

CTW

An ETP PUBLICATION

1.7.91 **COMPUTER TRADE WEEKLY** ISSUE 343

THE SALES CURVE LTD

Looking to make a move into Europe?
Our team based in Central London can manage your publishing interests from product development through to sales, marketing, production and financial management.

Looking for top quality programming?
Our talented teams of programmers are the creative force behind such titles as Silkworm and Double Dragon III. We are also authorised developers for the Nintendo systems as well as being European licensees.

To discuss any of the above services call Rob Henderson or Nadia Singh on 071-585 3308

Commodore signs up The Simpsons

Commodore has pulled off a major coup for its latest Amiga bundle, capturing Ocean's yet to be released title, *The Simpsons*.

The sure-fire hit will appear in a new Amiga package called Cartoon Classics. Another scoop for the firm is the inclusion of Psygnosis' *Lemmings* — for many people the game of the year.

Mindscape's *Captain Planet* is also included. Again it has not been released at present and the popularity of the eco-hero is growing rapidly through national TV and press ex-

posure. Electronic Arts maintains its Amiga presence with the inclusion of *Deluxe Paint III*. Last year *Deluxe Paint II* was included. The pack should hit the High Street next week. It retains the usual £399 price point.

Both Ocean and Mindscape have produced special 1 Meg versions of *The Simpsons* and *Captain Planet* respectively for the bundle as all Amigas sold now come with 1 Meg as standard. The versions of the games that will be on general retail will run on older, 512K machines.

The inclusion of *The Simpsons* means that it is the second time in three years that

Commodore has managed to associate the marketing phenomenon of the year with the Amiga — and it could so easily have been a hat trick.

Back in 1989 it included the *Batman* game. Again Ocean was the supplier and again it was unavailable at the time of bundling. Then, last year, the manufacturer believed that it would be packaging Mirrorsoft's *Teenage Mutant Hero Turtles* title, only for the publisher to pull out of the deal at the eleventh hour.

This year, however, Commodore is back in alliance with Ocean, surely its most valued and trusted software partner, and in *The Simp-*

Continued on back page



CARTOON CLASSICS: CBM does the Batman

Amstrad hunts for GX appeal

Amstrad is planning a major offloading of its unsold GX4000 console stock in France this Christmas — and is currently trying to repitch the machine to major UK retail chains.

Expert sources told CTW last week that the firm has an enormous number of GX4000s left over from a disappointing season last year — possibly over 100,000.

The firm is now gearing up to re-launch the machine into France — arguably its last surviving mass market for games machines. The GX4000 will retail there at 390F (£39).

France is rapidly becoming a consoles-driven market, with incredible take up on both Nintendo and Sega machines. It is conceivable that, at the new low price, Amstrad could unload a fair proportion of the GX4000s there — but even this territory will be very hard pushed to eat up all the stocks.

Thus, Amstrad is still trying to thrash out a plan for the GX4000 in the UK — where it is currently believed to have an installed base of just 15,000-20,000 units.

It is understood that Amstrad's latest plan is to sell the console with a colour monitor at £199, but retail chains are recoiling from this idea — insisting that a price of £149 for the monitor plus machine package would at least give it a slim chance.

But, considering that the Sega Master System retails at £59 and the Atari VCS at £39, Amstrad may well find that the only solution is to sell the machine on its own at under £40.

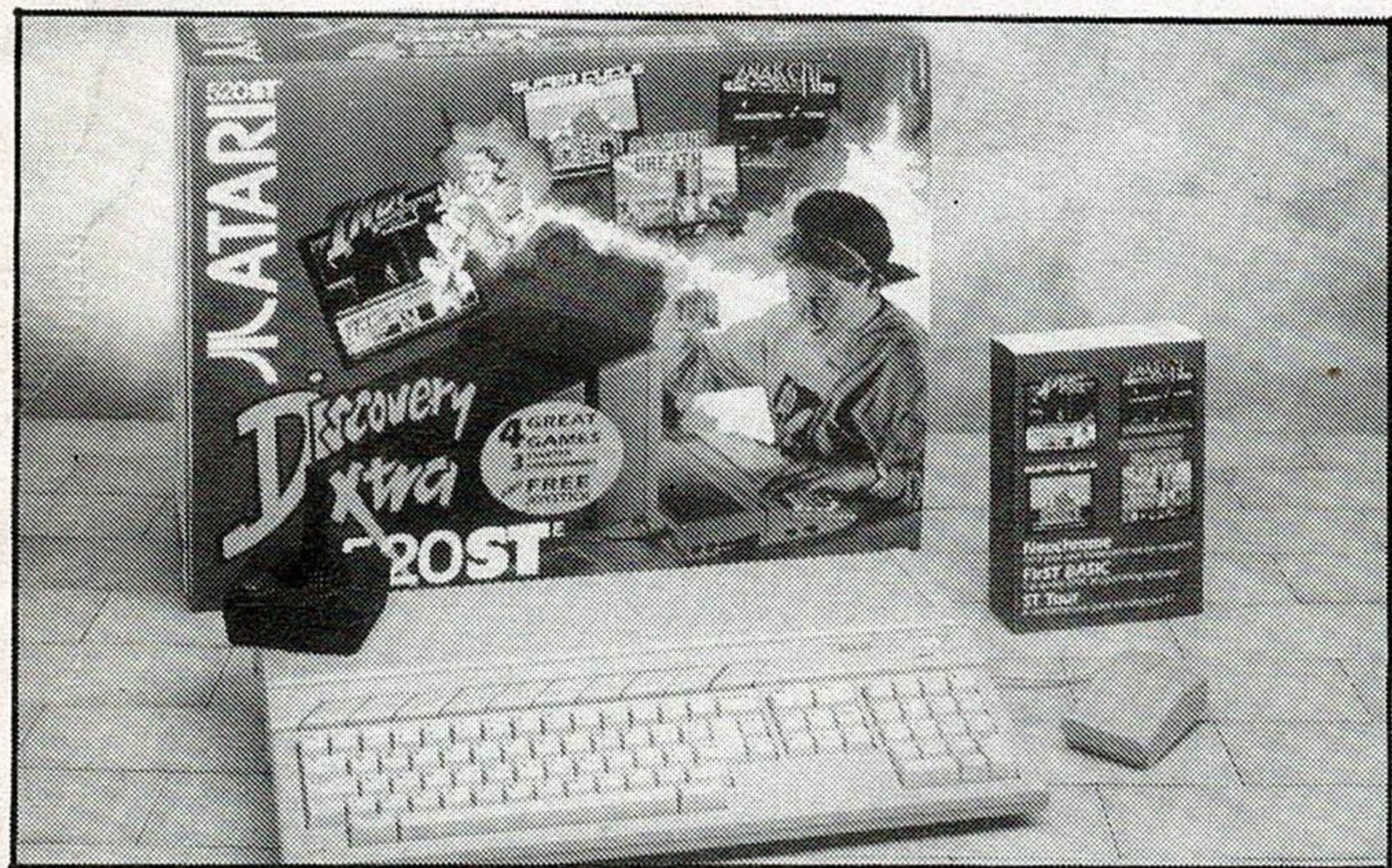
Atari forced into double price hike

A strong dollar has forced Atari to raise the price of its two leading leisure machines.

The 520 STE has gone up from £299 to £329 while the base, machine-only configuration of its handheld Lynx has risen from £79 to £84. The £99 (bundled game)

and £129 (game and adapters) packages are unchanged.

The price rises take effect from July 1st. Atari is stressing, however, that they are the result of extraordinary and changeable circumstances and that the situation will be reviewed in September.



520 STE: Entry pack up to £329

Sony Station — wagons roll

Sony last week expressed confidence that its current contretemps with Nintendo will be amicably resolved.

It also confirmed that its plans to go ahead with the PlayStation have been unaffected by the friction. The product will be launched in Japan later this year, and the US in March 1992 — with the firm tentatively predicting that it will hit Europe in the second half of next year.

Sony is talking about a US retail price of "well below \$500" which could translate in the UK market to £299 or less. At launch there will be at least 20 CD titles available, all from Sony itself, although it is already talking to third party publishers.

The PlayStation will also be able to run the many Super NES cartridges that

will be available by then.

The trouble between the two firms emerged at the recent CES in Chicago where Nintendo announced that it will be teaming up with Philips to produce an add-on CD drive for its Super NES and that it would not be supporting the PlayStation — which had previously been looked upon as a joint venture between Sony and Nintendo.

The significance of this is that Sony is now left producing a machine aimed squarely at the Nintendo market, but Nintendo will not be allowing major licences such as the Mario Brothers to appear on CD for the product.

A US spokesman for Sony told CTW: "Our position hasn't really changed at all. People have said that Nintendo aren't playing ball now, but really they're just playing a different kind of

ball. "Our feeling is that we will sort this out between us quite soon because we have a contract with them and also because the last thing anyone wants is a format war."

Asked whether this meant that Sony did not believe that the Philips/Nintendo project would actually emerge as a rival to the PlayStation, the spokesman offered only that "Nintendo's discussions with Philips do seem to be at a rather preliminary stage".

He continued: "We'll certainly be working with a great many of Nintendo's third party publishers, they all seem very excited about producing Super Disc versions of their games."

"Also, the various divisions of Sony in the film, television and music world are going to ensure that there are some pretty big names associated with the PlayStation."

THIS WEEK:

Company News:

Acclaim	6	Palace	4
Accolade	6	Sega	4
Blenheim	3	Tecmagik	6
Commodore	3	Titus	6
Digital Int.	3	USD	6
Electronic Zoo	6	Virgin Games	6
ELSPA	3		
EMAP	3		
Europress	3		
Gremlin	3		
Ishi Press	6		
Krisalis	4		

Features:

Can the Neo Geo succeed, despite the price?	8
Summer Stocking	12
Monthly US report	18

Charts	17
Reviews	17

Amstrad hit by £20m write-off

Amstrad shocked the City last week with a dismal trading statement — which included details of a staggering £20 million write-off of PC2000 stock.

With the company about to reach its June 30th year-end, Amstrad made an announcement to the City on Wednesday (June 26th) basically warning that its profits will be somewhat lower than expected.

The £20 million write-off has been largely attributed to the recession. When announcing its half-year results in February the firm revealed that it had large excess quantities of PC2000s, but it hoped to sell off the

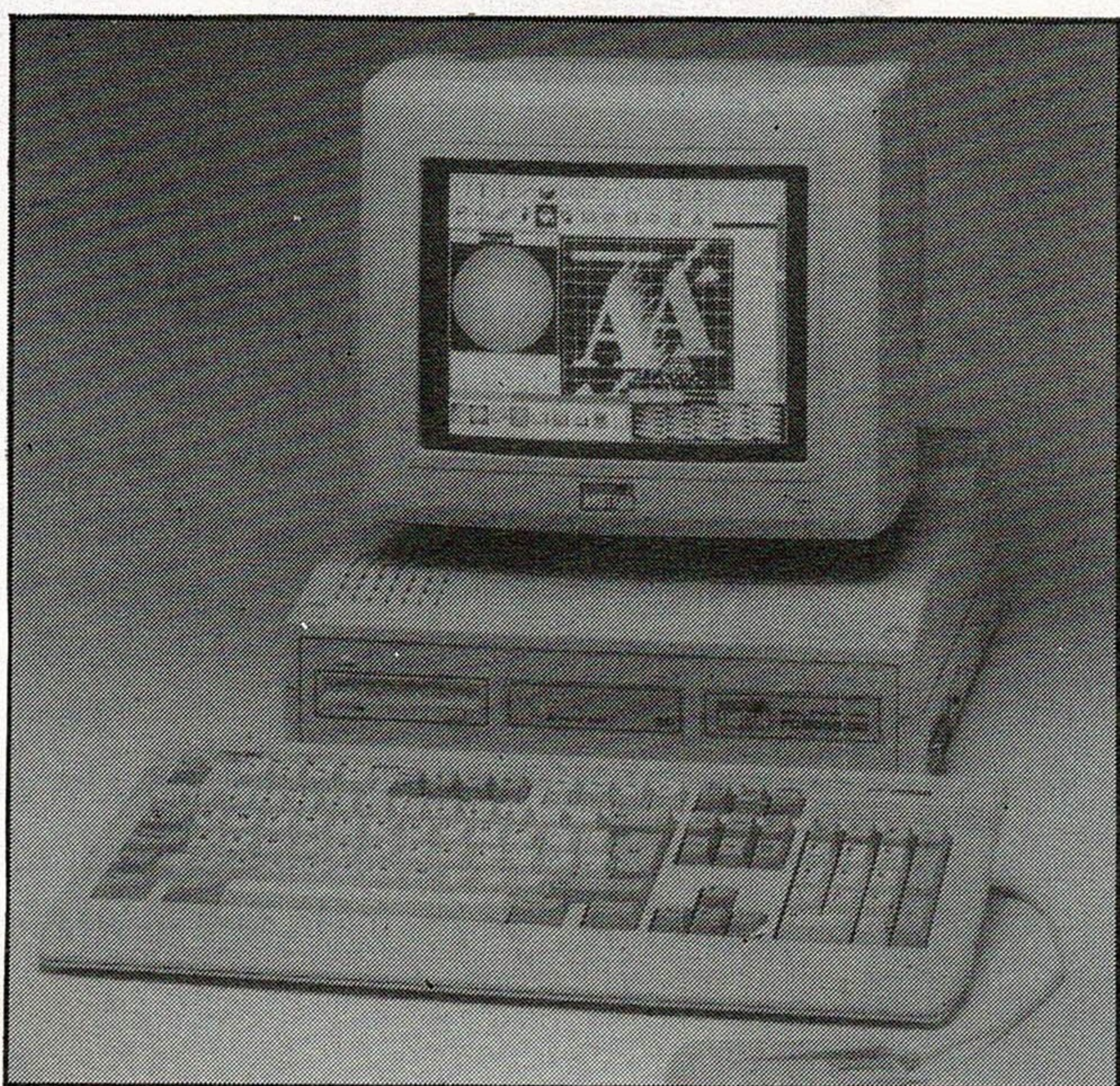
product at a low margin during the second half — "leaving the company with a clean inventory to go forward into the next financial year".

This plan was scuppered, however, by the recession in the UK — and an economic downturn in Germany — which delayed the disposal of the PC2000s during April, May and June.

Thus, the firm has now plumped for a one time write-down against the balance of the PC2000s as well as its related manufacturing and service components.

Amstrad was quick to remind its shareholders that the PC2000 series had its reputation severely damaged by the reliability of early deliveries of hard disk drives.

Continued on back page



PC2000: Never recovered after early problems

Mags unite to end squabbles

The UK's leading games magazine publishers have united in a bid to improve their image within the trade.

A new body, tentatively called the Computer Magazine Publishers Association, is to be set up. Its instigator, Future Publishing, wants itself plus EMAP Images, Interactive, Dennis and Newsfield to be the members, and the response so far has apparently been very encouraging.

Future feels that the magazine publishers' image is at an all time low, following months of public rhetoric — particularly in the pages of CTW. Issues have ranged

Continued on back page

U.S.D.

U.S.D.

0260 299401

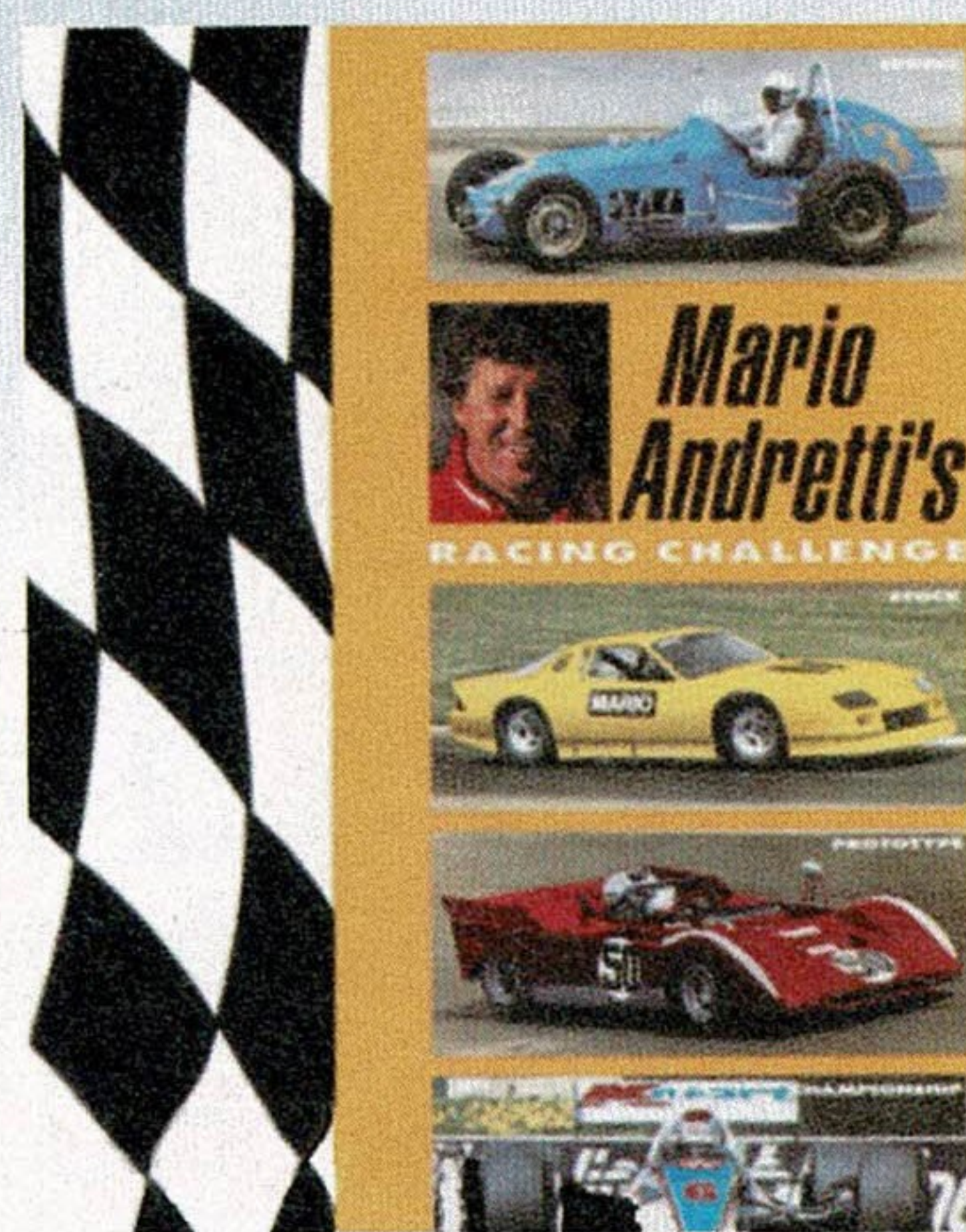
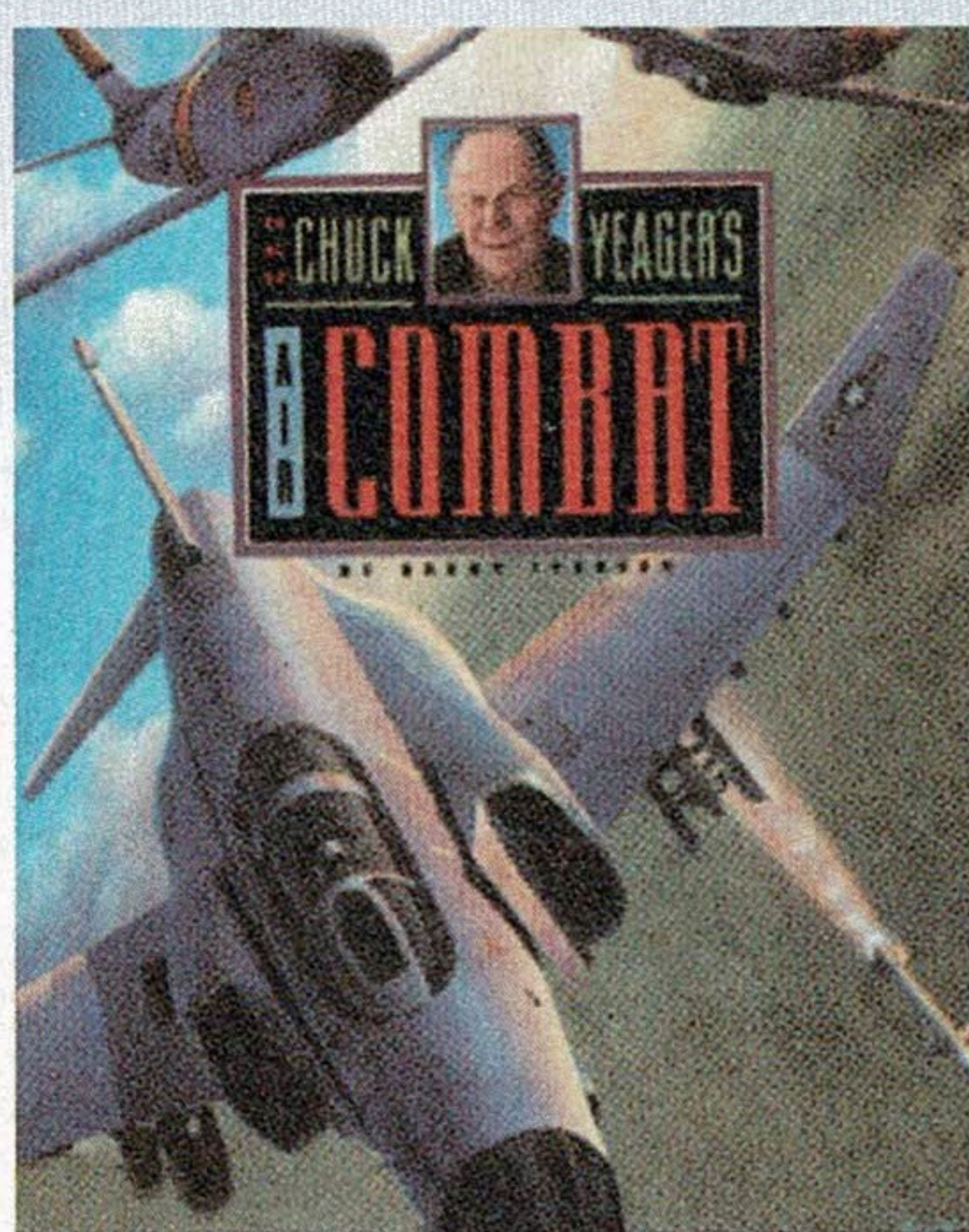
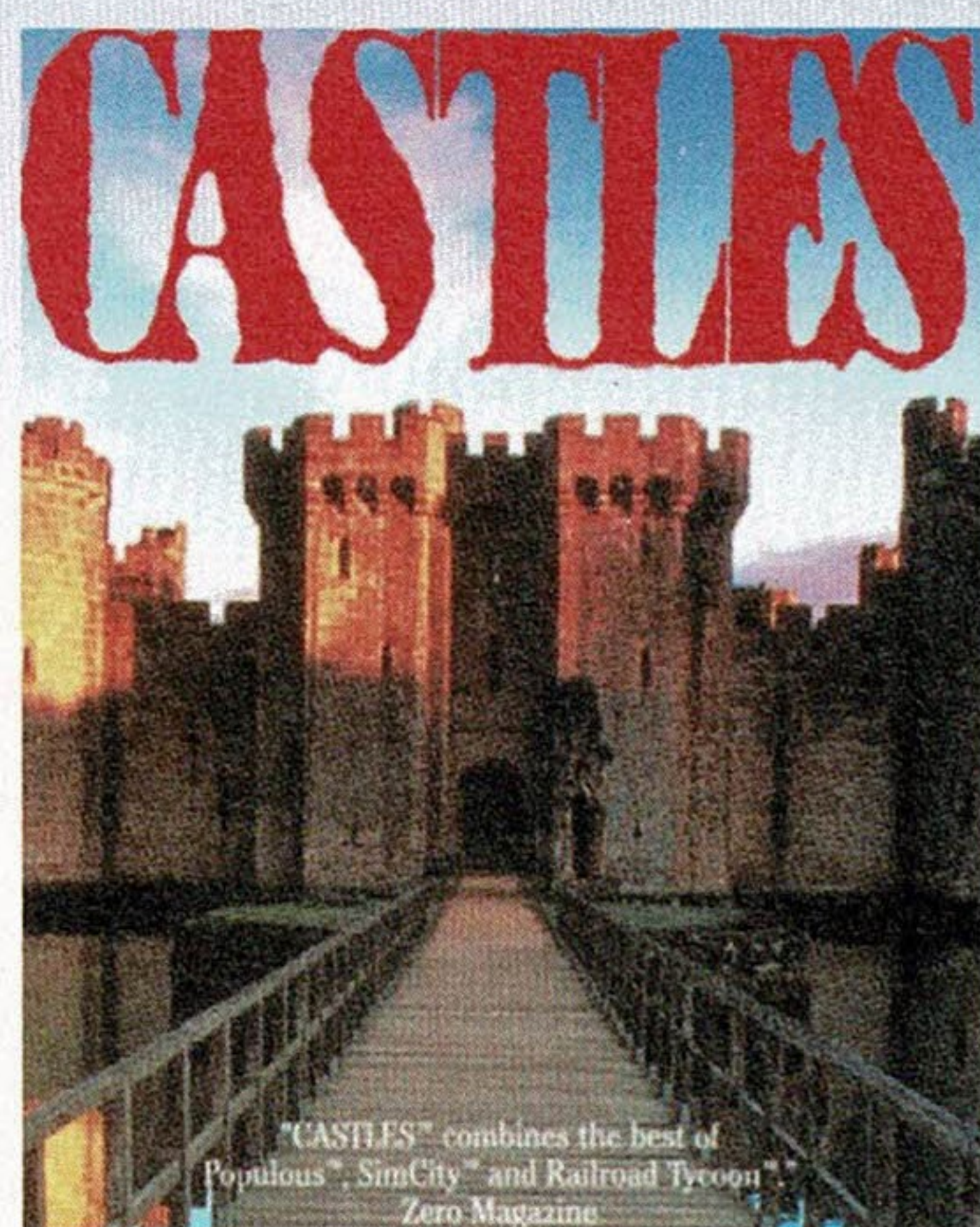
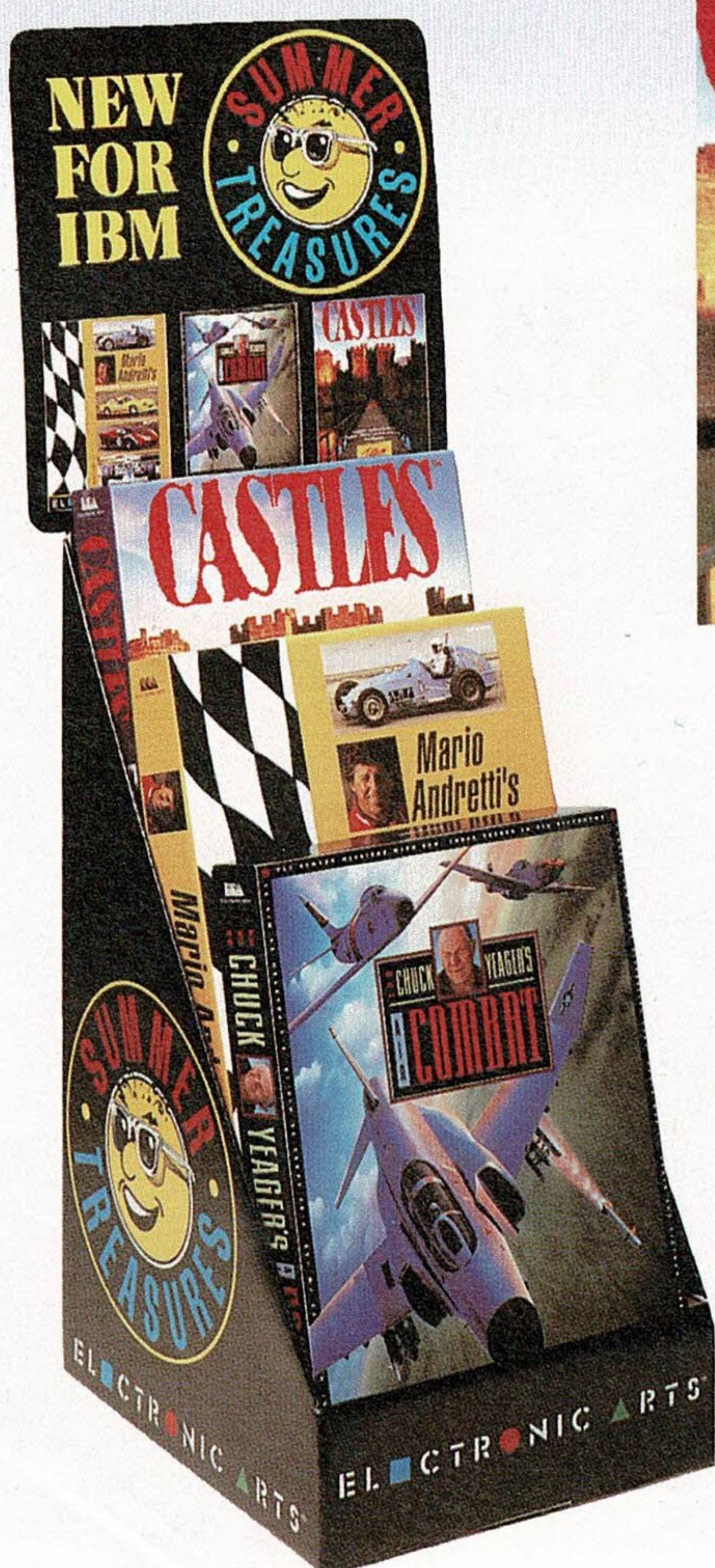
U.S.D.

U.S.D.

IF YOU DON'T STOCK ENOUGH

SUMMER TREASURES PC TITLES

THINGS COULD GET PRETTY HOT



This summer, we're putting your PC customers up into war-torn skies, back into the plague-ridden past, onto the danger-filled race track. And putting you into the money. For when they buy any two of the special "Summer Treasures" PC titles, they'll be entitled to one of a choice of ten Electronic Arts IBM/PC titles, absolutely free. And to make certain nobody will miss "Summer Treasures" in store, eye-catching A2 posters, a 3-pack countertop display and an abundance of brightly coloured stickers are available from USD. Simply call 0260 299401.

We're also backing these titles with a major pan-Europe advertising campaign, so make sure you stock in depth to avoid disappointment, or you might have to weather a few unpleasant storms this Summer.



BUY TWO
of the following IBM/PC titles: Chuck Yeager's Air Combat™, Castles™ or Mario Andretti's Racing Challenge™ and
**GET AN ADDITIONAL
IBM/PC TITLE FREE!**
Details inside specially marked Summer Treasures packs or see your retailer.
Offer expires January 1, 1992 or while supplies last.

ELECTRONIC ARTS™

Dealers balk at Commodore's rethink on costly DOA posting

Commodore caused controversy in the dealer base last week as it made major changes to its returns policy.

Until today (July 1st), if dealers received D.O.A. stock they simply returned the machines, within 30 days, to their distributor and were sent replacements for the next day.

Commodore's national sales manager Kelly Sumner claimed, however, that the system was being "abused" with machines that were up to six months old being returned as D.O.A. This resulted in an astronomical high service bill which the

US parent company was unhappy with — especially when compared to the comparatively low bills of other European territories.

To cut these costs Commodore is now removing the distributor from the process completely and instructing dealers to send back all faulty stock to its own national repair centre. From there "all product proved to be true D.O.A. will be exchanged for new product".

The D.O.A. machines should be replaced within a maximum of 14 days, although Commodore has stated that in practice the process will be much quicker. To compensate for the dealers extra cost in

returning the product and the extra time he will be without stock, Commodore is increasing margins by 0.5 per cent.

Last week, however, the dealers seemed far from happy with the new deal. Their main objections are that when they have parted with money for stock, if it is D.O.A. they will be without that machine for an unacceptably long period of time and will therefore have to carry more stock to compensate.

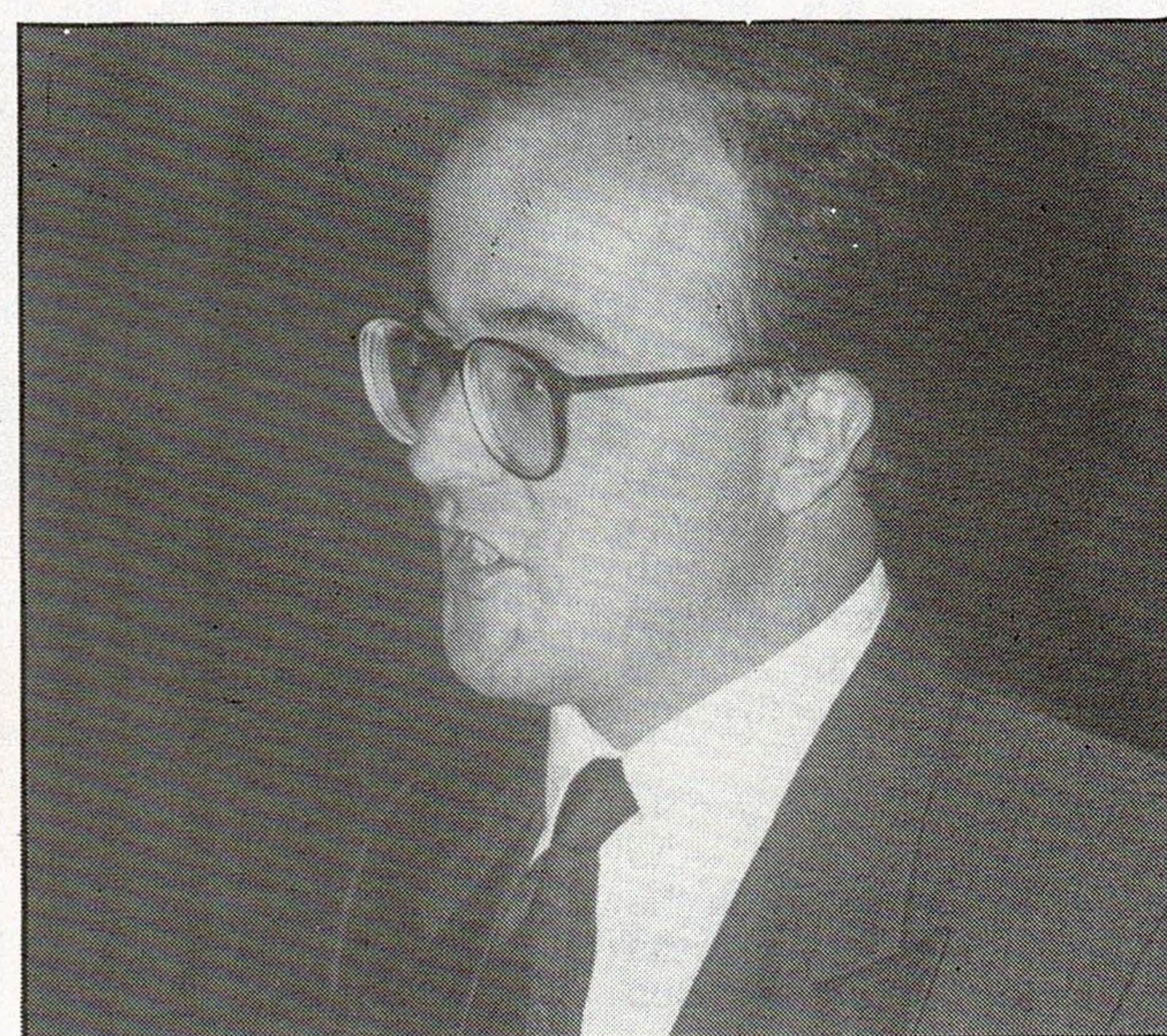
They are also angry that the responsibility and cost of returning Commodore's mistakes has been transferred to them.

NASCR chairman Clive Bishop told CTW: "I am stunned

by the news. It all appears very out of character for Commodore. We are meeting with them this Sunday (June 30th) and I'd like to think that they can think of another way of reducing their service bill.

"I have actually taken legal advice on this but I hope that we can work things out amicably."

To try and assuage the dealers' anger Sumner explained that with the new margins, dealers will make an extra £325 on every £100 machines purchased. He added that if an 8 per cent failure rate is assumed, with a return cost of £7.50 per unit, dealers will still make an extra £265 on every 100 machines sold.



SUMNER: Return to sender — but not immediately

Jocks strapped to CES package

EMAP is believed to have clinched a deal to secure a Radio One live broadcast from September's Computer Entertainment Show.

The exhibition organiser was refusing to confirm or deny the story last week, but well placed sources have indicated that everything has been settled.

CTW understands that on Friday September 6th Jakki Brambles and Simon Mayo will be broadcasting live from Earls Court II as part of the Simon Bates show — which attracts a daily audience of 9 million.

Negotiations are also thought to be at an advanced stage with a number of children's TV programmes which are interested in film-



ing at the event.

If EMAP does confirm the national media tie-ins it will go a long way to boosting the credibility of CES. Last year many exhibitors felt that the firm failed to deliver some of the exposure that had been promised.

Gremlin adds muscle to GBH

Gremlin has announced the signing of its first back catalogue deal for its new budget label, GBH.

The firm has signed up Millenium, and will be releasing the first products from the firm later this month. The agreement covers ten Millenium products — the first of which will be *Cloud Kingdoms* and *Kid Gloves*.

Other titles included in the agreement include *James Pond*, *Thunderstrike* and *Resolution 101*. The firm is hoping to extend the agree-

ment to include all their future products.

Two titles from Gremlin will also be released when the label is launched — *Impossamole* and *Footballer of the Year II*.

Gremlin boss Ian Stewart told CTW: "I have known Michael Hayward (Millenium's boss) for about four years now, and have found that we have similar ideas regarding product development and future products, so I see it as being a very good deal. We're looking to release one or two titles a month, there will be 11 or 12 by the end of the year."



STEWART: Adding to GBH record

Radio tunes into games

A radio show dedicated solely to computer games will hit the airwaves next week, following a link up between consumer weekly Games-X and Radio Luxembourg.



GAMES-X: Sound move

The hour long *Games-X Game Show* will be broadcast once a week for four weeks from next Tuesday (July 9th). It will feature a mixture of computer game reviews and music, with live phone in competitions to win latest releases and free subscriptions to the *Europress Interactive* magazine.

Radio Luxembourg reaches around 700,000 13 to 19 year olds in the UK, and *Games-X* is expecting a significant increase in copy sales as a result of the tie-up.

All major UK leisure publishers and distributors are apparently co-operating in the promotion, with the radio station keen to entice them into what they claim is the software industry's "first ever targeted broadcast advertising opportunity".

Publishers give thumbs down to floppy tapes

It looks as if ELSPA's attempt to encourage the use of dual format 8-bit cassettes has been met with a less than enthusiastic reaction from publishers.

Following US Gold's decision to release all its future full price 8-bit product on the tape, ELSPA had hoped that it could soon become an industry standard. So far though most of the major publishers seem to have re-

jected the idea.

ELSPA secretary Roger Bennett told CTW: "There are a number of flies in the ointment. Ocean are saying that it isn't possible to have Turboload because there isn't enough room. There hasn't been an enormous groundswell of support for it, and we've had replies from the majority of software houses.

"It hasn't really caught the imagination of the publishers, but it isn't a ma-

ior issue. Amstrad and Spectrum are not priority markets, and the amount of attention given to them by publishers isn't as much as 16-bit.

"But, if individual publishers want to pursue it then the multiples will probably agree. As long as they're approached individually by each publisher, it's up to them to create their own distribution structure. If anyone wishes to pursue it, I'm more than happy to help."

Shopper makes TV comeback

Blenheim has announced details of its forthcoming TV campaign for the Computer Shopper Show, as part of its 100,000 promotional spend.

The ads are likely to be shown in the London area only and will take up a 'major chunk' of the £100,000 total spend. It will be the second time the firm has used TV ads, the last time being for the May event.

The organiser also claims that the show will be much more business orientated than the usual December event. This means that magazine advertising will be divided equally between business and leisure titles.

Event director Nav Mann



SHOPPER: Given a commercial break

offered: "While we originally felt that the December show would have a considerable leisure bias because of its timing, the boom in interest from the business community continues unabated.

"A lot of the big clone

companies tried out the event last December and were more than pleased with the results. So they are coming back in force and this has resulted in us having a major rethink on overall positioning."

DI takes flight with new label

Digital Integration has finally decided to move outside its traditional product base of flight sims — launching a new arcade label in the autumn.

Previously the firm has had a fair measure of success specialising in just flight simulators such as *F-16 Combat Pilot* and *Advanced Tactical Fighter*.

No name has been decided for the new label yet,

although hot favourite at the moment appears to be *Screenplay*. The first two products for the new label will be launched in the last quarter, one will be an arcade game called *Supa Plex*. The other will be a space adventure which currently has the working title *The Drift*.

DI boss David Marshall told CTW: "We're generally acknowledged as producing the best flight sims around, but they take so long to pro-

duce and develop that we can't keep going on that alone, so we have to do other product.

"Screenplay is the current favourite at the moment, we haven't been happy with anything else until that name came along, but obviously we have to check it first before we can confirm it. We should have a steady flow of product for the new label, but there will only be about three or four a year."

CTW
Computer Trade Weekly

Printed by:



EDITORIAL: 0438 310184/0438 310185
Editor: Stuart Dinsey, **Deputy Editor:** Dave Roberts,
Staff Writer: Ronnie Dungan, **Trainee Reporter:** Richard Emms
ADVERTISING: 0438 310105/0438 310182
Advertisement Manager: Russell Beadle,
PRODUCTION & ADMINISTRATION: 0438 310106
Publisher/Managing Director: Tom Stock, **Production Editor:** Lesley Hunt, **Credit Controller:** Charlotte Little,
Production/Technical Consultant: Pete Minney, **Photography:** Dave Seymour.
Published by: Europress Trade Publications Ltd., Business & Technology Centre, Bessemer Drive, Stevenage SG1 2DX.
Fax: 0438 741247.

Subscriptions: UK £75; Europe £120; US and Asia £220; Australia £250. Registered at the Post Office as a newspaper. No part of this publication may be reproduced, stored in any form of retrieval system or transmitted in any form or by any means, mechanical, electronic or otherwise without the specific written consent of Europress Trade Publications Ltd. All rights reserved, including translation into other languages. c 1991.

Krisalis teams up for Man Utd share offer

Krisalis has teamed up with WH Smiths to produce a competition for its *Man Utd Europe* title — giving away shares in the club.

The competition gives punters the chance to win 100 shares in the club which has recently been floated on the stock exchange. All they have to do is answer five simple questions.

The promotion — and indeed the game itself — is designed to cash in on the club's fairly recent success in winning the European Cup Winners Cup.

In addition, the footy fervour continues with the signing of a licence for England manager Graham Taylor, which should be launched early next year, prior to the European championships in

Sweden.

Krisalis boss Tony Kavanagh told CTW: "The only reason we're doing this through Smiths only is because they asked us to. We won't be extending it, we're looking to do other promotions elsewhere. We sold 120,000 copies of the first *Man United* game and this one has been getting even better reviews. When they won the FA Cup last year sales went through the roof, so it helps tremendously.

"We're well under way with the Graham Taylor game, which will be a comprehensive arcade and management game on four disks. We went down to his house, and he was very helpful with the development of it. The idea of the game is to work your way up from non-league management up to England manager."

Virgin wanders from exclusive Euro trail

Virgin Games is looking to bust out of a number of exclusive distribution arrangements in various European territories.

Its break for freedom starts in France where it is currently handled by Micromania. Virgin Games boss Gerry Tucker told CTW that he has already had discussions with other French distributors.

He expects product to be on the open market, with Micromania remaining as just one of a number of distributors, by the beginning of August. It remains to

be seen whether Virgin will be shipping directly to each distributor or appoint a primary distributor within the territory.

Tucker commented: "To my mind exclusive distribution often means that we do not get to all of the market. Certainly in France we need wider market exposure."

Exclusive contracts in Holland and Scandinavia are also being looked at with a view to establishing a more open market, involving more distributors.

In other major markets, however, such as Germany, Spain and Italy there is no sign of Virgin breaking away from exclusive deals.

Titus tie-up gives Palace US opportunity

Following its merger with French publisher Titus, Palace Software has taken control of its own US activities.

Titus already has two offices in the States and has been publishing out there for some time. Now Palace is ready to take advantage of the facilities. Its first release will be the Pure Fiction game, *Demoniak* which will hit the US in August. The firm has decided not to use the Palace name, which is virtually unknown Stateside, for the first release but to use Pure Fiction as the brand name.

Titus will handle the sales and distribution on the spot while Palace's UK boss Pete Stone will handle the PR duties from the London end.

Any future game that is not from the Pure Fiction route, may appear with the Palace name or may just be released as another Titus game.

Stone commented to CTW: "I've started talking to a lot of people out there and hopefully *Demoniak* will be the first step to something really big."

Previously Palace's titles have been released in America via individual licensing deals with companies such as Epyx, Broderbund and Accoalde.



Atari brought you Paul Gascoigne with the Lynx, Nintendo brought you Prince William with the Gameboy and now Sega brings you England's cricket captain Graham Gooch with the Gamegear. A pattern is clearly emerging and it has got to stop. Only an ardent royalist or a gooner would deny that these celebs are getting less and less glamorous with every photo opportunity. Watch out next week for Stan Boardman posing with Amstrad's GX4000 and Gilbert O'Sullivan on the road with Cheetah's Gamate.



TAYLOR: Taking the direct route to Krisalis

HM

COMPUTER CONSUMABLE DISTRIBUTION

DISK BOXES

3.5"	
40 CAP LOCK.	2.27
50 CAP LOCK.	2.57
80 CAP LOCK.	2.89
100 CAP LOCK.	3.30
120 CAP LOCK	4.88
5.25"	
50 CAP LOCK.	2.69
100 CAP LOCK.	3.23
120 CAP LOCK	5.05

JOYSTICKS

QS111A	4.86
QS113	6.70
QS113P	10.12
QS120	7.45
QS123	6.62
QS133	6.24
QS127	20.56
QS128F	7.56
QS128N	7.46
QS129F	5.05
QS129N	5.05
QS130F	5.59
QS130N	5.59
QS131	3.65
QS132	2.22
QS135	5.89
QS137	5.59
QS138	7.56
QS139	5.79
QS140	5.79

MOUSE ACCESSORIES

MOUSE POCKET	.88
MOUSE TRAP	1.52
MAGIC STAGE	5.18
6mm MOUSE PAD	1.31
RIGID MOUSE PAD	1.54

PLUS
MUCH MUCH
MORE...

CONTACT KEVIN OR JULIAN ON
TEL: 0276 63181, FAX: 0276 692785

CASH AND CARRY VAN SALES

Computer Repairs ??

SICK
of Repairers
who can't
repair?

TIRED
of excuses for
slow turnaround,
high prices, etc.?

FED UP
with an all-round
poor
repair service?

WEEP NO MORE!!

MICROBASE, a regionally-established computer repairer based in the North-East since 1984, is now offering its quality repair service nationally to the TRADE ONLY.

The BENEFITS of dealing with MICROBASE are:

- ★ True "fast turnaround"—no questionable excuses for delays
- ★ "Free" estimate service
- ★ Estimates issued on day of receipt—no lengthy delays for you or your customers
- ★ Van service in the North, Next-Day carrier nationally
- ★ 90-Day Warranty—all work really guaranteed
- ★ Special Volume Pricing (call for details)

Manufacturers range covered—
AMSTRAD, COMMODORE, ATARI and SINCLAIR

Give your customers the service they want and you need

Call MICROBASE Now

on [0670] 739342 / 738141

or fax us on [0670] 739812

and let Microbase help you take the hassle out of repairs

GoldStar Technology



CD-ROM Drive

The GoldStar GT2000 external CD-ROM Drive for IBM PC, XT, AT and compatibles, illustrated here with GT212 (extra) is supplied complete with software and four CD-ROM reference discs. With just a few keystrokes, you'll open up the whole new world of knowledge in your own reference library



£399

complete including VAT, software, interface and the four reference CD-ROMs illustrated here

GOLDSTAR TECHNOLOGY
GoldStar House, 264 Bath Rd,
Slough, Berkshire, SL1 4DT
Telephone: 0753 691888.
Fax: 0753 538979.



Distributors
South of England
SDL 081-309 5000
Nottingham
XMA 0602 818222
Edinburgh
PERITRONIC LTD 0506 410041
Network Solutions
ACTRIX 0635 580300
Dublin
GERICMAR LTD 6261666

Accolade Bytes with Mega Promo

Accolade has announced a new telesales incentive promotion for UK distributors across its whole range of products.

The 'Megabytes from Accolade' promotion covers the Accolade, Capstone, and Ballistic lines. Telesales staff will be given Megabyte points for each title they sell, which they can then add up to claim a prize from a catalogue containing everything from jewellery to bed linen.

Certain titles will contain bonus Megabyte points with the emphasis likely to be placed on the newer releases such as *Bill and Ted's Excellent Adventure*, and *Car-*

dinal of the Kremlin.

The firm has just released its first products for the Megadrive in the UK on its Ballistic label, namely *Star Control* and *Hardball* which will be followed later in the year by *Mike Ditka's Power Football*, and *Test Drive II*, with *Winter Olympics* following early next year.

The promotion will be ongoing, so no closing date has been set. It may also be extended to include European distributors as well.

"This is something that we can keep building on to keep the incentive going. This is the first time that we have done such a promotion, and I believe it may even be the first of its kind in the industry", said a spokesperson for the firm.

ELSPA admits back-up gaffe

ELSPA has admitted to mistakenly naming Electronic Zoo in an advertisers' blacklist circulated amongst magazine publishers.

The trade body had advised Newsfield, EMAP Images, Dennis, Future, Europress Interactive, Alphavite and Maxwell Specialist Magazines to ban software copying device ads from several manufacturers.

Unfortunately, Electronic Zoo somehow slipped on to the list, even though it does not sell such devices. "ELSPA acknowledges that European Electronic Zoo do not sell any products that encourage piracy or make illegal back up copies," says a new statement from ELSPA to the magazine publishers.

USD believes in Magik

USD is claiming an industry first, having been signed up by Sega publisher Tecmagik to promote *Pacmania* on the Master System.

The sales and marketing force is claiming that the deal is for "the first ever dedicated UK retail promotion of a cartridge based game" adding that it believes "this is the first time that any cartridge publisher has broken away from allowing the console manufacturer itself to handle all aspects of sales and marketing, be it Sega or Nintendo".

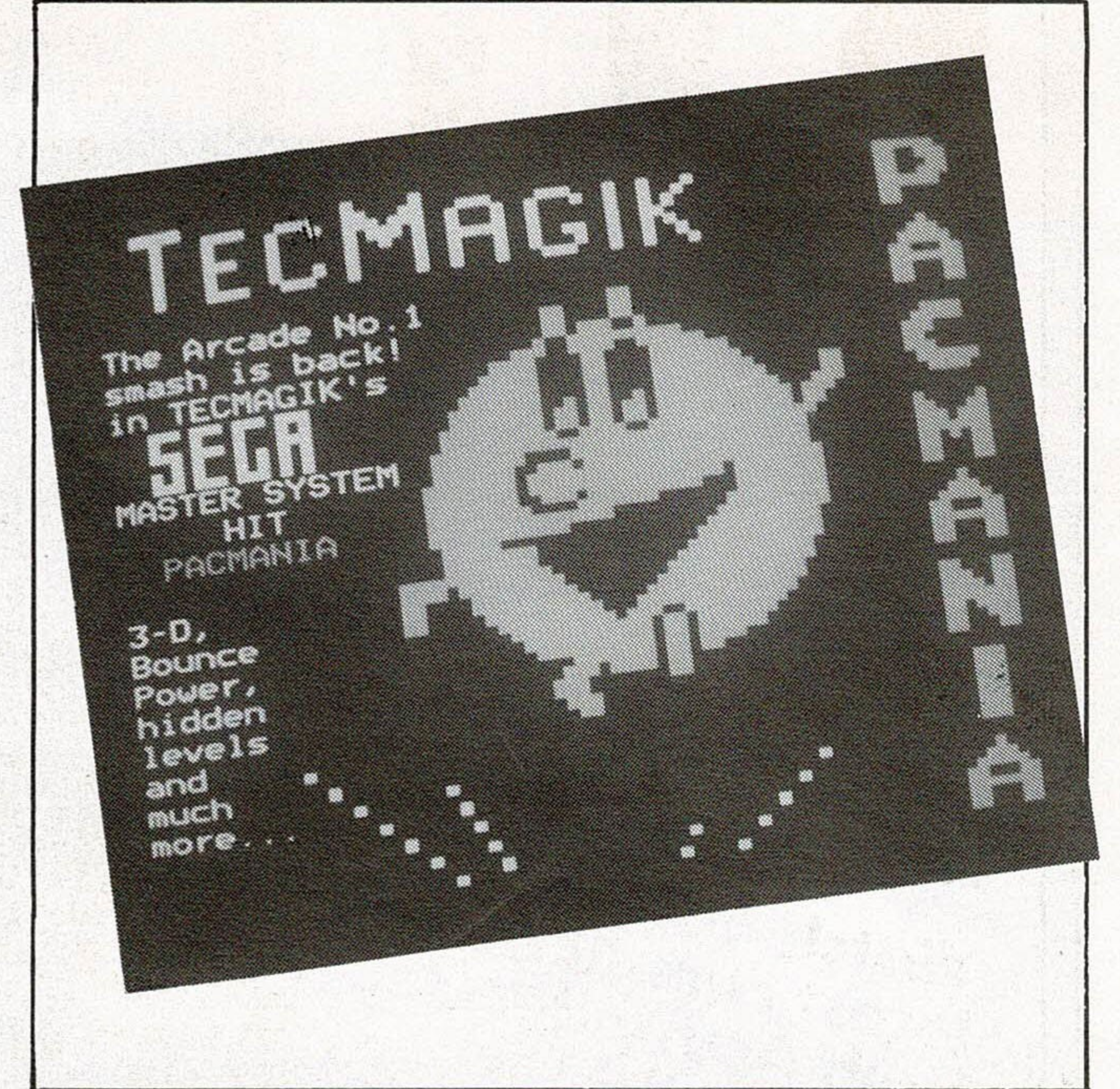
After some delay, Tecmagik actually releases *Pacmania* in the next two weeks. It already has *Populous*, *Shadow of the Beast* and an as yet unnamed game lined up for later in the year, but so far it has only signed up USD for its first title.

USD's boss Andy Wood offered: "Tecmagik's decision to take the destiny of

their product into their own hands is purely logical."

Tecmagik's Tim Chaney added: "The momentum and demand for *Pacmania* on the Master System is already

substantial. The only question was whether Tecmagik engaged in a retailer service activity at this time — once decided, nobody other than USD was considered."



TECMAGIK: Hitting the road with USD

Acclaim ready for Bart attack

Acclaim has announced its first set of Nintendo releases for the UK since setting up here last April.

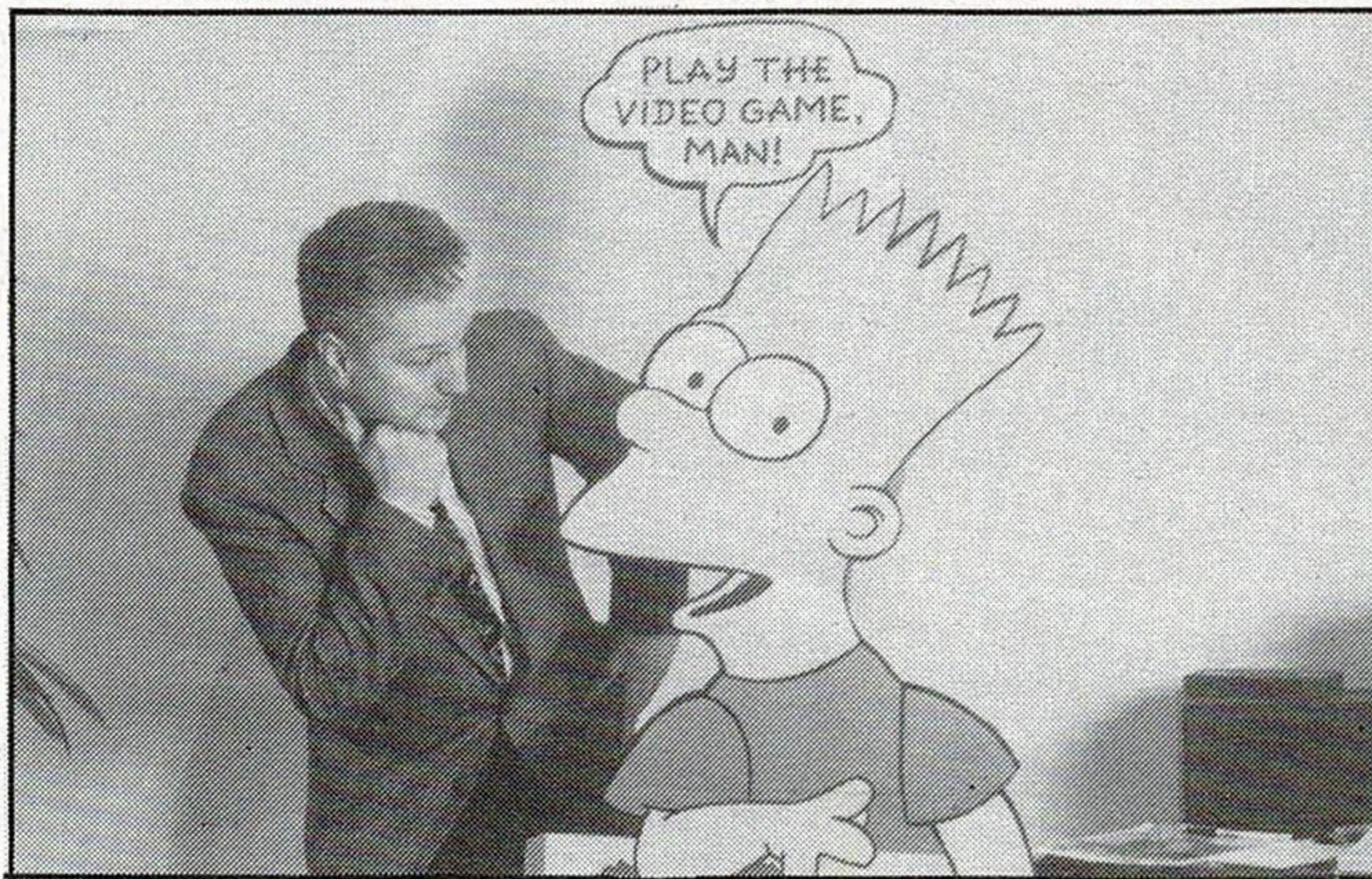
In all the firm will have six titles for the NES before the end of the year, including two from the firm's LNJ label. The first release will be *Double Dragon II*, in August, followed by LNJ's *WWF Wrestlemania Challenge* and Acclaim's *Swords and Serpents* in September.

October sees the release of both *Arch Rivals* and the *Simpsons* licence *Bart Vs the Space Mutants*, with *Terminator II* released on the

LJN label in December.

The firm also has a number of releases for the Gameboy, starting off with

The Simpsons and *WWF Wrestlemania* in October, and *Double Dragon II*, and LNJ's *NBA* in November.



Bart Simpson (right) and Rod Cousens deliver a subtle message

Japs so board with UK

A leading Japanese boardgames firm is launching itself in the UK with two titles based on popular oriental strategy games.

Ishi Press International has been in existence since 1968 and launched itself in the US five years ago. The first two products from the UK base will be *Go* and *Shogi* on the PC for £39.99. The firm

has stated that it may also produce ST and Amiga versions.

It is also hoping to release other versions of the two cult games, including *The Many Faces Of Go* and *Shogi Master*. At the moment, the firm is looking for distributors, but has stressed that the product will also be available direct to anyone who wants it.

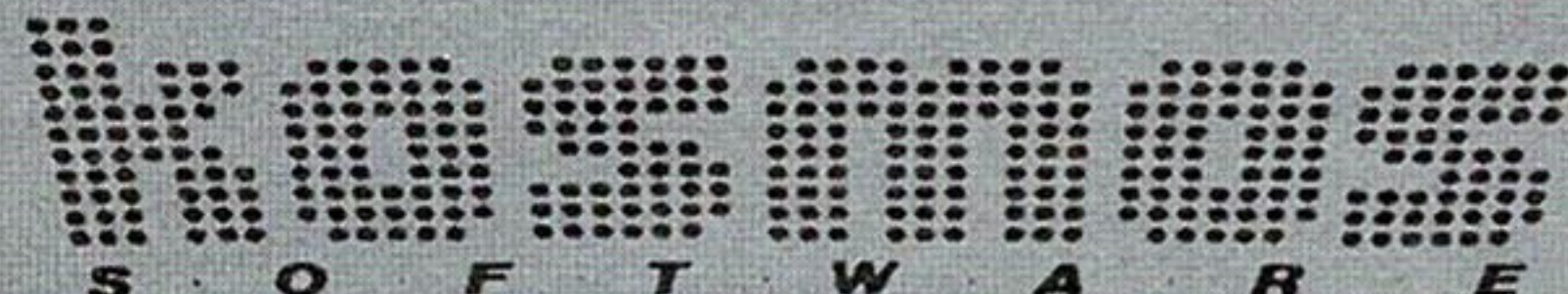
US president Jim Connelly

told CTW: "We originally set up in Japan to publish books about the game of *Go*, and then when we set up in the US five years ago we decided that there was a crossover market into computers.

"The games are proving to be very popular in the US, it's the sort of product that has a very long shelf-life, because the product is based on games that have been around for thousands of years."

SOFTWARE FOR ALL SEASONS!

Some Facts, Figures & Perennial Points



Call Telesales on 05255 3942 Fax 05255 5406

The French Mistress
The German Master
The Spanish Tutor
The Italian Tutor RRP £20.39

As featured on Sky TV's 'Life Style'

(Available for Amiga, Atari, IBM, Amstrad CPC, Amstrad PCW, BBC, Spectrum)

- Every year thousands of children start learning a foreign language learning at school.
- Every year French, German, Spanish and Italian learning is surprisingly popular with adults planning holidays abroad.
- Sales of The French Mistress over all formats now exceed 400,000 - easily the best-selling educational program of all time - recommended by The Institute of Linguists.
- In 1990, Kosmos language learning programs reached No. 1 in the PC Leisure non-business charts. Business people really are thinking about 1992!

Answer Back Junior Quiz RRP £20.39
Answer Back Senior Quiz

(Available for Amiga, Atari, IBM, Amstrad CPC, BBC, Spectrum)

- Demo version of ANSWER BACK SENIOR featured on the cover disc of November 1990 Amiga Format Magazine - another educational first
- Reviews in ST Format achieved an incredible score of 93%.
- Additional add-on Factfiles are available for both programs covering Spelling, Arithmetic and many other popular subjects.
- Both programs include games and massive amounts of educational material which users can add to themselves.

- Kosmos 20 Page Point-of-Sale catalogues are available on request.
- Kosmos advertise constantly in most popular computer magazines.
- Kosmos products are available from:

Centresoft, Greyhound, Lazer, Leisuresoft, Rickitt, Turbosoft and SDL

KOSMOS Software, 1 Pilgrims Close, Harlington, Dunstable, Beds. LU5 6LX.

Where can I get Game Boy, Geneses, Nintendo, Turbo Grafx, Neo Geo, Lynx and more for prices 50% less than what I'm paying now?
Call Direct Distributors and get American Games at American prices:

For Example

Game Boy	
Caesars Palace	23.00
Hunt For Red October	22.00
Castillian	21.00
Chessmaster	22.00
R-Type	21.50
Solomans Club	20.00
Cyriad	21.00
Rescue Princess Blobette	20.50
Extra Bases	22.00
Go Go Tank	20.50
Nobunaga's Ambition	25.50

Geneses	
Wings of Wor (Gynoug)	39.00
Batman (Mega Drive)	45.00
Air Busters	36.00
Bimini Run	35.00
Sagaia (Darius 2)	36.00
Flicky	19.00
Crack Down	35.00
Hard Ball	39.00
Abrahms Battle Tank	41.00
Midnight Resistance	35.00
Sonic The Hedgehog	41.00

CD Rom	
Magical Dinosaur Tour	27.00
Jack Nicklaus Golf	27.00
JB Harold Murder Club	41.00
Sherlock Holmes	41.00
Lynx	
Ultimate Chess Challenge	27.00
Neo Geo	
Sengoku (U.S. Version)	170.00
League Bowling (Jap)	150.00

In Stock next Week:

Game Boy	
Duck Tales	21.50
Mickey Mouse	22.00
Sneaky Snakes	22.00
Tasmania Story	20.50
Tail Gator	21.50
Sword of Hope	20.50
Geneses	
Star Control 12 Meg	45.00

This Weeks Specials:

Game Boy	
Jeopardy	21.50
Fish Dude	19.50
Batman	21.50
Super Scrabble	22.00
Maru's Mission	19.00
Revenge Gator	13.00
Shanghai	13.00

Super Famicom

Select titles only 50.00 each.

Geneses	
PGA Tour Golf	40.00
Battle Squadron	20.00
Zany Golf	20.00
John Madden Ftbll	33.00
Insector X	22.00
Ishido	20.00
Shadow Blasters	22.00
Fire Shark	25.00

All prices in US Dollars. Minimum 48 pieces for Game Boy, 24 all else. Anything less add \$2. Larger quantities call! All games from the USA play in English and have English instructions. All shipments are VAT and freight collect. We also export American video game magazines, accessories, joysticks and more. We ship anywhere in Europe.

Call Direct Distributors: 010-1-203-395-0851 or 010-1-203-388-9699
Fax us at: 010-1-203-388-0084 or 010-1-203-395-0857

Direct Distributors, 1491 Boston Post Road, Old Saybrook, CT. 06475 USA

We accept bank cheque, wire transfer, Mastercard, Visa, Discover & American Express. There is a 2-4% charge for credit cards.

THE LATEST EDITION AND THE BACK NUMBERS

Watch out for the latest compilation from Accolade. Test Drive II - The Collection - one of the best driving simulations of all time - now includes four superb add-on disks ready to set summer sales sizzling. For more incredible value for money don't forget to brighten up the shelves with the complete compilation series, including quality titles such as Hardball, Grand Prix Circuit and Jack Nicklaus.

ACCOLADE
All time favourites

The best in entertainment software.

ACCOLADE
All time favourites

The best in entertainment software.

Available from all leading distributors

ACCOLADE™

The best in entertainment software.™

Accolade Europe Ltd., Bowling House,
Point Pleasant, Wandsworth, London SW18 1PE.
Telephone: 081 877 0880.

THE COMPLETE TEST DRIVE II COLLECTION

THE DUEL: TEST DRIVE II™

Blast down roads in head to head combat with the world's two fastest production cars - the Ferrari F40 against the Porsche 959. Uninhibited speed, Porsche exhilaration - but don't get carried away, awaiting you are many precarious hazards including the dreaded police!

EUROPEAN CHALLENGE™

Here, driving is a passion. Wind through the green meadows of the Netherlands; blast by the beaches of the French Riviera; descend into the mountainous valleys of Switzerland, open it up on the world famous German Autobahn.

THE SUPERCARS™

Five new mean machines for Test Drive II. Choose between an '88 Lotus Turbo Esprit, Ferrari Testarossa, Porsche 911 RUF, '88 Lamborghini Countach 5000S or a little of '89 Corvette ZR1.

MUSCLE CARS™

Five more street-scorching legends for The Duel. Includes the '63 Corvette®, Sting Ray Split Window Coupe, the 67 Pontiac GTO®, the '69 Copo 9560 ZC-1 Camaro and the '69 Dodge Charger Daytona®.

ACCOLADE™ TEST DRIVE II™ THE COLLECTION

The best in entertainment software.

IBM P.C. DUAL PACK (3 1/4", 5 1/4") £34.99
Amiga £29.99
C64 Disk £24.99

CALIFORNIA CHALLENGE™

An accessory disc exclusively for use with The Duel: Test Drive II enters drivers in an adventurous seven leg road race along the scenic coast of California.

ACCOLADE™

Accolade Europe Ltd., Bowling House, Point Pleasant, Wandsworth, London SW18 1PE.
Telephone: 081 877 0880.

AVAILABLE 10th JULY

6 IN A SERIES OF STUNNING COMPILATIONS FROM ACCOLADE™

ACCOLADE™
All time classics

The best in entertainment software.

ACCOLADE™
In Action

The best in entertainment software.

ACCOLADE™
Pro-Sport Challenge

The best in entertainment software.

TEST DRIVE II - THE COLLECTION
Release Date: 10th July

Systems:
PC - £34.99
AMIGA - £29.99
C64 DISK - £24.99

THE BIG NEWS IN COMPILATIONS

NEWS ANALYSIS

DE GALE FORCE WARNING

The NEO GEO (new world) is generally considered to be the most advanced console in existence. DAVE ROBERTS talks to the machine's UK agent, De Gale Marketing, about whether it will S(I)NK or swim...

In the past ten years the promise of bringing arcade quality into the home has been made frequently and easily and broken in just the same manner.

When Luther De Gale makes the same promise on behalf of SNK's NEO GEO, however, his voice never wavers. He doesn't hesitate, he doesn't smirk and he doesn't appreciate the tittering at the back.

He is completely, wholeheartedly, genuinely convinced by the machine and he is about to start looking for a whole congregation of converts.

The reason behind his zeal is the technical specification of the NEO GEO. Quite simply, amongst the current console contenders, it has no rival.

Only Atari's Jaguar could be seen as a rival but that is still very much a mythical beast. The NEO GEO is here, now. You can see it, touch it, smell it. Hell, you can even buy it.

Actually, it's been on sale for some while but only in dribs and, what's more.

At its heart, beats a Motorola 68000 chip running at 12MHz plus a dedicated Z80A sound chip. It boasts 64K RAM, 68K Video RAM and 64K ROM. Its palette of 65535 colours (4096 on screen) is probably matched only by God.

drabs.

The trickle gates were opened over a year ago, when details of the machine reached the UK. At that time the NEO GEO was being launched in Japan and with the UK consumer mags acclaiming it as a rival to eternal life, the ranks of importers were more than glad to be grey.

De Gale himself had already gained the official UK rights to the machine. DGM is the consumer arm of Electrocoin which is SNK's agent in the UK arcade market and was, therefore, pretty much an automatic choice.

He recalls: "I was worried because we are looking at a niche product here and although the grey imports were not dealing in any great numbers, they could still have ruined the relatively small market that the console is aimed at.

So instead De Gale arranged with SNK to import and adapt a few Japanese machines himself. "At least then, if people just felt that they couldn't wait, they had an official source to go to."

At this time, on import, the machine was selling for over £400 with software cartridges selling for a staggering £180-£200. Even so, De Gale reckons that just under 1,000 were sold through official sources plus a comparable number through the

grey route.

Now, a year on, De Gale is ready for the real launch, scheduled to take place at the Computer Entertainment Show in September. This time the machine is a custom built PAL version for the European market.

There are currently 12 titles available for the machine with eight more due before Christmas. All the titles are based on SNK machines with no plans, and no real need, for third party publishers to get involved.

The other big difference is that the hardware will sell for £299 with the software dropping to the rock-bottom price of £150. What a bargain.

Well actually, De Gale argues that it is just that. He claims that buying a cartridge for the NEO GEO is like buying the guts of an arcade machine and his claim is backed up by the fact that the NEO GEO console is compatible with SNK's cabinet equivalent.

The firm has already launched a range of NEO GEO arcade machines and, through a plug-in credit card, players can save their place on a game, take home their memory cards and continue on their NEO GEO consoles.

Rent buoys

But just in case there are a few recession-hit souls out there that can't quite bring themselves to

agree that £150 is a fair price for a piece of software, a rental scheme is currently being put in place.

De Gale explains: "By September we should have a network of around 50 retailers selling the console and any outlet selling the machine will also be involved in the rental scheme.

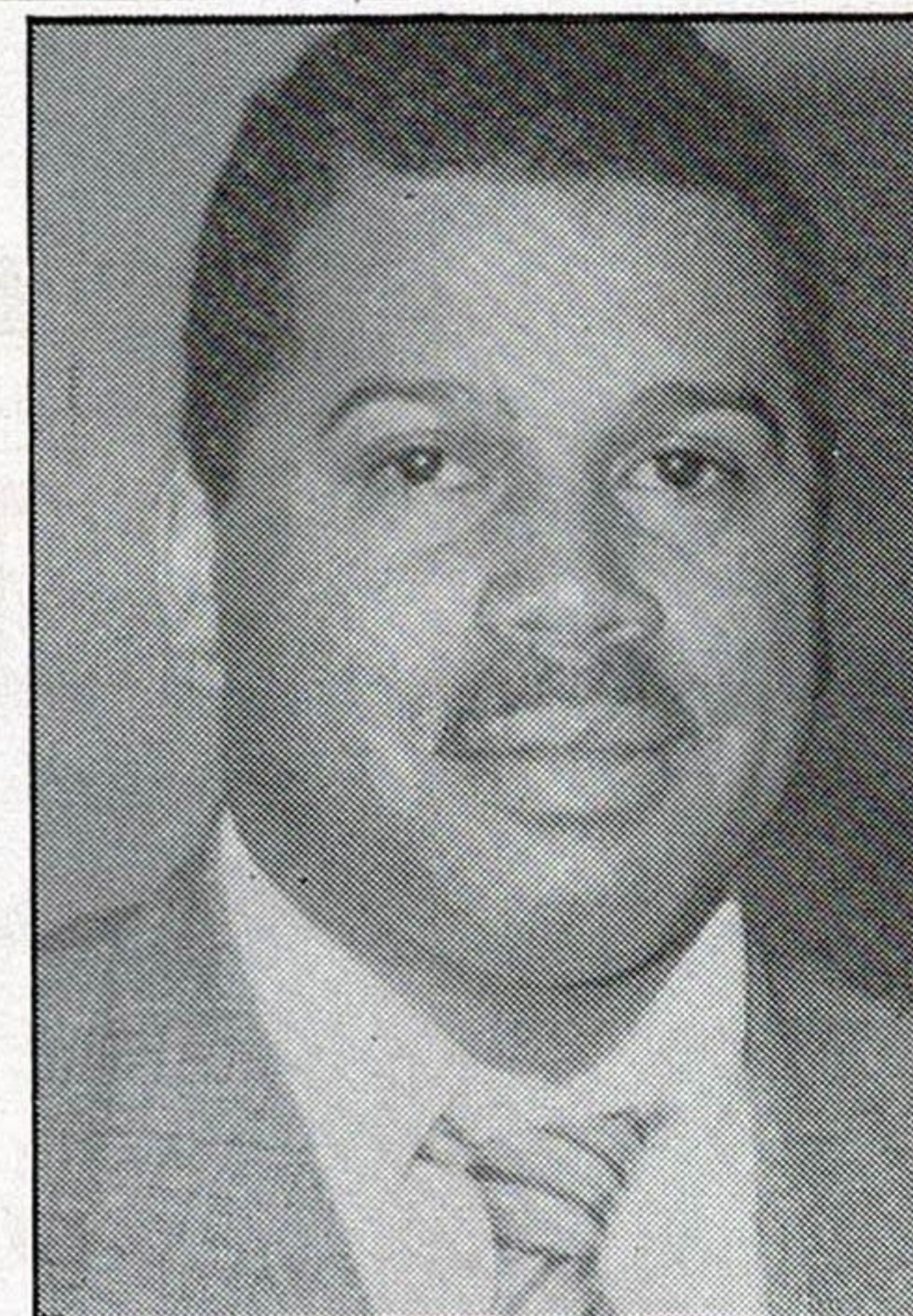
"We'll be offering cartridges for a month for £25. Now when you think about it, that is about the same price as an Amiga game and I very much doubt whether an Amiga game lasts four weeks but I guarantee that one of our games will be used all month.

"So really what you're looking at is a piece of hardware that is cheaper than the Amiga but far superior in terms of game-playing and software that you can get for the same price as Amiga software, but get far more use out of."

Well it all sounds logical enough. But when nasty old reality is added to the equation things may be a little less clear.

For a start, despite the fact that De Gale believes the NEO GEO's software business will be split evenly between rental and retail, it would stretch the imagination of Lewis Carroll to see too many members of the UK public parting with £150 for a single game.

De Gale points out that



DE GALE: Quality not quantity

will simply not be possible with the NEO GEO. Nobody rents records or CDs, they pay a tenner and they want something to keep not hand back.

The advantage De Gale has is that he knows all this. He knows that the NEO GEO will have a limited but fanatical support. He states, quite correctly, that he is not competing with Nintendo or Sega.

De Gale describes the NEO GEO market as "18-25, professionals who want the best entertainment equipment available". Just how many there are of this breed remains to be seen. De Gale himself is predicting sales of just under 10,000 before Christmas.

He names his only real competitor as the recession. NEO GEO is a luxury item and may not be as tempting in this time of austerity as it would be in days of prosperity.

There are many more doubts about the project, of course, but it is important to stress that these are not doubts about the quality of the machine. It has been well-dubbed the Rolls Royce of consoles and in the hands of DGM, particularly through that grey importing hazard, it has been driven very carefully.

The doubts concern £300 for a games machine, £150 for a piece of software and the viability of games through rental. De Gale is confident and a small handful of dedicated gamers are quivering with anticipation.

The rest of the world is undoubtedly impressed but perhaps not yet convinced.



RSD Display stand



Leading manufacturers, suppliers and importers of Computer Cables, Scanners, Disk Boxes, Switchboxes, Printer Ribbons, Mice, Tablets, plus many other items stocked.

Our display stand is now available and is an easy way to sell your computer cables and accessories. This display stand is free of charge when ordering one of our Home, Business or Home and Business starter packs, which include a selection of the more popular cables of our choice. Please ring for details or see one of our sales representatives.

**SPECIALISED
CABLES
MADE TO
ORDER**

R.S.D. CONNECTIONS LTD.

NEWS! Commodore NEWS!

NEW! 1Mb AMIGA 500 PACK

CARTOON CLASSICS

SDL are pleased to announce the latest Amiga 500 Pack from Commodore. **CARTOON CLASSICS** includes the Amiga 500 computer with 1Mb RAM, and some first class software, including two NEW RELEASES! These new titles are based on popular cartoon series: The Simpsons - Bart Vs The Space Mutants and Captain Planet and The Planetees. The pack also contains Lemmings, the award winning arcade game and Deluxe Paint III, a powerful Amiga art package. Call SDL to order - Cartoon Classics is IN STOCK NOW!

- **A500 COMPUTER (512K)** ... £329.99
Mouse, Modulator, Internal Disk Drive
- **A501 512K RAM UNIT** £99.99
512K RAM Expansion/Clock Unit
- **THE SIMPSONS** £24.99
Bart Simpson Vs The Space Mutants
- **CAPTAIN PLANET** £25.99
Captain Planet & The Planetees
- **LEMMINGS** £25.99
The Best Selling Game Of 1991
- **DELUXE PAINT III** £79.99
The Art Package For The Amiga



DEALER -15.5%:
£287.65
ORDER REF: AMC 0561 PTS: 115

£399.99 MANUF RRP INC VAT

TOTAL PACK RRP: £586.94
LESS DISCOUNT: -£186.95
PACK RRP: £399.99

NEW! LOW PRICE C64

PLAYFUL INTELLIGENCE

Not Just Another Games Console!

The Commodore 64 strikes again, with a new pack and at a new low price to beat the games consoles! One of the world's most popular games computers, the C64 is now down in price from £124.99 RRP to only £99.99 - a saving of £30! The combination of a powerful games console with a full 8-bit programmable computer with keyboard and a joystick for under £100, puts the Playful Intelligence Pack in a class of its own. Ideal for families who want to add the opportunity of programming and education to the life of their games console investment. The Playful Intelligence Pack has it all. The pack includes an Annihilator joystick and 4 top arcade games to get your customer started.

- **C64 COMPUTER**
- **JOYSTICK**
- **FLIMBO'S QUEST**
- **FIENDISH FREDDY**
- **INTERNATIONAL SOCCER**
- **KLAX**

C64 PLAYFUL INTELLIGENCE PACK

DEALER -15.5%:
£71.91
ORDER REF: C6C 0164 PTS: 30

£99.99 MANUF RRP INC VAT



AMIGA 500 PERIPHERAL OFFERS



A501 512K RAM EXPANSION UNIT

- 512K RAM Expansion unit with clock
- Ultra reliable 16-chip design
- Robust metal casing with shielding
- Full speed access during DMA

DEALER -64.75%:
£30.00
ORDER REF: RAM 0501 PTS: 12

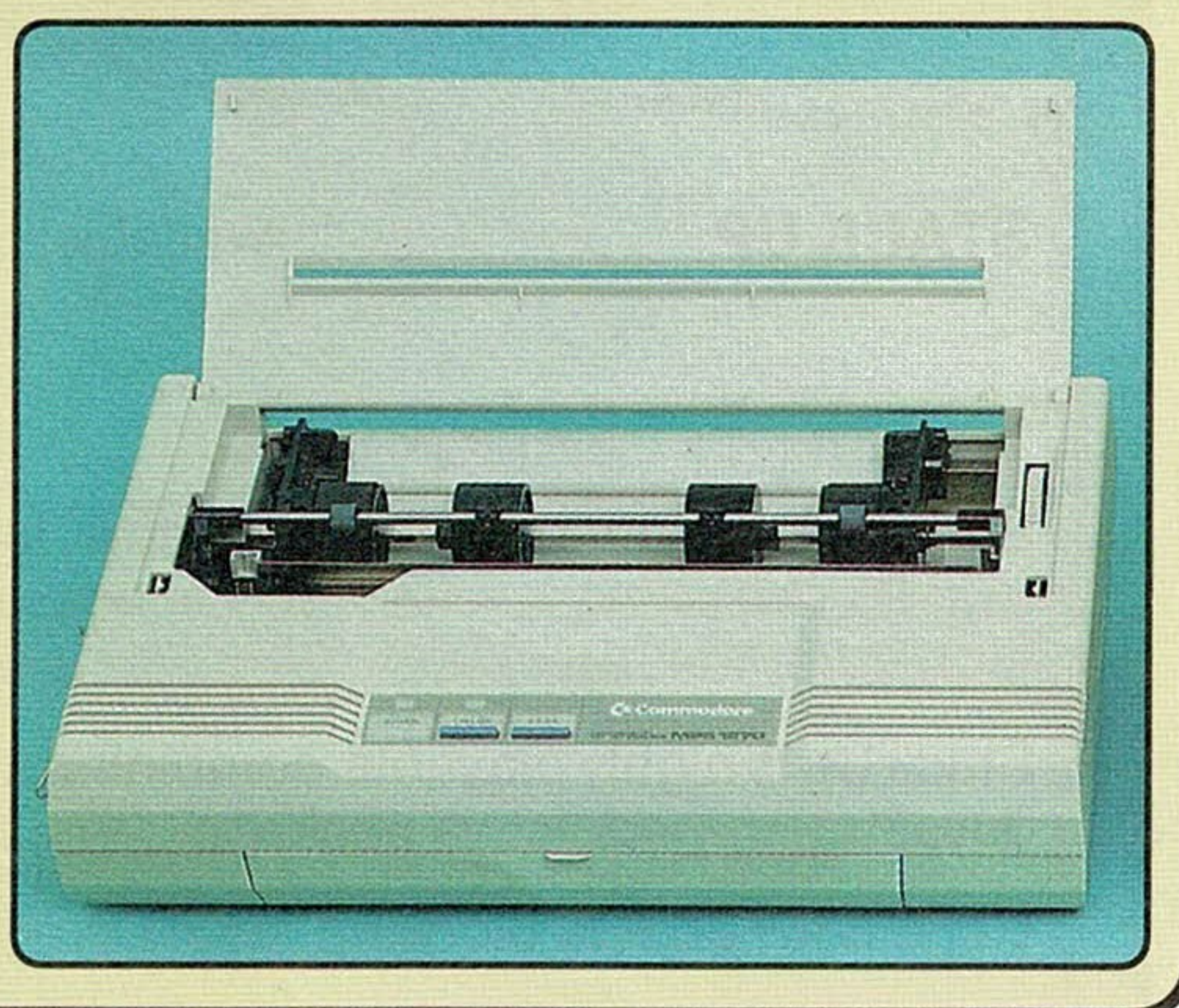
£99.99 MANUF RRP INC VAT

MPS 1270 INK JET MONO PRINTER

- Thermal ink jet printer
- 160cps (draft) and 28cps (NLQ) @ 10cpi
- Parallel interface & cable included
- Supports proportional spacing

DEALER -35.4%:
£110.00
ORDER REF: PRI 3700 PTS: 45

£199.99 MANUF RRP INC VAT



THE UK's No1 HARDWARE DISTRIBUTOR

AS VOTED IN THE JULY 1990 DEALER SURVEY - CTW (COMPUTER TRADE WEEKLY)

FOR COMMODORE PRODUCT

At SDL, we put service first. We are continually striving to provide excellence to our customers and we would welcome the opportunity to include you in our family of dealers. Complete and return the coupon for our dealer account application form. Even if you are not ready to trade with us now, an opened account will make sure you won't have any red tape to cross when you decide to take advantage of our services.

SDL CAN OFFER YOU

- Free next day courier delivery
- Telesales open until 6pm
- Fast 'On-line' computerised service
- Large and comprehensive stocks
- Excellent promotions & offers
- SDL Bonus Points scheme
- Free technical support helpline

TELESALES: NORTH & SCOTLAND 081-309 5501 E. ANGLIA & COTSWOLDS 081-309 5503
MIDLANDS & WALES 081-309 5502 SOUTH & LONDON 081-309 5504



SDL, Unit 10, Ruxley Corner Ind Est, Edgington Way, Sidcup, Kent, DA14 5SS Tel: 081-309 5501/2/3/4 Fax: 081-309 5509

To: SDL, Unit 10, Ruxley Corner Ind Est, Edgington Way, Sidcup, Kent, DA14 5SS

COMMODORE INFORMATION PACK

Mr/Mrs/Miss/Ms: Initials: Surname:

Position:

Company:

Address:

.....

..... Postcode:

Telephone No: Fax No:

Please state if you are a:
 DEALER OTHER:

COMMODORE INFORMATION PACK

SUMMER STOCKING

THE BUOYS OF SUMMER

With last month's incessant rain and drizzle signalling that another British summer has truly arrived, CTW kicks off July with an Ambre Solaire-sponsored round-up of what's hot this summer. How will the games publishers keep the sunburnt masses wagging themselves into a frenzy between now and September? Just rub in and read on...

NINTENDO

Nintendo will be keeping the momentum going on its TV software campaign, with ads for its new Smiths Crisps promotion as well.

Like its rival The Lynx, The Gameboy will receive a major boost to its software collection with the release of several key titles throughout the summer.

On the Gameboy *Batman, Bugs Bunny, F1 Race, Hyperload Runner, Motocross Maniac, Radar Mission, Side Pocket*, and *Fall of the Footclan* (A - Teenage Mutant Hero Turtles game) will all hit the shops during the summer, and a battery pack accessory will also be launched at £24.99.

The Gameboy will also be boosted by a tie-in with Smiths crisps which is running a competition to win 5,000 Gameboys and 10,000 novelty watches.

The NES will not be ignored though because (deep breath) *A Boy and His Blob, Bad Dudes, Battle Of Olympus, Boulderdash, Burai Fighter, Captain Skyhawk, Dragon Ball, Goal, Isolated Warrior, Kabuki Quantum Fighter, Rescue, Shadow Gate, Shadow Warriors, Solstice, Turbo Racing,*

Nintendo World Cup, and *Super Spike V-Ball* will all be unleashed.

Both *Gremlins II* and *Solar Jetman* will be released, bolstered by TV ads — *Jetman* in August and *Gremlins II* in September.

US GOLD

Much emphasis will be placed on the firm's Kixx budget label this summer with various promotions lined up, and there will also be a number of full-price releases.

Five titles in all will be released on the budget label, including *Hammerfist, Ninja Spirit, The Games — Summer Edition, Skids* and *Moonwalker*, backed up by sundry as yet unannounced promotions.

Full price releases include *Mercs*, which will be backed by a high score challenge in six key shops. The winner receives a Sony Discman.

Gauntlet III emerges at the end of July followed soon after by *Cruise for a Corpse* and *Might and Magic III*.

MIRRORSOFT

July finally sees the release of Amiga and ST versions of *Flight of the Intruder*, along with *Bill Elliot's*

NASCAR Racing on PC, and *Blade Warrior* on Amiga.

PC versions of *Cadaver* and *Killing Cloud* arrive in August, along with a Cinemaware compilation containing four titles — *TV Sports Football, TV Sports Basketball, Wings* and *Lords of the Rising Sun* retailing for £35.99.

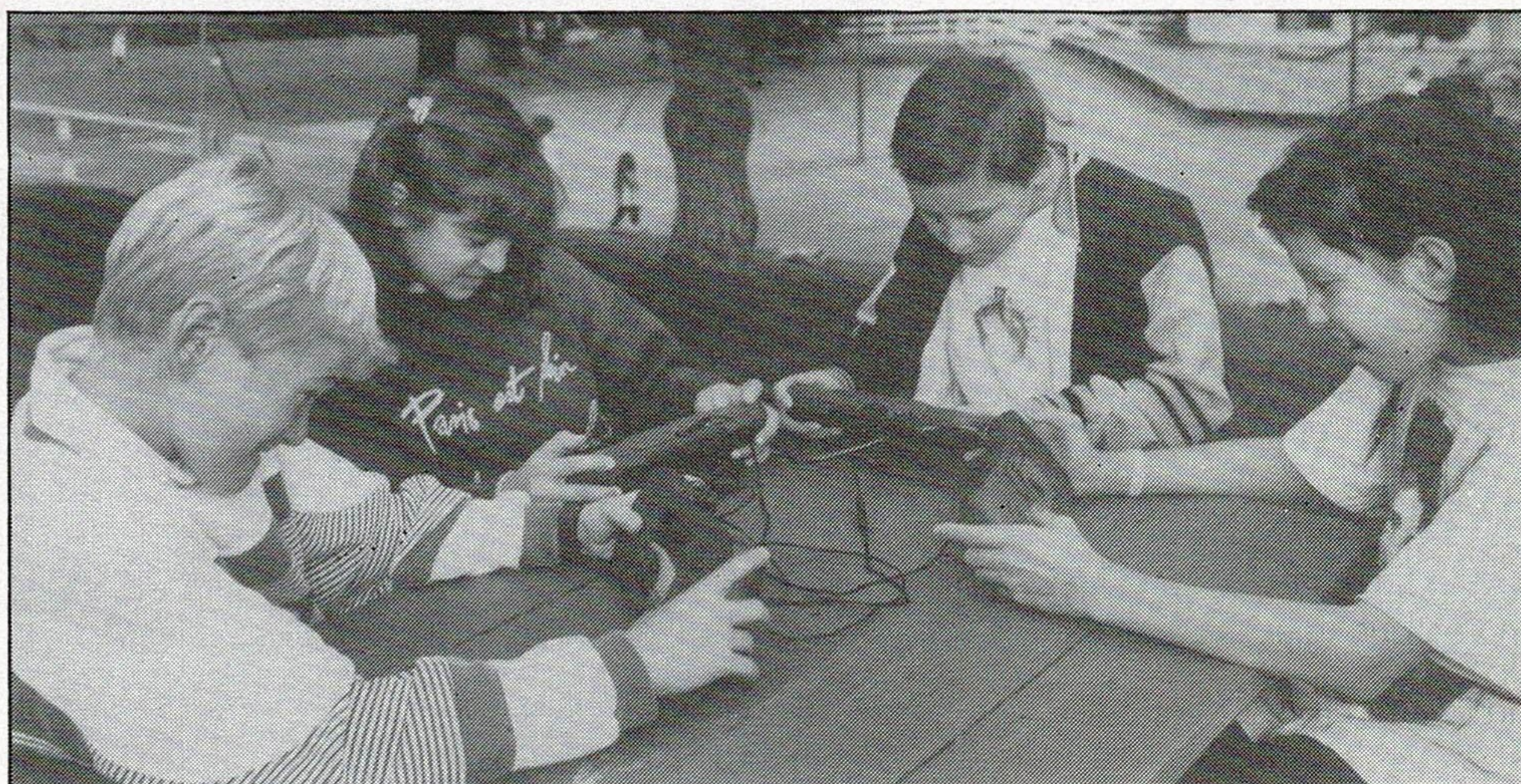
The firm's recently formed budget label Mirror Image will also have further releases - *TV Sports Football* and *Skychase* in July, and *Conflict Europe* and *Sinbad* in August.

ATARI

With the firm hoping to build up a significant software base for the Lynx by the end of the year, August sees a glut of software releases from Atari.

In July there will only be two releases — *Blockout* and *Ninja Gaiden*, followed by *Pacland* and *APB* at the end of July/beginning of August.

The blitz starts with *World Class Soccer*, followed by *Turbo Sub, Scrapyard Dog, Tournament Cyberball, Xybots, Lynx Casino, Viking Child, NFL Football, Gridrunner, Rolling Thunder*, and finally *Bill and Ted's Excellent Adventure*.



Atari's Lynx proves a useful tool in four-play

Atari's Daryl Still commented: "August is basically the date when the Lynx product comes into inventory. Most of the titles are coin-ops and should do very well. The Lynx is more of a summer machine, if we can build up to around 50 titles by Christmas we should be OK, and then as we go into 1992 we will have a very good user base."

"It's a word of mouth market, kids swap the games with their friends in the playground. The more people hear about the games, and the more they see them and play them, the more we will sell."

PSYGNOSIS

This summer sees the first products from the firm's recently announced budget label, Sizzlers, and possibly the release of a new version of *Barbarian*.

The first three products on the Sizzlers label will be *Ballistix, Blood Money*, and *Stryx*. Sales and marketing for the new label will be handled by Impact, and *Games X* will have a special introductory disk including a *Blood Money* demo.

Full price product includes *Amnios* at the end of July, *Aqua Ventura* and possibly *Barbarian II*.

ELECTRONIC ARTS

EA has already outlined its summer plans, which centre around its 'buy two got one free' Summer Treasures promotion.

End users will be able to choose a free game when they buy two titles from either *Chuck Yeager's Air Combat, Mario Andretti's Racing Challenge*, or *Castles*. The offer runs until the end of the year.

In addition, the firm will release five new titles for the Megadrive during July — *Blockout, King's Bounty, Centurion, Faery Tale Adventure* and *Might and Magic*.



ZEPPELIN GAMES PRESENTS...



STACK UP

Available:	Commodore Amiga	£7.99
	Atari ST	£7.99
	Spectrum	£2.99
	Atari	£2.99

Stack Up, the ultimate Arcade Game, is soon to be released on 16-bit machines. With over 25 stretching levels, fast reactions and a cool head are needed to progress to the higher frames.

Stack Up is highly playable, combining superb graphics, music and game design in one devastatingly addictive package.

Get a copy and go blocking mad!!

ARCADE TRIVIA QUIZ

Available:	Commodore Amiga	£7.99
	Atari ST	£7.99

Arcade Trivia Quiz is the first Pub Trivia game to be released on Atari ST and Amiga. The game contains literally thousands of questions on Sport, Music, Arts & Literature, Geography & History and Science, presented in an appealing arcade machine format.

Up to three players can compete at once through a series of quick fire question rounds, gaining them access to the Big Money Cash Run.

Arcade Trivia Quiz tests your Trivia knowledge to its limits!!

SHARKEY'S MOLL

Available:	Commodore Amiga	£7.99
	Atari ST	£7.99
	Spectrum	£3.99
	Amstrad	£3.99

Downtown Chicago 1926 — a festering pit of vice and corruption. The kinda place where hanging around on street corners involves lengths of rope, angry mobs and a boy scout ability with knots. Dodge the bullets on the City streets, take cover in the shadowy depths of a gangster's warehouse and beware of the dangers on a busy building site.

Spare no mercy for the ruthless gangsters, but take care not to hit the innocent bystanders.

Sharkey's Moll — Fast Prohibition Action!!

AMERICAN 3D POOL

Available:	Commodore 64	£3.99
------------	--------------	-------

Cue up for the latest Three Dimensional Pool, Billiards and Trick Shot simulation on your C64.

Features include: Full 3D Play Perspective, Pool Simulation, Billiards Simulation, Three Camera Angles, Automatic Ball Return, Unique Ball Viewfinder for Short Range Accuracy, Nine "Hustler" levels of Computer Opponent, 8 Player Pool and Billiards Tournaments, Hard Copy Tournament Printouts, 9 Preset Trick Shots, Trick Shot Editor Utility, Knockout or League Tournaments, Fast and Slow-Action Replays, Accurate Ball Dynamics, Screwball Shots, Straight Two Player Mode, and lots, lots more!!

MISSION SHARK

Available:	Atari XL/XE	£2.99
------------	-------------	-------

Mission Shark — a mammoth covert operation behind enemy lines.

Gain access to the opposition forces' multi-level HQ and blast your way through to the high security areas destroying all enemy units encountered.

Mission Shark — Deadly combat action.

For more information on any Zeppelin product range, contact Darren Jobling on 091 385 7755

SUMMER STOCKING

On home formats both *Rules of Engagement* (Amiga and PC) and *Magic Candle II* (PC) will also see the light of day during the summer.

Electronic Arts' Simon Jeffery told CTW: "The console product helps us quite a lot during the summer, and so far there hasn't been any decline in PC sales either. People are still buying top end PC games during the summer."

SYSTEM 3

Not an altogether prolific release schedule from System 3 this summer. In fact total silence from the firm, apart from just the one compilation.

The Premier Collection contains *IK+*, *Last Ninja*, *Tusker*, and *Flimbo's Quest* and will be released across all formats for £25.99. Promotion is a bit of a hush hush affair, dealers needing POS or any other details should contact Impact.

System 3 joint boss Adrian Cale told CTW: "It's not worthwhile releasing anything really big for the summer. Last year we had *Flimbo's Quest* but this year sales are very poor in the UK. We're doing well in the charts but if we can get a number one with low sales then the other publishers can't be doing that well either. We have to look ahead to September now."

MICROPROSE

Summer doesn't really arrive for MicroProse, the firm likes to keep itself busy all year round, and this year

is no exception with five big titles arriving.

Gunship 2000 will arrive sometime around July/August on the PC, along with *Railroad Tycoon* and *F15 Strike Eagle II* on the ST. *Flames of Freedom* will be out on both Amiga and ST. Something called a *USM II Planet Editor* hits the shops at the end of summer.

OCEAN

A quiet summer for Ocean, with only three full price releases on offer, until everything goes bananas again in September.

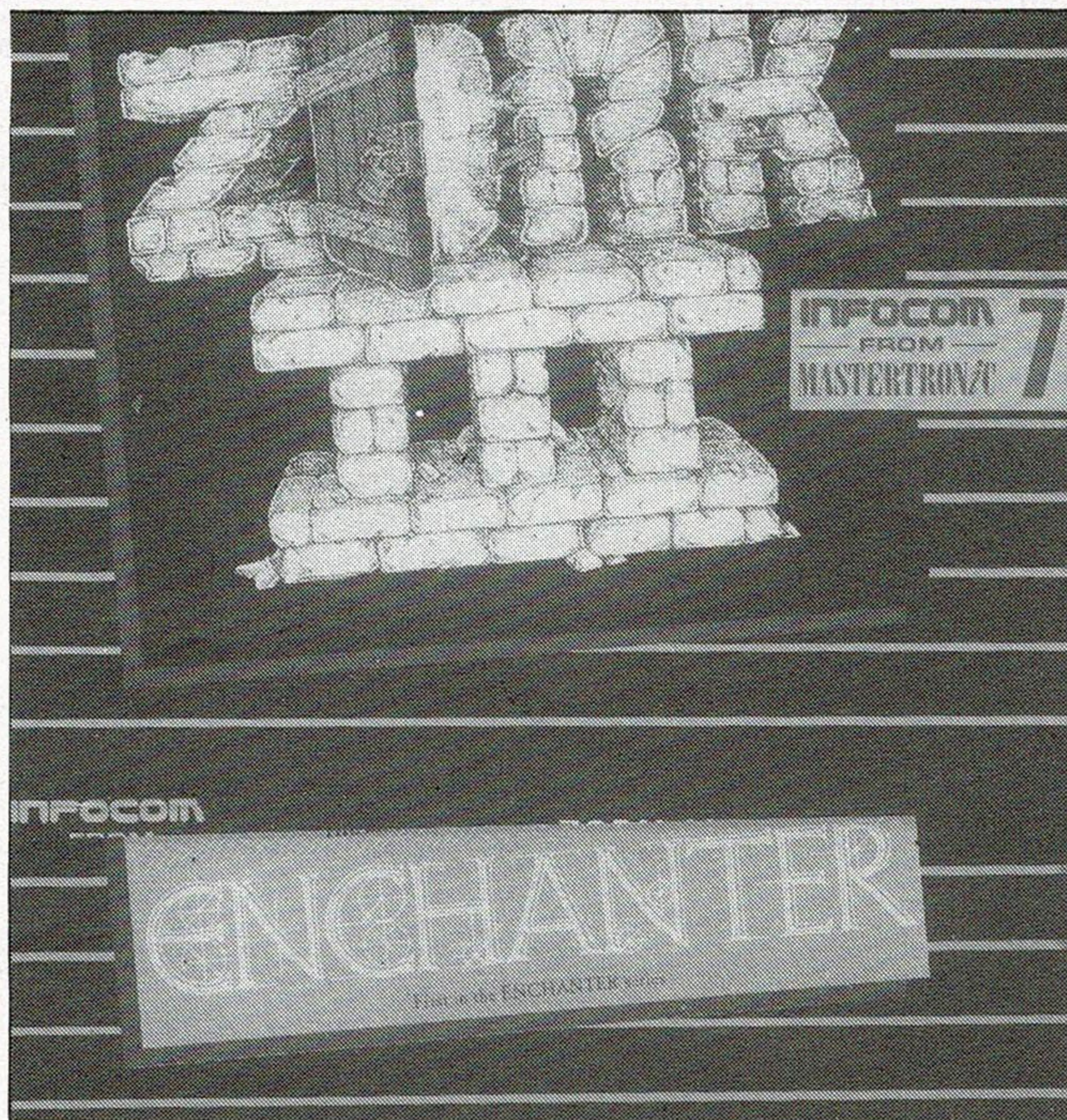
Wild Wheels, *Darkman*, and *ELF* will all hit the shops in July and August. *Darkman* will be promoted using day-glo stickers and posters, *Wild Wheels* has wheel shaped standees and a competition to win a day out at a racetrack. *ELF* will have the usual posters, and badges etc.

VIRGIN GAMES

Summer sees the final releases from the firm's Infocom range, along with several full-price releases — including a rather strange 7-Up licence.

The last of the firm's ten Infocom budget titles will be *Deadline*, which arrives in July followed by an ad blitz for the whole range.

Shinobi will be released on all formats on the firm's budget labels in July. *Sarakon* will also follow, at full price. Compilations abound in the summer months, and Virgin will have a Magnetic Scrolls collection including *Fish*, *Corruption*,



ZORK III: Continuing Virgin's Infocom Blitz on budget

and *Guild Of Thieves* in August.

Finally, the firm is bringing over *Spot* from the US. *Spot* is a cartoon character from American 7-Up ads, and has already been published by Virgin US on Nintendo.

Virgin's Andrew Wright told CTW: "Our most significant releases will be the budget titles, in order to pick up business from the lack of games. We're trying to make *Spot* a character in his own right, he's already been very successful in a Nintendo game in the US.

"We're doing a retailer promotion with Leisuresoft. If a dealer buys five back catalogue games he gets either *Viz* or *Golden Axe* free. If you buy any five Infocom titles you also get one free."

GREMLIN

Busier than most this summer, the firm will be launching its GBH budget label, its new educational label, and running its 'Get Ahead With Gremlin' promotion.

Five titles will kick off the GBH label at the end of July, namely *Supercars* (16-bit only), *Impossamole*, *Footballer of the Year II*, *Cloud Kingdoms*, and *Kid Gloves*, with *Venus the Fly Trap* arriving in August.

8-bit versions will retail at £3.99 whilst 16-bit will be at the established price point of £7.99. Dealers will be offered GBH stock dispensers from Impact, which hold 36 units, and there will be GBH hats and T-shirts.

Dealers will also receive tokens for the Get Ahead promotion if they order either 40 units of 16-bit GBH, or 50 units of mixed titles.

Full price releases will be *Heroquest* (C64 and Amstrad), *Switchblade* (C64), *Switchblade II* (ST), and *Pegasus* (Amiga and ST).

CTW faves *The Shoe People* kick off (geddit?) the firm's First Class educational label at the end of August on all formats.

ENTERTAINMENT INTERNATIONAL

It's full speed ahead for the El stable of labels, with the firm deciding to release all available product, regardless of the season.

"Basically, we decided not to do the usual shut up in place for the new releases. All the product has been seen around and marketed and there seemed no point in holding it over."

Indeed, the firm is certainly not stinting on the product front. On its Empire label comes *Mega Traveller*, *Team Yankee*, *Space 1889*, *Eye of the Storm*, *Volfied* and *Death Bringer*, whilst *Wrath of the Demon* is Readysoft's summer offering.

Meanwhile, from Titus comes *Prehistorik* and *Battle Storm*, as well as two compilations, in the form of *Titus Action* and *Delta 4*. Disney's *Arachnophobia* makes its way onto the PC,

along with *Animation Studio*. There's also the education package, *Micky's Crossword Puzzler*. The firm will be running a special promotion on Disney's educational product, providing retailers with a large stand in which to slot the various titles.

ON LINE

Clement Chambers' new firm will be flying the CDTV flag higher than ever with the release of four titles, but there are also games due for the Amiga and ST.

The new titles for the CDTV will be *The Town With No Name*, *Animals in Motion*, *Chaos in Andromeda* and *The Hound of the Baskerville* — all retailing at £29.99.

Amiga users will be offered a 'pulled down' version of the CDTV *Chaos in Andromeda* game, with *Challenge Golf* due out for the ST about now.

Chambers commented enthusiastically: "We are very excited about *The Town With No Name* on the CDTV. It's very big indeed. The game is the first to include Rotoscope — which means it's got lots of 3-D graphics."

CHALLENGE

Only one release from Challenge, but the timing is perfect.

Just a couple of weeks after his unbeaten 148 runs against the West Indies, Robin Smith arrives in the games world.

Robin Smith's International Cricket will be released on ST and Amiga at £25.99.

28 WAYS TO BEAT THE SUMMERTIME BLUES

1 MUSIC X

TECHNICAL SUPPORT 0480 496 497



at £4.99 SSP

	AMIGA	ST	C64	PC
2. Spy vs. Spy 1	<input type="checkbox"/>	<input type="checkbox"/>	—	—
3. Spy vs. Spy 2	<input type="checkbox"/>	<input type="checkbox"/>	—	—
4. Spy vs. Spy 3	<input type="checkbox"/>	<input type="checkbox"/>	—	<input type="checkbox"/>
5. Boulderdash Construction Kit	<input type="checkbox"/>	<input type="checkbox"/>	—	—
6. Twylyte	<input type="checkbox"/>	<input type="checkbox"/>	—	—
7. Mafdet	<input type="checkbox"/>	<input type="checkbox"/>	—	—
8. Veteran	<input type="checkbox"/>	<input type="checkbox"/>	—	—
9. Luxor	<input type="checkbox"/>	<input type="checkbox"/>	—	—

	AMIGA	ST	C64	PC
10. Triton 3	—	<input type="checkbox"/>	—	—
11. Grand Slam Tennis	<input type="checkbox"/>	—	—	—
12. Rockford	<input type="checkbox"/>	—	—	—
13. Art of Chess	<input type="checkbox"/>	—	—	—
14. Typhoon	<input type="checkbox"/>	—	—	—
15. Dragonscape	<input type="checkbox"/>	—	—	—
16. International Arcade Action — 10 Game Compilation	<input type="checkbox"/>	—	<input type="checkbox"/>	—

BLADE

- 17. Laser Squad — Multi-format
- 18. Lords of Chaos — Multi-format

OXFORD SOFTWORKS

- 19. Chess Champion 2175 — Amiga/ST
- 20. GO! — PC/ST/Amiga
- 21. Backgammon — PC/ST/Amiga

- Look out for No. 22 "50 Great Games Compilation" — Amiga/C64
- 23. Genesis — the Third Day — from Micro Illusions — Amiga
- 24. Discovery — The Educational Amiga Package
- 25. Moto Grand Prix for PC
- 26. Brides of Dracula — Dr. Gonzo — ST/Amiga/C64
- 27. Living Gallery — ST/Amiga/PC
- 28. Puzzle Gallery — ST/Amiga/PC

For further information please call:

THE SOFTWARE BUSINESS

0480 496497

THE SOFTWARE BUSINESS, Brooklands, New Road, St. Ives, Cambridgeshire PE17 4BG.

SUMMER STOCKING

CORE DESIGN

The burgeoning Core label will release two titles on the Amiga and ST — namely *Thunder Hawk* and *Frenetic*. The successful *Corporation* should also appear on PC.

"It's going to be very quiet this summer, but we feel that good product always sells through.

"*Thunder Hawk* has to be the best 3-D simulation I've seen. We have compared it against other games in that category, and I must say it's the fastest," remarked Core boss Jeremy Smith.

DOMARK

Domark boss, Dominic Wheatley professed ample faith in the summer market, with one proviso — it's the right sort of product.

According to Wheatley, compilations are always a good summer seller, being an inexpensive, value for money product. Putting words into action, Domark will be releasing three compilations over the July/August period.

First off the mark is *Grandstand*, which will be available on all formats, featuring *World Class*

Leaderboard, Pro Tennis, Continental Circus and *Gazza*. Then there's the Incentive 3D games pack, called *Virtual World*. This comprises *Driller, Castle Master, Dark Side* and *Crypt*. Finally, the end of August sees the release of *Super Heroes*, with *Ninja II, Rick Dangerous, James Bond* and an as yet unspecified title.

Alongside the compilations are a couple of Tengen titles, with *RBI II* and *Thunderjaws*, whilst *Rugby World Cup* should make an appearance before the close of season.

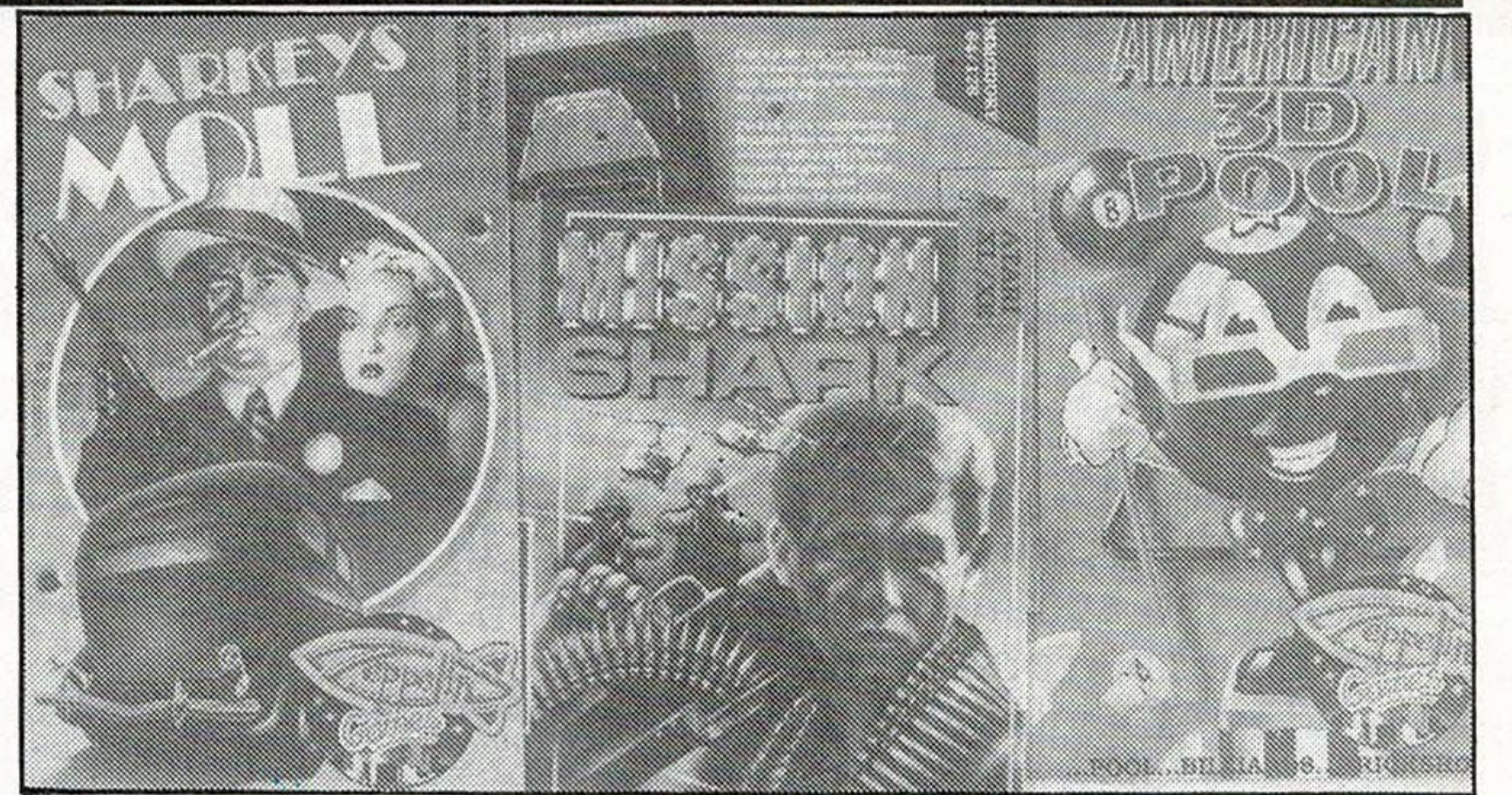
KRISALIS

Having just released *Manchester United Europe*, this summer will see Krisalis converting the game to the full range of formats.

Krisalis boss, Tony Kavanagh is banking on another soccer success. "If it's half as big as the other one then this will be our Christmas. A strong product will sell anytime."

ZEPPELIN

Zeppelin will be battling away in the budget market with *Sharkey's Moll*, for the Spectrum and CPC,

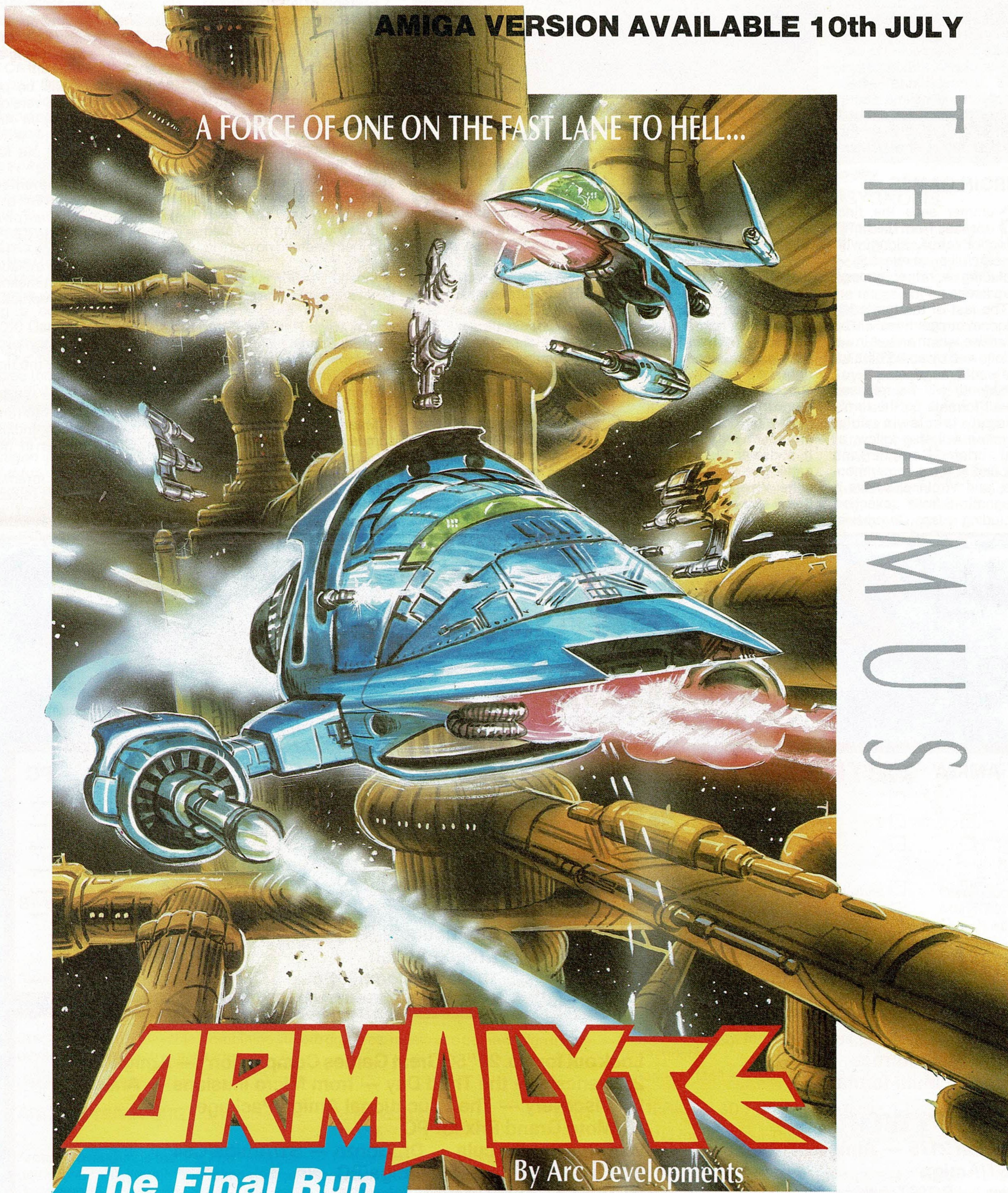


and *American 3-D Pool* on the C64. These will be priced at £3.99. *Sharkey's Moll* will also be available for the Amiga and ST retailing at £7.99.

Games released on the full-price Impulze label will be *Round the Bend, Neighbours* and *Vector Football* (available on 16-bit only).

AMIGA VERSION AVAILABLE 10th JULY

A FORCE OF ONE ON THE FAST LANE TO HELL...



The Final Run

By Arc Developments

THALAMUS



AMIGA and ATARI ST £25.99

Thalamus, 1 Saturn House, Calleva Park, Aldermaston, Berkshire RG7 4QW Tel 0734-817261

YOU'RE ON YOUR OWN!

Your ship may be state-of-the-art — but can one small craft survive the mighty savagery of the Aalans? You have no choice: you're the only survivor of Armalyte Force — destroyed on the fringes of Delta Space. And if you don't eliminate the alien horde Earth will die. Enter the forbidden zone — give 'em hell! Armalyte is classic shoot-'em-up action on five stunning levels of annihilation galore — a brilliant blaster to knock others for six!

ACCOLADE

Summer is all a load of Ballistics as far as Accolade is concerned. The firm will be pushing its new console label heavily, whilst releasing the first product from a new US affiliate.

Star Control and *Hardball* kick off the Ballistic console label, with *Turrican* and *Onslaught* following later in the summer. Promotion includes shelf wobblers, mobiles, exploding jumbo party poppers, duffle bags and regular POS material.

The first product from the firm's recently signed US affiliate, Capstone, will be *Bill and Ted's Excellent Adventure* and *Cardinal of the Kremlin*. *Bill and Ted* will have an ad on the sell-through video which is launched in August.

A *Test Drive II* compilation containing four add-on disks is due for release in mid-July for £24.99. *Conspiracy* on the PC is pencilled in for mid August.

SIERRA

Being its first summer with a direct UK presence, Sierra will be celebrating the event with a whole batch of new releases.

In July, *King's Quest 5* and *Space Quest 4* will make their appearance on the Amiga, whilst *Leisure Suit Larry* and *Space Quest 1* move onto the PC (VGA), along with *Police Quest*. Moving onto August, *Red Baron* and *Rise of the Dragon* are due out on the Amiga, closely followed by *Leisure Suit Larry 5, Nova 9, Willy Beamish* and *Long Bow*, all on the PC.

"It's an astounding amount of product," enthuses Sierra MD, Peter Jones. "A lot of people are scared of launching titles in the summer, but if the product is strong enough, it will succeed."

UBISOFT

Ubisoft's summer season will be largely given over to compilations, with the firm set to release five new packs over the coming month.

On the 8-bit front, there's the *Ultimate Collection*, with *Skate Wars, Zombi, Pro Tennis Tour, Stun Car Racer, AMC* and *After the War*. Also on 8-bit is the *Six Appeal Collection*, which includes: *Rick Dangerous, P47, Twin World, Pick 'n Pile, Puffy's Saga* and *Satan*.

Meanwhile two compilations make up the 16-bit offering. *The Winning Five* comprises *Iron Lord, Night Hunter, Twin World, Puffy's Saga* and *Sir Fred*, whilst *Magnum* boasts *RVF Honda, Pro Tennis Tour, Oriental Games, Satan* and *After the War*.

NEW TRADE CATALOGUE

OUT NOW!

★ *Large Inventories*

★ *Best Prices*

★ *Stock all leading brands*

3M

IBM

Dysan

HP

Verbatim

RIVT

T R A D E
C O N S U M A B L E S

A division of
RMT Computer Consumables Plc

Diskettes

Ribbons/Toners

Cleaning Products

Data Cartridges

466 Malton Avenue
Slough
Berkshire
SL1 4QU
Tel: (0753) 550100
Fax: (0753) 550308

Please send me the latest RMT Trade Catalogue now:

Name _____

Company _____

Address _____

I wish to receive the RMT Trade Catalogue on a regular basis.

SUMMER STOCKING

SOFTWARE BUSINESS

Dipping its toe into the educational market this summer is the Software Business, with a Micro Illusions package called *Discovery*.

"There are not many educational products on the market at the moment, and it's the type of thing parents always want to buy. This sort of product sells all year round. It's not effected by seasonal slumps like other titles," offers the firm's MD, Jeremy Cook.

Also from the Software Business stable expect to see *Fire Power* on the C64

(Micro Illusions), *Living Jigsaw* on the ST, Amiga and PC (Miles Computing), *Motor Grand Prix* on the PC (Software Business) and *Brides of Dracula* on the ST and Amiga (Gonzo Games).

ATLANTIS

The veteran budget label will be releasing just three title this summer.

These are *Hob Goblin* on 8-bit priced £2.99, plus *League Challenge* and *Dungeons, Amethysts, Alchemists and Everythin'* on the ST and Amiga at £7.99.

Atlantis is planning on a conversion of *Hob Goblin* for

the Amiga and Atari ST in the autumn, plus *Cavemania* on the same formats.

DIGITAL INTEGRATION

Digital Integration is hoping that its Action 16 label will help beef up summer sales.

The titles scheduled for release are *Tennis Cup*, *Tin Tin on the Moon* and *Iron Lord* — priced at £7.99 for 16-bit machines.

The firm also has a full-price game called *Superplex* up its sleeve — plus the launch of an as yet unnamed label. The first title on the label will be *Tornado*.

THALAMUS

Thalamus will be hoping to follow up the success of *Creatures* with *Armalyte* and *Summer Camp* for the Amiga and ST, and *Winter Camp* for the C64.

The firm is also going to bring back its *Charlie and the Chocolate Factory* style Gold Rush promotion for the summer and autumn months.

IMPRESSIONS

Impressions will be hoping to follow up the success of *Cohort* with *The Charge Of The Light Brigade* on the ST and Amiga.

ALTERNATIVE

Alternative has just signed a deal with the BBC to produce a game based on the 'kiddies' TV series *Playdays*.

Meanwhile, new games for the summer include *Count Duckula II*, *Fireman Sam*, *Double Dare*, and new *Thomas the Tank* and *Sooty the Sweep* titles on the Friendly Learning label. All games will retail at £3.99.

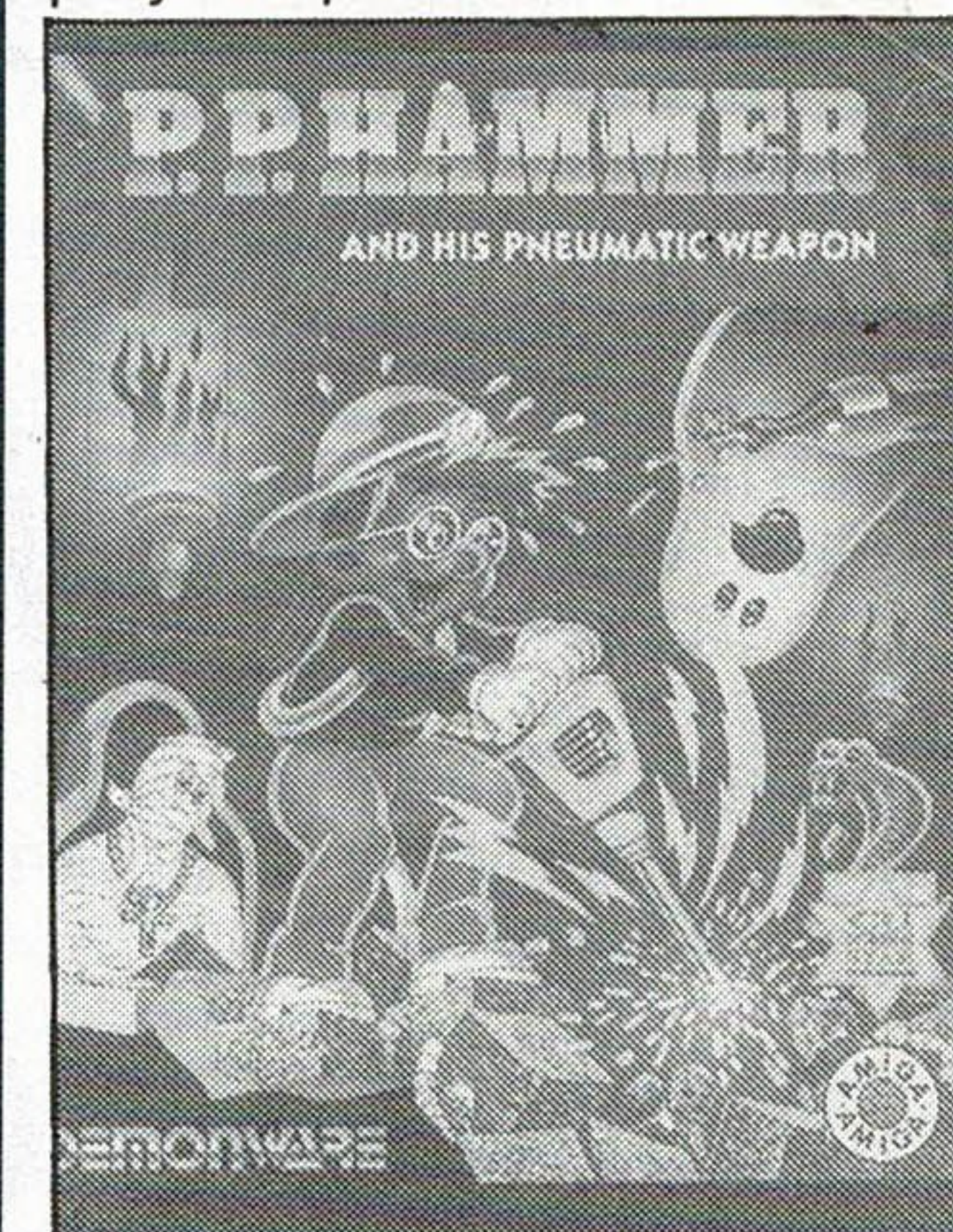
The firm has recently launched its 4-Most series. Each title has four games on it, and retails at £3.99. The editions will be *Speed Stunts*, *War Zone* and *Mega Heroes*.

DMI

Trade anticipation drives the industry into a down turn — that's the view held by DMI director, Mungo Leir.

"As soon as we hit July, people stop ordering new product. In actual fact, consumer interest is there. Over the summer there's far more leisure time, which should be a great incentive. Unfortunately, it isn't. It's assumed that this is the quiet period, and nearly everyone acts accordingly.

"Look at the computer magazine market. You don't see their circulations dropping by any massive percentage. So, why do people stop releasing product? Its been shown time and again, that strong product does sell any time of the year. Okay, so the market is slightly different, but those aspects should be played upon."



PP HAMMER: Oo and, indeed, er

Having so bullishly stated that though, DMI will only be releasing one title over the holiday season, namely Demonware's *PP Hammer and His Pneumatic Weapon* on the Amiga and C64. "It's just the way development seems to have worked out. We will be bringing out six to eight products before the end of the year, but most have fallen after September."

MINDSCAPE

According to Mindscape's sales manager, Kirsty Milne, the anticipated summer slump is something of a self-fulfilling prophecy, when motivation wanes and low expectations are fed down the line.

"Through past experience it must be obvious that summer can be extremely good. Yet, people persist in predicting a depressed period. It's a bit of a vicious circle. I do think it has to be the right product though, and it has to be targeted at the right market and supported well.

"In the summer, marketing is more important than ever. I've heard that some firms stop using merchandising companies over July and August, which I find very strange. Still, it leaves more room for those who are willing to put out product and give it their full backing."

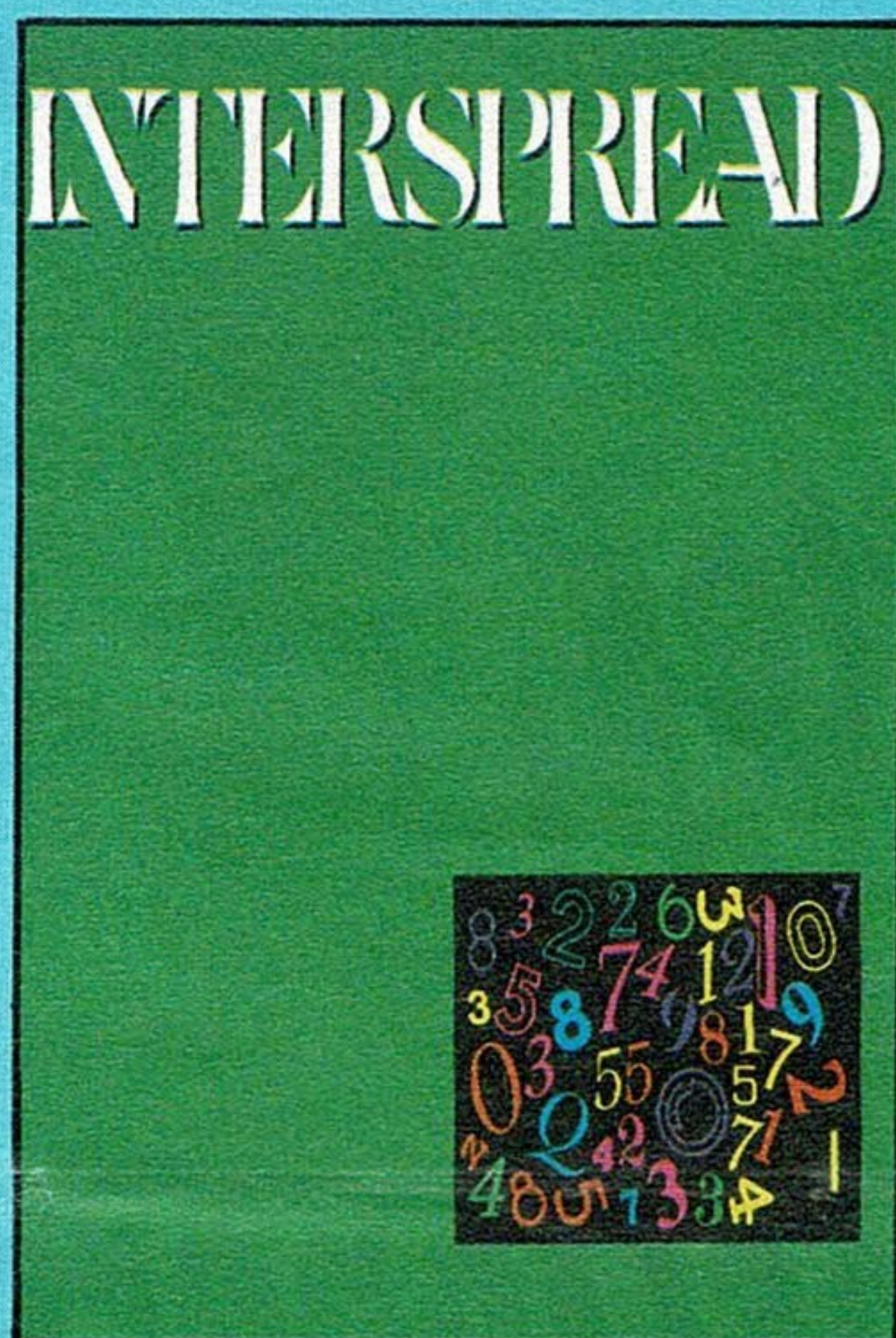
As such, Mindscape has several titles in the pipeline. First off the mark is *Martian Dreams* on the PC. It is an Origin fantasy role playing adventure in the *Ultima* vein. This is followed by Three Sixty's *Mega Fortress* at the end of July. Initially out on the PC, the 16-bit versions should follow sometime in August.

August will also see the release of *Wing Commander*, another Origin product on the PC, along with *4D Sports Driving* on the ST and Amiga. Finally, *Blue Max* and *Das Boot* will make their way onto the ST.

INTERPRODUCTS

BY

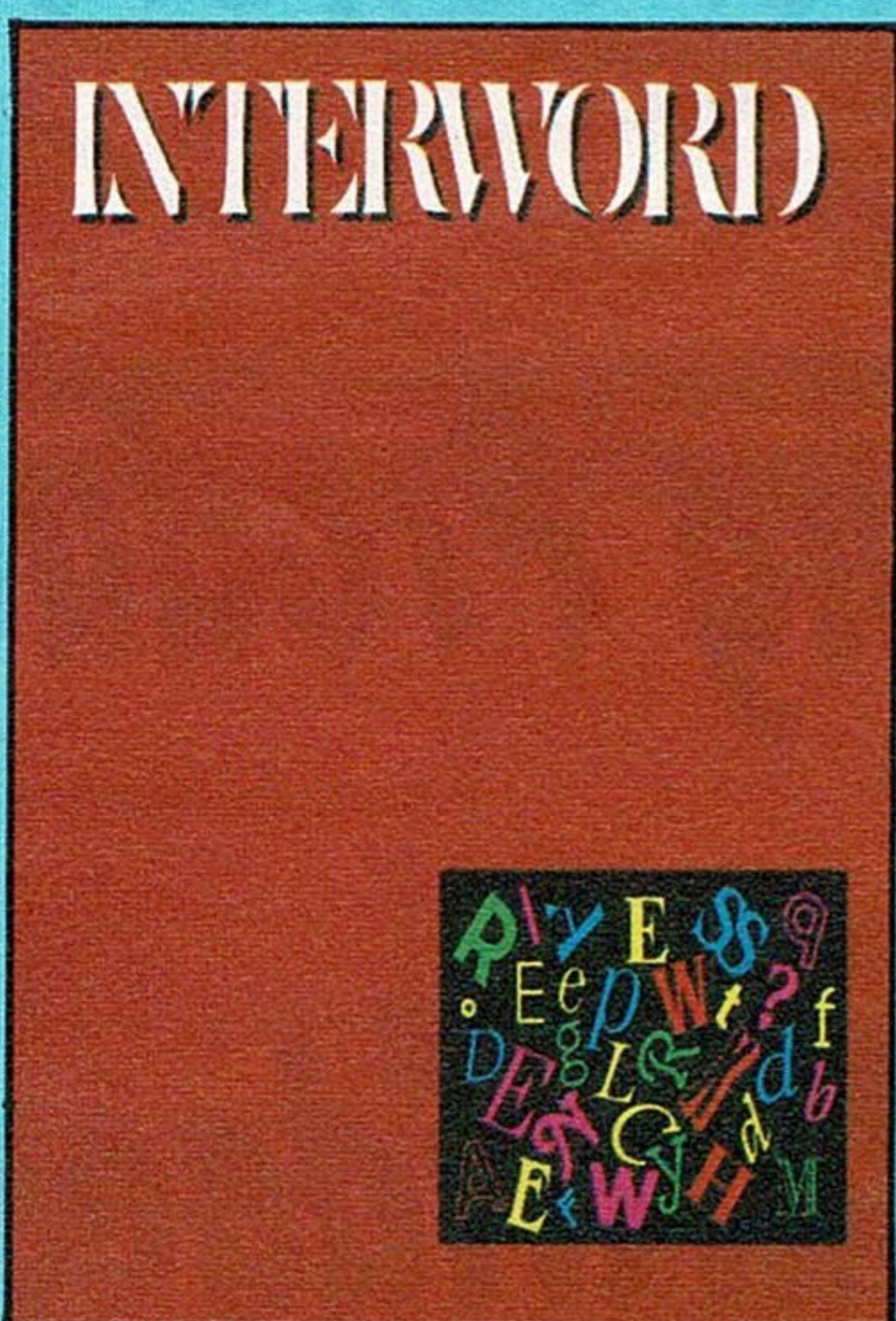
INTERACTIVISION



INTERSPREAD

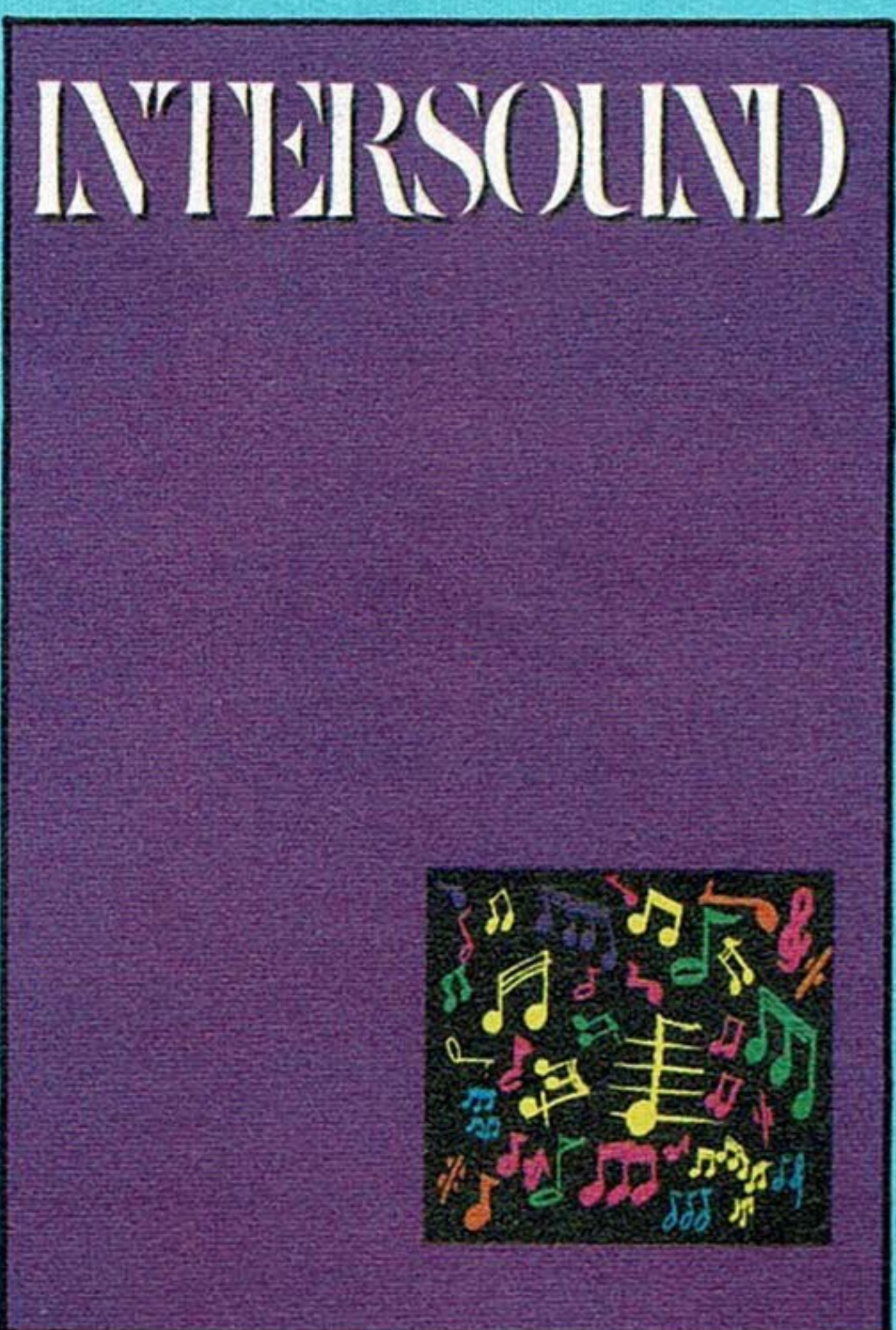
The easy to use spreadsheet — Up to 10,000 rows and 30,000 columns.

"Informative and easy to understand" — CU AMIGA



INTERWORD

"Interword is an effective English teacher which only lacks a cane and blackboard" — CU AMIGA



INTERSOUND

An all new sound sampler — Up to 8 samples held simultaneously.

"Has most of the abilities of the state-of-the-art Audiomaster III software."

ALL £49.99 R.R.P.

Distributed by...

CENTRESOFT, GEM, PROTON, H.B. MARKETING and LEISURESOF

For further information call:
John Boyle of ScandiaSoft on

0438 815023 or Fax: 0438 811468

Week 130

The Release Schedule

1/7/91

Please allow for slippage.

**A VITAL REFERENCE TO NEW AND FORTHCOMING LEISURE SOFTWARE. UPDATED WEEKLY.
OUT NOW = RELEASED WITHIN LAST MONTH. IMMINENT = EXPECTED AT TIME OF PUBLICATION.**

The Release Schedule
is prepared by
Inter-Mediates Ltd
and supported by
the following
software
publishers.

- ACCOLADE
- ACTION 16
- ACTIVISION
- AUDIOGENIC
- B. WARE EDUCATIONAL
- CDS
- CINEMAWARE
- COMPOSIT
- C P SOFTWARE
- DATABASE
- DIGITAL INTEGRATION
- DOMARK
- FLAIR SOFTWARE
- FTL
- GREMLIN GRAPHICS
- IMAGE WORKS
- IMPRESSIONS
- INTERNECINE
- LCL
- MAGNETIC SCROLLS
- MICROVALUE
- MINDSCAPE
- MIRRORSOFT
- NOVAGEN SOFTWARE
- OCEAN
- ON-LINE
- PALACE
- PSS
- PSYCLAPSE
- PSYGNOSIS
- SIMULMONDO
- SOFT STUFF
- STORM COMPUTERS
- UBI-SOFT
- VIRGIN MASTERTRONIC
- VRLI

AMIGA

ATOMINO	25.99	OUT NOW	PSYGNOSIS
BATTLEBOUND	24.99	IMMINENT	ON-LINE
BEAST BUSTERS	25.99	AUGUST	ACTIVISION
BILL AND TED'S EXCELLENT ADVENTURE	24.99	OUT NOW	ACCOLADE
BLADE WARRIOR	25.99	JULY 24	MIRRORSOFT
CADAVER LEVELS	15.99	OUT NOW	MINDSCAPE
CARDINAL OF THE KREMLIN	24.99	OUT NOW	ACCOLADE
CHALLENGE GOLF	24.99	IMMINENT	ON-LINE
CONFLICT EUROPE	9.99	AUGUST 14	MIRROR IMAGE
DEUTEROS	29.99	END AUGUST	ACTIVISION
DOUBLE DOUBLE BILL	35.99	AUGUST 14	CINEMAWARE
FLIGHT OF THE INTRUDER	30.99	AUGUST 28	SPEC. HOLOBYTE
FORMULA 1-3D	25.99	EARLY JULY	SIMULMONDO
GRANDSTAND (COMPILATION)	29.99	JULY 10	DOMARK
HUNTER	29.99	SEPTEMBER	ACTIVISION
INT. CHAMPIONSHIP ATHLETICS	25.99	JULY	HAWK
LIFE AND DEATH	25.73	OUT NOW	MINDSCAPE
MAGIC STORY BOOK	29.95	END AUGUST	SOFT STUFF
MOONBASE	35.76	OUT NOW	MINDSCAPE
NAPOLEON 1	29.99	JULY	INTERNECINE
PASSING SHOT	9.99	OUT NOW	MIRROR IMAGE
PRO TENNIS TOUR 2	24.99	OUT NOW	UBI SOFT
R-TYPE II	25.99	SEPTEMBER	ACTIVISION
RBI 2	29.99	OUT NOW	DOMARK
SHANGHAI II: DRAGON'S EYE	35.99	END SEPT	ACTIVISION
SINBAD	9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE	9.99	JULY 24	MIRROR IMAGE
SORCERER	9.99	OUT NOW	MASTERTRONIC
SPELL BOOK (4-9 YEARS)	7.99	OUT NOW	SOFT STUFF
SWAP	25.99	JULY 18	PALACE
TEST DRIVE 2 (COMPILATION)	29.99	JULY 10	ACCOLADE
THE CHARGE OF THE LIGHT BRIGADE	29.99	OUT NOW	IMPRESSIONS
THUNDER JAWS	24.99	JULY 3	DOMARK
TV SPORTS(U.S)FOOTBALL	9.99	JULY 24	MIRROR IMAGE
VIRTUAL WORLDS (COMPILATION)	29.99	MID JULY	DOMARK
WATERLOO	9.99	OUT NOW	MIRROR IMAGE
WORLDS AT WAR	24.99	IMMINENT	INTERNECINE

ATARI ST

ATOMINO	25.99	OUT NOW	PSYGNOSIS
BATTLEBOUND	24.99	IMMINENT	ON-LINE
BEAST BUSTERS	25.99	AUGUST	ACTIVISION
BLUE MAX	30.64	JULY 18	MINDSCAPE
CADAVER LEVELS	15.99	OUT NOW	MINDSCAPE
CONFLICT EUROPE	9.99	AUGUST 14	MIRROR IMAGE
DAS BOOT	30.64	JULY 25	MINDSCAPE
DEUTEROS	29.99	END AUGUST	ACTIVISION
FLIGHT OF THE INTRUDER	30.99	JULY 31	SPEC. HOLOBYTE
GRANDSTAND (COMPILATION)	29.99	JULY 10	DOMARK
HUNTER	29.99	SEPTEMBER	ACTIVISION
INT. CHAMPIONSHIP ATHLETICS	25.99	JULY	HAWK
LIFE AND DEATH	25.73	OUT NOW	MINDSCAPE
MAGIC STORY BOOK	29.95	END AUGUST	SOFT STUFF
NAPOLEON 1	29.99	JULY	INTERNECINE
PASSING SHOT	9.99	OUT NOW	MIRROR IMAGE
PRO TENNIS TOUR 2	25.99	OUT NOW	UBI SOFT
R-TYPE II	25.99	SEPTEMBER	ACTIVISION
RBI 2	29.99	OUT NOW	DOMARK
SINBAD	9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE	9.99	JULY 24	MIRROR IMAGE
SORCERER	9.99	OUT NOW	MASTERTRONIC
SPELL BOOK (4-9 YEARS)	7.99	OUT NOW	SOFT STUFF
SWAP	25.99	JULY 18	PALACE
SWITCHBLADE 2	25.99	EARLY JULY	GREMLIN
THE CHARGE OF THE LIGHT BRIGADE	29.99	OUT NOW	IMPRESSIONS
THUNDER JAWS	24.99	JULY 3	DOMARK
TV SPORTS(U.S)FOOTBALL	9.99	JULY 24	MIRROR IMAGE
VIRTUAL WORLDS (COMPILATION)	29.99	MID JULY	DOMARK
WATERLOO	9.99	OUT NOW	MIRROR IMAGE

AMSTRAD CPC

3D CONSTRUCTION KIT	T 24.99	OUT NOW	DOMARK
3D CONSTRUCTION KIT	D 24.99	OUT NOW	DOMARK
GRANDSTAND (COMPILATION)	D 19.99	JULY 10	DOMARK
GRANDSTAND (COMPILATION)	T 14.99	JULY 10	DOMARK
HEROQUEST	D 15.99	OUT NOW	GREMLIN
HEROQUEST	T 10.99	OUT NOW	GREMLIN
RBI 2	D 17.99	OUT NOW	DOMARK
RBI 2	T 10.99	OUT NOW	DOMARK
SWAP	D 15.99	JULY 18	PALACE
SWAP	T 10.99	JULY 18	PALACE
THUNDER JAWS	D 17.99	JULY 3	DOMARK
THUNDER JAWS	T 10.99	JULY 3	DOMARK
VIRTUAL WORLDS (COMPILATION)	D 19.99	MID JULY	DOMARK
VIRTUAL WORLDS (COMPILATION)	T 14.99	MID JULY	DOMARK

ARCHIMEDES

RHAPSODY II	61.95	OUT NOW	CLARES
-------------	-------	---------	--------

MACINTOSH

CHESS CHAMPION 2175	34.95	OUT NOW	CP/OXFORD SOFTWARE
---------------------	-------	---------	--------------------

IBM & PC COMPATIBLES

BACK TO THE FUTURE 3	3.5 25.99	OUT NOW	IMAGE WORKS
BACK TO THE FUTURE 3	5.25 25.99	OUT NOW	IMAGE WORKS
BATTLETECH II	3.5+5.25 35.99	END SEPT	ACTIVISION
BILL & TED'S EXCELLENT ADV.	3.5+5.25 29.99	OUT NOW	ACCOLADE
BILL ELLIOTS NASCAR RACING	3.5 35.99	AUGUST 21	IMAGE WORKS
BILL ELLIOTS NASCAR RACING	5.25 35.99	AUGUST 21	IMAGE WORKS
BLOODWYCH	5.25 25.99	JULY 10	IMAGE WORKS
COHORT-FIGHTING FOR ROME	3.5 29.99	OUT NOW	IMPRESSIONS
COHORT-FIGHTING FOR ROME	5.25 29.99	OUT NOW	IMPRESSIONS
CONFLICT EUROPE	3.5 9.99	AUGUST 14	MIRROR IMAGE
CONFLICT EUROPE	5.25 9.99	AUGUST 14	MIRROR IMAGE
F-14 TOMCAT	3.5+5.25 35.99	AUGUST	ACTIVISION
FALCON V3.0	3.5 TBA	JULY 17	SPEC. HOLOBYTE
FALCON V3.0	5.25 TBA	JULY 17	SPEC. HOLOBYTE
IBM SPELL BOOK (4-9 YEARS)	3.5 24.95	OUT NOW	SOFT STUFF
LEMMINGS	3.5+5.25 34.99	OUT NOW	PSYGNOSIS
MARTIAN DREAMS HD	3.5 36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS HD	5.25 36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS LD	3.5 36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS LD	5.25 36.76	OUT NOW	MINDSCAPE
MEGAFORTRESS	3.5+5.25 35.99	JULY 25	MINDSCAPE
SHANGHAI II: DRAGON'S EYE	3.5+5.25 35.99	END SEPT	ACTIVISION
SINBAD	3.5 9.99	AUGUST 14	MIRROR IMAGE
SINBAD	5.25 9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE	3.5 9.99	JULY 24	MIRROR IMAGE
SKYCHASE	5.25 9.99	JULY 24	MIRROR IMAGE
SORCERER	3.5+5.25 9.99	OUT NOW	MASTERTRONIC
SWAP	3.5 25.99	JULY 18	PALACE
SWAP	5.25 25.99	JULY 18	PALACE
TEST DRIVE 2 (COMPILATION)	3.5+5.25 34.99	JULY 10	ACCOLADE
THE COMPOSERS PEN	3.5+5.25 146.88	OUT NOW	COMPOSIT
THINGS TO DO WITH NUMBERS	3.5 24.95	IMMINENT	SOFT STUFF
THINGS TO DO WITH WORDS	3.5 24.95	IMMINENT	SOFT STUFF
TV SPORTS(U.S)FOOTBALL	3.5 9.99	JULY 24	MIRROR IMAGE
TV SPORTS(U.S)FOOTBALL	5.25 9.99	JULY 24	MIRROR IMAGE
VIRTUAL WORLDS (COMPILATION)	3.5+5.25 34.99	MID JULY	DOMARK
WATERLOO	3.5 9.99	OUT NOW	MIRROR IMAGE
WATERLOO	5.25 9.99	OUT NOW	MIRROR IMAGE
WING COMMANDER II - HD	3.5 39.99	JULY 22	MINDSCAPE
WING COMMANDER II - HD	5.25 39.99	JULY 22	MINDSCAPE
WING COMMANDER II - LD	3.5 39.99	JULY 22	MINDSCAPE
WING COMMANDER II - LD	5.25 39.99	JULY 22	MINDSCAPE
WORLDS AT WAR	3.5+5.25 29.99	OUT NOW	INTERNECINE

CDTV

ANIMALS IN MOTION	CD 29.99	JULY	ON-LINE
FALCON	CD 29.99	AUGUST 22	IMAGE WORKS
HOUND OF THE BASKERVILLES	CD 29.99	OUT NOW	ON-LINE
PSYCHO KILLER	CD 29.99	OUT NOW	ON-LINE
TOWN WITH NO NAME	CD 29.99	IMMINENT	ON-LINE
WOMEN IN MOTION	CD 29.99	OUT NOW	ON-LINE
XENON 2	CD 29.99	AUGUST 22	IMAGE WORKS

COMMODORE 64/128

3D CONSTRUCTION KIT	D 24.99	MID JULY	DOMARK
3D CONSTRUCTION KIT	T 24.99	MID JULY	DOMARK
ATOMINO	D 14.99	OUT NOW	PSYGNOSIS
ATOMINO	T 9.99	OUT NOW	PSYGNOSIS
ELVIRA-MISTRESS OF THE DARK	D 24.99	OUT NOW	FLAIR SOFTWARE
FORMULA 1-3D	D 15.99	EARLY JULY	SIMULMONDO
FORMULA 1-3D	T 10.99	EARLY JULY	SIMULMONDO
GRANDSTAND (COMPILATION)	D 19.99	JULY 10	DOMARK
GRANDSTAND (COMPILATION)	T 14.99	JULY 10	DOMARK
HEROQUEST	D 15.99	EARLY JULY	GREMLIN
HEROQUEST	T 10.99	EARLY JULY	GREMLIN
RBI 2	D 14.99	OUT NOW	DOMARK
RBI 2	T 10.99	OUT NOW	DOMARK
TEST DRIVE 2 (COMPILATION)	D 24.99	JULY 10	ACCOLADE
THUNDER JAWS	D 14.99	JULY 3	DOMARK
THUNDER JAWS	T 10.99	JULY 3	DOMARK
VIRTUAL WORLDS (COMPILATION)	D 19.99	MID JULY	DOMARK
VIRTUAL WORLDS (COMPILATION)	T 14.99	MID JULY	DOMARK

SPECTRUM

3D CONSTRUCTION KIT	T 24.99	OUT NOW	DOMARK
GRANDSTAND (COMPILATION)	T 14.99	JULY 10	DOMARK
RBI 2	T 10.99	OUT NOW	DOMARK
THUNDER JAWS	T 10.99	JULY 3	DOMARK
VIRTUAL WORLDS (COMPILATION)	T 14.99	MID JULY	DOMARK

SPECTRUM + 3

3D CONSTRUCTION KIT	D 24.99	OUT NOW	DOMARK
GRANDSTAND (COMPILATION)	D 19.99	JULY 10	DOMARK
HEROQUEST	D 15.99	OUT NOW	GREMLIN
RBI 2	D 17.99	OUT NOW	DOMARK
THUNDER JAWS	D 17.99	JULY 3	DOMARK
VIRTUAL WORLDS (COMPILATION)	D 19.99	MID JULY	DOMARK

BALLISTIC

HARDBALL!	CART (16-BIT) 39.99	OUT NOW	ACCOLADE
STAR CONTROL	CART (16-BIT) 39.99	OUT NOW	ACCOLADE

Publishers to include your products telephone Debbie Magrane at Inter-Mediates on 0279 600770

SUMMER STOCKING

SEGA

Undoubtedly much of the firm's attention will be directed towards supporting the launch of its Gamegear handheld, but there will still be a fair amount of releases for both consoles.

The Gamegear will have eight titles available by September — *Columns*, *Super Monaco GP*, *Wonder Boy*, *Mickey Mouse*, *Dragon Crystal*, *Shinobi*, and *Put and Putter Golf*.

Master System releases will be numerous, namely — *Pacmania*, *Summer Games*, *Dynamite Duke*, *Spiderman*, *Speedball*, *Strider*, *Chess*, *Back To The Future*, *Flint*

stones, and *Bubble Bobble*. Finally, the Megadrive has 12 titles released from now until September — *688 Attack Sub*, the Simon Harvey endorsed *Sonic The Hedgehog*, *Wrestle Wars*, *3D Blockout*, *Kings Bounty*, *Faery Tale Adventure*, *Centurion*, *Fantasia*, *Alien Storm*, *Abrahms Battle Tank*, *Spider Man* and *NHL Hockey*.

Palace has only two releases to slip into the quiet season.

These are *Metal Mutant* on the Amiga, ST and PC and *Swap* on 16-bit and CPC.

MILLENIUM

This summer, Millennium will be sitting tight on most of its product, preferring to hold back until September. As a result, *Moonshine Racers* on the PC is the firm's only summer-time venture.

EUROPRESS SOFTWARE

The *AMOS Compiler* will receive its official launch at the beginning of July, with Europress confidently predicting impressive sales, having already sold over 40,000 copies of the original package.

ELECTRONIC ZOO

After spending last summer lounging around the swimming pool, EZ boss Stewart Bell has undergone a change of tack. This year the firm has lined up a healthy batch of releases and is looking forward to a busy season.

The firm's Monkey Business budget label is set to get a booster with around five new additions, including: *Freedom*, *Legend of Djel* and *Skidoo*. There's also a couple of full-price games, with *Battle Commander* and a rather risqué title called *Geisha*.

A compilation is also in

the offering, called *The Star Collection*. The Amiga and PC version will house 10 games, whilst the C64 pack consists of 20 titles.

ACTIVISION

Experiencing its first summer based on French soil, Activision will be releasing several titles that originated from its former UK operation.

Beastbusters will finally appear on the ST and Amiga, closely followed by *F14 Tomcat* on the PC. *Deuterios* should also make a late August release date on the 16-bit formats, but this may well slip into September.

On the console front, the firm will be heavily plugging *Ghostbusters II* on the Gameboy, along with *Sword Master* on the NES.

ADDICTIVE/PRISM

According to Geoff Young, boss of Prism, the key to summer-time success rests on low-cost impulse purchases. "It's a very hard time for software and the recession is making it so much harder. You've got to have something people can buy on impulse, and from a retailers' point of view, such products keep people coming through the door."

Addictive is confident it has just the right sort of product, with its £2.99 range of Pocket Power titles. "These games are brilliant for the summer. There's not a lot of money around, but at this price people will buy."

ELITE

With the king of the compilation pack no longer taking that tried and trusted cure for the summer-time blues, this summer sees only two releases.

Tournament Golf will be released for the PC on both 3.5 and 5.25 inch disk — at one of those rather strange post VAT change prices of £25.53 — at the beginning of July.

Last Battle follows at the end of July on ST, Amiga, PC, with C64 versions arriving in August.

AUDIOGENIC

Audiogenic will be releasing *World Class Cricket* (ST, Amiga and C64), *Wreckers* (ST and Amiga, followed by PC and Sp) and *Super League Manager* (ST and Amiga).

ACTIVE

Only three titles on offer this summer from the firm's batch of software labels.

On the Vulture label the firm follows up its critically acclaimed football sim *Pro Soccer 2190*, with *Siegemaster* on ST and Amiga in late August. It retails for £29.99.

On the Novagen label the follow up to the firm's successful *Damocles* title, *Mercenary III*, will arrive in August. German publisher Thalion releases *Airbus 323*, which has apparently been developed by a Lufthansa pilot.

Late July sees the launch of Active's Dragon range of peripherals which includes a C64 datacarder for £29.99 and various mice, mouse mats, disk boxes and cleaning accessories.

CODEMASTERS

In typical style, Code Masters claims that last summer saw no seasonal slump, with the company retaining the same volume of sales as that experienced at Christmas.

"Our particular brand of budget is completely unaffected by seasonal fluctuations and I think we prove that a stable level of sales can be generated throughout the year," offers the firm's Mike Clark.

Indeed, the company appears to be impervious to all negative factors, with Clark claiming that "so far, there's not even been a recession for us. Things have just got better and better and we're now picking up extra sales from the full-price end".

RBI BASEBALL

RBI sets a new standard in Baseball simulations.

Easy to play, you can really feel the crack of ball against bat as you hit a big one and go for a home run. Wind up to pitch a fast ball or play tricky with a slow curver. Put on your glove and dive for catches or try to tag those runners between bases.

For aficionados we've included details of all 26 American pro ball teams: the real players with their batting, pitching and fielding stats. All this detail, combined with superb animation, sound and special effects, have made sure this is the only baseball game to get an American Major League Baseball Players Association endorsement.

For sheer realism you can't beat **RBI**'s heart pounding action — if it gets any more realistic, you'll need a glove to play.

"The Kick Off of baseball games." THE ONE

PLAY RBI BASEBALL AND WIN

Pick up a competition form at your local retailer, answer the three simple questions and YOU could be flying to the USA in September to see a real life baseball game between the Boston Red Sox and the Baltimore Orioles.

WIN — 2 RETURN FLIGHTS TO BOSTON...
— 7 NIGHTS ACCOMMODATION...
— 2 TICKETS TO SEE THE BOSTON RED SOX IN ACTION

PLUS.... £200.00 SPENDING MONEY

Look out for **RBI BASEBALL** in your local computer store now!!

* Competition closes 10th August, 1991 ** Available on all formats

DOMARK

TENGEN
The Name in Coin-Op Conversions

Programmed by: The Kremlin
© 1991 TENGEN INC. All rights reserved.™ Atari Games Corporation
Software, Artwork & Packaging © 1991 Domark Software Ltd.
Published by Domark Software Ltd, Ferry House, 51-57 Lacey Road, London SW15 1PR Tel: 081-780 2224
Available on: Amiga, Atari ST, IBM PC 3.5" & 5.25", Commodore 64, Spectrum, Amstrad.
Amiga & Atari ST Screenshots

ELSPA
CHARTALK
 Compiled by Gallup
 on behalf of ELSPA
 WEEK ENDING June 22nd 1991

MARKET SHARE BY FORMAT

PRICE CATEGORY	MACHINE TYPE	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	COMMODORE 64	27.6	27.4	27.2	29.0
	SPECTRUM	20.8	21.9	22.9	24.4
	COMMODORE AMIGA	19.1	17.7	18.6	14.1
	AMSTRAD	11.2	11.6	11.5	14.8
	ATARI ST	8.3	8.6	7.3	6.5
	SEGA 8-BIT	4.8	4.9	4.6	4.6
	NINTENDO CONSOLE	2.8	3.2	3.0	3.0
	SEGA MEGADRIVE	2.2	1.4	1.2	1.2
	PC COMPATIBLE	1.6	1.7	1.2	—
	FULL PRICE	COMMODORE AMIGA	27.2	27.8	28.1
COMMODORE 64		14.6	15.9	16.9	17.2
SEGA 8-BIT		12.8	13.5	12.9	14.2
ATARI ST		11.8	10.5	10.4	9.6
SPECTRUM		8.9	7.5	9.4	11.3
NINTENDO CONSOLE		7.5	8.8	8.3	9.2
SEGA MEGADRIVE		5.8	3.8	3.4	3.7
AMSTRAD		5.6	5.5	5.8	7.9
PC COMPATIBLE		3.4	3.2	2.4	1.7
NINTENDO GAMEBOY		2.0	3.1	1.6	1.3
BUDGET	COMMODORE 64	35.5	33.8	33.0	34.9
	SPECTRUM	28.0	30.1	30.4	30.8
	AMSTRAD	14.6	15.0	14.7	18.1
	COMMODORE AMIGA	14.2	12.1	13.2	9.7
	ATARI ST	6.2	7.4	5.5	5.0

TOP 20 ALL FORMATS (FULL PRICE)

RANK	TW	LW	TITLE	FORMATS	PUB. LABEL
1	—	—	F15 STRIKE EAGLE 2	— — — ST AG OT	MICROPROSE
2	16	—	HERO QUEST	SP — — ST AG —	GREMLIN
3	1	—	EYE OF THE BEHOLDER	— — — — AG OT	U.S. GOLD
4	—	—	SONIC THE HEDGEHOG	— — — — — OT	SEGA
5	2	—	PGA GOLF TOUR	— — — — AG OT	ELECT. ARTS
6	3	—	LEMMINGS	— — — ST AG OT	PSYGNOSIS
7	8	—	DIZZY COLLECTION	SP CO AM — — —	CODE MASTERS
8	9	—	MICKEY MOUSE	— — — — — OT	SEGA
9	6	—	TEEN MUT HERO TURTLES	SP CO AM ST AG OT	MIRRORSOFT
10	10	—	VIZ	SP CO AM ST AG —	VIRGIN
11	17	—	POWER UP	SP CO AM ST AG —	OCEAN
12	11	—	BIG BOX	SP CO AM ST AG —	BEAU JOLLY
13	4	—	SHADOW DANCER	SP CO AM ST AG OT	U.S. GOLD
14	12	—	SUPER MONACO G.P.	SP CO AM ST AG —	U.S. GOLD
15	—	—	MONKEY ISLAND	— — — ST AG OT	U.S. GOLD
16	14	—	ARMOUR-GEDDON	— — — ST AG —	PSYGNOSIS
17	13	—	SUPREMACY	— CO — ST AG —	VIRGIN
18	7	—	KICK OFF — W. TACTICS	— — — ST AG —	ANCO
19	5	—	MULTI PLAYER SOC. MAN.	SP CO AM ST AG —	D&H GAMES
20	15	—	KICK OFF 2	SP CO AM ST AG OT	ANCO

KEY: AG — Commodore Amiga; AM — Amstrad; CO — Commodore C64; SP — Spectrum; AT — Atari ST; OT — Other

All Gallup software charts are the copyright of ELSPA from April 1st 1990. The charts published weekly in CTW are extracts from 'CHARTALK' which is compiled in report form both weekly and monthly by Gallup on behalf of ELSPA. There are 22 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0836 830642/831223 — or write to him at Arden Mill, North Littleton, near Evesham, Worcestershire, WR11 5QP.

Penn to Paper.

PSYCHO KILLER

On Line CDTV
Psycho Killer? C'est que- ce? It's one of the first in a new generation of home entertainment software, that's what. At least, that's the theory. *Psycho Killer* is in fact nothing of the sort. It's a software bum-egg no less, just waiting for some unsuspecting new CDTV owner to step in it — and they probably will.

Psycho Killer comes across as a film like interactive experience — until it's actually played and the true horror is revealed... Someone's been chimping around the countryside with a video camera and has the digitised images to prove it. Inserting the compact disc into the CDTV is more interactive than playing *Psycho Killer* itself.

I hope for Commodore's sake that this isn't seen as indicative of the shape of things to come. That said, I'm sure that there's plenty more where this came from, given the fact that the compact disc format provides a vast bed for lazy designers.

This always happens though. A new format arrives and a handful of software publishers ride the wave of enthusiasm. The owners of the machine need to play something, so the software sells, regardless of its quality... even when it's as poor as *Psycho Killer*. How sad.

BILL AND TED'S EXCELLENT ADVENTURE

Accolade
Amiga, PC

And wasn't it just. The beauty of producing a home computer incarnation of such a cult film (which opened on these shores in the summer of '90 and appeared on video not long after) is that the publisher can count on an active audience and a reasonable level of guaranteed sales. Provided those consumers know that the product exists that is — and they should.

Accolade is advertising *Bill and Ted* in very few publications — two in fact, namely *Amiga Power* and *C+VG* — for one month only. The company sees this pair of magazines as the ideal medium to reach the product's target audience — teenagers.

The advertisement is a double page spread. Accolade's reasoning for this seems sound enough to me. It feels that all too often advertisements are lost among editorial, especially with single A4 pages.

The idea is that when the consumer turns the page he or she is confronted by dedicated Accolade information — in this case two contrasting products — the 'serious' *Cardinal of the Kremlin*, and the 'not so serious' *Bill and Ted*.

In a more critical editorial vein, *Bill and Ted* on the home computers hasn't been received with much enthusiasm. Not

that I think this will make a great deal of difference (well maybe it will as far as non *Bill and Ted* viewers are concerned). Fans of the film will already have made a purchasing decision, and given that the product does a good job of selling itself off the page, reviewer criticisms are unlikely to change this.

There's no Point Of Sale at present. However, Accolade has forged links with Castle Home Video, which is releasing the video on sell through this August, and intends to take advantage of the associated POS by buying it and adapting it to suit.

Accolade's already making the most of its new connections — one side of the video sleeve will feature an advertisement for the home computer version of *Bill and Ted*, while the video release gets a similar treatment courtesy of Accolade.

Bill and Ted's Excellent Adventure should prove a steady seller. The shelf life's good, with able assistance from the sell through video release and the UK cinema debut of the sequel, *Bill and Ted's Bogus Adventure*, in October. Yes way dudes!

CONTACT: Accolade's Jon Treanor on (081) 877 0880.

SONIC THE HEDGEHOG

Sega
Megadrive

It doesn't take a genius to figure out that *Sonic The Hedgehog* — Sega's answer to Nintendo's legendary *Mario Brothers* series — is going to shift some units. And seeing as how I lack the necessary mental fibre, that makes my life easier.

There can't be a Megadrive owner who doesn't know about *Sonic*. The endearing little animal's antics have featured prominently in the specialist press since the beginning of this year, and he's probably graced many a front cover. Now the reviews are making their mark, and the response is

as enthusiastic — more so, perhaps, where the consumer is concerned.

Ged Tucker, deputy manager of the Virgin Megastore in Oxford Street is an amazed man: "We had 12 copies of *Sonic* in on Friday (the 21st) and we'd sold out in 45 minutes. It was crazy. When it came down to the last copy a couple of guys got into a scuffle. It almost came to blow. We had to split them up.

"On the Saturday we had another 12 copies and sold out after 50 minutes. We held back one copy for demonstration and someone came in and offered 65 quid for it — for a £34.99 title! It's that hot. We've got none left, and this was without the aid of a display of any description... it's the best selling game we've ever had. We daren't put them on show."

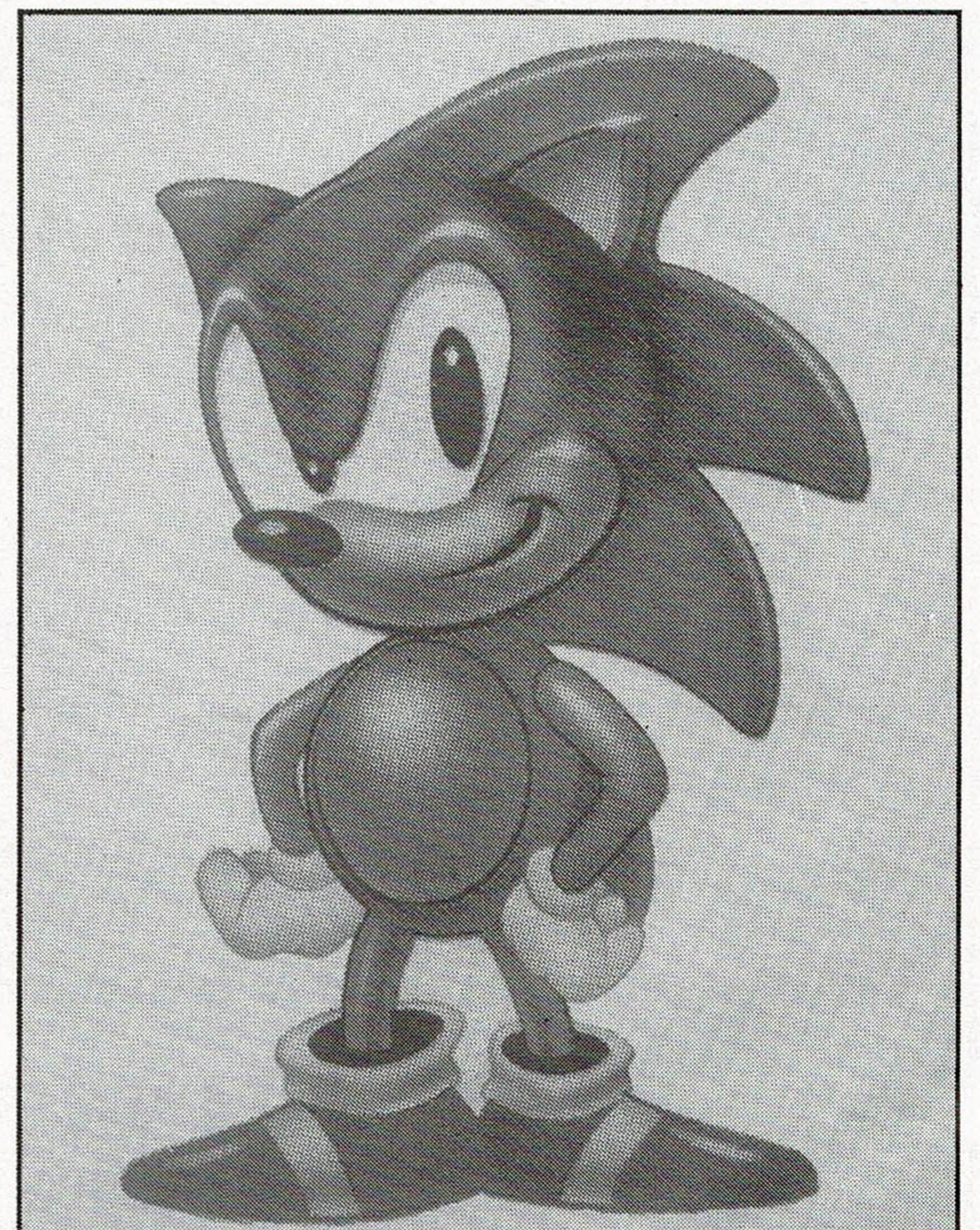
Heavens! What's going to happen when the hundreds of cut outs and thousands of A2 posters come into play?

There's a television advertising campaign to come later this year, too, and plenty of youth and cult program coverage to match. In the meantime, double page spreads in *Sega Power*, *C+VG*, *Mean Machines* and *Zero* are doing the trick.

Sonic will become the biggest selling Megadrive cartridge to date, of that I have no doubt. It may even sell a few Megadrives. Philip Ley, general manager of international marketing for Sega certainly thinks so, which seems fair enough.

He also reckons that *Sonic* will convert *Mario* aficionados, but I can't see it myself, it's a different kettle of fish. As beautiful, and all that, as *Sonic* is, it simply lacks the magical mystery of *Mario*. Still, you'd be hard pushed to stock a title with a longer shelf life than *Sonic*. Well, at least until a sequel appears.

Contact: Virgin's Lesley Walker on (071) 727 8070.



LETTER FROM AMERICA

THE MOURNING AFTER THE SHOW BEFORE

In the second of his monthly US reports, STEVE HARRIS reports on publishers' fears that retailers are already turning their back on 8-bit Nintendo software, following the super NES CES unveiling — even though it doesn't actually ship until September 1st. He also reflects on Sega and NEC's moves towards CD, and clear retail suspicion concerning Atari's latest super console promises...

While the Summer Consumer Electronics Show in Chicago did manage to serve up a number of high-tech products, the feelings of many retailers the morning after appear to lack the popular consensus that many of the leading publishers had anticipated.

At the forefront of discussion in the States is the true impact that Nintendo's 16-bit introduction has really made on the retail community and if the Super NES will be able to capture the hearts

of American game players in the same manner it has succeeded in overwhelming the market in Japan.

An underlying feeling that did manage to affect many of the companies corralled inside Nintendo's pavilion at the show centred specifically around the launch of the new machine and the effect it had on the publishers of 8-bit product.

Many companies complained of little play from their regular retail accounts because they failed to show any titles for the 16-bit con-

sole.

This prevailing mood had started at the January show in Las Vegas, when the Super Nintendo was still a rumour, but with the official launch date of September 1st now announced, all levels of the industry appear to be jumping ship despite Nintendo's announced commitments to continue support for its low-end system.

In between daze

In addition to the introduction of the Super NES and

the impact it is making to the big picture, high-technology has also taken centre-stage.

As reported, NEC and Sega both introduced new CD-ROM drives behind closed doors, fuelling speculation that disc-based software will be the true future for the industry.

In fact, many retailers and publishers alike now see the 16-bit segment of the industry as merely a transitory step between the 8-bit machines and the CD-ROM/CD-I units of tomorrow.

With greater installed base of hardware, Sega stands to profit the most from a high-end CD-ROM introduction.

Its machine, which was officially presented to the public at the Tokyo Toy Fair just days after CES ended, holds an expanded RAM catch for smoother game play, the ability to play audio CDs, as well as a secondary processor within the drive itself that will give the Sega 16-bit system the same scaling and rotation abilities that the Super NES currently enjoys.

No firm prices have been announced for the Genesis CD-ROM, but it is expected to carry a 50,000 yen (£220) tag in Japan. Sega is edgy on the release of the machine until proper software support is present, but with 27 licensees now working on product in Japan the overall CD library could be quite impressive when the machine debuts next year to American consumers.

An immaterial world

The on-again, off-again console projects from Atari now appear to be headed in one direction. The Jaguar, said to incorporate "new technology" according to a source close to the company, has evidently not been designed by Atari's crew of engineers but instead designed for Atari by an outside source.

While Atari won't confirm the details of such an arrangement, the reaction to rumours of a new hardware configuration from Atari have met with an expected lack of interest from the retail establishment.

With many promises to deliver product for its Lynx handheld as well as hype for the Panther, which never did materialise, most view Atari's latest rumblings as nothing more than talk.

If the Jaguar does possess the incredible features that are being discussed and if the management of Atari allows the system to produce games that take advantage of these enhancements, then the Jaguar may make a presence for itself when it appears.

Until something more tangible surfaces, however, the American market is likely to file it under "vapourware".

Lastly, in a bid to continue the expansion of its empire, Electronic Arts has acquired the programming and development talents of Distinctive Software.

This house, responsible for many hit PC titles ranging from *Hard Ball* to *Test Drive*, will now work within the EA framework of development on both computer and console platforms.

Steve Harris is the president of Sendai Publications which has just launched the monthly US trade publication *Electronic Gaming Retail News*.



CES: Gloomy in the shadow of the Super NES

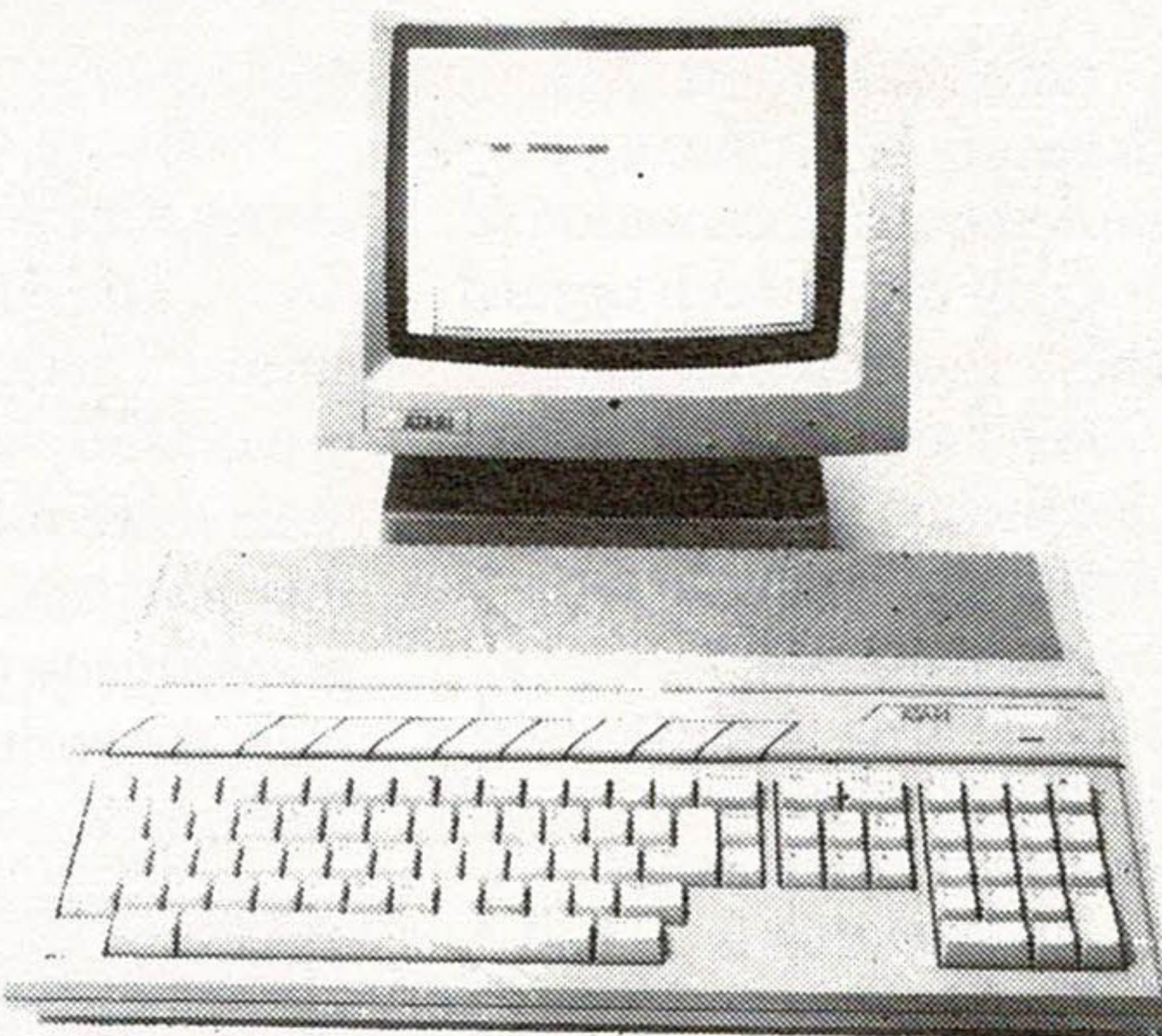
COMPUTER REPAIRS

TRADE
1 week turnaround

W.T.S. undertake the repair of computer equipment for trade outlets and service organisations.

Repairs should take no longer than 1 week and are guaranteed for 90 days.

FIRST AID
FOR
TECHNOLOGY



Amstrad / Sinclair Authorised



Maintenance contracts are also available.

For further information and a trade price list, simply telephone the number below.

W.T.S. ELECTRONICS LTD., CHAUL END LANE, LUTON, BEDS. LU4 8EZ

0582 491949 (4 LINES)
Fax No: 0582 505900



NEW IMAGE (U.R.)

**COMPUTER SHOP DISPLAY SPECIALISTS
OFFICE PLANNING AND REFURBISHMENT**

Planning Department:
26-28 HIGH STREET, SANDGATE,
FOLKESTONE, KENT CT20 3AD.
TEL: (0303) 52333 FAX: (0303) 42487

NATIONWIDE

COMING SOON FROM AUDIOGENIC...

The Ultimate Sports Simulations

Graham Gooch's
WORLD CLASS CRICKET
WORLD CLASS RUGBY
WORLD CLASS SOCCER

Realistic Soccer Management
SUPER LEAGUE MANAGER

Innovative Arcade Action
WRECKERS
EXILE

6 OF THE BEST — FROM AUDIOGENIC

Audiogenic Software Ltd.

**THE
EUROPEAN
C.O.M.P.U.T.E.R
ENTERTAINMENT
SHOW
1991**

THE MAIN EVENT

Europe's biggest show for leisure computing.

87% higher trade audience than its nearest rival • dedicated Trade Hall • 20% overseas visitors from 25 countries • separate Consumer Hall • prime Autumn timing • VIP Priority Visitor Pack • exclusive CTW, ELSPA and EMAP Images sponsorship • 4 days trade and 3 days consumer • major national press and media coverage • London's premier exhibition centre, the brand new Earl's Court 2

All combine to make the European Computer Entertainment Show 1991 the biggest and best in the industry.

**Earls Court 2, London.
September 5th to 8th 1991.**

TO GET MORE FROM US, TEAR US OFF A STRIP

For further information on stand space or visitor packs call 071 404 4844, Fax 071 404 0747 or send coupon to Neil Wood, EMAP International Exhibitions, 12 Bedford Row, London WC1R 4DU.

Name _____

Job Title _____

Company _____

Address _____

Telephone No _____

Fax No _____

Stand Space

Visitor Space

[please tick where appropriate]

Millenium joins Nintendo ranks

Burgeoning games label Millenium has become the latest UK firm to become a licensed Nintendo developer.

The firm has been trailing the deal for some time, and is now hoping that a publishing agreement will follow — so that when its first NES products are completed they can be launched as branded Millenium titles.

"We believe that Nintendo will be very successful in Europe over the next three

years or so, and we're very impressed by their commitment to the market," remarked Millenium director Michael Hayward to CTW.

"Sales of floppy software are being effected by both the recession and the rise of consoles, so we have to extend our business."

Millenium intends to start working on two Nintendo titles immediately. It has already had success in the console market, however — licensing a Megadrive version of its *James Pond* title to Electronic Arts.

Bandai holds back Mario 3

Bandai has pulled back the UK release date on *Super Mario Brothers 3* by two months.

Nintendo's UK distributor expects *SMB3* to be the biggest selling title on the NES this winter season, with advance orders already claimed to have topped 100,000 units. The original release date of late summer has now been re-scheduled for mid-October/early November.

"We've done it because of the sheer amount of product that will be sold when it's

released. We want to be totally prepared for the demand — and we also want our huge marketing push running at the same time," explained Bandai's Nintendo boss Mike Hayes to CTW.

The title's release will be virtually simultaneous throughout Europe. In the UK, a £1 million TV campaign — consisting of two different 30 second ads — will also be used to help Nintendo hunt down any kids who haven't yet discovered the wonders of princess-saving plumbers.

Sonic smashes importers

Sega has moved against the longtime problem of grey importers in the UK by introducing a new policy of simultaneous global release for major software titles.

The first product to hit the streets of Europe, Japan and the US at the same time is the impressive *Sonic The Hedgehog* — which ships this week.

UK release had originally

been planned for September time, but Sega decided that unofficial stocks must not be allowed to drift in from other markets.

"We're trying to ensure that major products are available in the major territories at the same time. Sonic is the first game that this applies to — the odd importer may still have beaten us, but we really are trying to ensure that from now on games are released with the maximum impact," explained Virgin Mastertronic boss Nick Alexander to CTW.

CBM signs

Continued from front page sons it has a licence which is growing towards Turtle proportions and has a cult following which should give it more longevity than the heroes in a half shell.

CBM's national sales manager Kelly Sumner told CTW: "This has got to be the best pack ever. There have been great packs in the past by us and our rivals, but this is the best."

He also explained that the recession had prompted an early release of the pack which would normally have been unveiled in September. "It's bloody tough out there and this should give everyone a boost", he offered.

Comodore believes that in the quiet months of summer it will ship 50,000 units and is then looking at a target of at least 150,000 in September to December.

Amstrad hit

Continued from front page The firm is now "seeking substantial compensation" from those hard disk suppliers concerned.

The firm's second half performance will be further damaged by lower than anticipated sales of high margin product.

One bright spot is that Amstrad has successfully kept overheads down, and is still highly liquid — boasting £50 million in net cash.

But the City still reacted badly last week — knocking the firm's share price down from 65p to 54p within an afternoon.

Full-year pre-tax profits had been expected to hit the £40 million mark, one analyst told CTW that they would now be "not much greater than zero" — with £10 million the current favourite.

Mags unite

Continued from front page from the banning (or not) of copying device ads and full game cover-mounts to accusations of bogus sales claims and criticism of editorial content. The vehemence behind the arguing, however, has stayed at a constant level.

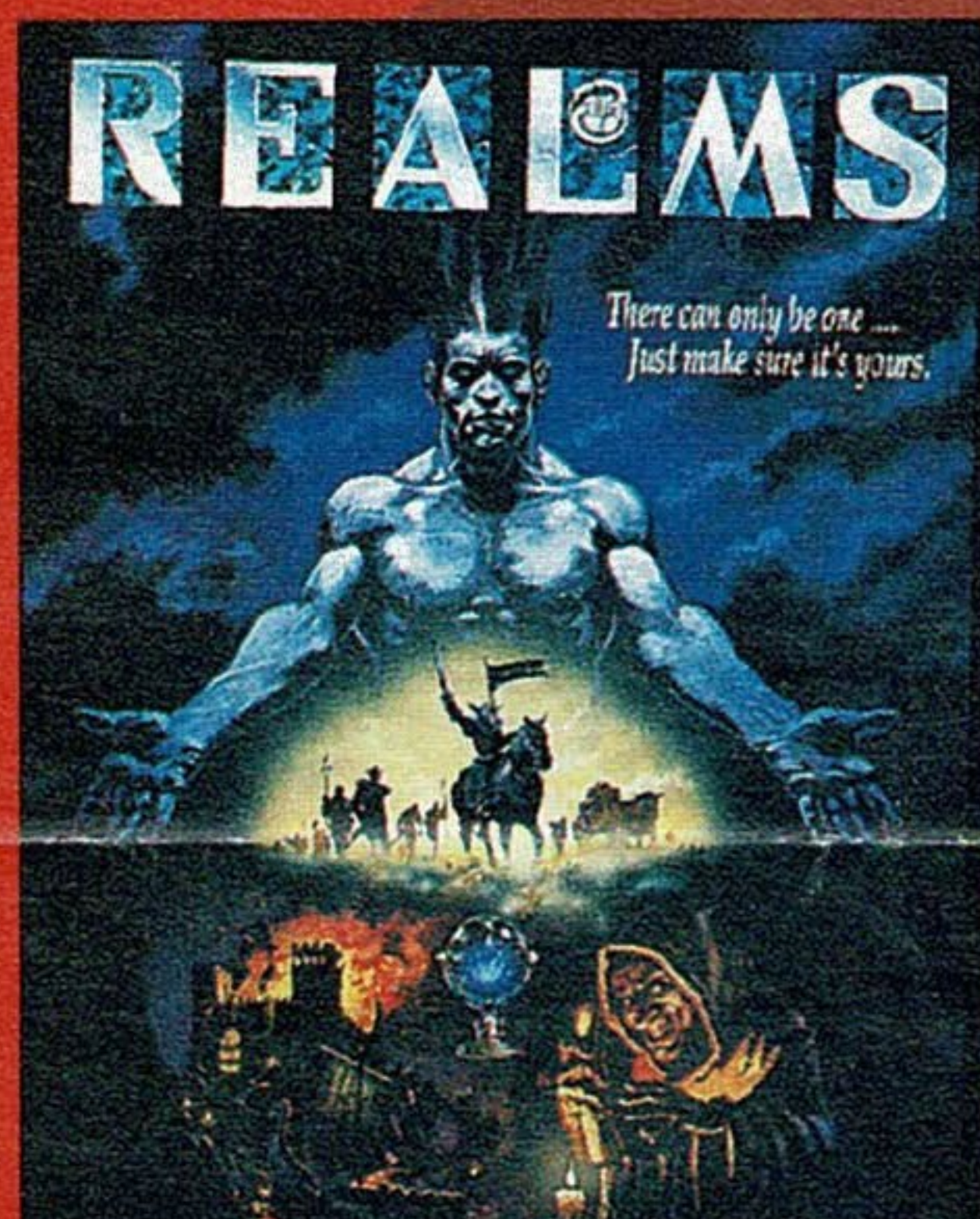
"Magazine publishers are in danger of irritating the industry, following some of their antics in recent weeks," began Future's group publishing director Greg Ingham.

"There is an extraordinary degree of competition in the magazine market, but we shouldn't let private matters — which the rest of the industry don't give a fig about — be argued over publicly."

100% PURE ENTERTAINMENT

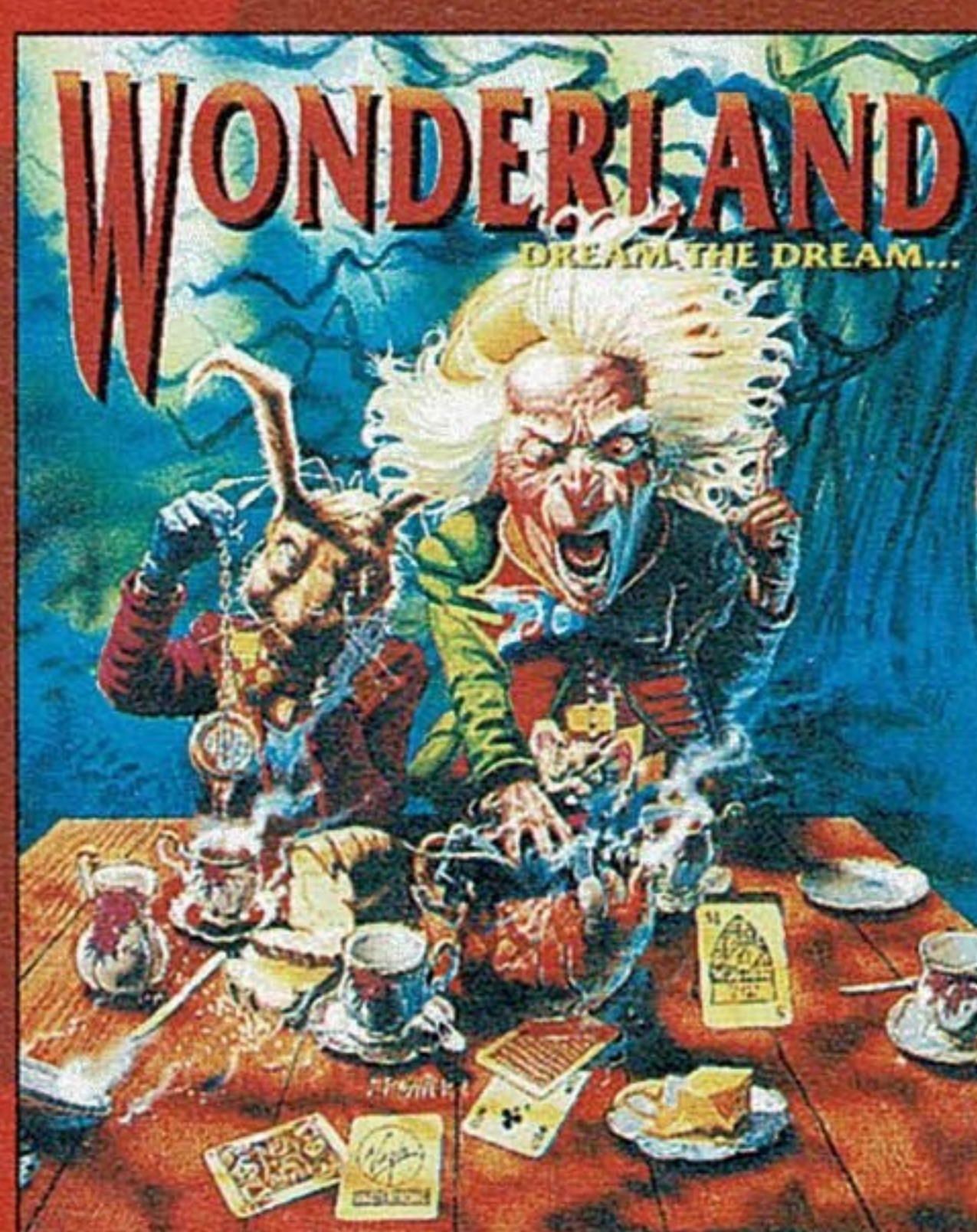
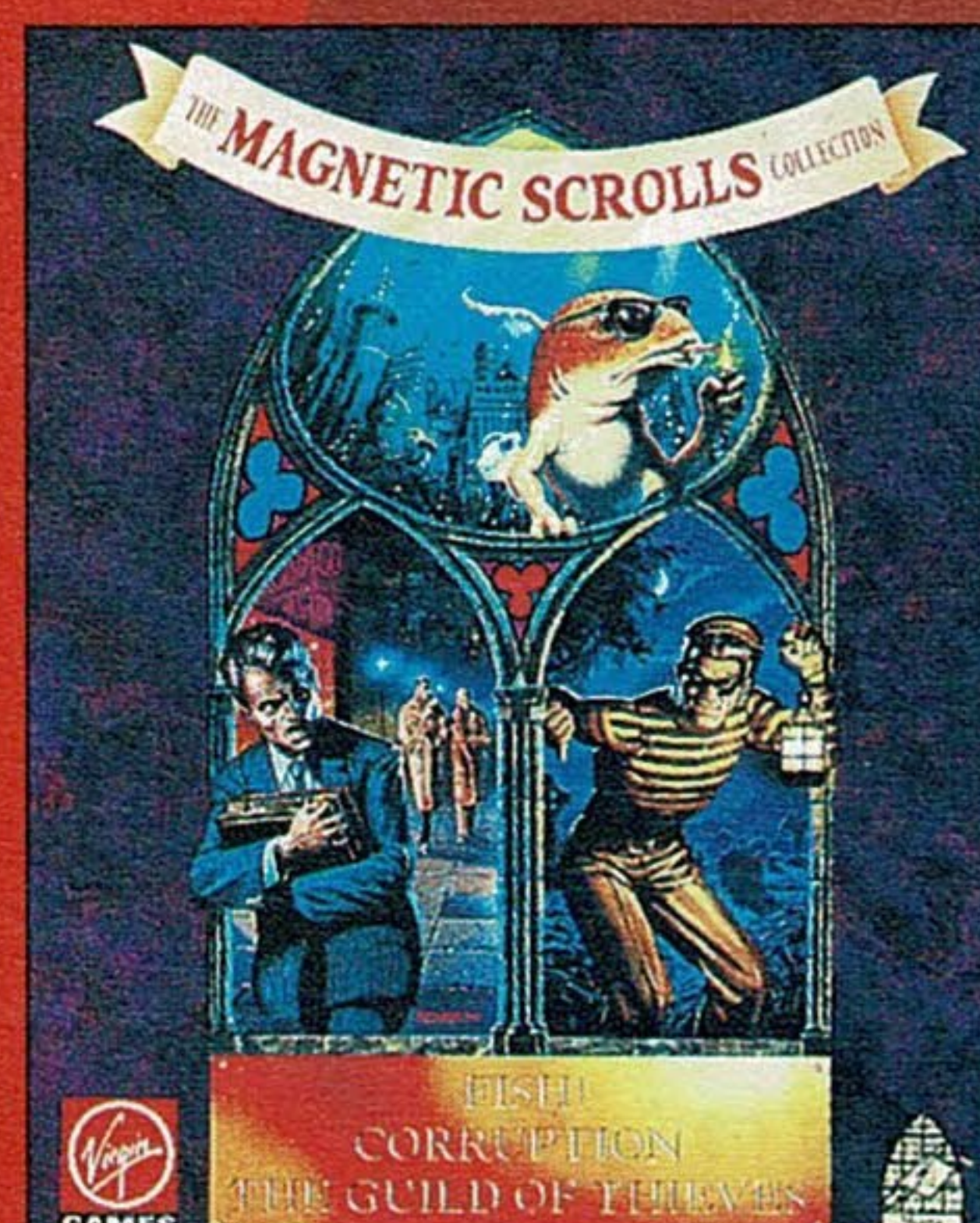
REALMS

"Let's make no bones about it. Graftgold's REALMS looks like being the game to topple PowerMonger as the greatest strategy game on home computers... it's going to be a stunner!" C&VG. Released in Autumn on IBM PC, Amiga and Atari ST.

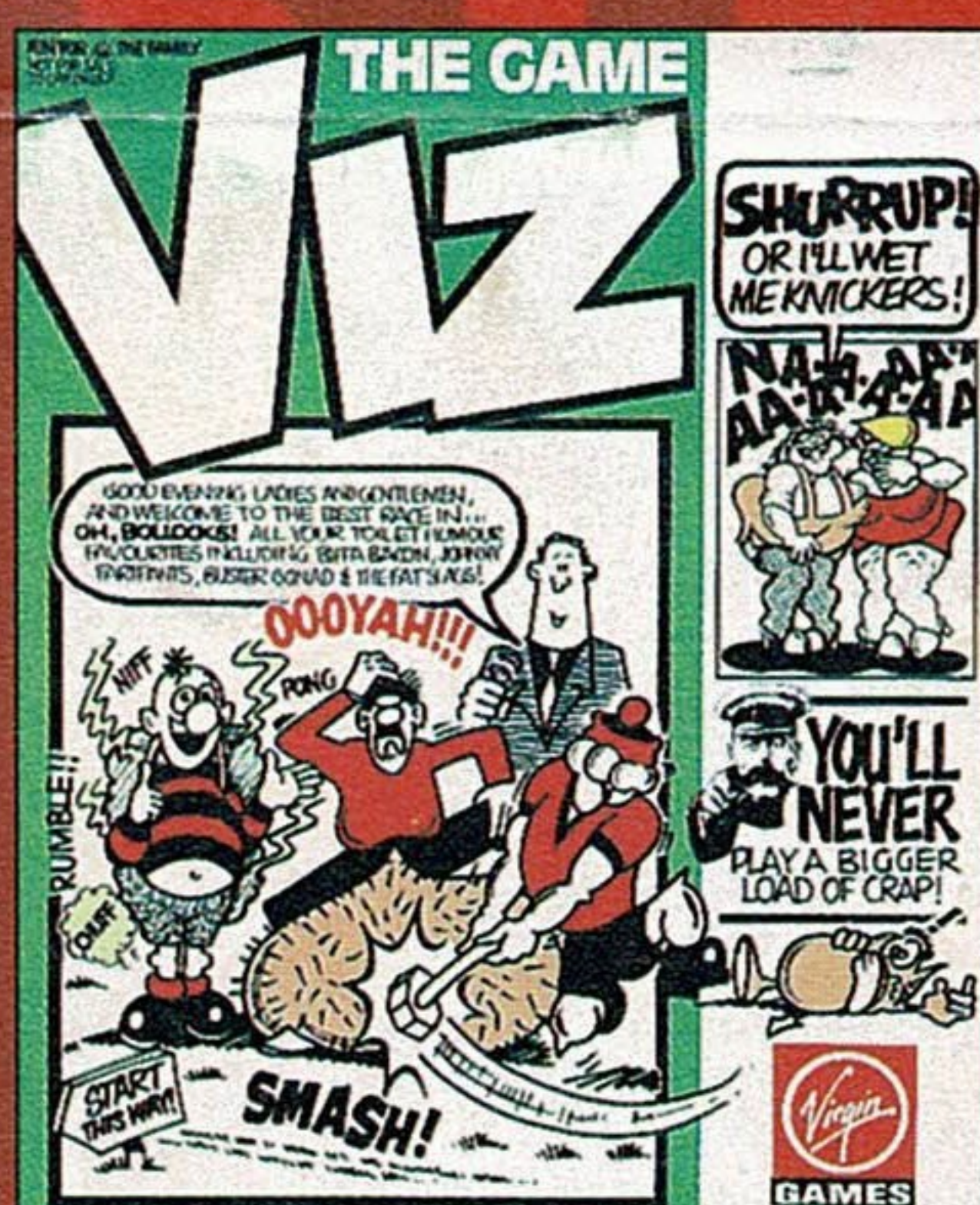


MAGNETIC SCROLLS COLLECTION VOLUME 1

Corruption, Guild of Thieves and Fish - three classic adventures enhanced to run under Wonderland's new Magnetic Windows system. Available on IBM PC, Amiga, Atari ST and Archimedes.



WONDERLAND
Puzzles, conundrums, potions, a caterpillar, mushrooms and a very mad hatter for your IBM PC, Amiga, Atari ST and Archimedes.

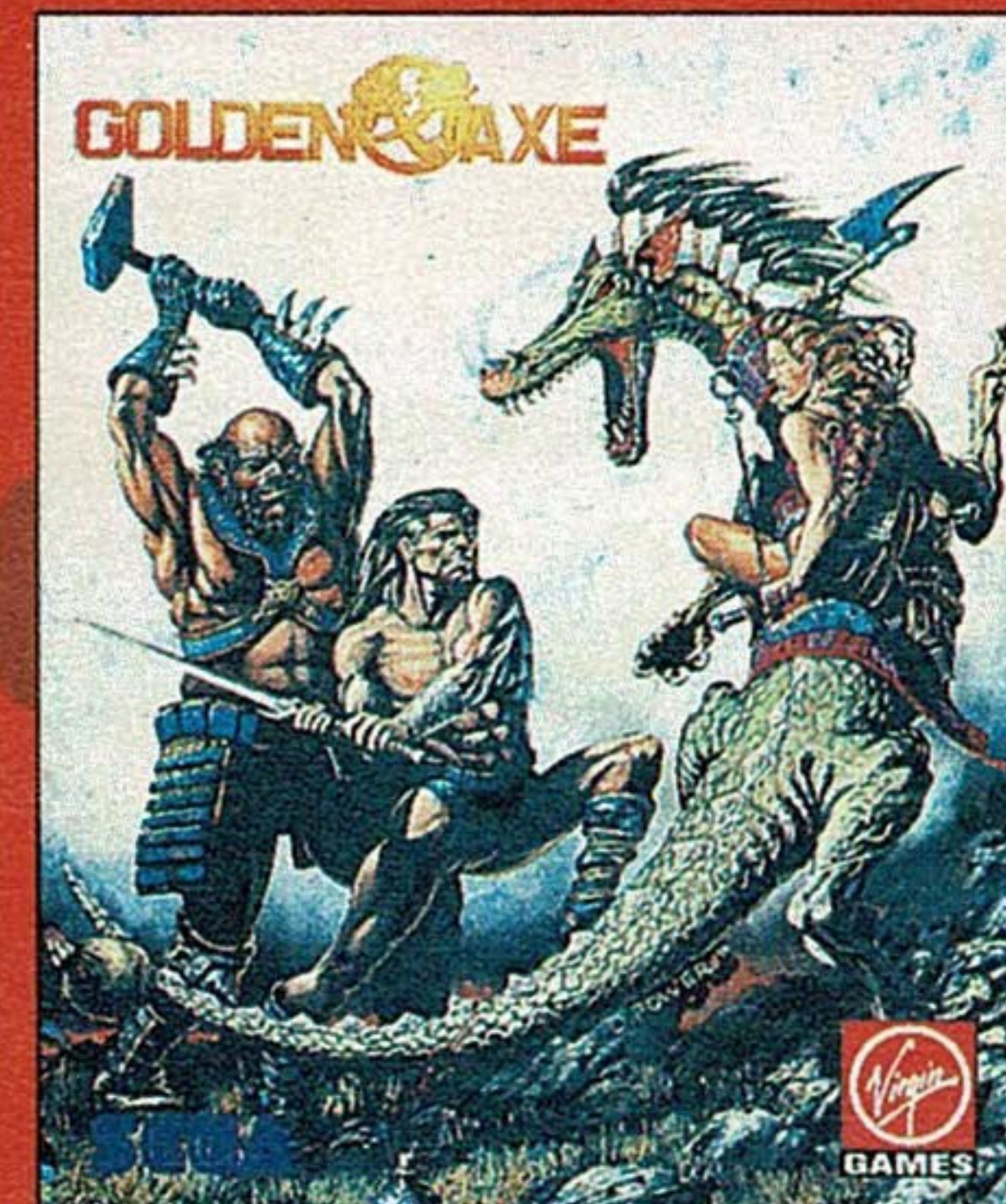


VIZ - The Game
Play the part of Biffa, Buster or Johnny in this romp through Fulchester. Not for sale to minors. Available on Amiga, Atari ST, C64, Spectrum and Amstrad. Coming soon on the IBM PC.



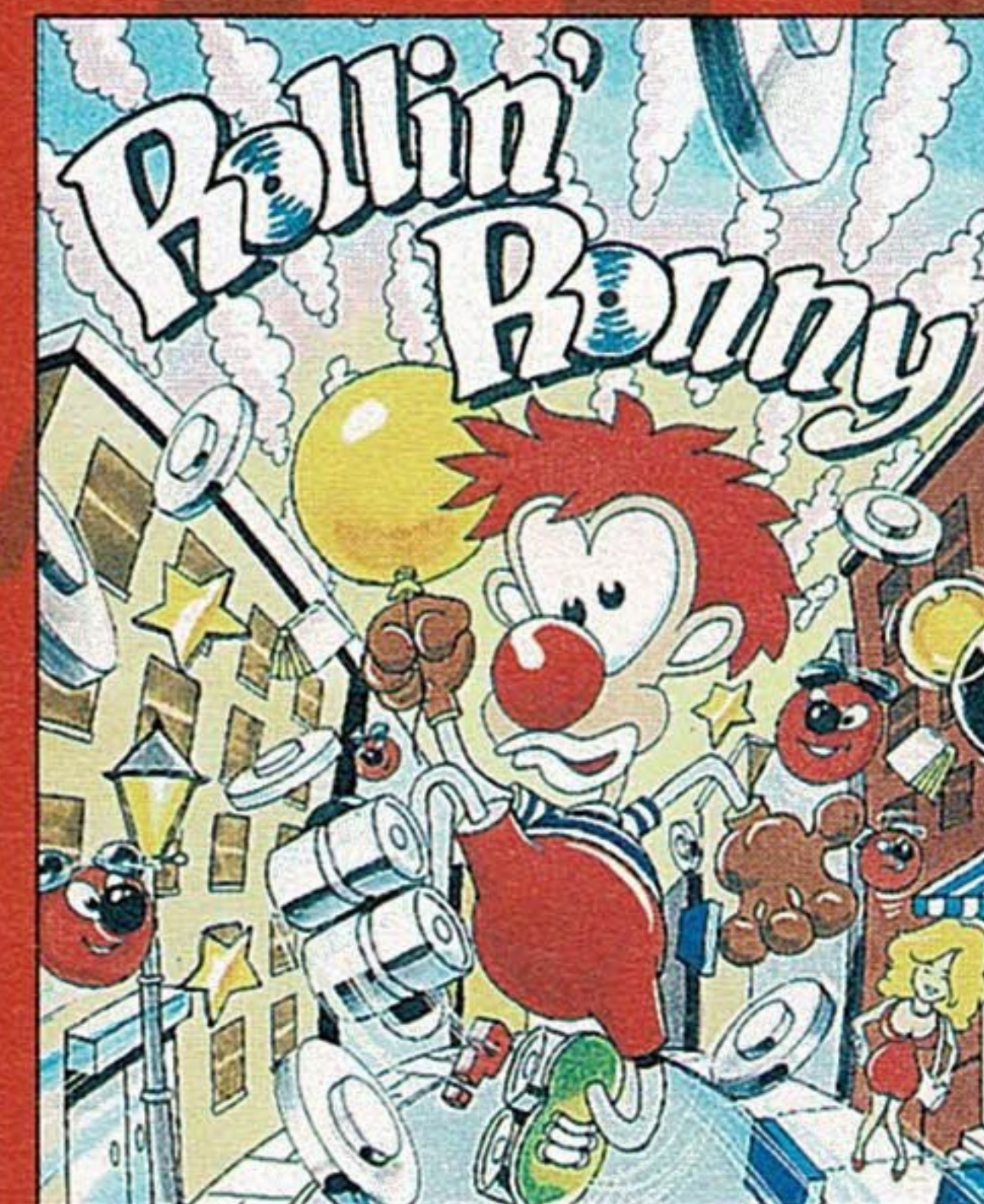
GOLDEN AXE

The smash hit coin op hacks and slashes its way onto the small screen. "Best 16 bit coin op conversion" - 1991 Golden Joystick Awards. Available on IBM PC, Amiga, Atari ST, C64, Spectrum and Amstrad.



ROLLING RONNY

Ronny's the coolest dude in town. Help him skate through nine levels of bizarre creatures, superb animation and weird power-ups. Released in Autumn on IBM PC, Amiga, Atari ST and C64.

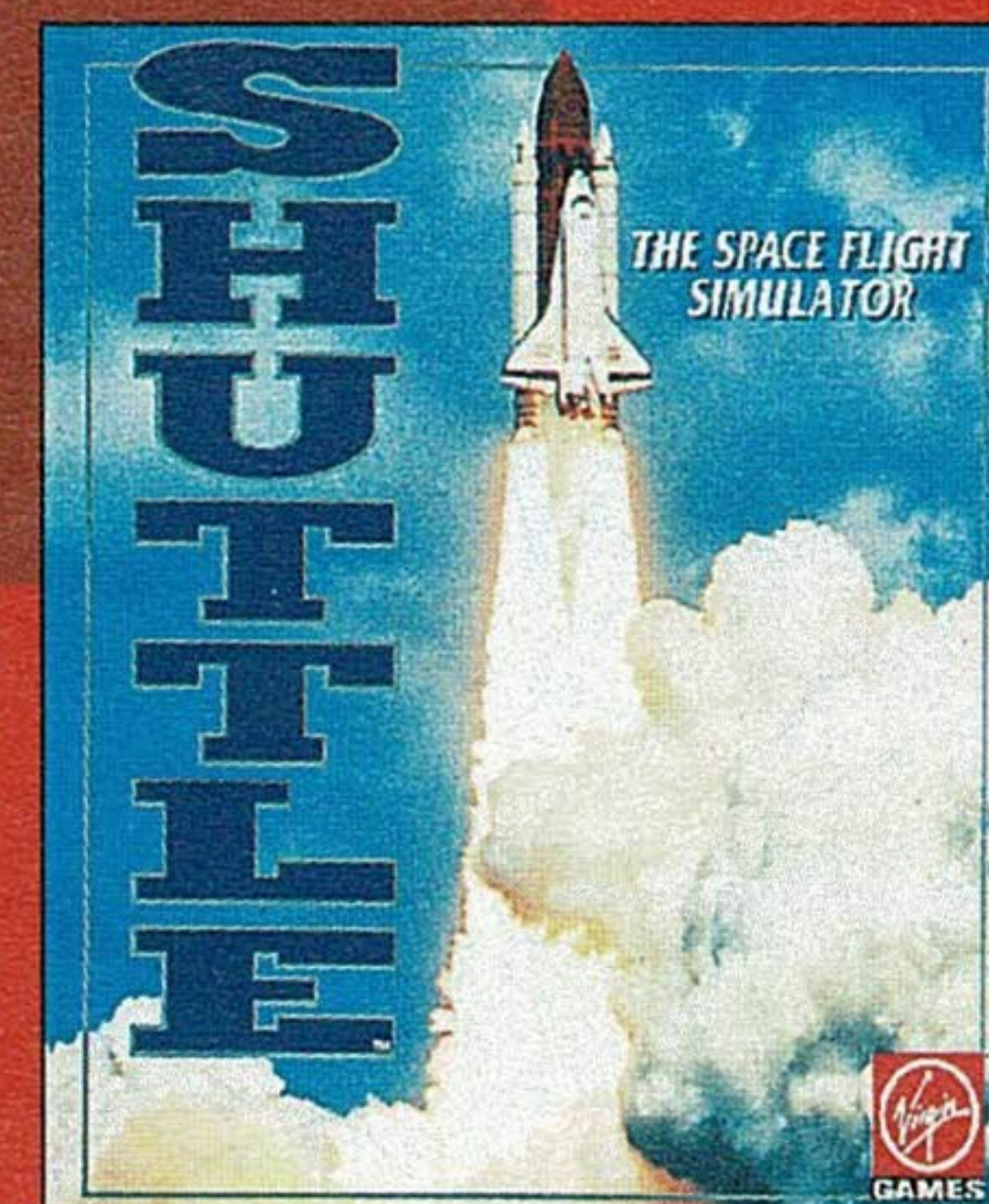


FISTS OF FURY

Battle your way through four of the biggest selling games of all time - Double Dragon II, Shinobi, Ninja Warriors and Dynamite Dux. Available on Amiga, Atari ST, C64, Spectrum and Amstrad.

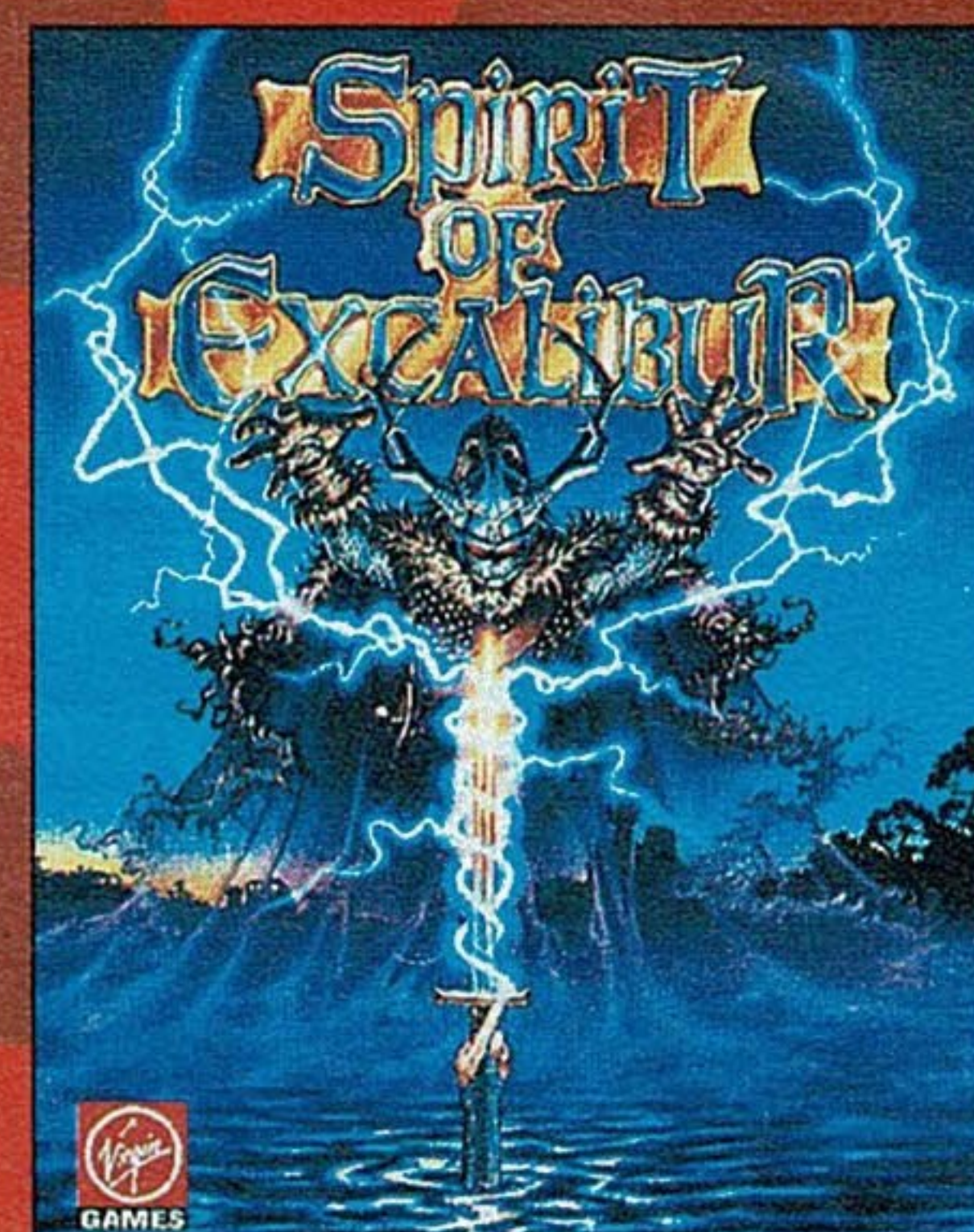
SHUTTLE

The most authentic space simulation ever. Released in the autumn on IBM PC, Amiga and Atari ST.



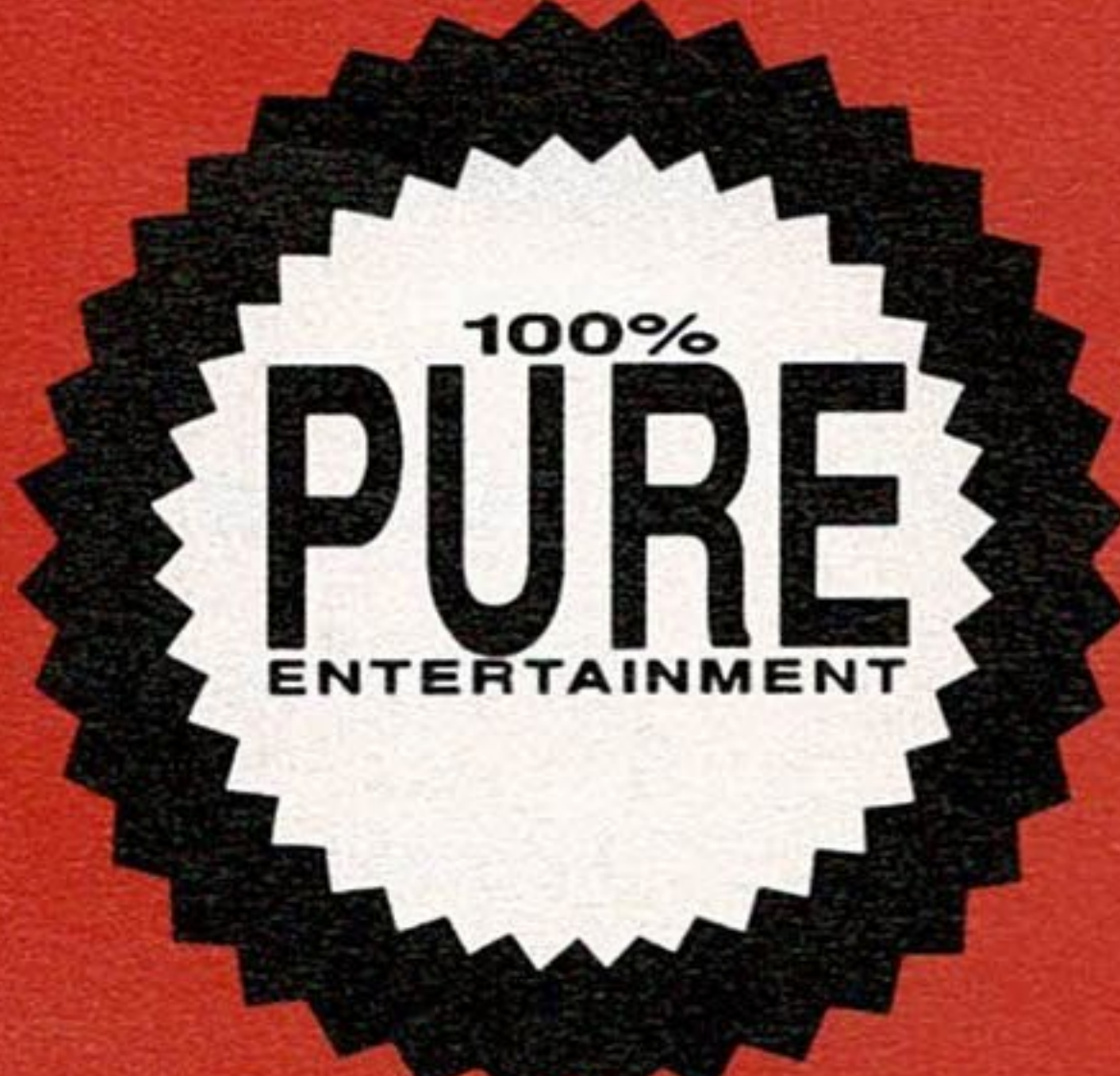
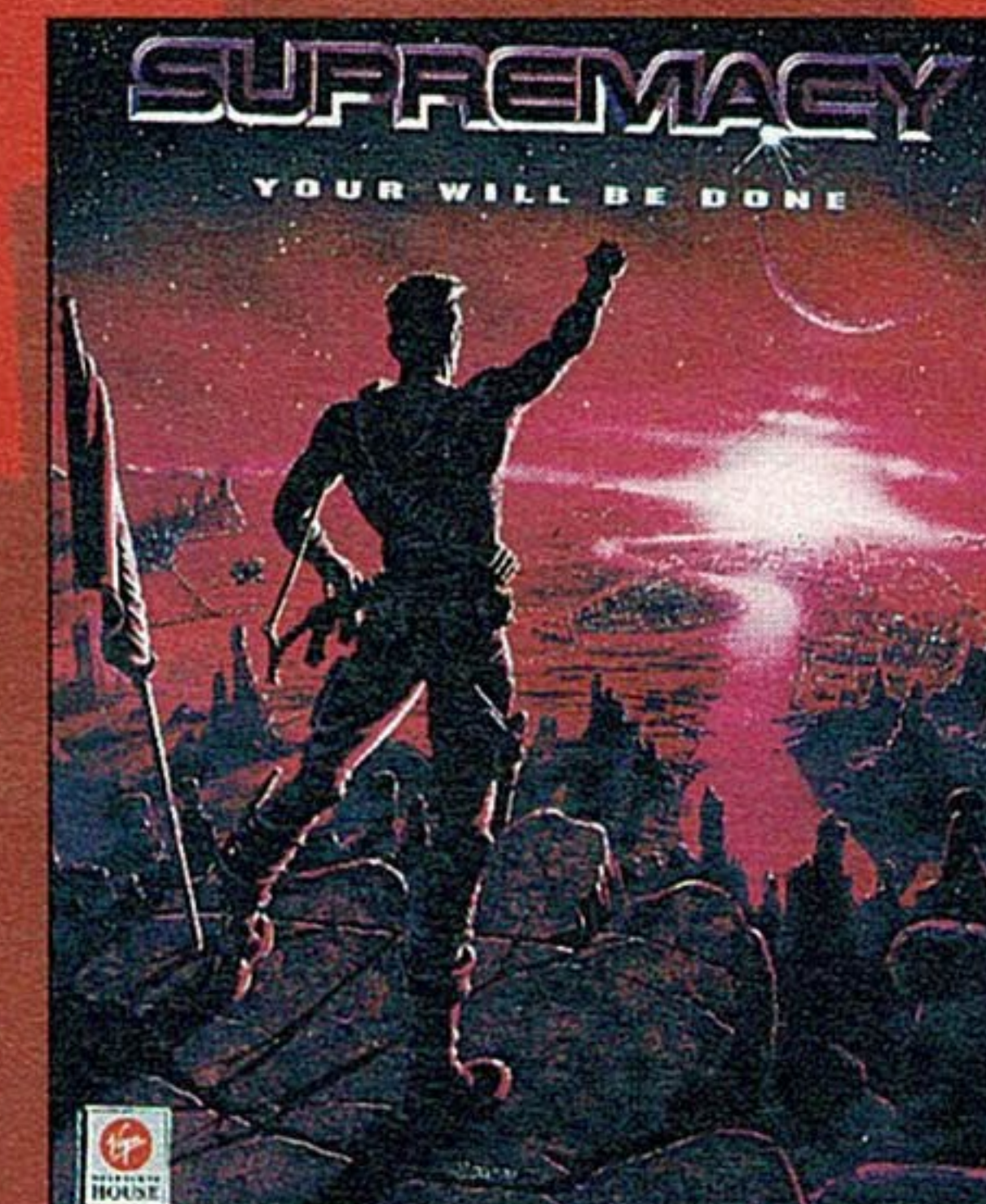
EXCALIBUR

A rich blend of fighting, fantasy and strategy set in Arthurian Britain. Available on IBM PC, Amiga and Atari ST.



SUPREMACY

"...the ultimate in strategy games. A classic" CU Amiga. Available on IBM PC, Amiga, Atari ST and C64



COMING SOON... 3D SNOOKER AND FLOOR 13.

ADVENTURES, ARCADE, ARCADE ADVENTURES, BEAT 'EM UPS, COIN-OP CONVERSIONS, COMPILATIONS, FRP, PLATFORM, RPG, SHOOT 'EM UPS, SIMULATION, STRATEGY. WHATEVER YOUR TASTE, THERE IS A VIRGIN GAME FOR YOU..

