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**Cover Story:**  
**Quality and  
variety at  
Play Time  
Toys**

**IAAPA Expo:**  
**Innovation  
and  
inspiration**

**Year in  
Review:  
Top Ten  
in 2013**



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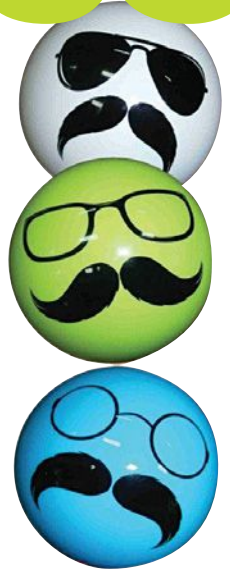
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Making people happy is serious business at Play Time Toys, where the staff takes great pride in the quality and variety of the products it has supplied to the coin-op market for more than two decades.

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**Happy Holidays**

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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)**

It's been quite a year, as can be seen in our Year in Review feature, which marks the highlights of 2013 in a Top 10 format. In short order you can see the Top 10 news stories, newsmakers, Critic's Corner game reviews, trade shows, sports events, prize merchandise, equipment poll games, and new family entertainment centers (FECs).

The topper for the end of 2013 has to be the International Association of Amusement Parks and Attractions (IAAPA) Expo in Orlando, which this year added to its already extensive floor space for a record number of exhibits and confirmed registration of more than 28,000!

That's a good sign to close out the year on such a positive note for the entertainment industry. So many new products are introduced at the IAAPA Expo on the coin-op side that the expo is well worth the trip. It's an adrenaline rush to see all the advances and options in entertainment. Check out our extensive coverage in this issue.

Pete Gustafson, President of the American Amusement Machine Association (AAMA), commented on the value of this expo in this month's In Step with AAMA. He said, "The IAAPA Expo provides insight into the future of entertainment. It showcases new ideas and trends. Whether you are a street operator or a family entertainment center (FEC) operator, there is something that will benefit you. At the IAAPA Expo you get a sense of just how big out-of-home entertainment is and how much it is a fabric of our culture and society. It's a very relevant show for our industry."

What can we look forward to in 2014? Here at *Play Meter* we are looking forward to celebrating our 40th year of serving the amusement industry. Our first issue was published in December 1974, long before video games as we know them, CD jukeboxes and then digital jukeboxes, cell phones (my first one was referred to as the "brick" due to its shape and weight), smart phones that are too smart for our own good, text messages, the Internet, social media, e-mail, high-definition mega size monitors, digital cameras, and so much more.

It will be fun to stroll through four decades of coin-op in 2014 in features throughout the year, with an anniversary issue finale in December 2014.

The year ahead will start off with the European Amusement and Gaming (EAG) International Expo in London in January, followed by the Amusement and Music Operators Association (AMOA) Council of Affiliated States Meeting in Tampa, Fla., in February, and the Amusement Expo in Las Vegas in March co-located with the National Bulk Vendors Association (NBVA) Expo.

The first quarter of 2014 promises to be a memorable one as factories roll out their newest products and services. Mark your calendars for the Amusement Expo, March 25-27, with its new format of a full day of education sessions followed by two days of exhibits. It will provide everything you need to see and learn about under one roof. ▲



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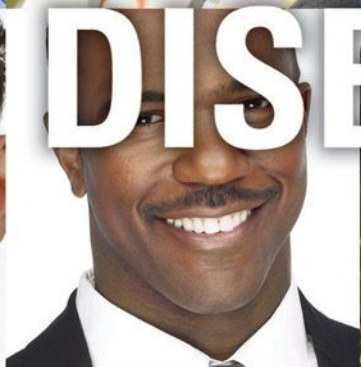
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# IAAPA Expo breaks records

What show can boast a record number of nearly 29,000 attendees? The International Association of Amusement Parks and Attractions (IAAPA) can claim that honor for its annual mega-event at the Orange County Convention Center in Orlando, Fla., held Nov. 18-22.

Industry professionals from 110 nations came to see the innovative new products and services from 1,098 companies, and take advantage of 80 education sessions. It was the largest trade show floor for IAAPA in 10 years and the largest outdoor display area ever.

Following is a recap of new products at the expo:

Adrenaline Amusements featured its Jet Joyride Arcade, based on the globally recognized iOS and Android game. Jetpack Joyride Arcade features a 42-inch LCD display and a fully immersive Jetpack vibration seat. The game is also available in ticket redemption. Soar through the air collecting as many coins as possible to score the most points.

Fruit Ninja FX2 allows players to teleport their favorite Fruit Ninja characters into the game and leverage new powers. Placing their figurine on the near field communication (NFC) port unlocks new blades, more fruit power-ups, and exciting new visuals. Fruit Ninja FX2 is also available as a Touch FX upgrade kit.

Skylanders Cloud Patrol FX lets players join the Skylanders as they patrol the Skylands for escaped trolls! Tap to shoot or slide your finger across targets creating amazing knock out combos. Score the highest combo area to win more tickets or points. Also available as a Touch FX upgrade kit.

Monster Factory is a quick coin redemption game and is 100 percent skill based. The game utilizes a 65-inch LCD screen and includes dual ticket dispensers to ensure maximum operation. With 125 different monster combinations available, players are sure to get a unique experience every time.

Aerr Technologies showed Jet Ball and Jet Ball Jam joystick-controlled games that challenge players to move their ball into an opponent's net to score points using an air jet for power. JetBall Jam features fluorescent balls all launched onto the playfield at once.

AMI Entertainment Network showcased its new Tap TV Trivia. It's live, engaging, and inherently social, providing fast-paced entertainment that's perfect for connecting with today's tech-savvy patrons. The small, lightweight box fits just

about anywhere and connects to a venue's existing TVs creating a powerful tool that can bring in new customers, keep regulars coming back for more, and increase food and drink sales. Tap TV Trivia lets guests compete in a free-to-play nationwide trivia competition. Using the free Tap TV app and their own smart phones, players answer questions that appear on screens inside the location. With a rotating schedule of games available seven days a week, it's like having live trivia

every single night. The latest update, Tap TV Trivia 2.0, includes social media interaction and support for custom advertising.

AMI has now taken its best selling jukebox to the next level with the Music Video Upgrade Kit. Easy to install, the NGX with music video provides thousands of music videos on demand, keeping guests entertained and in their seats. AMI's popular mobile app, AMI BarLink, will also support the new feature, giving guests even more ways to select their favorite song or video.

Andamiro USA had a booth full of new games: Hit The Beat single player and Hit The Beat two player. The new Magic Shot merchandiser is 100 percent skill based to meet current industry needs. The Lobster Robot ticket redemption game has players use the lobster robot to catch and drop



balls onto a revolving playfield. For higher rewards, either match or exceed the displayed challenge score. The game is 100 percent skill based. Go Stop ticket redemption game features easy and intuitive game play with a traffic lights concept. Simply press the button to match the color with the flashing light. For a big win, stop on the top light. Color Bloks ticket redemption game is a powerful and thrilling ball shooting experience skill-based game. Two improvised sports games include King of the Hammer II Thunder and Dragon Punch 2.

Apple Industries showcased its dramatically upgraded image quality in the four by six-inch photo strips vended by Face Place units. Face Place booths will now realize an increase of up to 500 percent in digital information per image. How is that possible when using the same camera lens as before? More RAM (random access memory) has been combined with faster processing power and enhanced software. This enables Face Place's Smile 2.0 platform to extract and process more information from the digital data that is already captured by the camera.

The upgraded data-processing capability comes on top of another recent improvement to Face Place image generation. A new software tool debuted this summer allows operators to remotely control key features of Face Place camera deployment such as contrast, color saturation, and brightness.

Camera aiming (pan and zoom) can also be remotely programmed by the operator, enabling each booth to be set for children or adult subjects as needed.

Arachnid Inc. was proud of its DiscGlo Shuffle with LED light-up marquee, larger monitor, and added redemption capability. It is a rainbow when idle and each player has a color that lights up when he/she shoots. Also shown: Chuck-a-Luck Darts.

Barron Games highlighted Galaxy Collision Quad Air. This multi-player air hockey game is played with two, three, or four people and up to three pucks at a time. Its patented design features goal gates that drop down when each side is credited. Galaxy Collision is fully upgraded with all of the latest technology. Martian Mania Basketball is an exciting and kid-friendly redemption game that features a fun alien design and LED lights for time and scoring.

A fun twist on a timeless classic, the Alien Wammie hitter game is sure to be a favorite with children. The fun, colorful design and redemption feature will keep them coming back to play again and again. Martian Mania Children's Air Hockey Alien themed redemption air hockey table is perfect for

two to eight-year-olds. Retro Rocket moves in a side to side motion for an enjoyable ride for ages two to eight.

Bay Tek Games brought several new games. Ticket Monster is a rethemed Big Bass Wheel game with a progressive jackpot. Connect 4 standard player features the same game play as the original Connect 4 but with a smaller footprint for one or two players. Sink It Shootout is a ball toss game where players aim for cup targets. Beach Bounce is another new ball toss game with a bright beach theme.

Benchmark Games displayed its new game Blaster, a ticket redemption game that makes people feel they didn't win; not that the game beat them. It will be ready in early March. A new driver called Super Shifter is an original game with original software. It will be ready in April. The next generation of Wheel Deal, called Coin Flip, is a four player game and can be coin or tokens or coin hopper with card swipe. It will be ready in March. The company also showed the prototype Spindrome. It won't be ready until late 2014.

Betson featured its King of the Ring, which will be ready by the end of first quarter of 2014. The boxing game features a 21.5-inch touch screen for easy game navigation, 3D opponents, three levels, progressive difficulty levels, attractive MMA cafe, and flashing marquee. It is the company's own piece that it will be testing this month.

For its vending distribution side, Betson has developed costumed themed skin for

vending machines. The company was promoting vending versatility and suggested putting units in unique locations not utilized before. The company distributes for AMS, Vendo, USI, Crane, Fastcorp, Royal, MEI, and Coinco, plus provides full service and supplies for all products.

Bob's Space Racers had its new Jumpin' Monkeys group game. Simply push the button to make your monkey jump the rope. The more you jump, the higher your score. Water Blast is the latest addition to the water-based arcade games. It's designed for easy operation, service, and low maintenance. Colorful displays, mesmerizing lights, and exciting game play make it fun for all ages.

Brady Distributing Co. featured Raw Thrills' Batman and ICE's Monopoly games in its booth.

Cashless Inc. exhibited at the show for the first time. The company offers a cashless system appropriate for FEC use.

CenterEdge Software highlighted improvements to its liability waiver system.

Coast to Coast Entertainment showcased Prize Cube, a new line of cranes in 31-inch, 38-inch, and new 60-inch dual player/dual compartment cranes. The company added





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a new lighting system which offers the operator a host of different styles to light the edges of this crane. Other additions include: new PC shelf, increased storage space, additional power outlet for a compressor or tools, and a three-point T-Handle security lock.

Low Boy is a half-size crane is perfect for vending balls, sunglasses, watches/jewelry, gift cards, and ticket bundles. The Low Boy is designed for entrances, along half-walls, and makes for a great looking “crane pod.”

The Down The Drain one-player game is easy to understand and fun to master. The spinning playfield has four paddles that propel the ball around the dome. The player attempts to time the stopping of the playfield so the ball falls into the jackpot hole. There are 28 holes on the playfield all marked with different ticket values. ReRave also has a new look for the fall of 2013; there is a second monitor added to the game.

Coastal Amusements featured a host of products including Rail Rush and Temple Run, adapted from popular mobile games.

Coin Tech, makers of the Xperience debit card reader, is focusing on the experience generation by making the system very accessible. The company is also focusing on offering eco-friendly options, online party booking, and membership booking.

CORE Cashless featured its cashless system with everything needed to run a park. The system includes online sales, point of sale, midway manager to reduce theft of cash and prizes, ticketing, access control and admission, and more. The newest card features NFC technology and a QR code and allows players to swipe, tap, or scan their cards.

Creative Works debuted Reactor, which comes out in February. The game features the same game play as Atomic Rush, but with a different focal point. The four player game is shaped like a dome and has a smaller footprint than the traditional game. Atomic Rush is now also available as a wall-unit that can be installed in any arcade.

Digital Centre was on hand promoting several of its newest products and features. PhotoBooth Remote Control allows photo booth owners to receive real-time alerts on their PhotoBooth such as film quality being low, updates, locations, and audits. Owners can also obtain complete daily, weekly, or monthly reports.

The Infinity Booth + Photo-Coupon features three printers and three dollar bill acceptors so that customers can be served non-stop for extended periods of time without any assistance. The new ultra portable I-GO PhotoBooth dismantles into three manageable components for easy transporta-

tion. It fits into the back of most standard vehicles.

Elaut USA displayed its Shop For Prizes crane with e-claw technology in a lesser priced cabinet. Plucky Ducky crane is a winner-every-time crane for rubber duck merchandise. The Zapper is a coin-op electric-shock chair. Optional features include ticket dispenser, game controlled smoke machine, and strobe lighting.

Embed highlighted updates to its system including new online waiver availability and redesigned online booking.

Falgas USA featured a host of kiddie rides including Galaxy Space Flight, Grand Prix 1, Circus Truck, Racing Car, Deep Explorer, Farm Tractor, Daniel’s Car, and more.

Family Fun Companies had several new games at the show. Free Throw players get one shot at making the basket and then keeping the ball if they make the goal. Use the joystick to adjust the shot angle and shoot for a goal.

The game uses popular 5-inch micro-mini basketballs. Many different logos, styles, favorite teams, and colors are available. KC Kobra, for the little car enthusiast, offers the top of the line ride. It holds 450 lbs. and offers the rider the chance to test their skills at a driving redemption game with the thrills of a kiddie ride. Comes standard with ticket dispenser, but is also DBV ready for street operators.

The Revenge of Hammerhead lets players try their skill at the ship’s wheel by guiding the balls into the life rings to escape the jaws of Hammerhead. Scores randomly change to make for an exciting and fun game. The game is fully operator adjustable. More than just a kiddie ride, Kiddy Kruisin’ is a video redemption ride that gives kids the ability to play a video driving game while enjoying their ride and the chance to win tickets. Kiddy Kruisin Upright is a kid-sized video redemption game, which has the same fun driving experience in an upright cabinet. It’s ideal for tight spaces. The game comes standard with a ticket dispenser, but is also DBV ready for street operators.

Bop 2 Win Giant features jackpot options and true skill-based game play. Punch the teasing clown in the nose to win tickets. Biggest Catch has players load the cargo and try to keep it balanced to win the bonus! If it falls overboard, the game’s over. The game is operator adjustable for two modes of play; “Win Every Time” with smaller ticket values or “go for broke” with higher values.

Pharaoh’s Revenge is a small footprint, four-player coin pusher. With more playability, more ways to win, and more attractive lighting, Pharaoh’s Revenge will bring the players back time after time. There is a hopper kit available.



Coast to Coast Entertainment



**AAMA**



**Adrenaline Amusements**



**Aerr Technologies**



**Amazn Mazes**



**American Changer**



**AMI Entertainment Network**



**Andamiro**



**Arachnid**



**Barron Games**



**Bay Tek Games**



**Benchmark Games**



**Betson Imperial Parts & Service**

Foto Master Ltd. featured its Air Graffiti unit that allows the creation of digital and virtual graffiti on a designated wall.

Global VR featured its Swarm main cabinet and cabinet kits. A new driving game will be available for the 2014 Amusement Expo.

Gold Standard Games/Shelti was proud of its Dual Pool Table, which offers the ability to vend a set of balls from both sides of the pool table, thereby allowing different games to be played at different prices, plus other promotional features. Also included are bonus price levels, promotional and happy hour pricing, free play, time pricing, and speed pool. The table also introduces the new game of 3Some, which allows three people to play three new pool games with two skill levels in each game.

The company also showed the FEC table, Gold Flare Elite, which features colorful new graphics and bright multi-colored LED lighting. The Gold Flare Premium model includes the video monitor option which displays promotional info and advertising, and is customizable by the operator. The Gold Flare table includes all the high-quality features of the other Gold Standard coin-op tables, including: most durable laminate surface in the industry; extra-sturdy two-piece goal end design; sanctioned for competitive play by the U.S. Air Hockey Association (USAA); table design by Gold Standard/Shelti owner Mark Robbins, industry air hockey “guru” and former world champion.

Great American Recreation featured its Boom-A-Rang and Laser Hockey games in new bold and bright colors. The company also featured a 12-volt bill acceptor table, which is battery operated.

Guppy Photo Booth featured its social media photo booth kiosks. Wall-mounted and freestanding units are available. Additional capabilities include green screen, custom data collection, love photo stream to Facebook, Twitter, or FTP, and two by six photo strip printing of stationary photos.

Ideal Software Systems representatives said there are several updates to the system. Online reservations can now be made. The system also now eliminates double booking. Party packages can be customized with a location’s branding and entitlements can be added for different attractions. The system also differentiates between party participants and chaperones (non-participants). The system also now incorporates coupon code, online ticketing, and online waiving.

IGPM/Kalkomat updated its Combo Boxer that features a punching bag and a soccer ball. The game includes six player tournament capability, solid mechanisms, and three differ-

ent games. It can have capsules, ticket, or thermal printer dispensers. The company was promoting the Battle of the Bar boxing game online feature. Operators can schedule tournaments online. Locations sponsor these games. Operators can also set up an online ranking list, which keeps scores of each participating machine. The company also introduced Bacter Ball, Speedball, Skate Air Hockey, and Shark Air Hockey.

Innovative Concepts in Entertainment (ICE) introduced the new Monopoly Video Redemption, designed for players of all ages and skill levels. Choose your favorite piece, and spin the dial to skillfully roll the dice to move your piece around the board. Collect hotels, Monopoly Bonuses, Boardwalk Bonus, and other exciting in-game features. Players can choose to continue up to two times to keep their hotels and maximize their winnings. The game utilizes a vibrant 42-inch LCD monitor, custom LED lit seat, and a durable back printed acrylic marquee.

Down the Clown brings one of the most popular mid-way games right to your game room. One or two players throw balls at the mechanical clowns. The more you knock down, the more tickets you win! Featuring a custom canopy top, hand made clowns, LEDs and a bright marquee.

Whack your way into the win zone by using your skill to hammer the sensor pad and attempt to win the bonus! Whack N Win is intu-

itive, challenging, and rewards players of all skill levels. The patented sensor pad allows for all age groups to give it a Whack, and get the moving LEDs to land in the Bonus Win Zone.

Injoy Motion Corp. featured the AIR Series simulators including Allied Tank Attack AIR and AIR Twin with a two-axis interactive motion base, interactive link-ups, flashing LEDs, motion seat that lifts up and down, and force feedback machine gun in the twin model. Additional games included Dido Kart AIR, Top Gunner AIR Twin, Power Boat AIR, Project Xpher AIR Twin, and Street Racing Stars AIR.

Intercard unveiled a new series of card readers that feature radio frequency identification (RFID) and near field communications (NFC) technology. Customers can simply wave a card or wristband in close proximity to the terminal or tap it on a logo to quickly pay and be on their way.

An RFID/NFC chip in the card enables the transaction through radio waves. In some cases, customers can use their RFID-enabled cell phones to make transactions. The iWave Reader and iWave Nano are RFID versions of Intercard’s debit card readers; they collect data for transactions and detailed reporting for revenue enhancing benefits.



Namco America



**Betson Vending Division**



**Bob's Space Racers**



**Bowling Proprietors Association of America**



**Brady Distributing Co.**



**Carolina ATM**



**Cashless Electronic Currency**



**CenterEdge Software**



**Coastal Amusements**



**Coin Tech S.A.**



**CORE Cashless**



**Creative Works**



**Digital Centre**



**Elaut**



**EMBED**



**Enco Systems**



**Falgas**



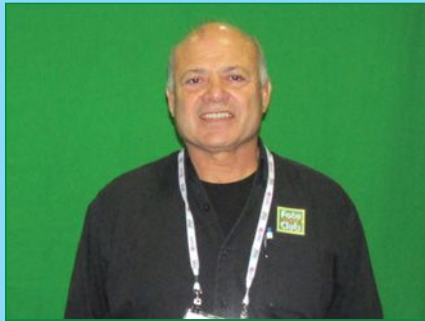
**Family Fun Companies**



**Firestone Financial**



**First Lease**



**Foto Club Inc.**



**Global VR**



**Gold Standard Games/Shelti**



**Great American Recreation Equipment**



**Guppy Photo Booth**



**Hoffman Mint**



**Innovative Concepts in Entertainment**



**iCombat**



**International Currency Technologies**



**Ideal Software Systems**



**IGPM/Kalkomat**



**Enjoy Motion Corp.**



**InterCard**



**Jennison Entertainment Technologies**



**Jersey Jack Pinball**



**Klopp International**



**LAI Games**

Jennison Entertainment Technologies (JET) displayed the production model of its Snow Down two-player redemption game first seen in prototype form at the Amusement Expo. It features enhancements to the game play, software, and cabinet. In addition, JET introduced the Little Critters children's air hockey game (production model) with a unique theme featuring four colorful characters.

Jersey Jack Pinball (JJP) released the Wizard of Oz 75th anniversary edition pinball machine with molded castle walls, 3D sculpted twister, lollipop targets, and much more.

LAI Games debuted four new games: Color Match, a video merchandiser game of skill where players match colors on a rotating wheel to win a prize (available in January); Pinata, a video redemption game that rewards players with either tickets or candy for breaking one of 28 animal-shaped pinatas (available in January); UFO Express, where players shoot alien saucers onto a turntable to earn tickets; and Skill Balloon Buster, the carnival-themed prize merchandiser that can now be purchased as 100 percent skill (a conversion kit is also available with new target surrounds and software).

Two new kiddie games will be available next year. Dessert Chaos is a dessert-themed kiddie shooter. Cookie Master is a cookie themed video pusher.

Limelight Photo Booth showed off its sleek and modern photo kiosks with Pixposure photo sharing software. The software shares photos instantly to Facebook and Twitter. Users can print Instagram photos for crowd sourcing interaction and engagement. The software can also build marketing lists from e-mail and Facebook user data collection.

MEI featured its battery validator for Valley pool tables.

Megatouch debuted Megaouch Home, a state-of-the art interactive game system, the consumer version of Megatouch's popular touch screen game system. It includes a 21.5-inch multi-touch screen, adjustable stand, slim look, and is light weight (20 lbs). Megatouch Home includes Classic Megatouch favorites in 11 categories with original graphics and game play.

MoneyTree ATM featured its portable ATM, Palmetto.

Namco America brought back a classic, Alpine Racer, the ski racing game now with new courses and a 55-inch HD screen; Dead Heat Riders, a new motorcycle racing game; Mach Storm, a cockpit-style flying adventure with a one-of-a-kind dome screen display; Mario Kart Arcade GP DX driver with new courses and karts, LED lit cabinet with 42-inch HD monitor, and NAM-CAM feature; and Pac-Man Chomp Mania video redemption game that awards tickets or gift cards.

National Kiddie Rides featured Horsin' Around, a two seater kiddie ride. The ride features one time customizable color LEDs, customizable music via SD card, and adjustable coin and ride timer. The company will distribute Jolly Roger kiddie rides in the U.S.

Nickels & Dimes displayed Fruit Camp, a three-player video virtual pusher game; Strike-It, a 14-foot-tall carnival style hammer/striker tower; Shoot the Beam, a water shooting game; Water Land, a redemption water game; Fancy Cutter, a string cutting game; Giant King of the Big Wheel spin redemption game with new LED lighting; Sail Fish spin redemption game; Kiddie Crane; Swamp Attack two-player video gun game with 47-inch LCD monitor; and Coffee Cup, a rotating kiddie ride for three children.

Party Center Software debuted the Online Waiver Center, a new module for its software suite. The company's online booking and event management software is a valuable tool that provides freedom to manage businesses efficiently.

Payment Alliance highlighted its Dynamic Currency product that converts several different currencies so that international travelers can use ATMs. Also new: the reasonably priced Halo ATM.

PrimeTime Amusements' David Goldfarb showed several of its giant props and a rebranded basketball game. The company plans to expand its Shake Shoppe Arcade concept by introducing '50s themed bowling and a full bar.

Primero Games had new 20-liner skill games. The company is focusing on getting its sweepstakes platform, Sweet Dream Gift Surplus, ready for the North Carolina market. Featured games include Wild Harvest, Wacky Spins, and Hot Wings and Beers.

Pyramid Technologies showed the new durable Phoenix printer for amusement, gaming, and kiosk applications; also the Apex 7000 Series bill acceptor with added improvements including dip switches for ease of use.

QubicaAMF featured four lanes of Hwy. 66 Mini-Bowling, two lanes with the traditional coin-op system and the other two with the new BES-X Bowler Entertainment System (BES), which provides on-lane entertainment options such as on-demand environments, games, and game formats. Players can even take their photos and merge them into the scoring animations.

Raw Thrills/Play Mechanix showed the video Aliens Armageddon from Raw Thrills, based on the popular sci-fi franchise featuring epic battles; the Batman driving game from Raw Thrills, a mission-based game in 42-inch deluxe



Sacoa Playcard





**LaserBlast**



**Laserforce**



**Lazer Mazers**



**Laser Tag Pro**



**Lasertron**



**Lazer Runner**



**Limelight Photobooth**



**Megatouch**



**MEI**



**MoneyTree ATM**



**Muncie/Indiana Ticket Co.**



**National Kiddie Rides**

cabinet with two-way linkable design; Big Buck HD with original new game content from A&E's popular "Duck Dynasty;" and Barrel of Laughts & Fun, a redemption game based on the classic family game licensed from Hasbro.

Socoo Playcard System featured the new HDT ColorShot Reader with full touch screen, HD color 3.5-inch display with visual effects, multiple images, and multi-lingual messages in any alphabet; also the Online Sales for Mobiles that allows operators to offer instant credit recharges to customers from their smart phones. The company promoted online party booking.

Sega Amusements brought Pirates of Monster Island, a video redemption game in which players must knock crates off pirate ships to win tickets; Plants vs. Zombies: The Last Stand, a video redemption game with an end-of-game QR code that allows players to register their score online on a global high-score table; Transformers: Human Alliance; based on the iconic franchise from Hasbro (the next big screen Transformers movie will be released in summer 2014); and an exclusive line of Doodle Jump collectable plush in the Prize Division.

Skee-Ball Inc. introduced its new game Crazy Curves, which has the same wow factor as the Spin-N-Win with only four feet of space. The game features enhanced LED lighting and is 100 percent skill based.

Smart Industries brought four new games: Boxer Baby with 32-inch HD video display and durable steel cabinet; Ultimate Assaulter boxer with 32-inch HD video display; Cotton Candy Factory vending machine; and Fright Night bop/stomp game that features ghosts and goblins and dispenses tickets or prizes.

Speedy's One Stop showed its new Coin Hopper Mounting System designed specifically for all types of card reader and electronic payment operations. It dispenses tokens at the play station; integrated components make for easy installation.

Stern Pinball introduced the new Star Trek pinball with high-definition artwork, LED lighting, three flippers, an animated battleship, and classic music; also the Metallica Pro pinball featuring Metallica hits, toy-filled playfield, dramatic lighting, and original artwork.

SuperBooth provided a new twist on photo booths with its interactive photo booth with surround sound, pulsating lights, 42-inch LCD screen, and photographers prompting customers to strike attractive poses. A new kiddie photo-booth, Pictabotz, was also shown, along with the Selfie Mirror photobooth, which is currently testing in a Lord and Taylor location near the dressing rooms. Available in February is

the London Photo Booth, perfect for nightclub locations and featuring an overhead fish-eye lens camera.

Suzo-Happ Group promoted its Interactive Pro table, which features unique 10-point multi-touch table experience suitable for a wide range of applications. Features include robust 6 mm thick, toughened glass, and premium industrial quality 42-inch FHD LCD mounted inside an attractive high gloss black ABS housing. The table is supplied with an industrial grade fanless computer platform.

Team Play Inc. displayed its Gen 2 Fun Stop Photos booth scheduled for production in the first quarter of 2014.

Tokens Direct presented the update for GameAlert, a real time business information system for coin-op entertainment centers that tracks revenue, game performance, and potential problems remotely.

Triotech showcased its full scale Interactive Dark Ride in collaboration with Zamperla; XD Dark Ride; an XD Theater; and the popular Typhoon video simulator.

Universal Space displayed its Frost Island water gun game; Fun Fair Bash redemption game based on fair/carnival games; Pirate's Hook 4 player redemption fishing game; Squirt A Gator two player skill game with Uni Vend, a ticket + prize dual feature on some UNIS games for 2014; Up & Away redemption game featuring animal characters and rockets; and Xtreme Cabinet 47-inch with 47-inch LCD screen that can be used as a single unit or banked in a row of up

to four, game choices include Cast Off, Fruit Mania, Ring Em, and Toss Up.

U.S. Bowling Corp. updated its Rollerball system with new deck lighting, new scoring, new LED rope lighting, and new, easier to use control box.

Valley-Dynamo featured its new Dynamo Hockey table, Black Hole, that allows for side by side location placement due to moving the ticket dispenser, coin door, and electronics to the end of the table. The table is operator programmable with happy hour bonus pricing option. The company also featured the Deluxe, an international pool table.

Venco Business Solutions debuted the Hyosung Halo ATM that features a 10-inch screen and multi-color LED lighted keypad. Also new: the Venco AIR Machine with remote monitoring and credit card only operation. There is no money to be collected and none can be stolen; commissions go directly into your bank account.

When I Work was on hand promoting its employee scheduling software. ▲



Sega Amusements



**National Ticket**



**Nickels and Dimes**



**Payment Alliance International**



**Party Center Software**



**Primero Games**



**Primetime Amusements**



**Pyramid Technologies**



**QubicaAMF**



**Skee-Ball Inc.**



**Slow Motion Photobooth**



**Smart Industries**



**Speedy's One Stop Repair Service**



**Stern Pinball**



**Superbooths**



**Suzo-Happ**



**Team Play**



**Tokens Direct**



**Triotech**



**Universal Space**



**U.S. Bowling Corp.**



**Valley-Dynamo/Champion Shuffleboard**



**Venco Business Solutions**



**When I Work**



**Zone Laser Tag**



# Can you top this?

2013  
TOP  
10

It's been quite a year with the typical hills and valleys, challenges and successes that every business experiences. Take a walk through 2013 with the Top 10 in a number of categories: equipment poll games, Critic's Corner game reviews, memorable quotes, new family entertainment centers (FECs), newsmakers, news stories, prize merchandise, sports events, and trade shows.

# 2013 TOP

# 10

Time has really flown by and it's already the end of the calendar year. From the pinball world that means the International Flipper Pinball Association (IFPA) will soon be crowning the "World's Greatest Pinball Player," the player who achieves the number one ranking when the clock hits 12 am on Jan. 1, 2014.

While that hasn't been decided just yet, your very own critic Zach has been taking the opportunity with his extended stay in Munich to compete in some overseas tournaments. He was back in town for the Chicago Pinball Expo and International Association of Amusement Parks and Attractions (IAAPA) Expo and Southern Pinball Festival.

At the Pinball Expo Flip Out Tournament, in a crazy match against the former number one, Keith Elwin, in the finals, Zach emerged victorious and as of this writing has reclaimed his number one ranking!

We'll see if this holds through until the end of the year, but wanted to share that this tournament and some upcoming tournaments can be seen live with streaming commentary exclusively on (PAPA.tv).

As for this year-end wrap up, we'll take a look back at our favorite top 10 games from the year in no particular order of priority or preference. Next year we will pick up right where we left off with our favorite games from the 2013 IAAPA Expo. Happy New Year everyone!



Dark Escape



Beer Pong Master



Zombies!



Metallica



Lobsbot Holic

## Game reviews of 2013

### Dark Escape 4D/Namco

Namco really knocked it out of the park with Dark Escape 4D. We were already big fans of what they were able to accomplish on their previous shooting adventure game, Deadstorm Pirates.

To think they would up the ante this much and pull it off is quite the achievement. We also really enjoyed their creative ideas behind the "panic attacks" and how the game tracks your heartbeat.

This is a really great idea and something we think has legs (not of the creepy, crawly kind) to be leveraged and used on other potential gaming concepts. While we're sure the price tag on this footprint isn't for the faint of heart (pun not intended), there's no denying that Dark Escape 4D is more than your typical shooting game, but more of a gaming "experience," one not to be missed.

### Beer Pong Master/Bay Tek

Bay Tek has done a great job in creating another beer pong game in the market. Toccatà Gaming International and its PONG 180° game deserve a lot of credit and recognition as well as being the pioneer (at least from what we've witnessed) in this genre of gaming.

Similar to darts, Skee-Ball, or any other hand-eye coordination game you can find on location, we see Beer Pong Master fitting into this "adult" redemption market quite seamlessly.

More importantly, we think similar to pinball (or darts) that with proper promotion or tournaments, operators could have quite the earner on location with this game. It's just begging for competition play and the added bonus of the beer theme can only help complementary income if a particular location sells alcohol.

### Zombies!/Triotech

While we personally get confused with the various "5D, 6D, 7D!" advertisements and marketing slogans thrown on games (we'll need to follow up with Albert Einstein on those and get back to you), there's no denying a "fun" experience, regardless of the number of "dimensions" involved.

Triotech did just that with one of its latest "XD Dark Ride" games, Zombies! Maybe because we're huge fans of the hit TV show "The Walking Dead," we found the theme a

fantastic fit for this interactive environment where things pop up at you and spray you. The use of 3D was fantastic and for a company that normally just does the motion simulator type rides, the actual shooting/game play was extremely impressive.

### Metallica/Stern Pinball

There's no doubt Stern is continuing the trend of picking solid licenses for pinball. The release of Metallica Limited Edition was like the release of Metallica concert tickets . . . a complete sellout nearly immediately after the announcement.

The Sparky toy alone gives the game a ton of "wow" factor for operators to get excited about. The other toys also provide great direct physical interaction that we don't often get to see in pinball. With the backdrop of all this action set to the Metallica tune of a player's choosing, the game shouldn't have a hard time pulling in dollars on location.

### Lobsbot Holic/Andamiro

As we mentioned in our "best of" column from this past year's Amusement Expo, we played a work in progress (80-90 percent complete) of Andamiro's latest and it still was our favorite game of the show. Now that says something!

Besides the game being very addictive and fun in its challenge of maneuvering the robot, we were more taken aback by the subtleties in the rules. On the surface Lobsbot Holic seems like a simple see ball, pick up ball, and drop ball game.

However, being the pinball aficionados that we are, of course we look at strategies and ways to maximize our return. Do you risk losing valuable points in order to add more time? Do you try doubling up before each subsequent drop to maximize your points? We had an absolute blast playing this and there's no reason why this game shouldn't be in every location/family entertainment center (FEC) around the world.

### Doodle Jump Arcade/ICE and Raw Thrills

ICE and Raw Thrills have a winner with Doodle Jump Arcade. If there was a college course on how to successfully convert and transform a mobile app into a polished arcade



Doodle Jump



Pac-Man Ticket Mania



Temple Run



Lane Splitter Extreme



Balance Ball

redemption game, Doodle Jump Arcade would be the perfect case study.

It's so easy for companies to rest on the laurels of a brand or theme and get lazy in the execution of cabinet design and overall attention to details. ICE and Raw Thrills quenched those fears and we really hope they collaborate on future conversions if they're anything like this game.

### Pac-Man Ticket Mania/Namco and Raw Thrills

We are actually quite shocked it's taken so long for a Pac-Man redemption game to hit the market. It seems like such an obvious choice to convert into a redemption style game, but sometimes we take for granted how these games come to life.

That being said, Namco and Raw Thrills bring justice to the Pac-Man brand with Pac-Man Ticket Mania. It easily could have been a lazy execution of the original game while simply slapping on some ticket rules.

The fact that the cabinet, marquee, and overall visuals and sounds were updated for a new generation shows that they aren't messing around with creating a lasting impact on location. We're excited to see if there's any other nostalgic future redemption conversions on the horizon, possibly a Donkey Kong or Dig-Dug redemption game?

Only time will tell, but in the meantime, Pac-Man Ticket Mania can scratch our nostalgic itch and of course introduce this beloved character to a new generation of players.

### Temple Run/Coastal Amusements

We were definitely impressed with Coastal Amusements' portrayal and conversion of one of the biggest and most popular mobile app games of all time, Temple Run.

While we of course have concerns about the perception of laziness and lack of creativity from an originality standpoint, there's no doubt when you walk up to the cabinet that those fears are unfounded.

The controls can be a double edged sword at times with the track ball, but to put on our "silver linings hat," the fact that it's not super controllable via a control stick does cause the difficulty of game play to be increased ever-so-slightly, making the game not so easy.

With us being so competitive, this game taps that resource like no other, making us want to play, get further, and get more tickets. That makes this a hit whether set on ticket or high

score play, a brilliant option for operators based on their location.

### Lane Splitter Extreme/Adrenaline Amusements

Adrenaline Amusements is not going to have any issues with being passed by out of "staleness" for its latest mobile app adaptation, Lane Splitter Extreme.

This company has definitely created its niche in the market place by repeatedly creating mobile app games and converting them into the arcade environment (ie: Fruit Ninja FX, Black Out).

We must give them credit for taking that extra step in creating a polished end product. While it can be easy to simply convert and slap some stickers on a bigger cabinet and label it as Lane Splitter Extreme, Adrenaline Amusements went beyond that, creating a great new control system using the bike handle to fully immerse players into what feels like a new and exciting arcade game.

Ironically enough when we first played this game, we actually didn't know it was inspired by a mobile app game and based our initial impressions on game play and the overall fun factor on its own merits. Needless to say, they passed with flying colors.

### Balance Ball/Tocatta Gaming International

We have been thoroughly impressed by Tocatta Gaming International since we saw them for the first time at a previous IAAPA Expo. Perhaps it was love at first beer pong sighting when we got to play the company's Pong 180° game, but there's no reason why its other game, Balance Ball, can't receive the same level of attention and adoration.

If there was anything we would hope Tocatta would take away, it's potentially adding game difficulty settings into their software. While we certainly enjoyed the difficulty and pressure of knowing you pretty much had to clear a course without falling off once, it should really be up to an operator to set the difficulty of a game.

We could easily see some players get frustrated and essentially give up after falling off, because if enough time ticks off, it's an impossibility to finish the entire course in say five or 10 seconds, unless it saved progress. Other than that, this game would be perfect at an adult oriented arcade/location like a Dave & Busters or GameWorks. ▲



Josh and Zach Sharpe

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.



Left: Play Time Toys has the largest selection of premium high-end merchandise in the industry. Right: Accessory items appeal to today's players.



# Play Time Toys:

*Where quality and service come first*

**P**lay Time Toys, based in Orlando, Fla., has been providing prize merchandise to the coin-op market for more than two decades. Making people happy is serious business at the company, where the staff takes great pride in the quality and variety of the products.

*Play Meter* checked in with Dawn Noyes, President of Play Time Toys, for details on the company's history, how it has grown, the scope of the product lines, and comments on how the market has evolved.

## When did the company start, and what products came first?

Play Time Toys started pre-packing toys in the early 1990s. The key products offered at that time were plush (jumbo and small, licensed and seasonal); novelty kits for rotaries, Drill-O-Matic, and Sports Arena games (four different price points for each); and

Beanie Baby mixes (licensed and generic).

We had a very basic selection because the market needs were very different. I believe the attraction at the time was more on the "win" and less on the prize. Although it was always important to provide value for the win, players seemed to give greater value to the skill factor and the enjoyment of the win.

This has changed dramatically over the years. It is still just as important for merchandise machines to require increased levels of skill and attraction for the concept of the game play, but players now demonstrate a greater attraction to the prize.

A merchandise game stocked with unattractive or unrecognizable prizes will not earn the revenue of one with the proper mix of recognizable high value quality merchandise, regardless of the concept of the play.

## What were some of the milestones in the company's growth?

Over the years, the addition of new team members and new merchandise categories has made our organization a leader in providing the largest selection of high quality, revenue producing merchandise as well as untouchable customer service.

We currently have the most experienced staff with well over 100 years of combined service in this industry. This experience is essential to bringing fresh ideas to our customers.

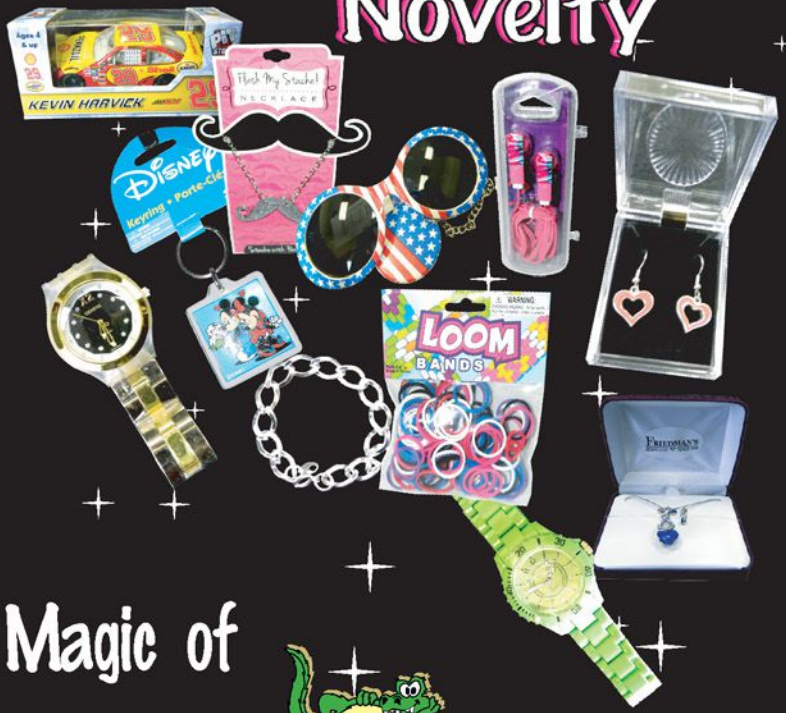
Sometimes we get lucky, gaining a combination of the two in one package. For example, in 2008 we introduced Georgia Meyers to our sales staff. In addition to untouchable customer service, she also brought our Candy/Toy product line to life by developing several options for our All Candy, All Toy,



# Plush



# Novelty



## The Magic of

# PLAY TIME TOYS

# Bouncy Balls



# High End Novelty



# Specialty Mixes



# Candy Mixes

Dick Pirics (888) 346-8697  
Mickie Priess (888) 923-8697  
John Sullivan (888) 577-8697  
Charles Caplan (888) 457-8697  
Georgia Meyers (888) 271-8697



Office staff, (l-r): Jason Wagner, Karen LaForce, Dawn Noyes, Lisa Montgomery, and Tony Gianfransico.



Tracy Noyes

and combination Candy/Toy merchandise kits.

Georgia has over 20 years of experience and truly puts all of her heart into making these mixes. She knows what items attract players and raise revenue, from the variety to the weight and every detail in between. If you haven't tried our candy/toy mixes we encourage you to do so. Just mention this article and we will pay the freight for your first case of Candy, Toy, or Candy/Toy mix to try.

Another milestone for Play Time Toys was the introduction of high-end prizes. We currently have the largest selection of merchandise for higher valued prize games, which includes over 200 items ranging from \$3 to over \$100. This seems to be where players are taking our market. They are more educated today and are looking for more recognized and technologically advanced prizes, such as Sony and Skull Candy headphones, Kodak Web cams, and Polaroid Android tablets.

#### What is the greatest strength of Play Time Toys?

We truly take pride in providing top quality, high value, and consistent product lines. Our goal is for our customers to have the comfort of always knowing exactly what they will get; no hidden marketing tactics, no *first time order*

mixes, no promises we cannot keep. What you see and know is what you will always find here at Play Time Toys.

We always want our customers to get the best value for their dollar at Play Time Toys. We do not offer incentives that will take from our quality and consistency. We are not here to take our customers' first order; we are here to service our customers forever.

As our customers grow, so too do we. We challenge our staff to recognize new trends and to keep current on the changes in our industry. As we learn of developing needs or see fresh products we add or change merchandise lines, always providing our customers with fresh new options for increasing player appeal.

One example is our \$5 average novelty kits, which are designed to address the prize value limits some operators are now faced with. Our kits are strategically designed to capture all players' interests while keeping the costs within the legal limits.

We are also proud of our diverse staff. John Sullivan, Richard Pirics, and Mickie Priess (Sales Associates) have spent many years perfecting their knowledge of the merchandise arena; each has well over 20 years of service.

Although our current expertise is in merchandise, we also have broad knowledge in the equipment and operations side of our industry. For example, Charles Caplan (Sales Associate) is celebrating his 44th year in our industry, 30 years of which were dedicated to



Sales staff, (l-r): Skeeter Kemper, Charles Caplan, Mickie Priess, Dawn Noyes, Dick Pirics, Georgia Meyers, and John Sullivan.

equipment distribution. He prides himself on staying current on all equipment available to our customers and truly enjoys sharing his expertise on game play as well as merchandise efficiency.

In addition, both Tracy Noyes (Vice President) and I have spent many years on the road addressing servicing and merchandise needs on site. This experience is extremely valuable when deciding how many pieces of plush should be put in each bag, or how a novelty kit should be prepped, or what product details should be included in a box of merchandise.

There is a reason behind everything we do. We are able to provide this service because we have done what our customers are now doing. In addition, we truly appreciate the feedback of our customers, not only on the products but also on the packaging as well.

We are not just a merchandise company; we are a service provider. We get excited about providing home run products as well as saving our customers money, and we get even more



Georgia Meyers is proud of the variety in the candy mixes.



From left: Karen LaForce, Dawn Noyes, and Charles Tindall (holding his acceptance letter from the Bone Marrow Registry, a project dear to their hearts).

excited about saving our customers time on the road.

### How have the tastes of players changed over the years?

We continue to witness the growth of more educated players. These technologically advanced players will continue

to direct our industry in what types and values of prizes will be successful. It is no longer more important to just win the game but equally important to win the prize. And by prize, I mean a product that can be useful right away.

### What are some of the most popular items today and why?

At Play Time Toys we still see a lot of interest in our high-end merchandise variety. Today's players want higher quality and higher value prizes.

Plush will always be a staple item for single crane locations, but high-end redemption games are a must-have in establishments that have the extra

space. We offer over 200 items that can be prepped for any high end merchandise games. We work hard to maintain an excellent selection of price points, types of items, and name brand products.

Technology continues to drive our players. We do not see this changing but instead becoming the norm in the future. We find that offering products that accessorize everyday items (i.e., the phone and computer market) tend to raise player interest. For example: headphones, music speakers, covers and accessories for cell phones and media players, as well as battery cases and iPhone controlled helicopters.

### What are some of the classic items that never go out of style?

Plush in general fits the description of a classic item. Players of all ages will



Sports themed items are always in demand.



Novelty items are packaged by hand.

always be in love with the teddy bear. It is important to experiment in locations with more than one crane, changing a traditional crane into a gravel crane redeeming jewelry, electronics, or even balls. This helps stimulate new interest in hometown locations. However, the teddy bear is always the safe item to return to after the thrill of the new item has tapered off.

Licensed items also remain consistent winners. Players look for items they recognize whether it is a Spider-Man, Smurf, or New England Patriots Bear. We need items like this to attract the player to the machines.

**The Web site shows a wide range of items to please just about everyone. What new items are you most excited about?**

The “favorite new items” change constantly. There is always something new that peaks the interest of players and the growth of social media truly adds excitement in the market when any hot new trend is discovered.

For example, Loom Bands are the latest new craze. We are offering capsule, hanging, and individual loom bands, as well as full kits that include the tools.

One of our more recent favorites is Prize Bag Kits. These eye catching col-

orful plush prize bags are filled with a variety of novelty items including four high-end premium products.

Players have to try their luck to find the prize they have their eyes on. Prizes are displayed on a colorful 8x10 poster that can be hung inside the crane. We have seen increased revenues in all types of locations just by adding these mystery prize bags to any plush cranes, jewelry/gravel cranes, high-end redemption games, and prize counters.

Although we are always offering new kits, we have some classic favorites as well. Lisa Montgomery (Product Designer) has always been proud of her Jewelry Crane mixes. Her careful selection of loose and boxed jewelry, which includes specialty items such as belts, tiaras, watches, and more, makes these kits stand out above the rest.

Our Web site is a valuable tool for customers to see the always changing selections we offer. In addition, we e-mail our specials and latest home runs on a weekly basis to anyone who joins our mailing list.

**How important are licensed items, such as items for upcoming movies?**

Licensed goods are staple items for any merchandise category. Adding

licensed movie plush is a great way to spice up a crane. We realize that the cost of licensed product is higher than regular goods, so we offer these goods in smaller quantities, allowing the operator to sprinkle in the “Despicable Me” or “Cloudy with a Chance of Meatballs” goods in order to maintain a lower averaged cost of goods.

Any time we can capitalize on the current retail market favorites by offering goods advertised directly to our customers by other media sources, such as movie productions, we should take advantage of it. These recognizable characters help peak interest and thus raise revenue.

**What types of mixes do you offer for cranes and rotaries?**

We offer numerous choices for cranes and rotaries. Our plush mixes range from \$1.10 regular to \$2.50 jumbo, from 10 percent licensed to 100 percent licensed packs, from generic and seasonal to specific sports themes, and everything in between.

We have come a long way from our starting place with the focus on regular and jumbo plush mixes. We now offer over 40 traditional plush pre-packs as well as many specialty movie and novelty packs, which we introduce spontaneously. These specialty kits can be seen on our Web site or in our direct e-mails and should be taken advantage of while they last.

Our traditional Rotary Kits range from \$1.35 average to \$2.65 average per piece. These kits feature a variety of key chains, jewelry, and electronics, and include licensed and trendy items such as loom bands and ear buds, just to name a few. For locations that require more adult or themed merchandise, we also offer custom kits to meet these specific needs.

**Are the operators you speak with at trade events more optimistic about the market today than a few years ago?**

Yes, we have seen an upward vibe in the market over the past few trade shows. Although our customers are

more optimistic, they are also more conservative when it comes to spending and expanding.

We may be starting to see revenues increase on a per machine basis or new locations beginning to pop up, all which show signs of economic improvement. However, it is still only a slow trend in a better direction.

### **How many items are featured in your newest catalog?**

It would be hard to put a number on the amount of kits or products we offer. When I meet with customers they are always so surprised at the variety of products we have and the number of variations of each.

Items range from the traditional plush mixes to bouncy balls, from beanies to candy, from low-ticket prizes to high-end electronics, from jewelry to Stacker kits, and so much more. It has proven difficult to keep a printed catalog because we are constantly adding new lines or new price points to accommodate the changing market.

Our traditional merchandise mixes change roughly every 10 days and we are introducing new items as quickly as we can find them. If there is a machine that requires prizes, we can fill the need and not with just one choice but several price points and varieties. In addition, if you do not see what you are looking for on our Web site, JUST ASK; we cater very well to custom kit requests.

### **Are you seeing more family entertainment centers (FECs) opening or existing ones remodeling or expanding? Are they enlarging their redemption counters?**

We do see an increasing number of FECs opening up all across the U.S. This is encouraging as it demonstrates healthy growth for our industry. In order to accommodate this market we have added items to our lines that work well not just in machines but also in prize counters.

### **Where would you like to see the company in five years?**



**Top: The warehouse is a busy place.**



**Left: Candy mixes include favorite name brands.**

Our goal for the future is to continue doing what we do best: to consistently provide the highest quality kits for the largest selection of merchandise games at the best value. We will continue to grow by adding additional product categories as the needs and interests of our customers develop.

In order to do so, we will also focus our attention on additional staff both administratively as well as in sales. We are always looking for the next team member that can bring additional experience and value to our organization.

### **There is more exciting news from Play Time Toys.**

We wanted to share some exciting things we work on as a team outside of Play Time Toys. As mentioned before, one of the things I am most proud of is our staff. I am very fortunate to work with such an amazing group of people. They truly do make my job a pleasure. What is even more amazing about them is their dedication to our community and humanity in general.

There are two projects that are dear to our hearts: Relay for Life, which supports the work of the American Cancer Society, and expanding the Bone Marrow Registry. The team members at Play Time Toys go above and beyond to support these programs.

For the past several years, our own Karen LaForce has organized a Play Time Toys team and booth for the Relay for Life campaign. In just a short time, our group has raised over \$5,000 to support the cause. Karen's dedication to this cause has been heartwarming. So many lives have been touched by her efforts.

In addition, Tracy and I have spearheaded a campaign to increase the number of bone marrow registrants. In just a few drives we have been able to register over 150 new participants.

Even better, we have successfully matched three people in need. Our hearts were overjoyed when our own Charles Tindall received a letter that he matched a patient in need of a transplant. We are very proud of Charles and blessed that he is one of our angels.

For more information on Play Time Toys and its products, visit ([www.playtimetoys.net](http://www.playtimetoys.net)). ▲

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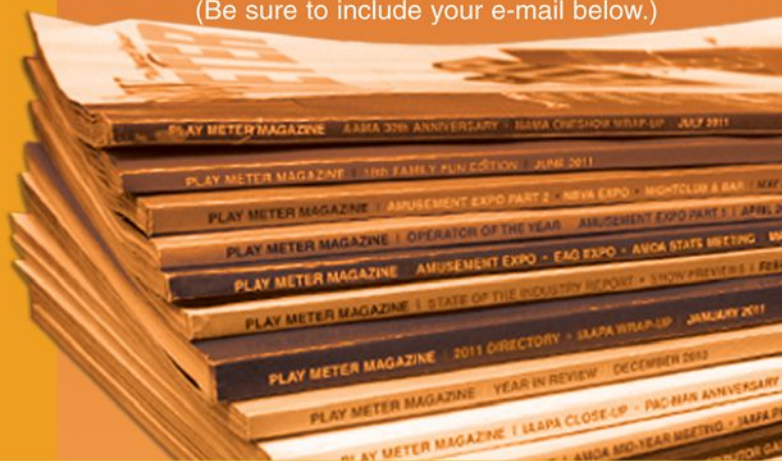
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# My personal favorite show: Pinball Expo 2013

It was not your run of the mill Pinball Expo. In fact, Rob Berk and Mike Pacak are going to have to dig deep to come up with something to top Expo 29.

The first clue was that the official expo hotel (West in Chicago North Shore) was booked solid with attendees early on, leaving many at a hotel down the street. The event covered five days, Oct. 16-20.

Personally, I had special reason to be excited this time but first things first. The expo started with a welcome party or "Bumper Blast" on Wednesday night with free food, free music, and free time to greet old friends and meet new ones. "Free" is an expo attendee's favorite price. Can't party TOO hardy though; the busses leave at 9 am sharp the next morning for the traditional pinball factory tour.

Attendees were split into small groups and led through the entire production process by Stern Pinball employees including designers, artists, programmers, mechanical engineers, and even the finance people. The highlight was saved for the end when the one nearly finished Star Trek LE (Limited Edition) game in existence was on display as the tour ended.

After a bus ride back it was as if extra coal was put in the boiler and the expo picked up steam and ran, as it often does at this point, on its own. All the plans and arrangements have been



Team Members in the Xenon seminar wear custom CIANI-The Voice of Xenon shirts, (l-r): Alan Reisman, Suzanne Ciani, Greg Kmiec, Tom Neiman, and Paul Faris.

made and it's time to see if the train will stay on the track till the end.

Credit goes to the crack expo staff, not the least of whom is Brigitt Berk, who LIVED at the registration booth, and David Fix, who has recently been running the audio visual department and helping the show run smoothly.

Expo starts in earnest with seminars and first up was current Stern designer John Trudeau talking about game design in our modern world. John has vast experience with his 60 games (starting with Game Plan in 1981), and gave an interesting talk.

He also was a great opening act for a

pinball magazine publisher like me (*PinGame Journal-PGJ*) who collects examples of pinball in the media. John showed the crowd examples of "normal" sized people on giant versions of a pinball machine. These ranged from Eleanor Powell in 1945 to 2013 with the pop group One Direction.

Pinball hobbyists have always taken existing games and re-themed them or even built new games from scratch but this trend has exploded recently and has spawned a number of start-up companies. The most prominent of those is Jersey Jack Pinball (JJP), which recently announced its second game, *The Hobbit*,



The autograph group at Pinball Expo 2013.



The Voice of Xenon, Suzanne Ciani, in a friendly game of pinball on Xenon.



Dan and Hollie brought the whole family to let Pinball Expo know about the Rocky Mtn. Pinball Showdown.



Texas show organizers Kim and Ed VanderVeen and others meet and greet (bottom to top) Stern Art Director Greg Freres, Star Trek's Steve Ritchie, Metallica designer John Borg, and guest artist Dirty Donny.



Star Trek from Stern Pinball was the focus of this popular stop created by Marco Specialties.



The Cointaker staff shows off their products.

to follow their very popular first effort, Wizard of Oz (WOZ).

Jack Guarnieri and company have been progressing for the past two years or so and while the programming for WOZ is not complete as of this writing, the game has sold very well and since its unveiling at the Seattle show in 2012, the lines to play it have been the longest at every show I've been to, present show included!

"Jersey Jack Pinball: An Unexpected Journey" featured Jack and many of his staff talking and answering questions about the past, present, and future of JJP. That "Fireside Chat" followed a pinball and arcade repair talk headed by Dave "Doc Pinball" Fix and staff.

Following JJP was a staple at Pinball Expo: the Internet Get-Together hosted by pinball historian, music collector, and the *PinGame Journal's* "Pinball On Record" contributor, Dave Marston. His informal get-together has become a tradition and is a welcome end to the first full expo day.

Jumbling the order a bit, following Pinball In The Media on Thursday, Randy Perlow showed the latest developments of his Color DMD (Dot Matrix Display) and Heighway Pinball's Andrew Heighway updated expo attendees on his company's ambitious plans for a full production of commercial pingames.

After Andrew, Brendan Bailey talked about designing a pinball table on the computer and then it was time for dinner. A few years ago Rob instituted "Dinner With," where a limited number of people, 20 to 30, sat down to eat and talk about pinball in a very intimate and personal setting.

This year the focus was on sound designer Chris Granner. Chris worked for Williams/Bally, Capcom, and JJP and has loads of experience and stories to tell. But wait, there's more! Seeing that Suzanne Ciani was in the house, Chris invited her to join the discussion at dinner and along with Mr. Mortal Kombat, Ed Boon, who was among the diners, it was a wonderful meal.





The Making of Xenon brought team members together for the first time since 1980 to discuss this classic game.



Spooky Pinball Podcast talks were more like "happenings" with mystery guests and contests.



Jack Guarnieri and his JJP staff answer questions after their presentation.



Just a few of the custom and independent production games at Pinball Expo 2013.



Expo attendees are greeted by Brigitt Berk at the registration desk.



The team from PAPA-TV was on hand for the Flip Out finals. Zach Sharpe (l) watches as top players Bowen Kerins and Cayle George announce as Keith Elwin competes.

Early Friday morning a handful of us who were awake at 8:10 am heard Rob give his "Opening Remarks." No one really knows why the opening remarks come a full day and a half into the show, but sometimes it's best not to ask questions.

"Dr. Scott" Sheridan and Ron Coon Jr., the traditional speakers after the opening remarks, talked about Synchronicity and more as it relates to pinball and then Dave Fix explained his role as "Pinball Advisor" to a movie currently in production (see the previous installment of "Pinball Curious" for more details.)

Then it was time for P-ROC. This controller board was created by Multi-morphic's Gerry Stellenberg and is used in his P3 game as well as by a host of others who all had their games at the show. We did hear from Rick Bartlett of Planetary Pinball when he announced his plans to produce a run of Medieval Madness and gave a presentation on the FarSight video pinball arcade game.

We also heard from John Popadiuk

about his first limited run project, Magic Girl. Until now John has been the most low-key creator of games and has chosen to keep progress and developments very close to himself and his customers. John's designs and art, showcased by his Williams/Bally games like Tales of Arabian Nights and Circus Voltaire, created great interest in his projects.

The P-ROC section revolved around Gerry's P3 game, which is a physical pinball platform that can become different games with minimal time and effort. His first game is expected to ship in late 2014 with two original games included: Lexy Lightspeed: Galaxy Girl designed by Dennis Nordman, and Cosmic Cart Racing. Many other custom games are using this board.

The exhibit halls were filled with games but none were nicer than those brought by one of my favorite pinball people, Phoebe Smith. She had a half-dozen games she fixed up. This is what she did to her Spider-Man: custom painted the side rails, hinges, lock bar, legs, coin door, shooter housing, apron, and

speaker panel; added a speaker light kit; installed a Cointaker LED backbox kit, lighted flipper buttons, under cab light kit, and LEDs throughout game. She also added a Color DMD Sigma.

Phoebe keeps busy but always has time to help with the *PGJ* and has saved the day a number of times. It was thanks to her we had a Xenon game for the presentation. Thanks, Phoebe.

The next presentation was "Spooky Pinball Presents: Hot Haunted Coeds!" featuring Steve Ritchie, Dennis Nordman, Bryan Kelly, Heather The Hot Accountant, and the Spooky Pinball Crew. Nuff said.

So it was 5 pm on Friday and the members of the Xenon team were entering the lecture hall. They included designer Greg Kmiec, art director Paul Faris, engineer Allen Reisman, and the man who brought it all together at Bally, Tom Neiman, who came in from Vegas when he heard that Suzanne Ciani would be there.

Suzanne is the voice of Xenon and the first female voice in pinball. She not



Ohio collector and game restorer Phoebe Smith with one of her games.

only spoke those exciting words, "Try the tube shot!" along with many other words, sighs, and moans but she actually created the sounds in the game, adjusted her own voice, and engineered them all to fit on a very small chip.

She played and observed pinball at the Broadway Arcade and cultivated a sense of what players liked and how she could translate that to the game. She did many things for the first time in pinball for Xenon and set the stage for others to follow in her footsteps.

Along the way she found time to create sound logos for dozens of companies such as Atari and Columbia Pictures and the "Pop and Pour" sound for Coke. She has a couple dozen albums (five were Grammy nominated), scored a few movies, and was recently inducted into the Keyboard Magazine Hall of Fame along with Bob Moog, among others.

My personal connection began when Suzanne graciously consented to an interview conducted by Dave Marston and I for a *PGJ* article. I kept in contact with her as she continued to decline my invitation to Pinball Expo. She once told



David Fix during his talk on pinball repair.



Mortal Kombat creator Ed Boon (l) watches as Chris Graner signs a flyer for Michigan collector Scott Freeman.

me, "Keep asking, Jim. You never know when I'll accept," and she did.

Moderator Gary Flower focused the conversation and comments to each participant who discussed in detail their part in the creation of this classic game. The discussion between the team and with audience questions made for a magical time that was over way too soon. It's not every expo event that ends with a standing ovation. I was proud of my "children."

Suzanne spent a lot of time in the PGJ booth playing Xenon with attendees and attended the autograph session on Saturday. She was one of the 2013 inductees into the Pinball Expo Hall of Fame along with Eugene Jarvis and Lonnie Ropp. Eugene and Steve Ritchie

were the banquet speakers talking about their days at Atari and beyond.

Following that, for her last official expo duty, Suzanne took out some electronic gear and performed a song as her alter ego, Steve. She also told the standing room only crowd how she had come to feel a part of the pinball family and hoped she could attend the show again.

The banquet is always filled with so many things that I can't name them all but a highlight was when Walter Day presented the first trading cards in the newly established Pinball Expo Hall of Fame series. He presented awards to Harry Williams, Sam Stern, Ray Moloney, and David Gottlieb as inaugural inductees and did the same for the 2013 class.

Sunday's big excitement is the Flip Out Tournament presided over by Trent Augenstein and Jenn Peavler. They hosted over 160 players and gave out over \$16,000 in cash and prizes. An interesting addition this year was the Professional Association of Pinball Players (PAPA)-TV, which set up a broadcast table and used multiple cameras to show the game play and conducted a shot by shot commentary along the way.

There were a number of divisions including kids, women, classics, and an open B and A divisions. In the end, the A division was won by Zach Sharpe; older brother Josh was fourth. In the middle was Keith Elwin in second and Josh Henderson in third.

So another Pinball Expo is in the record books. I'm sure I forgot some people and events but we'd need a lot more room to describe it all. And yet, plans are forming for next year. As Rob Berk told me, "It's going to be a go crazy nuts year!" For more information, visit ([www.pinballexpo.net](http://www.pinballexpo.net)). ▲



Jim Schelberg, always curious about pinball, has been publishing the *PinGame Journal* for more than 20 years. Jim has about 40 games of his own but spends most of his pinball time attending events, snapping photos, and talking to people about pinball. He can be reached at ([jims@pingamejournal.com](mailto:jims@pingamejournal.com)); Web ([www.pingamejournal.com](http://www.pingamejournal.com)).



# Merchandise Market at IAAPA 2013



Rhode Island Novelty had camouflage bearded duck plush. Another hot item for IAAPA was the company's Teenage Mutant Ninja Turtle plush.



A&A had Gooli Toys plush, Germies plush, the company's "Best Hanging Kit," Bling Headphones, and its sports mix on display.



Bulk Vending showed off its Loom Bracelets and Soda Cap Bracelets.



BJ Toy Company showed off its Clip-on Tails.



Gloworks featured rope lights and light-up ties.



HMS Monaco said its Despicable Me products were the most popular items for the company at IAAPA.



Redemption Plus featured Camouflage Beard plush, Si's Marshmallow Shooter, Nerf Rebelle line of Nerf products for girls, themed knobby balls, and licensed player plush for all sports.



# Merchandise Market at IAAPA 2013



Sureshot Redemption showed off its Duck Dynasty products, redneck wine glasses, and costume sunglasses.



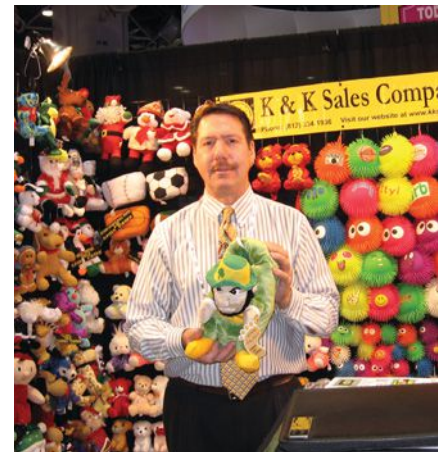
Smart Entertainment was on hand promoting its Key Master crane kits and other items.



Play Time Toys featured its plush prize bags and Family Guy plush.



Virginia Toy and Novelties was highlighting its Christmas assortment including Mistletoe Hat, Light-up Reindeer Antlers, Sequined Hats, LED light tubes, and more.



K&K Sales featured its leprechaun slipper plush and multiple generic plush items.



Good Stuff Company displayed its licensed Duck Dynasty plush. The company also had Sesame Street, Avengers, Spider-Man, WWE, NFL, NBA, MLB, and NHL licensed plush.



Fun Express was on hand featuring its Hello Kitty game, Airzooka air blaster, and Angry Birds backpacks.

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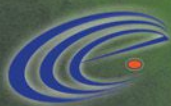
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# Merchandise Market at IAAPA 2013



Namco Entertainment's line of branded merchandise was on hand showing off the newest products, which include iPhone 5 cases, PVC balls, Pac-Man watches, blue tooth speakers, head-phones, and more.



S&B Candy and Toy Company was proud of its S&B Smarties crane and the scholarship program that goes with it. The company also introduced a new redemption line at the show.



Peek-A-Boo Toys was proud of its neon animal plush, donut plush, Roundables, and plush prize bags.



Novelty Inc. said its most popular item of the show was the Power Bank portable cell phone charger.



National Prize and Toy Company said its LED letters product was its best seller at the show.



Bonita Marie International featured its line of Minecraft merchandise, "Walking Dead" products, DOMO, Mario Brothers, Batman items, and more.



Trick question: How many dinosaurs do you see in this photo of Classic Toy industry veterans? The company was highlighting its small and giant dinosaur plush as well as fish plush. ▲

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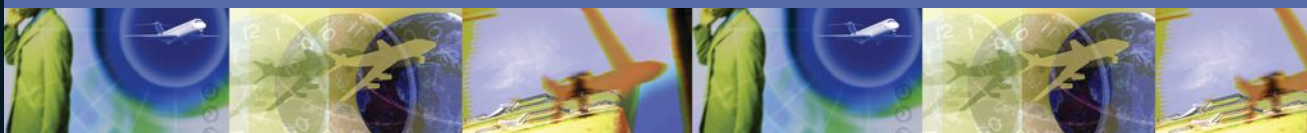
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e-mail: karencooke@eagexpo.com  
web: www.eagexpo.com

## February 4-6

**ICE Totally Gaming**  
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ExCel London  
tel: +4490)20-7384-8119  
e-mail: john.hodgkins@clarionevents.com  
web: www.icetotallygaming.com

## February 6-8

**AMOA Council of States Meeting**  
Tampa, Fla.  
Renaissance Tampa International Plaza Hotel  
tel: (800)937-2662  
e-mail: amoa@amoa.com  
web: www.amoa.com

## March 1-3

**China International Game & Amusement Exhibition (CIAE)**  
Guangzhou, China  
China Import & Export Fair Pazhou Complex  
tel: +86-20-22106418  
e-mail: ciaeamusement@yeah.net  
web: www.chinaamusement.com

## March 4-6

**Vending Expo and World of Entertainments**  
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International Exhibition Center  
tel: +38-044-258-01-23  
e-mail: manager@troyan.kiev.ua  
web: www.vendingexpo.kiev.ua

## March 24-26

**Nightclub & Bar**  
Las Vegas, Nev.  
Las Vegas Convention Center  
tel: (888)966-2727 (attendees)  
e-mail: nightclub@xpressreg.net  
web: www.ncbshow.com

## March 24-27

**International Pizza Expo**  
Las Vegas, Nev.  
Las Vegas Convention Center  
tel: (502)736-9500, ext. 520  
e-mail: boakley@pizzatoday.com  
web: www.pizzaexpo.com

## March 25-27 **PM**

**Amusement Expo**  
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web: www.amusementexpo.org

## March 25-27

**National Bulk Vendors Association (NBVA) Expo**  
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e-mail: info@nbva.org  
web: www.nbva.org

## April 8-10

**DEAL**  
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## April 9-11

**NAMA OneShow**  
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web: www.namaoneshow.org

## April 25-May 3

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**BullShooter World Challenge of Champions**  
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Bally's Hotel & Casino  
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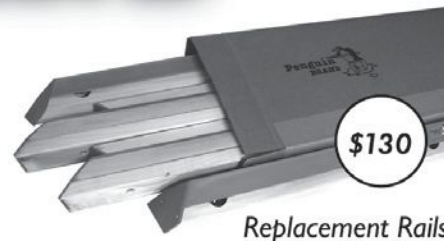
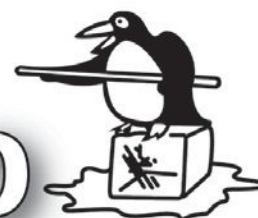
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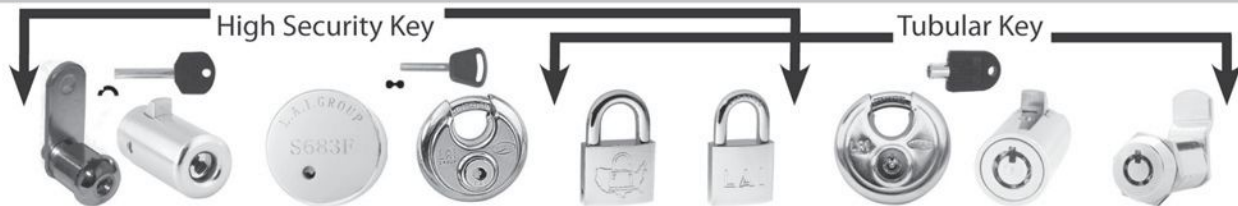


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⚡ 410 Deacon Blvd  
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CHECK IN** Dec 13: 11am-9pm  
Dec 14: 8am-10am

**JANUARY 11, 2014** ⚡ MeadowView Conference Resort & Convention Center


⚡ 1901 MeadowView Parkway  
Kingsport, TN 37660

**EQUIPMENT  
CHECK IN** Jan 10: 11am-9pm  
Jan 11: 8am-10am

**FEBRUARY 15, 2014** ⚡ Dixie Classic Fairgrounds Education Building

⚡ 410 Deacon Blvd  
Winston-Salem, NC 27105

**EQUIPMENT  
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Feb 15: 8am-10am

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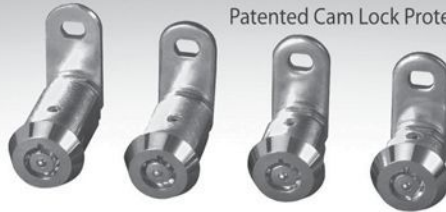
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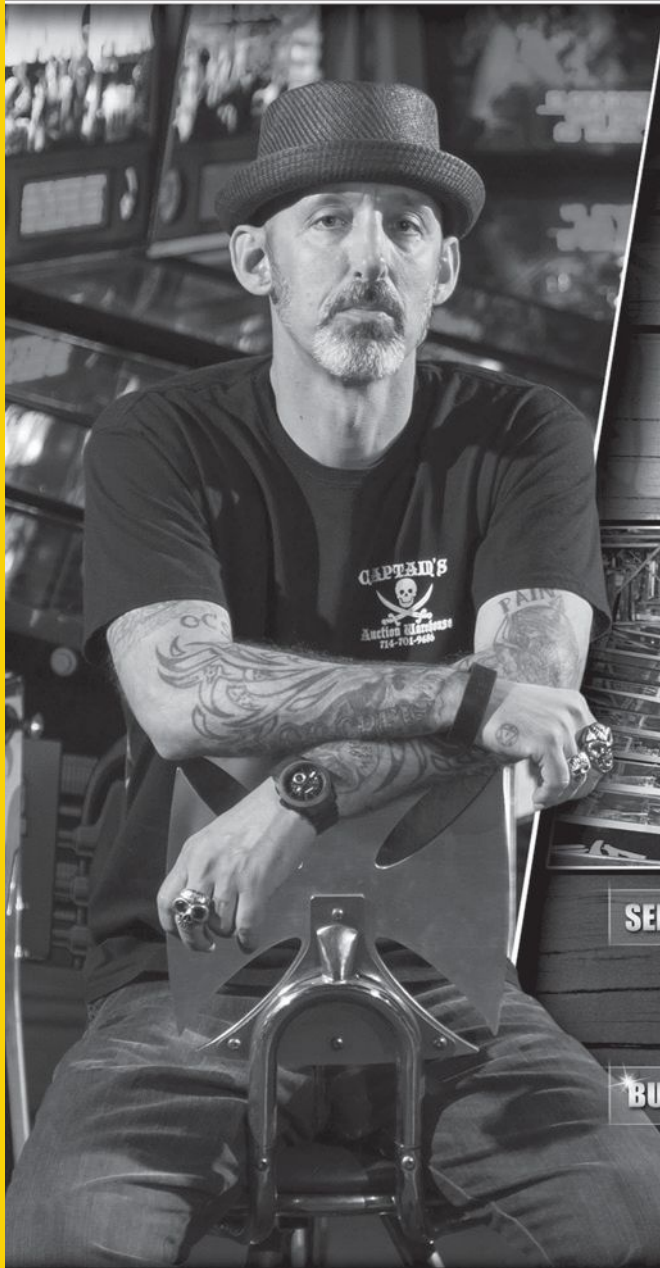
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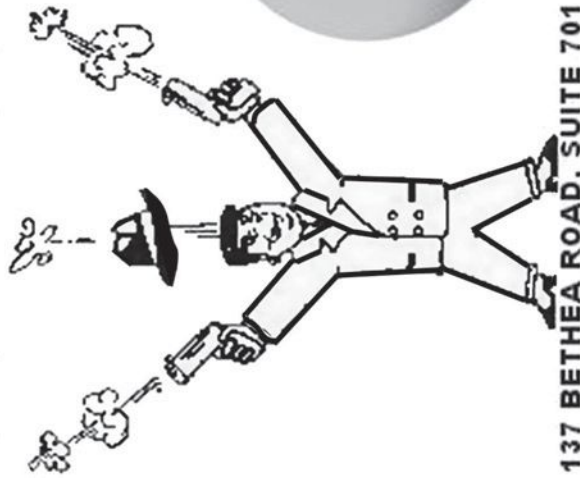
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SATURDAY  
DECEMBER

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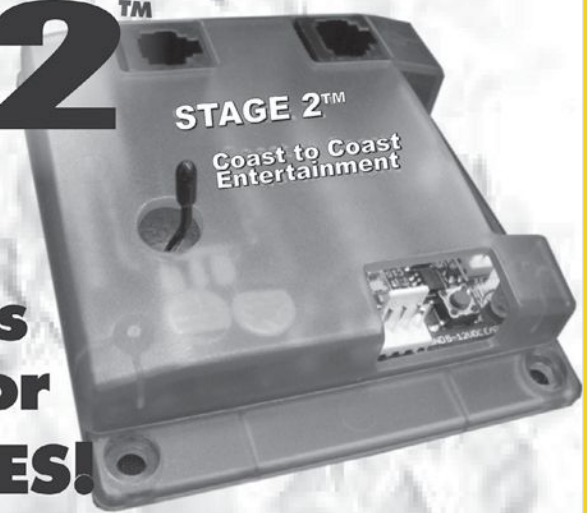
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