

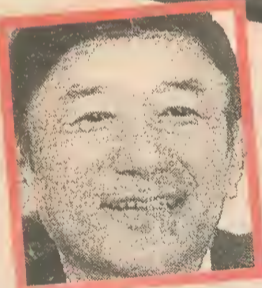
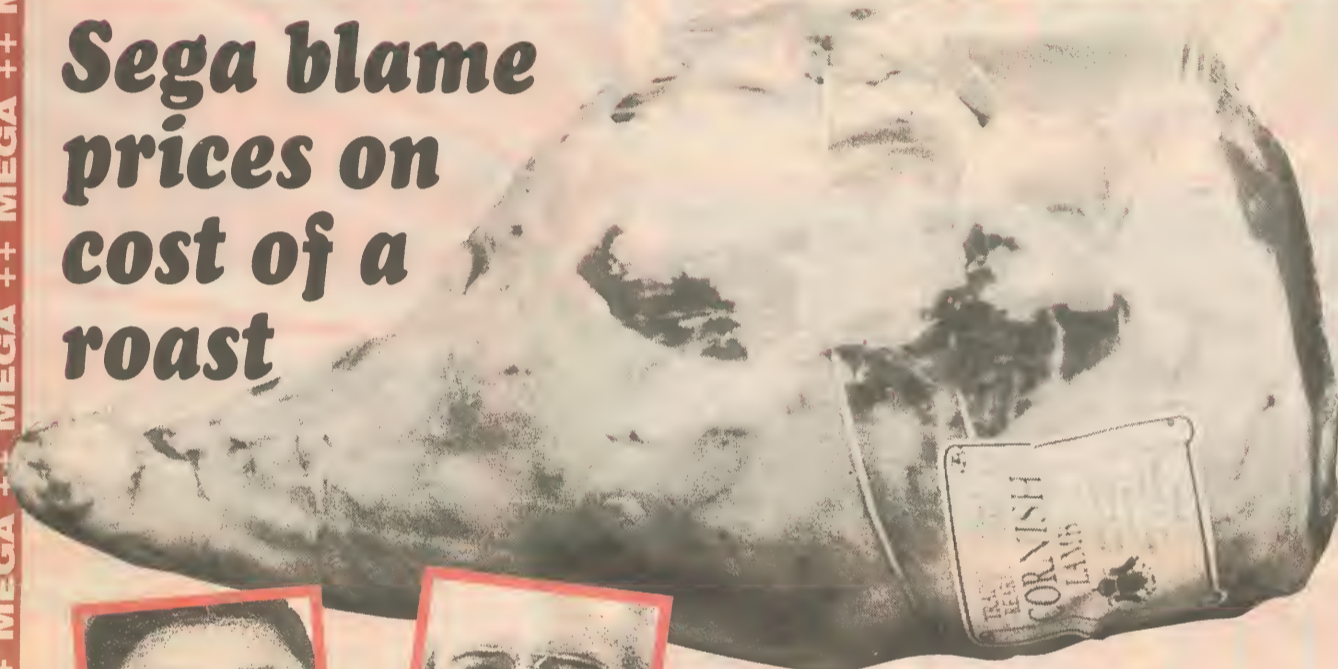
MEGA GUIDE

2 APRIL, 1993

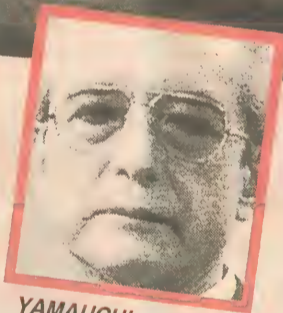
FREE WITH THE 25p SUN

LAMB CHEEK

Sega blame prices on cost of a roast



NAKAYAMA... rich



YAMAUCHI... loaded

By GARFIELD LUCAS

SEGA finally cleared up the Great Price Mystery this week and told us why their games are so expensive - it's because lamb costs £4 a pound!

The firm claimed an 8MB game costs £13 to make and they end up with less than £2 profit for every game they sell.

They told us they would LOVE to reduce prices but they would make a loss if they knocked just two quid off a £39.99 game. In a fax headed

Response to Score Dude, Sega UK Chief Executive Nick Alexander said: "Why does a pound of lamb cost £4 when a pound of flour costs 75p? Why do some games cost £40 and others cost £10?"

"A lot of the answer to both of these questions is because of the costs of producing, marketing and distributing them."

So that clears that up. Nick went on to say: "Games cost so much to manufacture because people want faster, bigger games with better graphics and that means making a computer chip with a lot of memory and that costs a lot of money."

Mr Alexander told the Dude Sega sell their games to retailers for £21 - which gives them an £8 profit.

That means £18.99 of the cost of a £39.99 game goes to middlemen - an astonishing mark-up.

Of Sega's £8, Mr Alexander says £4 goes on marketing and distribution. He said: "The other £4 is the contribution to our overheads and profits. This doesn't seem unreasonable but even if we reduced it by £2, the retail price would still be £36 (surely £37.99-Ed). And it would leave us with a loss." Poor lambs.

SCORE DUDE SAYS: Don't know where Sega are buying their lamb but Safeway's best leg will set you back about THREE QUID a pound! The best wholemeal flour is 76p for ONE AND A HALF KILOS - that's a whopping 3.3lbs. Perhaps Sega bosses shop at Harrods, which may explain their price structure.

MOAN AT HIRO 'N HAYAO TODAYO

TODAY we print our coupons in Turkish to really get the message over. If you want to MOAN at Sega chairman Hayao Nakayama or Nintendo chairman Hiroshi Yamauchi, fill in our coupon below and send it to Price fight, The Sun 1 Virginia Street, LONDON E1 9XP. We've had to 2,753 so far so keep them coming. Next week: SPANISH.

Dear Mr Yamauchi

Nintendo oyunlarini çok severim fakat benini için £40 tanesi çok pahalidir, onun için alamani. Lütfen fiyatları ucuzlatınız ki bizde alabilelim.

NAME

ADDRESS

SIGNATURE

TRANSLATION: I love Nintendo games but cannot afford them at up to £40. Please make carts cheaper so more of us can buy them.

Dear Mr Nakayama

Sega oyunlarini çok severim fakat benini için £40 tanesi çok pahalidir, onun için alamani. Lütfen fiyatları ucuzlatınız ki bizde alabilelim.

NAME

ADDRESS

SIGNATURE

TRANSLATION: I love Sega games but cannot afford them at up to £40. Please make carts cheaper so more of us can buy them.

TRANSLATOR: TURGUT MEHMET

FIVER OFF A MEGA DRIVE GAME (No thanks to Sega!)

GIANT killers Codemasters joined the Score Dude's price fight last night and SLASHED a fiver off the cost of a Mega Drive game.

Micro Machines - a smash hit on the NES - will sell for £34.99 when it hits the big Sega in three weeks. That's five pounds less than Sega sell their own games for.

It was the third bodyblow for the Japanese giants from the plucky British firm.

WHAM! They smashed Sega's bid to ban them making games for the Mega Drive when Sega backed out of a costly court battle last year.

WHAM! They gave Nintendo a pasting in the U.S. Supreme Court last week when a judge ruled they can carry on making the Game Genie adaptor for the NES.

WHAM! Now they have given Sega another black eye by putting out their first release at a fiver under the firm's own price tag.

Managing director Richard Eddy said: "We believe £34.99 is a fairer price and it is the price we will be looking at for all our future releases. We're right behind the Score Dude."

Experts said the move would break Sega and Nintendo's stranglehold on the market and bring the price of games tumbling.

Coders can only make games for Sega and Nintendo machines if they have a licence.

But Codemasters challenged that and won, paving the way for others.

SCORE DUDE SAYS: A whoop de do, a whoop de day, cheaper games are on the way! Get yer prices down!



DEAREST DUDE I'M IN A MOOD

BLASTARAMAI You lot gave Nintendo and Sega both barrels this week as the Score Dude was swamped with letters of support. Our poor old postie was buckling at the knee with a sackful of cards. Here's just a few:

Game fan Aldy Loke, 21, of RADFORD, Notts, told The Dude: "A lot of games are soooooo crap it makes you wonder if it's worth having a machine at all. C'mon Sega and Nintendo, sort some cheapsies out!"

Neena Chopra, 12, of BARKING, Essex, sent us a poem. The first two lines are TOO RUDE to print but she finishes off with: "If you don't drop your prices, you'll have a crisis."

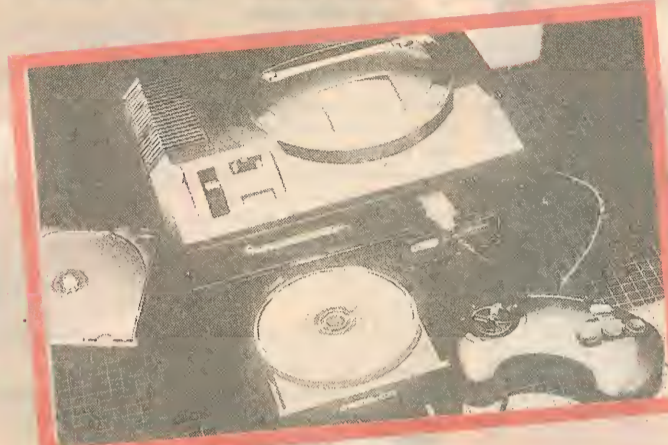
P. Whitfield of BOGNOR REGIS, Sussex, says: "I'm glad someone is tackling Sega and Nintendo head-on. Jean Arnold, of BRIGHTON, said: "It's time someone did something about ripping off our kids. Good luck."

Michael Cain of Lower Foxdale, ISLE OF MAN, said "Games here cost between £40 and £70 (6800 to 11900 Yen). They should be £15 to £20 (2550 - 3400 Yen.)"

Miss E. Keenleys-de, 17, of YORK, said: "If prices don't come down I'm going to tell Sega and Nintendo to STUFF their games wherever they think appropriate."

If there's something on yer mind Miss E, don't be afraid to say so! Keep those letters coming!

WIN A MEGA CD



Argos

YIPPEE! We've got stacks of Mega CDs on the very first day they are launched!

And they're absolutely free! We've nabbed TWENTY TWO of the tip-top machines worth £269 each and YOU could win one today in our FANTOPLASMIC compo!

CD is the biz these days with bundles of great games lined up for Sega's long-awaited machine, which is in the shops TODAY.

Laser coin-op favourites Mad Dog McCree, Space Pirates and Who Shot Johnny Rock? are among a shipload of CD goodies spinning their way to Britain.

And before they get here we'll be seeing fast blaster Sewer Shark and Monkey Island (a brilliant graphic adventure featuring evil ghost pirate LeChuck).

CDs mean bigger and better games with brilliant pictures and fab sound.

And you can be at the cutting edge of technology with the very FIRST machine in your street, thanks to our pals at Argos.

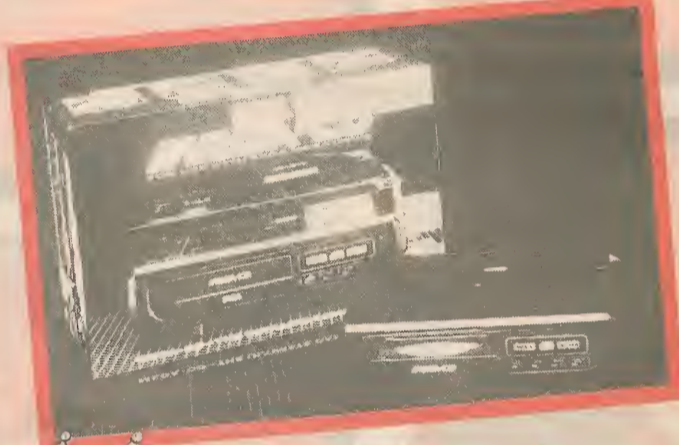
All you have to do is answer the following easy question: What is the name of the ghost pirate in Monkey Island?

- A) LeCluck
- B) LeChuck
- C) LaMont

Send your answer, together with your name and address, to ARGOS CD CONTEST, 18/19 Whitefriars Street, LONDON EC8B 3NG.

Closing date for entries is Saturday April 17. Winners will be drawn from a hat.

go nuts with
£6,000
in goodies



Old Father Git

UNIVERSAL SOLDIER? I never saw the film but I can tell you it was a RUDDY load of rubbish! I haven't played the game either but I expect it's EVEN RUDDY worse.

But my BERK of an editor reckons I've got to mention GRAPHICS and GAMEPLAY in my reviews. So will - they're RUBBISH.

I told him I've got RUDDY better things to do than fart around playing stupid RUDDY video games. I get enough of all that from my RUDDY grandchildren.

So 'E tells me that if I don't start writing more about the games 'Es going to get someone else to do me column. Flaming RUDDY cheek. Who'd want to? That's what I'd like to know. Flaming RUDDY pittance I get paid for it is nobody's business. Why, it's only pensioners like me with a bit of time on their hands what can afford to write for his TUPPENNY HA'PENNY rag!

To think I fought a war - so the likes of 'im could herd old folk into sweatshops and squeeze the last drops o' life out of 'em. No wonder kids are FIRE-BOMBING the High Streets and LOOTING video game stores. The whole RUDDY world's going down the tubes....

Napalm 'em

By ANTHONY GRIFFITH
NO doubt you've seen the movie - two Vietnam vets are brought back to life in a secret U.S. Army experiment to create the ultimate soldier.

(Git note: Ultimate load of baloney more like)

But things do not go to plan when one of them, Luc Devereux, regains his memory and goes on the run.

He is now up against his old enemy Andrew Scott and the rest of the Universal Soldiers.

As Devereux, you must shot your way past the Universal Soldiers, as well as natural predators such as killer bees, jellyfish and dragons. Action is spread over 10 levels, in four worlds - Nam, Dam, Desert and

Enemy Headquarters. Weapons are more than impressive. Basic gun gets more powerful by collecting power ups, others available include a rather nifty laser whip.

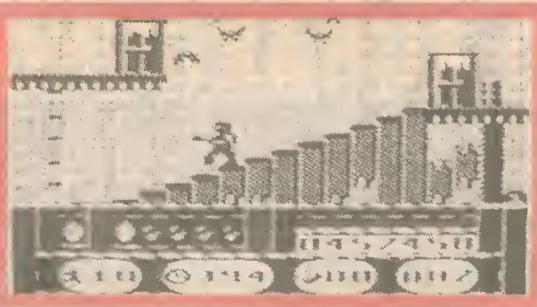
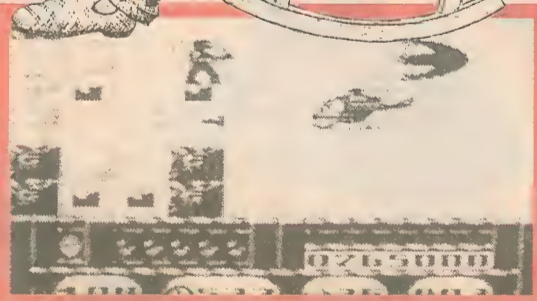
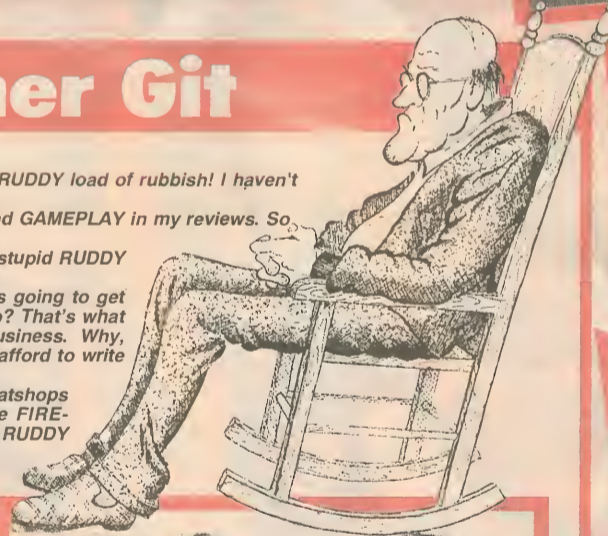
(Git note: I'd like to laser whip the programmers.) End bosses include unisol trucks, choppers and ultimately Andrew Scott.

Graphics are OK and sound is taken from the film.

Gameplay is quite fast, simple controls and smooth scrolling.

SCORE DUDE SAYS: Accolade have taken Turrican, mucked it about a bit and stuck it into a Universal Soldier box. And they want £24.99 for it. Go and whistle.

(Git note: Gop and whistle? Go and get STUFFED more like.)



THE BORING BIT

ALL IN THE CARDS

By Garf Lucas, BA (a cycling proficiency certificate, and a spotty dog called Patch)

ONE of the most interesting applications I've tested lately is Lifestyle Software's Multimedia Tarot card reader.

Bundled on two 3.5" floppy disks, installing Multimedia Tarot is a cinch.

The manual is rather thin - just 8 pages including installation instructions - but the excellent on-screen help makes the manual somewhat redundant.

Help also explains the theory behind Tarot and gives you an insight into its history - so you don't need to be a budding Gypsy Rose to understand the program.

When you start a dialogue box pops up and a voice asks you what's troubling you. Type in your question and then it asks you to pick your cards.

Every time you turn a card, another screen appears telling you what the card means. Graphics are superb giving an astonishing sense of mysticism, even for an old cynic like me! Once you have done a reading, you can save it to hard disk - or print it out in an impressive looking report.

Multimedia Tarot needs a decent 386 or 486 PC, running Windows 3.1 or better and at least 4.5 MB free hard disk space.

My prediction is that computer buffs buying this product may find they can earn a few extra quid by doing computerised Tarot readings. After a few good sessions the software will have paid for itself!

BORE DUDE SAYS: Distributed in the UK by Mindscape, this package is a good buy at £39.95 and will give you months more fun than certain over-priced and over-rated console games I could mention!

Looks at Universal Soldier on the Game Boy