

**TV  
Sports  
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**OUT  
THIS WEEK**

# CTW

An ETP Publication

**25.11.91 EUROPE'S ELECTRONIC GAMES TRADE PAPER Issue 364**



## Disk drought threatens boom

**A major 3.5 inch disk shortage has hit the games industry, causing widespread concern for the rampant Christmas selling period upon which so many firms are relying.**

It seems that there is no inherent reason for the drought — the suggestion being that it has been created deliberately by blank media manufacturers, tired of selling at rock bottom prices.

The shortage is forcing prices up to unprecedented heights. This means that even when stocks do start to appear, prices may fall, but they will not drop to the levels currently bugging the major players.

There are no stocks whatsoever available from most usual channels, although it is expected that supplies should arrive in January, as demand falls away.

Until then, there are four

major areas of the trade being affected.

**Manufacturers:** CTW understands that the view of firms such as Kao, Verbatim and Maxell is that prices have dropped so far in the blank media market for unbranded product that it is now virtually not worth bothering with.

The branded market is far more lucrative, and that is where the disks are being allocated.

They have cut the channels at the busiest time, causing maximum panic and forcing the highest prices. They hope that the outcome will be a more realistic price next year.

There is also, of course, an element of seasonality involved. More magazines are being sold with more disks on the cover and the demand for duplication from software houses is also at a peak.

A history of over-production in the blank media market is also con-

tributing. The excess forced the price down and all are keen to avoid a similar situation.

**Duplicators:** With the major manufacturers not supplying product, the duplication firms are having to look elsewhere for discs.

Taiwanese and Korean firms that would not normally be part of their plans are being badgered for product. Some duplicators are flying in stock while others squabble over shipments.

Most claim that they are managing to keep their regular customers happy, but admit that they are in no position to take on the extra business that Christmas brings.

They are putting forward the conspiracy theory, believing that if the manufacturers wanted to, the stocks could be made available.

**Software houses:** Most games firms are worried but not panic stricken. They are having to wait over a week for orders, where usually

they would expect a turnaround of two or three days.

They are, without too much hesitation, advising distributors to place larger orders to cover the growing lead times.

Some publishers, Ocean is believed to be among them, saw the shortage coming and bought in bulk (up to a million disks) some time ago.

**Magazine publishers:** The growing importance of cover mounts means that the mag market is as concerned as any at the current crisis.

EMAP has had stocks flown in and was expecting another major shipment at the time of going to press. Publisher, Gary Williams, stated that none of the firm's magazines would be affected.

At Future, Greg Ingham explained that it needed one million disks for the January issues.

"It's been a hell of a headache, but we got them and there are no delays to



**JOURNEY TO THE CENTRE OF THE DEARTH: Disk makers to blame?**

any titles. But there's no point denying that it was an extremely difficult process and we are paying substantially more than we are either used to or happy with."

Europress also admitted that the shortage had presented a "serious problem" but added that it is "quietly confident" that there will be no delays.

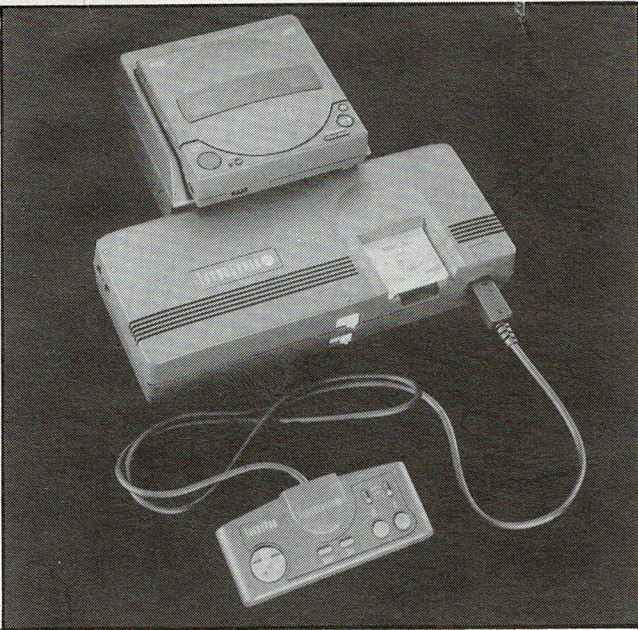
### Chains switch on more CDTVs

The CDTV has continued its recent purple patch by getting the green light to go into more Dixons and Comet stores.

Manufacturer Commodore claims to have successfully moved into the 'second phase' of its distribution plan with the new age home entertainment system, following a considerable stepping up of marketing activity in the past couple of weeks.

Continued on back page

### NEC braces itself for CD race



**TURBOGRAFX and CD UNIT: Single system hits Japan**

**Japanese giant NEC has again nipped ahead in the race for technological superiority by launching an all-in-one CD games system.**

Called the Duo, the machine is a PC Engine with built-in CD ROM player. It is basically a unification of the games machine and CD peripheral that has already been on sale for some time, but with a memory increased by four times to 2Mb.

In Japan, the Duo has gone just on sale for Y49,000 (\$370) and NEC believes it has once again jumped ahead of Sega, which recently launched its Mega CD drive for the Megadrive.

Whilst there is no official

confirmation, a US launch looms — with the machine certain to be on show at the Las Vegas CES on January 9th.

The Duo will be launched along with the Super System CD-ROM card which upgrades the existing CD-ROM peripheral to the increased memory size of the new machine — thus making all software releases both upwardly and downwardly compatible.

NEC currently sells the TurboGrafx-16 (a PC Engine with slight cosmetic changes) in the US for just \$99, and the CD-ROM peripheral for \$299. A likely US price for the Duo would be \$299. This would be some way below the price of the Sega/JVC all-in-one machine

Continued on back page

### US CES opens up to public

**For the first time in its 25 year history, the Consumer Electronics Show in the US is planning to open its doors to the public.**

The 1992 Summer CES in Chicago will run for four days — May 28th to May 31st — with the first two days being exclusively trade and the last two accessible by consumers.

CES sponsor, the Electronic Industries Association's Consumer Electronics Group (EIA/CEG), claims that the move has been made due to exhibitor recommendations.

One US source told CTW last week, however, that a steady decline in attendances may also have been a factor. There is also apparently an element of dissatisfaction with the decision, as some exhibitors are not prepared to service both trade and consumer clients with the two different selling messages needed.

Complaints have also arisen over the expected turn-out of over 50,000 consumers — with some exhibitors worrying about the additional costs that will come from the need to properly showcase their product lines.

Whilst consumers will be allowed to poke and prod everything on show, CES has stressed that there will be no selling to the public.

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### Industry toasts wonderful World

**Commodore and Future, exhibitors and visitors, all seemed overjoyed with the recent World of Commodore exhibition.**

The show took place from November 14th-17th. It was the 15th Commodore Show, but the first at Earl's Court II and the first organised in conjunction with Future Publishing and sponsored by Amiga Format.

The original plan was for the first day, Thursday, to be trade only, but at the eleventh hour, due to a high

pre-registration figure, it was decided that the World should be open to the public on Thursday afternoon.

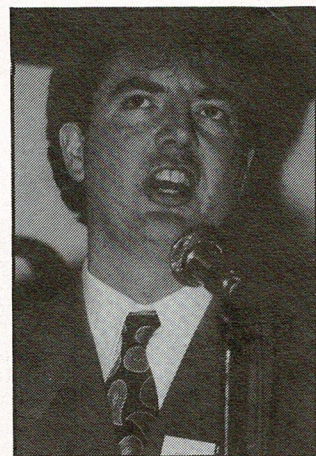
Across the four days, the show's total attendance was 35,790, with the doors having to be closed to hold back the crowds on Saturday and Sunday.

Commodore's sales director Kelly Sumner told CTW it was "easily the best Commodore show ever" adding that it had "given the whole company and the whole market a tremendous lift".

Future Leisure's publishing director Greg In-

gham enthused: "We're very pleased to have been able to deliver to Commodore and the industry such a successful show. We're thrilled with the feedback we've had from both exhibitors and visitors."

We're already busy looking at ways of making next year's show even bigger and better. Some chose to believe that the collapse of the September ECES meant the industry was in recession and that shows weren't needed. No — a thousand times no to both: you just wait for next year!"



**INGHAM: World champion**



# NOT JUST CASTLES IN THE AIR

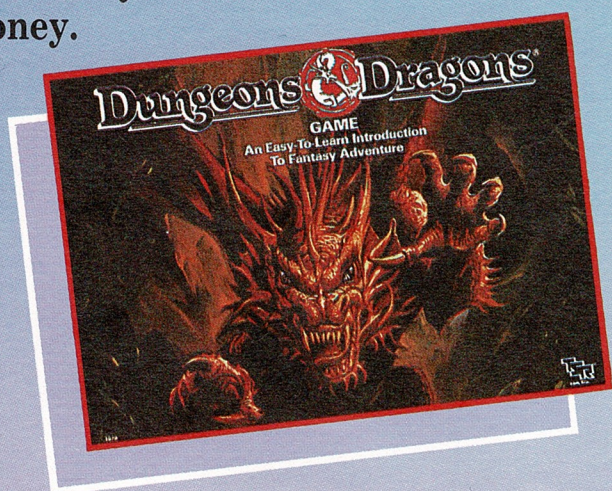
## Dungeons & Dragons®

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# Mirrorsoft remains confident, but Maxwell house begins to crumble

Mirrorsoft last week seemed sure of its future within the Maxwell empire, despite increasing talk of a spate of sell-offs.

Since the death of the publishing tycoon Robert Maxwell, the true extent of his empire's debt has been revealed as over £2 billion, creating an urgent need for sales.

Mirrorsoft is part of a private section of Maxwell Communications and in last week's *Financial Times*, it was reported that "all the assets of the private companies, apart from newspapers, appear to be on offer to outside purchasers".

The great sale is, in fact, already underway with US firm Macmillan Computer Publishing, which produces both books and software, recently being offloaded.

Mirrorsoft boss, Peter Bilotta offered to CTW: "The attitude here has to be business as usual. There is no intention to sell off core operations and electronic publishing is a core activity in the UK."

"I also think it's important to say that, love him or hate him, he was a great man and he was heavily involved in this industry from the very early days."

"He leaves behind a very positive legacy of which we are definitely a part."



MAXWELL: Leaving a legacy, including doubts about Mirrorsoft

# CBM predicts 280K 1991 Amiga total



SUMNER: Numbers up

In bullish mood after its Earl's Court show, Commodore last week gave new Amiga sales figures and heralded its new TV campaign as a great success.

Breaking down 1991 into four quarters, retail sales director Kelly Sumner offered three firm totals and a prediction for October 1st to December 30th.

The numbers are 35,000 units for January-March, 48,000 for April to June, 72,000 for July to September

and a confident prediction of 125,000 for the last three months.

Sumner commented to CTW: "Everything is on a roll now. The show was the best ever and the TV ad is the best we've done for three years, we had around 1,500 responses in the first week it was shown."

"I'm loathe to say there will be any shortages because people always accuse you of crying wolf and, whilst there can never be any guarantees, things do look pretty good, with three pro-

duction lines putting together the bundles in Milton Keynes."

He added: "The Amiga is the number one product for the Christmas market. Indeed, it has been outperforming its expectation throughout the whole of this year."

Meanwhile, CBM's efforts in the CD market have been boosted by the arrival of the CDTV keyboard peripheral. It retails at £49.99 and Commodore claimed that initial stocks have already sold through.

# Big expansion satisfies Virgin

Virgin Retail has completed its 1991 programme of Games Centre expansion — successfully opening up eight new stores.

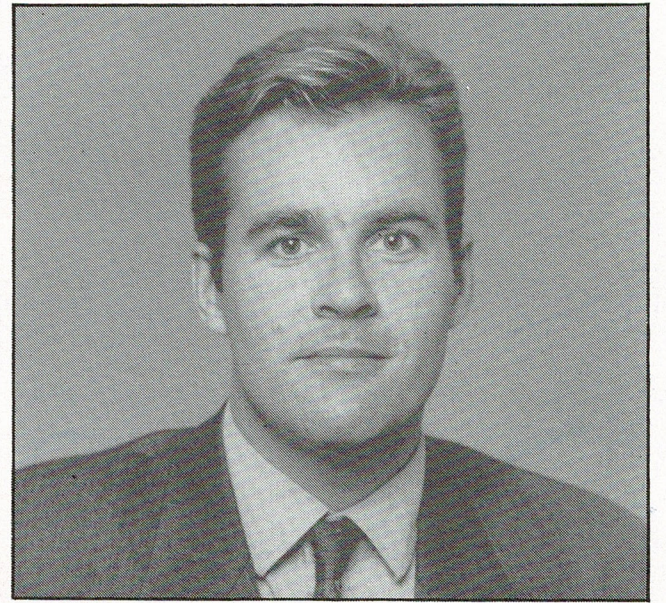
Liverpool has just joined other still shiny outlets in Sheffield, Ilford, Guildford, Hull, Croydon, Bromley and Southampton.

Two new Virgin Megastores — which major on audio and video, but also have dedicated games areas — are also opening up before the end of the year. Newcastle comes on line this Wednesday (November 27th) with Aberdeen follow-

ing just over a week later. The importance of these two particular stores is that their games departments will actually be decked out in Games Centre style, and they will also have their own separate games entrances.

"Virgin is now selling games in 12 Games Centres and 14 Megastores," remarked Virgin Retail's games boss Nick Garnell to CTW.

"We're pretty much on schedule. We said we wanted 8-10 Games Centres opened this year, and we've ended up with eight. On the Megastore side we're actually ahead, as we thought Aberdeen would be next year."



GARNELL: UK is Centre of attention

# Microbyte reaches roaring 20s

Microbyte has continued its attempts to strike back at the growing threat of multiples — recently opening its 20th games-dedicated store.

Without even pausing for breath, the commencement of operations at the Lanes Shopping Centre, Carlisle, will be followed by curtain raising at the Westmoreland Shopping Centre, Kendal, Bridges Shopping Centre, Sunderland, and the Ridings Shopping Centre, Wakefield.

By December 6th, Microbyte will have 23 stores

in all — no fewer than 12 of them having been opened this year. The chain has also worked hard to change its High Street image, with updated interior design and increased promotional activity — the latter including national tie-ups with *The Daily Sport* and *The Face*.

Microbyte's sales and marketing manager Debbie Bestwick explained to CTW that the expansion has been fuelled by both growth in the market and the continued slump in property prices.

"It's a good time to expand, and with the activity from multiples like Boots, Smiths, even HMV, in-

dependents have to be more professional," she added.

"If in a centre there is a one-off independent and a store with a well known name, the customers is going to prefer the one he knows — because he trusts them and he knows they're going to be around in the future."

Meanwhile, the chain has also signed up as a CTW Bulletin 1000 Platinum Dealer. All stores will carry the monthly Point Of Sale video, pledging to run it at peak sales times — 3.30pm to 6pm on weekdays and 11am to 4.30pm on Saturdays and school holidays.

# Games on for Europress in '92

After quite a gap, Europress Software is to re-enter the games market in 1992 and is promising to cause quite a splash.

Its last hit, *RAC Lombard Rally*, was first released at the end of 1988 and was a big success on most formats throughout the following year.

Strangely, however, the firm then fell silent in the entertainment field.

The firm's Paul Shrimpling explained to CTW: "We

started enjoying significant success in other areas, particularly with products such as *Fun School*, *STOS*, *AMOS* and the *Mini Office* range.

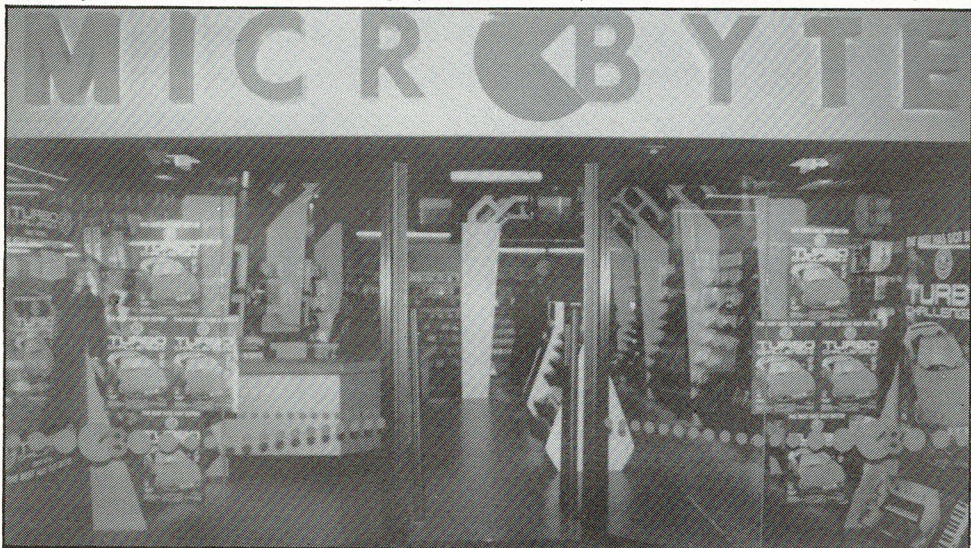
"We'll still be pursuing those areas. Our education packages aimed at older ages and specific subjects and our *Easy Amos* are all due out in the new year."

"But we feel that later in the year, the time will be right for us to get back into games. There should be two titles launched next September, both will probably be licences, there may

also be a third, non-licensed game.

"We'll be looking to get some sort of tie-up on Sega or Nintendo on the licences and one of them is easily good enough, easily."

Shrimpling added that Europress' longer term goal is to begin publishing on consoles itself. Meanwhile, for next year the firm will be contenting itself with Amiga and PC and C64 versions. The ST is still being looked at, while the Spectrum and CPC are very doubtful.



MICROBYTE: 20 not out

# Toolworks looks forward with Pack II — the future

Software Toolworks has increased its activities in the CD ROM market, with the release of the *CD Games Pack II*.

The new disk contains ten titles — *Chessmaster 2100*, *Life and Death*, *Robot Tank*, *Beyond the Black Hole*, *Gin King/Cribbage King*, *Checkers*, *Loopz*, *Puzzle Gallery*, *Bruce Lee Lives* and *Backgammon*.

The original *CD Games Pack* sold well for the publisher but it believes that the follow up, launched into a burgeoning market, will top it.

# Domark pits Fighter against WWF for No.1

Domark last week boldly predicted that it will grab this year's number one slot with its big Tengen licence, *Pit-fighter*.

The publisher's ebullient boss Dominic Wheatley commented to CTW: "The initial orders for the title are good, so good that I would say it's set for the number one spot this year."

On the big name opposition, he offered: "*The Simpsons* hasn't been reviewed that well. It's a bit cute and I'm not sure if the hard-nosed

kids that really want to kill loads of things will be convinced by it.

"As for *WWF*, well our advertising says 'wrestling's for wimps, pitfighting is for animals'. It's a friendly little dig at our chums in Manchester. I'm sure they won't mind and it does get our point across."

*Pitfighter* is the latest in a long line of licences from Tengen, and Domark is confident it will be the most successful so far.

It is out on home formats today (Monday November 25th) and will hit the Sega Megadrive in January.

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**EUROPRESS**  
TRADE PUBLICATIONS



# Choice words as Atari wins Lynx title chase

Atari claims to have finally laid to rest the longtime complaint that the Lynx lacks strong software support.

Earlier this year, the firm stated that it would have 40 titles available for the colour handheld by Christmas and, with just a month to go, it proudly stated last week that it should hit a total of 38 before Santa comes to town.

Recent releases have included *Chequered Flag*, *Turbo Sub*, *Scrapyard Dog*, *Hard Drivin'* and *Ishido*. Shipping around now are *S.T.U.N. Runner*, *Viking Child*, *Bill and Ted's Excellent Adventure* and *Robotron*. The latter title is actually the first third party product to be officially distributed by Atari in the UK. It has been developed by Shadowsoft/Williams and boasts packaging markedly different to all Atari-published titles.

Also due are *Awesome*

*Golf*, *Tournament Cyberball* and *Superskweek*. *Xybots* might just make it before Hogmanay, whilst a second third party product, *Crystal Minds* by Colour Dreams, should also appear. All titles retail for £29.99.

"Getting the software out has been a key thing on the Lynx this year, we've really

pushed the boast out for Christmas," commented Atari's Daryl Still to CTW.

"It's at the point now, where — with the exception of a soccer game — there isn't a type of title that we haven't got. If someone buys a Lynx for Christmas they will have more than enough choice."



LYNX: Software strengthened

## Centresoft gets boarded up

Centresoft seems to have become the first computer distributor to move into the world of board games, taking on the popular *Dungeons and Dragons* range.

The game — which has apparently sold over two million copies world-wide — will be available from the firm in time for Christmas.

It will be packaged as a starter pack for the first time, and comes complete with a step by step folder system taking players through the initial stages of playing. It will retail for £14.99.

Centresoft boss Richard Steele commented: "It's a fact that the role playing market in this country is growing at a phenomenal rate. However, until recently, it was predominantly the domain of the older age group

with D & D clubs flourishing in universities and polytechnics.

"Now, with the launch of a low priced starter pack, the product can be targeted at the younger end of the market, many of whom we know visit computer retailers on a regular basis."

In addition, the firm is offering dealers who take more than 12 units a free standing merchandising dispenser.

## Hi-Tec covers middle ground

Budget specialist Hi-Tec has launched a new mid-price software label, and is hoping that other publishers will follow its lead.

The new label will be called The Premier Series with software priced at £5.99 on 8-bit and £12.99 on 16-bit. The first title will be called *The Jetsons*, which will be out before Christmas.

January will see *Daffy Duck's Great Paint Caper*, a *Bugs Bunny* title, and *Potsworth* — which is apparently a very popular children's TV character, pulling in some 4-5 million viewers.

The plan is for the firm to release at least one game a month on the new label. The £3.99 and £7.99 products will still continue to appear.

Hi-Tec boss David Palmer

told CTW: "What has happened is that most retailers are finding that full price titles are not selling anymore — they have no shelf life. So consequently they welcome the move to a new price point.

"We feel that we can establish a middle price point with this product, a terrific amount of time and effort has gone into it and we hope that other publishers will follow suit."

## ELSPA accounts for chart

ELSPA seems to have found a ready replacement for the Gallup charts, which will be dropped at the beginning of next year.

The trade body is looking to tie in with accountancy specialist Grant Thornton to produce a chart compiled from a collection of different distributors.

Gallup itself is still determined that it can work

something out to hold onto the chart, but it would seem that ELSPA is equally resolute in its determination to offload it.

If chosen, Grant Thornton would be the compiler of the chart with immediate effect from February 1st. Data would be compiled from Centresoft, Leisuresoft, Gem and TBD.

ELSPA secretary Roger Bennett told CTW: "It would be The ELSPA Chart by

Grant Thornton. I would suggest that charts in the past have been based on one distributor not several, but with five distributors on board and an accountancy firm experienced in producing charts of this type, they will be accurate.

"It's important to us to provide accurate information to publishers. I'm not suggesting it's the ideal solution, but if we can produce accurate retail charts that's what we will do."

## Precise Oxixi adds new lines

Amiga productivity specialist Oxixi Inc has acquired all of Precision Software's Amiga, ST and C64/128 products — including the popular *Superbase Professional 4*.

The move follows on from the purchase of Precision by business market giant Software Publishing Corporation (SPC) earlier this year. SPC

will retain all rights to the *Superbase Microsoft Windows* range of products.

Californian firm Oxixi has pledged to continue to upgrade and support *Superbase Professional 4* for the Amiga, along with all other Precision products acquired.

Technical support for European registered owners of Precision products will be maintained out of Precision UK's office. All European sales enquiries should also

be directed to the UK office.

In addition, Precision's sales of third party software to dealers in the UK and Europe will continue under the name Precision Distribution, and will also be handled from the Worcester Park, Surrey base.

"This acquisition fits into Oxixi's strategic objective of being the premier source for productivity software on the Amiga platform," said Oxixi's president John Houston.

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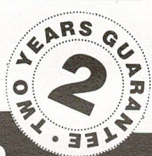
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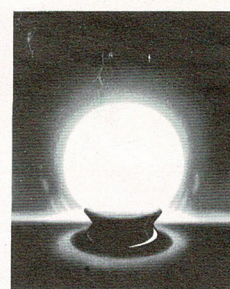
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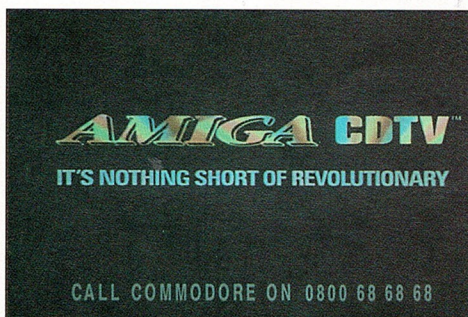
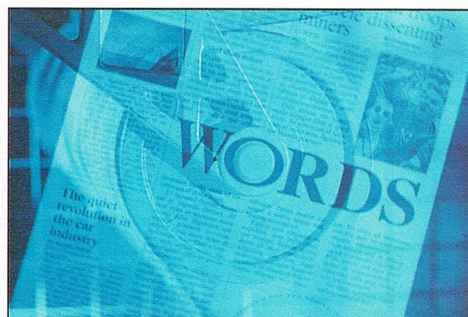
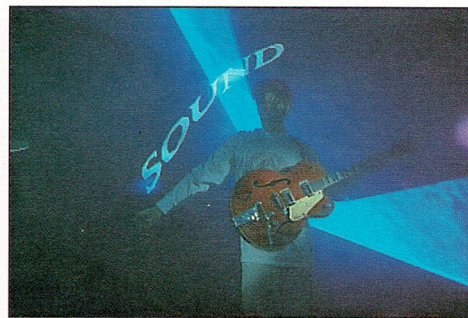
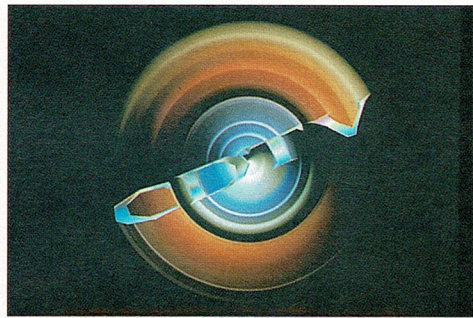
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## MCM tries wide guide ride

Maxwell Consumer Magazines adds yet another title to the crowded Amiga market this week, with the launch of *Amiga Buyer's Guide*.

The quarterly publication hits news stands and educational establishments on Friday (November 29th), boasting 116 pages and retailing at £2.75. It has a target circulation of some 35,000 copies.

MCM's group advertisement manager Lynda Elliot told CTW that ABG is being pitched at the first-time buyer as well as the experienced Amiga user. It leans heavily towards 'serious' applications, such as DTP, music, graphics and utilities, although there is an element of games coverage

too. Meanwhile, MCM has confirmed that a potentially lethal 'Saddam' virus managed to get onto the cover-mounted disk for the December issue of *Amiga User International* (CTW November 11th).

As a result, the issue has been completely re-covered with new clean disks, and will go on sale on Thursday (November 28th).

"Fortunately, the vast majority of copies were still being held at the wholesalers and had not been sent to retailers. We believe we have nipped this problem in the bud and I would like to thank wholesalers and retailers who have helped us to avert this dangerous situation," commented AUI's publishing director Wendy Palmer.

## Console show gets Active

A new console only show has been added to the event calendar, concentrating on the London area.

Cunningly titled The Only London Console Show, the event takes place at The New Ambassadors Hotel on Sunday December 1st. It is organised by Active Sales and Marketing (and partners).

The organisers are expecting between 30-50 exhibitors for the retail only event, and some 2,000 people through the door. Stand space costs £195, with the guarantee of a £75 refund if

not completely satisfied. Promotion for the show consists of ads in consumer mags such as *Games X*, *Games Zone*, *Sega Pro* and *Mean Machines*. *Games Zone* includes a voucher for £1 off the £3 entrance fee.

Active's Robert Stallibrass told CTW: "This is exactly as it sounds, because there isn't a show specifically for people who own a console at the moment. Basically, it's a small *Shopper Show* for console owners. It's a retail show, and there aren't that many about at the moment, we will ensure that retailers don't lose out with this one."

## Leisuresoft shares sales experience

Leisuresoft last week revealed the latest breakdown of its software sales figures, producing some significant results — but no real surprises.

The Amiga holds its number one spot quite comfortably, continuing its steady growth. Cartridges, almost all Sega, take up the number two spot, while the ST and PC swap figures — the former on the wane, the latter on the rise.

All the 8-bit home formats

have their shares virtually halved, with Spectrum and CPC nearly falling off the map.

Leisuresoft boss Ash Taylor commented to CTW: "It's important to state that we don't take Nintendo cartridges, otherwise that figure would be a lot higher."

"The Amiga at number one is no surprise, and despite people talking about it reaching a peak, Commodore are selling more machines than ever and so the games will continue to sell as well."

### THE SOFTWARE MARKET ACCORDING TO LEISURESFT

Format	August-Oct '91	August-Oct '90
Amiga	39	34
Cartridges	19	10
PC	16	12
ST	12	16
C64	7	12
Spectrum	4	8
CPC	3	6
Others	0	2

## Virgin gets Tronix tonic

Virgin has announced the first batch of releases for its newly re-launched budget label — Tronix.

The firm has dropped its Mastertronic label (CTW September 9th) and will be publishing games at £9.99 and £3.99 on 16-bit and 8-bit respectively. Previously games were at the £7.99 and £2.99 price points.

The first seven titles on the new label will be *Double*

*Dragon*, *Silkworm*, *Gemini Wings*, *Xenon*, *Continental Circus*, *Shinobi* and *Double Dragon II*.

Virgin marketing manager Andrew Wright told CTW: "Everything from now on will come under the Tronix label, we won't be using the Mastertronic name again. We're repackaging everything, it's a new design and a new box. So far we've had a pretty good reaction from retailers and distributors, which we're quite pleased about."

## Krisalis Lynx up with Atari

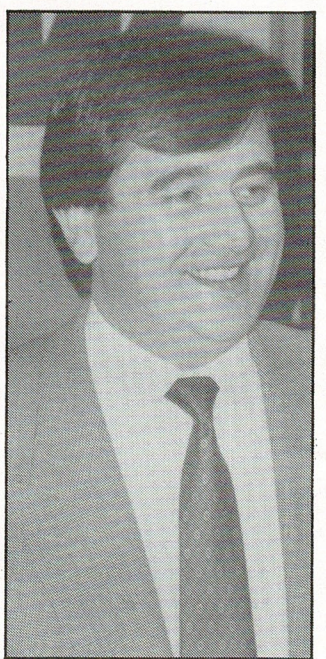
Krisalis looks set to become one of the first third party publishers for Atari's Lynx hand-held machine.

Whilst many publishers are concentrating on Nintendo's Gameboy or hoping to get onto Sega's Game Gear publishing programme when it eventually starts, Krisalis has opted for the Atari machine.

The first product to appear from the firm will be *Manchester United Europe*, which will be out sometime next year. Other titles may follow later.

Krisalis boss Tony Kavanagh told CTW: "We are now in a position where we can publish for the Lynx ourselves, and we will be looking to do other games on it."

"We want to make sure that we can do the machine justice, it's a very nice machine to work on, but



KAVANAGH: Lynx Utd.

there is a lot to learn.

"I think it's certainly the best hand-held around at the moment. We've done our research, and we know what we can achieve on it."

## Goldstar claims gold star for CD

Goldstar last week claimed pole position in the race for dominance in the CD drive market.

The firm boasted that, since entering the market in June this year, it has sold more than 2,000 units of its drive and claimed that this "clearly puts the company in

the UK's number one slot".

Indeed, Goldstar's general manager Alan Gower opined that the figure "is probably more than all our competitors lumped together".

The CD drive retails at £399 but has recently been on offer through a special promotion in *The Times* and *Sunday Times* at £349 — a link-up that Gower said went "extremely well".

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## Ghosts of Christmas present hit Gameboy

Activision enters the world of Gameboy publishing next month — with the launch of *Ghostbusters II*.

It should ship in the second week of December, with advance orders apparently already topping 120,000 units across Europe — the biggest demand coming from Germany.

The release of *GBII* on Gameboy will be the last chapter of a relationship between Activision and the *Ghostbusters* movies which began way back in the mid-eighties.

The original home computer format *Ghostbusters* established the Activision brand in the UK back in 1985 with huge sales. Indeed, with subsequent budget success, it is still considered by many to be among the biggest selling computer games ever. And, two years ago, the computer versions of *GBII* were

the pre-Disc Company Activision's last real successes.

Now, Activision Europe prepares a Gameboy flourish for the licence. "We are definitely suprised at how big *Ghostbusters* still is, I suppose it is just one of those classic movies that will always be popular," commented Activision Europe's boss Thomas Ormond to CTW.

"But what is really important is that this is a very good game, we wouldn't have released it otherwise."

An NES version of *GBII* has already been released in the UK, at the end of last year — before The Disc Company came on the scene. This did not do well, and Activision Europe has no intention of re-launching it.

Some 4-5 Gameboy releases are due from Activision next year, two arriving in the first quarter. The first will be a flight simulator, which currently has the provisional title of *Turn and Burn*.



GBII: Heading for GB in UK

## Loriciel covers console angles

Loriciel has announced a number of ambitious console projects. In fact, the firm is claiming to be in the unique position of developing for just about every console going.

For the Super NES the firm is developing *Panza Kick Boxing*. This should be released at the end of next year. The majority of its work, however, is concentrated rather surprisingly on the NEC PC-Engine series.

*Baby Jo, Golden Eagle, Builderland, Panza Boxing* and *Davis Cup Tennis* will all be out on the PC Engine CD-ROM at the end of next year.

Sega development is restricted to a single game — a Game Gear version of *Skweek*, which has already been released in Japan.

The firm is also publishing a number of titles for home formats in the UK this Christmas, the first under its new deal with Infogrames.

The three big titles will be *Builderland*, which is available on ST and Amiga, *Baby Jo* on ST, Amiga, CPC, and PC and *Booly* on ST, Amiga, CPC, and PC.

Other titles include *Guardians, Paraplane, Rally Cross, Tennis Cup II, Thunder Burner, and Golden Eagle: The Return*.

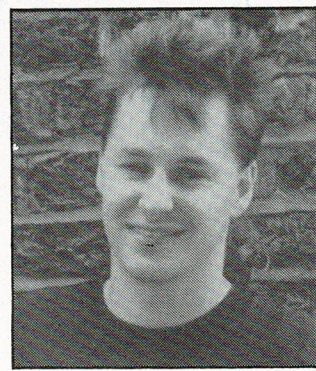
## Rignall packs it in

Ocean, Acclaim and Mirrorsoft are all set to pack in this publishing lark, as their plans to hit the top of the charts this Christmas have been scuppered — by Beau Jolly.

Arrogantly pushing aside the challenge from *The Simpsons, WWF, Robocop III* and *The Turtles*, the firm has secured the licence of the year, nay, the decade, in the form of EMAP ace Julian Rignall.

Julian Rignall's Top Ten includes big Jools' all time favourite games of all time (that haven't been licensed already). Smash hits such as *Dan Dare, Lords of Midnight, Driller, Split Personalities* and *Zoids* are all included.

There are different variations for each different 8-bit format, although all retail at the same price of £12.99 cassette and £16.99 on disc.



RIGNALL: Licensed to thrill

EMAP licence Julian Rignall told CTW (yes, he talked to us): "The firm approached me and said that they had an idea for a compilation, and asked me to put my name to it."

"We'll just have to see how it goes, I personally think it's a good compilation. The readers of C&VG and *Mean Machines* may know my name, but I think the quality of the games will sell it anyway."

## Flair starts revolution

Flair Software is claiming to have improved the quality of its games by using a revolutionary new development system.

The Acti Map system enables the firm to produce much more expansive and complex games. *Elvira — The Arcade Game* will be the first to be wholly designed using the system.

It means that the product will be almost three times the size of most games of its genre, and enables characters to follow any terrain.

Flair boss James Neffendorf told CTW: "It's not so much for the player — it's more to do with the production of the game, it's a technical thing. But it does mean that we can produce better quality products throughout the year."

## CTW EUROPE NEWSDESK

A new monthly four-page supplement called *CTW Europe* will start a three month trial on December 16th. It will specialise in the leisure computing and video game markets in European territories outside the UK.

Whilst the weekly *CTW* will continue to provide regular European news, we believe that there is now a significant demand for an increased amount of news, features and market research.

Firms seeking to gain coverage in *CTW Europe* should be advised that this supplement will be working on a monthly schedule — appearing on the last Monday of each month, following the launch issue in December.

Whether it be a new distribution deal in France, a bankruptcy in Spain, an ad campaign in Germany or a piracy purge in Italy, *CTW Europe* will endeavour to cover what's going on. But it needs the co-operation and support of the market itself for the trial period to prove successful.

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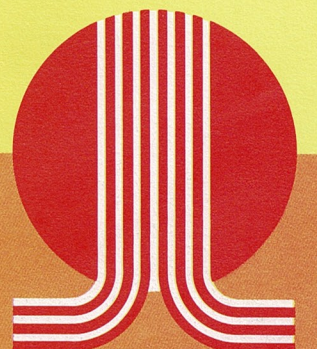
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**SPOTLIGHT**

# NOT IN FRONT OF THE ADULTS

Despite all those magazines out there, one firm believes that a very important consumer is being missed. He's the adult who wants to know what all this fuss about games machines is — and might even be tempted into buying one. **STUART DINSEY reports...**

The kids have known it for ages. Games just ain't embarrassing anymore.

Sonic The Hedgehog has a cool rating higher than rock 'n' roll amongst much of the nation's yooof. To own a Spectrum you have to be a prat, to own a Megadrive you just have to like shooting, driving,

kicking, killing and, most important of all, winning.

Nintendo and Sega have almost single handedly turned gaming from a minority interest into something as natural to a British child as playing conkers.

And apart from the ridiculous price of the software, parents aren't even

complaining. The dreadful term 'computer games' lives on for now, but the keyboards and technospeak have gone already. The friendless ones who could gasp at a RAM expansion, and actually know how a floppy disk drive worked, are now in the land of the over 20s — many having moved

on to the more specialist art of drinking real ale and debating the shape of the new Ford Escort.

Such a pathetic and contracting bunch, even their weekly fix, *New Computer Express*, has been taken away from them.

Games have changed their tune over the past cou-

ple of years, and, as you might expect, the children have danced along merrily — parents waving them off with few fears.

In fact, some people even think that the parents might want to go with them. People like Steve May, longtime editor of *What Video* — a serious magazine published by WV Publications. It deals with those tricky grown-up things like buying VCRs and camcorders.

May believes that many adults are being attracted by these cheap entertainment machines that are all over the TV and in every Dixons-a-

like up and down the High Street.

The trouble is, the market is geared so much towards kids that many can't quite get that information required to finally tempt them into entering the *Super Monaco Grand Prix* or a round of *World Class Leaderboard*.

## The fine art of adultery

We all know about the adult games player, but these are typically PC or Amiga owners who already have a sound knowledge of computers and want a 'sophisticated' leisure pursuit.

The adult consoles player is a different concept, and one that will be addressed increasingly as games take a greater grip and top-end systems are introduced.

WV Publications' decision to launch a bi-monthly supplement to *What Video* called *What Video Game* is no great shock. Its readers are a little teccie and will presumably have an interest in machines that promise CD and video capabilities in the not too distant future.

The important thing to note is that *What Video Game* doesn't see itself as a rival to any of the existing consumer mags that cover consoles.

"When the big technological jumps were made to 16-bit consoles and handhelds we felt that the market was crossing over into our area. We covered the Gameboy because it had the same sort of interactive function as a portable TV — and we got very good feedback.

"We realised immediately that we were reaching an adult audience of 25-40 years old, people who wanted to know more about games. These were not readers of *Mean Machines* or anything else, because those magazines are aimed at the pre-teen or teen agegroup. Our readers find those magazines a little childish and superficial."

May is not effortlessly slipping into this market's famed magazine bitching — he just thinks he's offering something different. And he's right.

*What Video Game's* style isn't "Yo dudes, here's a bodacious offering from Tradewest", it's a reasoned review of what's out, what's coming, what's good and what isn't. The two issues so far have boasted an interview with Nintendo in Japan (with a Takashi Tezuka whatever that is), a detailed report from Chicago CES and an intimate interview with a wisely anonymous Commodore bod who admits that the CDTV's launch was botched.

Of course, WV isn't the first firm to come sniffing around the games market in recent times. But, in most cases, such interest has been due to recessionary pressures on other sectors as well as games' greater overall appeal.

Indeed, the VCR market is down 13 per cent so far this year, so perhaps there's clue to the arrival of WV. But May insists this has little to do with the trial, because *What Video's* ABC figures

Continued on page 35

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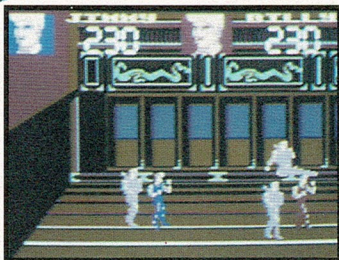
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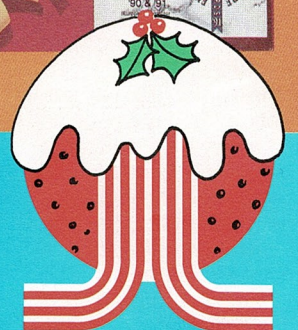
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SPOTLIGHT

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**ROBOCOP II: A useful ally in the console war**

Ocean bought the rights to 1990. It's collection of big name and big film tie-ins amounted to one big licence — to print money.

Robocop occupied the number one slot for so long that the Tory government considered giving it an option to buy. Compared to Ocean, most other publishers were mere puddles.

Alternatively, in 1990 Ocean was an insignificant blip. An obscure little firm from a rainy corner of an obscure little country. That's the difference between the computer market and the console market.

We're talking fishes and ponds here, and with Nintendo, Ocean has only just learned to swim.

In the rather surreal setting of a gypsy caravan behind a very loud waltzer at the World of Commodore, Ocean boss David Ward begins to explain that his links with Nintendo form a chain that stretches a long way back. Hopefully we won't get moved on by the council before he finishes.

"Our relationship with them pre-dates their position of power in the videogame market. We used to convert their titles on to home formats in the mid-eighties." The publisher's Nintendo product manager Dean Barrett interjects, apologetically, cleans up the mess and comments: "That is actually a key thing with Nintendo, you find with them that any relationships they have tend to last, people go back a long way with them."

Ward agrees: "You find that anyone who's prepared to step up to the plate and bat for them at an early stage is dragged up by them as they rise. Nintendo is very loyal."

"We got our developers licence in '87 and did work for people like Sun and Data East. That enabled us to maintain a presence in the licence world, because if we had a property then we could at least work towards getting it on Nintendo and that's what licensors are interested in."

"If you say that you just want the home computer rights for North Wales then

you're not going to get anywhere."

In 1988 the NES monster flew over to Europe but hit the ground staggering rather than walking. Ward points out that the industry's collective memory of a shaky start may be a little harsh.

"They were never going to make the same impact over here as they did in the US, the market is so fractured in Europe and it is unfair to make comparisons."

It was when Nintendo was making this fragmented start over here that Ocean decided that rather than just developing, it wanted to be part of the whole picture, it wanted a licence to publish.

Initially, however, Nintendo found its request rather strange. Publishers, it reasoned, come from Japan, New York, LA, they do not come from Manchester.

Thanks to a good development record and proven financial muscle, however, Nintendo relented and Ocean became its first ever European publisher towards the end of 1989.

The games themselves are only now starting to flow

through. Prolific is not the word. Sloth-like could fit the bill.

Ward admits he was "slightly optimistic" about the development time of the NES titles. "It's not like a computer game where you finish it on Thursday and it's in the shops on Friday" and its shelf life ends on Saturday.

"There's also the problem of Nintendo's production loop which is fine once you're in, but can take time to break in to."

**Ocean paves the rules**

Another big part of the reason for the delay was that Ocean was treading new ground. As Ward points out: "We were really opening the doors for people but for us there was no procedure to follow, no rule book."

So Ocean was forced to write one as it went along. And it is these rules and regulations that cause controversy and confusion in the brave new whirl of Nintendo and, indeed, Sega.

There is easy talk of restrictive practices, of a curbing of artistic freedom. Nintendo, in particular, is painted as big brother, watching over you and everything you do.

The first key thing about this accusation is that it is always made by people without licences. The other problem is that there are never any specific charges.

That is because Nintendo publishing is still something of a mystery. People without a licence don't really know what they're talking about and people with a licence don't really want to talk.

Barrett admits: "It is a very different process. In a way you become an OEM manufacturer. You provide the innards of the product, the code, and it is alien to software publishers to pass over what they think of as their work."

But neither Barrett nor Ward appear particularly worried. Ward observes: "There's a lot of malarkey talked about these restrictive practices. With Nintendo there is a discipline and it is a discipline that could well be applied in other areas of the market."

"Their quality control procedure in particular is an absolutely superb model that we could all learn from."

You get the feeling that both see this curious yearning for the haphazard days of the early eighties as romantic nonsense born of negative nostalgia — and they may well have a point.

The only major difference that could possibly be seen as a problem is that time lag. "You have to learn to realise that the decisions you make today won't actually make anything happen tomorrow."

"That's why all our plans for next year are in place well before this Christmas."

And that's why the first year of Nintendo's life as a European NES publisher was pretty barren.



WARD: He remembers when Nintendo was all fields

But while things were grinding along in the UK, Ocean had set its sights Stateside and was gunning for a US publishing licence.

Ward explains: "We felt that it was time to stop just being the people that developed, we wanted to sell as well."

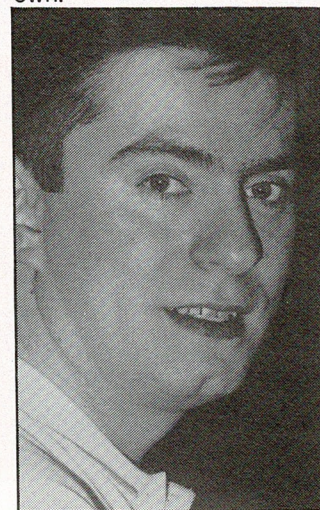
"It's important, because when you're going after a licence, you can guarantee that the games will get distribution."

Ocean got its US publishing licence in 1990. As Ward wryly points out, it was just as the 8-bit market was on the slide.

Like a consummate professional, however, he argues that this was actually good timing: "We were forced to take on the market with a guerrilla war rather than a huge campaign. People that had been in the market for years were being driven by big budgets and, dare we say it, big egos and they paid for it by being left with huge inventories and suffering quite badly."

It's a fine effort, and there's probably a good point lurking in there somewhere.

Now in the US the Super NES has arrived. It was supposed to leap the Genesis in a single bound but things haven't gone quite to plan, with Sega still holding its own.



BARRETT: Not seeking Sega

Nevertheless, the SNES has breathed life back into the market and Ocean's life support system is impressive enough, with titles like *The Addams Family* and *Hook* scheduled.

Both prove that the firm is

still a player in the licence game, even in the Nintendo market.

There may have been a suspicion that whilst Ocean can have characters like Bart and WWF in the home computer world, but it couldn't compete for console rights.

Ward is adamant that this is not the case: "Of course we can compete, we can guarantee Nintendo release in America and Europe and we will definitely be in there pitching."

It will not, however, use Ward's own phrase, be stepping up to the plate for Sega, even though the possibilities for crossover seem to be increasing all the time. Only last week, long time Nintendo partner Acclaim announced that it will be publishing for Sega's Megadrive and Gamegear.

Barrett simply isn't interested: "When you've established such a good relationship with Nintendo, where's the sense in jeopardising that? We can promise Nintendo that any title we produce will not appear on Sega and that means we get more support from them."

And besides, for the moment, Ocean's still trying to find out more about Nintendo, in Europe we all are, including the Office of Fair Trading.

"In the future, there will be some games that possibly Bandai won't want at certain times, and gradually other areas of distribution will be utilised."

Ward also talks of a gradual build-up of Ocean's own marketing activities with Nintendo products. But again he talks of doing things gradually and slowly, building up to TV advertising rather than jumping in.

His style contrasts somewhat with that of Acclaim's European boss, Rod Cousens, who has burst on to the console scene full of bullish intentions.

He has already stated that he plans to make Acclaim a household name in any house that has a Nintendo.

Ward would no doubt argue that Ocean already is. But the way things are going a lot of households could well be making room for both of them. □



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**SPEAKER'S CORNER**

**OPENING TIME FOR SUPERSTORES**

The British computer market has been slow to follow the US retail trend towards large out of town discount stores. But the arrival of PC World — the UK's largest computer superstore — could mean that the writing's on the wall for traditional specialist dealers. So argues the man behind the PC World dream — Vision Technology's JAN MURRAY...

Thirty or so years ago, corner shops provided the quintessential personal service. There was a counter to keep customers as far away from the merchandise as possible and the shopkeeper and his assistant gathered in-

dividual items together from the shelves to make up the order. The first time the customer was allowed to handle the goods was after he or she had paid the bill (in cash).

In those days, a lot of corner shops sold broken

biscuits by the quarter pound. Then they did a roaring trade, but if any tried to do so now, they would most likely find the stock wouldn't move at all.

The point is that times have changed. What was acceptable behaviour once has

been overtaken by a change in habits and culture. Today, customers like to see and feel products before they make up their minds about what is the right model for the best price available.

Never mind that Sainsbury and Tesco et al



A brave new PC World of retailing

have gone over to self-selection in a big way, even corner shops have realised that customers want to be able to browse and select their purchases in an unfettered manner and then complete the transaction with the speed that personal service to every customer cannot deliver.

But if grocers, and even greengrocers, have learnt that customers prefer to browse before they buy, why is it that your average computer dealer has not learnt the lesson?

Why is it that so many prefer to engage customers in the ritual of exchanging computerspeak before they will parade before the customer a range of products that may satisfy his needs?

I'm not talking about a corporate account looking to invest several hundred thousand pounds in a complex, multi-user CAD/CAM installation; I'm talking about an average punter — word processing, a bit of design and graphics, accounting, spreadsheet and database management work. The sort of thing that goes on every day and with which not only us, but also the user, is very familiar.

There is a greater population of PCs in the UK than in any other European country. In fact, more than any other country outside America, so we are dealing with a very mature market. One in which it has been estimated we are at the cross-over point where there are more second time computer users than first-time buyers.

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The equivalent to the supermarket in the computer industry is the computer superstore. These first emerged in the US in 1986 and have mushroomed ever since.

There is no better testimony to their acceptance by the public than the fact that, between them, some 60-70 stores will sell around \$2.8 billion-worth of computer related goods this year.

For all this, there appear to be some dinosaurs left in the traditional channels who refuse to believe that users will buy standard products at the best prices in the most convenient way. They are in for a rude awakening.

PC World signing with IBM should finally lay to rest any doubts about the future success of computer superstores that may exist in the industry. Demonstrably,

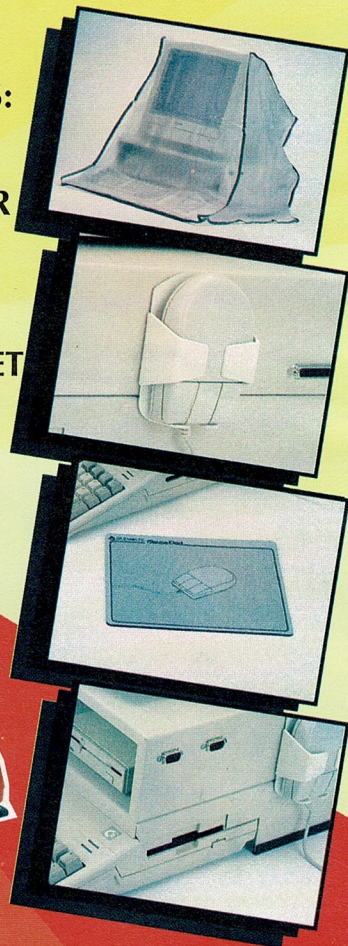
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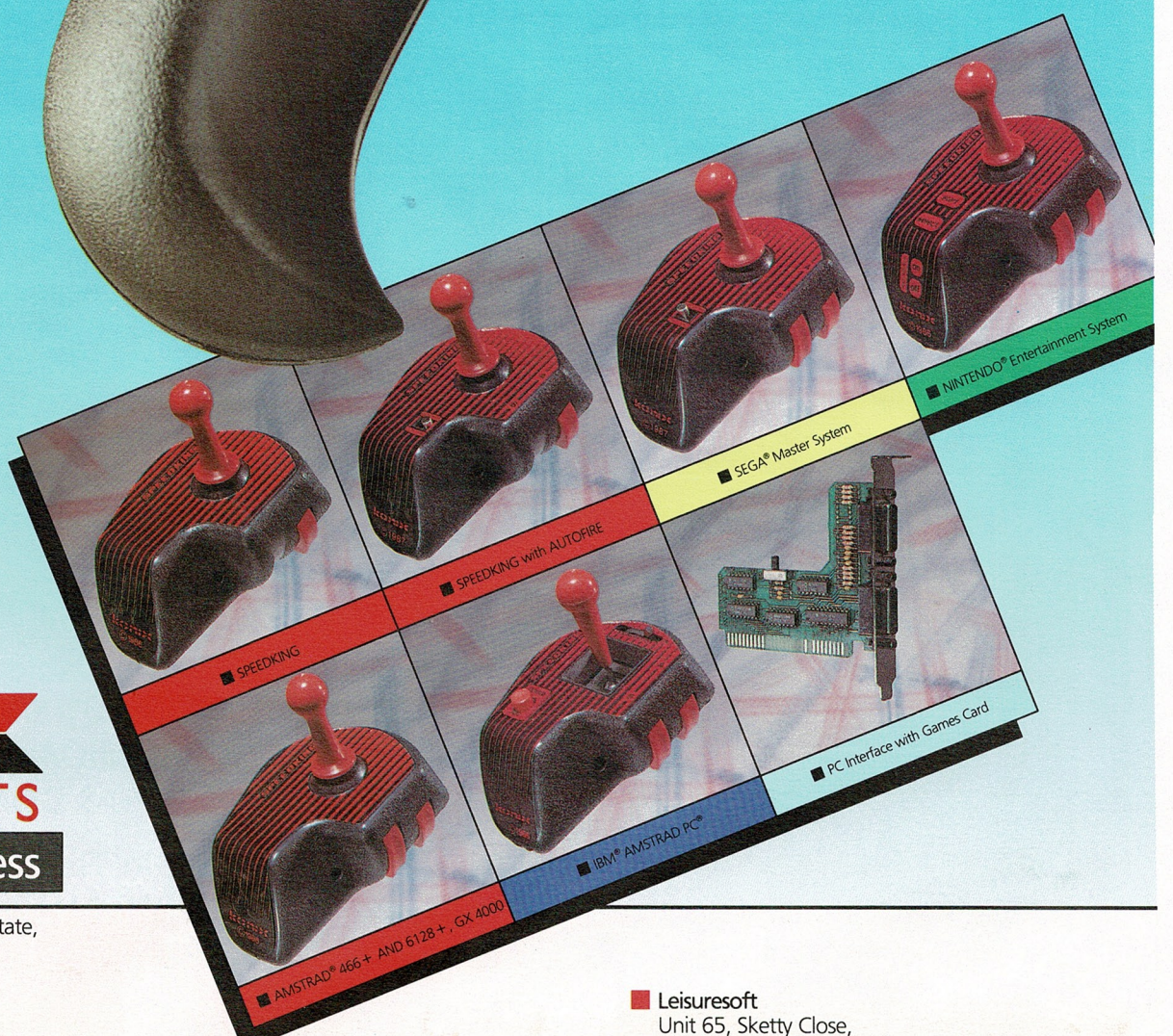
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THE INDEPENDENT

# WALK A CROOKED MILE

In a perfect world, manufacturer, distributor and retailer live in harmony — each making a profit, each growing the market. But what if people don't play the game? Then it becomes difficult for everyone. **STUART GARRETT** is a worried man...

Independents grapple with all sorts of overheads every month. Rent and rates. Light, heat and phones. Salaries and bank charges. Refuse collection and window cleaning. And so on and so on.

It's an endless list and money melts faster than snow in summer. The aim, of course, is trying to make

sure there's more coming in than going out. It's not easy but, recession aside, it's possible — though don't expect to get rich.

However, we could rest easier if there wasn't a possibility of suppliers in the trade intent on buttering their bread on both sides and round the edges too.

This possibility needs a bit

of explanation, so let's start with the basic chain.

We have hardware manufacturers and software producers in the UK and overseas who mostly supply distributors, who fill the needs of retailers, who finally sell the goods to customers.

Everyone in the chain makes a living by turning a

profit. Everyone except the customers, of course, but they get to keep the goods and have an advantage the others lack. It's called consumer protection — a story for another day.

The middle-man concept gets a lot of stick, but the logic of the chain is clear.

Retailers don't have to deal with dozens and dozens of different manufacturers and producers.

The latter don't have to worry about supplying hundreds and hundreds of retailers.

Distributor competition helps to ensure the best deal for everyone, including indirectly the customer at the end of the chain.

Cataloguing every advantage would take a lot of space but they're manifold, which is fine until someone in the chain gets greedy.

## The yearning for earning

What happens, for instance, if a manufacturer or software house suddenly sees extra money to be made by a bit of end-user direct selling? A nice little earner if quietly done on the side under a different name, with price-cutting thrown in to make offers irresistible.

And a little lower on the tree a distributor might just as easily get the same idea. Lots of lovely lolly to be made in running a cut-price

mail-order outfit alongside normal dealer distribution.

No one needs a business degree to see the loser in this logic, and that's the dealer. Again the reason's clear. There's no one for him to cut out but the customer and without customers, he's dead.

Happily, almost all manufacturers, software publishers and distributors are ethical. However, it might be interesting to look at some ways in which ethics could be bent. Not that they are. What follows is pure hypothesis. At least, we hope so.

Distributors obviously buy at a lower price than that at which they sell to dealers. If they didn't, they'd go out of business. So what could be the ethics of a distributor who operated a string of retail shops under a different name and ran an extensive mail-order business too?

The retail shops, it might be argued, could only affect other retailers in the same area and if, but only if, there was no price-cutting there'd be no real harm.

The mail-order business would be different because it would reach all parts of the UK and every dealer's selling territory, but again if there was no price-cutting wouldn't it simply be healthy competition?

## Stripping the mail model

Probably, except for one important factor. The distributor would be using financial muscle denied to the dealer to finance operations which competed with the dealer. That'd produce a faint smell of scorched ethics, would it not?

It's an interesting debating point but let's look at ethics which some might see as charred rather than scorched.

For instance, how about a specialist software distributor who supplied a large dealer base with a wide range of both imported and UK titles?

An excellent service, it would seem. But suppose the firm was also selling the same software at discount prices through a widely advertised mail-order operation under a totally different name? That wouldn't be an excellent service. It'd be a prime example of mouldy morals.

Complete castration of any code of conduct would come if we considered the possibility of a software publisher who operated in the normal way through distributors, and also ran a sly but sizeable money-spinner on the side.

How ethical would it be if this software publisher, under a disguised name and misleading address, operated a mail-order business which ran full-page ads in a range of consumer magazines, offering the same titles that they were currently publishing and distributing, but at prices cut by 25 per cent or more from their recommended retail?

And as the cherry on top, suppose this software publisher was one of those who'd been active in reducing distributor and dealer discounts? How about that for putrid principles?

Not that any of these examples are real, of course. If they were, we'd all know, wouldn't we?

Or would we? □

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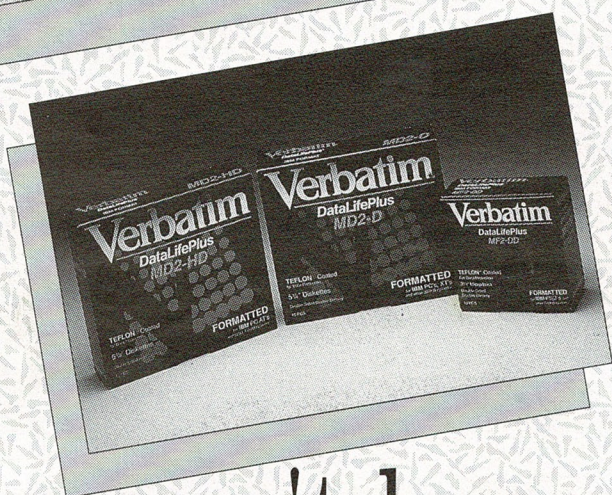
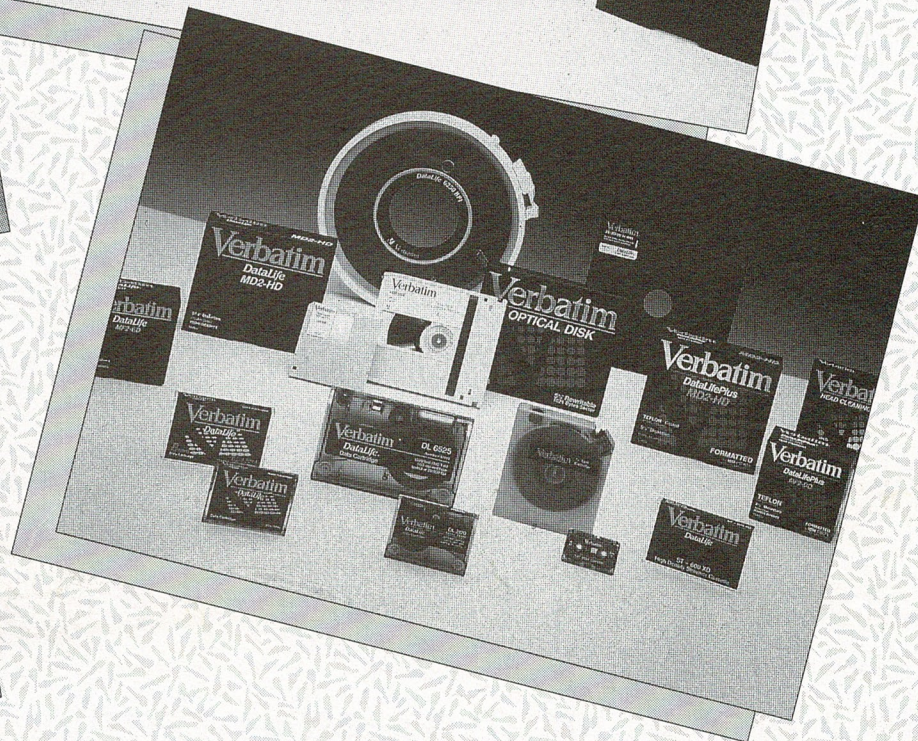
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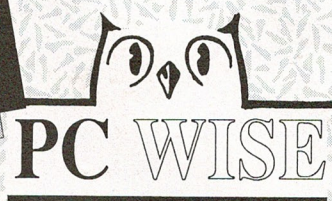
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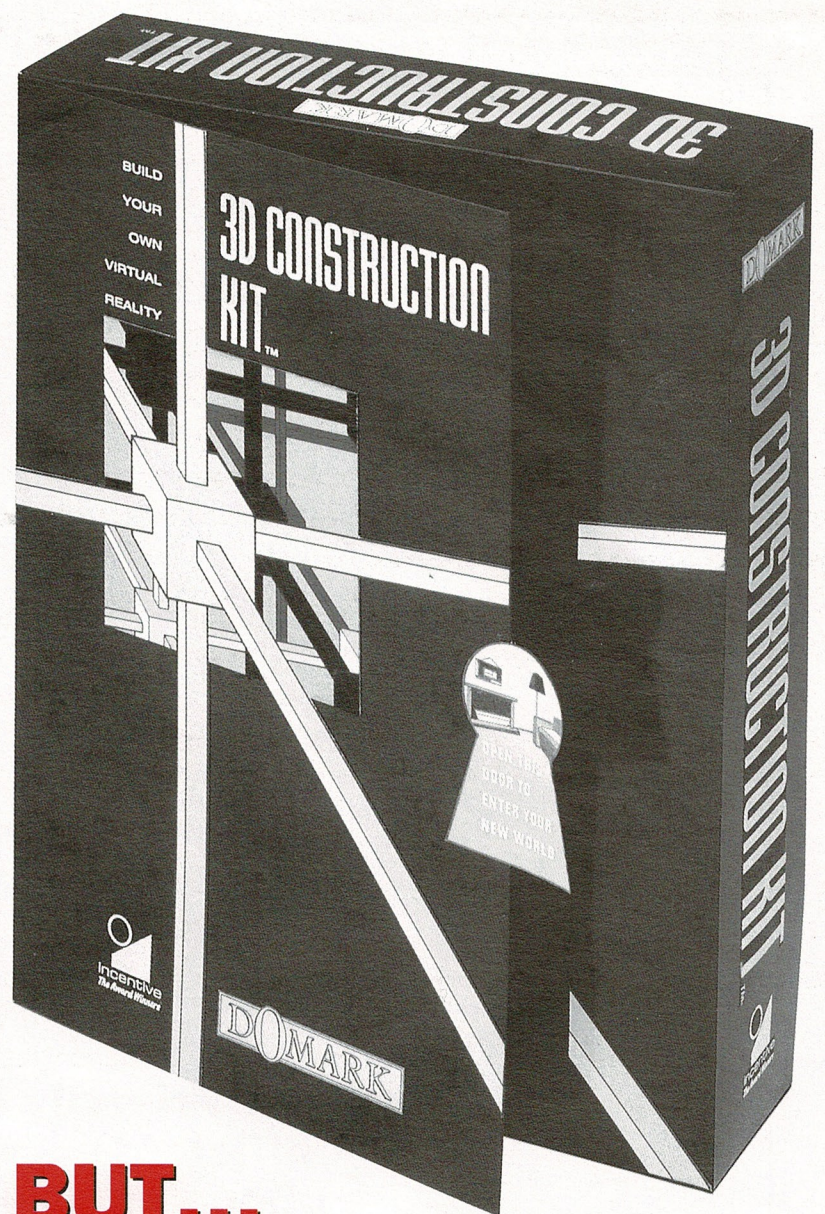
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NEWS ANALYSIS

# GAMES CONSOLE FOUND ON THE MOON

At the moment, the only national daily newspaper totally committed to a games column is *The Daily Sport*, a paper filled with nonsensical sensationalist stories, and, more importantly, breasts. RONNIE DUNGAN probes deep...

Computer magazine publishers are very precious about their titles, they get very upset when people say things that aren't very nice.

But let's face it, they're all dead boring aren't they? What they need is a good pair of knockers on every page. Knickers, knackers and indeed, knockers as the great Les Dawson has said many many times.

*The Daily Sport* may have its own fair share of knockers, but at the moment, it's the only national newspaper running a real games column. *The Guardian* devotes a full page every Thursday, but tends to concentrate on excruciatingly dull business affairs. *The Daily Mirror* has something called the Computer Club —

two inches of copy which turns up about as often as a solar eclipse, and it doesn't care where.

So whether or not you agree with the ethics of having lots and lots of bare chested women cavorting in the same space as *Sonic*, *Super Mario* and other current 'yoof' icons, it does reach the mass market — some 1.5 million readers a day.

That's what the market has been crying out for ever since it existed, it's an unlikely place for it to pop up though. *Sport* readers are into gadgets, they're just not the sort of gadgets you would give to a child.

The 'Megabytes' column is run by Leslie Bunder (or Benny Bunder as he's known in *The Sport*) who approach-

ed the paper when he heard that it was to become a daily. The rest, as they say, is history.

## Giant sprout ate my husband

With phrases like joystick, hand-held, and RAM just crying out for mis-management, the paper must have thought it had struck gold.

As 'Benny' Bunder explains: "I think they were very interested at the start, but I had to justify that interest. So I told them that there were lots of kids who play them and that no other national newspapers did a column. So I guess in the end it was down to persuasion.

"The column started off small and then, in true *Sport* tradition, it's got bigger and better. The paper has been very supportive and we've had lot of support from the industry as well.

"The thing to remember is that *The Daily Sport* is different from *The Sunday Sport*. It has a lot more news in it, and at the end of the day it reaches 1.5 million people, most PR people appreciate that fact."

Indeed they do, the paper has already run several major competitions involving Nintendo and Light Phaser specialist Trojan, with an Atari competition coming up.

You can't help getting the feeling, looking at the Trojan competition, that it was all a ploy to get in a few more pictures of birds with their jugs out.

## Madonna made love to a fish

Competitions are a good vehicle for that sort of thing, normal stories on hot new games don't allow much room for titillation, but chuck in a competition with a couple of nice ladies posing with the product between their chests and you're away.

Whether or not many firms will want to see their product displayed in such a way is another thing. It must be galling for a joystick manufacturer who's spent weeks adjusting the grip on his stick, to see it abused in such a way.

Bunder claims to have had a positive reaction so far though: "We've had no objections from any companies yet. We had a few fnarr fnarr comments but generally they appreciate it. We've linked up with Atari and found them to be really helpful. As far as I'm concerned my job is to provide the best column that our readers can get."

"The readers" being a rather ambiguous bunch. You would imagine that the regular readers of *The Daily*



### What a fantastic pair of phazers

*Sport*, or any of the *Sport* series would be a tribe of baboons or creatures of similar intellect and social stature.

The truth is that the paper doesn't seem too sure who it's appealing to, but then again, why worry when the formula is working.

### Chelsea win FA Cup

As features editor John Stead explains: "It's always difficult to quantify which sections of the population our readership lies in, *The Sport* is for all age groups. The column is not specifically for teenagers, it appeals to a lot of young adults as well.

"I would have liked to have done it five years ago. I think that the reason no other newspaper has run a similar column is because they're run by people with grey hairs and they can't identify what is of real interest. A newspaper, whatever category others may put it in, is part of an entertainment package. I identify my job as partly that of entertainment

officer."

Among the things that Stead considers to be entertaining is a weekly column by the darling of the bullshit breed — Bernard Manning. Which fits in nicely with the general theme of the paper.

In fact the paper devotes a page a week to up and coming 'comedians' who are no doubt pushing back the barriers of comedy still further, and dream of a summer season at the Winter Gardens whilst staring at their signed photo of Tarby and Lynchy.

All in all *The Sport* is a paper for people too embarrassed to go in and buy a proper porn mag from a newsagent. Its headlines were funny for about two seconds after it was first launched, and the only joke now is the people who read it.

It is, however, popular and it does give games coverage among people who are unlikely to understand anything more than the rudiments.

All 1.5 million of them. □



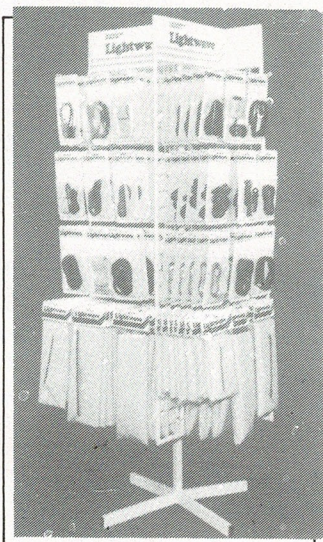
THE SPORT: Gazza ate my pic caption

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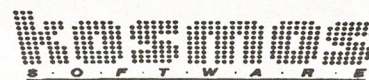
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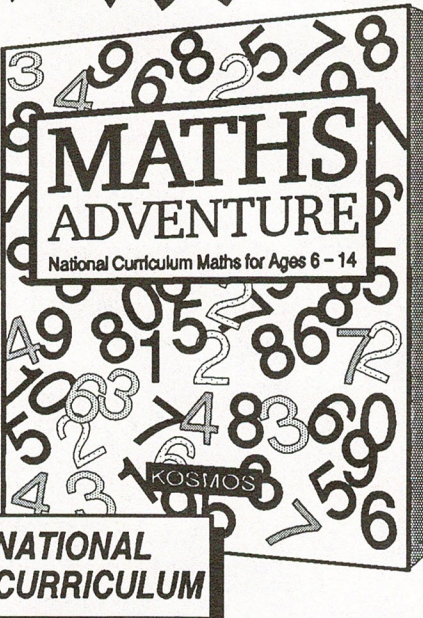
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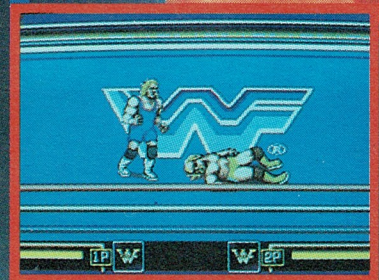
FREE T-SHIRT  
TERMINATOR 2 JUDGMENT DAY



## WRESTLING



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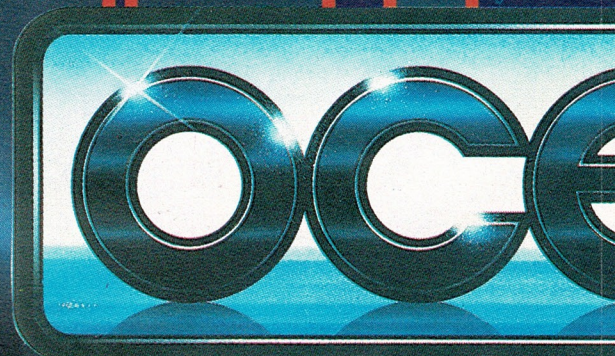
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IN THE ACTION PACKED GAME-PLAY OF TERMINATOR 2, THE YEAR'S HIT MOVIE, AS IT EXPLODES ON TO YOUR COMPUTER SCREEN.

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LARGEST ARMS IN THE W  
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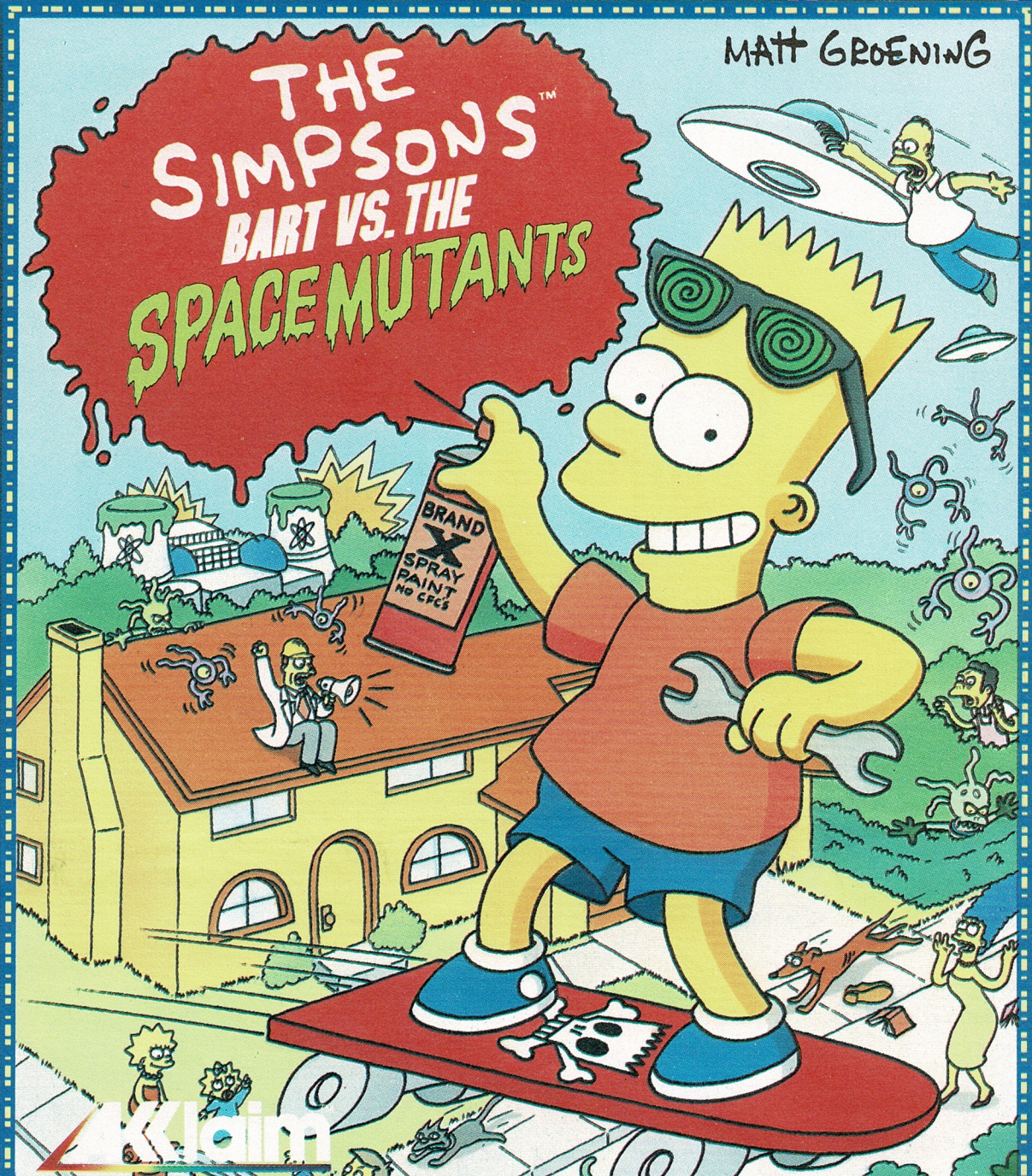


Inc. Hulk Hogan™, Marvel Entertainment Rights Reserved.

**WF**™

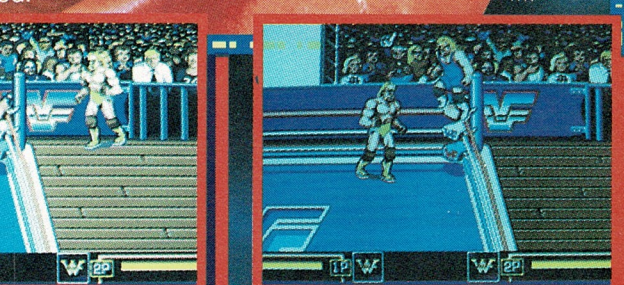
MATT GROENING

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BART VS. THE SPACE MUTANTS



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*Hello* fellow humans!  
 Bartholomew J. Simpson here, with a very important secret:  
**SPACE MUTANTS ARE INVADING SPRINGFIELD**  
 That's right man! A buncha slimy, horrible, totally gross and putrid monsters are taking over the bodies of the people who live here and they wanna build a weapon that's gonna take over the entire planet!  
 Anyway, yours truly is the only one who can see 'em! I've gotta spray-paint things, get radical on my skateboard, use my trusty slingshot, and in general behave like a nuisance, man.  
 So if your decent person a patriot, and somebody who cares about this sorry planet, you'll do the right thing.

**SPECTRUM • AMSTRAD • COMMODORE • ATARI ST • AMIGA • IBM PC & COMPATIBLES**

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Miracles, when they occur, tend to get talked about. And the launch of Mindscape's Miracle Piano Teaching System is no exception.

But to make quite sure our Miracle gets the attention it deserves, we're giving it the biggest single multi-media launch of its kind there's ever been.

With an exciting TV commercial that shows exactly why the Miracle is claimed to be the biggest breakthrough in interactive educational software ever!

With big space colour advertising in the national and specialist press.

With a PR campaign that has already put the Miracle on the nation's TV screens at peak viewing time. Not just once, but week after week. Lead story on Tomorrow's World. Featured on Thames TV main news. BBC's Newsround. Bruce Forsythe's Generation Game. With masses more to follow.

And with a level of marketing and merchandising support you'd only expect for a mass-market product from one of the giants.

But then, the Miracle is very special.

Using state-of-the-art computing techniques, the Miracle will teach a complete beginner to play his own kind of music in a fraction of the time he would expect.

Just as important, the Miracle makes learning fun!

Chords, scales, arpeggios, the Miracle uses a series of stunning arcade-style video games to entertain as you learn.

And Artificial Intelligence technology monitors each lesson and builds a series of customised exercises to correct weaknesses and develop new skills.

The Miracle software deserves a superb keyboard. And that's exactly what it has.

The Miracle keyboard has 49 full size, velocity sensitive piano keys, over 100 sampled sounds of musical instruments and full MIDI compatibility.

Attractive display box



Demonstration unit

## Miraculous support:

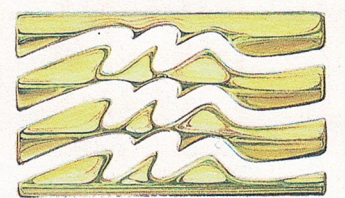
- £500,000 TV airtime spend
- National press full colour ads
- Lead item on 'Tomorrow's World'
- Featured on Thames TV News
- Massive national PR coverage across all media
- In-store demonstration units available
- Merchandising installed by ISM
- Total POS and sales support

## Now let's talk price.

Incredibly, the Miracle System, complete with software, keyboard, headphones and sustain pedal, will retail at £249.00 for the Nintendo Entertainment System version and £299.00 for the Amiga and PC versions.

At these prices, with the fantastic support we're giving, the Miracle has to be the Christmas success story of 1991. There's still time for you to make sure you get your share. Call the Miracle Hotlines on 061 929 8578 or 0444 246333. For distribution enquiries, contact:  
Centresoft - 021 625 3388  
Leisuresoft - 0604 768711  
Gem - 0279 412441  
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*They say miracles rarely happen. Yours could come by Christmas!*



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PIANO TEACHING SYSTEM



## EUROPEAN CHRISTMAS STOCKING '91

## THE FINAL COUNTDOWN

With exactly one month to go until every child's favourite day of the year, CTW returns with its annual round-up of Christmas stocking thrillers. What's out? What's coming? What's delayed? What's the point of anyone competing with WWF and *The Simpsons*? Read on...

## OCEAN

The firm must have been a little disappointed at not getting the number one slot last year. This year it's not unrealistic to say that it will get the top four slots.

It has its strongest line-up ever this Christmas with *The Simpsons*, *WWF Wrestling*, *Robocop III*, *Smash TV*, and *Hudson Hawk* all ready to appear, and *Terminator II* still selling strongly.

*The Simpsons* will be inescapable in all retail outlets this Christmas and computer shops will be no different. In the UK, huge standees will feature in many windows and in France they will hold 100 games.

All 8-bit versions of the game contain free pin badges, whilst 16-bit versions include keyrings. Distributors are also being encouraged to take part in special *Simpsons* days, and no doubt they will.

The game is also bolstered by the release of the two *Simpsons* videos on sell-through, for those not hip and trendy enough to have already seen the first series like we have in the glorious Nidge (Stevenage) to the uninitiated).

*WWF* also includes badges, the 8-bit versions contain three different characters, whilst the 16-bit titles contain videos showing the best known wrestlers in action.

It's also backed up with standees of Hulk Hogan, Sergeant Slaughter, and the British Bulldog — the freebies don't end there though.

*Robocop 3* includes free hologram badges, in keeping with the game's 3D concept, *Hudson Hawk* contains a free baseball cap, and *Terminator II* has a free T-shirt included.

Despite the strong line up of single titles, a couple of compilations have also been thrown in for good measure. The follow up to the *Rainbow Collection* — *The Ninja Collection* — contains *Shadow Warriors*, *Double Dragon* and *Dragon Ninja*.

The *2 Hot 2 Handle* collection contains *Golden Axe*, *4X4 Super Off Road Racer*, *Shadow Warriors* and *Total Recall*.

## PSYGNOSIS

A few familiar names will be popping up in the *Psychosis* release schedule this Christmas including, of all things, an 8-bit offering from the firm.

An ST version of *Shadow of the Beast II* kicks off the season, with the relaunch of the Amiga version as well, only without the free T-shirt.

*Barbarian II* is available on both ST and Amiga, and there's also *Orbitus* on PC and ST, and *Leander, Ork, Air Support* and *Agony* on the Amiga.

*Lemmings* was always going to be milked dry, and for good measure we have *Oh*



THE SIMPSONS: Making sure Ocean is in rude, very rude, good health

*No! More Lemmings*, which comes in two versions — a standalone version which can be played without the first game, and an add-on disk for those who own the original at £25.99 and £19.99 respectively. The firm is also publishing a Spectrum version of the game.

Just for good measure there's a compilation pack thrown in as well. *The Monster Pack II* contains *The Killing Game Show*, *Shadow of the Beast II* and *Awesome*.

All product will be backed by an 'extensive' advertising campaign, and there will also be a mystery shopper competition for retailers with the best window display.

## THALAMUS

Thalamus finds itself in a period of transition at the moment, in the midst of a management buyout, after the Newsfield crash.

For this reason it would be a bit unfair to expect the firm to be too prolific at this stage. Instead, Christmas '91 sees only one release — a compilation called *Hits II*.

It features the successful *CREATURES*, *Summer Camp*, *Heat Seeker*, *Snare* and *Retrograde* on C64. January will see a lot more activity with *CREATURES II* and *Winter Camp*.

Thalamus boss David Birch told CTW: "It would be tough for us to get the games released and the promotions and reviews sorted out before Christmas. But we're confident that *Hits II* will do well, we have a good core of people who like Thalamus product."

## SIERRA

Another prolific Christmas for the firm this year, with over 15 different titles on offer.

Starting with an EGA version of *Willy Beamish* and *Police Quest III*, Sierra will follow with *Stellar 7*, *Rise of the Dragon*, *Space Quest IV*, *Jones in the Fast Lane*, *Heart of China*, *Red Baron*, *Leisure Suit Larry V*, *Conquest of the Longbow*, *Hoyle's Book of Games III*, *Dr*

*Brain*, *Fairytale* and *A-10 1.5*.

The list is so big we'll have to start another paragraph here. Also on offer is *Laffer Utilities*, *Kings Quest V*, *Leisure Suit Larry V* on Amiga, *Nova 9* and *Willy Beamish* on Amiga.

Sierra boss Peter Jones told CTW: "A lot of our software is mostly text, so we're now producing French and German language versions. For the first time we are producing dedicated software, most companies get away with superficial changes, but we have to make sure it works. All our CD product is also produced with digitised speech in seven languages.

"We're trying to make it a more co-ordinated European approach. We have maintained our policy of switching our ads to direct mail to endusers. The Sierra mag is produced in French and German and mailed out to 25,000 users."

## CODE MASTERS

The Coders have a nice little line-up this year. *Super Seymour* is "guaranteed environmentally friendly!" according to the company bumph.

Is the game packed in recycled plastic with reconstituted paper inlays? No, but the gameplay is predominantly green with large cartoon style graphics. *Seymour* must clear the planet of mutants and toxic waste using a variety of methods including munching tons of fruit and then machine gunning the mutants down with pips.

The *Cartoon Collection* features *Seymour at the Movies*, *CJ's Elephant Antics* (*Little Pugg in Wonderland*, (CPC version) *Slightly Magic* (new on the CPC), *Spike in Transylvania* (also new to the CPC) and *Dizzy*. Available on the CPC, Spectrum and C64.

*Dizzy's Excellent Adventures* sounds a bit like *Bill and Ted's* but is actually another compilation containing five *Dizzy* games, including three new releases. C64, CPC and Spectrum versions only.

## VIRGIN GAMES

Virgin has apparently already enjoyed its Christmas success this year, with *Jimmy White's Whirlwind Snooker* a few months ago. This Christmas will see its budget label relaunched though.

The first product on the Tronix label — which takes over from the Mastertronic brand — will be *Double Dragon II*, available at the new price points of £3.99 for 8-bit and £9.99 on 16-bit.

Full price product includes *Realms* which will be out on ST and Amiga, and *Floor 13* which is on PC only.

"A lot of people are throwing product against the wall and hoping that it will stick. We, on the other hand are concentrating on quality and the products that we know will do well," said the firm's Andrew Wright.

French and German versions of *Realms* will be in the shops for Christmas.

"It takes up a bit more time, but in the end it's well worth it, basically because of the extra money that we make from it. The French and German markets combined are worth more than the UK. Overall, this year we have had more sales than last year, and you could say it's been an early Christmas with *Jimmy White* doing so well for us."

## THALION

Airbus Industries has endorsed Thalion's latest release, *A320 Airbus*, as being the most accurate flight simulation ever. This is quite a bold claim, but the design and testing of the software has at least been carried out by a German Luftwaffe pilot.

The package will initially be available for the Amiga and will come with 120 pages of approach maps, official Jebbison charts, and an actual handbook which would find in the *A320 Airbus*.

Although there is no exact release date, the simulation will be available before Christmas with a simultaneous launch into the UK and Europe.

## DOMARK

Domark is pinning its hopes on two things this Christmas. One, a bloke in a bondage mask, and two, a batch of Sega titles.

*Pitfighter* is the masked man in question, and he's available on all formats and really quite difficult to ignore. Other home format titles include a Super Heroes compilation which includes *Strider 2*, *Indiana Jones and the Last Crusade*, *Last Ninja II* and *The Spy Who Loved Me*.

The firm's first titles on Sega machines are *Hard Drivin'*, *Klax* and *Pacmania* on the Megadrive and *Ms Pacman* on the Master System.

TV ads for the Sega titles may be lined up for the New Year, possibly making an appearance at Easter.

Domark joint boss Dominic Wheatley told CTW: "It would be great for dealers if we were to do it. It would probably take the form of a one month national campaign, spending a 'serious' amount of money. I mean, it wouldn't be an £8 million campaign, but it would look good."

"If I was a retailer I'd be very pleased to know that not only hardware manufacturers but publishers are entering into that area as well. We'll probably concentrate on the top couple of titles, it's too much to cram five titles on one advert."

## MINDSCAPE

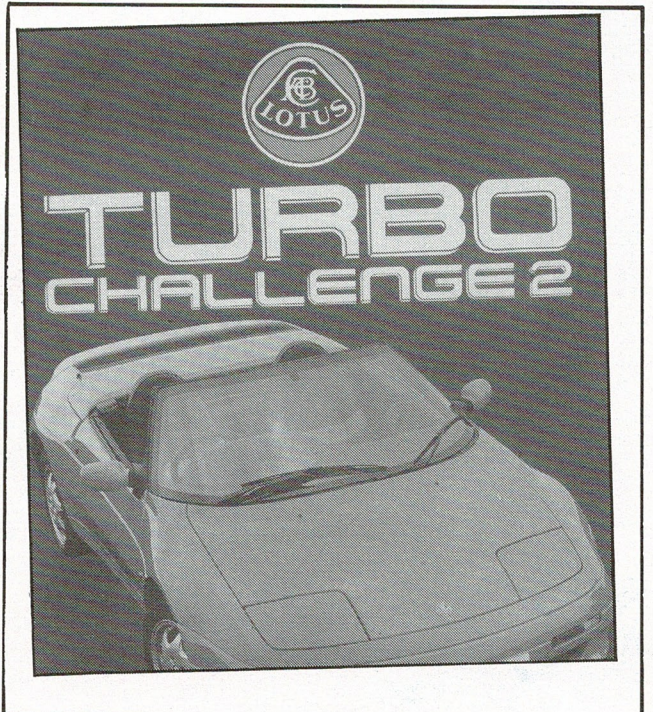
Nothing in the way of blockbusters from Mindscape, well not when you size up the opposition, but there are yet more additions to its *Ultima* range and *Paperboy II*.

The latest addition to the *Ultima* series is *Ultima VI* which will be out on Amiga and ST. *Ultima VII* will be out on the PC nearer to Christmas.

Posters, display boxes, banners, A4 flyers and counter displays will herald the arrival of *Ultima VII*. *Paperboy II* will be helped enormously by some free keyrings.

*Moonstone* will have a special offer for a limited edition artwork poster, selling at £99 and signed by the artist and author of the game.

Oh, and *Knightmare*, *Chessmaster 3000* and *Blue Max* will also be doing the rounds.



GREMLIN: More from the Turbo Nutter brigade

## ELECTRONIC ZOO

*Magic Garden* is now approximately one year later than originally announced, but it's finally available. Zoo boss Stuart Bell claims that it's a game for both boys and girls and there're no blood curdling screams or *Rambo* style commandos running through the undergrowth.

*Cardiac* features very fast sideways scrolling action (need I say any more?), whilst *Under Pressure* is a cute style game with the biggest sprites you've ever seen — some are even 256x256 pixels.

The Zoo has a great deal of POS material for this year's flock, so get on the blower and ask for some. All products should be out in Europe and the UK by the time this is printed.

## RAINBOW ARTS

The PC Sound Card war heats up with another new entrant.

The PC Sound Man is a fully Adlib, Sound Master and Windows 3 compatible plug-in card for PC owners. Supplied with two speakers and a set of headphones, its built-in amplifier and volume control should provide ample noise. It is being released about now all over Europe and the UK. Price, £87.99.

## GREMLIN

Christmas may well have come early for Gremlin, as its *Lotus Turbo Challenge II* release is already at the top of the charts.

It's not surprising then that boss Ian Stewart won't be too disappointed when he doesn't hit the Yuletide number one slot. "We're not interested in the Christmas number one, it's how many we can sell that we're worried about," he says.

*Utopia* has been out for a number of weeks and has already sold well, *Suspicious Cargo* will be out on ST and Amiga and CTW favourites *The Shoe People* finally step out after several delays.

*4 Wheel Drive* is a driving compilation containing *Lotus Turbo Challenge*, *Team Suzuki*, *Toyota Celica*, *Toyota GT Rally* and *Combo Racer*, whilst *Chart Attack* contains *Lotus Challenge* (again), *James Pond*, *Ghouls and Ghosts* and *Venus the Flytrap*.



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The B310SL is one of the first SL powered laptops available and took pride of place on the Intel stand at COMDEX as the best designed SL based portable. Even with this much power, the RRP is only £2499.

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Carefully built from quality components and with a full 12 month warranty, Bondwell portables are only available from XMA.

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COMPUTER PRODUCTS



EUROPEAN CHRISTMAS STOCKING '91

ACTIVISION

Activision, a firm with its roots firmly planted in the arcade and consoles sector, has been plotting a course up market ever since being rescued by The Disc Company — a French concern more respected for its serious software than for games.

Christmas will see the release of *Deuteros* — an epic graphic adventure fully translated into three languages; French, English and German. European boss Thomas Ormond is par-

ticularly proud of this achievement: "We are committed to every one of our territories," he insists cheerfully.

Ormond is plotting a very clear course for Activision: "Ten meg capacity games on the PC will be the norm soon. We have already released our final game for the ST format."

The company has been cautious enough not to shun its console heritage completely: "We have a good relationship with Nintendo. *Ghostbusters II* for the Gameboy will be a great hit."

The Disc Company only took over Activision a few months ago and it has been embroiled in a rights battle with US Gold virtually ever since. Ormond believes: "Lawyers will be the only winners," and he is most probably right.

An amazing 90 per cent of Activision's 1991 business has yet to transpire; Ormond expects 28 per cent of it to come from the UK.

CORE DESIGN

Last year was a quiet Christmas for the firm,

and this year won't really be any different.

Only one title on offer — *Heimdall* — which is a role playing game involving lots of Vikings. So naturally the firm is getting a local Viking re-enactment group to visit Virgin stores throughout the land.

"We didn't release any product last year. We had *Car-Vup* in January but nothing for Christmas. I think original product is difficult to do at any time of year. It's unfortunate that the consumer doesn't recognise quality as the best attribute in a game.

But that's the market we're in and there's no point grumbling about it," said the firm's Richard Barclay.

DIGITAL INTEGRATION

If diversification and expansion are signs of success, DI would appear to be doing pretty well. Its core business of simulations has been augmented by two new ventures during '91.

Dream Factory is its full-price arm, delivering product ranging from the puzzle game *Supaplex* to *Drift*, a full

feature role playing adventure.

Action 16, on the other hand, rolls out budget biggies including *North and South* and *Tennis Cup*.

ANCO

If it's a game of footy you're after then look no further.

*Kick Off* is currently available on the Sega Master System from US Gold. Unfortunately, the NES and Gameboy versions will miss the Christmas market with NES arriving in January and Gameboy in February. Incidentally, the NES version is claimed to be as fast as the Amiga.

*Tip Off* should be shipping now. Programmed by Steve Screech, who played a major role in the testing of the infamous *Kick Off*, it's a basketball game that's promising to be quite something. Amiga to arrive first, ST versions next year.

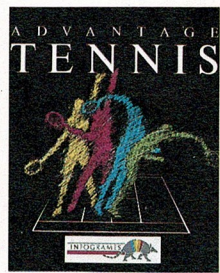
*Football Crazy* is a compilation of *Kick Off 2*, *Final Whistle* and *Player Manager*. Both ST and Amiga versions are to ship simultaneously and the European launch will coincide with the UK on all Anco products.

MB GAMES

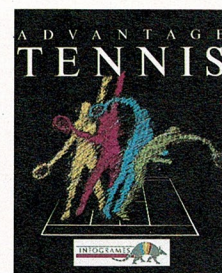
The firm's first Christmas in the world of Nintendo publishing is already being hailed as a success.

A TV campaign on Sky has no doubt helped, and it may yet find itself on national networks before the end of the year. The firm has four titles currently on offer — *Marble Madness*, *California Games*, *Timelord* and *Digger T-Rock*.

Two more titles have been pencilled in for the first half of 1992 — *Corvette Challenge* and *Battle Tank* — which should also receive TV backing.



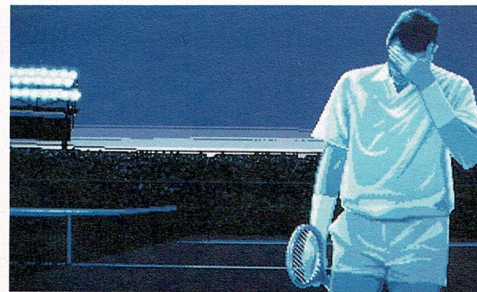
ADVANTAGE TENNIS



Monday, 3rd of November 1991 THE NEWSPAPER OF CHAMPION GAMES. ★ 1st year N# 000001

SIMPLY UNBEATABLE!

Another crushing victory for ADVANTAGE TENNIS over its rivals. Its indisputable technical superiority was proved last season on all surfaces. Like us, Tennis World is wondering if this year, there will be a player who is well trained enough to succeed in taking ADVANTAGE TENNIS' title and becoming Number 1.

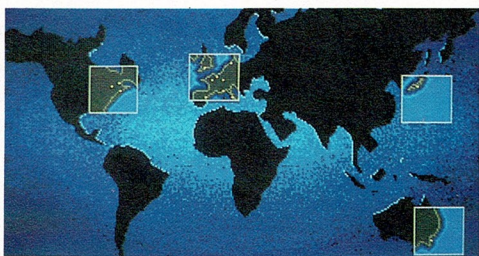


WIN YOUR BADGE "N# 1 IN THE WORLD"

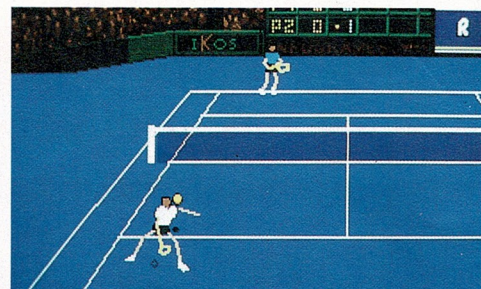
Fine! You have not given up. Your technical and mental qualities have made you Number 1 in the world ranking. Every winner deserves a medal. So if you're among the first 200 to send us a screen shot representing the first page of your press book proving that you have defeated ADVANTAGE TENNIS, you will get the badge ADVANTAGE TENNIS PLAYER NUMBER 1.

A CHAMPION'S PORTRAIT

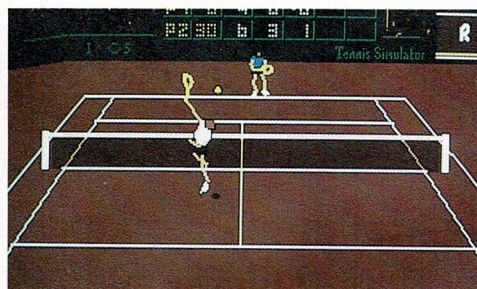
- ◆ 1 or 2 simultaneous players.
- ◆ Numerous spectacular shots: Backhand smash, Dive...
- ◆ Slow motion replay of the last rally.
- ◆ 3 game types: training, season or exhibition.
- ◆ ATP point and ranking management by program.
- ◆ Different view angles.



Marvellous high smash on the grass of Wimbledon.



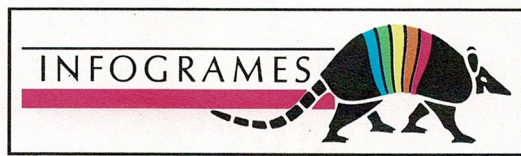
Terrific between-the-legs-stroke on the synthetic surface of Tokyo.



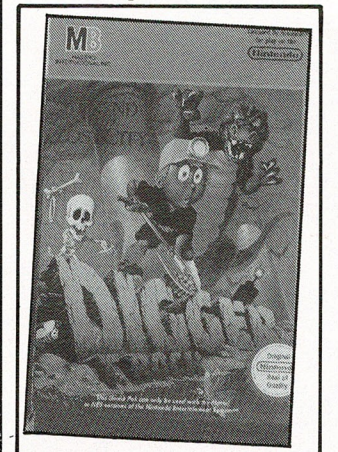
Splendid backhand smash at the net on clay at Roland Garros.



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PC & COMPATIBLES  
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DIGGER: Barnstorming

MB marketing manager Janet Surr commented: "Our plan for the TV ads is to run them on Sky and get them onto the networks in time for Christmas, stepping things up in the New Year. The biggest sales of machines will obviously be at Christmas, so we're hoping to pick up the software sales afterwards. This is a new area for us, but it's also very exciting."

AUDIOGENIC

Audiogenic has just three titles in the running this Yuletide.

The C64 version of the arcade adventure *Exile* should have shipped by the time you read this, and *World Class Rugby* (Amiga) will be on its way in the next day or four. Both ST and PC386 versions are already shipping.

Although there is no fixed date for *Wreckers* on the PC, Audiogenic expects to have it available for Christmas.



**EUROPEAN CHRISTMAS STOCKING '91**

**MICROPROSE**

MicroProse has a rather scant line-up this year — in fact, just two titles, Geoff Crammond's *Formula One Grand Prix* and *MicroProse Golf*.

Geoff Crammond was the man behind Micro Style's smash hit *Stunt Car Racer* and the new title should be a big seller this year. Available before Christmas in the UK and Europe on the Amiga and ST. PC versions in the New Year. MicroProse always ships into Europe a good few days before it injects into the UK to give a simultaneous release schedule.

On the good walk spoiled front, *MicroProse Golf* boasts "impressive 3D rolling landscapes" and four players. It's interesting to see the masters of simulations finally produce a golf game. All that's left is to see how it stands up against the stiff competition. Amiga versions now, PC in the New Year.

**THE SOFTWARE BUSINESS**

Proof that the ST is still struggling came from boss Jeremy Cooke, with the quote "not gonna bother", which was in reponse to the question of releasing *The 50 Great Games Compilation* on to Atari's flagship machine.

However, the compilation will arrive on the Amiga, PC and C64 and contains many clones of games such as *PacMan* and *Defender* and suchlike. Europe release will be a week before the UK injection.

*Brides of Dracula* is a game which The Software Business is "gonna bother with" on the ST, considering its development time of about six months. Split screen action sees *Dracula* feast on the blood of young virgins. UK and Europe release dates are 26th November.

**US GOLD**

Respect is due this year, as US Gold concentrates its efforts on its current biggie — *The Godfather*.

The title will be helped along by a leaflet in the sell-through video of the saga, as well as on rental when the video of *Godfather III* is released later in the year.

*Final Flight*, *Megatwins*, *Alien Storm* and possibly *G-Loc* are all fighting it out in the Yuletide market. *Eye of the Beholder II* and *Monkey Island II* will also keep a lot of people happy.

On the Master System *Super Kick Off*, *Outrun Europa*, *Heroes of the Lance* and *World Class Leaderboard*, will conclude the firm's Sega schedule for 1991.

The obligatory compilations make an appearance in the form of The Capcom Collection which contains *Strider* and *Strider II*, *Ghouls and Ghosts*, *LED Storm*, *UN Squadron*, *Forgotten Worlds*, *Dynasty Wars* and *Last Duel*.

The *Max Pack* contains *Turrican II*, *St Dragon*, *SWIV* and *Nightshift*. The Super Sega compilation features *Super Monaco*, *Golden Axe*, *Crackdown*, *ESWAT* and *Shinobi*, and last but by no

means least *The Quest for Adventure* compilation has *Operation Stealth*, *Mean Streets* and *Indiana Jones and the Last Crusade*.

**ACCOLADE**

Having concluded its Sega publishing program for the year, the firm is concentrating on home formats for Christmas.

*Winter Games* will be available on PC and will be covered in most major PC mags in Europe. POS material includes a triple standee featuring *Les Manley* and *Sorcerer's Appliance*.

Having been out on Megadrive for a number of months now *Mike Ditka's Power Football* will continue to be backed along with *Mike Ditka's Ultimate Football* on the PC.

*Home Alone* will be featured in handy six pack counter displays on PC and Amiga, along with a series of ads back to back with *Elvira II*.

**BEAU JOLLY**

The compilation specialist has excelled itself with a theme for this year's Christmas jamboree.

Forget *The Simpsons*, *WWF* and *Turtles*, the firm has actually got, after enormous expense, the licence for EMAP groovester Julian Rignall! Yes, that's right *Julian Rignall's Top Ten* is coming to a store near you soon. But what is Julian's top ten? Spectrum versions contain *Dan Dare*, *Lords of Midnight*, *Driller*, *Dark Star*, *Split Personalities*, *Impossible Mission*, *Cauldron II*, *Barbarian II*, *Guardian II* and *Splat*.

All the other 8-bit versions are slightly different, but just as lengthy to type out. It's available on cassette for £12.99 and disk for £16.99.

Beau Jolly's Karen Wilson told CTW: "It's not so much Julian's name that will be selling the pack, it's just a classic games compilation with some good titles and good value for money."

**ACCLAIM**

If you didn't know by now, Acclaim will be leading in to Christmas with *The Simpsons* and *WWF* on NES and Gameboy.

Both titles have already received backing from Nintendo as part of its TV campaign which will run until Christmas. Having already been on the first two videos, *The Simpsons* will receive a further boost when the next two sell through releases are available.

*WWF* has also featured as a trailer on a sell through video, both are expected to hit something like 2 million video viewers in the next few months.

Acclaim's Larry Sparks told CTW: "We always lead with the NES versions of the product and we will just be following on from the promotions that we already have in place in Burger King and other places. We only have the two titles, but then again we will only ever release around ten a year because of the way Nintendo dictate what we can release."

**ALTERNATIVE**

There's an absolutely huge range of product on its way from Alternative. Lots of budget and some educational games as well.

From the top then. *Kids Pack* is a compilation of six games: *Postman Pat*, *Popeye*, *SuperTed*, *The Wombles* (of Wimbledon Common (are we)), *Count Duckula*, and *Sooty and Sweep*. Spectrum, C64 and Amstrad CPC versions on cassette and disk. *The Ginormous Collection*, again for

the Spectrum, C64 and CPC, comprises of "20 great games".

In the budget range for the eight bit machines, hero of the little people, *Fireman Sam* quenches the blaze while the *Last Commando* and *Bismarck* help create one. *Double Dare* sounds like a challenge, as does *Rescue from Atlantis*. Finally, there's *Pegasus Bridge*.

**ELITE**

Take four licence deal titles, mix them with a bit of marketing and you have the *Movie Premiere* compilation from Elite. Every manner of silver screen smash, gathered together in a single box.

The titles included are *Turtles*, *Gremlins 2*, *Days of Thunder* and *Back to the Future 2*. The compilation is almost certain to be a box office smash this Christmas, despite the questionable quality of the component titles.

On the console front, the epic *Dragon's Lair* is on its way for Nintendo owners at their wits end with *Super Mario* (and there must be quite a few).

"The year has not gone the way we expected it to do" admits Steve Wilcox candidly. Elite turned over £1.3 million last month, so there's no need to lose too much sleep.

Some 80 per cent of Elite's console product is consumed in Europe, with the territory accounting for 45 per cent of all other sales.

"*Lemmings* sums up 1991 for me," commented Wilcox cryptically.



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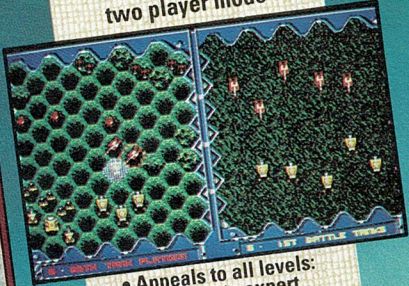


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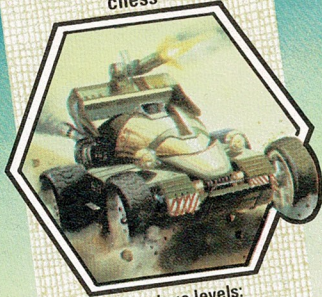
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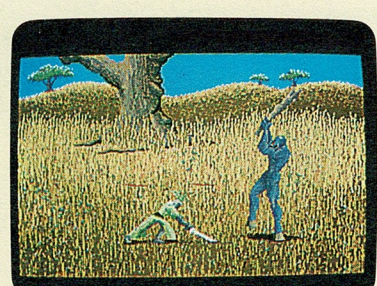
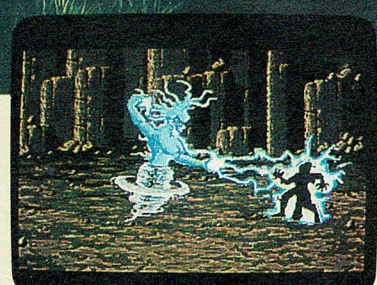
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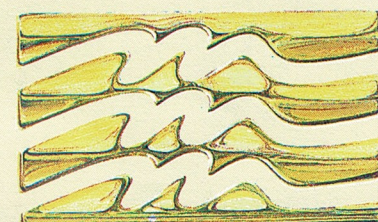
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**12** Moonstone contains scenes of strong graphic imagery with particular realism. Although these scenes are optional, this product is voluntarily rated 12. Parental Guidance is recommended for younger players, however this is not a legal requirement.

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EUROPEAN CHRISTMAS STOCKING '91

SEGA

With the exception of the Gamegear, Sega's release schedule will be boosted more than ever by releases from third party publishers this year.

On the Megadrive it comes as no surprise to find that EA will have a say. The firm will release *Robocod* and *F-22 Interceptor*. Tengen has its first releases from Domark — *Klax* and *Hard Drivin'*.

Sega itself has *Fire Shark*, *Jewel Master*, *Phelios*, *Super Hydride*, *MERCS* and *Donald Duck*.

The Master System has three third party titles for Christmas. Mirrorsoft launches its own Sega programme with *Xenon II* and *Back to the Future II*, whilst Grandslam comes in with *The Flintstones*.

*Laser Ghost*, *MERCS*, *Running Battle* and *Asterix* all come from Sega itself. Not forgetting of course that *Sonic the Hedgehog* has already zoomed up the charts.

Finally, the Game Gear, which has no third party programme going yet, has *World Class Leaderboard*,



SEGA: A prolific Christmas

Woody Pop, Solitaire, Poker, Frogger, Halley Wars, Pengo, Joe Montana Football, Ninja Gaiden, Put and Putter Golf, Space Harrier and Donald Duck.

ELECTRONIC ARTS

Although the firm's biggest title won't be available until January, EA is still claiming that this will be its busiest Christmas ever.

*Populous II* arrives backed by a huge POS push including all the usual posters and standees, as well as unusual items such as heat sensitive mugs.

Although there isn't a clear cut winner in the home formats, *Star Trek* will also do well along with the PC version of *Powermonger*.

The big titles are on the

Sega Megadrive, namely *Immortal*, *Shadow of the Beast*, *Lakers Vs Celtics*, *F-22 Interceptor*, *Buck Rodgers*, *James Pond II: Robocod* and *Marble Madness*.

The firm's Simon Jeffery told CTW: "It is unusual for EA to put so much product out at Christmas, but it's really quite coincidental that they all came out at the same time. We can take it for granted that this will be the biggest Christmas for us with all the Sega titles we have."

KRISALIS

A bit of a choker for Krisalis that Man Utd got knocked out of Europe recently, but the firm maintains that its game is still selling well.

Apart from the continued sales of *Man Utd Europe*, there's little else from the firm this Christmas. Indeed, *Face Off* is the only other title around at the moment.

Boss Tony Kavanagh told CTW: "We didn't really get involved last year either, we haven't got the budget that Ocean has I'm afraid, but we still do a lot of back catalogue business."

"A lot of titles have been thrown against the wall, a lot of big titles, and that isn't us. To put out product at this time can be harmful, we cleaned up in August and September, so it's better to be a big fish in a little pond."

UBISOFT

The French publisher is putting a lot of faith into two compilations this year.

The *Top League* compilation contains *Speedball II*, *Rick Dangerous II*, *Falcon*, *TV Sports Football* and *Midwinter*. All for £30.99 on ST and Amiga. *The Quest and Glory* compilation contains *Cadaver*, *B.A.T.*, *Bloodwych* and *Midwinter* on 16-bit formats.

*Pro Tennis Tour II* on the PC is being hailed as the 'biggest Tennis game around' by the firm, and will be accompanied by *Vroom* on the ST, and *Celtic Legends* and *Battle Isle* on the Amiga.

MIRRORSOFT

A lot of people believe it's last year's thing, but Mirrorsoft is still convinced that it can squeeze a few more units out of the *Turtles* phenomenon.

Just to make sure, the firm is producing giant 3D window displays featuring the *Turtles* and its *Cisco Heat* and *First Samurai* releases.

Continentalers are apparently a little behind with their youth culture phenomena (many are still grieving over Elvis going into the Army) so the firm is pinning a lot of hope on European sales.

After a brief hiatus, the Cinemaware label returns with *TV Sports Boxing*, and *TV Sports Baseball* on PC only, whilst the 'flight sim to end all flight sims' — *Falcon 3.0* — appears on the Spectrum Holobyte label.

The firm's Sega publishing program kicks off with two titles for the Master System — *Back to the Future II* and *Xenon II*. Megadrive titles will appear next year.

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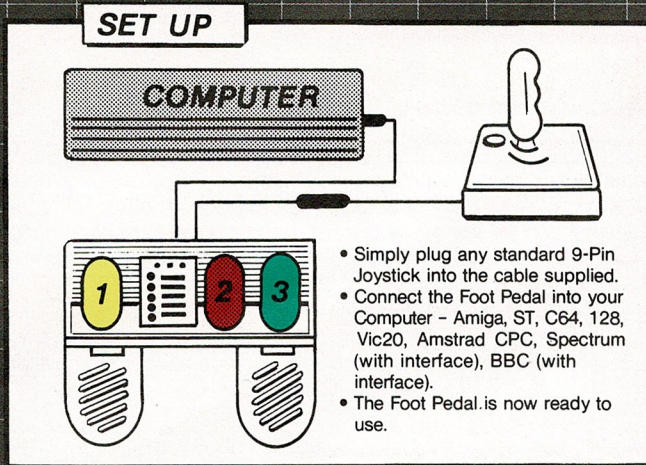
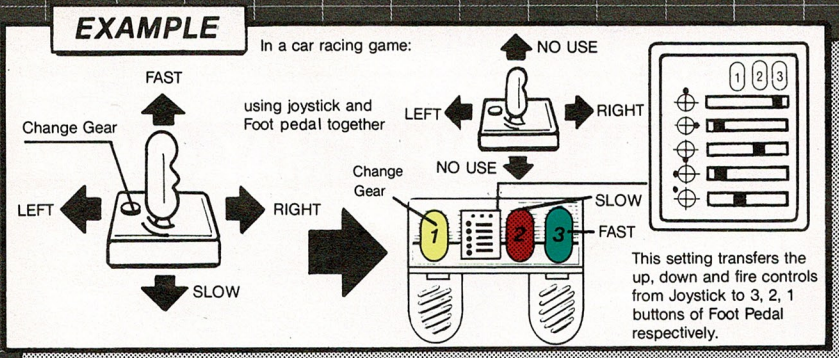


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## EUROPEAN CHRISTMAS STOCKING '91

## ENTERTAINMENT INTERNATIONAL

Part originator, part distributor, Entertainment International knows how to keep itself busy. The home grown Empire label has a veritable flood of product destined for Christmas stockings up and down the land. Releases kick off with *Soccer Stars* — a compilation of four footie frolics, specifically *Kick Off 2*, *Gazza 2*, *Microprose Soccer* and *Emlyn Hughes International Soccer*.

Other goodies include

*Volfied* — a Taito coin-op conversion, *Twilight 2000* — a charmingly optimistic tank simulation, set after the nuclear holocaust and *International Sports Challenge* — a sports simulation featuring 21 events which include diving, cycling and swimming. "This isn't waggle your joystick stuff — it's real simulation" promises the alarmingly vibrant Marissa Pauwels.

The follow-up to *Team Yankee*, curiously called *Pacific Island*, is also on the way as is *Eye of the Storm* — a futuristic flight sim based in and around Jupiter.

In between producing its own stuff, EI distributed the wares of Canadian giant Readysoft.

The build up to Christmas will see the appearance of *Guy Spy* — a James Bond style game with cartoon quality graphics. Also watch out for *Space Ace II — Bof's Revenge*. The Bluth adventures have traditionally offered everything except gameplay; we will have to see if this one is any different.

Entertainment International estimates that 52 per cent of its business is done in Europe with a respectable 38 per cent wedge coming

from the USA and the balance made up at home, in the UK.

## ZEPPELIN

16-bit owners will be going totally *Round the Bend* this Christmas if Impulze, the full price arm of Zeppelin, has its way.

Budget conscious 8-bit owners can look forward to *International Five-A-Side Soccer* and the chillingly named *Sleep Walker*, not to mention a dash of oriental action in *Tai Chi Tortoise*. Even airborne excitement is assured thanks to the arrival of *F1 Tornado*.

But surely the most sinister Zeppelin release of the season has to be *Neighbours* the game of the book of the soap, promising to be only narrowly more tedious than the epic *Graeme Souness Vector Soccer*.

Darren Jobling readily admits that the summer has been tough for Zeppelin, and he's remarkably candid about any Christmas expectations: "It can't possibly be worse than last year," is all he's prepared to wager.

Jobling expects around 30 per cent of his sales to come from Europe with continen-

tal demand already on the up. What will Darren remember about this year? "The Bitmaps and Renegade impressed me in '91, they released consistently good products."

## SYSTEM 3

"The recession affects everybody, but parents always find enough money for what the kids want — they just don't go to the pub" — the considered opinion of Adrian Cale, a man who knows a thing or two about what the kids want.

System 3 is releasing *Fuzzball* on the Amiga this Christmas with the debut of *Myth* for the Amiga and ST also on the cards.

*Last Ninja 3* is already out on the C64 and there is every chance that ST owners will find it poking out the top of their stockings.

Looking beyond the tinsel and holly, Cale reckons that consoles are on the up and up — but computers "aren't going to just disappear."

Like many other software houses, System 3 is experiencing a slow down in the ST market. Cale's philosophy is simple: "If a game can be covered for the ST, it's still worth doing."

## PALACE/TITUS

It's been a traumatic year at Palace. Today, the firm at least seems comfortable as part of the French giant Leisure Holdings, working more closely than ever with the group's sister label, Titus.

*Boston Bomb Club* will be hot on the shelves from Palace this yuletide, while Titus will be putting its golden eggs in the licence deal basket. "*The Blues Brothers* is the Titus biggie for Christmas," according to Richard Hennerely, and he should know.

Palace has little comfort to offer anyone worried about the state of the market: "Christmas in the UK will be disappointing and the rest of the year has been dire."

The firm now finds over 70 per cent of its audience in Europe, a 20 per cent increase over last year. "We would have been out of business if we had relied on UK sales to tide us over," offers Hennerely in a matter of fact fashion.

## STORM

Although the firm has only two games out for Christmas they will be backed with some interesting promotions Europe-wide.

*Final Blow* — a boxing game — is out on Amiga and C64, and is backed by a *Final Blow* Boxing Championship (on the computer) which will be appearing at various dealers. They're even giving away free boxing robes for that extra something special.

*Double Dragon III* will be backed, rather unusually, by stick on tattoos for retailers (they should of course be given the real thing right across the forehead).

In Germany the firm has tied up with the country's largest department store Karstadt for a *Double Dragon* promotion.

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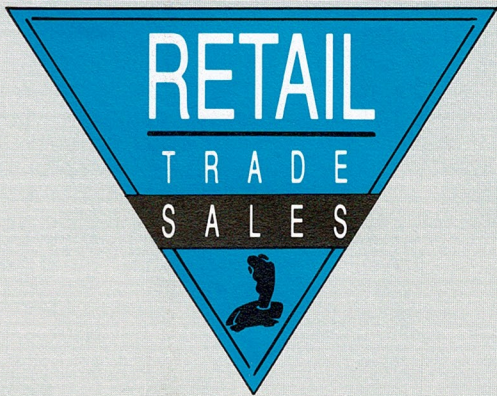
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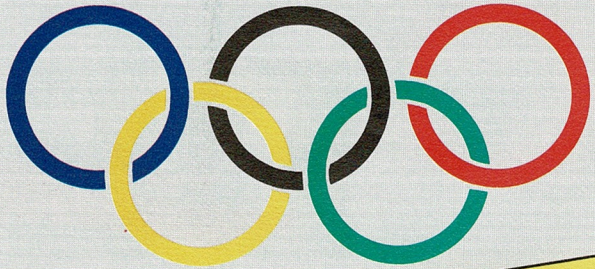
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EUROPEAN CHRISTMAS STOCKING '91

EUROPRESS

Europress Software is in a unique position within the industry — it produces software which frequently features in the ELSPA/Gallup full-price chart, but isn't volatile games product.

Christmas is set to be a fertile selling period for *Fun School 4* — the latest in a series of pre-school education packages, while the much hyped *Amos Compiler* and *Amos 3D* bolt-ons are also bound to shift in respectable quantities.

D&H GAMES

Five years they've been at it — pumping out simulation after simulation — trying to turn accountants into sports fans.

Behind the flagship titles of *Football Director 1* and *II*, D&H Games has produced an amazing 144 sports simulation games. This is slightly less impressive when broken down into 28 titles across three formats, but an undeniable achievement nevertheless.

This Christmas its sports management and strategy line-up will be augmented by

*Rugby Coach* for 16-bit owners, whilst *League Football* and *World Cup* are promised for the eager 8-bit legions.

Julie Newheiser reckons there is a good Christmas on the cards for D&H, with a heavy bias towards PC products promised for next year.

"We don't actually know how well we're doing in Europe. We've just entered the market with The Software Business," she bubbles enthusiastically.

INFOGRAMES

The sports connection gets steadily more

obsessive with Infogrames all set to release *Advantage Tennis* before the decorations are up.

The French firm is also producing a Christmas selection box type affair going by the snappy name of *Action Masters* — five of Infogrames' best — crammed into one explosive cracker (or something like that!).

Infogrames is thoughtfully introducing Loriciel's *Baby Jo* into the world just in time to see Santa, and there is also an as yet un-named role-playing adventure on the (Christmas) cards.

Dominique Cor openly

concedes that "last year was disappointing for Infogrames," but he has his sights firmly fixed on brighter notions, expecting to shift 20 per cent of his merchandise for the entire year between now and January.

Not surprisingly, the bulk of Infogrames' product shifts in Europe. The UK accounts for only around 22 per cent of the company's net sales.

*The European Christmas Stocking '91* was compiled by Ronnie Dungan, Eddie McKendrick and Andrew Banner.

OPENING TIME

Continued from page 14

IBM does not see it that way; it has been very supportive.

If we can satisfy Big Blue's requirements in terms of trained sales staff and service engineers and the amount of service area available for repairs, enhancements, upgrades etc., then we can satisfy anybody — as, indeed, we have done!

IBM is not alone among the major manufacturers in supporting this venture and we are not all wrong. PC World is the first reseller in the UK to sign Apple's new retail contract and PC World is the first retail outlet in the UK to offer product from direct sales company, Dell.

In addition to PCs and portables we sell printers and plotters, monitors, scanners, software, components, accessories and supplies. We offer customers a choice of personal finance, low-cost leasing and tax-free exports alongside extended warranties and low-cost on-site maintenance, and there is an in-store technical centre offering on-the-spot servicing at fixed prices, as well as the fitting of peripherals and component upgrades, installing software and a clinic for hardware check-ups.

Computer superstores are the fastest-growing channel in the US and there can no longer be any doubt that, in the same way that the UK followed the US lead in grocery supermarkets, hypermarkets and out-of-town shopping centres, so our public will follow the trend in computer retailing.

You can bet on it. □

Jan Murray is managing director of Vision Technology Group, the company behind PC World.

NOT IN FRONT OF THE ADULTS

Continued from page 10

are on an upward trend.

He also points to the depth of WVG's coverage as proof that it isn't just making hay while the machines from the Land of the Rising Sun shine here in Blighty.

"We're appealing to people who don't know just how much fun they can have from these machines, where to buy them, or even that they exist.

"We could have very easily come out with a magazine that had a few reviews and little else, but we decided to try something different. We spoke to Nintendo in Japan — I'm not sure if any of the other magazines have ever managed that."

The WVG trial goes into its second month this month, with the December issue just appearing. The signs are that it could well follow the footsteps of previous supplements *What Satellite* and *Camcorder User*, which both went on to become titles in their own right.

"We will carefully review what kind of effect *What Video Game* has on sales of *What Video* and then decide whether it can be launched as a separate title."

May admits that he personally wants the magazine to go it alone — thus ending the private hell of the would-be gamers who still can't get their kids' joystick to work with a Gameboy. □



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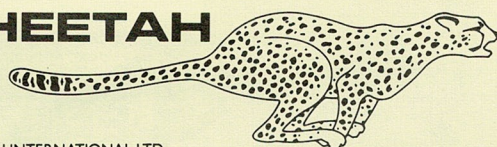
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**WORLD OF COMMODORE SHOW: EARL'S COURT**

# STANDS THAT DELIVERED

It was never going to be a comfortable affair, but it always looked likely to be a success. The first World of Commodore Show had organisers purring, bargain hunters drooling and box shifters running to the tills for cover. Visitors to the Ocean stand were even being sick (thanks to a G-force Waltzer). JOHN BUTTERS trod very carefully, then filed this report...

Even before the doors opened for the World of Commodore Show last weekend, Commodore was busy telling everybody that it had been a soaraway success.

But not without good reason. Advance ticket sales were climbing to near 20,000 and forecast were showing that 50,000 people were preparing to take a trip to Earls Court II for the four day show, the 15th for Commodore.

At the eleventh hour opening hours were extended and the trade lost its immunity from the public at lunchtime on Thursday (November 14th). Despite announcements on London radio stations, few people took advantage of the extra afternoon and it remained reasonably quiet.

Signalling the start of the show, Commodore UK boss Steve Franklin and Chris Anderson from sponsor Future Publishing took to the stage to host a press conference.

The duo once again shouted about the show's success and showed off Commodore's Christmas TV and newspaper advertising. There was little of interest to the assembled scribes.

First impressions were that the floor had been filled with the organiser planning wide aisles. Closer inspection revealed that the spacious venue was ideal for this show and that just less than one hundred companies were exhibiting, a great proportion being developers.

Exhibitors came in the shape of software houses, hardware manufacturers, mail order companies and public domain libraries. As would be expected, the Amiga overshadowed other Commodore computers and CDTV, although there were plenty of C64 games to be found and there were a few bits and pieces for PC owners.

**Please release me**

Nearly all the large games houses could be found at the front of the hall, where players were able to get previews of some of the year's most eagerly-awaited releases.

Ocean had a large presence, re-living the trade only Computer Entertainment Show with Bart Simpson touring the floor meeting visitors. Noticeable for their absence, however, were US Gold and Core Design.

Lotus Turbo Challenge 2, Gremlin's latest driving game, was letting off plenty of noise. Sitting inside arcade-style consoles, people had an opportunity to race the Turbo Esprit or Elan sports car in all types of weather.

Electronic Arts showed Populous II: Trials of the Olympian Gods, the sequel to one of the best selling games of all time.

Early copies will require one megabyte of memory but the firm expects to have

completed half meg versions at the beginning of next year. The package will be marked to enable consumers and retailers to distinguish between the two.

Birds of Prey was another EA release being shown for the first time. Budding military boys and girls get a

choice to fly 40 different types of plane, including Russian Mig-29 fighters and American Stealth Bombers.

Virgin Games, Mirrorsoft, System 3, MicroProse and Domark also displayed their latest software.

Much less software was released for serious use.

Digitia International's Amiga wordprocessor Wordworth has been upgraded to give it a few new features such as page preview, PostScript printing and support for more than 400 printer fonts.

And for programmers, HiSoft had just managed to complete Devpac 3, its latest

assembly language development system. It has a new multi-window editor and an improved assembler running 40 per cent faster than its predecessor.

Amiga Centre Scotland had plenty on offer for people interested in the graphics side of the machine. At World of Commodore the company had numerous third party packages and launched a new version of its Harlequin graphics board, Harlequin+.

With all the features of the standard Harlequin, it also has four new modes, colour cycling, full-screen overlay

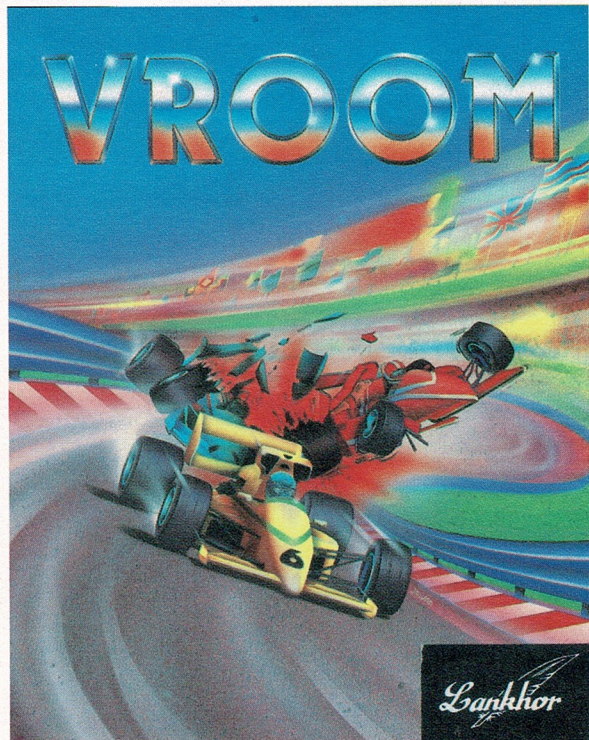
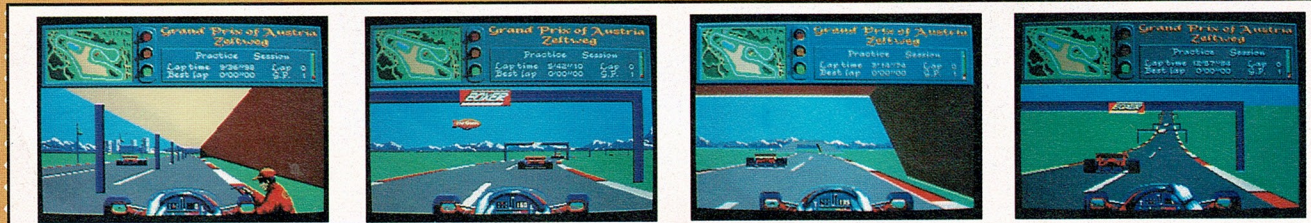
and an increase from double-buffer to six buffers.

**System addict**

Though now becoming history for the trade, those considering buying the new Amiga 500 Plus wanted to get a look at what they were getting and owners of the earlier model sniffing around for upgrade kits, to give their machine the same specifications, were disappointed.

Despite Commodore Germany selling English versions at Cologne, the UK division said it was still waiting for stock, adding that the

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**WORLD OF COMMODORE SHOW: EARL'S COURT**

new operating system should be on sale by the beginning of next year. The price will need to be finalised but it sells for DM199 in Germany.

Commodore also had an early model of its new A690 CD-ROM drive hooked up to an Amiga. It enables the Amiga to use compact discs designed for the CDTV player and should be on sale at the beginning of next year.

A spokesman for the firm said that while the drive had been completed and could be released, he thought that its cost will have to fall

before it can go on sale. An eventual price of £299 is being talked about.

It was good to see American firms had chosen to support the show. Of them **Great Valley Products** was the most dominant. Its highly-acclaimed HD8+ A500 hard drive with 52 megabytes of storage capacity was selling well at a reduced price of £399.

"In independent tests GVP HD8+ could only be criticised for its price," said a GVP spokesman. "We've now turned the table, making it not only cheaper than before, but now considerably

lower than similar capacity competitors."

The developer also had its new 68040 accelerator for A3000s. G-Force operates at 28MHz and has up to eight megabytes of 32-bit memory on-board.

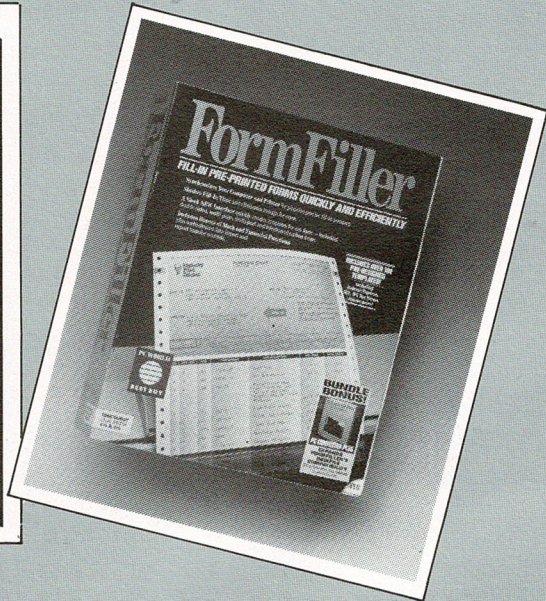
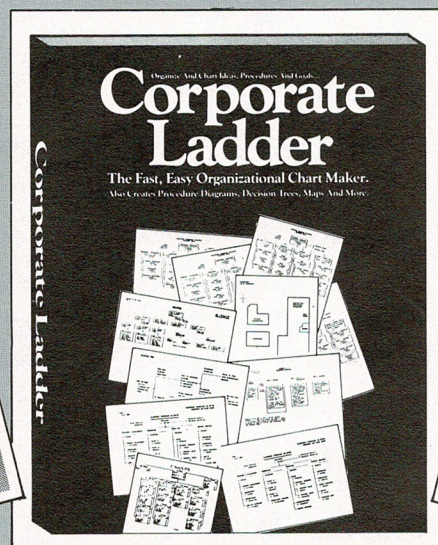
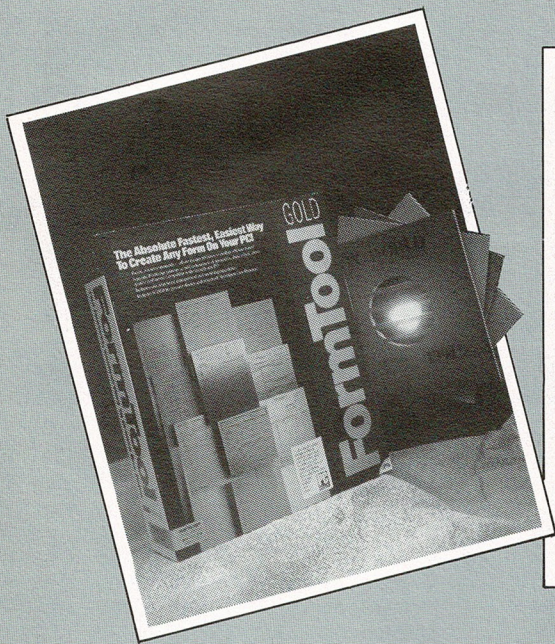
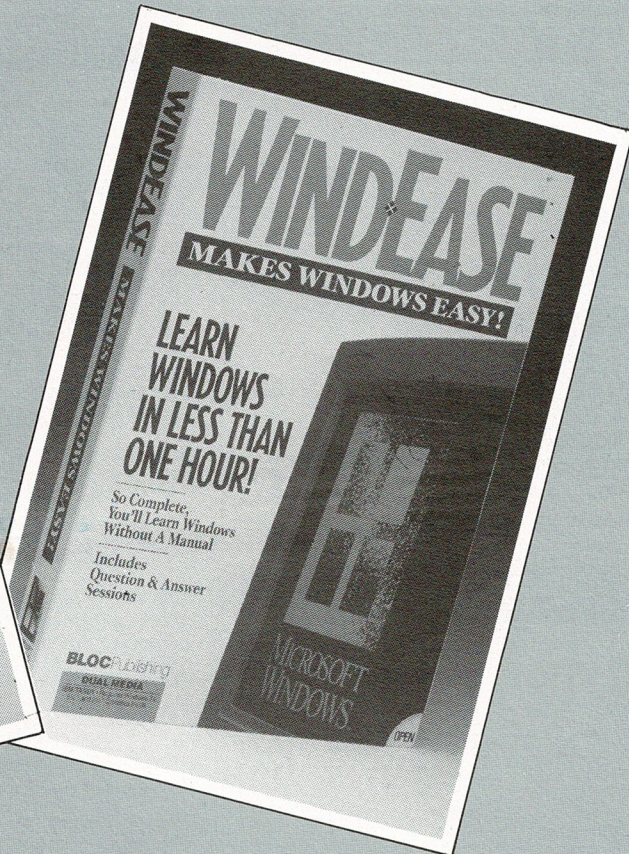
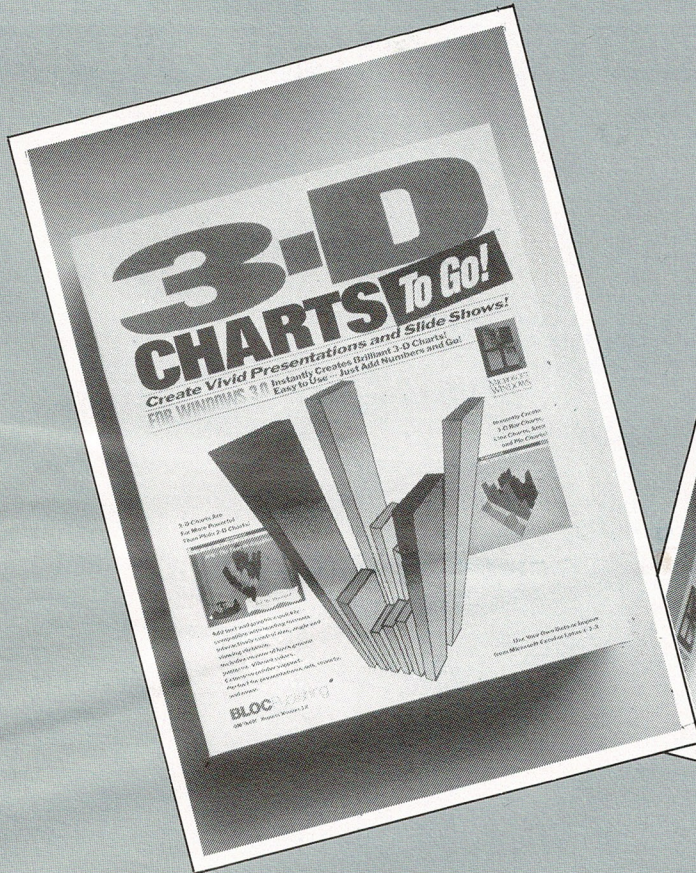
Once Motorola 68040 chips running at 33Mhz become available G-Force can be upgraded to increase its performance from 22 to 23.2 MIPS. The firm still needs to confirm the price.

For Amiga owners wanting to use PC compatible software, **Silica Systems** had the latest version of emulator ATonce. **Vortex's**



OCEAN: Finding a roundabout way of getting its message across

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ATonce Plus has double the processing power of the earlier board with a clock speed of 16MHz, 512K RAM upgrade and a socket for the maths co-processor.

Desktop publishers could have a demonstration of the latest version of **Pagestream**. Version 2.1 of **Softlogik Publishing's** product has Postscript and enables Prodraw Clips, DR2D and IFF pictures to be imported.

Among the music products shown at the **Sunrize Industries** stand was AD1016, a 16-bit card claimed to give CD quality sound. Fellow Americans at **New Horizon** brought copies of wordprocessor *Prowriter version 3.2* and idea organiser *Flow 3*.

**Its a miracle**

One of the highlights shown by **Mindscape** was **Software Toolworks' Miracle Piano Teaching System**. Recently adapted for the Amiga, it takes adults through a series of progressive piano lessons and customises them to individual needs.

Some of the best bargains came from **Power Computing**, which had its new hand-held scanner on sale for less than £100. Power Scanner has an automatic setting resolution of between 100 and 400 dots per inch, 64 grey scales and a thru port to enable printers to be connected at the same time as the scanner. Software is included.

As well as the software houses and developers the usual collection of small mail order companies could be found at the back of the show, enabling Amiga users to pick up products at low prices.

If people just wanted to find out about Commodore's machines and the software packages running on them they would have found trips to the **Multimedia Theatre** valuable. Throughout the show Commodore and exhibitors used it to talk about their new products and answer questions.

Most exhibitors seemed quite satisfied with the World of Commodore and visitors had an opportunity to catch up with the latest events in the Amiga world and saw many firms that rarely visit multi-format shows.

Many of the new Amiga hardware products could have been seen two weeks earlier at Amiga '91 Köln, but World of Commodore was just as exciting for the British public.

Now the big question is when will the UK get a Berlin equivalent Commodore show in spring? □

*John Butters is news editor for Amiga Computing and Atari ST User magazines.*





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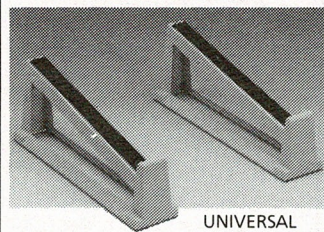
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DISK	L0001	3.5" (Roll of 1000)	£8.59	7.52	6.98
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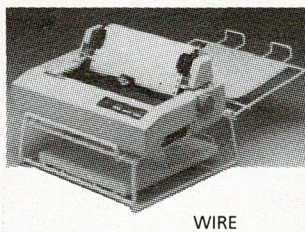
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SPACE SAVER	A0203	80 Column Space Saver	£20.96	18.52	14.94



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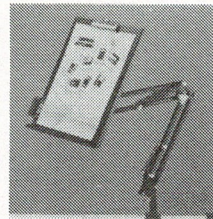
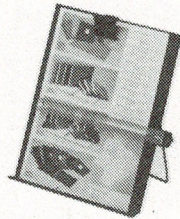


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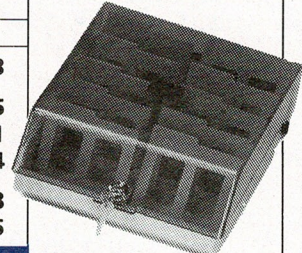
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	X0004	X Way, 36pin Connectors	£16.76	14.25	13.41
	X0011	2 Way, 25pin Connectors	£9.50	7.17	6.75
	X0013	4 Way, 25pin Connectors	£12.44	10.57	9.95
	X0014	X Way, 25pin Connectors	£13.54	11.51	10.83

## AUTO SWITCHES

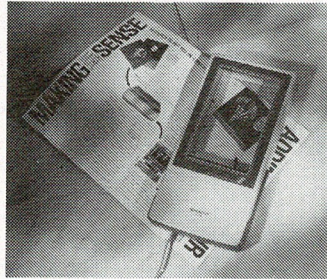
	STOCK REF	DESCRIPTION	PRICE/PER AUTO SHARER		
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A0043	3.5" 80 Capacity	£5.55	2.41	2.31
A0053	3.5" 100 Capacity	£6.33	2.74	2.64
A0123	5.25" 50 Capacity	£5.16	2.92	2.58
A0163	5.25" 120 Capacity	£9.69	5.49	4.85
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N6961	Brother HR 15/35 M/Strike	£2.62	2.36	2.10
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R4790	Brother 1509/1709	£5.85	4.16	3.90
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R2540	Nec P /2/6	£3.92	2.78	2.61
R2600	Nec P 3/7	£4.39	3.12	2.93
R8700	Nec P6+/P7+	£3.94	2.80	2.63
R6981	Shinwa CP 80 M/Strike	£3.51	2.50	2.34

## DUST COVERS

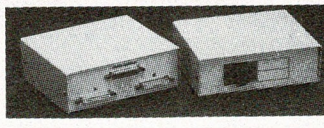
STOCK REF	DESCRIPTION	PRICE/PER DUSTCOVER		
		1-9	10-19	20-49
C0101	Acorn Archimedes	£6.30	4.90	4.55
C0100	Acorn A3000 (1PC)	£4.05	3.15	2.93
C0014	Acorn A3000 (2PC)	£6.30	4.90	4.55
C0102	Amiga A500 (1PC)	£2.74	2.13	1.98
C0103	Amstrad 8256/8512 (3PC)	£7.83	6.09	5.66
C0104	Anstrad 9512 (2PC)	£4.86	3.78	3.51
C0107	Amstrad 1512/1640 (2PC)	£5.40	4.20	3.90
C0106	Amstrad 2086 (2PC)	£5.35	4.16	3.86
C0105	Amstrad 2286/2386 (2PC)	£5.36	4.17	3.87
C0108	Atari 520/1040 STFM	£3.50	2.72	2.53
C0112	BBC Master 128 (1PC)	£2.79	2.17	2.02
C0113	BBC Master Compact (2PC)	£5.09	3.96	3.68
C0110	IBM XT & Compatibles (2PC)	£5.09	3.96	3.68
C0109	IBM AT & Compatibles (2PC)	£5.09	3.96	3.68
C0111	IBM PS/2 (2PC)	£5.63	4.38	4.06
C0301	12" Monitor	£2.79	2.17	2.02
C0302	14" Monitor	£4.50	3.50	3.25
C0207	Amstrad DMP 2000/3000	£3.31	2.58	2.39
C0208	Amstrad DMP 4000	£3.26	2.53	2.35
C0201	Amstrad 8256	£3.15	2.45	2.28
C0202	Amstrad LQ 3500	£3.33	2.59	2.41
C0203	Amstrad LQ 5000	£3.33	2.59	2.41
C0205	Canon PW1080	£2.83	2.20	2.04
C0206	Citizen 120D	£2.93	2.28	2.12
C0224	Citizen Swift 24	£2.93	2.28	2.12
C0209	Epson FX 85	£3.33	2.59	2.41
C0222	Epson FX 850	£2.93	2.28	2.12
C0210	Epson LX 80	£2.92	2.27	2.11
C0220	Epson LX 400	£2.59	2.02	1.87
0211	Epson LX 800	£2.92	2.27	2.11
C0213	Epson MX 80	2.96	2.30	2.14
C0212	Epson MX 100	£3.32	2.58	2.40
C0221	Epson LQ 400	£3.02	2.35	2.18
C0223	Epson LQ 850	£3.13	2.44	2.26
C0225	Epson LQ 1050	£3.60	2.80	2.60
C0214	Nec P2200	£2.95	2.30	2.13
C0215	Nec P6+	£3.33	2.59	2.41
C0205	Panasonic KXP 1080/1081/1090	£2.83	2.20	2.04
C0204	Panasonic KXP 1180/1124	£2.92	2.27	2.11
C0216	Shinwa CP 80	£2.83	2.20	2.04
C0217	Star LC 10	£3.03	2.36	2.19
C0218	Star LC 24-10	£2.97	2.31	2.15
C0219	Star NL 10	£2.99	2.32	2.16

## MOUSE PRODUCTS

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
		1-24	25+	100+
A0603	8mm Mouse Pad	£1.88	1.43	1.31
A0604	Mouse Pocket	£0.80	0.61	0.56

## CABLES

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
		5+	50+	100+
A0800	25 Male/36 Male, 2m, Moulded	£3.90	3.12	2.65
A0801	25 Males/36 Male, 1.8m, 18 Wire	£2.38	1.62	1.35
A0802	25 Male/36 Male, 3m	£4.68	3.74	3.18
A0803	25 Male/36 Male, 5m	£6.95	5.56	4.73
A0835	25 Male/36 Male, 10m	£9.00	7.20	6.12
A0804	25 Male/25 Male, 2m	£3.70	2.96	2.52
A0841	25 Male/25 Male, 3m	£4.38	3.50	2.98
A0805	25 Male/25 Male, 5m	£5.63	4.50	3.83
A0848	25 Male/25 Male, 10m	£9.88	7.90	7.72
A0805	25 Male/25 Female, 2m	£3.70	2.96	2.52
A0861	25 Male/25 Female, 3m	£5.13	4.10	3.49
A0863	25 Male/25 Female, 5m	£9.00	7.20	6.12
A0868	25 Male/25 Female, 10m	£9.88	7.90	6.72
A0806	36 Male/36 Male, 2m	£3.76	3.01	2.56
A0881	36 Male/36 Male, 3m	£6.50	5.20	4.42
A0883	36 Male/36 Male, 5m	£9.50	7.60	6.46





25/11/91

# The Release Schedule

Week 151

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.

AMIGA			
4 WHEEL DRIVE (COMPILATION)	29.99	EARLY DEC	GREMLIN
ACTION PACK	26.99	OUT NOW	ACTION 16
AGONY	25.99	DECEMBER	PSYGNOSIS
BARBARIAN 2	25.99	OUT NOW	PSYGNOSIS
BILLY ELIOTS NASCAR RACING	29.99	NOVEMBER 29	MIRRORSOFT
CHART ATTACK (COMPILATION)	29.99	IMMINENT	GREMLIN
CHE-GUERILLA IN BOLIVIA	24.99	OUT NOW	CDS
CISCO HEAT	25.99	NOVEMBER 25	IMAGE WORKS
CONTINENTAL CIRCUS	9.99	NOVEMBER 27	TRONIX
CRIME CITY	29.99	EARLY DEC	IMPRESSIONS
DELUXE STRIP POKER 2	25.99	OUT NOW	CDS
DEVOUS DESIGNS	25.99	NOVEMBER 29	IMAGE WORKS
DOUBLE DRAGON	9.99	NOVEMBER 27	TRONIX
DOUBLE DRAGON 2	9.99	NOVEMBER 27	TRONIX
FIRST SAMURAI	25.99	NOVEMBER 27	IMAGE WORKS
FUN SCHOOL 4 (5-7 YEARS)	24.99	OUT NOW	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	24.99	OUT NOW	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	24.99	OUT NOW	EUROPRESS
GEMINI WING	29.99	NOVEMBER 27	TRONIX
GREAT NAPOLEONIC BATTLES	29.99	IMMINENT	IMPRESSIONS
HOME ALONE	29.99	NOVEMBER 27	ACCOLADE
IAN BOTHERAM'S CRICKET	29.99	NOVEMBER	CELEBRITY SOFTWARE
INTELLIGENT STRATEGY GAMES 5	25.99	OUT NOW	OXFORD SOFTWARES
KNIGHTMARE	29.99	NOVEMBER 26	MINDSCAPE
LEANDER	29.99	NOVEMBER 26	PSYGNOSIS
LOTUS TURBO CHALLENGE 2	25.99	OUT NOW	GREMLIN
MANIC MINER	9.99	OUT NOW	SOFTWARE PROJECTS
MEDIAVAL WARRIORS	25.99	OUT NOW	LINEL
MERCENARY III	29.99	IMMINENT	NOVAGEN
MONSTER PACK 2	25.99	DECEMBER 5	PSYGNOSIS
MOONSTONE	29.99	NOVEMBER 29	MINDSCAPE
NEVERENDING STORY 2 (ARCADE)	25.99	OUT NOW	LINEL
OH NO! MORE LEMMINGS	19.99	NOVEMBER 28	PSYGNOSIS
ONSLAUGHT	9.99	OUT NOW	MIRROR IMAGE
ORK	25.99	DECEMBER 5	PSYGNOSIS
PAPERBOY 2	25.99	DECEMBER 5	MINDSCAPE
PEGASUS	25.99	OUT NOW	GREMLIN
PITFIGHTER	24.99	OUT NOW	DOMARK
REACH FOR THE SKIES	34.99	JANUARY	PSS
REALMS	29.99	DECEMBER 4	VIRGIN
SHINOBI	9.99	NOVEMBER 27	TRONIX
SILKWORM	9.99	NOVEMBER 27	TRONIX
STARGLIDER 2	9.99	NOVEMBER 27	MIRROR IMAGE
SUM TIME	7.99	DECEMBER	RAINBOW EDUCATIONAL
SUPAPLEX	25.99	OUT NOW	DREAM FACTORY
SUPER HEROES (COMPILATION)	29.99	DECEMBER 5	DOMARK
SUPER SPACE INVADERS	24.99	OUT NOW	DOMARK
SUSPICIOUS CARGO	25.99	NOVEMBER 25	GREMLIN
TELLING THE TIME	7.99	END NOVEMBER	RAINBOW EDUCATIONAL
THE SHOE PEOPLE	25.99	NOVEMBER	FIRST CLASS
TURTLES ARCADE	29.99	NOVEMBER 29	IMAGE WORKS
VIDEO KID	25.99	DECEMBER	GREMLIN
WORLD CLASS RUGBY	25.99	OUT NOW	AUDIOGENIC
XENON	9.99	NOVEMBER 27	TRONIX

ATARI ST			
4 WHEEL DRIVE (COMPILATION)	29.99	EARLY DEC	GREMLIN
ACTION PACK	26.99	OUT NOW	ACTION 16
BLUE MAX	30.99	NOVEMBER 28	MINDSCAPE
CHART ATTACK (COMPILATION)	29.99	IMMINENT	GREMLIN
CISCO HEAT	25.99	NOVEMBER 25	IMAGE WORKS
CONTINENTAL CIRCUS	9.99	NOVEMBER 27	TRONIX
CRIME CITY	29.99	EARLY DEC	IMPRESSIONS
DEVOUS DESIGNS	25.99	NOVEMBER 29	IMAGE WORKS
DOUBLE DRAGON	9.99	NOVEMBER 27	TRONIX
DOUBLE DRAGON 2	9.99	NOVEMBER 27	TRONIX
FALCON COLLECTION	30.99	OUT NOW	SPEC HOLOBYTE
FIRST SAMURAI	25.99	EARLY DEC	MIRROR IMAGE
FUN SCHOOL 4 (5-7 YEARS)	24.99	OUT NOW	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	24.99	OUT NOW	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	24.99	OUT NOW	EUROPRESS
GEMINI WING	29.99	NOVEMBER 27	TRONIX
GREAT NAPOLEONIC BATTLES	29.99	IMMINENT	IMPRESSIONS
IAN BOTHERAM'S CRICKET	29.99	NOVEMBER	CELEBRITY SOFTWARE
INTELLIGENT STRATEGY GAMES 5	25.99	OUT NOW	OXFORD SOFTWARES
KNIGHTMARE	29.99	NOVEMBER 26	MINDSCAPE
LOTUS TURBO CHALLENGE 2	25.99	OUT NOW	GREMLIN
MERCENARY III	29.99	IMMINENT	NOVAGEN
OBITUS	25.99	NOVEMBER 27	PSYGNOSIS
OH NO! MORE LEMMINGS	19.99	NOVEMBER 28	PSYGNOSIS
ONSLAUGHT	9.99	OUT NOW	MIRROR IMAGE
PITFIGHTER	24.99	OUT NOW	DOMARK
REACH FOR THE SKIES	30.99	JANUARY	PSS
REALMS	29.99	DECEMBER 4	VIRGIN
ROBOTRON	29.99	NOVEMBER 25	ATARI/SHADOWSOFT
SHINOBI	9.99	NOVEMBER 27	TRONIX
SILKWORM	9.99	NOVEMBER 27	TRONIX
STOS 3D	TBA	MID DEC	EUROPRESS
SUM TIME	7.99	DECEMBER	RAINBOW EDUCATIONAL
SUPER HEROES (COMPILATION)	29.99	DECEMBER 5	DOMARK
SUPER SPACE INVADERS	24.99	OUT NOW	DOMARK
SUSPICIOUS CARGO	25.99	NOVEMBER 25	GREMLIN
TELLING THE TIME	7.99	END NOV	RAINBOW EDUCATIONAL
THE SHOE PEOPLE	25.99	NOVEMBER	FIRST CLASS
TURTLES ARCADE	25.99	DECEMBER 9	IMAGE WORKS
VIDEO KID	25.99	DECEMBER	GREMLIN
XENON	9.99	NOVEMBER 27	TRONIX

COMMODORE 64/128				
CAPTAIN PLANET	D	15.99	IMMINENT	MINDSCAPE
CAPTAIN PLANET	T	10.99	IMMINENT	MINDSCAPE
CHART ATTACK (COMPILATION)	D	19.99	IMMINENT	GREMLIN
CHART ATTACK (COMPILATION)	T	14.99	IMMINENT	GREMLIN
CISCO HEAT	D	15.99	NOVEMBER 25	IMAGE WORKS
CISCO HEAT	T	10.99	NOVEMBER 25	IMAGE WORKS
CONTINENTAL CIRCUS	T	3.99	NOVEMBER 27	TRONIX
DEVOUS DESIGNS	D	15.99	JANUARY	IMAGE WORKS
DEVOUS DESIGNS	T	10.99	JANUARY	IMAGE WORKS
DOUBLE DRAGON	T	3.99	NOVEMBER 27	TRONIX
DOUBLE DRAGON 2	T	3.99	NOVEMBER 27	TRONIX
FUN SCHOOL 4 (5-7 YEARS)	D	16.99	DECEMBER 6	EUROPRESS
FUN SCHOOL 4 (5-7 YEARS)	T	12.99	DECEMBER 6	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	D	16.99	DECEMBER 6	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	T	12.99	DECEMBER 6	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	T	12.99	DECEMBER 6	EUROPRESS
GEMINI WING	T	3.99	NOVEMBER 27	TRONIX
NEVERENDING STORY 2 (ARCADE)	D	15.99	OUT NOW	LINEL
NEVERENDING STORY 2 (ARCADE)	T	10.99	OUT NOW	LINEL
PITFIGHTER	D	14.99	OUT NOW	DOMARK
PITFIGHTER	T	10.99	OUT NOW	DOMARK
SHINOBI	T	3.99	NOVEMBER 27	TRONIX
SILKWORM	T	3.99	NOVEMBER 27	TRONIX
SUPER HEROES (COMPILATION)	D	19.99	DECEMBER 5	DOMARK
SUPER HEROES (COMPILATION)	T	14.99	DECEMBER 5	DOMARK
SUPER SPACE INVADERS	D	14.99	IMMINENT	DOMARK
SUPER SPACE INVADERS	T	10.99	IMMINENT	DOMARK
THE GOLD RUSH COLLECTION	D	19.99	DECEMBER 5	SOUNDWARE INT.
THE GOLD RUSH COLLECTION	T	16.99	DECEMBER 5	SOUNDWARE INT.
THE SHOE PEOPLE	D	15.99	DECEMBER	FIRST CLASS
THE SHOE PEOPLE	T	10.99	DECEMBER	FIRST CLASS
TURTLES ARCADE	D	15.99	NOVEMBER 29	IMAGE WORKS
TURTLES ARCADE	T	10.99	NOVEMBER 29	IMAGE WORKS
XENON	T	3.99	NOVEMBER 27	TRONIX

IBM & PC COMPATIBLES				
CADWELL (EGA/VGA)	35.99	OUT NOW	IMAGE WORKS	
CHARGE OF THE LIGHT BRIGADE	35.99	END NOV	IMPRESSIONS	
CHARGE OF THE LIGHT BRIGADE	5.25	29.99	END NOV	IMPRESSIONS
CHESS CHAMPION 2175	3.5	30.99	DECEMBER	OXFORD SOFTWARES
CHESS CHAMPION 2175	5.25	30.99	DECEMBER	OXFORD SOFTWARES
CHESSMASTER 3000	35.99	NOVEMBER 28	MINDSCAPE	
CHESSMASTER 3000	5.25	35.99	NOVEMBER 28	MINDSCAPE
CISCO HEAT	35.99	NOVEMBER 25	IMAGE WORKS	
CISCO HEAT	5.25	25.99	NOVEMBER 25	IMAGE WORKS
CONAN	3.5	29.99	OUT NOW	VIRGIN
CONAN	5.25	29.99	OUT NOW	VIRGIN
DELUXE STRIP POKER 2	3.5+5.25	29.99	OUT NOW	CDS
DOUBLE DRAGON	3.5+5.25	9.99	NOVEMBER 27	TRONIX
DOUBLE DRAGON 2	3.5+5.25	9.99	NOVEMBER 27	TRONIX
DUNGEON MASTER	3.5	39.99	MID DEC	MIRROR IMAGE
DUNGEON MASTER	5.25	39.99	MID DEC	MIRROR IMAGE
EARTHQUEST	3.5+5.25	54.95	NOVEMBER	ABLAC DAVIDSON
FALCON V3.0	3.5	49.99	MID DEC	SPEC HOLOBYTE
FALCON V3.0	5.25	49.99	MID DEC	SPEC HOLOBYTE
FLOOR 13	3.5	34.99	NOVEMBER 27	VIRGIN
FLOOR 13	5.25	34.99	NOVEMBER 27	VIRGIN
FUN SCHOOL 4 (5-7 YEARS)	3.5	24.99	DECEMBER 13	EUROPRESS
FUN SCHOOL 4 (5-7 YEARS)	5.25	24.99	DECEMBER 13	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	3.5	24.99	DECEMBER 13	EUROPRESS
FUN SCHOOL 4 (7-11 YEARS)	5.25	24.99	DECEMBER 13	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	3.5	24.99	DECEMBER 13	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	5.25	24.99	DECEMBER 13	EUROPRESS
GODS	3.5	TBA	IMMINENT	MINDSCAPE
GODS	5.25	TBA	IMMINENT	MINDSCAPE
HOME ALONE	3.5+5.25	29.99	NOVEMBER 27	ACCOLADE
IAN BOTHERAM'S CRICKET	3.5+5.25	29.99	IMMINENT	CELEBRITY SOFTWARE
INTELLIGENT STRATEGY GAMES 5	3.5	30.99	OUT NOW	OXFORD SOFTWARES
INTELLIGENT STRATEGY GAMES 5	5.25	30.99	OUT NOW	OXFORD SOFTWARES
KID WORKS CREATIVITY KIT	3.5+5.25	39.95	OUT NOW	ABLAC DAVIDSON
MEDIAVAL WARRIORS	3.5	29.99	OUT NOW	LINEL
MEDIAVAL WARRIORS	5.25	29.99	OUT NOW	LINEL
MICRO ENGLISH (GCSE)	3.5+5.25	24.00	OUT NOW	LCL
MICRO FRENCH (GCSE)	3.5+5.25	24.00	OUT NOW	LCL
MIKE DITKAS ULTIMATE FOOTBALL (HD)	3.5	34.99	OUT NOW	ACCOLADE
MIKE DITKAS ULTIMATE FOOTBALL (HD)	5.25	34.99	OUT NOW	ACCOLADE
MISSION IMPOSSIBLE	3.5	29.99	EARLY DEC	MIRRORSOFT
MISSION IMPOSSIBLE	5.25	29.99	EARLY DEC	MIRRORSOFT
NEVERENDING STORY 2 (ARCADE)	3.5	29.99	OUT NOW	LINEL
NEVERENDING STORY 2 (ARCADE)	5.25	29.99	OUT NOW	LINEL
OBITUS	3.5	34.99	NOVEMBER 27	PSYGNOSIS
OBITUS	5.25	34.99	NOVEMBER 27	PSYGNOSIS
OH NO! MORE LEMMINGS	3.5	25.99	NOVEMBER 28	PSYGNOSIS
PAPERBOY 2	3.5	TBA	DECEMBER 5	MINDSCAPE
PAPERBOY 2	5.25	TBA	DECEMBER 5	MINDSCAPE
PITFIGHTER	3.5+5.25	29.99	OUT NOW	DOMARK
REACH FOR THE SKIES	3.5	35.99	MID DEC	PSS
REACH FOR THE SKIES	5.25	35.99	MID DEC	PSS
SHINOBI	3.5+5.25	9.99	NOVEMBER 27	TRONIX
SKYCHASE	3.5	9.99	NOVEMBER 29	MIRROR IMAGE
SKYCHASE	5.25	9.99	NOVEMBER 29	MIRROR IMAGE
SPACE WRECKED	3.5+5.25	29.99	END NOV	GREMLIN
SPECIAL OPERATIONS	5.25	19.99	IMMINENT	MINDSCAPE
SPECIAL OPERATIONS 1	3.5	19.99	IMMINENT	MINDSCAPE
SPEED READER (WINDOWS)	3.5+5.25	49.95	OUT NOW	ABLAC DAVIDSON
SPELLCASTING 201	3.5+5.25	29.99	OUT NOW	ACCOLADE
STARGLIDER 2	3.5	9.99	NOVEMBER 27	MIRRORSOFT
STARGLIDER 2	5.25	9.99	NOVEMBER 27	MIRRORSOFT
SUPAPLEX (EGA)	3.5	25.99	DECEMBER	DREAM FACTORY
SUPAPLEX (EGA)	5.25	25.99	DECEMBER	DREAM FACTORY
SUPER SPACE INVADERS	3.5+5.25	29.99	IMMINENT	DOMARK
TEAM SUZUKI	3.5+5.25	29.99	OUT NOW	GREMLIN
THE GAMES WINTER CHALLENGE	3.5+5.25	34.99	OUT NOW	ACCOLADE
THE GOLD RUSH COLLECTION	3.5+5.25	29.99	DECEMBER 5	SOUNDWARE INT.
TOP GUN	3.5	29.99	EARLY DEC	MIRRORSOFT
TOP GUN	5.25	29.99	EARLY DEC	MIRRORSOFT
TURTLES ADVENTURE	3.5	29.99	EARLY DEC	MIRRORSOFT
TURTLES ADVENTURE	5.25	29.99	EARLY DEC	MIRRORSOFT
TURTLES ARCADE	3.5	29.99	DECEMBER 9	IMAGE WORKS
TURTLES ARCADE	5.25	29.99	DECEMBER 9	IMAGE WORKS
TV SPORTS BASEBALL (EGA/VGA)	3.5	35.99	NOVEMBER 29	CINEMAWARE
TV SPORTS BASEBALL (EGA/VGA)	5.25	35.99	NOVEMBER 29	CINEMAWARE
TV SPORTS BOXING (EGA/VGA)	3.5	35.99	NOVEMBER 27	CINEMAWARE
TV SPORTS BOXING (EGA/VGA)	5.25	35.99	NOVEMBER 27	CINEMAWARE
TV SPORTS ROLLERBABES	3.5	35.99	MID DEC	CINEMAWARE
TV SPORTS ROLLERBABES	5.25	35.99	MID DEC	CINEMAWARE
ULTIMA 7	3.5	39.99	DECEMBER 16	MINDSCAPE
ULTIMA 7	5.25	39.99	DECEMBER 16	MINDSCAPE
VIEWPOINT	3.5+5.25	55.00	DECEMBER 1	CREATIVE TECH

IBM CD ROM			
ANIMALS IN MOTION	34.99	IMMINENT	ON LINE
HOUD OF THE BASKERVILLES	34.99	IMMINENT	ON LINE
PSYCHO KILLER	34.99	IMMINENT	ON LINE
TOWN WITH NO NAME	34.99	IMMINENT	ON LINE
WING COMMANDER 1 & 2 SECRET MISSIONS I&2	49.99	IMMINENT	MINDSCAPE
WOMEN IN MOTION	34.99	IMMINENT	ON LINE

CDTV			
ANIMALS IN MOTION	29.99	IMMINENT	ON-LINE
CHAOS IN ANDROMEDA	29.99	OUT NOW	ON-LINE
EUROPE	39.99	NOVEMBER 30	A.V. SOFTWARE
FALCON COLLECTION	44.99	NOVEMBER 29	IMAGE WORKS
HOUD OF THE BASKERVILLES	29.99	OUT NOW	ON-LINE
PSYCHO KILLER	29.99	OUT NOW	ON-LINE
TOWN WITH NO NAME	29.99	IMMINENT	ON-LINE
TRIVIAL PURSUIT	39.99	DECEMBER	DOMARK
WOMEN IN MOTION	29.99	OUT NOW	ON-LINE
XENON 2	35.99	NOVEMBER 28	MIRRORSOFT

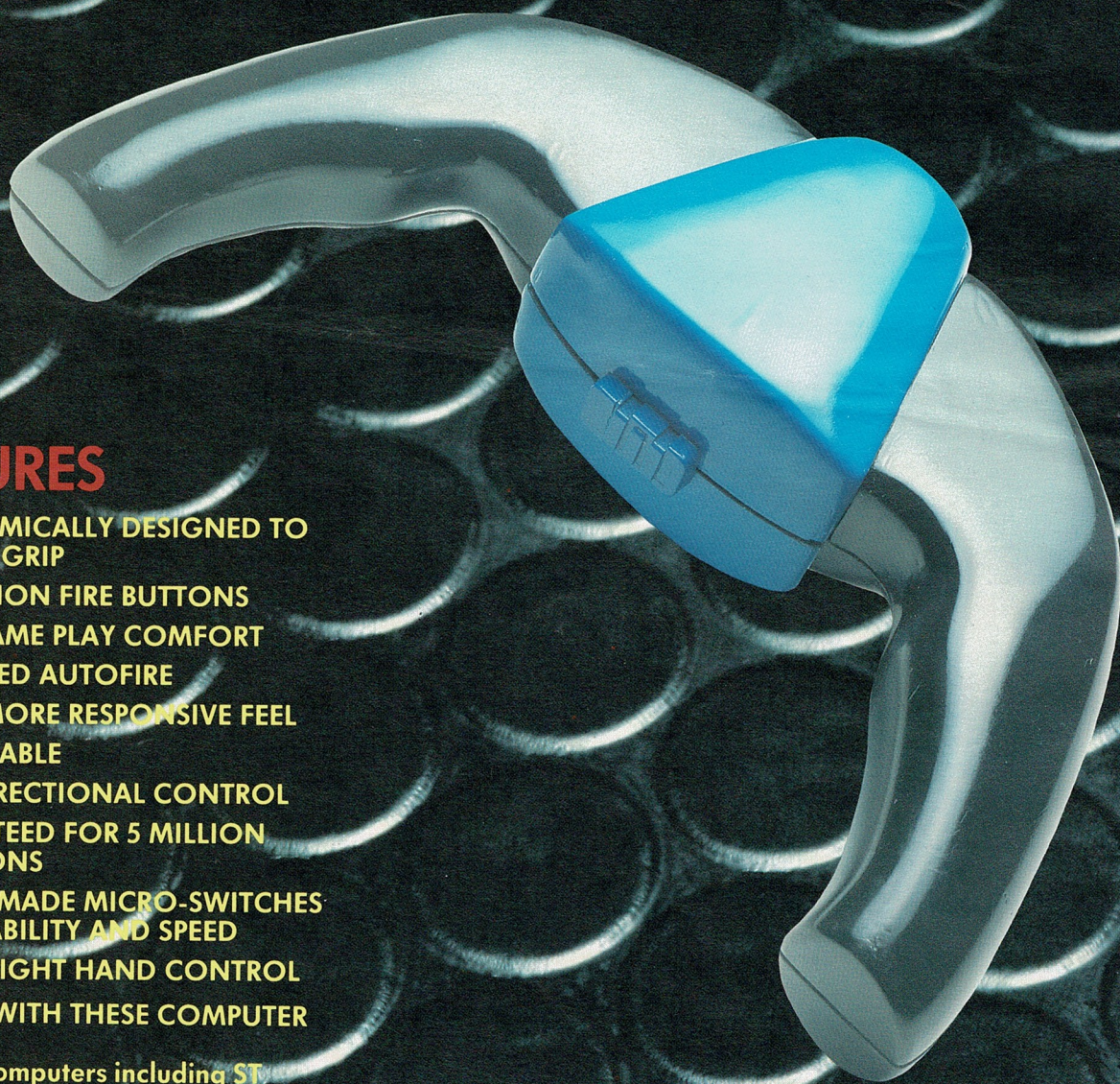
SEGA MASTER SYSTEM			
ALIEN STORM	29.99	NOVEMBER 28	SEGA
ASTERIX	32.99	NOVEMBER	SEGA
BACK TO THE FUTURE 2	34.99	OUT NOW	SEGA
BONANZA BROTHERS	29.99	NOVEMBER 28	SEGA
BUBBLE BOBBLE	29.99	OUT NOW	SEGA
CHESS	34.99	OUT NOW	SEGA
DIE HARD 2	29.99	DECEMBER	SEGA
DRAGON CRYSTAL	29.99	OUT NOW	SEGA
FLINTSTONES	29.99	NOVEMBER	SEGA
G LOC	29.99	NOVEMBER	SEGA
HEROES OF THE LANCE	29.99	DECEMBER	SEGA
LASER GHOST	29.99	NOVEMBER	SEGA
LEADERBOARD	29.99	OUT NOW	SEGA
LINE OF FIRE	32.99	NOVEMBER 28	SEGA
MERCS	32.99	OUT NOW	SEGA
OUT RUN EUROPA	29.99	DECEMBER	SEGA
POPULOUS	34.99	OUT NOW	SEGA
SHADOW DANCER	32.99	NOVEMBER 28	SEGA
SHADOW OF THE BEAST	34.99	NOVEMBER	SEGA
SONIC THE HEDGEHOG	29.99	OUT NOW	SEGA
SPEEDBALL	29.99	OUT NOW	SEGA
SPIDER MAN	29.99	OUT NOW	SEGA
STRIDER	32.99	OUT NOW	SEGA
SUPER KICK OFF	29.99	DECEMBER	SEGA
TOM AND JERRY	29.99	JANUARY	SEGA



# STEALTH™

BY **ktron™**

**THE ULTIMATE GAMES CONTROLLER**  
**It's too good to be called a joystick**



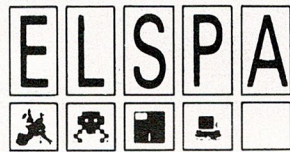
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*Designed by Wyn Hollaway the designer of the Speedking and Navigator Joysticks.*

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# CHARTALK

Compiled by Gallup on behalf of ELSPA

WEEK ENDING November 9th 1991

## TOP 40 ALL FORMATS (FULL PRICE)

RANK	TW	LW	TITLE	FORMATS	PUB. LABEL
1	2	4	TERMINATOR 2	SP CO AM ST AG OT	OCEAN
2	4	1	MEGA-LO-MANIA	— — — ST AG —	MIRRORSOFT
3	1	1	LOTUS TURBO CHALLENGE 2	— — — — AG —	GREMLIN
4	3	3	FINAL FIGHT	— CO — ST AG —	U.S. GOLD
5	8	8	DIZZY COLLECTION	SP CO AM — — —	CODE MASTERS
6	6	6	RUGBY THE WORLD CUP	— CO — ST AG —	DOMARK
7	10	10	RAINBOW COLLECTION	SP CO AM ST AG —	OCEAN
8	9	9	MAN. UNITED EUROPE	SP CO AM ST AG OT	KRISALIS
9	24	24	MOVIE PREMIERE	SP CO AM ST AG OT	ELITE
10	11	11	BIG BOX	SP CO AM ST AG —	BEAUJOLLY
11	12	12	SPEED BALL 2	— CO — ST AG —	MIRRORSOFT
12	7	7	J. WHITE'S W WIND SNOOKER	— — — ST AG —	VIRGIN
13	14	14	BOARD GENIUS	— CO — ST AG —	BEAUJOLLY
14	5	5	ALIEN BREED	— — — — AG —	TEAM 17
15	15	15	HERO QUEST	SP CO AM ST AG —	GREMLIN
16	22	22	SUPERSPACE INVADERS	SP CO AM ST AG OT	DOMARK
17	20	20	TURRICAN 2	SP CO AM ST AG —	ANCO
18	17	17	FINAL BLOW	— CO — ST AG —	STORM
19	37	37	PGA GOLF TOUR	— — — — AG OT	ELECTRONICARTS
20	13	13	WORLD CLASS RUGBY	SP CO AM ST AG —	AUDIOGENIC
21	21	21	SILENT SERVICE 2	— — — ST AG OT	MICROPROSE
22	23	23	KICK OFF 2	SP CO AM ST AG OT	ANCO
23	—	—	TEEN MUT HERO TURTLES	SP CO AM ST AG OT	MIRRORSOFT
24	—	—	FUN SCHOOL 3 (OVER 7)	SP CO — ST AG OT	EUROPRESS
25	18	18	4D SPORTS BOXING	— — — — AG —	MINDSCAPE
26	19	19	MAGIC POCKETS	— — — ST AG —	RENEGADE
27	—	—	OUTRUN EUROPA	— CO — ST AG —	U.S. GOLD
28	26	26	THUNDERHAWK	— — — ST AG —	CORE DESIGN
29	—	—	KNIGHTS OF THE SKY	— — — — AG —	MICROPROSE
30	—	—	LEMMINGS	— — — ST AG OT	PSYGNOSIS

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

## MARKET SHARE BY FORMAT

PRICE CATEGORY	MACHINE TYPE	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	COMMODORE 64	25.7	25.4	25.6	25.5
	COMMODORE AMIGA	17.9	21.1	22.2	20.4
	SPECTRUM	15.9	16.2	17.0	20.4
	ATARI ST	9.5	8.4	9.0	9.2
	AMSTRAD	9.0	8.4	9.5	9.8
	SEGA 8-BIT	7.2	7.1	5.3	4.1
	SEGA MEGADRIVE	5.0	5.0	3.6	2.6
	NINTENDO CONSOLE	2.8	2.3	2.3	2.4
	NINTENDO GAMEBOY	2.4	1.8	1.8	1.7
	SEGA GAMEGEAR	2.1	1.5	0.9	1.0
	PC COMPATIBLE	1.3	1.5	1.4	1.3
FULL PRICE	COMMODORE AMIGA	36.0	44.5	48.6	39.4
	COMMODORE 64	24.3	21.6	19.4	23.0
	ATARI ST	17.4	13.7	14.2	13.8
	SPECTRUM	11.7	9.8	8.5	12.3
	AMSTRAD	7.2	5.9	4.7	6.1
	PC COMPATIBLE	2.4	2.5	2.9	2.4
FLIPPY (SP/AM)	0.8	1.4	1.5	2.3	
BUDGET	COMMODORE 64	34.1	34.3	33.6	30.7
	SPECTRUM	23.4	24.3	24.9	26.9
	COMMODORE AMIGA	17.5	18.1	16.8	18.2
	AMSTRAD	12.9	12.2	14.0	12.8
	ATARI ST	10.0	9.0	9.0	9.5
	PC COMPATIBLE	1.3	1.5	1.2	1.1
CARTRIDGE	SEGA 8-BIT	34.6	37.5	35.0	32.6
	SEGA MEGADRIVE	23.9	26.2	23.6	20.7
	NINTENDO CONSOLE	13.3	12.3	15.2	19.3
	NINTENDO GAMEBOY	11.3	9.6	11.9	13.7
	SEGA GAMEGEAR	10.0	8.1	5.9	7.6
	COMMODORE 64	4.1	3.2	4.1	2.3
	ATARI LYNX	2.1	2.7	3.0	3.5
ATARI CONSOLE	0.5	—	1.3	—	

NB. Shares marked thus '—' fall below the cutoff point of 0.5 per cent

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 25 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0386 830642/831223 — or write to him at Station Road, Offenham, Near Evesham, Worcestershire WR11 5LW.

# CTW STOCKWATCH

By Mark Ramsshaw

### POPULOUS 2 BIRDS OF PREY FLOOR 13 CONAN THE CIMMERIAN

It's straight in this week pop pickers, with Electronic Arts' pride and joy — *Populous 2*. Double page spreads are appearing in just about every computer publication going. In-store promotion (dubbed *World of Populous* by EA) is where it's at with this product, though. With T-shirts, heat sensitive mugs, posters and display boards to back up the months of previews and just-published rave reviews, I suspect there isn't a single Amiga player out there who is unaware of *Populous 2*.

Assuming it can fight its way past the wealth of other quality releases, I suspect EA may have a number one on its hands. And with the strategy nature of *Populous 2*, it should be selling for months to come.

Even longer in the making (though marginally less important) is EA's *Birds of Prey*. Programmed by the team responsible for classics such as *Starglider 2* (now out on budget, don't you know), previews for this one first appeared over a year ago now.

To accompany the long running hype campaign, EA is running a 'heavy' promotion through USD. Advertising will be similarly lavish, with DPS ads in all the major titles. And the game — a mind-numbingly huge flight simulation — might just live up to expectations. Legal. Decent. Honest. Truthful? It must be Virgin. Topicality is the name of the game in the Virgin camp. *Floor 13* on the PC (with Amiga and ST versions to follow next year) is an interactive spy thriller, where the player's task is to

keep the government in power by fair means or foul.

Assassinations, kidnapping, torture and smear campaigns (hey, this sound just like the software industry) are just some of the fun things at the player's disposal. The plot of the game involves dodgy bank dealings (sound familiar?) and subsequent data disks promise to be just as biting and topical. Advertising is pretty comprehensive, running from the main PC mags, to *Zero*, *Ace* and *Strategy Plus*. The ads use spot colour effect for that Harry Palmer look, with the legal, decent etc hook giving the whole thing a gloriously tabloid feel.

Crazed reviews are beginning to filter through (including a six pager in *Ace*, with a final mark of 920), with *PC Review* and *PC Format* reviews to follow.

Given the unusual nature of the product, it's no surprise to see that the game has gained coverage in *The Times* and *The Guardian*. Virgin is actually employing a publicity company to gain coverage in non-specialist areas of the media, ie TV, radio and national press.

The final area of promotion for *Floor 13* revolves around four different fly-style posters, with no mention of computer formats or even the Virgin label. Indeed, the posters are actually being pasted up around the London area, with an accompanying sticker blitz around London cashpoints.

The idea is to increase awareness without actually saying much about the product. Marketing which encourages the consumer to find out more and thus become 'one of those in the know' is fairly rare these days, but *Floor 13* is an ideal product for this kind of approach. Full marks to Virgin for this one. Controversy is the key.

Finally, just a quick mention of *Conan the Cimmerian*, Virgin's 'quieter' release for the PC. This is really aimed primarily at the French and German markets, where Conan is a bit of a major cult.

Virgin figures fame through a couple of pitiful Schwarznegger flicks isn't really enough to base a huge advertising campaign on. Reviews in *PC Format* and others should break just before Christmas.

## CTW EVENT CHECK

CTW Event Check welcomes details of any shows or conferences being planned for the leisure/low end business marketplace. Please address all correspondence to CTW EVENT CHECK, The BTC, Bessemer Drive, Stevenage, Herts, SG1 2DX. Or fax us on 0438 74127.

<b>NOVEMBER</b>	DEVCON 3: November 30th, Park International Hotel, Birmingham, 081 503 2521.
<b>DECEMBER</b>	Manchester Computer Fair: December 1st, Manchester University, 0273 607633.
	Computer Shopper Show: December 5-8th, Wembley Conference Centre, 081 868 4466.
	Supergames Show '91: December 6-9th, Espace Champerret, Paris, 010331 48910451.
	All Formats Fair: December 1st, City Hall, Glasgow, & December 14th, Royal Horticultural Hall, London, & December 15th, University of Leeds Sports Centre, 0926 613047.
	InDin: December 19th, Portman Inter-Continental Hotel, 0438 310002.
<b>JANUARY</b>	Birmingham Computer Fair: January 12th, Solihull Conference Centre, 0273 607633.
	Consumer Electronics Show: January 8th-12th, Las Vegas, USA, 0101 202 4578700.
<b>FEBRUARY</b>	16 Bit Computer Show: February 7th-9th, Hammersmith Novotel, London, 081 549 3444.
	Computer Arena: February 19th-23rd, Larnaca, Cyprus, 081 868 4466.
<b>MARCH</b>	CD-ROM Europe '92: March 31st-April 2nd, Metropole Hotel, Brighton, 0895 622233.
<b>APRIL</b>	European Computer Trade Show: April 12th-14th, Business Design Centre, London, 081 868 4466
<b>MAY</b>	Spring Computer Shopper: May 28th-31st, Olympia, London, 081 868 4466.
	Portable Computer Show: May 12th-14th, Olympia 2, 081 868 4466.



**SPEAKEASY**

**Seething and receiving**

It is with a sense of regret that I must announce that MPH Computer Specialists Limited has gone into receivership.

Before anything else, I would like to apologise to any members of the public who have lost money by this action. However, it has proved necessary for me to put 31 people out of a job (some of whom I went to school with) and close the company, not because of the recession (although I am sure this has affected our trade) but because the very people who I have kept in a job since 1979 (which was when I first entered the world of computers), have decided that MPH is not a massive multinational firm that rips off the public with half a dozen utterly crap games each month, they are not going to support us.

One of the two largest distributors has decided not to stock any of our products (irrespective of quality) until next March at the earliest. The decision was made without us even being given the chance to show them the games.

The other large distributors say that they want to look at our products, but they never actually get round to saying yes they will stock them, or no they won't. In any case, it means the eight games that we have spent the whole year writing will never see the light of day.

Also, the 16-bit stereo sampler for the Amiga and 8-bit stereo sampler for the ST (both of which can sample direct to hard disk) will

never be released.

You might well say that if MPH can't sell them then why don't I sell the rights? Well, on our first product, we did just that. The only problem is, they ripped us off with the sales figures and decided that they would only pay us a quarter of what they owed us. The second (and last) time we looked around for a firm to sell our products to, the moment we tried to make them sign a non disclosure agreement, they didn't want to know us.

There is a second equally, if not more, important reason for me closing the company, and that is due to my poor health. The pressures of having to listen to the crap that distributors have given me for not stocking our products (like they don't like the box having instructions in three languages), the threats of violence against me, my family and our home because I can't pay someone a couple of hundred pounds, the frustration of seeing 'top' software firms illegally using my firm's products and knowing that we don't have money required to sue them, and finally, the annoyance of not being able to get stocks in.

All this has led me to having a nervous breakdown, high blood pressure and has put a lot of strain on my heart. As if I don't have enough problems already, I must now wait and see if the bank decides to repossess my home.

**Yours sincerely**  
**Philip Harman**  
**MPH Computer Specialists**

**Getting prickly with Sonic**

*What is the point of Sega assuring every retailer in the land that there would be enough Sonic The Hedgehog on Sega Master System to last until Christmas? — Ha Ha. They sold out in every distributor before 10 a.m. on day of release.*

*What is the point of Sega shipping 15,000 Game Gears into the country and me placing advanced orders for 70 of them and then getting a measly 7?*

*Guess where approximately 12,000 went?*

*What is the point in releas-*

ing a fantastic product like *Wrestle Wars* on Megadrive, only to have the same bloody thing happen as with *Sonic The Hedgehog*?

*What is the point in sending out magnificent display cabinets for our stores to promote Sega if we can't get the damn product?*

*All this in one week. How am I supposed to buy for four stores?*

**Yours, going insane**  
**Paul Bishop**  
**Buyer**  
**Soft Spot Computers**  
**Banbury**

**List means more**

With regard to compatibility of software running on the Amiga A500P, obviously the percentage that work will vary from shop to shop depending on the titles stocked.

We found it necessary to test all our titles and out of 214, 124 (58 per cent) worked and 90 (42 per cent) did not.

The reason we tested all our titles was to help cut down on the number of games returned through incompatibility. Unfortunately this is not working very well, because when we ask the customer which machine they have, they say "an Amiga".

It would be more helpful if Commodore, and other manufacturers, could make it easier to distinguish between different models of machines — i.e. the different colour of the Spectrum +2

and the +2A.

As per usual, Commodore blames the software houses and the software houses blame Commodore, but regardless of whose fault it is, the retailers spend the time sorting the problems out.

Perhaps someone from Commodore and the software houses would like to come and help me on December 27th, when we have queues of people with games and machines that need sorting out. An offer that, no doubt, will not be undertaken.

**Tim Swift**  
**Tim's Megastore**  
**Macclesfield**

*— The Tim's Megastore list of compatible and incompatible product is available from CTW on request.*

**Diamond smiles**

With regard to your article about Platinum Bulletin 1000 dealers.

I have been involved with Bulletin 1000 from the start. Even before the "video" began. I am therefore one of the original Bulletin 1000 dealers.

With regard to your "requirements" how does the following fair with you:

The Bulletin 1000 video is played continuously along with other POS videos (for example *Fun School 3* Virgin Games Review and *Mindscape Review*).

By "continuously" I mean from approximately 10.30 am to 5.30 pm.

The TV used to display the video is always the centre-point of the window display. As you have so rightly pointed out, things that move attract attention far more effectively than things that remain static.

To extend the effectiveness of this media at the weekends and public holidays and all the time during the final run-up to Christmas we broadcast the

soundtrack to the street outside via a PA system. Believe me it causes quite a stir at times.

With regard to retailers being bothered by the noise, I say WHAT NOISE? When you play the video as much as I do, after a while you forget about it.

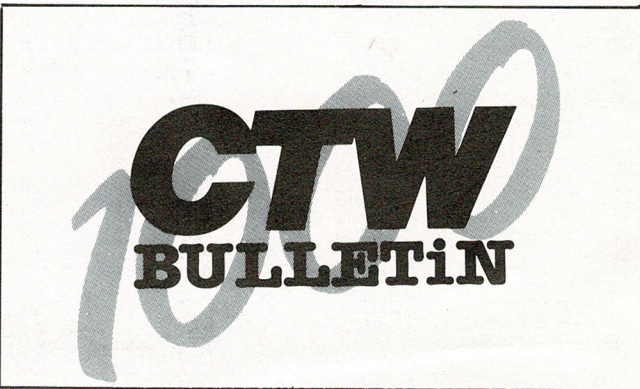
I therefore have no hesitation in recommending the media to fellow dealers.

So, how's that then for a "Diamond" Standard?

By the way, in closing, I must thank you all for a splendid publication. You manage to strike a perfect balance in reporting the facts and lightening the load a little with your weird sense of humour. Much needed in a trade bogged down in depression caused by "cock-ups" outside your control!

Keep it up (!) You obviously have a sense of humour like wot I have.

**Yours sincerely**  
**J McEvoy**  
**(Joint Proprietor)**  
**Computer Games Shop**  
**Blackpool**



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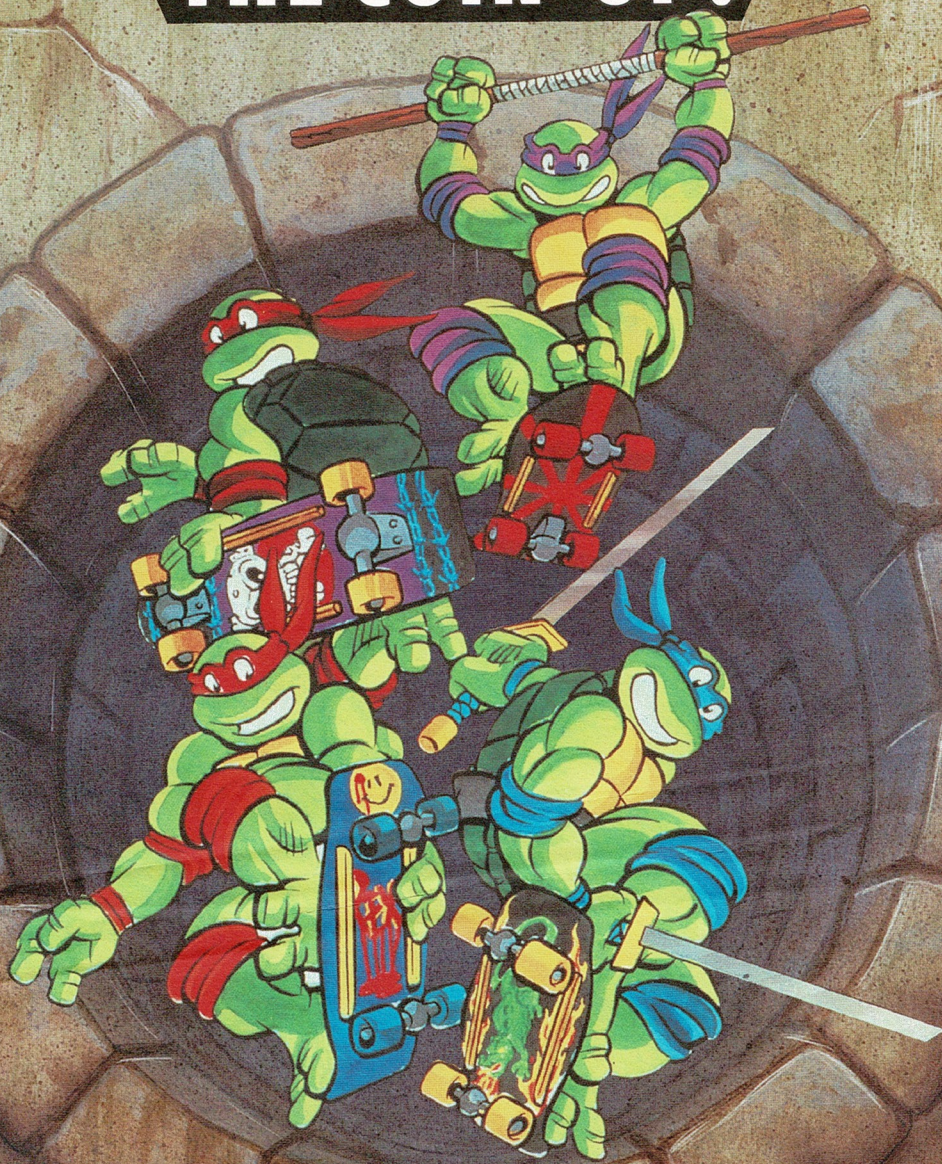
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• Soon to be featured on Channel 4's Games Master TV show.

• Competition in the Turtles Fan Club - distributed to 120,000 members.



• National competition to run for 1 whole week in the Daily Express from 9th December.

• Money off voucher for Konami hand held LCD game in pack.



• Perfect Pizza offer - Buy 1 Get 1 Free - with in-pack voucher.



• Exclusive Turtles Fan Club membership offer.

• Features on front end of new video release from Virgin Vision.

For further details on THE Christmas release, contact the Image Works sales team direct on: 071-261 9445.

Image Works, Irwin House, 118 Southwark Street, London SE1 0SW. Fax: 071-583 3494.

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## Dixons cuts Commodore, spices up Currys

Dixons last week explained its Commodore Christmas discounts, beefed up the range in its wholly owned Currys subsidiary, and hinted at even more aggression next year.

The prices of the C64 and the Amiga have both been cut by the chain — the 8-bit machine falling from £119 to £109 and the Amiga dropping from £399 to £369.

The moves had led to suggestions, admittedly from rather predictable sources, that both machines were failing to live up to the

market's high expectations.

Dixons buying director Alan Dickinson commented to CTW: "With the C64, the price was too high, but we thought we'd give it a go at a lower price. Now, the rest of the market also seems to have decided that £119 is too high and there is a lot of discounting.

"The Amiga is selling through fairly well. We dropped it to £369 because the rest of the High Street is doing the same and I'm not going to sit on my hands while competitors take my market share."

The chain's bullish games market push has now ex-

tended into its Currys chain, with 105 of the top stores now containing games centres.

The centres stock the complete range of Nintendo and Sega hardware, the Amiga and ST, plus a range of 200 cartridges for various formats.

Dickinson offered: "Dixons competes very well in the High Street, and now Currys has gone into turbo mode to get any out-of-town business."

He concluded: "For next year we've got a big new initiative for videogames. It'll kick off in the spring, but that's all the details for now."

## Spectravideo sticks with Quick

Spectravideo has launched a new range of joysticks, amidst denials that the move has anything to do with any Far Eastern wrangles.

The range will be known as QJ and will be separate from the firm's current Quickjoy range. Spectravideo is denying that the move is the result of any pressure on its manufacturers of the Quickjoy sticks from Bondwell, which makes a range called Quickshot.

Both brands have been in dispute before, when the

Quickjoy range was handled by De Gale Marketing and Quickshot was handled by Spectravideo.

A rather confusing wrangle ended up with Spectravideo taking on the Quickjoy range and the Quickshot line being marketed in the UK by its manufacturer Bondwell.

Spectravideo boss Ashvin Patel told CTW: "The QJ range is a new series of sticks, we will still be doing the Quickjoy range as well. We will try to bring out the high price items under the QJ line. We have not stopped doing the Quickjoy range, and as far as I'm aware there has been no legal activity."

## SDL drives down prices

SDL made an aggressive move in the Amiga peripherals market last week by cutting the price of the GVP Series II HD8 hard drive.

The 52Mb unit is apparently highly regarded but has often been considered expensive against 20 and 30Mb counterparts. SDL now expects a marked rise in demand following the decision to drop its retail price down £100 to £399.

Meanwhile, the distributor has also reduced the price of GVP's DSS sound sampler from £89.95 to £59.95.

## Big Blue boosts Shopper

The Computer Shopper Show continues to receive boost after boost, with IBM confirming space at the December event.

The firm is taking a stand in the show's manufacturer area, where it will be giving the first public demonstrations of its low end PS/1 386SX PC.

Organiser Blenheim PEL is expecting a considerable presence from the PC sector. Other firms that have taken space include Citizen, Panasonic, Canon UK, Goldstar Technology, Amstrad, Mannesman Tally and Sharp Electronics.

## NEC braces

Continued from front page

due to appear in 1993.

In the US, NEC claims it will have a TurboGrafx-16 installed base of some 1.5 million units come January, plus 75,000 CD peripherals. In Japan, 2.5 million PC Engines and 500,000 CDs have apparently found homes.

The Duo is sleek in design, runs from batteries as well as the mains, and boasts a headphones socket — meaning that it can be used as a portable CD player as well as a games machine.

## Chains switch

Continued from front page

Dixons and Comet had previously only committed to the CDTV in selected stores — with the total comprising little more than a dozen. Now, however, each has agreed to take it into at least another 30 Grade A outlets and Commodore is hopeful that a gradual national roll-out will continue thereafter.

Each store taking the machine will be fully decked out with merchandising material and demonstration systems.

With around 100 independents taking the CDTV as well, Commodore has become rather more confident about the system in recent weeks but still has a lot of work ahead in order to prove to the market that it can become a real mass market machine.

The recent price-cut from £599 to £499, the current TV ad campaign and increased multiple interest means that Commodore may yet meet its target of hitting a 30,000 installed base come January.

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**arrr!**

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**well? what are you waiting for?**

Virgin  
**GAMES**