

FOR THE COIN-OP ENTERTAINMENT INDUSTRY PUBLISHED TWICE MONTHLY

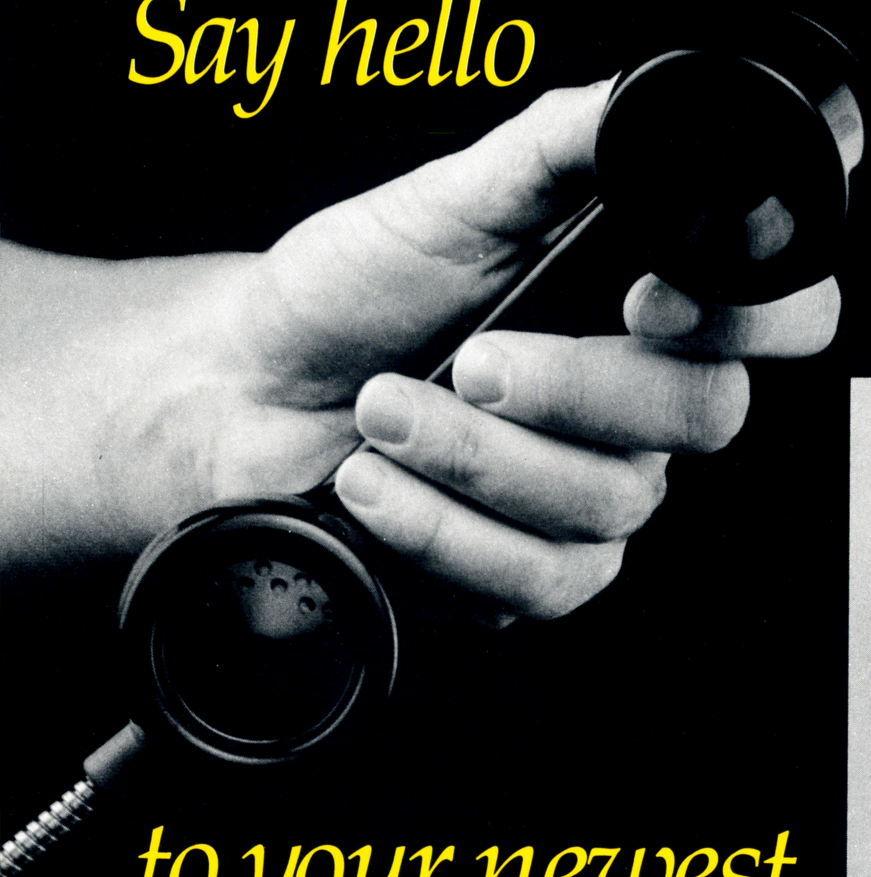
PLAYMETER

JANUARY 15, 1986



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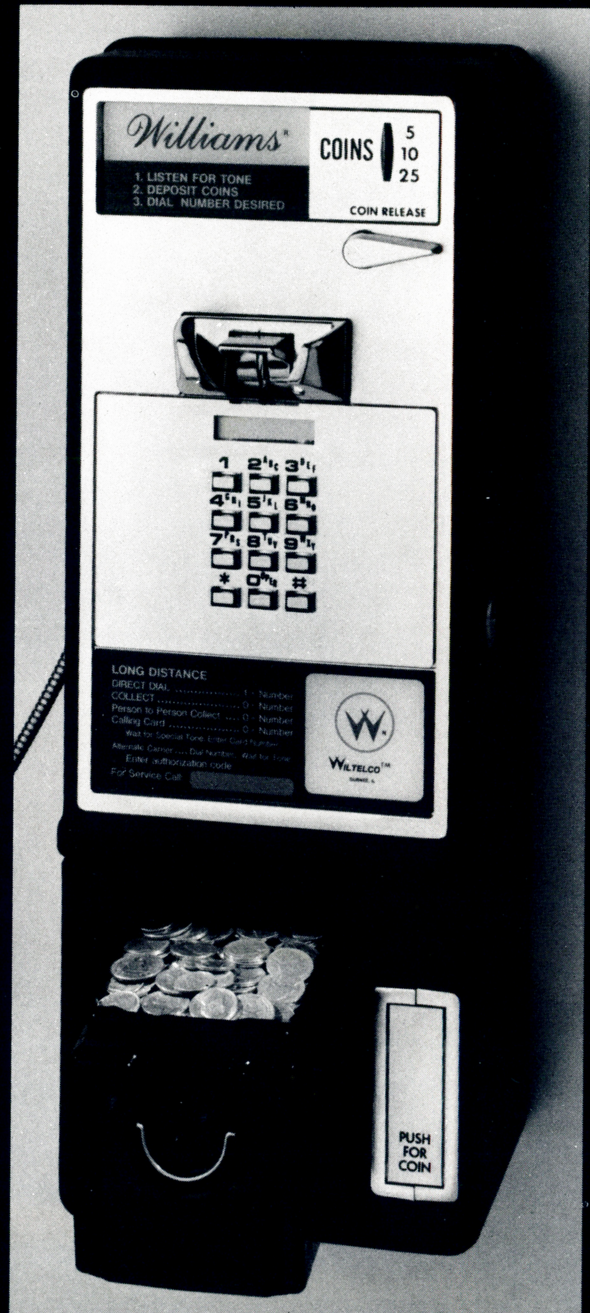
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PLAY METER

Twice a Month Publication for the Coin Operated Entertainment Industry

Member



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FEATURES

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The private pay-phone industry remains unsettled by complicated regulations that vary from state to state, the uncertain role of Bell operating companies, and the emergence of dozens of pay-phone manufacturers and distributors, most of which probably will not be around by 1987.

Coinman interview: Dick George 14

One of a group of Ohio operators who have formed a new company to operate pay phones, Dick George has spent more than 15 months researching the pay-phone business. Though well aware of the pitfalls awaiting those getting into the business, he sees opportunity for operators who have established customer bases and do their homework.

3-D technology on horizon 22

Networks of video games in which several players see the same ultra-realistic three-dimensional action from their own perspectives may be possible using a 3-D imaging system developed by a Canadian firm. Several manufacturers are interested in the system, and the first game using it could appear at this fall's AMOA show.

DEPARTMENTS

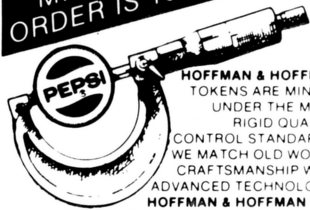
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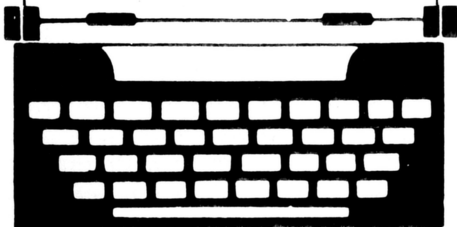


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PLAY METER, January 15, 1986. Volume 12, No. 1. Copyright 1986 by Skybird Publishing Company. **Play Meter** (ISSN 0162-1343)(USPS 358-305) is published twice monthly on the 1st and 15th of the month. Publishing office: 6600 Fleur de Lis, New Orleans, La. 70124; **Mailing address:** P.O. Box 24170, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003. For subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—\$50; foreign: \$150, **air mail only**. Advertising rates are available on request. **No part of this magazine may be reproduced without express permission.** The editors are not responsible for unsolicited manuscripts. **Play Meter** buys all rights, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **Postmaster:** Send Form 3579 to **PLAY METER**, P.O. Box 24170, New Orleans, LA 70184.

Letters to the editor . . .



ICOMA opposes inviting public

My congratulations to you for all the good news coming out of *Play Meter*, and I want you to know that your magazine is at the top of my list for must reading.

I have just read about the ASI and AOE merger and hope this develops to your mutual satisfaction. It is a positive step in the right direction.

There is a matter, however, that is of serious concern to many members of the Illinois Coin Machine Operators Association. That is a recent announcement by ASI show management that the general public will be invited into the final day of the show here in Chicago.

Even though Mr. [Glenn] Braswell [executive director of the American Amusement Machine Association] has assured the ICMOA president that there will not be attempts to sell to the general public, this has not quieted the concerns of many of the ICMOA leaders, especially those in the Chicago metro area.

We recommend that show management take a careful look at the decision to exhibit to the general public and cancel those plans until more information can be developed on the positive or negative effects on the operator business in this area.

Arthus W. Seeds
executive vice president
Illinois Coin Machine
Operators Association

[Editor's note: After the December merger of the AAMA-sponsored Amusement Showcase International (ASI) and the Play Meter-sponsored Amusement Operators Exposition (AOE) to form the American Coin Machine Exposition, AAMA was adamant about following through with its decision, made for the ASI before the merger, to admit the public the last day of the ACME show. The result is that the public indeed will be

allowed on the show floor Sunday, March 9.

Glenn Braswell said, "We are looking for ways to interest the public in our products, and this is a unique opportunity to accomplish that goal. The manufacturers definitely want this opportunity to show the public their new products. If it doesn't work, we just won't do it again. But if we don't at least try it, we'll never know if it would have worked or not."]



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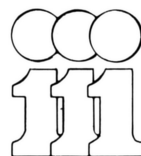
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Up Front

Give locations the facts

"I'll bet you a ride to work I can beat you on that video game over there," the man said to his friend as they sat in their favorite tavern having a few beers after work. "Maybe," his friend replied, "but I guarantee I can beat you any day on the pinball machine."

"I know the answer to that one!" the guy told the girl playing the countertop trivia game at the bar.

"OK," she replied, "I give up, what is it? Hey, you wanna play this with me?"

"Those your quarters on the pool table?" the young man asked another.

"Yeah, you wanna play? I was hopin' to find someone to challenge," came back the answer.

"I love that song," said the girl moving closer to her date at the bar. "I like it too," he said, "let's go look at the jukebox and play some more."

"Hey, where can I sign up for that tournament?" the man throwing darts asked the bartender.

Ah, a night in the local tavern.

That tavern owner certainly is lucky to have games and a jukebox to entertain his customers. The two friends may have left after one round, but they decided to play a few games of video and pinball. The countertop trivia brought together two strangers sitting at the bar. Each had been thinking of leaving before becoming engrossed in trivia games—and several more drinks. The tunes from the jukebox create an atmosphere that appeals to the bar's clientele. The tavern has had more busy weeknights selling beer and snacks since it started its electronic-darts tournaments. And the pool table attracts not only players, but patrons who enjoy watching the competition.

Yes, that bar owner is lucky to have those games. I wonder how much he has to pay someone to put those games in his place?

Is it laughable to think of a location owner paying an operator to put in games? It is if you are an operator who puts the games in. Location owners don't pay to have games; they're paid by operators to allow the games in.

Hmm, let me get this straight. The operator puts out the money to buy the games, buys trucks to haul them to the location, is on call for service day and night, replaces lost pool balls and broken cue sticks,

recovers the pool table, cleans the jukebox and games, repairs cigarette-burn damage, replaces games regularly, changes records on the jukebox regularly (finding oldies the location's customers requested), and may even put in a cigarette machine as a convenience for the bar's customers.

After all that work and financial investment, when the operator makes a weekly trip to empty the cash box, he hands part of the income to the location owner, who already has reaped indirect profits from the operator's equipment.

What other service does a bar owner get that pays him? Probably none. But many location owners think they are being ripped off because the operator is getting half the money from his own machines! Then comes the demand—"You better give me at least 60 percent of the money out of those machines, or I'll find someone who will."

So the operator faces an all-too-familiar situation.

When fly-by-night operators were common in the industry, they didn't see why they shouldn't give locations the latest games and 60 to 70 percent. "Heck, we're making money," they bellowed. "I read in my Wall Street Journal that video games were making \$1,000 a week."

Professional operators knew they couldn't do that and stay in business, because they also knew games took work to maintain and revenue claims were inflated. But the fly-by-nights left a wake of locations that demand more than they deserve because at one time they got it.

You professional operators now must present the facts to locations spoiled by amateurs who never should have been in the business. Don't let your locations believe your service isn't worth what you earn from your own machines.

You're the ones taking the risk, putting out the money, and providing the service. To rephrase a popular commercial, "good operators may cost a little more, but they're worth it."

Valerie Cognevich

Valerie Cognevich
Editorial Director

NEWS

N.Y. ends lottery games

The New York experimental lottery express—player-activated computer lottery games—was shut down in December at the request of the company that set up the games under contract from the state.

Sales for the lottery, which began May 5, were about \$3.5 million; \$1.5 million of that was added revenue for the state. But Multigame Ventures, the operating company, asked the state to discontinue the program because operating costs were exceeding profits.

John Quinn, state lottery-division director, said the games were "a new approach to marketing lottery products in New York. Unfortunately, it simply did not work out and held no promise of working out in the foreseeable future without massive subsidies from either the state or the contractor."

A New York operator said of the experiment, "Typical government logic, recommend massive subsidies when you have a loser. I'm glad it flopped."

Montreal to tax arcade games

Montreal hopes to raise more than \$3 million in 1986 by applying an amusement tax to arcade machines.

The city collected \$14.3 million in 1984 from a 10-percent tax on admission to places of entertainment such as bingos, movies, and concerts.

The city estimates there are about 2,600 arcade machines in 60 businesses in Montreal.

Memetron names Cosentino

Frank Cosentino has been appointed national sales manager by Memetron. He replaces Joe Kaminkow, who left the company to join Premier Technology.

Before joining Memetron, Cosentino was a Bally Midway account executive for more than four years.

Cosentino said of his new position, "I think a lot of Larry Siegel (Memetron's president), and all the people in the office are great people to work with." He added that the company is getting a great response on its latest kit, *Mat Mania*. "I wouldn't be surprised if it jumps to the top of the polls."

Siller joins Tehkan

David Siller has joined Tehkan, Ltd., as national sales manager. He was formerly sales manager for Nichibutsu U.S.A.

Siller said he is confident that Tehkan will be a strong force in the

industry. "We have an efficient office crew, and Tehkan has some good product offerings," he said.

Pay-phone conference set

Private Pay Phone News and *Business Communications Review*, publisher and sponsor of educational and training programs, are co-sponsoring the third annual pay-phone conference and exposition. Called "Competitive Pay Phone Strategies," the event will be May 5 and 6 at the Hyatt Regency O'Hare in Chicago.

Marc Ostrofsky, *Private Pay Phone News* publisher, said the conference will include speakers from all parts of the industry talking on subjects ranging from leasing phones and state



Eric Bristow, steel-dart world champion, challenged attendees at the January Amusement Trades Exhibitions show in London on IDEA's *Royal Darte* electronic dart games. Players paid a one-pound entry fee, and all profits went to charity.

Bristow has been world champion four times, world master five times, and has been officially ranked number one in the world since 1979.

THE CALENDAR

February 21-23

Minnesota Operators of Music and Amusements (MOMA) Annual Convention, Sheraton Park Place, Minneapolis, Minn. Contact Hy Sandler at (612) 927-MOMA.

March 4-5

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

March 7-9

American Coin Machine Expo, Downtown Expocenter, Chicago, Ill. Sponsored by the American Amusement Machine Association and Play Meter magazine. Contact W.T. Glasgow at (312) 333-9292.

March 14-16

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

March 21-23

Western Convention-Exhibit of Vending and Foodservice Management, Anaheim Convention Center, Anaheim, Calif. Organized by the National Automatic Merchandising Association (NAMA). Contact Walter W. Reed at (312) 346-0370. 3,000 registrants are expected.

April 11-13

New York State Coin Machine Association Trade Show, Turf Inn, Albany, New York. Contact Gina Vichiconti or Curtiss Matterson, NYSCMA Headquarters, c/o Matterson Associates, 427 Kenwood Ave., Delmar, NY 12054, telephone (518) 439-0981.

International Shows

March 12-13

Coin Op 86, Burlington Hotel, Dublin, Ireland. Contact SDL Exhibitions Ltd., 18 Main Street, Rathfarnham, Dublin 14. Telephone 900600.

March 28-April 3

Amusement Expo '86, Beijing, China. Contact China International Convention Service Ltd., Suite 1201-2, Energy Plaza, 92 Granville Road, Tsimshatsui East, Kowloon, Hong Kong. Telephone: 3-7217689-1. Telex: 40255 CICS HX. Cable: CHCONVENT.

regulations to vending. It will concentrate on changes and developments in the pay-phone marketplace; new developments in credit-card pay phones, cellular pay phones, and emerging market trends.

"In the past this conference has had the largest showing of pay phones anywhere," Ostrofsky said.

For more information, call (800) 227-1234 [in Illinois (312) 896-1432]. ●

DDL Com Con renaming phone

DLL Com Con of Ithaca, N.Y., is changing the name of its *Generation II* pay telephone to *Telcoin*.

"*Generation II* was too cumbersome," Ed Oliver, DLL president, said. "Customers in general didn't seem comfortable with it. We believe *Telcoin* says it all. It's easier to understand from a marketing sense and saves us the trouble of explaining how we came up with the name *Gen II*." ●

ICMOA plans tournament

The Illinois Coin Machine Operators Association has begun location electronic-dart tournaments that will culminate with April 4 finals at the Peoria Civic Center in conjunction with the state pool tournament.

The \$10,000-prize dart tournament is sponsored by Arachnid, makers of *English Mark Darts*, and Bally Manufacturing Company. It is the second annual tournament, and the association expects more than 2,000 players for the pool and electronic dart tournaments in April.

The association said it is time for operators to capitalize on dart-playing mania. "Location revenues can run as high as \$320 for a qualifying tournament. And that doesn't include over-the-bar business, food, or add-on cash collected in other machines.

For more information, call Dwain Kramzar at (217) 753-1320. ●

Atari sponsors contest

Atari is offering operators a chance to win an Atari System I *Indiana Jones and the Temple of Doom* kit by sponsoring an Atari *Gauntlet* maze design from a player.

Twenty-five winners will be selected, and players with a winning entry will win a *Gauntlet* T-shirt.

Atari said operators can create excitement in locations by promoting the *Gauntlet* maze-design contest.

For more information and entry forms, call Atari at (408) 434-3950. ●

Seeburg appoints distributors

Seeburg has appointed Dobkin Bros. as its exclusive distributor in West Virginia, according to Bob Breither, director of marketing.

In addition to Dobkin Bros., which is located at 68 18th St. in Wheeling, W.Va., Seeburg has appointed two new distributors in North Carolina—Music & Games, Inc., 112 Fairwood Ave., Charlotte 28203, and Thorpe Music, 120 Atlantic Ave., Rocky Mountain 27801. ●



At Mountain Coin's open house in Des Moines, Iowa, Fred Robinette of O&L Video draws on Hogan's Alley with Frank Ballouz, Nintendo vice president of marketing.

Mountain Coin hosts open house

Iowa operators attended a recent two-day open house at Mountain Coin Machine Distributors' Des Moines office.

According to Jack Brown, division manager, the open house featured the latest products shown by factory representatives as well as manufacturer-donated door prizes valued at more than \$10,000. ●

Capitol Vending receives Coinco award

Coin Acceptors, Inc., of St. Louis has honored Capitol Vending, Inc., with the Coinco 1985 Distributor of the Year

singles; and Eric Shoaf-Engel, goalie war.

The tournament was co-sponsored by Dynamo Corp. and Major Events, a promotional firm specializing in large tournaments. Major Events will co-sponsor the 1986 Dynamo Table Soccer Tour, which will run from March through November and includes major tournaments in Atlantic City, Minneapolis, Las Vegas, and Dallas as well as more than 30 regional tournaments. ●

Videoboxes used in rock tour

Pepsi Cola is sponsoring a tour of videos and memorabilia on the top stars of the 50s through the 80s. Walk Through Entertainment of Denver, Colo., is presenting the display and expects it to play in every major U.S. city and be seen by about five million people.

Walk Through Entertainment has a long-term exclusive contract with Videobox Networks, Inc., of New York for the right to use Videoboxes in its national tour on the history of rock music.

Ken Wolf, Walk Through Entertainment president, said, "From what we have seen from our first two shows in Kansas City and Detroit, Videobox is a major hit with our audiences, who range in age from 15 to 50. We were amazed to see people waiting to see and play Videobox."

He said Videobox was selected because of its ability to store and select up to 1,000 videos. ●



Bill Murphy (left center), Coin Acceptors assistant vice president of marketing, presents the Coinco 1985 Distributor of the Year Award to Dick Fleming, president of Capitol Vending. Murphy and Fleming are flanked by Capitol sales representatives (from left) Jack Sargeant, Judy Chapman, Angie Langham, and Jerry Nostrand.

Award for producing the largest sales volume of Coinco equipment for 1985.

The award was presented to Dick Fleming, Capitol Vending president, by Bill Murphy, Coin Acceptors assistant vice president of marketing, in a ceremony at Capitol's facility in Indianapolis. ●

Bally companies pick Birmingham Vending

Birmingham Vending Co. has been named distributor for Bally Sente and Bally Midway in Florida. The firm will distribute Bally Sente products in all Florida except counties in the state's panhandle and will handle Bally Midway sales and service for the entire state.

Birmingham Vending is a 55-year-old distributorship located at 540 2nd Ave. North, Birmingham, Ala. The company's toll-free telephone number is 1-800-238-8363. ●

National table-soccer champions crowned

Tina Rhoton of Denver became the first woman to win the open doubles event at the recent \$20,000 Dynamo National Championships of Table Soccer at the Showboat Hotel in Las Vegas.

Rhoton teamed with Gregg Perrie of Los Angeles to defeat Larry Chesbrough and Ricky Benitez for the national title and \$3,000 in prize money. With partner Kathy Brainard of Spokane, Wash., Rhoton also won the women's doubles title.

Other winners included Johnny Valles of Phoenix, open singles; Julie Sims of Seattle, women's singles; Tony Bacon and Sonja Bowers, mixed doubles; Mitch Jang and Pete Vicze of Vancouver, B.C., novice doubles; Mohammed Aburabia, novice



Among the trophy winners at the Dynamo National Championships of Table Soccer were (from left) Sidi Airouss, Julie Sims, Dwight McBride, Chris Brazel, Barb Silvery, Tina Rhoton, and Kathy Brainard.

COCOT industry faces confusing patchwork

by Marcia J. Thompson

As 1986 begins, the consumer-owned coin-operated telephone (COCOT) industry is poised at the starting line across the country. While the industry may be off and running in a few of the 30-odd states in which regulations have permitted manufacturers and distributors to submit tariffs, in many states the final arrangements still are being worked out.

Federal Communications Commission Rule 68's dictum that each state will act on its own information to set its own tariffs and make its own rules has created a confusing patchwork that will have to be made more uniform if the industry is to bound ahead in the year to come.

Restrictions ranging from the hands-off attitude of the Texas utilities regulatory board to the tough rules of New Jersey and California make it difficult for buyers and distributors to decide what products are workable and which to leave alone. On the other hand, the uneven requirements create an environment in which only the best systems are safe buys. This time next year, a trimmed-down, sleeker industry will be operating in a more hospitable regulatory environment.

The most important fact about the industry today, said Jim Kaufman of Capital Tel Systems in New Jersey, is that there is an industry. There are 1.6 million private pay phones producing more than \$4 billion in annual revenues, more than \$2.8 billion of that in long distance. This year will be the first, said Kaufman, in which the general public will become seriously aware of private pay phones as an

alternative to Bell. In spite of the difficulties imposed by ornery public-utility commissions in many states, the industry is moving rapidly to upgrade and standardize equipment and to convince the state agencies and Bell operating companies (BOCs) that it is not going away, and, furthermore, that the industry can be beneficial to BOCs and the regulators in ways they have not yet recognized.

With more than 50 manufacturers producing phones in a wide range of prices, there have been products that displeased customers and BOCs. An example is the push-to-talk phone, referred to by Kaufman as "zero-generation" equipment. Consumers were not receptive to a mute handset that required that a button be pushed, as with a radio or intercom system, before one could speak. If the user forgot to push the button and was not heard, the listener on the other end would hang up in frustration and the quarter would clink into the vault. These models have been violently vandalized by angry callers, according to Kaufman. Experiences such as these have led industry leaders to accept the need to make their phones as much like Bell's as possible to make them customer receptive.

Other problems have occasioned lengthy discussions in print over the question of whether they would cause the industry to fold in certain states. These problems often have been resolved before the ink dried. An example is the need for a clock/calendar to make daily as well as hourly rate changes to mirror Bell's tariff schedule.

When the requirement was made in California it looked as if the extra expense of having service personnel manually change the clocks on each phone for each holiday would be prohibitive. Now there is a new computer chip with a 188-year calendar, and many phones can be retrofitted easily to solve the problem.

The California story

Many industry optimists believe Bell cannot help realizing the mutual benefit the private and public systems can share. California's Pacific Bell is considering getting into the business itself. To date, it is the only regulated entity that has been licensed to sell its sets. Jean Green, Pacific Bell project manager, said the company has been authorized to file a tariff, but it has hesitated. In fall 1985 both Bell and private companies who stood to profit from the maintenance of Bell's sets once they were sold were enthusiastic about the prospect of a symbiotic relationship. But new regulations from the California State Public Utilities Commission limiting commissions have caused Bell to reconsider whether it wants to participate, and indeed whether it wants to do anything to stimulate the industry in the state. "The industry is here, it's not going away," Green said, "but at this time we're undecided how we will proceed."

Charles Haff, president of Phone Master Corp. in San Francisco, believes his firm will work with Pac Bell to pick up maintenance, service, and rate-change reprogramming responsi-

bility after the Bell warranty runs out. He thinks it is inevitable that the Bell companies will want to get out of the phone-maintenance and equipment business and the union problems that go with it. They have already, said Haff, signed over booths and outdoor pedestals to outside contractors.

Sheldon Katz of American Pay Phone Systems of Woodland Hills, Calif., agrees with Haff that California is one of the more friendly environments for the industry. In fact, Pac Bell has purchased American Pay Phone's product, a retrofit kit made by Hibbing Electronics for Northwestern Bell Technologies.

The kit can provide the smarts for either GTE or Western Electric sets. "The private pay market has been waiting for the technology to catch up with the market," said Katz. "With the Northwestern Bell Technologies development of the retrofit kit, it has brought tremendous credibility to the private pay market."

The phones

Some manufacturers are assuming there will be a two-tiered market, one calling for the smartest of phones that can handle the most complex tariff restrictions while protecting owners

from losing money to credit-card and long-distance calls, the other needing a low-cost phone with no frills. An example of this approach is Coin Communicators' line. The company's first phone, the *Model 101* (not to be

*Some manufacturers
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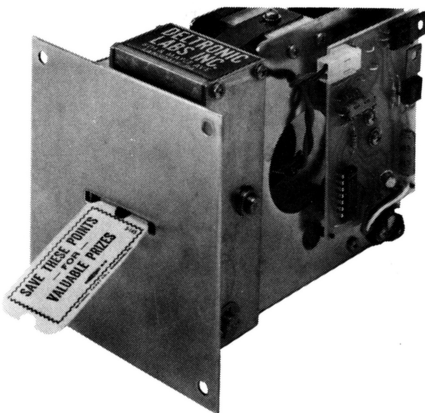
confused with the *Model 101* manufactured by American Pay Phone Systems), is a post-pay, quarters-only rotary machine that requires no access voltage. It sells for less than \$600. Its upscale model *2000W* has most of those frills—a visual display (but no voice), GTE housing, down-

loading capability, and pre-pay. It does not take credit cards yet. It will be interesting how this model competes with the higher priced *Intellicall*, which the same company distributes in Indiana under its model name *R3000*. Rick Stephan of Coin Communications believes the low-cost phone designed for the "Betty's Beauty Shop" market will make it easy for small operators to buy and will appeal to Bell, which, he believes, would like to get out of the market and save the expense of route runs to these out-of-the-way locations.

Tel-Com International's Digitronics line offers a lower-cost smart phone with the basics required by the FCC but no international long distance and other luxuries. This phone can be afforded by customers who cannot buy an *Intellicall*, which Tel-Com also distributes in Illinois. Tel-Com has added an interesting dimension to its system—a central office with live operators.

Another market consideration is the attractiveness of a phone to operators. Cointel's *SuperCall* phones appeal to the market with claims of superior security. The *SuperCall* has a 12-gauge steel case and two locks on the coin vault. It is made so that the service person has no access to the

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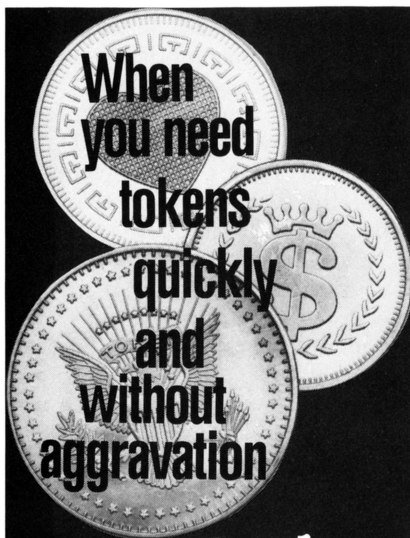
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coin box, and it has a true anti-stuffing coin slot.

In the November 1, 1985, issue of *Play Meter*, Frank Seninsky praised the *Marcom ST* and *Marcom XL* phones made by Advanced Telesystems. Kevin Tighe of Advanced Telesystems believes the phones' superior features, which include touch-talk, electric protection against lightning damage and speed-dial deception, and human-voice answer supervision, will make Advanced Telesystems' product one of only two or three survivors in the business.

Intellicall, distributed by many companies outside of its native Texas, is spoken of with tremendous respect. Marketed as the top of the line by many companies, it is a talking phone with central-office uploading and downloading. It costs more than \$2,000, but apparently it will be among the Cadillacs that will be around years from now.

Network Paystations manufactures a phone designed to meet all state requirements. Its *Vanguard* accepts nickels, dimes, and quarters and has an elaborate vacuum-fluorescent display. The company builds its own housing, which looks just like GTE's. Network Paystations' strategy is to offer a phone that requires less complicated servicing than the *Intellicall*. The company claims its modular-chip technology and the absence of a few extras, such as computerized messages to the central office, will make its product a good mid-priced workhorse.

The Future

Within a year or two, predict industry executives such as Cointel's Gail Sherman and U.S. Telecommunications Corp.'s Shirley Carson, there will be a shake-out. "Right now the market is so muddled," said Carson, "it will take a couple of years for the dust to settle. At that time, the consumer will have a better product." Of the 50-odd manufacturers and assemblers, only a handful will remain; Charles Haff of Phone Master predicts no more than 25 percent. Quality of product will be the first criterion for survival. Operators will not tolerate complaints from their customers about the equipment in their locations. State PUCs will step in and reverse permissions if there are continued complaints.

Manufacturers who expected a quick in-and-out profit venture will be disappointed. Distributors and operators who commit themselves to



products that will not be produced in a year will be sorry. They should investigate carefully the manufacturers they choose by touring the factory, asking for financial statements, and checking references. And they should test the product thoroughly.

Will there be further FCC standardization of state regulations? Not soon, say most industry spokesmen. That fight will be fought by the industry itself, Haff said. Manufacturers' organizations such as the Public Telephone Council will push PUCs nationwide to establish uniform regulations. But Jim Raim of Illinois Tel sees the inequity among the states in tariff setting as requiring stronger measures. He believes the FCC will step in to even them out.

How will the Bell operating companies participate? Some pessimists such as Marty Segal, president of Chicago's Republic Pay Phones, believe Bell will continue to fight tooth and nail by raising commissions and holding on to the most profitable locations. On the other hand, as mentioned before, California's Pacific Bell has considered entering the market itself with the possibility of a mutually beneficial relationship with private manufacturers.

Caveat emptor

Jim Kaufman of Capital Tel Systems advises purchasers to do thorough homework before choosing a product. The first step, said Kaufman, is to look at your market.

Distributors and operators who commit themselves to products that will not be produced in a year will be sorry.

Use patterns in a small beauty parlor can be very different from those in a big mall. First, look at calling patterns. Are most calls from your location local or long-distance? How many are billed to third parties or collect? Are most made with coins or with credit cards? A phone that will not take credit cards

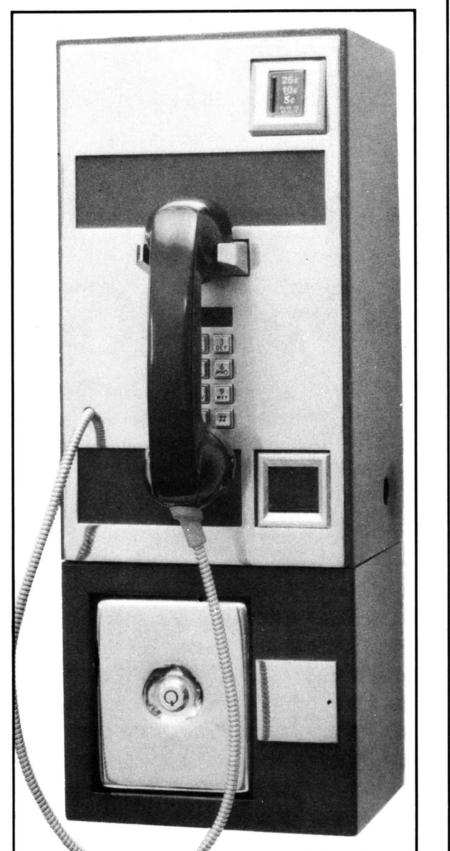
would be a liability in an airport, but it would not be in a corner bar. Calls billed to AT&T credit cards or collect represent no gain for the phone owner. Kaufman believes the ability to accept international bankcards is crucial.

Next, Kaufman continued, test the equipment to make sure it does what it claims. What kind of answer supervision does the phone have? Call a number after the person on the other end has agreed to say nothing. After pick up, wait five seconds and hang up. If the phone is voice sensitive, the call will not register and your money will come back. Try again and wait 10 seconds. On the next test, let the call ring for 10 seconds. Some phones will assume that the call is based on time and will take the money. In the same way, test each of the manufacturer's claims. Then talk to users. Ask the manufacturer or distributor for a list of satisfied customers.

Whether the phone's price and range of features make it a good fit is important, but more important is whether its manufacturer will survive the coming shake-out. By the end of this year the winners will have taken a substantial lead over their competitors. ●

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COINMAN INTERVIEW



Dick George

by Valerie Cognevich

After the Federal Communications Commission decision to allow private pay phones, Dick George of Roy George Music and several other Ohio operators saw a natural opportunity to expand their businesses, but they were put off by the substantial investment of time and money required to enter the pay-phone business.

They solved the problem by forming Phonetel Systems, a company through which they could share costs and pool resources.

George and the other operators participating in the company—Dave George of Bell Music, Bill and Tom Elum of Elum Music, Jerry Burger of B&B Leasing, and Ed Levine of Atlas Management—represent companies that collectively have more than 200 years of experience in the coin-machine business.

Norm Borkan, the company's chief executive and a 30-year veteran of the vending industry, joins George for part of this interview.

What were the advantages of joining together instead of going into this business individually?

George: "We could minimize our start-up expenses and get the best service, which we may have not been able to do alone. When hiring professional services such as an accounting firm, we retained Price Waterhouse, which I doubt if any of the companies individually could have afforded to do. We hired one law firm. We pooled our resources and were able to minimize start-up costs.

"Another advantage was that by forming this network of companies we are able to provide service for an 18-county area in Ohio. It would have been difficult for one company to have service people in all those areas."

So each of the companies is using its own service and collection people for the phone company?

George: "First, each of the companies can use its in-house service and collection people. Phonetel didn't have to go out and hire new service technicians or collectors. And since the companies are in different areas, it greatly reduces the response time for an out-of-order call.

"However, though service and collecting is done by each of our companies' personnel, Phonetel has hired independent contractors for the customer contact, and we hired independent installers to place the phones."

Have you placed the phones in locations where you had machines, or are they in new locations?

George: "Some are in our own locations, and

● If the private pay-phone business is approached professionally by an established operator, he will have a tremendous advantage over the people . . . that will start out with a half a dozen phones and try to pay for them. ●

some are in locations in which none of us has games, music, or cigarettes. We are setting up phone routes, but they are based on where we already go to collect our own coin-machine accounts. We do it by geography. It doesn't take a lot of time to collect a pay phone and take meter readings. The individual operating companies are compensated for participating in Phonetel service and collecting."

Fifteen months ago you began researching the pay-phone market. Now you have started a company and are operating phones. How did you begin?

George: "One of the advantages of starting Phonetel the way we did was our automatic customer base of over 4,500 accounts among us. That was our primary market since we considered pay phones an extension of other vending services. It is a coin machine, it takes coins, it needs to be serviced and collected. So we approached it on a commission basis, much like we do a cigarette machine. That's how we determined our initial market. Obviously there's a big offshoot of that market, but we felt comfortable with our existing accounts.

"We felt there were three things necessary to get this pay-phone business off on the right foot. One was a proforma, our goals for the business, which indicates that we will be operating about 1,400 pay phones at the end of 18 months in business. Originally we thought we only wanted to go into the business by putting pay phones out on a vending basis. Shortly thereafter, we found there is a market for the marginal accounts that we don't really want to vend, but we could sell or lease the phones and provide service contracts. We then incorporated that into the program. We had to be competitive."

Once you established your goals, then what?

George: "We had to find a phone that worked, and you are really talking research. To find a decent phone we went from coast to coast testing about 25 pay phones. And in a 12-month period we didn't find even one to be satisfactory. That was frustrating. We have since found two pay phones that work, but we looked at all of them.

"We also needed someone to run our new pay-phone company since all of us are extremely busy running our own companies. We knew it would have been impractical to try and run a new company with a board of directors and no chief executive officer. So we hired Norm Borkan, who was originally invited to participate in the company. However, realistically we didn't have much to offer in the beginning—no cash flow and we hadn't even found a phone that worked.

"Then, fortunately for us, Norm became available in

October, just when we found the pay phones that worked after months of frustration.

"The third ingredient was financing. To approach this business on a volume basis we needed bank financing. It took quite a bit of time working on a realistic business plan to present to a bank. It took months and months of work. In fact, the proforma we're working on now is our seventh or eighth revision. But we did finally obtain our financing several months ago. Finally, having a CEO with years of experience in the coin-machine business, financing, and pay phones that work, we were ready to start placing phones."

You mentioned the months of research. Where did you go to find information?

George: "Excellent question. We went anywhere and everywhere we could to find information. We were in California, Texas, Chicago, Florida, [and] Washington, D.C., looking at product more than anything else. We talked with representatives of the [Ohio] Public Utilities Commission and still have an ongoing dialogue with the PUC and Ohio Bell. We spent \$100,000 before we had even put a phone on the wall."

What is the profitability of operating pay phones?

George: "I'm going to answer that kind of indirectly. We were looking for a larger share of the market than just one of us could have done alone. That's why we pooled our resources to form our company. But if an individual coin-machine operator is not going to operate 100 phones, the major start-up expenses will be too much to justify his time. The process of getting a pay-phone business off the ground is cumbersome and expensive. If he says yes, he will make a commitment to operate 100 phones or more. The first suggestion we would make is to do a proforma. He has to have a business plan. It is not like operating a cigarette machine or a jukebox, because you are dealing with local agencies [a state public utilities commission] and you're dealing with federal agencies [the Federal Communications Commission]. It's just not the kind of thing we do on a day-to-day basis in the games, music, and cigarette business."

Are pay phones a natural extension of an amusement route or a totally different business?

George: "I think the coin-machine operator has a significant advantage when entering into the private pay-phone business. There are so many things that are comparable. There is the location base. Certainly if the customer has worked with and trusted the operator to provide games and cigarette equipment and service, he certainly should not be reluctant to give the operator the

opportunity to service him with pay phones, especially when it is on a more profitable basis to the customer than [with] the Bell company.

"So far we have not seen a private pay-phone company that provides the vending service. Everyone that has gone into it has been interested in selling or leasing the phone."

Are you talking about those outside the coin-op business?

George: "Yes, there are a lot of other types of businesses getting into it. But we don't look for them to be real successful. They may sell a few phones, but they don't have the service, the technical back up, and that is important. If I was a customer, and I was going to buy or lease a phone, the first question I would ask is, what's your service? So, if the only interest is selling, there is little importance placed on service, nor are they experienced in service."

Are some people hurting this business for others?

George: "No question. We are familiar with a dozen locations where the customer has bought or leased a pay phone from a new company, and it's just a matter of time before that customer has insisted upon the removal of that phone and asked Ohio Bell to put its phone back. It's a matter of someone not knowing what he is getting into. So then it will be twice as hard for anyone to go back into that location and put in a phone. But on the other hand it can work to our advantage. That dissatisfied customer can now be given a state-of-the-art phone, reputable service, generous commissions, and no expense. They can try it with us without it costing them anything. They'll make double the commission they'd make from Ohio Bell."

Borkan: "When the video boom started about six or seven years ago, linen salesmen, meat salesmen, and pot salesmen were all putting out video games. They got into something they could not control. We are seeing the same thing in private pay phones. There is no way of stopping it, but, rest assured, it will run its course. In any new business you will see people coming in just for the cream and then changing to something else."

What about long-distance revenues?

George: "It's going to happen, and it is the carrot of our business, the icing on the cake. The local-call revenue is the bread and butter and will pay the bills and grind out a profit, but once the long-distance profitability is put into place, it's going to be very, very profitable."

If people make calls without paying, the operator gets stuck with the cost. Is that a problem?

Borkan: "It is a problem if you don't know what you are doing. There is something called call screening which takes care of that problem."

Do you think the private pay-phone business will go through a shake-out as the video-game business did?

Borkan: "Exactly. Now you've got about a dozen manufacturers of phones. It's going to go way down. Just like video when everyone was working out of their garages; now they have gone belly up or combined with other large companies. I think the same thing will happen with phones. But a company must have financing and service to have staying power."

George: "If the private pay-phone business is approached professionally by an established operator, he will have a tremendous advantage over the people Norm just mentioned that will start out with a half a dozen phones and try to pay for them. I don't believe this business is going to be worthwhile for operators like that."

"There are tools built-in to make a private pay-phone business profitable. An example here in Ohio is the ability, in accordance with the deregulation, to obtain from Ohio Bell the past 12 months of the performance history of a location in which Ohio Bell has a phone. I've never known of another business where you can find out what your competition has done. Then you can decide whether you want to tackle that account."

"The customer must request the information, and we act as their agent to get the information from Ohio Bell. Then we do an account analysis, break it down, and share that information with the customer. We can tell that customer what he is getting from Ohio Bell and tell him, based on commissions, what he can expect from us. There are a lot of locations that look like they would be high-volume pay-phone accounts, like hotels where the phones are always busy. But you find that there is little cash in the box because most are credit-card or collect calls. Now we are not able to share in that revenue. That is why I said that long-distance revenues will be the icing on the cake for private pay-phone operators."

At an AMOA seminar a speaker said that in 60 to 90 days there should be some equipment breakthroughs. It's been about that long now. Have there been any breakthroughs?

George: "No, I haven't seen any. I'm not saying they are not there, but we haven't seen them. I think we are in contact with every major manufacturer of pay phones, and I agree it is on the horizon, but the speaker's timetable may have been a little optimistic. Hopefully, in March at ACME in Chicago, we'll see new product. But we haven't really gotten excited about anything we've seen since the AMOA show."

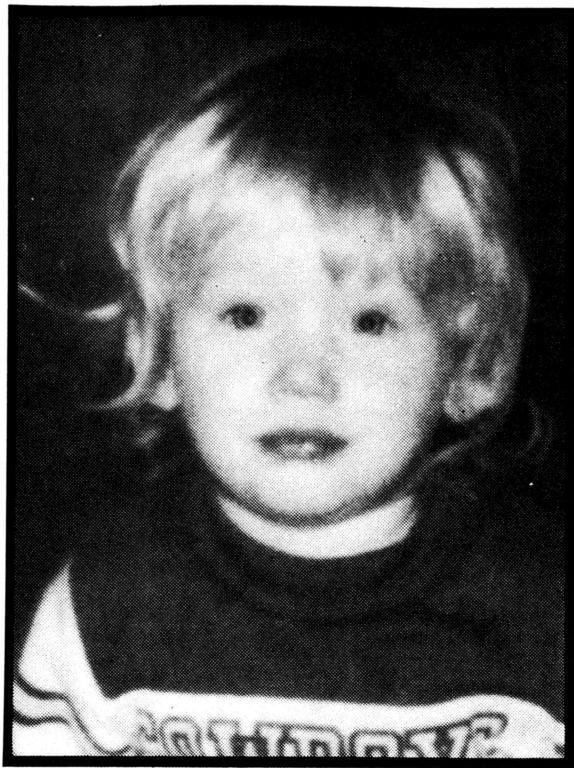
How do you think an operator should evaluate a manufacturer?

Borkan: "He should have a spec sheet on what is necessary to operate a good phone. For example, the dial tone must come on very quickly when the receiver is picked up. There must be a rate table and an answer detect. Anyone with any interest in the phone business will know the terminology."

"You must also check the company's capitalization, background, and what kind of warranty. There are a lot of companies making phones as assemblers, not really manufacturing. The company just buys component parts and puts them together as opposed to [doing] research and development, making their own chips, and programming chips. You should know what the company in question is doing. Then you must check on the phone itself. An operator should be familiar with what he is looking for and what features a phone needs. It's unbelievable how many operators who profess to be interested in pay phones don't know the first thing about the equipment."

Williams, a company that has a good reputation in the games business, has announced it will manufacture phones. How does this fit into the scheme

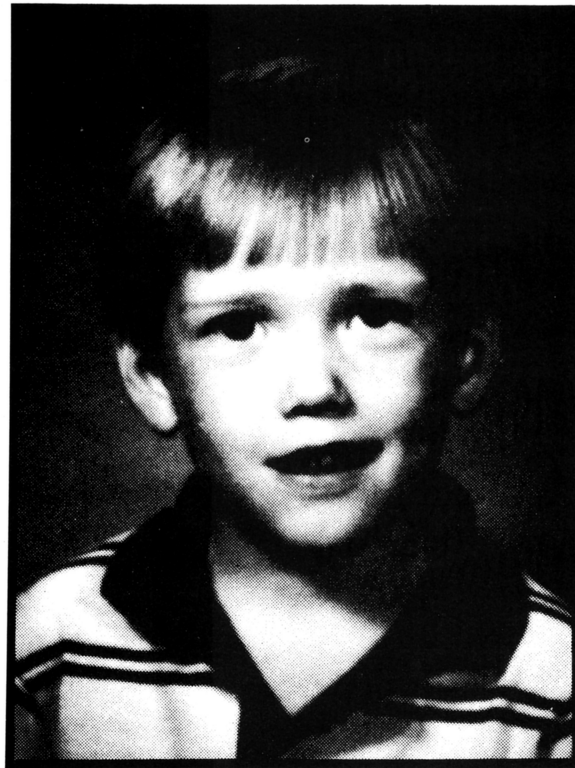
MISSING



Charles Brandon Morris

D.O.B.: July 24, 1980
Hair: Blonde
Eyes: Blue
Height: average
Weight: average

Disappeared 1982
from Whitehouse Tennessee



Daniel Godfrey Kenneth Owens

D.O.B.: June 18, 1980
Hair: Red
Eyes: Blue
Height: 3'7"
Weight: 42-45 pounds
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Freckles, 1 lazy eye
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of things?

George: "Believe it when you see it. I saw their phone at AMOA, and it was only the casing. We wanted to see the guts and see how it worked, and they didn't have it."

Borkan: "There is no patent on pay phones. Just about anyone can copy anybody else's. It is boards, and the boards are becoming very accessible. It is similar to video games, where you [need] a good case, the security of a very good lock, and some other necessary features. However, we don't feel it is appropriate to mention any specific product. However, it is the most important thing between a successful and unsuccessful business. If an operator doesn't take the time and effort to study what is on the market, he shouldn't expect to be successful."

What are the differences between good and bad

phones?

Borkan: "Basically, the difference is what they do and don't do. I think the phone must look and perform like a Bell phone. People used to using Bell phones will not be satisfied with anything less. It must be user-friendly. People have been using pay phones all their lives and don't tend to read instructions, so if the use varies from Bell, customers get irritated. The first phones required users to push a button when the [call was] answered. It was not good. People should walk up and use the phone and not even know it's not a Bell phone. The closer the manufacturer can duplicate features of the Bell phone, the easier it will be for the operator of that phone."

Do you foresee private companies having central offices for their customers?

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operator
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George: "There is a prototype of this operation in Chicago. They are supposed to put out about 800 phones in a dense metropolitan area and have a switching station with people to handle it, mirroring what Ohio Bell does. Density is the key word. You have to have a market with a 10-mile radius to be successful."

"However, if the manufacturers keep improving their phones to make them what customers are used to, I don't think a central office will be necessary. The phone will replace doing it manually. We are keeping an open mind, though."

Borkan: "Each phone is a computer. I foresee in a location with 15 or 20 phones on the wall having a central office in the building. And though Bell is trying very hard to hang on to those locations, like airports, where this may work, the competition is going to start making inroads into those locations."

What are the ways you put phones on location?

Borkan: "We vend, lease, or sell them. Our preference now is to vend them. We want to set up routes and vend the phones. We check to make sure income warrants a phone. Just because it is a busy bar for vending doesn't mean it will be good for pay phones. The location and area are important. For example, in the inner city not every household has a phone, so it is a good area for pay phones. We also have some busy restaurants where business people go and make those short calls. Then you have the location that has always owned everything and wants to own his phone. So you just sell it to him and offer service backup."

"Locations that lease their phones will pay a flat rate, and at the end of the five years they will have the option of buying the phone or giving it back to us."

"Then there is the location that doesn't have the money to buy a phone, and we can't make any money vending it. So they just keep Bell in there."

Would you explain your vendors-assistance program?

Borkan: "This is a program we will offer to help other operators get started. As Dick said, he and his partners spent \$100,000 just researching and starting up. This is a program that will be offered to operators that will eliminate some of the unnecessary steps and mistakes. Some of the topics covered are procedure, background information, dealing with competition, developing a sales force, financing, service, and collection. Under each of those are different categories that explain each section of the business."

But what will you get out of helping others get into the same business?

George: "Thought you would never ask! We are going to sell this service, and they will get the benefits of 15 months of effort, time, and dollar expense we put out to get our company where it is today. They won't be part of our company, but they will save time and money. It took us 15 months to find a phone, and we can save them time in that area. In fact, we can sell them product. We can work with their salespeople."

"We will be discriminate in the beginning and just

start with vendors in Ohio and maybe expand to six or seven states. Because of all the years those associated with Phonetel have been in business, there are local chains of locations we can turn over to someone we know. Say a 7-Eleven wants to put in phones, and wants to deal with someone he can count on in his certain area; we can recommend a vendor. Also, a chain may start off small and expand so they will want to know who they can deal with in that area. So this will be a way for us to recommend someone we know we can feel comfortable with."

"There are simple questions that may have simple answers—how much to pay a salesman, how much to sell a phone for—but it took us nearly a year and a half to research those simple answers."

Borkan: "I would like to stress that we will be just dealing with the Ohio area initially. However, we may be able to work with those in California or other areas to help them get started. But for now we will be working with operators in Ohio since we feel that one of us that has been through this must spend some time with the operator we are going to assist."

Could someone who gets your program become a competitor taking over your locations?

Borkan: "I don't think so, because each of our locations has signed a contract. We would also be fairly selective about who we give this to. We would look to see if they are truly interested. Just because they have the money doesn't mean we will help them."

George: "We actually have targeted the people and had preliminary discussions with them. All are established coin-machine operators with years of service and credibility and excellent reputation. We are not in this to make a fast buck and then get out. We are here for the long haul."

Isn't that the key to this whole thing?

Borkan: "We have seen so many people get stuck, and you would think they would have learned by now, but they don't. I've seen them pay \$5,000 for a phone that is a Mickey Mouse phone. I feel sorry for them. They just didn't investigate the industry."

George: "This business is very capital intensive. We don't expect to see any profitability for three years. It's a long time, but the plus factor is buying and installing a product we expect to be operable for a minimum of 10 years—10 years compared to a video game that has to be paid for in six months. If we wanted to put out 200 phones and quit there, we would see a profit in the second year, but we are investing back into the company because our projection is 4,000 phones. That is what is unique about this set up, because each individual company has an income and is self sufficient. Phonetel is building up equity in the business."

What should an operator expect it to cost him to get into the private pay-phone business?

Borkan: "It depends on what they have in mind. They should not expect to get involved with less than 200 phones, so we are talking about \$150,000 to \$250,000. That's to get started and get the phones on the walls."*

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NATIONAL PLAY METER

Poll Information

The following are rankings of the top games in the coin-operated amusement industry. The games are ranked according to an index formulated from a regular survey of operators of coin-operated amusement equipment. Games not appearing on this poll either (1) did not generate a five percent response or (2) did not rank among the top 50 games in the country. The games are further identified by their general equipment classification type: Video, Pinball, and Novelty. The average index rating for all surveyed games for this individual survey was 80.

Top Ten Games of January 15 Issue

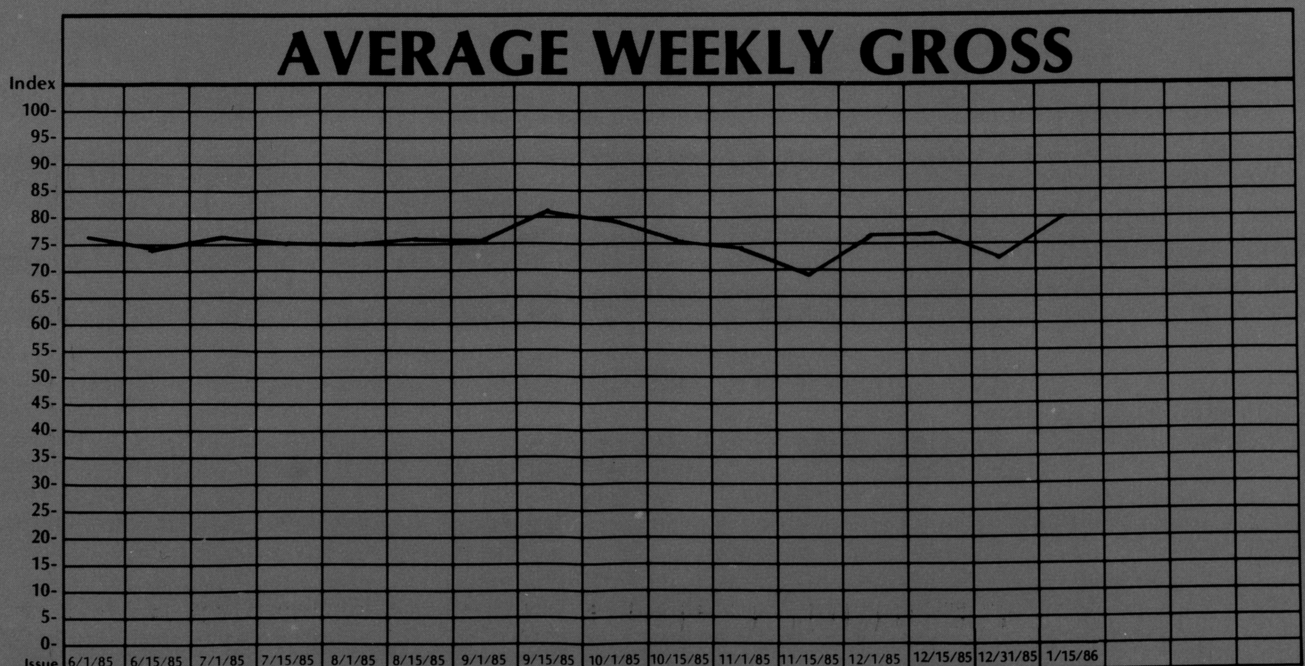
Game/Manufacturer	Index Rating	Game/Manufacturer	Index Rating
1. Gauntlet/Atari	428	5. Gunsmoke/Romstar	163
2. Hang-On/Sega	217	7. Mini Golf/Bally Sente	160
3. Choplifter/Sega	177	8. Skee-Ball/Skee-Ball	148
4. Mat Mania/Memetron	171	9. Paperboy/Atari	145
5. Ring King/Data East	163	10. Temple of Doom/Atari	136

Game/Manufacturer	Jan. 15	Dec. 31	Dec. 15	Dec. 1	Video	Pinball	Novelty
1. Gauntlet/Atari	428	229	273	—	•		
2. Hang-On/Sega	217	241	317	302	•		
3. Choplifter/Sega	177	137	—	—	•		
4. Mat Mania/Memetron	171	—	135	—	•		
5. Ring King/Data East	163	101	—	—	•		
5. Gunsmoke/Romstar	163	—	—	—	•		
7. Mini Golf/Bally Sente	160	—	—	—	•		
8. Skee-Ball/Skee-Ball	148	—	—	—			•
9. Paperboy/Atari	145	145	151	87	•		
10. Temple of Doom/Atari	136	152	—	165	•		
11. Comet/Williams	132	137	138	141		•	
12. Commando/Data East	124	116	110	126	•		
13. Demolition Derby/Bally Midway	123	—	102	185	•		
14. Cheyenne/Exidy	114	79	95	—	•		
15. Sorcerer/Williams	113	—	78	84		•	
15. Rush 'N Attack/Konami	113	122	129	—	•		
17. Pinball Action/Tehkan	110	—	—	—	•		
18. Combat/Exidy	107	—	—	—	•		
19. Spy Hunter/Bally Midway	105	111	85	107	•		
20. Sex Trivia/Merit	104	155	91	—	•		
21. VS. Mach Rider/Nintendo	98	—	—	—	•		
22. 1942/Romstar	94	90	104	95	•		
23. Pole Position II/Atari	93	94	85	88	•		
24. Bomb Jack/Tehkan	90	—	72	64	•		
24. Space Shuttle/Williams	90	95	89	83		•	

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

NATIONAL PLAY METER

Game/Manufacturer	Jan. 15	Dec. 15	Dec. 1	Nov. 15	Video	Pinball	Novelty
26. 10-Yard Fight '85/Memetron	89	68	81	113	•		
27. Fireball/Bally Midway	86	57	55	48		•	
28. Galaga 3/Bally Midway	85	71	62	71	•		
28. Kung Fu Master/Data East	85	100	89	125	•		
28. Crossbow/Exidy	85	74	76	64	•		
28. Hogan's Alley/Nintendo	85	80	99	95	•		
32. Major Havoc/Atari	84	73	53	118	•		
32. Triv Quiz/Status Games	84	—	58	—	•		
32. Duck Hunt/Nintendo	84	67	94	96	•		
32. Trivia Whiz II/Merit	84	140	73	—	•		
36. Shanghai Kid/Memetron	83	53	86	135	•		
37. Karate Champ/Data East	82	79	85	96	•		
38. Eight Ball Champ/Bally Midway	80	—	81	154		•	
39. T.N.K. III/Kitkorp	79	—	—	—	•		
40. English Mark Darts/Arachnid	75	65	76	85			•
41. Pole Position/Atari	74	73	82	73	•		
41. Samurai/Magic	74	—	70	63	•		
41. Magmax/Nichibutsu	74	48	53	100	•		
44. Yie Ar Kung Fu/Konami	73	61	78	83	•		
44. Crowns Golf in Hawaii/Kitkorp	73	—	—	—	•		
46. Eight Ball Deluxe/Bally Midway	71	71	72	82		•	
46. Firepower II/Williams	71	56	60	68		•	
48. Jr. Pac-Man/Bally Midway	69	50	46	40	•		
48. Motorace USA/Williams	69	43	60	46	•		
50. Street Heat/Cardinal Amusements	66	—	73	—	•		
50. Video Trivia/Grayhound	66	97	74	67	•		



3-D Technology on horizon

by Mike Shaw

Robertson claims GFX technology is far advanced, providing realtime player control of a full 360-degree look at objects.

"GFX simulation takes limitations or constraints away from game programmers by allowing them to manipulate reality."

That will result in . . . game networking in which players can play with or against each other on several separate units, each viewing the action from his own perspective.

When Toronto visitors take in the city's Tour of the Universe this summer, they'll go on a simulated trip through space that will seem very real. Objects they encounter in the outer reaches will appear to have true dimension, shading, and even texture.

According to the creators of the system that brings "realtime (immediately responding to the movement of a viewer), three-dimension animation" to Toronto's Tour of the Universe, visitors at the 1986 AMOA convention could find this same brand of simulated reality in a video game. For by then they expect at least one of the coin-op industry's manufacturers will be showing product that contains GFX 3-D imagery.

ISG, the company

GFX was developed by Innovative Systems Group (ISG) of Ontario, a research and development firm founded in 1982 by four young Canadian engineers. Organized to subcontract work for commercial and military projects, ISG won the Tour of the Universe contract to develop a realtime, 3-D-visual designing system for programmers who were working on a space-simulation game that would test a player's reflexes, hand-eye coordination, and performance under stress. The resulting GFX workstation so excited ISG principals that they have stopped pursuing contract-development work and devoted the efforts of their staff—currently numbering 20—to continued development and promotion of the GFX.

More than a pretty face

"The GFX allows you to arbitrarily manipulate your viewpoint within the data base," explained Ian Robertson, ISG president.

In contrast to much of the improved technology that has been introduced in video games over recent years, the

promise of the GFX system is more than that of better video resolution. Adding memory and incorporating laser-disc technology into games enabled designers to improve graphic resolution, but, according to Robertson, the GFX system stretches the realm of design possibilities by enabling programmers to toy with the way objects in games can be perceived by players.

"Video-disc imagery is realistic, but entirely fixed," Robertson said. "It imposes incredible limitations on programmers. Trying to force it into a video-game application didn't work. It only proved that players are looking for exciting games, not advanced technology. GFX simulation takes limitations or constraints away from game programmers by allowing them to manipulate reality."

Current computer-graphics systems with so-called 3-D displays are actually just two-dimensional screens that use surface light and shadow to give an illusion of depth. *Business Week* magazine recently noted what it posed as the newest approach to three dimensionality—a system being developed by Ampower Technologies, Inc., of Fairfield, N.J., that enables a "viewer to move up, down, right, or left within a 30-degree arc to get a better perspective." But Robertson claims GFX technology is far advanced, providing realtime (immediate) player control of a full 360-degree look at objects.

That will result in games that not only deliver advanced reality simulation but also provide broader possibilities, such as game networking in which players can play with or against each other on several separate units, each viewing the action from his own perspective.

A higher-priced product

It will also result in games that cost

considerably more. The three-board set each game imbued with GFX technology will contain will add about \$4,000 to \$4,500 to the cost of a single piece.

"Our target is specialty games, more expensive games that will be appropriate for special locations," John Huxley, ISG general manager, said.

Still, ISG principals can find reasons to claim that the technology won't be beyond the reach of the average operator. The inexpensiveness of converting GFX games with new software (changing out a floppy disk and, if called for, game controls) should make the initially expensive system more palatable, Huxley said.

In fact, the price-performance ratio is perhaps the main reason ISG has targeted the video-game industry for the GFX.

"This technology is not new," Robertson explained. "What is new is that we have learned how to put it into a system that costs considerably less than what has previously been available. Further, video-game unit volumes are considerably higher than other markets we have targeted, and that

means per-unit prices will be even lower."

AMOA debut

Price has not derailed the interest of several manufacturers who saw the ISG system on the floor of the '85 AMOA exposition. "We should have agreements with at least two major manufacturers as a result of the show," an ISG executive said. "No one game company will get exclusive rights, unless it is willing to pay lots of millions of dollars."

Robertson said Nolan Bushnell had shown enough interest in GFX to travel to Ontario and discuss the possibilities of the technology for Bally Sente games. The Braverman brothers' Amusement Technology, Inc., also is looking at the system, as is an English developer known as British Amusement Services. But if a GFX-based game is to debut in time for the 1986 AMOA exposition, it will most likely come from Sunnyvale, Calif.,-based Exidy, Inc.

"There's a better than 50-50 chance that we will reach an agreement with ISG," Exidy chief Pete Kaufman said. "And if we're going to

do it, we should have it ready for AMOA."

According to Kaufman, Exidy's simulator hardware is well suited to handle the capabilities of the GFX. It will apply the technology in a flight-simulator game—"Take-offs and landings," Kaufman said—and wrap it in the firm's patented moving cabinet.

But is the industry ready to pay \$9,000 to \$10,000 for a video game?

"It's certainly a specialty piece," Kaufman said. "But whether or not operators will buy an expensive game is all cash-box related. If it makes enough money, there will be a market for it."

One of the great lessons video-game manufacturers have learned over the past few years is that the coin-op amusement industry is not technology driven.

But ISG principals, aware that operators will not buy games just because of advanced technology, are betting that operators will pay higher prices for games that boast more spectacular, realistic visuals. If that is so, ISG, Exidy, and AMOA '86 will give technology a chance to redeem itself in the amusement industry. •





Managers catch computer phobia



by Larry Stessin

How does a business owner spell fear? C-O-M-P-U-T-E-R.

Go through the history of mechanization in office and plant and you will find that nothing has infected the executive with more goose bumps and icy fingers than those gadgets made up mostly of silicone-chip compounds. In fact, these high-speed calculators (purists will disagree with such a simplistic description) have brought a new phrase into the vocabulary of management—computer phobia. This in part accounts for the current shake-out of companies that have plunged into software and hardware only to find that because of managerial timidity, their products do not sell like hotcakes. Yet a computer-dominated society is in the entrepreneurial cards, and managers will have to overcome their quivers—most of which are more fanciful than real.

Managers whose firms have installed computers or are going to install them soon also are looking at something called “option shock.”

Instead of ooh-ing and ah-ing over a computer that can draw color pictures, managers are flustered by the overwhelming variety of alternatives available to them.

Buzz words such as “cellular radio,” “advanced telemarketing,” “protocol conversation,” “voice/data/image integration,” “digital,” and “voice mail” are too confusing for most executives to understand, said Edward Bleckner, chairman of Sunrise, Fla.-based Racal-Milgo, at a recent high-tech conference. And it’s nearly impossible for them to choose

among the hundreds of products that do essentially the same thing.

The upshot: Businesses have stopped buying until they can figure out what’s going on. Companies such as Racal-Milgo are falling upon hard times. What to do about option shock? “Keep your eye on the big picture,” Bleckner advised. “Be aware of your company’s information needs. Think of your company’s data as a resource to be shared.”

A computer-dominated society is in the entrepreneurial cards, and managers will have to overcome their quivers—most of which are more fanciful than real.

A soothsayer who has been a phobia watcher for several years is Dr. Stanley Kaden, a consulting psychologist who has distilled the causes of managerial skittishness to five basic fears—all of which can be overcome by common business sense.

The fear of making a mistake—With more than 400 brand names, how can a manager decide which one is the best investment? For fear of making a wrong purchasing decision,

many delay taking advantage of the new technology.

Kaden’s answer: “You are no more likely to make a mistake in acquiring a computer than you are for any other investment. It is important to realize that your expectations must be realistic. You should be as skeptical of advertising claims for computers as for any other product. Do not believe that you can solve all of your business-data problems by just pressing a button. Remember that some training is required, as with any advanced product, and any reputable computer-sales organization will provide it when you purchase the system.”

The fear of looking dumb—The jargon and buzz words that are part of computer technology have intimidated many business owners. The media, trade journals, and manufacturers themselves have exploited high-tech language to give the products the mystery and glamour of sci-fi drama.

Kaden suggested that if a business owner looks upon the computer as just another machine designed to do a specific job, he will overcome the feeling that he is dealing with some planetary unknown.

The fear of losing control—One of the threatening aspects of computers is how invisibly they work. Kaden explained: “When your bookkeeper posts figures, you can look over his or her shoulder and see the numbers that have been entered. And you can thumb through the page of a ledger or a batch of account cards and see what’s there. But when you see a com-

puter swallow these figures into its innards, you get the feeling that you are losing control. So you decide to do without one." Truth is, said Kaden, "the computer enables you to gain more control over more things. Although the computer's work is invisible it does only what you tell it to do."

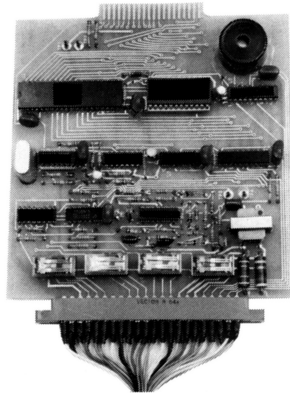
The fear of exposure—The movies and startling stories in the press that competitors or just playful vandals have been able to tune in on outside computers have been overblown, often inaccurately reported or dramatized from fact to fiction. Computer information can be locked up and stored just as any private documents, assured Dr. Kaden.

The fear of confrontation—This, said Kaden, is the least recognized fear of all. It is the fear that computerizing one's business functions will reveal serious weaknesses in the company's operations. For example, people who like to think they are managing their business affairs on tried and true instincts may be afraid to discover the fallibility of their hunches. One might find that a favorite employee is less productive than simple observation would indicate. The firm's pet product might be recorded as the least profitable. No one likes bad news, and a properly run computer could reveal some embarrassing data.

But the function of a good manager, Kaden continued, is to shoulder the bad news and take steps to correct the broadening seams of unprofitability. Kaden told of a contractor who prided himself on his ability to take measurements by eye and very quickly come up with job-cost estimates. Only when he began using one of the electronic spreadsheets did he discover that his tendency to underestimate an area by as little as one percent made a difference in one year of \$110,000 less profit than if he made more concise measurements.

Dr. Kaden mentioned an additional area of resistance to the computer by business owners. The rationalization that the state of the art is changing so quickly that it is foolish to purchase current computer equipment when another system soon will become the thing to buy. Obsolescence of equipment is a constant in all businesses, and the time will never come when this or that technique will be the final word.

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Tax considerations of divorce

The tax considerations of a divorce or legal separation can be thorny, especially during the transition between being married and single.

Divorce is always a traumatic event, and federal tax law should not compound the psychological and emotional strain by a forced sale of property or losses of rights and deductions, not to mention possible higher taxes. In 1982 there were 1.18 million divorces in the United States.

The Tax Reform Act of 1984 was the first major change in 22 years in tax laws involving divorce. Before the new legislation, the source of many a headaches was the leading case *United States v. Davis* (370 U.S. 65 '1962').

The new legislation eliminates the need for sales or transfers necessitated after the final divorce decree to avoid the tax consequences of Revenue Sections 1239 and 267. Because the IRS applied the rules of the *Davis* case before 1984, a taxpayer could have found that a gain from the sale of property was ordinary rather than capital. Ordinary consideration would mean the proceeds of the sale would be fully taxable. If the capital-gain rules were to apply, only a small percentage of the profit would be taxed. Revenue Section 1239 provides that "in the case of a sale or exchange of property, directly or indirectly, between related persons, any gain recognized to the transfer shall be treated as ordinary income if such property is, in the hands of transferee, of a character which is subject to the allowance for depreciation."

Code Section 267 provides, among other things, that a loss will not be recognized on a sale or exchange between husband and wife.

Alimony and child custody and support

The arrangement you make for child custody and support and for dividing your marital property, not to mention alimony, may profoundly

affect your tax bill. Adjusting these arrangements can save tax dollars for both you and your spouse.

Alimony—The definition of exactly what constitutes deductible alimony has been changed considerably. The old yardstick of periodic payment no longer applies. Under the new rules, alimony paid by you under a divorce or separation instrument is deductible if: (a) it is paid in cash (not property), (b) the payments terminate upon the death of the recipient, (c) you and your spouse live in separate households, (d) the payments are not for child support, (e) you have not elected against treating the payments as alimony, and (f) if your divorce or separation instrument provides for alimony payments that exceed \$10,000 in any calendar year, and the payments are made, at a minimum, in each of six calendar years.

Alimony payments that are to be reduced upon a contingency relating to your child (for example, the child reaches a certain age, marries, dies, leaves school, etc.) or at a time clearly associated with such a contingency are considered non-deductible child-support payments.

Alimony trusts—If you have substantial assets, you may find a trust useful in dealing with your alimony obligations. The trust can be used not only to assure your spouse you will continue to meet your alimony obligations, but it also may provide you tax benefits not available if you paid the alimony directly.

Child support—Payments made to your former spouse for the support of your children are not alimony and are not deductible. Therefore, it is important that the divorce-separation instrument specify which monies are for alimony and which are for child support.

Child custody and support—If you have children, their care and support will be two of the principal issues you will have to resolve as you go through the divorce process. The

decisions made will generate many tax consequences.

If you are required to pay child support to your former spouse and you fail to live up to the terms and conditions obligated, you will be required to turn over or forfeit any federal tax refunds to reimburse your state for making your payment under a program called "tax-intercept."

Dependency exemptions—Wherever possible, the divorce-separation agreement should specify dependent deductibility. Generally, you may claim dependency exemptions for any of your children (including adopted children and stepchildren) if: (a) you and your spouse together have furnished more than half the child's support during the year (support provided by a remarried parent's new spouse is treated as furnished by the parent); (b) you and your spouse are divorced, legally separated, separated under a written separation agreement, or have lived apart at all times during that last six months of the year; (c) you, your spouse, or the two of you together had custody of the child for more than half of the year; and (d) you are the custodial parent—i.e. you had custody of the child (children) for a greater part of the year than did your spouse.

If your child is 19 or older and is not a student, no exemption is allowed unless the child's gross income is less than \$1,000 for the year. Further, you may not claim the exemption if your child is married and files a joint return with his spouse.

The IRS grew tired of mediating disputes, so for tax years beginning after 1984 you may not claim a dependency exemption for any child if you are the non-custodial parent unless the custodial parent waives his right to the exemption.

The custodial parent may forfeit the exemption for a single year, a number of years specified (for example, every other year), or all future

years. If the exemption is released for more than one year, the declaration must so indicate. The original declaration then must be attached to your return (as non-custodial parent) the first year of exemption is claimed, and a copy of the declaration must be attached to the return in each succeeding year for which you claim the exemption.

If your child needs medical treatment of any kind, the medical-expense deduction could be significant. Beginning with the 1985 tax year, this deduction is available to either parent to the extent of any medical bills actually paid for on behalf of the child, provided that either parent is entitled to the dependency exemption. Therefore, you are eligible to take a medical-expense deduction for your child even if you are not the parent claiming the dependency exemption. Alimony, regardless of how used, may not be considered as medical expense.

Gift and estate taxes

In addition to any federal income-tax consequences, property transfers to your former spouse can have federal gift or estate consequences. By and large, most transfers are excepted from the application of these taxes, but care must be taken to see that you can stay within these exceptions.

Legal fees

Legal fees for obtaining a separation or divorce are not tax deductible.

Community property

If you are married and living in a community-property state (Arizona, California, Idaho, Louisiana, Nevada, New Mexico, Texas, or Washington), your income tax is computed by taking into account the community-property laws of your state. Generally, this means that the community income of the spouses is combined. Half the total is included in each spouse's gross income along with that spouse's separate income. Each spouse is entitled to credit for half of the total income tax withheld from payments of wages that are part of community income. State law determines, and the law varies from state to state.

Community property laws have no effect on reporting your alimony once your divorce is final. The full amount of such alimony is deductible if you pay it and included in your income if you receive it. Nevertheless, commu-

nity-property laws do have an effect on how you report alimony that is paid before you are divorced and after you are remarried. After you remarry, your alimony deduction may be considered a community deduction that you must share with your new spouse.

Filing status

Your filing status determines which tax-rate schedule will apply to you, and this is determined partly by your marital status on the last day of your taxable year (generally December 31).

You are considered married until a final decree of divorce, legal separation, or annulment takes effect. If you have obtained an annulment, you must amend your tax returns for the years affected by the annulment. Even if you live apart and have an interlocutory, but not final, decree of divorce, you are still considered married. If you have obtained a divorce solely to file tax returns as single individuals and intend to remarry in the next tax year, you are considered married (no New Year's Eve divorces in Las Vegas). Other rules also apply.

If you are married, but living apart from your spouse, you are entitled to file as a single or head-of-household if: (a) you file a separate return; (b) you furnish more than half the cost of maintaining a household, for more than half of the tax year, in the principal home of your child (adopted or stepchild); (c) you are entitled to a dependency exemption for the child, or would be so entitled except that you relinquished the exemption to your former spouse; and (d) your spouse was not a member of your household at any time during the last six months of the year (for the entire year for tax years before 1985).

If a tax return becomes due while you are between marriage and single life, you should file a joint tax return if possible. If not, you will be considered married filing separately, which is tax no-man's land.

The highest tax percentages and the fewest deductions are available to the married who file separately. Indeed, many deductions available to single people or the married who file joint returns are not available to the married who have to file separately. ●

Jeffrey Rosenthal is an operator and a tax accountant. He can be reached by writing M&J Tax Service, Ltd., 1967 Bath Ave., Brooklyn, NY 11214, or calling (718) 232-0342.



FRANK'S CRANKS

By
Frank "The Crank"
Seninsky

Systems/Trivias/Conversions

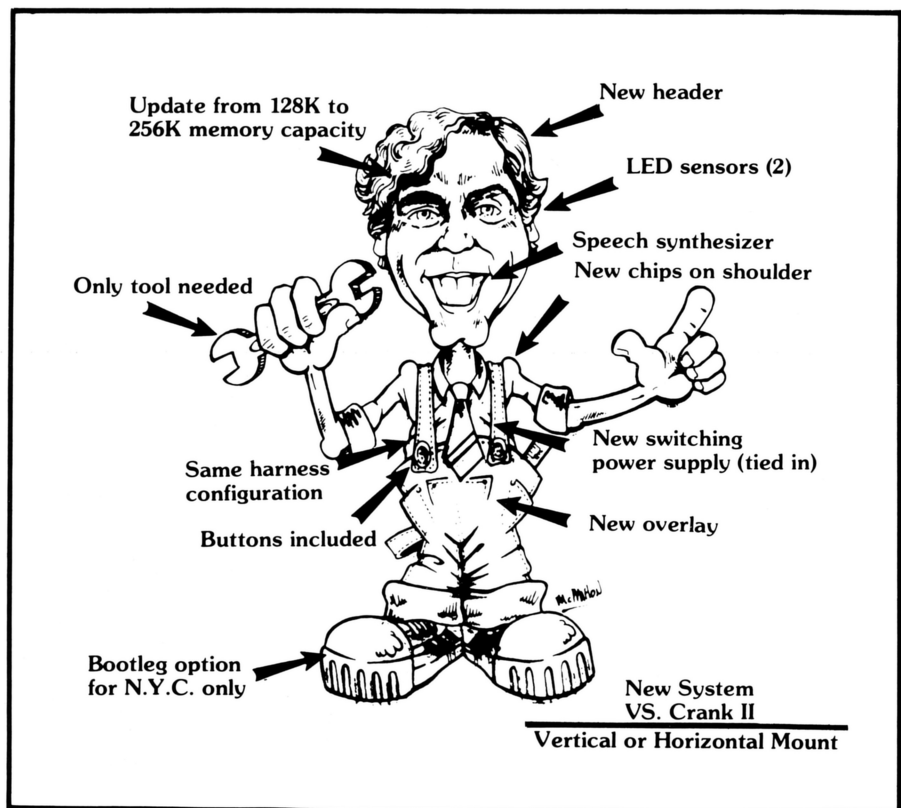
Part II

Part I (in the November 15 issue) covered all the major trivia games and systems. Since the review, Merit's *Tic Tac Trivia* has been the best overall of the new spinoff trivia games (although I haven't gotten to test *Reflex* by Grayhound yet). Part II, as promised, covers the major system games and a list of the best conversions.

Major systems— positives and negatives

Nintendo—Positives: (1) Easy to switch back and forth, about 15 minutes once the system is installed; (2) Installation into a Nintendo game is about two hours, into a Midway *Pac-Man* is about three hours (requires flipping the monitor); (3) Has a large library of very good games. I rate them in this order: *Hogan's Alley*, *Duck Hunt* (it's quicker and harder than *Hogan's* and makes more money in high-traffic locations), *Excitebike*, *VS. Baseball* (in baseball season), *VS. Tennis* (steady), *Ice Climber* (only in kids' location), *VS. Golf* (decent in bar or gameroom, but must rotate often), and *Mach Rider* (a motorcycle *Spy Hunter* game too new to judge); (4) Low price. You can't get hurt with the VS. System. Nintendo is to be commended for providing a power supply and transformer assembly when you order a VS. System for *Popeye*, which does not have the required 12 volts; and (5) I haven't come across any logic problems with any of these products.

Negatives: (1) One common monitor problem that causes vertical rollover. The C407 (10uf-160V cap) on the monitor board breaks down because it's too close to "hot" components. Replace it with a much thinner radial cap such as a 10uf-200v; (2) There are systems available with



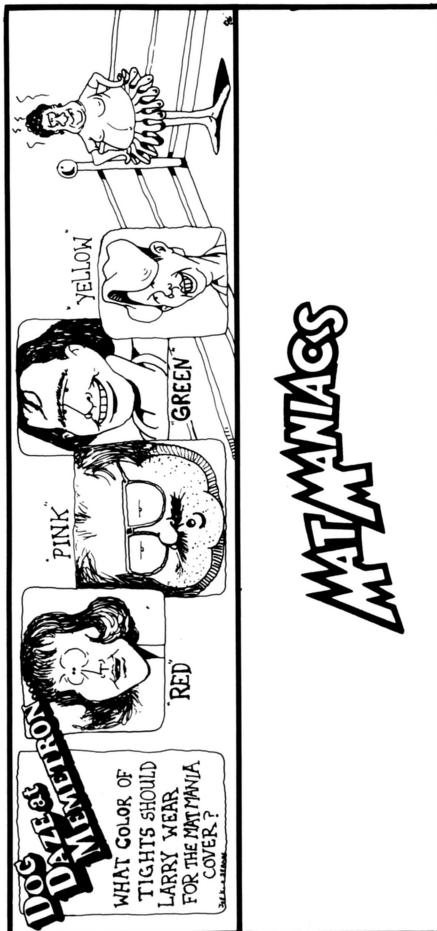
better graphics capabilities, and I don't see any future software coming. I sure hope I am wrong. Nintendo says it is making deals to buy outside software. I did hear that *VS. Mario Bros.* is being reworked because the game played too hard. I'm not fully convinced that Nintendo is fully committed to the coin-op industry; and (3) The *Donkey Kong* and *Junior* cabinets are a pain to work with. The control panels can be pried off, and players can force flat objects past coin-door edges. Make sure your micro switches are protected.

Bally Sente—Positives: (1) Has a large library of very good games that I

rate as follows: *Mini Golf* (a very fast game, has clear pictures of two missing children in attract mode—an excellent way to show that video games can serve the public interest), *Hat Trick*, *Trivial Pursuit*, *Stomper* (a good attraction for a gameroom because of the three-foot by three-foot floor-grid control panel), *Stocker* (a decent driving game for the low price), *Gimme A Break*, *Snake Pit* (a good game, believe it or not), *Chicken Shift* (poor), and *Goalie Ghost* (poor); (2) Fastest of all system games to convert: 15 minutes for a 12-year-old—just plug in the new cartridge board and change the marquee and control



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panel; (3) The new cabinet style (thank God!) is regular size, and the monitor is highly visible to passersby because of its almost-vertical position; (4) Low cost. It's almost twice as much as the Nintendo software, but the \$600 is well worth it; and (5) Sente is developing new games and shows me that it is committed to the coin-op industry. I'm going with Sente's system.

Negatives: (1) *Hat Trick* is doing so well on my route that there is little reason to buy new software; I am forced to buy the entire system just to get some *Mini Golf* games; and (2) The cost of a new Sente system (cabinet, etc.) isn't that much less than the cost of a new dedicated winner such as *Gauntlet*, and the decision as to which to buy is difficult to make based on the long-run earnings difference between, say, *Mini Golf* and *Gauntlet*.

Atari—System I positives and negatives (can you pick out which are which?): (1) Updating *Marble Madness* to *Indiana Jones* is a great (make that excellent) idea. It should take about 15 minutes. *Indiana Jones* is a very strong game, so don't miss out. I feel *Marble Madness* died quickly because the good players (10 percent of players) got bored by having the game end (which is only 10 percent of the reason), and the remaining 90 percent of the players just couldn't get past a certain level after spending many quarters. Atari was going to come out with new program chips but canned the idea (little profit for them, but it would have been a blessing for operators). They knew we would all convert to *Indiana Jones* (and they were right). To get your money back on *Marble* install the game in a new location and set it on "normal;" drop it to "easy" after one week, to "very easy" after one or two more weeks, and then rotate it to a new location and start all over. Good luck!; (2) The new-style joystick on *Indiana Jones* is smooth and certainly a well-noted improvement. Nevertheless, the screws that hold in the switches will strip out their holes in the mounting assembly after being taken in and out a few times; (3) *Pac-Rat* is a poor game; and (4) I hope there are more very good System I games coming. At least one will be introduced at ACME.

Atari System II—(1) The high-resolution monitor used on every *Paperboy* that we've seen has several cold-solder joints. I advise you go over each one before hauling the monitor in for repair. The tack welds on the steering assembly are breaking at an alarming rate. This causes play in the

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steering, but luckily doesn't permit the assembly to be separated by the panel; and (2) A new System II game is slated for showing at ACME. We sure need one here because *Paperboy* earnings have dropped substantially.

Konami—I consider Konami games as a system because the wiring and edge connectors from game to game are almost identical except for control-panel wiring.

Rush 'N Attack is a great kids' and gameroom piece. This is definitely one of the best kits on the market. The square 100-pin chip is a technician's nightmare. The reduced board size (single layer) is great, but this puts too much emphasis on this square 100-pin chip.

Konami boards are easy to troubleshoot because each can be swapped with other nearby Konami game boards (the only difference is in the control-panel wiring)—*Hyper Sports*, *Time Pilot*, *Kicker*, *Track & Field*, *Yie Ar Kung Fu*, *Megazone*, *Road Fighter*, *Pandora's Palace*, *Time Pilot '84*, *Circus Charlie*, and *Roc 'N Rope* to name a few.

time fixing the original *Crossbow* one. Also, don't buy wooden replacements guns. Exidy has metal guns that are just holding up fine.

System summary—Aside from trivia systems, I currently am not really excited about game systems. Yes, Sente and Atari (especially *Indiana Jones*) look real good now, but I've been concentrating on and buying hot new dedicated games like *Gauntlet*, *Hang-On*, *Ring King*, *Ghosts 'N Goblins*, and *World Series* (it's a system, but good enough to be considered along with the dedicated games). Operators are not buying large numbers of the top dedicated games, and I feel that's a big mistake on their part. My route grosses are increasing, largely because of renewed player interest in these games.

Conversion-kit recommendations

1. *Gunsmoke* (Romstar): a number-one kit with great graphics.
2. *Choplifter* (Sega): almost as good as *Gunsmoke*.
3. *World Series* (Cinematronics):

*Operators are not buying large numbers
of the top dedicated games, and I feel
that's a big mistake on their part.*

Cinematronics—*World Series* is a great game, and it's also part of the Cinematronics system. Forget about their past games and look to the future. *World Series*, if all goes well for Cinematronics, will have update versions so players won't get bored with the game. Each year I think you'll be seeing *World Series '86*, *World Series '87*. This game is also made as a kit, complete with a high-impact control-panel assembly. This kit is one of the best buys in the industry right now.

Exidy—It took me a while to realize that Exidy even had a system: *Crossbow*, *Cheyenne*, *Combat*, and *Crackshot* (the best of them all? it's a quick game, good for high-traffic locations). I never even updated my *Crossbows* to *Cheyennes* because *Crossbow* was doing so well for so long. Will I now not update to Exidy's *Crackshot* for the same reason? The pivot pins on the guns are breaking, which means that guns are disappearing. The power supply is underrated, as you can guess when there are burned-up plugs running to the logic board. My advice is to replace the entire power supply and not waste

as a kit, this looks like an even better investment than the company's dedicated model, which I think is just the best baseball game yet made.

4. *Rush 'N Attack*: as noted prior, is great.

5. *Mat Mania* (Memetron): with all the excitement, this kit seems to have gotten lost, but it's doing very well and certainly is worth trying.

6. *1942*: is the most versatile kit available. It makes money in a bar location because it's easy to learn, and older people (like me) will play it. It will also make money in a gameroom.

Other kits to take a good look at are *Tiger Heli* (Romstar) and *Crowns Golf in Hawaii* (an updated version that offers more clubs, more wind resistance, and generally a harder golf course than in *Crowns Golf*. And don't forget trivia kits like *Tic Tac Trivia*, *Reflex*, *Hangman*, and *Music Trivia* to keep those trivia systems earning.

For more information, I can be reached at Alpha-Omega Amusements & Sales, 6 Sutton Place, Edison, NJ 08837, (201) 287-4990.

As always, keep cranking. ●



The Vanguard

The Vanguard pay telephone from Network Paystations is a pre-pay phone that operates like traditional Bell phones.

The phone's features include exact rate structure for true costing on multi-band and long-distance calling, an internal time clock that determines actual cost using time of day and date, a 16-character-display vacuum fluorescent that will not freeze, and synthesized voice commands.

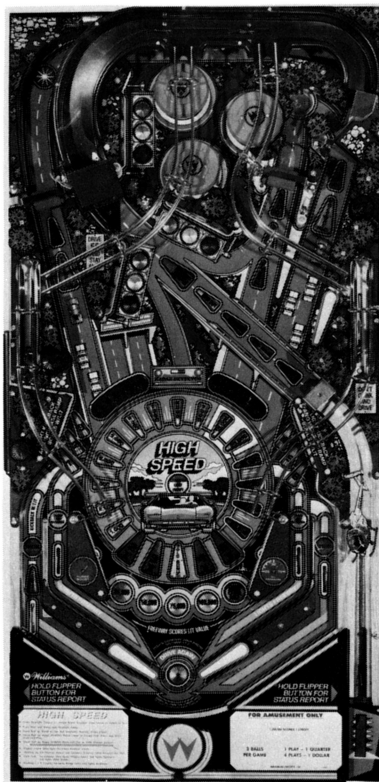
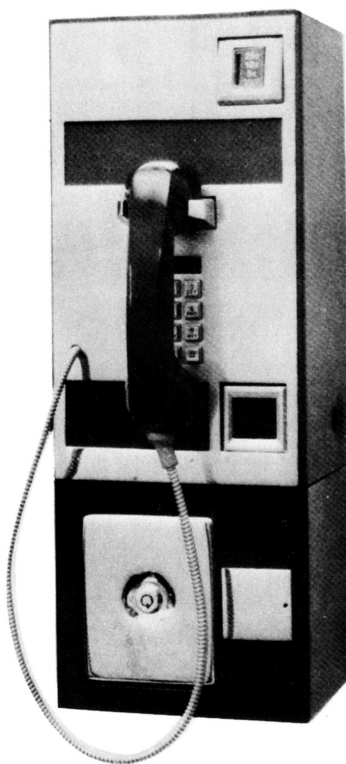
The Vanguard has a virtually jam-free electronic coin mechanism, a low-voltage non-resettable coin counter, a memory containing a rates table and operating system, self diagnostics to reload in event of memory failure, and a back-up lithium battery to protect the memory in a power outage.

The phone will operate on a standard COCOT line or behind a PBX. The unit offers custom programming for 911, O/operator, information, 950, 976, and long-distance carrier changes for inhibition of incoming calls.

A 12-gauge cold-rolled steel proprietary housing and a vault-like front-opening coin box offer protection against vandalism.

According to Network Paystations, The Vanguard will operate "properly and legally in all markets in the U.S., including New Jersey and California."

For more information, write Network Paystations, 2650 Bobmeyer Road, Hamilton, OH 45015, or call (513) 896-4411.



High Speed

Williams' first driving pinball, *High Speed*, features a fast-paced police chase that includes multi-ball starts, shrieking sirens, and a flashing police light on the backbox. The ball is a speedster flying over ramps and careening down freeways as it seeks a hide-out and a hidden jackpot.

New features include multi-ball scoring accumulating in the jackpot and the player's score (the jackpot builds from player to player and game to game), hi-fidelity, simultaneous original chase music, and engine revving when the flippers are hit.

High Speed has a pivoting playfield that flips up for accessibility. The alphanumeric display provides players with information and game instructions and for the operator spells out features that can be adjusted.

Automatic switch-testing allows the game to re-program play around any malfunctioning switch. Then an alarm system is activated when the game is turned on, and a display print-out indicates the switch needing repair.

With automatic replay percentage, the operator can let the game adjust to the skill levels of the players or run traditionally with a fixed replay.

For more information, write Williams Electronics, Inc., 3401 N. California Ave., Chicago, IL 60618, or call (312) 257-2240.



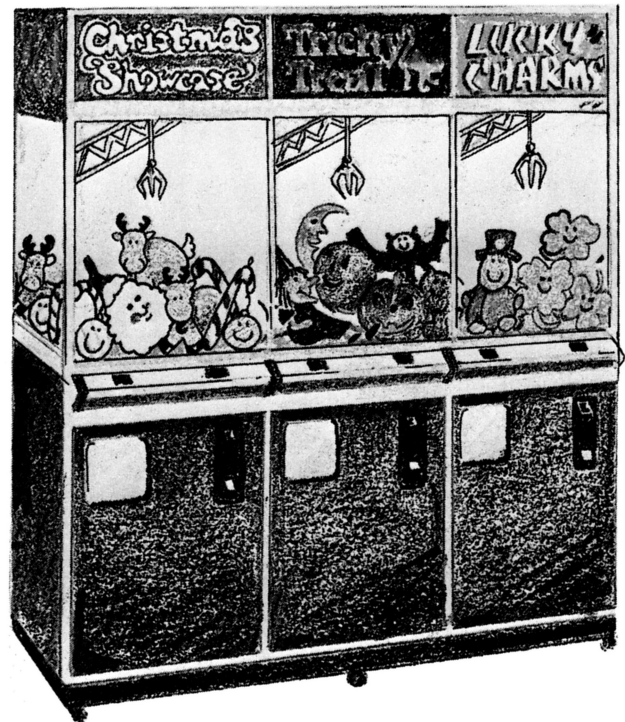
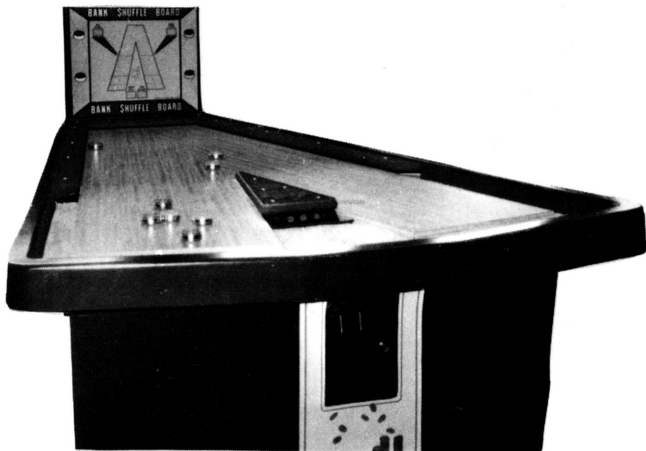
Bank Shuffleboard

Bank Shuffleboard, a new kind of shuffleboard from Kel-Chad, Inc., requires 38 square feet of play area, 58 percent less than conventional shuffleboards.

First introduced as a prototype at the AMOA show, *Bank Shuffleboard* is now in full production and ready to ship.

Features include operator-adjustable game times and coin mechanisms, fully illuminated digital score-keeping, solid-state electronics, a no-pay-no-play barrier, a brightly lit scorekeeper's panel, and a multiple-game computerized override control.

For more information, write Kel-Chad, Inc., 990 Lutter Dr., Crystal Lake, IL 60014, or call (815) 455-7200.



Showcase Crane

Showcase, Inc., has introduced *Showcase Crane*, an electronic crane available with 24 interchangeable marquee for seasons, holidays, sporting events, and other themes. Customized marquee and color-coordinated plush prizes also are available.

Showcase Crane requires good hand-eye coordination and depth perception, making it a game of skill. Plush prizes are on a turntable and pass within reach of the crane, which can dip to the bottom of the tub. A forward button allows players to stop and start the crane often.

Other features include strobe lights and bells that flash and ring when a player wins a prize. Cabinet glass is either safety glass or plexiglas. Showcase manufactures and supplies a full line of plush prizes for the crane themes.

For more information, write Showcase, Inc., P.O. Box 34085, Sarasota, FL 33580, or call (813) 355-8667.

Aids to the Trade

Sealed bezels

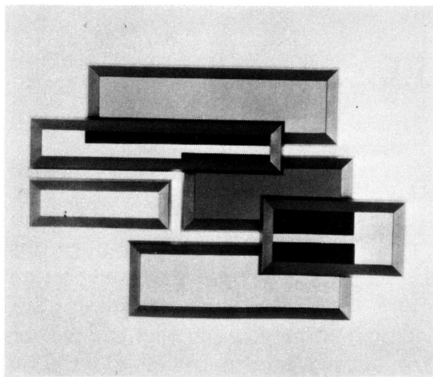
The component products division of IEE has announced Atlas 2, a line of pre-assembled sealed bezel/filter systems for most vacuum fluorescent displays from IEE and other manufacturers. Until now, display users had to design and tool their own bezel and filter components for use with other display products.

IEE's Atlas 2 products can be used for prototypes or full-scale production runs. They have been designed to speed and simplify installation. Each package contains a pre-assembled sealed bezel/filter assembly, mounting screws, instructions, and mounting tips.

The American-made bezels are made from a proprietary, glass-filled nylon compound. Optically correct color-filter material that is bonded to the bezel improves the contrast ratio of the user's display and reduces glare. Fourteen color filter types are available.

Complete assemblies cost from \$12.15 to \$20.30 depending on selected size in 100-piece quantities. Availability is off the shelf.

For more information, call (818) 787-0311, ext. 374 or 444, or write IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91405.



Acrylic adhesive

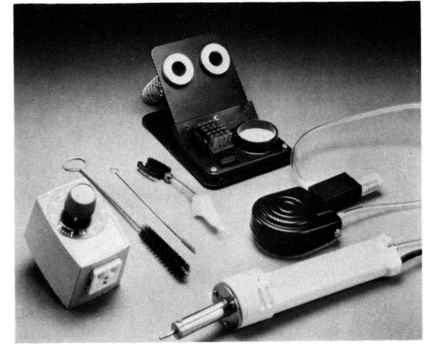
Sun Process has developed the SP239 Screenprintable Acrylic Adhesive, which offers the flexibility of selective serecrinting while maintaining the quality of high-performance adhesives.

The SP239 is an alternative to diecut transfer adhesives, which can be difficult to work with.

More details are available from Sun Process, 505 Bonnie Lane, Elk Grove Village, IL 60007, or call (312) 593-0491. To order call toll free (800) 323-0697.

puter/telecom service equipment, and circuit-board cases.

For a copy, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044, or call (602) 968-6231.

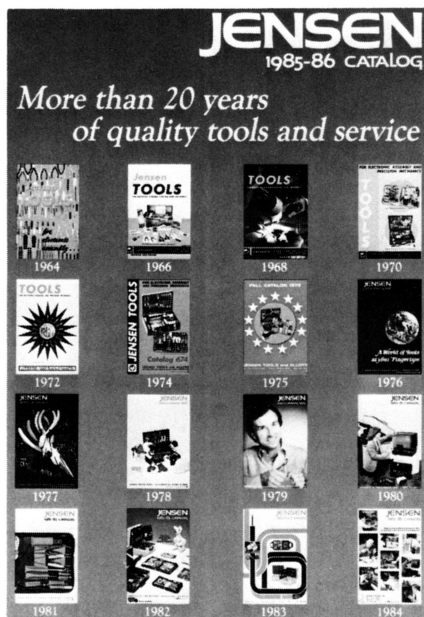


EX-600

The Automated Production Equipment Corp. is offering its APE Model EX-600 pneumatic desolderer for \$197 complete.

The EX-600 includes a plug-in temperature-control module, a no-clog desolder handpiece, a tool stand, and a pneu-vac foot pedal, which converts air pressure of 60-120 psi into a high-flow vacuum.

For more information, write Automated Production Equipment Corp., 142 Peconic Ave., Medford, NY 11763, or call (516) 654-1197.



Jensen tool catalog

A new 160-page catalog of tools, service kits, and test equipment is offered free by Jensen Tools, Inc. The catalog includes more than 1,000 items for enginers, technicians, mechanics, and hobbyists.

It features such dedicated and general maintenance kits as the JTK-47 Site-Master in zipper case, the JTK-68 Process Controls Service Kit, the JTK-39 Automotive Diagnostic Kit, and the JTK-91 Kong Kit for major installation and maintenance requirements.

Other catalog items are soldering supplies, power and hand tools, com-

Gem Top brochure

Gem Top's eight-page 1986 brochure features the curved-sided Gem Top, which has curved sides and curved dark glass that conforms to the rear of the pickup cab.

The brochure introduces the Kiss Connection, a direct connection between top and pickup cab, and illustrates how to custom paint a top to match or accent any pickup truck.

For a free copy of the brochure, write Gem Top Mfg., Inc., 8811 S.E. Herbert Ct., Clackamas, OR 97015, or call (503) 659-3733.

Aids to the Trade

Plasti-Cash

The new Plasti-Cash system from Interface Control Systems, Inc., (ICS) enables operators of vending sites to collect payment in advance. The system can operate parallel with coin vending or can eliminate coinage when operated without coin-accepting apparatus.

Plasti-Cash is suited to vending sites that serve stable populations—universities, large office buildings, hospitals, private schools, corporation lunch rooms, and factory cafeterias.

The Plasti-Cash vending terminal is mounted in or alongside a standard vending machine. It accepts a Plasti-Cash card that bears a magnetic stripe. The stripe may be changed to any value or limit in either monetary or non-dimensional units. When the card is inserted, the terminal displays the cash or unit value remaining on the card, and if the balance is sufficient, enables the vend.

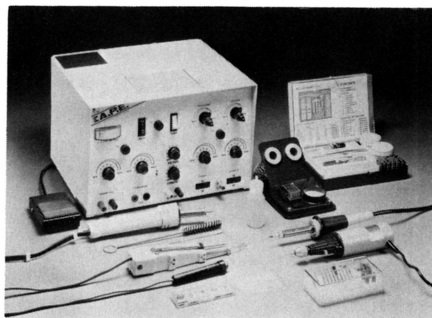
When a balance becomes low, a card-holder inserts his card into a Plasti-Cashier terminal and feeds the terminal's bill-acceptor slot. The value of the bills inserted is added to the value already on the Plasti-Cash card. New cards can be purchased from the



Plasti-Cashier.

Plasti-Cash availability is 60-90 days.

For more information, contact an authorized ICS Plasti-Cash distributor for write Interface Control Systems, Inc., 10231 Bach Blvd., St. Louis, MO 63132.



PCB repair system

Automated Production Equipment Corp. has introduced its Model PRS-475 PG PCB repair system, which features a microprocessor-controlled plating center that can deposit 50 micro-inches of gold for mil-spec edge-connector repair.

The system also includes a desoldering handpiece, a solder iron, a thermal tweezer with three blade sets, a reflow solder tool with a practice kit, a miniature drilling system, and a circuit-repair kit. The suggested retail price is \$1,600.

For more information, write Automated Production Equipment Corp., 142 Peconic Ave., Medford, NY 11763, or call (516) 654-1197.

Improved scoreboard

American Shuffleboard Company has added special features to its shuffleboard scoreboard to lessen service calls and improve sound and visibility for players.

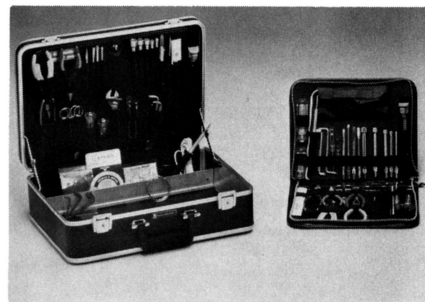
Horsecollar now can be played by as many as nine players scoring indi-

vidually. The scoreboard has a memory that records and gives point totals for each player. The game can collect from three to nine coins. Scoreboards will come from the factory set for 50 cents, 15 points; \$1, 21 points; and \$1.25 for two players, 51 points. Additional players must insert 25 cents each.

Point bulbs and coin bulbs have been eliminated, but show on LED. All functions are on one circuit board instead of three.

Time and coin switches have been integrated into the system so that any time or charge change can be made by putting switches in different positions. Instructions are included with score units. Headers no longer need soldering or replacing.

For more information, write American Shuffleboard Company, 210 Paterson Plank Road, Union City, NJ 07087, or call (201) 865-6633.



Jensen tool kit

Jensen Tools, Inc., has introduced Telvac Kits, a line of economical electronics-tool kits. Though not as comprehensive as Jensen's line of professional kits, the Telvac Kits contain more than 30 standard tools for servicing electronic equipment. The tools are supplied in single-pallet attache-style cases of wood or aluminum and vinyl or in heavy-duty zippered-pouch cases.

For more information or to receive a free catalog, write Jensen Tools, Inc., 7815 S. 46th St., Phoenix, AZ 85044, or call (602) 968-6241.

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3	Pac-Land	New	8-12	\$ 995	\$795	H
4	Choplifter	Shoot 'em up	7-11	\$ 845	Special	H
5	Tiger Heli	Helicopter	7-11	\$ 845	Special	V
6	Terra Cresta	Shoot 'em up	6- 9	\$ 845	\$745	V
7	Ring King	Boxing	8-10	\$ 895	Call	V
8	Rush 'N Attack	Fighting	8-10	\$ 795	\$645	V
9	Yi Ar Kung Fu	Kung Fu	4- 6	\$ 695	\$445	H
10	Magmax	Shoot 'em up	4- 6	\$ 595	\$495	H
11	Galaga III	Shoot 'em up	4- 6	\$ 595	\$445	V
12	1942	Shoot 'em up	7	\$ 795	\$695	V
13	VS. 10 Yard Fight	Sports	5- 8	\$ 595	\$395	H
14	Road Fighter	Driving	5- 6	\$ 695	\$395	V
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The future of the coin-operated amusement industry is facing unprecedented challenges — and ACME '86 is prepared to meet those challenges now more than ever before! The 1st Annual American Coin Machine Exposition brings with it the best of the Amusement Showcase International and the Amusement Operators Expo. ASI's strong exhibit and product introduction presentation combined with AOE's history of producing high quality, issue-oriented educational sessions make ACME '86 the NEW spring marketplace for the coin-operated amusement industry.

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

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Only 21 characters including spaces will appear on your badge

- Check below your business classification:
- 1 Exhibitor
 - 2 Non-Exhibiting Manufacturer
 - 3 Distributor/Management
 - 4 Distributor/Sales
 - 5 Arcade Operator
 - 6 Route Owner/Operator
 - 7 Technician
 - 8 Trade Press
 - 9 Other _____ specify



Sponsored by: Skybird/AAMA Joint Venture

Managed by: William T. Glasgow, Inc., 16066 South Park Avenue, South Holland, IL 60473, 312/333-9292, Telex: (ITT) 4943831 BG UI.

Data East gives your profits more punch with another knockout *2-player* game!

1 PLAYER
VERSION AVAILABLE AS
KIT



RING KING is an exciting, action-packed, interactive 2-player game in which 2 players challenge each other to a Championship Boxing Match.

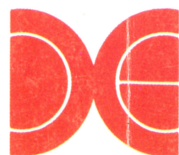
Player 1 or Player 2 can win the match and become the Title Holder by either scoring a Knock-Out or by winning the rounds on points.

The Boxers and the Challengers in both the 1-player and 2-player games are from around the globe, and each has his own style of boxing. Each boxer is armed with an assortment of jabs,

hooks, uppercuts, and combinations along with his ability to Float like a Butterfly and Sting like a Bee.

As you already know from Karate Champ™, with a Data East 2-player game you get double the coins, plus fantastic longevity.

See your local Data East Distributor or contact Data East USA, Inc., 470 Needles Drive, San Jose, CA 95112. (408) 286-7074.



Data East keeps the hits coming!

DATA EAST

© 1985 DATA EAST USA, INC.

ASI

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AOE

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1st Annual
ACME

AMERICAN COIN MACHINE EXPOSITION

FRIDAY, MARCH 7 - SUNDAY, MARCH 9, 1986 • EXPOCENTER/DOWNTOWN CHICAGO

EXPOCENTER/DOWNTOWN CHICAGO



Your Bridge

to the Future

in the

Coin-Operated

Amusement

Industry

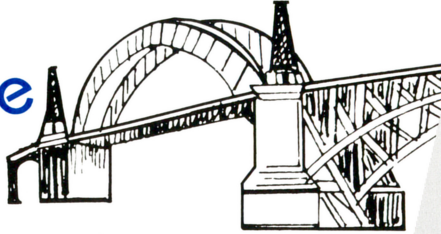


Sponsored and Produced by:

Skybird/AAMA Joint Venture



Your Bridge to the Future in the Coin-Operated Amusement Industry... ACME '86



The 1st Annual American Coin Machine Exposition is the chance you've all been waiting for. Just one show—and only one show for the entire coin-operated amusement community to present the latest in products, technologies and issues affecting the spring marketplace. The Amusement Showcase International and the Amusement Operators Expo have combined to bring you the best in exhibits and educational sessions available in the marketplace today. The balance of ASI's exhibits which is virtually a who's who in the coin-operated amusement industry combined with AOE's hard-hitting management and technical sessions conducted by a lineup of respected experts in the coin-operated industry, offer the most comprehensive coin-operated trade event in one place, at one time.

The Expocenter/Downtown Chicago will set the stage for the most diversified showing of music, amusement, games, pay telephones, vending machine equipment and accessories available in the marketplace—past, present and future.

The timing, the location, the presentation make ACME '86 the primary vehicle for you to realize your profit potential in the coin-operated industry of tomorrow. There's only one place to be in the spring marketplace, and that's ACME '86.

ACME '86

Schedule of Events

DAY 1 Friday, March 7

- 8:00 am - 4:00 pm ACME Registration Open
- 9:30 am - 11:00 am ACME Educational Sessions
- 10:00 am - 12:00 noon ACME Exhibits Open—
DISTRIBUTORS ONLY
- 12:00 noon - 5:00 pm ACME Exhibits Open—GENERAL
TRADE ADMISSION
- 3:00 pm - 4:30 pm ACME Educational Sessions
- 5:00 pm - 6:30 pm ACME Educational Sessions

DAY 2 Saturday, March 8

- 8:00 am - 4:00 pm ACME Registration Open
- 9:30 am - 11:00 am ACME Educational Session
- 10:00 am - 12:00 noon ACME Exhibits Open—
DISTRIBUTORS ONLY
- 12:00 noon - 5:00 pm ACME Exhibits Open—GENERAL
TRADE ADMISSION
- 3:00 pm - 4:30 pm ACME Educational Sessions

DAY 3 Sunday, March 9

- 8:00 am - 5:00 pm ACME Registration Open
- 9:30 am - 11:00 am ACME Educational Sessions
- 10:00 am - 12:00 noon ACME Exhibits Open—GENERAL
TRADE ADMISSION
- 12:00 noon - 6:00 pm ACME Exhibits Open—GENERAL
TRADE ADMISSION
*PUBLIC WILL NOT
BE ADMITTED AT
ANY TIME

The

Strategy:

To use ACME '86 as the premier vehicle to strengthen the position of the coin-operated amusement industry in the marketplace today by presenting a broad scope of product and program introductions aimed at making your business work better for you.

The

Players:

Qualified manufacturers, distributors, operators, technicians and trade press interfacing to keep pace with this rapidly changing industry.

The

Payoff:

To enrich and diversify the business opportunities which will help you realize your profit potential in the coin-operated amusement industry of tomorrow. ACME '86 is your bridge to the future in the coin-operated amusement industry.

The People

A broad and selected audience composed of manufacturers, distributors, operators and trade press will capture the spirit of the coin-operated amusement industry at ACME '86. A more concentrated operator base will penetrate this year's event with the direct result being stronger audience participation. ACME '86 will represent virtually every segment of coin-operated machine professionals, and make this the one and only place to meet the new challenges coming your way.

The Products

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



List of Exhibitors *

AMA Distributors
Air-Table Hockey
Air-Vend, Inc.
American Lock Co.
Arachnid, Inc.
Atari Games, Inc.
Bally Midway
Manufacturing Co.,
Bally Sente,
Bally Distributing Corp.
Baton Hardware Company
R. H. Belam Co., Inc.
Betson Enterprises
Bhuzac International, Inc.
Buckaneer Distributing
Capital Tel Systems, Inc.
Cardinal Amusement
Products
Carousel International Corp.
Cash Box
Cinematronics, Inc.
Cleveland Coin International
Coburn Corporation
Coin-Call, Inc.
Coin Communicators
Coin Controls, Inc.
Coin Machine Dist-South
Coin Mechanisms, Inc.
The Colorado Game
Exchange, Inc.
Compu Vend Systems USA
Cummins-Allison
Corporation
D & R Industries
Data East USA, Inc.
Deltronic Labs, Inc.
Destron, Inc.
Digital Controls, Inc.
Dynamo Corporation
Electronic Amusement
Systems
Empire Liberty
Telephone Mfg.
Entertainment
Enterprises, Ltd.
Exidy, Inc.
J. F. Frantz Mfg.
Galaxy Distributing

The Game Exchange/
Southeast, Inc.
Game Plan, Inc.
General Three, Inc.
Glory (USA), Inc.
Greyhound
Electronics, Inc.
Hoffman & Hoffman
Hoffman International
IDEA - Industrial
Design Electronic
Assoc., Inc.
Imperial International
Innovative Concepts
in Entertainment, Inc.
International
Telephone Systems
International Teleplex, Inc.
Kane Amusement Company
Kiddie Rides, USA
KITKORP
Klopp International, Inc.
Konami, Inc.
M. Kramer
Manufacturing Co.
Libin & Associates
Loewen America, Inc.
M & J Vending
Magic Electronics
Master Call, Inc.
Meltec, Inc.
Merit Industries, Inc.
Mobile Record Service, Inc.
Monroe Distributing, Inc.
Montgomery Vending
Nashville Diversified, Inc.
Nelson/Aved
Technologies, Inc.
New Technology Computer
Inventions, Inc.
Nichibutsu USA Corp.
Nintendo of America, Inc.
Nomac, Ltd.
North American Amusement
P.G.D., Inc.
Playmeter Magazine
Pop-A-Shot
Premier Technology
Prime Enterprises
Progressive Game
Distributing

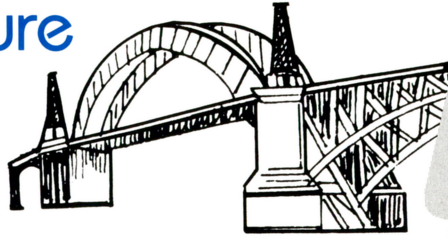
Pul International
Replay Magazine
The Robot Factory
Robo-Vend, Inc.
Rock-Ola Manufacturing
Corporation
Roger Williams Mint
Ron Care Corporation
Roth Novelty Company
Rowe International, Inc.
Seeburg Phonograph Corp.
SEGA
Status Game Corporation
Steiner Manufacturing
Co., Inc.
Summa Marketing, Inc.
Syntech International
T.T.I. Telecommunications
Taito America Corporation
Tehkan, Ltd.
Tonk-A-Phone, Inc.
Tornado Table Soccer
Tourist Attractions
Parks Magazine
Twin Galaxy
U.S. Telecommunications
Corp.
Universal U.S.A., Inc.
Universe Affiliated
International, Inc.
The Valley Company
Vending Times
Video Ware, Inc.
Videotronics, Inc.
Wells-Gardner
Electronics Corp.
Wico Corporation
Wildcat Chemical
Zaccarla



*Combined list of exhibitors from ASI '85 and AOE '85.



Your Bridge to the Future in the Coin-Operated Amusement Industry... ACME '86



ACME '86 Educational Sessions (Holiday Inn—Mart Plaza, 14th Floor)

The Programs

In fulfilling its commitment as a continuing educational medium for the coin-operated amusement industry, ACME has developed an extraordinary offering of educational sessions for whatever your business interests might be.

You'll be greeted by leading industry experts addressing a broad spectrum of topics for the discerning coin-operated professional. Whether its technical, management, legislative or financial planning, the ACME '86 Educational Sessions will better prepare you to meet the challenges of the coin-operated amusement industry of today and tomorrow.

We've stretched three days of intensive programming into a year's worth of vital information which can result in a more profitable and productive business operation for you and your company. Your participation in ACME '86 will not be complete without attending any or all of the ACME Educational Sessions.

Seminar Fees

Pre-register for the ACME '86 Educational Sessions by completing the form contained in this brochure. Take advantage of the special advance seminar registration fees by submitting your completed form together with your check by February 14, 1986.

Pre-registration: \$20.00 per person, per session
or
Attend any 3 sessions for \$50.00!
These special rates apply only to those regis-

tration forms received by February 14. After February 14 and all on-site registrations will be at the rate of \$25.00 per person, per session.

Location

The ACME '86 Educational Sessions are conveniently located in the Holiday Inn—Mart Plaza, 14th Floor, the adjacent facility to the Expocenter/ Downtown Chicago. You'll want to take advantage of every opportunity ACME '86 offers for you to interact with your peers on a more personal level—and that includes attending the ACME Educational Sessions.

FRIDAY, MARCH 7

● 9:30 am-11:00 am

#101 The Private Pay Phone Market: Is It a Sound Investment?

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and Marc Ostrosfsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions operators should be asking.

#102 Standardization

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks, and volume controls. Todd Erickson, Summit Amusements, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

#103 Technical: Power Supplies

The power supply is the heart of any game and a good working knowledge of power supplies is essential. In this session Randy Fromm, former president of San Diego Arcade School, will cover the construction, operation, typical failures, and troubleshooting of this important part of any game.



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EXPOCENTER/CHICAGO—1ST FLOOR
Taxis

Friday, March 7
(Cont'd.)

● **3:00 pm-4:30 pm**

#202 Tax and Accounting for the Operator

In this session Jeff Rosenthal, an operator and a professional tax accountant, discusses operators' special tax requirements and tips for how to keep on top of your taxes all year and accounting procedures tailored to operators.

#203 Technical: The Digital Multimeter

Successful electronic game repair does not always require costly test equipment. The digital multimeter is an inexpensive portable unit that can be used to diagnose many common electronic failures in coin op games. This session is geared for those who plan on repairing games but have little previous experience.

● **5:00 pm-6:30 pm**

#301 Developing a Business Plan/Buying Strategies

In the face of tough competition and an unpredictable economy, proper planning can be your strongest business ally. In this session, Rich Babich of Babich and Associates and president of Colorado Game Exchange, will analyze buying decisions, financing choices and growth projections. You will learn how to project where your business is now and where it's heading.

#302 Computerizing Your Business

Most executives have pondered about whether to install a computer in their business but don't know where to begin or how to decide. Jeff Rosenthal, an operator and professional tax accountant, will discuss what to consider before making the computer decision for your business and help you avoid many common mistakes when adding a computer to your business.

Friday, March 7
(Cont'd.)

#303 Vending: Is it a Viable Extension of Your Route?

Vending seems to be a natural extension of an existing route. However, if you have considered adding some type of vending, cigarette, bulk, or food, there are vital considerations. This seminar will help you understand vending so you can evaluate its place in your business plan.

#304 Technical: Troubleshooting Pinball Machines

With pinball making a comeback in the coin-op industry, many technicians versed on video repair are finding it difficult to jump into pinball repair. This session will cover all aspects of pinball repair and maintenance and common failures.

**SATURDAY,
MARCH 8**

● **9:30 am-11:00 am**

#401 Manufacturers Firing Line

(A special free session)

The concept of manufacturers facing a firing line of operators has proven to be a highly effective and productive concept in the past. We have expanded on this idea and have appointed a prominent operator as the panel moderator. Operators, don't miss this opportunity to say what's on your mind. We will offer the option of writing your questions to be read by the moderator or enabling you to address a particular person face to face from the floor.

● **3:00 pm-4:30 pm**

#501 Retirement and Estate Planning

Though retiring may be the last thing on your mind, the fact is that now is the time to decide what you want to do with your company when you retire. If you already know it will be passed on to family, there may be loopholes that could cause serious problems in the future. Jeff Rosenthal, an operator and tax consultant, will discuss this topic at length.

Saturday, March 8
(Cont'd.)

#502 Non Traditional Markets and Corporate Accounts

The coin op business has changed so much that operators can secure locations never before possible but a more professional posture is required. Sharon Harris of Stan Harris & Company will tell operators what to do when making a proposal to non-traditional markets such as truck stops, movie theaters, supermarkets, airports, etc. She will outline what to do once you have the location.

#503 Revitalizing Equipment

Todd Erickson, Summit Amusements, says that some games were too good to have had such poor collections, and settings may be the key. He will explain the importance of knowing how to set your machines for maximum play. A factory setting may do well in certain areas and be a disaster in others. Todd will help operators learn when to make changes and what trends to look for in equipment earnings and play time.

#504 Technical: Making the Most of Your Conversions

Almost all operators are converting games. However, if the conversion doesn't look and play like a brand new game or if it takes you too long to make the conversion, Dennis Sable of Romstar may help you understand why. He will guide operators through a conversion, explain what to look for before starting, discuss individual games and why they are good/poor for converting. This seminar is a must for anyone interested in conversion kits.

SUNDAY, MARCH 9

● **9:30 am-11:00 am**

#101 The Private Pay Phone Market: Is It a Sound Investment? (Repeat)

Since deregulation began allowing private pay phone companies to enter a market once dominated by Bell, the market has looked irresistible to many operators. However, it may not be as lucrative as it looks. In this seminar, Marty Segal, a private pay phone operator in Illinois; Bill Ohland, a phone manufacturer; and

Sunday, March 9
(Cont'd.)

Marc Ostrofsky, publisher of Private Pay Phone News, explore the private pay phone market, answering vital questions operators should be asking.

#102 Standardization (Repeat)

Operators often wonder why the various manufacturers can't standardize certain parts of their equipment such as on/off switches, locks, and volume controls. Todd Erickson, Summit Amusements, will moderate a seminar featuring a panel of manufacturers to discuss this important issue.

#601 RICO and Its Affect on Operators

The Racketeer Influenced and Corrupt Organization (RICO) act is explained in layman's terms. The law's revisions have an important impact on operators and this session will help operators understand its significance.

#602 Leagues: A Must for Darts and Pool

The new electronic dart games are sweeping the country but operators who run them advise others not to bother if they don't plan on offering a league program. Most manufacturers are offering tournament kits. This seminar is vital if you are already operating darts or plan to start. Pool leagues, though fairly well established in some areas will be also discussed.

#603 Technical: Semiconductors

The electronic circuits in today's games are based on semiconductors. A failure in a game is very likely a semiconductor, a component such as a transistor or a diode. They are easy to understand and simple to test. All types found in games will be discussed along with their operation, testing, specifications, and working substitutes are discussed.

Registration

Information

REGISTER TODAY FOR YOUR ACME BADGE OF ADMISSION AND SAVE \$5.00! You can receive your personalized badge of admission in advance of the Show by completing the Registration Form included in this brochure, and returning it with your check by February 14, 1986.

Pre-Registration Fee:
\$10.00 per person
On-Site Registration Fee:
\$15.00 per person
Replacement Fee (for
lost badges, \$5.00 per
badge. NO EXCEPTIONS!!!!)

Minors under the age of 19 will be admitted provided they have paid their registration fee, and are accompanied by a badge-bearing adult.

Registration forms received after February 14, 1986, will be returned as

we cannot guarantee the mailing of your admission credentials prior to the opening of the Show. Late applications and on-site registrations will be charged at the full rate of \$15.00 per person.

If you wish to register more than one person, either photocopy the enclosed coupon, or attach a list of your company personnel, to include their badge classification.

Air Travel

Special discount air fares have been secured for ACME '86 attendees through CONFERENCE TRAVEL CENTER, the official ACME air travel coordinator. These special fares available from most cities are exclusively for ACME '86 attendees. To reserve your flight to Chicago, call Conference Travel Center toll free 1-800/368-3239 between 8:00 am and 7:00 pm EST, Monday through Friday. In Virginia, Alaska and Hawaii, call collect 703/471-0460 to reserve the discount flight that's right for you!

WIN 2
Free
TICKETS



Win round trip tickets on United Airlines. Travel on a ticket purchased from the Conference Travel Center and your name will automatically be included in a drawing for two free tickets on United Airlines anywhere they fly, either in the continental U.S. or Hawaii.

Educational

Sessions

Enroll today to attend the ACME '86 Educational Sessions. And \$AVE!!!

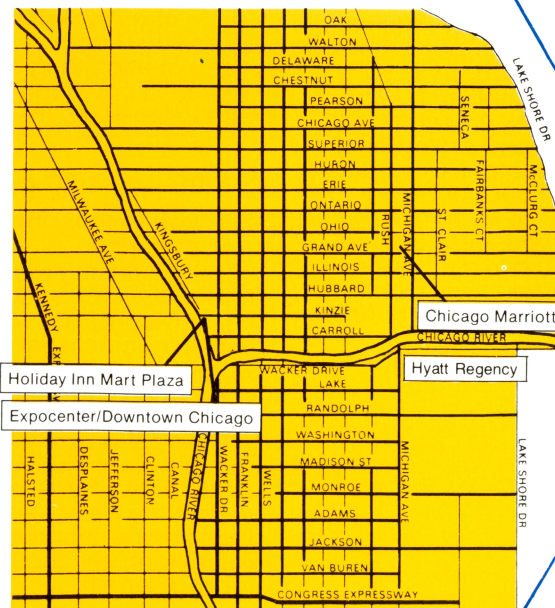
A very special offer is available to those interested attendees who register on or before February 14, 1986. You can attend any three sessions for a cost of \$50.00. Otherwise, the Seminar registration fee is \$20.00 per person, per session. Why not attend three sessions and save \$10.00!

IMPORTANT: Registrations received after February 14, 1986, or those persons registering on show site will be charged at the full rate of \$25.00 per person, per session.

Housing

Luxurious hotel rooms and hospitality suites have been reserved at special rates for ACME exhibitors and attendees at the Holiday Inn/Mart Plaza, the Chicago Marriott and the Hyatt Regency. All rooms and suites are under the control of ACME Show Management to ensure equitable distribution.

Hotel	Single	Double	Double/ Double
Chicago Marriott	\$85	\$85	\$85
Holiday Inn— Mart Plaza	\$75	\$80	\$80
Hyatt Regency	\$85	\$90	\$90





BADGE REGISTRATION FORM

SAVE \$5.00 REGISTER TODAY!

Photocopy this form to register additional personnel

Complete and return the coupon below with your check for \$10.00 per person (U.S. currency), made payable to AMERICAN COIN MACHINE EXPOSITION, 16066 South Park Avenue, South Holland, IL 60473 USA.

MUST BE RECEIVED BY FEBRUARY 14, 1986.

Name _____ Only 21 characters including spaces will appear on your badge

Title _____

Firm _____

Street _____

City _____ St. _____ Zip _____

Country _____ Telephone _____

Check below your business classification:

- 1 Exhibitor
- 2 Manufacturer
- 3 Distributor/Management
- 4 Distributor/Sales
- 5 Arcade Operator
- 6 Route Owner/Operator
- 7 Technician
- 8 Trade Press
- 9 Other _____ specify _____

Enclosed is my check in the amount of \$ _____.

Please mail my personalized badge of admission.

FOR OFFICE USE ONLY

NOTE: \$5.00 FEE TO REPLACE LOST BADGES. NO EXCEPTIONS.



SEMINAR REGISTRATION FORM

Photocopy this form to register additional personnel

Please type or print. Complete and return with your check made payable to: AMERICAN COIN MACHINE EXPOSITION, 16066 South Park Avenue, South Holland, IL 60473 USA.

MUST BE RECEIVED BY FEBRUARY 14, 1986.

Name _____

Title _____

Firm _____

Street _____

City _____ St. _____ Zip _____

Country _____ Telephone _____

Friday, March 7

- 9:30 am-11:00 am #101
- #102
- #103
- 3:00 pm-4:30 pm #202
- #203
- 5:00 pm-6:30 pm #301
- #302
- #303
- #304

Saturday, March 8

- 9:30 am-11:00 am #401
- ADMISSION FREE
- 3:00 pm-4:30 pm #501
- #502
- #503
- #504

Sunday, March 9

- 9:30 am-11:00 am #101
- #102
- #601
- #602
- #603

Refer to the session descriptions contained within this brochure. Check the box corresponding to the title session/s you plan to attend.

Enclosed is my check in the amount of \$ _____ to attend _____ sessions. (number)

FOR OFFICE USE ONLY



HOTEL RESERVATION FORM

Please type or print. Complete and return to AMERICAN COIN MACHINE EXPOSITION, 16066 South Park Avenue, South Holland, IL 60473 USA.

- Please do not complete this form if you have already requested hotel accommodations.
 - If the hotels you have selected are not available, the Housing Bureau will assign you to the next best available hotel.
 - Reservations will be held only until 6:00 pm unless guaranteed by your company.
 - Should you fail to notify the hotel of a change in your arrival date, your reservations will be cancelled.
- PLEASE NOTE THAT THE ACME HOUSING BUREAU WILL NOT ACCEPT PHONE RESERVATIONS.

* ROOM CODE:

- S = Single bedded room.
- D = Double, one double bed.
- DD = Double/Double, 2 double beds.

TYPE ROOM*	OCCUPANTS	ARRIVAL DATE	DEPARTURE DATE

HOTEL PREFERENCE

1ST CHOICE

2ND CHOICE

3RD CHOICE

Name _____

Title _____

Firm _____

Street _____

City _____ St. _____ Zip _____

Country _____ Telephone _____

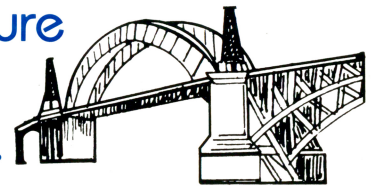
FOR OFFICE USE ONLY

ADDRESS CORRECTION REQUESTED

c/o William T. Glasgow, Inc.
16066 South Park Avenue
South Holland, IL 60473



Your Bridge to the Future
in the Coin-Operated
Amusement Industry...
ACME '86



Show

Sponsors

The American Amusement Machine Association is the leading national trade organization representing manufacturers and distributors of coin-operated amusement machines, and has become a strong and effective voice for this unique segment of the American

entertainment industry.

Skybird is a leading publisher in the coin-operated amusement industry, as well as a past promoter of coin-operated trade events. The interface of Skybird's past experience as sponsor and producer of the AOE Show, and present capacity as publisher of Playmeter Magazine, provides a unique medium for ACME to gain high visibility and recognition as a leading coin-operated industry event.

Show

Management

W. T. GLASGOW, INC.
16066 South Park Avenue
South Holland, IL 60473
312/333-9292
Telex: (ITT) 4943831 BG UI
William T. Glasgow, Sr.,
Show Manager