

play *"The Operators' Choice"* METER

40th
ANNIVERSARY

Cover Story:
Legacy
builds
for the
future

Equipment:
Fall
Game
Lineup

AAMA:
Annual
Meeting
and Gala



LEGACY INC.
DEPENDABLE DELIVERY
SUPERIOR SERVICE
FAIR PRICING
COIN-OPERATED DISTRIBUTORS

THE Go2 Guys MODEL: COMMUNICATION + COOPERATION = **PROGRESS**



BLUE PRINTS OF A STRONG FOUNDATION
CONFIDENTIAL

FACTORY TRAINED TECHNICIANS	GAME SALES	MANUFACTURING
FINANCING AVAILABLE	CURBSIDE DELIVERY	PARTS
COMPLETE REPAIR DEPT	CONSIGNMENT	TRADE INS

SEPTEMBER 2014

THE COIN-OP/FEC
INDUSTRY AUTHORITY

www.playmeter.com

UP & AWAY

★ AIR BLASTING FUN ★
REQUIRES AIR BLASTING SKILL
REDEMPTION GAMEPLAY FOR
ALL AGES

NOW
OFFERING
0%
FINANCING

FROM FIRESTONE FINANCING
*SEE YOUR DISTRIBUTOR
FOR MORE DETAILS.



★ GAME OF
PURE SKILL ★



FUN IS UNIVERSAL!

US Sales: 714-377-0508
debbie@universal-space.com

International Sales: 1-905-477-2823
sales@universal-space.com

www.universal-space.com

Shipping, Service & Support from Dallas, TX
US Service: 972-241-GAME (4263)

LEGACY
COIN-OPERATED DISTRIBUTORS INC.



INTRODUCTION OF THE **SPECTRUM FLOOR BOX**



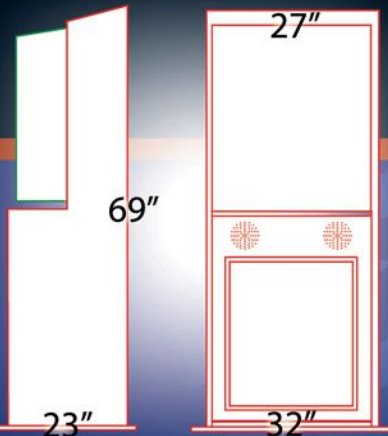
A footprint to fit your locations!
Another exclusive Legacy Design

**UPGRADE TO
MARS DBA \$299**
Per machine. Must be ordered at time of purchase

CALL YOUR SALES REP FOR INTRODUCTORY PRICING

843-626-1900

www.LegacyDist.com



**Whatever your industry...
WE'VE GOT YOUR TICKET**



**Bonus Play Tickets Feature
50% More Tickets Per Deck!**



**Replay Tickets are
100% Recycled Material,
And Also Have 50%
More Tickets Per Deck!**



**Indiana Ticket Company Has
A Hot New Look to Our Stock
Redemption Tickets!**



www.indianaticket.com Phone: 1.800.428.8640

play *"The Operators' Choice"* METER

40th ANNIVERSARY

Founder Ralph C. Lally II

Publisher Carol P. Lally

President Carol Ann Lally

Editor Bonnie Theard
editorial@playmeter.net

Assistant Editor Tim Meyer
assteditor@playmeter.net

Art & Production Director Jane Z. Nisbet
art@playmeter.net

Art & Production Assistant Eric Dolese
art@playmeter.net

Advertising Carol Lea LeBell
sales@playmeter.net

Circulation/Office Manager Renée C. Pierson
subscribe@playmeter.net

Contributing Writers Jim Chapman
Amber Collier
Dorothy Lewis
Josh Sharpe
Zach Sharpe

Mailing Address P.O. Box 24970
New Orleans, LA 70184

**Shipping Address &
Publishing Office** 6600 Fleur de Lis
New Orleans, LA 70124

Telephone (toll free) 888-473-2376

Web www.playmeter.com

Member of:



American Amusement Machine Assn. (AAMA)

Amusement & Music Operators Assn. (AMOA)

Facebook.com

Intl. Assn. of Amusement Parks & Attractions (IAAPA)

PLAY METER, (USPS 358-350) (ISSN 1529-8736) SEPTEMBER 2014, Vol-
ume 40, No. 9. Copyright 2014 by Skybird Publishing Company. PLAY METER
is published monthly. Publishing office: 6600 Fleur de Lis, New Orleans, LA
70124. MAILING ADDRESS: P.O. BOX 24970, New Orleans, LA 70184, USA
Phone: 888/473-2376. Subscription rates: U.S. and Canada--\$60. Advertising
rates are available upon request. NO PART OF THE MAGAZINE MAY BE
REPRODUCED WITHOUT EXPRESS PERMISSION. Play Meter reserves the
right to edit submitted materials. The editors are not responsible for unsolicited
manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to
accepted manuscripts, cartoons, artwork, and photographs. Periodical
postage paid at New Orleans, LA 70113 and additional mailing offices. POST-
MASTER Send Form 3579 to Play Meter, P.O. Box 24970, New Orleans, LA
70184. Canada Agreement number: PM40063731.



Elaut's Proven Reliability!!

All Metal Cabinet

T-Handle with 4 Point Lock

Dollar Bill Ready

Small Footprint 26"x26"

1200 Prize Capacity



Elaut USA, Inc.

1000 Towbin Avenue • Lakewood, NJ 08701
Tel: 732-494-4900 • Fax: 732-364-7949
sales@elautusa.com • www.elautusa.com



Winner Every Time

40th
ANNIVERSARY



44

47



80



CONTENTS

Vol. 40 • No. 9
September 2014
www.playmeter.com

On the Cover

Legacy Coin-Op Distributors continues to build on a solid foundation following a philosophy of communication, cooperation, and giving customers the best information possible for their success.

32 AAMA Annual Meeting and Gala

This year's event included committee meetings, manufacturer presentations, the Gala featuring new products, awards, and a dinner honoring Rick Kirby of Betson Enterprises.

40 Fall Product Lineup

Check out our comprehensive, 12-page equipment guide that includes photos and descriptions of all the latest games.

68 New column: Streetwise

Brian Riggles of S&B Candy & Toy Co. is penning a new column. This month he looks at how to boost the bottom line by providing value.

70 New company: The Moultrie Group

Industry veteran Reggie Moultrie is working with other amusement professionals to provide a resource for the industry. A future column will answer questions from *Play Meter* subscribers.

Departments

Ad Index	.96
AMOA on the Road	.74
Classifieds	.85
Coin-Op News	.12
Cover Story	.64
Critic's Corner	.76
Editorial	.8
Equipment Poll	.10
FEC News	.58
FEC of the Month	.56
Flashback	.78
Guest Service	.54
In Step with AAMA	.72
Merchandise Market	.79
News Bulletin	.1
News Feature: AMOA Webinar	.28
News Feature: FEU (Class 33)	.52
On the Front Lines	.62
Redemption Formula	.61
State Meeting: Montana	.73
Travel Tracks	.84

2015 GOLDEN TEE® LIVE

NEW!

DAILY PRIZE CONTESTS

NEW!

KING OF THE HILL MODE



NEW!

**CLASSIC COURSES
IN PRIZE PLAY**



CELTIC SHORES



DESERT VALLEY



PEARL LAGOON



ROCK HOLLOW



SPARKLING WATERS

FORWARD SWING

MORE COURSES

MORE FEATURES

MORE MONEY

BACK SWING

**FIFTY SPECTACULAR
18-HOLE COURSES**

**MORE CUSTOM
CLOTHING OPTIONS**

NEW BALLS, CLUBS & TEES & MUCH MORE!

**LAST CHANCE FOR FIRST SHIPMENT
UPDATES SHIP LATER THIS MONTH!**

855-803-1621



**incredible
TECHNOLOGIES®**

WWW.ITSGAMES.COM

WWW.GOLDENTEE.COM

© 2013 All Rights Reserved. Incredible Technologies Inc. 200 Corporate Woods Parkway, Vernon Hills, IL 60061 P: 847-870-7027 F: 847-870-0120



Our industry associations are working hard for all of us. The American Amusement Machine Association (AAMA) recently concluded its Annual Meeting and Gala, probably the best attended on record. The Amusement and Music Operators Association (AMOA) will hold its Mid-Year Meeting at the end of this month. These are business gatherings where committees plan for the future and determine strategies for dealing with the challenges we face today.

The two associations share common goals: representing their members, providing benefits for their members, and protecting the industry. Being politically proactive is a major component. It always has been, but lately it has a heightened priority due to the coin issue, which has galvanized not only our industry associations but others such as the National Automatic Merchandising Association (NAMA), and many more.

The coin issue is so much a concern that the “Don’t Change our Change” Coalition was formed by industries that would be affected by a change in the metallic content of commonly used coins, mainly the quarter. AAMA and AMOA are founding members of the Coalition.

Imagine how your business would be affected by co-circulating older quarters made of copper and nickel with new quarters made of steel. Measuring by weight would be impossible. And the nightmare of changing coin acceptors on all the equipment? We don’t want to go there.

A highlight of the AAMA Annual Meeting was a presentation by Jon Cameron, Director of Coin Studies for the U.S. Mint. He discussed trends in currency, the outreach conducted by the U.S. Mint to hear from stakeholders that would be affected by changes, and alternative metals being considered.

AMOA hosted a Webinar with a similar presentation by Cameron in July. Together, AAMA and AMOA encouraged their members to write to the U.S. Mint explaining the consequences of changes in coinage. AAMA and AMOA are making sure that members have all the information that is available on a major issue like this one.

Despite the fact that usage of debit cards and credit cards for transactions has increased, cash still dominates small-value payments.

We don’t need anything that will impede players from being able to play our games. A cardinal rule in vending is that you price items to match coins/currency that the average person has in his/her pocket.

AAMA and AMOA will both send a large contingent to Washington D.C., Sept. 17-18 to meet with legislators and their staffs to talk about the impact of coinage change on our industry, which is made up of predominantly small businesses. “Strength in numbers” is not just an old adage. The more that people and businesses affected by an issue band together and present their case, the better.

In addition, AAMA and AMOA contributed to a third-party study commissioned by the Coalition to present defensible data on the economic impact of changes in coinage; the report will be ready for the Washington, D.C., visit. AAMA and AMOA have been engaged on this issue all year long and deserve our gratitude. ▲



BONNIE THEARD
Editor



We want to hear from you about any of the articles in this issue or topics you’d like to see.
E-mail: editorial@playmeter.net



DC INNOVATION

Fully Loaded PhotoBooths

QR PHOTO TECHNOLOGY

PHOTOBOOTH REMOTE CONTROL

SHARE-SECURE

PHOTO CLOUD

VIDEO MESSAGE

SOCIAL NETWORKS



Copyright © 2014 Digital Centre. All rights reserved. *Changes can be made without previous notice.



**THE BEST JUST GOT BETTER.
WE'RE TAKING MINI-BOWLING TO A WHOLE NEW LEVEL.**

THE NEW HIGHWAY 66



**PREMIERING AT IAAPA 2014
QUBICAAMF BOOTH #1039**

Directly and Safely Manage your Business Without Boundary



RFID Reader

The RFID Reader features standard coin validator installation bezel and selectable deduct Credit to provide easy installation and easy control cash flow.



RFID Handheld

The RFID Handheld can provide great mobility via convenient wireless connection.

**Cheaper
Safer
Better**



Multi-Function Change Machine

PS3 integrates bill acceptor, coin acceptor, hopper, RFID reader, and card dispenser into one machine, which is an ideal integration solution for any type of application.



ICT RFID system combines great functions and your needs into a completed network.

An easy and care free cashless solution will be provided for your cash flow management.

With cost reduction, safer environment, and larger convenience, it not only accelerates your business, but also secures your fortune.



International Currency Technologies

ICT INC. USA 48929 Milmont Dr. Fremont, CA 94538, U.S.A

TEL: +1-510-353-0289 FAX: +1-510-353-0399 EMAIL: sales@ict-america.com

ARACHNID ADVANTAGES



✓ 13" & 15" DART HEADS

✓ 2 COLOR CAMERAS

✓ LIVE REMOTE PLAY

✓ LIVE REMOTE LEAGUES

✓ LIVE CO-OP OPERATOR LEAGUES

✓ RANKED PLAY WITH INSTANT STAT TRACKING

✓ FREE BULLSHOOTER MOBILE ANDROID APP

✓ BULLSHOOTER LIVE WEBSITE FOR CURRENT PLAYER STATS

✓ LIVE WORLDWIDE TOP 10 LISTS

✓ AUTOMATED LEAGUES

✓ UNLIMITED CUSTOM OPERATOR ADVERTISING

✓ FLAT \$100 A YEAR LEAGUE SOFTWARE FEE

✓ OPTIONAL \$100 REMOTE GAME ACCESS FEE

✓ FREE NEW GAME UPDATES

✓ TRI-COLORED LED LIGHTING

✓ LEAGUE SCHEDULES, STANDINGS & STATS AVAILABLE ON BOARD

✓ NETWORKS TO GALAXY II & GALAXY II.5

✓ FREE TECHNICAL SUPPORT

✓ FREE LEAGUE & SOFTWARE TRAINING

✓ 19" COLOR MONITOR WITH ABILITY TO RUN EXTERNAL MONITOR

Made In The USA

MILLIONS OF SONGS.
THOUSANDS OF VIDEOS.
ALL AVAILABLE FOR YOUR NGX JUKEBOX.



COMING SOON



www.amientertainment.com/sales

BIG STARTS HERE

Want big results? Look no further than IAAPA Attractions Expo 2014.



Whether you are investing in a new ride or simply searching for your next big idea, everything you need for your attraction is waiting for you in Orlando. IAAPA Attractions Expo delivers super-sized results for everyone — no matter the size of your facility or budget.

Go big in 2014 with IAAPA Attractions Expo.
REGISTER BY SEPTEMBER 23 AND SAVE 40%.



CONFERENCE: NOV. 17–21, 2014 • TRADE SHOW: NOV. 18–21, 2014
ORANGE COUNTY CONVENTION CENTER • ORLANDO, FLORIDA USA

www.IAAPA.org/IAAPAAttractionsExpo

**From the people who brought you the
Award Winning,
Highest Earning**

The
WIZARD
of
OZTM

NOW BRING YOU...

Blackbeard's Bounty

- Improved LED Lighting
- Incredible Earnings
- Card Swipe Ready

**7 Collector Cards
Encourage Repeat Play!**



**A MUST HAVE FOR ALL FAMILY
ENTERTAINMENT CENTERS!**



Elaut USA, Inc.
1000 Towbin Avenue
Lakewood, NJ 08701
Tel: 732-494-4900
Fax: 732-364-7949
sales@elautusa.com
www.elautusa.com

The NEW LEGACY FLOOR BOX

THE PERFECT COMPLEMENT FOR YOUR TOUCHTUNES JUKE BOX



PHOTO CENTER

SPORTS MOTIF

TRADITIONAL LOOK

**UPGRADE TO
MARS DBA \$299**
Per machine. Must be ordered at time of purchase

Features DA-950U amp, Speakers & Subwoofer, Complete LED lighting Package

843-626-1900 • www.LegacyDist.com



* Virtuo not available in all areas.
Floor boxes are made by Legacy and are not a product of TouchTunes Music Corporation

Play Meter and AMOA are teaming up to share news and information about Industry State Associations.

This month, the focus is on Kentucky, West Virginia, Virginia, and Maryland.



Kentucky Amusement & Music Operators Association (KAMOA)

Contact: Jeff Reed
907 Main Street
Covington, KY 41011
PH: 800-343-4910
FAX: 859-655-7462
Email: jreed@bjnovelty.com

West Virginia Amusement & Limited Video Lottery Association (WVA & LVA)

Contact: Michael Haid, Executive Director
P.O. Box 2549
Charleston, WV 25229
PH: 304-951-9297
FAX: 304-342-6973
Email: Michael@maplecreative.com
Website: www.limitedvideolottery.com

President: Anthony "Herk" Sparachane
Vice President: Jim Knowles, Jr.
Treasurer: J.D. Booten
Immediate Past President: Tom Fittro

West Virginia Amusement & Limited Video Lottery Association

The West Virginia Amusement & Limited Video Lottery Association was originally incorporated in 1954 as the West Virginia Music & Vending Association. The name changed after the West Virginia Legislature passed the "Limited Video Lottery Act" in 2001. The legislation allows for a limited number of video lottery machines in adult environments. The measure outlawed pre-existing "gray" or "poker" machines and restricted the number of limited video lottery terminals to no more than 9,000. The machines may only reside in adult-only environments, classified by the possession of a Class A, Alcohol and Beverage Commission (ABCA) license and meeting other legal requirements. The Association's mission is to create a diverse association that provides for the vitality of West Virginia's future through responsible amusement and entertainment.

Maryland Amusement Machine Operators Association (MAMOA)

Contact: Larry Bershtein
9045 Maier Road, Suite D
Laurel, MD 20723
PH: 301-762-8585
FAX: 301-841-7053
Email: larry@capitolamusements.com

President: Larry Bershtein
Vice President: Scott John
Treasurer: Tony Paszkiewicz
Secretary: Rob Makarovich

Amusement & Music Operators of Virginia (AMOV)

Contact: Jeff Gregson
P.O. Box 17423
Richmond, VA 23226
PH: 804-288-7223
Email: jeffgregson@gmail.com

The purpose of the Maryland Amusement Machine Operators Association is to serve as a vehicle to represent members' interests in the amusement industry through communication and education of all stakeholders. A primary activity of MAMOA is to engage in legislative advocacy to support this goal.



Amusement & Music Operators Association

600 Spring Hill Ring Road, Suite 111, West Dundee, IL 60118

Phone: 800-YES-AMOA (847-937-2662) • FAX: 847-428-7719

www.amoa.com

An energized AAMA moves forward

Big ideas need a powerful team to move those ideas forward. Those two elements were clearly in motion at the American Amusement Machine Association (AAMA) Annual Meeting & 11th Gala at the Hilton Lisle/Naperville in Lisle, Ill., Aug. 4-8.

AAMA succeeded in creating an atmosphere conducive to networking and a meaty agenda that included 10 manufacturer presentations that spoke to not only games but also corporate structure, a government relations luncheon with a presentation by Jon Cameron of the Office of Coin Studies for the U.S. Mint, a Gala featuring new products from 14 companies, and a dinner and awards ceremony honoring AAMA Lifetime Achievement Award winner Rick Kirby of Betson Enterprises.

There was a social event and a welcome dinner, but those were brief respites from the business at hand: committee meetings and board meetings for both AAMA and the American Amusement Machine Association Charitable Foundation (AAMCF) where plans for the future took shape and strategies were discussed.

Pete Gustafson, President of AAMA, said, “We have a great turnout and a great level of energy and creativity. The people who are here are people of integrity. There are challenges that we will face head-on.”

Rich Babich of Game Exchange of Colorado, commented, “The association is doing a good job of adding meat to the bones of the annual meeting by providing more reasons for a broader group of industry members to spend more time together and learn about industry products and industry challenges.”

Babich added, “Each manufacturer presentation has been different; some are about products and some are about

Capacity crowds, increased participation, and full agenda mark this annual event.



From left: Bob Geschine of Betson Enterprises, AAMA Lifetime Achievement honoree Rick Kirby of Betson, John Margold of AMI Entertainment, and AAMA President Pete Gustafson.

quality control or corporate structure, and all have been interesting.”

Marshall Ashdown of Helix Leisure said, “It’s been an eye-opener for me, a great meeting, and an opportunity to meet with other manufacturers, distributors, and some of the larger location owners. It provides an insight to what the association is doing as well.”

Ted Parsons of Helix Leisure said, “Pete Gustafson has done a fantastic job and so has the association as a whole.”

HONORING RICK KIRBY

The dinner and awards ceremony welcomed 160 attendees who came to salute Kirby’s career. Industry friends and associates who spoke highly of Rick’s work ethic and his impact on the industry were often overcome with emotion.

Pete Gustafson said, “We are here to recognize someone who has touched all our lives and has been a mentor of mine for many, many years.”



Jeff Evangelista (l) and Francois Lachance of Adrenaline Amusements showed Flappy Tickets.



From left: AMOA President Bobby Hogin, Jack Kelleher of AMOA, and John Russell of Dentons U.S. LLP.



John Margold of AMI Entertainment and Bonnie Theard of Play Meter.



Marty Luepker and Paula Rinker of S&B Candy & Toy Co. with Al Kress (r) of Benchmark Games.



The old Data East gang, (l-r): Drew Manscalco of Andamiro, Pete Gustafson of Sega, and Paul Jacobs of Gold Standard Games/Shelti.



David Cohen (l) of Firestone Financial and Jon Cameron of the Office of Coin Studies, U.S. Mint.



Jon W. Brady (l) of Brady Distributing and Jeff Peveler of National Entertainment Network.



Chi Babich and Rich Babich of Game Exchange of Colorado, Brian Cohen of Entertainment Properties Group, and Allen Weisberg of Apple Industries.



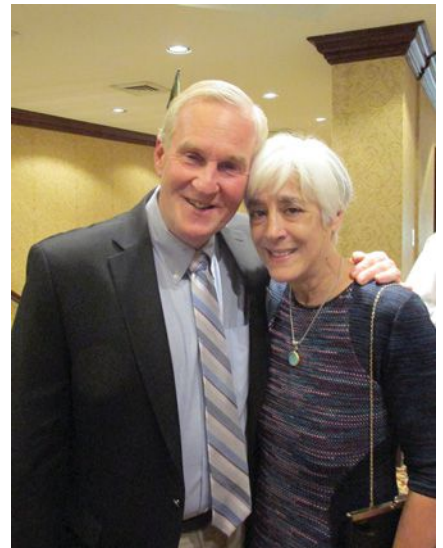
John Schultz (l) and Pete Gustafson (r) present the Joe Robbins Award to Chris Felix of CPI.



Jairo Hoyos (l) and Mark Haim of Gold Coast International.



Jim Hines of Firestone Financial receives the Shooting Star Award presented by Tina Schwartz (l), Ashley Davis, and John Schultz of AAMA.



Rick Kirby of Betson and Jan Kiel, wife of the late Tom Kiel.

John Margold of AMI Entertainment Network said, "I met Rick close to 40 years ago. I have Rick to thank for being a better salesman and a better employee. I also became a better man hanging around with Rick. Rick is nice to everyone; he is a gentleman."

Bob Geschine of Betson said, "The words, 'Rick, I need a favor,' and the response of 'Done,' tells a lot about Rick Kirby. He is always ready to help with charity initiatives." In conclusion, Geschine said, "You are the finest human being I ever met in my 40 years in business."

Kirby was moved by the comments. He said, "I'm blessed and humbled by

ciation. A souvenir journal for Kirby followed his career and included 68 pages of congratulatory ads.

COMMITTEE MEETINGS

The Promotions Committee meeting was standing room only. Proposed plans include preparing education programs to use in an expanded Location Trade Show Program where AAMA secures booth space at trade events for industries where coin-op equipment would be a natural fit. The goal: to grow awareness of our products.

A decision was made to move forward with reconstituting a Standardization Committee and the possibility of

all aspects of the amusement industry. We recognize that FECs continue to grow in relevance."

Also discussed was possibly moving the Amusement Expo earlier in the year to allow more time for product orders to be completed for spring and to avoid conflicts with spring break and a crowded convention calendar.

Schultz said, "We are giving our members a reason to be here, a time to network and energize." He added: "We need to sell our industry and to protect our industry."

GOVERNMENT RELATIONS

AAMA and the Amusement and Music Operators Association (AMOA) have been making quarterly targeted visits to Washington, D.C., for several years to build relationships with legislators and to educate them on the coin machine industry and the small businesses that make up its core.

Now both organizations are planning to bring a large contingent to Capitol Hill on Sept. 17-18 to meet with legislators and their staffs to explain the consequences of proposed changes in the metallic content of common coins such as the quarter.

AAMA and AMOA are members of the "Don't Change Our Change" Coalition that includes many other industries whose daily business involves transactions with coins.

Gustafson said, "We are busy in Washington, D.C., these days. When we go to Capitol Hill we will talk about a number of issues. Legislators don't know the people who are behind the games, that we are family owned businesses that pay taxes, hire employees, and sponsor little league teams."

COIN ISSUE, U.S. MINT

The U.S. Mint has been charged with researching the impact of changes in coinage and has been conducting outreach to stakeholder industries that would be affected by changes in coinage.

The government relations luncheon featured a presentation on coinage by



Roger Sharpe of Sharpe Communications plays the new AC/DC LED Pro from Stern Pinball as sons Josh and Zach (*Play Meter* columnists) look on.

the thoughtfulness of all those who are here. I am reminded that there is no 'I' in the word 'team.' I accept this honor for myself and on behalf of others who have worked in this association and in this industry."

He also thanked John Schultz, Executive Vice President of AAMA, and his team, Tina Schwartz and Ashley Davis, for all that they have done for the asso-

forming a family entertainment center (FEC) committee to serve this growing segment of the industry.

To that end, AAMA invited several guests to the meeting: Jeff Peveler of National Entertainment Network, Jim Bennington of Lucky Strike, Brian Cohen of Entertainment Properties Group, and Steve Veach of AMF Bowlmor. Gustafson said, "We want to cover



AJ Kress of National Kiddie Rides plays Flappy Bird from Bay Tek Games.



Debbie Gonzalez and Stephen Tan of UNIS by the Squirt-A-Gator.



Gala attendees play Martian Mania hockey from the Barron Games Children's Redemption Series.



Drew Maniscalco (r) of Andamiro shows the S-Cube to Dave Sexton of Brady Distributing.



From left: Tim Meyer of Play Meter, Randy Cesco of Venco Business Solutions and his wife Penny, and Greg Kania of ICE.



Jim Chapman (l) of Coast to Coast Entertainment with AJ Kress of National Kiddie Rides.



By Pinata from LAI Games (a Helix Leisure brand), (l-r): Marshall Ashdown of Helix, Kevin Jordan of Nickels & Dimes, and Jim Parsons of Helix.



Bandai Namco brought the larger than life Lost Land Adventure with the curved dome screen technology.



From left: Allen Weisberg and Kristen Link of Apple Industries and Terry Moss of Moss Distributing.



Family Fun Companies' Alex and Nicole Mazon showed Free Throw.



Jim Wulfers and Kelsey Smith of Bandai Namco Amusement America with new Pac-Man and NAM-GEAR prize merchandise.



From left: AJ Kress, Al Kress, and Steve Corso of Benchmark by Spindrome.

Jon Cameron, which covered coinage history, cash trends and emerging payments, alternative metals research and development efforts, and the 2010 Coin Modernization Act that set the wheels in motion for possible savings in coin production.

The Office of Coin Studies will present a report on its findings and makes recommendations in its December 2014 Biennial Report to Congress, which will be reviewed by the Office of Management and Budget and the Department of the Treasury.

John Russell, a principal in the Public Policy and Regulation Group of Dentons U.S. LLP, which represents

argument of what could happen.”

The “Don’t Change Our Change” Coalition has commissioned a report on the effects of changes in coinage that will be solid, defensible data to present to the U.S. Mint. Russell said, “The U.S. Mint has done an unbelievable job of outreach to stakeholders. They have gone out of their way to consult and engage with us.”

AWARDS, AAMCF

On the evening of the Gala, AAMA presented its Shooting Star Award to Jim Hines of Firestone Financial Corp. The Joe Robbins Award was presented to Chris Felix of CPI.

Hospitals, which was accepted by Sarah Beal.

Hurson said, “The AAMCF is our oldest and longest supporter.” There are seven KEEN locations in the U.S.

Additional donations this year totaling \$15,000 were presented on behalf of the Advisory Board members to charities they support. Those members are Ray Galante, Steve Lieberman, Jerry Gordon, and Chuck Milhem.

In total, since 1985, the AAMCF has donated over \$1 million to charities, mainly children’s charities.

SPONSORS, PRODUCTS

There were 14 Gala product sponsors who brought new games to display: Adrenaline Amusements (Floppy Tickets), Andamiro (S-Cube), Apple Industries (Ruby and Pix Place Photo Booths), Bandai Namco America (Lost Land Adventure, Pac-Man Swirl, and Pac-Man and NAM-GEAR merchandise), Barron Games (Children’s Redemption Series), Bay Tek Games (Flappy Bird and Hopscotch), Benchmark Games (Pop It for Gold and Spindrome), Family Fun Companies (KC Cobra kiddie ride and Free Throw), Helix Leisure USA (Pinata), Innovative Concepts in Entertainment, Sega Amusements (Axe Master, Plants vs. Zombies, Prize Locker, and Sonic kiddie ride), Skee-Ball Inc. (Crazy Curves), Stern Pinball (AC/DC LED Pro), and UNIS (Squirt-A-Gator).

Gala literature sponsors were Coast to Coast Entertainment and Smart Industries.

A number of additional sponsors made the meeting events and Gala possible: Brewery Tour, CPI; Welcome Dinner, TouchTunes Interactive Networks; Government Relations Luncheon, Apple Industries; Gala Bar, Firestone Financial; Gala Dinner, AMI Entertainment Network; and Gala Raffle Prize, Sureshot Redemption. For more information on AAMA activities, visit (www.coin-op.org). ▲



At the welcome dinner, seated: Anna and Greg Bacorn of Barron Games; standing, (l-r): Chuck Reed and Chris Felix of CPI, Alyssa Chawgo of Barron Games, and Brian Cohen of Entertainment Properties Group.

both AAMA and AMOA, said of the upcoming visit to Capitol Hill, “We want to assure our voice is heard. Changes in coinage would incur significant costs. A true and valid concern at the end of the day is we are going to lose jobs. We are going to lay out the

In addition, the AAMCF presented \$7,500 checks to each of its major children’s charities: KEEN USA (Kids Enjoy Exercise Now, a free recreational program for children with disabilities), which was accepted by Kate Hurson, and Children’s Miracle Network



This is totally unnecessary...

when you offer the ultimate game of **SKILL** not **STRENGTH**...

WHACK N WIN!

Not too hard, but not too soft either. WHACK N WIN requires just the right touch and player self-control to score BIG ticket awards! The correct combination of skill and finesse keeps players coming back for more and more!

“Simply put, the highest earning single player redemption game since Big Bass Wheel”

— Tony Arnal, Playtime Arcades



9-foot game

11-foot game



Innovative Concepts in Entertainment

716.759.0370 | play@icegame.com | www.icegame.com
10123 Main Street, Clarence, NY 14031



'Like' us on Facebook
Facebook.com/icecoinop



Ten manufacturer presentations and one card reader standardization presentation were part of the AAMA Annual Meeting & Gala in August.

Andamiro Games: Drew Maniscalco provided details on three products: the new S-Cube, a smaller version of the successful I-Cube merchandiser; Field Goal (in development), a new kick and spin football game; and En Shoot (currently in production), a basketball game with a high entertainment value. He said, "We at Andamiro are committed to delivering great games."

Apple Industries: Allen Weisberg spoke about the advantages of Apple's Face Place photo booths: metal cabinet, high-definition photos, Smile 2.0 software, true online capability, upsell feature, and models for all kinds of venues. He debunked the misconception that all photo booths are the same. Apple is constantly adding new features; the newest model is the Ruby, an entry level unit with neon lights (replacing the Royale).

Barron Games: Greg and Anna Bacorn reviewed their input into the motion-base Allied Tank Attack video/driver/shooter from Injoy Motion. They also discussed Barron's Martian Mania Children's Series (Alien Whammie, Basketball, Bopping Game, and Hockey), the Galaxy Collision (the new QuadAir) four player air hockey, and more. Game customization is a specialty. Barron has also developed Puck Sweat, the company's official cleaner and polisher for its air hockey games.

Bay Tek Games: Gaetan Philippon said, "Everything we do is based on our mission and our vision. We want to be the best in the world at developing coin-op games for our customers." The company follows five stages in game development. New products include Flappy Bird and Hopscotch; both are in the fine tuning stage.

Benchmark Games: Steve Corso spoke about recent company reorganization, general game concept development, brainstorming ideas, quality con-



Marshall Ashdown (l), Chris Brady (c), and Ted Parsons of Helix Leisure.



Allen Weisberg (l) of Apple Industries and Joe Ingui of Betson.

Manufacturer presentations

trol, the stages of game testing, and the process of going from concept to completed game. New games include Spindrome and Pop It & Win. Corso said it is important that players get a good value: "We want to provide entertainment and we want them to come back to play."

Card Reader Standardization: Adam Ambrosius of Bay Tek Games spoke about card reader standardization and researching what's needed to make the installation of card readers in games trouble free, as simple as plugging two connectors together as is done with ticket dispensers. He has designed a nine-prong solution to a problem that has frustrated technicians. Ambrosius said, "This is only going to make the business better and help customers with set up."

Coast to Coast Entertainment: Jim Chapman presented details on the Prize Cube crane (in three sizes) with a drawer that moves out for easy adjustments, the Candy Street crane ("the more you change candy out the better it performs"), Brew Buck It (crane with a promotional twist), ReRave Plus video with a new style, Hurricane Tunnel that simulates high wind speeds, and the SideBox with signage package. The SideBox can go next to a crane and provides added incentive for players to play more and possibly get a key to unlock a prize from the box.

Crane Payment Innovations (CPI): Chris Felix spoke about the corporate structure of CPI, which includes the recent addition of the payment system company MEI. MEI is now part of a massive corporation, which means it will be able to do more through the R&D and resources of the parent company.

Helix Leisure: Marshall Ashdown, Chris Brady, and Ted Parsons spoke about the Helix structure, which includes three brands: Embed (revenue management and payment solutions), LAI Games (game manufacturer), and The Locker Network (high-end electronic lockers). Ashdown said, "We deliver the support for all these brands."

Helix plans to develop a social media strategy to drive players to play games through advance marketing, and will also pursue developing skill-based games. New products will be ready for the International Association of Amusement Parks and Attractions (IAAPA) Expo in November.

Sega Amusements: Pete Gustafson covered Sega's full product lineup that includes almost every game category, as well as prize merchandise. He spoke of the new Mini Key Master and new Axe Master, the Transformers video, and the value of the Sonic brand in Sega's sports games and kiddie rides, Plants vs. Zombies, Snakes & Ladders, Double Spin, Prize Locker, the Cotton Candy Vending unit (in stock soon), Super Booth (described as phototainment), and more.

UNIS: Stephen Tan and Debbie Gonzalez spoke about game development and how the company looks at the whole world since it has equipment in 60 countries including 49 arcades in China. They also spoke about UNIS' new 430,000-square-foot facility in China, the Seaway Sub kiddie ride/fishing game and Duo Drive kiddie car/driving game. The company will bring 11 new products to the IAAPA Expo in November. ▲



***Working Hard to
Promote, Preserve and Protect
the Amusement Industry since 1981***



**AMERICAN AMUSEMENT
MACHINE ASSOCIATION**

**What issues affect your business?
Get involved and have your voice heard.
Your business will benefit!**

**Contact an AAMA representative today:
847.290.9088 information@coin-op.org**

450 E. Higgins Road, Suite 201, Elk Grove Village, Illinois 60007
www.coin-op.org [Facebook.com/LikeAAMA](https://www.facebook.com/LikeAAMA) www.amusementexpo.org

FEU Class 33 expands knowledge

Foundations Entertainment University (FEU) Class 33 was held July 15-17 in Chicago.

Twenty-two attendees learned from and enjoyed the 20 sponsors and the presenters that included Frank Seninsky of Alpha-Omega Amusements & Sales and Amusement Entertainment Management (AEM); Randy White of White Hutchinson Leisure & Learning; Jerry Merola of Alpha-Omega Amusements and AEM; Alan Fluke of AEA

Consulting Group; Peter Olesen of Entertainment Concepts Inc.; and Kevin Williams of KWP Ltd.

“Most of the attendees did not know how important redemption games are to the revenue total and the survival of a project, or that the attraction choices needed to overlap with each other are critical to maximizing revenues over at least the first five years of a project,” said Seninsky.

The program also offered partici-

pants the opportunity to visit Enchanted Castle and either Lucky Strike Lanes or Sugar Grove Family Fun Center for a behind-the-scenes look at successful entertainment center business.

Some of the interesting projects discussed included Circle Lanes, a two-location bowling center in Ledgewood, N.J., looking to expand to a bowling-anchored family entertainment center (FEC).

Oasis World Entertainment also sought guidance on a potential large project in Maryland that includes 239 acres of land. FEU showed them how to scale down the project to include a mini indoor/outdoor pocket park highlighted with some unique attractions.

Seninsky continued, “I was also impressed that the potential group of owners and current owners really paid attention to the concepts and golden rule of redemption. They need to track the information each week and take at least 30 minutes a week to review the game revenues, ticket payout percentages, and redeemed rate so that their managers and technicians will be motivated and keep all tracked numbers within the proper ranges.”

Attendee Victoria Gerber of VVK Entertainment in Ontario, Canada, commented that FEU offered “priceless information, great speakers, great contacts, and networking.” She added, “Anyone wanting to get into this industry should start at Foundations University.”

Jodi Snyder of Circle Lanes said, “Foundations was a necessary learning experience to evaluate if you are truly ready to go the full mile to be successful.”

Another attendee, Victor Sims of My Backyard in Chicago, said, “Starting



TOP: FEU Class 33 attendees. **BOTTOM:** Sponsors and speakers mingle at Lucky Strike Lanes as attendees bowl.



a business or expanding, without going to Foundations University is almost suicide. Learning from industry greats and having face time is a valuable experience. The experts want you to reach your dream, but help you get there at a reality level.”

Latoya Polacek of Stone Concepts Bahamas Ltd. said, “This is a seminar you have to take because it imparts lots of crucial information.” Ron Polacek of Stone Concepts added, “I learned a lot about current trends and would highly recommend the program to others.”

Jon Paul of Oasis World of Entertainment said, “As a beginning FEC operator, this informational conference is invaluable. The relationships you establish can take you to another level of success.”

FEU is designed as an inclusive educational workshop and seminar program covering all aspects of planning, designing, developing, and operating an FEC and is drawn from over 200 years of combined experience of industry experts. For more information, visit (www.foundationsuniversity.com). ▲



TOP LEFT: FEU sponsor Erik Guthrie of Zone Laser Tag gives a laser tag presentation. **TOP MIDDLE:** Gary Arvedon of Amusement Products plays ‘Gary Says’ with a group of FEU volunteers. **TOP RIGHT:** Jerry Merola of AEM explains how to obtain financing for new and expansion projects. **MIDDLE RIGHT:** Managers of Enchanted Castle explain operations and answer questions. **BOTTOM RIGHT:** Team building exercise with FEU presenter Alan Fluke.



Dorothy Lewis

Broaden your horizon, gain knowledge. Dorothy Lewis shares why it's important to travel to trade shows.

As the saying goes, “You can’t teach an old dog new tricks,” but I will admit, purely from years of experience, this adage is false. This time of year there are still some owners and operators scratching their heads trying to justify sending managers and staff to Orlando, Fla., this November where the theme for this year’s International Association of Amusement Parks and Attractions (IAAPA) Expo is “Big Starts Here.”

One may guess that this is about pushing the educational programs that are offered this year, especially coming from someone who is deeply involved in the planning of much of the Family Entertainment Center (FEC) programs. All suppositions aside, it is.

IAAPA’s show in November is about all educational opportunities available throughout the year and how they benefit your business. If you haven’t thought about exposing your key personnel to such programming before, then starting “BIG” may be just the place to begin.

Almost 25 years ago I was an hourly employee that could only offer ideas and practices that I drew from within the confines of the 24,000-square-foot facility that I worked in at the time. I considered myself someone who could think outside of the box, but

I could only guess how practices affected the bottom line. I was given the license to try different things and if the owner considered it a “fail” we didn’t do it again.

I wasn’t involved in any of the trade organizations then, I had little exposure to any networking opportunities, and attending a trade show was never even a consideration. As I moved through the ranks of management I had a bit more exposure to the FEC world as I got to browse some trade magazines that the owners would leave behind.

I was intrigued that there were businesses out there that had commonalities, but more importantly there were businesses that were doing it right. I was eager to meet such people and ask questions, to find out what was going on in this world of family entertainment beyond theme parks. I knew that my company did not have the resources that the giant chains had but I was on a mission to find out what they and other facilities like us were doing to keep their businesses going year after year.

Think big!

I attended my first trade show in September 1993 and then onto the “big” show in November. A whole new world opened up and I was unstoppable. I couldn’t wait to get back and make the changes that I learned from other owners and managers and then reaping the rewards from meeting the “Big Dogs” of the industry. These “Big Dogs” came from facilities that varied in size, geographic location, and attractions mix, but they were the people that inspired you by sharing both their successes and failures.

They were “big” not because they were necessarily well known or well connected, but because they got it right and wanted everyone to have the chance to do the same. This sharing-breed continues the tradition through their staff attending conferences and networking with peers to share the ins

and outs of the business. Attendance of any conference or educational opportunity should be considered “big” when it comes to your business and doesn’t necessarily only apply to the top players in your company.

Don’t attend yourself and simply drop any handout material or manuals on the desks of your management or supervisory team and expect them to be motivated as if they were there themselves. In this ever-changing world of technology, each conference improves in its delivery through the use of photos and videos that take you into a whole new dimension of learning. Don’t short change your business by not taking full advantage of the educational opportunities that can empower both you and your staff with a fresh new look on how to do business.

An annual tradition may be the start

of something big and lead to the continuation of the education/networking process that can breed leaders in your organization instead of just employees. Whether you consider yourself a rookie building a foundation in this industry, with or without university experience, one can travel to Buffalo, N.Y.; Dallas; Chicago; or wherever the opportunity exists and find value in connecting with peers to gain perspective and insight into your own business.

I’m sure you can see the big picture by now and I hope to see everyone in Orlando in November where opportunities await all of us. ▲

Dorothy Lewis is the Director of Marketing for Family Entertainment Group. She can be reached via e-mail (dorothy.lewis@segllc.com).

M C M ELEMENTS

ROUTE MANAGEMENT SOFTWARE

- ACCESS YOUR DATA FROM ANYWHERE
- FREE UPDATES & SUPPORT
- ROUTE SCHEDULING
- SERVICE CALL MANAGEMENT
- EASY TO LEARN, EASY TO USE
- EMAIL OR PRINT COLLECTION RECEIPTS
- SUPPORTS iOS & ANDROID OPERATING SYSTEM

WEB: mcmelements.com

E-MAIL: sales@mcmelements.com

Call Today To Schedule A Web Demo!
570-323-6859

Right place, right time

“The two most important requirements for major success are: first, being in the right place at the right time, and second, doing something about it.” Perhaps Greg Florer and Don Jackley were inspired by McDonald’s founder Ray Kroc’s business philosophy and found themselves at that crucial crossroads. When the family entertainment center (FEC) Blackbeard’s in Fresno, Calif., came on the market in 1984, they did something about it.

Today, it’s what Blackbeard’s has to offer the local residents, who make up most of its customer base that keeps them coming back.

“Friendliest service, great variety, and superb pricing,” said General Manager Joe Simmons of what makes Blackbeard’s different from the other attractions in the Fresno area. “There is something for everyone. Blackbeard’s focuses on the overall experience of our guests. We strive to make long-lasting memories.”

Originally built with two miniature golf courses, one video arcade, one snack bar, and a couple other attractions, Blackbeard’s has grown into 16 acres of over 20 attractions that include arcades, nine batting cages, four waterslides, two snack bars, laser tag, three themed miniature golf courses, interactive pirate-themed shows, and much more.

“Throughout the weekends in 2014 we are hosting a brilliant interactive pirate show on our professionally built ‘sea port’ know as Port Royal,” said Simmons. “Our guests get to watch live pirates battling with swords and words.” The pirates also make rounds through the center posing for pictures, giving out prizes, and making balloon swords, added Simmons.

Blackbeard’s has a tradition of being at the right place at the right time. A woman who was dropping her daughter off at an event known as Teen Jam, a night club-style dance for

teens, recently told a Blackbeard’s employee that she met her husband at the same event in 1990.

“Stories like this are daily occurrences,” said Simmons. Blackbeard’s has a long history in the central valley and covers many generations of guests.”

The all tokens arcade features 150 games with 65 percent of them redemption and 35 percent video. The best performing game is Big Bass Wheel. Two merchandise counters offer items from Rhode Island Novelty, Fun Express, Sureshot, United Pacific Distributing, among others. Their most popular items kids are playing for are tablets, other electronics, licensed merchandise, and novelty items.

Blackbeard’s is currently celebrating its 30th anniversary with a \$30,000 treasure hunt.

“Somewhere in the central valley, a treasure chest is filled with cash and prizes. A new clue is issued weekly. Thousands of people are hunting for this treasure. This has been a huge hit,” said Simmons.

Blackbeard’s party packages include the popular all-inclusive deluxe package. The host or hostess takes care of everything from setup to cleanup. Food and drinks are included. Outdoor party packages are also available in one of 20 shaded picnic pavilions.

“Our overall goal with parties is to take care of everything, to let the

parents relax and enjoy the party as well, and to make a party experience that will keep them coming back for more,” said Simmons.

Blackbeard’s tips for anyone wanting to start an FEC include developing an accurate business plan, identifying your ideal market, and being memorable; set yourself apart. For more information, visit (www.blackbeardsfresno.com). ▲



Facility:
Blackbeard’s

Location:
4055 North Chestnut Diagonal
Fresno, CA 93726

Attractions:
Bank Shot basketball, miniature golf, water slides, bumper boats, batting cages, waterslides, go-karts, a ropes course, a roller coaster, paintball, Xtreme Laser Tag, carnival rides, and much more.

Contact:
(559)292-9000;
(www.blackbeardsfresno.com)



Legacy builds on a solid foundation

Legacy Coin-Operated Distributors Inc. in Myrtle Beach, S.C., has deep roots in the industry that go back more than 50 years, the beneficiary of experience and contributions from four generations.

Principals are R.A. Green III, President, a former President of the Amusement and Music Operators Association (AMOA); Neil Anderson, Secretary/Treasurer; and Ed Chermak, Executive Vice President. All three have completed the AMOA Notre Dame Manage-

The company specializes in new and used coin-op equipment in all categories, and also supplies bill changers, ticket dispensers, and token machines. A full parts and service department ensures that customers get what they need in a timely fashion.

Legacy has also found success with its Legacy Floor Box for TouchTunes Interactive Networks' Virtuoso digital jukeboxes. The floor boxes come in a variety of motifs: sports, traditional, and photo center. Features include speakers and subwoofer, LED light package, and DA-950U amp. The company received the TouchTunes 2012 Distributor of the Year Award.

Legacy Coin keeps the health and the future of the industry in mind and encourages operators to establish leagues and join industry associations.

Play Meter checked in with officials at Legacy to find out the secrets to the company's success.

To what do you attribute the company's longevity?

Our longevity can be attributed to the fact that the three main principals are third generation coin-op members. We all have broad backgrounds in operating, distributing, and manufacturing. We've seen the good, the bad, and the ugly.

We understand the amusement business in a different way because of our history. We have learned how to use other tools such as auctions and taking games on consignment. As things have become tougher we have become strong and have the perspective needed to succeed.

Does the company follow a particular philosophy?

We follow a simple philosophy: "Communication plus cooperation equals progress." Along with that, our business card says, "Your success is our legacy." We truly believe it and practice it.



ment Program and expanded their business knowledge. They also owe a debt of gratitude to their mentor, Royce A. Green Jr.

Legacy Coin was the first distributor to develop a Web site that allows customers to review games and other coin-op equipment and order online.



The customer's success is going to be our legacy. If we don't make the customer successful by giving him the best information to make his success possible, he won't call us back and there won't be a legacy.

The legacy is our past to a certain extent, but we are building a legacy for the future as well. We really look up to our mentors, but we also try to make sure that people understand we were not handed this business.

All three principals grew up in the business. We all went to college to do something else but we all entered the coin-op business. We learned the hard way. We worked our way into this business; we're building on our own merits.

What major changes have you seen in the last few years in your customer base?

The largest change that's happened as far as customers are concerned is the whole video game market. Going back to 1980 and looking at Pac-Man and 1982 with Ms. Pac-Man, those were games you could not get in your home.

Now video games are so sophisticat-



TOP: The Legacy team, (l-r): Jerry Lugers, Cabinetry; R.A. Green III, President; Angel Menchu Mendez, Warehouse; Paul Geeson, Parts; R.J. Green, Warehouse; Charles David Gray, Technician; Rachel Williams, Office Manager; James Anderson, Paint Technician; Melissa Cleveland, Administrative Assistant; Alan Dunasky, Sales; Douglas Stickland, Shop Foreman; Rodney Weatherwax, Sales Associate; and Ed Chermak, Executive Vice President.

MIDDLE: Charles David Gray, Technician (l); James Anderson and Jerry Lugers (r).

BOTTOM: Lynne Mauney, Administrative Assistant to Ed Chermak. (Photos on this page by Mroz Marketing)

ed that the cost of making them is to the point that manufacturers are cautious about making the investment. There is so little coming out in traditional video that the industry is changing.

Who would have ever thought the number one company would be a jukebox manufacturer? We are going back to the staples of our history: jukeboxes, pool tables, things of that nature.



Jukeboxes on display in the showroom.



The showroom features a wide range of equipment.

Instead of video games we are going back to cranes, now called self-contained redemption. It's all about instant gratification. Those games have replaced the video game market. The younger audience has changed radically with the ready access to a variety of hand-held devices on which to play games.

One thing that is interesting: demand for some of the older games from the '80s is coming back around. A whole generation has never seen some of those games. Frogger and Centipede are new to them, simplistic as they are. A game does not necessarily have to be the most sophisticated to make players happy.

What adjustments have Legacy Coin made to accommodate the changing marketplace?

The biggest adjustment has been that we got into the manufacturing side, for example the stands we produce for jukeboxes. There is a disconnect: Customers believe a jukebox must be a floor model. Manufacturers believe wall units are the way to go. Operators are accustomed to wheeling in a game.

We have officially built our 100th Spectrum stand for the TouchTunes Playdium in 88 days. People are buying them because they want a floor

“We follow a simple philosophy: Communication plus cooperation equals progress.”

box. We are trying to fill a gap that needs to be filled. It's making us a stronger distribution company. We built more than 350 stands for the Virtu and Ovation models combined.

We are also building pedestal stands to convert older Golden Tee and Silver Strike games for a new look. We have some new products coming down the pike for next spring, and possibly as early as November for the International Association of Amusement Parks and Attractions (IAAPA) Expo.

What technological advancements have contributed the most to the coin-op world?

Digital jukeboxes have been the most technologically advanced and profitable contribution.

Legacy Coin has sponsored spotlight shows and service schools. How valuable are those events, and are you planning one soon?

We hosted one on Aug. 21, and we

are planning others. We feel they are very important and we wish that operators would take more advantage of them. The reason for the spotlight shows and service schools is to impart knowledge to the operators, which would save them so much time and energy whenever they have problems.

What's troublesome to me is the lack of attendance. If more people would start utilizing the educational sessions that associations and distributors are providing, they would be so much better off.

All three of Legacy's principals strongly suggest that operators go to the Amusement and Music Operators Association (AMOA) Notre Dame Management Program. It is so well worth the money. It is an investment that they will never regret.

How has Legacy Coin thrived in the face of the challenging economy?

We have proven that we have taken a bad situation and made the best of it. And we hope we have taken our customers to new heights. We look for any input on how we can do a better job of that.

What is your outlook for the industry in 2015?

We are very optimistic that the manufacturers have new things coming out that will be beneficial to all of us. ▲



LEGACY

CONNECTIONS

Volume 17
Week of 6/23 - 6/30

**BRING US YOUR
USED ALLEGRO OR OVATION
WE'LL GIVE IT THE
PREMIUM
LEGACY
MAKEOVER!**



Allegro Before



Allegro II



Ovation II



Ovation Before

**JCB • Dual DBA
Credit Card Reader
Fresh Powder Coating**

**UPGRADE TO
MARS DBA \$299**
Per machine. Must be ordered at time of purchase

\$1,595
with trade in

LEGACY
COIN-OPERATED DISTRIBUTORS INC.



843-626-1900
www.LegacyDist.com

Value is key to success

Editor's Note: Brian Riggles of S&B Candy & Toy Co. is undertaking a new, informative column for operators.

It's time to get back to basics. Operators who are presented with challenges in today's economic conditions can make the most of their current locations, secure new ones, and improve their profitability by simply presenting value to both locations and customers.

This will greatly improve their odds in securing a location when they can illustrate to a business owner how their machines and services can both meet the needs of, and benefit, their storefront.

Operators must also be savvy and re-evaluate their strategies in negotiating the commission structure with their locations.

Operators often leave "money on the table" by offering an automatic percentage rate from the cash box that may be higher than necessary because they "have always done it that way" and/or neglected to present the value and benefit that the placement of their machines may afford to their location's bottom line.

Value Proposition: *Secure higher cash box collections and commissions.*

Our industry is based on our customers' disposable income, where the dollar has become the new quarter. I think moving from 50-75 cents to \$1 per play, as well as installing dollar bill

and credit card acceptors along with traditional coin acceptors on the machines, will be crucial for the survival of operators in this industry.

Operators have to allow their machines to win more often, which despite their impulse to the contrary, will enhance the overall player experience and result in increased cash box collections and satisfied customers.

Operators also must proactively deal with changes in state laws where "games of skill" are under scrutiny and suffer legal woes when singled out by state or local authorities for the use of "auto percentaging."

Auto percentaging only accomplishes one thing: It sets your machines up to lose. You will damage your business, or worse, by incorporating this in programming equipment. It is my belief that this all too common practice is the bane of our industry.

Value Proposition:

Have players perceive value for the game/amusement experience and generate repeat/incremental revenues for locations, which leads back to the first value proposition.

Give great curb appeal! Do you have the right mixes and/or merchandise in your machines? Operators often place the same product mixes in all their locations because they got a "deal" and/or worse, they "stretch" or ration out their mixes as a cost saving measure they feel will increase their profitability. These practices will yield

just the opposite results.

It is important that operators do a little bit of homework and really understand the demographics of each of their locations and provide their clientele with a merchandise solution that is customized to induce them to play the machine.

Operators need to evaluate and ask themselves some crucial questions: Am I offering attractive product mixes and prizes? Are the products at the proper level?

Players will not spend their money to play for product that appears it has been picked over, or worse, that the par is so low that they believe the remaining items are old and/or undesirable. It's imperative to keep updating your product mixes so customers view them as fresh and appealing.

Do your machines enhance the value or the overall perception of value to your location? Operators need to display mixes and merchandise as if they were an employee of the location and stocking the location's "regular retail inventory" because, in the eyes of their clientele, they are doing just that.

Operators must be mindful that their machines are a direct representation of the location, and more importantly, their level of professionalism. Operators should always ask, "If the decision maker of a prospective location saw this machine, would I win their account?"

Operators simply have to allow players to win. Rewarding players will keep them coming back to your machines. I cannot over-emphasize how critical it is to keep the player engaged.

Quality prizes in winner-every-time cranes or machines are more conducive to a positive player experience



By Brian Riggles

Smart operators can boost their bottom line by presenting value.

“It’s imperative to keep updating your product mixes so customers view them as fresh and appealing.”

and repeat plays, which will result in a heavier cash box for both the operator and the location.

Isn’t that what we all want?

We just came back from the Shore, where we spent 10 days starting in Ocean City, Md., stopping at every boardwalk from Maryland to Coney Island. It was my son’s 18th birthday and he enjoyed all the different sights and sounds and the rounds of golf.

Operating cranes in a busy seasonal area versus operating cranes in every-

day street locations is like night and day. A location with a steady stream of different customers is not what most street operators experience.

I grew up at the Shore and visit Ocean City, Md., every summer. I started operating games in the early ‘80s when Pac-Man did \$1,000 a month in quarters and there were arcades on every street corner. In the early ‘90s I was hired to test all the new games for Space Port and Time-Out locations.

I can remember when T2, the dual

machine gun game, did \$1,500 in six days and cost \$1,800. Another video game did \$87 and cost \$10,000. Buying a video game in the ‘90s was like playing the stock market, but one thing I noticed in every game room, corner deli, or bowling alley were crane machines and how they just kept earning year after year. Keep the product fresh and exciting and they’ll make money forever. And let the player win. ▲

Brian Riggles is the President of S&B Candy & Toy, which has been an amusement industry innovator for over two decades with its “win every time” candy and toy cranes and premium plush, toy, and candy mixes. Riggles can be reached at (briggles@sandbsales.com).

**IT’S NO MONKEY BUSINESS,
IT’S REAL BUSINESS AT ST. LOUIS GAME CO.**

DINOSAUR

Hundreds of different high valued prize options from licensed plush to ipads in our 3 prize compartment patented dome top

**Egg Vendor
Capsule Vendor
Superball Vendor
Awesome Animated Dinosaur
Dollar Bill Ready
2 Coin Acceptors
Awesome Sound Effect / Attract Mode
3 Year Warranty**

**Beats by Dre Headphones
MP3 Player
Android Tablet**

WE CHEW THEM UP AND SPIT THEM OUT!
1-800-773-0531 - CALL FOR DETAILS - 1-800-773-0531

The Moultrie Group goes back to the future



Reggie Moultrie

Editor's note: Reggie Moultrie, amusement veteran of 39 years, has brought together a group of industry experts to form The Moultrie Group to help solve problems and deliver more excitement for players.

The good staff at *Play Meter* has given me the opportunity to pen my thoughts and experiences of the last 39 years of my amusement life. I want to thank *Play Meter* for the gracious offer and its continued support in building a stronger industry for all involved.

For those who don't know me, I started in the amusement industry back in 1975 as a supervisor for the games department at Six Flags Great Adventure in Jackson, N.J. At the time Great Adventure was the flagship park of the Six Flags system.

Vari-Tech also is responsible for the entire Six Flags Fiesta Texas original games area planning and implementation. My brother-in-law and close friend, Mark Kane of the Kemah and Galveston Boardwalk (both Landry's properties), orchestrated those deals with the help of the late Phil Hilliker, the original president of the company.

Vari-Tech was then bought out by my good friend, current Founder/Owner of Skee-Ball Inc., Joe Sladek. Mark Kane (General Manager), myself (Sales Manager), and staff then proceeded to develop Skee-Ball into a multi-faceted industry player, garnering accounts around the world to include Dubai, Saudi Arabia, Mexico, Brazil, Argentina, Chile, and other countries.

It was here that my primary family entertainment center (FEC) skills were honed and sharpened since conveying an American concept to a foreign people is not easy; you must not only convey the action but also the intent and the payoff. A very valuable lesson learned.

While at Skee-Ball I continued a relationship with Dave Corriveau, the "Dave" of Dave & Buster's. Dave and I had become friends when I worked for Vari-Tech and we supplied Dave & Buster's with a great deal of equipment.

After being at Skee-Ball for four years, Dave asked me to join Dave & Buster's as Director of Amusements working for Gary Duffey, another industry friend. After Gary left the company, I was promoted to Vice President of Amusements, where I oversaw the purchasing and procuring of the games, layout and positioning of games, technical installations and ongo-

"In a lot of instances, our industry has forgotten to deliver that midway impact."

During that time I was attending Rutgers College on a football scholarship and worked at Great Adventure for summer money. Well, summer money turned into a lifelong passion.

HISTORY

I worked for Six Flags for 13 years and left in 1988 to join Vari-Tech International, an amusements, manufacturing, management services, operations, and distributing firm. Vari-Tech has the distinction of being the only firm to have ever placed amusement games in a Disney park.

ing technical support staff, and merchandise selection and display.

Some of the finest people in the industry work for that organization and they are not where they are by chance. I'm proud to have been a part of that organization.

INDUSTRY CHANGES

I left Dave and Buster's in 2003 to pursue a consulting career, which brings me to today. The industry has changed significantly since I started out. I remember unloading Galaga, Pac-Man, and other freshly minted arcade games off the trucks at the arcades at Great Adventure and the ruckus created by the new game deliveries.

It's amazing how "the more things change, the more they stay the same," which is why I labeled this article "back to the future."

For the last two years I focused on family. But I noticed from afar that the industry has changed significantly. The advent of the FEC changed the dynamics of the typical operation.

Midway carnival games (like those at Great Adventure 39 years ago) have become coin-op games that issue tickets (like Down the Clown from ICE) and the tickets equal the plush prize that you got off the wall from your midway game at Great Adventure.

The problem with all this is: As we go along we get further and further from that midway concept and closer to the "bottom line concept." I often refer to the bottom line concept as the guy who wishes to create the best looking arcade but forgets to ensure that he has the best merchandise displayed in the redemption counter to provide his guests with a "value" experience.

THE MIDWAY IMPACT

In a lot of instances, our industry has forgotten to deliver that midway impact. As a consultant you don't really

have an agenda, except to do what's best by the client or you are doing them a disservice.

That's why I have formed a group of industry experts to assist the amusement industry in solving problems with day to day operations, new facilities, changing industry trends, and the development of creative products to make the midway (not arcade) more appealing.

Yes, it's still a midway, folks, and we should treat it as such. Prizes are everything; the celebration of winning (tickets) is imperative, not optional. Sounds, bell whistles, etc., are necessary. Think back to the midway and what made it fun at your Great Adventure type location and then recreate it in what used be your "arcade."

"Prizes are everything; the celebration of winning (tickets) is imperative, not optional."

This group of industry professionals, enlisted as affiliates, have supported me, assisted me, or worked with or mentored me in one way or another. Their companies are run by people of integrity and they are successful as a result. I not only consider them business associates, I consider them dear friends.

The Moultrie Group consists of:

Dave Corriveau: Founder and Co-creator of Dave and Buster's and current industry consultant for corporate accounts.

Terry Moss: Game distributor and finance arm of the affiliate. Moss Distributing was the sole distributor for Chuck E Cheese's for 30 years and exclusive for Dave and Buster's for six years.

Dennis Foland: Founder/Owner of Sureshot Redemption and Dennis

Foland Inc. Dennis currently supplies Dave and Buster's, Chuck E Cheese's, Brunswick, and many others with merchandise worldwide.

Global Transportation: International shipping firm that has agreed to give the team the best shipping for freight across the country, as well as the world.

The Electronic Shop: A former head bench technician for Dave and Buster's, now an independent maintenance and repair shop to the amusement industry.

Galaxy International: A used game distributor, dealing in used games across the world, to the benefit of new and existing clients.

Carousel Soft Toys Inc.: A Canadian plush merchandise manufacturer, maker of large stuffed animals for specialty games.

ICE: Premier game manufacturer and one of the largest in the amusement industry.

Sacoa: The original Playcard system, utilized by Dave & Buster's, provides a complete turnkey system.

This, The Moultrie Group, has been formulated to provide a resource for assistance. In the coming months I will provide more information about The Moultrie Group and how we may be of service to the industry.

In the meantime, go back and take a close look at your midway. Remember from whence the industry came and what normal, everyday people respond to and enjoy doing and then make changes. Not by committee, not by executive order, but by always honoring your chain of command and exercising common sense.

My next article will be titled, "The Most Important Person in Your Amusement Operation?" Until then. . . ▲

Reggie Moultrie can be reached at (972)672-4434 or by e-mail (thetrie3@gmail.com).



Positive outlook at Annual Meeting

The American Amusement Machine Association (AAMA) welcomed a record number of members and guests to its Annual Meeting and Gala in early August in Lisle, Ill.

Pete Gustafson, AAMA President, said, "It was quite an uplifting event all the way around. I continue to receive positive comments on how well it unfolded. There were heartfelt pats on the back for the entire team for putting together an excellent four days."

One of the highlights of the event was a presentation by Jon Cameron at the government relations luncheon. Cameron, the Director of Coin Studies for the U.S. Mint, is leading the studies and outreach on alternative metallic content for U.S. coins, as mandated by the Coin Modernization, Oversight, and Continuity Act of 2010.

The coinage issue has galvanized a number of stakeholder industries that would be affected by changes to coinage, especially the quarter. AAMA and its sister organization, the Amusement and Music Operators Association (AMOA), are members of the "Don't Change Our Change" Coalition. AAMA, AMOA, and other associations in the coalition will bring members to Washington, D.C., Sept. 17-18, to present a united front and to meet with legislators.

Gustafson said, "This will be a good opportunity to meet with congressmen and their staffs to deliver our message."

He complimented Cameron and the Mint on "being engaged and truly interested in the issue and the effects of changes in coinage." He added, "I feel we have real advocates, based on their professionalism and willingness to listen to our concerns and to certainly consider that as they go forward with their Biennial Report to Congress in December. I think they are authentic in their desire to bring our message back."

"This issue is a focus of the association," he said. "Attendees at the meeting could see that we are doing real work on things like this issue that matter to the industry."

AAMA reached out to the family entertainment center (FEC) segment of the industry and invited several guests. AAMA is considering establishing an FEC Committee.

"The FEC community represents a growing segment of our industry and it makes sense to include them in the conversation so we are adequately representing their wants, needs, and desires," said Gustafson.

A commitment was made to reconstitute the Standardization Committee. "The sharing of best practices will enable manufacturers the ability to deliver products and services

that work for the operating community," said Gustafson.

"The association had a standardization committee in the past that's been dormant for some time. With the evolution of transaction devices and the challenges the operating community faces every time they have to adapt a game to a system, it seemed like a logical next step to bring the manufacturers together and make this process an easier one.

"I'd like to give credit to Bay Tek's Head of Quality Engineering, Adam Ambrosius, for seeing the need and taking the lead on this initiative. I don't think he realizes the contribution he's made in bringing this issue to the association. I take great pride in the fact Adam saw a need and AAMA provided the space for him to show his idea. This is just one example of the kind of climate the AAMA is working hard to cultivate with our membership."

Regarding the Promotions Committee, he said, "This committee is creating relevance across the industry. Part of that is sharing our knowledge and expertise. At the International Bowl Expo this year more than 40 people attended our coin-op seminar. We gained a great deal of insight by participating in this program and that experience will enable us to grow and improve the seminars throughout our Location Trade Show (LTS) Program."

He added, "We have a number of members who are generous with their time and energy and they will be helping us put together our educational program going forward."

Gustafson credited the success of the full-day education program at the Amusement Expo in March for providing the genesis of more education programs as AAMA expands its LTS Program.

Gustafson has good reason to be happy at this point in time. "At the core of the association is its foundation of contribution, integrity, and outreach, and we have certainly built a good house," he said.

"We believe we have something that resonates with our membership. Our goal is to provide value such that our current members and those yet to join see what we're up to as something they want to participate in. We strive to create tangible value through their participation and real benefits in being a part of our organization.

Gustafson thanked John Schultz, Executive Director of AAMA, and his staff, Tina Schwartz and Ashley Davis, for all their hard work on the Annual Meeting and Gala and all year long. "John consistently moves the agenda forward," said Gustafson, "and the momentum of the association benefits dramatically by his leadership." ▲





Candy, sports, and socks; oh my

TIP ONE

Looking for something a bit different for your minor prizes? I love to use bags of candy. You can mix and match or go with all chocolate or jellybeans. This is a great way to add color and value to your prizes.

TIP TWO

It is already Football Season? Take advantage of the new players on your team. With all the trades and free agency this past year, there has to be some great new jerseys that your customers will want to wear. Do not forget about your college teams as well. For those of you in the colder climates look to add team logo gloves. They are easy to find and even easier to vend in cranes and merchandisers.

TIP THREE

For all of you that have basketball games here is a great way to increase the income: Top score by the end of the day wins a new basketball. Hang a well-done sign above your basketball games to promote the winning of a great prize. Have your staff let the customers know of the promotion and see your cash box fill up. Do not be afraid to get a parent involved by paying for their first play. You will be surprised at how competitive it will become when the end is near.

TIP FOUR

Have you done a socks crane? I was buying my son's back to school clothes over the weekend and was amazed at all the different socks on the market. From licensed characters to brightly colored ones to sport specific, there are a ton of socks you can choose from to make a great looking crane. ▲

With football and school back in season, you can use these prizes to draw in the crowd.



Jim Chapman has been a part of the coin-op industry for over 25 years. His experience ranges from manufacturing cranes, merchandisers, redemption, and video games to operational experience in FECs. You can find him at trade shows sharing his passion and experience when giving redemption seminars. He can be reached via e-mail (jimmy_chaps@aol.com).

From the Northwest to the Midwest



Bobby Hogin
AMOA
President

“The Mid-Year Meeting will be the first time we will all be able to catch up with one another in person since the Amusement Expo.”

By mid-August, the travel agenda of the Amusement and Music Operators Association (AMOA) President Bobby Hogin had included attending the Montana Coin Machine Operators Association (MCMOA) Annual Meeting in Bozeman, Mont., with a side trip of white water rafting, and attending the American Amusement Machine Association (AAMA) Annual Meeting and Gala in Lisle, Ill.

MONTANA AND ROAD SCHOLAR PROGRAM

Hogin and AMOA Deputy Director Lori Schneider were welcomed by Tim and Natalie Carson of Amusement Services in Montana. “Tim and Natalie were gracious hosts,” said Hogin. “We toured their offices and visited their locations and other locations. One of the most interesting things about Amusement Services is its over-the-top service to its customers.”

Hogin was also struck by the spirit of Montana operators: “They may be competitors on the street but they are all friendly with each other and enjoy being with each other.”

Hogin took the opportunity to talk about the benefits of AMOA membership, including the Notre Dame Management Program, Hesch Scholarship, and the Road Scholar Program set for Nov. 8-9 in Denver.

“The first Road Scholar Program was held in Chicago last November,” said Hogin. “We had members from all over the country attend. It looks like it will be another great program this year.”

Plans call for moving the event to other parts of the country to make it convenient for more operators to take advantage of the educational program. The Road Scholar Program complements the longer Notre Dame Program that takes place at the University of Notre Dame in South Bend, Ind.

The MCMOA meeting was attended by a sister organization, the Montana Tavern Association, and its President Mike Hope and Lobbyist John Iverson. Hogin said,

“They spoke about public relations and membership. They are looking for better communications within their organization and with the MCMOA.”

Mark Kennedy, Director of the Montana Council on Problem Gambling, was also at the MCMOA Meeting. The MCMOA approved continued financial support of that program.

AAMA MEETING AND GALA

“I had the pleasure of attending the AAMA Annual Meeting and Gala in August, as I did a few years ago,” said Hogin. “I enjoyed all the manufacturer presentations and the opportunity at the Gala to peek into the crystal ball to see new games that are coming out.”

Hogin also enjoyed the dinner honoring Rick Kirby of Betson. “Rick is very deserving of the honor,” said Hogin. “He was one of the leaders of providing games for the Sandy Hook Arcade after the tragedy in Newtown, Conn. Knowing Rick that did not surprise me. If someone needs something, Rick is the first one to jump up and volunteer. When I first came on the AMOA Board of Directors Rick went out of his way to greet me.”

AMOA MID-YEAR

Most of the AMOA Board is expected to attend the meeting in Marco Island, Fla., Sept. 26-29. Hogin said, “This will be the first time we will all be able to catch up with one another in person since the Amusement Expo in March. Our committee calls are moving along at a good pace and it looks like we will have a good slate of meetings.

“This is also the first time our new directors selected in March will be able to jump in and get their feet wet with association business. We are looking forward to their input at the meeting. It’s good to get new ideas and new visions. I always like to listen to younger members. Sometimes we may get set in our ways.” ▲

November 8-9 in Denver, Colorado...

2014 AMOA Road Scholar Program

Strategic Benchmarking: Analyzing Aspects of Your Business for Mile High Results

The AMOA Road Scholar Program was created as a cost-effective educational program for leaders in the coin-op industry who want to invest in themselves and their businesses by participating in a quick educational event at an easily accessible venue.

This year's event will take place at the Embassy Suites Denver International Airport offering complimentary shuttle service to/from the hotel. Fly in Friday night at your leisure, the program runs all day Saturday and adjourns by noon on Sunday so you can get back home and be ready for business Monday morning.

This program is brought to you by the AMOA Notre Dame & Continuing Education Committee and sponsored by the AMOA Coin-Op Cares Education and Charitable Foundation.

Join your industry peers for a unique round table event featuring timely topics impacting your business today. Topics include:

Coin-Op Moneyball: Using Analytics for Optimum Results

Participants will examine both route management and equipment analytics.

Technology Changing at the Speed of Light

Participants will explore social/media and marketing as well as cashless technology.

The Speed of the Leader is the Speed of the Gang... Are YOU leading the way?

AMOA's Notre Dame Management Program coordinator Kara McClure will lead the discussion on change management not only helping you to understand your role as a change agent, but taking it a step further in dealing with resistance and creating buy-in with employees and customers.

**For registration information and program details, contact AMOA's Deputy Director,
Lori Schneider at 1-800-937-2662 or at llschneider@prodigy.net.**



Amusement & Music Operators Association

600 Spring Hill Ring Road, Suite 111, West Dundee, IL 60118

Phone: 800-YES-AMOA (847-937-2662) • FAX: 847-428-7719

www.amoa.com

play "The Operators' Choice" METER

Go to www.PlayMeter.com
to subscribe online!

PayPal



Scan
to
subscribe



SUBSCRIBE

YES!

I want to receive 12 monthly issues of **PLAY METER** including the bonus **A to Z Directory** issue.

Sign up for our eNewsletter and receive 3 extra issues!
(Be sure to include your e-mail below.)



- | | | | | |
|----------------------------------|---------------------------------|--------------------|------------------------|--------------------------|
| <input type="checkbox"/> New | <input type="checkbox"/> 1 yr. | USA
\$60 | Canada*
\$60 | Foreign*
\$150 |
| <input type="checkbox"/> Renewal | <input type="checkbox"/> 2 yrs. | \$110 | \$110 | |
| | <input type="checkbox"/> 3 yrs. | \$150 | | |
- *Payable in U.S. currency only

- Payment enclosed Bill me
- Charge my: Visa MasterCard Discover

Card No. _____ Card Exp. Date _____

Check one:

- Game Manufacturer Route Operator Support & Supply
- Arcade Operator Distributor Technician FEC Operator
- Other (please specify): _____

Name _____

Street _____

City _____ State _____

Zip _____ Phone _____

E-mail _____

Signature _____

Date _____

Title _____

Company _____

FILL OUT THE FORM ABOVE AND MAIL TO:

PLAY METER MAGAZINE

P.O. Box 24970 • New Orleans, LA 70184

Have your own copy of **PLAY METER** delivered to your home or office.

Call toll-free **(888) 473-2376**,
or e-mail **(subscribe@playmeter.net)** to start your subscription with the next issue.



A&A Global



Stock up on Duff Beer and D'oh-nuts; The Simpsons are taking over TV, again. Currently in its 26th season, the longest running primetime series has expanded to the new FXX network. Simpsons World has also been unveiled, a new Web site/app allowing fans to watch all 552 episodes at any time. Prepare your locations with A&A's licensed line of products.

A&A Global also has new exclusive headphones. These DJ style accessories are available in two options: foldable with white crackle design or sleek red and black.

In preparation for the highly anticipated "Teenage Mutant Ninja Turtle" film, new generation TMNT plush, prize kits, and stickers are available. Jumbo plush with assorted characters; Michelangelo, Donatello, Raphael, and Leonardo are sold individually and by case.

It's peak season for inflatables and A&A Global has two new amusement balls: three-inch inflated Knobby Balls in assorted colors and six-inch vinyl rainbow balls.

The Simpsons five-inch Graffiti Balls are a new colorful collection that are perfect for cranes or redemption. A series of eight, these inflatables feature hilarious character scenes from the animated show.

If you have flat vending machines that need filling, A&A also has Simpson tattoos and stickers. Both products feature 15 styles that draw fans from a scope of 25+ years on air. (www.aaglobal.com)



HMS Monaco

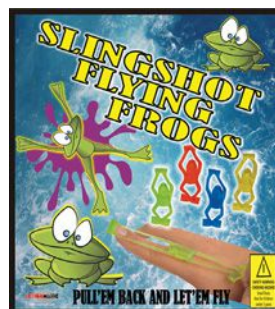
HMS Monaco is offering an extensive line of prize merchandise for Disney's hit movie "Frozen," featuring eight-inch talking "Frozen" plush, backpacks, Funko figures, magnets, LCD keychains, 15-inch plush dolls, and more. In addition, HMS is offering crane kits for regular and jumbo claw machines. (www.hmsmonaco.com)



Coast to Coast Entertainment



From economy mixes to .29-cent candy and toy mixes, Coast to Coast has you covered. Their most popular mix is the Skate Skate Mix at \$165.00 for almost 4,000 pieces. No sticks of gum in this mix. Coast to Coast also has 10 and 25 percent license mixes with Hello Kitty and Minions. (www.cranemachines.com)



Actionmatic

Actionmatic has a variety of products available that include, one and three-inch clear empty capsules, sticky tumbling men, slingshot flying frogs and chickens, and one and three-inch surprise mixes. (www.actionmatic.com)



S&B Candy & Toy Company

S&B Candy and Toy Company's new Spy candy and toy mix features over a dozen clever spy items including; disguise sets, magnifying glasses, mystery mustaches, telescopes, *Mad Magazine's* Spy vs. Spy mega mini kits, and more.

Phineas and Ferb licensed Lollipops, popping candy, and gummies lead the candy assortment along with Wonka favorites and a great summer candy assortment. (www.sandbsales.com)

Bandai Namco Prize America

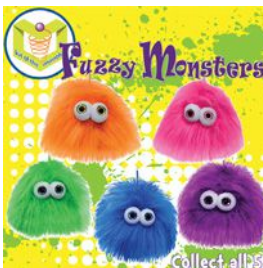
Bandai Namco is running a special promotion where customers receive free NAM-GEAR electronics with qualifying purchases.

Details of the qualifying purchases include:

Purchase five cartons of the 48-piece Pac-Man and the Ghostly Adventures™ plush at regular price (\$184.80/carton) and receive a free NAM-GEAR Power Bank mobile charger.

Purchase 10 cartons of the 48-piece Pac-Man and the Ghostly Adventures™ plush at regular price (\$184.80/carton) and receive a free NAM-GEAR HD digital camcorder.

Purchase 20 cartons of the 48-piece Pac-Man and the Ghostly Adventures™ plush at regular price (\$184.80/carton) and receive a free NAM-GEAR HD digital camcorder, NAM-GEAR Netbook PC and a NAM-GEAR Power Bank mobile charger. (www.bandainamco-am.com)



Redemption Plus

Redemption Plus has a variety of R/C items with unique and high tech features that would be perfect attention grabbers for your redemption counter, merchandisers, or MP3 cranes.

Redemption Plus also has brought back their most popular kit of 2013, jumbo seven-inch Fuzzy Monsters, with new and improved neon material and colorful eyes. (www.redemptionplus.com)



Sureshot Redemption

Sureshot Redemption has all new plush just in time for Halloween. Collect all eight zombie characters available in 13" plush (#37968) and 27" plush (#37969). Perfect for cranes and redemption counters. (www.sureshot-redemption.com)

Fun Express



Fun Express has many new items coming in. Here is just a small sampling of what some of those items are:

- Red, blue, and green LED Pom Poms for \$2.90 each case price.
- AirZookas in black and silver and purple for \$10.55 each case price.
- 20-inch plush feet for \$7.65 each case price.
- Rainbow gorillas 14-inch for \$10.20 each case price.
- Calypso bears 10.5-inch for \$5.20 each case price.
- Billy ducks 8.5-inch for \$5.20 each case price.

(www.funexpress.com) ▲

Play Meter

Keeping you informed for

40 years

but who's counting

CANDY STREET

MODERN LOOKING BACKLIT METAL TOPPER

and EXTENDED TOP CUT OUT SIGN!

NEW COMPACT SIZE - 3 POINT LOCKING SYSTEM

DOLLAR BILL READY - 1 YEAR WARRANTY

Play Till You Win or Skill



PRIZE CUBE

HIT OF
IAAPA
2013



COLOR CHANGING AND CHASING ON ALL 4 SIDES



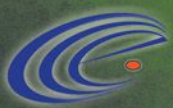
MONKEY BIZZ-NESS



Egg Vendor - Capsule Vendor
Superball Vendor

Cute Animated Monkey - Dollar Bill Ready -
High Security T-Handle lock system - 2 Coin acceptors
Great sound effect / attract mode - 1 Year Warranty

22" wide X 22" deep X 62" tall



Coast to Coast
ENTERTAINMENT

1-800-224-1717

www.cranemachines.com
sales@coastentertainment.com

Rhode Island NOVELTY

Bringing You a World of **FUN!**

PROVIDING THE LARGEST SELECTION OF PRIZES BELOW 3000 TICKETS

800-435-3456 www.rinovelty.com

Disney's **FROZEN**

The #1 grossing animated movie of all time!

- 8" Talking Plush
- 15" Plush Doll
- Funko Pop Figures
- LCD Watches
- Magnets
- Crane Packs
- And Much More!

Most Items Available August / Sept. 2014
 Visit our website at www.hmsmonaco.com
 or call us at 800-777-0901

HMS MONACO

A & A Global Industries
 800-638-6000 | www.aaglobal.com

YOUR MACHINES READY FOR SOME FOOTBALL?

JUMBO PLUSH **4" LIL TEAMMATES** **HANGING PRIZE KIT**

© 2014 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. Visit NFL.com. Officially licensed by NFL Properties LLC. © 2014 A & A Global Industries, Inc. All Rights Reserved.

prizes!

Serving Crane Operators since 1986

LICENSED SPORTS MERCHANDISE
Team Specific or Assortments



All Sports Available: NBA, MLB, NHL, NFL
100+ Colleges in Stock
(we sell plush assortments too)

www.prizes1.com

1-800-992-2388 Tom x223

Go Big for Fall & JUMBO UP



FOLLOW US!



www.sureshot-redemption.com
sales@sureshot-redemption.com

888.887.8738



THUNDER HAWK

CLAWASAURUS

BURIED TREASURE



3 NEW
Designs for
2014



- All LED lighting
- Under glow lighting
- Exclusive glowing deck play field
- Easily converts to:

- Winner Every Time
- Win it or Buy it
- Candy crane
- Skill crane
- Ball crane

All 42" Crane 42W x 32D x 78H
26 YEARS MANUFACTURING • ALL EQUIPMENT MADE IN U.S.A.



All items are exclusive only to Impulse Industries
(800) 446-7857 - (818) 767-4258
Contact: sales@impulseindustries.com
www.impulseindustries.com



September 3-4

Theme Park & Resorts World Asia Congress

Shanghai, China
tel: +86-21-5058-9600
fax: +86-21-5058-5987
e-mail: karens@opplandcorp.com
web: www.opplandcorp.com

September 5-6

GAMOA Trade Show

Norcross, Ga.
Hilton Atlanta Northeast
tel: (770)408-0384
e-mail: christina@gamoa.org
web: www.gamoa.org

Septemeber 23-25

Euro Attractions Show (EAS)

Amsterdam, Netherlands
Amsterdam RAI Convention Center
tel: (703)836-4800
e-mail: iaapa@iaapa.org
web: www.iaapa.org

September 26-29

AMOA Mid-Year Meeting

Marco Island, Fla.
Marriott Marco Island Resort
tel: (800)937-2662
e-mail: amoa@amoa.com
web: www.amoa.com

September 30-October 2

Global Gaming Expo (G2E)

Las Vegas, Nev.
Sands Expo & Convention Center
tel: (888)314-1378
e-mail: inquiry@globalgamingexpo.com
web: www.globalgamingepxo.com

October 7-10

National Association of Convenience Stores Show

Las Vegas, Nev.
Las Vegas Convention Center
tel: (877)684-3600
e-mail: show@nacsonline.com
web: www.nacsshow.com

October 15-17

ENADA Rome

Rome, Italy
Rome Expo Centre
tel: +39-0541-744250
e-mail: s.bodellini@riminifiera.it
web: www.enada.it

October 15-19

Pinball Expo

Wheeling, Ill.
Westin Chicago North Shore Hotel
tel: (800)323-3547
e-mail: brkpinball@aol.com
web: www.pinballexpo.net

October 16-17

SUREXPO

Warsaw, Poland
Expo XXI, Hall 2
tel/fax: +48-71-359-62-71
e-mail: office@wigor-targi.com
web: www.wigor-targi.com

October 21-22

West Virginia Amusement & LVL Association Meeting

Charleston, W.Va.
Marriott Town Center
tel: (304)951-9297
e-mail: wvalvloa@aol.com
web: www.wvalvloa.org

October 23-25

G&A Zhongshan Fair

Zhongshan, China
Zhongshan Expo Center
tel: +86-20-2831-4758
e-mail: grand.ti@grahw.com
web: www.zsgaf.com

October 27-30

World Waterpark Convention & Symposium

Las Vegas, Nev.
Paris Hotel Convention Center
tel: (913)599-0300
e-mail: wwamemberinfo@waterparks.org
web: www.waterparks.org

November 8-9

AMOA Road Scholar Program

Denver, Colo.
Embassy Suites Hotel
(800)937-2662
e-mail: llschneider@prodigy.net
web: www.amoa.com

November 11-13

NAMA CoffeeTea&Water

Dallas, Texas
Hyatt Regency
tel: (312)346-0370
fax: (312)704-4140
web: www.vending.org

November 17-21 PM

IAAPA Attractions Expo

Orlando, Fla.
Orange County Convention Center
tel: (703)836-4800
e-mail: iaapa@iaapa.org
web: www.iaapa.org

January 13-15, 2015

EAG International

London, England
ExCel London Exhibition Centre
tel: 01582-767254
e-mail: karencooke@eagexpo.com
web: www.eagexpo.com

PM denotes *Play Meter* as an exhibitor.

Play Meter's classified advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. You may pay by check, money order, Visa or Mastercard. The deadline is usually before the 12th of the month prior to issue (example: September ad must be in before July 12).
FOR MORE INFORMATION, CONTACT CAROL LEA: (504) 488-7003 / sales@playmeter.net
 If you have problems with or questions about any advertiser, PLEASE CONTACT US. We keep a file on all complaints. Play Meter Magazine / 6600 Fleur de Lis / New Orleans, LA 70124 or fax: (504) 488-7083.

Programmers



EMP-10 **EMP-21**

Call for new price quotes

C&P Distributing
www.onsale.net
 Tel: 574.256.1138
 Fax: 574.256.1144




READERS/ ADVERTISERS

We do not knowingly accept ads for copies or licensed games involving a third party. We do not print prices on games currently in production. We encourage advertisers to include their name, address, and phone/FAX numbers for the purpose of credibility. We do not accept ads from companies who consistently advertise products they do not have or from companies that we receive multi-complaints about.


PLAY METER MAGAZINE

Hard Disk Duplicators



Prices subject to change without notice.
 Call for new price quotes

C&P Distributing
www.onsale.net
 Tel: 574.256.1138
 Fax: 574.256.1144



Call for a FREE Catalog!

Penguin BRAND





Cloth, Cloth, Cloth!
Cut Beds or Bolts



Pivot Block



Rail Bolts



\$130
Replacement Rails



Pocket Buttons



2 Sizes
Pocket Nails



Leg Bolts



Leg Leveler T-Nuts



Trim Nails



Mouldings



Cushion Facings



Ball Dump Roller



T-Nuts



\$60
Trim Sets

Toll-Free 1-866-772-3636

www.Penguinamusement.com

End of the Summer Sell Off

Flip to Win

Smoken Token Extreme - 2 pcs
 Ice Balls - 14 pcs
 Dunkin Alien - 4 pcs
 Drill o Matic - 2 pcs
 Air Hockey - 4 pcs
 Gold Zone
 Basketball lots of 8 pcs -sell in 4's only
 DDR Extreme - 2 pcs

Wheel Deal

Fun Stop photo machine - 12 weeks old
 Mr Wolf - 2 pcs
 Hot Stuff 6 player crane
 Break the Bank
 Football Fortune - 2 pcs
 X Prize by ICE
 Hurricane Simulator

**40-50 pcs Toy Taxi Cranes with Stage 1 controller system
 and bill acceptors- used about 8 months**

*Make a reasonable offer on anything here .. everything is available after Sept 15th.
 Everything is maintained in house and in very good to excellent shape.*

1-732-581-3578 • Gary

Choose Your Key!

At Baton, we offer many options for the Coin Operated machine industry. Choose a key, and any of these locks within their keyway can be keyed to the same code!
 We also accept other manufacturer's codes*.



***Call us for more details!
 1-800-395-8880**

Or, visit us on the web at:
<http://www.batonlockusa.com>



Your  to Security

*Celebrating Over 30 Years of
 Unmatched Security and Service!*

AUCTION GAME SALES

UPCOMING COIN-OP CONSIGNMENT AUCTIONS

SEPTEMBER 6, 2014

Sevierville Convention Center

202 Gists Creek Road
Sevierville, TN 37876

**EQUIPMENT
CHECK IN**

Sept 5: 11am-9pm
Sept 6: 8am-10am

SEPTEMBER 20, 2014

Big Town Event Center

2323 Big Town Blvd
Mesquite, TX 75149

**EQUIPMENT
CHECK IN**

Sept 19: 11am-9pm
Sept 20: 8am-10am

OCTOBER 25, 2014

Sevierville Convention Center

202 Gists Creek Road
Sevierville, TN 37876

**EQUIPMENT
CHECK IN**

Oct 24: 11am-9pm
Oct 25: 8am-10am

For hotel information, please visit our website.

If you have a Family Entertainment Center or arcade that is closing, Auction Game Sales can come to your location and handle the entire liquidation on site.

FOR MORE INFORMATION

MARKF@AUCTIONGAMESALES.COM

TOLL (800) 551-0660

WWW.AUCTIONGAMESALES.COM



**ALL SALES
START AT
10:00 AM**

TERMS Full payment day of auction. Cash, credit card, cashier's check or company check with a current bank letter of guarantee (no exceptions.) No personal checks!

Operators & distributors pay no buyers premium

TAX Applicable state and local sales tax must be collected unless you provide a current copy of your sales and use tax permit.

• 10% commission (\$100 Max/Item)

• \$10 purchase handling fee (per item)

• \$10 registration fee (per item)

TX License # -16216

TN Gallery License # -5548

NC Firm License # -8741

Primero Games LLC

- Redemption
- Skill Games
- Sweepstakes
- Raffle

PRIMERO GAMES, LLC
 2150 Northmont Pkwy, Ste. N
 Duluth, GA. 30096
 770.476.0311
 WWW.PRIMEROGAMES.COM

Amusement Entertainment Management, LLC



Frank Seninsky, President

*“In The End, The Best Consultant Always
 Saves You More and Costs You Less”*

- Project Feasibility Studies □ Architectural Design & Theming
- Game and Attraction Sourcing, Purchasing, and Resale Services
- Business & Marketing Plan Creation □ Facility Upgrading and Revitalization
- Operating and Performance Audits

A division of Alpha-Omega Amusements, Inc., 12 Elkins Road, East Brunswick, NJ 08816
 Contact Frank Seninsky or Jerry Merola at (732) 254-3773, e-mail us at
 Profitwizz@aol.com or Fseninsky@aol.com, or visit our website at www.AEMLLC.com

Looking for Soldering, Repair & Rework Tools?

Suzo-Happ Now Offers Over 100 Pace Parts with **NEW** Lower Pricing!



PACE
worldwide

92-1439-00

92-1494-00 92-1488-00 92-1512-00 92-1495-00 92-1505-00

SUZO HAPP



suzohapp.com

1743 Linneman Rd. Mount Prospect, IL 60056

PHONE: (888) 289-4277



TOKENSDIRECT

Direct from the Factory to You!

- Order online at www.tokensdirectstore.com
- Call Toll Free 1-866-764-7038
- Sizes from 0.800" to 1.125"
- Stock tokens ship the next business day
- Hundreds of stock designs
- Custom orders welcome
- In house graphic department



TOKENSDIRECT®

Call toll free

866-764-7038

or visit our website

www.tokensdirect.com



American Made
in Cincinnati, OH

"THE INDUSTRY'S SMART CARD - CASHLESS COMPANY & MUCH MORE"

COMPLETE GAMES



WITH WARRANTY &
ALL NEW PARTS

ADDITIONAL OPTIONS

- UPRIGHT, SITDOWN OR TABLE TOP CABINETS
- 15, 17, 19, 22" LCD MONITORS (touch-screen add-on also available)
- ICT, JCM, PYRAMID, MARS & COIN-CO. BILL ACCEPTORS
- **CARD READERS** WITH SMARTCHIP TECHNOLOGY (HIGH SECURITY)
- ICT, CITIZEN OR CUSTOM PRINTERS

WE OFFER ANY BOARD IN THE INDUSTRY

- TOP SELLERS**
- | | |
|-----------------------------|----------------------------|
| NUDGE/ SKILL | VGA GAMES |
| TIP TOP CLASSIC (8in1 game) | MEGA PLAY (8in1 game) NEW |
| ANTS vs PLANTS (2in1 game) | SUPER BUGS BONUS NEW |
| DIAMOND SKILL (5in1 game) | CHEERS NEW |
| NCG suite I (6in1 game) | ISIS GOLD NEW |
| WILD HARVEST | V TOUCH (5in1 game) |
| PIZZA PARTY NEW | PLATINUM TOUCH (3in1 game) |
| SKILL ELDORADO | AGE OF FIRE NEW |
- Linking Progressive Jackpot systems available
AND MANY MORE TO CHOOSE FROM!!!

AXESNETWORK



SMART CARD SYSTEM

#1 Cashless System

- FOR ARCADE, SKILL/REDEMPTION AND GAMING MACHINES
- ONLINE OR OFFLINE CAPABLE
- BUILT-IN FEATURE TO STOP MATCH-PLAY SKIMMING
- KNOW HOW MUCH MONEY IS IN YOUR GAMES
- REAL-TIME PLAYER TRACKING AND REPORTS (MULTI-SITE CAPABLE)
- BUILD YOUR OWN PRODUCT LIST FOR REDEMING
- DEACTIVATE LOST OR STOLEN CARDS
- KNOW WHICH MACHINES ARE DOING BEST
- ELIMINATE THEFT AND BAD EMPLOYEES
- PERFECT FOR ROUTE OPERATOR

Call now for details!!!

Manage your Gameroom at the click of a button
Your #1 Authorized US Distributor!

DEBITEK SMART CARD SYSTEM



!!!NO ATTENDANT NECESSARY!!!
OPTION AVAILABLE

LOAD PLAYER CARDS AT THE LOAD & CARD DISPENSER STATION BY USING CASH OR CREDIT/DEBIT *then* USING A SPECIAL DEBITEK READER REDEEM GIFT CARDS, LOTTERY TICKETS OR ANY PRODUCT FROM A SECURE VENDING UNIT

DEPENDABLE & COST EFFECTIVE CASHLESS SYSTEM
We buy & trade used readers!

SERVICE REPAIR CENTER

WE REPAIR.....ICT BILL ACCEPTORS & PRINTERS - PEACH STATE LCD'S - JCM BILL ACCEPTORS - GAME BOARDS DEBITEK READER SYSTEMS - AXES READER SYSTEMS AND MUCH MORE

www.CBSalesonline.com

CGA/EGA to VGA Video Converters



Arcade monitor gone bad? Why replace or repair an old expensive monitor when you can simply use any standard VGA monitor or LCD!

For details and easy online purchasing go to:
www.jammaboards.com/converter or
 e-mail: **sales@jammaboards.com**

Only \$39.95
 Quantity Discounts Available!

JAMMABOARDS.COM, LLC
www.jammaboards.com
 Phone/Fax - 1-800-326-8859



WOULD YOU LIKE FULL COLOR TICKETS ?

WE CAN SAVE YOU MONEY CALL AND SEE !

YES.....
***SAME THICKNESS**
***BAR CODE**
***FREE ARTWORK**
***NO SETUP FEE**

GENERIC \$85 / 100,000
SKATE \$85 / 100,000
CUSTOM \$85 / 100,000

Let us **BEAT** your current price
1-800-224-1717

OLYMPIC Fun Center

WELCOME TO THE BOARDWALK

NO MINIMUM • NO RESERVE MAJOR ABSOLUTE AUCTION! SATURDAY, SEPT. 20 @ 11AM EDT

Olympic Fun Center, 2400 Boardwalk, Wildwood New Jersey 08260
SELLING AT AUCTION ALL ASSETS - WALL TO WALL - TO THE HIGHEST BIDDERS IN INDIVIDUAL LOTS
Preview 9 to 11am Same Day and Inspection now through auction date during business hours

FEATURING ARCADE GAMES, REDEMPTION, PINBALLS, CLASSICS, CRANES, PUSHERS, SLOT MACHINES, CHANGERS, and TONS of General Merchandise

PLUS Custom Scare Factory and Daniel Woods Designed 5-Player Shooting Gallery and Frog Bog Carnival Game and Enclosure

TONS OF PUSHERS 6 Player Wizard of OZ, Wheel of Fortunes, Jack Pots, Betty Boop, Jacks High, Spin to Win, Monopoly etc.

CRANES 28+ Cranes, Giant ELaut, Single & Doubles Giga Cranes, Mega, Smart, & United Cranes, Custom Themed "Asbury Park" Tilly Cranes, all types, styles & sizes

Redemption Tons - Harpoon Lagoon, Giant Stacker, Slam a Winner, 20 Ice Balls / Roll Downs, Monster Drop, New Knock it Off, 2 Big Bass Wheels, etc...]

AMUSEMENT GAMES/ PINBALLS/ SUPPORT

2 Super Cars, Combo Boxer, Deal or No Deal, Revenge of Mars Pinball, Simpsons Party Pinball, DC Photo Booth, 12+ Changers Rowe and American (all accept new bills), Kiddie Rides, ATM Machine

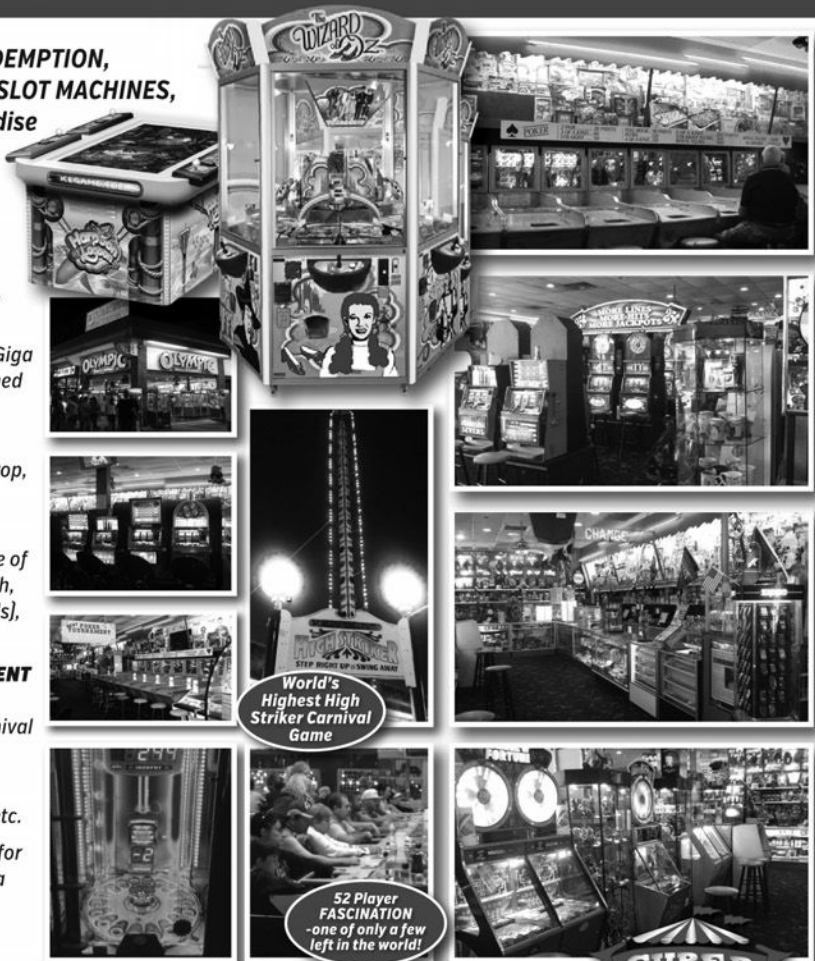
ANTIQUE/VINTAGE TREASURE TROVE OF EQUIPMENT

30 to 50+ Years Old Found in back of warehouse, Cowboy shoot Out, Exhibit Rotary, Penny Press, Carnival Wheels, Indoor Outdoor Signage

SLOT MACHINES 25+ Pirate, Independence Day, American Pride, IGT Poker Deuces Wild, Free for All, etc.

MISCELLANEOUS Tons of Brand New Merchandise for redemption, computers, safes, tools, security camera system, bill counters, 26+ showcases, shelving...

WAY TOO MUCH TO LIST HERE!



FOR TERMS, PHOTOS & MORE INFORMATION

SuperAuctions.com

OR CALL 714-329-1373

SUPER AUCTIONS

Selling your Family Entertainment Center, Arcade, Route, Real Estate or other Amusement Assets?
CALL US for a FREE, NO OBLIGATION & CONFIDENTIAL EVALUATION!

EPROMS & Programmers



Call for
PRICING

C&P Distributing

www.onsale.net

Tel: 574.256.1138

Fax: 574.256.1144



Blue Bar Vending

Offering a complete line
of Bulk Vending
Equipment and Supplies
All at Discounted Prices

800-869-0724

fax:626-337-6618

email: gsi99@yahoo.com

www.bluebarvending.com

CGA/EGA TO VGA VIDEO CONVERTERS



Arcade monitor gone bad? Why replace or repair an old expensive monitor when you can simply use any standard VGA monitor or LCD!

For details and easy online purchasing go to:
www.jammaboards.com/converter or
e-mail: sales@jammaboards.com

Only \$39.95

Quantity Discounts Available!



JAMMABOARDS.COM, LLC

www.jammaboards.com

Phone/Fax - 1-800-326-8859



**JAMMA
BOARDS**
COM



- New & Used Bulk Vending Equipment
- Northwestern Machines & Parts
- Free Shipping!

email: ontheballvending@gmail.com

www.bannervending.com

(504) 488-7003 CLASSIFIED RATES (504)488-7003

SIZES	WIDTH/DEPTH	RATE
Full pg. (image area)	7" x 10"	\$600
3/4 pg.	7" x 7-1/2"	480
2/3 pg.	4-5/8" x 10"	420
1/2 pg. island	4-5/8" x 7-1/2"	320
1/2 pg. horizontal	7" x 4-7/8"	320
1/3 pg. square	4-5/8" x 4-7/8"	210
1/3 pg. vertical	2-1/4" x 10"	210
1/4 pg. vertical	3-3/8" x 4-7/8"	160
1/4 pg. horizontal	4-5/8" x 3-3/8"	160
1/6 pg. vertical	2-1/4" x 4-7/8"	110
1/6 pg. horizontal	4-5/8" x 2-1/4"	110
Per column inch		24
(\$30 for first inch; \$24 each additional inch)		



GENERAL POLICY

PLAY METER'S Classified (Money Pages) advertising is primarily intended for: buyers and sellers of used equipment, support and supply firms and employment opportunity ads. We reserve the right to reject advertising that does not fall within the scope intended for PLAY METER'S Money Pages, or any reason we deem appropriate. PLAY METER'S classified advertising is NOT agency commissionable.

DEADLINES (for classified ads only)

Reservations and raw copy deadline for ALL classified ads is the 12th of the month prior to issue date (e.g., March 12 for April issue).

GRAPHIC SERVICES

The PLAY METER art staff will assist in typesetting and layout of ads to be placed in the classified section of our publication at no additional cost. Rough layouts must be provided three working days before the ad copy deadline.

Merit CDROM Replacements



Call for new price quotes

C&P Distributing

www.onsale.net

Tel: 574.256.1138

Fax: 574.256.1144



we've got the touch

800-640-5545



the magic touch



Save your Merit XL and Maxx Cabinets

We can make your Merit XL and MAXX Counter Top Cabinets look new again.

Conversion Kit

- 15" LCD Touch Screen Monitor
- Lighter and easy to move
- Easy to services

More room inside for larger PCB

Before

After



INSTALL ONE OF OUR MANY GAMES OR ONE OF YOURS

OUR NEW 15" COUNTER TOP HAS IT ALL, TOUCH SCREEN, BUTTONS, OR BOTH, PRINTER, BILL VALIDATOR.



15" LCD →

PUSHBUTTONS →

PRINTER →



← BILL VALIDATOR

MAGIC IS IN OUR COUNTERTOP

MAGIC 12

TOUCH OF



GUYS & GALS

TOUCH of BROADWAY

2S & 3S

MAGIC SEVEN

RWB

AMUTRONICS, INC.

magic

PHONE: 800-640-5545
sales@amutronics.com

**MONITOR
GET WELL KITS
SAVES TIME AND MONEY
ON MONITOR REPAIRS!**

Monitor repair kits repair picture warping, blacking out, smearing, jail bars, vertical shrinking, etc. All kits come with easy to install instructions and free technical help.

- Kit101: Electrohome GO7-CBO 19" 17 parts - \$7.95
 - Kit201: Wells-Gardner K4600 series. 21 parts-\$6.95
 - Kit202: Wells-Gardner K4900 series. 16 parts-\$7.95
 - Kit203: Wells-Gardner K4800 series. 16 parts-\$7.95
 - Kit204: Wells-Gardner K7000 series. 17 parts-\$6.95
 - Kit206: Wells-Gardner K6100 X-Y monitor. Includes 6 deflection transistors, diodes, etc. 30 parts- \$14.95
 - Kit220: Wells-Gardner U2000. 33 parts-\$8.95
 - Kit221: Wells-Gardner U5000. 34 parts-\$8.95
 - Kit225: Wells-Gardner U2000, U5000 vertical repair kit Includes TDA1771 vertical IC. 7 parts-\$8.95
 - Kit240: Wells-Gardner K7201. 18 parts-\$7.95
 - Kit244: Wells-Gardner K7203. 32 parts-\$7.95
 - Kit250: Wells-Gardner K7400, K7500. 39 parts-\$8.95
 - Kit260: Wells-Gardner D9200. 64 parts-\$9.95
 - Kit301: Nintendo Sanyo EZ-20. 25 parts-\$6.95
 - Kit302: Nintendo Sharp 19". 24 parts-\$7.95
 - Kit802: Hantarex MTC-9000. 19 parts-\$7.95
 - Kit810: Hantarex Polo monitor. 27 parts-\$7.95
 - Kit830: Neotec NT27, 29, 31 series. 52 parts-\$8.95
 - Kit832: Neotec NT2700,01,02, NT3500,01,02 series repair kit. 53 parts-\$8.95
 - Kit834: Neotec NT2500, NT2501, NT2515C, NT25E repair kit. 37 parts-\$8.95
 - Kit920: For Pac Man, Ms Pac Man logic board. Eliminates hum bar in picture. 4 parts-\$6.95
- We make kits for every monitor. Just ask for your make and model number.**

DISCOUNT! Buy ten kits and take \$1.00 off each kit.

FLYBACKS! Electrohome, Hantarex, Wells-Gardner, Neotec, etc. \$24.95ea

ZANEN ELECTRONICS

888-449-2636 (orders only)
806-829-2780, FAX 806-829-2781
Zanenelectronics@aol.com

**FLAT RATE
BOARD EXCHANGES**

**SPECIALIZING IN THE
OLDER CLASSICS**

*

**VIDEOS & PINBALLS
MONITORS
POWER SUPPLIES
PARTS & MANUALS
GAME SALES**

ELDORADO GAMES

115 W. DALLAS ST.
MT. VERNON, MO 65712
(417) 471 - 1005 Fax -1006
www.eldoradogames.com

Join the
fun
Join
Play Meter
on facebook

**Blue Bar
Vending**

*Offering a complete line
of Bulk Vending
Equipment and Supplies
All at Discounted Prices*

800-869-0724

fax:626-337-6618
email: gsi99@yahoo.com
www.bluebarvending.com



- New & Used Bulk Vending Equipment
- Northwestern Machines & Parts
- Free Shipping!

email: ontheballvending@gmail.com
www.bannervending.com

Professional Monitor Repair - All Brands!

PRICE SUBJECT TO CHANGE
WITHOUT NOTICE

Lowest Price

FLAT RATE
as low as


\$49.99
most brands

all parts & labors
included except
flyback & custom MPU IC

✓ **Fast Turnaround** ✓ **We Guarantee Our Work!**

Please just send chassis with control-cable-video input (no CRT please.) We use high-tech equipment to diagnose your monitor. This cuts down on labor time and is very reliable (we have over 20 years experience!)

We also specialize in servicing LCD Monitors for jukebox and games (please send whole monitor)
www.pnlvideo.com

- ✓ We sell, and buy new & used monitors & chassis.
- ✓ We supply monitor parts.
- ✓ Rush jobs same day or next day available!
- ✓ We ship UPS, C.O.D, or credit card payments  accepted.

Call us now! 800-992-6588 Ph: 626-337-9782

PNL inc.

5021 Elton St., Baldwin Park, CA 91706
Fax: 626-337-9783 Email: John@pnlgame.com
Hours: Mon - Fri 10:00 am to 6:00 pm



GET ON BOARD WITH
THE CAPTAIN!

CAPTAINS AUCTION WAREHOUSE PRESENTS
MAJOR AMUSEMENT AUCTION!

SATURDAY, OCT. 18 @ 11 AM PDT

400+ COIN OPERATED ARCADE GAMES, REDEMPTION, COUNTERTOPS, POOL TABLES, KIDDIE RIDES, VINTAGE CLASSICS, JUKEBOXES, BULK VENDING AND... **TONS OF PINBALLS!**

WE CONDUCT
 the **INDUSTRY'S** most
AGGRESSIVE
ADVERTISING and
MARKETING CAMPAIGN
 to **HELP OPERATORS**
EARN TOP DOLLAR for
ALL AMUSEMENT
ASSETS



PREFERRED RATE FOR CEMA & AMOA MEMBERS!

- ☑️ *HUGE selection of late model equipment at EVERY AUCTION! Sell your older equipment and trade up the same day.*
- ☑️ *FREE storage and warehousing up to four weeks prior to auction.*
- ☑️ *No up-front pick up service of amusement equipment for any Captain's Auction. Let us help in handling all the details.*
- ☑️ *Complete buyouts and immediate cash advances are available to sellers.*
- ☑️ *Trade-ins accepted for ALL amusement equipment.*
- ☑️ *Easy, low-qualifying financing from aggressive lending services for ALL auction purchases.*
- ☑️ *LIVE ONLINE SIMULCAST of every Captain's Auction! Buy and sell from any computer, tablet or smart phone.*
- ☑️ *Certified appraisal services available for buyers, sellers and lending institutions.*



(714) 701-9486
CaptainsAuctionWarehouse.com
 4421 E. La Palma Ave. Anaheim, CA 92807



A & A Global	82	800-638-6000	www.aaglobalind.com
AAMA	39	866-372-5190	www.coin-op.org
AMI Entertainment Network	21	215-826-1400	www.amientertainment.com
AMOA	75	800-937-2662	www.amoa.com
AMOA State Associations	29	800-937-2662	www.amoa.com
Amusement Smart	77	217-347-5242	www.amusementSMART.com
Andamiro USA	51	310-782-3377	www.andamirousa.com
Arachnid	19	800-435-8319	www.bullshooter.com
Coast to Coast Entertainment	81	800-224-1717	www.cranemachines.com
Creative Works	16 A, 22	317-834-4770	www.theWOWeffect.com
Digital Centre	9	305-387-5005	www.digital-centre.com
Elaut USA	5, 25	732-364-9900	www.elautusa.com
Firestone Financial	18	800-851-1001	www.firestonefinancial.com
HMS Monaco	82	800-777-0901	www.hmsmonaco.com
Hoffman Mint	73	800-227-5813	www.hoffmanmint.com
IAAPA	23	703-836-4800	www.iaapa.org
ICE (Innovative Concepts in Entertainment)	37	716-759-0370	www.icegame.com
ICT (International Currency Technologies)	15	510-353-0289	www.ict-america.com
Impulse Industries	83	800-446-7857	www.impulseindustries.com
Incredible Technologies	7	800-262-0323	www.itsgames.com
Indiana Ticket Company	4	800-428-8640	www.indianaticket.com
Legacy Inc.	3, 27, 67	800-232-6467	www.legacydist.com
MCM Elements	55	414-367-9626	www.mcmelements.com
Muncie Ticket	4	800-428-8640	www.muncienovelty.com
PrimeTime Amusements	22	800-550-0090	www.primetimearcade.com
Prizes!	83	800-992-2388	www.prizes1.com
QubicaAMF	13	866-460-QAMF (7263)	www.qubicaamf.com
Rhode Island Novelty	82	800-435-3456	www.rinovelty.com
S&B Candy & Toy Co.	69	800-773-0531	www.candyandtoy.com
Sacoa/Play Card	Cover 4	866-438-7226	www.playcard.com.ar
Semnox	26	813-973-2149	www.semnox.com
St. Louis Game Co.	69	800-773-0531	www.candyandtoy.com
Sureshot Redemption	83	888-887-8738	www.folandgroup.com
Turfway Entertainment	63	859-285-7111	www.turfwayentertainment.com
Universal Space	Cover 2	714-377-0508	www.universal-space.com
Venco Business Solutions	Cover 3	800-762-9962	www.vencosolutions.com

The Right Price...The Right Security...The Right Lock

Changeable Security
Patented Protection



Accepts Standard
Lock Cylinders



Patented Cam Lock Protection



Solid Steel Padlocks
Standard Lock Cylinders



Padlock Hasps
Custom Capabilities



Locking Systems™
International Inc

800-657-LOCK (5625)

sales@lockingsystems.com • www.lockingsystems.com



Visit us online!

Tired of Running Wire?

Solve the problem with
Venco's Wireless Solutions!



Venco's Verizon Wireless Stick for Jukeboxes can be used with a wireless router. Run your Jukebox and ATM off one unit at just \$29.95 per month with **NO CONTRACT!**

Venco's Opt-Connect Box for ATMs is just \$19.95 per month for TCP/IP. **NO CONTRACT!**



Venco's Wireless Bridge. Transmit the signal up to 300 feet with one unit at the Internet connection and the other in the Jukebox or ATM. Just a \$149.00 one-time cost!



Contact Venco for all your ATM and Wireless Connectivity needs.
WE HAVE SOLUTIONS FOR YOUR BUSINESS!



Post Office Box 237 • Bland, VA 24315

Phone: 800-762-9962 Cell: 276-613-5555 Fax: 276-688-4780

E-mail: jnewberry@vencosolutions.com www.vencosolutions.com

The Complete Solution For Your Business!



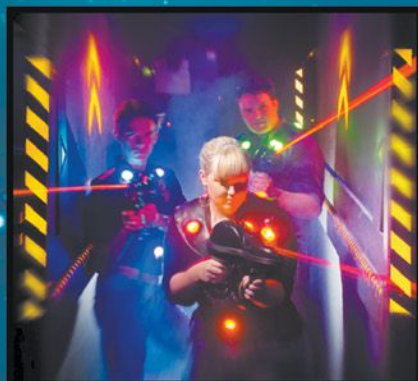
Point of Sale



Kiosk



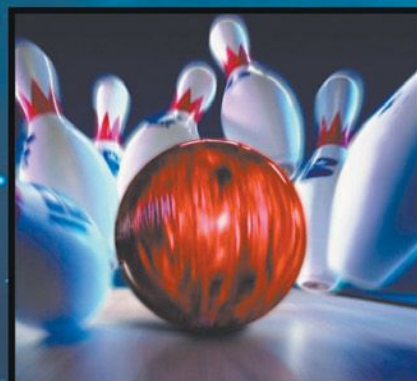
Redemption Management



Laser Tag



Debit Card



Bowling



Online Sales



Social Networks



Party & Events

1000+ Sacoa Playcard Installations Worldwide

Visit us at:



Sep 23-25, 2014
Amsterdam, Netherlands
Booth #8623 Hall 8



Nov 17-21, 2014
Orlando, USA
Booth #229

Contact Us:
+1 214 256 3965
playcard@sacoacard.com
www.sacoacard.com

Sacoa
Wireless Debit Card System