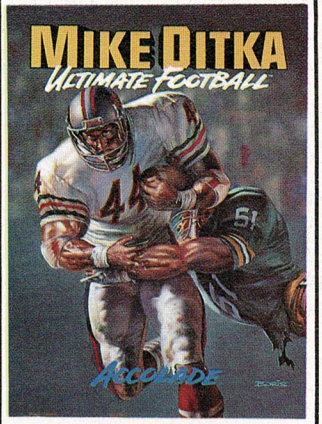


CTW

An ETP Publication

2.12.91 EUROPE'S ELECTRONIC GAMES TRADE PAPER Issue 365



OUT NOW

Super NES to spring into UK

Nintendo's 16-bit Super NES games console will be launched into the UK next spring, CTW can exclusively reveal.

The news finally ends weeks of speculation about the Japanese giant's plans, and will surprise many. Though the machine has been on sale in the US since the beginning of September — and in Japan for well over a year — Nintendo had previously given the distinct impression that a move into the UK was far from imminent.

But Nintendo's exclusive UK distributor, Bandai, told CTW last week that the machine would definitely arrive in mid to late spring, priced at £149.

Bandai's Nintendo boss Mike Hayes admitted that such a launch was somewhat ahead of any previous schedule — but would not comment on whether it was particular pressure from his firm that had led to the change in policy.

"We're in a very, very fast changing marketplace, and because the UK consumer has become so sophisticated in his demand for new products, we have reviewed the situation. It was a consensus decision, coming from our close and harmonious relationship with the licensor (Nintendo)."

Nintendo's UK thinking has previously been that it would be unwise to risk clouding a still developing market with a new machine which carries a higher price and runs completely dif-

ferent software.

Hayes himself argued only a couple of months ago (CTW October 10th) that there was still a considerable amount to be achieved with the NES. That view remains. But, with the NES and Gameboy now both established, he thinks that Bandai can successfully cope with a third Nintendo product.

"The UK marketplace has an ability to absorb new technology. We've got the handheld market and we own the 8-bit market, so now we want the 16-bit market too. We've said before that we will only launch a product when it is commercially viable on a real mass market scale, and the Super NES now fits the bill."

An important factor in Nintendo's decision would appear to be the success of Sega's flagship 16-bit Megadrive in the UK, but Hayes countered: "I don't think it's got much to do with that at all — it's about the consumers' ability to take the next generation of products."

Even so, Hayes does concede that, due to its under-12s pitching of the NES, there is a major market where no standard Nintendo games console is currently on offer.

"There will always be a certain element of overlap when two machines are on sale, but when the Super NES arrives it will appeal very much to the older consumer. We are not bastardising our business at all, we're just opening up a new market — a market where we already have brand strength

RULE NUMBER ONE

NEVER UNDERESTIMATE BUYING POWER OF 60 MILLION NES PLAYERS!

Because this year they and millions more will be buying! 1991 Nintendo Entertainment System™ sales are already ahead of projections. In fact, 1.2 million systems were sold in the first four months alone. And with an average of two players per household that means over two million new players so far this year. And our base of 60 million NES™ players is still buying — over 70% are buying as many and more games as the year before! The reason is simple. No other system has as many members who keep buying more games!

ZERO TO 12 MILLION IN TWO YEARS MEAN YOU'RE JUST GETTING STARTED, BOY!

Game Boy™ has an international appeal that's crossing every age group. And that appeal is growing. It's the result of Nintendo's unstoppable mix of great games, great marketing and consumer support. It's the new level of fun with our Four Player Adapter. Everything is contributing to transforming the enormous potential of our market into unprecedented demand. Within our primary target today, we see the future.

RULE NUMBER THREE

TO EXCEL IN THE 16-BIT MARKET, DESIGN REAL 16-BIT GAMES.

There are reasons why the 16-bit home video game market has yet to take off. First, the incredible popularity of our 8-bit second, many of the currently available so-called 16-bit games are really just warmed-over 8-bit versions! The appeal of the Super Nintendo Entertainment System™ starts with the games: great games with all-new features, realism and depth that fully utilize our own 16-bit technology. Before 1991 is over, you will be able to offer a software games. And that's only the beginning. 32,000 colors, display four simultaneous scrolling screens with true, full stereo sound and all new control features A+B and X+Y buttons that only the Super NES™ system can offer. A level of consumer demand that has never before been experienced in the home video game market.

SUPER NES: Into battle with the Megadrive in spring

thanks to the Gameboy, which appeals to all age-groups."

Price: The proposed £149 pricepoint immediately puts the Super NES at £20 above the current Megadrive bundles. By the time it is fully available in the UK, Sega may even have responded by bringing its machine down to below £100 — but this is unlikely to force any Nintendo re-think.

"The important thing is not to look at the price of the competition but the value of our brand and what the consumer wants. £149 is the

right price for a Nintendo consumer who wants to purchase a Super NES," added Hayes.

Software: Details on software support haven't been finalised as yet, but the machine is almost certain to ship with *Super Mario World*. A batch of Nintendo's own top titles — such as *F-Zero*, *Zelda III* and *Sim City* — will also be made available, whilst third party outfits such as Acclaim, Konami and Ocean will all have product ready and waiting for release.

Marketing: Nothing is being

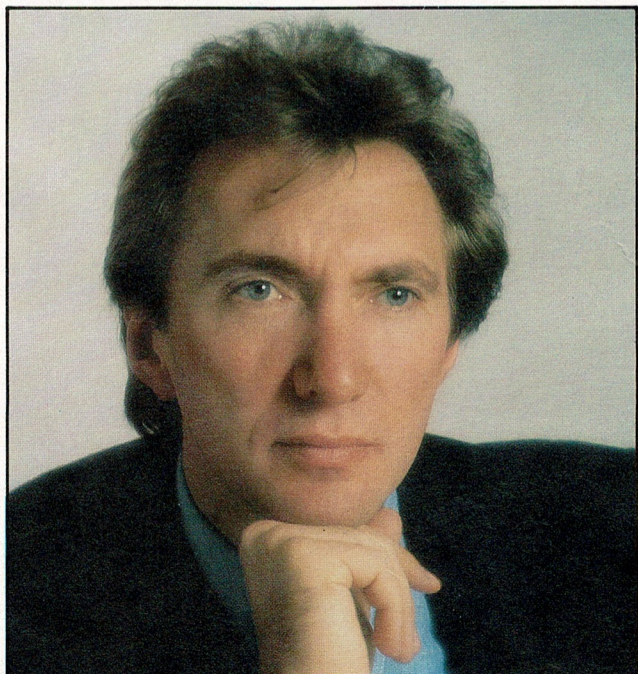
given away until the New Year, but Hayes did note that the Super NES' arrival would not effect planned NES and Gameboy budgets in any way.

Distribution: Few surprises are expected here, key accounts being told about the new arrival last week. Hayes promises that sufficient quantities will be guaranteed to meet initial UK forecasts, but shortages during the early stages would not be a surprise — Bandai's main aim presumably being to have everything running smoothly come autumn/winter next year.

In the US, the Super NES is apparently going a storm at present — recent Nintendo bullishness revealing that units are being sold at a rate of 12 every minute of retail opening. In all, the firm expects to sell two million hardware units and six million software units Stateside by the end of this year.

At the moment, only the UK launch of the Super NES has been confirmed, but a full European roll-out is expected. Specific territory details will follow in CTW shortly.

Chaney takes reins at new-look Virgin



CHANNEY: Revealed as leading Virgin

Tim Chaney last week emerged as the man to lead Virgin Games through a programme of major European expansion during 1992.

He has been appointed European managing director, with parent company Virgin Communications keen to build on what has been a successful year for the label. He joins officially on January 1st, relinquishing his role as European boss of Sega third party publisher Tecmagik.

Chaney's appointment means that erstwhile UK managing director Gerry Tucker takes over the new role of commercial director, with Robert Devereux (chairman of Virgin Communica-

Continued on back page

CBM lines up PC pack

Having toyed with the idea in 1991, Commodore has now decided to launch its PC leisure bundle in early 1992.

Details are extremely thin on the ground, but the smart money is backing a 286 machine running at a minimum of 16MHz, with 1Mb of RAM and a 40Mb hard drive.

No definite price point has yet been fixed, although £899 seems likely. It's a shade higher than comparable offerings from rivals such as Amstrad and Goldstar, but Commodore could gain an advantage by producing a knockout bundle with big name games — a trick which has served it

very well in the 16-bit market so far.

Commodore's sales director Kelly Sumner was not prepared to confirm or deny the story when questioned by CTW. He offered simply: "We are always looking at new hardware opportunities."

The PC leisure boom has, to date, been very much a software phenomenon, with more and more adults buying high end games to play on their business machines.

The hardware fraternity is now trying to get in on the act by making games part of the marketing mix when selling DOS machines.

Amstrad led the way with the PC5286 Games Pack in September and Goldstar has also been aggressive in the emerging market.

THIS WEEK:

Company News:		
Acclaim	8	Nintendo 6
Alternative	6	Ocean 3/4
Atari	3	Our Price 6
Blockbuster	3	Philips 3
Celebrity	6	Psygnosis 8
Centrossoft	6	Sega 4/8
City Vision	3	Sierra 4
Commodore	3	Tecmagik 4
Domark	3	Telstar 3
InDin	8	USD 4
Ktron	8	Virgin Retail 6
Leisuresoft	4	
Mirrorsoft	4	
Features:		
1991 Leisure Hardware Guide		10
US market report		12
CPC Christmas hopes		14
Mastertronic R.I.P.		17
Christmas chart hopefuls		19
Letters		24/26
Charts		25
Reviews		25

ACCESSORIES FOR THE GAME BOY

GC17

Game Light Plus

Game Light and Magnifier in one, snaps securely onto your Game Boy, slides off easily. Double magnification and improves screen visibility.

GC12

Attache

Protection case with interior organiser with multiple compartments to hold Game Boy, Game Light, Amplifier, Magnifier, Power Pak, Game Light Plus, AC/DC Adaptor, Car Adaptor, Ear Phones and other accessories.



GC10

Game Boy Holster

- Innovative accessory holds Game Boy® and one extra game pak.
- Clips to belt and can be carried anywhere.
- Rugged, high impact construction complements Game Boy®.



GC 5

Game Light

Great in the car at night. Improves visibility and contrast in dark and dim light.

GC13

Game Boy Car Adaptor

Lets you power your Game Boy off your car battery. 3 metres cord reaches the back seat of most vehicles.

GC6

Game Boy Magnifier

Double magnification makes viewing easier and playing twice as exciting, bringing the action closer.

GC7

Game Boy Amplifier

Micro amplifier plugs directly into your Game Boy, improving sound and increasing your fun.

GC15

Game Boy Mains Adaptor

Lets you power your Game Boy off household current. Convenient 3 metre cord connecting directly to any standard outlets enables you to conserve your batteries.

GC2

Game Boy Carry Case (Hard)

Safe convenient storage for your Game Boy, Game Paks, Headphones and Video Link.



GC3

Game Pak Carry Case (Soft)

- Holds 12 Game Boy Game Paks
- Durable, compact case protects and organizes games during transport and storage.
- Double stitched construction with mesh woven carry strap lets you take your games anywhere.



GC8

Play and Go Carry Case

Play as you go with this stylish leather-look travel case that holds your Game Boy plus 4 Game Paks.



GC18

Game Boy Cleaning Kit

- Easy to use - extends the life of Game Boy and game paks.
- Cleaning cartridge removes dirt and build-up from Game Boy contacts.
- Special wand cleans contacts in game paks.
- Comes with extra cleaning card for cartridge and replacement tips for wand.

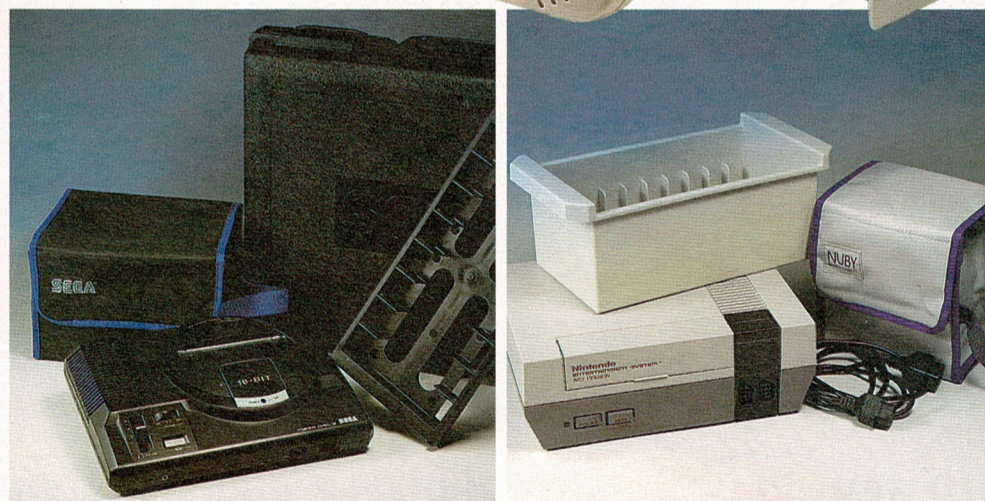
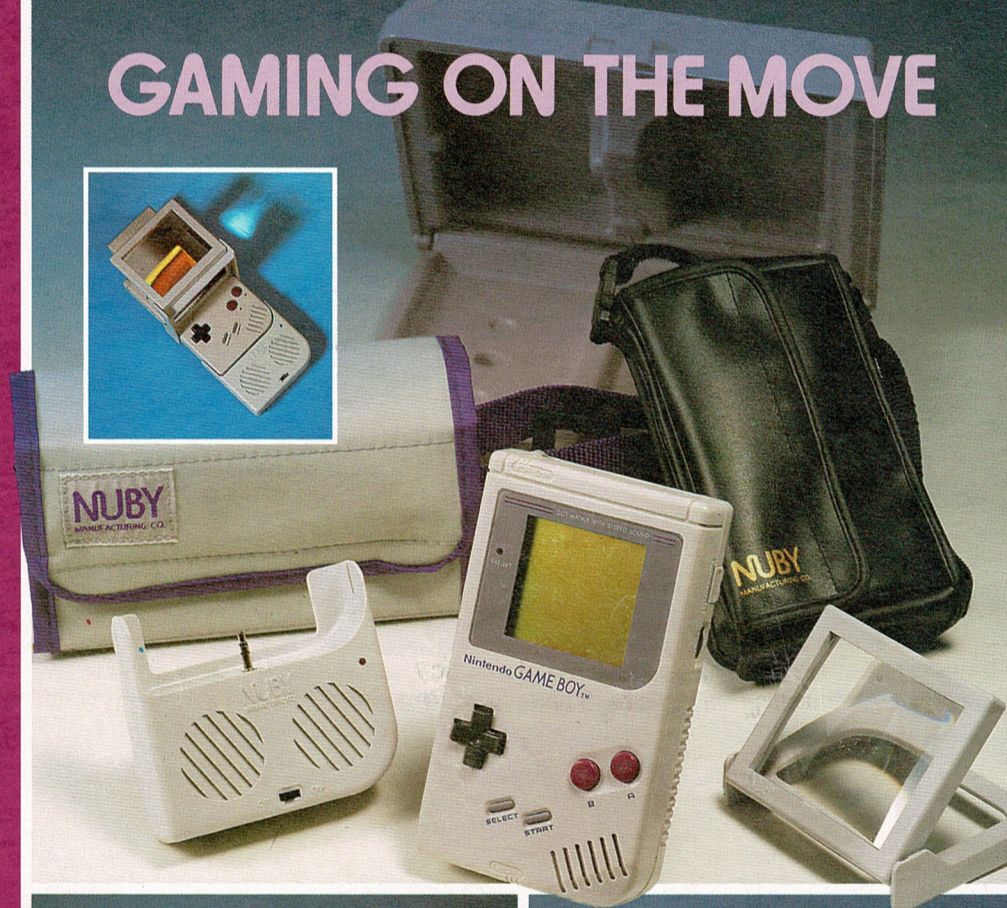
GC9

Game Boy Power Pak

- Enables Game Boy to be used on the move.
- Clips onto back of Game Boy to play.
- Plugs into wall to recharge.
- Includes rechargeable Batteries.



GAMING ON THE MOVE



Checklist
To ensure you're not missing out on any of the great Game Boy, Mega Drive, NES & Game Gear accessories here is a list of the range available.

GAME BOY

- Game Light
- Attache Case
- Game Light Plus
- Game Boy Holster
- Game Boy Car Adaptor
- Game Boy Magnifier
- Game Boy Amplifier
- Game Boy Mains Adaptor
- Game Boy Carry Case (Hard)
- Game Boy Carry Case (Soft)
- Play and Go Carry Case
- Game Boy Cleaning Kit
- Game Boy Power Pak (inc rechargeable battery)

MEGA DRIVE

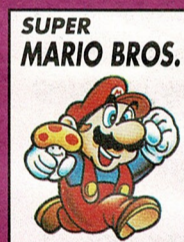
- Mega Drive Soft Pak
- Mega Drive Cartridge Caddy
- Mega Drive Carry Case

NES

- NES Soft Pak
- NES Cleaning Kit
- NES Game Caddy
- NES Extendo Cable

GAME GEAR

- Game Gear Play 'n' Carry Case
- Game Gear Attache Case



Holds official Game Boy Game

Officially licensed by

Nintendo

NUBY urges you to recycle. All product is recyclable. If you no longer need it, don't throw it away - recycle it!



Nintendo, Game Boy and the official seals are trademarks of Nintendo of America, Inc.



CENTRESOFT

Units 2/3 Holford Way, Holford, Birmingham B6 7AX. Fax: 021 625 3236.

AVAILABLE FROM CENTRESOFT TEL: 021 625 3399

Atari re-jigs plans for 'scary' TV ad

Atari has once again been caught in the TV advertising regulations minefield, due to the hard-hitting nature of its current ST campaign.

The Independent Television Association (ITVA), which acts as a watchdog for TV ads, has ruled that the 30 second ST commercial is un-

suitable for broadcasting earlier than 5.30 pm. This is due to the *Terminator 2*-style special effects — called prosthetics — which depict skin being ripped off a skull, in order to transform the central character.

Ironically, the 10 second production (which simply shows an android head with hat and party whistle) has been given the go ahead for transmission before 5.30pm

— but Atari had intended this to be a reminder of the lengthier ad.

A surprised, but unruffled, Atari commented: "We would have been running the 30 second ad on a wider timespan but, in view of the regulations, we are very happy to accept the ruling.

"We are still confident that the message is getting across to the right target markets, and we've had a lot of positive comment about the intrusiveness of the advert."

Atari argues that most of the ST's targeted audience watch TV after 5.30 pm anyway. The ITVA ruling simply means that there will be a higher density of ads running in peak time programmes. Also, the broadcast restrictions do not apply to satellite TV and cinemas.

Atari has been dogged by regulations this year. In the summer it was refused permission to run the US 'bathroom' Lynx ad on national TV, and its latest campaign for the handhelds has had to lose the planned tagline "still playing that same old game, boy?"

Indeed, the current ST tagline "the real thing, not a plaything" only just made it, after concern that it was too close to Coca Cola's own "real thing" slogan.

poses, a top of the range Amiga with a CD drive built in.

"We're stressing that one of the things that this machine can do is be turned into a computer, and that is something that none of its rivals, such as CD-I, can do."

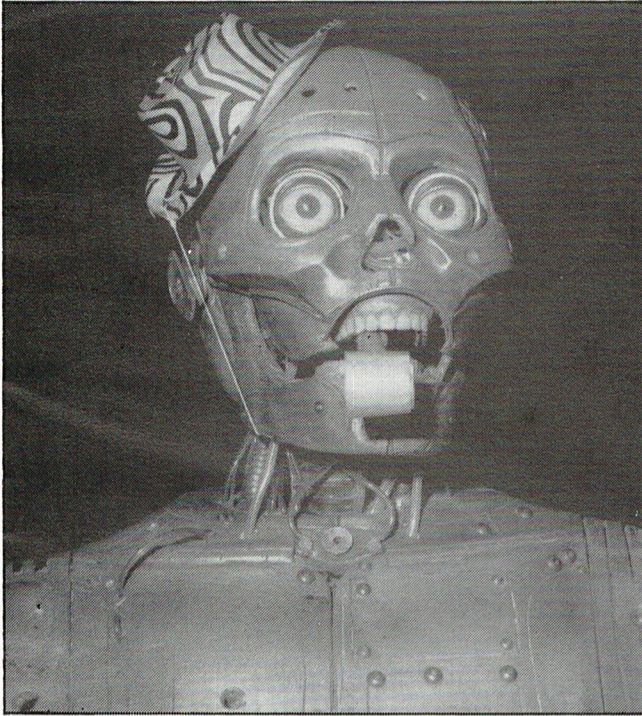
Not surprisingly, Philips, the firm behind CD-I, did not see the name change in such a glowing light. A spokesman claimed that it had actually made life difficult for all involved in the CD market.

"It's a backward step, they may be happy to associate CDTV with a well known brand, but is that going to educate consumers as to the potential of these products?"

Sumner explained to CTW: "To a certain extent we were taking the corporate line there, but we felt that it needed tweaking." So far the name change and shift in emphasis only applies in the UK.

"Our message wasn't best put over initially, we admit that and we have done something about it, we've started playing to our strengths.

"We feel that here our strongest asset is the Amiga brand name, and all we're saying now is that the CDTV is, to all intents and pur-



ATARI: Aaaaargh!

Commodore lends Amiga weight to CDTV push

Commodore last week seemed busy breaking down its self-imposed barriers between the CDTV and the Amiga.

The multi media machine is now actually known as the Amiga CDTV and the manufacturer is keen that people see the new offering as part of the Amiga family.

Previously, the firm had been fervently stressing that the CDTV was not a computer, claiming that it belongs more in the video recorder or CD department than next to the Amiga.

Sales director Kelly

CTW EUROPE NEWSDESK

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

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

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

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

FAX: (0438) 741247
TELEPHONE: (0438) 310184
(0438) 313470

CTW Europe
The BTC, Bessemer Drive
Stevenage, Herts SG1 2DX

Philips readies video investment as Blockbuster bids for Ritz

Philips and two video rental giants, Blockbuster and Ritz, were last week embroiled in a deal which could have a big impact on both the video and videogame markets.

US giant Blockbuster made a £75 million pound bid for the UK's Cityvision, parent group of the Ritz chain. It also announced that if the deal goes through Philips will either be a joint-investor in the chain, or acquire six million Blockbuster shares at \$11 each.

Even if the electrical multinational decides to opt for the joint investment option, it will still be able to purchase five million Blockbuster shares.

The Blockbuster offer was



BLOCKBUSTER: Putting on the Ritz?

recommended by the Cityvision board at 48 pence per share. Towards the end of the week, however, it became clear that several of Cityvision's large shareholders were considering opposing.

Both Cityvision and Blockbuster have recently entered the computer and videogame markets, Cityvi-

sion setting up a new chain called Game Vision to concentrate on the market and Blockbuster adding the Sega range to its video stores.

Both are enthusiastic about the prospects for growth, particularly in the console arena, and any amalgamation would create, almost immediately, a major retail force in the market.

Domark pursues Trivial music plan

Domark has taken a plunge into the music industry, following an inventive tie-up with record label Telstar.

The games firm approached the compilation specialist after it picked up the audio rights to *Trivial Pursuit* — a board game with which it has had enormous success with over the past few years via different home computer releases.

And after some 10 months of negotiations and preparation, *Trivial Pursuit The Music Master Game — Pop and Rock Edition* was laun-

ched last week. It is available on CD and cassette, and has been given the green light by major retailers such as Woolworths, Our Price, Smiths and Boots.

The game consists of 99 different excerpts of original rock and pop tracks. Players have to answer different questions, covering original artists, year of release, the ability to sing the next line, and such like.

Domark director Mark Strachan explained that, whilst published and marketed by Telstar, his firm has had an important editorial role with the product since inception — one

that will continue as new versions appear. Domark has also managed to get its name on all packaging.

"The *Trivial Pursuit* software is still selling in a significant way, and the thing itself is still the best selling board game in the country. We believe that the brand name is still very powerful, and this musical version is great fun," he added.

TP retails for £14.99 on both CD and cassette — but Strachan will send out a free copy to anyone who can sing *American Pie* all the way through.

Ocean watches Family fortunes

Oceansmiled knowingly last week, as the *Adams Family* movie hit the US with a vengeance.

Paramount's black comedy about a goulash clan exceeded industry expectations to turn over some \$26 million of business in its first weekend — the biggest opening takings since *Terminator 2* back in midsummer.

More importantly, Ocean has the complete set of machine rights to the property — from cassette and floppy to NES, Gameboy and even Super NES.

The firm will be launching Gameboy and NES versions in the US in time for Christmas.

In the UK, the film opens on December 13th. Ocean intends to release home formats, at least, by spring — with a tie-up on the sell-through video looking highly likely.

IMPORTANT! 1992 TO COMMENCE ON JANUARY 6TH

CTW will publish its last issue of the year on Monday December 16th — complete with the first issue of *CTW Europe* and the now legendary *Christmas Trade Weekly* section. This will be followed by a two week break, in which the market will have to somehow muddle along without us while we go down the pub.

On Monday January 6th, however, children will dance and birds will sing as the *CTW Official Guide to 1992* pokes through the letterboxes of the games industry.

Different to a normal issue of *CTW* (the 1991 *Guide* is already a rather valuable collector's item), it features a plethora of features on what will be the key topics in the year ahead — plus a reflective look at the happenings of '91.

Contents will include:
MAGAZINE PUBLISHERS SHOWDOWN — Future, EMAP and Interactive battle it out face-to-face
HIGH STREET, HIGH NOON — There are more stores selling games than ever before and competition is fierce. A leading independent and a leading multiple argue their separate cases

CDI vs CDTV — Two machines, one winner? Commodore and Philips sell their own story
GAMES ON TRIAL — Why the media won't leave that 'addiction' angle alone

TV AT LAST — Games have finally gained a regular show on national TV. The makers explain why

CTW HALL OF FAME — Thirty UK software houses have their 1991 performance examined

HERO TAKES A FALL — Is time running out for the Amiga? Plus a look at Nintendo, Sega, Atari, Commodore and Amstrad's 1992 plans, a news review of '91, essential telephone and fax listings and at least half a dozen more features.

THE CTW OFFICIAL GUIDE TO 1992
Next Christmas starts here

CTW
Computer Trade Weekly

EUROPRESS
TRADE PUBLICATIONS

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

ADVERTISING: 0438 310105/0438 310182
Advertisement Manager: Russell Beadle, Advertising Executive: Chris Taylor

PRODUCTION & ADMINISTRATION: 0438 310106

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

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

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

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

Tecmagik heads for New Zealand

After success with *Populous*, *Pacmania* and *Shadow of the Beast*, Tecmagik has announced that its fourth Sega title will be the Ocean hit, *New Zealand Story*.

The Taito coin-op conversion was a big hit for Ocean last year and continues Tecmagik's tradition of taking big name games from the home computer world onto the Sega formats.

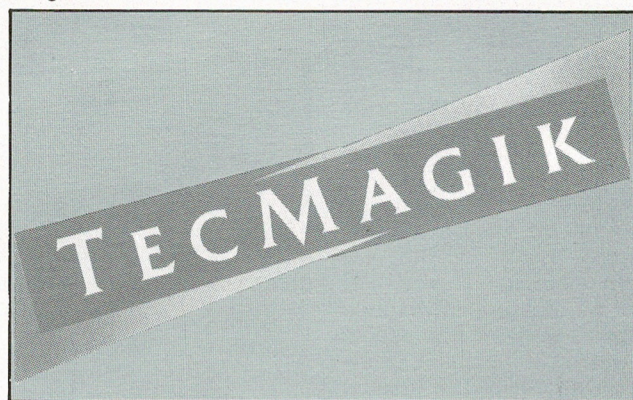
The publisher will only be producing a Master System version of the game — its Megadrive and Gamegear publishing licensing still being under negotiation.

New Zealand Story will be

out on the 8-bit format for spring next year. No price has yet been fixed but £29.99 is looking a good bet.

Tecmagik has already commissioned the programming team behind its version

of *Populous* to produce the game and cites "cute colourful graphics, great sound and a distinct lack of mindless violence" as "an unquestionable formula for success".



TECMAGIK: Story continues on Sega

Leisuresoft adds to Plus

Leisuresoft has made some new additions to its TecnoPlus range of peripherals, delving into the world of music for the first time.

The firm has put together a pack consisting of a TecnoPlus MIDI connector and *Music X Junior*. Sold separately, the pack retails for over £100, as a bundle it costs £39.99.

In addition, there are also two starter packs for the ST and Amiga to be launched in the coming weeks. The Amiga version comes with *AMOS*, *Prince of Persia*, a joystick, mouse mat, dust cover and cleaning kit for £44.99.



TECNOPLUS: Tuning up the range

The ST version retails at £34.99 and comes with *STOS* in place of *AMOS*, which wouldn't really be of much use to an ST owner.

Leisuresoft's TecnoPlus manager Dave Askew told CTW: "We've had a superb pre-sell response to the

starter pack, it should be very useful for retailers. The MIDI pack is good for anyone looking to get into MIDI. We're finding that there are a lot more music packs aimed at the Amiga, people are using it for other things as well as playing games on it."

Mirror Group looks hard at software

The Mirror Group last week gave its first official comment on the position of Mirrorsoft, in the light of the recently revealed financial troubles.

A spokesman commented to CTW: "The position is that we have no position as yet. Kevin Maxwell is currently looking at all the companies that make up the group's private interests.

"But the key thing is that nothing has been decided about any of these companies just yet. Evaluating the private assets is such a big job. They range from

British Helicopters to Oxford United Football Club, so it's going to take some time to come up with a plan.

"All I would say about Mirrorsoft particularly is that it is a successful part of the business."

Whether or not that means it is worth hanging on to or more tempting to sell remains to be seen — and may not even have been decided by the Mirror management.

Last month, Mirrorsoft boss Peter Bilotta claimed that it was "business as usual" at Mirrorsoft.

Last week the Mirror Group spokesman concluded: "It's business as usual with this caveat — watch this space."

Sierra sets solo sales course

After a hectic Christmas, featuring 15 new titles, Sierra will bring its sales operation completely in-house in the new year.

When the US firm established itself in the UK last year, its sales were handled by USD. Since then, it has been gradually building up a sales force and sharing the load with the merchandising firm.

Sierra's UK boss, Peter Jones, told CTW: "It's important to note that it was always the plan for us to take on all the sales at the start of next year, so USD hasn't really lost anything.

"I'd also like to say that USD has done an absolutely amazing job. The whole team is nothing short of brilliant. I

can't speak too highly of them."

Jones added that even with the sales moving in-house, Sierra's links with USD would not be broken.

"We'll be working with them on specific titles for promotional purposes, definitely. Any work I have, I won't hesitate to put their way."



JONES: Happy with USD

Hands off our Sonic

Sonic the Hedgehog, the unlikely but unstoppable software hit of the year, will not be appearing on Sega's Gamegear before Christmas.

The title, from Sega's own software stable, has already been a huge hit on the Megadrive. It was released on the Master System three weeks ago and Sega claims that it is already rushing out stocks as soon as it gets hold of them.

Obviously, the manufacturer was hoping that the *Sonic*-effect could hit its handheld before Christmas, but last week it admitted that the blue hedgehog will not be ready for the Gamegear until the first week in January.

A500Plus RAM EXPANSIONS

For the NEW AMIGA 500Plus Phoenix have the answer

- * No modification required, fits in seconds
- * Instantly gives 2 MEG of chip RAM
- * High quality components and construction
- * All products manufactured in the U.K.
- * All products Ex stock ready to ship

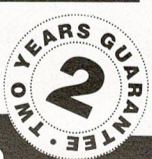
Trade from **£30.61**
R.R.P. £49.99

COMPATIBILITY PROBLEMS WITH THE NEW AMIGA A500 Plus?

Solve them with the new Phoenix ROM sharer.

The Phoenix ROM sharer is easy to install and makes incompatibility problems a thing of the past. Incorporating a switch that can be mounted within the AMIGA trapdoor slot or externally if preferred, the user can then simply switch between Kickstart 2.04 and 1.3 as required.

Trade from **£11.69**
R.R.P. £29.99



Tel. 0532 311932

F.C.C Ltd Also Stock A Wide Range Of Computing Consumables
F.C.C Distribution Ltd, Unit 8, Armley, Park Court, Stanningley Road,
Leeds LS12 2AE Tel (0532) 311932 Fax 637689

SPECIAL OFFERS

from M.D. Distribution

100 Capacity 5.25" Disk boxes £2.85
(minimum quantity 24)

Quickshot Python 3 Joysticks (sega megadrive) £5.62
(minimum quantity 6)

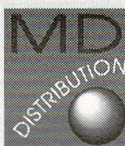
Cumana Cax 354 Amiga Ext. Drive £42.00
(minimum quantity 6)

Red/Blue or Grey Mouse Mats (boxed) £0.95
(minimum quantity 12)

Star Lc10 Mono Ribbon £1.20
(minimum quantity 12)

Phone our hotline now on 0782 285533 for prompt attention

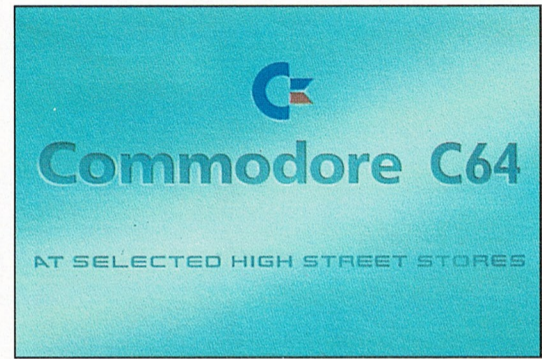
All prices exclude V.A.T. and delivery.



M.D. Distribution
Unit 3, Railway Enterprise Centre, Shelton New Road
Stoke-on-Trent, Staffordshire. ST4 7SH.
Tel: 0782 285533
Fax 0782 281506



Commodore C64
 The World's Best Selling Home Computer



National Television advertising on TV-am Channels One and Four

Amiga 500
 Brighter by Far



Thirty second commercial on major TV regions Channels One and Four



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

Nintendo's leap to leave rivals gasping

Nintendo is being tipped by financial experts to file profits higher than many Japanese industrial giants, such as Nippon Steel and Hitachi.

The console manufacturer expects its profits to in-

crease by around 10 per cent to Y155 billion for the year to March 31st 1992.

Sales are expected to grow by 10 per cent too, increasing to Y500 billion. This will be due to steady sales in Japan and the US, plus major growth in Europe.

Profits for the year are expected to be eight times

higher than they were when the company began marketing video machines in 1983.

Nintendo is now the most profitable Japanese company in terms of profit generated per employee — the firm's total staff numbering only 800.

Top man quits over Virgin

A senior member of staff has quit the Our Price record chain after a clash over the running of the Virgin Mega-stores and Games Centres.

Buying and marketing director Tony Bennett is leaving the WH Smith owned chain at the end of this month. It is understood that he and Our Price managing

director Richard Handover have fallen out over how the link up between Smiths and Virgin Retail should be managed.

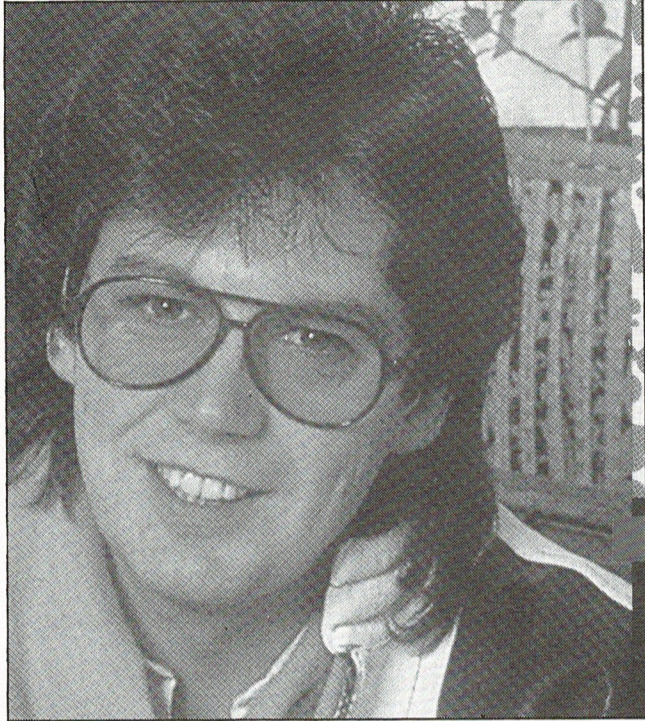
The joint venture — thought to be worth £10m-£12m — was signed nearly five months ago (CTW September 23rd), in which Smiths bought half of Virgin's retail business in the UK and Ireland.

A recent report in *Marketing Week* offers that

Bennett disapproved of the decision to run Our Price and the joint venture as two separate management teams.

Meanwhile, Virgin Retail has had discussions with FNAC — a leading French leisure retailer — but it has so far refused to comment on reports of the sale of a minority stake in its European operations to the French retailer.

Celebrity signs poptabulous DJ



READ: Square celebrity

Bad news for music lovers, and indeed lovers of computer games, as Celebrity Software has announced that it has the licence for a Mike Read game — complete with accompanying single.

The game will be called *Mike Read's Pop Adventure*, and will come with a single specially cut by Mike himself, which will also be available separately.

Anyone who really wants to know will be pleased to hear that Mike's single is available on the Silhouette label which has also been responsible for Mike's other musical excursions.

Celebrity will be running a competition nearer to the launch of the game, but anyone who fancies entering should be warned that they may end up meeting Mike if they win.



Centresoft is first in with the obligatory Father Christmas pic this year. Why? Well basically it's to tell the world about a couple of additions to its AddXtra range of peripherals. The Amiga 500 Plus ROM chip switcher enables non-compatible software to function on the A500P at £29.95. A 1 Meg expansion retails at £49.99, and a 4Mb at £59.99. An AddExtra PC sound card pack, with speakers, digital and analogue converter, retails at £85.99.

Alternative captures chipmunks

Alternative continues to dig out yet more licences from the world of the stage and screen.

The latest big name signing from the firm is *Alvin and*

The Chipmunks, which features on both BBC and ITV. The game is expected to be out in January on all formats.

A move away from children's licences comes in the form of top comedy show *Allo Allo*, an hilarious spoof

on the Nazi occupation of France during World War II.

The game will be available on all formats during February and March. The firm is already lining similar licences for release later in the year.

Digital Disc's Distribution

97 Upper Parliament St. Nottingham NG1 6LT

Disk Drives
Sole Distributors
of

Formula 1 Storage

3.5 Amiga, Atari and IBM Drives

45 meg to 1 gig HardDrives

Phone for Price List

Disk Labels Supplied
or Printed
to your Requirements
From £3.50 per 1000

Disks Branded and BULK
EXAMPLE
SONY BRANDED LATEST PROMOTION
THE DIAMOND PROMOTION
BOXED 10s From £4.50

JOYSTICKS

The Following in Stock

Zipstick, Cruisers, Terminators, Pythons, Navigators, Apache, Mavericks, Warriors and P.C. Games Cards

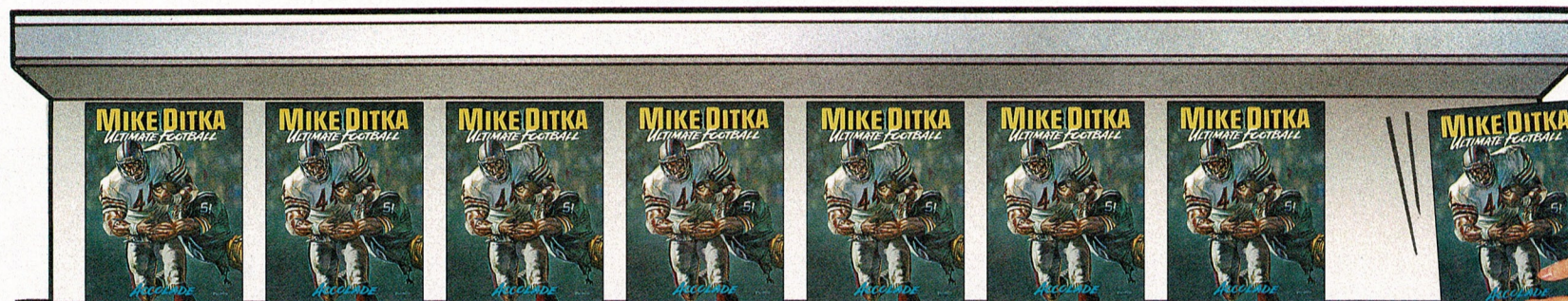
Distributors of I.C. Intracom Cables Etc.

Formula 1
Systems Built To Your
Requirements
From 286-16 to 486-33

Distributors of
Kao Disks, Helios Educational Software.
Office Data Disk Boxes, Sonmax, Rombo, Naksha,
Powerplay, Quickshot Range

Tel:- 0602-476634
Fax:- 0602-507423

THE REVIEWERS ARE GOING FOR THEM....

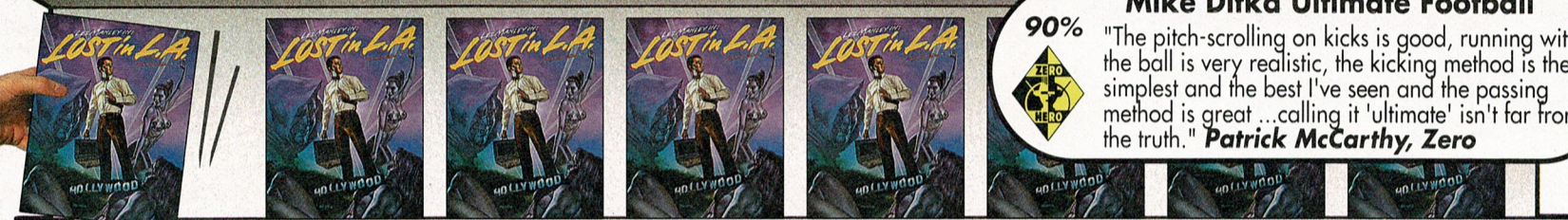


IBM PC

Mike Ditka Ultimate Football



90% "The pitch-scrolling on kicks is good, running with the ball is very realistic, the kicking method is the simplest and the best I've seen and the passing method is great ...calling it 'ultimate' isn't far from the truth." **Patrick McCarthy, Zero**



IBM PC

Spellcasting 201: The Sorcerer's Appliance

"The game is a delight for adventure buffs"
"Excellent menu system"

"The game will keep you laughing right to the end" PC Review

ASM - "A HIT" • Generation 4 - 90% • Power Play - 82%



IBM PC

The Games: Winter Challenge



"Graphically this is without a doubt the best Winter Olympics-Style game I've ever played"

John Davison, Games X

90%



IBM PC



IBM PC/AMIGA

Mike Ditka Power Football

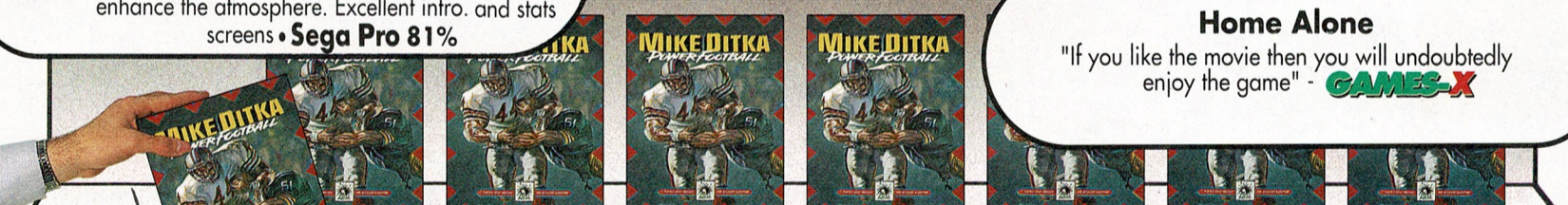
83%
Game
Zone

"A rather good American football sim. Snap it up quickly. Plenty of depth, good graphics and sound"

"Speech samples....are clear and immeasurably enhance the atmosphere. Excellent intro. and stats screens" **Sega Pro 81%**

Home Alone

"If you like the movie then you will undoubtedly enjoy the game" - **GAMES-X**



MEGA DRIVE

....AND YOUR CUSTOMERS WILL BE GRABBING THEM TOO

There's no time to waste - our latest releases are disappearing fast, while eager hands await our strongest Christmas line-up ever. Do some grabbing yourself, before it's too late - ring your distributor now and place your Accolade order.

© 1991 Accolade Europe Ltd. All Rights Reserved. Mike Ditka Power Football, Mike Ditka Ultimate Football, The Games: Winter Challenge, Les Manley in lost in L.A., and Ballistic are the trademarks of Accolade, Inc. Mega Drive is a trademark owned by Sega Enterprises Ltd. All other product and corporate names are trademarks and registered trademarks of their respective owners. Accolade, Inc. is not associated with Sega Enterprises Ltd. Neither Accolade or The Games: Winter Challenge is associated with, or authorized by, the International Olympic Committee, The United States Olympic Committee or any similar organization for any other country; Home Alone™ - Computer program © copyright 1991 Intracorp, Inc. All rights reserved. Home Alone™ and © 1991 Twentieth Century Fox Film Corporation. All rights reserved. All other trademarks acknowledged.



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

Acclaim hits Sun spot for WWF Gameboy promo

Ambitious Nintendo publisher, Acclaim, has linked with soaraway tabloid *The Sun* for a WWF Superstars promotion.

The title is already selling well on the NES, supported by a national TV campaign. The link with *The Sun* concentrates on the Gameboy version which is due out this week.

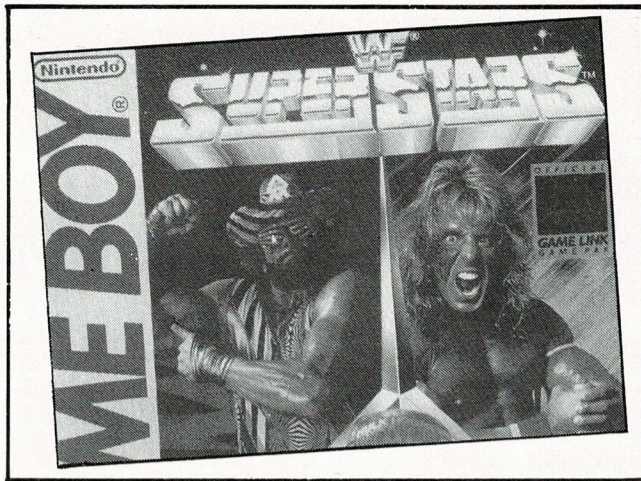
The promotion will appear on Wednesday December 4th in the form of a half-page, full-colour competition,

flashed on the front page.

With a circulation of just under four million and an estimated readership of around 10 million, Acclaim described *The Sun* as "the ideal mechanism" for promoting WWF.

It is also working with a more focused title, the WWF magazine. The publisher is running a competition to win the Gameboy version in the Christmas issue, which is expected to be read by over 500,000 wrestle fans.

Acclaim's Larry Sparks told CTW: "Again, it's Ac-



WWF: *Shining in the Sun*

claim doing things differently, looking at new ways of promotion. The old methods

now seem just boring and simply not good enough for the market of today."

Sega pops up for hospital giveaway

Sega will be doing a lot of work for charriddy in the next few weeks, linking up with Radio Lollipop — which broadcasts in hospitals.

The two customised Sega buses will be touring the UK for a month before Christmas, hitting town centres and special events.

The tour is being promoted by a group of local radio stations including BRMB (Birmingham), Kiss

FM (London), City (Liverpool) and Piccadilly (Manchester).

The charriddy element of the tour is provided by Sega donating a Master System to a local children's hospital for every 100 people that visit the buses.

Throughout the tour, there will also be a hunt for the 1992 Sega champion.

A spokesman for the manufacturer offered: "We are delighted to be making a contribution to Radio Lollipop and hope that the association will develop into a long-term one."

NOW EVERYBODY HAS GONE UBI (EVEN MICROPROSE AND MIRRORSOFT)

4 INTERNATIONALLY ACCLAIMED ADVENTURE GAMES EACH INDIVIDUALLY RECEIVING THE AWARDS OF AN ALL TIME CLASSIC

NOW UBISOFT BRINGS THEM TOGETHER IN ONE COMPILATION

4 TOP QUALITY BEST SELLING ADVENTURE GAMES

CADAVER

• ADVENTURE

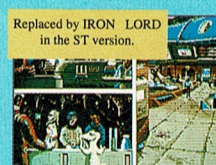


Hundreds of different rooms and locations! A wide variety of available weapons! An array of spells and mysterious magic potions.

© 1990 Mirrorsoft Ltd. © The Bitmap Brothers.

BAT

• ROLE PLAYING



Replaced by IRON LORD in the ST version. * Be entranced by graphics, sound effects and an atmosphere that are out of this world! * Over 1100 different places.

© Ubi Soft © Computer's Dream.

IRON LORD

• ADVENTURE



On ST only. Prove your birthright through numerous trials: archery, arm wrestling and sword fighting in 3D

© Ubi Soft

ST-AG-PC
QUEST & GLORY Compilation



AMIGA

AMIGA 500, 1000, 2000

Minimum requirement: 1.2 MB 1.3 MB

1024 K. Recommended

Author and Developer: Ubi Soft

Quest and Glory

UBI SOFT

Entertainment Software

UBI SOFT

Entertainment Software

Saddlers House, 100 Reading Rd,
Yateley, GU17 7RX Camberley, Surrey, (0252-860-299)

MIDWINTER

• SIMULATION & STRATEGIE



A new Ice Age grips the world and, along with fellow pioneers, you live on the Midwinter Isle, the last habitable oasis on Earth!

A very real threat looms as invaders attempt to seize your sanctuary.

©1989 Microprose Software.

BLOODWYCH

• ADVENTURE



Role playing fantasy game, great interaction with the environment. Argue, barter, negotiate - even lie through your teeth!

© 1989 Mirrorsoft Ltd.

"Screen shots for different formats may vary."

Atari ST is a trademark of Atari Corporation.

Amiga is a trademark of Commodore Amiga, Inc.

IBM is a trademark of International Business Machines.

- FULL MARKETING SUPPORT WITH A TARGETED CONSUMER CAMPAIGN
- FULL RETAILER SUPPORT WITH PERSONAL IN-STORE MERCHANDISING BY USD COMPLEMENTING CONSUMER ADVERTISING
- NEW SIZE, TRADE PREFERRED, RIGID CARDBOARD BOX, REDUCING DAMAGE IN TRANSIT
- RELEASE DATE 27th NOVEMBER 1991. ST/AMIGA, PC NEW YEAR
- AVAILABLE ON ST/AMIGA — £30.99
PC — £34.99

FOR SALES, POS OR FURTHER INFORMATION CALL:
DUNCAN LOWTHIAN or ROZENN LEARD
on 0252 860 299

Ktron stick sneaks out

Fledgling joystick firm Ktron has released its first product, a rather unusual looking offering designed by former Konix impresario Wyn Holloway.

The Stealth stick will be available on most 8-bit and 16-bit formats at a price of £14.99. The firm is also preparing to launch three more sticks in the new year.

Ktron boss Tony Wassall commented: "When going for an innovative design it is very important to research products carefully. If products are essentially very similar to others that are already available, it's easy."

"We learn from other people's experiences, because it is our policy to go for originality and ground breaking designs, we test all our products extensively to obtain the all important feedback from the end user."

Psygnosis mystery deepens

Following the success of its recent *Leander* promotion, Psygnosis will be keeping dealers on their toes with further Mystery Shopper competitions.

The firm has just finished a competition in conjunction with its *Leander* title. Dealers were encouraged to run the free demo of the game which came in CTW (November 18th).

'Mystery Shoppers' called in at various stores throughout the country, and anyone running the demo received lots of Psygnosis freebies.

Psygnosis has promised that other games will also be backed by the promotion which will continue after Christmas — the first of which will be *Agony*, which is released in the next few days.

In-Din sells out

Anyone without a ticket for the In-Din had better get their skates on, because tickets have apparently sold like the proverbial hot-cake.

All 240 seats have already been sold for the event. Further applications will be put on a reserve list, and then the organisers will decide how many more can go.

Tickets are £100, and the whole shebang takes place at The Portman Inter-Continental Hotel in London. The cabaret for this year's event will be provided by top TV funsters Hale and Pace.

TDK proudly exhibit their certified 100% error-free floppy disks. And with them, the chance for your customers to take part in the biggest ever TDK 'Collectors' promotion.

Needless to say, the more your customers buy, the more your customers collect. (And, you'll be pleased to hear, the more your profits will soar.)

Especially when you realise that this year's prizes are bigger and better than ever.

Previous promotions have turned discerning TDK purchasers into avid TDK collectors. And this year's, should prove even more rewarding.

Serious collectors could find themselves choosing between camcorders, car alarms, TVs, CDs and

Highly prized by serious collectors.

Because you'll find prize point tokens on even more 3 1/2" and 5 1/4" floppy disks. (Including our new 3 1/2" IBM compatible pre-formatted disks.)

PCs. And so could you. Because we're running a prize point scheme for stockists, too. What more could we offer you? (Except, perhaps,

for the longest running TDK 'Collectors' promotion ever?)

For further information, contact your nearest authorised TDK floppy disk distributor. And start collecting.



CTW PRODUCT GUIDE

CHRISTMAS 1991 CTW LEISURE HARDWARE GUIDE

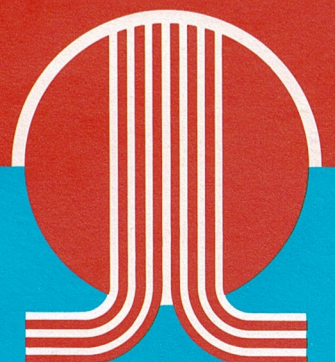
What follows is an exhaustive guide to the different leisure hardware options competing for sales this Christmas. There are no fewer than 24 different packs fighting it out this year — and that's not including distributors' own manifestations or overseas imports. Retail prices range from £39.99 to £999.99. For all you ever wanted to know but were too confused to ask, read on...

MACHINE	RETAIL PRICE	TRADE PRICE	CONTENTS	DISTRIBUTORS	TV ADS	S/W PRICE	NO. OF TITLES	UK INSTALLED BASE
Atari VCS 2600	£39.99	£32.99	Standalone	Direct from Atari	NO	£4.99 — £29.99	50 +	1,600,000
Amstrad GX4000	£49.99	On req.	1 Game	Direct from Amstrad	NO	£15.99 — £19.99	18 +	Approx. 10,000
Sega Master System	£59.99	£40.84	1 Control Pad, 1 Game	Leisuresoft, GEM, Centresoft, Bonsai, Columbus, SDL, Action Byte	YES	£9.99 — £34.99	150	Total Master System 725,000
Gameboy	£69.00	£50.00	1 Game, Headphones, Game Link	Bandai	YES	£19.99 — £29.99	50	600,000 (by Jan. '92)
Nintendo Turtles Pack	£79.99	£60.00	1 Game	Bandai	NO	£19.99 — £39.99	100 +	NES Total 840,000 (by Jan. '92)
NES Control Deck	£79.99	£60.00	1 Game	Bandai	YES	£19.99 — £39.99	100 +	NES Total 840,000 (by Jan. '92)
Sega Master System II Plus	£79.99	£61.26	1 Control Pad, 2 Games	Leisuresoft, Centresoft, GEM, Columbus, Bonsai, SDL, Action Byte	YES	£9.99 — £34.99	150	Total Master System 725,000
Atari Lynx	£84.99	£70.12	Standalone	SDL, Spire, Bonsai, Hugh Symons, Centresoft,	YES	£19.99 — £29.99	50	120,000
Commodore 64 Playful Intelligence	£99.99	£72.33	4 Games	ZCL, SDL, Bonsai, Leisuresoft, Emcee, Action Byte, Michael Black	NO	£2.99 — £24.99	1,000 +	C64 Total 1,700,000
Sega Game Gear	£99.99	£70.12	Standalone	Leisuresoft, Centresoft, GEM, Columbus,	YES	£19.99 — £24.99	22	120,000
Nintendo Action Set	£99.99	£75.00	2 Games, Light Gun	Bandai	YES	£19.99 — £39.99	100 +	NES Total 840,000 (by Jan. '92)
Commodore 64 Terminator II	£119.99	£76.65	1 Game, 2 Utilities	ZCL, SDL, Bonsai, Emcee, Leisuresoft, Action Byte,	YES	£2.99 — £24.99	1,000 +	C64 Total 1,700,000
Sega Megadrive	£129.99	£88.50	1 Control Pad, 1 Game	Leisuresoft, Centresoft, GEM, Columbus, Bonsai,	YES	£29.99 — £59.99	75	350,000
Atari Lynx Game Pack	£129.99	£107.25	1 Game, Comms Link, Battery pack	SDL, Spire, Bonsai, Hugh Symons, Centresoft, Emcee	YES	£19.99 — £29.99	35 +	100,000
Spectrum + 2 James Bond Action Pack	£149.99	On req.	3 Games Light Gun	Direct from Amstrad	NO	£2.99 — £15	1,000 +	1,000,000 +
Amstrad CPC464 Plus	£199.99 (mono) £299.99 (colour)	On req.	1 Game	Northamber, Bonsai	NO	£2.99 — £15.00	Approx. 1,000	CPC Total approx. 1,000,000
Amstrad CPC6128 Plus	£299.99 (mono) £399.99 (colour)	On req.	1 Game	Northamber, Bonsai	NO	£2.99 — £15	Approx. 1,000	CPC Total approx. 1,000,000
Atari STE Discovery Extra	£329.99	£272.25	4 Games, 3 Utilities	SDL, Spire, Bonsai, Hugh Symons, Centresoft, Emcee	YES	£2.99 — £29.99	500 +	600,000
Commodore Amiga Cartoon Classics	£399.99	£287.65	3 Games 1 Utility	ZCL, SDL, Bonsai, Emcee, Leisuresoft, Action Byte Michael Black	YES	£2.99 — £49.99	1,000 +	800,000
Commodore CDTV	£499.99	£361.69	1 Game 1 Utility	ZCL, SDL, Bonsai, Emcee, Michael Black	YES	£15.00 — £100	50 +	Just launched
Goldstar Games PC	£799.99	£688.00	3 Games, 5 Utilities, Sound Card	ZCL, SDL, XMA	NO	£4.99 +	250 +	Just launched
Amstrad PC5286 Games Pack	£899.99	£737.18	3 Games, Sound Card	ZCL, Northamber, Bonsai, P&P, MP	NO	£4.99 +	250 +	Just launched
Commodore A1500	£999.99	£706.00	3 Games, 3 Utilities, Book	ZCL, SDL, Bonsai, Leisuresoft, Action Byte	NO	£2.99 — £49.99	1,000 +	12,000
Acorn A3000	£999.99	Varies	3 Games, 7 Utilities, Magazine, Audio Tape	Bonsai, AB Eltec, Hugh Symons	YES	£19.00 +	1,600 +	150,000

YOUR RECIPE FOR SUCCESS...



COMMODORE • SEGA • SOFTWARE • PERIPHERALS



LETTER FROM AMERICA

THIRD PARTY POLITICS

Has Nintendo's often vice-like grip on its licensees finally ended? STEVE HARRIS reports on the significance of Acclaim's decision to start publishing on Genesis (Megadrive) and Gamegear — whilst offering yet more exclusive product development news from Atari and NEC...

A trend has recently started to develop within the American gaming market that has seen a series of defections from the once iron-clad rule of Nintendo's third-party licensees.

One by one, through licensing arrangements or directly through their own production and marketing, a

number of high profile Nintendo software suppliers have jumped the flat numbers of the Nintendo 8-bit NES for the more attractive dollar potential of Sega's Genesis 16-bit system.

Leading the trend last week was the announcement that Acclaim Entertainment — long a strong supporter of Nintendo's bid for

complete domination of the American gaming market — plans to introduce many of its most successful games on the Sega Genesis platform in 1992.

This news came as a shock to many, who felt that Acclaim's loyalty to and dependence on Nintendo would prevent it from expanding in Sega's direction.

Now the industry waits to see which other companies will follow Acclaim's lead and begin development of Sega 16-bit and Game Gear software or bring products already marketed in Japan over to the States.

Other big names that have made the commitment to Sega include Vic Tokai, Sunsoft, American Sammy,

Taito and Electronic Arts. Companies such as Capcom, Konami and Tecmo have either licensed products or product characters for development on Sega and other platforms.

How this new chapter in Nintendo's history will affect the company's overall returns remains to be seen. It has become clear, however, that a certain level of disenchantment has appeared between many of the Nintendo licensees who view Nintendo's strong support for its new 16-bit Super NES to be a signal that the company no longer views 8-bit as a viable market.

This thinking was further

supported by Nintendo's introduction of just one 8-bit title, *NES Open Golf*, for the holiday rush.

Key-type Jag

Atari Corp., after generating a favourable forward momentum for the release of its "next generation" system, is now sending mixed signals regarding the device's true identity.

Originally conceived as a low-priced alternative to the Sega Genesis and Nintendo Super NES, the Jaguar has instead become an expanded version of the original idea that had taken shape in the form of the now cancelled Panther project.

The new machine is a much more ambitious relative of the Panther that will include a keyboard, computer access and the potential of CD-ROM, and various tape drives that have already been reported in CTW.

The system will use a combination of two 32-bit processors handling the graphics motors and central processor separately. Retail price will now probably fall in the \$200-\$300 range, although Atari would neither confirm nor deny any potential retail prices.

Although a self-running demo is said to exist, no development systems have appeared in the hands of programmers yet and probably won't, according to a company representative, until early next year.

Atari will be meeting with potential developers at its suite during the Winter CES show in Las Vegas.

NEC muscles in

Set to make a special announcement in mid-November, NEC will indicate its intentions to move forward with CD-ROM technology in the form of a new system called "DUO" that will contain a TurboGrafx-16 and CD-ROM player all-in-one.

This is the latest in NEC's moves towards a more aggressive stand in the CD entertainment technology field. The company was the first in America to release a CD-ROM peripheral for a game system, but has met with only limited success in getting the devices into widespread use.

Exact release dates and prices are not known at this time, but it is expected that the DUO will show a significant decrease in cost to the consumer over the price for an existing Turbo/CD-ROM combination.

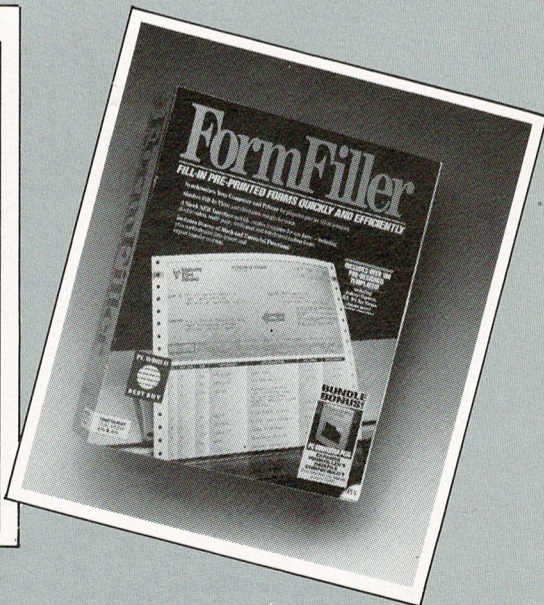
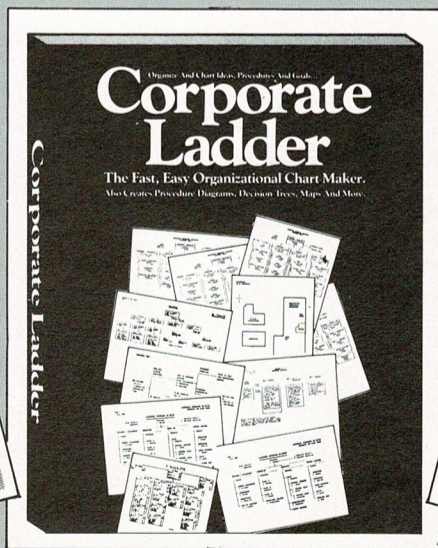
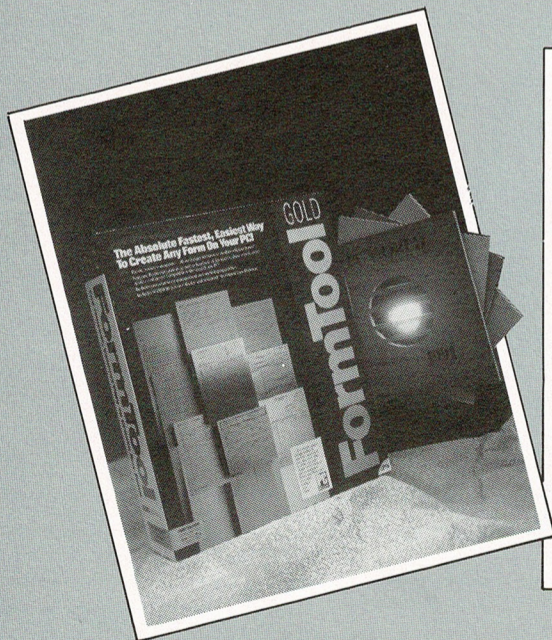
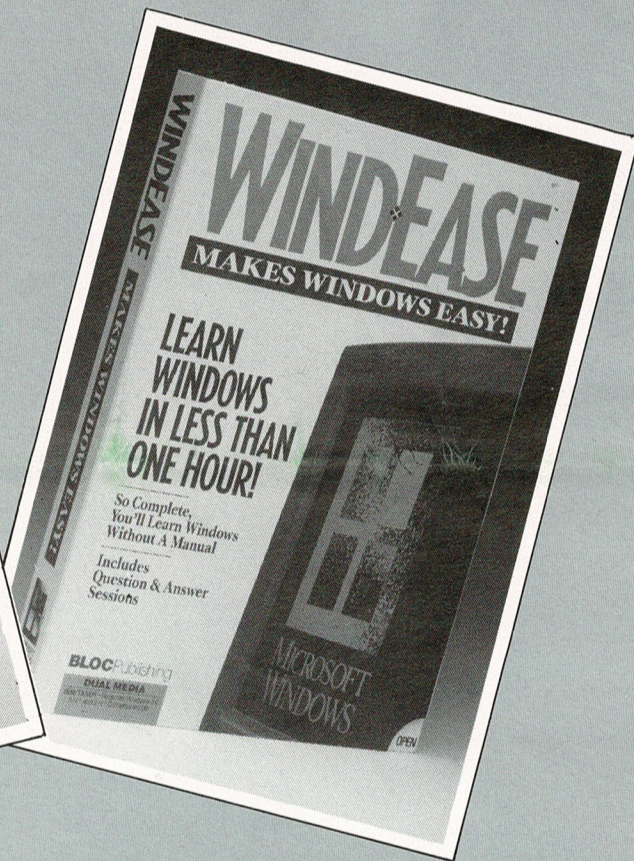
Also unknown, but very likely, is the possibility of the DUO using the more powerful Super CD-ROM and/or NID compression technology that NEC has recently unveiled. If true, the DUO would be able to store even more memory than the normal CD-ROM player as well as more advanced games.

The NEC announcement is an obvious attempt to deflate some of the energy Sega is sure to create with the introduction of its device during the Winter CES in Las Vegas.

Sega should have its advanced CD-ROM, which contains its own co-processor, ready for consumers and on store shelves by Spring, 1992. □

Steve Harris is publisher of Sendai Publications — the firm behind US games trade magazine EGRN.

EXCITING NEW PRODUCTS FROM BLOC Publishing



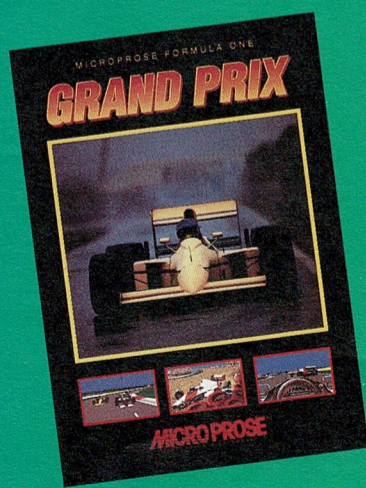
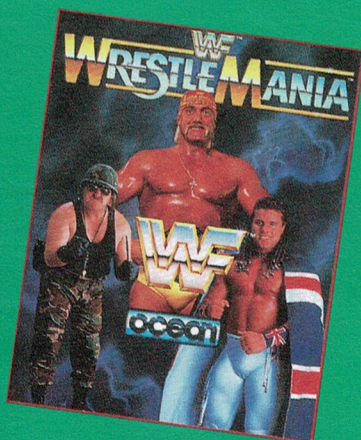
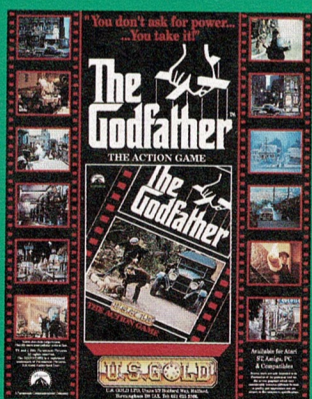
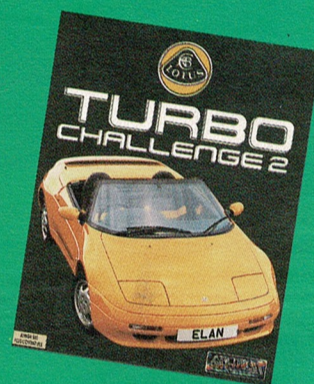
DEALER/DISTRIBUTOR ENQUIRIES WELCOMED.

DATA LIBERATION LTD., NUMBER ONE, VENTNOR ROAD, APSE HEATH, ISLE OF WIGHT PO36 0JT.

Tel: 0983 864674

Fax: 0983 867488

••• What are the right ingredients for a really successful selling Christmas? Leisuresoft know – and one phone call will confirm it. We've got all the best sellers, chart information, super special offers, new releases; in fact the most comprehensive range of hardware, software and peripherals anywhere. Order today, and by tomorrow you'll have the recipe for success!



LEISURES ● **FT 0604 768711**

A COMPLETE RANGE — A COMPLETE SERVICE



SPOTLIGHT

SUPER HANG ON

The Amstrad GX4000 and the two new Plus machines weren't the biggest flop in history, but they came close. Many a lesser format would have gone under, but Amstrad's 8-bit warhorses still have some life left in them. ROD LAWTON runs through the prospects for Christmas...

What went wrong? Probably the real killer was the software availability — or lack of it. I tried it out myself at my local store. "I'd like to buy *Batman — the Movie* on Amstrad cartridge, please." "Nah, we don't do the

games." Well then, who did? No-one, really. That was the problem.

And now, of course, with the Megadrive selling in the high street for £130, and with cartridge games costing £30-£35 whatever the format, the GX4000 would stand no

chance.

But through it all, the traditionally stable Amstrad computer market has remained unshakeable. Before last year's launch of the new machines the CPC market was steady. The machine's typically loyal users

defected to other machines in a mere trickle and new users joined the ranks in an equally steady trickle. Nothing much has changed despite the hooah over the hardware.

Budget, can you spare a dime?

Amstrad owners have traditionally been hobbyists rather than games players. The machine was launched as an all-rounder, and many users still insist that it's a powerful, serious tool. It is, but the industry has long since ceased supporting it actively in that role. In-

stead, the only notable new releases are games. And the user base is slowly shifting away from the hobbyist towards the younger games player.

The software charts are throwing up some interesting shifts in the Amstrad games market, with a broad move away from full-price software into budget games. Indeed, the top 100 rarely features more than a dozen full-price games, and you'd be hard pushed to find a full-pricer in the top ten.

This isn't too surprising in view of the decrease in average user age (less

pocket money), and due to the now-standard practice of re-releasing previously full-price games on a budget label about a year after their release. Why buy a full-price game when, with a bit of patience, you can pick it up for a quarter of the price in a few months' time.

Ocean and US Gold are much the staunchest Amstrad supporters these days in the full-price market, but Gremlin and Mirrorsoft have done some pretty good work over the past year, too.

The full-price games to look out for this Christmas? Ocean's *Simpsons* is building up to be a Yuletide smash on all formats, and is almost certainly set to eclipse Mirrorsoft's *Turtles 2*. *Turtles 2* may be a (very good) conversion of the Konami coin-op — and a lot better than *Turtles 1*, too — but every dog has its day. Every *Turtle* too.

US Gold has several interesting arcade licences on the go, but *Final Flight* is the one to watch. Gremlin's *Space Crusade*, a conversion of the role playing board game, should do well in the wake of the excellent *Hero Quest*.

A little dab'll do ya

Amstrad's relaunch of its 8-bits may well have backfired. In launching the new machines, the company had to chop the old ones. And while the old CPC was more of a plodder than a best-seller, at least it wasn't perceived as a flop.

The Plus is still selling modestly, but the GX4000 console was a disaster. Amstrad is never going to admit how many of the things are now gathering dust in a forgotten warehouse somewhere. Maybe there'll be some excavating in the Nevada desert...

Meanwhile only Ocean, from the start a staunch supporter of cartridge software is still producing it. How long will it go on? How many are selling? Gremlin reported good sales for *Switchblade* on the continent, so maybe the French will keep the cartridge market ticking over. Don't expect any miracles, though.

The Amstrad CPC range — all the 8-bit machines, for that matter — are something of a bizarre anachronism. Why are they still going? 'Experts' have been predicting their imminent death for years, and the public now has a wide range of superior alternatives to choose from...

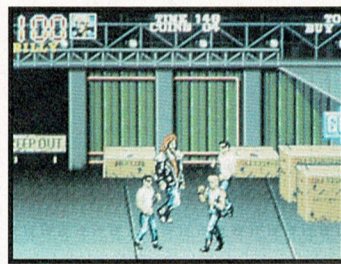
Well, all three 8-bits have pretty big user bases still. Not everyone has the cash to upgrade, even if they want to. And the 8-bit format is the only one where you can buy games on pocket money.

The Amstrad has a better life expectancy than the other two, partly because of its slightly superior technical specifications, and partly because of its rather good built-in BASIC and broader range of uses.

No heavyweight publishers write serious software for it anymore, but it remains a perfect machine for 'dabblers'. And a large number of computer owners are just that.

Rod Lawton is editor of *Future Publishing's Amstrad Action*.

THE TOUGHEST JUST GOT TOUGHER!



- Third in the cult street fighting beat 'em-up series.

- The most detailed and realistic graphics of the series so far.

- 5 missions in exotic locations such as Egypt, Japan and China.

- New weapon shop feature allows players to buy weapons, tricks, energy, extra guys etc.

- More moves - choose from the spinning kick to the one-armed headbutt.

- 1 or 2 player options.

- More detailed surroundings and the ability to interact with objects around you.

- Extensive consumer advertising campaign in all major publications.

- Playable and rolling demos available.

- Hanging displays and giant posters.

- 25,000 tattoos to be handed out through retailers.

- Front cover demos with The One - ST and Amiga, Zzap, Sinclair User.

Screen shots from various formats.



From the one-armed headbutt to the locking head squeeze - only those with a superior mastery of the fighting arts will survive *Double Dragon III*.

Equipped with nunchukas, grenades, knuckle dusters and swords your journey will take you through five perilous missions.

If you survive the onslaught you'll retain your honour and discover the truth behind the Rosetta Stone. If you fail... you only have yourself to blame



The Sales Curve Ltd.,
50 Lombard Road,
London, SW11 3SU.

"Streets ahead of its predecessors"
C.U. Amiga

"The Amiga needs a new beat 'em-up champ and this could be it"
Amiga Format

"Equals the coin-op version with extra features to boot"
Games X

"A greater depth than previous incarnations"
Gamer

To be available on:

Amiga, Atari ST
£25.99

C64, Spectrum and Amstrad Cassette
£11.99

C64, Amstrad Disk
£15.99

PC to follow

For further information please call
Nadia Singh at The Sales Curve
Telephone 071 585 3308.

©1990 Technos Japan Corp. "Double Dragon III The Rosetta Stone" is a trademark of Technos Japan Corporation. Licensed from Tradewest Inc. A joint Sales Curve/Tradewest Publication ©1991 Programmed by The Sales Curve Ltd.

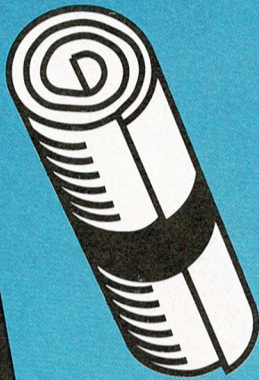
Look out - he's back!

PAPERBOY

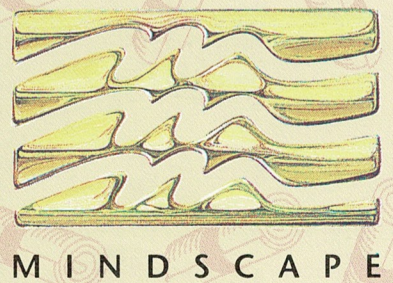
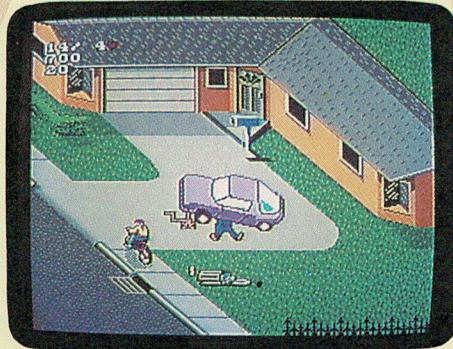
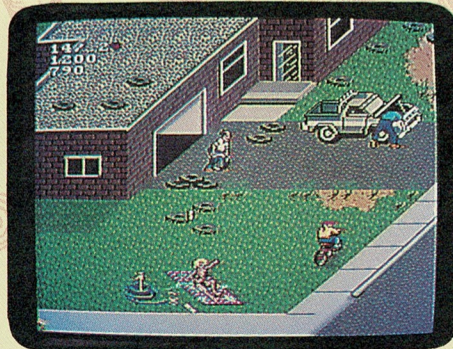
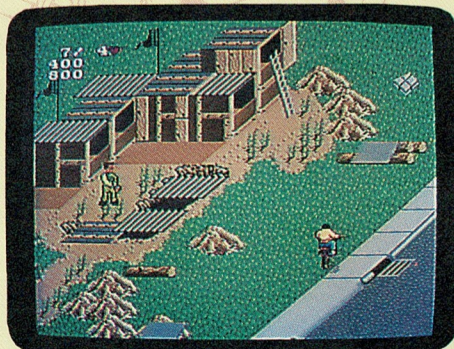
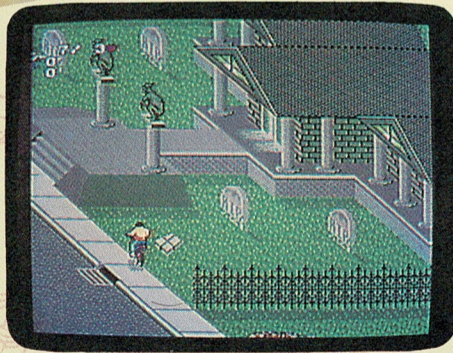
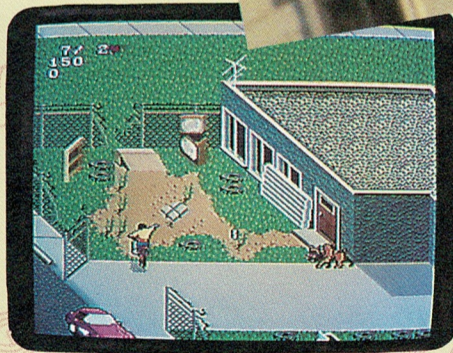
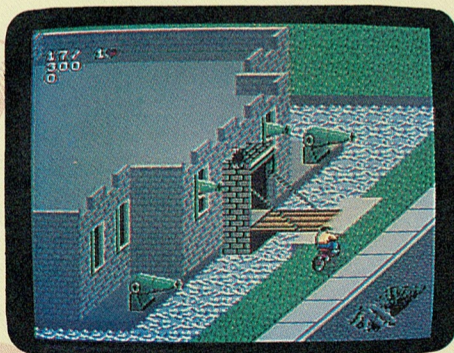
No window is safe. No fence is too high. The paperboy is determined to deliver the paper to his subscribers any way he can.

Tossing papers left and right, riding in three directions, jumping anything, this free-wheeling carrier visits more neighbourhoods and houses, faces more targets and obstacles, in more vivid colours than ever before.

Plus, rad stunt riding and BMX tracks in bonus rounds. Choose to ride as either Paperboy or Papergirl too!



Copyright 1991 Tengen Inc.
Paperboy 2 is a trademark of Tengen Inc.
All rights reserved



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

BONSAI LIGHTNING

GIVES

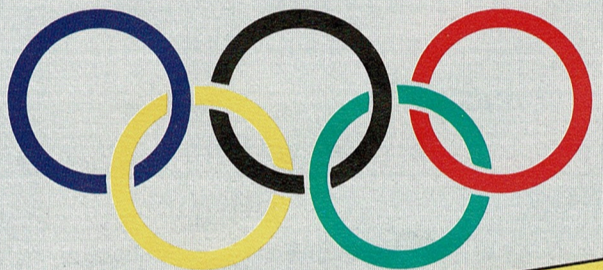
YOU MORE

FOR

Commodore



EARN A FABULOUS VISIT TO THE '92 OLYMPICS



INCLUDING A MEDITERRANEAN BEACH HOLIDAY!

Buy your Commodore products from Bonsai Lightning and be there in Barcelona next Summer.

AMIGA 500

EXCLUSIVE



CUMANA DRIVE plus CURRENT CHART HIT - LAST NINJA 3
(from System 3 £24.99 RRP)
Supplied as disk and manual boxed with drive.

£74.99
£55.00 DP

TROJAN LIGHT PHAZER GUN WITH 3 SOFTWARE TITLES

THRILLING



£39.99
£22.12 DP

Cartoon Classics £399.99
£287.65 DP

Class of the 90's £499.99
£348.90 DP

C64



PLAYFUL INTELLIGENCE
£99.99
£71.54 DP

NEW PACK

NOW IN STOCK



TERMINATOR 2
£119.99
£84.24 DP

CDTV

FREE

FREE COUNTERTOP BROWSER FOR CDTV TITLES, WORTH £20

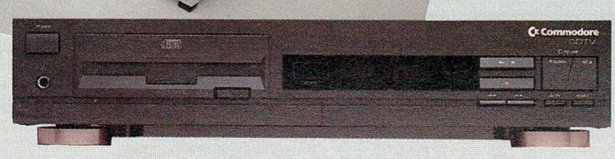
One per outlet with your first CDTV order.

CDTV Titles not included.



CDTV
£499.99
£361.69 DP

£1.3 Million TV Campaign now running.



Bonsai Lightning

Wide product range · Next day delivery · Dedicated service to the Independent dealer.

Bonsai Lightning Ltd. 112-116 New Oxford Street, London WC1A 1HJ Tel: 071 753 7530

All retail prices including VAT.

NEWS ANALYSIS

TRONIX BOOM BOYS

Virgin has finally laid to rest the Mastertronic brand name, replacing it with a trendier moniker for its budget label — Tronix. **RONNIE DUNGAN** reports on the death of a legend...

To start talking about Mastertronic, some very murky waters have to be disturbed. The name seems to have been around for *that* long.

It's a name that regularly pops up when so-called industry veterans talk to each other. If you don't know your history or you haven't spent the last six or seven years of your life in the industry, you may be in the dark.

Now the name really is

history, never to be seen again. Virgin has jazzed it up a bit, dropping the 'Master' and replacing the 'C' with an 'X' so you get Tronix — very metal, very 1990s, in fact, very Virgin.

The young looking chap with the shades and the leather jacket makes a comeback in the new batch of ads, as does the 'Well Ard!' slogan that goes with him. More perceptive readers will have sussed it by now —

Virgin has had a relaunch.

In its time the firm has dabbled with just about every price imaginable for its budget range, so another change is nothing new in that area. This time around we're back at £9.99 for 16-bit and £3.99 for 8-bit.

But this time around, everything is a lot more sexy. The Virgin logo sneaks onto the box for the first time, and the firm seems generally more determined to make it work.

Being the original pioneers of the budget art-form, Mastertronic had things its own way for a long time. But that was before Ocean shook things up just a touch with its Hit Squad range, and that's when the price shuffling started.

As marketing manager Andrew Wright explains: "The biggest change was Ocean joining the market, with a massive back catalogue of hit releases. A couple of firms dabbled with re-releases previously, but Ocean radically changed it into being a re-release market, and we lost a lot of ground. We weren't really concentrating on it fully, because Sega and full price were taking priority."

The recent buy out by Sega means that there are no distractions now and full price product is enjoying a

purple patch, with *Jimmy White* doing so well for the firm, and titles like *Floor 13* also expected to shift as well.

There's never been a shortage of product for Virgin to delve into. Its current back-catalogue consists of something like 300 titles, many of which will either disappear altogether or re-surface on someone else's label in the future.

Not with a whimper...

The current batch is obviously designed to kick off the new look label with a bang, consisting of big names such as *Shinobi*, *Xenon*, *Silkworm* and *Double Dragon 1 and 2*.

"We've decided to rationalise our titles. We decided to go for higher price points because distributors make more money and we make more money. Also, a lot of the titles are multi disk products which pushes the price up.

"The new brand name is taken from Tronix, which was the Mastertronic fan club in the mid-eighties. The 'Well Ard' slogan has been part of the company from when I first joined and has been very successful. It's no coincidence that Jimmy in the Sega ads is the same kind of character as 'Well Ard'.

"We wanted a character that had an image of being very cool, and the T-shirts and the whole thing have been immensely popular since. So we decided to resurrect him and put him

back in the ads."

It sounds a lot like the Sega idea of making the brand bigger than the product, which wouldn't be that surprising considering the close links between the two firms.

'Well Ard', as he's known, is very much Wright's baby. It's no coincidence that when Wright was distracted onto full-price activities Mr 'Ard' disappeared soon after. Are they one and the same person? Have you ever seen them in the same room together?

Although the product is strong, rather than compete with the likes of Ocean on individual titles, as in the past, the firm now pushes the Virgin concept, with the Virgin name in a more prominent fixing than before.

"We wanted to make things snappy, we were fed up with the kiddy image, we wanted leather jackets and jeans, that sort of image. We did have a bit of a problem with 8-bit product, the games themselves did fairly well, but they were up against the likes of Rambo. It's like Ocean say — hit names hit games. This is just like cleaning a blackboard, making a completely new start."

Paper tigers

Over the next few weeks Tronix ads will appear on just about anything made of paper, and unlike others who lose momentum after the Christmas period, the firm vows to carry on.

The reason is that time is running out for the 8-bit titles. Like a lot of others it's now or never for its back

catalogue range, as sales are expected to trail off rapidly by around Easter.

"We want to make more money out of 8-bit while it's still there. The console market has stolen a lot of arcade players and we want to make sure that we can get as much out of it as possible."

The future for the label looks healthy, on 16-bit at least. All budget re-releases start off as full-price titles and Virgin's current batch will come through strong at some point.

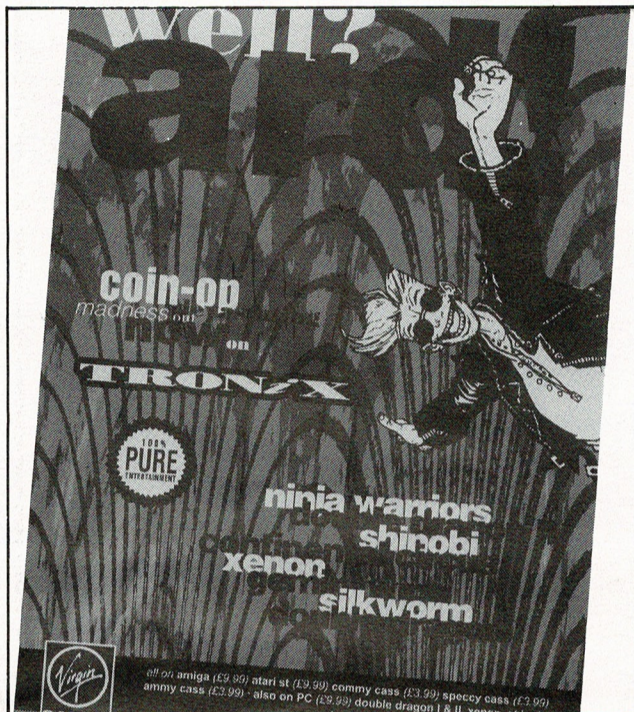
It seems to have taken some time for the firm to realise that probably it's biggest asset is its name. Although it's impractical to use it for both full-price and budget, it's a name that's easily identifiable, and it's even connected to a record company — which practically makes Andrew Wright a rock star!

Other companies don't really seem to be able to pull off the youth culture angle in the same way. You only have to look at the merchandising. Wearing a *Psygnosis* T-shirt is not going to win anyone any credibility points, mainly because it looks just a little too heavy metal.

"It's all about making it trendy and making people feel good, so you don't feel like you're being patronised. There's nothing worse than marketing campaigns that try to be radically cool and don't pull it off."

And does Virgin pull it off? "We hope so."

If the kids are united they will never be divided. Governments will fall, wait and see. □



TRONIX: Crucial, safe... er... pretty jolly exciting

MICROMAN COMPUTERS

Unit 11, South Ribble Enterprise Park, Walton-le-Dale, Preston, Lancs. PR5 4AQ.

Tel: 0772 881155 (3 lines)
Fax: 0772 881702

MON — SAT 9am — 6pm
SUN — 10am — 1pm

TRADE REPAIR CENTRE

REPAIRS TO:

COMMODORE
ATARI
SEGA
NINTENDO
PRINTERS

SEGA & NINTENDO CONVERSIONS
SERVICE CONTRACTS
FAST TURNAROUND
REPAIR ACCOUNTS AVAILABLE

**UK / EUROPEAN
SALES MANAGER**

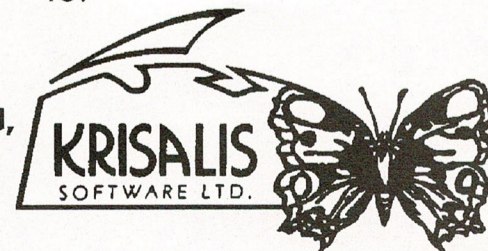
Krisalis is a leading leisure software publisher based in Rotherham. We also engineer, build and sell video games development equipment, provide music services to leading video game and software publishers. We have a 26 man in-house software development resource in 2 locations, producing entertainment software for publication by Krisalis as well as some outside development.

We are looking for an individual who can take full control of the companies sales activities. A proven track record within the computer software industry is essential. The successful candidate must be able to demonstrate their ability to further develop our established distribution channels as well as build new sales and marketing opportunities for our range of leisure software.

Remuneration and package negotiable according to experience.

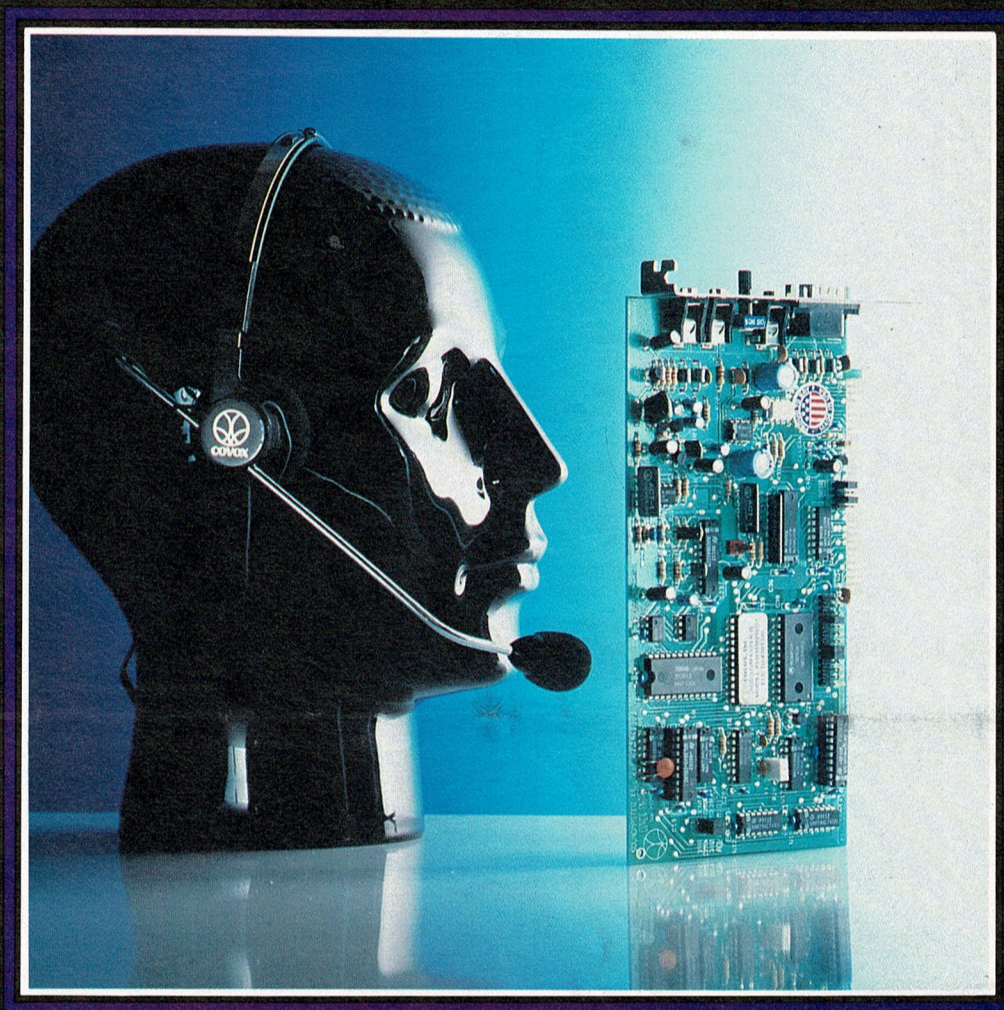
Interested applicants should telephone or send their C.V. to:-

Tony Kavanagh
Krisalis Software Ltd,
Teque House, Masons Yard,
Downs Row, Moorgate,
Rotherham, S60 2HD.



Telephone No: 0709 372290 Fax No: 0709 368403

COVOX



'NOT ALL PC SOUND CARDS ARE THE SAME'

SOUNDMASTER™ PLUS £79.95 inc. VAT

- AD-LIB™ COMPATIBLE HALF-CARD
- OUTPUT DIGITIZER
- MUSIC SYNTHESIZER
- AUDIO AMPLIFIER
- SPEECH THING™ COMPATIBLE

Made in U.S.A.

SOUNDMASTER™ 2 - £199.95 inc. VAT

- AD-LIB™ & SOUNDBLASTER™ COMPATIBLE
- MIDI INTERFACE AND CABLE
- MUSIC COMPOSITION SOFTWARE
- SOUND RECORDING & PLAYBACK
- VOICE RECOGNITION
- HEADSET WITH MICROPHONE

SPECTRA
VIDEO

SPECTRAVIDEO, UNIT 27 NORTHFIELD INDUSTRIAL ESTATE, BERESFORD AVENUE, WEMBLEY, HA0 1NU, ENGLAND
TELEPHONE: 081 900 0024 · FACSIMILE: 081 903 6625 · SALES HOTLINE: 081 902 2211

™ ALL TRADEMARKS ACKNOWLEDGED AS THE PROPERTY OF THEIR RESPECTIVE OWNERS

SPOTLIGHT

MORE THAN JUST A NUMBER

It's the most prestigious chart position of the year and, if you hit it, you've made some serious moolah to boot. GARY WHITTA tiptoes through the 10 strongest contenders for the Christmas number one spot — and even picks a winner...

I must be a right wally writing this. I mean, let's face it, you can hardly go out on a more precarious limb, can you?

Predicting the Christmas number one each year has at best never been an exact science, and at worst a sure-fire way to get yourself branded as a clueless pundit should you back the wrong

horse. Of course, if you get it right you may well be hailed as the new messiah — a prospect that sounds tasty enough to make it worth me giving it a shot this year.

What's particularly annoying about this year's Christmas chart battle is that it could all have been so much simpler. If *Terminator 2* the movie had been releas-

ed just a couple of months later, Ocean could have held its game off for Christmas and that would have been the end of that — quite simply, nothing else would have stood a chance with Arnie-mania running rampant over the festive season.

As it is, that licence giant has long since been and gone, and what we're left

with is a bunch that's nigh on impossible to sift through, not because there isn't anything of note, but simply because so many games have an excellent shot at the title.

There is some good news for the end consumer, at least. Although once again it's only the big name sequels and licences that are

really likely to do the business, the general quality of the spin-off product on offer is substantially higher than in previous years.

The days of the *Ghostbusters II* debacle are, it would seem, long behind us now, and that could only be good news for little Johnny, who's guaranteed something decent under the wrapping paper on Christmas morning — be it licenced or not.

For the purposes of this little exercise in inaccuracy, I've selected what I believe to be the top ten chart contenders for the

coveted number one spot and — heaven forfend! — even gone far enough out on that limb to grade each one from ten (long shot) to one (dead cert). So journey with me now, pop pickers, on a non-stop odyssey. Not 'arf!

10. WOLFCHILD (Core Design)

It may be a long shot, but for my money at least, it's one of the highest-quality contenders in the chart.

Created by the same team responsible for the phenomenal *Rick Dangerous* series, *Wolfchild* is a no-frills platform game cum arcade blast-'em-up with a few novel twists. It's executed with panache, cunning and there's enough action to leave the player breathless.

9. THE FIRST SAMURAI (Image Works)

Like *Wolfchild*, the original half of Mirrorsoft's two-pronged chart assault has to rely on its own merits to get it to the top.

It has to be said, though, that for a purely original game, *The First Samurai* has managed to attract a great deal of interest and subsequent exposure for itself, including all manner of Work in Progress type deals earlier in the year, and more recently an (albeit tenuous) *Amiga Format* cover and a splattering of high scoring reviews.

For the most part, the press' pandering to this product has been justified, as it's a highly-polished and extremely playable arcade adventure of rather epic proportions.

8. HEIMDALL (Core Design)



Another one from Core, and one that's been doing very well in the press of late, with elaborate development features and enthusiastic reviews almost everywhere.

Again, the coverage is mainly deserved as the game is a mighty spiffing — and very large — isometric adventure in the classic *Knight Lore* vein, with some RPG bits chucked in for good measure.

7. PITFIGHTER (Domark)

I have to admit that I've not been overly impressed by this product — and despite the seemingly favourable coverage it's received from most magazines (including a couple of covers), I don't real-

Continued on page 21

...WHICH DEMO IS
CREATING THE BIGGEST
STIR IN THE UNIVERSE...



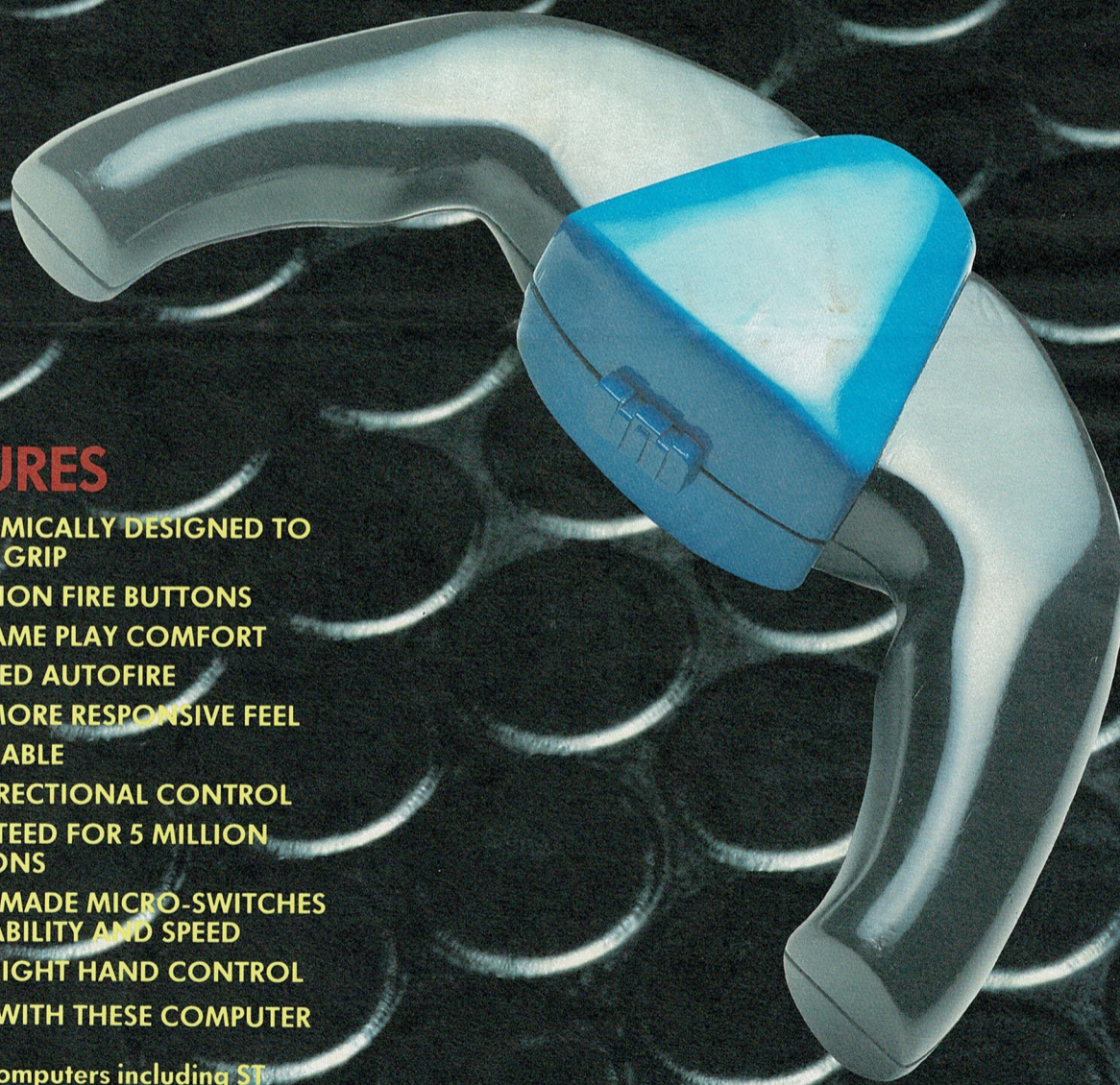
IS IT ANOTHER GAME
FROM THE WORLD OF U.S. GOLD?

Experience it at your local dealer now!

STEALTH™

BY **ktron™**

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



FEATURES

- ERGONOMICALLY DESIGNED TO FIT YOUR GRIP
- FAST ACTION FIRE BUTTONS
- LONG GAME PLAY COMFORT
- HIGH SPEED AUTOFIRE
- FASTER, MORE RESPONSIVE FEEL
- 6 FOOT CABLE
- MULTI-DIRECTIONAL CONTROL
- GUARANTEED FOR 5 MILLION OPERATIONS
- CUSTOM MADE MICRO-SWITCHES FOR RELIABILITY AND SPEED
- LEFT OR RIGHT HAND CONTROL

FOR USE WITH THESE COMPUTER SYSTEMS:

All Atari computers including ST
Commodore 64, 128, Amiga
Amstrad CPC Computers (no autofire)
Sinclair +2, +3
Nintendo and Sega version to follow shortly.

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

KTRON LTD, UNIT 3, BERLIE CENTRE, MERTHYR TYDFIL INDUSTRIAL ESTATE,
MERTHYR TYDFIL, WALES CF48 2SR 0685 722509

SPOTLIGHT

MORE THAN JUST A NUMBER

Continued from page 19

ly think anybody else has been either.

Domark, however, seems to be doing everything within its power to push it as hard as possible. And that, combined with the game's impressive street-cred (the original coin-op isn't the most playable in the world, but it seems to be very popular with the Reebok brigade) might just be enough to cause a bit of an upset.

6. ROBOCOP 3 (Ocean)

Undoubtedly the tastiest film licence in ages, *RoboCop 3*'s ingenious 3D display has earned it a lot of exposure from the 16-bit mags, including a smattering of covers and very favourable reviews.

The gorgeous screen-shots can't fail to get the average punter drooling down his shellsuit, but there is one slight problem — that of *RoboCop*'s street-cred

these days. After the first movie he was awesome, after the awful second he faltered a bit and now, on a wave of post-*Terminator* fever, I'm not sure if he's really that popular any more.

5. FORMULA ONE GRAND PRIX (MicroProse)

Though MicroProse has traditionally always stayed away from the Christmas rat-race, this year sees it assaulting the festive market with probably the best title it's had in eons. Just about every

magazine that's touched it has almost passed out with excitement about it, and quite rightly so — it's undoubtedly the best racing game ever seen on 16-bit.

If any completely original game is going to take the top spot this year, I'd love this one to be it — no other game is so thoroughly deserving.

4. TURTLES: THE COIN-OP (Image Works)

As much as the little green bastards make me sick, I have to grudgingly admit that there's still enough wind left in them to

make them peak again before they finally disappear forever.

Konami's coin-op, however, is still quite popular with the youngsters, and while discerning ST and Amiga owners are likely to turn their noses up, the 8-bit versions of this not-at-all-bad conversion should be enough to put those heroes in with a chance. One last time.

3. THE SIMPSONS (Ocean)

If there's one lesson *The Simpsons* (and its Ocean stablemate *WWF*) teaches

us, it's how frighteningly easy consumers will blindly hop onto the latest trend. The vast majority of the British public have never even seen the TV show, and yet the merchandise sells like hot cakes.

Obviously the game is aimed at the same youngsters who bought the T-shirts, slippers, Thermos etc. with favourite character Bart taking the lead role. I personally don't like the game, but most of the magazines to review it so far seem to have been happy with the superficial platform action it offers.

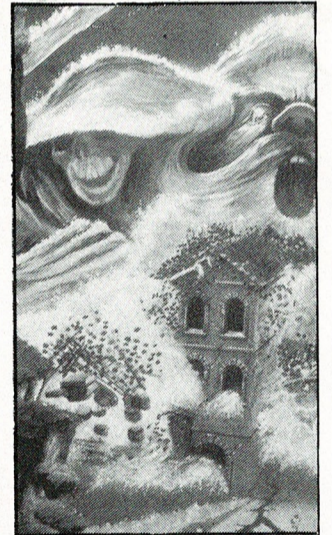
2. WWF (Ocean)

The World Wrestling Federation craze is one that has been sprung on us surprisingly quickly, and as such Ocean should be congratulated for the speed at which it's put together its own piece of binary exploitation.

The only problem is, from what I've seen of it so far, it doesn't actually look that great. But no matter — there has already been fanatical press coverage with previews, in-devs and covers galore, and the licence is so hot at the moment that my guess is it'll be snapped up regardless of what the reviews might say.

8-bit number one? Without question. A certain God-Game might have something to say on the subject of the all-formats winner, however...

1. POPULOUS II (Electronic Arts)



I suppose that I may be viewing this one through slightly rose-tinted spectacles, as this is without doubt one of the finest games I've ever seen. But even from a purely practical point of view, it's difficult to imagine how the sequel to the biggest-selling 16-bit game of all time can fail to do the business this year — the *Populous* name is stronger than all your *Turtles* and *Hulk Hogans* put together.

The game's already swooping highest-ever marks wherever it goes, with some reviewers having to be taken to hospital suffering from an overdose of excellence.

Providing EA doesn't slip with its ship-out, this is probably the most definite bet there's ever been for a Christmas number one — even if it is 1Mb only. If this doesn't break sales records right, left and centre, I'll eat my pants. And that's a promise. □

Gary Whitta is staff writer for *Ace* magazine.

AMIGA ACTION

100%
AMIGA

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION
ACTION 100% CLASS 100%

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION

NOW SELLING 55,000

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION
ACTION 100% CLASS 100%

JAN — JUNE ABC 44,712

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%
100% COLOUR 100% ACTION

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%

100% COLOUR 100% ACTION
ACTION 100% CLASS 100%




Europa House, Adlington Park, Macclesfield, Cheshire SK10 4NP
For further details contact Nadia, Nikki or Ian on 0625 850874

SETTING JOYSTICK STANDARDS THROUGHOUT THE WORLD.



Beeshu

FlashFire


SUZUKI

TELEPHONE 0262 602541

FAX 0262 400068

SPEAKEASY

Charts could be a fine thing

ELSPA's decision to terminate the Gallup Chart contract has certainly raised the profile of the role of marketing and research in the software industry. Over the past weeks, it has become apparent, however, that there are numerous misconceptions about (a) How the charts are compiled and (b) The purpose of the charts within the industry.

Gallup has been involved with the compilation of software charts since 1985. The most significant step for-

ward, however, came in 1990 when ELSPA decided to invest in a research package based on electronic data capture.

In a typical week, around 30,000 software sales are now transmitted to the Gallup mainframe. The participating retailers include John Menzies, Virgin, WH Smiths, Woolworth and, of course, independents. The sales are then balanced to allow for the size of each retail sector and region, and collated into weekly, mon-

thly and quarterly reports.

Discussions have been taking place over the past months with Boots and Independent chains, with a view to establishing further EPOS links in 1992. This would even further enhance the accuracy of the charts, as a reflection of consumer preference.

It is against this background of continuous investment and progress by both Gallup and ELSPA that the decision to terminate the contract was made. The notification came as a great surprise, given the fact that

no significant complaints had been made and no prior discussions had taken place. The depth of support we have since received from both software and magazine publishers suggests that the industry was equally surprised.

The decision to replace a retail sales chart with a distributor ship-out chart would, in our own view, be a retrograde step for the leisure software industry. A chart has two main functions: it is a marketing tool for the industry, and it is a research guide to consumer

preferences.

A ship-out chart could only achieve the first of these objectives if, and only if, supported by the consumer press, but it would inevitably fail on the latter objective.

With the added problems of returns, trade promotions and exclusive deals, the industry could be entering a period of self-delusion. It is ironic that the Irish record industry has only just turned its back on the distortions and vagaries of a ship-out chart, and opted for a Gallup retail chart.

The decision which has

been taken on behalf of the leisure software industry has significant implications for marketing and research through the nineties. Ultimately the industry will need to understand, and react effectively to, an ever-changing leisure market.

We urge all affected by the decision to consider the options ahead, and to join in this important discussion.

John Pinder
Charts Manager
Gallup
London

UK hit by

Brennanmania

Further to my letter about this rising TV star, I was delighted and thrilled to see Ciaran Brennan on the *Kilroy* programme the other week.

He completely stole the show with his wit and well argued points. In fact, *Kilroy* could hardly get a word in edgeways.

I have also been privileged to see this megastar play cricket, and wonder if there is any end to his talents.

Mark Strachan
Domark

P.S. I still haven't got his autograph.

— A limited edition "Best of Brennan" C60 cassette is available from CTW Enterprises at a cost of £29.99. This is a digitally mastered recording of the man's brilliant oral display on *Kilroy*, and can double as a rather expensive blank tape.

The "Shots Of Brennan Sitting In A Chair" video should be available on sell-through before Christmas.

Fred Moan writes

What has happened to the games market? Sega and Nintendo are spending millions on TV adverts, but where is the stock of games? Where is Sega Game Gear or *Sonic the Hedgehog*?

One manufacturer will not give you stock unless your name is Boots or Dixons. More dealers should bring in their own supplies from Japan, and let the big boys fight among the TV adverts.
From A. Trader

Calculus concern

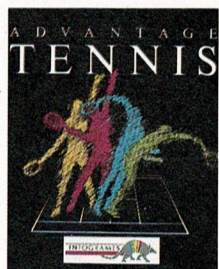
If any readers are concerned about ZCL setting up Calculus, their direct sales arm, they should have been at the recent Amiga Show.

Some companies were selling Amiga Cartoon Classics at less than trade prices. If a small company wishes to sell at a loss, then that is their business. But when the ZCL stand is selling to the public at around fifteen pounds less than they are prepared to sell to other dealers, then it becomes everyone's business.

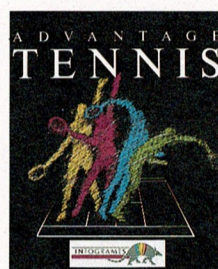
No doubt ZCL will say that they knew nothing about it, the stand was shared with someone else, none of their staff were there, etc, etc. But their staff won't be at all the Calculus stores, and we retailers won't have the advantage of a distributor's discount.

Is it time to stop buying from ZCL? Are we just increasing their profits to enable them to put us out of business?

Makes you think, doesn't it
Name and address supplied



**A D V A N T A G E
T E N N I S**



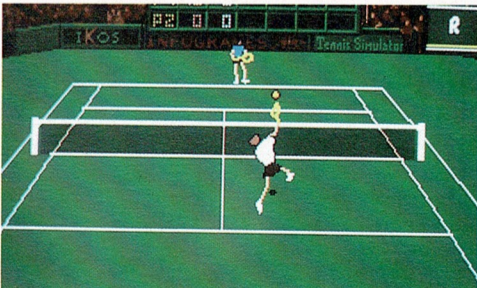
Monday, 3rd of November 1991 THE NEWSPAPER OF CHAMPION GAMES. ★ 1st year N# 00001

SIMPLY UNBEATABLE!

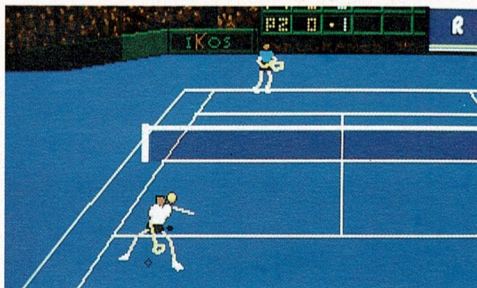
Another crushing victory for ADVANTAGE TENNIS over its rivals. Its indisputable technical superiority was proved last season on all surfaces. Like us, Tennis World is wondering if this year, there will be a player who is well trained enough to succeed in taking ADVANTAGE TENNIS' title and becoming Number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

A CHAMPION'S PORTRAIT

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



Marvellous high smash on the grass of Wimbledon.

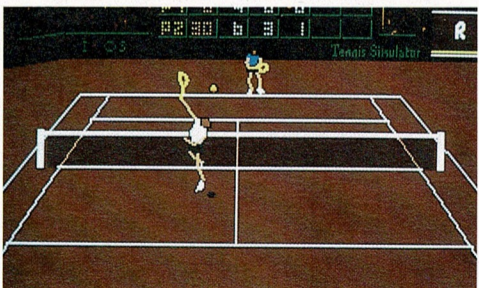


Terrific between-the-legs-stroke on the synthetic surface of Tokyo.



**WIN YOUR BADGE
"N# 1 IN THE WORLD"**

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



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



INFOGRAMES LTD - 18 OLD TOWN - CLAPHAM - LONDON SW4 0LB - ENGLAND - TEL: 071 738 81 99



**PC & COMPATIBLES
ATARI ST & STE - AMIGA**

SPEAKEASY

Protection dejection correction

Gary Bracey's comments regarding copying device manufacturers (CTW November 11th) are quite understandable, but they may mislead many of your readers who are naturally more knowledgeable about company mergers and sales opportunities than computer hardware.

He has asked copying device manufacturers to give him technical specifications of their hardware. If the devices have a sound design, this should not matter (unless Ocean itself intends to make such a device, or similar hardware). However, it is likely that there is a way of defeating or detecting them, left in either by accident or design. For example, programs on the C64 which use the Cyberload system can detect the presence of an Expert cartridge.

The device manufacturers must fear that, if Ocean discovers how to do this, their games will refuse to load when a device is plugged in. This would prevent freeze-framing (saving your position in a game so you can go back to it later) or safety copying (which serious software publishers recommend as a matter of course, because of the unreliability of floppy disks after mass duplication).

These are uses you have described as legitimate! If publishers found ways of defeating these devices, they would, as it would be the easiest course of action. If publishers don't care that a

game doesn't work on all models of a computer, or when the computer has extra memory, disk drives etc., what chance would there be of allowing any use of copying devices, even if they condoned particular forms of usage?

Some of the main uses of copying devices should be done by the game itself — generous save-game facilities would stop the need for freeze-framing, and cheat-modes would reduce people's urge to use "pokes" to make the game easier, or see more of it.

If cheat-modes are good enough for Sega with *Sonic the Hedgehog*, they should be good enough for everyone. It must be very embarrassing for a game cracker to see a game's cheat-mode leaked to a magazine after he/she has sent a long listing which accomplishes less to the same magazine.

The least worst solution to software piracy has to be manual protection. Even so, it is surprising how some games get even this wrong — one major PC game I saw had a "back door" password to the game, and another one had only about a dozen possible inputs, which meant I was able to play the game after a few random tries (when the protection sheet had found itself a niche under the mounds of paper on my desk).

Ocean is in a good position to rely on manual protection, as it could produce manuals with lots of in-

teresting information about the film at least (if not the game).

All publishers should think about this. Giving the customers more physical material for their money would surely please them as well. After all, a CD, which costs less than half the price of an Amiga game, can come with much nicer "extras" than the game. And no, I don't think a 24 page manual with half a page describing the Amiga version in English helps.

The main alternative, disk protection, is responsible for many of the problems of disk-based computer software — making programs very sensitive to imperfections in the duplication process, and probably responsible for causing ST programs not to work on STes and A500 programs not to work on A500 Plus machines, because of it relying very heavily on a single hardware configuration.

As for publishers moving to consoles since piracy is much rarer on that format, could this not have something to do with UK publishers suddenly realising that the global market for console product is at least ten times larger than for Amiga/ST product, and perhaps they should consider selling to it?

I hope your readers will keep these points in mind when considering software protection.

Yours faithfully
Carl Muller
Watford

Once more into the breach, of copyright

Two letters in as many weeks from the head of FAST must be a record.

But as usual most of the information is just a smokescreen to cloud the issue.

Nobody disagrees that the printed word has been tried and tested in court, and I feel that computer programs will be in the same category, but I did not ask about these things.

I still maintain that a modification to any machine purchased by me is not a breach of copyright, but would invalidate any warranty given by the manufacturer.

The main points about copyright have been sidestepped. I have been waiting over nine months for an answer from Commodore regarding any company copying, then selling, their products and using Commodore's name, trade marks, or description to describe them.

One simple test will prove my point.

On page 4 of the CTW (November 11th) are two quarter page advertisements offering Commodore compatible products.

Remove all references,

names, trade marks, to Commodore and see how effective the advert is.

I wonder if Reebok would be as generous with their name.

As for *Les Miserables*, I don't feel qualified to really comment about translations into Japanese, but one point I do want to make is that *modifying* it into a musical has made a lot of money for Andrew Lloyd Webber.

I am glad to see FAST being so responsive and definite in its answers to the industry's questions.

Maybe it could do a weekly column where people could find out about the rights and wrongs of business, or simply answer queries when rumours are rife, like does the Sega Megadrive run on PD software?

Is it an offence to give pirate software, in view of the answer that it is an offence to "offer for sale, and exposure for sale"?

Can you change the tyres on a Ford Escort without breaching copyright?

I am watching your space!

H Tayburn
Software Centre
Preston

Stating the patently obvious

Regarding Bob Hay's letters (CTW October 28th & November 11th), the gentleman obviously knows more than the rest of the world.

We would appreciate it if he, Bandai or Nintendo would let us know the European and UK Patent numbers and the date of approval for Nintendo products. Our understanding is that these have not been granted as yet.

For Bob's information, the intellectual property rights of software remain with the software house and not the media converter i.e. Nintendo.

I note that he did not quote the section from the Patent/Copyright laws which deal with the mis-use by Patent holders of Patents to the detriment of the marketplace and the general public. Maybe he has not read this but Nintendo's actions may well fall within this section.

There are lots of precedents for grey imports — take the car industry to name but one. How about Ford selling you a car and then telling you it will only run on Ford petrol from a Ford garage. Or, Sony selling you a video recorder and only allowing you to watch their video cassettes. Need I go on?

The only reason for the country chip in the Nintendo machines and software is to maintain control over the marketplace. Why should you not go to Spain, France or Germany on your holidays, buy a game and expect it to work on your machine? It has nothing to do with power or the TV system, just the country chip.

So, Bob, as someone who is supposed to uphold the rights of all of us, please do not try to defend the indefensible. Stick to what you are good at and let time, the European and US Anti-Trust laws, and the general public deal with the Nintendos of this world.

I refuse to comment on the report from "Euro Nintendo" (CTW November 4th). Geoff Brown from Centresoft is quite able to look after himself, although he will probably take the view that the world knows the truth.

Frank Ratcliffe
Home & Business
Technology Centre
Oldham

Simpson has a cow, man

I am writing after reading your article regarding software compatibility on the A500 Plus.

I thought you might be interested to hear of my experience on this new model.

The first unit was so slow loading in the W/bench (5 mins), with numerous requesters, ie, Not A Dos Disk, Replace W/Bench, and Read Write Errors.

The second unit had improved speed (1.21 mins to load W/Bench) but the memory available displayed the same whether or not the approved A501 expansion was fitted. It also refused to format a disk due to being Write Protected.

I feel very fortunate that Leisuresoft offer such good back up — after contacting them, a third advance unit was dispatched. It leaves a dealer in a very difficult position not knowing what to expect with little or no advance information of difficulties that are likely to arise, including specification.

I am in the position that Leisuresoft forwarded details of the software tested as compatible but that does not answer the basic questions I will be asked on demonstration.

It's a good job my sterling was compatible with Commodore's pocket. In all I like the machine, and the fact that it boots from the external drive.

I would be interested to see some response to the scenario I have set and would still welcome a means of self testing computers in order to justify the need for their return.

Yours sincerely
Paul Simpson
Simpson Electronics
Derby

Supaplex is excellent again

With regard to the letter by Colin Campbell, editor of *Amiga Format* (CTW November 18th).

Firstly let me state that I am not upset by the fact that your review is not matched by mine in terms of overview or space — everyone is entitled to their own opinion and, to be honest, I have not seen what you had written.

As for the game *Supaplex*, personally, it makes a change not to be lumbered with a 200 page manual and it was refreshing to instantly play a game that reminded me of *Boulderdash*, which has never really been converted well to the 16-bit format although Logotron

released a title (the name escapes me) a few years back that received great media acclaim but died a death.

My bone of contention is the way you suggest *Micromart* is an "easy-going mag". When was the last time you sat and read it? I think some of *MM's* writers will be offended. I am!

Its editorial coverage on applications software is the best around. Regarding the games coverage, which is written by myself, my credentials are that I write each month for seven leading European magazines as well as *Supertext*, part of Super

Channel, which reaches the largest media available.

The reviews in *Micromart* also appear in some of the aforementioned mags and I do not think they would feel your comments justified. I will criticise a game if it is warranted.

To end, and to cover myself, if you are suggesting that "easy-going" refers to the *Micromart* reader who picks up the mag, reads it and chucks it away without taking much notice of the articles and reviews then you do a great disservice to 45,000 weekly buyers.

Henriques
Micromart
Sittingbourne

Power Power Power Power Power Power Power Power

P			P
o			o
w			w
e			e
r			r
	GET	→ 'HARD'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'INTERNAL'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'EXTERNAL'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'DRIVIN'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'CLICKIN'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'BLITZIN'	
P			P
o			o
w			w
e			e
r			r
	GET	→ 'POWER'	

Power Power Power Power Power Power Power Power

POWER Computing Products are NOW available to the Trade from The ONLY UK APPOINTED and AUTHORISED Distributor. Be an Official 'Power Point' Dealer. Get quality sales with quality products, get POWER, get CRYSTAL/POWER. Contact: Tony Dee, Crystal Leisure Distribution, Unit 5, 11a Station Lane, Hornchurch, Essex RM12 6JL. Tel 070 862 0114. We also stock Hi-Tec, Scetlander, Database, Rombo, D&H, A&S and lots more.

TEENAGE MUTANT HERO

TURTLES™

THE COIN-OP!



**THEY'RE LEAN, THEY'RE MEAN,
THEY'RE GREEN**



KONAMI®

AND THEY'RE BACK!

The hottest software property is back to top the software charts for another Turtley awesome year! This mind blowingly accurate conversion of the HIGHEST GROSSING COIN-OP for 5 years is sure to be high on any kids Christmas list. With a high level of marketing and PR activity within the industry the game will also be backed with national competitions and several exciting on-pack promotions, read on for more details:



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

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

Daily Express™

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

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



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

• Exclusive Turtles Fan Club membership offer.



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

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

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

Teenage Mutant Hero Turtles™ is a registered trademark of Mirage Studios, USA. Based on characters and comic books created by Kevin Eastman and Peter Laird. © 1990 Mirage Studios. All rights reserved. Used with permission. Published by Mirrorsoft Ltd under license from Konami® and under sub license from Mirage Studios, USA. Konami is a registered trademark of Konami Co Ltd. © 1991 Konami Inc. © 1991 Mirrorsoft Ltd. Image Works is a brand name of Mirrorsoft Ltd.

Fun continues for Europress

Europress Software's education series continues to spring surprises — with the Under 5s version of Fun School 3 nipping back to top spot in the PC chart nearly a year after original release.

The firm was particularly delighted with its performance in the current Gallup listing (week ending November 16th) in the light of strong competition from titles such as Mindscape's *Wing Commander II*.

"We understand that *Fun School* has been popping in and out of the different

Gallup charts over the last two years, and we're currently selling three times more on PC than we were when we first released it," commented Chris Payne.

"*Fun School* sales go absolutely crazy in the run-up to Christmas. Last year we sold 15,000 in November and 40,000 in December, and at the rate sales are going at the moment we should match that this year."

Total UK sales of the series now stand at 320,000 units — and things clearly bode well for the PC version of *Fun School 4* — which goes on sale today (Monday December 2nd).

Citizen takes E
Citizen Europe has launched a new enhanced version of its popular low end 24 pin printer, the Swift 24.

The Swift 24e boasts a host of new features and enhancements on the original, including a speed of up to 216 characters per second, two additional fonts and a free colour kit worth £38.

Retailing at £369, the printer will be pushed into the usual low end areas of small businesses, schools and home users. Additionally, the firm has simplified the operation of the machine by including a Utility Disk.

Ocean takes a grip with WWF

Ocean ships its top Christmas title this week — pulling out all the stops on the perceived value front.

Wrestling game *WWF* ships on Wednesday (December 5th), with Ocean "totally and utterly" convinced that it will top the Christmas charts.

ST, Amiga and PC purchasers will get a free 15 minute *WWF* video inside their game box.

8-bit buyers will get a trio of freebie badges with their game — featuring the *WWF* heroes.

Goldstar extends PC pack options

Goldstar has lifted its retail restrictions on the aggressively priced Knowledge Based System leisure PC bundle.

The package retails at £799 with colour monitor, and dealers had previously been prohibited from selling the machine as anything except a complete system. Now, however, whilst retailers still have to buy the monitors along with the machine and software, they are being allowed to sell on a monitorless bundle at £599. This means that they have the option of selling a stan-

alone machine or offering a cheaper colour monitor.

Goldstar's full bundle consists of a GT212 286 PC, with 40Mb hard disk, VGA colour monitor, two speakers and stereo soundblaster card. The impressive software included consists of *Wing Commander*, *Life & Death II*, *Gods*, *Mavis Beacon*, *Henrietta's Book of Spells* and *Hooray for Henrietta*.

Distributor SDL started shipping the pack (CTW September 23rd) last week. "£800 was a very aggressive pricepoint, but £600 without a monitor is even better. There's a lot of dealer reaction out there," offered a spokesman.

Chaney reigns

Continued from front page

tions) and Martin Alper (president of Virgin Games Inc, USA) making up the rest of the firm's board.

Virgin Games has emerged as a force in computer games publishing over the past year, and has built itself a much needed identity following Virgin Communications' £40 million sale of the Virgin Mastertronic Sega distribution business in the summer (CTW July 15th).

It is felt however, that there is still a lot of room for improvement — particularly in European territories outside the UK. Also, the label will enter the lucrative world of Sega publishing in the New Year.

"The truth of the matter is, we have no real European infrastructure at present. We've previously run Europe out of the UK through local distributors, but I wouldn't be surprised to see Virgin Games offices in Germany and France within the year," commented Devereux to CTW.

Virgin Games claims that its worldwide turnover is already hitting the £50 million mark, with some 75 per cent of that coming from the US — where the firm is both a Nintendo and Sega publisher.

Devereux ultimately wants Europe to account for 50 per cent of Virgin Games' global business, which would mean major sales growth considering that the US business is expected to keep on an upward curve next year too.

"We feel that we've done well in the UK this year, but we can do better, and in continental Europe we can do a hell of a lot better."

Chaney makes a surprise move from Tecmagik, having established it as a small but important part of the Sega publishing network in Europe.

"It was a very big decision and a very difficult one," he told CTW. "But in the end I had to stand back from it all. Virgin is in a unique position in the video games business and is one of the few companies that have the power to be a real global force."

Virgin Games will launch its first Sega title in Europe next month. It is understood that the firm is in a strong position — "prudence" being its only real limit on the number of releases it can put out per year.

For its part, Tecmagik has stated that Chaney's departure will not damage its own plans for expansion next year. A replacement is already lined up and will be announced in the near future.

THE NO-HOLDS-BARRED SMASH GAME SHOW OF THE FUTURE TV

"IT'S ABSOLUTELY BRILLIANT"
THE BEST REVIEWED GAME THIS YEAR IS SELLING OFF THE SHELF!
DON'T MISS OUT - MAKE SURE YOU HAVE ENOUGH STOCK. PLACE YOUR CHRISTMAS ORDERS TODAY!
"RIP-ROARING SPEED" • "DEFINITELY A MEGAGAME" • "FINEST COIN-OP CONVERSION... REALLY COOKIN"
COMMODORE FORMAT 97% • AMSTRAD ACTION 96% • SINCLAIR USER 94%

Acclaim **ocean**

entertainment, inc.
 OCEAN SOFTWARE LIMITED - 6 CENTRAL STREET - MANCHESTER - M2 5NS - TEL: 061 832 6633 - FAX: 061 834 0650