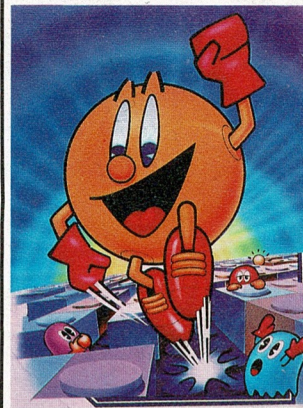




# CTW

An ETP PUBLICATION



HE'S BACK...

22.7.91 **COMPUTER TRADE WEEKLY** ISSUE 346

## Nintendo visits McDonalds

Nintendo is preparing a major promotional link-up with the huge McDonalds fast food chain, CTW can reveal.

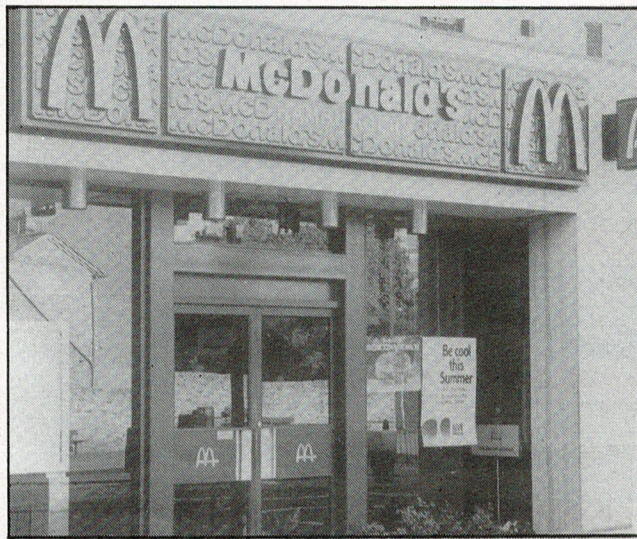
The link-up, due to start in September, will cap a busy year for the manufacturer — which has already entered into massive promotions with snack firms Walkers and Smiths.

Details concerning the promotion are still sketchy, with exclusive UK distributor Bandai last week refusing to make any comment. It is understood, however, that it will centre around a special offer for McDonalds customers to purchase a

plastic Mario Brothers lunchbox at minimal cost if they've just bought one of the chain's special meals.

With *Mario Brothers* becoming increasingly well known amongst the UK's young — via Nintendo's products, its advertising and a cartoon strip — McDonalds would seem the obvious choice for a joint promotional venture.

Both Nintendo's 'real world' promotions with snack firms have already proven successful. Free Nintendo Action Sets are being offered with Walkers Crisps, and free Gameboys are being offered with Smiths' Quavers brand.



McDONALDS: Nintendo bites into another promo

## Now Sega wants £250m Euro sales

Sega last week revealed that it expects to increase its European turnover by £150 million in the next 12 months.

The claim follows the Japanese manufacturer's successful acquisition of its longtime European distributor Virgin Mastertronic — a deal which was

exclusively predicted by CTW last month.

Sega has bought 100 per cent of the equity of Virgin Mastertronic for £30 million (6.75 billion yen), with the transaction's overall value being estimated at around £40 million once publishing rights are taken into consideration.

The operation that has had such success with Sega in Europe over the past couple of years is set to carry on with few changes, other than senior management now reporting directly to Tokyo.

Virgin's UK and US publishing divisions, however, are being retained and are likely to benefit from a fair deal of goodwill.

Details are sketchy at present, but this could mean that Virgin will become both the first third party Sega CD-ROM publisher worldwide and also the first non-Japanese firm publishing Megadrive and Gamegear product in Japan.

Sega's optimism for dramatic European growth is based on the current claimed sales patterns of its Master System and Megadrive machines. Total European turnover, which will exceed £100 million in the 12 months to July 31st 1991, is budgeted to leap to £250 million in just a year.

Currently, Sega claims an installed base of 440,000 Master Systems in the UK, and just under two million throughout Europe. The Megadrive, meanwhile, has apparently sold 120,000 units in the UK and 360,000 units in Europe as a whole.

"The growth to £250 million is not quite as extraordinary as it sounds. Last year we only sold the Megadrive in drabs and drabs, and about 50 per cent of the business went to importers. We expect to add another £75 million from a full-year of Megadrive sales plus software. And the

Continued on back page



MEGADRIVE: £75m sales expected in next 12 months

## Birmingham duo scoops CTW survey honours

Centresoft and US Gold have emerged as the star performers in the distribution and leisure software sections of CTW's 1991 Specialist Computer Store Survey.

The survey is compiled from the results of an extensive questionnaire published on May 13th, covering all sectors of the leisure and low-end business market in the UK. It is not qualitative market research, but is derived from the answers of 145 non-selected dealers — accounting for 324 outlets around the country.

Results published this week show that Centresoft has come out on top in three distribution categories — namely, Top Business Software Distributor (by unit sales), Top Full-Price Leisure Software Distributor (by unit sales) and Overall Top Distributor (service, efficiency and helpfulness).

On the software side, US Gold and its budget label Kixx have fared equally well — taking the honours as Top Full-Price Leisure Software Publishers (by unit sales), Top Budget Leisure Software Publisher (by unit sales) and Overall Most Helpful Publisher (POS, faulties, attitude etc.).

Elsewhere on the distribution side, SDL was Top Leisure Hardware Distributor (by unit sales), Bonsai Lightning was Top Business Hardware Distributor (by unit sales) and Leisuresoft was Top Budget Leisure Software Distributor (by unit sales).

Results and analysis from the Leisure Software, Business Software and Distribution sections of the Specialist Computer Stores Survey are published on pages 19, 21 & 24.

CTW will publish a UK Games Market Retail Survey for £59.99 at the beginning of September — comprising data from 2,021 stores.

## EMAP to add Dixons clout to CES package

CTW understands that this year's Computer Entertainment Show is on the brink of a major boost, with retail giant Dixons about to emerge as a heavyweight sponsor.

At the time of going to press neither firm would comment on the possibility of a link-up, but an official announcement can almost certainly be expected this week.

If Dixons does sign up, it will lend a great deal of mus-

cle to the event. It is the biggest seller of leisure computers in Britain and any companies considering non-attendance may well think again in order to please the chain.

Apart from the clout of the name, however, it is not clear just how Dixons' sponsorship would work. Presumably it would want some sort of name-check in the billing of the event.

In return some sort of in-store promotion of CES nearer the time could be planned.

### THIS WEEK:

<b>Company News:</b>	
Accolade	4
All Formats Fair	6
Amstrad	3
Atari	3
Bonsai Lightning	3
BVTA	4
ELSPA	4
Europress	3
Lazer	6
Leisuresoft	3
MicroProse	3/6
Newsfield	4
<b>Features:</b>	
Mirrorsoft's global swarming	8
The Independent	12
The joystick market exposed	14
CTW Specialist Stores Survey Part II	19
<b>Charts</b>	
Reviews	29
Letters	30

## Atari courts UK firms as Jaguar leaps nearer

It emerged last week that Atari is putting the final touches to the design of its 64-bit 'Jaguar' console — and that Psygnosis is set to lead a gaggle of UK publishers trying to get the best out of the machine.

A senior source within Atari told CTW last week that there were "only a couple of grey areas left" with regard to the guts of the machine, and that the plan to get development systems out before the end of the year is very much going to

schedule.

News of Atari's so-called Jaguar super-console broke at the beginning of June — as the firm decided to cancel its Panther project, which was expected to come to fruition at the turn of the year.

The Jaguar, which Atari president Sam Tramiel described to CTW in June as "incredible, absolutely amazing", had originally been intended as a follow-up machine to the Panther. Development progress was being made at such a rate, however, that the firm decided not to risk launching two machines within an ever nar-

rowing timescale.

Such has been Atari's desire to work closely with Psygnosis, rumours have even begun circulating around the US that the Liverpool software house has actually had a say in the design of the Jaguar. CTW understands, however, that Atari simply wants to use the firm's well known leading edge software techniques to show off the Jaguar's capabilities.

Indeed, the 13 UK software houses that had started development work on the Panther are all expected to support Atari's new bold dream.

**THE EUROPEAN COMPUTER ENTERTAINMENT SHOW**

EARLS COURT 2 LONDON  
5-8 SEPT 1991

CES: UK's biggest leisure computer retailer lending a hand

# Yet another real deal from Mindscape.

"We are bringing the titles to the PC market that the people really want", says Mindscape supremo Geoff Heath. Certainly Mindscape can be confident that their new releases "Martian Dreams", "Wing Commander 2" and "Megafortress" have captured the imagination of the market.

And to cap it all, Mindscape are running a fabulous in-box competition where the winner gets an all-expenses paid trip to

Origin, the Mecca of games writing! And who is going to pass this chance up?

It has been recognised for some time that Mindscape is making all the running at the moment. People are no longer surprised that the people from the Scaynes Hill think tank are yet again coming up with the goods.

As if all this wasn't enough, guess who has just captured the distribution for the Ad Lib sound card? You guessed it - Mindscape!

## Media ecstatic over Wing Commander.

Press reaction over Wing Commander guarantees the sequel to be a rip-roaring success.

"Wing Commander is nothing short of a breakthrough in computer gaming. Origin have successfully made the transition from the simple star wars action game to the full-blown, cinematic experience that'll drop many a jaw." - Raze

"Wing Commander will blow your mind. The VGA graphics are some of the best PC action screens yet." - Raze

"...I was overwhelmed at the professional manner in which Wing Commander has been produced. Cinematic effects, thrills, spills, depth of gameplay, beautiful animated sequences - Wing Commander with out a doubt, a strong contender for game of the year."

"Origins stunning space flight and fight simulator Wing Commander can truly be said to be at the cutting edge of games technology." - PC Leisure

"Playing Wing Commander is on a par with watching a science-fiction movie such as Star Wars or Battlestar Galactica..." - PC Leisure

"Not suprisingly, Wing Commander has jumped straight into the number one position in the US game chart and it looks like it will do the same in Europe. Wing Commander really is just like playing a movie, it just blows the competition away!" - PC Leisure

"...with it's combination of revolutionary new graphics techniques and film-like presentation and audio, Wing Commander is one of the most exciting games ever released." - Ace

"Wing Commander uses one of the most advanced and ingenious graphics systems ever devised for a computer game, it's the first time this type of three-dimensional graphics have been seen outside the arcades." - Ace

"Wing Commander breaks so many new grounds in computer gaming, that Origin has probably just invented a completely new genre of game. It really is like playing a movie!" - Ace

"The moment you load-up Wing Commander, you know you are playing something special...Wing Commander is a game in a class all it's own." - Ace

"In Wing Commander 2, we'll take the Wing Commander technology beyond the imaginable - with Dynamic intelligence, digitised art and speech, new and unusual ship and weapons technology, an intensely dramatic storyline and characters, and more of the non-stop action that made the original Wing Commander into a bestselling game." - Origin

## "The closest thing yet to a genuine interactive movie for your PC"

Amazing new accessory pack for newly-released Wing Commander 2 is "the closest thing to a genuine interactive movie for your PC" says Game Players PC.

This pack enables players to enhance this amazing sequel to Wing Commander to an extent that makes the mind boggle. You'll thrill to the voices of the characters in this exciting game. You'll hear Angel, Spirit, Jazz, Doomsday and other wingmen confirm your commands and praise your successes as you battle the alien enemy! Kilrathi aces will scream defiance at you, cursing if you defeat them and gloating if they succeed in

outwitting you.

In a few selected key cinematic scenes actual full speech is introduced. This pack brings a degree of outrageous reality to the action that will have you gripping the edge of your seat.

To take advantage of this Wing Commander 2 accessory, players will need an IBM PC or compatible that supports Soundblaster Soundcard and 100% compatibles, and a hard disk is required.

Origin is living up to its reputation for presenting innovative games.

The in-box visit to Origin competition should be tempting for the enthusiasts.



Last year, ORIGIN defined the state of the art in computer games . . . Now, we're doing it all over again.

# WING COMMANDER II

Vengeance of the Kilrathi™

A Chris Roberts Game

WING COMMANDER II  
 "Wing Commander really is like playing a movie, it just blows the competition away."  
 - PC Leisure  
 "This is a definite candidate for Game of the Year."  
 "Wing Commander is one of the most exciting games ever released."  
 - Ace

- All new graphics - the latest advances in 3-D technology!
- Dynamic Intelligence™ - the better you fly, the better your foes fly!
- Totally new challenges - including bombers, tailguns and more!
- Instant replay - get an audience-eye view of the action!
- Digitized speech - unique voices for every character!
- Cinematic storytelling - you're the star in a whole new story!

For MS-DOS w/640K (\*EMS Memory required for Instant replay and digitized speech); 256-color VGA or 16-color EGA; AdLib, SoundBlaster and Roland sound, SoundBlaster req'd for digitized speech; mouse, joystick; hard drive required. SoundBlaster, Roland MT-32/LAPC-1, AdLib are registered trademarks of Creative Music Labs., Roland Corp., and AdLib Inc. respectively. Wing Commander II is a trademark of ORIGIN Systems, Inc. © 1991 ORIGIN Systems, Inc.

For your local dealer, contact:  
 Mindscape International Ltd,  
 The Coach House, Hooklands Estate,  
 Scaynes Hill,  
 West Sussex RH17 7NG.  
 Tel: 0444 831 761

Enter the Mindscape Competition by calling  
**0898 234214**  
 This number also provides further information on Mindscape products and new releases. Calls charged at 34p per minute off-peak and 45p per minute at peak times.

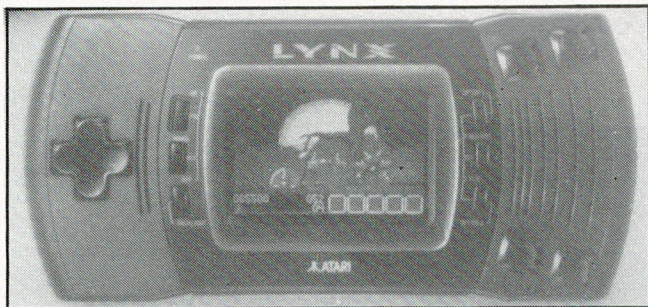


## Atari ready to unleash new-look Lynx into US

Atari will finally start shipping its new look Lynx handheld in the US next month.

Having originally shown the smaller, more modern-looking, machine at Las Vegas CES in January, it has now decided on an official launch date of August 1st.

Although the most notable changes to the machine are cosmetic, it also boasts a number of new features, such as a freeze-frame capacity, an off switch for the backlight (which extends battery life) and an improved case over the game screen. A reduction in the number of chips needed has also provided Atari with some welcome manufacturing cost reductions.



THE LYNX: Cutting down on chips

Launch of the new-style Lynx was delayed whilst stocks of the original sold through. It will hit the streets at \$99 (machine-only) and \$149 (with extras) — these two pricepoints being introduced in January, causing a major uplift in sales.

The machine's installed base in the US is claimed to be around 600,000 units. It

currently boasts around 30 software titles, with another 20 due to arrive by the end of the year.

"It's not a different machine — even though people keep calling it the Lynx II. We will have to make sure that none of the existing owners start thinking that they've got an old machine or that the software isn't compatible," said a spokesman.

## Primary cut as Leisuresoft prepares for new venture

Leisuresoft has pulled out of primary distribution, in preparation for a mysterious new venture.

At the time of going to press, Leisuresoft's boss Ash Taylor was not prepared to discuss the precise reasons behind the move.

He did offer, teasingly:

"There are a few things that will be announced over the next few weeks which will make perfect sense of everything."

Currently the firm handles primary distribution for five firms — Accolade, Mirrorsoft, Palace, Sales Curve and Thalamus. It aims to be out of primary completely by the end of September.

Its decision to withdraw completely is the final step in a process that began over a year ago when Taylor announced that he would be slowly moving away from the primary business. At the time Leisuresoft was handling twelve publishers.

In a trade *communiqué* announcing the news, Leisuresoft stated that "planned expansion of our own activities leaves us no option".

What form the expansion takes should become clear in the next two or three weeks.



TAYLOR: Moving in mysterious ways

## Europress shares out Shopper

Following on from Future's announcement of a new public domain magazine last week, Europress is to enter the world of non-commercial software with the launch of *Shareware Shopper*.

The mag will be launched in September with an initial print run of 100,000 — the firm is hoping for a circulation somewhere between 65-70,000.

It will have a monthly frequency and will retail for £1.50, there will be no cover disks. The editor's chair will be occupied by Gabriel Jacobs, who has formerly worked on *PC Today*.

Europress chairman Derek Meakin offered: "We've been conducting lengthy and detailed research into the shareware market. This has proved to us that now is the ideal time to give the ever growing number of software libraries their own mouthpiece on the news-stands."

"The recession has cer-

tainly stimulated demand for shareware. Since it is produced and distributed without expensive packaging and without all the overheads unavoidably in-

curred by commercial software houses, prices are rock bottom, and today many programs are as good as — if not better — than their commercial equivalent."



MEAKIN: Getting on the library ticket

## Lightning strikes out

Bonsai Lightning is retrenching in the face of tough times last week as the distributor faced redundancies and the closure of its own satellite office.

The Lightning office in West London will be closed for the last time on August 24th. There are currently around 45 staff working at the premises.

Many will be simply made redundant. Only around four or five, including boss Loretta Cohen and sales director Ken Gregory, will make the move to Bonsai's head office in New Malden while a handful of sales staff will be transferred to Bonsai's New Oxford Street premises.

## Mayday for Amstrad as share slips once more

New figures from Wharton Information Systems show Amstrad's share of the PC market continuing on a steady decline.

The total market for May slipped slightly but not significantly from the same month last year. Amstrad's share of the market fell from just under nine per cent to just over seven, leaving it in 6th place.

IBM remains top but with a share reduced from 20.72 to 14.36 per cent. Olivetti is holding steady at second with 9.78 per cent while the effect of Apple's low-end products lifts the firm into third place with 9.47 per cent com-

pared with just 4.58 last year.

Amstrad is also losing ground to firms such as Goldstar which has appeared from nowhere, but with tremendous backing from the Far East to start eating away at its market share.

Amstrad is now reliant on its Generation 3 range of PCs plus a few new products such as the PC4386SX.

Its share could well fall further in the coming months as its recent price rises and cutting of on-site warranty takes effect.

And as market share and share price continue to fall speculation will mount once more as to how, or indeed if, the firm will attempt to begin to rise again.

## Prose takes flight on NES

MicroProse has announced its first title for the NES, another coin-op arcade machine, and secured some useful publicity at a forthcoming air show.

Having sealed a licence to publish on the NES last year, the firm has lined up *F-15 Strike Eagle* as the first title, for release in the US this autumn.

On the coin-op front, the firm will be following up the success of its first machine — which is also *F-15 Strike Eagle* — with the rather odd sounding *B.O.T.S.S.*, which, incidentally, stands for *Battle of the Solar System*. A US — and possibly worldwide — release has been pencilled

in for the autumn.

In addition, the firm will be showing off its range of flight sims at this weekend's International Air Tattoo at Fairford.

The show is expected to attract around 20,000 visitors. The firm will have a stand at the event, and games will be available at the show shop.

MicroProse marketing manager Julia Coombs told CTW: "With our strong portfolio of PC products we're keen to make in-roads into this lucrative market. The air show circuit is an ideal platform for showing off our simulation software range to potential customers with a guaranteed interest in military product".



F-15: Locking on to NES

## PC Productions spies Russian opportunities

Fledgling computer book publisher, PC Productions, has moved into the world of leisure software via an unlikely connection in Estonia, USSR.

PC Productions was established last November and initially concentrated on books for the business market. Its move into the games market has been prompted by a company called Scandinavian PC Systems whose products it handles.

The Scandinavian firm was contacted by a group of Russian programmers that have written five titles. The first two of those,

*Kosmonaut* and *Gomoku*, are set for release via PC Productions this week.

*Kosmonaut* is an arcade action title while *Gomoku* is a puzzle game. Both retail at £19.95 on PC only and are described by PC Productions boss Peter Harrison as "very professional and beautifully presented".

Three other titles, *Tetris*, *Filler* and *Picker*, will all be available within the next few months, again for PC only.

Harrison added that PC Productions is currently talking to a number of leisure dealers about stocking the games and that more titles could come through the same channels if the first are successful.

**CTW**  
Computer Trade Weekly

Printed by:

THE  
MANSON  
GROUP LIMITED

EDITORIAL: 0438 310184/0438 310185  
Editor: Stuart Dinsey, Deputy Editor: Dave Roberts,  
Staff Writer: Ronnie Dungan, Trainee Reporter: Richard Emms

ADVERTISING: 0438 310105/0438 310182  
Advertisement Manager: Russell Beadle,

PRODUCTION & ADMINISTRATION: 0438 310106

Publisher/Managing Director: Tom Stock, Production Editor: Lesley Hunt, Credit Controller: Charlotte Little,  
Production/Technical Consultant: Pete Minney, Photography: Dave Seymour.

Published by: Europress Trade Publications Ltd., Business & Technology Centre, Bessemer Drive, Stevenage SG1 2DX.  
Fax: 0438 741247.

Lithographic Origination, Printing and Despatch: The Manson Group Ltd., 4 Macted Road, Hemel Hempstead, Herts. Tel: 0442 247251.

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

# Raze drops 16-bit and raises consoles

Newsfield is to re-align its multi-format games title, *Raze*, dropping ST and Amiga coverage and opting for a console only format.

The mag's style will remain pretty much the same for the time being, although the coverage will change in the next issue. Price will also remain the same. Newsfield director Franco Frey told CTW: "There's so much going on in handhelds and consoles that we had to do this. We're looking at a new approach, we're just declaring the magazine 100

per cent console. We won't be losing ad revenue, if you go through it you will see that most of the ads are console stuff anyway. This Christmas will be the start of the console year that everyone has been anticipating for three years now."

He added: "The increased console and handheld coverage reflects the current market trends here in the UK. With the introduction of the colour handhelds the rise is set to continue and *Raze* aims to be perfectly positioned for this new boom market."



RAZE: Making room for consoles

# Bodies join together to sort out rent crisis

ELSPA has met with the British Video Trade Association to try and resolve the current conflict between the console market and certain areas of the video trade.

Trouble flared when, without making any public comment, Sega and Nintendo commenced steps to take action, in conjunction with FAST, against the Blockbuster video chain. It is also understood that other video outlets are being monitored.

The trade bodies of both industries met on July 16th and ELSPA chairman Roger Bennett described the first exchange of views as "interesting and useful".

He told CTW: "They are equally concerned to ensure that their members are deal-

ing legally. They will be coming up with a list of proposals which they hope will allow the rental of cartridges to continue.

"We'll then discuss the proposals at a second meeting and I will pass on the points to relevant third party publishers and Sega and Nintendo and we will see if we can find a way through everything.

"The important thing is that some sort of communication has opened up between the two areas and hopefully there will be a positive outcome to all this which will allow everyone to make money."

The key to the whole issue will be the reaction of Sega and Nintendo to the BVTA's proposal through which it will aim to police the manner in which cartridges are rented.

# Accolade tees up Nicklaus once more

Accolade is relaunching its popular *Jack Nicklaus* range of titles, with a series of ads and new promotions.

Double page ads will be running in *PC Plus* and *Amiga Format*, and there will be a number of A4 flyers distributed throughout the independent base.

A new 'clip art' disk will be available from the end of the month which provides more than 70 finished course objects, three new land plots and nine new scenic backgrounds.

National newspapers and

sportswriters have been contacted to coincide with coverage of the Open at Royal Birkdale. The *Daily Mail* is apparently planning to review the game.

European marketing manager Claire Bowen commented: "During the quieter summer months we have an ideal opportunity to re-promote a best selling title, the catalyst being our two new course disks. Whilst informing the consumer of the new *Clip Art* and *Course Disk 5*, we have tied in the entire range and given the retailer a boost on back catalogue titles."

# Ocean aims for addicts

Ocean will be launching a new compilation brand name at the end of the month.

It plans to release a series of products under the Addicted to Fun banner, kicking off with a collection featuring *New Zealand Story*, *Rainbow Island* and *Bubble Bobble* which will be published as *The Rainbow Collection*.

Tentative plans are already being put in place for more Addicted to Fun com-

pilations, although no details were available at press time.

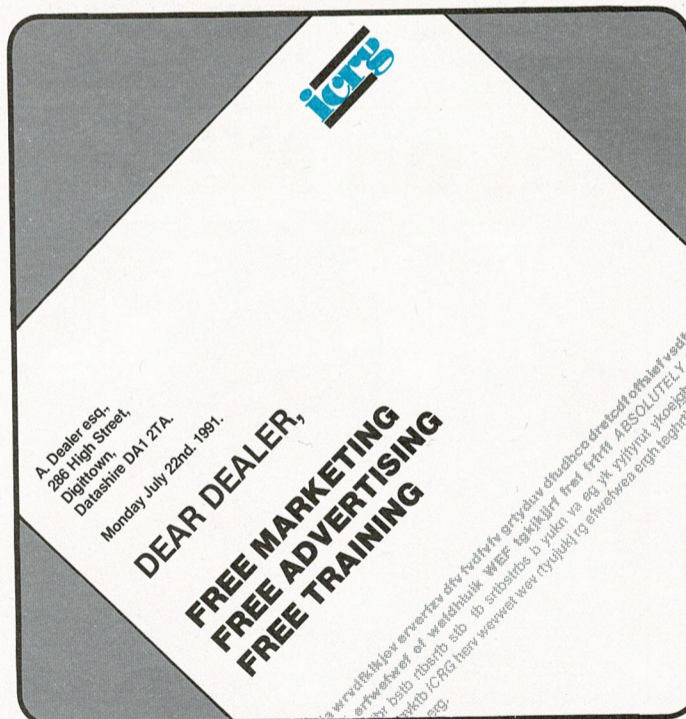
*The Rainbow Collection* will be available for Amiga, ST and PC at £19.99 and Spectrum, C64 and Amstrad for £9.99.

Ocean's Dean Barrett told CTW: "All three titles are critically acclaimed best sellers along the cutesy line. Future Addicted to Fun releases will also have a common theme as well as offering great value for money."



BARRETT: Addicted to Fun

# The Best Things in Life ... Are FREE!



To find out if you are eligible to participate Contact the ICRG Administration Centre Today.

## 0224 626156

All ICRG Services are exclusive and Free of Charge to Authorised Computer Resellers. ICRG Authorisation will only be granted after successful completion of Authorisation Application, please call today for your Dealer Information folder and Application form.



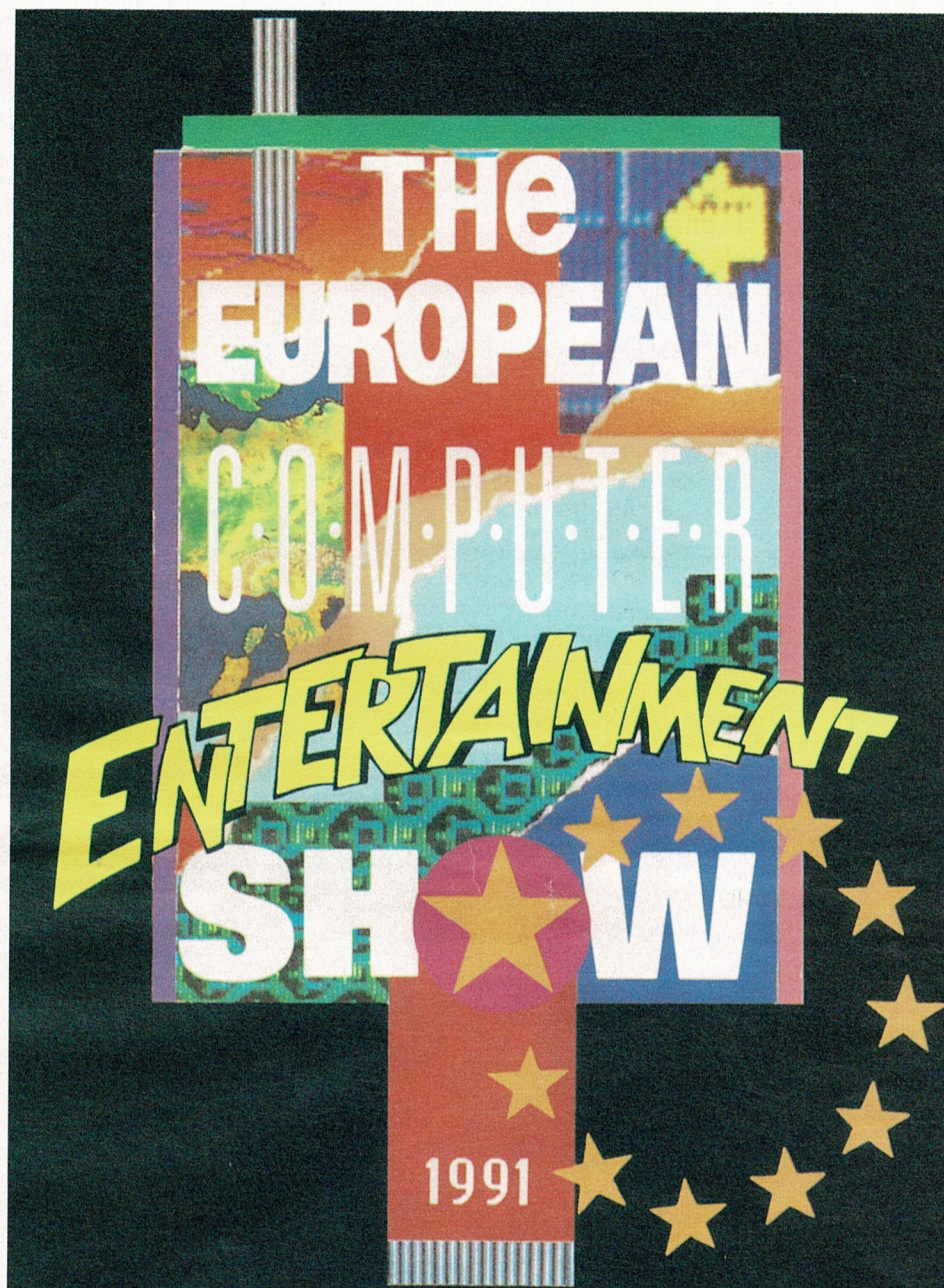
C o m m o d o r e

is pleased to support the

---

E u r o p e a n C o m p u t e r  
E n t e r t a i n m e n t S h o w

---



and looks forward to meeting suppliers and  
customers at stands 4 and T108C,  
at Earl's Court 2 between September 5th-8th



---

Commodore Business Machines (UK) Ltd  
Commodore House, The Switchback, Gardner Road, Maidenhead, Berks SL6 7XA  
(0628) 770088

## Philips set to monitor leisure market growth

Philips' monitor division has turned its attention to the leisure market, linking up with MicroProse for an autumn promotion.

The offer involves its top selling 8833/II monitor which retails at £269 and from September will be bundled with MicroProse's *F-19 Stealth Fighter*. It marks something of a first for the Dutch electronics giant which has previously left its monitor division somewhat on auto pilot, particularly in the leisure arena.

Sales and marketing manager Peter Wyatt admitted: "We have rather ignored

the potential in the games market but we've realised that we are selling a lot of monitors to ST and Amiga owners — and that we could probably sell a lot more.

"To link up with MicroProse seemed like a good idea. We produce the best monitor and they seem to have the best flight simulator available."

The monitors on sale in the promotion will actually only be bundled with Amiga versions of the game, but ST users will be able to exchange disks free of charge.

Wyatt added that if the promotion is successful there is a distinct possibility that a similar scheme will be organised next year.

## Sierra poaches Prose person

Sierra has begun to strengthen its marketing team, appointing former MicroProse product manager Leah Kalboussi as sales manager.

Kalboussi was initially employed by Telecomsoft and more recently worked on MicroProse's *Rainbird* and *MicroStyle* labels. She has been in the industry for four years.

The firm is apparently ready to build up its marketing operations in the

UK, and will be actively seeking staff within the next few months.

Sierra UK boss Peter Jones told CTW: "Leah is a very accomplished person in the industry, and I picked her because I happen to believe that she is the best salesperson in the industry."

"We will be looking for someone to work alongside Leah, establishing a sales team is the next step to building up Sierra's business in the UK. We have launched 15 SKUs so far this year, and there are another 42 to follow. We will now be getting into top gear for Christmas."

## Lazer beams over PCW

Lazer Distribution has entered the world of publishing, albeit in a minor way, with three titles for the PCW.

The firm will be re-releasing three popular products for the machine which, according to CTW's 1991 Specialist Stores Survey, is the second most popular business machine among independents.

Two of the titles will be leisure orientated — namely *World of Soccer* and *Head Coach* — and will both retail

for £23.95. The other title is called *The Desktop Publisher* and retails for £24.95.

Lazer boss Andy Denning told CTW: "The PCW software is selling very well, independents seem quite keen to get hold of it. A lot of independents don't seem to bother with it but those that do are very interested."

"We would like to do other titles, we'll be on the lookout for some more, but it all depends on whether this fails miserably or not, if it does then obviously we won't bother."

## All Formats means all areas

The alarmingly popular All Formats Fair will be spreading itself around the country, with a possible twenty shows lined up for the next year.

The organiser has increased the show to five venues throughout the UK during September and October — namely Leeds (September 1st), London (September 7th), Birmingham (September 14th), Glasgow (September 22nd) and Bristol (October 6th).

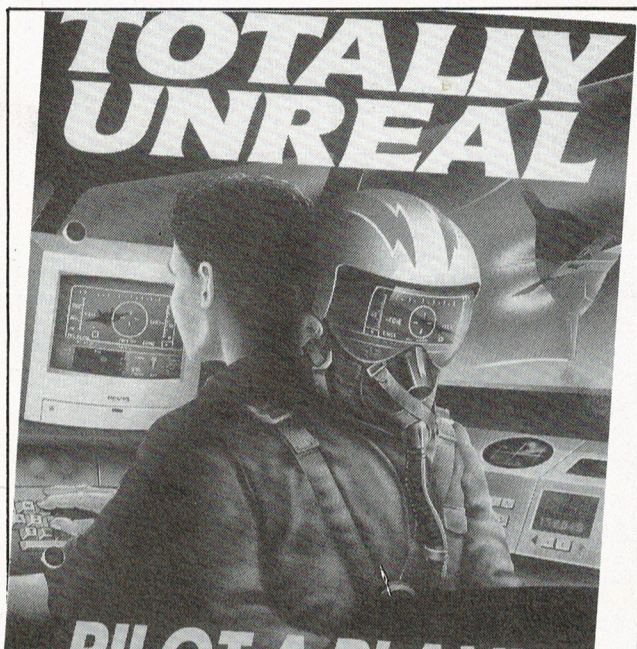
Despite the fact that the London show clashes with EMAP's CES, organiser Bruce Everiss is confident of its success: "I don't think that the sort of intelligent computer enthusiast that comes to my show would be

seen dead at the CES. The CES is a willy waving show, they don't go there to spend money, the only slight crossover would be among some of the distributors, but

it's up to them to choose.

"We have made the shows so that the greatest possible population of people can get to them. We're looking to do four or five in each city, but

that depends on the success and the booking of the hall. One of the advantages of having five shows is that we can divide the cost of national advertising by five."



F-19: Fillip from Philips



Anoraks set for revival as Formats Fair spreads

# Computer Repairs ??

**SICK**  
of Repairers  
who can't  
repair?

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

**FED UP**  
with an all-round  
poor  
repair service?

## WEEP NO MORE!!

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

The BENEFITS of dealing with MICROBASE are:

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

Manufacturers range covered—  
AMSTRAD, COMMODORE, ATARI and SINCLAIR

Give your customers the service they want and you need

**Call MICROBASE Now**

on [0670] 739342 / 738141

or fax us on [0670] 739812

and let Microbase help you take the hassle out of repairs

**NOW  
AVAILABLE**

## FULL COLOUR PRINTING FOR H.P. DESKJET, CANON BUBBLEJET & OLIVETTI INKJET PRINTERS

**COLOUR LASER PRINTER QUALITY — DOT MATRIX PRICE!**

Using our FULL COLOUR refill system, your customers can refill their old cartridges with special colour ink. The full colour kit contains Cyan, Magenta, Yellow and Black refills together with a special cleaning solution to clean out and refill old empty black cartridges with coloured ink.

**ONLY  
£39.95 rrp**

## REFILL EMPTY CARTRIDGES

In addition to the Full Colour Kit, we also supply TWIN REFILL PACKS, enabling your customer to refill his old cartridges with Black or Coloured ink. Colours available are:

**Magenta (Red), Cyan (Blue), Yellow, Green,  
Brown, Gold, Burgundy and (of course!) Black**

(The Twin Refill Packs contain two complete cartridge refills and special cleaning solution)

**ONLY  
£14.99 rrp**

## "JET COLOR" SOFTWARE

Take almost any screen snapshot, separate it into its constituent colours and then view it, print it out in full colour, etc. (also works with most .PCX format files).

**ONLY  
£49.95 rrp**

Contact us for further details, trade discounts  
and free colour samples.

**EuroWorld Services (UK) Ltd.,  
16 Raymond Road, Ilford, Essex IG2 7EA.**

**Telephone: 081-554 1806**

The fastest-growing area of personal computing now has its own dedicated magazine...

Another success story from

**EUROPRESS**  
PUBLICATIONS



**PRINT ORDER**

**100,000**

To book  
space  
phone

**John Snowden – 0625 859555**

SPOTLIGHT

# THIS TIME NEXT YEAR...

Since grabbing the licence of 1990 and then making the most of it, Mirrorsoft has moved along at a brisk pace, setting up a budget label, signing with Sega and expanding into America, about four times. DAVE ROBERTS talks to a company with a mission...



BILOTTA. "Rod Cousins? Never heard of him."

Every year, CTW gets together with Mirrorsoft to fill in the gaps, flesh out the bare bones of twelve months of stories, rumours, gossip and lies.

To mark the occasion, the publisher usually organises some sort of European jolly. Two years ago the erstwhile Kelly Beswick lived it up in Madrid, last year young Ronnie was whisked off to the South of France and now, 1991 and welcome to Blackfriars, South East London. Still, that's the way the Cookie smashes all your teeth to pieces.

No matter, it's a cool day in the middle of a (mini) heat-wave so even South of the river things don't seem too grey and Mirrorsoft's managing director, Peter Bilotta, is a positive little ray of sunshine, sort of.

He's pleased you see. Pleased that the firm had last year's Christmas number one and pleased because he believes that the pace hasn't slowed since. He is probably also pleased because he's shaved off his tache and the Mario Brother jibes must be subsiding.

A good starting point, then, would seem to be a look back at the phenomena

that was the *Teenage Mutant Hero Turtles*. Bilotta insists, however, that the past tense is not appropriate.

One of Mirrorsoft's biggest hopes for this Christmas is the conversion of Konami's *Turtles* coin-op. There's also a new film on the way and, like it or not, we haven't seen the last of the green party animals.

What is equally certain is that the mania that surrounded anything Turtley last year has changed Mirrorsoft for good. The firm has shifted 600,000 units of the original game across Europe and its turnover must have leapt.

Ever since, it has been a blur of deals, acquisitions and licences. Bilotta denies that the flurry is down to any need to live up to the success and financial reward of the *Turtles*, but there is no denying that there is something there to live up to.

The Mirror Group has certainly noticed the difference. Bilotta explains: "Being successful and generating profits, we are now much more under their microscope. They can see the potential of the business and are looking at it closely whereas before, 'who's Mirrorsoft?'"

He is not bothered by the hard focus. In fact, with Mirrorsoft being just one of many small children in a large family, a little parental attention and affection is welcomed and cherished.

"It helps you focus and look more clearly at what you are doing when an outsider is coming in with fresh and clear vision."

## Group therapy

Naturally he wouldn't say anything else, not if he enjoys his job, but it does seem as if Bilotta is actually very happy to be part of the Mirror Group as consoles and CD formats bring fresh challenges for the nineties.

"We're now talking about an industry worth billions of dollars rather than millions", he states. "We have connections within Maxwell Entertainment and Maxwell Multi Media that will be extremely useful to us as the stakes and the cost of playing get higher and higher."

Certainly, new formats and new technology look likely to require firms to take some big risks with big money and publishers being part of groups such as Mirror and Virgin do look handily place for such a scenario.

For now though Mirrorsoft's branching out from the traditional formats is still tentative and restrained. It

has three games lined up for Sega's Master System — *Speedball*, *Back To The Future II* and *Xenon II* — and seems to be on the brink of gaining a European publishing deal for the Megadrive.

"That's important to us because our decision to go with Sega was based on the fact that historically we're a 16-bit company and we believed that the Genesis would come to Europe much quicker than the Super Famicom."

This year, Bilotta believes that console products will account for around 10 per cent of Mirrorsoft's business, next year he reckons it could be as much as 25-30 per cent.

He then adds cryptically: "There's potentially a dramatic increase in our whole business anyway — there are things happening which mean you could be looking at a whole new Mirrorsoft next year."

Unfortunately, he will divulge no more, and the plans for world domination remain a secret, although there is a feeling that the framework for takeover is already being put in place.

Mirrorsoft has spent the last year acquiring partners at a pace that would frighten Liz Taylor. The interesting thing is that the reason behind some of the alliances

Continued on page 30

## mercenary FORCE

Hurry! Hurry!  
Only 14.50!

We bought the last few thousand pieces of Mercenary Force and now we're passing the savings on to you. First come, first serve. This game will never be made again. Don't bother calling other U.S. distributors because they won't have it! Call for quantity discounts! Anyone ordering gets free color Mercenary Force hint books!

### Game Boy Specials

Castillian	19.00
Super Scrabble	21.00
Chessmaster	20.00
Burai Fighter	15.00
Tasmanian Story	20.50

### Genesis Specials

PGA Tour Golf	40.00
John Madden Foot	33.00
Zany Golf	20.00
Fire Shark	25.00
Sagaia (Darius II)	33.00
Crackdown	35.00
Ultimate Qix	33.00



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

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

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

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

## DEALERS REQUIRED

OEM successfully launched the *Computer Form Book* at the beginning of the 1991 Flat Horse Racing Season in March.

The system has been well received by the racing world as it is an enormous improvement over traditionally vital to the punter, paper based form guides. The advanced file indexing techniques used, makes it a quick and easy task for anybody to review form.

We offer the system and data on a subscription basis. Every week we mail out a disk containing the last week's racing results. This is then automatically updated into the customer's database.

Currently, due to our regular national advertising, we are receiving many enquiries for the *Computer Form Book*. A lot of these are from people without computers at all, to whom it is obviously impossible for us to send evaluation copies of the software.

\*\*\*\*\* THIS IS WHERE YOU COME IN \*\*\*\*\*

We desperately need demonstration points around the country, to whom we can refer our nationally generated enquiries. For the serious punter the system sells itself; put them in front of a machine with the software running, and they are hooked! Not only will you sell a PC compatible machine but we will also give you 30% dealer discount margin off the season subscription rate!

We will provide you with full a demonstration system and point of sale spec sheets, FREE of charge. All you need to provide is a PC compatible with 6MB of free Hard Disk space.

Just think of these points:

- \* No Financial Outlay
- \* No Stock Holding
- \* No Support Worries
- \* Excellent Opportunity for Sales of Extra PC's And Hard Disk Upgrades
- \* Customers referred directly to you
- \* System sells itself - Unique Product
- \* FREE Demonstration Software

YOU HAVE ABSOLUTELY NOTHING TO LOSE - JUST PROFIT TO GAIN

Register now as one of our nationwide demonstration points. Write or phone:

OEM Computer Systems  
11 Regent Street  
Rugby  
CV21 2PE

Telephone : (0788) 570522  
Fax : (0788) 546919

(<sup>1</sup> Full Season Sub for 1991 - £170 Inc VAT)



# NUMBER ONE

## THANKS AGAIN!

1988	1989	1990	1991
1. Lightning	1. Lightning	1. SDL	1. SDL
2. ADL (Amstrad)	2. SDL	2. ZCL	2. Leisuresoft
3. Hugh Symons	3. ADL (Amstrad)	3. Parkfield	3. Bonsai Lightning
4. SDL	4. ZCL	4. Multi Media	4. Centresoft
5. Zappo (ZCL)	5. Hugh Symons	5. Addons	5. ZCL



**THE UK'S NO.1 HARDWARE DISTRIBUTOR  
AS VOTED BY UK COMPUTER DEALERS  
CTW DEALER SURVEY 1991**

Thank you again to all of the dealers who voted for SDL in this years CTW dealer survey. We were pleased to hear that you had put us into the number one slot for the second year running, a position we have strived to maintain since last years survey.

It has always been our aim to provide our dealers with a quality of service that is unmatched by our competitors. Last year we promised that we would not rest on our laurels. To fulfill that promise to you, we have been active in our efforts to improve our service still further.

We have strengthened our position in the PC arena, taking on the Goldstar range of PCs and monitors and the DFI range of boards and peripherals. Our aim is now to excel in the PC field, with innovative product developments which will be revealed over the coming months.

The Atari ST and Commodore Amiga marketplace has been energised with the introduction of new packs at aggressive price points. Our position in this field has also strengthened, with the release of the new ASTRA and TENSTAR games packs, available exclusively from SDL.

With Consoles expected to be major sellers this Christmas, we have complemented our existing range, including the Commodore C64 and Atari VCS and Lynx, with the full Sega line-up.

### DURING 1990/91 WE INTRODUCED:

- **DEALER TRIP**  
To Beverly Hills & Hawaii
- **DEALER FRIENDLY RETURNS POLICY**
- **REGIONALISED TELEPHONE LINES**
- **TELESALES OPEN TIL 6pm (7pm Christmas)**
- **SATURDAY OPENING AT CHRISTMAS**
- **PRO 24 MUSIC PACK WITH MEGA ST's**
- **TENSTAR GAMES PACK FOR ST's**
- **ASTRA GAMES PACK FOR AMIGA's**
- **GOLDSTAR PCs TAKEN ON**
- **SEGA CONSOLES TAKEN ON**
- **BONUS POINTS SCHEME**

### OUR REGULAR SERVICE INCLUDED:

- **COMPREHENSIVE PRICE LISTS**  
In full colour!
- **FREE BASIC WITH ATARI ST's**
- **PHOTON PAINT FOR AMIGA's**
- **COMPREHENSIVE STOCKS**
- **IN-DEPTH BACK UP AND SUPPORT**
- **IN-HOUSE SERVICING**
- **FREE NEXT DAY DELIVERY**
- **NO MINIMUM ORDER VALUE**
- **PROMPT PAYMENT DISCOUNT**
- **ON-LINE ORDER PROCESSING**
- **TECHNICAL SUPPORT TEAM**

With these product developments, plus our dedication to providing you with a first class service as well as superb after sales support, we believe SDL are all set for another successful year.

Again we recognise that, however hard we tried during the year, we couldn't have made it without you. So, we thank all of our dealers for helping us to achieve the number one position again in a most competitive arena.

We are, of course, pleased to have made number one for two consecutive years. However, we do not want to become complacent. There are several areas of our service to you that we would like to improve and we will be concentrating on these in the coming months. Please remind us if there are areas in which you would like to see us improve further. Your comments are always welcome.

We appreciate the vote of confidence by the CTW readers who voted SDL as their Number One hardware distributor. If you are reading this, and you have not yet dealt with SDL, we would like to win your confidence too.

Call our sales team now, on the regional sales number that is appropriate to you, or complete and return the coupon below (or fax: 081-309 5509). We will be pleased to offer our service to you.



Commodore



GoldStar

NoteStar



PHILIPS



SEIKOSHA

SHARP

### THE UK'S NO.1 HARDWARE DISTRIBUTOR

#### CONSOLES, ST, AMIGA & PC

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

#### SDL CAN OFFER YOU

- Free next day courier delivery
- Friendly & efficient telesales
- Fast 'On-line' computerised service
- Large and comprehensive stocks
- Excellent promotions & offers
- 3% prompt payment discount (most products)
- In-house servicing department
- Free technical support helpline

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



SDL, Unit 10, Ruxley Corner Industrial Estate, Edgington Way, Sidcup, Kent, DA14 5SS

FAX: 081-309 5509

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

### CREDIT APPLICATION PACK

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

Position: .....

Company: .....

Address: .....

Postcode: .....

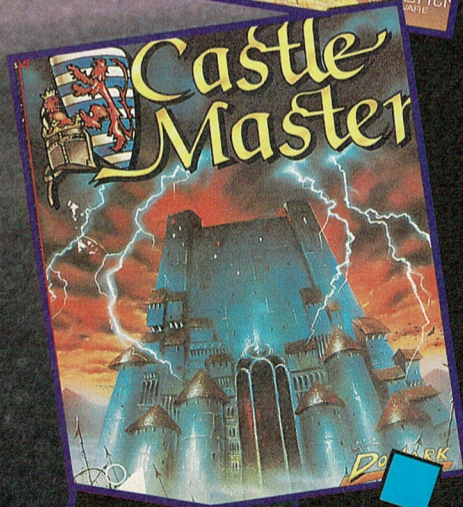
Telephone No: ..... Fax No: .....

Please state if you are a:  
 DEALER  OTHER: .....

DEALER  
PACK



# VIRTUAL



## The Crypt

CASTLE MASTER II

In just five years Incentive Software have built a reputation for producing the very finest in 3D exploration games. Their development systems Freescape and Freescape 2 have become synonymous with quality, depth and playability. These four games represent the pinnacle of their success. We hope you enjoy them.

What the press have said:

### DRILLER

*One of the best ever* – 90% – ZZAP! 64

*Dazzlingly original* – 963 – ACE

*Generation 4 (France)* – 98%

### TOTAL ECLIPSE

*All the addiction and challenge you can handle* – 907 – ACE

*Incentive have done it again* – 93% – CRASH

*Micro Hobby (Spain)* – 90%

### CASTLE MASTER

*The best Freescape game yet* – 90% – C&VG

*Easily the best* – 90% – THE ONE

*Joystick (France)* – 96%

### THE CRYPT

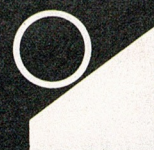
The Crypt has never before been released. An immaculate follow-on from Castle Master, Incentive at their very best.

**AVAILABLE ON:** IBM PC 5.25" & 3.5", Amiga, Atari ST, CBM 64 cass. & disc., Spectrum cass. Amstrad cass. & disc.

*Screenshots taken from Amiga Version.*

# DOMARK

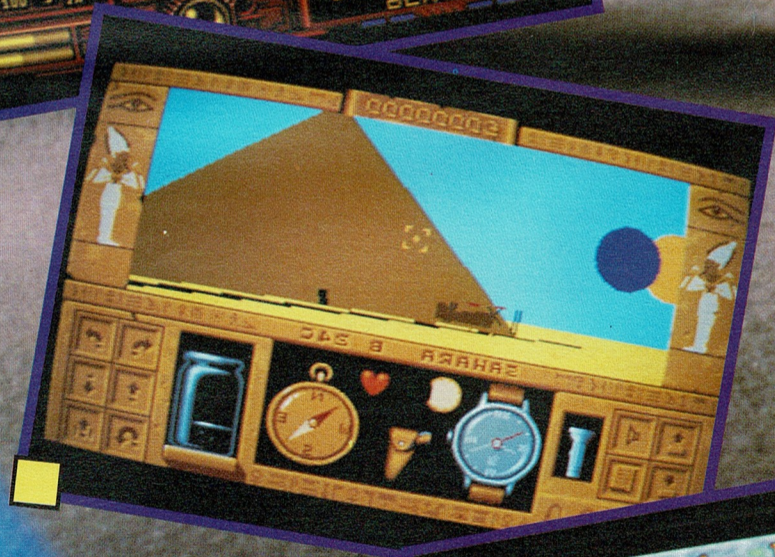
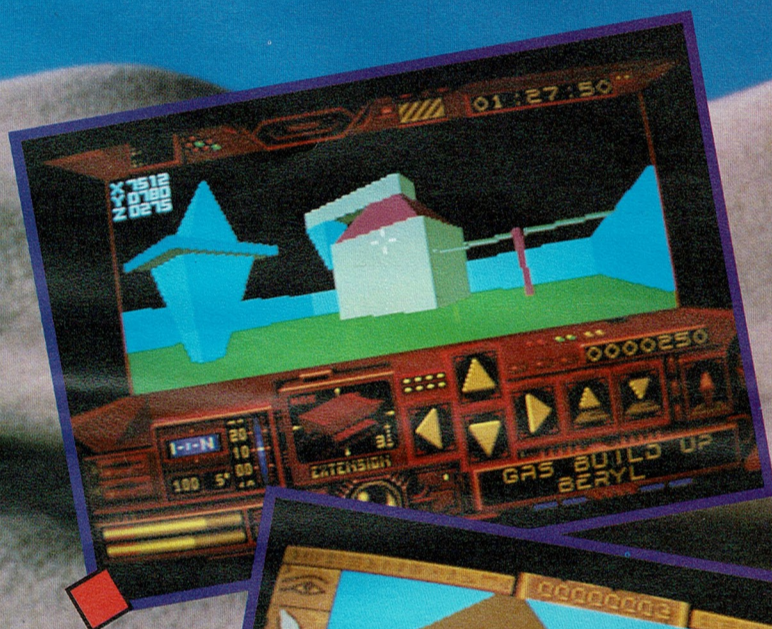
All games designed by Ian Andrew  
Castle Master and the Crypt programmed by: Chris Andrew, Paul Gregory and Sean Ellis © 1990 Copyright Incentive Software  
Total Eclipse programmed by: Chris Andrew, Paul Gregory and Sean Ellis © 1988 Copyright Incentive Software  
Driller programmed by: Chris Andrew, Sean Ellis and Stephen Northcott © 1987 Copyright Incentive Software  
FREESCAPE® is a registered trade mark of Incentive Software.  
Incentive Software is a division of New Dimension International Limited  
All rights are reserved. Licenced to Domark. Unauthorised copying, hiring, lending, performance, and broadcasting are strictly prohibited.  
New Dimension International Limited, Zephyr One, Calleva Park, Aldermaston, Berkshire, RG7 4QW.  
Artwork and Packaging © 1991 Domark Software Ltd. Published by Domark Software Ltd, Ferry House, 51-57 Lacy Road, London SW15 1PR.



**incentive**  
*The Award Winners*

# WORLDS™

THE 3D GAME COLLECTION



THE INDEPENDENT

# IT'S A CRUEL, CRUEL SUMNER

Much as it might hope, Commodore isn't going to get off lightly with the recent changes to its warranty procedure. Independents — historically the staunchest supporters of the firm's products — are raging. DALE BRADFORD is the voice of a denigration...

In last week's round up of the first results of the Retailer Survey, CTW used the ironic phrase "Commodore's Amiga remains the machine with the biggest penetration in the independent retail sector". I find the phrase ironic because what Commodore is currently doing to the indies is a word

closely linked to 'penetration'.

The £7.50 carriage charge to FMG also applies to every machine we have sold in the last year, both C64 and Amiga. Is this legal? The machines were not supplied to us on those terms, were they? So how can the terms of the contract be changed

mid-way through the contract's term (i.e before the warranty has expired)?

Mr Sumner of Commodore seems to be under the impression that we, as retailers, will actually make more money out of their new system and has produced figures to prove that for every 100 Amigas we sell we will

make an extra, what is it this week, £1.16? £2.35? £3.24?

In the same issue of CTW Mr Sumner, while talking about the Amiga, offered this sensitive remark: "If it wasn't for this product some dealers might not have survived that (previous) quarter".

He's right, of course, isn't

he? Or is he? There are many, many dealers (including myself) who are seriously thinking of dumping the whole Commodore commitment (aye, holiday and all) after the events of the last few weeks. And let's face it, Commodore this year has hardly been an indie's best friend, has it?

- Dropping the price of the A590 hard drive overnight by £100 with no warning and no price protection.

- Bundling the A501 Ram pack with the Amiga, thereby rendering our existing stock of Amigas uncompetitive and our stocks of A501s virtually obsolete. Again, no

warning or price protection.

- Dropping by £100 the retail prices of both Class of the 90s educational Amiga packs. Again, no warning or price protection.

- Dropping the price of the C64 by £25 with, once again, no warning or price protection.

- Passing on the VAT increase in the trade price of its products while keeping the retail price the same (oh, didn't you know about that?)

And now because of certain dealers 'abusing' the system we — that is every poor sod who sells Commodore products — we now have to pay £7.50 for every machine that we have sold in the last year that goes faulty.

And every future machine that goes faulty.

And every DOA machine.

I'm sorry Mr Sumner, but I cannot see how we are going to make more money through your 'improved' terms; you didn't do a little trick with loaves and fishes some time ago, did you?

And what I find really worrying is the muted protests being heard in CTW. Is this because the dealers don't understand what is happening? Is it because CTW is 'filtering out' the more vociferous protests? Or is it perhaps because many have said to themselves "that's it, they can shove their products"?

Commodore would not care if one retailer chucked their stuff out of his shop. It wouldn't be too bothered if 100 dealers binned 'em — the independent retailers have fulfilled their function in getting the Amiga established and therefore into the multiples, mail-order catalogues etc. It's almost as if it would be preferable if they were removed from the equation now. And Commodore's latest wheeze is a wizard way of doing it. Is that what you want to happen, Mr Sumner? What dealers want, of course, is Commodore to change this policy now, but I don't know how (or even if) this can be done.

Perhaps if *everyone* who sells Commodore product *and* is affected by this policy made their feelings known both to CTW and Commodore, then maybe there could at least be a compromise reached. After all, Christmas isn't Christmas without Commodore...

### Loose talk costs money

While on holiday this year I met a wise old man with thinning hair, glasses, a loud voice, and an appetite for More cigarettes. This wise old man, on being informed that my establishment did not sell Amstrad PCs, kindly told me what a prat I was. A recent experience would suggest otherwise, however...

After selling a PC3086 with on-site maintenance, I had an irate customer on the phone screaming that his hard-drive motor had failed; no worries, it's got on-site maintenance, ain't it? Sadly though, it couldn't be repaired because the part was unobtainable.

So I had to provide the customer with a brand new machine. So I now have a useless machine in my office which I wouldn't have had if I hadn't listened to that wise old man!



## H A M - E

### High quality RGB output for the Amiga range

The HAM-E system gives you high resolution pure RGB images on your standard 1084 RGB monitor. They are pure RGB, not smeary composite. No other graphics expansion expansion device offers so much performance and costs so little! And all the software to run it is free. Even upgrades! There is not enough room to cover all of the advanced features of this system, so here are just a few. With full technical support from Checkmate your staff will be able to answer any question.

#### System Features:

- \* Paint, Render, cvt ip s/w
- \* 262,000 & 16.8million colour modes
- \* 256/512 color register modes
- \* RGB pass through to genlocks etc.
- \* Screen overlay / underlay
- \* Full screen Intuition Display Support
- \* View with any IFF Viewer
- \* Animate from within DPaint III
- \* Works with DigiView
- \* Completely blitter-compatible
- \* NTSC encoder compatible
- \* S-VHS encoder compatible
- \* PAL & NTSC compatible
- \* Uses **only** RGB port
- \* FCC Class B. UL Listed
- \* Works w/std Amiga monitors
- \* Does **not** use Amiga power
- \* Supplied with own power
- \* Works with all Amigas A500-A3000

#### Paint Features:

- \* Custom brushes use blitter
- \* RGB,HSV, HSL,CMY Palette
- \* RGB and HSV spreads
- \* Extensive AREXX support
- \* 10 colour cycle/glow ranges
- \* Range pong, reverse, stop
- \* smooth zoom, rotate or scale
- \* Area, Edge, outline fill / overfill
- \* Dithered 24 bit fill mixing
- \* Anti-Alias with tool or brush
- \* Loads, shows VGA picture files **exactly**
- \* "C" source code available free
- \* Upgrade From BBS service
- \* Color or 256 greys painting
- \* 256 colour stencils
- \* Matte/colour/anti-alias/cycle draw
- \* Prints via printer device
- \* Auto enhance std IFF palettes
- \* Writes IFF24, GIF, HAM-E

#### Image Compatibility:

- \* 24 bit IFF, 24 bit IFF with CLUT chunks; 2 to 256 colour standard IFF; half-bright, HAM, DKB and QRT trace; RGB8 and RGBN; Targa ; GIF ; Dynamic Hi-Res ; SHAM, ARZO, ARZ1, AHAM, 18 bit ScanLab ; UPB8 brushes; All of the 12 different HAM-E format image file types.
- \* Images may be scaled and converted to 24 bit IFF files.
- \* Image processing software supplied provides edge enhancement, blur, various convolutions, and much more.
- \* This advert was put together using the following:- 5meg A500 with ProPage2, HAM-E and the incredible Sharp Colour Scanner. and Art Department Professional.

### BLACK BELT SYSTEMS

## DON'T LET THE 24 BIT REVOLUTION PASS YOUR COMPANY BY.

### HAM-E™

384x560 Pixel Output (PAL)  
Retail £ 299.00 inc Vat  
Trade £ 210.00 + Vat

### Phone Checkmate Digital Today On:-

Tel +44 (0)71- 923 0658  
Fax +44 (0)71-254 1655  
80 Mildmay Park, London, N1 4PR, UK

### HAM-E PLUS™

768 x 560 Pixel Output (PAL)  
Retail £ 399.00 inc Vat  
Trade £ 269.00 + Vat

Many thanks to Nik Williams Broadcast for the top left 24 bit Image. ( 0792 470503 )

# NAVIGATOR

**BREAK THE  
PERFORMANCE  
BARRIER...**



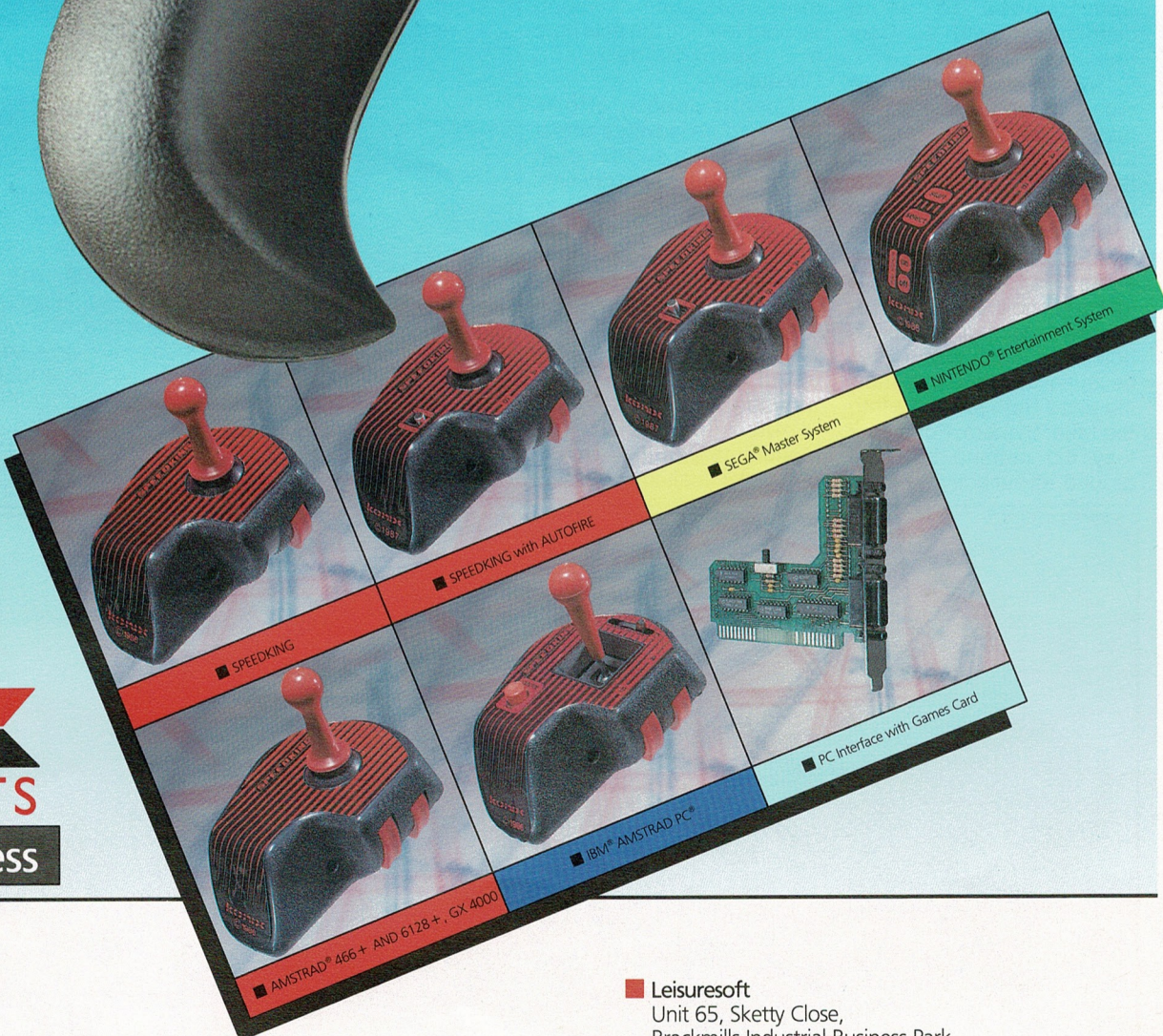
It is not by chance that Konix has become one of Europe's leading joystick manufacturers. Nor is it surprising that our products are taking the U.S. market by storm. All this is simply the result of our total dedication to customer satisfaction, through innovation and quality.

The same principles of novel design and rugged construction, so successfully established with the SpeedKing range, have been uncompromisingly applied to the more recently introduced Konix Navigator.

Thanks to its outstanding ergonomic styling, the Navigator is a perfect fit for every hand. With its natural trigger finger action, the Navigator truly achieves the ultimate in fatigue-free super-fast precision performance.

Just like the SpeedKing, the formidable power of the Navigator can be used with the most popular types of home computer.

Even for the most demanding enthusiasts, you can be sure that Konix joysticks will make the performance barrier a thing of the past.



**KONIX**  
COMPUTER PRODUCTS

The fastest reaction in the business

**Distributors:**

- Capri Marketing Limited  
9 Dean Street, Marlow,  
Buckinghamshire SL6 3AA
- Columbus  
Unit 2, Wren Nest Road,  
Glossop, Derbyshire SK13 8HA
- Centresoft  
Units 2/3, Holford Way,  
Holford, Birmingham B6 7AX
- GEM Distribution Limited  
Lovet Road, The Pinacles,  
Harlow, Essex CM19 5TB
- Lazer Distribution  
Unit 2, Kingsgate Business Units,  
Duchy Road, Heathpark, Honiton,  
Devon EX14 8YD
- Leisuresoft  
Unit 65, Sketty Close,  
Brackmills Industrial Business Park,  
Northampton NN4 0PL
- SDL  
Unit 10, Ruxley Corner Industrial Estate,  
Sidcup, Kent

SPOTLIGHT

# WIGGLE IT, JUST A LITTLE BIT

Due to hundreds of pleading letters, the annual CTW joystick feature returns once more. RONNIE DUNGAN braves the autofire to learn what's new — and what's exactly the same — in the land of the waggle merchants...

Like a refreshing breath of wind, the CTW joystick feature comes around once again — an annual event that has become as traditional as seal culling and the FA Cup Final.

And what a turbulent year it has been in the joystick universe. Firms have come and gone and come back again, weird looking shapes have started to appearing in the newer designs, certain firms have begun experimenting in other areas, and Spectravideo's PR man Michael Baxter is slowly turning mad.

Like just about everywhere else the market has been affected by the recession, but there has been nothing like the amount of casualties that the software market has seen.

In fact all the major players have remained intact. Konix almost bit the dust, mainly due to the time and money consuming vortex known as the Multi System, but was plucked from the depths by French distributor Innelec.

Since the buy out at the end of last year, the firm has been steadily clawing back its position in the market, much to the disdain of those who had been enjoying themselves in their absence.

As Konix boss Graham White explains: "There has been a hell of a lot of change since the end of last year. We're trying to consolidate our name in the market and get ourselves back in touch. One of the major changes was the move away from Spectravideo to using distributors such as Centresoft and Leisuresoft.

"We're also trying to regain ground in the export market, we took a stand at the Chicago CES to help with that, and certainly there are a number of ideas at prototype level which we feel will strengthen our hand. We lost a hell of a lot of ground not just in terms of the demise of Creative Designs (Konix' holding company) but also because the firm was moving away from joysticks into the Multi System. For a year they did nothing but lose ground, all our activity now is

centred towards recovering what we have lost."

Another firm to move away from Spectravideo in recent times was Bondwell, which now takes care of its own Quickshot range in the UK. The absence of Konix over the last year or so has seen the firm increase its share, although it appears to cater for a slightly more adult wiggler with its range.

The firm is one of the many chasing the crock at the end of the PC rainbow, although the market has yet to take off in the way that many are predicting. Progress seems to be slow but steady, not the sort of explosion seen in the console world, which awaits the arrival of the definitive stick.

"Business is OK at the moment, we're having a very good year. We've noticed a large increase in sales of PC sticks, which is a range that we have always done, they have moved into third place behind the Amiga and ST in terms of sales.

"Everyone is expecting a vast increase in console sales so we're looking forward to reaping the benefits of that as well. Obviously we will continue to introduce new models and designs expanding our range in both the UK and Europe," says Bondwell UK boss Graham Walker.

### Triggers with attitude

Another factor to emerge in the last 12 months has been a rather strange inclination to produce ever more ridiculous looking sticks. Heading the field here are Spectravideo and Cheetah.

Spectravideo's efforts have had an adverse effect on the firm's PR man Michael Baxter who described its Manta Ray stick as looking like 'an escape pod from the planet Zorg'. He is now undergoing a course of medication for this condition — it's called ECT.

Having handed Konix control of its own range, Spectravideo found a quick replacement with the manufacture of its own line of sticks called Logic 3.

## EVERYTHING YOU WANTED TO KNOW ABOUT STICKS

COMPANY	RANGE
KONIX	Speedking £11.23 — £12.26, Speedking PC 20.42, Navigator £15.00 — £15.31, Navigator Ltd Edition £15.00, Navigator Hot Shot £15.00, Joystick Tester £14.99.
ADVANCED GRAVIS	PC Analog (clear) \$69.95, PC Analog (Black) \$66.95, Apple II Analog \$66.95-\$69.95, ST/Amiga Switch Stick \$58.50-\$61.50, Nintendo Switch £58.50, Sega Switch Stick \$58.50-\$61.50.
BONDWELL/ QUICKSHOT	ST/Amiga 4.99 — 9.99, NES Stick 9.99, PC Stick £12.99, PC Stick/Card £19.99, IBM/Apple £12.99, PC Warrior Stick £12.99, Starfighter (infra red) 35.99, Maverick 1 £15.99, Maverick 2 £15.99, Flightgrip 1 £9.99, Flightgrip 2 £9.99, Python 1 £10.99, Python 2 £10.99, Apache £7.99, PC/Apple Warrior £14.99, Python 3 £10.99, Python 4, £12.99, Maverick (microswitched) £15.99, Chimera 2 £10.99, Chimera 3 £10.99.
VOLTMACE	Delta 3A, 3B, 3D, and 3I £16.95, Deltabase Yokes (Amiga, PC, BBC) £34.95, Deltabase P £39.95, Delta 3B (for BBC B) £24.95, Ami Cat £34.95, Ester Cat £34.95.
SPECTRAVIDEO	Quickjoy Junior £4.95, Junior Stick £5.95, Pilot II £6.95, Supercharger III £9.95, Turbo II £8.95, Superboard V £17.95, Jet Fighter VI £13.95, Topstar £23.95, Megaboard £24.95, IBM M5 £17.95, Analogue M6 £14.95, Topstar PC £23.95, N1-5 £15.95, N1-PRO £19.95, SG Fighter £14.95, Logic 3 Stingray £14.99 — £15.99, Logic 3 Manta Ray £15.99.
CHEETAH	125+ £9.99, 125 Sega £9.99, 125 Special £12.99, Exterminator £6.99, Mach 1 £12.99, Starprobe £14.99, The Bug £14.99, Tortoise £9.99, PC Powerplay £24.99, Turbofighter Yoke £49.99.
EUROMAX	Flashfire Bebop £5.99, Standard £8.95, Autofire £9.95, Clear £11.95, Microswitch £13.95, Spectrum £12.95, Sega £9.95, Suzo Arcade £19.95, Arcade Turbo £21.95, Pro 9000 £16.95, Pro 9000 De Luxe £34.95, Beeshu Zoomer £34.95 — £44.95, Amiga Analogue £59.99, PC Analogue £59.95, Striker £26.95, Zinger £18.95, Gizmo £44.95 — £54.95, Hot Stuff £9.95, Viper £12.95.
ACTIVE	Dragon PC JS606 £19.99, PC Gamecard £14.99, Flying YOKE £49.99, Megadrive Control Deck £19.99, Megadrive Joypad £14.99, NES Control Deck £19.99, NES Joypad £14.99, Quickgun Pro £9.99.
JONG RICH	Turbo Profi £14.95, Turbo Profi Console Version £16.95, Turbo Pro £12.99.

Heading the range are the aforementioned Manta Ray and The Stingray which has been remarked upon as bearing a striking resemblance to Konix' Navigator.

Handheld sticks as a whole are becoming increasingly popular, with Cheetah's version, The Bug, set to hit the market later in the year (looks a bit like a rescue pod from the planet Shlargi Da Googi, don't you think Michael?)

Indeed, it is Cheetah which has been getting evermore diverse with its range. Joining The Bug later in the year will be The Tortoise, which has nothing to do with a certain quartet of blockbusting reptiles so we're told, whilst a skateboard controller is currently under development.

Although the novelty factor is high in such sticks, the firm is apparently deadly serious about their prospects, and can apparently afford to take the risk, even if everybody else fails to see the funny side.

As Cheetah boss Howard Jacobson explains: "It's been a record year for us as far as sales and turnover is concerned. We've maintained a major share in the UK market and we're looking hard at export opportunities. There is more of a demand for hi-tech joysticks at the moment, although the 125 will remain our biggest seller.

"There is a market for futuristic looking joysticks, and to get into the export market we have to do different things to anyone else. The US is potentially a very big market for us, and we're negotiating in France, Italy, Spain, and Germany. The Bug will be pretty big for us, and The Tortoise has received a pleasing reaction so far.

"I'm not sure how we can increase our market share in joysticks, we pretty much dominate it. Obviously everyone is a competitor and a threat, if there's somebody selling one joystick we want that sale, which is why we have to stay ahead."

It could well be that the firm feels it has gone as far as it can in the market, hence

the ludicrous sticks and a flirtation with the handheld market in the guise of its Gamate machine. The firm also has more than a passing interest in the music market as well, which is becoming increasingly more important.

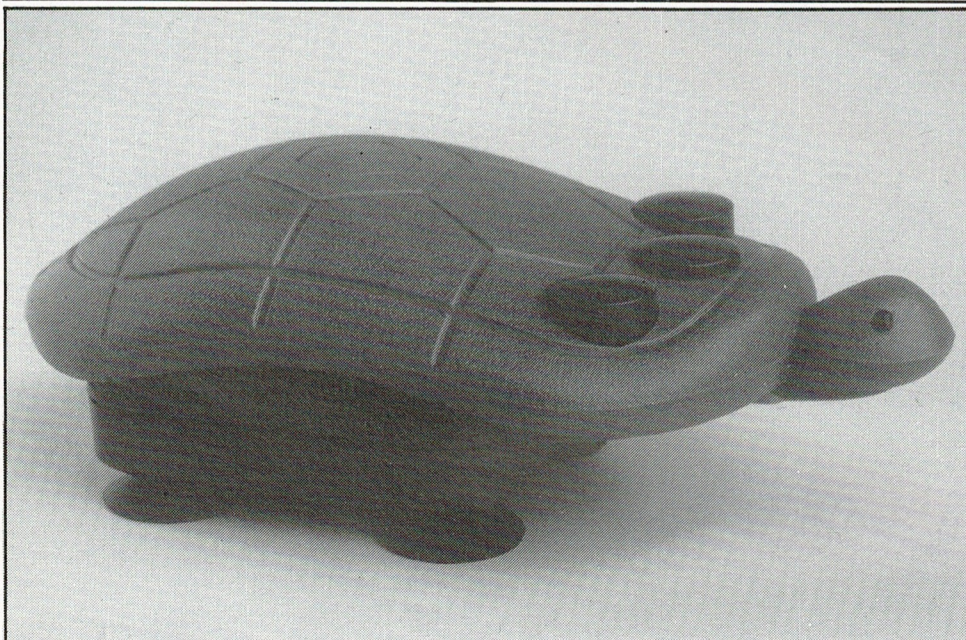
Spectravideo, on the other hand, certainly isn't done yet and has put a lot of weight behind its Logic 3 range: "Logic 3 is very important to us and provides Spectravideo with the opportunity to sell worldwide. The Stingray and Manta Ray are selling neck and neck at the moment, things are going a lot better than expected, and we'll probably be in a position to drop the prices soon," says a spokesman for the firm.

"The Quickjoy range is relatively new for us, it would be wrong to say that sales are increasing, but it is becoming established and sales are good. The Logic 3 range complements the Quickjoy range because it's aimed at a slightly different market, being handheld. I don't believe that the Konix resurgence has affected sales at all, handhelds are still very new and people are becoming convinced about them now. Competition doesn't affect us because the market is growing so much."

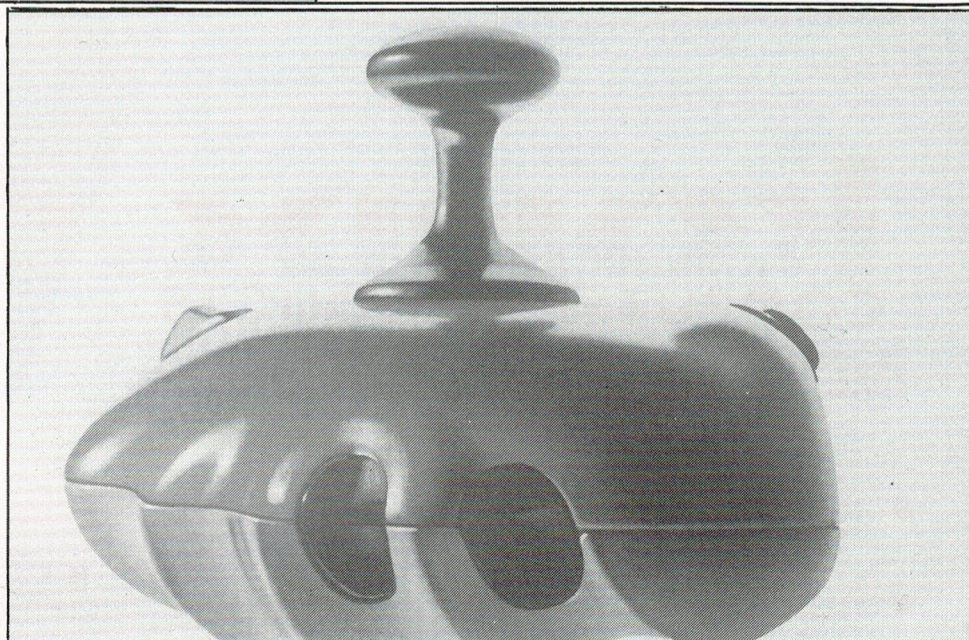
Which, if it's the case, will be good news for the many lesser known firms operating on the periphery of the joystick world. Many of the smaller firms such as Westex rely on importing US ranges such as the increasingly popular Gravis line which is highly regarded among PC users.

The firm has just signed up Spectravideo to distribute the sticks in the UK and is looking for agents in other countries.

Other firms such as Powerplay and Sonmax were forced to strengthen their position in the market by amalgamating last year, but the big four — Spectravideo, Bondwell, Cheetah and Konix (in no particular order — continue to rule the roost, and seem likely to do so for some time. □



JOYSTICKS: From the ridiculous...



...to the not quite so ridiculous

# Quickjoy

Joysticks

**EUROPE'S No.1  
SELLING RANGE**



SV301 NI-5 for Nintendo  
6 Microswitches New Pilot Grip



SV122 II PILOT Twin Fire  
Buttons Autofire Suction Cups



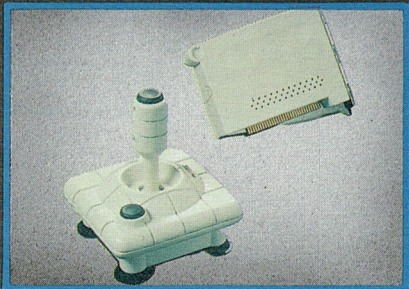
SV123 Supercharger Twin Fire  
Buttons Autofire Suction Cups



SV126 JETFIGHTER 6 Micro-  
switches NEW Pilot Grip Autofire



SV125 SUPERBOARD 10 Micro-  
switches Digital Stopwatch Autofire



SV203 ANALOGUE JOYSTICK  
with Twin Port Games Card



SV127 - TOP STAR  
6 Microswitches  
Autofire



SV119 JUNIOR Twin Fire Buttons  
Suction Cups



SV401 SG FIGHTER for SEGA  
6 Microswitches New Pilot Grip



SV124 TURBO 6 Microswitches  
Autofire



SV201 for IBM PC  
M5 6 Microswitches New Pilot Grip



SV305 NI-PRO for Nintendo Six Fire  
Buttons Autofire with Speed Control,  
Six LED Lights for positive response



SV128 MEGABOARD 8 Microswitches  
Stopwatch & Countdown Timer Autofire

*For Ultimate Action & Performance*

**AVAILABLE FROM MOST DISTRIBUTORS**

Including CENTRESOFT, LEISURESOF, GEM, LAZER, MCD, BONSAI LIGHTNING, COLUMBUS, SDL and others.

SPECTRAVIDEO, UNIT 27 NORTHFIELD INDUSTRIAL ESTATE, BERESFORD AVENUE, WEMBLEY, HA0 1NU, ENGLAND  
TELEPHONE: 081 900 0024 · FACSIMILE: 081 903 6625

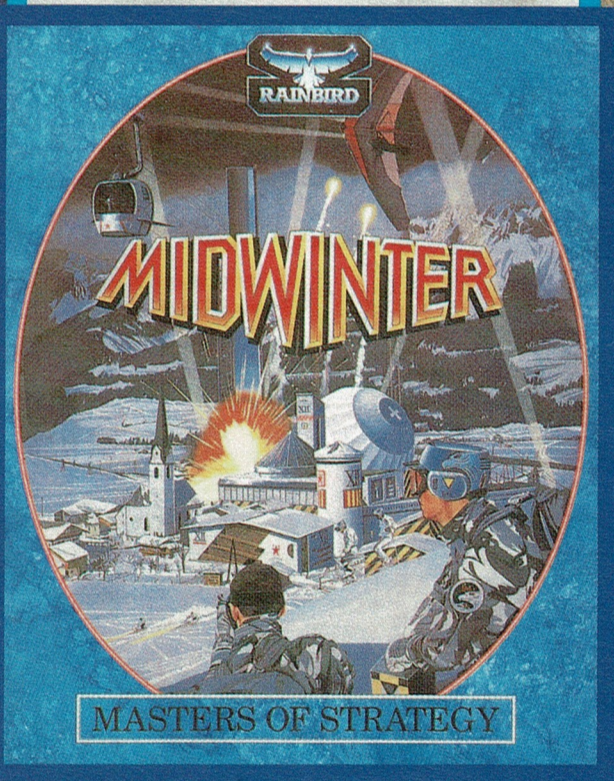
**SPECTRAVIDEO**

# VIRTUAL REALITY

**Vol. 1**



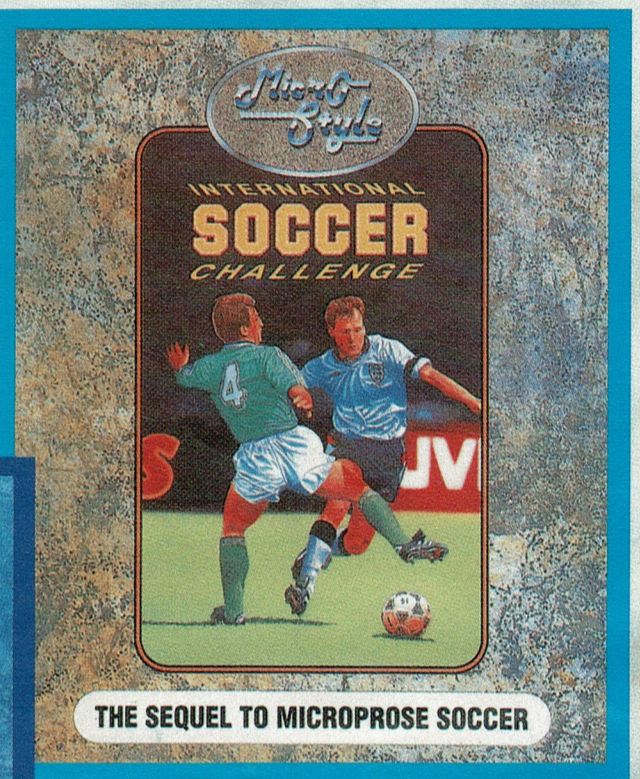
**STARGLIDER 2  
CARRIER COMMAND**



**MIDWINTER**

**5 GAME  
COMPILATION**

**elite**



**INTERNATIONAL  
SOCCER CHALLENGE**

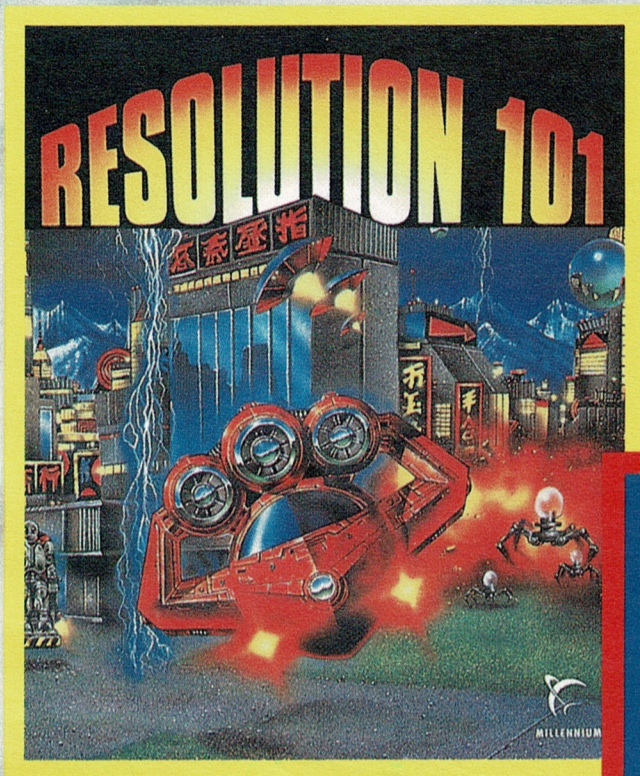


**STUNT CAR RACER**

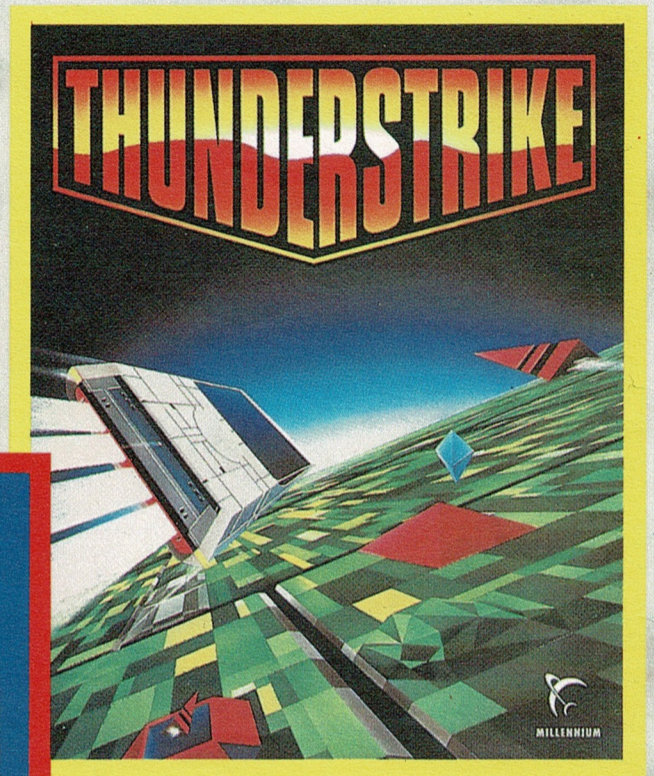


# VIRTUAL REALITY

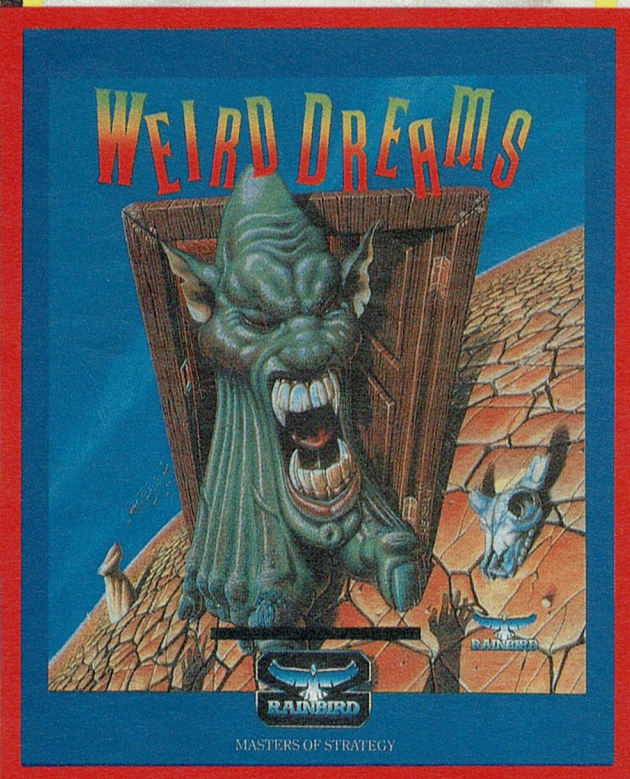
**Vol. 2**



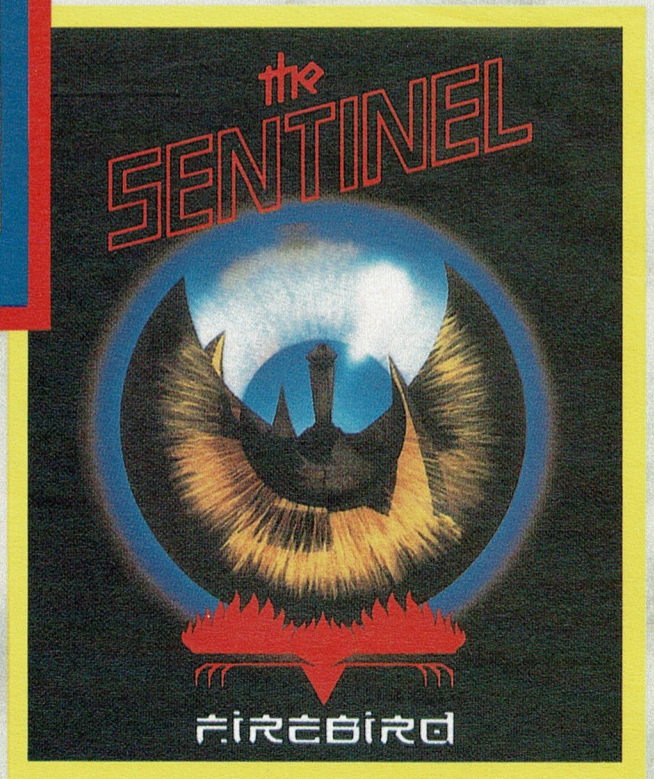
**RESOLUTION 101  
VIRUS**



**THUNDERSTRIKE**



**WEIRD DREAMS**



**SENTINEL**

**5 GAME  
COMPILATION**

**elite**

# DELPHINE'S NEW FLAGSHIP WITH GUARANTEED SAILS

FROM THE CREATORS OF  
**FUTURE WARS** & **OPERATION STEALTH**  
**CRUISE**  
FOR A CORPSE

RELEASE DATE:  
WEEK COMMENCING  
22/7/91

— and guaranteed sales! Because Cruise for a Corpse builds on the remarkable success of Future Wars and Operation Stealth, further developing the revolutionary Cinématique™ operating system to offer even more depth of gameplay and options. Stock up now with this guaranteed hit and you'll soon be booking your own Mediterranean cruise!!

CONTINUING THE WINNING FORMULA OF OPERATION STEALTH AND FUTURE WARS.

FULLY SUPPORTED WITH CONSUMER ADVERTISING AND PROMOTION.

SUPERBLY BRANDED AND PACKAGED FEATURING EXTENSIVE LITERATURE AND AUTHENTIC SHIPS BLUEPRINT.

"The new Cinématique™ system has to be seen to be believed."  
June '91. AMIGA.

"The very best Cinématique™ project to date."

92%  
Aug. '91.  
ST/AMIGA

"A well impressive and very friendly package, beautifully presented."  
June '91.  
93%  
AMIGA

For further information: Please contact Danielle Woodyatt

(021) 625 3366

Available on:  
ATARI ST, AMIGA,  
PC (CGA, EGA, VGA,  
Tandy Ad-Lib &  
Roland).



Screen shots from Atari ST version

Screen shots from Amiga version

Atari ST/Amiga & PC (CGA, EGA, VGA, TANDY, AD-LIB & ROLAND)

Screen shots are only intended to be illustrative of the game play and not the screen graphics which vary considerably between different formats in quality and appearance and are subject to the computers specifications.

It is the 1920's. Inspector Raoul Dusentier has been invited on a dream cruise in the Mediterranean, aboard the superb 3-masted ship belonging to Greek shipping magnate Niklos Karaboudjan. But no sooner has the cruise begun when Raoul is summoned to investigate a scandalous crime — the murder of his host Niklos! It's now up to Raoul to throw some light on this sinister mystery — there's a murderer on the loose and he could be prowling amongst the unsuspecting guests even now ....

- Features easy-to-use Cinématique™ point-and-click operating system, now further refined to offer considerably more depth of gameplay.
- A wider range of actions is now possible, including the option to question other characters in true Agatha Christie style.
- PC version features 256 colours (VGA only), Ad Lib and Roland sonic support.
- Character size has been doubled for all versions of the game.
- Amiga version features 32 colours.



© 1991 DELPHINE SOFTWARE. All rights reserved.  
Cinématique is a trademark of Delphine Software.  
U.S. Gold Ltd, Units 2/3 Holford Way, Holford, Birmingham B6 7AX. Tel: 021 625 3366.

CTW SURVEY '91: SPECIALIST COMPUTER STORES

# CTW SPECIALIST COMPUTER STORES SURVEY

The 1991 CTW survey into UK specialist computer stores marches on. For those who missed the first instalment, CTW published an extensive questionnaire on May 13th in order to gain the most accurate data possible regarding retail trends amongst the independent sector. In all, 145 questionnaires were returned — accounting for 324 outlets. Herein STUART DINSEY offers results and analysis from three more sections — Leisure Software, Business Software and Distribution...

## SECTION C — LEISURE SOFTWARE

### Top Leisure Software Formats — By Unit Sales

1.	Amiga
2.	C64
3.	ST
4.	Spectrum
5.	MasterSystem
6.	PC
7.	Megadrive
8.	NES
9.	CPC
10.	Gameboy
11.	Lynx

As revealed last week, the Amiga is enjoying its third year as the most stocked leisure machine amongst UK specialist stores — and it duly comes out on top of CTW's first ever investigation into the best-selling formats too.

Expected? Well possibly, considering its incredibly high rate of penetration (83 per cent of stores carry it). But it's also safe to assume that it only managed to stave off the threat of the C64 because a significant market for budget software has developed since last autumn.

The Amiga just nudged ahead of the C64, which is pulling off a remarkable rendition of Custer's Last Stand for 8-bit computers. Commodore's continued success in re-boxing and re-packaging the old warrior has kept a full-price software market alive, which supplements the huge amounts

of budget sales.

It is clearly the availability of ultra-cheap software, plus large existing installed bases, that have helped computers hold on to the top four places here — but it would all look rather different if the question had been in terms of value, not unit sales.

Interestingly, even *ye olde* Spectrum manages to stay ahead of the console pack, thanks to the owners (and there are far more of them than the market likes to admit) who still buy the games regularly. The vast majority of these games are, of course, budget.

Publishers and retailers alike must weep to think of the extra revenue they could have squeezed out of the format if only Alan Sugar hadn't been so quick to put it in the cupboard where his 'Only Here For The Beer' trilbys — and sundry other embarrassing possessions — are kept. □

### Sales Splits (By Units)

8-bit full-price/8-bit budget sales (full-price first):	% of dealers	16-bit full-price/16-bit budget sales (full-price first):	% of dealers
Ratio 1:3 or over	74%	Ratio 1:3 or over	24%
1:2	15%	1:2	12%
1:1	3%	1:1	21%
2:1	5%	2:1	18%
3:1 or over	3%	3:1 or over	25%

### 8-bit/16-bit software sales (8-bit first)

Ratio	Currently	By mid-1992
1:3 or over	30%	37%
1:2	13%	14%
1:1	17%	21%
2:1	22%	14%
3:1 or over	18%	14%

### Leisure computer/console software sales (computer first)

Ratio	Currently	By mid-1992
1:3 or over	8%	7%
1:2	4%	8%
1:1	14%	21%
2:1	13%	29%
3:1	61%	35%

### Top Full-price Leisure Software Publishers — By Unit Sales

1.	US Gold
2.	Psygnosis
3.	Mirrorsoft
4.	Ocean
5.	MicroProse
6.	Gremlin
7.	Virgin
8.	Electronic Arts
9.	Domark
10.	Sierra
11.	Anco
12.	Sega
13.	CDS
14.	Mindscape
15.	Database/Mandarin

Honourable Mentions: Code Masters, Digital Magic, Storm, Konami, Core, Empire, Addictive, Accolade, Nintendo, Elite, Activision, System 3, 4th Dimension, Sublogic, Renegade.

Having successfully organised its labels and output to cope with the diverse needs of the games market in 1991, US Gold jumps back to the top spot for the first time since 1988. Improved homegrown product, the Capcom licences and the Master System titles — plus strong output from the affiliate deals with Lucasfilm and SSI — have had the cumulative effect of enabling US Gold to get its head in front in the first half of this year.

And anyone surprised by its performance in the Survey obviously hasn't been paying attention to the Gallup charts. US Gold has had a consistently strong market share for a few months now, and its popularity amongst retailers may also be due to the fact that it has actually made an effort to put some high volume product out in spring/summer rather than just coasting until another Christmas comes along. *Eye of the Beholder*, *Monkey Island*, *Super Monaco Grand Prix*, *Shadow Dancer*, and even *Panza Kick Boxing* to a degree, have all helped retailers keep their tills ticking over during tough times. □

Retailers tend to appreciate such strange antics, and herein probably lies the key to Ocean's unseemly tumble to fourth spot. Since Christmas, the firm has been rather quieter than usual, as it gears up its Nintendo publishing side and its US operation.

The firm that seemed to be running away with half the market in its pocket just a year or so ago has reached a point in its growth where new roads are being followed productwise and new management infrastructure is being erected to alleviate some of the day-to-day tasks of chairman David Ward and managing director John Woods. They will be all too aware that the decisions they make now could shape just where Ocean will sit in the new order that develops from the growth of consoles and the subsequent world market.

It certainly isn't time to look at Ocean's performance here, or in the Gallup charts for that matter, and pronounce the end of an era or any such twaddle. For the moment, let's just say that a few hits have been missed because it is "doing other things". □

### Top Budget Leisure Software Publishers

#### — By Unit Sales

1.	Kixx
2.	Hit Squad
3.	Code Masters
4.	Hi-Tech
5.	Mastertronic/Infocom
6.	Encore
7.	Alternative
8.	Mirror Image
9.	Cult/D&H
10.	CDS/Blue Ribbon
11.	Respray
12.	Action 16
	Players
14.	Byte Back
15.	Star Performers

Honourable Mentions: Zeppelin, Micro Value, Prism.

Perhaps more of a surprise than Ocean being ousted from top spot in the full-price sector, is its Hit Squad label only coming second here.

US Gold completes an impressive double, with the Kixx re-release operation poking its head in front. Even Gold itself would probably admit to being a little surprised at Kixx' performance — as Hit Squad regularly has a higher market share, according to Gallup — but it shouldn't be any less proud.

Other than consistently strong releases, which Hit Squad also boasts, one reason for Kixx coming out top could be the successful relaunch that took place last autumn — when the label was brought directly under the in-house control of US Gold's management. A concerted effort since then has clearly resulted in a much higher profile for the brand amongst retailers than previously existed.

Flying the flag for original budget product, as ever, is Code Masters, which should be commended for keeping the hits rolling whilst at the same time closely watching the Galoob/Nintendo

dispute over its Game Genie device, and entering into a back-door US NES publishing deal with Canadian firm Camerica.

Also emerging as leading publisher of homegrown budget product is Hi-Tech, which picks up an impressive fourth spot thanks to the popularity of its cartoon licences amongst the younger cheapie games buyers.

Lastly, its evident from some of the labels present in the above table that a viable market for 16-bit budget titles has finally arrived. All the leaders clearly have success with games at £7.99 or £9.99 and Mirrorsoft (Mirror Image), Domark (Respray) and Electronic Arts (Star Performers) are just three of the bigger publishing houses that have decided that its time to gain some of the re-release spoils. Expect such labels to be more prominent next year, with Psygnosis' Sizzlers label also in the frame by then too.

In fact, by Survey 1992 the biggest budget refusenik of all — MicroProse — may have even given in to what is becoming an increasingly alluring temptation. □

### Games Stocked

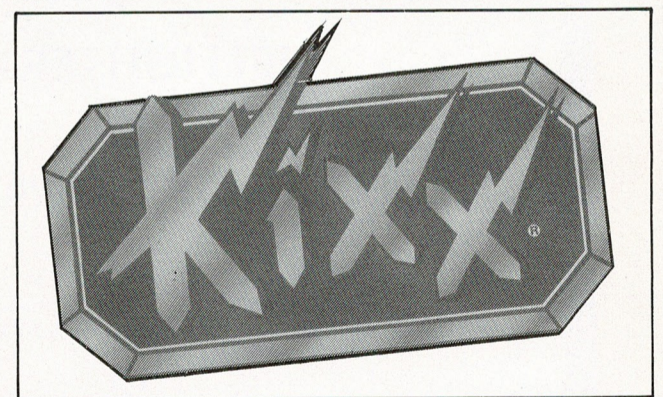
Number of stock keeping units	% of dealers
None	5
1-100	8
100-300	15
300-500	17
500-1,000	28
Over 1,000	27

### Games Sold At Time Of Hardware Purchase

Number of titles	Leisure	
	Computer	Console
0	14%	16%
1	31%	56%
2	41%	20%
3 or more	14%	8%

### Software Longevity

Percentage of overall sales in first 2 weeks	Full-price 8-bit hit	Full-price 16-bit hit	Console system hit
Under 10%	16%	13%	29%
10-30%	37%	26%	44%
30-50%	27%	41%	18%
Over 50%	20%	20%	9%



The CTW Specialist Computer Stores Survey 1991 was compiled from 145 questionnaires returned to CTW, and accounts for 324 specialist stores nationwide. The sample has not been weighted. The figures contained here are derived from the answers of non-selected dealers, supplied and published in good faith. All information strictly remains the copyright of Europress Trade Publications. CTW has also undertaken a UK Games Market Retail Survey which assimilates the specialist stores' data with responses from nine leading UK multiples. The results will relate to the sales experiences of 2,021 stores nationwide and is launched at the beginning of September. It will retail at £59.99 (\$120) — and will NOT be published in CTW.

Survey results and analysis continues on page 22

# WE WOULD LIKE TO SAY



# Thank you

# TO ALL

## THE CONSUMER'S CHOICE

Thanks to everyone who supported these titles and made them some of the biggest sellers so far in 1991. The popularity of our products with the consumer is now unrivalled.

EYE OF THE BEHOLDER™



JETFIGHTER II™



THE SECRET OF MONKEY ISLAND™



SUPER MONACO GRAND PRIX



LINKS

## THE BRAND LEADER'S CHOICE

A big thank you also from all our licensors, who have chosen U.S. Gold knowing that our commitment to supporting the retailer is second to none.

SEGA™

LUCASFILM™

DELPHINE™

CAPCOM™

ACCESS™

SSI™

MILLENIUM™

NEW WORLD COMPUTING™

FUTURA™

AD & D™



# THE MARK O

U.S. Gold Ltd, Units 2/3 Holford Way, Holford

**Y A BIG**

**ke-won**

**SOFTWARE RETAILERS**

**THE RETAILER'S CHOICE**

We've worked hard in the last 12 months at finding ways to best support you, the Retailer. It seems we've been successful – but rest assured our efforts will now be redoubled to ensure we're saying 'Thank You' again next year!

**CTW SURVEY**

No 1 FULL PRICE SOFTWARE PUBLISHER (BY UNIT SALES)

No 1 BUDGET SOFTWARE PUBLISHER – KIXX & KLASSIX (BY UNIT SALES)

No 1 PUBLISHER FOR P.O.S. SUPPORT (Thanks ISM!)

No 1 PUBLISHER FOR GENERAL HELPFULNESS

**THE FUTURE CHOICE**

It is our belief that we have the best labels, the best software titles and the strongest commitment to supporting you – the Retailer. With your continued assistance we're sure that the titles below can make an even bigger contribution to your sales!

CRUISE FOR A CORPSE

●  
THE GODFATHER (Action & Adventure)

●  
FINAL FIGHT

●  
OUTRUN EUROPA

●  
INDIANA JONES & THE FATE OF ATLANTIS

●  
SECRET WEAPONS OF THE LUFTWAFFE

●  
and many, many more .....

**FA WINNER**

ed, Birmingham B6 7AX. Tel: 021 625 3366.

For Point of Sale information contact ISM on 021-625 3344

**CTW SURVEY '91: SPECIALIST COMPUTER STORES**

**Overall Most Helpful Leisure Publishers (POS, general support, faulties, attitude etc.)**

- |     |                 |
|-----|-----------------|
| 1.  | US Gold         |
| 2.  | Ocean           |
| 3.  | Psygnosis       |
| 4.  | Mirrorsoft      |
| 5.  | Gremlin         |
| 6.  | MicroProse      |
| 7.  | Electronic Arts |
| 8.  | Virgin          |
| 9.  | Domark          |
| 10. | Code Masters    |
| 11. | CDS             |
| 12. | Sierra          |
| 13. | Sega            |
| 14. | Anco            |
| 15. | Activision      |

**Honourable Mentions:** Digital Magic, Nintendo, Core, Elite, Zepelin, Database, GST.

And so, US Gold pulls off the hat-trick — its position in the Most Helpful Publisher section rounding off a quite superb performance in this year's survey.

If there was one reason for its performance, then it would presumably have to be that hoary old chestnut 'hard work'. But, whilst elbow grease undoubtedly played its part, anyone looking for the secret of its success should look at the firm's product portfolio, licensing agreements, in-store promotional activity and generally improved attitude to the world.

Breathing far more heavily down Gold's neck in this category than in the previous two was Ocean. In fact, there was little more than a couple of points in it once all the adding up was done.

Ocean's ability to come

out second here, whilst dropping to an unexpected fourth place in the full-price publisher league is further evidence that it would simply appear to be a lack of releases that has caused this year's 'quiet' survey. When a game has appeared it has still had the same degree of effort put behind it as recent years and — despite that awful weather in Manchester — Ocean staff are often of a pleasant nature when it comes to dealing with retailer problems.

Psygnosis, Mirrorsoft, Gremlin and MicroProse all hang onto roughly the same position here as picked up in the full-price listing — proving categorically that the most helpful thing a publisher can do for retailers is release product that actually sells. □



**POS Material**

This section of the survey has been scaled down compared to previous years — with information only being attained regarding the main source for point of sale material.

The reason for the change is quite simply that CTW needs the support of on-the-road teams like USD, Impact and ISM to get the Retailer Survey questionnaire around to — and filled in by — as many stores as possible.

Thus, with their efforts being so crucial, CTW felt that it was best to drop the questions which asked about which merchandising firms retailers had contact with and which were the most useful. USD, Impact and ISM remind retailers to fill in the survey for the benefit of the market, if questions within it include them directly, then this can damage the way such support is perceived.

Anyhow, sales support/merchandising firms are still the main source for POS material amongst specialist stores — with 55 per cent of retailers giving them the nod.

Distributors, however, have certainly started providing some opposition —

with 40 per cent of retailers choosing them (up from 29 per cent last year). This swing may be due to merchandising firms simply not being able to provide their usual standard of service and eye-to-eye contact to more than a selected number of key stores — whilst distributors will obviously service anyone who asks, particularly if there's an order in it.

Five per cent of dealers said their main source of POS was publishers.

**POS Video**

An effective and easy promotional tool, Point Of Sale video is currently used by just under half (48.5 per cent) of all specialist stores.

This is actually a ten per cent drop on the figure for last year. It can partly be attributed to the fact that Bulletin 1000 — without whom, POS video would hardly exist at all in this market — has become increasingly tied up in other video business which has left the monthly in-store production on something approaching automatic pilot.

Bulletin, though, is aware of this and moves are afoot which will give this valuable sales aid a major boost between now and Christmas. □

**SECTION D — BUSINESS SOFTWARE**

**Top Business Software Distributors — By Unit Sales**

- |     |                  |
|-----|------------------|
| 1.  | Centresoft       |
| 2.  | Leisuresoft      |
| 3.  | Frontline        |
| 4.  | Gem              |
| 5.  | Softsel          |
| 6.  | SDL              |
| 7.  | HBM              |
| 8.  | Northamber       |
|     | P&P              |
| 10. | Bonsai Lightning |
| 11. | Greyhound        |
|     | Lazer            |
| 13. | Garwood          |
| 14. | Xitan            |
| 15. | Software Limited |

**Honourable Mentions:** Precision, Amstrad, Columbus, ZCL, M-Peripherals, Electric, Hugh Symons, Aashima, Capri, Spire, Newstar, Genesis, Signa, AB First, AV Marketing.

Okay, so Centresoft calls its business software division IBD these days, but the retailers who voted it as the leading distributor in this category don't — so we won't either.

The only thing that's really important is the fact that the Birmingham lot have successfully bolted on a non-games adjunct to its software operation.

Picking up nearly 20 per cent of all the votes, Centresoft was eight per cent ahead of its nearest rival Leisuresoft. After that, things became very close indeed, indicating that most retailers probably do their business software ordering in much the same fashion i.e. try Centresoft and Leisuresoft, then pick from a dozen others

who all offer roughly the same stuff.

Of course, this is a bit unfair to certain specialist firms, like HB Marketing, which has built up a fine niche market in non-leisure products for 16-bit machines. But, as the games end of the market gets gamesier and the 'real' business market looks to high margin "complete solutions", so word-processors and spreadsheets are often going to be something of an afterthought to CTW retailers.

Thus, if Centresoft and Leisuresoft can usually offer what's needed quickly and efficiently, why risk dallying with the unknown labyrinths of a P&P sales department unless you really have to? □

**Top Business Software Publishers — By Unit Sales**

- |     |                  |
|-----|------------------|
| 1.  | Sagesoft         |
| 2.  | Microsoft        |
| 3.  | Locomotive       |
| 4.  | Lotus            |
| 5.  | Digital Database |
| 7.  | WordPerfect      |
| 8.  | Disk Company     |
| 9.  | GST              |
| 10. | Timeworks        |

**Honourable Mentions:** Electronic Arts, WordStar, Ashton-Tate, TopLevel, Amor, Borland, Kuma, Amstrad, Connect, Gold Disk, Equinox, Computer Associates, Norton, Digital Research, Novell, Alpha Midia, Tasman, KindWords, Microdeal, Migent, Symantec, Compact, Software Toolworks, Volkswriter, Genisoft, Signa, Precision, CPSoftware, Cubase, Map, Aldus, SPC, ABC, Comsoft, Logotron.

It's a simple fact, from the vast number of firms mentioned, that there is a certain lack of brand strength here.

CTW retailers that offer low-end business packages, or the occasional full-price product from Lotus or Microsoft when required, are sent into something of a tizzy when filling in this part of the questionnaire.

The cause of this is probably that, to such dealers, brand really has very little to do with anything — many will have their own preferred shortlist of packages to offer customers and whether it's made by WordPerfect, or Ar-

nor or Cubase doesn't really come into it.

Thus the brand with the fullest, and best marketed, range of low-end packages — Sagesoft — comes out on top here again. It is followed, rather more closely than in previous years, by Microsoft — its Windows 3 being a popular add-on sale to the PC purchase.

Amstrad, meanwhile, is but a chapter in the (rather tedious) book of business software history — having got bored with buying up and re-marketing old versions of top-sellers like SuperCalc at keen prices. □

**Business Software Stocked**

Number of stock keeping units	% of dealers
None	10
1-10	32
10-30	26
30-50	10
Over 50	22

**Sales Split (By Units)**

Sub-£250/£250+ business software sales (sub-£250 first):

Ratio	% of dealers
1:2 or over	18%
1:1	5%
2:1	12%
3:1	10%
4:1	7%
5:1 or over	48%

**Business Software Sold At Time of Hardware Purchase**

Number of titles	% of dealers
0	19%
1	58%
2	13%
3 or more	10%

**SECTION E — DISTRIBUTORS**

**Active Distributor Accounts**

Number of accounts	Leisure software	Business software
1-3	51%	59%
3-5	32%	20%
Over 5	17%	21%

**Top Leisure Hardware Distributors — By Unit Sales**

- |     |                     |
|-----|---------------------|
| 1.  | SDL                 |
| 2.  | Leisuresoft         |
| 3.  | Bonsai Lightning    |
| 4.  | Centresoft          |
| 5.  | ZCL                 |
| 6.  | Columbus            |
| 7.  | Spire               |
| 8.  | Micro-Peripherals   |
| 9.  | Virgin              |
| 10. | Gem                 |
| 11. | Thornley            |
| 12. | Amstrad             |
| 13. | Virgin Mastertronic |
| 14. | Bandai              |
| 15. | Northamber          |
|     | Pulse               |
|     | MCD                 |

**Honourable Mentions:** Prism, Telegames, Lightwave, Eltec, Aashima, HBM, Garwood, Exeter, AB First, Datel, Wizkid, Console Concepts, Capri, Pick And Choose.

With the arrival of consoles as a major force in the market, so the rules of leisure hardware distribution have changed.

Vastly improved fault rates, easy to understand sales pitches "it plays great games" and software led machines were bound to entice the games boys in, and Leisuresoft, Centresoft and Columbus have duly come thundering onto the scene.

But it's still a 'real' hardware distributor that takes the honours. SDL's strong position in the world of Commodore and Atari distribution has been retained over the past 12 months, whilst — by taking on Sega in April — it has also made sure that it can compete with the numerous console pushers.

Bonsai Lightning hasn't been too hard hit by the market shifts either — holding onto third spot despite the namechange from Parkfield, which could have caused retailer confusion if not handled properly.

With Commodore and Sega on board, plus its own Techno Plus range of add-on hardware motoring along nicely, Leisuresoft must feel

that it has skipped into hardwareland with the minimum of bother. The extra retail support and technical back-up required for computer distribution rather than games-only systems seems to have been bolted on easily. One wonders, though, just how much it is enjoying the current retailer uprising caused by Commodore's recent changes to warranty procedure.

The low positions of Virgin Mastertronic and Bandai may seem surprising to some, especially as both have total control of official Sega or Nintendo supplies in the UK.

There are, however, three factors to consider. 1. Many independents may prefer to deal with one of the numerous sub-distributors when buying Sega product, or Centresoft when buying Nintendo 2. Both firms only actually supply one brand, whereas other distributors can boast a handful of mass volume brands. 3. Retailers may overlook Bandai and Virgin in this section of the survey — not counting them as distributors in the normal sense. □

Survey results and analysis continues on page 24



**CTW SURVEY '91: SPECIALIST COMPUTER STORES**

**Top Business Hardware Distributors — By Unit Sales**

1. Bonsai Lightning
2. ZCL
3. SDL
4. Hugh Symons
5. Micro-Peripherals
6. Amstrad
7. Northamber
8. Centresoft
9. Bytech
10. Leisuresoft
11. MSL
12. Frontline
13. XMA
14. ABFirst
15. Gem

**Honourable Mentions:** Eltec, Spire, Technology Plc, Garwood, Michael Black, Cal Ab Co, Softsel, PCML, Pulse, Zydec, Concept, Dram, Thinkplan, Greyhound, Millbank, Ideal Hardware, Dentons, Mediawave, Software Limited, Aashima, Aztec, Midwich Thame, Columbus, Capri, Xitan, AV Marketing, Laser.

Having got out of the Parkfield Group and regained some of its old identity, Bonsai Lightning was always going to be a strong contender for honours in the business hardware section.

Its range of brands (Amstrad, IBM, Commodore, Mannesman Tally, Hewlett Packard, NEC, Panasonic, Vanilla, Toshiba, Kyocera) is very strong, and CTW retailers have always had a high degree of loyalty for Lightning/Business To

Business/Parkfield/Bonsai — even if it is sometimes hard to keep track of who they're actually ordering from.

Such loyalty is possibly because whilst the name might have changed frequently, boss Loretta Cohen has instilled a continuity in attitude. It has never got ideas above its station — it generally gives the High Street business/leisure stores the same amount of respect as an upmarket VAR.

The range has expanded due to Bonsai's not inconsiderable backing and standing in the established business world, and areas such as training and technical back-up have been improved. □

**Top Full-Price Leisure Software Distributors — By Unit Sales**

1. Centresoft
2. Leisuresoft
3. Columbus
4. Gem
5. SDL
6. Greyhound
7. Thornley
8. Bandai
9. Pulse
10. MCD
11. Virgin Mastertronic
12. Exeter
13. HBM
14. Laser
15. Bonsai Lightning

**Honourable Mentions:** Hugh Symons, TBD, Prism, Pick & Choose, Telegames, Capri.

The fact that 22 different firms are listed above as leading leisure software distributors rather belies the grip that Centresoft and Leisuresoft really have.

The two of them picked up over 44 per cent of all votes in this category, with Centresoft just nicking it at the post.

The duo's strength here, plus their ability to successfully move into hardware distribution, low-cost business software and own-brand accessories may well have some parts of the market worried about lack of competition. That said, a couple of years ago those same worriers were probably the ones saying that too many different software distributors existed, and that standards needed improving.

Standards certainly have improved, and if they've been set by anyone then they must have been set by the two firms used the most. A special commendation must go to Columbus, however, for getting a couple of paces ahead of the chasing pack to carve out a healthy profile for itself — particularly in the north.

Gem, meanwhile, whilst being incredibly quiet, hangs onto fourth spot. Like many companies, its attitude at present is probably to keep its head down and get on with doing the business — which is probably very wise, if not particularly newsworthy. □

**Top Budget Leisure Software Distributors — By Unit Sales**

1. Leisuresoft
2. Columbus
3. Gem
4. Centresoft
5. MCD
6. SDL
7. Pulse
8. Prism
9. Thornley
10. Midland

**Honourable Mentions:** Spire, HBM, Deandray, Exeter, Hugh Symons, Twang, Swift, R. Preston, Pick & Choose, B.Fieldhouse.

Leisuresoft and Columbus carved this one up — with 54 per cent of the votes going to the two firms.

Finally taking a winner's spot, Leisuresoft was some 10 per cent ahead of its closest rival — and this is despite the fact that the firm itself would probably argue that the budget side of its business simply ticks over, with deep and meaningful marketing strategies being put to better use elsewhere.

Smaller firms tend to do well in the budget arena, possibly due to a better selection of games or greater enthusiasm — and they will certainly spend

more time cultivating the smaller outlets or CTNs into useful accounts. Thus, firms such as MCD (fifth), Pulse and Prism (equal seventh) all perform well.

The Honourable Mentions section also gives a chance for outfits like Deandray, Exeter, Twang, R. Preston and B.Fieldhouse to gain some glory. □

**Top Distributors — Overall Service, Efficiency and Helpfulness**

1. Centresoft
2. Leisuresoft
3. SDL
4. Columbus
5. Gem
6. ZCL
7. Bonsai Lightning
8. Softsel
9. Frontline
10. Hugh Symons
11. Amstrad
12. Northamber
13. Virgin Mastertronic
14. Greyhound
15. Micro Peripherals

**Honourable Mentions:** Prism, Laser, HBM, XMA, Spire, Bytech, Pulse, TBD, Garwood, Millbank, Midland Record Co, Bandai, Eltec, Rickitt, Technology plc, Thornley, Precision, Telegames, P&P, Swift, Capri, Exeter, Ideal Hardware, Pick & Choose, AV Marketing.

No prizes if you predicted who the top two firms would be — Centresoft and Leisuresoft's good performance in this important category showing just why they're so dominant in the leisure and low-end business markets at present.

Their share of the vote in this category, however, was rather lower than anywhere else, and generally retailers are pretty undecided about which firms successfully mix an efficient service with a friendly manner.

Whilst both Centresoft and Leisuresoft have rapidly growing hardware operations, SDL could possibly claim to be the 'nicest' true hardware distributor as it has to fight the PR battles for both Commodore and Atari — and we all know how skilled these two manufacturers are at annoying the hell out of their respective dealer bases. □

*All information published in the CTW Specialist Computer Stores Survey strictly remains the copyright of Europress Trade Publications. No part may be reproduced, stored in any form of retrieval system, or transmitted by any means mechanical, electronic or otherwise without the specific written consent of Europress Trade Publications. All rights reserved, including translation into other languages, secret code, sign language or cheese.*

Copyright 1991

**NEXT WEEK** CTW's Specialist Computer Stores Survey enters the final straight — dishing up invaluable, and totally free, data from four more sections. What do retailers think about Advertising, Consumer Magazines, CTW and The Future? You'll just have to wait and see.

**AMERICAN GAMES DIRECT**

**LATEST U.S. GAMES FOR GAMES CONSOLES**

- TIRED OF WAITING FOR LATEST GAMES
- FED-UP OF BEING SHORT SHIPPED
- FIND IT IMPOSSIBLE TO RE-STOCK

**THEN LOOK NO FURTHER!**

**ONLY GAME NETWORK CAN OFFER...**

- |                         |                           |
|-------------------------|---------------------------|
| NEXT DAY DELIVERY       | DIRECT SHIPMENT FROM U.S. |
| EUROPEAN EXPORT         | ON DAY OF RELEASE FOR     |
| REGULAR TELESales CALLS | LARGER CUSTOMERS          |
| COMPETITIVE PRICES      | REGULAR PROMOTIONS        |
| LARGE STOCK INVENTORY   | FREE DEALER PACK          |
|                         | LATEST ACCESSORIES        |

We are an AMERICAN Company and one of the UK's largest stockists of U.S. VIDEO GAMES. Phone 0622 674692 or Fax 0622 766002 NOW for your free DEALER PACK.



**GAME NETWORK (EUROPE) INC**

<b>SALES DESK</b> Unit 9, Mid Kent Shopping Centre, Maidstone, Kent ME16 0XX Phone 0622 674692 Faxline 0622 766002	<b>ACCOUNTS OFFICE</b> 22 Station Square, Petts Wood, London BR5 1NA Phone 0689 821694 Faxline 0689 890675
--	---

**WOULD YOU LIKE ...**

To work with the best products in the industry?

**WOULD YOU FIT IN ...**

With a small rapidly expanding team of dynamic people?

**COULD YOU HANDLE ...**

The challenge of building the UK's fastest growing software business?

IF YOU ANSWERED YES TO THESE QUESTIONS THEN READ ON BECAUSE

**SIERRA**

IS LOOKING FOR SALES AND MARKETING STAFF!

**PRODUCT EXEC.**

REPORTING TO THE SALES MANAGER THE JOB HOLDER WILL HAVE THE RESPONSIBILITY OF DEVELOPING THE SALES OF ALL SIERRA PRODUCTS TO ALL EUROPEAN DISTRIBUTORS.

**SALARY:** 13,000 + BENEFITS

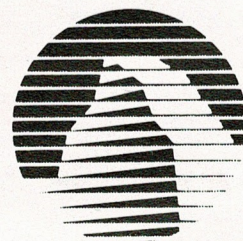
**MARKETING EXEC.**

REPORTING TO THE MANAGING DIRECTOR THE JOB HOLDER WILL LIAISE WITH ALL UK & EUROPEAN PRESS FOR PR & ADVERTISING PURPOSES AND BE RESPONSIBLE FOR HELPING SIERRA FORWARD THROUGH ITS AMBITIOUS DEVELOPMENT PLANS.

**SALARY:** 14,000 + CAR ALLOWANCE

**REPLY TO:** Peter Jones  
Sierra On-Line Limited  
Unit 2 Technology Centre  
Station Road  
Theale  
Berkshire  
RG7 4AA.

**Tel:** 0734 303322  
**Fax:** 0734 303201



**SIERRA**



# RETAIL OPPORTUNITY...

**EXCEPTIONAL PROVEN  
SALES PERFORMANCE  
CHOICE OF VENUES  
ONLY £60**

Thirteen **ALL FORMATS COMPUTER FAIRS** have delivered. Exhibitors keep coming back. Costs are kept to a minimum. Now the FAIRS are everywhere. Book a stand at the nearest. Anything and everything sells. Have a clearout.



**BOOK NOW!**

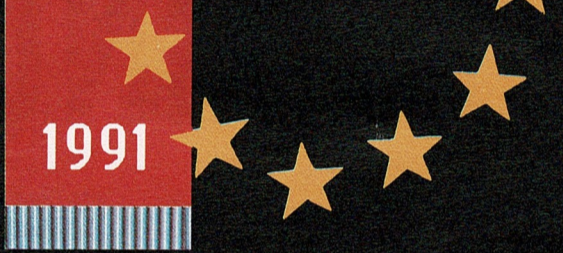
- NORTH** UNIVERSITY OF LEEDS SPORTS CENTRE, CALVERLEY STREET, CENTRAL LEEDS, ► SUNDAY 1st SEPTEMBER
- LONDON** ROYAL HORTICULTURAL HALL, GREYCOAT STREET, WESTMINSTER (VICTORIA TUBE) ► SATURDAY 7th SEPTEMBER
- MIDLANDS** NATIONAL MOTORCYCLE MUSEUM, SOLIHULL, J6 M42, BIRMINGHAM INTERNATIONAL STATION ► SATURDAY 14th SEPTEMBER
- SCOTLAND** CITY HALL, CANDLERIGGS, GLASGOW ► SUNDAY 22nd SEPTEMBER
- WEST** THE BRUNEL CENTRE, BRISTOL OLD STATION NEXT TO TEMPLE MEADS STATION ► SUNDAY 6th OCTOBER

Space is limited at some venues

**RING: JOHN RIDING: 0225 868100**

**FAX: 0225 868200**

# THE EUROPEAN COMPUTER ENTERTAINMENT SHOW



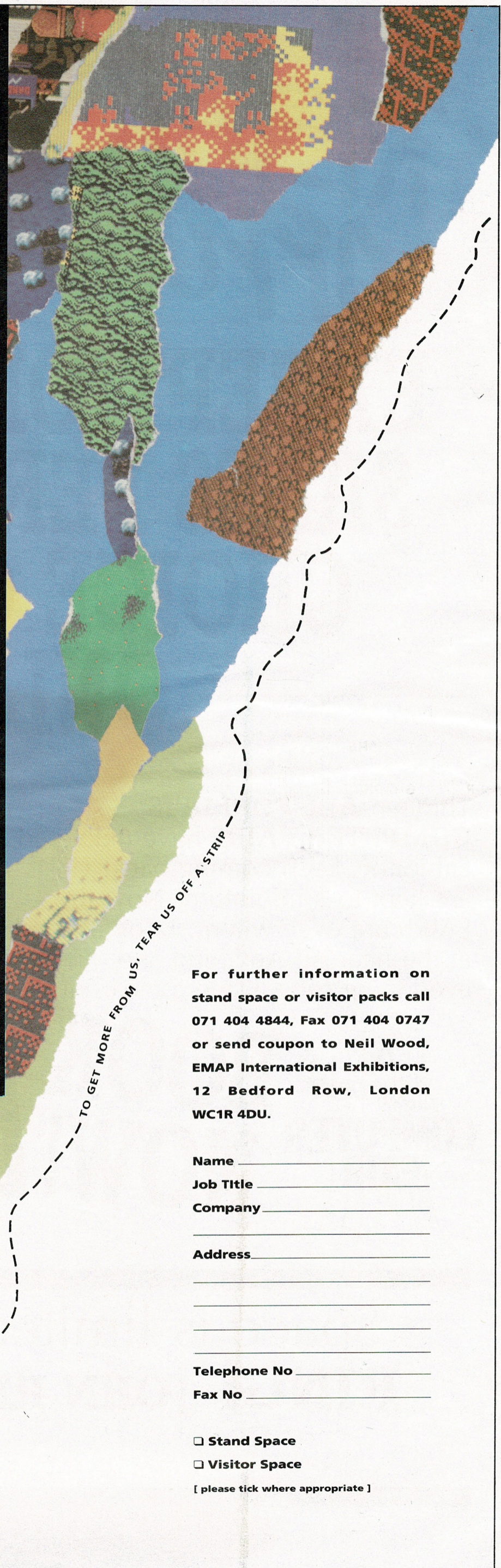
## THE MAIN EVENT

Europe's biggest show for leisure computing.

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

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

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



TO GET MORE FROM US, TEAR US OFF A STRIP

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

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone No \_\_\_\_\_

Fax No \_\_\_\_\_

Stand Space

Visitor Space

[ please tick where appropriate ]

Week 133

# The Release Schedule

22/7/91

Please allow for slippage.

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

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

- ACCOLADE
- ACTIVISION
- AUDIOGENIC
- CINEMAWARE
- CLARES SOFTWARE
- COMPOSIT
- C P SOFTWARE
- DOMARK
- ELITE
- FLAIR SOFTWARE
- GREMLIN GRAPHICS
- HAWK
- IMAGE WORKS
- IMPRESSIONS
- INTERNECINE
- MAGNETIC SCROLLS
- MICROVALUE
- MINDSCAPE
- MIRROR IMAGE
- MIRRORSOFT
- ON-LINE
- OXFORD SOFTWARES
- PALACE
- PSS
- PSYCLAPSE
- PSYGNOSIS
- SIMULMONDO
- SOFT STUFF
- SPECTRUM HOLOBYTE
- UBI-SOFT
- VIRGIN MASTERTRONIC

## AMIGA

AMNIOS .....	25.99	MID AUGUST	PSYGNOSIS
AQUAVENTURA .....	25.99	SEPTEMBER	PSYGNOSIS
BARBARIAN II .....	25.99	SEPTEMBER	PSYGNOSIS
BATTLEBOUND .....	24.99	IMMINENT	ON-LINE
BEAST BUSTERS .....	25.99	AUGUST	ACTIVISION
BIG DEAL (GAMBLING COMPILATION) .....	30.99	JULY 24	ACCOLADE
BLADE WARRIOR .....	25.99	JULY 24	MIRRORSOFT
CADAVER LEVELS .....	15.99	OUT NOW	MINDSCAPE
CASINO .....	24.99	JULY 24	ACCOLADE
CHALLENGE GOLF .....	24.99	OUT NOW	ON-LINE
CONFLICT EUROPE .....	9.99	AUGUST 14	MIRROR IMAGE
DEADLINE .....	9.99	OUT NOW	MASTERTRONIC
DEUTEROS .....	29.99	END AUGUST	ACTIVISION
DOUBLE DOUBLE BILL .....	35.99	AUGUST 14	CINEMAWARE
EXILE .....	25.99	AUGUST	AUDIOGENIC
FLIGHT OF THE INTRUDER .....	30.99	AUGUST 28	SPEC. HOLOBYTE
FORMULA 1-3D .....	25.99	JULY	SIMULMONDO
GRANDSTAND (COMPILATION) .....	29.99	JULY 31	DOMARK
HUNTER .....	29.99	SEPTEMBER	ACTIVISION
INTERNATIONAL CHAMPIONSHIP ATHLETICS .....	25.99	END JULY	HAWK
JACK CLIP ART FOR J. NICH. UNLIMITED .....	14.99	OUT NOW	ACCOLADE
LIFE AND DEATH .....	25.73	OUT NOW	MINDSCAPE
MAGIC STORY BOOK .....	29.95	SEPT 14	SOFT STUFF
MAGNAM .....	25.99	OUT NOW	UBI SOFT
MONOPOLY DELUXE .....	19.99	JULY 23	MASTERTRONIC
MOONBASE .....	35.76	OUT NOW	MINDSCAPE
NAPOLEON 1 .....	29.99	JULY	INTERNECINE
PASSING SHOT .....	9.99	OUT NOW	MIRROR IMAGE
PRO TENNIS TOUR 2 .....	24.99	OUT NOW	UBI SOFT
R-TYPE II .....	25.99	SEPTEMBER	ACTIVISION
SARAKON .....	19.99	JULY 23	MASTERTRONIC
SHANGHAI II: DRAGON'S EYE .....	35.99	END SEPT	ACTIVISION
SHINOBI .....	7.99	OUT NOW	SEGA
SHUFFLEPUCK CAFE .....	7.99	OUT NOW	DOMARK
SINBAD .....	9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE .....	9.99	JULY 24	MIRROR IMAGE
SPELL BOOK (4-9 YEARS) .....	7.99	OUT NOW	SOFT STUFF
SWAP .....	25.99	AUGUST 20	PALACE
TEST DRIVE 2 (COMPILATION) .....	29.99	OUT NOW	ACCOLADE
THE EXECUTIONER .....	25.99	END JULY	HAWK
TV SPORTS(U.S)FOOTBALL .....	9.99	JULY 24	MIRROR IMAGE
TYPHOON THOMPSON .....	7.99	OUT NOW	DOMARK
VIRTUAL REALITY (COMPILATION) .....	34.99	JULY 30	ELITE SYSTEMS
VIRTUAL WORLDS (COMPILATION) .....	29.99	JULY 24	DOMARK
WATERLOO .....	9.99	OUT NOW	MIRROR IMAGE
WINGS OF FURY .....	7.99	OUT NOW	DOMARK
WORLD CLASS CRICKET .....	29.99	END AUGUST	AUDIOGENIC
WORLDS AT WAR .....	24.99	IMMINENT	INTERNECINE
WRECKERS .....	24.99	OUT NOW	AUDIOGENIC

## IBM & PC COMPATIBLES

BACK TO THE FUTURE 3 .....	3.5	25.99	OUT NOW	IMAGE WORKS
BACK TO THE FUTURE 3 .....	5.25	25.99	OUT NOW	IMAGE WORKS
BATTLETECH II .....	3.5+5.25	35.99	END SEPT	ACTIVISION
BIG DEAL (GAMBLING COMP) .....	3.5+5.25	34.99	JULY 24	ACCOLADE
BILL ELLIOTS NASCAR RACING .....	3.5	35.99	AUGUST 21	IMAGE WORKS
BILL ELLIOTS NASCAR RACING .....	5.25	35.99	AUGUST 21	IMAGE WORKS
CASINO .....	3.5+5.25	24.99	JULY 24	ACCOLADE
CONFLICT EUROPE .....	3.5	9.99	AUGUST 14	MIRROR IMAGE
CONFLICT EUROPE .....	5.25	9.99	AUGUST 14	MIRROR IMAGE
DEADLINE .....	3.5+5.25	9.99	OUT NOW	MASTERTRONIC
F-14 TOMCAT .....	3.5+5.25	35.99	AUGUST	ACTIVISION
FALCON V3.0 .....	3.5	TBA	AUGUST	SPEC. HOLOBYTE
FALCON V3.0 .....	5.25	TBA	AUGUST	SPEC. HOLOBYTE
IBM SPELL BOOK (4-9 YEARS) .....	3.5	24.95	OUT NOW	SOFT STUFF
JACK CLIP ART FOR J. NICH. UNLTD .....	3.5+5.25	14.99	OUT NOW	ACCOLADE
MARTIAN DREAMS HD .....	3.5	36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS HD .....	5.25	36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS LD .....	3.5	36.76	OUT NOW	MINDSCAPE
MARTIAN DREAMS LD .....	5.25	36.76	OUT NOW	MINDSCAPE
MEGAFORTRESS .....	3.5+5.25	35.99	AUGUST 15	MINDSCAPE
SARAKON .....	3.5+5.25	19.99	JULY 23	MASTERTRONIC
SEARCH FOR THE TITANIC .....	3.5+5.25	29.99	JULY 24	ACCOLADE
SHANGHAI II: DRAGON'S EYE .....	3.5+5.25	35.99	END SEPT	ACTIVISION
SHINOBI .....	3.5+5.25	7.99	OUT NOW	MASTERTRONIC
SHUFFLEPUCK CAFE .....	3.5	7.99	OUT NOW	DOMARK
SHUFFLEPUCK CAFE .....	5.25	7.99	OUT NOW	DOMARK
SINBAD .....	3.5	9.99	AUGUST 14	MIRROR IMAGE
SINBAD .....	5.25	9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE .....	3.5	9.99	JULY 24	MIRROR IMAGE
SKYCHASE .....	5.25	9.99	JULY 24	MIRROR IMAGE
SWAP .....	3.5	25.99	AUGUST 20	PALACE
SWAP .....	5.25	25.99	AUGUST 20	PALACE
TEST DRIVE 2 (COMPILATION) .....	3.5+5.25	34.99	OUT NOW	ACCOLADE
THE COMPOSERS PEN .....	3.5+5.25	146.88	OUT NOW	COMPOSIT
THINGS TO DO WITH NUMBERS .....	3.5	24.95	IMMINENT	SOFT STUFF
THINGS TO DO WITH WORDS .....	3.5	24.95	IMMINENT	SOFT STUFF
TV SPORTS(U.S)FOOTBALL .....	3.5	9.99	JULY 24	MIRROR IMAGE
TV SPORTS(U.S)FOOTBALL .....	5.25	9.99	JULY 24	MIRROR IMAGE
VIRTUAL REALITY (COMPILATION) .....	3.5	34.99	JULY 30	ELITE SYSTEMS
VIRTUAL REALITY (COMPILATION) .....	5.25	34.99	JULY 30	ELITE SYSTEMS
VIRTUAL WORLDS (COMPILATION) .....	3.5	29.99	JULY 24	DOMARK
VIRTUAL WORLDS (COMPILATION) .....	5.25	29.99	JULY 24	DOMARK
WATERLOO .....	3.5	9.99	OUT NOW	MIRROR IMAGE
WATERLOO .....	5.25	9.99	OUT NOW	MIRROR IMAGE
WING COMMANDER II - HD .....	3.5	39.99	AUGUST 8	MINDSCAPE
WING COMMANDER II - HD .....	5.25	39.99	AUGUST 8	MINDSCAPE
WING COMMANDER II - LD .....	3.5	39.99	AUGUST 8	MINDSCAPE
WING COMMANDER II - LD .....	5.25	39.99	AUGUST 8	MINDSCAPE
WINGS OF FURY .....	3.5	7.99	OUT NOW	DOMARK
WINGS OF FURY .....	5.25	7.99	OUT NOW	DOMARK

## ARCHIMEDES

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

## ATARI ST

BATTLEBOUND .....	24.99	IMMINENT	ON-LINE
BEAST BUSTERS .....	25.99	AUGUST	ACTIVISION
BEAST II .....	25.99	SEPTEMBER	PSYGNOSIS
BLUE MAX .....	30.64	OUT NOW	MINDSCAPE
CADAVER LEVELS .....	15.99	OUT NOW	MINDSCAPE
CONFLICT EUROPE .....	9.99	AUGUST 14	MIRROR IMAGE
DAS BOOT .....	30.64	JULY 25	MINDSCAPE
DEADLINE .....	9.99	OUT NOW	MASTERTRONIC
DEUTEROS .....	29.99	END AUGUST	ACTIVISION
EXILE .....	25.99	AUGUST	AUDIOGENIC
FLIGHT OF THE INTRUDER .....	30.99	JULY 31	SPEC. HOLOBYTE
GRANDSTAND (COMPILATION) .....	29.99	JULY 31	DOMARK
HUNTER .....	29.99	SEPTEMBER	ACTIVISION
INTERNATIONAL CHAMPIONSHIP ATHLETICS .....	25.99	END JULY	HAWK
LIFE AND DEATH .....	25.73	OUT NOW	MINDSCAPE
MAGIC STORY BOOK .....	29.95	SEPT 14	SOFT STUFF
MAGNAM .....	25.99	OUT NOW	UBI SOFT
NAPOLEON 1 .....	29.99	JULY	INTERNECINE
PASSING SHOT .....	9.99	OUT NOW	MIRROR IMAGE
PRO TENNIS TOUR 2 .....	25.99	OUT NOW	UBI SOFT
R-TYPE II .....	25.99	SEPTEMBER	ACTIVISION
SARAKON .....	19.99	JULY 23	MASTERTRONIC
SHINOBI .....	7.99	OUT NOW	MASTERTRONIC
SHUFFLEPUCK CAFE .....	7.99	OUT NOW	DOMARK
SINBAD .....	9.99	AUGUST 14	MIRROR IMAGE
SKYCHASE .....	9.99	JULY 24	MIRROR IMAGE
SPELL BOOK (4-9 YEARS) .....	7.99	OUT NOW	SOFT STUFF
SWAP .....	25.99	AUGUST 20	PALACE
SWITCHBLADE 2 .....	25.99	OUT NOW	GREMLIN
TV SPORTS(U.S)FOOTBALL .....	9.99	JULY 24	MIRROR IMAGE
TYPHOON THOMPSON .....	7.99	OUT NOW	DOMARK
VIRTUAL REALITY (COMPILATION) .....	24.99	JULY 30	ELITE SYSTEMS
VIRTUAL WORLDS (COMPILATION) .....	29.99	JULY 24	DOMARK
WATERLOO .....	9.99	OUT NOW	MIRROR IMAGE
WORLD CLASS CRICKET .....	29.99	END AUGUST	AUDIOGENIC
WRECKERS .....	24.99	OUT NOW	AUDIOGENIC

## AMSTRAD CPC

GRANDSTAND (COMPILATION) .....	D	19.99	JULY 31	DOMARK
GRANDSTAND (COMPILATION) .....	T	14.99	JULY 31	DOMARK
SHINOBI .....	T	3.99	OUT NOW	MASTERTRONIC
SWAP .....	D	15.99	AUGUST 20	PALACE
SWAP .....	T	10.99	AUGUST 20	PALACE
VIRTUAL WORLDS (COMPILATION) .....	D	19.99	JULY 24	DOMARK
VIRTUAL WORLDS (COMPILATION) .....	T	14.99	JULY 24	DOMARK

## CDTV

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

## COMMODORE 64/128

3D CONSTRUCTION KIT .....	D	24.99	OUT NOW	DOMARK
3D CONSTRUCTION KIT .....	T	24.99	OUT NOW	DOMARK
ELVIRA-MISTRESS OF THE DARK .....	D	24.99	OUT NOW	FLAIR SOFTWARE
EXILE .....	D	15.99	AUGUST	AUDIOGENIC
EXILE .....	T	11.99	AUGUST	AUDIOGENIC
FORMULA 1-3D .....	D	15.99	JULY	SIMULMONDO
FORMULA 1-3D .....	T	10.99	JULY	SIMULMONDO
GRANDSTAND (COMPILATION) .....	D	19.99	JULY 31	DOMARK
GRANDSTAND (COMPILATION) .....	T	14.99	JULY 31	DOMARK
HEROQUEST .....	D	15.99	OUT NOW	GREMLIN
HEROQUEST .....	T	10.99	OUT NOW	GREMLIN
SHINOBI .....	T	3.99	OUT NOW	MASTERTRONIC
TEST DRIVE 2 (COMPILATION) .....	D	24.99	OUT NOW	ACCOLADE
VIRTUAL WORLDS (COMPILATION) .....	D	19.99	JULY 24	DOMARK
VIRTUAL WORLDS (COMPILATION) .....	T	14.99	JULY 24	DOMARK
WORLD CLASS CRICKET .....	D	15.99	END AUGUST	AUDIOGENIC
WORLD CLASS CRICKET .....	T	11.99	END AUGUST	AUDIOGENIC

## MACINTOSH

CHESS CHAMPION 2175 .....	34.95	OUT NOW	CP/OXFORD SOFTWARES
---------------------------	-------	---------	---------------------

## SPECTRUM

GRANDSTAND (COMPILATION) .....	T	14.99	JULY 31	DOMARK
SHINOBI .....	T	3.99	OUT NOW	MASTERTRONIC
VIRTUAL WORLDS (COMPILATION) .....	T	14.99	JULY 24	DOMARK
WRECKERS .....	T	10.99	OUT NOW	AUDIOGENIC

## SPECTRUM + 3

GRANDSTAND (COMPILATION) .....	D	19.99	JULY 31	DOMARK
WRECKERS .....	D	14.99	OUT NOW	AUDIOGENIC

## BALLISTIC (16 BIT CART)

ONSLAUGHT .....	CART (16-BIT)	39.99	OUT NOW	ACCOLADE
-----------------	---------------	-------	---------	----------

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

# QuickShot<sup>®</sup> by Bondwell

## FOR YOUR *BEST SHOT!*



**PYTHON 1 - QS 130F**  
BioGrip control and deluxe digital response plus high-speed auto-fire and dual triggers. Compatible with most video game systems.\*

**PYTHON 3 - QS 135**  
Precision performance for Sega GENESIS 16-bit video game systems.

**APACHE - QS 131**  
Fast action and BioGrip for maximum control. Compatible with Atari and Commodore game systems.

**MAVERICK - QS 128F**  
8-direction, arcade-type control stick with two player select switch. Compatible with most video game systems.\*

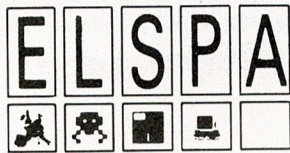
**STARFIGHTER - QS 127**  
Far and away the most versatile remote controller, effective at 20 feet, compatible with most video game systems.\*

**FLIGHTGRIP - QS 129F**  
High-speed auto-fire and 8-direction thumb-pads. Compatible with most video game systems.\*

# INSIST ON QUICKSHOT... THE GENUINE PIECE by Bondwell<sup>®</sup>

**QuickShot<sup>®</sup>**  
**25,000,000**  
JOYSTICKS SOLD WORLDWIDE

BONDWELL UNITED KINGDOM LTD.  
Unit D1 Tariff Road, Tottenham N17 0EH Tel: 081-365-1993 Fax: 081-808-7553



# CHARTALK

Compiled by Gallup  
on behalf of ELSPA  
WEEK ENDING July 13th 1991

## MARKET SHARE BY FORMAT

PRICE CATEGORY	MACHINE TYPE	% UNIT SALES			
		THIS WEEK	LAST WEEK	2 WKS AGO	3 WKS AGO
ALL PRICES	COMMODORE 64	26.9	27.2	27.4	27.6
	SPECTRUM	21.2	20.1	19.2	20.8
	COMMODORE AMIGA	18.4	17.7	20.6	19.1
	AMSTRAD	12.6	12.4	12.3	11.2
	ATARI ST	7.3	7.3	7.6	8.3
	SEGA 8-BIT	4.4	4.5	4.1	4.8
	NINTENDO	2.4	2.9	2.4	2.8
	SEGA MEGADRIVE	2.1	3.1	2.3	2.2
	NINTENDO GAMEBOY	1.5	—	1.0	—
	PC COMPATIBLE	1.2	1.3	1.7	1.6
	SEGA GAMEGEAR	1.1	1.7	—	—
FULL PRICE	COMMODORE AMIGA	27.5	24.4	28.3	27.2
	COMMODORE 64	15.0	14.3	14.7	14.6
	SEGA 8-BIT	12.1	11.9	11.0	12.8
	ATARI ST	8.9	8.7	10.2	11.8
	SPECTRUM	8.8	9.5	9.5	8.9
	NINTENDO CONSOLE	6.7	7.7	6.4	7.5
	SEGA MEGADRIVE	5.7	8.2	6.2	5.8
	AMSTRAD	5.6	5.0	6.3	5.6
	NINTENDO GAMEBOY	4.1	2.4	2.7	2.0
	SEGA GAMEGEAR	3.0	4.4	1.4	—
PC COMPATIBLE	1.9	2.6	3.1	3.4	
BUDGET	COMMODORE 64	33.6	35.0	35.0	35.5
	SPECTRUM	28.2	26.5	25.0	28.0
	AMSTRAD	16.5	16.9	15.9	14.6
	COMMODORE AMIGA	13.3	13.6	16.0	14.2
	ATARI ST	6.4	6.4	6.1	6.2

## TOP 20 BY INDIVIDUAL MACHINE FORMAT (FULL PRICE)

RANK	TW	LW	TITLE	PUBLISHER LABEL	MACHINE FORMAT
1	—	—	MAN. UNITED EUROPE	KRISALIS	AMIGA
2	1	—	SONIC THE HEDGEHOG	SEGA	MEGADRIVE
3	2	—	F15 STRIKE EAGLE 2	MICROPROSE	AMIGA
4	11	—	SUPER MARIO LAND	NINTENDO	GAMEBOY
5	6	—	HERO QUEST	GREMLIN	SPECTRUM
6	8	—	MONKEY ISLAND	U.S. GOLD	AMIGA
7	19	—	LEMMINGS	PSYGNOSIS	AMIGA
8	3	—	MICKEY MOUSE	SEGA	GAME GEAR
9	7	—	DIZZY COLLECTION	CODE MASTERS	COMMODORE 64
10	—	—	MAN. UNITED EUROPE	KRISALIS	ATARI ST
11	—	—	TRACK AND FIELD 2	NINTENDO	NINTENDO
12	5	—	SHINOBI	SEGA	GAME GEAR
13	13	—	PGA GOLF TOUR	ELECT. ARTS	AMIGA
14	—	—	THE NINJA	SEGA	SEGA
15	—	—	CREATURES	THALAMUS	COMMODORE 64
16	4	—	EYE OF THE BEHOLDER	U.S. GOLD	AMIGA
17	—	—	VIZ	VIRGIN	SPECTRUM
18	—	—	TENNIS	NINTENDO	GAMEBOY
19	—	—	SUPER TENNIS	SEGA	SEGA
20	—	—	FLAMES OF FREEDOM	RAINBIRD	ATARI ST

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



### PAC-MANIA

Tecmagik  
Sega Master System  
Women are wonderful. Occasionally mysterious and so often misunderstood — especially when it comes to video games. So few appeal to the feminine sense of occasion and no-one's sure why. It must have something to do with their inherent simplicity: software so straightforward that the lasses can fit in a few plays between the washing up, the dusting, washing the clothes, the ironing, the shopping, and ensuring the sack's shipshape.

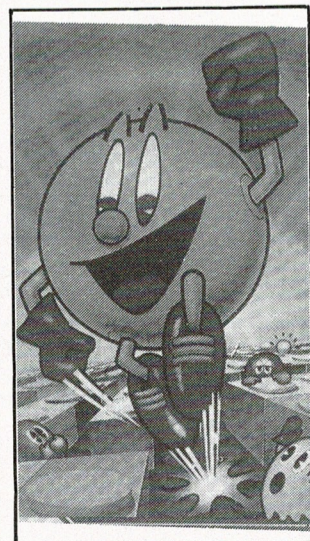
Mario's a big hit with the gals. So was Tetris (and still is). And so too was the dot-gobbling action of a non-threatening yellow circle called PacMan. Its success in scoring was no doubt down to the ghosts, who made a welcome freshly-clothed return towards the end of the previous decade in Namco's Pac-Mania.

PacMan is a friend for all the family. And so, for that matter, is a Sega console. Put them together in a product and the target audience weighs in at hundreds of thousands of pounds. What better debut could you wish for than a conversion of Pac-Mania to the Sega Master System? Not many I should think.

Tecmagik is now currently rubbing its hands with glee following the heavy flow in recent months of positive press concerning its Sega Master System version of Pac-Mania. The product's received at least eight enthusiastic two-page reviews and three thrilling three-pages, not forgetting a fitting front cover from Sega Power and a 94 per cent rating to match.

The magazine advertising campaign for Pac-Mania began in the February issue of Sega Power, spreading out exclusively through the console-only publications over the months leading up to and including the product's release (Tecmagik understandably decided not to use the less specific organs as it felt there was too much wastage). Pac-Mania was more recently joined by its younger brother Populous in a second, single-page advertisement, just to let the punters know what's out and what's about. (Populous is due to ship later this quarter).

The Pac-Mania Point Of Sale has been in effect via USD



since June and is now in its second and final month. Tecmagik made available some 2,000 banner-like double-length A2 portrait posters and has ended up with around 60 window displays to date.

Tecmagik's windows are sparkling in the sun and so it's created a sizeable 'groundswell' as they say. Given also the active Sega Master System user base, the to all intent and purposes non-piratability of the product and the fact that there's little comparable competition on the market at present, and Pac-Mania has some considerable breathing space in which to sell.

And it will, for quite some time I'm sure.  
CONTACT: Tecmagik's Nikki Hemming on (021) 702 2323.

### BLADE WARRIOR

Imageworks  
Amiga, ST

Chicks flip for Zippo tricks apparently, but I can't see them performing any acrobatics for this much-delayed ruff 'n' tuff stuff in quite the same way as befits Pac-Mania. This here's very much a cure for ailing machismo.

Yes... Much-delayed. There's slippage and there's slippage, but the slippage associated with Blade Warrior... Well, that's slippage. The product was first announced some three years ago as Paladin. In time it came to be known as Blade Warrior and as such seemed to remain incomplete in any shape or from until it was eventually released for the IBM PC and compatibles towards the end of last year.

Enter the press, which wasn't too bad at all and limited to the handful of relevant publications. This is obviously not much use to the Amiga and Atari ST audience, but they only have to wait until August for the show to begin. And it will be a show of a surprisingly positive nature I think.

With the change of title came the advertising support in the computer entertainment consumer press. The campaign lasted, on and off, until the product's first complete incarnation arrived. Seven months later it's now set to continue — for a few pages more, anyway.

Can you smell that? That's must that is. And it's coming from Blade Warriors's Point Of Sale. The dozens of large cardboard cut-outs that were distributed many months past have bleached in the sun, and those few thousand A2 poster are all but curled up in the corner.

However this is a sign not of decay but of hibernation. Blade Warrior has a point in its favour — something sadly lacking in home computer entertainment software today. There's been a distinct absence of distinguished character between releases in recent years, which goes beyond merely being able to identify the author. Blade Warrior has a certain sense of style.

Just because it is stylish however doesn't guarantee that it's any more interesting. Or that it will sell. But it is at least a step in the right direction. Blade Warrior will sell, but slowly. It is possible that the veritable Noah's Ark of gameplay including hack 'n' slash, spell-binding, and puzzle solving will hit the nail on the head. Indeed, Blade Warrior could even turn out to be the surprise hit of this software drought-stricken Summer.

It won't, but they did put a man on the moon.  
CONTACT: Mirrorsoft's Alison Stroud on (071) 928 1454.

### INTERNATIONAL CHAMPIONSHIP ATHLETICS

Hawk  
Amiga, ST

Whatever happened to good old fashioned values, eh? Those traditional traits we used to hold so dear. Take joystick-wagging sports simulations for example. Very popular with the children and their fathers they were, until they weren't anymore and became about as attractive as flares.

They could come back into fashion though. No really — it could happen. And there is in 1992 Olympic Games to consider (and a licence to reproduce that event on home computer entertainment systems comes at a very reasonable cost I'm sure). So yes, there's every chance that the many different forms of this mindless yet entertaining pastime will take off like the proverbial 'hot cakes'.

Hawk's International Championship Athletics (a new label with a new release) has recently had a fair few name-checks and pictures splashed about the home computer entertainment press. It's also appeared on the front cover of Games-X — in disk form that is.

The reviews of International Championship Athletics will be appearing in the month of August. But what's this? Hawk's not advertising in the press. Or producing any Point Of Sale either. There's a very good reason for this. And it's this: Impressions spent a lot of money on magazine advertising and Point Of Sale last year and found that neither was suitable for its needs. Yes, one could argue that the advertising itself wasn't hitting the mark, but not here and not now.

The low consumer awareness will affect the product's sales performance — at first. So few of these simulations have been released in recent years, and this should make the punter's decision to purchase ICA all the more impulsive. At least until the reviews come forth and help the indecisive (and Hawk) one way or the other. Favourably is my guess.

CONTACT: Hawk's David Lester on (081) 752 0261.

Garry Penn is the consultant editor of Amiga Power and now writes for various Future Publishing consumer titles exclusively.

## SPEAKEASY

## And there's more...

Please add this letter to Commodore to your growing list of complaints:

Voices raised from dealer to dealer are fine but you may not get to hear it and therefore do nothing about it, so I trust you will have the confidence to reply with your comments on the following:

I received from Bonsai today, two Amiga 500 Cartoon Packs and as is normal the entire contents were checked.

A500-1445280 has no 1/2 meg memory upgrade in it, Basic is supplied!!! (Commodore told us that it was discontinued). The PSU has been repaired and an FMG warranty seal is in place on the PSU.

A500-1170707 is a USED machine!! It's filthy, has an FMG warranty seal covering the Commodore one, has no 1/2 meg upgrade, the psu is dead, a loose screw was in the poly bag containing the machine (it may have fallen out of the machine itself, but if it didn't, the engineer at FMG should be admonished for not watching what he is doing)... and to cap that lot off, the machine does not work anyway!

I am entitled to receive new product when ordering from a supplier. That is common English law, a basic right of any retailer, and enforceable in court (just check it out with your highly paid lawyers.) The trouble is that most manufacturers and distributors work on the basis that the law of contract can be so costly and complicated that the retailer is not going to fight it out, and unfortunately for me they are absolutely correct.

"Commodore are to replace short shipped goods immediately"... did someone just say that or was it an echo in my dreams? No, it's ok... I have just checked with Jason (he is one of my Amiga salesmen)... We received a delivery of Amigas on July 2nd, the manual and a *Bart Simpson* game were missing from one of them. It was

reported immediately to James Harrison at Commodore who said it would be dealt with right away!!! Jason chased on July 8th and after four attempts and much delay finally got to talk to James Harrison who coldly said "well, I have faxed through the details to the warehouse and that is all I can do".

When prompted for some estimate of time for the replacements, he said "I'm sorry, I cannot give you any idea".

The parcel arrived from Commodore today (postmark date, July 9th). Inside the parcel? The manual... but no software. Mr Harrison must be a switched on guy who has shares in BT. He wants me to waste another three expensive phone calls to request the software, doesn't he?

His backside needs a damn good kick and the fingers of his supporting team members need to be extracted from their resting place... if he and your own department can't do it now, in the low sales period, what the hell are you going to do in the months September through to February?!!

"Commodore claim that dealers are sending back old kit for DOA purposes and can prove that by a serial number check"... well, work out the date on the above serial numbers and tell me that I am guilty of sending back old stock! It is certainly obvious that someone is supplying repaired machines as new and I am curious to know why my last two Screen Gems packs and three Cartoon packs all had serial numbers beginning with 4---- and if they were new why has the number order dropped to 11----, or are they from a different batch? Do they prove that your own recycling methods are to blame for the 'old machines being returned by dealers' statement?

It stinks, and it damn well gets me annoyed! I only

hope it annoys all of my colleagues who are members of NASCR as much as it does me... and that they keep firing off letters of complaint to you and the media on a regular basis. Eventually, somebody might take notice!

I will comply with the returns procedure and wait for the next event in the saga because I don't have any choice... but I would advise that due to your DOA procedures I will not be joining the holiday promotions with any distributor (I earned a ticket to Rio last year!), and will take as little stock of the A500s as I need. The C64 has already been cleared out and I am not going to replace any other Commodore product. The CDTV is currently being sold off at cost to clear and I have just sent a letter to your PC division rep advising him that the appointment for discussing the PC range is cancelled as I do not want Commodore product.

I have issue instructions to my staff to bring Atari into the fore at point of sale and remove the demonstration Amiga equipment to the back room. This is about as much as I can do at the moment given the circumstances.

You may say "he's cutting off his nose to spite his face", and yes I am, but I know that I'm doing it and I have freedom of choice. I'm being forced by you to demonstrate with my feet... by walking away to seek other product because I will not play by your rules.

The independents played a vital part in putting the Amiga where it is today and I sincerely hope that they will retaliate in a similar manner as I by not supporting your product until a sensible DOA procedure is implemented.

If you really get serious about talking to NASCR members and want to win support I suggest that while you deliberate on the DOA procedure you also sort out FMG and its many problems.

Take a look out here at street level, pick up a copy of *Amiga Format*, issue 25. The letters column has a few end user complaints which will demonstrate some of the problems and if I can be of any assistance in aiding you in your researches, just drop me a line and a few 'case histories' from the dealer end can be made available for you to peruse.

John Dollery  
Computerbase  
Plymouth

## Soft Spot hot spot

Having just spent another day here at the NASCR office listening to our members and other dealers telling me of their utter frustration with the new Commodore warranty procedure, I must say I am so aggravated by the whole business.

ARE YOU REALLY LISTENING, COMMODORE? If you are then you must be having second thoughts by now, and if not, then you deserve everything that's coming your way!!!!

I am so tired of having to justify and explain Commodore's position. To put the record straight I, Clive Bishop of Soft Spot Ltd. hate the new policy, it does not deserve to work, I have discontinued the sale of the Commodore 64, reduced most other product, and am now actively offering the Atari ST over and above the Amiga. The worm can turn.

I will, as always, take my position as Chairman of NASCR seriously and on that basis will continue to do everything in my power to improve, nay, reverse the present situation with Commodore. This is just my personal statement speaking out against Commodore. It certainly looks as if my trip next year is off!

Again I reiterate this is not a statement for or on behalf of NASCR.

Clive Bishop  
Soft Spot  
Banbury

## The size is the limit

Dear Distributors We would just like to bring your attention to a problem that is occurring in many small to medium size retail outlets, since the beginning of the year.

Our turnover has been reasonable for this time of year, yet with the recent spate of new machines and their accompanying software (ie Gameboy, Game Gear, Master System, Mega Drive, Nintendo, CD TV, Lynx, plus others on their way), our need to hold more stock has meant ordering more — but still having to pay for it in the same time.

Not only that, but the tradi-

tional areas where we use to hold most of our software (Spectrum, CBM etc) have been replaced by Amiga and ST, where instead of the retail price going from £2.99-£9.99 it now goes from £7.99-£29.99, with us holding much more full priced software than we ever did for the eight bit machines.

We know that this isn't your problem, yet hope you will be understanding of the smaller shops who have slower cash flow and medium sized overdrafts.

Tony Bartlett  
Judya Computers  
Exmouth

## Chambers of horror

It is always interesting to read other people's views on our products. I was amused to read Gary Penn's opinion on *Psycho Killer* (CTW - July 8th) as it seemed to be a typical display of his "enfant terrible" reviewing technique.

We have had quite a bit of comment on this title — much crediting us for bringing "proper CDTV ideas" (*Amiga Format*) to market. As *Your Amiga* said, "a darn sight more impressive than a typical Amiga game."

Having said that, what really matters is what real people who actually buy the

product think.

We were particularly happy with the retailer comment published in *Games-X* which said, "The best game I've seen is *Psycho Killer*. One of the guys here has got really far in it."

As Gary asked "*Psycho Killer? Qu'est que ce?*" I will answer.

"C'est CDTV. Il n'est pas un floppy disk game."

I hope Gary can stay in touch with the market.

Regards  
Clement Chambers  
On-Line  
Leyton  
London

## Who he?

Please, please can I have Ciaran Brennan's autograph?

Mark Strachan  
Domark



BRENNAN: Famous for 15 mins

## It's not us

Regarding the article "FAST in feat first" published on page 3 of issue 344 dated 8.7.91, AJCS (Wholesale) of Chesterfield would like it to be known that they are in no way linked to A&J Software of Nottingham, who have been found guilty of copyright offences.

We are a wholesale cash and carry warehouse, specialising in 8 and 16-bit clearance.

AJCS (Wholesale)  
Chesterfield

## WRECKERS IS OUT NOW!

- multi-directional scrolling isometric 3D arcade action and strategy from the one and only Denton Designs
- title music composed by Warren Cann (Ultravox)
- 10,000 A3 posters & Amiga self-running demos available from In-Store Marketing (021-356-3342)
- 16-bit versions include free poster and free novella
- Amiga Format 82%, Zero 90%, Joystick 95%, Crash 93%

AMIGA/ATARI ST OUT NOW £24.99

IBM PC & Spectrum versions available soon - watch this space!

*Audiogenic Software Ltd.*

Coming soon — PERSONAL PRO, the interactive golf tutor

## THIS TIME NEXT YEAR...

Continued from page 8

is yet to be totally clear, they are just there, ready, waiting...

Konami is now established as a very useful friend, although it is difficult to accurately classify the relationship between the two firms.

Bilotta gives it a go: "Over here there are a number of Konami titles that we're looking to put out, such as the *Turtles* coin-op and *Bill Elliot* and we're giving their label as much support as possible and they do the same for Image Works on floppy disk over there.

"It's all pretty open though, we can both have a look at what the other side has got and then decide what we want to do with it. The important thing is that we are both in a position now to move on and do other things, things that Mirrorsoft, Maxwell, and Konami will do together."

There it is again, that intimation of something looming, something to bring together all the strands, big

plans, big ideas, big money, but what?

## States of interdependence

The feeling is compounded by an examination of Mirrorsoft's other US interests. It has made quite sure that Konami is not the only firm flying its flag across the Atlantic.

It has a sister company, Spectrum Holobyte, that handles its "more upmarket simulation-type products". It is part of Maxwell Entertainment and Bilotta claims that in months to come the relationship will "get stronger rather than weaker".

He also dismisses the constant rumours that Maxwell is actually looking to offload Spectrum Holobyte: "It's very much part of the group and has gone from strength to strength. Anyway, you learn to live with the gossip, the day I arrived people were saying we were up for sale and I've heard the same story ever

since." Fair point.

Just recently it has added even more weight to the US presence by actually setting up an American office. The new branch is called Arena. It will be dealing solely with console product and is headed up by erstwhile Activision director, Geoff Mulligan.

It will be launching soon with *Speedball II* and *Battle Master* for the Genesis and has *Predator II* and *Alien III* lined up for the machine for the first half of 1992. There will be no Master System product for the States.

Bilotta offers: "You have to be there yourself. You have to understand the market in order to give it what it wants.

"We want to be regarded as an international publisher and developer, not just a European company." The recent acquisition of former US affiliate, Cinemaware will undoubtedly help.

And then, on top of everything, there's the Acclaim deal. A relationship about which we are still a number of details away from

knowing very little.

Acclaim's UK boss Rod Cousens was vague and Bilotta has been taking lessons, actually he might have been giving them: "It will be something big, anything you do with Acclaim is bound to be big, but I can't say any more than that."

And indeed, he doesn't. Back on safer ground he discusses the big licence hopes for this Christmas — *Turtles*, *Cisco Heat*, he talks about the strong original product — *Meglomania*, *First Samurai* and of the expectations built around high end titles such as *Flight of the Intruder* and *Falcon 3.0*.

He also reveals how pleased he is with Mirror Image which he claims has been "an overnight success" in the high end (£9.99) budget market.

But all the time there is a nagging feeling that there is something much bigger to talk about, a wider picture to look at which will link Mirrorsoft's growing number of divisions in a clear and purposeful manner.

It's frustrating, but then there's always next year. □

# THE GOLDEN DAYS OF SUMMER

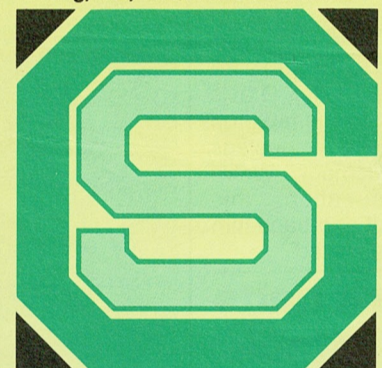
It is a farmer's dream to find a crop that is sure to sell in large quantities and isn't affected by the weather conditions.

Perhaps if they saw the range of hand-helds available from Centresoft they'd trade in their combine harvesters for computer software stores - Gameboy, Gamegear, Lynx, plus a wide range of other single and double screen games ideal for Summer sales.

**FOR ONE WEEK ONLY WE'RE OFFERING ONE HAND HELD GAME (worth £21.99) FREE WITH EVERY ORDER FOR 20 MIXED GAMEBOY, GAMEGEAR & LYNX SOFTWARE.**



PHONE our Salesline now, and enjoy a long, hot, PROSPEROUS Summer.



**CENTRESOFT**

**021 625 3399**



**THE COMPLETE ELECTRONIC LEISURE DISTRIBUTOR**

Units 2/3, Holford Way, Birmingham B6 7AX

**A BIG THANKYOU TO ALL THOSE WHO VOTED FOR US IN THE CTW RETAILER SURVEY!**

### LYNX SOFTWARE

- BLUE LIGHTNING • ZALOR MERCENARY • CALIFORNIA GAMES • SLIME WORLD • RYGAR • ROADBLASTER • GATES OF ZENDOCON • XENOPHOBE • GAUNTLET 3 • RAMPAGE • MS PACMAN • KLAX • SHANGHAI • ROBO SQUASH • ELECTROCOP • PAPERBOY • CHIPS CHALLENGE • Warbirds

### GAMEBOY SOFTWARE

- BURAI FIGHTER DE LUXE • TENNIS • GOLF • DR MARIO • CHESSMASTER • ALLEYWAY • SOLAR STRIKER • QIX • KWIRK • SUPER MARIO LAND • REVENGE OF THE GATOR • AMAZING SPIDERMAN • KING OF THE ZOO • DOUBLE DRAGON • BALLOON KID • WIZARDS & WARRIORS • FORMULA 1 RACER • BUGS BUNNY'S CRAZY CASTLE

### GAME GEAR SOFTWARE

- MICKEY MOUSE • SHINOBI • SUPER MONACO GP • WONDERBOY • G-LOC • PSYCHIC WORLD • DRAGON CRYSTAL • COLUMNS

### Super NES CD to hit Japan in August '92

Nintendo announced last week that the much publicised CD player for its 16-bit Super NES machine will hit the streets of Japan next August.

This is the first time that a firm launch date has been given for the unit, which will be the result of a joint venture with Philips. It will be compatible with CD-I players as well as being able to play normal audio CDs.

Meanwhile, some much needed official detail has also come through regarding the much touted *Super Mario Brothers* movie — Goldcrest Films and TV signing a \$35 million co-production deal with the giant Japanese manufacturer.

The film is expected to open early next year.

### Spectravideo grabs Gravis

Spectravideo has become the exclusive UK distributor for the highly acclaimed Gravis range of joysticks.

The sticks are one of the best selling ranges in the US, mainly specialising in the PC arena. Spectravideo will be handling the range in the UK and possibly some other parts of Europe.

The range consists of sticks for just about every format including Nintendo and Sega. They retail at the rather expensive price of around £50.

According to the firm's PR man Michael Baxter, Gravis sticks "stick to the tabletop like electrons to the nucleus of an inert element." We've warned him about this before, do not approach him — he may be armed.

### Domark halts shark attack

Domark has apparently had such a healthy summer this year that it has afforded itself the luxury of delaying its big summer title, *Thunderjaws*.

The game will now arrive across all formats during the first week of September, having originally been planned for release in July. The firm has apparently had a change of heart, after seeing how well its two compilations — *Grandstand* and *Virtual Worlds* — have performed this month.

### Sega sales

Continued from front page  
Master System is virtually doubling, which is another £75 million," explained Sega's European boss Nick Alexander to CTW.

Sega believes that its decision to take full control of its business in Europe will cause no disruption in the build up to the 1991 Christmas season.

The completion of the deal means that the need to gain the best deal for Virgin as a company has now been removed when planning Sega's European operations — marketing investment may well increase this side of Christmas, whilst stock management should improve over the next year.

### Ubi stars in Gameboy deal

UbiSoft has announced an agreement with Lucasfilm to develop and market a *Star Wars* title for the Gameboy.

The two firms have already been linked together in France, where UbiSoft is the exclusive licensee of Lucasfilm games on home formats

The firm has already confirmed that it is working on other games for the Gameboy and indeed the NES, although it is not a licensed publisher for Nintendo.

UbiSoft general manager Christine Quemard commented: "Star Wars is the perfect game for the

Gameboy. From fighting your way out of the Mos Eisley cantina, piloting the Millennium Falcon through the asteroid belt, to attacking the Death Star in an X-wing fighter — the movie itself is like one big video game.

"With the combined creative and technical skills of UbiSoft and Lucasfilm Games, *Star Wars* will be one of the most exciting games available for the Gameboy."

Lucasfilm boss Doug Glen added: "UbiSoft has done a fine job marketing our games in France, I'm sure they'll do an equally fine job with *Star Wars* on Gameboy."

### USD gets educated

Educational specialist Scetlander has signed up with USD, which will handle the firm's merchandising in the UK.

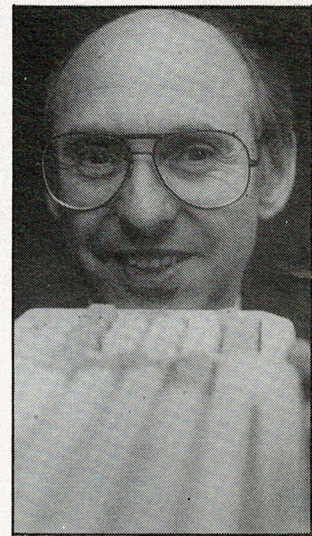
USD will introduce the firm's product to independent dealers with full colour leaflets and posters and other POS materials. Advertising will apparently be increased in the autumn and new products with improved box design will arrive later in the year.

Scetlander has also hinted that it intends to change its name at some stage as part of the general rejuvenation by the firm.

Scetlander boss Ron

Lander commented: "Despite having some of the best educational software programs available, Scetlander has performed relatively poorly in the retail market so far. Indeed, recent market research has shown us that whilst certain products are reasonably well known to dealers there is little perceived corporate or product identity. All this is about to change."

USD's Roy Campbell added: "There has never been any doubt regarding the quality of Scetlander software. We have, however, always been aware of the company's need for specialist retail activity and,



LANDER: New identity perhaps, improved packaging to encourage brand loyalty."

**"A BEAUTIFUL PUZZLE GAME WITH ASTONISHING HIDDEN DEPTHS"**  
 "A good arcade adventure is a joy to play...and there's no shortage of gameplay here.  
 If exploring and shooting's your thing, then there's enough here to keep you happy 'til the cows come home"  
 THE ONE

**ocean** ATARI ST & CBM AMIGA

OCEAN SOFTWARE LIMITED  
 6 CENTRAL STREET  
 MANCHESTER M2 5NS  
 TEL: 061 832 6633  
 FAX: 061 834 0650