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Telephone (toll free) 888-473-2376

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PLAY METER, (USPS 358-350) (ISSN 1529-8736) MAY 2013, Volume 39, No. 5. Copyright 2013 by Skybird Publishing Company. PLAY METER is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. BOX 337, Metairie, LA 70004, USA Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising rates are available upon request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. Play Meter reserves the right to edit submitted materials. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, artwork, and photographs. Periodical postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 337, Metairie, LA 70004. Canada Agreement number: PM40063731.

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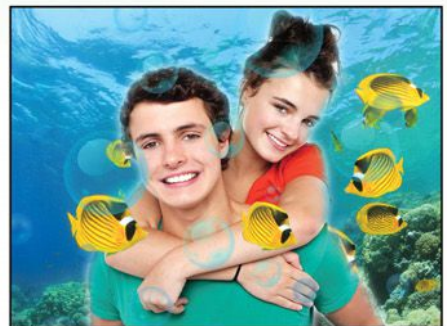


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May 2013
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BONNIE THEARD
Editor

We want to hear from you about any of the articles in this issue or topics you'd like to see.

E-mail:
(editorial@playmeter.net)

The industry is mourning the loss of two Past Presidents of the Amusement and Music Operators Association (AMOA): Jack Kerner, former President of Melo-Tone Vending in Somerville, Mass., and Jerry Derrick, President of Derrick Music Co. in Charleston, W.Va.

I remember Jack as an outgoing person and a straight talker. When he took office at the Amusement Expo in 1989, the first time in Las Vegas and the first time west of the Mississippi, Jack pledged to promote the good will of the industry and let its good works be known. He expressed a plan to spend a lot of time during his term listening as he traveled. "No one follows a leader who does not listen," he said. "My chief goal is the achievement of a more positive public acceptance of our industry."

In a Coinman Interview in the November 1990 *Play Meter* at the end of his term, Jack said, "When I spoke at various state events I explained that the first and most important thing for operators to do is to support their state association." Also, "Try to reach the political representatives who can help you and your business."

I recently took a photo of Jerry with incoming AMOA President John Pascaretti and his wife Shirley, and AMOA Past President Marion Paul at the AMOA Breakfast and Business Meeting during the Amusement Expo in Las Vegas. The previous year I had taken his photo at the same event with Marion Paul and AMOA Past President Jim Stansfield. I can't believe that I won't see him at the next expo.

Jerry was a soft-spoken gentleman whose quiet demeanor belied the astute businessman that was underneath. He came through the fire, so to speak, at a young age when he had to take over the family business when his dad passed away.

In a Coinman Interview in the October 1997 *Play Meter* at the end of his term, Jerry said, "When I was growing up, about the only thing I knew about the business was going around the route with the men who worked for my dad. I would do a little checking and changing machines. All of a sudden I had to come in, do all the buying, deal with the locations, and try to support not only myself but also my mother and my sister.

"It makes you a whole lot stronger. You had to become strong with the competition in this industry that was just as tough back then as it is today. It makes you work harder and realize that you really do get out of it what you put in." It's no surprise that Jerry served multiple terms as President of the West Virginia operators association.

While their personalities and ages were different and their terms in office seven years apart, they had a common denominator in their dedication to AMOA. They moved up the ranks of the association to the top spot, which requires a serious commitment of time and energy: 15 years plus another five years on the Past Presidents' Council.

Both men spoke about tough times during their tenures. The industry has always faced tough times of one kind or another, and had men like Jack and Jerry to represent the association and work hard for the betterment of the industry. How lucky we have been, and continue to be throughout the association's history, now in its 65th year. ▲

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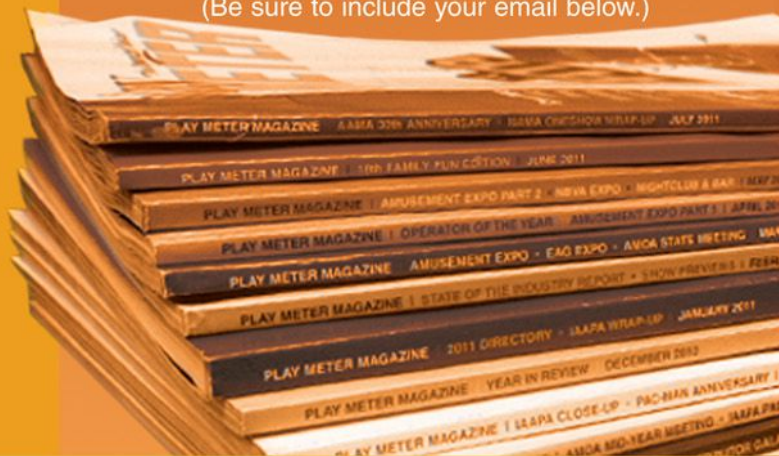
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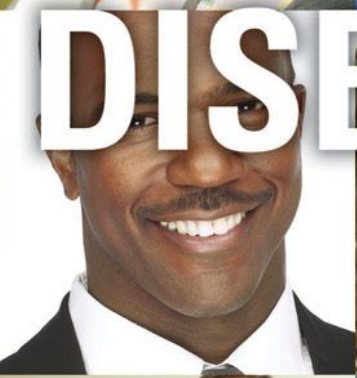


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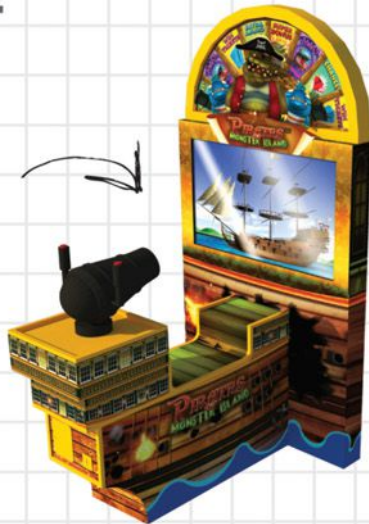
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Sega turns dreams into reality

Sometimes one word says it all: Daytona. Not the speedway in Florida but the popular driving game Daytona USA from Sega Amusements that was on everyone's wish list in 1993-94.

Space does not allow a list of Sega hits over the years, although we would be remiss not to mention the likes of After Burner, Crazy Taxi, OutRun and series that include House of the Dead, Sonic the Hedgehog, Virtua Fighter, and Virtua Tennis.

While the company made its mark in the video arena, it has branched out into a number of other categories that are in demand, not the least of which is prize merchandiser. Sega's Key Master received the *Play Meter Operators' Choice Award for Best Redemption Game for 2012*.

Play Meter checked in with officials at Sega Amusements for an update on the company, its products, and the marketplace. Answers came from Paul Williams, Chief Operating Officer and President; Peter Gustafson, General Manager; Tom Keil, Sales Manager; and Vince Moreno, Sales Manager.

Sega has a game lineup that

Virtua Fighter



Bejeweled



SuperBooth

Daytona USA Twin



Derby Owners Club delivered a unique game experience.



appeals to all ages and meets the demands of all types of facilities. Does the company have a strategy going forward in 2013?

Williams: We're an extremely opportunistic company and always on the lookout for outstanding amusement product. Recent examples of this approach include our award winning, high value prize merchandiser, Key Master, and our interactive photo-tainment device, Super Booth. Both were developed by third party companies and discovered by Sega team members.

There are many other cases I could site but these two exceptional products illustrate the strategic shift Sega has made over the last five or so years.

We've transitioned from being a company dependent on a single source for product to one that aggressively seeks out and brings to market locally appropriate content from an ever-expanding list of developers. We're finding these developers inside and, more often than you might think, outside the pay-for-play amusement industry.

How closely does Sega watch the marketplace to spot trends?

Gustafson: Clearly, trends affect and impact our industry. We're in the fashion industry and that's all about trends.

Staying on top of other entertainment industries including music, movies, books, home game systems, and of course social media and app games provides us the ability to see what's occurring to players as relevant, hot, and compelling.

The secret is discovering how to bring that content or concept to pay-for-play in a way that shows up to players as something they want to interact with. Our Super Booth is a perfect example of this.

Today's players are literally plugged into the Web 24/7. A large percentage of their communication via computer or smart phone is done with pictures specifically to share experiences. Super Booth hits on both of these trends by providing an outstanding experience for the player and a high-quality photograph to share with friends.

At Sega, we're on the verge of a remarkable change in the way pay-for-play games occur to players. Our efforts in developing partnerships with successful consumer companies as

Dream Raiders



GRID Deluxe 42 MDX



Operation Ghost



Sonic Sports Basketball, one of four sports games with the Sonic name.



Key Master Green, one of seven bold colors.



Virtual Tennis 4 Deluxe Cabinet

we've done with Pop Cap Games, the developer of Bejeweled, will result in games that occur as relevant, contemporary, "fashionable," and fun.

We're working toward creating content that engages the player in a manner that extends past the two or three minute experience of today's games. Expanding the confines of a game play experience outside the restrictions of the appliance-like box we're currently limited by will generate dramatic and positive results for the entire industry.

To succeed we must remain relevant and to achieve that we must occur to players as an opportunity they want to engage—an opportunity through which they're both challenged and gain a sense of community in a much bigger universe than a high score table on a video game.

Offering players the opportunity to remain engaged with pay-for-play games "after" the initial play and away from the game creates the relevance our industry is so much in need of.

The company has a long history going back to 1940 with Service Games and becoming Sega Enterprises in the 1960s with the merger

of Rosen Enterprises and Service Games. A great deal has happened since then. What have been some of the milestones in the last 20 years?

Williams: Sega has been on the cutting edge of entertainment for many, many years. Looking back at the last 20 years, you can find a number of milestones, not the least of which was the meteoric rise of what is today the most recognized character to ever come from a video game: Sonic.

At one point in the mid-'90s, Sonic had a global Q Rating higher than Mickey Mouse. More people knew who Sonic was than Mickey Mouse, the face of one of the biggest entertainment conglomerates on the planet.

Since the '80s Sega has been at the leading edge of arcade technology and in the '90s, we made the leap into 3D with two unbelievably successful titles, Virtua Fighter and Daytona USA. These games weren't small steps up the evolutionary ladder of technology; these were light year leaps ahead of anything anyone had seen before.

In 1994, Sega redefined what a location based entertainment center could be with the opening of the first

of three Joypolis Amusement Parks in Japan. These parks feature the latest amusement attractions, many of which are proprietary and one of a kind.

In 2009, Sega unveiled another concept in location based entertainment with the opening of Sega Republic in the United Arab Emirates, a mammoth amusement center in the newly opened Dubai Mall, literally in the shadow of the Burj Khalifa, the world's tallest building.

In the late '90s and into the first half of the next decade, Sega enjoyed enormous success with two completely out-of-the-box amusement products, Derby Owners Club (DOC) World Edition and a franchise of card dispensing games including Mushi King, Dino King, and Love & Berry. Both DOC and our series of card dispensing games delivered unique and compelling game play experiences unlike anything that came before.

In 2004, Sega merged with Sammy to form Sega Sammy Holdings Inc. Bringing together the individual strengths of each company has created an amusement industry power house.

Today, we find ourselves with what I believe to be the best and widest selection of games in the pay-for-play industry. From Video Driving to Arcade Sports, Vid-Deption to Photo-Tainment, Mechanical Ticket Redemption to Action Adventure Games and of course, award winning High Value Prize Merchandisers. It may sound cliché but I think it's appropriate to say, Sega's got it all.

Merchandisers (or self-redemption) are very popular today. How important is the recognition that Sega received for Key Master with Play Meter's Operators' Choice Award?

Keil: We feel deeply honored and humbled by this recognition. The operators are the backbone of our industry and it's tremendously rewarding to know we're helping their business with the products we're creating. To be acknowledged by the operating com-



Paul Williams, COO/President, Sega Amusements



Peter Gustafson, General Manager, Sega Amusements



Tom Keil, Sales Manager, Sega Amusements



Vince Moreno, Sales Manager, Sega Amusements



Hiram Gonzalez, CEO/President, Play It! Amusements Inc. (PIA)*

munity for having the best game in the category means we've delivered a product that works.

There exists a misunderstanding about operators; that they don't want to buy anything. I think this is a completely false assumption. If we bring the right game(s) to market, operators have no problem finding the resources to buy. This has certainly been the case with Key Master. The right game always sells, and from all indications Key Master is one of these "right games."

Key Master will be a hard act to follow. What new Sega game or games do you see striking a chord with operators?

Moreno: This question speaks to the core of our business: the quest to create products that earn, are priced right, and work. If we get those concerns answered correctly, then the only remaining question is how quickly can we produce them?

I think Key Master is a once-every-10-year game, that's about as often a game as good as Key Master comes along. The great thing about having a hit game is it gives us time to get the next one right and that's exactly what we're doing.

The high value prize merchandising category has fast become an enormously important one to our industry and I don't see this trend coming to an end anytime soon.

We have a number of concepts already in beta testing to follow up Key Master but you shouldn't expect to see



Entrance to Tokyo Joypolis, one of three Sega Joypolis facilities in Japan.

them anytime soon. From our perspective, Key Master still has a long way to go before we need to consider bringing out its replacement.

What type of feedback did you receive from attendees at the Amusement Expo? Are operators telling you they need more games of any particular category?

Gustafson: The 2013 Amusement Expo was a very good show for Sega. We had more buyers than tire kickers showing up. They saw opportunity in our offerings and quite often acted by placing orders with their distributor.

The path to purchase has slowed down considerably from what it was years ago but the path is still there and with the right game, it becomes a superhighway.

This slowdown is in large part due to the professionalism of today's operators. I like to say today's operators are all from Missouri, "The Show Me State." We manufacturers have to be able to "show" operators what we're offering is specifically right for them and I think that's a good thing.

No one is buying on emotion, an

operator may like a game personally but until he or she sees their players vote with their quarters, they're not about to make a commitment. Once players make it known that they like and will support a game, that's when the path turns into the superhighway.

Street operators are looking for relevant games that fit into their existing location base and have shown us that if we manufacturers do our part to develop relevant, high earning product, operators will do their part and buy in quantity.

They've shown a willingness to buy into categories that aren't in their current core offerings of darts, pool, and music. The velocity with which they've embraced Key Master speaks volumes to this willingness.

Are you seeing more operators reinvesting in their businesses recently?

Keil: Absolutely. I believe operators have found out it's essential to reinvest in every aspect of their business and not just games.

Today's operators are a different breed. They know more about their business than any generation before. They're calculating revenues per square foot and game utilization time, figuring service and collection routes to make more right turns so they maximize gas mileage.

They know more about tax laws and have organized and joined together to promote and protect their businesses. In short, they've become really good businessmen and women.

I think the key thing is they're asking themselves really tough questions about how they're running their businesses. Where are their blind

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Jerry Korbecki, Director of Operations, PIA



Don Campbell, Head Service Technician, PIA



Albert Albazi, Service Technician, PIA



Angela Spinelle, Parts and Service Representative, PIA



Patty Kohut, Accounting, PIA

spots? What are they missing? Do I need to reconsider a particular location base, game category, or promotional activity?

I think today's operators are more professional and organized than ever before and the entire industry is benefiting from this.

Expanding into new types of locations will boost the revenue stream. What products from Sega will help open up new locations?

Gustafson: Years ago during the Video Boom era, our business created destination locations. You remember them; they were called "arcades." But those days are decidedly gone and it's not because people don't like games; they do.

Look at all the success of in-home game consoles, social media, and app games. How many of you in the past week have told your kids, "It's time to get off Facebook or stop playing Xbox and do your homework, take out the garbage, or clean your room?"

Games have never, ever been more popular. A release of a new console game generates more sales volume than the release of a \$200 million blockbuster movie.

So where does that leave coin-op today? People like pay-for-play games in conjunction with some other compelling reason to walk through an establishment's door. For example: family night out at the local amusement center, a movie, dinner, drinks with friends, shopping at the mall, etc.

We'll continue to create content that enhances the guest experience and delivers game play that's fun to engage in a social atmosphere.

CONCLUSION

Williams took a few moments to

reflect on the Sega brand and the future:

Ours is a global business. We have amusement sales and support offices spread worldwide; the sun truly never sets on Sega. This is an enormous competitive advantage and one we use to our benefit as often as possible.

Our resource in staff and infrastructure allows us to represent a wide range of product lines in territories where other manufacturers and suppliers don't have a bricks and mortar presence. This creates a win-win-win for Sega, other manufacturers we represent, and our customers who, with one phone call, can literally fill an entire amusement center.

The Sega name is synonymous with excellence in entertainment and this too is a huge competitive advantage for us. Individual developers are drawn to the brand and want to bring their talents and ideas to work for us. Third party manufacturers respect the global recognition the Sega brand enjoys and come to us for our unique sales and marketing expertise to assist in promoting their products and services.

We're extremely well positioned to continue moving forward delivering the cutting-edge pay-for-play amusement games you've come to expect from Sega. If you like what you see today from Sega, you're going to love what we have in store for you at the International Association of Amusement Parks and Attractions (IAAPA) Expo 2013.

In closing, I'd like to share that we've just concluded a historically successful fiscal year. On behalf of the entire Sega family I want to thank our customers across the globe that made this success possible. It's humbling to

see what can happen when you match great product with a motivated and professional customer base.

For more information, call (847)777-9508; Web (www.sega-arcade.com). ▲

Sega's Game Catalog

Video Driving

- GRID 55" Dlx
- GRID 42" Dlx
- GRID 32" Std
- KO Drive 42" Dlx

Video Action Adventure

- Dream Raiders 55" 2-Player Motion Dlx
- Operation GHOST 42" Dlx

Video Sports

- Virtua Tennis 4 55" 4-Player Dlx
- Virtua Tennis 4 32" 4-Player Std

Photo-Tainment

- Super Booth

Mechanical Ticket Redemption

- Crazy Cuckoo
- Double Spin

Vid-DEMPTION

- Super Monkey Ball Ticket Blitz
- Pig's Might Fly
- Pirates of Monster Island
- BeJeweled

Arcade Sports

- Sonic Quad Air Hockey
- Sonic 4 Player Air Hockey
- Sonic 2 Player Air Hockey
- Sonic Basketball

High Value Prize Vending

- Key Master Standard
- Key Master Colors
 - Midnight Black
 - Coral Pink
 - Lemon Yellow
 - Orange Sherbet
 - Ice Blue
 - Electric Lime
- Giant Key Master
- Key Master Winner Every Time Kit

A ROCKIN' GOOD TIME



Three trade shows, March Madness, and spring break made for a very busy third week in March. The highlight for the coin-op world was the Amusement Expo, which was co-located with the National Bulk Vendors Association (NBVA) Expo for the third time.

Dates for the Amusement Expo, March 20-22, overlapped with the International Pizza Expo and the Nightclub & Bar Show. On March 21 attendees from the Amusement Expo and the Pizza Expo could visit each other's shows.

The Amusement Expo is jointly sponsored by the American Amusement Machine Association (AAMA), and the Amusement and Music Oper-

ators Association (AMOA). The expo followed the theme "Rock the Show!"

The exhibit floor was officially opened at a ribbon cutting ceremony presided over by John Margold, Chairman of the AAMA; Andy Shaffer, President of the AMOA; and Steve Schechner, President of the NBVA.

Brain Glasgow of show management firm W.T. Glasgow Inc. gave a report on the expo at a press conference on March 22. Glasgow said, "The buzz around the show is very good. The Industry Gala Reception was a great networking opportunity. The texting program (TextPo) that notified attendees about events and more helped build momentum."

Initial statistics showed 121

exhibitors this year compared to 130 last year; 356 booths this year compared to 376 last year; and 20 new exhibitors this year compared to 31 new exhibitors last year.

There were 1,292 buyers this year compared to 1,326 last year and 1,533 non buyers and exhibitors this year compared to 1,585 last year. The

drew the largest crowd; of the FEU seminars, “The New Reality for FECs: Innovate or Die,” drew the largest crowd. (Look for more details on the seminars in a separate article in this issue.)

Also pre-show, the American Amusement Machine Charitable Foundation (AAMCF) hosted its annu-

Show specials from 16 exhibitors provided even more good reasons to attend the expo.

HESCH RAFFLE

The Wayne E. Hesch Memorial Scholarship Raffle to benefit the scholarship fund raised \$84,000. Industry members donated a long list of desirable prizes for the raffle, including major equipment.

AMOA raised the bar again with the Hesch Raffle Grand Prize of a 2013 Dodge Challenger, a sleek black sports car that drew intense interest.

As the final ticket was drawn by Shaffer, attendees crowded around in anticipation that they might have the winning ticket. Comments like “I’m driving home in this baby” and “That’s my car, just give me the keys” were heard in the crowd.

The lucky winner was Tom Graham of Games Unlimited/Valley Video Games in Milbank, S.D. As taken as he is with the car, Graham told *Play Meter* it won’t accommodate

“It’s been 100 percent positive because we’ve made contacts here and discussed our product with key decision makers.”

grand total: 2,825 by the morning of March 22.

Shaffer commented at the press conference: “Everything has been upbeat and positive. The energy on the exhibit floor feels great. Fresh product will always drive people from across the U.S. to attend the expo.”

Schechner added, “The NBVA had a good show. Every supplier and manufacturer I spoke to was happy. I saw a lot of people I had not seen in years. It looked like a reunion at some booths.”

Margold commented, “The economy may not be what it was like in the Pac-Man days, and it may never be again. The bottom has bottomed out.”

Seminars were well attended across the board: five sponsored by the Amusement Expo and six sponsored by Foundations Entertainment University (FEU). FEU also held a pre-show, full scale program March 18-19.

Of the Amusement Expo seminars, “Keeping Those Cranes Cranking: Tweaks That Make a Difference,”

al Charity Golf Tournament on March 19 at the Royal Links Golf Club. Fifty-seven golfers participated. A portion of the proceeds will benefit children’s charities.



Officially opening the show floor, (l-r): Steve Schechner of NBVA, John Margold of AAMA, and Andy Shafer of AMOA.

Equipment Review



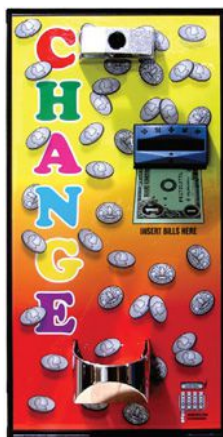
Adrenaline Black Out



American Alpha Inc.
IGS Diamond Progressive System



AMI Entertainment Network
Tap TV



American Changer
Battery Powered Changer



Andamiro USA
Lobsbot



Andamiro USA
Go Stop



Apple Industries
Face Place Theme Park Edition

Adrenaline Amusements

(450)824-1671; www.aagames.com

Black Out (redemption/prize vendor)

This new style of merchandiser (winner of the AMOA Innovator Award) is available in ticket or self-redemption models. Players have five tries to flick characters at the darkened sun using a touch screen. If they cover the surface entirely they win a major prize. Features include 12 prizes, minor/major setting, and payout adjustments. Also shown: Fruit Ninja video redemption game.

American Alpha Inc.

(732)438-0420; www.americanalphainc.com

IGS Diamond Progressive System

New player-selectable games include Mayan Treasures, a 243-line game and Miami, a 25-line game.

American Changer

(954)917-3009; www.americanchanger.com

Battery Powered Changer (currency changer)

Battery powered changers are specifically designed for the bulk vending industry. The AC401 is a front model. It accepts \$1 & \$5 bills and features a hopper capacity of 1600 quarters (\$400). This unique machine is ideal for bulk vending, kiddie rides, and small vending locations where A/C power is not available or is limited. There is also a European model with a coin acceptor. Both models are offered in two colors, red or black.

AMI Entertainment Network

(800)393-0201; www.amientertainment.com

Tap TV (TV trivia game)

Patrons can play trivia games by downloading the Tap TV app to their smart phone. After viewing the multiple choices, they answer with the smart phone. Different trivia games are scheduled by day. One Tap TV box can serve multiple TVs in a location. Locations pay a monthly fee to the operator. Players can also search for more information on each subject. The goal is to keep guests in locations with more entertainment options.

Rowe NGX Face Music Video (jukebox)

Patrons can not only search for a song, but they can also access the music video of that song. Local albums are one credit; the rest are two credits. Operators can designate up to 300 albums as local. The music video is an added credit; with another added credit you can play it next. The system is completely integrated with the interface. There is no change in operator jukebox contacts. Available: fourth quarter.

Andamiro USA Corp.

(310)767-5800; www.andamirousa.com

Go Stop (redemption)

Players must stop the moving light at green, yellow, or red traffic lights to move up to the boss challenge. If they reach the top they can win the jackpot.

i-Cube (redemption)

Players press one button to move an arrow across the field of prizes, and then release the button to move the arrow into the prize space. Features include LED lighting and adjustable prize bins.

Lobsbot (redemption)

A lobster-styled robot picks up balls and throws them onto a revolving playfield with holes marked with a variety of scores and other designations such as Double, Mystery Number, and Add 10 Seconds to the Game. If you reach the jackpot you have the opportunity to win 1,000 tickets.

Apple Industries

(516)619-8000; www.faceplacephoto.com

Face Place Theme Park Edition (photo booth)

Features include Smile 2.0 technology, touch screen navigation, connection to social networks, weather-resistant curtains with magnets, remote auditing system, and credit/debit card capability. There are six software packages for black and white photo strips, color photo strips, face replacements, crazy hair styles, fun backgrounds, and passports.

The Scene Machine (photo booth)

Customers are put into a scene of their choice and interact with their surroundings. They can also visit places like the Statue of Liberty or the White House. This unit comes with Smile 2.0 with green screen technology. There are eight software packages. It can send e-mail and capture e-mail addresses, record audio and video, and connect to social networks.

Arachnid Inc.

(800)435-8319; www.bullshooter.com

Galaxy 3 Live (darts)

This unique dart machine allows for remote one-on-one play and remote leagues with players anywhere in the world there is a Galaxy 3 live and an Internet connection. Features include a target that flips from 13-inches to 15-inches, tri-color LED illumination, 19-inch flat screen monitor, operator advertising, league management using LeagueLeader.net, free software updates, and BullShooter Live app.

Super Shuffle (shuffle alley)

Big Ballz is the newest game: Players slide the puck to land on a ball symbol and it goes into a cup. Put six balls in the cup and you win. There are seven other games including Classic Bowling, Crazy Shuffle, Leader of the Puck, and Split/Second.

Arion

+52(33)1078 9898; www.atr.com.mx/eng

Bire (jukebox)

The Bire jukebox from Arion is a small, low-cost digital jukebox with an eye-catching design. Features include an easy wall mounting system, four channel digital amplifier, 100W per channel (optional), LCD touch screen monitor, wireless remote control, electronic coin acceptor, and bill acceptor (optional). There is an option for users to put up to eight different songs in a playlist at one time.

Astrosystems Inc.

(888)937-4221; www.globalbillacceptors.com

GBA ST1-C (bill acceptor)

This global bill acceptor features vertical up or down note-stacking, sleek design, and compact height. It is affordable and designed specifically for the coin-op industry. There is no interconnecting cable. It is reportedly very secure and features all the connections for virtually any application.

ATM Merchant Services

(972)355-5404; www.atmtx.com

GenMega G2500 (ATM)

Features include LED topper sign, LCD screen, printer, PIN entry device, card reader, ADA accessible keypad with voice guidance, electronic lock, and cash dispenser. The company advised that in a few years ATMS would read chip-based cards instead of magnetic strip cards. Beta testing is taking place for ATMs to be able to provide lottery tickets.

Hantle t4000 (ATM)

This economical unit is mounted through the wall. It includes an integrated illuminated topper, 10.4-inch sun viewable color LCD supporting customer screen advertising, ADA accessible keypad with voice guidance, rear service panels, cash dispenser, electronic lock, printer, and card reader.

Barron Games International

(716)866-0054; www.barrongames.com

Air Ride (hockey table)

A new version of Barron's two-player redemption air hockey, this table has no overhead bar or scoreboard; timer and scoring is on the playfield. Other features include aluminum body, side sound sensors, polycarbonate scratch-free playfield, chasing LED lights, and 10 pucks.

QuadAir Jr. (hockey table)

This table has all the same great features found on the QuadAir for two, three, or four players, but with a jungle theme and in a smaller size ideal for fun centers and locations with space restrictions. It can also be used with full size legs for adult game play.



Apple Industries
The Scene Machine



Arachnid Inc.
Galaxy 3 Live



Arion
Bire



ATM Merchant Services
Genmega G2500



Astrosystems Inc.
GBA ST1-C



Barron Games
Air Ride

Play Meter presents annual awards



Holding *Play Meter's* Operators' Choice Awards, (l-r): George Petro, Raw Thrills/Play Mechanix; Bernie Schwarzli, Beaver Machine Corp.; Dave Courington, Valley-Dynamo; Patricia Shores, TouchTunes Interactive Networks; Jim Roe, AMI Entertainment Network; Jim Belt, Stern Pinball; and Pete Gustafson, Sega Amusements.



Operator of the Year 2012: Mary Lavine of Bullseye Inc.



From left: Bonnie Theard of *Play Meter*, Mary Lavine, Carol P. Lally of *Play Meter*, and Carol Ann Lally of *Play Meter*.



Mary Lavine is congratulated by Doug Diltz of Diltz & Sons.

Past President of her state association, the Wisconsin Amusement and Music Operators (WAMO); and is on the Board of Directors for the AMOA-National Dart Association (NDA).

Unlike many in the industry who grew up in the family amusement business, Lavine chose it for her life's career. When asked about the choice to enter the coin-op arena, Lavine said, "How could you not like providing entertainment and fun?"

Lavine values relationships on every level in the industry, saying, "Relationships are what builds our business." Lavine will grace the cover of the June issue and share her coin-op story in an interview.

Also during the Amusement Expo, *Play Meter* presented its Operators' Choice Awards in seven categories voted by operators who fill out the annual State of the Industry Survey.

Winners for 2012 are: Best Video Game: Big Buck Hunter HD, Raw Thrills/Play Mechanix; Best Pinball Game: AC/DC, Stern Pinball; Best Touch Screen Countertop: ML-1 Megatouch Live, AMI Entertainment Network; Best Redemption Game: Key Master, Sega Amusements; Best Table Game: Valley-Dynamo, ZD8; Best Jukebox: Virtuo, TouchTunes Interactive Networks; Best Bulk Vending Machine: Beaver Machine Corp.

Play Meter extends thanks to all the operators who participated in the State of the Industry Survey. Congratulations to all of the winners. ▲

Each year *Play Meter* selects an operator to receive the Operator of the Year Award named for *Play Meter's* Founder, Ralph C. Lally II, an operator who valued integrity, dedication, hard work, education, and service. The award has been given annually since 1989.

Mary Lavine of Bullseye Inc. in Madison, Wis., received the award on March 20 at the opening ceremonies for the Amusement Expo. Lavine began her coin-op career 30 years ago with 13 dart boards and built her business into a local powerhouse of pool and dart leagues and tournaments.

Along the way she added jukeboxes and other coin-op equipment and also

opened a showroom for dart and pool supplies and games and accessories for home recreation rooms.

Lavine is currently a Vice President (Class of 2014) of the American Amusement Machine Association (AMOA); a graduate of the AMOA Notre Dame Management Program; a

play "The Operators' Choice"
METER

2012

**OPERATORS'
 CHOICE
 AWARDS**

**TOUCH SCREEN COUNTERTOP:
 AMI Entertainment Network
 for
 ML-1 Megatouch Live**



**JUKEBOX:
 TouchTunes Interactive Networks
 for
 Virtuo**



**TABLE GAME:
 Valley-Dynamo
 for
 Valley Pool Table**



**REDEMPTION GAME:
 Sega Amusements
 for
 Key Master**



**PINBALL:
 Stern Pinball
 for
 AC/DC**



**BULK VENDING:
 Beaver Machine Corp.
 for
 Round Beaver Series**



**VIDEO GAME:
 Raw Thrills/
 Play Mechanix
 for Big Buck Hunter HD**



AAMA presents spring awards

The American Amusement Machine Association (AAMA) presented its annual spring awards on the opening day of the Amusement Expo 2013 in Las Vegas.

The Lifetime Achievement Award was presented to Al Kress of Benchmark Games. Recipients are honored for their years of service to the industry, humanitarian efforts, ethical strength, moral qualities, and outstanding reputation.

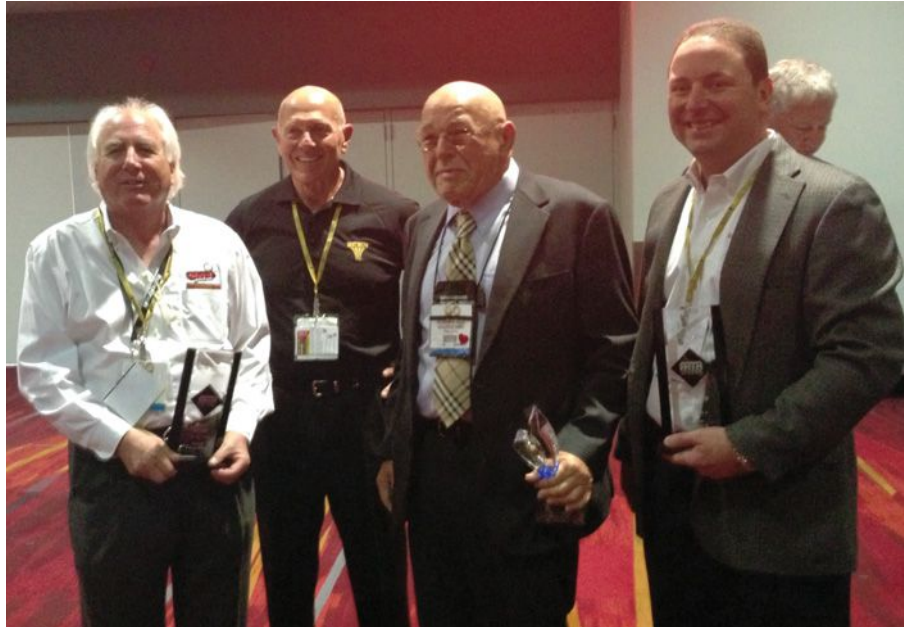
In making the announcement, AAMA Chairman John Margold said, "This man was one of the welcoming forces and a real mentor to me when I entered the industry."

Kress said, "I am an operator at heart. I moved into distributing and then into manufacturing. A lot of people made it possible for me to be here today, especially my wife Donna who encouraged me every step of the way." Kress said he has been in the industry for 58 years, beginning at age 13.

The Manufacturer of the Year Award was presented to Stern Pinball. This award is voted by distributors.

The Distributor of the Year Award was presented to Betson Enterprises, for the third consecutive year. This award is voted by manufacturers.

The Supplier of the Year Award was presented to Suzo-Happ Group. This award is voted by AAMA members. This is the third year that AAMA has given a Supplier of the Year Award. ▲



From left: Gary Stern of Stern Pinball (Manufacturer of the Year), Peter Betti of Betson Enterprises (Distributor of the Year), Al Kress of Benchmark Games (Lifetime Achievement), and Tom Happ of Suzo-Happ (Supplier of the Year).



From left: John Margold of AAMA, Donna and Al Kress, and John Schultz of AAMA.



From left: Jim Belt and Gary Stern of Stern Pinball and John Margold of AAMA.



From left: Peter Betti and Bob Geschine of Betson Enterprises and John Margold of AAMA.



John Margold (r) of AAMA presents the Lifetime Achievement Award to Al Kress of Benchmark Games.



Bottoms up, Las Vegas

In its 28th year, the Nightclub & Bar Convention and Trade Show has continued its tradition of success. The March 19-21 event drew 37,740 attendees this year, an 11 percent increase from 2012. The show also saw a 10 percent increase in new

exhibiting companies, with nearly 700 companies represented.

The largest beverage, bar, and nightclub event of the year featured a kick-off ribbon cutting with Vegas' newest resident performer, CeeLo Green and Jon Taffer, star of Spike TV's "Bar Rescue" and President of Nightclub & Bar Media Group. "We are thrilled with the success of this year's show and were pleased to offer our attendees access to the top beverage, bar, and nightlife vendors in the country," said Taffer.

"Our sponsors, including Indemnity Insurance Corp., Anheuser Busch, MillerCoors, Diageo Innovation, Revention, TY KU, Spike's Bar Rescue, Kahlua Midnight, BevIntel, and Coca-Cola displayed some of the newest, most innovative and technologically advanced products and services our industry has ever seen. Once again, Las Vegas, the nightlife capital

of the world, provided the perfect back drop to showcase our industry," added Taffer.

Events at Las Vegas' nightclubs, a star-studded ribbon-cutting, a buzzing exhibit hall, and standing-room only sessions with a behind the scenes look into the trade are all part of what keeps the hospitality industry professionals coming back year after year.

Several companies common in

Solutions, Express ATM, Wristband Resources, Wristband Specialty, Precision Dynamics, Axis Payment Solutions, Cardtronic, and Medtech Wristbands USA.

Apple Industries was the exclusive "Official Photo Booth Sponsor" for the show. Apple co-branded its Sapphire photo booth with custom decals and it was displayed on the red carpet entrance. Each photo taken from the photo booth was automatically sent to the Nightclub & Bar Facebook page. Each photo strip featured the show logo and the Face Place logo.

Apple officials said the results from this effort "were amazing," adding, "For one, the Web site went ballistic. We secured over 250 bar locations that want operators to place a Face Place photo booth in their establishments. Since our return from Las Vegas we have been working feverishly with operators who are members of Apple Industries' National Location Program. Any operator who

would like to join the program should visit (www.faceplacephoto.com) to fill out the application form.

On-site amusement companies provided the following comments on this year's Nightclub & Bar Convention and Trade Show:

"The show seemed to be extremely busy and it's a new show for us but it seemed to be a really great



CeeLo Green and Jon Taffer cut the ribbon at the 28th Annual Nightclub and Bar show. ***Photo courtesy of Getty Images***

coin-op circles took the opportunity to exhibit at Nightclub & Bar, with products suitable for both amusement and hospitality industries. These included Stern Pinball, Digital Centre, Bay Tek Games Inc., Rhode Island Novelty, Apple Industries, Incredible Technologies, Betson Enterprises, Price Chopper Wristbands, Barron Games, Innovative ID



Many traditionally amusement-based companies find value exhibiting at the Nightclub & Bar Show.



Brittney Dores of Digital Centre.

show. We got a lot of buzz, particularly with light up products, and one of the best products for that industry is our light up foam baton. Nightclubs can add a logo to those batons,” said Jon Nowak of Rhode Island Novelty.

Jim Belt of Stern Pinball said, “The attendance at the Nightclub & Bar Show was diverse and many of the attendees were interested in the Avengers pinball that we had on display. Most would be heading home to contact their operators to see if they could get Avengers in their establishment.”

“It was a good show, it was the second time we’ve been in that show and the results were great. We made a few sales; a lot of those customers were just getting our contact information and we are calling them now and getting a very good response. They really like the option for the customers to take photos and come back later to print extra copies of the same quality because of the QR photo technology,” said Josep Tarres of Digital Centre.

Greg Bacorn of Barron Games said, “This show has been insane. It’s a great place for exposure of new products to this market. The crowd is very different here. I am looking forward to next year.”

Dates for Nightclub & Bar 2014 are March 24-26. For more information, visit (www.ncbshow.com). ▲



Stephen Adams of Axis ATM.



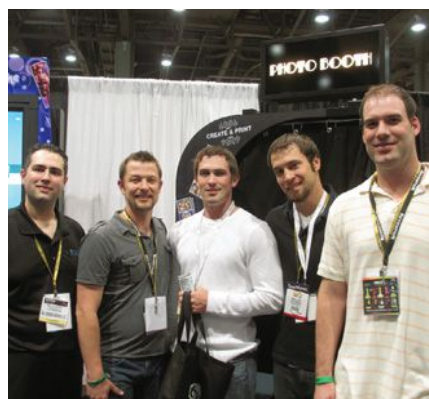
The Rhode Island Novelty booth.



From left: Tiffany Walsh, Ana Augusto, and Sarit Alkobi of Wristband Specialty.



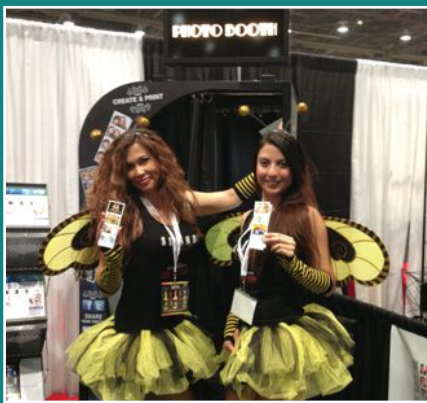
An attendee plays the Avengers pinball at the Stern booth.



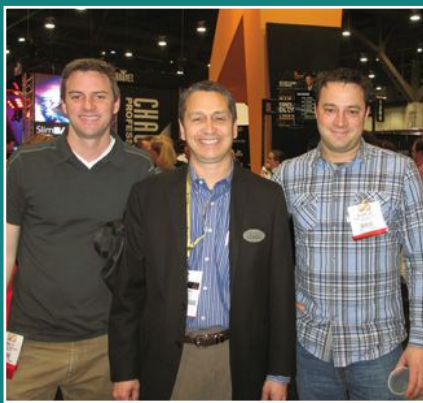
From left: Mike Bloomfield of Apple Industries with Stephen Lahti, Bryan Sigmon, David Lahti, and Darren Delt of Bar Partners.



From left: Fernando Cruz, Elizabeth Chavez, Josimar Castello, and Edwin Baljeu of Precision Dynamics.



Apple Industries was the “Exclusive Official Photo Booth Sponsor” for the show and displayed its Sapphire photo booth with custom decals at the red carpet entrance.



From left: Brian Lee of Automatic Coin Vending Co., Michael Martinez of N2 Industries, and Michael Lee of Automatic Coin Vending Co. walk the aisles.



Scott Kennedy of the Candelight Tavern plays Big Buck HD from Raw Thrills/Play Mechanix in the Betson booth.



From left: Jeffrey Compton, TJ Craig, and Victoria Marcell of Express ATM.



Jen Drott (l) and Nate Olson of Wristband Resources.



Gregory Bacorn (r) of Barron Games shows at attendee the popular X-Putt golf game.



Jennifer Collins of Price Chopper Wristbands.



David Sabo of Olde Crow Vending at the Gold Standard Games/Shelti booth.



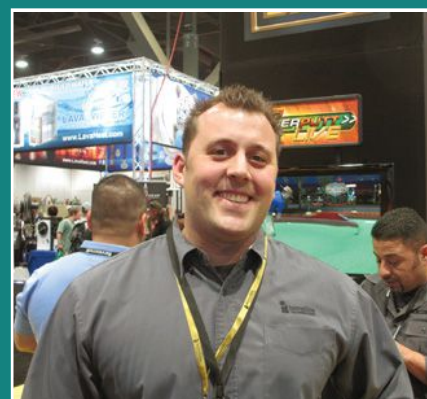
Paul Milligan and Norma Sanchez of Medtech Wristbands USA.



Jai Bowie of ATM Network.



Holly Meidl at the Bay Tek Games booth.



Adam Kramer of Incredible Technologies.

Representatives from Antico Molino Caputo show off a tasty Pizza Margherita.



Amusement Expo attendees had a special opportunity again this year when the show had a one-day crossover with the International Pizza Expo. Buyers with Amusement Expo badges were allowed into the Pizza Expo on March 21 and Pizza Expo buyers were also allowed into Amusement Expo.

Pizza Expo gave buyers access to the industry's biggest marketplace for business-enhancing products, services, and ideas. There were reportedly around 7,000 attendees and approximately 1,000 booths in a space the equivalent of five and a half football fields.

More than 85 education sessions and demonstrations, plus two keynote addresses, were offered during the three show days. Hot-button topics such as social media marketing, menu design, employee motivation, dough dos and don'ts, and many others were thoroughly covered in focused seminars.

Keynotes were given by Robert Irvine, celebrity chef and host of Food Network's "Restaurant: Impossible," and Bill Jacobs, Founder and Owner of Piece Brewery & Pizzeria in Chicago.

There was a special pre-show program for new operators and first-time attendees on the first day of the expo. This focused day of education geared to Pizza Expo newcomers has become a must-do for operators who are new to the business or to the show. With nearly 700 pre-registrants this year and even more expected in 2014, there

More pizza, please!

Pizza Expo brought exhibitors and buyers from around the world to see and sample the very best in the pizza business.

Clockwise from top:

Carol Ann Lally (l) and Carol Lally of *Play Meter* at the Stanislaus Food Products booth.

Zach Sharpe, *Play Meter* columnist, took a break to sample some of the delicious offerings at Pizza Expo.

Two exhibitors prepare mouthwatering delights.

Pizzas 4 Patriots was on site to serve slices of pizza to expo attendees.



is high energy for a day of seminars, workshops, and networking sessions.

The Beer and Bull Idea Exchange was a part of the festivities again this year, where attendees were given the opportunity to sit at a table with 10 other pizza operators from all over the country, or in a room with 500 colleagues, to discuss whatever issues were foremost on their minds.

Again this year, Stanislaus Food Products, a producer of Italian tomato products, set up a restaurant-style scene with tables for expo-goers to have a seat, rest, and sample products like wine, olives, and more.

But pizza wasn't the only edible represented at the show. John Reseburg of Mies Products Inc. was on hand showing the company's various breadings for fried foods. Other offerings included desserts, cheese, olive oil, vinegar, uniforms, and restaurant supplies.

Thursday was bake or break day in the final rounds of the pizza making competition, which was divided into four divisions: Traditional, Non-Traditional, American-Pan, and Italian-Style.

An added bonus at this year's expo was the presence of the charity organization Pizza 4 Patriots. The charity, which has shipped around 50,000 pizzas to date, has fed over 200,000 soldiers. Several members of the organization were on site, serving pizza to expo attendees. Next year's show will take place March 25-27.

For more information, call (502)736-9500, ext. 520; Web (www.pizzaexpo.com). ▲





Highlights from the 2013 Amusement Expo



Josh and Zach Sharpe

*The cornered critics
review top games
from this year's
spring shows.*

There's no denying the sheer energy that the 2013 Amusement Expo in Las Vegas brought to everyone.

Selfishly, we hope the show continues to overlap with the International Pizza Expo and the Nightclub and Bar in years to come, especially with the reciprocity day where attendees from the Pizza Expo have access to the Amusement Expo and vice versa. We definitely bumped into some new faces and it's always great to spread awareness of all things coin-op.

We were able to accomplish this feat with a few new players at the Stern Pinball booth for the annual International Flipper Association (IFPA)/Stern Pin-Golf tournament.

Stern provided the IFPA with three games. There was a three-hole golf format on X-Men, Avatar, and the company's most recent title, Avengers, with target scores and a final playoff for the top eight players.

When the dust settled, your very own Cornered Critic Zach Sharpe took home the title, beating an incredible 34 players (most ever!) in the process. We also want to give a special thanks to Marco Specialties for

once again putting on an incredible display with LCD monitors attached to four of the games in the Stern booth so that people could see the action taking place without hovering over players.

Now onto our best in show from this year's Expo...

LOBSBOT/ANDAMIRO

While this is still a prototype and the title of the game might change, if we had to award our "best in show" to one game in particular, it would hands down be Andamiro's latest robotic game. Using controls at the front of the cabinet, players must maneuver the robotic car inside the cabinet to pick up balls and drop them off the outside of the main "arena" into a revolving circle of holes.

Each hole awards anything from points to double value of your next drop to more time. Simply put, the more points accumulated, the more tickets won. They mentioned this game being only 80 percent complete at the time of the show but we can't imagine how much more fun and polished it can get with the added 20 percent, but consider our interest more than piqued on this title once official production starts.

BEER PONG MASTER/ BAY TEK

It's comforting to see that we're not the only ones entertained and obsessed by the game of beer pong, even if there's no alcohol in site (Nightclub & Bar Show withstanding).

Bay Tek has developed a nice little niche of "adult" redemption games that are perfect for adult locations with its previous alley game, Beer Ball. Add





Avengers



Prize Hoops



Beer Pong Master



Beer Pong Master into the queue where players can toss or bounce balls into the cups in the allotted time for some nice competitive gaming. The LCD screen and the cups being lit and subsequently unlit after a made shot only enhances the overall gaming experience.

PRIZE HOOPS/ TEAM PLAY

While we wouldn't base Team Play's latest game Prize Hoops as an innovation in game play or graphics, we certainly loved its idea on the conversion kits of old Stacker (LAI) machines. The same can probably be said for any location across the world, but operators have to keep things fresh or rotate their current set of games to entice players to come back.

Variety is the spice of life, but if you are limited by space constraints and can only host a few games, it can make it tough both financially and space-wise to have multiple games at your disposal for rotation purposes. Team Play's elegant solution of providing a new kit to not only change the game play, but to also add some flare to the cabinet design offers

much needed flexibility for operators.

We truly love the idea of conversion kits in general and not to bring pinball into the fold, but something we were truly looking forward to seeing on the

if we had to award our "best in show" to one game in particular, it would hands down be Andamiro's latest robotic game.

"old" Williams Pinball 2000 platform. Conversion kits/platforms can easily be the future of this industry and Team Play has a great idea of how to convert the popular Stacker game into a fun basketball game (and we anticipate endless opportunities moving forward).

AVENGERS PREMIUM/ STERN PINBALL

Last, but not least we wanted to highlight the success of Stern Pinball at this year's Amusement Expo. Not only did the company announce the Premium version of its latest game Avengers to the masses, the company walked away with quite an

assortment of awards to boot.

Stern was not only announced as the American Amusement Machine Association (AAMA) Manufacturer of the Year, but its smash hit game

AC/DC was voted best pinball game in the annual *Play Meter Operators' Choice* awards. Great job and can't wait to see what's in store for the silver ball in 2013! ▲

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types.

NEWS FEATURE

By: Steve Epstein



Players wait for their turn on Stern Pinball's Avengers pinball.



Connor, Adrian, and Kayla wear Sno Cross T-shirts, donated by Raw Thrills.



Players enjoy Raw Thrills' Sno Cross driving game.



Andy Clure (l) and Steve Epstein operate tournament equipment.

Lessons from the Sandy Hook Arcade

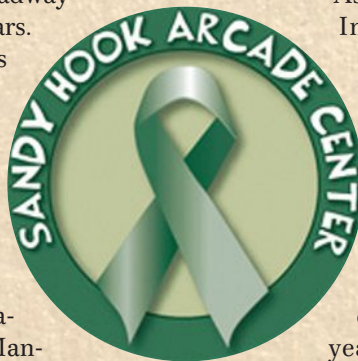
I have had a wonderfully long career in the amusement industry. I owned and operated The Broadway Arcade in New York City for over 35 years. During that time I made many good friends in the industry and lifelong friends that were customers. I was able to develop marketing strategies that helped my location become a place people could come and enjoy all the experiences our products can offer.

Along the way with the help of Roger Sharpe of WMS, Frank Sinisky of Alpha-Omega and Amusement Entertainment Management (AEM), Joe Camerato of Alpha-Omega, Bob Boals of Betson Enterprises, and many other great people, I was able to develop a competitive system that allows an operator to run tournaments on not only pin-

ball games but any type of equipment.

As one of the Tournament Directors for the International Flipper Pinball Association (IFPA), I have been able to keep busy for the last few years in these endeavors.

This brings me to an event that I had the chance to be involved with in Newtown, Conn. It was my privilege to meet and work with Andrew Clure and Scott Ciccari, Owners of the Sandy Hook Arcade. Both Ciccari and Clure are residents of Newtown, where on Dec. 14 of last year, the unthinkable happened. Having been involved as collectors and hobbyists of our games, both men felt that a way to help heal the entire community was to establish a place for the children and families of this hard hit community.

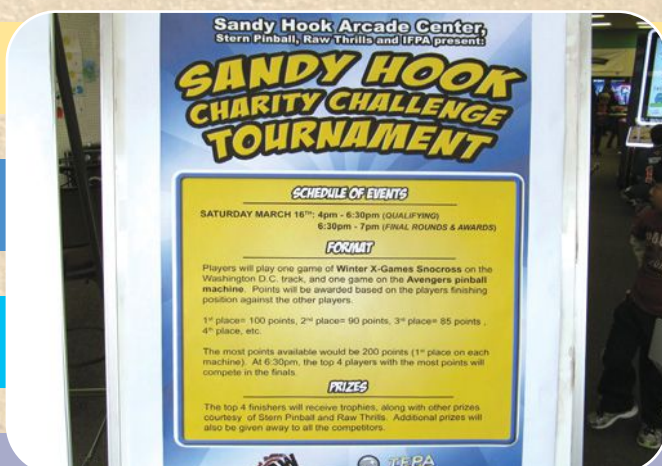




Scott Cicciari, Andy Clure, and Steve Epstein stand with the winner of the six-years-old and under competition, Connor Sinapi.



Adrian Odette (2nd), Connor Sinapi (1st), and Kayla Sinapi (4th), winners of the six-years-old and under competition. Not pictured: Kian Alward (3rd).



In response, they created the Sandy Hook Arcade Center, a traditional arcade where kids could go in and play games, free of charge. With the help of Raw Thrills, Stern Pinball, Rick Kirby of Betson, and many others in the industry, they created a place of fun, safety, and happy feelings.

Part of the mission was to also create an environment to inspire community interaction and promote healing, all free to Newton residents. I could see and feel the effect the arcade was having during a four-hour pinball tournament that took place March 16. The competitors were broken down into three divisions: 12 and under, six and under, and a parent-child combined team.

Again, the power of our games to bring joy to kids of all ages was re-confirmed to me. I know I have talked for years about competitive promotions to help build and keep patrons in our many different types of locations, and I must tell you that seeing the excitement and joy on

these kids' faces was confirmation of my beliefs.

I have always maintained our industry is a valuable part of the entertainment experience. Seeing first hand how a community of people suffering through an unimaginable tragedy responded to our games in such a positive way was living proof that we are part of the solution and not the problem. We as an industry need to get this message across to the many municipalities, landlords, and community boards that put up barriers preventing our operating base from delivering this wonderful experience.

Cicciari and Clure are very motivated people that truly understand the power of our games. What started as a temporary refuge for a devastated community can hopefully turn into a permanent place for healing to continue. I am going to try my best to help them achieve this goal and hope our industry can pitch in to further that goal. Much help will be needed so please open your hearts when they call out for our help. ▲



Expo, awards, relationships

Count John Margold, President of the American Amusement Machine Association (AAMA), among those who put the recent Amusement Expo 2013 in the success column.

Margold said, "I was one of the people who walked the aisles on the last day with a clipboard in hand visiting with exhibitors. More exhibitors

told me they rated the show as excellent rather than good or fair. They said foot traffic was excellent or good. There was an exuberance and a healthy attitude at the expo. Perhaps the economy has turned the corner and we are the beneficiaries."

Margold noted that serious buyers were on the show floor on that last day, looking to do business. "Overall, the people who came were really engaged and obviously happy with the industry and the expo."

He noted that new product more than floor placement contributed to many exhibitors having a good show. "It's up to the exhibitors to give people a reason to come to their booth and talk to them.

"AAMA, the Amusement and Music Operators Association (AMOA), and show management W.T. Glasgow Inc. can only provide a tool. Most exhibitors took advantage of that tool and brought new ideas and new products."

The Amusement Expo was again co-located with the National Bulk Vendors Association (NBVA) Expo. "We certainly had a great bump with the NBVA and we would love to see another bump like that with other allied industries that are involved in the amusement field," said Margold.

He continued, "I spoke with several exhibitors with money counting equipment or software and they said having bulk vendors at the expo was a plus for them because those people could expand into areas where they would need those products. Attending the Amusement Expo with the NBVA Pavilion was like getting two shows for the price of one."

He added, "If you go to the expo and don't come back with any new knowledge, you have not taken advantage of the show. The exhibits are not the exclusive reason to attend. A show is also seminars, engaging people on the expo floor, and networking with peers."

Margold was happy that Al Kress of Benchmark Games received the AAMA Lifetime Achievement Award at the expo. He said, "I have great memories of Al when I was a rookie in the industry, how he made me feel comfortable. My affection for him is personal but I don't think I am alone. I believe dozens of industry members have stories about how Al helped them in their careers."

He also complimented the other award winners: Suzo-Happ, Supplier of the Year; Stern Pinball, Manufacturer of the Year; and Betson Enterprises, Distributor of the Year (third time in a row).

Margold is now 20 months into his two-year term as President of AAMA. A great deal has been accomplished during his term. "We've been able to get new people involved in the association and strengthened our relationship with AMOA," said Margold.

One sign of that solid relationship can be seen in AMOA joining AAMA in a visit to Washington, D.C., in February to meet with House and Senate representatives or their staff. AAMA representatives included Rick Kirby of Betson New England, David Cohen of Firestone Financial, and John Schultz of AAMA. AMOA representatives included Andy Shaffer of Shaffer Services, Jack Kelleher of AMOA, and John Pascaretti of Pascaretti Enterprises.

Margold said, "The one thing we have not yet accomplished in my year and three-quarters is growing our Political Action Committee (PAC) fund. It's important that we have the opportunity to meet with decision makers in Washington on a frequent basis. It's an expensive place to visit and time consuming.

"In our political system, you have to support legislators. They cannot do any good if they are not re-elected. Even the most idealistic and altruistic politicians know that is the first thing on the agenda: to be re-elected. Representatives are willing to listen to us but their time is valuable." ▲



John Margold
AAMA
President

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The year ahead

John Pascaretti of Pascaretti Enterprises became President of the Amusement and Music Operators Association (AMOA) at the AMOA Annual Breakfast and Business Meeting on March 21 during the Amusement Expo 2013 in Las Vegas.

“We had a solid show,” said Pascaretti. “Traffic was good, the education sessions were well attended, equipment was plentiful, and everyone seemed very upbeat.”

Attendance dipped a small amount this year after two years of continued growth, possibly due to show dates that coincided with spring break and the ASD show.

Regarding attendance at Amusement Expo 2013, Pascaretti commented, “It continues to be a challenge to attract new attendees. We have a loyal base that comes every year and we are thankful for that. We would like to attract more people to the show.”

Pascaretti said that committees are being formed for Amusement Expo 2014, which will be March 26-28, again co-located with the National Bulk Vendors Association (NBVA) Expo. These dates do not overlap with spring break or the ASD show in 2014.

Pascaretti joined Jack Kelleher, Executive Vice President of AMOA, and Andy Shaffer, then AMOA President, in traveling to Washington, D.C., in February with representatives of the American Amusement Machine Association (AAMA), to speak with legislators and their staffs.

“A small group works well and is more manageable,” he said. “I got more out of the visit with that format. One thing expressed to us by SNR Denton, legislative counsel for both AMOA and AAMA, was that contact with legislators does not stop with a visit to Capitol Hill. It’s important to stay close to your home base and follow up with your local legislators.”

Pascaretti’s first official appearance came at the AMOA-National Dart Association (NDA) Team Dart in Las Vegas near the end of April. He has a busy

agenda in the next few months with numerous state associations hosting annual meetings and conferences, all of which he plans to attend with his wife Shirley.

When asked if he has received any advice from previous presidents as he embarks on the year ahead, he replied, “They have all said how well the state associations treat the AMOA President. That is no shock to me because I know the people in this industry and they are very cordial and welcoming. They also said to get some rest before the travel starts!”

This is a significant year for AMOA because it’s the association’s 65th anniversary.

Pascaretti set forth a specific goal for his term: Insuring the future of coin-op by leveraging our collective strengths.

“I am from the distribution segment. There are a lot of intelligent people throughout the food chain of this industry. We face challenges every day in the coin-op business. I hope we can all work together to improve our businesses. It sounds simple, but it’s difficult.”

He added, “Whether it’s the trade show, our continuing education programs, member services, or legislative advocacy, we have to take a look at the resources we have and maximize them.”

Growing membership is important to AMOA. Pascaretti said, “Our Program Partners Committee is always looking for ways to add value to the association, such as the recent coupon program that offered AMOA members special discounts from five companies.

“We continue to work to attract new members. There is a pool of operators who are not members and we need to bring them into the fold. They have to experience AMOA to get the full value.” ▲



John
Pascaretti
AMOA
President

“Insuring the future of coin-op by leveraging our collective strengths is a priority.”

Congratulations to the Newly-Elected AMOA Directors!

During the AMOA Annual Membership Meeting, six individuals joined the Board of Directors. Each will serve three-year terms as members of the Class of 2016.



***Christopher Asher
Chris Amusements
London, KY***



***Randy Bergman
Darrt Amusement Inc.
Buffalo, NY***



***Lou Miele
Miele Inc.
Williamsport, PA***



***Russell Minter
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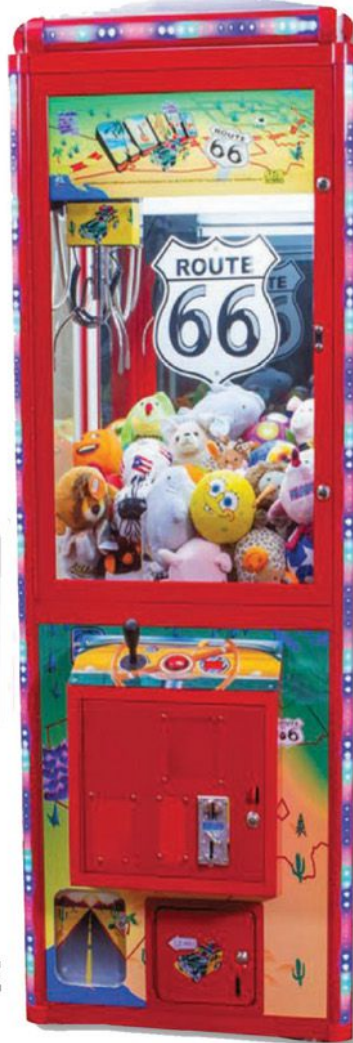
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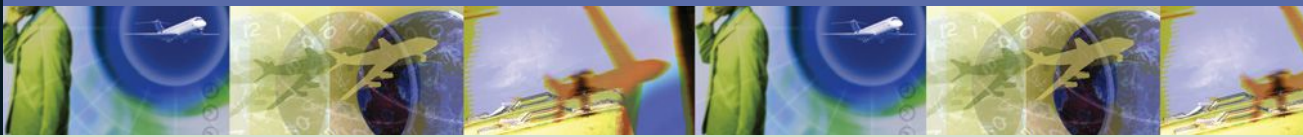
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web: www.rollerskating.com

May 7-9

AALARA

Queensland, Australia
Gold Coast Convention & Exhibition Centre
tel: 61-7-3807-3508
e-mail: info@aalara.com.au
web: www.aalara.com.au

May 9-11

GTI Asia Taipei Expo

Taipei, Taiwan
Taipei World Trade Center
tel: 886-2-2760-7407, ext. 207
e-mail: gametime@taiwanslot.com.tw
web: www.taiwanslot.com.tw

May 15

OAMOA Annual Meeting

N. Portland, Ore.
Colwood Golf Course
tel: (541)688-1888
e-mail: Jerry@AmusementUnlimited.com

May 23-27

Bullshooter Finals

Rosemont, Ill.
Hyatt Regency O'Hare
tel: (800)435-8319
e-mail: lorid@bullshooter.com
web: www.bullshooter.com

May 23-June 1

VNEA Championships

Las Vegas, Nev.
Bally's Hotel & Casino
tel: (800)544-1346
e-mail: info@vnea.com
web: www.vnea.com

June 4-7

Asian Attractions Expo

Singapore
Marina Bay Sands
tel: (703)836-4800
e-mail: a-lee@iaapa.org
web: www.iaapa.org/asianattractionsexpo

June 11-13

E3

Los Angeles, Calif.
Los Angeles Convention Center
tel: (508)424-4864
e-mail: chart@idgworldexpo.com
web: www.e3expo.com

June 18-19

ICMOA Annual Meeting

Bloomington, Ill.
Chicago Hilton Indian Lakes Resort
tel: (815)416-0741
e-mail: rmitchell@icmoa.org
web: www.icmoa.org

June 20

OCMA Annual Meeting

Columbus, Ohio
tel: (614)784-9772
e-mail: ocma@the-ocma.org
web: www.the-ocma.org

June 20-22

The Clean Show

New Orleans, La.
New Orleans Morial Convention Center
tel: (404)876-1988
fax: (404)876-5121
web: www.cleanshow.com

June 20-23

VNEA Jr. Championships

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Kellogg Arena
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web: www.vnea.com

June 23-28

Bowl Expo

Las Vegas, Nev.
Paris Las Vegas
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web: www.bowlexpo.com

June 25-26

WAMO Annual Conference and Show

Brookfield, Wis.
Sheraton Milwaukee
tel: (800)-827-8011
e-mail: wamomax@aol.com
web: www.wamo.net

July 10-12

BCA Summit

Chicago, Ill.
Renaissance Schaumburg/Chicago Convention Center Hotel
tel: (708)226-1300
e-mail: expo@bca-pool.com
web: www.bcasummit.com

August 6-9

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web: www.coin-op.org

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Ideal WorkerBee

Managing game performance and revenue is now easier than ever with Ideal WorkerBee, the new cloud-based solution for game tracking, reporting, and monitoring from Ideal Software Systems. The company launched Ideal WorkerBee at the Amusement Expo in March.

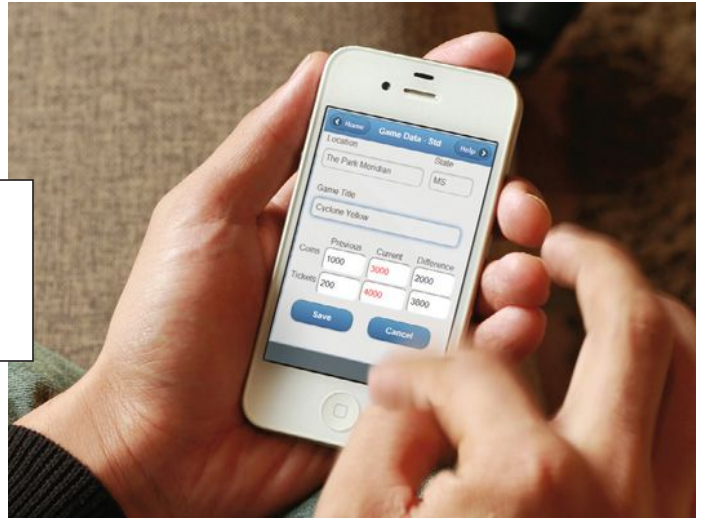


WorkerBee is a cloud-based management system that gives game operators an easy way to enter data and access their game revenue and performance reports from a smart phone or computer. This tiered solution is designed to grow with a business's needs by offering multiple levels of affordable reporting and monitoring to accommodate the evolving needs of route managers and game owners.

Ideal WorkerBee will launch with two product tiers that offer game operators strong cash control, efficiency, and accuracy in reporting. Ideal WorkerBee's cloud-based game tracking product allows operators to quickly input game data to the cloud through a smart phone or tablet for storage, reporting, forecasting, and much more, while the monitoring product actively monitors via wireless to give owners comprehensive, real-time information on games, 24/7.

"WorkerBee's unique reporting and monitoring platform will change how operators collect and process business information, and give them the ability to accurately track their revenue," said David Goldman, President of Ideal Software Systems. "As a scalable solution, WorkerBee meets the needs of all operators, whether they choose to simply enter and report on games or opt for the electronic monitoring solution."

Ideal WorkerBee makes tracking game revenue and performance simple and convenient by saving time on collections for route managers, and improves accuracy by using technology that electronically identifies games via smart phone, tablet or computer, allowing them to collect



workerbee

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game data swiftly and efficiently. The highly reliable cloud server makes it easy to access Ideal's robust reporting engine, which features reporting options for game performance, location history, and maintenance history.

For operators who want fully active monitoring, Ideal WorkerBee can replace manual data entry by electronically reporting game performance data directly to the cloud, 24/7, enabling detailed, real-time and scheduled reporting; automatic alerts for user-defined events such as service issues, revenue below target and failure to report; and much more. This easy-to-install, self-configuring, secure wireless system gives operators real-time reports via smart phone, tablet, or computer.

"As exciting as WorkerBee is for operators, this is only the beginning of what the product will do," said Goldman. "We have leveraged techniques from our cashless and cloud-

based product families into this stable, low-cost system for reporting, tracking, and monitoring, and we will continue to expand the functionality as our customers' needs grow to take full advantage of the possibilities of cloud-based computing."

For more information, call (800)964-3325; e-mail (fec-sales@ideals.com); Web (www.idealgame.com/software.com).

The Arcade Experience

Adam Pratt, Owner of The Game Grid Arcade in West Valley City, Utah, and the Arcade Heroes blog, has completed a comprehensive study on the video amusement game industry, being published as *The Arcade Experience: A Look Into Modern Arcade Games and Why They Still Matter*.

Covering the colorful history, mythology, technology, and future of the arcade phenomenon, Pratt takes readers on his own personal voyage of discovery and ultimately a career in the video arcade industry. Kevin Williams, author of *The Stinger Report*, contributes a forward to the book.

The book can be purchased at (www.createspace.com/4201106) or (www.amazon.com/dp/B00BU5HYP8). ▲

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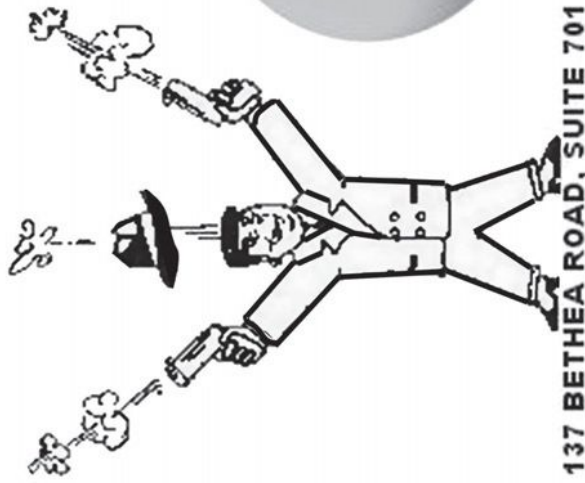
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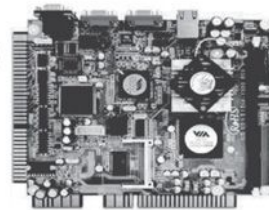
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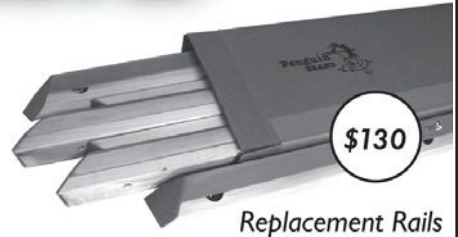
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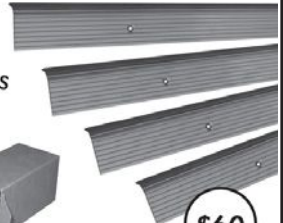
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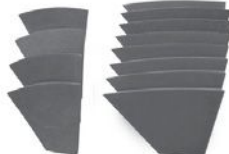
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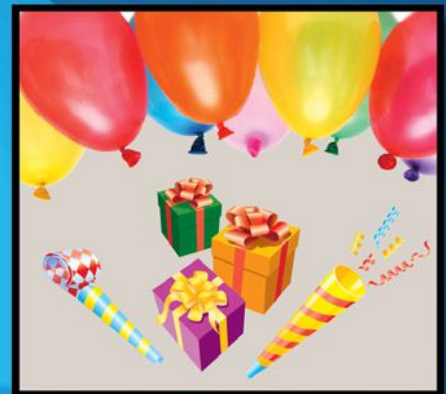
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