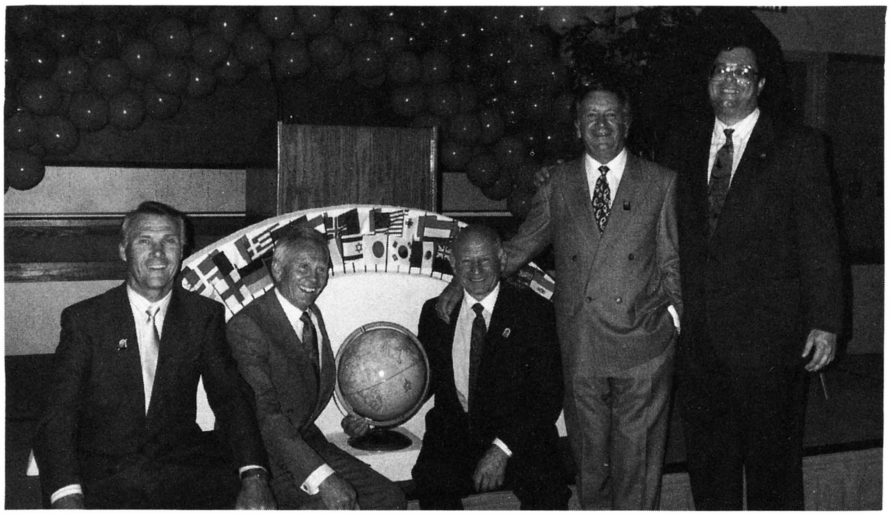
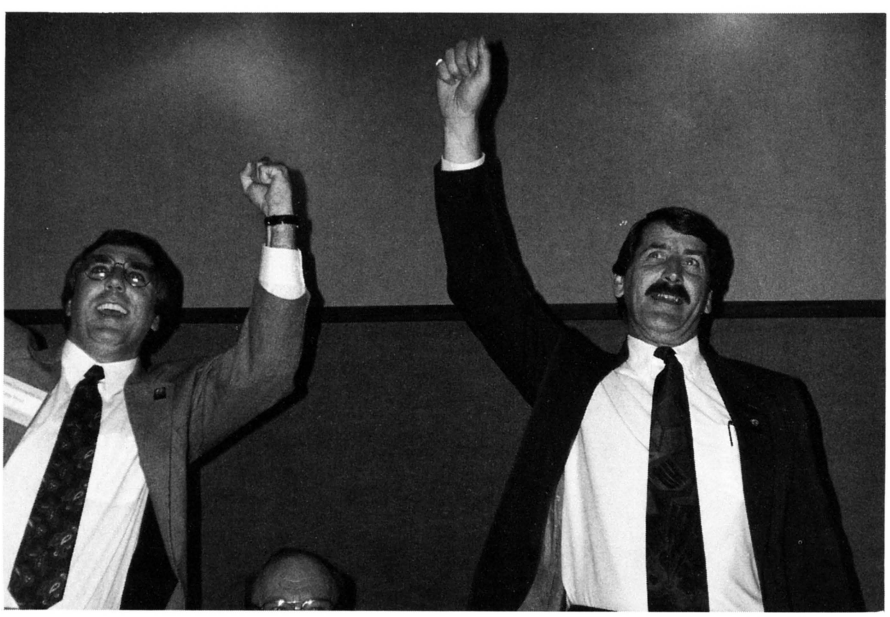


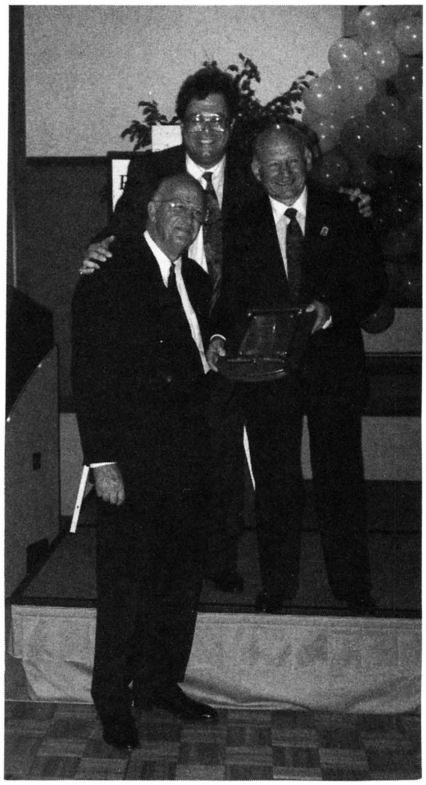
Rowe's U.K. reps Ken Cutler, Rob Navara and Rex Yannarell at the Cheyenne Resort meeting with Jerry Gordon and Joel Friedman, backdropped by flags of many nations.



Marilyn Friedman and Dave Hall (Rowe) show off the *WallStar* and *WallEtte* remote CD boxes.



J&J Distributing's jukebox sales award was celebrated by its Kelly Flynn and Jack Silverest.



Birmingham Vending's chief Al Toranto won a sales award, as well as this year's Rowe Cup for achievement in Alabama and Florida.

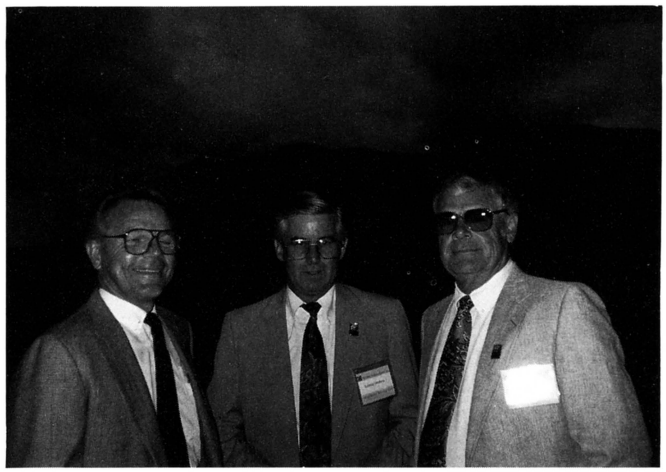
promised last year by Rowe president Jim Gang (the man seen as the driving force behind Rowe's entrance into this niche in the vending machine business).

The can drink line includes a full machine as well as a "slave" unit which attaches to a Rowe snack vender and plugs into its electronics package. Besides these, Rowe showed the OreIda french fry vender. This machine, manufactured by Rowe for the famous french fry company, is presently being tested at around 40 locations. It uses hot air to heat the fries rather than fat. No one knows at present if OreIda will eventually operate the machines themselves or lease them out to operators. There may be application for jukebox and game operators for this machine in such stops as sports bars downstream.

Rowe also previewed a new line of RBA bill changers (offering both upstack and downstack) including one that can actually change seven different denominations, as well as a small bill acceptor called the *RBA5N* they intend to market OBA to amusement machine manufac-



Getting ready for the awards banquet (from left) are Mike Damtew, Fred Stockton and Bill Jackson (Portland) and Jon Brady (Charlotte, NC).



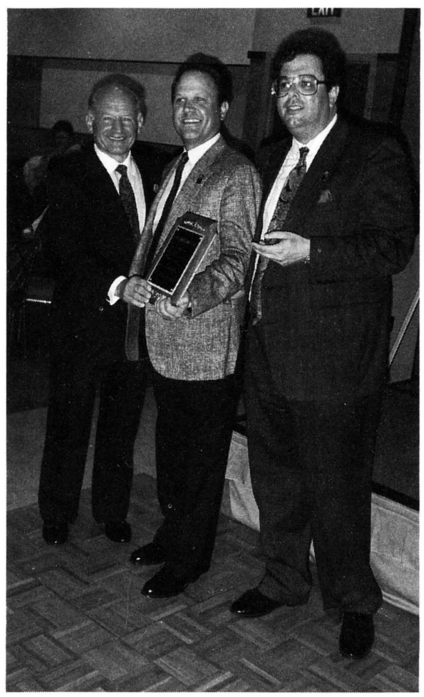
Gathered before dinner on the Cheyenne terrace are Lennie Olofson (center, Phoenix), flanked by Kent & Stan Larsen (Struve, Salt Lake).

turers (hopefully the price of this component will be low enough to offer game operators a way to increase play pricing well before any new dollar coin makes its debut).

But while vending and bill changers are key ingredients in the overall Rowe picture, the keystone of every conference is the official unveiling of the new phonograph . . . the successor to the successful *Patriot* that literally appeared through a cloud of smoke.

LASERSTAR AMERICA

Before the actual reveal took place, Rowe's Music Group VP Joel Friedman climbed to the stage to praise the crowd of distributors for their success selling the *Patriot* and laud the Rowe brand name as the "world's standard in jukebox design and manufacturing" (the company has distributors on five continents in over 50 nations). "Our growth in the offshore markets has been incredible," Friedman declared.

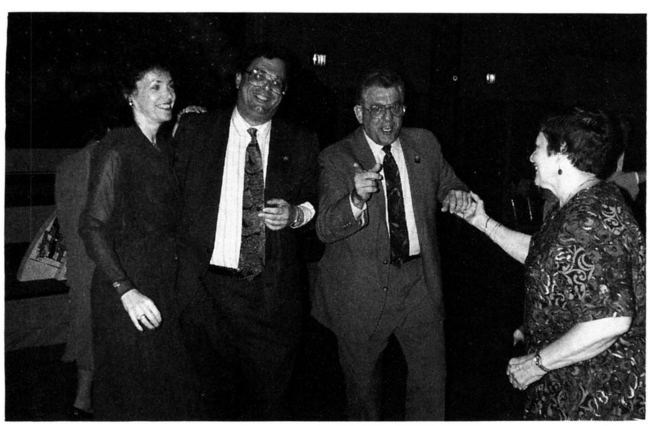


Joe Franz (center) accepts a jukebox sales award on behalf of J.F. Franz (Texas dealers) from Rowe's Jerry Gordon & Joel Friedman.

Then smoke machines began cranking out mist and Friedman escorted the dealers and other guests backstage through a curtain crowned by balloons where six *LaserStar Patriots* were on display. The presentation was quite a departure from the old "yank the drapes off the jukebox" type of reveal, and after inspecting the units inside and out, the dealers went back to their seats for the rest of the show.

Friedman described the *America* as "the most moving and exciting jukebox ever built." It is quite a looker with its curved lines and black and chrome coloring and clearly has that "come play me" appeal for both bright and dimly-lit locations.

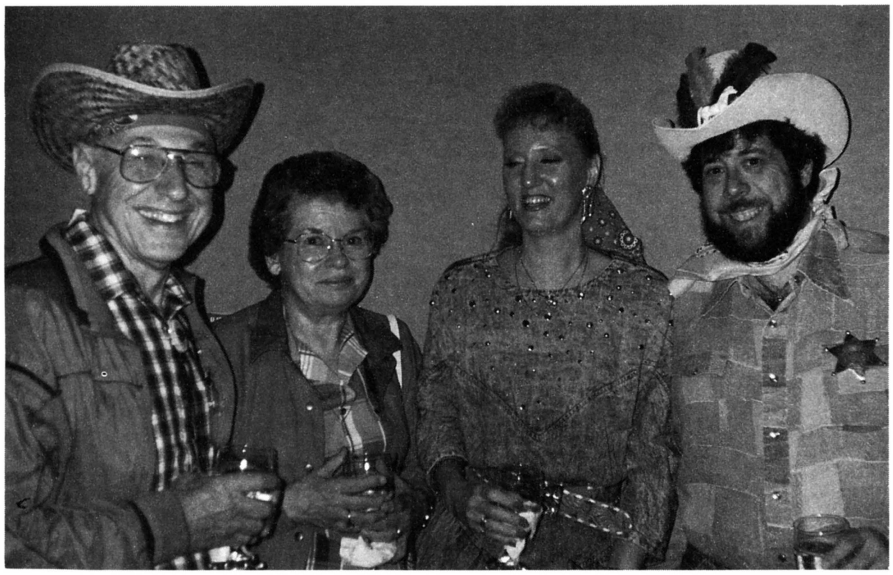
The elegant cabinet was the handiwork of a team led by Rowe's veteran product manager Joe Krestakos who worked hand in hand with Friedman himself. Besides its aes-



"You promised not to take this shot!" chides Tom Tarantelli (Rochester) as he, Joel Friedman & the ladies mark up the dance floor.



Good lookin' group by the *LaserStar America* are: Steve, M.J. & Andy Shaffer with Joyce & Joe Cirillo (Andy's getting married next month).



Mr. & Mrs. Lou Ptacek (Kansas) and Mr. & Mrs. Rich Babich (Colorado) all duded out in western gear for the fun gambling party during the Rowe dealer confab.

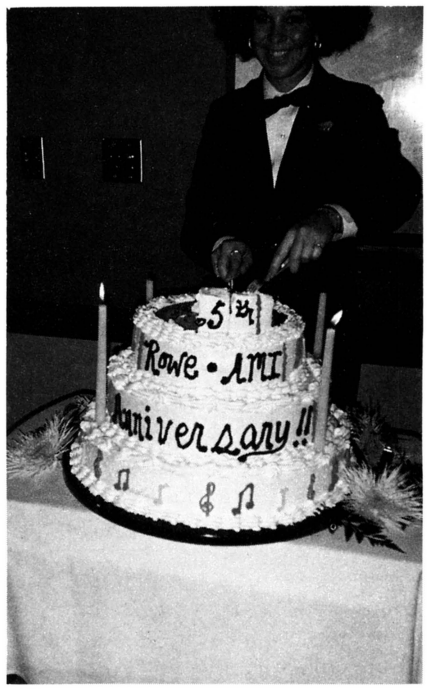
thetic appeal, it's player friendly: the selection buttons have been moved up toward the top/front in response to operator requests. The CD album display, familiar in all Rowe CD jukeboxes, and their spinning disc attractor are as eye-catching as ever.

Inside, the *LaserStar America* is essentially the same as the *Patriot*, although instead of housing two 10" woofers it now has two 12"ers in a bigger base chamber to really crank out the low notes. Back out front, they are now using the *CBA2* bill acceptor (top of the line) successfully used for years on their vending machines. Machine options include a remote selection, volume and reject control as well as a bookkeeping printer kit Rowe dealers will steer you to if that's your need.

All U.S. and Canadian distributors have *LaserStar America* machines on display now (some initial samples actually shipped out prior to the meeting itself) and foreign dealers began getting theirs during June. With production on at the Grand Rapids plants, the goods are available for inspection and purchase by operators now. (Friedman revealed that the company is already holding an extremely large back order on the units.)



Blackjack was the sport at the western party, and enjoying it are Tom Tarantelli, Glenn Charney, Steve & Ilene Koenigsberg. Winnings scored lottery tickets.



Somebody already ate the "6" in the 65th Rowe AMI birthday cake as the Cheyenne's Nancy Schneider continues to carve more during the banquet festivities.

A number of distributors expect the new market year to see some machine "stepping" starting to happen (i.e. moving their existing Rowe CD boxes into locations now sporting 45rpm machines and replacing them with the new *LaserStar America*). All in the meeting are looking forward to a "banner year" in new jukebox sales, feeling the curved, graceful lines of the new unit's cabinet will wow the players while the operator-friendly technology pleases trade people.

"I don't think there's a jukebox manufacturer that spends as much on R&D as we do," said Friedman. "This jukebox is an absolute workhorse, not overly complicated or overly engineered. It's got the operator squarely in mind, making it his smart buy," he added. (Friedman said Rowe works very closely with Phillips people in both the U.S. and in Holland to make sure their players are both rugged and easy to repair.)

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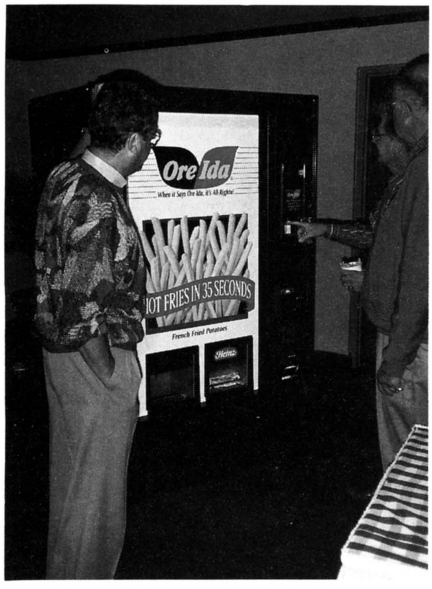


Ray Galante (Seattle) and other dealers check out the Orelda fry machine which some Rowe distribs are testing for the company.

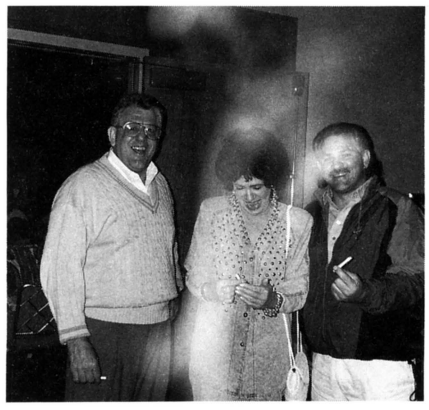
ing the *CD-51* jukebox . . . the more compact unit which accounted for around 20% of their U.S. unit sales and almost 50% of offshore sales. Their *WallStar* remote CD selector also remains in production (it connects to both *CD-100* and *CD-51* machines) and their new CD *Wallette* wallbox is up and running and can be ordered now.

Rowe also offers a monitor kit to turn your music jukebox into a video box as well (tapes continue being produced). They have a new *Nostalgia* bubbler full CD phonograph (through Antique Apparatus) as well as a tabletop nostalgic CD player which is basically designed for homeowners but might have coin-op application downstream.

With all, Rowe should certainly enjoy its banner year. Believing that only 20% to 25% of U.S. locations now have full CD jukeboxes, and hoping that CD box rotations become more common in the field, the market is there and both factory and distributor people clearly feel they have the goods to fill the pipe.

THE SOCIAL SIDE

Besides the traditional golfing and tennis bouts, scenic trips for dealers and family members around Colorado Springs and the concluding anniversary banquet and awards presentation, Rowe also hosted a gambling night on blackjack and roulette with winning chips redeemable for lottery tickets. All around, it was a fine place for doing business, so it's no wonder Rowe returned to this conference resort in the Rockies.



While Rowe used to make cigarette machines, this year's convention was a no-smoker. Seen sneaking some puffs outside are Tom Tarantelli, Peggy Kleiman & Lou Larson. (The *RePlay* cameraman was, too.)

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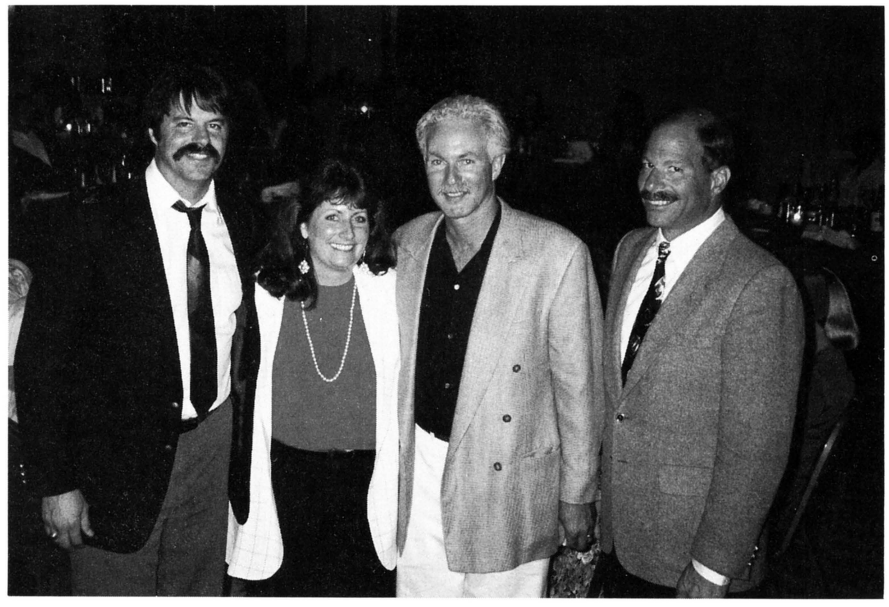
THE "GOLDEN STATE" SHINES BRIGHT

California's CCMA reaches high-water mark at annual convention; unified agenda brings AAC prexy onto board, critics into the fold

When the going gets tough, the tough support their state association. That is sure the case in California. Golden State tradesters moved strongly to beef up their major trade group, CCMA, during the annual convention held May 27-29 at Dana Point Resort (on the coast between L.A. and San Diego). The outlook now is for a more unified, better funded, and more politically aware membership. It's the most encouraging association news from California's coin-op crowd in years.

"Unity" is becoming a concrete, breathing fact for CCMA, the California Coin Machine Assn. During the May convention, the group voted unanimously to return its four officers to another term. (That's Rich Scherer as president, Greg Stephens as VP, Tony Parina as secretary and Cindy Powell as treasurer.) Even more dramatically, the association also recorded a unanimous vote to bring Dale Moore — the current president of onetime rival state association AAC — onto the CCMA board of directors. AAC (Amusement Assn. of Calif.) itself is now listed as a "member" of CCMA, too.



CCMA officers pictured at the association's convention in Dana Point (left to right): VP Greg Stephens, Treasurer Cindy Powell, President Rich Scherer & Secretary Tony Parina.

Another sign of unity at the convention: CCMA enjoyed the active

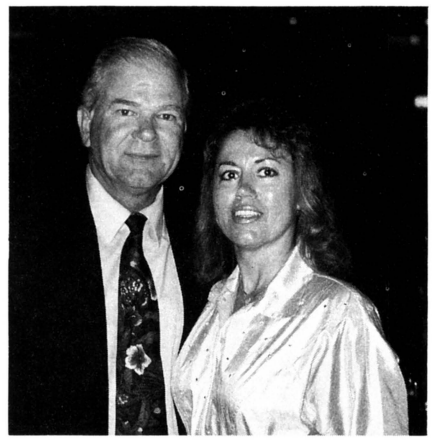


Hardworking editor Cindy Powell with the super 1992 CCMA Convention Yearbook.



From left: Pioneer's Mark Chan, Parina Enterprises' Joe & Diana Perkovich, Silco's Marvin Gray, Parina Enterprises' Tony Parina, Galaxy Vending's Claire and John Trinkle.





Above: Rich & Vicki Tipton (Rich's Music & Amusement). **Left:** CCMA's Masuo Robinson, Williams' Lenore Sayers, Pioneer's Mark Chan and Peggy & Jerry Sheaks.

participation of new members like operators Fred Gillmann and Bill Juneau, big and small businessmen who used to be critics, but who are now enthusiastic members and boosters.

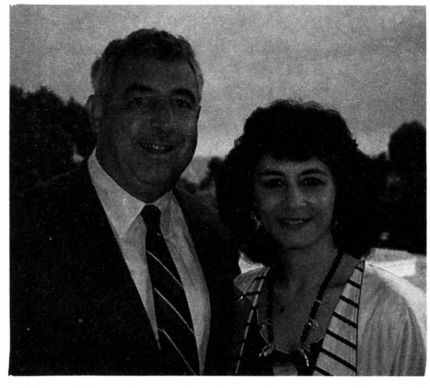
ON THE RIGHT TRACK

What's the reason for all this unity? Two things: first, CCMA and AAC are fresh from a cooperative victory over "probably the biggest tax threats to California in years," according to CCMA lobbyist Dennis Loper. In the course of defeating various tax proposals this spring and summer, the two associations came to agree on their common enemy: a revenue-hungry state legislature. CCMA and AAC also learned to appreciate each other's strengths.

"This association has previously received criticism to the effect that it is largely controlled by the larger vendors," CCMA president Rich Scherer stated in his convention message. "This criticism is totally unwarranted as this past year, in particular, has been one in which our association has shown consider-



Fred Gillmann (Just Games) & friend Jerri.

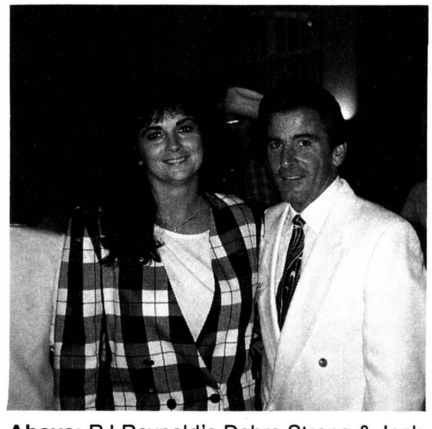


Glenn-Rowe Vending's Jim Ham and AMOA-IFPA prexy Sharon Harris during the event.



Bill Juneau & Sue Harrison (Midway Music).





Above: RJ Reynold's Debra Strong & Jack Regan. **Left:** CCMA's Dennis Loper, Cindy Urcan, NaDean Mendenhall & John Wendt.

DISCO TAIFUN — ACTION AND FUN



HYPER DISCO TAIFUN DE LUXE

Dimensions: Height 86 cm, Width 126 cm, Length 249 cm
Weight: approximately 260 kgs

Equipment:
Playing surface: plastic coated, easily exchangeable (8 screws).
All around profile strip prevents the puck from jumping out.
Rails: special rails fluorescent shining under black light
Fan: radial compressor with 420 m^3/h air transport quantity
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
Automatic puck barrier after time has run out
Overhead scoring with integrated black light lamp

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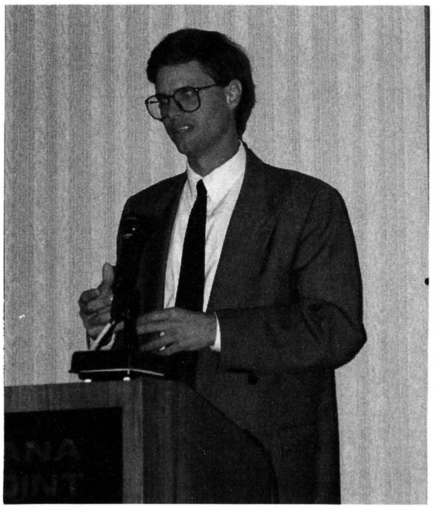
The center of this shot shows California Lottery Director Sharon Sharp with CCMA's Dennis Loper. (Operators Fred Gillmann and Jim Ham are on left and right edges.)



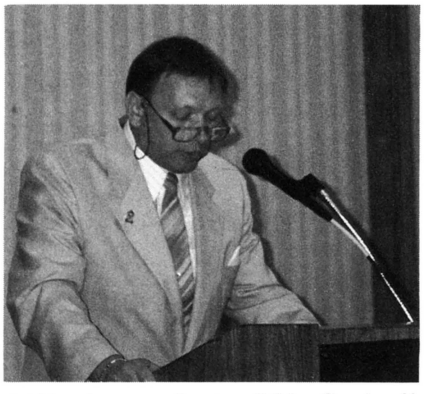
Randy Chilton's redemption seminar.

able growth in the number of small company operators. I believe we are on the right track and we must continue to get the word out! Let everyone know that our strength is in numbers and we must have a singular voice in our quest to stop legislation adverse to our industry."

VIDEO LOTTERY: HOT TOPIC

Video lottery was clearly the hot topic at CCMA's meeting. The association scored a major coup by hosting, and hearing remarks from, California Lottery Director Sharon Sharp. Friendly and frank, Sharp told tradesters that she "loves" the idea of video lottery, favors private sector involvement, and (back when she ran the Illinois lottery) that she was starting to work with coin machine operators on a possible VLT market.

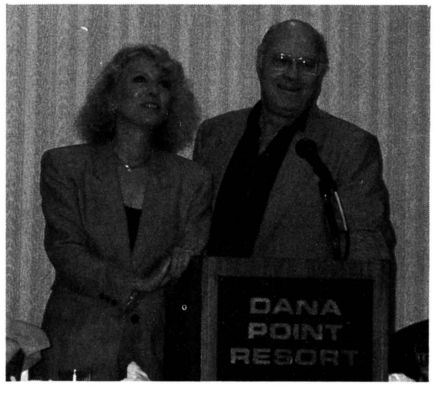
However, California faces daunt-



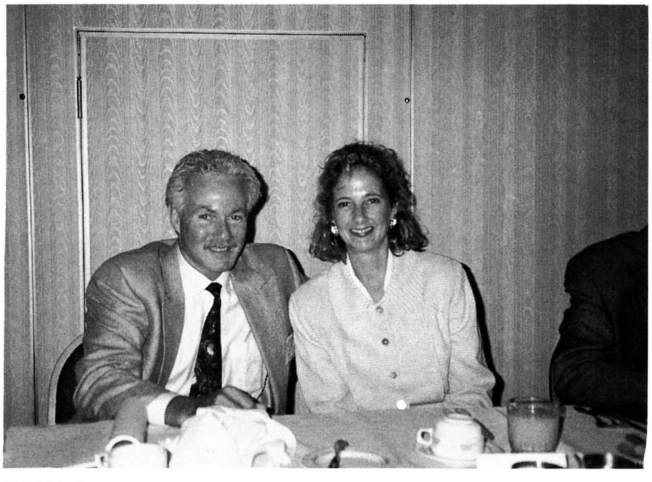
Art Manske, exec director of Video Gaming Alliance, addresses the California group.



Sharon Harris gives her pinball seminar.



California lottery chief Sharon Sharp with a powerful lawmaker, Rep. Dick Floyd.



CCMA President Rich Scherer and his wife Suzy.



Silco's Marvin Gray receives California Coin Machine Assn. "Giant of the Industry" award from association prexy Rich Scherer.



Brothers Russ Love (Royal Vending) & Jack Love (Amusement Corp. of America) at the successful association convention.



Dale Moore (president of Amusement Assn. of Calif. & newly- elected CCMA board member) with wife Mineko.

ing legal and political obstacles to VLTs. Sharon Sharp told CCMA that "Under today's circumstances and laws, [getting] video lottery [legalized by the state government and administered by the state lottery administration] is impossible." State representative Dick Floyd, a powerful committee chairman in Sacramento, advised tradesters that "The legislature hates lottery, the governor hates lottery and if they have to live with it, they don't want anybody to have fun playing it and they sure don't want to spend any taxpayer money promoting it." Clearly, then, expanding the existing lottery to include video gaming won't happen if tradesters go through traditional political channels.

Sharp and Floyd cited the possibility of casinos on Indian reservations as another legal complication in the VLT picture. If the state permits VLTs, Indian casinos will have the right to run slot machines. California has over 200 Indian tribes, Sharp pointed out.

Is there any way California could jump over all these hurdles and achieve video lottery? "The only thing that would make sense would be an initiative [voter referendum] to change what the people voted for [i.e., to amend the enabling legislation which allowed a state lottery in the first place]," Rep. Floyd told tradesters. He also advised trade members that any proposed VLT law should specifically mention operators as part of the structure. "Otherwise, you guys would have to go out and oppose video lottery," Floyd said. "Great idea, but somebody else would make all the money. It's wrong."

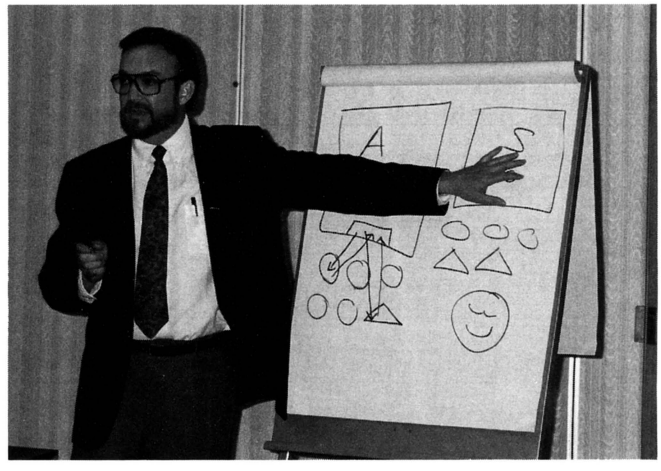
In this large, heavily populated state, the initiative process is costly and demands considerable time and political expertise. Tradesters at the CCMA convention seemed divided about whether they wanted to see video lottery in California. Some definitely do; others strongly do not. It's an issue that will continue to be discussed in the months and years to come.

A FULL AGENDA

Other elements of the CCMA meeting included superior speeches, successful fundraising, and some diverting social and sporting events. One highlight came when 30-year



Rita & Terry Hopple (Music Operators Service).



Jim Tuttle of the prestigious *California Journal* explains the workings of state goverment to CCMAers during their annual convention.

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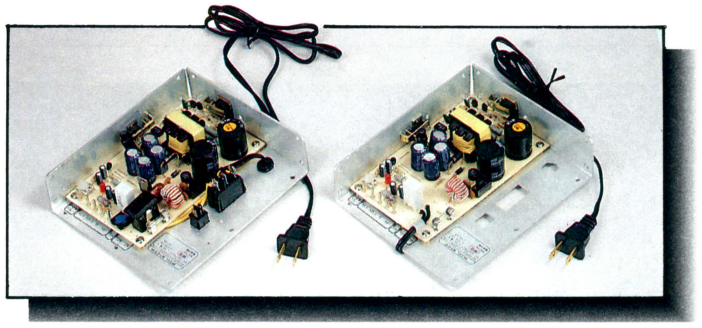
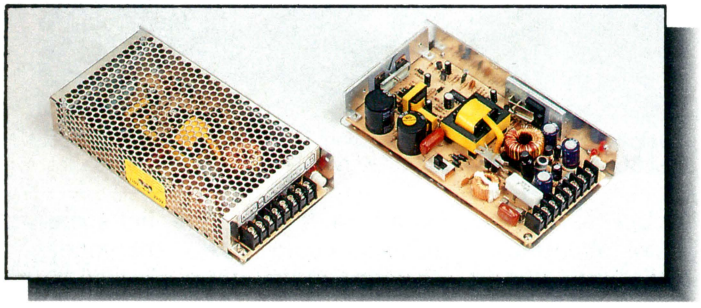
MODEL WY-02 SERIES



OUTPUT VOLTAGE AND CURRENT

MODEL	OUTPUT VOLTAGE	+5 VOLT	+12 VOLT	- 5 VOLT	- 12 VOL12
WY-02C	OUTPUT CURRENT (A)	6	1.5	1	STANDARD
WY-02C-SR		6	1.5	+8V/ 1A	SSR

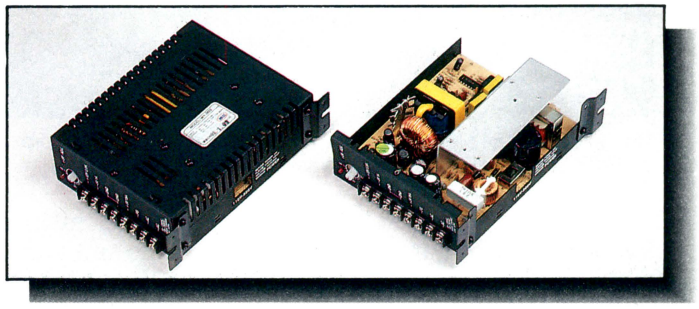
MODEL WY-06 SERIES



OUTPUT VOLTAGE AND CURRENT

MODEL	OUTPUT VOLTAGE	+5 VOLT	+12 VOLT	- 5 VOLT	- 12 VOL12
WY-06C	OUTPUT CURRENT (A)	12	2.5	1	STANDARD
WY-06A-5		18			
WY-06A-12			7.5		

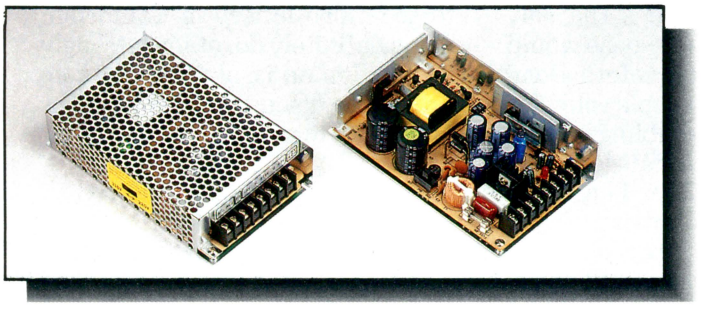
MODEL WY-03C



OUTPUT VOLTAGE AND CURRENT

MODEL	OUTPUT VOLTAGE	+5 VOLT	+12 VOLT	- 5 VOLT	REMARKS
WY-03C	OUTPUT CURRENT (A)	12	2.5	1	STANDARD

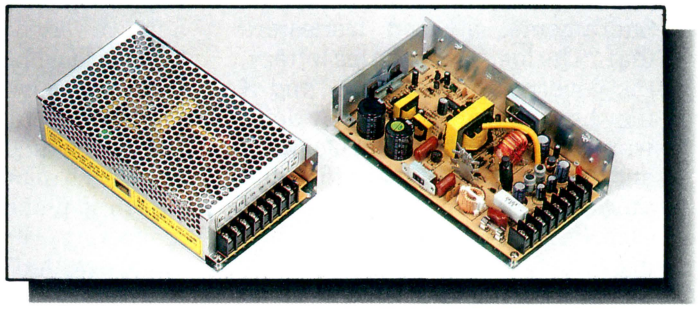
MODEL WY-07 SERIES



OUTPUT VOLTAGE AND CURRENT

MODEL	OUTPUT VOLTAGE	+5 VOLT	+12 VOLT	- 5 VOLT	- 12 VOL12
WY-07C	OUTPUT CURRENT (A)	8	1.5	1	STANDARD
WY-07A-5		12			
WY-07A-12			4.5		

MODEL WY-05 SERIES



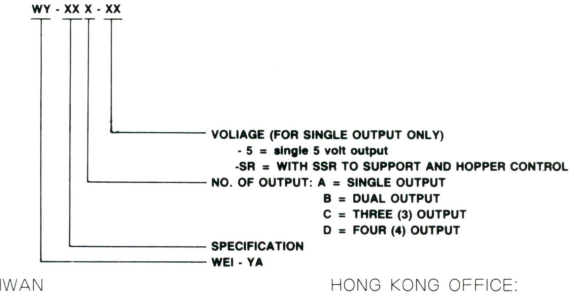
OUTPUT VOLTAGE AND CURRENT

MODEL	OUTPUT VOLTAGE	+5 VOLT	+12 VOLT	- 5 VOLT	- 12 VOLT
WY-05C	OUTPUT CURRENT (A)	15	2.5	1	
WY-05D		12	2.5	1	1
WY-05A-5		22			
WY-05A-12			9		

SWITCHING POWER SUPPLY SELECTION GUILD

PWR	MODEL NO.	INPUT (VAC)		+ 5 VOLT							+12 VOLT				-5V	-12V	REMARKS
		90-135	190-260	6A	8A	10A	12A	15A	18A	22A	1.5A	2.5A	4.5A	7.5A	9A	1A	1A	
100	WY-03C	•	•				•					•				•		STANDARD
110	WY-05C	•	•					•				•				•		
110	WY-05D	•	•				•					•				•	•	STANDARD
110	WY-05A-5	•	•							•								
110	WY-05A-12	•	•												•			
100	WY-06C	•	•				•					•				•		STANDARD
100	WY-06A-5	•	•						•									
100	WY-06A-12	•	•											•				
60	WY-07C	•	•		•						•					•		STANDARD
60	WY-07A-5	•	•				•											
60	WY-07A-12	•	•										•					
45	WY-02C	•	•	•							•					•		STANDARD
45	WY-02C-SR	•	•	•							•					+8V 1A		SSR
45																		

ABOUT THE MODEL NUMBER:



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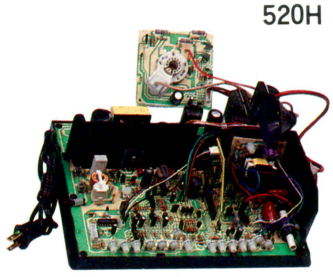
MODEL : 514H
520H



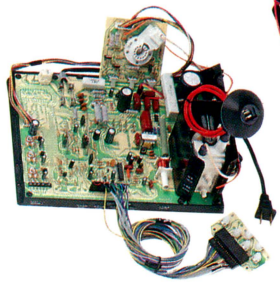
14"~20"VGA
FH : 25K/ 31KHZ

MODEL : 914S/SR
920H/HR



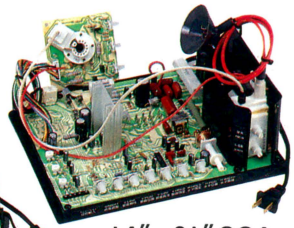
14"~21"CGA
FH : 15.75KHZ

MODEL : 814S/SR
820H/HR



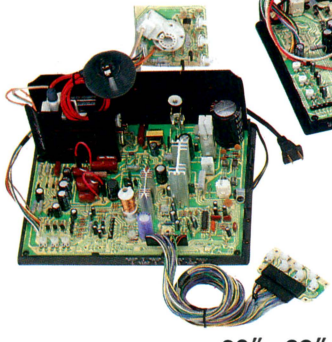
14"~20"CGA
FH : 15.75KHZ

MODEL : 214S/SR
220H/HR

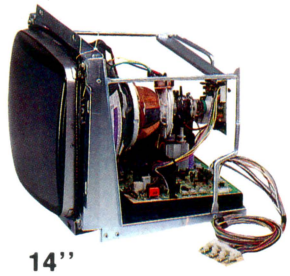


14"~21"CGA
FH : 15.75KHZ

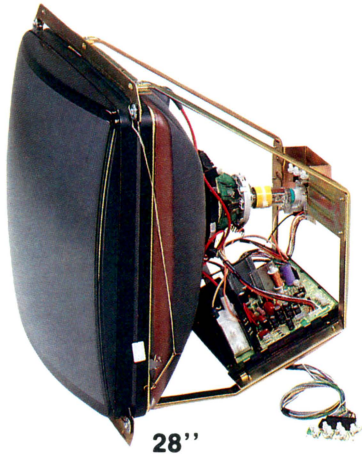
MODEL : 826HR
833HR 828HR



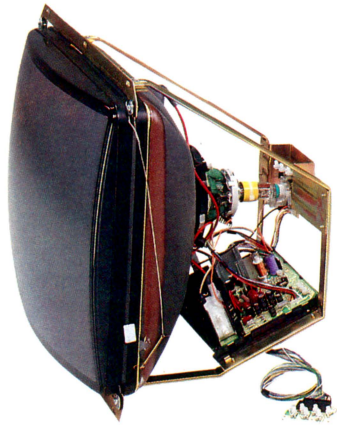
26"~33"CGA
FH : 15.75KHZ



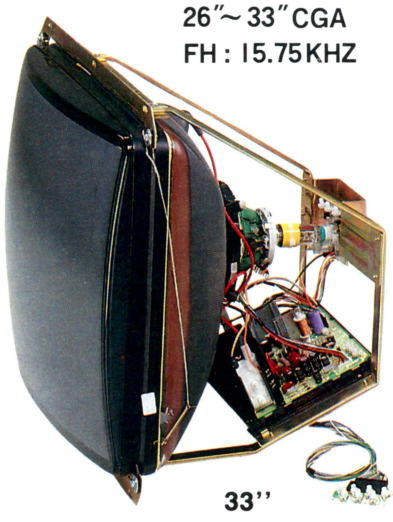
14"



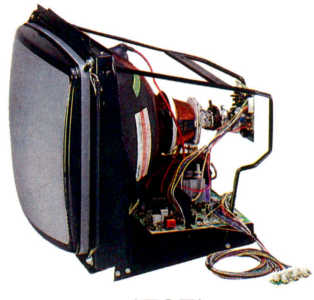
28"



26"



33"



20"/21"(FST)

SELECTION GUILD

FRONT CONTROL		WITHOUT FRONT CONTROL		CPT	INPUT (VAC)		INPUT	SYNC	SCANNING FREQ.		RESOLUTION	YOKE IMPEDANCE	
MONITOR	CHASSIS	MONITOR	CHASSIS	SIZE	110	220	SIGNAL	SIGNAL	HOR.	VERT.	(LINES)	HOR.	VERT.
KS214SR	214SR	KS214S	214S	14"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.2 ohm LH : 2.1 mH	RH : 16 ohm LH : 30 mH
KS814SR	814SR	KS814S	814S	14"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.2 ohm LH : 2.1 mH	RV : 56 ohm LV : 120 mH
KS914SR	914SR	KS914S	914S	14"	○	○	RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.2 ohm LH : 2.1 mH	RV : 16 ohm LV : 30 mH
KS220HR	220HR	KS220H	220H	20"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.0 ohm LH : 1.9 mH	RV : 15 ohm LV : 30 mH
KS820HR	820HR	KS820H	820H	20"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.0 ohm LH : 1.9 mH	RV : 56 ohm LV : 120 mH
KS920HR	920HR	KS920H	920H	20"	○	○	RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.0 ohm LH : 1.9 mH	RV : 15 ohm LV : 30 mH
HS221SR	221SR	KS221S	221S	21"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.1 ohm LH : 2.1 mH	RV : 12 ohm LV : 26 mH
KS921SR	921SR	KS921S	921S	21"	○	○	RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 2.1 ohm LH : 2.1 mH	RV : 12 ohm LV : 26 mH
		KS426H	426H	26"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25 mH
		KS428H	428H	28"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25 mH
		KS433H	433H	33"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25mH
KS826HR	826HR	KS826H	826H	26"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25 mH
KS828HR	826HR	KS828H	828H	28"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25 mH
KS833HR	833HR	KS833H	833H	33"	○		RGB TTL	H/V	15.75 KHZ	60Hz	460(H)×240(V)	RH : 1.3 ohm LH : 1.5 mH	RV : 9 ohm LV : 25 mH
		KS514H		14"	○	○	RGB TTL	H/V	25 KHZ/ 31.48 KHZ	60	720(H)×480(V)		
		KS520H		20"	○	○	RGB TTL	H/V	25 KHZ/ 31.48 KHZ	60	640(H)×480(V)		

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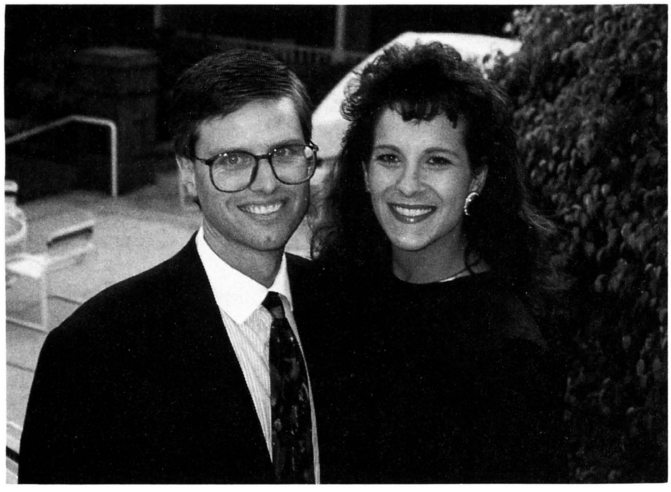
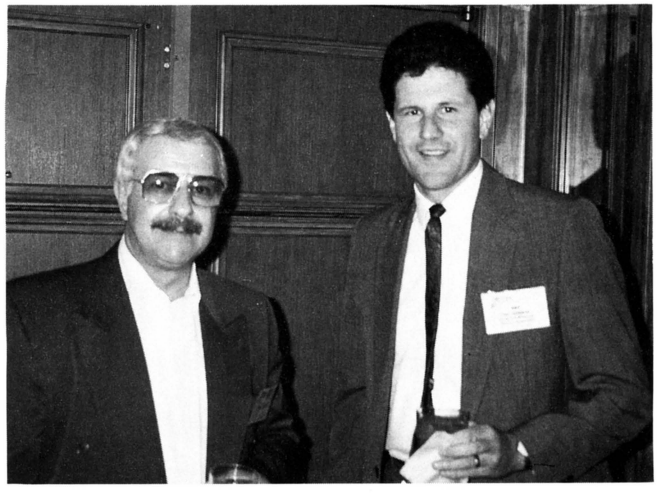


Chilton Vending's Randy Chilton & friend Rene Steven.

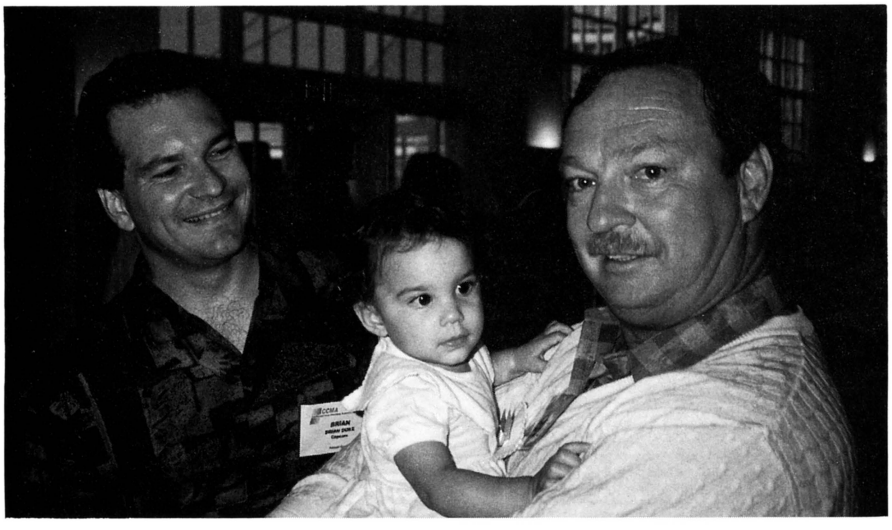


Brown & Williamson's Pat Johnson & Art Muro.

industry veteran Marvin Gray was honored as this year's "Giant of the Industry." His coin-op career is a story of management excellence at the huge street route which has been gone under the names Davidson Bros. Vending, ARA and now Silco. "Marv is the kind of person who always makes you feel good about yourself, always has a kind word to say and a good joke to share," added CCMA officer Cindy Powell.

Business sessions provided a forum for many speakers, all of whom provided solid, useful information. AMOA First VP Craig Johnson provided an update of national association activities (please see separate article). Kansas operator Randy Chilton combined expertise and humor for a well-received (and informative) chat on redemption. IFPA prexy Sharon Harris chatted about the power of pinball leagues (see our pinball feature story in the next issue). Video Gaming Alliance's Art Manske provided a 50-state rundown on video lottery legalization efforts. Ron Tuttle of the prestigious *California Journal* (a political newspaper which keeps close tabs on leaders and issues) gave a "chalk talk" on lobbying the legislature. Jack Wursten of the State Compensation Insurance Fund outlined the latest on workers compensation.

Social events mixed business with pleasure as CCMA raised over $40,000 with its equipment auction (a record) after the banquet on Friday night. Saturday night's entertainment included a DJ and karaoke, courtesy of Terry and Rita Hopple (Music Operators Service). And of course, tradesters sunned by the pool, walked on the beach or (more likely) happily tramped over the golf course in off-hours.



Brian Duke; his daughter Brianna in the arms of CCMA's Dennis Loper.

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Cocktail parties, dinners and the golf tournament were sponsored by the likes of Brown & Williamson, Phillip Morris USA, Lorillard, Capcom USA, Betson Pacific, and R.J. Reynolds. A long list of firms (including factories, dealers, tobacco and soft drink firms, resort hotels, etc.) provided great auction items which ranged from mini-vacations to consumer electronics to coin-op equipment.

To help members plan their schedules, CCMA announced that from now on, its annual convention will always be held during the second week in June. Board meetings will alternate between Northern and Southern California. Some talk continued about the need to find sites offering a range of hotel prices (including the $50 per night variety), so as to encourage broader participation by the state's many operators. CCMA is clearly trying to adapt its procedures to meet the needs of all . . . but it will probably be impossible to pick a site that pleases everybody.

The good news, as CCMA lobbying pro John Wendt acknowledged with a smile, is that the association is reaching out as never before . . . "and we're on an up cycle!" Tradesters can find out more about CCMA by calling Wendt and Loper at 916/441-5451.

ON THE ROAD AGAIN

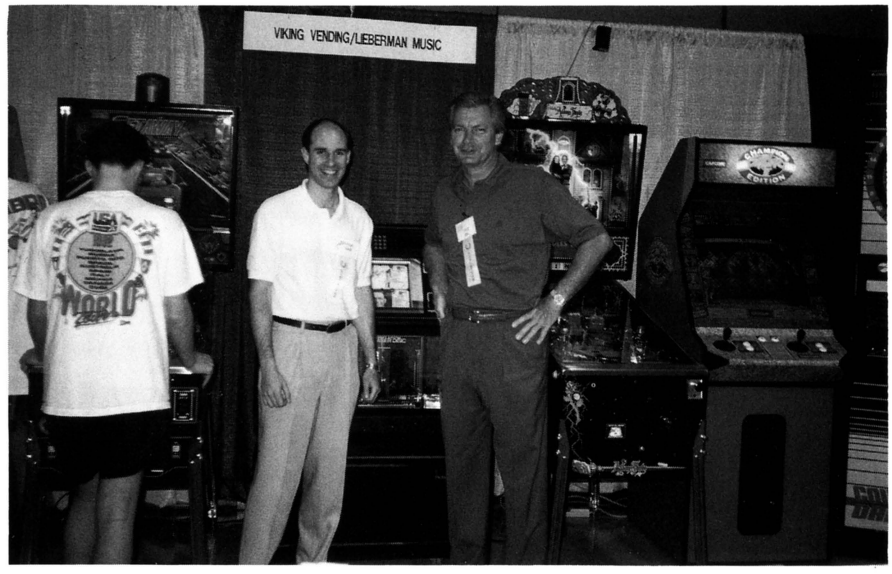
by Bob Rondeau

Wisconsin Stages Another Top-Drawer Convention

WAMO is the nickname of the Wisconsin operators association, but it also "describes" how this dynamic group works. Wham-O! Their 1992 convention had everything: a great trade show, outstanding speakers, a super auction, and top educational and social events. The event took place May 14-16 at the Oshkosh Hilton, a superb hotel for both its site and its facilities. If this report sounds like a collection of superlatives, well, WAMO deserves them. Their event was a winner!

Wisconsin had suffered some setbacks in its quest to legalize video poker, but nobody at the convention was emphasizing the negative. Instead, folks smiled about WAMO's most successful state dart tournament so far. This promotion pulled in 5,000 entries to compete for a $6,000 purse on April 24-26. With that kind of momentum, the May meeting was off to a good start.

Convention highlights included the announcement that Mike Bohrer (Wally's son) would be the new WAMO president. How's that for a "family industry"? Outgoing prexy Roger Westmont and WAMO exec director Joe Phillips were all over the place, keeping the program in line with help from hardworking WAMO staffers Micky Saba and Melissa Raboy.



Jim Groeschl and Dave Gabrielli of Viking Vending (a division of Lieberman Music Co.).

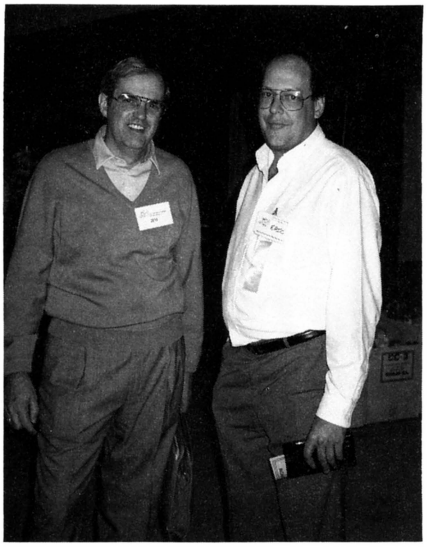
And what a program! Door prizes were awarded every two hours during the sensational equipment show. WAMO raised a pretty penny with its auction of quality product and merchandise, generously donated by factories and dealers. WAMO took tradesters by bus to tour a local operation called Amusement Devices (run by WAMO's VP Eric Jacobsen and his family), followed by a fun trip to the grayhound dog



From left, AMOA President Gene Urso, Rene & Tim Hayes of Stansfield Vending and Rosalie and Dick Jacomet of Red's Novelty.



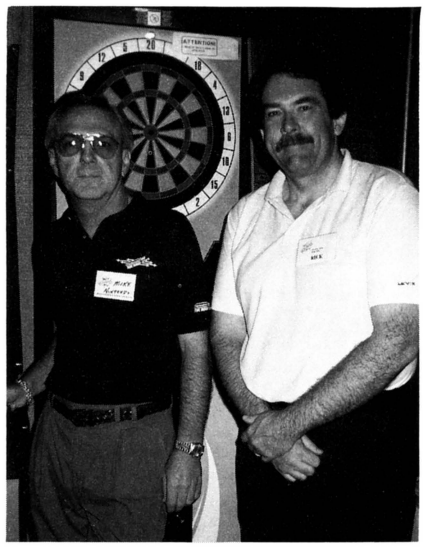
From left to right, Max Spaulding of Stansfield Vending with Mike Mellen (Mellen Sales) and Bryan Hubbard (Coin Machines, Inc.).



Jim Stansfield and ADI's Eric Jacobson.



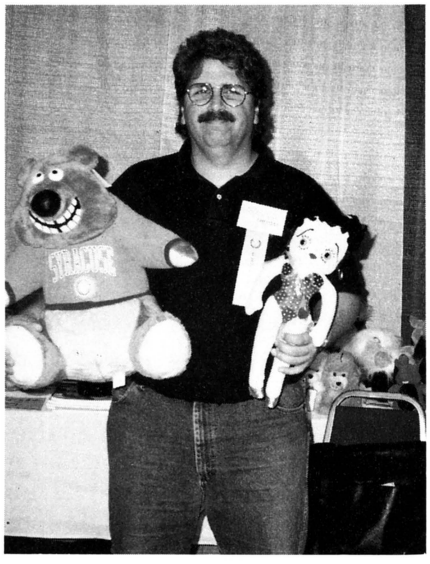
Dart fans Harry Reetz of Video Doctors with Valley's Bob Corrigan on the show floor.



Nintendo's Mike Minor with Rick Tills.

track for some "sporting" wagers and dinner. (A tornado was sighted in the area, cancelling a few races and forcing the group to take shelter in a basement. But the weather didn't dampen WAMO's spirits a bit!)

Current AMOA president Gene Urso gave a speech here, as he does to so many state groups. But instead of putting the emphasis on association business, Gene spoke in personal terms to this bunch that knows him so well. He's a past WAMO president, after all. Gene ended his chat by saying that he dreams his son Tony (now busy running Gene's Madison Coin Machine Co.) might also someday speak to groups like WAMO, in the capacity of AMOA president like his old man. Gene's fellow Wisconsin-ites gave "Tiny" Urso a very warm reception before, during and after his remarks.



Tom Capodarco shows off his Ace novelties.

Educational sessions included an address by a state senator, plus another speech by a medical professional on succeeding in business without undue stress. There was even some comic relief by (as Mark Twain might say) "a humorist who was really funny." Banquets, business sessions and most important, true comraderie among operators, distributors and manufacturers prevailed throughout the convention.

WAMO gave out some well-deserved awards during the convention. CDS's Dale Saunders, Hallada





Above: Data East's Pete Gustafson and Ben Larsen, two Swedes. **Left:** Glenda & Hal Williamson with Pioneer's Joel Kleiman.



Ralph Lubinski of Pioneer with Bev Rondeau. That's Pioneer's Joel Kleiman at far right.



WAMO President Roger Westmont and Scott Doughert of Merit. (Scott's dad was president of the assocition for two years.)



Arachnid's Marcio Bonilla and Hallada Coin's Dave Fonder by the *Galaxy* dart machine.



WAMO's Joe Phillips and Melissa.



Joe Phillips with Jim Patch of Allied Games.



Greg Marweg of Video Doctors at his booth.

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AMOA President Gene Urso and the author.

Coin's Dave Fonder, Mitchell Novelty's Ralph Fleege, Hastings Distributing's Mike Bohrer and Winnebago Coin's John Speer were honored for their terrific work in darts league and tournament promotion and administration.

[Editor's note: also during the WAMO convention, former Bally salesman Bob Rondeau himself became only the seventh man in 20 years to receive the Clint Pierce Award from WAMO. Jim Stansfield Jr. presented the honor, saying "We in WAMO thank you for dedication, loyalty and friendship over many years of service to the industry here in Wisconsin. You are a shining example of all that's good about our industry." Congratulations, Bob!]

In all, the 1992 spring convention of this premier group really lived up to the old-time "family and friends" spirit of the coin machine industry. Everyone who participated came away strengthened in the knowledge that, yes, we are one industry...and that, by helping each other be successful, we can help our whole industry succeed. Isn't that what a coin-op convention is for?

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NEW POWER SUPPLIES FROM JS SALES

on-board indicators check output voltage
plus repair help from Quality Technical Service

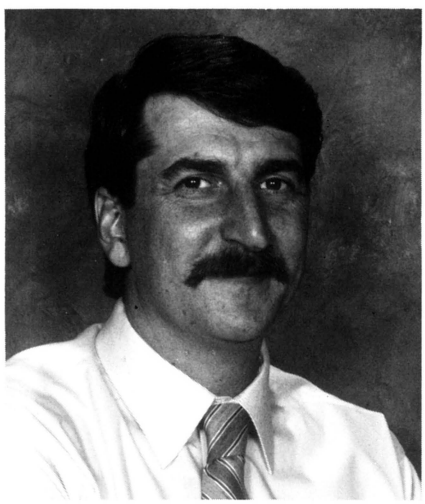
by RANDY FROMM

If you've ever been stuck on a service call without a voltmeter, you know how frustrating it can be. Even a simple task like adjusting the + 5 volt output of a power supply is impossible without a meter to accurately measure the voltage. Just a few tenths of a volt can easily make the difference between a game that works properly and one that freaks out! If the voltage is too high you might even damage the logic board, so adjusting a power supply without a voltmeter is something you should never do. . .

Until now, that is! Power supplies are now available with built-in output voltage indicators. The popular "Exactron" family of power supplies is marketed by J-S Sales. Two of the Exactron models (the Exactron Gold model #8810L and the Exactron Purple model #8820) have "Voltage Sentry" indicators that let you know if the + 5 volt output is within acceptable limits. The 8810L even has a digital display!

CHECKING THE OUTPUT VOLTAGE

Power supplies of many different makes and models have an LED connected to the + 5 volt output (see fig. 1) This is a handy indicator that will tell you that you have some sort of an output from the power supply. However, a simple LED will not tell you that the + 5 volt output is within tolerance. I generally recommend a range of approximately + 5.0 to + 5.25 volts. The glowing LED only tells you that you have some voltage at the output. It may be as little as



three volts or as high as seven volts or more!

Early attempts at designing a bona fide voltage indicating LED fared somewhat better (see fig. 2). In this case, three transistors, a zener diode and four resistors are used to drive a dual LED. The dual LED contains one red and one green LED. When the voltage is too low, only the red LED lights. When the voltage increased to an acceptable minimum, the zener diode conducts, the red LED is turned off and the green LED lights up.

On the surface, this may seem like a simple way to monitor the output voltage of the power supply. Unfortunately, tolerances in the zener diode, transistors and resistors meant that the circuit was actually pretty sloppy. Some power supplies would indicate the voltage was okay when it was, in fact, out of range. Additionally, when the voltage was high enough to make the green LED come on, it would stay on, no matter how much higher the output voltage became. Clearly, this was unacceptable.

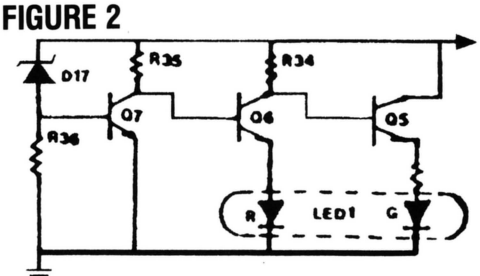
The Exactron Purple Voltage Sentry also uses an LED as a voltage indicator but it's much better than those first generation voltage indicators. It's called a "tri-color" LED

FIGURE 1



Some power supplies use a simple LED connected to the +5 volt output. This indicates some output but does not tell you anything about the actual voltage.

FIGURE 2



This circuit uses a zener diode, three transistors and four resistors to drive a two color LED.

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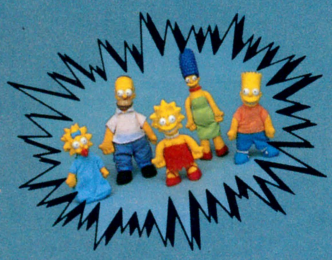

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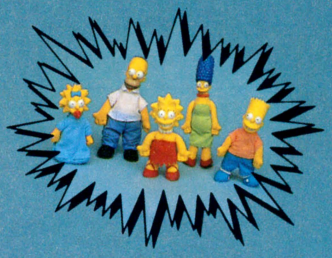

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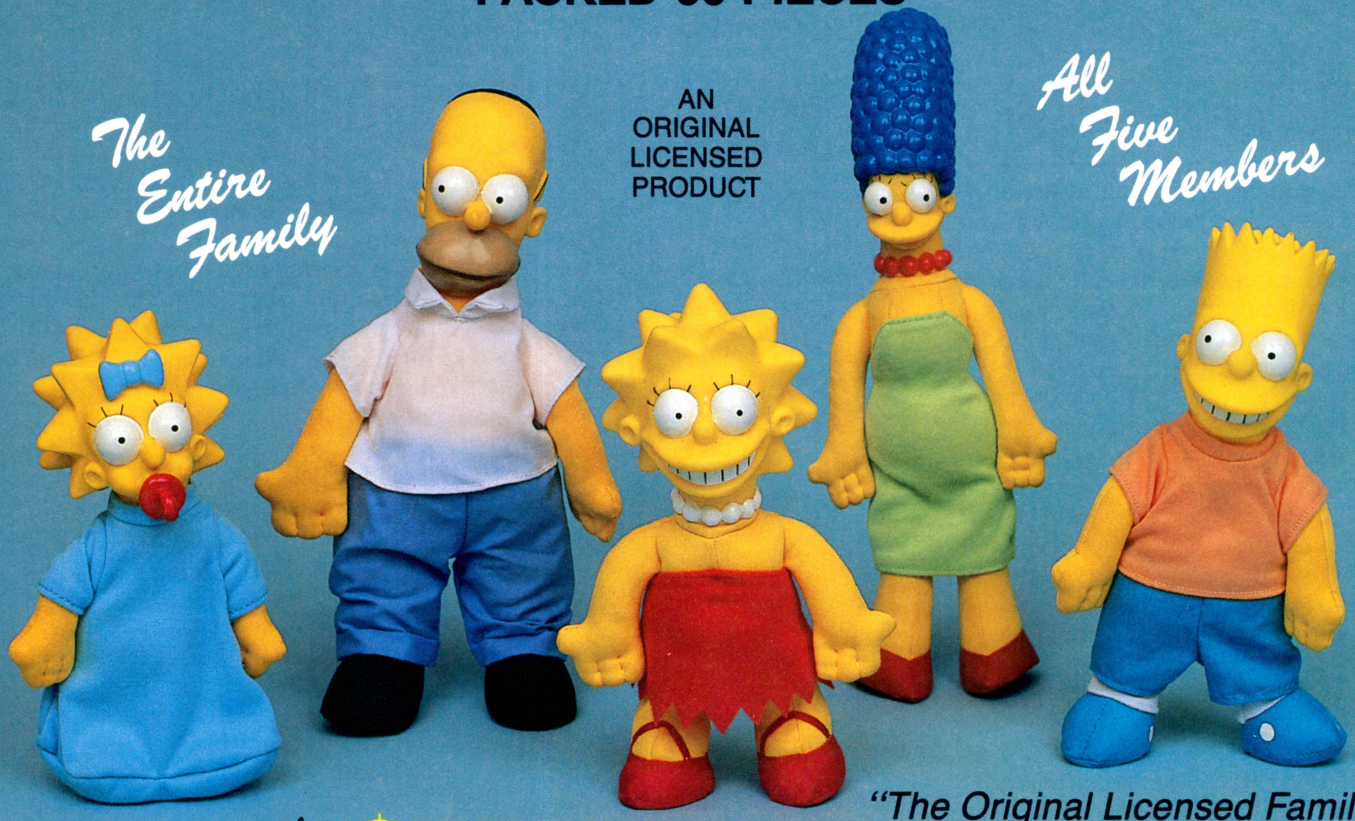

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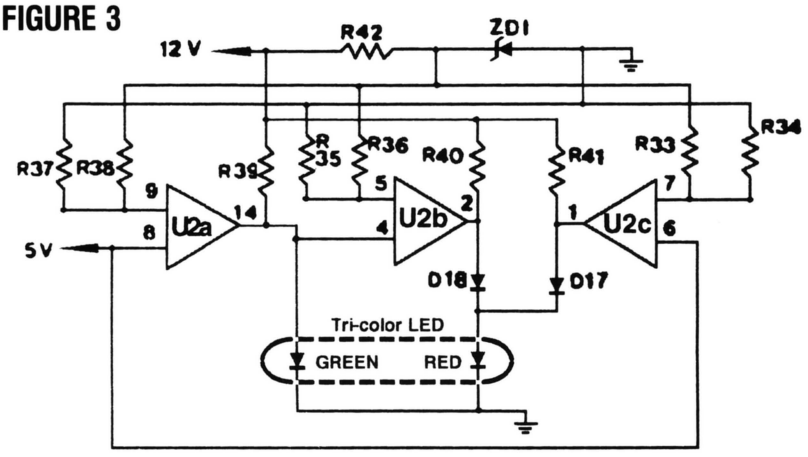
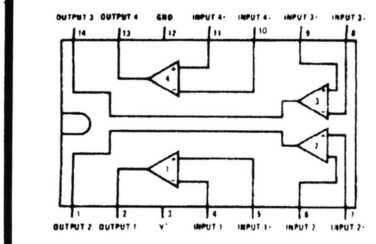
FIGURE 3



This output voltage indicator uses a tri-color LED. If the output voltage is too high, the red LED lights up. If the +5 volt output is within range, the green LED will light. Low voltage is indicated by lighting both LEDs to produce yellow light.

because this power supply's LED glows yellow if the voltage is too low, green if the voltage is good and shines bright red to warn of excessively high output voltage.

By using an integrated circuit voltage comparator, the Exactron Purple has solved all of the problems associated with reliable voltage monitoring (see figure 3) U2 is an LM339 "Quad Comparator" integrated circuit; so called because there are four comparator circuits in a single IC package. The Exactron Purple's output voltage monitor circuit uses only three of the four comparators. One remains completely unused.



The LM339 Quad Comparator IC

In this circuit, a stable voltage reference is maintained by Zener diode ZD1. This voltage reference is used by three voltage divider resistor pairs which, in turn, keep a constant reference voltage at the + input of each comparator. R33 and R34 control the voltage at pin 7. R35 and R36 control the voltage at pin 5. R37 and R38 set the voltage at pin 9. By using different values for the resistors, the reference voltages at each of the comparator inputs can be set with a fair degree of precision. Any values that are out of tolerance are detected and corrected during the initial factory testing of the power supply (all Exactron power supplies are thoroughly tested by a computerized "Advantech" testing device.)

Each comparator is set to activate at the proper voltage level. Comparator U2a activates when the voltage at pin 8 is 5.24 volts or less. This puts out a high voltage at pin 14 and activates the green LED. If the voltage exceeds 5.24 volts, the output of U2a goes low, turning off the green LED. At the same time that U2a is turned off, U2b will activate. This makes pin 2 high and turns on the red LED. This warning lets you know that the output voltage is too high.

A low voltage warning comes from comparator U2c. This comparator is also set to turn on the red LED; this time when the voltage is less than 5.05 volts.

But wait just a second here! A low voltage warning that lights up the red LED? Low voltage is supposed to make the LED glow yellow. Besides, the schematic drawing shows only two LEDs; one red and one green. Where's the yellow light gonna come from, anyway?

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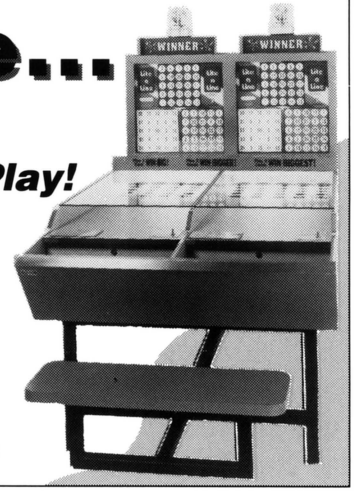

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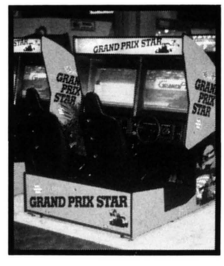

GRAND PRIX STAR

In order to generate yellow light, the red and green LEDs are both turned on! Red and green are two of the three primary colors of light (see *RePlay*, June 1992, pg. 143.) Combining red and green makes yellow light! The red LED remains lighted along with the green LED until the output voltage reaches 5.05 volts. This produces yellow light. Between 5.05 and 5.24 volts, only the green LED is illuminated. Output voltages higher than 5.24 will light only the red LED.

The Exactron Gold model 8810L has carried things one step further by including a digital voltmeter in the power supply. That's right! There's a little, two-digit voltmeter built right into the supply. The DVM display is driven by a single, 40-pin integrated circuit that is a dedicated DVM driver. To check the output voltage of the power supply, all you have to do is read it right off the display. The display is accurate to one-tenth of a volt.

IT'S ALWAYS BEST TO CHECK

Regardless of the type of indicator used on a power supply, these devices will only measure the voltage at the + 5 volt DC output of the supply. They do not check the voltage at the logic board itself. Also, they do not check the output voltage of the + 12 volt or – 5 volt outputs. Under normal circumstances, there will be very little difference between the voltage at the power supply and the voltage at the logic board. However, dirty edge connectors or excessively long runs of wire between the power supply and logic board can cause a drop in voltage.

You only need to lose a few tenths of a volt to see some pretty serious problems. Freeze-up, garbage on the screen or self-resetting are all common problems when the + 5 volt power supply drops just a little. These problems will simply disappear when the voltage is adjusted properly. To be absolutely sure what's going on, you should always check the voltage at the logic board itself with a digital multimeter when measuring or adjusting the + 5 volts DC. As a matter of fact, the instructions on the outside of the box clearly instruct you to use a digital voltmeter to adjust the power supply.

So what good is the voltage indicating LED if you should use the meter anyway? Re-read the first paragraph of this article! Oh... Yeah...That's happened to me more than once. Also, in the vast majority of cases, the LED on the power supply will be a good indicator of what's reaching the logic board.

The Exactron Purple is in the same class as the other high quality power supplies you're used to getting from J-S Sales. It's just a lovely shade of purple. The voltage monitor adds only about a buck to the cost of the supply. It's very practical and I think it's worth it.

For further information, contact J-S Sales Co., Inc., 5 South Fulton Ave., Mt. Vernon, NY 10550; 212/324-3830 or 914/668-8051 or 800/431-2944; fax is 914-668-8735.

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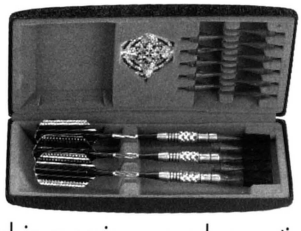

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POWER SUPPLY REPAIR KITS

And speaking of things that are practical, following is some help with power supply repair that you might want to take advantage of.

I get a lot of requests for information about replacement parts for power supplies. The main thing that people want to know is, 'Where do I get 'em and what should I get?' I'm happy to report a cool new source for replacement parts, service and service advice on power supplies. It's called Quality Technical Service. The guy you want to talk to is Brice Boxum.

Quality sells three different kits for power supply repair. One is a semiconductor kit that contains a dozen switching transistors (2SC-3039), a dozen pigtail fuses, eight fast recovery diodes (FR304 3 amp 400 volt), and four fast recovery diodes (1N4937 1 amp 600 volt.) The kit sells for $24.95.

Another kit is just capacitors. It contains eight each of 2200uf, 10 volt and 1000uf, 16 volt and four each of 470uf, 25 volt and 100uf, 200 volt. The cost is also $24.95.

To test a power supply properly, you need to connect it to a proper load. The load draws current from the power supply so that all the outputs can be tested under actual working conditions. A load kit is also available from Quality Technical Service. This kit consists of a small piece of circuit board onto which you solder three power resistors that will simulate the current drawn by the logic board in a video game. A 25 watt, 1 ohm resistor is used to load the + 5 volt output at 5 amps. A 15 watt, 12 ohm resistor draws 1 amp from the + 12 volt output, while a 5 watt, 10 ohm resistor draws ½ amp from the – 5 volt output. These loads are more than adequate to test all power supplies for proper operation. The kit even includes the wires and spade lugs needed to connect the load to the power supply

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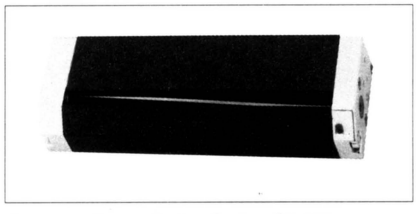

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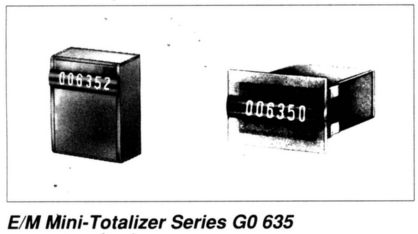

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RELIEF PITCHER *SERVICE UPDATES*

Responding to operator requests, Atari has released a program update for their baseball video *Relief Pitcher.* The updates are effective in reducing game times and enhancing overall gameplay. The codes on the original EPROMs have been updated and their part numbers and locations are 136093-0011 Rev D, 10E and 136093-0012 Rev D, 19J. The main features of the new program include a game time reduction facilitated by the addition of eight new difficulty settings and the elimination of a free second inning in the two-player dedicated version. For more information regarding the EPROM updates, or to request the program update, contact Atari's customer service department at 408/434-3950.

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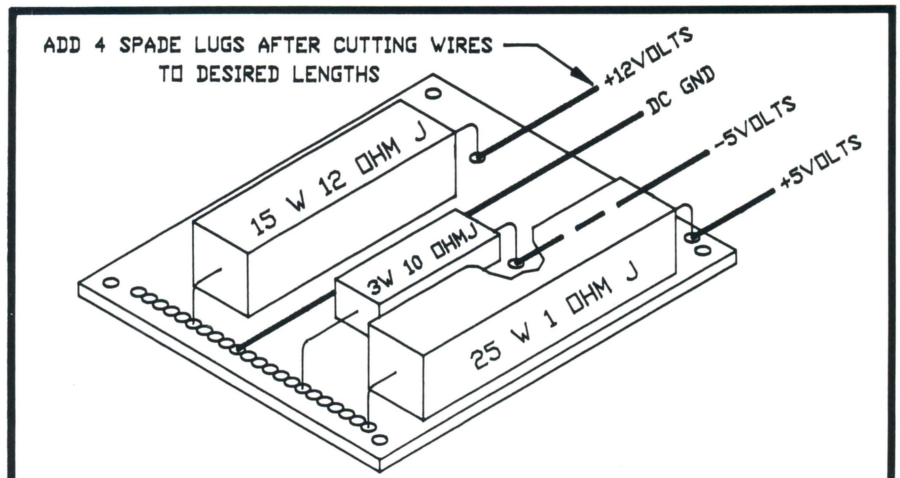

The Power Supply Load Kit is available from Quality Technical Service.

under test. The load kit sells for $5.95.

You can even ship your bad power supplies to Quality for repair at ten dollars each, parts included. Repaired power supplies are guaranteed for six months.

No matter what you get, Brice throws in a free copy of his power supply troubleshooting guide. This is a really well-written guide that's full of hints and shortcuts. It makes troubleshooting power supplies a snap, even if you have absolutely no previous experience working on them! I recommend that you buy something just to get a copy of the guide. The guide is not available for purchase separately.

For further information, contact Quality Technical Service, 8220 Colfax N.E., Albuquerque, NM 87109; 800/678-7393 for sales or 505/821-2317 for technical support.

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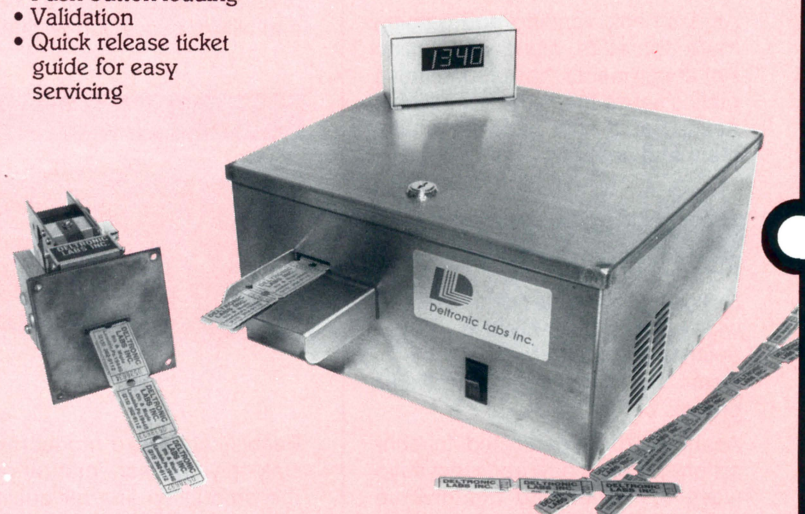

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Tournament Highlights

60 GRAND, NO BULL

$60,000 purse at Arachnid's seventh annual BullShooter championships draws thousands of entrants from six countries to dart extravaganza

The seventh wonder of the world (the soft-tip darting world, that is) can now be announced. Yes, it's Arachnid's seventh annual BullShooter World Challenge of Champions! Like Arachnid's six annual "wonders" before it, this year's BullShooter finals was a Memorial Day weekend extravaganza (May 22-25). Leading up to the $60,000 finals event was a months-long series of local and regional matches which collectively offered another $100,000 in cash and prizes. All this created tremendous excitement among players . . . and very healthy cashbox revenues for Arachnid dart game operators.

The BullShooter VII championships pulled in a record number of entries (5,405) from six countries (U.S., Canada, Germany, Spain, Belgium, and Japan). This year's event took place at Arachnid's traditional site, the Hyatt Regency O'Hare and convention center, just outside Chicago. Thousands of excited, dedicated darters played their hearts out on 180 Arachnid games *(English Mark Darts, Galaxy Darts, Coors Light Darts & Super Six).* The finals, co-sponsored by Arachnid and Coors Light, offered a total purse of $50,000 in cash and prizes for the eight main events and a $10,000 purse for a special new "Top Gun" solo challenge event. Awards were distributed to winners and high-scoring competitors.

A PROFILE OF THE PROGRAM

The BullShooter championships are the annual climax of Arachnid's year-long, nationwide electronic darts promotional tour. Operators sponsor local league matches in their locations. Then Arachnid (with help from a major local operator or distributor) sponsors qualifying tournaments in 16 states and regions across the country, during weekends from fall through spring. Regional events typically offer a $5,000 purse, plus a chance for players to qualify for the Memorial Day championships. The hardworking Arachnid "A Team" crew is right there helping operators run the tournaments and build interest all year long.

BullShooter regionals also take place in 12 foreign countries. These include Japan, Italy, Australia, Germany, New Zealand, Spain, United Kingdom, France, Canada, Austria, Ireland and Belgium. As stated, some of these countries send teams to the championships, lending a truly international flavor to the event.

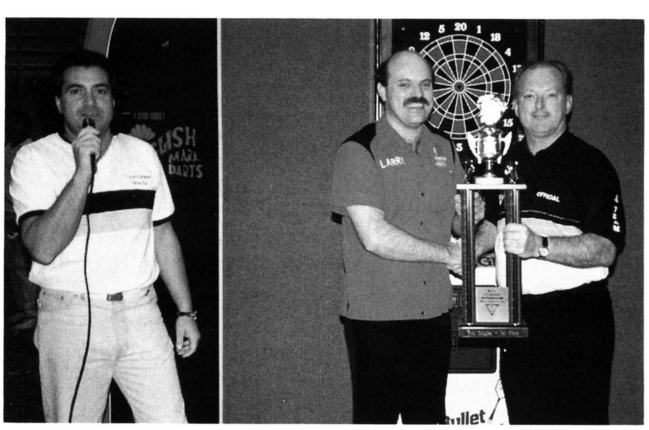
The total program was invented for electronic darts by Arachnid and it's been widely emulated ever since. The BullShooter tour pays off for operators in the cash box. It pays off for players in excitement, fun and prizes. And it pays off for Arachnid in continued sales and prestigious awards from groups like AMOA!

TOP GUN CHALLENGE

This year's event was the most



Wayne Spratley (r) hams it up with Arachnid Mktg. VP Sam Zammuto



Larry Butler (middle) accepts trophy from Arachnid prexy Bill Ward at the awards ceremony. (That's Sam Zammuto on the microphone).



Women's MVP winner Ginny Hays with Arachnid topper Bill Ward.



Men's MVP winner Dave Kelly (left) shares honor with Bill Ward and other trophy winner Tony Payne.



Top shooters Teresa Nevills and Thomas Johnson with Bill Ward.



Jerry Umberger (l) smiles for the camera with Bill Ward & Larry Butler.

exciting BullShooter Championship yet. "The biggest highlight of the weekend," stated Marketing VP Sam Zammuto, "was our new Top Gun Challenge Cricket playoff. Throughout the year, 483 players qualified on *Galaxy* games at their favorite location for the Top Gun Challenge event," Sam explained. "This single event boasted a $10,000 purse, with the largest single payout ever in soft-tip darts... $5,000 to the first-place winner!"

"Top Gun" is a solo challenge feature on Arachnid's *Galaxy* dart game, so the event required a man-to-man showdown to determine the best single darter at the BullShooter Championships. The room was packed with breathless onlookers as the two finalists settled down for the ultimate match. An undefeated darter from New York (Wayne Spratley) took on a well-known challenger from Florida (Thom Johnson). Would Wayne be able to maintain his unbroken winning streak? Which darter would take home the handsome $5,000 prize? Wayne pulled it off, and you can see the huge grin on his face in the accompanying photo as he enjoys his "Number One" status.

PRO SINGLES AND PLENTY OF HOOPLA

Intense competition also marked the Pro Singles competition, with the world's best darters playing a 301 double in/double out playoff as spectators packed the bleachers to look on. To take home the first-place prize, Massachusetts darter Larry Butler fought his way up through the loser's bracket to face — and ultimately ace out — the previously undefeated Ray Terroniez from Illinois.

Plenty more hoopla made the '92 BullShooter an affair to remember. Players loved the International Doubles Matches; raved over the "Miss BullShooter" dart contest (featuring swimsuit-clad gals); and they thrilled to a menu of eight main events (women's & men's singles and doubles; mixed triples; open doubles; women's doubles; doubles cricket; and pro singles). The fun lasted from Shelby Beilfuss' rendition of the National Anthem, to the closing awards ceremony (where Arachnid prexy Bill Ward presented Ginny Hays and Dave Kelly with gold Most Valuable Player rings, based on their fine performances in several events).

JOIN UP FOR FALL!

In just a couple of months, the 1992-93 BullShooter tour will be getting underway. If you'd like to join forces with the "A Team," you can become a member of the English Mark Darts International Assn. You can tie your local league play into the ultra-professional Arachnid program: they'll be happy to tell you how to start a league, how to run it, and how to coordinate your action with theirs.

Operators who wish to join this proven, growing promotion are urged to contact Arachnid (Rockford, Ill.) by calling 815/654-0212 in state, or toll free at 800/435-8319.

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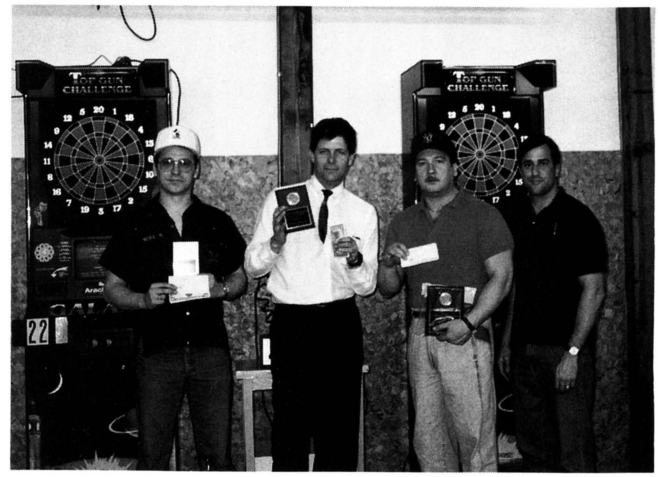
SHUFFLEBOARD NEWS — The Shuffleboard Federation's 1992 Grand Slam Tour kicked off May 20-25 with the sixth annual Michigan Open in Grayling. Sponsored by Dynamo, the dramatic competition saw the winning team come barreling out of the loser's bracket to walk away with the tourney title. The happy winners are pictured above (top row, left to right): Phil Figliacone, Terre Tischler, Mike Tobin, Roland Metivier; (bottom row): Raylene Schultz and Sher Blessing. The Shuffleboard Federation and Dynamo look forward to the rest of the season which finishes Nov. 2-8 in Reno, Nev. with the $100,000 North American Championships. For more information, call 313/380-9300.

TORNADO TO MINNESOTA — The date was April 17-19. The place was the Minneapolis Metrodome Hilton, and it was table soccer time! Fans from across the U.S. and Canada competed in the tourney for their share of $25,000 in cash and prizes. The event, co-sponsored by Hanson Distributing, drew 900 entries in 16 events, with many old and new faces showing up. Exceptional standouts included old pros Tony Bacon and Michael Rousseau as open doubles champs, and Tiffany Billirakis with four titles under her belt (Women's Singles A and B, Open Mixed and Women's Doubles). Tornado congratulates all the winners and looks forward to seeing them at the $100,000 World Championships, set for Labor Day weekend in Dallas.



OHIO STATE DART CHAMPIONSHIP — Over 150 dart players competed in the Ohio Coin Machine Assn.'s (OCMA) 3rd annual Ohio State Dart Championship on April 10-11 at the Franklin County Fairgrounds in Columbus, Ohio. Twelve Ohio operators sent their league winners to compete in the five-event $5,000 electronic dart tourney. Players across the state converged in Columbus for the event, and participation was so great, an additional $1,160 was added to the prize fund. All players competed on Arachnid *Galaxy* dart games. OCMA member operators sending teams to the tourney were Bremer Vending, Capitol Vending, Elum Music, Gem Music, Glass City, Gold Coin Amusements, Hughes Music, Lorain Music, Point Games and Music, R&Z Vending, Shaffer Services and A. Van Brackel & Sons. Pictured above are cricket singles winners (left to right): Mike Hensley, 3rd place; Chris Heilman, 2nd place; Dan Horvath, 1st place, and OCMA tourney coordinator David Corey. For info regarding next year's event, or how you can become involved in electronic darting in Ohio, contact David Corey at 614/888-9772.

CALENDAR

JULY 1-5
Shufflebd. Fed. Grand Slam Tour Board Talk "Reunion" Tourn. (sponsored by Dynamo), Holiday Inn, King of Prussia, Penn. For info, call 313/380-9300.

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JULY 3-6
Tornado's Nat'l Championships, Oklahoma City. For site info, call 817/483-8199.

SEPTEMBER 2-7
Shufflebd. Fed. Grand Slam Tour U.S. Open (sponsored by Dynamo), Howard Johnson South Plaza, Austin, Texas. For more info, call 313/380-9300.

SEPTEMBER 2-7
Tornado Table Soccer $100,000 World Championships, Dallas/Ft. Worth Airport Hilton. For more information, call Steve Murray at 817/483-8199.

NOVEMBER 9-15
Shuffleboard Federation's North American Championships, (sponsored by Dynamo), Sands Regency Hotel & Casino, Reno, Nev. For info, call 313/380-9300.

NOVEMBER 12-15
Pinball Expo and Flip Out Tournament, Ramada Inn O'Hare, Rosemont, Ill. For more information, call 800/323-3547.

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NDA SHOOTERS GET LUCKY IN LAS VEGAS!

AMOA's National Dart Assn. stages Team Dart 7; international soft-tip dart tourney awards $100,000 plus $22,700 in added funds







"We're here to stay and growing day by day," could be the chant dart players are adopting lately. Events like AMOA's National Dart Assn. (NDA) Team Dart 7 (held in Las Vegas, April 28-May 2) show they're not kidding. The Sahara Hotel and Casino was home to 2,500 darters for the five-day competition proving the tournament was a fabulous success in sheer numbers alone (not to mention the $100,000 in cash and prizes).

The administration of this mega-dart event was handled by operator Gary Benson of High Country Games in Ft. Collins, Colo. Gary appointed his staff from the ranks of the 280 charter holders (operator members who comprise the AMOA-NDA). "These volunteers are the key elements in making these tournaments work," said AMOA-NDA executive director Joe Conway.

Of course, there would be no tournament without the games. "We're extremely grateful to our manufacturer members," stated Joe Conway. "Merit, Arachnid and Valley have supplied the games and support needed to make this competition work." In fact, a slew of 165 machines were kept busy throughout the tournament!

The players themselves kept busy in all six events and competed based on their skill (in the Team Dart finals, darters are bracketed by their ability). This format gives all teams an equal opportunity to win, and the "customized" competition draws a



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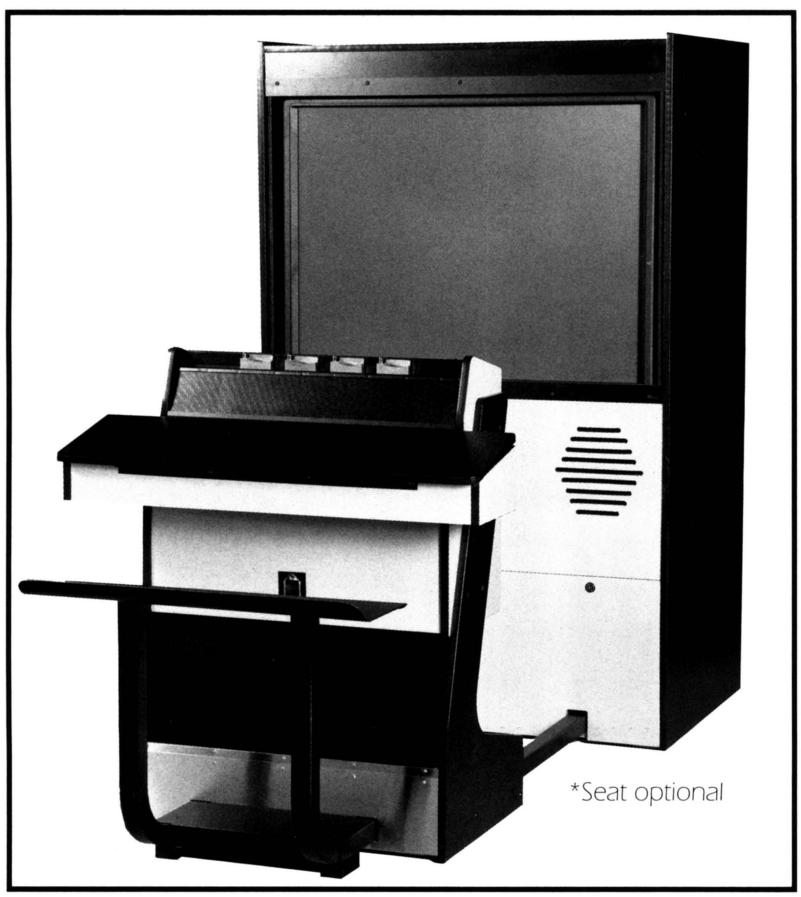

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variety of Team Dart entrants.

The culmination of the week o' darts was the awards banquet held on the last day. The time had come to say goodbye and walk away with the winner's spoils. This year, the cash awards were supplemented by the addition of $22,700. Needless to say, this pleased the players very much. Also, 400-plus trophies were handed out, including individual awards for "player recognition." These went to the players shooting the most feats on selected events and divisions.

Finally, the week was over, and everyone said goodbye. Plans are now being made for Team Dart 8! Stay tuned for more information as it becomes available. NDA is a professional operator-conceived and -run marketing and promotional program for darts. It is open to AMOA members. For more information, contact AMOA-NDA at 414/263-2444.

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You owe it to your locations to call us . . .
Once you do, you'll see why our locations are still averaging over $100 per day!

BROMLEY, INC.

Chicago-based redemption manufacturer has enjoyed past success with impressive line-up of hits; looks forward to debut of new product at AMOA

The business is in Lauran Bromley's blood. She can't help it. Third generation coin-opper, her grandfather originally operated out of New York with the penny candies (based on the honor system — you take a candy, you leave a penny). Then granddad moved to L.A. to become Bally distributor for the West.

Lauran's father, Martin Bromley, began his career in the business after World War II, and started Sega in the 1950s with three other partners in Japan. Through her dad's other ventures (including the start-up of Stern Electronics with Sam Stern), Lauran got a first-hand look at the amusement business and liked what she saw. So, after a time spent with Stern Electronics post-college, and some industry and non-industry dabbling, she made a commitment to the future of redemption and began Bromley, Inc. about three years ago.

Lauran saw redemption as a lucrative market. "After seeing what *Bozo Buckets* could do," she laughed, "I knew I had to check out this redemption thing." So she reached into the redemption market with the first game Bromley produced — *Little Pro.* "It was a mini-golf-type game based on an old 1940 machine," she explained. "And that's what we do in a nutshell. We re-create hits of yesteryear and make them into 1990s hits. We update the theme, graphics, etc. Design new twists of our own."

So far, the Bromley line has included seven such "recreations" including *Little Pro, Rock N' Bowl, Ghost Town,* the recent *Simpsons Cupcake Contest* and *Hawk Avenger.* Currently, the company is working on three new projects which will debut in the fall at AMOA. Lauran wouldn't give any details, but did say "one should be as popular as *Rock N' Bowl,* one is a shooting game, and the third is priced at pinball cost, but has out-earned pinball in test locations by as much as three to one."



Bromley, Inc.'s Lauran Bromleyin her company's Chicago factory/offices. With the success of their products, the company has grown and she's not the only employee anymore!



Field Service specialist Angelo Ruggiero.

With all this on Bromley's plate, you'd expect a full network of employees. Not so. "Up until three months ago, Bromley was unusual in that I was the only employee," Lauran stated. "All the games were manufactured at Grand Products in Bensenville, Ill. Now, I have five employees and I'm excited by the changes that'll bring." Lauran still manufactures at Grand Products.

Lauran runs her company with a true enthusiasm for redemption and the potential that market has shown. "Redemption is the wave of the future," she said enthusiastically. "It's getting better out there. A three-dimensional electromechanical machine with all the bells and whistles is what the players want, it's what they can't get at home, and that's who we're selling to."

But in remembering the player, Lauran makes sure she doesn't forget the operator. "I listen to what they have to say," she offered. "They can tell you what's right and wrong with the game. I take their input and strive to build a good-quality electromechanical machine."

Right now, Bromley is actively producing the firm's hits *Rock N' Bowl* and *Hawk Avenger* and is preparing for the introduction of their new product line. For sales information, contact Joe Bundra at 708/438-3834 (east of the Mississippi), Leprechaun at 206/869-6400, (west of the Mississippi). You can reach Bromley, Inc. at 312/267-6030.



Above: Lauran Bromley on the production line gives the games, in this case a new *Rock N' Bowl,* a final inspection before they're packed for shipping. **Bottom right:** A Hawk Avenger machine ready to go. **Bottom left:** A line-up of *Rock N' Bowls* nearing completion. The firm should have three new projects ready for the trade to look at come fall's AMOA show.





Vital Titles

top-selling 45s and CDs at key one-stops as of June 23, 1992 ★ = *significant crossover activity*

POP

1. ***HOLD ON MY HEART,*** *Genesis, Atlantic 87481*
2. ***REMEDY,*** *The Black Crowes, Def American 18877*
3. ***UNDER THE BRIDGE,*** *Red Hot Chili Peppers, Warner Bros. 18978*
★ 4. ***I'LL BE THERE,*** *Mariah Carey, Columbia 74330*
5. ***IF YOU ASKED ME TO,*** *Celine Dion, Epic 74277*
6. ***DAMN, I WISH I WAS YOUR LOVER,*** *Sophie B. Hawkins, Columbia 74164*
★ 7. ***MY LOVIN' (YOU'RE NEVER GONNA. . .),*** *En Vogue, Atco 98586*
8. ***EVERYTHING ABOUT YOU,*** *Ugly Kid Joe, Mercury 866632*
9. ***YOU WON'T SEE ME CRY,*** *Wilson Phillips, Capitol 57743*
10. ***57 CHANNELS (AND NOTHIN' ON),*** *Bruce Springsteen, Columbia 74354*

POP PICK HITS

GOOD STUFF
B-52's - Reprise 18895

SLOWLY
Stacy Earl - RCA 62271

TOO FUNKY
George Michael - Columbia 74376

WARM IT UP
Kris Kross - Columbia 74376

WHATEVER IT TAKES (TO MAKE. . .)
Troop - Atlantic 87475

C/W

★ 1. ***ACHY BREAKY HEART,*** *Billy Ray Cyrus, Mercury 866522*
2. ***NEON MOON,*** *Brooks & Dunn, Arista 2409*
3. ***GONE AS A GIRL CAN GET,*** *George Strait, MCA 54379*
4. ***SHIPS THAT DON'T COME IN,*** *Joe Diffie, Epic 74285*
5. ***I SAW THE LIGHT,*** *Wynonna, MCA 54407*
6. ***THE RIVER,*** *Garth Brooks, Liberty album cut*
7. ***MIDNIGHT IN MONTGOMERY,*** *Alan Jackson, Arista 2418*
8. ***BLUE ROSE IS,*** *Pam Tillis, Arista 2408*
9. ***WHEN IT COMES TO YOU,*** *John Anderson, BNA 62235*
10. ***NIGHT THE LIGHTS WENT OUT IN GEORGIA,*** *R. McEntire, MCA 54386*

COUNTRY PICK HITS

WE TELL OURSELVES
Clint Black - RCA 62194

YOU AND FOREVER AND ME
Little Texas - Warner Bros. 18867

BUBBA SHOT THE JUKEBOX
Mark Chesnutt - MCA cut

TAKE A LITTLE TRIP
Alabama - RCA 62253

I FEEL LUCKY
M. Chapin-Carpenter - Columbia 74345

R&B

★ 1. ***IN THE CLOSET,*** *Michael Jackson, Epic 74266*
2. ***COME AND TALK TO ME,*** *Jodeci, MCA 54175*
★ 3. ***MY LOVIN' (YOU'RE NEVER. . .),*** *En Vogue, Atco 98586*
★ 4. ***I'LL BE THERE,*** *Mariah Carey, Columbia 74330*
★ 5. ***DO IT TO ME,*** *Lionel Richie, Motown 2160*
6. ***BABY GOT BACK,*** *Sir Mix-A-Lot, Reprise 18947*
7. ***SLOW MOTION,*** *Color Me Badd, Giant 18908*
8. ***I'M CRYIN',*** *Shanice, Motown 2153*
9. ***WHEN YOU'VE BEEN BLESSED,*** *Patti LaBelle, MCA 54376*
10. ***SCHOOL ME,*** *Gerald Levert, Atco 98577*

R&B PICK HITS

GIVING HIM SOMETHING. . .
En Vogue - Atco 98560

SYMPIN'
Boyz II Men - Motown 2167

WHATEVER IT TAKES (TO MAKE. . .)
Troop - Atlantic 87475

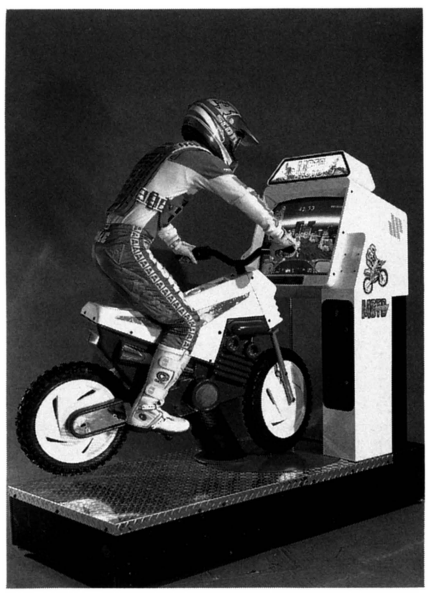
WARM IT UP
Kris Kross - Columbia 74376

ONE MAN WOMAN
Milira - Motown 2156

CDs

1. ***SOME GAVE ALL,*** *Billy Ray Cyrus, Mercury 510635*
2. ***SOUTHERN HARMONY. . .,*** *The Black Crowes, Def American 12185*
3. ***BLOOD SUGAR SEX MAGIK,*** *Red Hot Chili Peppers, Warner Bros. 26681*
4. ***ADRENALIZE,*** *Def Leppard, Mercury 12185*
5. ***TOTALLY KROSSED OUT,*** *Kris Kross, Columbia 48710*
6. ***ROPIN' THE WIND,*** *Garth Brooks, Liberty 96330*
7. ***WE CAN'T DANCE,*** *Genesis, Atlantic 82344*
8. ***CLASSIC QUEEN,*** *Queen, Hollywood/Elektra 61311*
9. ***GREATEST HITS,*** *ZZ Top, Warner Bros. 26846*
10. ***WYNONNA,*** *Wynonna, Curb 10529*

NEW PRODUCTS



MOTO FRENZY from Atari

Moto Frenzy is a ride-on deluxe full-motion motorcycle simulator for one player.

Theme: High-speed offroad motorcycle racing.

Gameplay: player races on a timed lap on one of six player-selectable tracks (Los Angeles, Maui, Las Vegas, Utah, Kenya and Norway). The game features extended play for completion of the lap and bonuses for accomplishment of special stunts. Shooting action is also integrated into the racing gameplay.

Features: an authentic motorcycle look and feel (the bike can lean, pivot and do wheelies!), two independent motors providing the full-motion mechanical action, response to player control input, realistic handlebar controls (with a twist-grip throttle), and link-up capability.

For more information, contact your authorized distributor, or for referral, it's Atari Games, 675 Sycamore Dr., P.O. Box 361110, Milpitas, CA 95035; 408/434-3700.



PITCH HITTER from National Sports Games

Pitch Hitter is a one or two-player interactive baseball skill game.

Theme: baseball game fun.

Gameplay: Players throw balls for singles, doubles, triples and home runs. Unsuccessful pitches are outs, and the player gets three outs per "inning." *Pitch Hitter* can be played by one player or two players competing head-to-head for any number of innings (up to a nine-inning game).

Features: Complete, standard lighting package, lighted playfield (including separately lit bases to indicate advance of base runners), and extra-large moving message sign. The game is built of sturdy sheet metal siding and wire mesh panels.

For more information, contact your authorized distributor, or for referral, it's National Sports Games, 3669 E. La Salle St., Phoenix, AZ 85040; 602/470-1490.



New from Mr. Vend

Mr. Vend's line of impulse games have long been available with English or Spanish synthesized voice via chip, and now they are offering the English and Spanish graphics to match. The new feature is available now.

For more information, contact Mr. Vend, 9601 Owensmouth Ave., Unit 2, Chatsworth, CA 91311; 818/718-6061.

New from Singer Data Products

Singer's trio of new products includes an impact printer, ticket printer and a U.S. currency validator. The **SDP Model 240** OEM impact printer is ideal for VLT, receipt and journal applications. The printer offers a continu-

ous duty, 300 million character print head, modular design, an automatic double-sided cutter, bar code printing, full ASCII and graphics, and six million character ribbon cartridge. The unit is available with both serial and parallel inputs.

A ticket version of the *Model 240* printer is also available from the manufacturer. The **SDP 240-320-001** is designed for industrial ticket, label and form use and also offers a continuous duty, 300 million character print head, modular design, automatic cutter, bar code printing, full ASCII and graphics. Additional features are a top of form sensor and red/black long-life ribbon cartridge. Engineered to accurately issue millions of tickets, receipts and forms while requiring minimum maintenance. Like the original model, the *SDP 240-320-001* is available in both serial and parallel inputs.

A division of Singer Data, Scribe Internationale introduces a high-security, low-cost U.S. currency validation system. The unit accepts denominations through $100, and can be set to accept any combination of denominations at the user's choice. Operating from either 24 VAC or 12 VDC, the validator is available in pulse, isolated relay contact, or RS232 versions. Features include a unique "dual belt" transport system with solenoid (helps eliminate jams) and single bill escrow. Sold as a stand-alone unit, or with optional 400-bill capacity downstacker.

For information, contact Singer Data Products, 790 Maple Lane, Bensenville, IL 60106; 708/860-6500.

TOP HITS OF JAPAN

from Game Machine Magazine, July 1, 1992

TOP 25 VIDEO COCKTAIL

	Model (manufacturer)
1	St. Fighter II: Ch. Ed. (Capcom)
2	Street Fighter II (Capcom)
3	Aero Fighter (Video System)
4	Quiz DNA's Revolt (Face/Tecmo)
5	Shanghai II (Sun Electronics)
6	Rim Rockin' B-Ball (Strata)
7	Super World Stadium (Namco)
8	Raiden (Seibu)
9	Cosmo Gangs (Namco)
10	Quiz TV Variety Show (Dynax)
11	King of the Monsters 2 (SNK)
12	Quiz Dragnet II (SNK)
13	Mystic Riders (Irem)
14	Clutch Hitter (Sega)
15	Tetris (Sega)
16	Hat Trick Hero (Taito)
17	Soccer Brawl (SNK)
18	Power Spikes (Video System)
19	Fatal Fury (SNK)
20	Quiz Stand Up Outside (Sega)
21	Football Frenzy (SNK)
22	Columns (Sega)
23	Golfing Greats (Konami)
24	Wizard Fire (Data East)
25	Quiz EDF (Taito)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Suzuka 8 Hours (Namco)
2	Driver's Eye (Namco)
3	Terminator 2 (Midway)
4	Double Axle (Taito)
5	Final Lap 2 [del.] (Namco)
6	Rail Chase (Sega)
7	Grand Prix Star (Jaleco)
8	F1 Exhaust Note (Sega)
9	Steel Gunner 2 (Namco)
10	Final Lap 2 [standard] (Namco)
11	Warrior Blade (Taito)
12	StarBlade (Namco)
13	Super Monaco GP (Sega)
14	Captain Commando (Capcom)
15	Air Rescue (Sega)

TOP 5 FLIPPERS

	Model (manufacturer)
1	Addams Family (Midway)
2	Hurricane (Williams)
3	Hook (Data East)
4	Surf 'N Safari (Premier)
5	Star Trek (Data East)



AUTOCARD from Applied Computer Technology

The **Autocard** vending machine prints business, party and greeting cards in high-quality 360 dot-per-inch output. Using dual ink jet devices, the machine allows longer time between resupply and can print 30 cards in an average of two minutes. (Various print formats are available.) The unit comes equipped with a VGA output monitor using desktop publishing-quality graphics, and can support five languages (English, Spanish, German, French, Italian) through its full-character keyboard. The languages can be removed or added as necessary. Operator-adjustable card quantities and price per use.

For more information, contact Applied Computer Technology (ACT), 2603 S. Highland Dr., Las Vegas, NV 89109; 702/368-0230.

Join Us In Congratulating These 1992 Hesch Scholarship Recipients!

Recipient/Sponsor

Cynthia Akin, TN
(Double D Amusement, Memphis)
Beverly Barnes, NC
(Thorpe Music Co., Rocky Mount)
Corey Benson, CO
(High Country Games, Fort Collins)
Jennifer Blankley, IL
(Friar Tuck's Game Room, Calumet City)
William Carnohan, VA
(State Sales & Service, Baltimore)
Chanda Conner, VA
(Quick Music Co., Strasburg)
Brian Davis, TX
(Pro Am Services, Cypress)
Diana & Nicholas Duncan, VA
(Future Targets, Charlottesville
Michelle Eckert, SD
(D & E Music & Vending, Mitchell)
Sharon Fortson, SC
(Greenwood Music Co., Greenwood)
Quinn Fullenkamp, SD
(Musivend, Sioux Falls)
Michelle Groner, MI
(Groner's Galaxy World, Dowagiac)
Stacie Hawes, NJ
(Alpha-Omega Amusements, Edison)
Kimberly Hill, MI
(Ed's Distributing, Lansing)
Jonathan Hoff, WI
(Amusement Devices, Menasha)
Craig Jacobs, MA
(Melo-Tone Vending, Somerville)
Kristina Kast, MI
(Jim Stansfield Vending, LaCrosse, WI)
Sharon Kraemer, WI
(Jim Stansfield Vending, LaCrosse)
James Krolczyk, TX
(TAVS, Inc., Bryan)
Danielle Locascio, CA
(Atari Games, Milpitas)
Jeffrey Lubin, NJ
(Highwood Development, Edison)
Gina Lundgren, KS
(Chilton Vending, Wichita)
Einat Manor-Cohen, NJ
(COD Amusement, Parsippany)



Angelique Martin, LA
(Ross Investments, Leesville)
Ben Messerly, IA
(Amuse-O-Matic, Fort Dodge)
Chris Meyer, IN
(R & J Amusement Equipment, Ft. Wayne)
Suzanne Norton, CA
(Land of Oz, Soquel)
Laurie & Michael Palter, MA
(Woburn Vending, Woburn)
Kelly Pierce, IL
(Great Lakes Music, Lansing, MI)
Scott Pozner, CO
(Amusement Vending, Englewood)
Lia Rispoli, NY
(Misty Automatic, N. Amityville)
Roger Stafford, TN
(Double D Amusement, Memphis)
Mollie Wheeler, OH
(Gem Music & Vending, Dayton)
Lisa Wilczynski, MA
(Becker Amusement, Ludlow)
Dawn Williams, NE
(VVS, Inc., Cozad)
Tracy Wolfe, WV
(Derrick Music Co., Charleston)
Jennifer Zielenski, MI
(Valley Recreation, Bay City)

Wayne E. Hesch Scholarship Foundation
Over $100,000 In Scholarship Money Awarded Since 1985!

This year 39 individuals have been awarded scholarships in the amounts of $1,000 each for the 1992-93 school year • The Hesch Scholarship program was established in memory of Wayne E. Hesch, AMOA's 1978-79 president • Applications are available from AMOA's Chicago headquarters • Applicants must be sponsored by an AMOA member in good standing, be in need of financial assistance and have a demonstrated interest in the business community.

For more information contact:

AMOA
Amusement & Music Operators Association

401 N. Michigan Avenue
Chicago, IL 60611
312/245-1021
FAX: 312/321-6869

IMAGE F/X from ImageWare

Image F/X is a fully automated photo booth that creates personalized photos through electronic imaging. The booth produces full-color photos with the customer's image blended against a fantasy background. Background choices include Mt. Rushmore, the Starship Enterprise crew and more. Interactive features include a touch screen, the customer's option of customizing the picture with a name, caption or message and a recorded human voice giving directions. Using a state-of-the-art video camera, electronic printer and advanced computer software, the *Image F/X* does not use chemicals. The booths are constructed of multi-color, sturdy fiberglass panels and can be operated in or outdoors. An options package providing purchasers with new backgrounds every two months is also available.

For more information, contact your authorized distributor, or for referral, it's ImageWare, 4330 La Jolla Village Dr. #270, San Diego, CA 92122; 619/457-8600.

Innovators in Redemption

LAZER-TRON



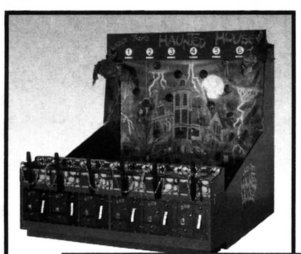
BANK-IT ™

- 1992's Best New Redemption Game
- Coin catapult basketball game
- 100% skill shooter with pusher playfield as a second chance to win
- Exciting double value Bonus Round
- Family oriented graphics and sound package



HOP-A-TIC-TAC-TOE ™

- Voted "Best Redemption Game of 1991" by U.S. operators
- Bouncing balls grab player's attention
- Great sound and graphics package
- Exciting Bonus Jackpots



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- Exciting laser gun shooting gallery
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- 6, 9 and 12 player models
- Custom themes available



VINE CLIMB ™

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Pleasanton, CA 94588
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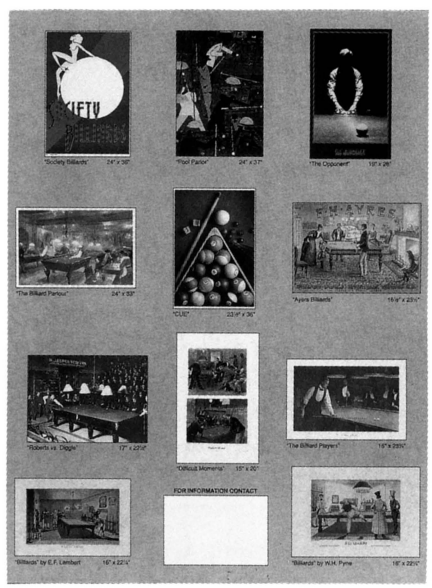
Bank-It ™ is exclusively distributed by Capcom USA. Hop-A-Tic-Tac-Toe™ is distributed by Data East USA
Patented & Patents Applied for

New from Nu Look Products

Nu Look has designed a new shuffle alley puck. Called the **Sure Shot Twin-Slide Puck,** it is a two-sided puck made of sturdy acrylic. The puck also has an outer bumper which aids in fast return and gives the shooter a better grip. *Sure Shot* is engineered for perfect balance and its contour design will not damage roll-overs. The puck is of standard size and weight and comes with a lifetime guarantee on the outer bumper. By the way, the manufacturer also makes a **Buffing Polish** designed to remove fine scratches in their acrylic puck.

For more information, contact Nu-Look Products, 1340 Stirling Rd. #10B, Dania, FL 33004; 305/922-8877.



Billiard Art Catalog from New Deco

The company's **Catalog of Billiard Art** contains over 25 different billiard "works of art" that are available as original paintings, limited edition graphics, etchings, posters, gift bags and art cards. By the way, New Deco will show their entire collection of artwork at the Billiard Congress of America (BCA) trade show in July in Kansas City, Missouri.

For a free copy of the catalog, contact New Deco at 6401 E. Rogers Circle #3, Boca Raton, FL 33487; 800/543-3326.

GRAPEVINE

international





NEWS FROM AUSTRALIA — AMOA (South Australia) recently held a fundraising raffle conducted throughout Australia with prizes ranging from a Gottlieb/Premier *Operation: Thunder* pin to a *Street Fighter II: Champion Edition.* The lucky first-place winner, Bob Williamson, is shown in the topmost photo being presented with his pinball by AMOA (SA) prexy Frank Sebastyan at right. (The little boy is Bob's grandson Jarrad Pomeroy.) In related news, Aussie distributor Automatic Music (in Adelaide) held a May 12 function to welcome Gottlieb/Premier to their line as well as preview the *Super Mario Bros.* pin. In the pic at bottom left, is (left to right): Jon Burmeister of Brisbane Pinball, Gottlieb/Premier president Gil Pollock and Automatic Music Dist.'s Frank Sebastyan.

ON THE MOVE! The Amusement Trades Exhibition International (ATEI) organizers have moved. Their new address is BACTA House, Regents Wharf, 6 All Saints St., London, England N1 9RQ; phone is 011-44-71-713-0446. By the way, their international trade show is scheduled for Jan. 27-29, 1993 at Earls Court 2, London. For more info, call them at their new number above.

FORAINEXPO/AMUSEXPO '92 — This international trade show encompasses two industry sectors. The ForainExpo is dedicated to the "funfair" aspect of the business, while AmusExpo is solely for games and amusement equipment. To be held Dec. 8-11 at the Paris Le Bourget Airport Exhibition Center, the event's organizers hope 1992's show will draw more than the 9,623 visitors attending last year. For more info, contact Francoise Regnier at 011-33-1-47-42-92-56.

NO SCOOP — Euromat (the Confederation of European Amusement Trade Assns.) held its annual general meeting May 20 at the Sheraton Hotel in Brussels, Belgium. That's about all we know, since the organization moved to ban all trade press from attending the first part of the meeting, where new business is discussed. A few representatives of the trade press *(Coin Slot's* David Snook, *EuroSlot's* Christine Butterworth and international trade journalist Martin Dempsey) tried to change Euromat's mind but were unsuccessful.

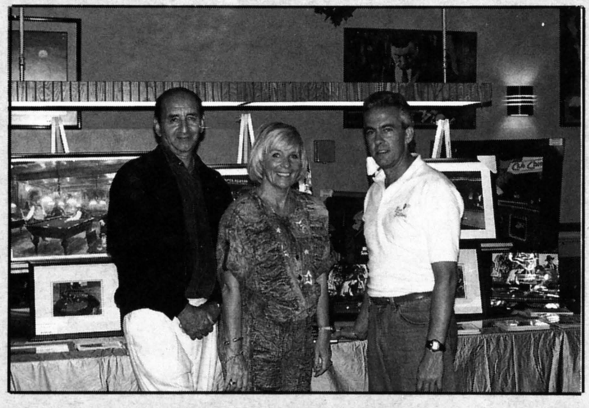
EXPO DIVERSIONES 1993 — Buyers from all over Latin America and Mexico are invited to attend this convention, held June 14-19, 1993 at Expo-Guadalajara in Guadalajara, Mexico. If you'd like more information, contact AIFAD (the country's association) at 011-52-36-14-30-15.

southeast

SPORTSPLEX OK'D — The Boca Raton City Council recently unanimously approved the construction of the Boca Sportsplex. The facility is to be an entertainment center complete with roller rink, mini golf courses, batting cages, an "Indy" track, bumper boats, etc. Located at the Boca Raton Airport, the 9.6 acre funplex will be owned and operated by biz people Jim Ginsberg,

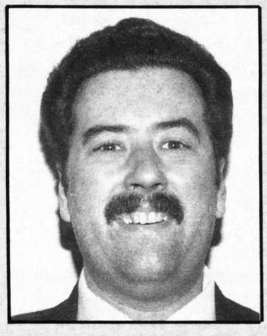
Al and Marc Rodstein and Al Kress, in addition to local businessmen. For further information about the center, contact Marc Rodstein at 407/750-0500.

ICSC '92 — The International Council of Shopping Centers (ICSC) Fall Convention and Trade Expo is scheduled for Sept. 13-15 at the Opryland Hotel in Nashville, Tenn. Devoted exclusively to meeting the diverse needs of shopping center marketing and management professionals, the show is a great opportunity for exhibitors. To reserve space at the convention or for more information, call 212/421-8181 (ext. 319 or 307).

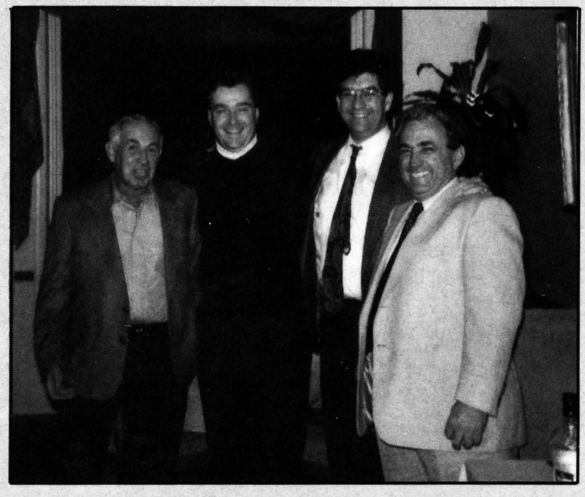


BILLIARD BONANZA — Boca Raton-based fine arts publishing company, New Deco held its first ever Billiard Art Show May 24-25 at Boca Billiards. Bringing in over 25 different framed billiard artworks (including posters, limited edition prints, original paintings, to name a few), they were happy with the show's reception. It was a first for the company, who said it was a success. Pictured above are (left to right): Boca Billiard owner Sid Banner with wife Helen and location general manager Lee Williams. For a catalog of the company's artwork available for sale, contact them at 800/543-3326.

northeast



ATLAS DISTRIBUTORS (Pittsburgh), recently announced the opening of its a new electronic repair division for their Atlas ReCon outfit. It's dedicated to the repair of solid-state vending circuit boards, bill acceptors and coin mechs. Their shop boasts a pickup and delivery service for repair units within an approximate 100-mile radius of Pittsburgh. Currently, Atlas is handling the repair of all Mars Electronics, Coin Acceptors, Maka and Ardac products. Heading up this new service area is Alan Gossman (above). Alan has extensive experience in vending, most notably with the repair of service of coin products. For more information, call Jim Wittler at 412/471-1704.



OPERATOR THANKS — Above is a picture taken at the third annual "Distributor Appreciation" dinner hosted by Uneek Enterprise's Bill Witsen. From left to right are operator Marvin Zayon, Mondial's Chris Vecchione and Niki Arakelian and Uneek's Bill Witsen.

SINGING SENSATION — Best known as *Vending Times* reporter, you may be interested to know that Jeremy Tepper's got some singles out on CD and cassette. Well, not just Jeremy, exactly. He and his band, the World Famous Bluejays, are one of ten featured artists on the release of Diesel Only Record's *Rig Rock Jukebox — A Collection of Diesel Only Records.* Included in the compilation, are the band's *Good Morning, Mr. Trucker, Do It for Hank,* and the *Diesel Only Theme.* Scheduled for a July 14 release, the CD (or cassette) is a First Warnings release, distributed by BMG Distribution. To get your hands on this gem, call Jerry Leibowitz at 212/925-7220.

SPONSORSHIP DYNAMICS is the name of the 10th annual BPI Communications seminar slated for August 24-25 at the Grand Hyatt Hotel in New York. BPI Communications are publishers of *Amusement Business, Billboard, Adweek,* and the *Hollywood Reporter.* Designed to help participants develop effective sponsorship programs, the conference will be a series of workshops and hands-on sessions covering topics like generating media interest, dealing with sponsorship agencies, legal contracts, and more. The seminar/conference is a great information networking source, and attendees include execs and marketers representing ad agencies, sports marketing firms, theme parks, radio and TV stations. For more information, call 615/321-4250.

TRIBUTE — The Synagogue of the Suburban Torah Center (Livingston, N.J.) has chosen Myron Sugerman's son Danny as this year's Young Man of the Year (the "Billy Bathgate Prize"). Danny Boy was awarded the honor "for his outstanding accomplishments in the field of scholarship, community service and youth leadership. He is a role model for the young men of our community seeking this award in the future," said the Temple's announcement. . . And, may we add our own congra-



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tulations to our good friend (and *RePlay* contributing writer) Bob Rondeau for winning the Clint Pierce Award at the recent WAMO convention in Oshkosh. "It's great to be liked by your peers!" Bob wrote us.

midwest

ALVIN G. & CO. has announced the appointment of James Industries as sole authorized U.S. distributorship responsible for the marketing and service of Alvin G.'s product in Mexico, Central and South America. The company, started in 1990, currently has their *A.G. Soccer Ball* head-to-head novelty pin on the market, and according to Alvin G.'s GM Jerry Armstrong, the company is just beginning to establish a worldwide distributor network.



SUPPLY AND DEMAND — NSM's new laser disc jukebox, the *Performer Grand,* has enjoyed a tremendous reception from the marketplace, said the manufacturer. So tremendous, that the company faced a shortage problem: production lagged a little behind the orders coming in. "NSM came out with a really good-looking jukebox this time," smiled the company prez Rus Strahan, "and we were all but guaranteed a sales increase, so we geared our production accordingly, but the response to the unit was so overwhelming, we went into backorder!" To combat the problem, NSM tripled production at their German factory and fired up their new U.S. facility. Everything is fine now, reports the company. "Our sales are at record levels," Rus apprised, "and now we have the facilities and staff in place to maintain the production levels needed!"

NDCMOA SHOW CHANGE — The North Dakota Coin Machine Operators Assn. has announced a date change for their convention originally scheduled Aug. 14-16. The new show/convention will be held September 11-13. For more info, contact the association at 701/235-3892.



SEEBURG SCHOOL — Attending the three-day Seeburg service school this past May 19-21 were (left to right): Bobby Crosby, Green Coin Dist.; Robert Harry, Greenwood Music; Wayne Colbert, Bilotta Enterprises; Mikel Wayne, United Games Dist.; Robert Hansen, Music & Games; Paul Catignani, Peach State Dist.; Mike Hoyle, Music & Games; David Harris, United Games; Jim Berkowitz, Thorpe Music and (seated) Seeburg "teachers" Bill Hixenbaugh and Emrah Kasar. The distributor techs all agreed the seminar was the best-prepared service school they'd ever attended, said the jukebox maker, and now they're turning their eyes to July 21-23 for the next planned school. For more information, contact Seeburg at 800/SEEBURG (733-2874).

northwest

NINTENDO NEWS — The Redmond, Wash.-based Nintendo of America announced that Sears has joined them to help launch the new 1992 World of Nintendo (the company's colorful retail units located in toy and department stores nationwide). According to Nintendo, Sears will install one of the larger World of Nintendo units in its stores. Encompassing more than 40 linear feet, the system will incorporate hands-on demonstration for the customers. Another Nintendo announcement proclaimed the release of more than 175 new software titles for the second half of 1992. Bringing the grand game title total to almost 900, the new software is available for the 8-bit NES, the 16-bit Super NES and the Game Boy system. And, finally, it looks like Nintendo of America will be allowed to become a part owner of the Seattle Mariners baseball team.

southwest

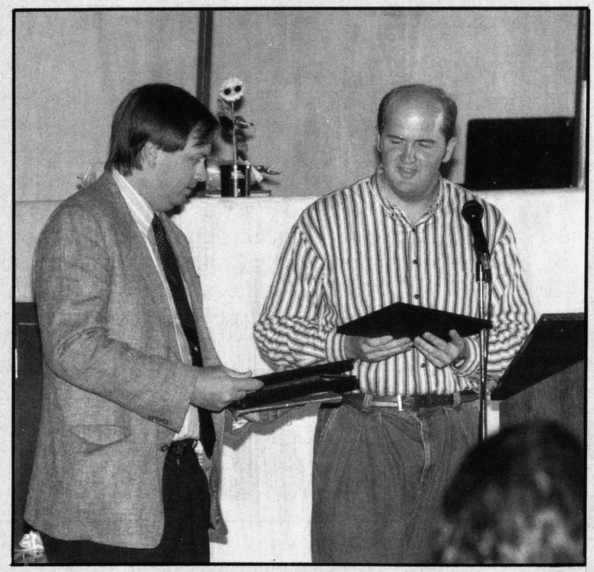
WARNING! In his *Kern County Operator* newsletter, Bill Juneau (Midway Music, Bakersfield, Calif.) advised readers of the latest scam designed to steal games. Bill got his information from Georgia Orozco at SoCal's Plush-4-Play, who said the L.A. area has seen only a few cases so far (but be prepared in case your area is hit). The scam works like this: a location will get a phone call from someone who explains that a machine (or two) will be picked up and brought back to the shop for alarm installation. You know the rest. . .once the game is picked up, it's never seen again. Be forewarned.



MUSIC CLASS — Rowe distributor for Arizona, Money Processing Systems, recently held a jukebox service school in their Phoenix office and snapped a people picture for us. Pictured above are (front row, left to right): Richard Mendosa, Richard Cappel and Phil Pollock, (back row, left to right): Phil Weesner, Rowe's Jay Hum, Cris Wilson and Dave Selgrest.

BULLSEYE MARKETING reports that the final testing is over for Exidy's *Troll* and GaMCO's *Fuddie Duddies*. Orders for both are currently being accepted from the marketing firm. The redemption games tested strong in locations, according to BullsEye's Marketing Director Bob Baker, and received great response from distributors and operators. BullsEye is a subsidiary of Exidy, Inc. For more information regarding these games, you may call BullsEye at 415/364-5201.

ALG GOES THE DISTANCE — Albuquerque-based American Laser Games has signed an agreement with the organization which won this year's Indy 500. Rick Galles, co-owner of the victor organization, and ALG will produce a "live action" video arcade driving game complete with race cars and pit crews. The game will provide action from an actual driver's point of view from an Indy race car on an Indy-style track. The live action filming will include race starts, pit stops and car spins. The laserdisc game will be available later this year.



TOP SERVICE HONOR — Just Games of San Diego was honored recently for outstanding service by Fullerton College (Fullerton, Calif.). It seemed the college sincerely appreciated the repair and game rotation efforts put forth by the company. Owner Fred Gillmann said it was nice to hear some positive feedback, especially regarding service. Above is a picture of Fred's son Charlie Gillmann (left) accepting the award. Congrats!



Romstar's Tim Jackson, Carlos Gomez, Hugo Reyes, Darryl Williams and Tony Gonzalez with the new* Varth *sci-fi shooting video.

VARTH HAS ARRIVED! No need to fear, it's just the sci-fi video game from Romstar which began shipping June 15. The company's sale manager Tim Jackson reports that the game is currently out and available!

WELCOME — Hank (C.A. Robinson & Co.) Tronick returned mid-June from Colorado glowing with pride at the birth of his third grandchild, Hannah Ruth Berman, to his daughter Nancy and her husband Gil Berman. The little girl was born in Boulder and Hank was on hand to hold her in his arms. "Her first words were 'send me a pinball' or maybe it was 'goo goo,' I forget," laughed the proud grandpop.

ON THE TUBE — *Gallagher's Gallery,* the new shooting game from American Laser Games, was featured June 1 on cable TV's "Short Attention Span Theater" program (on The Comedy Channel). The program showed a video clip of the game in action. ALG's Stan Jarocki told us that big monitor versions of the piece (33" and 50") are distributed through the Betson people, but the smaller uprights (25" and 27" monitors) are being handled directly through independent distribution. Betson, naturally, has these available at its stores. Other dealers offering the smaller uprights include Atlas in the midwest, Brady, Franz, Mountain, Eastern and Weiner.

INDUSTRY CONSULTANT Bob Snyder (Bob Snyder & Assoc., Walnut, Calif.) recently wrote an article on gambling investigations for the professional district attorney's journal *Prosecutor's Brief.* A respected consultant on the subject of gaming, gambling, as well as various amusement areas, Bob is a former Los Angeles Police Dept. vice squad expert on gambling. The *Prosecutor's Brief* article explains legal and illegal forms of gambling, and when prosecution is necessary. Great article, Bob!

ROCKY MOUNTAIN AMOA is holding their annual meeting Sept. 4-6 in Trinidad, Colo. The Labor Day weekend event includes taking care of business as well as a golf tournament, barbeque and just plain relaxation. More details will follow soon, but for more info, call the convention chairman, Gary Garlutzo at 719/846-7865.

DATEBOOK

JULY 17-19
AMOT (Texas) annual convention, Westin Paso del Norte, El Paso. For information, call 214/918-9593.

JULY 22-23
Latin American Amusement, Music and Games Expo, Sheraton Maria Isabel, Mexico City. For more information, contact Bill Glasgow, Inc. at 708/333-9292.

JULY 23-25
Ninth Annual Billiard Congress of America Int'l Trade Expo, Kansas City Convention Center, Kansas City, Missouri. For more info, call Frank Zdy at 619/278-3877.

JULY 24-25
PAMMA (Pennsylvania) 10th anniversary convention, Seven Springs Mountain Resort, Champion. For more information, call 717/232-5322.

JULY 26-28
Nightclub & Bar Hotel*Restaurant*Beverage 12th annual show, New Orleans, Lousiana. For more information, call 800/247-3881.

AUGUST 24-25
BPI Communications "Sponsorship Dynamics" seminar, Grand Hyatt Hotel, New York. For more information, call 615/321-4250.

AUGUST 27-29
JAMMA (Japan) trade show, Ryutsu Centre, Tokyo. For more information, contact JAMMA at 011-813-593-2562.

SEPTEMBER 10-13
NCAMA (North Carolina) convention, Stouffer Winston Plaza Hotel, Winston-Salem. For more info, call Bobby Earp at 919/584-4833.

SEPTEMBER 11-13
The following dates have been changed for the NDCMOA (Nth. Dakota) conv. and show: Aug. 14-16. The new dates are as shown above. For site info, call the assn. at 701/235-3892.

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

OCTOBER 15-18
ENADA '92, (Italian trade show), Rome Fair, Rome. For more information, call SAPAR-AGIS (Italy's trade assn.) at 011-39-6-440-3686.

NOVEMBER 5-7
NAMA National Convention, Trade Show and Education Sessions, Washington Convention Center, Washington, D.C. For more information, call 312/346-0370.

NOVEMBER 12-15
Pinball Expo and Flip Out Tournament, Ramada Inn O'Hare, Rosemont, Ill. For more information, call 800/323-3547.

MARCH 11-13, 1993
ACME '93, Sands Convention Center, Las Vegas. (Quarters hotel: Las Vegas Hilton). For info, contact Bill Glasgow, Inc. at 708/333-9292.

FRANK TALK



by Frank "the Crank" Seninsky

Operators, Get Ready for the 21st Century!

The average operator of 40 years ago was a man in a truck, with his money in his back pocket. Despite incredible changes in the business environment, many examples of this type of operator are still around today. How have they managed to survive? The only thing that's saved them (at least in my neck of the woods) is the CD jukebox: another piece of equipment these operators can run the same old way. But can this type of operator survive much longer? Probably not. This month, we'll look at how operating is changing. . . and how operators must change to keep up with the times.

The business world we live in today, doesn't look very much like the old world of "Joe's Bar" and "Stan's Diner." First, locations are different. People want to go to classier locations than they used to, mega-buck sites with the hi-tech look, offering every type of entertainment under one roof.

Second, our competition is different. It's not the same two or three family-owned businesses that have been around for generations. New blood (and new money) is coming in from other industries, willing to spend big budgets to create these new locations.

Third, finances are different. Getting distributors to finance you isn't the total picture by any means. Top-quality games cost more; political lobbying costs a lot; etc. Operators have to work with banks to pay for all this.

Finally, technology is changing. We're on the verge of the "cashless society" with debit cards. We're on the verge of computer downloading from central offices to point-of-sale (video lottery is an example of this and it has already arrived).

This column once called the amusement industry "the last frontier" for mom & pop businesses. These days, however, even coin-op is quickly deteriorating for small operators. They can no longer make it on just video anymore. . . the game which for so long was the staple for so many mom & pops. Operators who will survive and prosper in the 21st century must continue evolving. . . and sometimes, they must be ready to change in any direction on as little as 24 hours' notice!

The operators who will survive and prosper in the next century will be larger, more professional and more diversified than today's mom & pop. They will be willing to take more risks, with larger budgets. They will be comfortable writing checks with numbers that have more zeros behind them! (Just like we're also more comfortable with pinball scores in the millions now, whereas flipper scores used to be in the hundreds.)

The operator of tomorrow won't just hook up with locations as we traditionally think of them. He will be skilled at finding "allies," getting involved with other, bigger, more impressive clients than our typical locations. And, rather than just supplying and servicing machines, he will get deeply involved

in the client's primary business. I can trace this idea back to Professor Jack Kennedy's lecture at Notre Dame. Service isn't just fixing machines, he said; it's helping the customer with every facet of his business.

For example: suppose you link up with a big amusement park. You're going to provide the coin-op games and run their arcade. Not only must you study the impact your games have on the park, but also learn everything you can about their presentation, their midway games, etc. Expand your knowledge; help wherever you can. The customer will really appreciate it...and your company will be stronger as a result.

Another example: if you get involved with video lottery, even just to the extent of lobbying for it in your state, it's vital to educate yourself on all sorts of gaming issues, not just VLTs. Indian gaming, ticket lotteries, casinos...the people you will be dealing with, know about these things. If you know about them, you can put together other deals with them outside of VLTs!

The goal is to become part of your client's team. Tomorrow's locations are going to be bigger, and games will just be one part of them. Look at mega-sports bars, amusement parks, massive family entertainment centers, even multi-attraction bowling centers. The successful operators of tomorrow will become vital partners in these locations, by expanding their "service" from just fixing games, to becoming a consultant in planning, marketing, management. I know operators on the East Coast, Midwest and West Coast who have a growing part of their business as "consultants" to these larger sites. They design and theme arcades, select equipment, install it, operate it, rotate it, manage it, and collect it for the location owner. This type of operator is sure to become more common in the future.

Additional types of "partners" for the operator of tomorrow could include real estate owners, Fortune 500 companies who do revenue-sharing on equipment, soft drink and fast food giants, and maybe even the Bell companies if and when they begin supplying entertainment to locations.

To qualify for landing this kind of "partner," or taking your business in this direction, you must be knowledgeable and businesslike. You must be computerized, with records on everything. Wear a jacket and tie. Hire the best minds available. Work with banks for financing. And it goes without saying, your operation must be 100% accountable, with total honesty and integrity. A solid reputation in the community is a must, which will probably mean a lot of political and community involvement.

As this column has said before, anyone who gets complacent with his way of operating will someday be gone. Only "someday" is getting closer all the time! Good operators have to keep current about changing business conditions and the best responses to those conditions. That's why good operators read trade magazines, attend seminars, etc.

To sum it up, operators who want to survive and prosper into the next century must reverse the "cigar-chomping, tattooed-forearms" image which still clings to our industry. If you haven't started yet, it's not too late! The most important thing you need is a thirst for knowledge. In the operating climate of today and tomorrow, it will be truer than ever that your most important tool isn't a truck, a screwdriver, voltmeter or even a computer. Your most important tool is your brain, and the brains of your employees.

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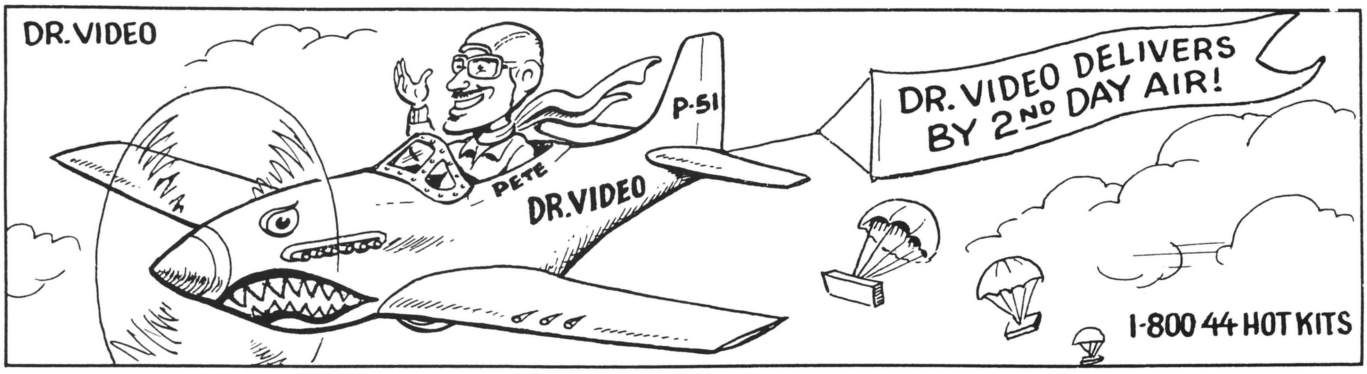



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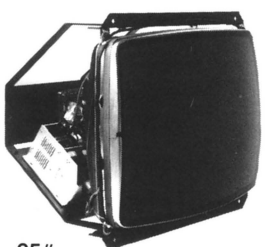

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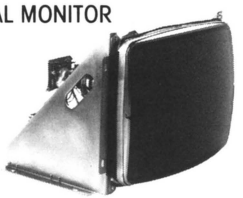

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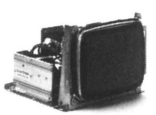

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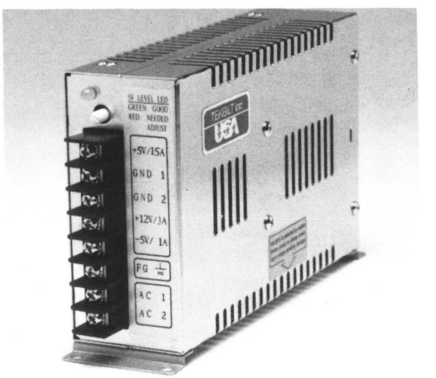

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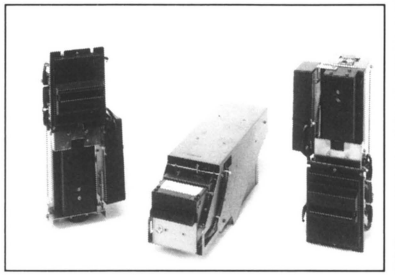

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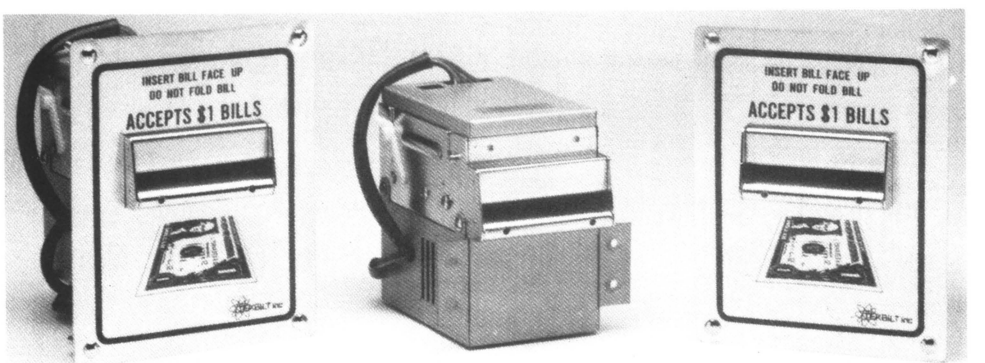

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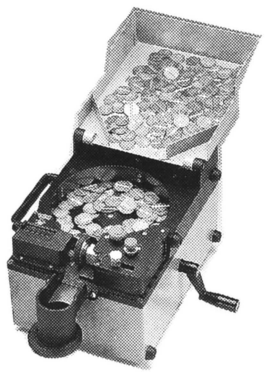

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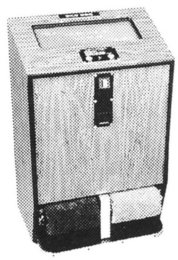

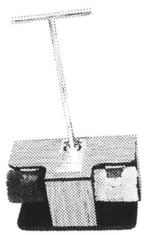

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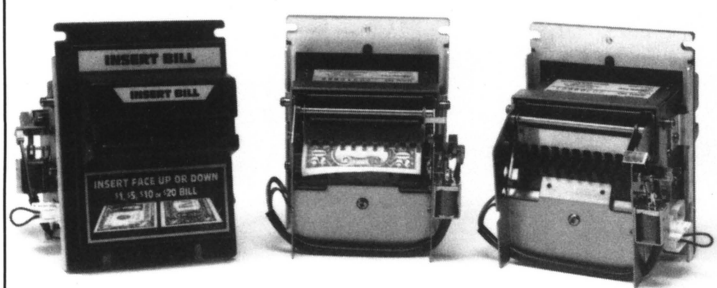

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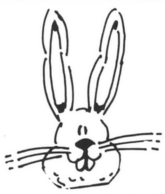

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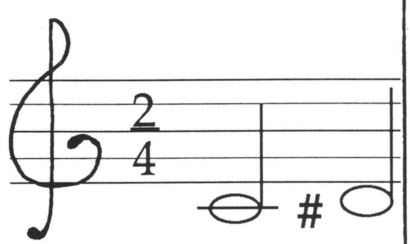

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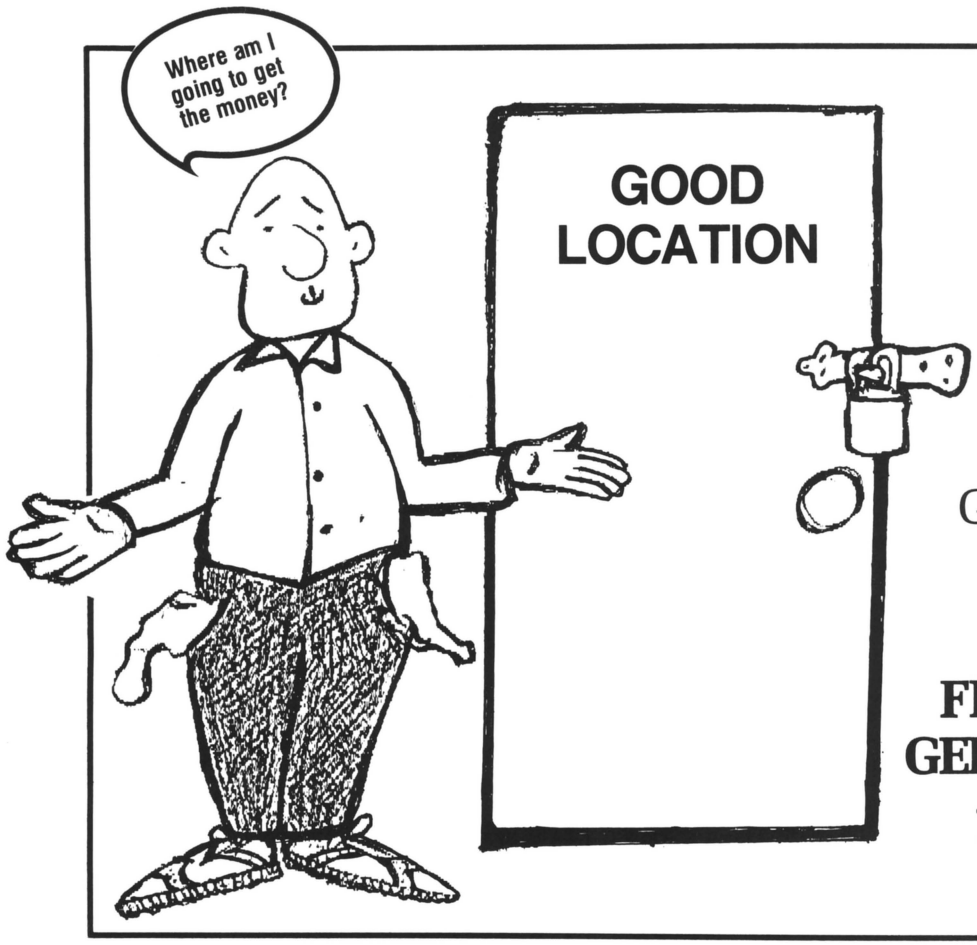

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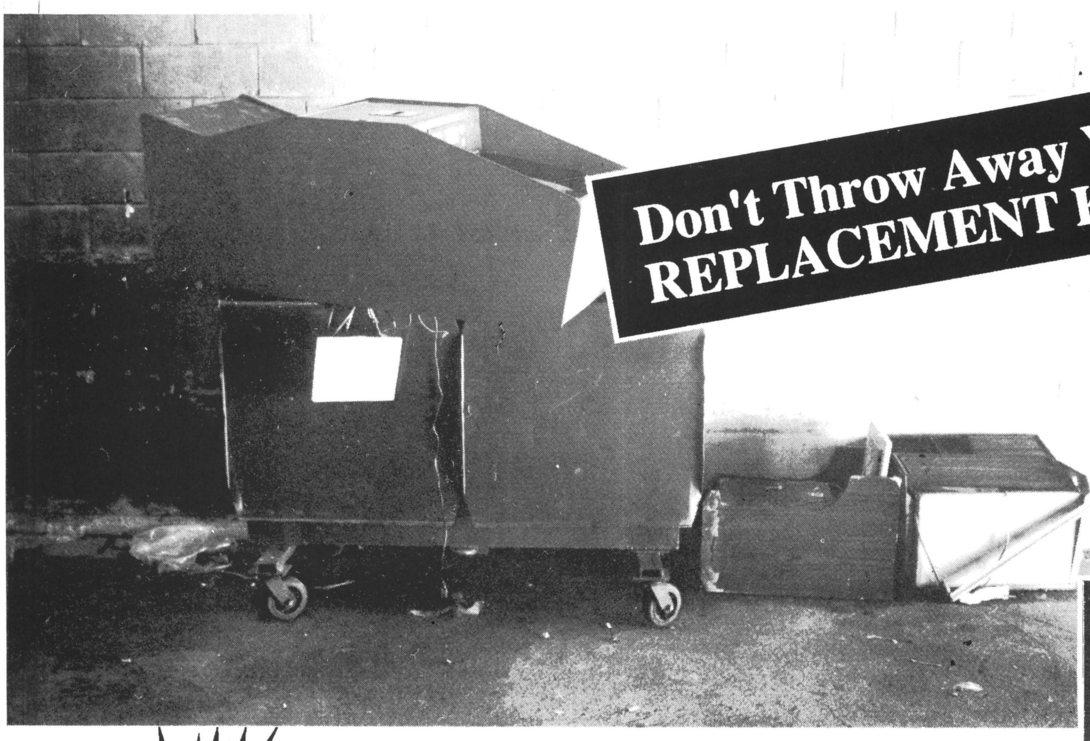

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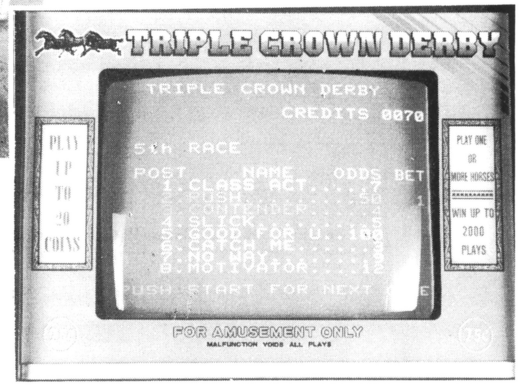

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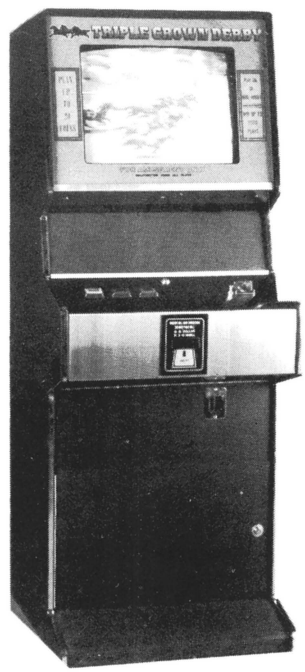

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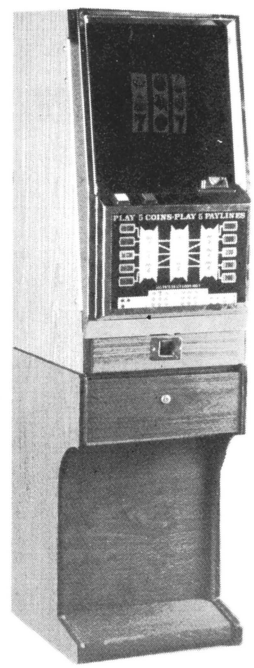

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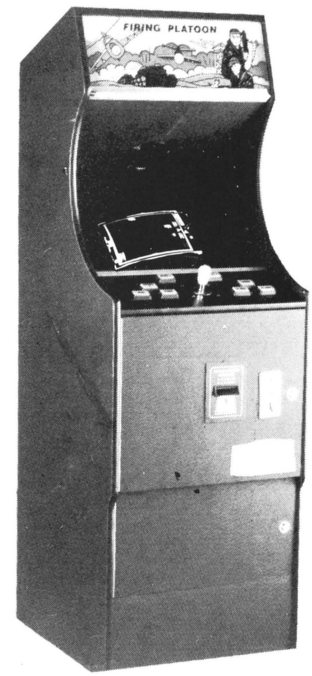

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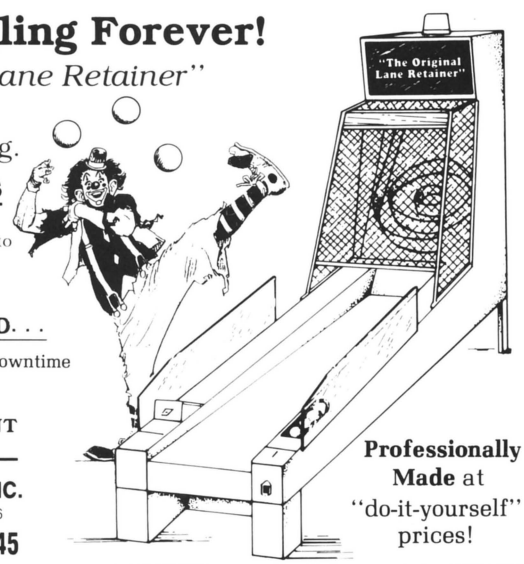

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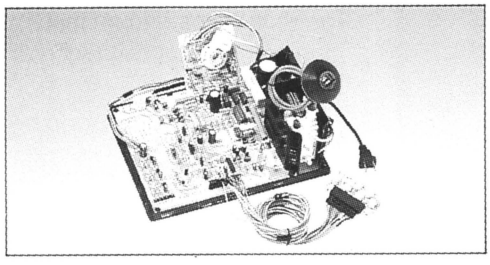

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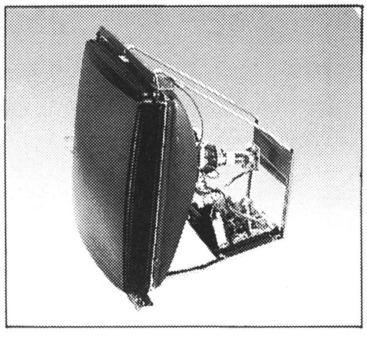

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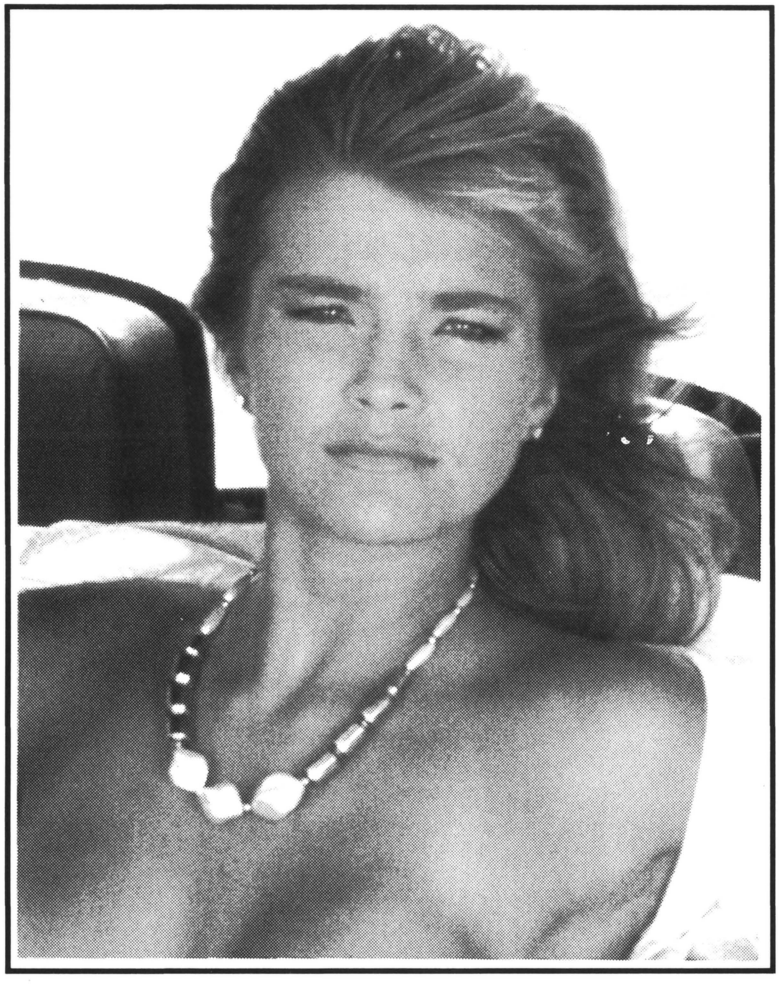

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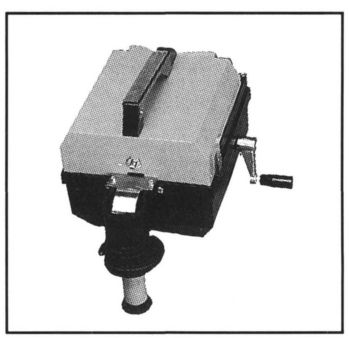

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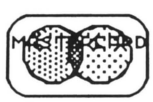

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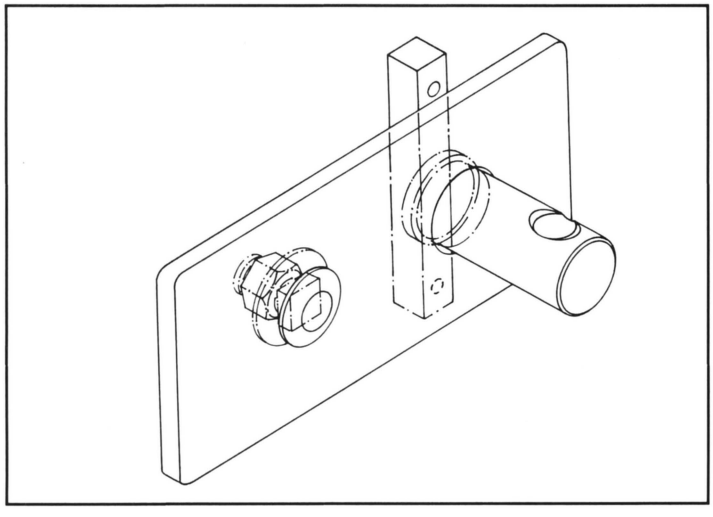

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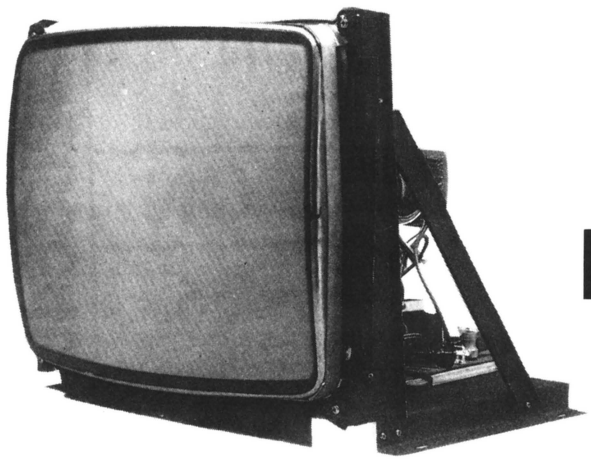

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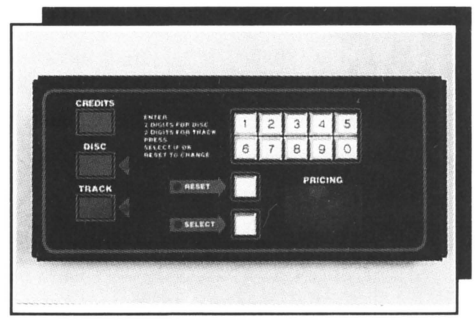

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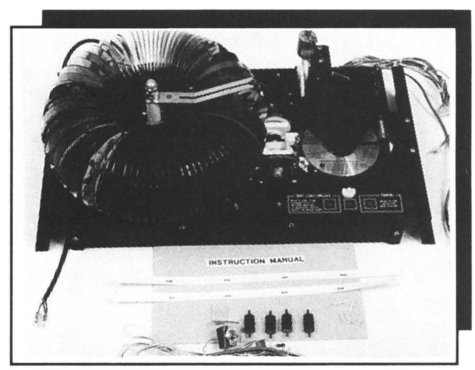

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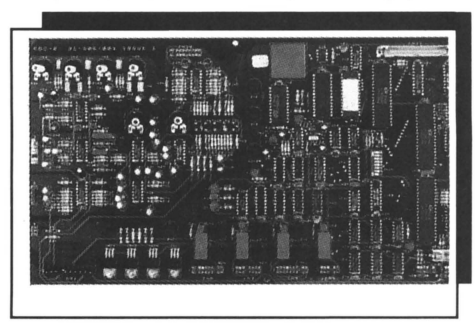

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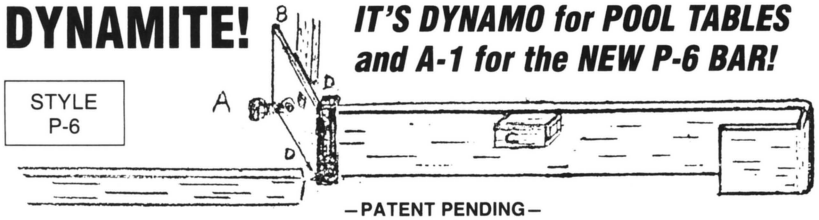

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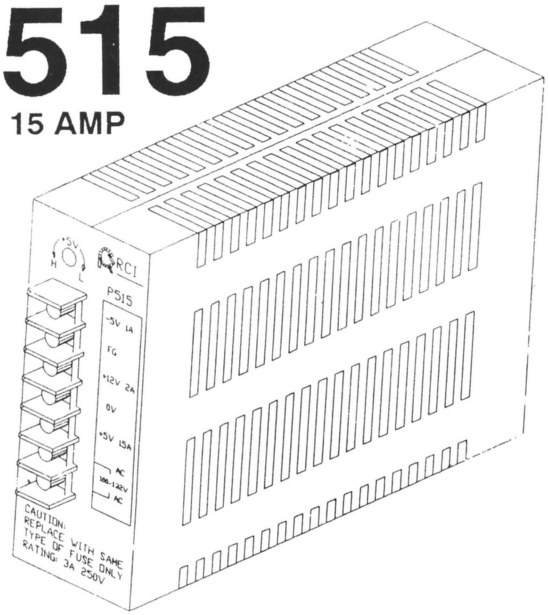

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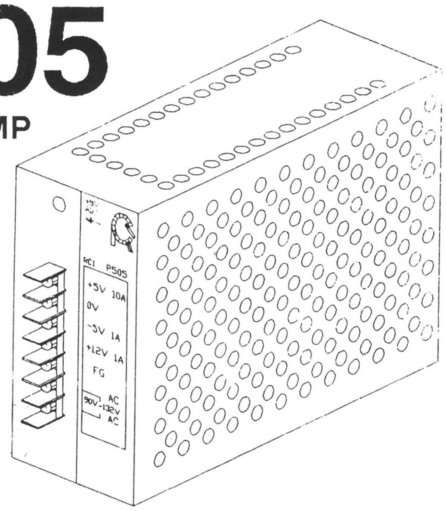

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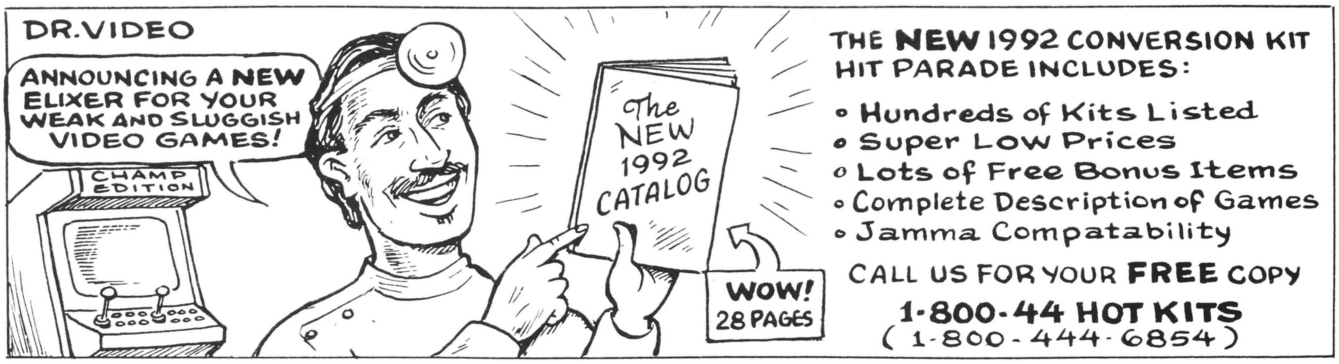

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NOTICE:

Please be advice that in the June issue of REPLAY Magazine on page 187 the announcement of American Gaming and Entertainment.

Please notice the word "formerly" was not translated correctly in the Spanish language and appeared "formalmente."

We at American Gaming and Entertainment would like to apologize to both Happ Controls and Video Games de Mexico for the unfortunate mistake.

American Gaming and Entertainment is not representing or has any contracts with Happ Controls or Video Games de Mexico and we are truly sorry for any inconveniences due to the mistranslation of "anteriormente" which appears on page 187 of the June issue of REPLAY Magazine as the word "formalmente."

AVISO

American Gaming and Entertainment dela manera mas atenta les comunica que en la edicion de Junio de la revista REPLAY en la pagina 187, la palabra "formerly" no fue traducida al Espanol correctamente y fue escrita como "formalmente," por lo que nosotros en American Gaming and Entertainment pedimos las mas sinceras disculpas a Happ Controls y a Video Games de Mexico por tan infortunado error.

American Gaming and Entertainment no tiene ninguna relacion representativa ni contrato alguno con Happ Controls o Video Games de Mexico por lo que verdaderamente sentimos las inconveniencias causadas por la mal traduccion de "formerly" que aparece en la pagina 187 de la edicion del mes de Junio en la revista REPLAY, en vez de la palabra anteriormente.

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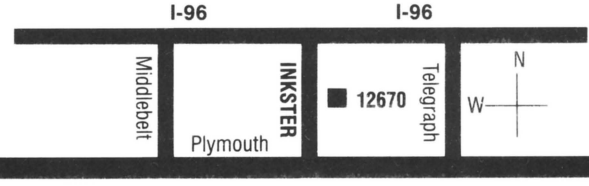

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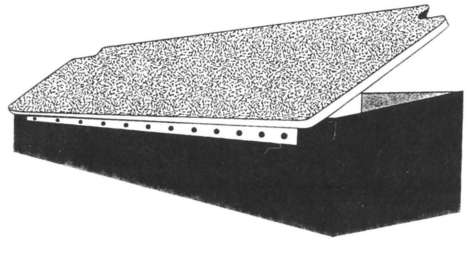

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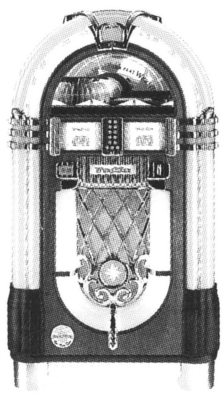

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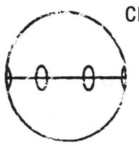



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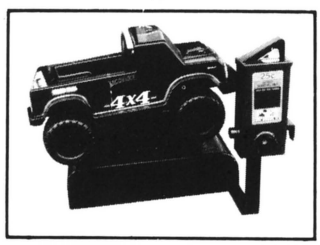

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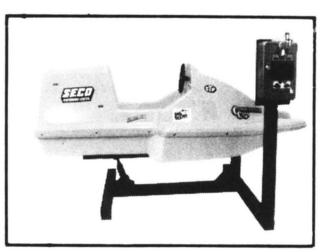

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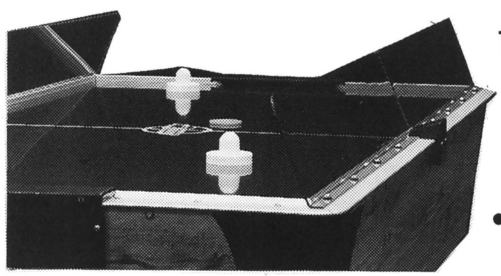

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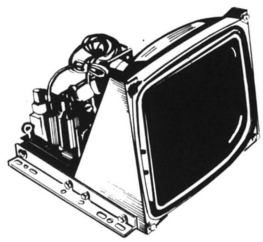

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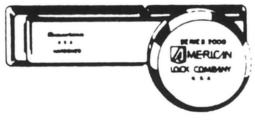

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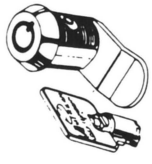

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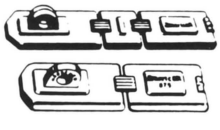

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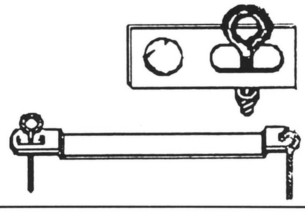

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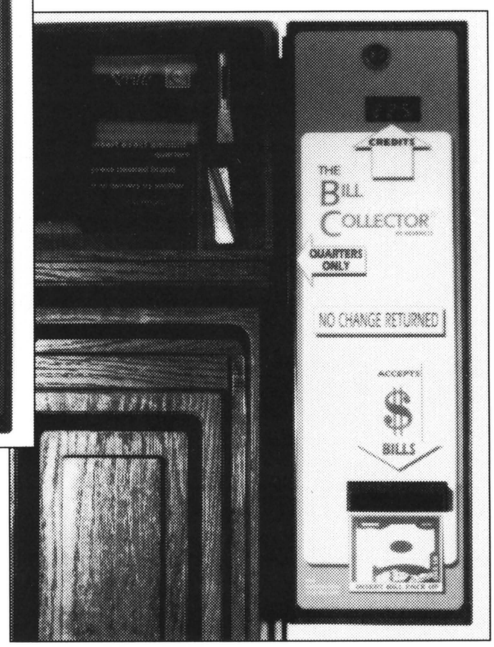

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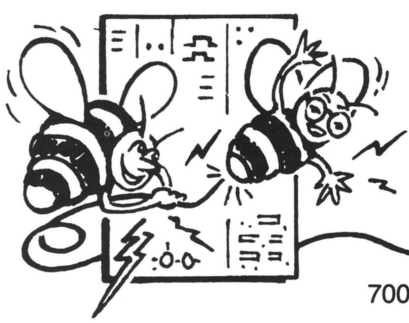

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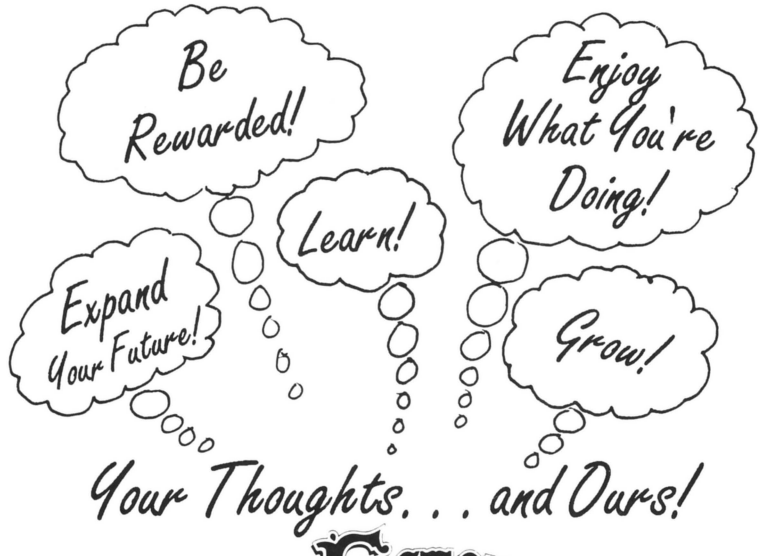

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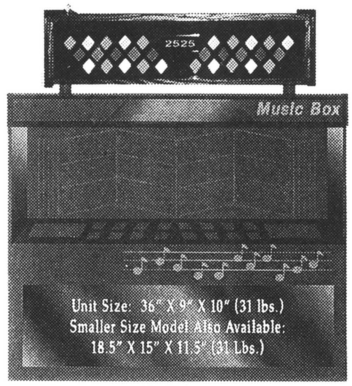

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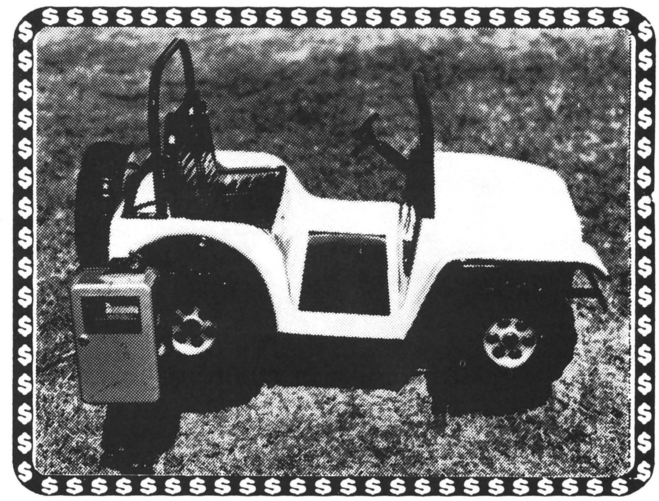

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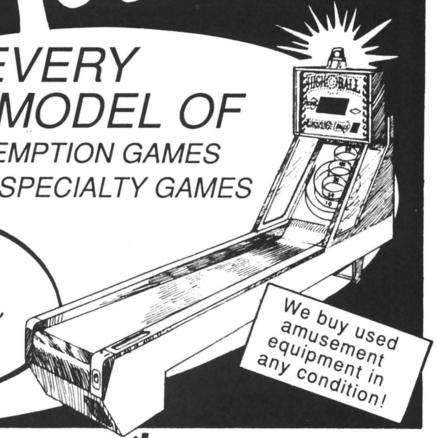

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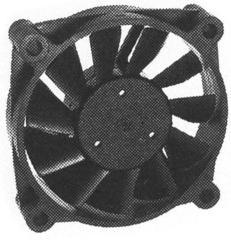

AC FANS
- Frame Size: 80mm, 92mm, 120mm, 150mm
- Ball Bearing, Oil less sleeve bearing
- UL & CSA approved (VDE approval type available)

DC FANS
- Frame Size: 40mm, 60mm, 80mm, 92mm
- Ball bearing, Oil less sleeve bearing

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3401 N. California Ave., Chicago, IL 60618
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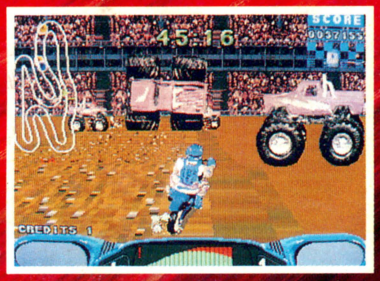
MOTO Frenzy™



GRAB ONTO THE FIRST FULL-MOTION MOTORCYCLE SIMULATOR

- High speed offroad moto racing with shooting action.
- Realistic handlebar controls with twist-grip throttle feature.
- Six player-selectable tracks, each with unique obstacles: Los Angeles, Maui, Utah, Las Vegas, Kenya, and Norway.
- Timed lap format with extended play for lap completion and bonuses for special stunts.



Be aware of the "Big Foot" trucks in L.A.



The crowd goes berzerk in Las Vegas.



The Polar Bears attack on the icy track.

Moto Frenzy is a ride-on simulator for one player featuring authentic motorcycle look and feel. Two independent motors give full-motion action that respond to player control and provide feedback from the track and obstacles on the screen. The bike leans, pivots and does wheelies. The realistic handlebar controls, add to the simulation.

To maximize earnings, operators can link up to two units for 2-player, head-to-head competition. With two players in the race, both are allowed to continue play as long as one player crosses the finish line within the time allowed.

DIMENSIONS

Height:	71 inches (180 cm)
Depth:	77 inches (196 cm)
Width:	33 inches (84 cm)
Weight:	1158 lbs (526 kg)

20 YEARS 1972 1992
ATARI GAMES

Atari Games Corporation, 675 Sycamore Drive, P.O. Box 361110, Milpitas, CA (408) 434-3700

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