

FOR THE COIN-OP ENTERTAINMENT INDUSTRY

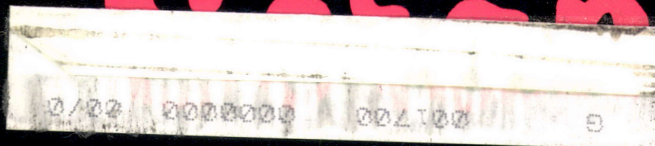
PUBLISHED TWICE MONTHLY

PLAY METER

NOVEMBER 15, 1985



AMOA Yearbook



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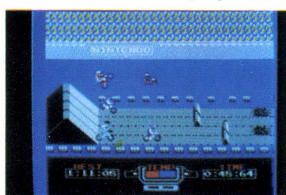
VS. Golf™ Oct. '84



VS. Pinball™ Oct. '84



VS. Ladies Golf™ Dec. '84



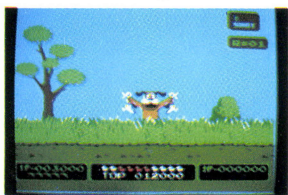
VS. Excitebike™ Feb. '85



VS. Ice Climber™ Mar. '85



VS. Hogan's Alley™ May '85



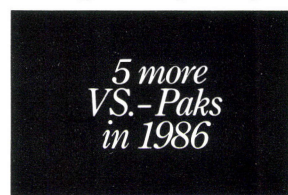
VS. Duck Hunt™ May '85



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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

Member



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The highlight of this year's AMOA show in Chicago was the optimism of operators, distributors, and manufacturers who seem ready for better days in the industry. Operators liked the wealth of new equipment they saw and, judging by attendance, were eager to arm themselves with the advice of seminar speakers.

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As computer prices drop and more specialized industry software becomes available, operators are starting to find that computers can make a world of difference in managing a route.

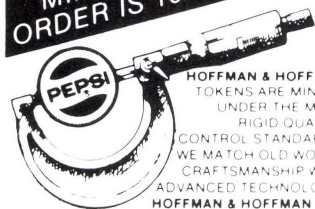
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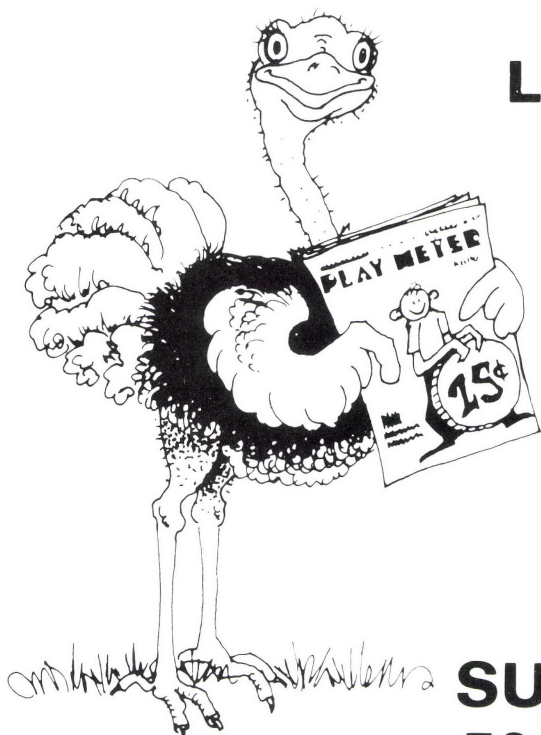
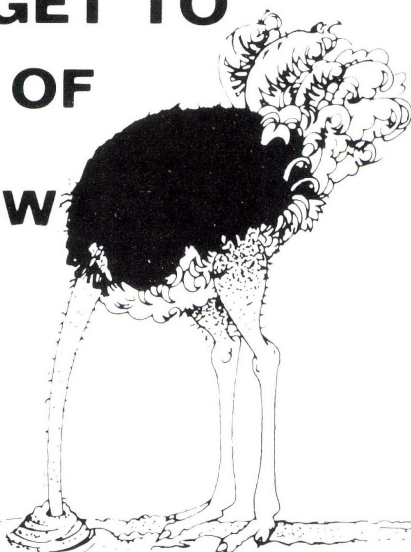
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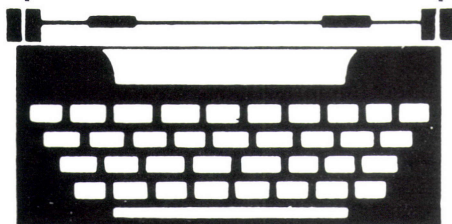
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Letters to the editor . . .



Infringement action

For the information of operators and distributors of electronic dart games by Nomac:

Arachnid has notified you that, as a result of a jury verdict, it obtained an injunction against IDEA enjoining IDEA from making, using, or selling IDEA dart board components found to infringe. This injunction only applies to IDEA and those in privity with it, such as its agents and employees. The law is clear that this injunction does not affect Nomac or you as an operator or a distributor of Nomac games.

Even the operators and distributors of IDEA are not affected by the injunction if they purchase the IDEA games. [*Blatz v. The Fair*, 178 F.Supp. 691 (N.D. Ill. 1959); *Petersen v. Fee Intern., Ltd.*, 435 F.Supp. 938 (W.D. Okla. 1975).]

To prevent use or resale of the IDEA games by an operator or distributor, Arachnid would be required to bring a separate lawsuit against each operator or distributor. In such a lawsuit Arachnid would not be able to collect damages because Arachnid would already have collected damages from IDEA for the use or resale. [5 Chisum, *Patents* Sub-Sect. 20.03[7] at 20-245 (1985).] Thus, the outcome of the infringement action against Nomac also will not affect you, even if by a remote chance Arachnid should win.

Fred Kelley
Nomac
Algonquin, Ill.

Scholarship fund

As you know, my brother, who was a partner in our firm, passed away several years ago. Our firm, the writer, and his family have set up a scholarship fund in his memory at the Scranton Preparatory School in Scranton, Pa.

This is a very special fund, not only because it is in memory of my brother, but also because it gives a fatherless child an opportunity to obtain a formal education at one of the finest prep schools in the country. The recipient of the scholarship must be from a fatherless family.

We are requesting that you give

consideration to help us make this fund grow. Any sum you can contribute would certainly be welcome.

We as a corporation, as individuals, and as a family are continuing to add to this fund each year. Your contribution along with ours will help several other boys obtain the same benefits as this first recipient.

Please make your check payable to The Alphonse R. Lomma Scholarship Fund and mail it to the school as follows: Rev. Joseph D. Ayd, S.J., President, Scranton Preparatory School, 1000 Wyoming Ave., Scranton, PA 18509.

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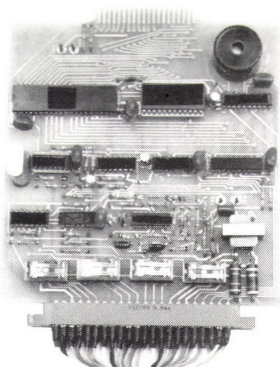
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Don't miss ACME '86

UP FRONT

Manufacturers and operators getting it together

The positive attitude at the AMOA show was a refreshing change from the doldrums the industry had been drifting in previously. Many claimed that this summer was one of the worst, yet those who experienced it are ready to forget the past and get on with the future.

The disposition of the operators was contagious. Distributors and manufacturers could not help but be influenced by the air of optimism.

One of the most encouraging events at the show involved communication between operators and manufacturers. Communication between the groups has been reputed to be of major urgency, and we saw it perhaps at its best in a seminar hosted by Todd Erickson of Summit Amusement on standardization within the industry. The manufacturers deserve an ovation for their participation; Dan VanElderen of Atari, Frank Ballouz of Nintendo, Steve Blattspieler of Bally, and Joe Dillon of Williams bypassed the many parties scheduled that night to participate in the seminar.

Erickson outlined various machine features he felt could be standardized on all machines. Some included locks, coin mechanisms, on/off controls, volume controls, bookkeeping features, fuses, and coils. These are just examples, but each was discussed in detail. And though the audience should have been composed of operators, it was made up mostly of manufacturers (other Williams and Atari personnel) and suppliers (Wico and Coin Mechanisms). These people truly were interested in operator suggestions, but only a handful of operators showed up.

The biggest surprise, however, was that the manufacturers agreed on four things that they would begin working to standardize: a $\frac{7}{8}$ -inch lock with a straight cam, the on/off switch on the top right of the machine, the volume control to be front-

door accessible, and at least have the wiring for mechanical metering. Frank Ballouz stressed the willingness of manufacturers to help operators. "We'll get the ball rolling on these features," he said, "and operators will get together a recommended list of others."

Ballouz was referring to a proposed list to be compiled of features operators would like standardized. Manufacturers will begin with those that can be adapted more easily and work later on the others.

Operators and manufacturers working together is a giant step forward. For too long one has blamed the other for the woes of the industry. Now it's time for mutual concern.

The manufacturers also participated in an open-mike forum that gave the two groups the opportunity to discuss issues. Some operators complained that not enough time was allowed for the questions and answers, but the manufacturers were there ready to face the firing line. That alone says a lot about the intentions of the manufacturers in this industry.

In the editorial of *Play Meter's* October 15 issue, I wrote about putting aside the industry's past and getting on with the future. I also believe operators and manufacturers finally can put in the past any problems and hard feelings they've had. The AMOA show proved that manufacturers are willing to meet operators half way, if not more than that. So, you operators who are harboring hard feelings toward a manufacturer, try giving them a call to voice your complaint. I believe you will find someone inclined to listen.

Valerie Cognevich

Valerie Cognevich
Editorial Director

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NEWS

AAMA, Play Meter agree on spring show

After two years of competing spring shows, *Play Meter* magazine, sponsor of the Amusement Operators Expo (AOE), and the American Amusement Machine Association, sponsor of the Amusement Showcase International (ASI), have joined forces to bring the industry one spring show. The new show, the American Coin Machine Expo (ACME), will be in Chicago March 7 through 9 at the Expo Center. The 1987 show will be in New Orleans on dates to be decided.

The late Ralph C. Lally, *Play Meter's* founder, started the AOE in 1980 with an emphasis on educational seminars. Because he felt operators always were looking for information to help them run their businesses more profitably and professionally, the AOE concentrated on timely subjects and knowledgeable speakers.

Lally also felt a spring show was needed to fill the void between AMOA shows. Manufacturers, he felt, would welcome the opportunity to exhibit in the spring new product to operators.

The Amusement Games Manufacturers Association (AGMA) was formed in 1982 to address problems facing manufacturers, especially that of bootleg games. The name was changed to American Amusement Machine Association (AAMA) in 1984, and the organization included distributors.

In 1983 the association announced its show, the first to be in March 1984 in Chicago. Soon it was apparent that two spring shows were one too many. Lally met with AAMA representatives to reach an agreement on the shows, but negotiations broke down. Lally then was killed in an automobile accident soon after the 1984 AMOA show.

Both shows were held in 1985 with manufacturers and distributors at the ASI and operators and some manufacturers at the AOE. After the shows, efforts again were made to bring the

shows together when Lally's widow, *Play Meter* publisher Carol Lally, met with AAMA representatives. Time ran out before they were able to reach an agreement, however. *Play Meter* had tentatively committed to secure exhibit space in New Orleans for AOE '86, which was to be during Mardi Gras, and was forced to decide whether to confirm the commitment or give up the space. When negotiations bogged down because key members of the AAMA board were on vacation, *Play Meter* confirmed the commitment.

Nevertheless, at the AMOA show in late October the two sides were able to agree tentatively to combine the shows. Because of previous commitments in Chicago and the unavailability of more space in New Orleans, it was agreed to hold ACME in Chicago in 1986 and in New Orleans in 1987.

The AAMA and *Play Meter* are optimistic that not only will the new show be successful, but it will represent the industry's recovery and cooperation among all its parts.

"This agreement was something my husband, Ralph, would have been happy about," Carol Lally said. "He felt that combining the shows would have created one giant industry show. Though I am disappointed the show will not be in New Orleans in 1986, it just was not possible to obtain enough exhibit space and hotel rooms at this late date. But next year—New Orleans, here we come!"

Glenn Braswell, AAMA executive director, agreed. "Coming off the momentum of AMOA," he said, "this new spring show should put the industry back on its feet. The timing is right."

Inquiries about ACME '86 may be directed to W.T. Glasgow, the man-



Rock-Ola Manufacturing's Bette Lockhart, executive vice president, and Tim Worcester, senior vice president of marketing and sales (at right), join Shillito-Rikes executives (from left) Lou Caporale and Joe Horn around a Rock-Ola 490 jukebox in a Cincinnati Shillito-Rikes department store during a recent promotion.

agement firm handling the show. The number is (312) 333-9292. •

AAMA submits statement to ITC

The American Amusement Machine Association has submitted a statement to the U.S. International Trade Commission to follow-up an ITC hearing held in October on U.S. preferential tariff treatment given specific products of developing countries.

Glenn Braswell, AAMA executive director, said information obtained from industry sources and the FBI indicates that Korea has become the major source of counterfeit video games imported in the U.S.

"Notwithstanding the necessity of the U.S. generalized system of preferences in assisting the development of beneficiary countries," Braswell said, "AAMA strenuously objects to having the U.S. government subsidize the theft of U.S. intellectual property rights by Korean nationals who manufacture and ship counterfeit coin-operated electronic video-game printed circuit boards to the U.S." •

AMOA officers named

Alvin A. Marsh was named 1985-86 president of the Amusement & Music Operators Association November 1 at the organization's board meeting during AMOA Expo '85 in Chicago.

Marsh, president of Hart Novelty, Inc., of Bellingham, Wash., succeeds John Estridge, president of Southern Games Distributing of Brentwood, Tenn. Marsh served as first vice president until beginning his term as president November 3.

In his installation speech, Marsh said the main goals of his administration would be to continue "grassroots" development of state organizations, increase communication between the national and state organizations, increase monitoring of "national matters in Washington, D.C.," monitor taxation affecting membership, and continue monitoring legislation affecting copyright licensing.

Other 1985-86 officers named at the AMOA show were Richard Hawkins, president of D&R Star, Inc., of Rochester, Minn., first vice president; Walter G. Bohrer, Jr., of Hastings Distributing Co. of Milwaukee, secretary; and Clyde F. Knupp, president of

Amuse-O-Matic Co. of Fort Dodge, Iowa, treasurer.

Members also approved three AMOA vice presidents and 10 directors at the meeting. •



Lothar Mueller

Joseph Ostroski

Intermark names Mueller, Ostroski, and Williams

Intermark Gaming International, Inc., has named three new executives to its sales, research and development, and manufacturing staff.

Lothar Mueller has been appointed manager of research and development. Formerly vice president of engineering and a founder of G&L Manufacturing, he was responsible for the hardware and software enhancements of the Intermark 6809 Microprocessor Gaming Device System.

A founder of Modutest Systems, Inc., he was a vice president of that company from 1970 to 1984. He previously was a senior diagnostics analyst for Basic Four Corp. and held technical positions with NASA, Xerox Data Systems, and Honeywell.

Joseph Ostroski has been named manager of manufacturing. From 1980 to 1985 he was vice president of operations of Validation Systems, Inc., a company of which he was a founder and that developed and manufactures a coin-operated mechanism and totalizer.

Before 1980 he was general manager of manufacturing for Omnicomp, an electronic test-equipment manufacturer, and held positions at Micro Games, General Electric Co. Computer Operations, and Computer Access Systems, Inc.

Arthur Williams has been named manager of sales. He previously was vice president, director of casino games, at the Riviera Hotel and Casino in Las Vegas, where he redesigned the 650-machine floor to improve profitability and opened a new 300-slot-machine arcade and bingo operation. He also was director of slots at the Landmark Hotel and Casino and was a manager for the Silverbird Hotel and Casino. •

THE CALENDAR

1986

March 4-5

International Gaming Business Exposition, Tropicana Hotel and Country Club, Las Vegas, Nevada, USA. Contact Conference Management Corporation, 17 Washington Street, P.O. Box 4990, Norwalk, Connecticut 06856. Telephone: 203/852-0500. Telex 284997.

March 7-9

American Coin Machine Expo. Expo-center, Chicago. Contact W.T. Glasgow at 312/333-9292.

March 14-16

South Carolina Coin Operators Association annual convention and trade show, The Carolina Inn, 937 Assembly St., Columbia South Carolina. Contact Helen G. Sikes, 803/254-4444.

May 29-June 1

Florida Amusement/Vending Association (FAVA) convention tradeshow. Hyatt Orlando, Kissimmee, Florida. Contact Norm Jensen at 904/878-3134.

International Shows

1986

January 13-16

ATEI, Olympia, London. Contact Amusement Trades Exhibitions, 122 Clapham Common North Side, London SW4 9SP. Telephone 01-228 4107.

January 23-25

IMA, MesseGelande, Frankfurt, West Germany. Contact Heckmann GmbH, Messen und Ausstellungen, Kapellenstr. 47, D-6200 Wiesbaden, West Germany. Telephone 06121/524071. Telex 04186518.

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Status Game names ADP Automaten

Status Game Corp. has named ADP Automaten exclusive distributor for its *Triv-Quiz* game in Germany. ADP Automaten is Germany's largest video-game manufacturer.

The game, programmed by Status with German-language questions on German topics, will be updated periodically with new question kits. ADP Automaten has ordered 750 games.

Triv-Quiz also is being distributed in the U.K. under a distribution agreement with a subsidiary of Whitbread Inns, operator of 7,000 pubs. •

Summa Four to supply TeleSciences

Summa Four has signed a five-year OEM agreement with TeleScience, Inc., of Moorestown, N.J., to supply SDS-1000 specialty digital switches. The first order for the switches, which TeleSciences intends to integrate into its products, is estimated at \$1 million.

Fred Cohen, TeleSciences chairman, said the company chose the Summa Four system because "it provided the best combination of capacity, price/performance, and flexible architecture. The SDS-1000's modular design and flexible software/hardware relationship allow us to integrate it with our product line to provide new system features."

The contract also calls for Summa Four to license manufacturing rights to TeleSciences after a specified level of shipments. •

Harris explains store viewpoint

Sharon Harris, public relations coordinator of Stan Harris Company of Philadelphia, wrote an article in *Convenience Store News* magazine about the value of amusement games in the convenience stores.

"The game industry itself has fallen victim to the rise and fall of the public's hysteria and demand since the late 1970s," she wrote. "First, people could not get enough of the new games... the media reported astronomical, unrealistic figures. Thousands of people with no prior knowledge of successful game operations saw this as a 'get rich quick' opportunity... then the bottom fell out and the market-

place changed."

According to Harris, "Each year the situation has improved, and what is left is a significant group of operators in this country who are committed to our industry because we love the basic business, not just the frills. The remaining companies are the ones who can successfully work with convenience store personnel to make the game programs viable and profitable on a 52-week basis.

"The convenience store of the 1980s is the modern answer to the corner/variety store of yesterday. Games provide a leisurely, relatively inexpensive form of recreation... In 1984 the total coin drop in video games was higher than either the motion picture or recording segment of the entertainment industry. Nationwide, approximately 17 million over-13 players are 'heavy' players (at least once a week), with an additional five million under-13 players.

"It is a stable, on-going category that helps to draw in the people and can also stimulate other sales. A recent Gallup survey showed that 75 percent of all youngsters and more than 50 percent of all adults shop in convenience stores at least once a week. For the square footage used by the games, the return on investment value is great."

Harris stressed the importance of careful vendor selection and establishing a cooperative partnership with the convenience-store staff. Sales volume can be increased by merchandising the games like any other product, she wrote, providing clean, well-lit areas and in-store contests and promotions to attract a large player

base, with the side effect of greater sales of in-store items.

"The potential is tremendous if the players feel comfortable," wrote Harris. "A quality game program may be the edge that one store has over another. Realistically, sustaining and building a better game program can only boost sales."

Stan Harris Company is the authorized vendor for more than 200 7-Eleven stores, more than 50 Cumberland Farms, and two Stop and Go markets. •

Rowe appoints Greater Southern

Rowe International, Inc., has appointed Greater Southern Distributing Co. of Atlanta, Ga., as an authorized factory distributor.

The addition of Rowe products, including vending machines, phonographs, and bill changers, will add to Greater Southern's diversified distributorship. Parts, service, and sales personnel are equipped to fill Rowe product needs. •

Bally Southwest has spotlight show

Bally Southwest Distributing hosted a Spotlight Show in their Phoenix, Ariz., showroom on October 9.

Sharing the spotlight was Digital Controls, Inc., Norcross, Ga., with their new video game *Ghosts 'N Goblins* and Dynamo Corporation, Grand



Operators examine the guts of a pool table at Bally Southwest Distributing's Spotlight Show in Phoenix.

Prairie, Texas, with their pool tables.

Approximately 140 people attended the show, which included a buffet and door prize in addition to viewing the new products.

Sal DeBruno, branch manager of Bally Southwest, was pleased with the turnout and plans to have spotlight shows on a monthly basis. •

Aaccurate Counters gets Cointainer machinery

Aaccurate Counters Co. of West Chester, Pa., a manufacturer of coin- and currency-handling equipment, has bought Standard Paper Goods Mfg. of Orlando, Fla., for its Cointainer coin-cartridge manufacturing capability.

Warren Austin, president of Aaccurate Counters, said, "The Cointainer is a popular product in our industry. These units are manufactured on a mandrel machine; the inside of each cartridge always meets strict quality control standards for size and consistency."

Cointainers now will be manufactured in West Chester. •

VideoWare adds games, appoints Hutnick

VideoWare of Los Angeles has been named exclusive national distributor for Nichibutsu's *Magmax* and Romstar's *Great Swordsman*, *Vulgas*, and *Son-Son*.

David Seller of Nichibutsu said, "We chose VideoWare because of their operator network throughout the country and because their own independent polls ranked our game extremely high."

VideoWare has announced Michael Hutnick's appointment as vice president. Hutnick has 10 years of experience with Bell and Howell as marketing director. He was owner and chief executive officer of Alumaflex, Inc., for 11 years. •

Amusement sales tax bill updates

Tennessee

A recent copy of *The Issue*, published by the Amusement and Music Operators of Tennessee (AMOT), focused attention on the amusement

sales-tax bill the association worked against.

The newsletter recapped tax-bill actions and stated, "If we had not been successful in removing our industry from the amusement sales tax, we would have had to pay an average 7.5 percent in sales tax on our gross revenues. To calculate what your tax burden would have been, multiply your last year's gross revenue by 7.5 percent.

"We will again work this year to keep us from being placed under this unfair burden, and will ask for your help as members in working together against a bill should it be introduced."

Texas

A decrease in crude-oil prices may prompt introduction of new tax bills in Texas, and the amusement industry is viewed as a possible source of new revenues.

A special session of the Texas legislature in 1984 resulted in some changing fees for Texas amusement operators. Since the state legislature meets every two years to set a state budget, it is expected that another special session may be called in 1986.

The Amusement and Music Operators of Texas (AMOT) are looking closely at legislative activities.

"This has always been a prime interest of ours," said Pat Miller, AMOT executive director, "but now we are making a more directed effort through the establishment of a political action committee called Quarter Pac, and a legislative fund for administering legislative activity. We are getting prepared for what we expect to be an increase in our taxes or the addition of new taxes or fees." •

Waldor elected AMOANJ president

Allan Waldor was elected president of the Amusement and Music Operators Association of New Jersey at the organization's recent meeting.

Waldor, of ABC Distributing in Hillside, succeeds James Cuccio of Chess Amusement in Lodi.

Also elected were Frank Mandia of Majestic Amusements in Asbury Park and Don Abrams of Eskin Corp. in East Brunswick, vice presidents; and Diann Minero of G&M Vending Co., Inc., of Paterson, secretary-treasurer.

Elected to the board of trustees were Bill Englehard of Bill's Vending MallaFun in Sewell, Ed Gilmore of E.G.

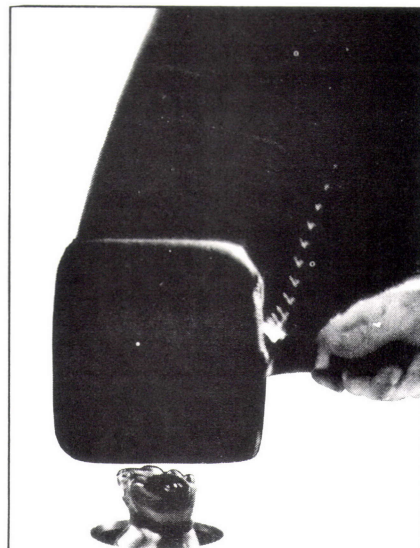
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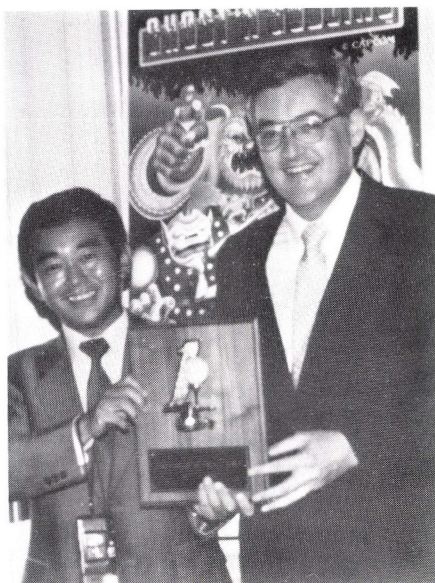
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Capcom's George Nakayama, left, gets a plaque from Taito America's Paul Moriarity for scoring a hole-in-one.

Capcom visits Atlanta

Executives of Capcom Co., Ltd., visited Atlanta recently to help Digital Controls, Inc., (DCI) and Taito America introduce *Ghosts 'n Goblins* to U.S. distributors.

DCI and Taito America formed a joint venture to manufacture and market the game in North America.

Kenzo Tsujimoto, Capcom president, and George Nakayama, marketing director, attended distributor meetings. Nakayama scored a hole-in-one in a golf game with Capcom and DCI staff members and received a plaque from Paul Moriarity, Taito America president, to commemorate the occasion. •

Padmos joins Mondial

Louis J. Padmos has joined Mondial International Corp. as a sales representative covering the New Jersey area, Anthony P. Yula, Mondial general manager, has announced.

Padmos has a sales background

and previous experience with a parts manufacturer in the coin-operated industry.

Mondial has executive offices in New York City, and showrooms and service facilities in Springfield, N.J. •

Telestrategies hosts exhibition showcase

Telestrategies of McLean, Va., hosted an exhibition showcase for the pay-phone industry November 20-22 in Washington, D.C.

Among exhibitors at the showcase were Vend-A-Phone, Inc., Raytronix Corporation, Rand of Phoenix, Inc., and AMCOT (American Coin Operated Telephones).

A pre-conference seminar was conducted on November 20 by Dr. Jerome Lucas, president of Telestrategies, on "Understanding User-Owned Pay-Phone Technology, Economics, and Start-Up Basics."

Other seminar topics included competitive pay-phone opportunities, credit-card phones, an update from the National Pay Phone Association, and views on the regulatory outlook. •



Atari offers T-shirts, buttons, player tips, and advertising materials to promote Gauntlet.

Atari develops Gauntlet promotion

Atari Games Corp. of Sunnyvale, Calif., is offering promotional items for its *Gauntlet* video game. Player tips, *Gauntlet* buttons, and T-shirts are available through Atari customer service for direct-to-player promotions in operator locations.

The company also is offering advertising materials, including artwork, a player newsletter, a radio script and tape, and an animated tele-

vision commercial.

For more information, call Atari at (408) 434-3750. •

Rock-Ola sponsors store promotion

Rock-Ola Manufacturing Corp., in conjunction with its Ohio distributor, Monroe Distributing Co., recently sponsored a promotion at 15 Shillito-Rikes department stores in Ohio and Kentucky.

The promotion extended through the back-to-school days and featured a Rock-Ola 490 jukebox in each store and a drawing for a jukebox, which was won by Beth Hall of Cincinnati.

After the promotion, Shillito-Rikes stores decided to keep Rock-Ola jukeboxes in several stores permanently and to include the jukebox as the main theme for its advertising aimed at teenagers. Advertisements featuring Rock-Ola were sent to 870,000 households. •

AMOT schedules pool tournament

The AMOT (Amusement and Music Operators of Texas) has scheduled its sixth annual Texas State Eight Ball Pool Tournament for April 26, 1986.

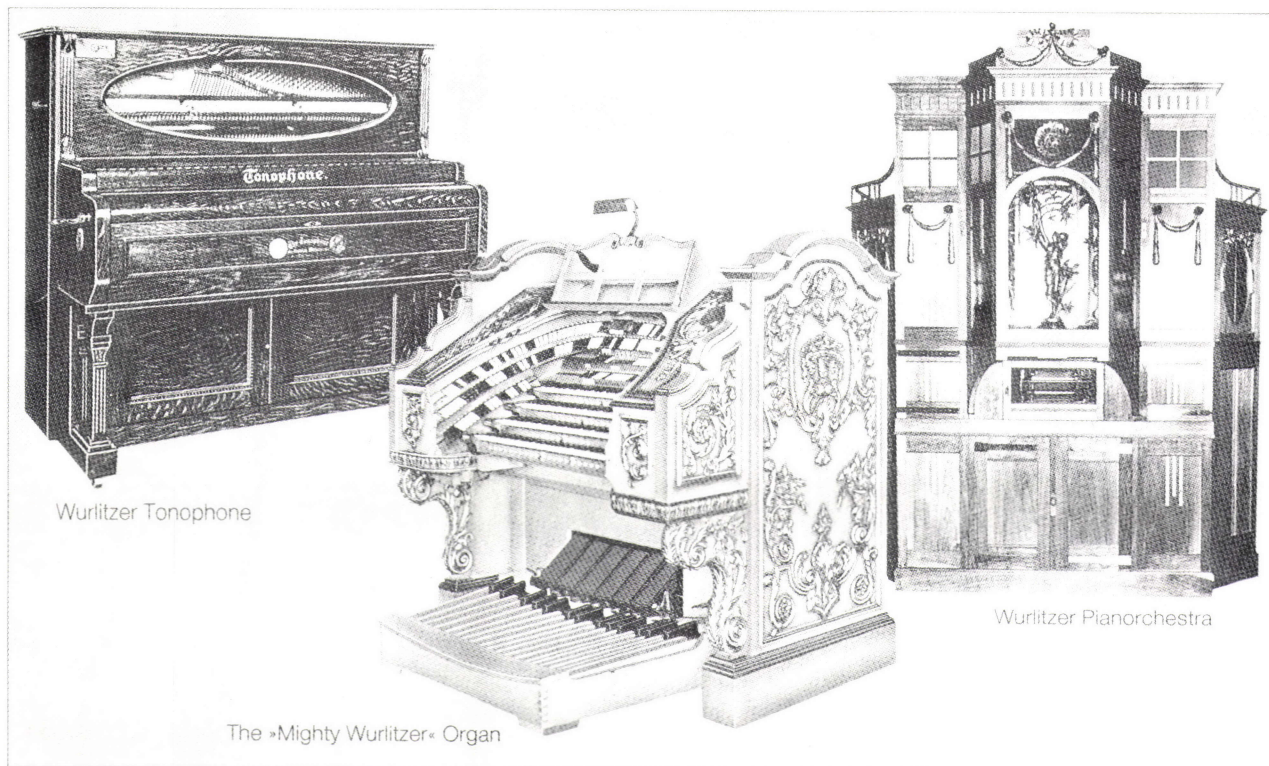
Qualifying tournaments are being conducted in fall and winter.

The tournament, which offers a \$6,000 purse, is held in the Texas Stadium in Irving. Professional pool player Willie Elder will officiate at the day-long event. Participation in the tournament has doubled each year. •

TBI Games holds Mark Darts open

TBI Games of Rockford, Ill., recently held its Fourth Annual \$5,000 English Mark Darts Open, attracting more than 400 entrants to the two-day, double-elimination tournament on 24 *English Mark Darts 5000* and 4500 dart boards.

Tom Pace of Rockford won the most valuable player award by finishing first in four events. The four-person-team 501 event was won by Pace, Wally Meredith, Steve Johnson, and Sam Zammuto; Stan Celner, Bob Conant, Herb Healey, and Dale Person placed second. •



25th Anniversary for Deutsche Wurlitzer GmbH

Deutsch Wurlitzer GmbH recently celebrated its silver anniversary in the city hall of Leubbecke, Germany. Hans Domberg, general manager, welcomed 560 guests, including present employees, former employees with more than 16 years of service, and guests from the industry and the political arena.

The Wurlitzer Company was started by German-born Rudolph Wurlitzer, who in 1853 emigrated to the United States at age 23. At first he imported musical instruments from Germany, but began producing his own in 1856.

The Wurlitzer name was made famous by the company's big theater

and cinema organs and, in 1880, the Wurlitzer piano. In 1896 Wurlitzer introduced the Tonophone, an electric coin-operated piano.

Development of the first Wurlitzer jukebox in 1933 was a milestone. Known as the P-10, it offered a 10-record selection.

In 1960 the Wurlitzer Company formed a European subsidiary. Jukeboxes were manufactured first, then electronic organs. Current product lines include cigarette machines, snack and drink machines, all-purpose vendors, jukeboxes, background-music equipment, and a

modern laser-disc changer—the Lasergraph.

During the anniversary celebration Domberg gave a detailed review of the company's development over the past 25 years and thanked Dr. Wilhelm Foelkel, who directed the company for its first 23 years, and Arthur Nelson, owner of Deutsche Wurlitzer GmbH. The Wurlitzer Company of the United States sold its European subsidiary to the Nelson Group of Sydney, Australia, in July.

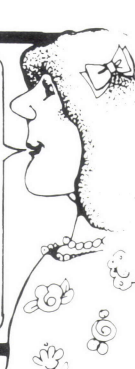
Company products will continue to be marketed under the Wurlitzer name, one known for more than 129 years.

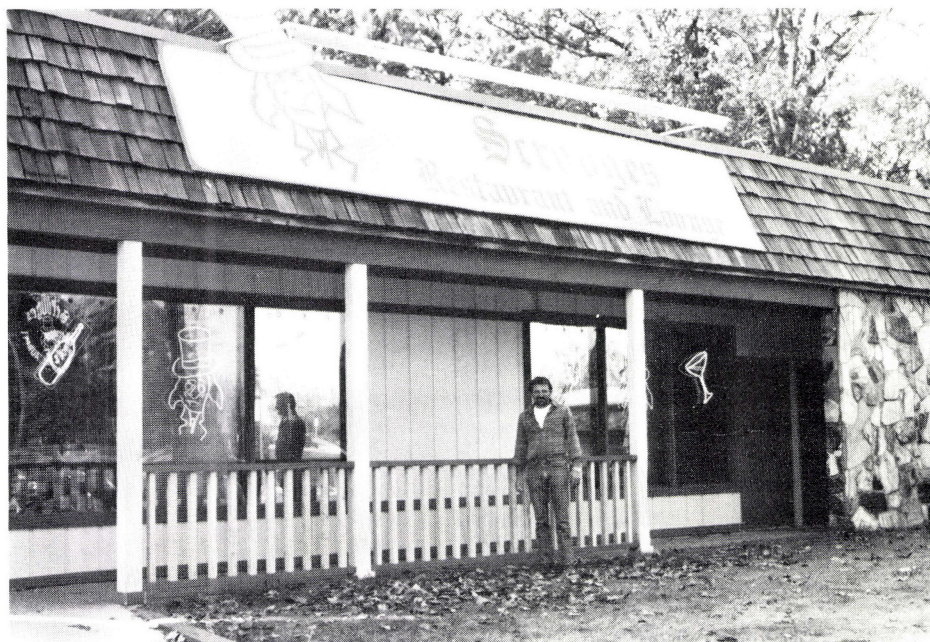


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Jack Mullinax stands in front of Scrooges, a neighborhood bar he co-owns in suburban north Atlanta.

Beleaguered bars calling on coin-op help

By Mike Shaw

Many coin-operated amusement people are fond of saying “the jukebox is the backbone of the industry”—*ad nauseam*. Like most trite sayings, the phrase is so commonly used because it has seemed so true for so long. But also like most trite sayings, it is shallow, lacking an explanation of why the jukebox historically has been the industry’s most prevalent piece.

From a different perspective, it could be said that the bar is the backbone of the coin-op industry, and the jukebox has achieved its status only because no bar would offer a drink without a little musical background.

The argument could be extended—perhaps music is the backbone of the bar industry—but the point is that it is important how coin-op equipment is perceived by the coin-op industry’s most traditional customer, the bar industry.

Social contributions

Scrooges, a neighborhood tavern in a rapidly growing suburban area north of Atlanta, features down-home friendliness, live music, and a great two-pork-chop lunch. Surrounded by “fern” bars that serve light beers and blended fruit drinks to a procession of single yuppies, Scrooges has remained determined to succeed by catering to a less frenetic group of primarily blue-collar customers. Its owners, two young Atlanta entrepreneurs who operated an arcade during the years of the video boom, say they rely a great deal on coin-operated entertainment to help establish a friendly and relaxing atmosphere.

“The games bring in only a small percentage of our earnings, but they help us keep customers and make friends,” said co-owner Jack Mullinax. “Often a customer who comes in by

himself will order a drink and then put a quarter in a game. Soon he’ll be talking with someone playing next to him or with someone who is standing or seated close to the game. He’ll tend to stick around for a while and get comfortable here, whereas if it weren’t for the games, he’d be a lot more likely to have his beer and leave.”

Scrooges offers a row of five or so pinball machines and upright videos against the wall at its entrance, as well as three or four countertop games around an island bar. In the back of the room is a shuffleboard and, of course, the ever-present jukebox. Even though the games bring a profit of about \$1,000 a month for Scrooges, Mullinax insisted they are more important for their social contributions.

“The machines serve to create activity in different areas of the bar,”

Mullinax said. "They help us build faithful customers."

Bar industry magazine tracks coin-ops

Although owners like Mullinax might look to games more for their entertainment value, there is evidence from some bar-industry observers that the revenues from those games might soon be considered more critically as to their contribution to bottom lines.

"More and more bars are having to find alternate ways to make money," said James Daniels, an editor of *Night Club & Bar* magazine.

According to Daniels, local legislation is putting an end to traditional tavern attractions. Communities from coast to coast are outlawing promotions that encourage excessive drinking.

"Outlawing two-for-one happy-hour promotions started in New England about a year ago," he said, adding that the trend is spreading. "You'd have to call it at least a small movement."

The push to moderation also is being helped along by growing concern over personal health as well as rigid enforcement of drunk-driving laws.

"People are getting scared about driving drunk," Daniels said. "And bars are very concerned with third-party liability laws."

According to Daniels, 37 states have enacted legislation that makes bar owners and operators responsible for the automobile accidents of customers who leave their establishments drunk.

But, Daniels pointed out, better bar owners are not complaining. Many are happy not to have to compete with two-for-one drink giveaways and few have balked at efforts to keep drunks from wreaking havoc on the highways.

Instead, owners are trying to combat slackening alcohol sales by putting more emphasis on food and other alternatives. According to *Night Club & Bar*, food now accounts for about 65 percent of sales for U.S. establishments that serve alcohol, up from 60 percent a year ago.

They also are looking to live entertainment, good sound systems, attractive lighting, and coin-operated games.

"Countertop poker and trivia

games are very popular," indicated *Night Club & Bar* Editor Laurie Heavey. "A lot of owners also believe the new pay telephone will be profitable, but they have been hesitant to commit to any so far because of the poor equipment that's been available.

"Your industry's going to need to do a slick selling job on those phones," she said.

Bar owners have also been telling their trade publication that jukeboxes and video games are producing meaningful revenues, as are pool tables and dart games, especially when organized activities are built around them.

"Miller Brewing came to a recent bar-industry trade show to promote their tournaments as a way to offset losses resulting from outlawed happy hours," Heavey noted.

Some would dump games

While some bar owners are looking for coin-operated equipment to help bolster sales, others are not so eager.

"I see very little interest in the games anymore," said Mike Seligman, who owns and operates The Gin, an Ole Miss-student hangout in Oxford, Miss. The Gin offers customers a handful of videos and a couple of shuffle alleys. Seligman owns the shuffle alleys, and he is not happy with the way his videos have been operated.

"I've had trouble getting the games I want, or even enhancements like a speed-up chip for a *Pac-Man* game I have," he complained. "Operators don't seem to want to invest in any new machines. I think if I got better games, they would become a more significant part of my revenue, but at this point, I'm thinking more about taking them out."

Opportunity knocking on barroom doors

With alcohol sales slipping and likely to continue to do so, bar owners are looking for other sources of revenue. While food is by far the most popular alternative, they also are considering other possibilities, such as coin-operated games, not just for the money they produce but for their ability to provide entertainment and keep customers. That points to increased and substantial opportunities for operators who can match locations with appropriate coin-op equipment and activities. •



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Autorovo's Chopper II

Kiddie rides: overlooked and underestimated?

By Bonnie Theard

Have you been looking for an eye-pleasing, attention-getting, consistent money-maker of simple mechanical design? Look no further than the nearest shopping mall, discount store, or family restaurant. The flashing lights of a hydraulic talking helicopter and the shine of a metal-fleck-painted sports car will draw your eye as well as that of the average child.

Children are *continuous* customers, young consumers accompanying mother on an errand-filled day or joining the family for a fast-food feast. These consumers are not limited by season or constricted by school schedules. For them, every day is a good day for fun, and that means revenue for kiddie-ride operators.

According to Tom Wight, owner of Southwest Amusement in Wichita Falls, Texas, "Kiddie rides are the best-kept secret in the industry." Forty percent of



Quality Design's Merry-Go-Round



Youngsters are attracted to the bright, metal-fleck paint jobs on sports cars, tanks, and other kiddie-ride vehicles.

Wight's business is in kiddie rides, with the remainder made up of videos, pool tables, jukeboxes, and cigarette machines. That 40 percent represents 400 kiddie rides in Texas, Oklahoma, and New Mexico. Wight has been operating kiddie rides for five years in malls, groceries, and discount stores.

"Kiddie rides are as steady as the day is long," said Wight. "When video games went down, it didn't hurt me because I had my kiddie rides. When school starts, video games drop, but kiddie rides remain the same. September and October are bad video months because the video customer is involved in school, sports, and music practice. However, kiddie-ride customers are out in the locations from the time a store opens until the time it closes. Whenever there is a sale, here comes mother and your kiddie-ride customer."

"There's really no competition for the kiddie-ride operator," added Wight. "When you approach people in a professional manner and present statistics about the success of kiddie rides, you have a new customer."

Wight prides himself on service to the customer. "No one from our company ever touches a machine on location without getting the manager or assistant manager to come over. Everything is above-board. The men who live in the key cities where we operate attend the

rides on a daily basis. Store managers like this, and word gets back about how well we maintain the equipment. It's gotten to the point where we don't advertise anymore. Word of mouth, no matter what, is your best advertisement."

Locations

Different rides are successful depending on location," Wight said. "For instance, in West Texas the old horse ride is the best. Some of my horses are made out of wood and take in \$400 to \$500 per month. Kiddie rides can last forever, as long as you take care of your customers. If I pull a horse out of a store in West Texas, I'm cutting my own throat. Some kiddie rides are making as much as always. The highest revenue-makers I've seen are the hydraulic helicopter, 001 Car, and Knight Rider car, sometimes pulling in as much as \$1,500 a month.

"In Oklahoma the 001 Car and Knight Rider car are popular, and the helicopter and motorcycle. In New



Children enjoy the old time car when mother goes shopping. Kiddie-ride customers are in locations from morning 'til evening.

Mexico it's cars and motorcycles, helicopter, and ferris wheel. In fact, the ferris wheel does well in all three states."

One of Wight's locations is Safeway stores in the Southwest. "This past July, Safeway conducted a survey on kiddie rides throughout their entire system in the United States," he said, "and results indicated that rides supplied by Southwest Amusement had the highest revenue. Safeway has subsequently asked district managers and store managers to re-evaluate their stores and find a place for kiddie rides in stores that didn't have any." The result should be additional customers for Wight, who maintains that kiddie rides are as stable as pool tables and music.

"Shopping malls are the most popular locations today," said Debbie Bouslog, marketing representative for Autorovo Kiddie Rides of America, Inc. Autorovo is a manufacturer and operator; it sells direct and has distributors.



The Robert E. Lee steamboat satisfies the child's desire to be in the captain's seat, especially in southern locations.

"We've found if you have a mall and put four rides on one platform in one area they can do better than having rides at four different locations," Bouslog said. "Many malls prefer the group presentation. If they don't have a lot of space they may want them spaced apart."

Successful rides

"Our most successful rides have been the Chopper II, a talking hydraulic helicopter, and the Thunderbolt, a space-oriented hydraulic ride," she said. "We also offer an old-time car, a locomotive, a racing car, and a variety of animal-character rides, plus battery-operated cars.



A staple in kiddie rides, the merry-go-round accommodates three children for one quarter and requires little space.



The musical ferris wheel is popular nationwide, in family restaurants and shopping mall locations like Kiddie Fun.



Bullwinkle's Family Food 'n Fun draws the whole family. Here Bullwinkle and his friend Rocky greet kiddie-ride customers.

Our newest hydraulic ride is the *Jetpack*."

Bouslog thinks sound has been one of the greatest improvements in kiddie rides. "Our animal rides play nursery rhymes, the racing car says '3-2-1, let's ride,' and some hydraulic rides say 'hold tight, enjoy your flight,' or 'let's go up, let's go down.' They are equipped with sound effects and buttons for rocket fire and gun fire. Lights on the rides are always flashing. That lets customers know the ride is working, and it tends to draw attention."

Autorovo rides have a 100-lb capacity and built-in safety features. The *Chopper II* has a chain across the entrance, *Jetpack* has a seatbelt, and others have a recessed seat. "Many people ask about the possibility of a ride coming down on a child," Bouslog said, "but if anything hits the step, the ride automatically stops. All rides are built to UL specifications.

"These rides can last 10 years easily, or longer, and still look new," she added. "Most of the colors are worked into the fiberglass. Our parent company in Holland manufactures fiberglass bodies and parts there. These are shipped to our plant in Fredericksburg, Va., where we assemble everything.

"We have experienced very few service calls. We offer a toll-free number, and problems usually can be solved over the phone."

Quality Design of Eldon, Mo., specializes in car rides and also customizes rides for restaurant chains, which are proven locations.

Bob Stengel, sales director, ranks Quality's 001 Rebel Car and black Camaro the most popular. "Kids are attracted to flashy cars and things they see on TV," said Stengel. "Our hydraulic rides and merry-go-round also are favorites, and all our rides have solid-state sound boxes.

"We do all our work in-house. We believe in manufacturing a sturdy ride that holds up. We have ETL approval on hydraulic rides for all electrical systems and try to design rides that don't have any parts that children can remove. We give overnight service on parts and will send a technician when necessary."

Quality has new character rides to appeal to two- to four-year-olds. They are animated, occupy less space than other rides, and have interchangeable tops that allow rotation without moving the whole unit. "The average cost of these rides is \$1,495 sold direct," Stengel said. "The cost of other rides ranges from \$2,000 to \$2,700, with a median cost of \$2,200.

The best advice Stengel can give any operator is to rotate rides every three to four months, keep them looking well-maintained, and, if they break down, fix them right away.

"We tell our operators that the age level of two- to five-year-olds is not in competition with coin-op amusements used by older kids. Children arrive and leave with parents or guardians, therefore kiddie rides bring a family business to the location. Kiddie rides create a good public image for a business."

Family restaurants

Stengel believes family restaurants have come into their own in the past three years with kiddie rides in their game rooms. "Many chains are requesting customized rides, like the merry-go-round and dirt bike, for example," Stengel said. "Kiddie rides have enhanced the whole restaurant business. The rides attract the kids, and when the kids come, the grown-ups have to come.

"The kiddie ride business is a good, clean, wholesome business, and it always has been steady."

Bullwinkle's Family Food 'n Fun, a chain combining the family restaurant and game room, has an average of eight or nine kiddie rides in each of its seven locations. According to Scott Lovering, vice president of Bullwinkle's and one of its founders, kiddie rides represent 15 percent of the games on locations.

"Our rides are placed in the midway of the game room," Lovering said. "Other arcade pieces and videos line the perimeter. Hydraulic rides and car rides are most popular for us. We rotate our equipment on a limited basis. Our three California locations are able to rotate some equipment as well as two locations in Canada. We are planning three additional restaurants in southern California with rotation in mind. Two of our new restaurants are now under construction.

"We carry liability insurance for the entire restaurant, including the kiddie rides."

Tom Wight of Southern Amusement also carries liability insurance, a \$1 million policy to cover all his equipment. Manufacturers carry insurance for mechanical defects. Operators locate equipment in safe areas, under roof, as outside locations run the risk of vandalism.

Advantages

"One advantage of kiddie rides," said Jack Boasberg of New Orleans Novelty Company, "is they are very well made, require little maintenance, and are practically trouble-free."

"We see a new and exciting future in kiddie rides. The designs are interesting, the mechanics are improved, and a real plus is the added dimension of electronic sound effects. Kiddie rides are very appealing today. Child-oriented amusements start with the up-and-down phase, or back-and-forth phase. The next level for children is the sit-down type of games."

According to Boasberg, kiddie rides are a "speciali-



New Orleans Novelty Co. corrals a number of kiddie rides in its Kiddie Fun area of Belle Promenade Shopping Mall.

zation. They have more longevity in them than the average video game. And in some cases the gross income is even better."

New Orleans Novelty has started several kiddie-oriented game rooms in local shopping malls. One is Kiddie Fun, a fenced-in area with eight kiddie rides; another is Kiddie Rides and Games. Here the main accent is on kiddie rides, but there are other games for juniors, teenagers, and adults. Kiddie Land, at a third mall, is a mix of sit-down games and videos with kiddie rides. It is adjacent to the food court in the mall. "It's the first time we've tried to combine both kinds of games in the same close environment," added Boasberg. "We post simple rules at all locations and request that parents obey the rules."

The rules are:

1. the child must be seated before inserting coin
2. please watch your child when ride is operating
3. please stand three feet from ride when operating

New Orleans Novelty also has rides at a fourth shopping mall, where management prefers them placed throughout the mall instead of in one specified area. Rides have to be placed where they generate the most revenue, and at the moment shopping centers are prime locations.

Louis Boasberg, New Orleans Novelty's president, said, "Kiddie rides and kiddie rooms should be a part of all major shopping centers, simply because there is not much entertainment for youngsters under eight years of age. There is no season for kiddie rides, because most of the children using them are not of school age. It is especially good during peak shopping times. A beautiful, well-run, supervised kiddie room is an excellent source of revenue and a good attraction at the shopping center."

Popular kiddie rides placed in well-selected locations, coupled with a good maintenance and customer service program, can provide years of excellent revenue. They have proven longevity, and the number of kiddie-ride customers keeps growing.



Bullwinkle's features kiddie rides in the midway of their game room, offering hydraulic rides, cars, spaceships, and more.

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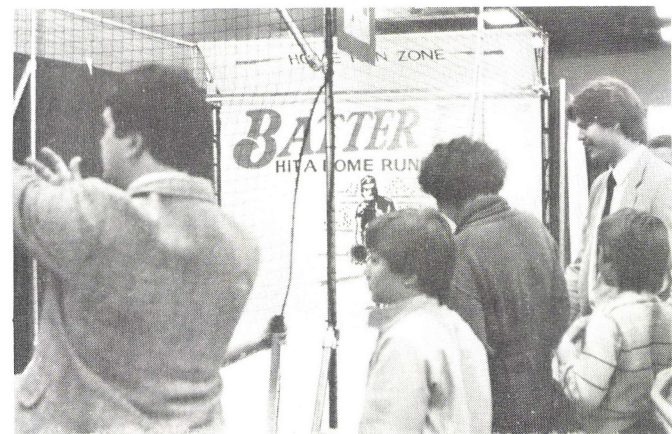
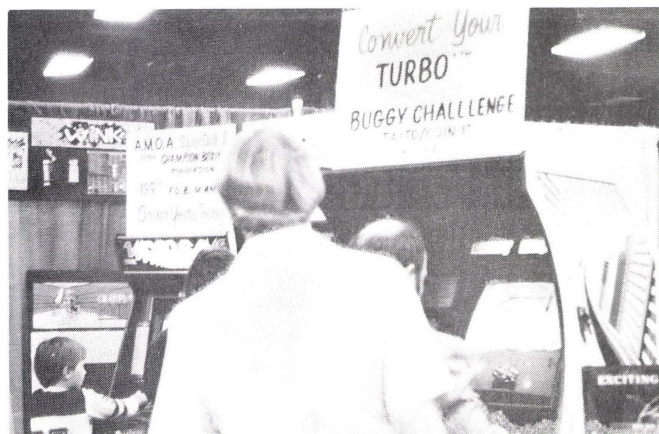
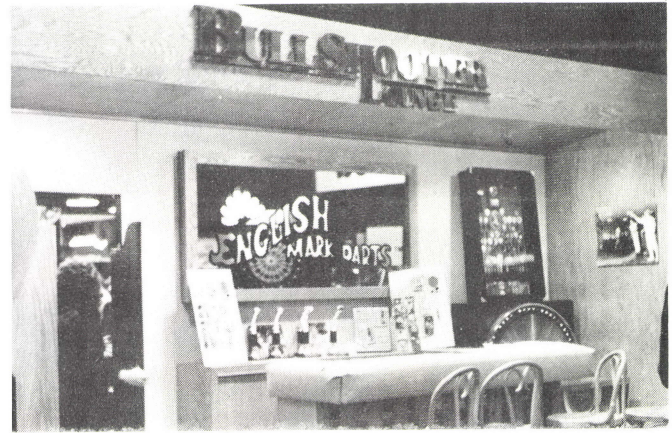


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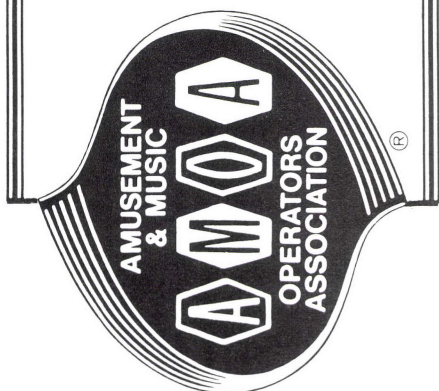
AMOA pictorial review



AMOA pictorial review



Positive attitude hit of AMOA show



George Kane of Kane Amusement Company in Petal, Miss., pauses during his tour of the exhibit floor for a photo with his sister, Karen.

The hit of the AMOA show was not a video game. It wasn't a pinball. It wasn't even a novelty game. The hit of the show was the attitude of the operators.

After gloomy AMOA shows in '83

and '84, this year's show in Chicago, October 30 through November 2, was described by attendees as upbeat. And it was reflected in the attitude of attendees, who were decisive, confident, and optimistic—characteristics



Roger Sharpe is pleased by the warm reception given his latest creation, Cyclopes, a new pinball manufactured by Game Plan.

long missing from the coin-op industry.

In a speech to the membership, John Estridge, outgoing AMOA president, summed up what many felt when he said, "Operators have been looking for ways to survive; this year they're looking for ways to make money."

Said a Wyoming operator, "I decided that if I was going to stay in this industry, it was time for me to make a commitment to it. I bought some new equipment, placed it in my locations, and, believe it or not, I'm finally making some money."

Added his wife, "It's not a whole lot, but once we made that decision to invest in new equipment, we started seeing revenues climb. It's like everyone says, you have to spend money to make money."

Operators seem more willing to do just that, much to the delight of manufacturers and distributors. Manufacturers have introduced equipment designed to help operators make money, and the variety of good equipment displayed was impressive, but it was clear that even the equipment took a back seat to the feeling of optimism that pervaded the AMOA show.

This show was unusual in that it had many hits, not just one or two. When asked to name their favorite pieces, operators generally answered that there was a lot of good equipment. In the past they usually named one or two that dominated the show. Some of those hits went on to become money makers, some didn't.

This year, however, the list of good games is lengthy. Operators still had their favorites, and there were games that stood out, but operators are looking for and finding ways to make money with a new crop of games. Many were echoing the Wyoming operator's feelings; they have survived, and now it's time to make money. Manufacturers are giving them the equipment to do it.

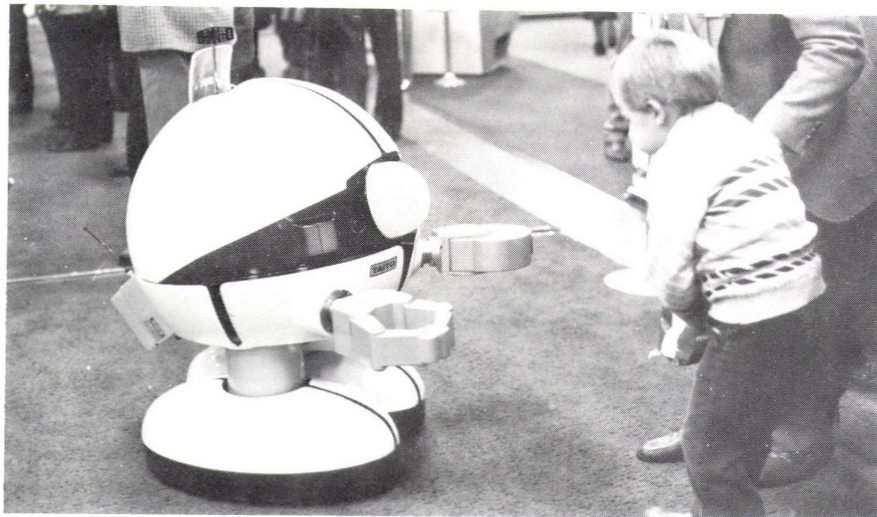
Another surprise was the number of arcade pieces displayed. Though arcades had been closing at an alarming rate, large arcade chains are doing better and even opening new locations. Manufacturers are ready with the equipment for them as well.

Equipment

Atari's *Gauntlet* video game brought unanimous cheers from operators. One distributor had to change his Atari order to meet unexpectedly high operator demand.



Bill Nemgar (left) of the Valley Company presents an award to Bud Leonard of Amusement Specialists of Stuart, Fla. Leonard's team won the award for the best dressed team at the Valley national pool championships last June in Las Vegas.



Taito's remote-controlled robot was irresistible to this little boy. Taito showed several versions of its robot products.



Dave Gilfor (middle) of Active Amusements poses with customers Cary King and Richard Stone of Delmarva Amusements in Pokomoke, Md., and Rick and Ken Kadel of Burkholder Amusements of Harrisburg, Penn.

The unique cabinet design and four-player configuration should appeal to a wide range of players. Operators said they were disappointed the game was not adaptable to either Atari system, but Atari representatives explained that *Gauntlet* could not have been made to adapt to the systems. Not for every location, this game should do well in the right place. Each of the characters, Thor, Thyra, Merlin, and Questor, has different fighting abilities. Each is controlled by a different player when there are four players. They fight enemies as they travel through mazes collecting food, treasure, and magic potions. New players may enter the game any time by depositing quarters.

Atari also showed its System I and II and software. *Peter Pack Rat* and *Indiana Jones and the Temple of Doom* were shown for System I, *Marble Madness*. Atari has not introduced a follow-up to System II's first game, *Paperboy*, but announced that numerous other games were in development and it planned to introduce one or two System II games each year.

Sega showed its ultra-successful *Hang-On* motorcycle game in ride-on,

upright, and sit-down versions. The game has been out for several months, but it continues to win praise wherever it is shown, and AMOA was no exception. The ride-on version features a realistic motorcycle that the player can lean over as he views the screen between the handlebars.

Sega introduced a new kit called *Choplifter*, which operators liked. In this horizontal-monitor kit, a player maneuvers a helicopter to save prisoners while using a machine gun or bombs to ward off enemies. Rescuing 20 hostages advances a player to the next scene. The game should do well in a variety of locations.

Capcom previewed its first game to be marketed directly by Capcom USA. Called *Section Z*, the game won't be out until around the first of the year. It is a space themed, horizontal kit. The player becomes a spaceman battling enemies through various space stations. He advances into enemy territory positions beginning with A and trying to reach section Z.

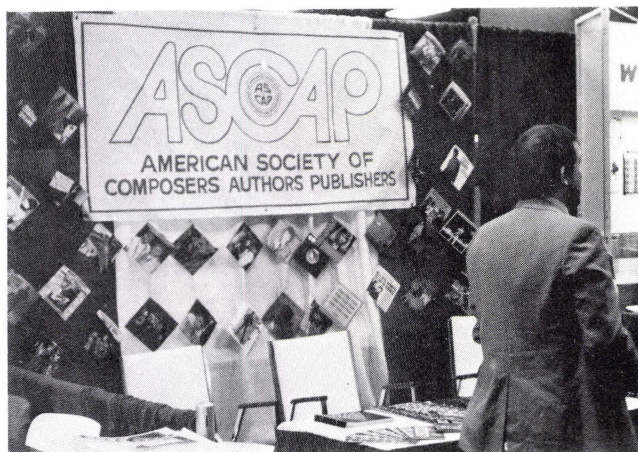
Barely two years old, Capcom just recently opened a U.S. office. Capcom Japan, for which Capcom USA is the exclusive agent in North

America, South America, and Europe, licensed such games as *Commando*, *1942*, and *Ghosts and Goblins*.

In deciding to market *Section Z* directly, Capcom USA licensed another new kit, *Gunsmoke*, to Romstar. *Gunsmoke* is a vertical-monitor kit with a western theme. The good guy, Billy, is hired by citizens of a gold-rush town to fight bandits who are stealing gold dust. "The orders on this game are unbelievable," said Capcom's Paul Jacobs. Jacobs said Capcom licensed *Gunsmoke* to Romstar because the company did such a good job with *1942*, which still is a high-earning game.

Many were eager to see what Data East would show to follow its string of hits, including *Karate Champ*, *Kung Fu Master*, and *Commando*. The newest offering is *Shootout*, another dedicated game. The player tracks down a mob boss as gangsters try to stop him from finding where the boss is hiding. The player battles his way through streets, parks, hotels, bars, and other parts of a city, but must be careful not to shoot innocent bystanders instead of gangsters.

Data East also previewed *Ring King*, a two-player boxing game.



ASCAP and BMI man booths at the show

"We didn't know what to expect," said ASCAP's Bill Lee, commenting on ASCAP's and BMI's plans to have a booth at the AMOA show.

The gesture was significant considering the controversy over the agreement between the performing-rights societies and AMOA. ASCAP (American Society of Composers, Authors and Publishers) and BMI (Broadcast Music Inc.) spent the weekend answering questions and talking to amusement operators.

"I think they realize we are just people like them," Lee said of operators' attitudes toward ASCAP and BMI. "Usually when we talk with operators on the phone, they are already mad because there is some problem with their jukebox registration. However, here at the show we have had a unique opportunity to chat with operators and get to know them, and they have had an opportunity to get to know us. They are a super group of people."

After answering a question from an operator about whether jukeboxes used for private parties need be licensed, Lee noted, "Operators have asked us some important questions that they just didn't know who to ask before. I think now they know there is someone at our office who will be glad to help. Associating a name with a face, so to speak."

Players challenge each other and become title holders by scoring a knockout or winning on points. Each boxer has his own assortment of jabs, hooks, and uppercuts.

Operators were in an uproar over Nintendo's plans to introduce a home system in the U.S. Many said they were afraid Nintendo would follow in Atari's footsteps, focus on the home market, and forget the coin-op industry. Nintendo has denied emphatically any intention of getting out of the coin-op business. In fact, with projected sales of nearly 100,000 systems by year's end, Nintendo is negotiating deals with others to develop software for the system so owners will have a much wider selection of games.

Frank Ballouz, vice president of marketing in Nintendo's commercial division, said home versions of the company's VS. System games, which are being tested in New York, might stimulate rather than discourage play of the games at operator locations. In any case, he said, it is unfair to compare Nintendo's move into the U.S. home market to Atari's of a few years ago. Operators then were trying to recoup their investment in dedicated Atari games, he said, an investment of much more than operators now pay for VS. System games.

Ballouz pointed to Nintendo's past refusal to offer close-outs as evidence that the company has operators in mind and won't do anything to jeopardize the success of the VS. System. The money to develop games for the system, he added, has come from Nintendo's budget for developing consumer products in Japan, where Nintendo is not involved in coin-op amusements.

Nintendo showed *Arm Wrestling*, a new game available as a dedicated game or as a Nintendo Pak for *Punch Out!!* or *Super Punch Out!!*. The player strives to become arm-wrestling champ of the world using strategy and endurance against the characters Texas Mac, Kabuki, Mask X, Ape III, and Frank Jr.

Nintendo also showed its lineup of games for the VS. System: *MACH Rider*, *Soccer*, *Duck Hunt*, *Hogan's Alley*, *Excitebike*, *Ice Climber*, *Golf*, and *Pinball*.

Nolan Bushnell of Bally Sente presented *Stompin'*, a video game players' control with their feet. The video screen is divided into nine squares duplicated on a floor pad on which the player stands. As the player



Magic Electronics introduced its Child's Play line of kiddie games in a colorful, balloon-filled display.



Nolan Bushnell, chairman of Bally Sente, and a model pose with his latest game, Stompin'. Players control the action with their feet.



Russ Strahan shows customers the workings of an NSM jukebox.

watches a mouse trying to get to a piece of cheese in the center of the screen, he tries to stomp the critter by stepping on corresponding squares on the floor pad. It is a physical game that exhilarated players. Of course *Stompin'* is not for every location, but it should do well as a novelty.

The company noted that other games incorporating the floor-pad system are in the works.

Bally Sente system games are numerous and seem to keep getting better. Operators point to the latest, *Mini Golf*, as a game sure to make them money. The 18-hole miniature golf course offers enough challenge for the pro and yet is appealing to non-golfers.

Many operators said that because they have had terrific success with *Gimme-A-Break* and *Trivial Pursuit*, they will buy *Mini Golf* in a new cabinet instead of converting one of the others.

Bally Sente also introduced *Sac Man*, a conversion to turn *Pac-Man*, *Galaxian*, and *Ms. Pac-Man* into a Sente system. The kit is complete with electronics hardware, control panel, harness, graphics, hardware, instructions, and paint for the old cabinet.

Among Bally Midway's showing

were *Sarge*, *Strikes and Spares*, *Eight Ball Champ*, *Pac Pack*, and *Hot Shot*. *Sarge* offers a variety of choices of play. Players may take on a solo mission, join forces as a team, or fight each other. Players maneuver a tank and helicopter through a battlefield of winding rivers, dark forests, and treacherous enemy terrain. The first player to survive the enemy and timer is promoted to *Sarge*.

The *Pac Pack* is to convert *Pac-Man* and *Ms. Pac-Man*, with the first game *Jump Shot*, a basketball-themed game pitting players against each other or the computer. Other releases will be available by January and April.

Hot Shot is a novelty pinball. Larger than an average pin, it uses a cue ball for the action.

Premier Technology showed *Rock*, an exceptional pin operators often mentioned at the top of their lists of great new games. The sound system is redesigned and the cabinet high-tech. Premier, which was formed just before last year's AMOA, has been successful. Each Premier pinball has new features and reliability operators look for.

Premier also previewed a novelty called *Hoop'z*, a basketball-themed mechanical piece similar to *Chexx*

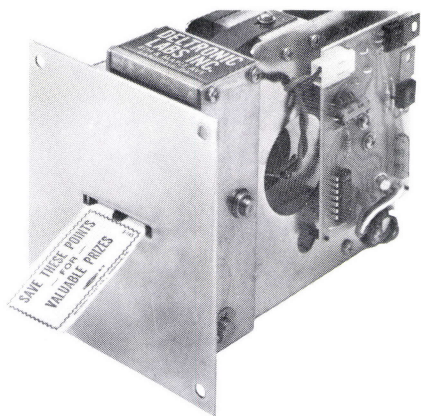
with the play action under a dome. The game is still in design and was only shown in Premier's suite, but operators should look for it when it is introduced.

Konami, which went through some changes last year (moving from California to Chicago after buying out Interlogic), is coming back strong. Operators were quick to name *Rush'n Attack*, which was introduced to distributors several months ago, as one of the best kits. The player tries to free prisoners through various scenes and enemies. The game already has proven to be a good earner.

Konami also showed *Omni*, a universal cabinet for horizontal or vertical monitors. *Nemesis*, shown in the *Omni* cabinet, is a war against clever aliens. And for the *Omni* cabinet or sit-down version is *Konami GT*, a racing game testing reaction and skill. Players must overtake opponents and avoid collisions on a rain- and ice-slicked course through snow and around hairpin curves.

Konami also has entered the trivia arena with *Wizz Quiz*, in which two players compete against each other and the clock to answer the same question. It is available as a kit to convert *Track and Field* with simple

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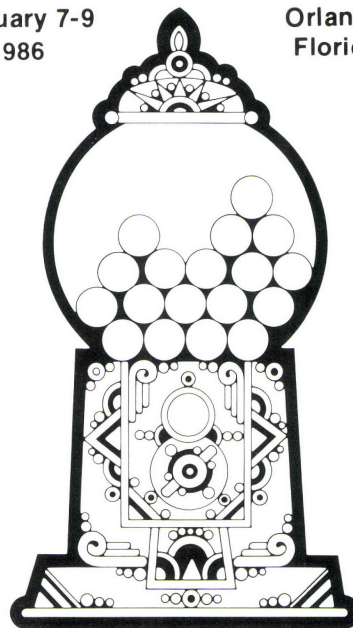
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installation of a sub board.

Williams always seems to offer something unique, and this year it was *High Noon at the 4 Moon Saloon*; a pay telephone; its latest pinball, *Comet*; a bowler, *Alley Cats*; and 4-in-One.

Operators have said *Comet* is great. *Alley Cats* is a sleek new design and features a choice of bottle-shaped pins or regular bowling pins, new sound effects, and cartoon graphics. *High Noon at the 4 Moon Saloon* is a shooting game that was busy continuously. Shooting at a large wall screen, players aim at futuristic western characters moving around in and out of a saloon. The weapon, an I.R. Nullifier gun, emits a visible spot of light to help home in on targets.

4-in-One is a 10-second novelty conversion. A small wall-hung or pedestal mechanical game, players choose from *Pigskin 2010*, *Willy at the Bat*, *Willy's Cup*, or *Poker*. The player simply maneuvers a steel ball into holes on the upright playfield.

Williams pay telephone will be available soon. Williams will manufacture the phone, but another firm will market it.

Game Plan, which maintained a low profile in the coin-op industry while pursuing other interests, has beefed up its distributor network and introduced some hot product. The latest additions are *Andromeda* and *Cyclopes*, two pinballs the company is billing as a new generation. They feature multi-ball, skill shots, eye-catching graphics, and flashing visual effects.

Cyclopes was designed by Roger Sharpe with help from some of the best-known pinball designers. Sharpe claims it is challenging enough for pinball lovers and easy enough for a novice to understand. Skill shots, multi-ball play, and other features promise this game will be a hit.

A pinball called *Loch Ness Monster* was previewed in Game Plan's suite. Designed by Joe Kamin-kow, who worked on many pinball hits for Williams Electronics and is currently employed by Memetron, this pinball is not available yet, but look for it near the first of the year.

A favorite of trivia lovers is Merit's new *Tic Tac Trivia*. As the name implies, it is based on tic tac toe. Players must answer questions to win a square with an X or O. If playing against the computer, the player has a chance to answer the question to block the computer's square. Once a



Premier's latest pinball, *Rock*, was one of the best at the show.



Memetron, though a fairly new company, is making a name for itself with new games like *MatMania* and *Shanghai Kid*.



Bob's Space Racers had several offerings designed for children, including *Pattie Cakes*, *Can Alley* and *Whac-A-Mole*.



AMA's Bob Nims can't resist a ride on Sega's latest, Hang-On, a realistic motorcycle-riding game.



U.B.I. showed its latest tables and was pleased with operator response.

player has won the tic-tac-toe board, he must also try to win the most points. The game includes bonus questions for bonus points. The game is great fun, and will be a natural extension to locations that demand the trivia games.

Merit also showed its new electronic dart game, *Bull Buster Darts*, which features reliable scoring, a non-glare target, a back-lit instruction panel, twin coin chutes, and a missed-dart indicator.

Magic Electronics has given operators quite a few kits that have proven consistent earners. At the show Magic introduced its Instant Conversion Coupler to adapt to almost any kit. Magic claims it eliminates blown boards, crossed wires, and power-supply and monitor problems. It is offered with an optional power supply that never has to leave the cabinet. Along with the coupler, Magic showed its latest hits, *Samurai*, *Wiz*, *Special Forces*, *Grobda*, *Bulls-*

eye, and *Poseidon*. Two games to come are *Nun Chackun* and *Hex Pool*.

Memetron, started a little more than a year ago by Larry Siegel, introduced *MatMania*, a Memetron *King Kit* conversion. The player uses ring techniques used in professional wrestling matches while battling five opponents in a quest for the championship.

Those who enjoyed playing hangman as children can enjoy it again with Status Game's *Hangman*. It is available as an update for the Status system or as a universal kit for any horizontal, vertical, or cocktail game.

Status also announced two variations on its *Triv Quiz: Sports Triv* and *Sex Triv*.

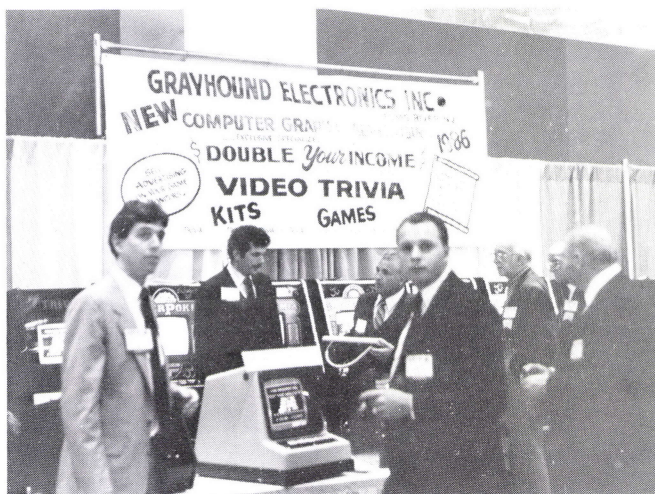
Entertainment Sciences displayed *Turbo Sub*, an undersea driving game in which the player pilots a futuristic submarine on a 3-D undersea adventure fighting alien creatures.

Cinematronics showed a game

designed for its Cinemat system. Called *World Series, the Season*, the new game allows players to keep their baseball statistics as professionals do. The player slips his key into the machine, and it reads his statistics. The numbers are calculated each time the game is played.

Equipment at Kitkorp's booth included *MetroCross*, *TNK III*, *Cruisin'*, *Crown's Golf in Hawaii*, and *Return of the Invaders*. A surprise was the pinball conversion developed by Steve Kirk and Harry Williams being marketed by Kitkorp. The first game for the conversion system is called *Gamatron*, and, according to the company, other kits are in development.

Gamatron features a new playfield completely wired and ready to install, a prom change, a new sound board, new back glass, and a complete set of cabinet graphics. Some operators said they would have to wait and see about a pinball conversion, but by show's



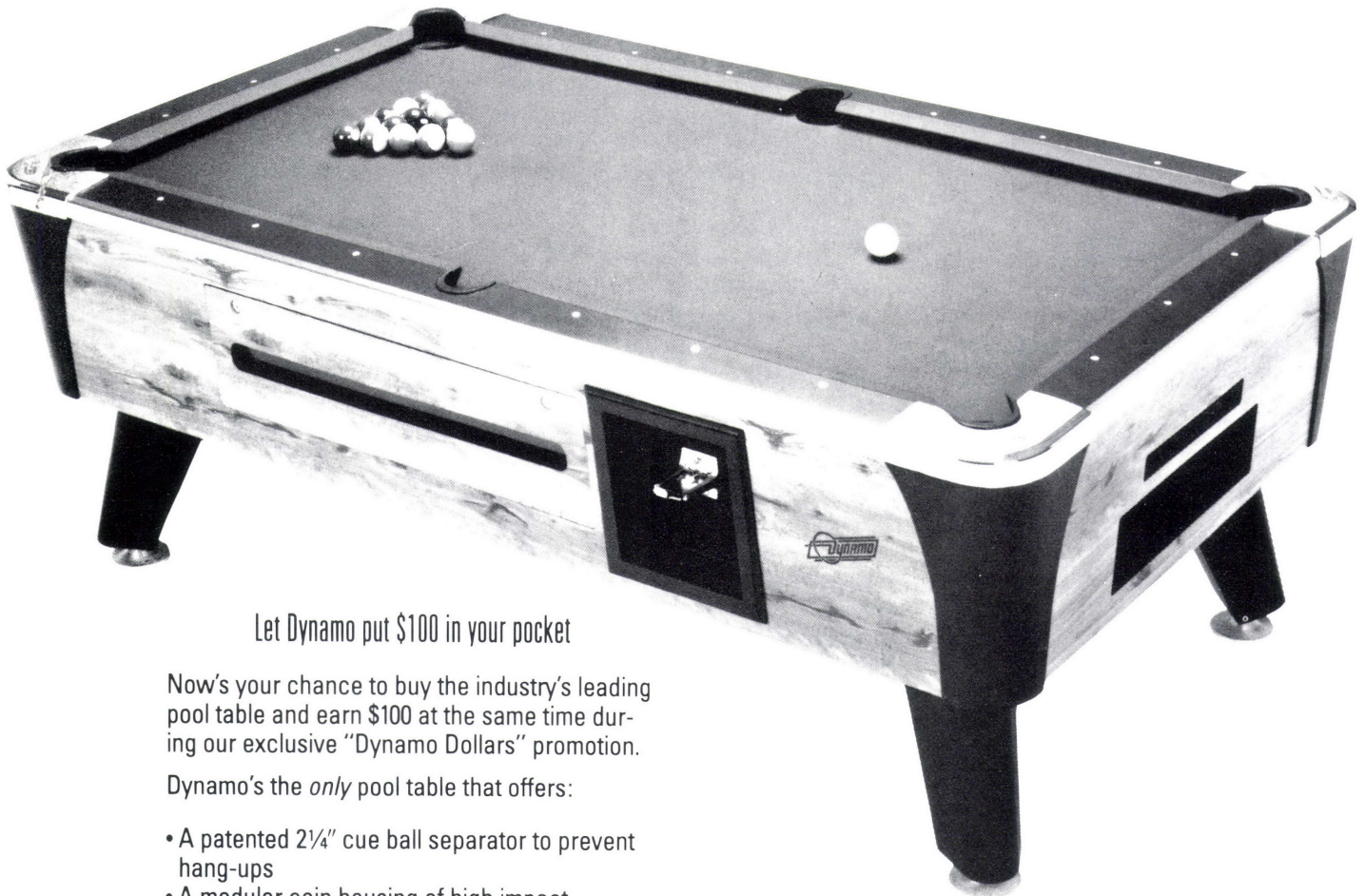
Grayhound Electronics had a vast array of products for operators' inspection.



Capcom showed its latest products in Romstar's booth, Gunsmoke, licensed to Romstar and Section Z.

DYNAMO

DOLLARS



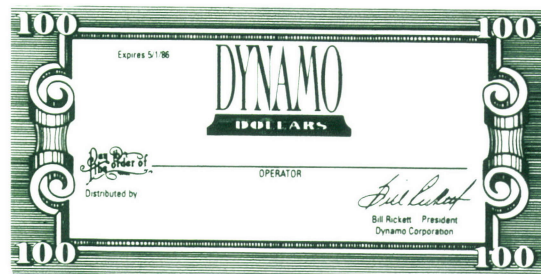
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end, they were finding distributors to place orders.

NSM also showed a pinball conversion, *Cosmic Flash*, manufactured in Germany and distributed by NSM. This is the third play-board variation on the Unipin cabinet. "There is definitely a market for this, just like there is a market for video conversions," said Russ Strahan, NSM president.

NSM showed the NSM-Lions universal video-game cabinet designed for any PCB with the use of a wiring harness. The monitor can be rotated to accommodate vertical or horizontal software, and the cabinet is of molded foam.

PGD showed the first trivia game you can play with your ears, *Music Trivia*. It is available as a countertop or a universal PCB conversion kit. Regular trivia questions and music can be mixed for up to nine categories. New music categories will be available each month as a pop-in E-Prom, according to the company.

Exidy introduced its latest in a series of conversions for *Crossbow*. Called *Crack Shot*, it is available either as a conversion or dedicated. The series of games *Crossbow*, *Cheyenne*, and *Combat* have all been consistent earners, *Crack Shot* looks like it will be also.

Coindata of Nashville showed the following conversion kits: *Farmers Rebellion*, in which the player uses martial arts to escape from a landlord; *Bogey Manor*, reminiscent of Ghostbusters as players battle ghosts, goblins, and witches; *High Voltage*, a space-themed battle fought from the cockpit of a star fighter; *Ninja Kun*, with 128 levels of play; and *Mirax*, in which the player must destroy Mirax City.

Taito, which has licensed many hit games to other companies, exhibited *The Legend of Kage*, in which the player controls the hero, Kage, as he ventures to rescue a princess from the devil's world; *N.Y. Captor*, in which the player is the last hope for a town terrorized by a mysterious gang; *Super Speed Race Jr.*, a racing game especially for children; *Monte Carlo*, a gumball/race game in which the player is rewarded with a gumball; *Super Dead Heat*, a car race in which two to four players compete on a variety of race tracks; and *Typhoon Gal*, in which the player maneuvers Yuki through opponents to a judo hall.

Digital Controls showed *Ghosts 'N Goblins*, which is licensed by

Capcom to Taito and Digital Controls. A princess is captured by the Lord of Goblins, and Sir Michael, the brave knight, must face ghastly dangers and enemies to rescue her.

Tehkan showed *Gridiron Fight*, a one-to-four-player football game first shown in the spring, and *Pinball Action*, pinball on a video screen.

Zaccaria and its exclusive distributor, Bhuzac, showed their popular *Magic Castle* pinball featuring Dr. Zekyll, Zankenstein, and Zaccula waiting to tell who is hidden in a magic castle, and *Devil Riders*, a dual-action playfield pinball. The company bills the game as absolutely symmetric for a perfect understanding between man and machine.

Kel-Chad, a new company formed by Fred Kelley of Nomac, showed *Bank Shuffleboard*, a unique 'V' shaped shuffleboard. Requiring only 38 square feet, 58 percent less than a conventional shuffleboard, the lightweight game has solid-state electronics and a durable playing surface.

American Shuffleboard exhibited its 12-foot and nine-foot *Royal Cushion* shuffleboards, which the company claims embody the finest features ever offered in shuffleboards.

G Manufacturing showed a new solid-state conversion kit for old Chicago Coin bowlers. The kit includes new back glass, new flash glass with a wired light bar, a new assembled and wired roll-over section, a wired electronic head that bolts into the existing shell, an assembled light box, and new harnessing. The company also showed its *Bowl* game featuring solid-state scoring and five different games.

Bob's Space Racers featured several children's novelty pieces, including *Pattie Cakes*, which challenges kids to press the lighted cupcakes as they flash randomly; *Can Alley*, which tempts kids to throw balls at characters in trash cans for prizes; and *Bully Buster*, the child-sized version of *Whac-A-Mole*. The company also had offerings for adults with *Super Shifter*, an arcade piece with racecars controlled by players; *Hot Spot*, the adult version of pressing lighted buttons; and *Bowler Roller*, which challenges players to nudge a bowling ball on parallel tubes over a hump. Players can't resist just one more try because the game looks easier than it is.

Pop-A-Shot was shown in the standard model, junior version, and the sit-down configuration. The company of

HANGMAN

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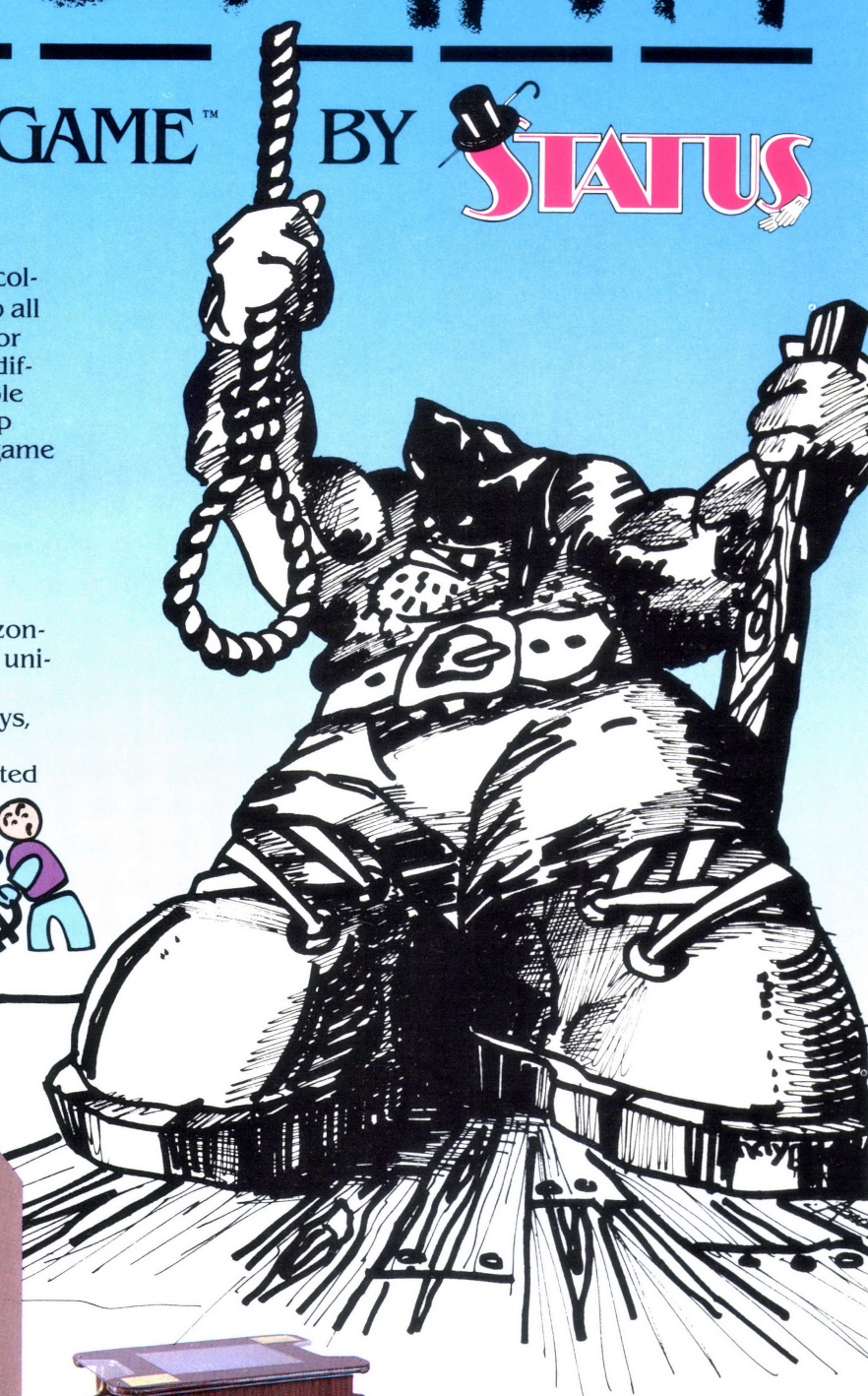
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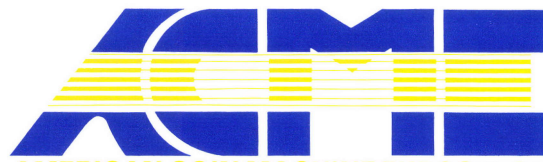
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The future of the coin-operated amusement industry is facing unprecedented challenges — and ACME '86 is prepared to meet those challenges now more than ever before! The 1st Annual American Coin Machine Exposition brings with it the best of the Amusement Showcase International and the Amusement Operators Expo. ASI's strong exhibit and product introduction presentation combined with AOE's history of producing high quality, issue-oriented educational sessions make ACME '86 the NEW spring marketplace for the coin-operated amusement industry.

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More than 100 manufacturers of coin-operated games, pay telephones, health care scanning devices, jukeboxes and music equipment, conversion kits, countertop entertainment systems, money processing and ticket dispensing equipment, parts and accessories, maintenance supplies, software, security devices, vending machines and much more will be on display in the 120,000 square feet of exhibit space in the Expocenter/Downtown Chicago.

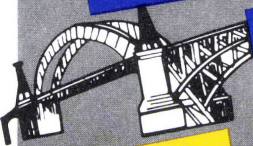
THE PROGRAMS

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the same name has significantly improved the basketball-throwing game.

Besides its electronic dart games, IDEA showed a novelty piece called *Color Me*, a psychological color game in which the player makes color choices by pushing the appropriate button. The machine then analyzes his personality based on the Lüscher color test. The company also showed *IDEA Ball*, in which the player watches a flying ball land in a pit area. The game is scored vertically, horizontally, diagonally, or in four corners.

Movie Hut displayed its *Vend-A-Sticker* sticker dispenser and *Tobi*, the robot.

Jukebox manufacturers had some surprises for attendees. Seeburg previewed its new compact laser disk with predictions of its wide acceptance in the not-so-distant future. One distributor was reminded of when 45s became universally accepted and related this story: "When 78s were still the most popular form of jukebox records, Seeburg produced a jukebox that would adapt to 45s. Of course, at the time no one took it seriously. But, lo and behold, 78s were discontinued, 45s were standard, and suddenly everyone needed a Seeburg jukebox. It took the others a while to build their jukeboxes for 45s. This compact disk concept could be a repeat of history."

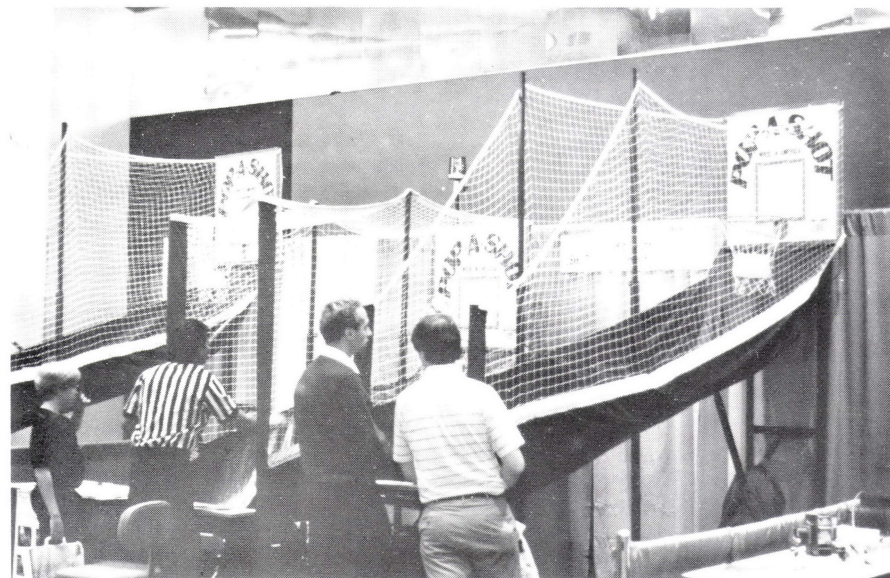
Operators raved about the new Rowe boxes. "It looks like Rowe listened to what we operators wanted and then built the new jukeboxes from our suggestions," one operator said. The *Golden 90* and *Sapphire 90* feature slanted glass to prevent glasses and litter from accumulating, easy-to-read selector keys, a high-powered sound system, and a \$1 and \$5 bill acceptor.

Wurlitzer, one of the oldest names in phonographs, recently celebrated its 125th year in business. The company's *SL800*, *Fuego*, *Tarock*, and *SL700* all feature Wurlitzer dependability and distinctive styling. Wurlitzer's Jerry Reeves said one concern operators have in purchasing a Wurlitzer is parts availability. He stressed, however, that parts are easily obtained and that many Wurlitzers are on location seven or eight years before needing a part. "Wurlitzers are so dependable," he said, "an operator can take it to a location in the crate."

NSM featured its latest product line: *City II*, *Sound Master Compact*, *Consulette ES IV*, *Satellite 200*, *Prestige II*, and *Concert 240*.



Children can never resist a ride on the latest kiddie ride, and there were plenty of rides for them to enjoy.



Basketball fans can seldom resist an attempt at dunking a few balls on Pop-A-Shot.



Table soccer is a challenge to players of all ages. Here show-goers try their hands on Dynamo's tables.



Seminars

From technical instructions to jukebox licensing, seminars provided attendees with a wealth of information.

Pay phones

The pay-phone market is still open, and many operators found their way to the pay-phone seminar moderated by Dick George of Roy George Music and Vending and paneled by Marty Segal, executive vice president of Republic Pay Telephone, and George Woods, formerly with Capital Tel Systems.

Segal, who has been interested in the pay-telephone market for longer than just about anyone, said, "A year ago, the phones didn't work, but they have improved a lot, although there's still some garbage being sold."

Segal showed a video of television reports that gave a bad impression of private pay phones. He noted that the business has gotten bad publicity because of fly-by-night operators, poor-quality phones, and bad features such as post-pay, in which the caller must deposit his coin after the called party answers.

Segal said that although about 30 states allow private pay phones, in only a handful of states is the business profitable. When pay phones were deregulated, he said, the Federal Commerce Commission (FCC) left it up to individual state public utilities commissions to make rules. As a result, regulations and rules vary from state to state.

Segal cautioned operators to rethink their game plans if they intend to get into the pay-phone business.

Securing location contracts is a must, according to Segal, and he recommends at least 10-year contracts. Bell, he added, signed locations to lifetime contracts.

Operators must learn the language of the telecommunications industry, Segal said, explaining that “they talk in acronyms and abbreviate everything, and you don’t know what they’re talking about.”

George Woods told operators that “way over 50 percent of pay-phone revenue nationally is generated in the Northeast. The total national gross, which includes long distance, exceeds \$4 billion.”

Woods, who told operators he would not operate a phone that did less than \$300 a month, said, "The private pay-phone market will really start moving in the next 60 to 90 days, when the equipment is perfected."

Woods then outlined numerous features of a good phone, including the following: audio instructions, heavy-duty construction, a three-coin mechanism, an escrow bin, a big coin box, proper answer supervision, the ability to handle incoming calls (PSCs will require it), the ability to access long-distance carriers, proper tarriffing 24 hours a day, seven days a week (tarriffs for intrastate calls continuously change according to days and times), easy servicing, the ability to call the operator when the coin box is three-quarters full, the ability to screen collect calls, and the ability to allow 976- and 900-number calls. The phone, he added, should “lean to the customer” to curtail vandalism, and it should be able to accept coins and credit cards. “If you go with coin only, you’re giving up a lot of revenue,” he said.

Woods said location is the most

important factor in pay-phone profitability, and the best location is where customers make a lot of long-distance calls. According to Woods, interstate long-distance calls are where the money is. He said a route should include no fewer than 200 phones and added that he would not operate one of less than 500.

Conversion kit/ trivia/systems

Play Meter's Frank "The Crank" Seninsky drew a standing-room-only crowd for his seminar on kits, trivia, and system games. He gave suggestions and service tips on numerous pieces of equipment.

He began with Nintendo's VS. systems and the following list of their good points: it takes only 15 minutes to change games once the system is installed (the original installation into a Nintendo game is about two hours compared to three hours into a *Pac-Man* game); there is a large library of good games; the low price means you can't get hurt with a Nintendo system; and the power supply and transformer are supplied when an operator orders a VS. System for a *Popeye*, which wasn't manufactured with the needed 12 volts. Seninsky also noted that he had not had any logic problems with any Nintendo product.

Seninsky mentioned one drawback of the Nintendo system: vertical rollover occurs when the C407 (10uf-160V) cap on the monitor breaks down because it's too close to hot components. It can be replaced with a thinner radial cap like a 10uf-200V. Seninsky speculated on future VS. software saying he hoped Nintendo was working to arrange for outside software. (Nintendo announced at the show that it has in fact been working



with outside companies to develop VS. software.)

Of Bally Sente's Sente system, Seninsky said it includes a large library of games, the pictures of missing children on the monitor are an excellent way to show that video games do public good; it is the fastest of all systems to convert (just 15 minutes on a four-year-old game); it has a new regular-size cabinet; and it's almost-vertical monitor position is highly visible to passersby.

Seninsky's one criticism of the Sente system was actually a compliment. He said that *Hat Trick* is doing so well on his route that there is no reason to buy new software for it. And because *Mini Golf* is a must, he will have to buy the entire system just to get *Mini Golf*.

Discussing the Atari system, Seninsky advised changing *Marble Madness* to *Indiana Jones*. Saying 90 percent of the players can't get past a certain level on *Marble Madness*, he suggested placing the game in a new location on normal setting, dropping the setting to easy after one week, then dropping to very easy after one or two more weeks, and then rotating the game to a new location and starting over.

Seninsky praised the new joystick on *Indiana Jones* but said the screws holding the switches will strip out of their holes after being taken in and out a few times. He added that he hoped more System I games were in the works.

Atari's System II *Paperboy* has several cold-solder joints in the high-resolution monitor, Seninsky said, advising that operators go over each one before bringing the monitor in for repair. He also pointed out problems in the tac welds on the steering assembly, which causes play in the steering.

Seninsky said Konami's *Rush'n Attack* is probably the best kit on the market. He said Konami boards are easy to troubleshoot because each can be swapped with other Konami boards (with the only difference in the control-panel wiring).

"It took me a while even to realize that Exidy had a system," Seninsky said, "because I never updated my *Crossbows* to *Cheyennes* because it was doing so well for so long. Now *Combat* may be the best of them all, great for high-traffic locations."

Because he feels the power supply is underrated, Seninsky's advice on the game is to replace the entire power

supply instead of fixing the original.

Seninsky gave opinions on several games: "1942 is the most versatile kit available making money in gamerooms and bars; Merit's *Triv Wiz* is great for most locations; *Gauntlet* is the best gameroom piece around but will not last long on the street; *Hang-On* is a great gameroom piece, but for street locations, put it on difficult and price it at 25 cents (but don't turn off your players); and on *Comet*, take out the mini post in the middle so players don't stay on the game all day."

Jukebox licensing

Walter Sampson and George Lanier of the licensing division of the Library of Congress Copyright Office spoke on how the new copyright agreement affects the jukebox industry.

The Copyright Office is separate from the tribunal responsible for setting rates for compulsory licenses (jukebox licenses are one of four they handle) and for distribution of the fees. The office also is separate from the performing-rights societies responsible for enforcing of the law. The Copyright Office collects the license fees and works with operators to uphold the law.

Jukeboxes licensed by states

State	Operators	Jukeboxes	State	Operators	Jukeboxes
Alabama	21	379	Mississippi	36	883
Alaska	40	793	Montana	32	581
Arizona	38	818	North Carolina	77	1,740
Arkansas	42	1,080	North Dakota	18	497
California	214	7,025	Nebraska	40	803
Colorado	70	1,042	New Hampshire	17	574
Connecticut	27	593	New Jersey	84	3,261
Delaware	5	191	New Mexico	27	602
District of Columbia	3	207	Nevada	11	176
Florida	134	4,071	New York	196	4,901
Georgia	87	1,096	Ohio	190	7,045
Guam	0	0	Oklahoma	35	891
Hawaii	15	541	Oregon	35	1,290
Idaho	12	433	Pennsylvania	172	5,289
Illinois	183	5,467	Puerto Rico	0	0
Indiana	106	2,262	Rhode Island	13	499
Iowa	69	2,522	South Carolina	80	2,249
Kansas	39	1,102	South Dakota	26	714
Kentucky	51	1,121	Tennessee	102	1,511
Louisiana	76	1,670	Texas	280	5,557
Maine	19	361	Utah	17	363
Massachusetts	79	1,938	Virginia	59	1,886
Maryland	77	1,647	Vermont	4	56
Michigan	112	2,698	Washington	27	709
Minnesota	59	2,435	Wisconsin	185	4,169
Missouri	101	1,955	West Virginia	43	1,590
			Wyoming	17	261



Show-goers sample Digital Control's latest games, Pacer Poker and Ghosts 'n Goblins.



Players compete on Taito's Cross Counter, a mechanical boxing game.



Wico displayed its vast selection of parts and supplies for the coin-op industry.

Sampson and Lanier talked about the new agreement between the performing-rights societies and AMOA on the compulsory license fee. The fee began in 1978 at \$8 and rose to \$50 a jukebox a year in 1984. AMOA began negotiations to reduce this fee.

Lanier outlined the rebate feature of the agreement, which calls for \$10 rebates per jukebox in 1985 and 1986. In 1987, the rebate is linked to the adjusted royalty rate, and 110,000 jukeboxes must be licensed. In 1988, registrations must be 115,000, and the rebate will be any amount of the fee over \$60 a jukebox a year.

Lanier said the performing-rights societies, not the Copyright Office, are handling the rebates. In 1985, the total rebates from the three performing-rights societies total \$890,000 and will be issued about November 1986.

Lanier also discussed the transferability feature of the agreement. Previously, operators were required to purchase a license for each jukebox, registering its serial number and make. Now an operator may purchase a license that can be applied to any jukebox. Lanier also noted that the new one-part certificate will take up the space of one title strip compared with two for the old certificate.

Replying to operators asking about competitors who are not complying with the law, Lanier said, "We often receive lists with names and addresses of those not complying, and that is the only way we will know."

Lanier also mentioned that the Copyright Office has on file the names and addresses of all operators who have filled out applications for licenses. The list is available for \$250 from the Copyright Office's cataloging distribution center.

Lanier said the penalties for those failing to register jukeboxes can include a fine of up to \$50,000 a song. "It is a simple fact that the law is the law, and as time goes on, it will be difficult for operators to claim they didn't know about the law," warned Lanier. Cases have been settled out of court, and the Copyright Office will pursue those who do not comply with the law.

Lanier said either he or the Copyright Office's licensing specialist will answer any questions operators may have about the copyright laws and how they affect them. The Copyright Office's number is (202) 287-8130.

Video jukeboxes

"About 500 of our video jukeboxes

PLAY METER, November 15, 1985

are on location at this time, and that is the lion's share by a considerable amount." So Rowe International's Director of Video Operations Michael Reinert described the status of the video-jukebox marketplace.

For several years jukebox manufacturers have been toying with the idea of combining video and sound. None of the efforts have succeeded. Still, Reinert and five other panelists spoke to a full house of interested operators at the AMOA seminar on the future of the video-jukebox market.

According to Reinert and others there is a video-jukebox market to be exploited, but it is different than the one for traditional music equipment.

"The location has to be appropriate for an entertainment center, not just background music," Reinert explained.

Reinert and John Nelson, president of Nelson-Aved Technologies, listed the most appropriate location as arcades, high-traffic singles bars, military locations, laundries, college campuses, and some pizza parlors.

"Generally, the target market is 35 and under," Nelson added.

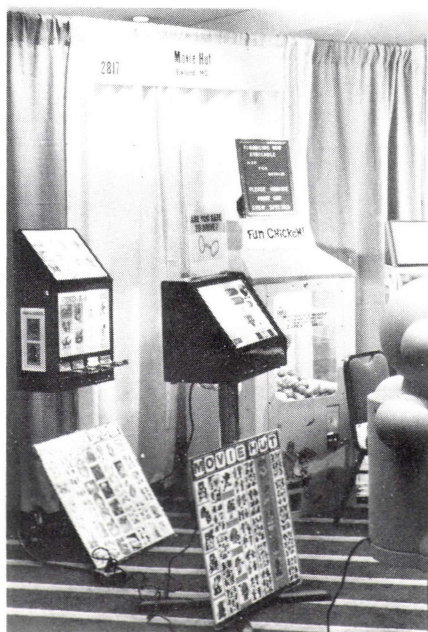
What seems to have spurred new interest in producing video jukeboxes—there were six on display at the AMOA—is the success of MTV music videos and the discovery of an appropriate use for videodisc technology.

Videodisc, or laser disc, has become somewhat of a dirty word in the coin-op industry. It brings to mind overpriced video games that brought operators little other than maintenance headaches. But when it comes to the music box, the stunning audio and clear video that videodisc offers just might make it, as Nelson told his seminar audience, "the right technology, just as MTV is the right product."

Not all video jukeboxes are created with videodisc, however. The Rowe Video/Music Entertainment Center employs videotape, because, Reinert said, "We don't feel that the volume of production that we anticipate can be adequately done by any disc manufacturer in the United States."

There are several factors that have been keeping video jukes off location, not the least of which is price, which averages about \$7,000 to \$8,000. But just as significant is the lack of available music caused by the inability to get rights for video-jukebox play from recording artists or their agents.

"Recording companies must obtain rights for commercial exploitation



Movie Hut's several offerings for kids were Vend-A-Sticker, Fun Chicken, Sticker Store, and a robot that dispenses stickers.



Hoop Shot! by Doyle & Associates is a basketball-throwing game. The company also showed Batter Up!, a baseball-batting game.

from the artists," said Reinert. "It's different from MTV, which is considered promotional use."

Reinert reported an improving exploitation-rights situation with several recent signings including such popular artists as Lionel Richie. Artists like Michael Jackson, Billy Joel, Bruce Springsteen, and Mick Jagger, however, are still unavailable.

"Our biggest problem in trying to get these rights established is that some people are using clips illegally," Reinert lamented.

Confusion still surrounds licensing requirements for the boxes. According to Reinert, three licenses are necessary—video rights, synchronization rights, and performing rights—the first two of which are handled by the manufacturer. The question of what kind of performing rights a video-jukebox operator is responsible for obtaining, however, has not yet been answered.

"It may be a different licensing situation than for traditional jukeboxes," he mentioned. But for now, Reinert suggests, operators of video jukes should register them in the same way they do traditional boxes.

Video jukebox vendors are hesitant to make predictions on anticipated penetration levels, but Reinert suggested there could be 5,000 on location within the next two to three years, perhaps 50,000 to 60,000 within a decade. Reaching those goals will be dependent on whether manufacturers can overcome the thorny problems that still exist.

Cigarette vending

The surgeon general's goal of a smoke-free society by the year 2000, high taxes, and groups forming to ban smoking have hit cigarette vendors pretty hard.

This was the backdrop for a seminar entitled "Cigarette Vending for Profit" presented by Jon Hennessey, Philip Morris assistant director of sales planning; Michael Shaw, R.J. Reynolds national vending sales manager; and Irv Otte, Brown & Williamson director of vending; and moderated by Roger Mozingo, vice president of state activities for the Tobacco Institute.

Mozingo told the group of about 100 attendees that no matter what problems cigarette vendors have, politics will be a bigger part of their business in the future.

The Tobacco Institute is actively involved in fighting adverse legislation, which he said is occurring more frequently. In 1984, he explained, there were 52 bills proposed in 24 states adversely affecting smoking, and five of those were adopted. In 1985 there were 116 adverse bills proposed in 37 states, and 15 of those were adopted. Predictions are that even more anti-smoking legislation will be adopted in 1986.

R.J. Reynolds's Shaw showed the audience a picture of cigarette vending's humble beginnings—the *Silver Comet*, which vended a single cigarette for one penny. (Cigarette vend-



Rowe's new jukeboxes include improvements operators asked for.



IDEA has several new products including Idea Ball and a new version of its electronic dart game.



Mobile Records representatives Debbie Campbell (right) and Ted Howell (glasses, left) from Pittsburgh with singing star Judy Rodman talk with customers.

ing since has grown into the \$2 billion industry, according to Morinzo, and cigarette vending accounts for 12 percent of all vending.)

Into the '60s and through the '70s, Shaw said, vendors could choose from among 63 brands. It was relatively easy for vendors to stock machines with about every brand available. He pointed out that cigarette brands now total 240, making it more difficult than ever to stock machines. He said that more than three million people will have to choose their second choice of brands from a vending machine, and 43 percent will go elsewhere if a machine doesn't have their brand.

Considering these figures, Shaw emphasized the need for operators to use demographic loading. The operator must know his area and clientele to load his machines properly.

Otte of Brown & Williamson talked about generic brands and their place in vending machines. Brown & Williamson introduced the generic brand in 1980 amid speculation that generic brands would never work. But, Otte said, this is a consumer-driven market, and people now are more willing to pay less for generic brands, which will have a place in the vending market. He pointed out that cigarette vending has changed very little despite higher taxes and adverse legislation.

Because previously there was little cigarette price difference between retail stores and vending machines, people didn't think twice about purchasing cigarettes from a machine. But the price difference is widening, and every time there is a price increase (usually because of legislation), vending sales drop. Otte showed a chart indicating that weekly pack sales per machine has dropped from 96 in 1979 to 67 in 1984. The drop is a good reason, he said, to stock generic brands in machines. To do so requires machines that can handle dual pricing. He stressed that dual pricing is imperative for cigarette vendors to earn their share of revenue. The cost difference between generic and name brands is about 25 cents.

Philip Morris's Hennessey re-emphasized that cigarette vendors are the most adversely affected when smoking bans are placed in key locations because that's usually where the machines are. "There is no use having a cigarette vending machine in a restaurant if a customer can't smoke in there," he said.

Open-mike forum

Several manufacturers addressed more than 350 people in an open-mike forum and then fielded questions from operators. Bill Cravens of Nintendo, Bob Lloyd of Data East, John Rowe of Romstar, Joe Dillon of Williams, Ben Har-El of Konami, and Bob Fliday of Bally participated in the seminar.

Fliday stressed that operators must make money or no one does. He said that there is a glut of dedicated games, and the industry is just scratching the surface on kits and systems.

He said the equipment in Bally's Aladdin's Castles is 78 percent dedicated, 14 percent conversion, and eight percent systems. He added that of the top 20 games, some are dedicated and some are kits. "Manufacturers are looking at both. They are being more selective. All have a place in the industry."

Fliday also said that operators must buy properly, check games thoroughly (there is information available on game testing), have return-on-investment knowledge, know overhead costs, study the market and research demographics on locations, and stay within a budget.

Lloyd talked about the expertise of operators in business today. "I was awed by the years of operator experience I have seen at this show," Lloyd said. "Another positive aspect is that

the total number of machines is down a little, resulting in better profit for those out there."

Lloyd talked about the extensive testing of games, saying, "The days are gone when an operator with 25 locations buys 25 games. We don't expect that anymore. But we must have good, well-tested product."

Lloyd discussed research and development and explained why Data East has chosen to introduce only dedicated games. "The industry is driven by research and development," he said. A game may start out as a great idea, but if it is never brought to market, the research and development costs are just as great as for a game that does come out. A company may recoup some of its investment in a game by introducing it as a kit that an operator may be willing to buy as a kit but not as a higher-priced dedicated game.

Lloyd gave the following as reasons Data East is selling only dedicated games: to fund research and development, to present 10 games properly, just as hit movies are shown in selected theaters; to address the copy-game problem (attorneys advised that if kits appeared on the market they would obviously be copies); and to maintain the resale value of dedicated games. He said Data East is limiting its production runs on its games with resale value in mind. "It is hard to know when to turn it off, and

it's a hard decision when you feel you could force out 1,000 more games, but we will have no close-out prices, so our production will be limited," he said.

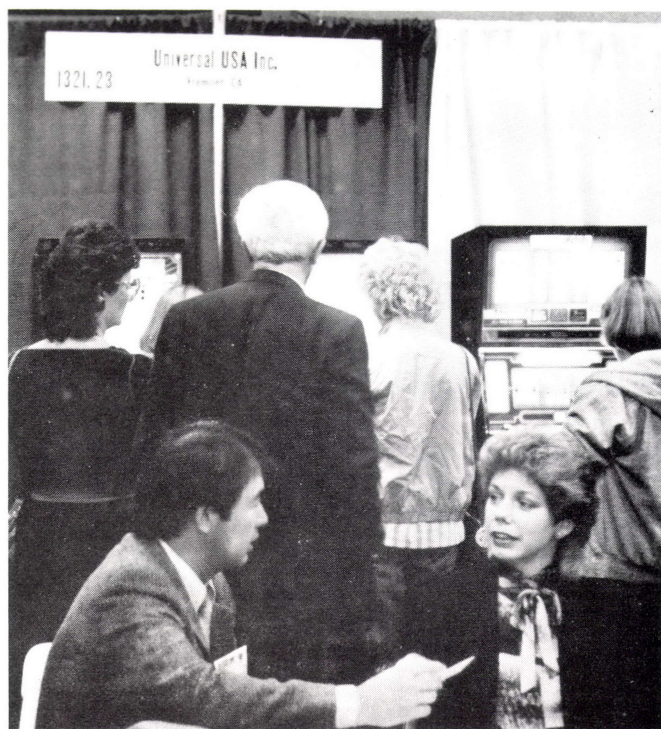
Romstar's Rowe emphasized the player in the scheme of things, saying, "The player is still our ultimate customer. We talk to them and relay the information to our designers. The number of kids is increasing, so our customer base is expanding; 1985 is an important year for everyone."

Har-El of Konami disagreed with Lloyd's analogy of putting out kits because the game wasn't a 10. After naming several 10 games Konami has introduced, including *Yie Ar Kung Fu*, *Track & Field*, and *Time Pilot*, he said, "We are dedicated to the industry." He said Konami has 200 research and development engineers in Japan producing games that rate 10s. Har-El did agree that production runs should be cut short to prevent the market from being flooded.

Cravens of Nintendo outlined Nintendo's plans for system software. "We have negotiated with other manufacturers to develop software for our systems to expand operators' library of games," he said. Cravens also addressed the question of Nintendo's introducing a consumer product and assured operators that Nintendo was not neglecting the coin-op industry. ●



Players must answer trivia questions to get their Xs or Os in Merit's Tic Tac Trivia, a variation of Tic Tac Toe.



Universal U.S.A.'s general manager Mac Sugita (sitting) talks about the industry as crowds look at new products from Universal.

Operators turning to computers for help

By George Sigler

"We have a screen display for each game that shows the location and the entire year of collection history."

"Most people will see a sale and buy hardware, which is ridiculous, because hardware means nothing if you don't have a software package that will give you what you want."

"Along with running the vending and amusement routes, I can just go over to a half dozen stores and pick up IBM or IBM-compatible programs that'll do anything I want."

"It's like night and day."

That's how David Allen of Hutchinson Vending and Amusement in Hutchinson, Kan., began to describe the difference computerized route management has made in his business.

"We always had a rough idea of how things were doing, but we had to wait until we got information back from the accountants. We were hand-posting all of our collections, and we could look at ledgers and see this week's collections and the previous week's collections. With this software, we can pull up information on a whole quarter or pull out all the phonographs and see how they're doing for a particular week, month, or quarter. We couldn't do that easily on a manual basis, but it takes just a minute or two with a computer. We love it."

While computers have been around for decades, it is only in the past five years or so, with the development of powerful and relatively inexpensive personal computers, that the use of computers has become widespread in businesses of all kinds and sizes.

But a fact many computer buyers have learned the hard way is that what a computer can do for your business depends on the software program that tells the computer what to do.

Alan Kronenberg, president of Compu-Vend, a five-year-old New Orleans company that has sold more than 100 comprehensive software packages written specifically for vendors, said 25 percent of his customers had previously bought computers but had given up trying to use them after only a few hours of running time.

"Most people will see a sale and buy hardware [the computer itself and accessories], which is ridiculous," Kronenberg said, "because hardware means nothing if you don't have a software package that will give you what

you want."

Compu-Vend's software is applicable to amusement routes as well as vending routes, and, according to Kronenberg, amusement operators often are among the hardware-wise and software-foolish. "In games," he said, "so many of the repair personnel have worked in the computer industry, and they're the first ones to go buy hardware. But they know nothing of the software industry or how to keep the software running."

Over-the-counter general business software, such as database-management, spreadsheet, accounting, and word-processing programs, is available from computer stores at prices starting lower than \$100. According to Kronenberg, about half his customers initially try to use an inexpensive all-purpose database program to track their routes.

Many who began buy trying to tailor a program to their needs, he added, "went to our system because they outgrew what they were trying to do. It was nice when a guy could spend an hour playing with it, but a lot of us over the past few years have had to go back to work and don't have the time to play with it."

Jack Burton of Kwik Kafe of Idaho in Boise, who operates "300 to 400" amusement machines and is a customer of Kronenberg's, said he decided against trying to adapt general software because "we don't have the expertise, and we're too busy." He added that no other operators he knew had done so successfully and inexpensively.

Allen, however, believes he has developed a good route-tracking system using an over-the-counter database program called PFS File and its accompanying report-writing program, PFS Report. And according to Allen, who uses Compu-Vend's software package to manage his vending

routes, the system "is working great.

"We have a screen display for each game, sorted by game or game number, that shows the location, and then the entire year of collection history," he said. "As we make a collection, our bookkeeper posts it to this one particular screen for this game so that when we call it up we can see the collection history for the whole year to date." Allen said he can print or display on the computer screen reports on all the games or sort them in any combination—by location, area, customer, type of customer, type of machine, or "anything that you can think of."

Allen had "very little" computer experience when he decided to computerize his business. After putting his vending routes on computer using Compu-Vend's system, he decided to try some other software for his amusement routes, which he said consist of about 700 machines.

Allen looked at the PFS programs at a local computer store and then examined reports generated by some route-management software being used by other amusement operators. "I could see that I could get exactly the same reports from a \$250 investment [the cost of the PFS programs] and a little bit of time setting it up, compared to what they were paying \$2,000 for."

New Jersey operator and distributor Frank Seninsky, who writes Frank's Cranks for *Play Meter*, is another who has put together a computerized route-management system. Unlike Allen, Seninsky had computer experience—he was a computer-science minor in college—and could program for himself. Nevertheless, Seninsky said an operator working with a personal computer and a simple, inexpensive software program (VisiCalc) can create a good tracking system.

Ed Trujillo, vice president of Dolphin Software, Ltd., which, like Compu-Vend, sells a comprehensive software package designed for vendors, says he has "encountered a couple of people that were trying to develop software on their own, but the software they did develop was too hard to do, there were too many complexities."

Kronenberg, who has "15 or 20" customers whose amusement routes are larger than their vending routes, said that while over-the-counter software will "provide you limited information, to tie the whole package together and interface it with an accounting system takes a bit more time and expertise than most operators have."

More than just a system for tracking equipment and locations, Compu-Vend's software, he said, provides as many as 44 reports, including sales-tax, commission, profit-statement, depreciation, payroll, and over/under-analysis reports.

Trujillo echoes Kronenberg, saying Dolphin's program, pCvender, isn't a spreadsheet or a database program, although it does manipulate databases. "I guess a person probably would prefer to use a program like this because it gives him specific information about route accountability, it can write checks, it can print out specific reports," he said, adding a long list of other Dolphin features and explaining that to get the same thing using general software "you would really have to do some bending and twisting."

After deciding to use a specialized software package for his amusement and vending routes, Kwik Kafe's Burton considered another company before Compu-Vend. But the software, he said, required a larger, more expensive computer than a personal computer. The software from Compu-Vend (and the since-established Dolphin Software) runs on an IBM personal computer or an IBM-compatible, and, Burton said, that's "what sold me on it."

He explained that with a personal computer running Compu-Vend's software, "along with running the vending and amusement routes, I can just go over to a half dozen stores and pick up IBM or IBM-compatible programs that'll do anything I want."

While Burton is managing his vending routes using the Compu-Vend system, he is waiting for system updates (announced by Kronenberg at the National Automatic Merchandisers Association show in October) to be installed before adding his amusement routes.

With the system updates, Burton said, the software "will do everything that we want it to do. We have watched and hoped we could get something that could do it (computerize routes), and this is the first one that's really come up with the right answers as far as we're concerned."

Compu-Vend and Dolphin Software are two of only five companies, according to Kronenberg, competing for vending-software business. Dolphin was established in Albuquerque, N.M., about three months ago, five years after the company's president, Michael Rutherford, wrote a program for a vendor in Syracuse, N.Y. Through word of mouth, other vendors heard of the software and asked Rutherford to write programs for them. Trujillo said the current program is several generations ahead of the first and consists of 25,000 lines of code.

Compu-Vend was begun about five years ago, after Kronenberg, himself a vendor, designed a program from scratch for his business. Publicity brought inquiries from other vendors, and the business grew through referrals. Now Compu-Vend offers hardware (IBM and Radio Shack personal computers and an IBM System-36 computer) as well as the software, training, system updates, and management consulting.

The five companies haven't tapped even 25 percent of the market of vendors and amusement operators, Kronenberg estimates, adding that he questions whether many potential customers have set up satisfactory systems of their own. But with the growth of companies like Compu-Vend, the increasing sophistication of over-the-counter software, and the availability of personal computers whose prices seem to fall as their power increases, the computerization of coin-op management seems inevitable.

Whether a full-blown management system costing upwards of \$20,000, a \$1,500 personal computer with adapted over-the-counter software for route tracking, or something in between, some kind of computer system apparently will soon become as much a part of amusement operating coin boxes and screwdrivers. ●

*"To tie the whole package together takes more time
and expertise than most operators have."*

NATIONAL PLAY METER

Poll Information

The following are rankings of the top games in the coin-operated amusement industry. The games are ranked according to an index formulated from a regular survey of operators of coin-operated amusement equipment. Games not appearing on this poll either (1) did not generate a five percent response or (2) did not rank among the top 50 games in the country. The games are further identified by their general equipment classification type: Video, Pinball, and Novelty. The average index rating for all surveyed games for this individual survey was 69.

Top Ten Games of November 15 Issue

Game/Manufacturer	Index Rating	Game/Manufacturer	Index Rating
1. <i>Hang-On</i> /Sega	248	5. <i>Paperboy</i> /Atari	119
2. <i>Temple of Doom</i> /Atari	141	7. <i>Commando</i> /Data East	114
3. <i>Demolition Derby</i> /Bally Midway	140	8. <i>Eight Ball Champ</i> /Bally Midway	111
4. <i>Comet</i> /Williams	133	9. <i>Sorcerer</i> /Williams	108
5. <i>Trivia Whiz</i> /Merit	119	10. <i>Space Shuttle</i> /Williams	102

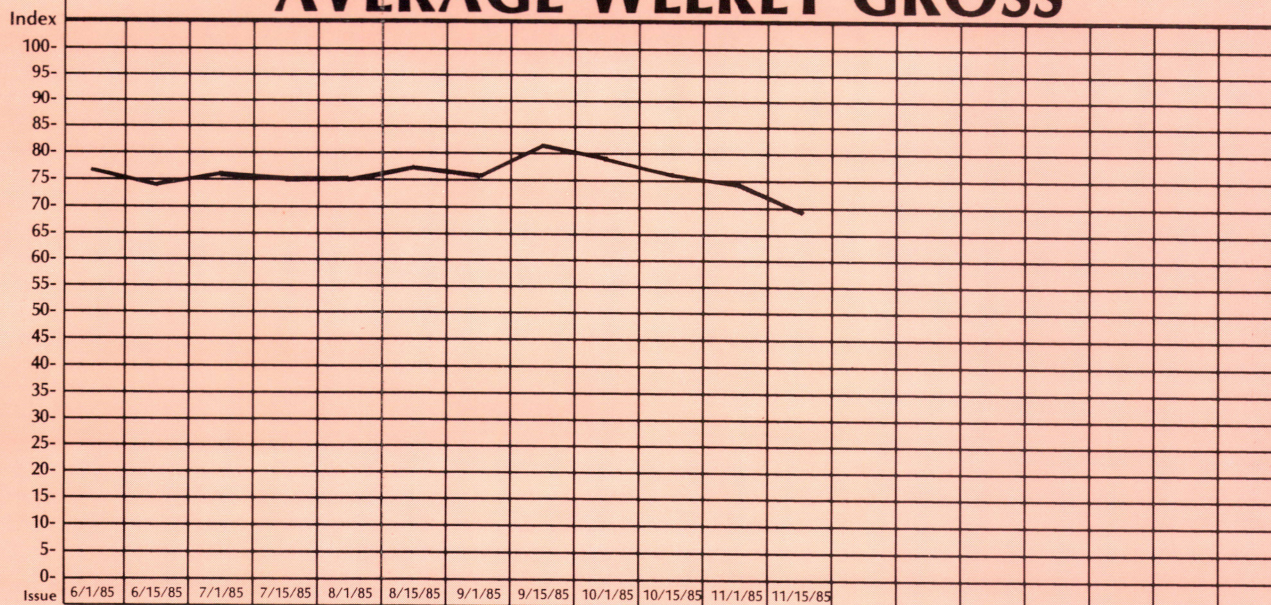
Game/Manufacturer	Nov. 15	Nov. 1	Oct. 15	Oct. 1	Video	Pinball	Novelty
1. <i>Hang-On</i> /Sega	248	—	235	—	•		
2. <i>Temple of Doom</i> /Atari	141	239	180	—	•		
3. <i>Demolition Derby</i> /Bally Midway	140	134	155	183	•		
4. <i>Comet</i> /Williams	133	153	—	—		•	
5. <i>Trivia Whiz</i> /Merit	119	118	104	114	•		
5. <i>Paperboy</i> /Atari	119	196	151	138	•		
7. <i>Commando</i> /Data East	114	126	174	143	•		
8. <i>Eight Ball Champ</i> /Bally Midway	111	112	—	—		•	
9. <i>Sorcerer</i> /Williams	108	79	95	103		•	
10. <i>Space Shuttle</i> /Williams	102	85	100	116		•	
11. <i>Kung Fu Master</i> /Data East	100	114	141	119	•		
12. <i>Hogan's Alley</i> /Nintendo	99	103	121	129	•		
13. <i>Magmax</i> /Nichibutsu	96	107	83	156	•		
14. <i>Duck Hunt</i> /Nintendo	93	102	113	108	•		
15. <i>Spy Hunter</i> /Bally Midway	86	100	96	105	•		
15. <i>Ice Fever</i> /Premier	86	—	80	76		•	
17. <i>Cheyenne</i> /Exidy	85	94	101	133	•		
17. <i>1942</i> /Romstar	85	99	97	129	•		
19. <i>Chicago Cubs Triple Play</i> /Premier	83	95	83	98		•	
20. <i>Pole Position II</i> /Atari	82	81	100	88	•		
20. <i>10-Yard Fight '85</i> /Memetron	82	60	77	68	•		
22. <i>Firepower</i> /Williams	79	63	70	74		•	
23. <i>The Empire Strikes Back</i> /Atari	77	62	—	—	•		
24. <i>Yie Ar Kung Fu</i> /Konami	76	86	76	88	•		
25. <i>English Mark Darts</i> /Arachnid	74	68	45	59			•

NOTICE: The sole purpose of this survey is to determine on a regular basis the top performing games in the country. Any attempt to use the results of this survey for any other purpose is unauthorized, wrongful, and misleading.

NATIONAL PLAY METER

Game/Manufacturer	Nov. 15	Nov. 1	Oct. 15	Oct. 1	Video	Pinball	Novelty
26. Marble Madness/Atari	73	87	86	69	•		
27. Karate Champ/Data East	72	92	112	102	•		
28. Crossbow/Exidy	69	103	66	99	•		
29. Kings of Steel/Bally Midway	68	67	53	48		•	
29. Samurai/Magic	68	71	53	65	•		
31. VS. Excitebike/Nintendo	65	72	70	78	•		
31. Black Pyramid/Bally Midway	65	—	59	59		•	
33. Cobra Command/Data East	64	88	134	95	•		
33. Eight Ball Deluxe/Bally Midway	64	75	87	70		•	
35. Pole Position/Atari	63	76	79	89	•		
35. Two Tigers/Bally Midway	63	94	68	72	•		
37. VS. Golf/Nintendo	62	79	95	72	•		
38. Return of the Jedi/Atari	61	57	54	55	•		
39. Super Basketball/Konami	57	50	54	58	•		
40. Triv Quiz II/Status Games	56	75	50	61	•		
41. Tapper/Bally Midway	55	43	48	46	•		
42. Little Casino III/Digital Controls	54	—	—	40	•		
42. Punch-Out!!!/Nintendo	54	71	76	83	•		
42. Laser Cue/Williams	54	52	61	50		•	
42. Ice Climber/Nintendo	54	54	50	71	•		
46. Triv Quiz/Status	53	—	—	52	•		
46. Elevator Action/Taito	53	52	53	58	•		
48. Crown's Golf/Kitcorp	51	88	—	78	•		
49. Champion Baseball/Wico	50	47	52	50	•		
50. Dragon's Lair/Cinematronics	49	46	42	43	•		
50. Video Trivia/Grayhound	49	63	99	75	•		
50. Vulgus/Romstar	49	59	36	37	•		
50. Do! Run Run/Universal	49	46	42	44	•		

AVERAGE WEEKLY GROSS



Loophole brings capital gain

With all the ballyhoo about tax reform these days, keep your fingers crossed that Congress overlooks one business tax loophole. Although land and depreciable personal property used in your business are excluded from the definition of capital assets, a tax break made specifically for business makes it possible for those assets to get capital-gain treatment when sold or exchanged at a profit. The break also gives you ordinary loss treatment if the same assets are sold or exchanged at a loss.

Here's how this wonderful tax loophole in Section 1231 works. Add up your total losses and gains for the year from the sale or exchange of business assets held more than six months. If the total yields a gain, it is treated as a long-term capital gain and grouped with your other capital gains and losses. If the total nets a loss, it is treated as ordinary loss, which is deductible against ordinary income.

For example, suppose in the same year you sold a building and some vacant land (both business assets) after holding them more than six months. The sale of the building results in a \$50,000 gain, the land in a \$10,000 loss. The net gain of \$40,000

(\$50,000-\$10,000) is treated as a long-term capital gain. To reverse the situation, if the building was sold at a \$50,000 loss and the land at \$10,000 gain, the \$40,000 net loss would be deductible as an ordinary loss. It's like having your tax cake and deducting it too.

To gain 1231 treatment, the assets must (1) be used in your trade and business, (2) be held for more than six months, and (3) not be inventory or property held primarily for sale to customers. The usual kinds of eligible assets are land and depreciable property (although certain amortized intangibles such as patents can also be eligible).

One warning: Section 1231 contains two recapture traps. The first deals with recapture of depreciation taken on personal property (Section 1245) and real estate (Section 1250) sold in Section 1231 net-gain years. The second, effective for tax years beginning with 1983, is a five-year look-back provision that reduces the current year's Section 1231 net gain by recapturing Section 1231 net losses taken in the previous five years.

Here is an example of how the recapture trap is sprung: in 1985 you realize a net Section 1231 gain of

\$30,000 by selling machinery. This triggers a Section 1245 depreciation recapture of \$9,000. You also have Section 1231 losses of \$7,000 from 1983 and \$6,000 from 1984. Your Section 1231 gain for 1985 is calculated as follows:

Total Gain	\$30,000
Section 1245	
Depreciation Recapture	\$9,000
Section 1231	
Loss Recapture	
1983	7,000
1984	6,000
Total ordinary Income	22,000
Long-Term Capital Gain	\$ 8,000

This double recapture trap—depreciation and five-year look-back—requires you to do careful planning every time you want to sell a Section 1231 asset. Always get professional help.

A final word: President Reagan's tax-reform proposals would eliminate Section 1231 benefits for depreciable property used in a trade or business while continuing it for land. Keep your eye on this important developing story. ●

Be ready to lose bonus game

Do you wait until near the end of the year, estimate your profits, and then decide the amount of your bonus? It's bigger in a good year and smaller in a bad year, isn't it? If that's how you play the year-end bonus game you are living dangerously. And it doesn't make any difference how long you have been doing it—get caught and you are in tax trouble. Chances are

you will lose if challenged by the IRS.

Here's the story of someone who got caught and lost in court (Bruce Oil Company TCM 1984-230): The taxpayer was the sole shareholder and president of eight corporations, each of which paid him a salary. In addition, each corporation paid him a substantial bonus at year-end along with some travel and entertainment expenses.

None of the corporations ever paid dividends.

Okay, you be the judge. Are those year-end bonuses compensation or a distribution of profits? The court nailed this taxpayer for dividends, holding both the bonuses and expenses were nondeductible dividends. This is just one more in a long line of cases in which the IRS has clobbered its

opponent in the year-end bonus game.

Can this game of setting compensation according to profits be won? Yes. Here are two ways.

One: Early in the year, document in the corporate minutes the amount of compensation and the services you

will render to deserve it. Set the compensation high rather than low, then take a smaller weekly salary. Say you take \$1,000 a week after setting a \$100,000 salary for the year. If things work out, great—take the \$48,000; if not, then waive all or a portion of the

\$48,000.

Two: Elect S corporation status. Then the bonus amount is moot because all corporate profits are taxable to you anyway. You can take all the profits in cash without fear of an IRS attack. •

IRS raises mileage allowance

If you are tired of keeping records of the actual expenses you pay for the business use of your car, take heart. Taxpayers also are allowed to use an optional mileage allowance when calculating such expenses. If you use the optional method, keeping expense records is unnecessary. Instead, you calculate your mileage and use the IRS mileage allowance, which has been raised from 20.5 cents in 1984 to 21 cents in 1985.

The 21-cent rate is for the first 15,000 miles travelled. Any more mileage is allowed 11 cents a mile. All you need do is keep track of your business miles. Here's an example.

William Lowman travels by car selling machine parts. He is tired

of keeping records of gas receipts, repairs, and maintenance. William stops keeping records of his actual expenses in June 1985. He only keeps track of business miles—27,300 by December 31, 1985. He calculates his automobile expenses deduction as follows:

15,000 × \$0.21 =	\$3,150
12,300 × \$0.11 =	\$1,353
Total	<u>\$4,503</u>

In addition to the mileage deduction William can deduct 100 percent of his business tolls and parking.

The 21-cents-a-mile allowance is downright niggardly. Take advantage

of it only if you have neither the time nor inclination to keep expense receipts, or if past practice has proven that your actual expenses are not more than the allowance. If your expenses are more than the allowance, you have to decide if the reduced record-keeping (mileage only) is worth the lost tax dollars resulting from the smaller deduction. •

Irving L. Blackman is a CPA specializing in taxation and closely held businesses. A partner in the firm of Blackman, Kallick & Co., Ltd., he will consult with readers of his column. Write him at 300 South Riverside Plaza, Chicago, IL 60606, or call (312) 207-1040.

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FRANK'S CRANKS



By
Frank "The Crank"
Seninsky

A review of the AMOA seminar "Systems/Trivias/Conversions" Part I

To the 175 operators who attended the session: I hope you got as much from it as I did. Anytime you get that many operators together in one room, tremendous learning is bound to take place. I will try to recreate what was discussed.

Trivia games: as conversions, as systems

Question: Where is Trivia Valley?
Answer: Within a 90-mile radius of New York City are located most of the major trivia-game manufacturers who have captured almost all of the world trivia market. In this metropolitan pocket are five of the most competitive game manufacturers, all of whose roots began in video card games: Merit, Grayhound, Kramer, Status, and SMS. The world sits back and waits for one of these game makers to come up with a new concept, and each tries to top the other. The trivia market is so large that each company benefits from the combination of ideas from the others. The amusement industry, of course, benefits as well. Bally Sente and P.G.D. (music trivia), both based in California, are also well recognized manufacturers of trivia games. Exidy's *Fax* and *Fax II* were not forgotten, although some operators have used the *Fax* cabinet as a conversion for one of the other trivia kits because for some strange reason Exidy chose not to update its questions.

As an operator, I view trivia as a system concept. The ability to change questions, categories, and game-

theme variations (*Reflex*, *Tic-Tac-Toe*, *Hangman*), makes trivia the ultimate adult coin-op game concept. With several new concepts already in development (all confidential at present), I am confident operators will be able to operate trivia-type system games profitably for years to come. I have been open-minded in evaluating each model, and of the 125 trivia games on my route currently, each of the above-named manufacturers has received some of my hard-earned dollars. At the end I'll tell which manufacturers I feel offer the best value, although it's hard for an operator to go wrong whichever model he chooses. My best advice is to look at them all.

Merit—I listed this manufacturer first only because its *Triv Whiz I, II*, and *III* have been earning slightly more than their competitors' games, but only in high-traffic locations. In less-trafficked locations, it is my experience that most of the trivia games earn about the same each week. It makes sense also to consider the price of updating.

Merit did a phenomenal job of marketing *Triv Whiz* because operators were convinced that the more questions a game had, the more it would earn and the less often questions would have to be changed. To change a Merit game's questions initially was a costly undertaking. Question-pack updates cost from \$200 to \$350, depending on which model you wanted to go to. I feel Merit trivia captured a large market share because (1)

the betting system is simpler, enabling the player to decide what to do more quickly ($\frac{1}{4}$, $\frac{1}{2}$, or all); (2) the questions are easy to read and, usually, very contemporary; (3) the kit can be ordered for either horizontal or vertical games and installed in two to three hours; (4) 15,000 questions are in each game; (5) the kit is compatible with any type of sync monitor system (with the piggy-back mode). Note that the Merit is not compatible with the Sanyo 13-inch monitor found in some poker and Centuri cabaret games. You will get a fold-over in the horizontal section and won't get the picture to lock in. There is no known solution yet, so avoid this; (6) Merit came out with a plug-in kit to change SMS poker and Grayhound poker games to its trivia game. As I said, competition is fierce.

You currently can update Merit categories for \$50. With all this going for Merit, operators were disappointed that the new *Tic-Tac-Toe* trivia, which looks great, is not a satellite update for the Merit games, but a dedicated model. What a shame! But I'll buy it anyway.

Grayhound Electronics—From the very beginning, Grayhound has been committed to developing and improving its mother-board and satellite-board system. Grayhound's *Video Trivia* can be updated from any of its video card games by modifying the mother board and buying a new satellite board (the total update cost is about \$300). Grayhound believes that it's more important to change the

categories and questions, at least on a monthly basis, than to pack many extra thousands of questions (of the same category) into a game. Even so, the company has updated its category chips from 128K to 256K, thus approximately tripling the number of questions per category.

Grayhound captured a large world market share because (1) the cost of its games is low and the cost of changing questions and categories is only about \$12 a category; (2) the company has a current library of more than 100 categories; (3) the game has been improved to reflect the best features of competitors' winners and incorporate new ideas—the betting system is now $\frac{1}{4}$, $\frac{1}{2}$, or all; the question spacing and format now makes reading easier; by adjusting the electronic dip switch, the screen can be set on horizontal, vertical, or cocktail mode; and new 19-inch UR and 13-inch cabaret models have been introduced; (4) the new *Reflex* trivia will be sold as a satellite-board update for the *Video Trivia* system—a real savings for operators and further indication that company management is really committed to the system concept; (5) Grayhound offers a free satellite board with the purchase of a game or kit and a five-category monthly updating contract of only \$60 a month (geared to operators smart enough to see the benefit of changing their categories and questions at least monthly—Trust me, it works!); (6) the system can generate graphic advertising that gives a location owner another reason to want this model of trivia or whatever theme variation is offered by Grayhound.

Kramer—It's a shame *LA Trivia* was a latecomer because this game is earning as well as any other trivia. Kramer took the bold step to bring together a Fortune 500 company in Anheuser-Busch with the coin-op industry. The possibilities for promotions are endless, with any and all being a blessing for our entire industry—manufacturers, operators, and distributors alike. As I wrote two articles ago, this advertising concept has opened the door for all system-game manufacturers to seek advertising revenues aggressively.

Kramer has *LA Trivia Challenge* Tournament packets that include large tournament posters, sign-up sheets, advertising literature, rules, and a tournament format. I use these

to conduct about 200 college trivia tournaments. The cost of a tournament kit is only a few dollars. It's a great idea even if you hold the tournaments with other models of trivia. It's all designed to help promote trivia games, which is what Trivia Valley wants and operators need.

Kramer has added features to its game that make it optimal for tournament play:

The Honor Roll lets players enter their entire names so tournaments can be held without location staff nearby. A special anti-dirty-words program is part of the honor roll that keeps players from entering obscenities on the screen. This is admired by large corporations, but between you and me, it's also a lot of fun trying to see if the game will accept certain words or phrases. I spent more money trying this than playing trivia.

Up to five players can play at once, with questions alternating to all players.

Kramer's direct approach of marketing *LA Trivia* by having thousands of Anheuser-Busch salesmen hand out Kramer literature actually helped all the trivia manufacturers in the long run.

Status—The *Triv Quiz I, II, and III* also have made their niche in the trivia marketplace. Status was probably the first manufacturer to pick up on the endless possibilities of video trivia using the current technology. Status trivias contain about 3,500 questions each, and there currently are 28 versions. Complete satellite updates cost about \$225 and consist of new category chips and three program chips. Their new *Hangman* game, which also looks like a winner, will only cost an operator \$325 (a satellite board and header) to convert from his *Triv Quiz*. There also are more variations coming, including one called *Baby Boom Challenge*.

Bally Sente—*Trivial Pursuit*—This model of trivia is part of the Sente system. The major systems will be discussed in the next issue. There currently are five versions of *Trivial Pursuit*, all based on versions of the board game. The difference between the other trivia games and the Sente model is that the Sente version is very similar to the board game in which players work toward a goal while answering questions. All of the other trivias award points for correct answers

and subtract points for incorrect ones.

Progressive Game Distributors—*Progressive Music Trivia* is the industry's first music-trivia video. P.G.D. was well known for its *Trivia Master* kits. This trivia variation is a welcome addition to any operator's route. I'm going to put it right next to one of the other trivia games and see (hope) if both games can earn well. I'll have more on this model after I've worked with it a few weeks.

Exidy—I have been rotating my few *Fax* trivia games around for the past couple of years. There has been only one update, called *Fax II*. This game, believe it or not, has been doing very well in this time. I run them in colleges, where usually it takes only a couple of weeks for the students to memorize all the correct answers. It's interesting that on parents' weekends this game does very well. The reason is that the kids get to play against Mom and Dad and show them just how much they are learning at college. If Dad only knew the truth.

Advice to operators

1. Rotate low-earning games in a street location as often as possible. You'll be surprised that if you do this long enough, the location gross will increase gradually without you having to purchase more equipment. We all tend to keep updating the top one or two pieces in a three-piece location and let the low earners gather dust.

2. Reset the high scores on all your games every week (or at least every other week) and watch the gross gradually climb.

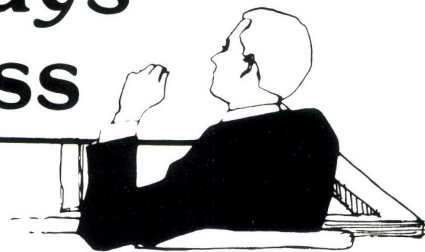
3. If you still have *MACH III* sitting around (in working order), converting it to *Cobra Command* isn't a bad idea. The *MACH III* cabinet is heavy enough so players won't rock it, the graphics are better than on the *Dragon's Lair* or *Space Ace*, and the *MACH III* control handle is more pleasing to play than the *Dragon's Lair* or *Space Ace* joystick and button method.

Part II will cover the major system games and list the best conversions available. I can be reached by mail at Alpha-Omega Amusements & Sales, 6 Sutton Place, Edison, NJ 08837. I have been doing a lot of traveling lately, and there is very little office time left for taking calls. I'm sure you understand.

As always, keep cranking! •



Survey finds ways to ruin business



By Rick Krepela

Even in the best of economic times, profitable enterprises can become dismal failures quickly.

A survey recently conducted by the University of Pittsburgh's Bureau of Business Research uncovered dozens of traps managers fall into, carrying their businesses with them. The survey report emphasized 10 common business-killing management practices, any one of which can destroy a profitable business.

1. Keep inadequate records

The surest way to run afoul of accountants and tax collectors is to conduct your business on scraps of paper. A drawer full of bills, a stack of statements, and sales notations on the backs of envelopes are not the same as a carefully kept set of records.

Without good records a business can't get the financial information needed to understand its operating results. Though larger firms are likely to keep good records because they can afford full-time staffs, inadequate record keeping was the most common cause of business failures unearthed by the survey. Of every 10 failed firms studied, nine kept poor records. The firms' managers didn't know they were in trouble until it was too late.

2. Ignore new developments in your field

Businesses that resist changing old, comfortable ways of doing things invite aggressive, up-to-date competitors to take over. Retailers need to modernize stores, manufacturers must continually improve their products, and service businesses must strive always to find better ways to serve their cus-

tomers. The report not only emphasized that keeping abreast of new developments is essential to a company's growth, but showed that failure to adopt new ways was a primary factor in forcing companies out of business.

3. Incur cumulative losses

At least 40 percent of the firms studied discovered that a trickle of red ink easily can become a flood. Add one unproductive product, division, or store, couple it with minor losses elsewhere, and the result can wreck havoc with a firm's profit-and-loss statement.

4. Hitch your wagon to one customer

The idea of signing up one big account to the exclusion of others may attract you with the promise of no sales headaches and only one customer to keep happy. But there's no place to hide if the account suddenly sours on you. Manufacturers subcontract one small part for a larger firm or service companies latch on to one big account and think they have it made. The University of Pittsburgh report shows that three of 10 bankrupt firms fell into this inviting trap and learned the truth of the adage about putting all your eggs in one basket.

5. Be your own expert

Money saved by forsaking professional advice, the survey shows, is more than offset by the cost of the mistakes that usually result. Expert advice on production, sales training, distribution, law, and taxation costs money. But specialized opinions give

businesses a sound basis for decisions. Operating solely on your own hunches and half-proven guesses can lead you out of business.

6. Build a family empire

Nepotism may keep your family in control, but be careful. Unless a relative is at least as competent as someone else you might hire, burdening a payroll with family members siphons cash from the till and squelches initiative in non-family employees.

7. Forget about cost analysis

As long as the checkbook shows a balance, why bother about cost analysis? For one thing, the survey showed, unless a firm knows exactly what it costs to provide a product or service, pricing is mostly guesswork boiled down to meeting competition. The trouble is that the competition also could be guessing its costs.

Competition can go only so far in setting a price. If your business can't provide a product at a profit, it is probably better to drop it and let the competition go bust. If the competition can make a profit at a lower price, something is wrong with your costs. Only careful cost analysis can pinpoint the faults.

8. Ignore your competitors' mistakes

Many business magazines feature success stories, but what about the companies that fall by the wayside? If they are in your line of business, it is a good idea to find out what happened.

The answers may be more revealing than studying the success around you. Excessive inventory, poor sales

management, obsolete equipment or methods—whatever the reasons, make sure your company isn't making the same mistakes.

9. Expand beyond resources

An enthusiastic salesman who signs up dozens of big orders can throw a production schedule into a tailspin if the company isn't geared to increase output. Likewise, a prosperous business gulping down acquisitions and mergers can find itself struggling to coordinate activities undreamed of when the company was a single unit. If a company launches new products before it has a solid marketing and servicing base under the old ones, it has expanded beyond its resources.

Also under this heading is runaway borrowing to purchase little-needed equipment or facilities. The report states that some lenders lack "proper management and financial analysis" and that credit to some thinly capitalized companies in the study was surprisingly easy.

A successful business, the study shows, grows within its means. The rate can be fast or slow, but it must have sound financial footing and, even more important, the management talent needed to consolidate new gains.

10. Let everyone shift for himself

The report cited several instances in which partners were so busy trying to outsmart each other they didn't notice their internal struggle jeopardized their business. Uneven work loads on supervisors, failure to delegate authority along with responsibility, and inequitable management privileges inevitably sap managers of their enthusiasm. Objectives, energy, and coordination come from the top in any organization, and failure to provide them can lead to a bickering staff or even a company figuratively set adrift. Either way, the management breakdown can prove disastrous.

Also on the report's list of practices leading to bankruptcy were failing to watch depreciation schedules, neglecting to provide for a competent successor to present management, maintaining unequal sales territories, and a variety of others. But the 10 listed above are most common and applicable to virtually any business, large or small.

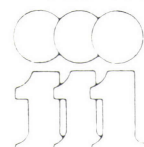
Whether or not your firm is next in the red ink parade depends greatly upon how well you avoid these management traps. •

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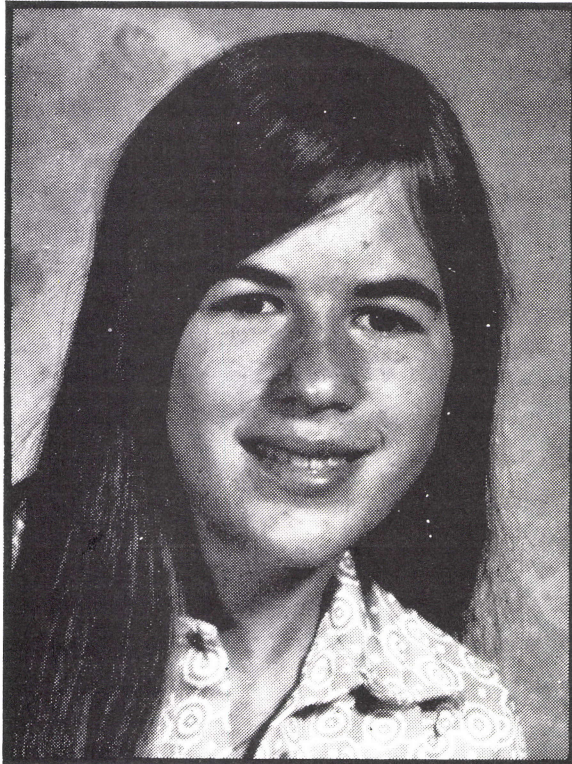


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Cheryl Ann Manning

D.O.B.: March 10, 1961
Hair: Light Brown
Eyes: Brown
Height: 5'4"
Weight: 135 pounds
Shoe Size: 9, double E

Disappeared October 1977,
from McMinnville, OR



Malinda Marie Smith

D.O.B.: October 22, 1977
Hair: Brown
Eyes: Brown
Height: average
Weight: average

Disappeared April 1984 from
Denver, Colorado

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Cointel SuperCall

Cointel Communications has introduced three new pay phones: the *SuperCall*, the *ST-17A*, and the *Easycall*.

The *SuperCall* enables pay-phone owners to profit from both cash and credit-card calls. The *SuperCall* processes credit-card transactions just as a retail store would, returning the proceeds from credit-card calls to the pay-phone owner. The phone accepts MasterCard, Visa, American Express, Diner's Club, and Carte Blanche cards.

The *SuperCall* is a pre-pay telephone that operates like a traditional telephone-company-owned pay phone without the push-to-talk button. A voice system tells callers how to use the phone and how much money to deposit for each call.

Prices for all local, long-distance, and international calls are stored in the phone on microprocessor chips. Owners can price calls to meet their profit objectives or mirror prices set by the telephone company, which is required in some states.

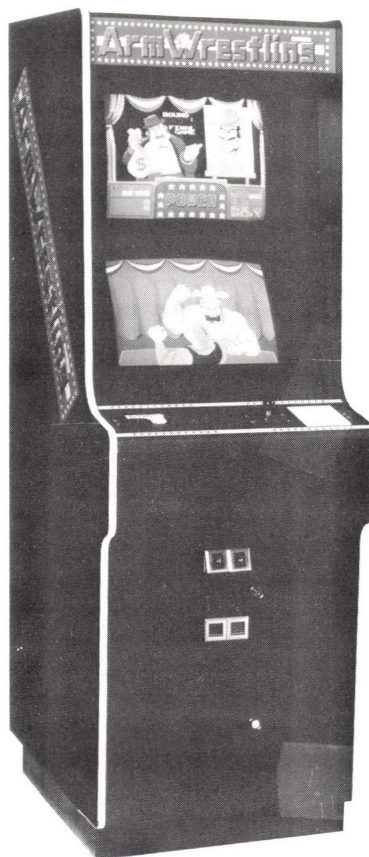
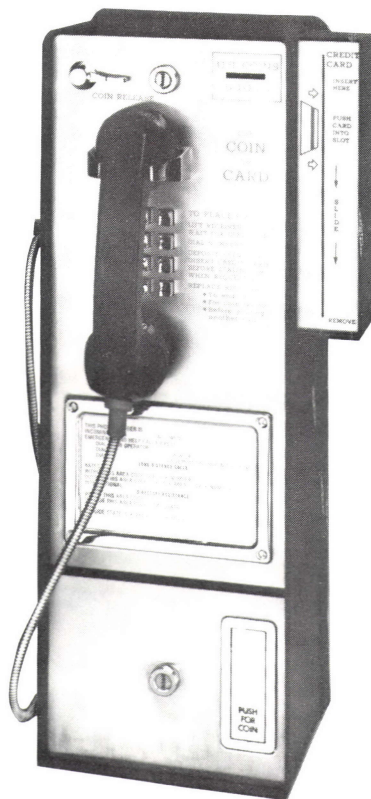
Owners also may select one long-distance carrier for 1+ dialing to benefit from the lowest long-distance costs.

Modular construction and consolidation of all electronics on two boards simplify repairs and parts replacement, making the phone easier to service.

Both the *ST-17A* and the *Easycall* contain microprocessor circuitry that allows them to operate independent of the telephone company's central office using only a standard business line. Both models contain Cointel's profit-control software, which allows prices to be set based on the existing pay-phone rates of utilities.

The *Easycall* is an *ST-17A* with three enhancements: elimination of the answer button, enabling the phone to operate similarly to traditional pay phones; a voice system that gives callers instructions; and a display subsystem that allows advertising messages.

For more information, write Cointel Communications, 23801 Calabasas Road, Suite 1020, Calabasas, CA 91301, or call (818) 716-5889.



Arm Wrestling

Arm Wrestling, a new conversion for Nintendo's *Punch Out!!*, *Super Punch Out!!* series, is offered in the Nintendo Pak conversion format or as a dedicated game.

Arm Wrestling players battle five opponents: Texas Mac, Kabuki, Mask-X, Ape III, and Frank Jr. Players must beat the first four video arm wrestlers to meet Frank Jr., whose defeat allows the player to claim the arm wrestling championship of the video world.

Arm Wrestling combines dual screens and color commentary. It has a two-way joystick for wrestling opponents and a status meter that tells players how much power they have left. If the meter reads "full power," players may use the power button to help them to victory.

The Nintendo Pak makes converting *Punch Out!!* and *Super Punch Out!!* about a 30-minute on-location job.

For further details, contact your Nintendo distributor or Nintendo of America, Inc., 4820 150th Ave. N.E., P.O. Box 957, Redmond, WA 98052, or call (206) 882-2040.



Tele-Rand System II

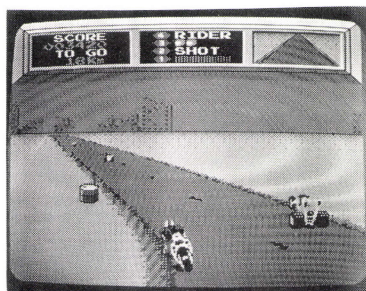
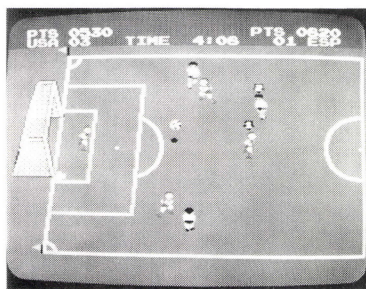
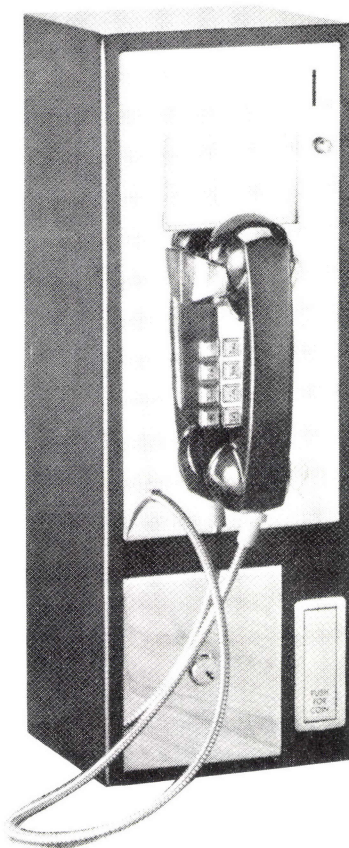
Rand of Phoenix, Inc., has introduced *Tele-Rand System II*, an updated version of the original pay telephone, offering additional features.

The phone's microprocessor synthesizes voice instructions to the caller and calculates precise rates for local and long-distance calls to all 50 states.

Tele-Rand System II features a high-security locking system and a removable self-locking coin box that make it useful for vending routes. A self diagnostic single-board assembly makes the phone easy to service and maintain. It is hearing-aid compatible and accepts nickels, dimes, and quarters.

Other features include free 800, 911, and 950 calls and high-grade steel construction to prevent vandalism. *Tele-Rand System II* is a pre-pay phone in volume production, meaning no confusing new directions or buttons to push, and no need to re-educate the public on its use.

For more information, write Rand of Phoenix, Inc., 2000 N. 25th Dr., Phoenix, AZ 85009, or call toll free 1-800-262-RAND.



VS. Soccer VS. Mach Rider

Nintendo has introduced the newest VS. System games, *VS. Soccer* and *VS. Mach Rider*.

VS. Soccer gives players the option of simultaneous player vs. player or player vs computer on a single monitor. The player's role is team captain in a Video World Cup championship game. He dribbles the ball, makes a pass to his teammate, weaves through the defense, sets up, shoots, and scores.

Team play is a must. There are throw-ins from out of bounds, corner kicks for balls kicked over the goal line, and indirect free kicks for off-sides. When there's a tie, goal kicks decide the winner. During a break at the end of the first half, players plot their offense and defense for the final half.

In *Mach Rider*, a futuristic motorcycle adventure, players become the Mach Rider in the year 2112. They use their video driving skills to rid friendly neighboring sectors of invading enemy forces. Enemy vehicles, called trikes, can be destroyed by shooting laser bullets from the Mach Rider's motorcycle or by bumping them into roadside barrels. Each sector defended has road obstacles, such as flying bomber balls, road rocks, tacks, and oilslicks.

Both *VS. Soccer* and *VS. Mach Rider* are available as a VS. Pak for the VS. UniSystem or VS. DualSystem, or may be installed in a *Donkey Kong*, *Donkey Kong Jr.*, *Donkey Kong 3*, *Popeye*, *Mario Bros.*, *Pac-Man*, or *Ms. Pac-Man* with a VS. UniKit.

See your Nintendo distributor for more information, or contact Nintendo of America, Inc., 4820 150th Ave. N.E., P.O. Box 957, Redmond, WA 98052, or call (206) 882-2040.

Alley Cats

Williams Electronics, Inc., offers traditional pins or novel bottle-shaped pins with its *Alley Cats* shuffle.

With cartoon graphics, the theme of *Alley Cats* is animated with new sound effects and speech. In addition to regulation, triple strike, strike-90, and flash, the game offers super strike, in which a strike earns 90 points and activates the flash value for up to 800 points on the second shot.

Williams' shuffles offer front-door accessibility for game adjustments, diagnostics, and bookkeeping functions.

For details see your Williams distributor or contact Williams Electronics, Inc., 3401 N. California Ave., Chicago, IL 60618, or call (312) 267-2240.



Stompin'

Bally Sente has introduced the nation's first no-hands video game, *Stompin'*, and a new concept titled Floorplay.

Part of the Sente System of interchangeable video games, Floorplay is controlled by a player moving his entire body, not simply his hands. Players don't use their hands at all. The game works with a pressure-sensitive pad attached to the base of the game cabinet. The pad synchronizes player foot position and weight to the action on the screen.

Stompin' is the first Floorplay game. Players crush an armada of critters, including mice, frogs, and spiders, trying to descend on a food item in the middle of the screen. A player's success depends either on the amount of food remaining at game's end or on the number of critters stomped.

For more information, write Bally Sente, 10601 W. Belmont Ave., Franklin Park, IL 60131, or call (312) 451-9200.

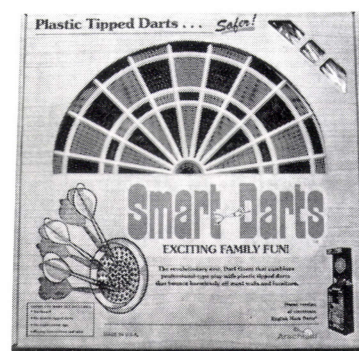


Smart Darts

Arachnid, Inc., has announced the availability of *Smart Darts*, the home-practice version of the company's coin-operated darts game, *English Mark Darts*.

The *Smart Darts* board has been redesigned with interconnecting segments and a reinforced spider that give it more solid construction. *Smart Darts* games, being manufactured by Arachnid's Custom Injection Molding Division in Rockford, Ill., also are now available at a lower price. The complete line of *English Mark Darts* accessories also is available for use with *Smart Darts*.

Smart Darts comes in a new display package complete with the *Smart Dart* board, six darts, six replacement tips, game rules, wall-mounting instructions, and an accessories order form.





Cashphone

Capital Tel Systems, Inc., is offering the *Cashphone* pay telephone system.

Cashphone is updated by downloading the latest exchange and tariff data over phone lines, enabling accurate costing of every call. It features a built-in microcomputer that can access all 46,000 exchanges in the U.S., and through its central computer system can make rate changes in minutes. *Cashphone* can calculate rates according to distance, time of day, and length of phone conversation.

The phone's screen displays operating instructions and allows for advertising. It requests overtime charges, counts down remaining time for the last 30 seconds, and can accept all major credit cards. A voice feature requests coin deposit and additional payment, if needed.

The phone has a Mars multi-coin mechanism that rejects foreign coins and slugs. Speed-dial buttons enable the caller to order special local services such as gas stations, hotels, taxis, and airlines.

Cashphone uses the American Phone Meter Corp. software technology originally intended for the business-phone market to display and control phone costs. Capital Tel is the exclusive distributor and marketing and sales company for *Cashphone*.

For more information, write Capital Tel Systems, Inc., 305 Fairfield Ave., Fairfield, NJ 07006, or call (201) 882-0640.



Choplifter

Sega Enterprises, Inc., has announced *Choplifter*, a new horizontal game kit. *Choplifter* is a helicopter seek-and-rescue game that combines action and skill as players save captured troops in enemy territory.

Choplifter tests players' ability to guide the helicopter through enemy lines while battling fighter jets, ground jeeps, enemy submarines, battleships, hot lava caverns, and hostile city buildings.

By rescuing captive forces and returning them to base, players advance to the game's next stage.

For more about *Choplifter*, contact your Sega distributor or write Sega Enterprises, Inc., 2149 Paragon Dr., San Jose, CA 95131, or call (408) 435-0201.

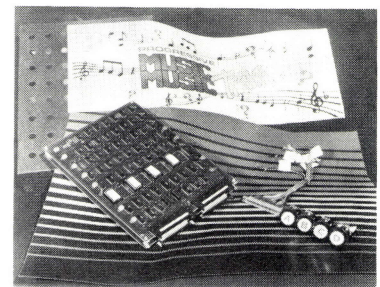
Progressive Music Trivia

PGD's *Progressive Music Trivia* is available as a countertop or universal P.C.B. kit. It offers categories of rock and pop, country music, movie and television themes, and mixed bag. And it holds regular trivia test questions. There are five or seven questions a game, player's choice, and bonus questions for correct answers. The game can hold more than 12,000 questions.

One kit fits all games and monitors. Horizontal, vertical monitor, and table flip-flop all are software-adjustable on location and off. The kit includes a complete printed circuit board, assembly instructions, schematics, new wiring-harness buttons, a control-panel overlay, and a marquee header.

Operators can mix music and regular trivia questions for up to nine categories in the game at once. New music categories are available each month.

For more information, write PGD, 1985 Friendship Dr., Suite J, El Cajon, CA 92020, or call (619) 449-9010.



Aids to the Trade



Electronic counters brochure

HECON offers an eight-page brochure about the company's electric counters, including a large display system, tachometers, pre-set counters, pre-set counters with pre-signal, rate meters, keyboard pre-set counters, and electronic totalizing counters.

The brochure includes descriptions, applications, and ordering information. To get a copy, write HECON Corporation, 15 Meridian Road, Eatontown, N.J., 07724, or call (201) 542-9200.

Coinbox control

Utec, Inc., has announced a new solid-state coinbox-control system designed as a plug-in module.

The coin sensor is customer adjustable for any size coin from 10 cents to a dollar. Magnetic-oriented slugs are sensed and fail to activate the control circuit. The standard adjustable time cycle is from 30 seconds to six minutes.

When solid-state sound is incorporated in the control system, a volume control is furnished. Small LED lights indicate the power-on, slugs, and the time cycle, and an electro-mechanical counter counts each time cycle. The power-supply voltage can be either 100 VAC or 12 VAC.

The coinbox is adaptable to and

will replace old Utec coinboxes. All new Utec kiddie rides will include the new coinbox and the new, secure vault coinbox. The vault is a continuous steel column from ground level measuring four by six inches. Welded to the base of the ride, it requires no further security covers.

The control system was designed for Utec kiddie rides, but has other applications in the coin-op industry. For more information, write Utec, Inc., P.O. Box 12530, 2770 Highland Ave., Cincinnati, OH 45212, or call (513) 531-2800.

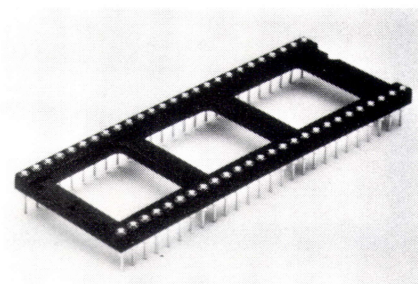


52-pin DIP socket

Industrial Electronic Engineers, Inc., (IEE) has introduced a new 52-pin DIP socket designed for Advanced Micro Devices AM29116 16-bit bipolar microprocessor.

The socket is on 0.9-inch centers with pin spacing of 0.1 inches. The open-frame socket body is made of 30 percent glass-filled thermoplastic polyester with a UL 94 VO flammability rating.

The four-finger beryllium copper



contacts are gold- or tin-plated over nickel, as are the machined brass pins (30 micro inches of gold-plating on the contact and 160 micro inches of tin-plating on the pins).

Priced at \$2.09 in 100-piece quantities, the socket's availability is two to four weeks.

For more details, write IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91405, or call (818) 787-0311.

SDS-1000 system

Summa Four has introduced the SDS-1000, a specialty digital switch for OEM applications that require advanced digital switching and control.

Aimed at system integrators and data and telecommunications-system manufacturers, it provides digital switching, an interface for public and private telephone networks, powerful microprocessor control, an interface for host computers and data bases, and a strong real-time operating system.

The SDS-1000 may be integrated into a new communications system or used as a feature node enhancement of an existing system. Possible applications include mass-announcement systems, equal-access enhancement, vertical-services access, answering service, cellular systems, access screening, resale/OCC switch node, ISDN systems, tenant-service retrofit, and call-distribution systems.

For more information, write Summa Four, Inc., 2456 Brown Ave., Manchester, NH 03103, or call (603) 625-4050.

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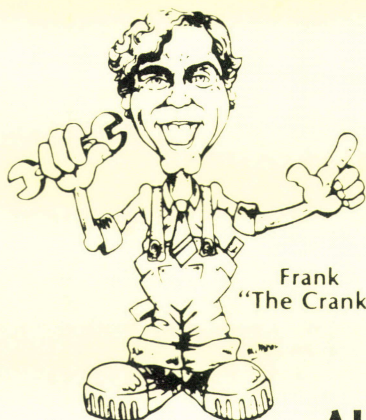
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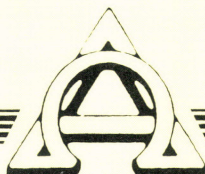
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FACO West A.M.O.A. Kit Report

Here's how we rated the new kits that we saw at the show.

Rating	Game	Theme	Estimated R.O.I. Weeks	Suggested Retail	F.W. Price	Vertical or Horizontal
1	Mat Mania	Wrestling	7-10	\$945	Call	V
2	Gunsmoke	Gunfighting	9-12	Call	Call	V
3	Ring King	Boxing	8-10	\$895	Call	V
4	Choplifter	Shoot 'em up	10-14	\$895	Call	V
5	Terra Cresta	Shoot 'em up	8-12	\$895	Special	V
6	Music Trivia	Trivia	8- 9	\$795	Special	V or H
7	Tiger Heli	Helicopter	10-14	\$895	Call	V

FACO West Specials: The following kits are priced for VERY FAST R.O.I. with very little depreciation with NO RISK
(These games have already established themselves as good earners.)

FACO West Specialties: Well here's our line up.

Game	Theme	Estimated R.O.I. Weeks	Suggested Retail	F.W. Price	Vertical or Horizontal
Galaga III	Shoot 'em up	5-7	\$695	\$495	V
Magmax	Shoot 'em up	5-6	\$745	\$545	H
1942	Shoot 'em up	7	\$795	\$695	V
Yi Ar Kung Fu	Kung Fu	5-7	\$795	\$595	H
Kicker	Kung Fu	5-7	\$795	\$495	V
VS. 10 Yard Fight	Sports	5-8	\$595	\$395	H
Trivia Master	Trivia	5-7	\$695	\$445	V or H
Road Fighter	Driving	5-6	\$695	\$475	V
Super Basketball	Sports	4-7	\$695	\$395	V
Ping Pong	Sports	3-4	\$595	\$245	V
Dragon Busters	like Ghost 'N Goblins	5-6	\$695	\$595	H
Crown's Golf	Sports	4-7	\$795	\$595	H
Samurai	Kung Fu	5-7	\$795	\$495	V

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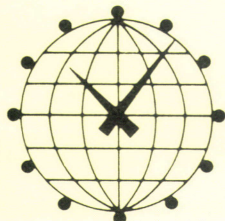
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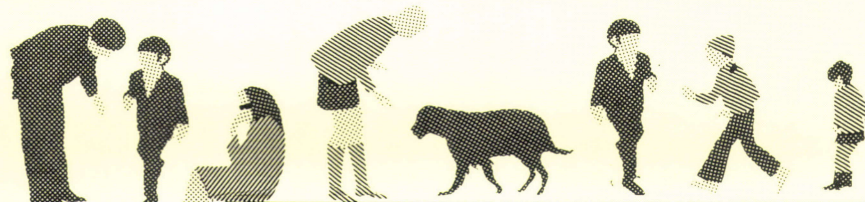
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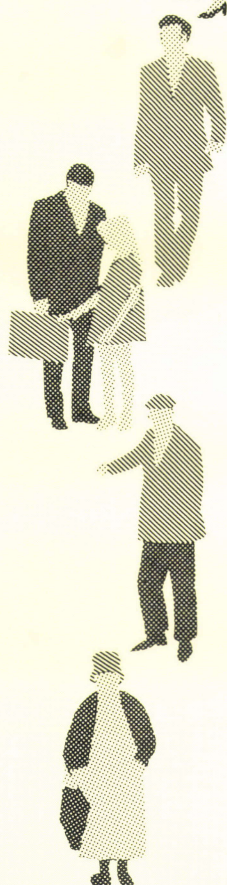
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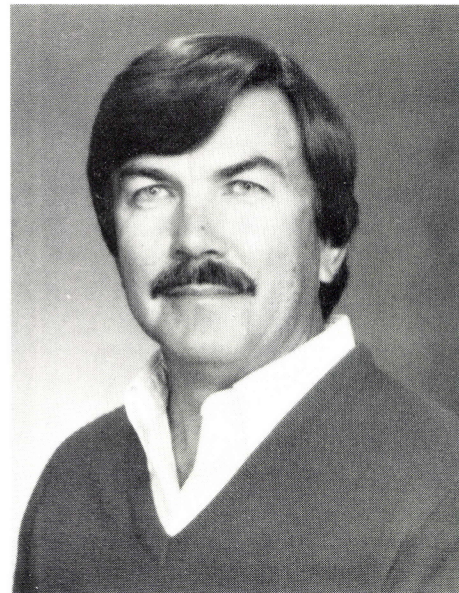
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GUEST COMMENTARY

Let's achieve unity through communication

By Joe Peters



Throughout the country you will find operators in some places near bankruptcy, in other places comfortably solvent, and in other places somewhere in between. This makes it difficult not only to determine which pieces of equipment are providing the greatest revenue, but also to diagnose our industry's condition. This is a problem for everyone in the industry.

There continues to be confusion at all levels of our industry.

Operators who invested heavily in the video market are trying to milk the last quarter out of every game. Operators who have diversified their equipment are trying to get a handle on which pieces they should buy. It is hard to say if any one piece of equipment is outproducing the others nationwide. Some videos are doing well. Pinballs are making a slow-but-steady comeback. Dart games are on the increase, as are pay telephones. Jukeboxes and pool tables are producing steady income.

Meantime, distributors, being the middlemen, simply want to sell whatever operators want to buy. The manufacturers have made drastic cutbacks to keep their doors open, looking for the certain game that will help bring them back into the limelight.

It seems that throughout the country operators feel some hostility and resentment toward the distributors and manufacturers. Operators feel that during the video boom the manufacturers and distributors were often greedy and selfish. It is easy for all of us to find a scapegoat. But I feel there was blame on all fronts for the greed and selfishness, and now the matter is water under the bridge.

Life is too short and money is too hard to come by to hold resentments throughout the industry. It is time that this industry got back together to create a strong market through unity. To do so will require much work, devotion, forgiveness, and faith in each other.

I believe the factories want to cooperate with the distributors and operators and vice versa. Don't

you think it is time that we started looking ahead to the future and the good things it can bring?

In the spring the Operator-Manufacturers Alliance was organized by manufacturers and operators to open a line of communication. We cannot make headway in this industry without communication among operators, distributors, and manufacturers. The Operators-Manufacturers Alliance is a system of communication to help bond this industry together.

I strongly suggest that we start communicating with each other through our local distributors to the factories or by calling Operator-Manufacturers Alliance, which has established communication lines with all the factories and would be happy to pass on any complaint, service, or suggestion for improving the industry.

In creating any new venture it always is difficult at first to get people to respond, no matter how good the product is. It seems we in the Operator-Manufacturers Alliance are confronted with apathy throughout the industry. Most operators applaud the creation of OMA, but seem to be paying nothing but lip service to the fulfillment of its objectives. Like any other business, Operator-Manufacturers Alliance needs money. The \$100-a-year fee is a small amount to pay for good communication from operators to manufacturers.

If you have questions and want to discuss this communication system, please call OMA. From anywhere in the U.S. outside of Texas, dial first 1-800-225-0227 and then our express calling number, 993417. In Texas (except Fort Worth), dial 1-800-222-1537 before the express calling number. In Fort Worth, dial 926-3446.

We hope to hear from you soon. Let's achieve unity through communication.

[Editor's note: Joe Peters of Wildcat Chemical in Fort Worth, Texas, is president of the Operators-Manufacturers Alliance.]

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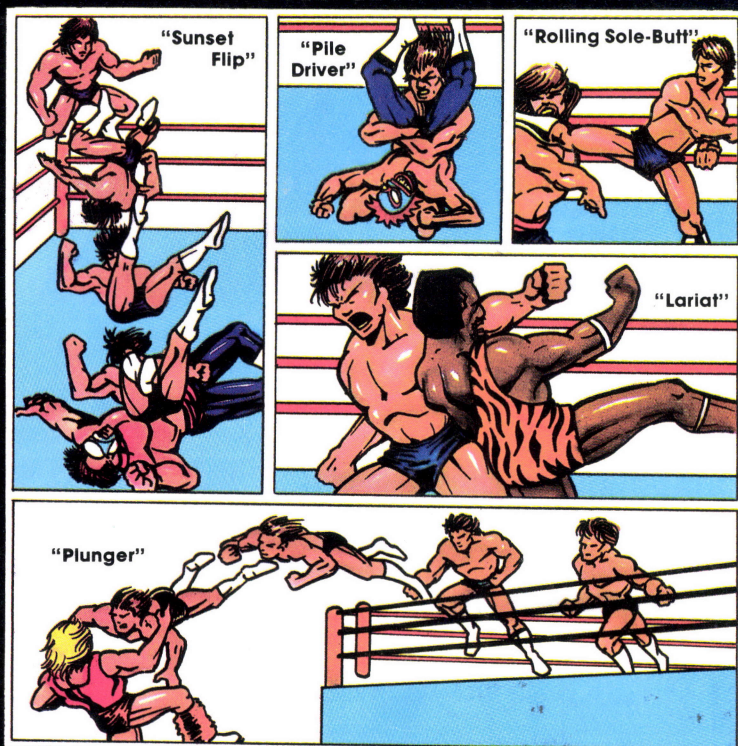
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