Vol. 2, No. 26

Mar. 26/Apr. 2, 1983

**News Weekly for Operators** of Video and Pinball Games

## **UCLA Conference Looks** At Industry's Future

versity of California, Los Angeles recently held a "Video Games and the Graphic Designer" conference, a twoday event held at the Ambassador Hotel. Participants paid \$185 each to attend. Speakers included business and design representatives from many of the major video game companies, who displayed a number of new products and made observations about the state of

Contrary to speculations in the financial world (notably business analysts C. Bernstein & Co.) that video games may have reached their peak, and can only decline in popularity, the manufacturers and designers insisted that the industry was not yet on the wane. One participant predicted sales from 1983 will exceed those of 1982 by as much as \$3 billion. Sales for last year totalled more than \$10 billion.

Presently, the top game designers, es-

lion, and more and more of them are being represented by talent agents. However, the emphasis on the designer is expected to decrease in the future as specialists in various aspects of the game are contracted to contribute small components of the overall design.

The average game player, as determined by Electronic Games magazine, plays video games, including home games, about six hours a week. Girls were thought to account for no more than 10% of the market. With the exception of war and sports games, girls preferred the same games as boys.

Last January Roger Hector, a former manager at Atari, sold his company, Videa, Inc., to video king Nolan Bushnell. Hector was emphatic about the educational possibilities in video games, probably because Videa's new branch. Sente Inc., will be concentrating on the first educational coin-op games.



See Page 3

## **Oregon To Require UL** Listings

Portland, OR-Beginning next week, nearly all video games in the state of Oregon may be outlawed due to nonapproved electrical wiring. The Underwriters' Laboratory (UL), which lists electrical equipment for safety, has not yet listed the wiring systems of games from any of the major video game companies except Atari. In most areas of the country the UL listings are not required of coin-op games, but state and local authorities here are now seriously enforcing the relevant regulations, which were enacted in October of 1981.

Don Wilfley, Chief Electrical Inspector for the State of Oregon, explained the reasons for the sudden clampdown.

"In past years there's been so much in the way of video games and such shipped up here from California that wasn't UL approved, that things were really getting out of hand.

"We've had fires resulting from faulty wiring of these games, people have been shocked, we even had one young fellow electrocuted."

Oregon distributors see the issue differently, however. Stuart Dunis, General Manager of Dunis Distributors,

Inc., was aware that the operators and manufacturers faced a real threat from the new enforcement policy.

"Sega-Gremlin may be granted an extension of thirty days (by the city of Portland), since they've said that they're working on complying with the regulations," Dunis said, adding that all the other companies may be in trouble because of the law.

Frank Fogleman, Vice Chairman of Sega, said the company had requested an extension of from three to five months, and had written a letter explaining that they were receiving advice from Atari on how to go about meeting the UL listing requirements. He had not yet received an answer from the Portland Office of Building Codes.

Leroy Hancuff of General Leisure, another Portland-based distributor of the games, said the companies had been alerted of the problem, but that the issue was of greatest importance to operators.

"I think the government is making a foolish mistake," he said. "When operators have their games shut down they're going to retaliate by asking for their tax stamps back."

## Presently, the top game designers, es- first educational coin-op games. pecially those of home games, can com- scantinued on page 14 to Play Meter's Gambling-Game Policy Challenged

Los Angeles, Calif.-Rufus King, Sr., an attorney for Play Meter Magazine which sponsored the recent AOE in Chicago, is an expert on gray area games. And experts are needed for this field, it seems, since even the companies that produce poker-related games define the gray area in different ways.

The AOE last week admitted several manufacturers of video cardgames, including M. Kramer, House of Cards and Merit Industries. Other companies considered at one point were Americade and SMS. But the companies had to fight their way in. For two years running Play Meter has tried to ban gambling games from the show. And at Play Meter's request, a Northern Illinois judge did grant a temporary restraining order against World Gaming Devices, Inc. King explained how some of the companies finally got their way, and exhibited at the show:

"Several companies with new, legitimate amusement games were allowed to exhibit, but when the gambling game companies saw there were games with a poker angle on the AOE floor, they brought (their own machines) down from their hotel suites and set them up. Some had been modified for the show, and some had not.'

The true gambling game has three identifying characteristics, King explained, which distinguish it from the 'amusement game." First the game can accept a variable number of coins for a single play.

"Now, who in his right mind would put two quarters into Pac-Man for the same amount of play he can get for one quarter? Obviously there is a reason with a gambling game."

The second important difference, King said, is that the gambling game, unlike the amusement game, is controlled by chance, not augmented by it; and that the period of play-time is very short. Most of these games last for one hand of poker, or a single roll of the

Finally, according to King, there is a knock-off meter in the gambling game, which racks up a number of "replay points" at the end of a game. These replay points may total as much as 5,000 for a single winning hand. King pointed out that no-one would seriously play 5,000 rounds of the game, Instead, he may receive prizes or cash remuneration from the operator, who upon paying may clear the game-board by activating the knock-off circuit.

continued on page 8

**GAMES PEOPLE** P.O. Box 67898 Los Angeles CA 90067 (213) 474-6445 First Class

## Atari Launches Major Ad Campaign

Milpitas, Calif.—Atari, Inc. may be setting an advertising record for coin video games with a major national radio and television ad campaign for Xevious, one of the company's latest coin video games.

"The Xevious campaign marks the first time an advertising effort of this magnitude and penetration has been undertaken for a coin video game," said Donald Osborne, Vice President of Marketing for Atari's coin-op division.

The Xevious campaign features 30 second radio and television spots which will run for three consecutive weeks in

12 major television markets, including New York City, San Francisco, Chicago and Los Angeles. The commercial will also be seen on Music Television (MTV), a nationally syndicated cable television network which is rapidly gaining in popularity with younger audiences.

Billed in the commercials as "the game you can't play at home," Xevious combines fast action with a space age fantasy which Atari hopes will attract a new audience and capture a large part of the market.





Excerpts from Atari's Xevious, showing space-age battling ground.

## Video Robbery In Japan

As reports become more common of youngsters stealing to support their video game habit, it is interesting to note that the United States is not the only country to have this problem. In Tokyo recently, twenty Japanese youths were seized on charges of stealing so that they could play the games.

Tokyo police said the boys, ages 8 to 14, were members of three gangs that made off with \$5,200 in cash and merchandise.

"Their age level is going down, their crimes are becoming more organized and premeditated," police said. "The motives behind their repeated robberies are clear—to spend lavishly in video game arcades."

Recently, five boys aged 10 and 11 were detained by police in northeast Sendai for stealing \$39,800 in cash and jewelry to spend on video games. They used bicycles to case homes and make their getaways.

Nine other boys were also taken into custody for extorting \$2,600 as hush money from the five boys.

"The video game arcades are a real nuisance for us," a Tokyo Police spokesman said. "The gang members meet each other there and then go out and commit crimes so they can return for more."

Youths under 14 years old will not be indicted, but hand over to juvenile authorities. Those over 14 may face trial in family courts, and if found guilty they could be sent to detention homes.

#### **ERRATUM**

Due to an error in the printing stage of our issue Volume 2, Number 25, the ordinance listing for Yonkers, New York contains an error. The ordinance in question institutes a \$100 fee per machine, not an \$1100 fee.

#### COLUMBIA VENDING SERVICE, INC.

6424 FRANKFORD AVENUE BALTIMORE, MARYLAND 21206

WE HAVE THE FINEST RECONDITIONED EQUIPMENT AVAILABLE

#### **VIDEOS**

ATARI GREMLIN
Asteroids Astro Blaster
Centipede Frogger
Missile Command Moon Cresta
Tempest

MIDWAY
Galaga
Gorf
Kickman
Pac Man
Wizard of Wor

STERN
Amidar
Bezerk
Jungler
Scramble
Super Cobra

CENTURI

Pleaides

Phoenix

Vanguard

**WILLIAMS** 

Make Trax

Robotron

Stargate

Defender

FLIPPERS
BALLY MIDWAY WILLIAMS
Lost World Flash
Paragon Gorgar
Space Invader World Cup

#### MUSIC

 ROWE
 NSM
 SEEBURG

 MM 5
 Prestige
 SPS 160

 TI 1
 Festival
 SQS 160

 R 74
 240 I (new)
 STD 3

PHONE COLLECT FOR FURTHER INFORMATION AND PRICES
\*\*DISTRIBUTORS FOR THE COMPLETE NSM LINE\*\*

## Parents Attend Video College

Redondo Beach, Calif.—Parents and grandparents here have taken what may have been the first course on video games ever "taught."

Underground, a video arcade at the Redondo Beach Pier, held a fund raiser for the South Bay Coalition for Alternatives to Domestic Violence, aimed at teaching parents about the world of video games. "Introduction to Video Games 101," as the event was called, attracted more than 200 people of all ages to play the arcade's more than 90 video games, which were put on a no-charge mode for four hours.

"Our first attempt was to try to get adults in so they could learn how to play," said Jim Popp, a member of the coalition's board of directors. "You feel kind of dumb coming in here when you don't know how to play."

Twelve young "professors" of the games, ranging in age from 7 to 16, circled the arcade explaining game strategies to parents.

Many of the older players, who paid a flat \$10 entrance fee for unlimited use of the arcade, admitted they were confused by some of the games, and were greatly impressed by the younger players' expertise.

"I'm kind of from the old school," said 39-year-old Felix Auillar, who tried his hand at Berzerk, with only moderate success. "I've got a thing for the bells, dings and stuff from the mechanical (pinball) games. But it is going to be video. I'm really surprised at the handeyc coordination needed. It seems the kids that are good at this are good at sports, too."

The proceeds of the "class" will help continue the program, which provides a hotline for potential violent criminals and gathers information for and about victims of violent crimes.

Few of the older players made plans to return to the arcade, but most said they were pleased to have had the unique "educational" experience.



Editor-In-Chief Marvin Gold

Managing Editor Richard Shore

Contributing Editors Ann DeLarye Donald Ford Roborta Grapperhaus Francis Lam Andrew Marvick Mark Wukas

Art Director Catherine Rodman Editorial Assistant John Portnoy

Advertising Manager Catherine Rodman

Circulation Manager Iretha Jones

Publisher James T.A. Babington-Johnson, Jr.

> GAMES PEOPLE P.O. Box 67898 Los Angeles, CA 90067 tel: (213) 474-6445



Laser-disc graphics from Cinematronics' new Dragon's Lair.

## **AOE '83: Successes And Near Misses**

by John Portney

The AOE, held last weekend in Chicago, is traditionally associated with the latest games and best efforts of the attending companies. Consensus among operators and distributors was that this show had its share of successes and failures, and although many new games were shown, reaction ranged from mediocre to below average. One general reason cited for the lukewarm reception to the show was that no new technology games were complete, despite some talk from the manufacturers of laser disc games, cephalographic stimulation and educational video.

There might not have been any polished new equipment, but there were a few games reflecting ideas not commonly found in today's arcades. Bally

Midway, for instance, unveiled the latest member of the Pac-Man family: Professor Pac-Man.

Professor Pac-Man isn't exactly a game; it is more a video quiz show, in which I.Q.-like questions are asked and shown in animated form while players compete to see who can answer the questions first.

The concept of two-player competition, similar to Joust or Space Duel, was found in Nintendo's new Mario Bros., as well. This game features Mario, the protagonist from Donkey Kong, and his brother Luigi in their struggle to knock turtles, crabs and flies onto their backs and then into the water below. Besides the Joustian competitive concept, colorful, easily defined

graphics and above average sound effects highlight this game, which will be available in June.

Stern Seeburg showed a game at the AOE which combines the technologies of shooting games with video. The game is Mazer Blazer, and Stern hopes that this mixture of physical hardware and computer games will be what video enthusiasts are looking for in 1983.

Cinematronics showed two new games at the show. One, Cosmic Chasm, is a vector graphic game owing its roots to Bally's Omega Race. The other game Cinematronics unveiled is the second laser disc to be shown at a convention. Dragon's Lair features Dirk the Daring on a quest through a castle in order to find a princess and

rescue her from a dragon. Each scene is a segment of the disc, and as you make your choices, the disc head (there are actually two disc systems to speed the action) is transported to the spot that shows a scene of the consequences of your action. In one instance, Dirk (controlled via a four-way joystick and an action button) has made his way into the castle, across the flaming ropes and through a door. He looks up (automatically, as is part of the "scene" you are now watching) and sees the roof caving in. If the player wants Dirk to move forward to avoid the crashing roof, he pushes his joystick forward.

At this point the screen goes blank as the second disc system finds the correct

continued on page 10

## **Dodge City of Video Games**

Ottumwa, lowa-The mayor and city council have declared Ottumwa the Video Gaming Capitol of the World, and have given the key to the city to Walter Day, owner of the city's Twin Galaxies arcade.

"Remember the gunfights between the so-called 'fast guns' in Dodge City?" he asked recently. "It's the idea of all the best people coming to that one place where they can expect to meet someone who can be a good match.

"The kids love it. They like the fact that the best video game player in the country can be playing next to them."

The arcade boasts only 23 games, and is not particularly noteworthy for its decor, but Twin Galaxies is fast becoming famous for its International Scoreboard, which is updated with newly verified scores from around the coun-

Day is currently planning a sevenscreen scoreboard, which will rank by computer the best video-playing states in America, the best countries and the highest-scoring arcades. An Official Video Game Hall of Fame is also in the works.

After the crew of the "That's Incredible" television series came to Ottumwa last November to film the arcade's first North American Video Olympics, the town was inundated with tourists and fans of the games.

"You should have seen the girls vying for the affection of the (winning) players here for the Olympics," Day said. "It's just another version of rock

continued from page 1

"Games have a tremendous potential for learning. You can learn a lot about Newtonian physics just by playing Pong," Hector said.

Annie Katz, editor of Electronic Games, agreed with Hector, pointing to the use of certain home video games in therapy for dyslexic children in Upstate

New York.
"I think all games are educational in the broadest sense," Katz said. "They promote logical, ordered thinking; they promote the recognition of patterns...

But to most people, 'educational means 'not fun'.

Video games, Katz continued, were a kind of "health spa for the mind. They're not just a pure test of reflexes. If it were just your physical reflexes that mattered, Rod Carew would probably be the best video gamer in the world.'

However, the consensus at the conference was that present games are not showing an adequate level of innovation. Most of the speakers admitted that the industry has a long way to go before video games meet their full potential.

"It's a long way from Pac-Man to Picasso, from Berzerk to Beethoven... If (video) games have this magnificent. artistic potential, how are we going to realize it?" said Chris Crawford, head of game design research at Atari.

Hector, who is still involved with Sente Technologies, was asked what could be expected from the new companies when its no-compete contract with Atari expires in October.

"I was firmly admonished not to say anything about that," he said. Finally he was asked to comment on the prospect of holographic (three dimensional) games. "It's a technology whose time has not quite come but is knocking on the door," Hector replied, adding that the public could expect games that are "quite nice. The real flashy stuff will probably come in the second round."

## Video Peddler Peddles Pedal Video

New Brunswick, N.J.-If the wrist action from a furious round of Xevious isn't enough for you, perhaps Robert Phillips can help. He has just released a new kind of video game that may make aerobics a thing of the past.

"I call it Videoexercycle," said Phillips, who left his job in software at Bell Laboratories to work full time on the invention. "I was trying to keep in shape on my exercise bike, and I said to myself, this is boring," he explained. "Then I thought, why don't I hook this to a video terminal?"

The final product involves a small electronic "interface" device connected to the front of an exercycle and linked

to a microcomputer on a TV set. A countless number of video games, including the best-selling arcade games, can be played while the rider pedals the bicycle for exercise. Firing buttons are fitted to the specially designed handle

"Any electronic game you've ever seen can be played on my system," Phillips said.

The first commerical model has been installed in the back of a New Brunswick bar for test marketing.

'So far the people love it," Phillips said. "They put more quarters in it than Ms. Pac-Man and Frogger."

Americans Spend A Lot Of Time Playing Games That Don't Gobble Space Ships.

People already know how to play games like poker. blackjack, craps and Hi-Lo. They've been fun for years and they're certainly no passing fads. But now folks can challenge the computer instead of the house. They can play all 4 games on one very unique machine and have no danger of losing the farm or paycheck.

Little Casino is a simple machine that can make a really respectable contribution of quarters to the proprietor's bottom line. It's for amusement only

and customers do enjoy

playing again and again. They enjoy it so much that they're likely to stay

around a bit longer than they'd planned and have an extra

drink or two. Little Casino means extra pleasure for the players and extra money for you.





tion.'

President Reagan had a few nice things to say about video games, Mr. Reagan, speaking to a group of math and science students at the Walt Disney Epcot Center in Orlando, Florida, said video games have helped develop "incredible hand, eye and brain coordination in young people."

"Watch a 12-year-old take evasive action and score multiple hits while playing 'Space Invaders' and you will appreciate the skills of tomorrow's pilots," the president said.

Not to upset the nation's parents, Mr. Reagan then quickly qualified his praise of the games.

"Homework, sports and friends still come first," he said.

-0-

Seymour Cohen, operator of the Rainbow Arcade in Washington, D.C., has this to say for video games:

"You know what? To hell with those parents (who oppose the arcade). Because they just don't understand their own kids. This is just a form of entertainment. Like a movie. It's only a game."

-0-

Dr. Robert Gable, a psychology professor at Claremont Graduate School in California, savs:

"Arcades are high-tech hangouts that suppress undesirable behavior. Video games have their own technology that parents don't understand. But this is a technology that's going somewhere."

Dr. Stephen Leff, a psychologist at Harvard Medical School, approves of the games as deterrents to the drug habit. "Drugs are used to avoid problems. Video games and computers get people fascinated with problemsolving."

-0-

However, not every member of the academic world agrees. Philip Zimbardo, a social psychologist at Stanford University maintains the bad still outweighs the good in video games. "Eat



### **New Video Product Fits** Games Like A Glove

San Diego, Calif.-For all those players who suffer from the agonies of "Pac-Man palm," "Q\*Bert callus" and "Bag Man blisters," there is hope. The Bravin Company has introduced the Video-Gluv, designed especially for extended periods of heavy play.

The Video Gluv incorporates all the

special features which the championship player requires. It has an exclusive palm patch that prevents the hand from slipping because of perspiration. Six different colors are available, all in Grade A cowhide, and some models even have a pocket to store quarters.



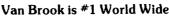
him, burn him, zap him is the message, rather than bargaining and coopera-













Keeping our Customers Number One has made Van Brook the Number One Leader in the Amusement & Vending Token Industry. No other supplier can offer you:

- Immediate, same day shipment on Stock Tokens and Accessory Items.
- Buy-Back Agreement 100% on Stock Tokens.
- Special-Sized Token Wrappers.
- Wide array of all necessary Signs and Stickers.
- Accessory Items in stock for immediate shipment.
  - Token Mechs (Metal & Plastic, 48 different sizes and types).
  - Cradles & Cradle Kits.
  - Push Chutes (Complete, Single-Token & Double-Token).
  - Replacement Slides for Push Chutes.
  - English #515 Roll-Down Acceptors.
  - English 4 x 4 Replacement Cradles.
  - Klopp Token Counters.
  - Kwik Koin Token Dispensers.
- Expert Technical Advice & Assistance, based on many years of experience.
- Professional Artwork & Design Service at no charge.
- $Hundreds\ of\ attractive\ Stock\ Dies\ .$
- NOTES & QUOTES Promotion Booklet (up-dated and revised periodically).
- Exporting Expertise -- We know the Export Market, and how to solve its complex problems.
- Product Exellence -- Van Brook Standards of Precision and Quality Control are the highest in the Token Industry.















VAN BROOK OF LEXINGTON, INC. • P.O. BOX 5044, LEX. KY. 40555 **(606) 231-7100 •** 















## Dew Games



Williams Electronics has announced the release of a companion to its Joust video game: Joust Pinball. As in Joust, the pinball version allows two-player head-to-head capabilities and features the same graphics, sounds, and theme as the

In Joust pinball, making the first target in the right bank stops the lights cycling from 30,000 to 200,000. The first player to complete his bank scores the lit value and resets his bank and his opponent's. The left top drop target bank advances the bonus multiplier. When 5X is lit, it lights collect egg bonus which is scored by dropping the bank. The first player to complete his left bank collects the bonus multiplier and resets both left bank.

Making the 3 hunter targets advances the target tunnel from 40,000 to 80,000 to 160,000 to 320,000. Shooting through the tunnel scores and advances the value. The first time the player makes the 3 hunters, he collects 30,000 plus 3 egg bonuses; the second time earns 50,000 plus 5 eggs; the third time earns an extra ball. Making the lava pit eject hole collects the cycled lit value from 10,000 to 50,000. Collecting 50,000 lights collect egg bonus.

Making the front single drop target lights the spinner for 1000; making the back target lights the spinner for 5,000. If the player hits his own spinner, he collects the lit score; if he hits his opponent's spinner, his opponent collects. Shooting the ball through the target tunnel scores the lane value, turns off the opponent's spinner lights and starts either 15 seconds of unlimited ball play when 40,000, 80,000 or 160,000 is lit or 30 seconds when 320,000 is lit.

After both players have drained all balls, each has 30 seconds of unlimited ball play.



In Food Fight, new from Atari, Charlie Chuck, whom the player controls, must get from one side of the screen to the other in order to eat a melting ice cream cone. In his way stand four chefs—Oscar, Angelo, Jacques and Zorba, who try to foil Chuck by throwing tomatoes, watermelons, and cream pies at him. Chuck can retaliate by picking up some food of his own and throwing it back at the chefs, or by leading a chef into one of several "video holes," whence the chefs come.

In the meantime, the ice cream cone is melting, and Chuck must race to eat it before the last bid rips away. If he doesn't make it, all the food on the screen flies at him, and Chuck loses a life.

Once Chuck has reached the cone and eaten it, a new level of play begins, signified by a new flavor of ice cream.

A new feature appearing in this game is "instant replay." This feature allows the player to reflect back on previous successes. When Chuck completes a level of play involving an extremely close call, the words "Let's see that again—instant replay" appear, and the level is played back in fast speed.

Although the foods are limited in quantities to the amount in piles on the playfield, the supply of watermelon is never-ending for Chuck. A throw button controls his ability to throw and an analog joystick allows him 360 degree movement on the screen. When Chuck is flinging food, the point values for each chef increase in 100 point increents, beginning at 100 and not exceeding 1000.

Players have the option of starting at the same level of play where the last game left off.

Operator options for Food Fight include game difficulty, number of lives and bonus level settings.



Williams Electronics has announced the release of Sinistar, its newest space game. In Sinistar, the player controls a spaceship whose mission is to destroy Sinistar, billed by Williams as "the most aweome adversary ever faced."

There are two general strategies employable in Sinistar. First, the player can attack the workers, ships dedicated to capturing pieces of asteroids and using them to build Sinistar, and prevent the completion of Sinistar. Another strategy is to allow Sinistar's completion while the player picks up the pieces he mines from the asteroids. The ship, which gains one Sinibomb for each piece of asteroid mined, can then challenge Sinistar directly by schooling it with the Sinibombs.

ly by shooting it with the Sinibombs.

Once Sinistar is destroyed, a new level is achieved, and the player's status is displayed.

There are warrior, planetoid, worker and void zones of the galaxy.

Operator adjustments include extra ship increments, ships per game, selection of continuous fire, and difficulty.

Sinistar is also unique in that it introduces Williams' first cockpit. The cockpit version has a different joystick.



Williams Electronics introduced Bubbles at the Amusement Operators' Exposition last month. In Bubbles, the player controls a bubble which scours a sink of crumbs, ants, and "greasies." Cleaning ladies also appear, and when eaten, their brooms protrude from the bubble's mouth. The bubble can then destroy enemies who would normally kill him: brushes, sponges, razor blades, and roaches.

When all the crumbs, ants and greasies are cleaned up, the wave ends with a whirlpool that floods the sink. If the bubble is larger than the drain, the drain will flash green and the bubble can dive ahead to the next sink. If it wants to, the bubble can bypass a sink and dive in whenever the drain flashes green.

Bubbles includes such operator-adjustable options as a nine-level difficulty setting and book-keening totals.

Available nou

#### REPLACEMENT MARQUEES

All Current Games \$25. (O.E.M. prices available)

#### **APPLE USERS**

E-Prom Programmer Put all your games on disks! Save on expensive E-Proms! \$495.00

New Way Video Systems, Inc.

21 Langdon St. Everett, Ma. 02149 (617) 387-4169 Telex # 848027 New Way



one 'Q\*bert'

+ One

+ One PAG-MM

\$6,995.
WE SELL THE FUTURE.

guped M

\$2,395.

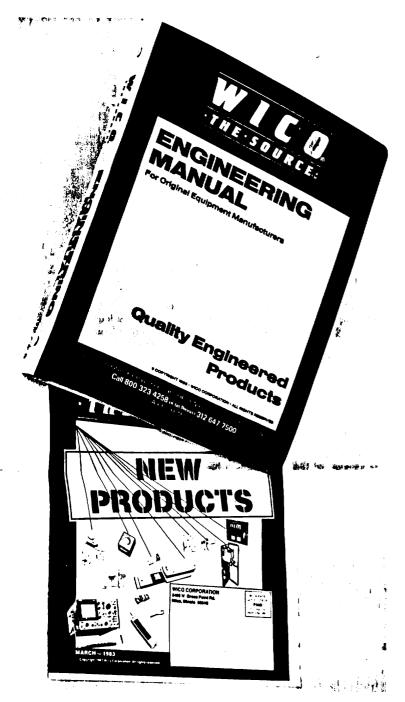
WE HAVE

All Prices F.O.B. Warehouse

FOLLOW US.

Computer Earning Games, Inc.

51 Monroe St., 18th Floor, P.O. Box 1687 Rockville, MD 20850 (301) 251-1200



Wico offered two new catalog supplements at the AOE. One lists over 300 new coin-op-related accessories; the engineering supplement, developed to accommodate the O.E.M. market, features 35 products.

## Bally Projects Poor Gains

Cleveland, Ohio—Bally Manufacturing Corp. has announced it expects the weak market for coin-op games to continue through the first half of the fiscal year. Donald Romans, Bally's chief financial officer, said:

"(Although) all of our operations not associated with video will have (revenue) increases, the market (for coin-op games) is experiencing a very difficult time right now."

Bally also has holdings in amusement parks, Six Flags Corp., and the Park Place Hotel in Atlantic City, N.J. Robert Mullane, President and Chairman of the company, said Bally is trying to diversify its interests as much as possible so as to avoid suffering from the video slump. He pointed to the company's recent decision to acquire Health & Tennis Corp. of America as an example of Bally's new direction.

The 280 fitness centers of Health & Tennis are relatively small in size. Bally intends to add large (80,000-square-foot) clubs for the health company in the future, according to Mullane.



TULSA, Okla.—House members approved a bill to ban Custer's Revenge and other adult video games, and have sent the measure to the Governor on a 95-0 vote. The bill, which Governor Nigh is expected to sign, would bring video games under

Custer's Revenge has already been withdrawn from sale in the United States.

the state's obscenity laws

MOUNT KISCO, N.Y.—Following a brawl at Gametronics involving 30 teenagers, the Mount Kisco video arcade, along with its nearby competitor Cosmos, have been permanently shut down. Village Manager John Crary refused to renew their operating licenses one week after the incident, for which about a dozen police officers were required from Mount Kisco and Bedford to restore order.

COHASSET, Mass.—In a unanimous decision Selectmen rejected a request for a 45-game video arcade proposed for the Cushing Plaza shopping center. The arcade was proposed by businessmen Myron Cohen of Randolph and Harvey Siteman of Raynham.

Selectmen Chairman Henry Ainslie said, "We have taken a stand against game rooms in general, and I made it clear to the individuals who applied that I was firmly against the proposal."

A petition containing the names of about 100 residents was submitted, along with a letter arguing against the arcade as a potential center for drug abuse and loitering. The letter was written by William and Nancy Clapp, who are active in health education in the area.

KAYSVILLE, Utah—An ordinance forbidding out-of-town businessmen from selling fireworks in the city also bars students from patronizing video games during normal school hours. The ordinance is one result of a recent overhaul of the city's entire business licensing requirements.

Objections to the new regulations centered primarily on the fireworks issue, and no protest was heard concerning the video games clause.

**NASHVILLE**, **Tenn.**—Two different bills have been introduced by state legislators to enact new taxes on coin-operated video games. One bill would also legalize pinball gambling games.

Senate Bill 1041, sponsored by Memphis Democrat Sen. John Ford, would charge owners of video games \$20 a year and operators \$25 a year. Fifty percent of revenue would go to the state's general fund, 45 percent to counties where each game is operated and the remainder to the state Revenue Department.

Ford's bill also legalizes pinball gambling statewide, although imposing a stiff tax on their operation.

Owners of the gambling games would be charged an annual fee of \$1,500 and operators \$200 a year per machine. Sixty percent of the tax dollars would go to the state and local governments would keep the rest.

The other bill (House Bill 1058), sponsored by Rep. Harold Love, D-Nashville, would require an annual fee of \$120 from owners and a \$120 per machine fee from operators. The bill, however, does not legalize pinball gambling games.

WESTFORD, Mass.—Selectmen voted last month to put a townwide ban on gambling games.

Their decision was instigated by an earlier decision when they ruled that a public restaurant was not the best place for video poker games.

Two licenses had already been approved for the gambling games a week before the decision on the ban. These games will be allowed to stay until the one-year license expires.



April 8, 9, 10

North Dakota Coin Machine Operator's Association Convention Kirkwood Motor Inn Bismark, North Dakota

Contact: Margo Bennett, (701) 255-0477

April 22-24

Pacific Amusement Operators Show
Disneyland Hotel, Anaheim, Calif.
Contact: Terence Cunningham, West Coast Amusement, 2727 Midtown Court,
Suite One, Palo Alto, Calif. 94303
(415) 325-6691
NOTE CHANGE IN LOCATION AND DATE

April 14-23

Milan Fair, Italy Contact: Fiera di Milano, Largo Domodossola, No. 1. 20145, Milan, Italy telex number 331-360 April 30-May 1

Pennsylvania Amusement and Music Machine Association Monroeville Exposition Mart, Monroeville, Penn.

Contact: Judy Martin Corey Associates 16 E. Broadstreet, Suite 901 Columbus, Ohio 43215 (800) 421-2117

continued from page 1

J.P. Nelson, chairman of Computer Kinetics, which did exhibit, thought the AOE's ultimate decision to allow most of the gray area games was understandable.

"You know," he said, "these companies are all bigger than Play Meter."

Nelson is certain his poker games do not approach the boundaries of the gray area. The crucial difference, he insists, is the knock-off meter. Since Computer Kinetics' games have no meter and no final ''score," they cannot be classified as gambling devices. They also provide several rounds of play for a coin, and may be said to have at least some 'real entertainment value."

Play Meter's decision on which poker games to admit would be simple—if it weren't for the fact that score-boards have been an integral feature of amusement games since pinball first became popular in the 1940's. Play Meter has not considered banning pinball games.

The knock-off meter may not in itself

be the acid test for determining a gray area game. Play Meter's attorneys set the admission policy for the AOE but never intended to ban the manufacturers of the non-knock-off poker games, such as those by Computer Kinetics and Digital Control. A representative for one manufacturer banned from the games requested anonymity before saying:

"I think it's a little unfair. This is a video amusement game like any other. It's the same as if I were an automobile manufacturer, and I were held responsible because someone used one of my cars to rob a bank. Besides, what about video games that record scores, and arcades where prizes and savings bonds are given to high score s? The only difference is that ours are geared toward adults and show up in bars." He added that his company faced serious financial problems because of Play Meter's decision to ban his games from the AOE.

## VENDEGUARD\*\*

The AFFORDABLE ALARM for ALL Vending & Video Machines!



#### Features:

- Sceures up to (4) entry points
- Mounts inside machine
- No unsightly locks and bars
- No A.C. power needed
- Runs on (2) penlight batteries
- Installs in minutes
- No special tools required
- Affordably priced
- •MAYENTITLE USER TO AN INSURANCE DISCOUNT:

· DISTRIBUTOR	INQUIRIES	WELCOME
---------------	-----------	---------

(BATTERIES NOT INCLUDED)

	SEND TO:
	FULL SPECTRUM
:	MARKETING & SALES CORPORATION 1730 So. Amphiett Bird., No. 127 San Mateo, CA 94402 (415) 572-9222
	Name
:	Address
:	City
	StateZip
	Signature
	Check or Money Order
	☐ Visa ☐ Master Card
	· ALLOW 2-4 WEEKS FOR DELIVERY ·
	Exp. Date
	•
•	QuantityTotal \$

## **DEAL MART**

#### CORPORATION FOR SALE

Western Wyoming. Sells jukeboxes, video games, candy & cigarette machines, pinball machines, pool tables. Annual gross: \$250,000-music and games, \$100,000-vending. Price: \$350,000. Thirty-year-old company. Inquire: James Wakefield, 220 S. 4th St. W., Riverton, Wyo. (307) 856-0289.

#### WANT TO BUY ARCADE

Area sought: San Francisco Bay Area. Investment considered: \$100,000. Inquire: Item 200. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Miami. 60 games. 2 locations. Annual gross: \$200,000. Net: \$70,000. Price: \$265,000. Inquire: Item 201. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

Granada Hills, CA. 140 games. 38 locations. Annual gross: \$220,000. Price: \$275,000. Inquire: Item 202. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

Central Florida. 38 games. 19 locations. Annual gross: \$118,000. Net: \$51,000. Price: \$76,000. Inquire: Item 203. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### WANT TO BUY ARCADE.

Area sought: Orange County, California only. Investment considered: \$50,000 to \$100,000. Inquire: Item 32. Games People. P.O. Box 67898. Los Angeles CA 90067

#### ARCADE FOR SALE

Stratford, CT. 25 games. Annual gross: \$182,00. Net: \$104,000. Price: \$225,000. Inquire: Mr. James Butterworth, Video Circus Inc., 2896 Main St., Stratford, CT 06497.

#### ROUTE FOR SALE

Omaha, Neb. 12 games. 10 locations. All games on contract, some on guaranteed minimums. Net: \$35,000. Price: \$35,000. Inquire: Item 204. Games People. P.O. Box 67898, Los Angeles, CA

### MOBILE VIDEO ARCADE FOR SALE

Southern California area. 16 ft. tandem axle. Fifth wheel trailer. Hydraulic side doors. Ten top games. Generator. Annual gross: \$60,000. Net: \$40,000. Price: \$30,000. Inquire: Richard Hisson, 2809 Hampstead Lane, Bakersfield, CA 93309, (805) 834-5819.

#### ROUTE FOR SALE

Tampa, Florida. 37 games. 20 locations. Net: \$85,000. Price: \$85,000. Inquire: Item 207. Games People, P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Monterey, California. 29 games. Annual gross: \$160,000. Net: \$82,000. Price: \$150,000. Inquire: Item 206. Games People, P.O. Box 67897, Los Angeles, CA 90067.

#### ROUTE FOR SALE.

Los Angeles area. 25 games. 12 locations. Annual gross \$60,000. Net: \$50,000. Price: \$50,000. Inquire: Item 45. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ARCADE FOR SALE

Napa, Calif. 39 games. Price: \$170,000. Inquire: Mrs. Gail Bilyeu, The Play Pin, 1309 Pueblo Ave., Napa, Calif. 94558.

ARCADE AND ROUTE FOR SALE Charleston, S.C. 17 arcades and 75 locations. 600 games owned, 600 leased. Annual gross: \$2.5 million. Net: \$500,000. Price: Negotiable, can be purchased in parts. Inquire: Item 205. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### WANT TO BUY ROUTE

Area Sought: Chicago area. Size of investment considered: 10-100 games. Inquire: Item 208. Games People, P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

San Jose, Calif. 60 games, 24 locations, warehouse lease. Annual gross: \$108,000. Net: \$27,700. Price: \$170,000. Inquire: Item 29. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Chicago area. 75 games. Annual gross: \$170,000. Net: \$75,000. Price: \$200,000. Inquire: Item 64. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Dallas-Fort Worth area. 400 games. 50 locations. Annual gross: \$460,000. Net: \$250,000. Price: \$1,400,000. Inquire: Item730. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ARCADE FOR SALE

Chicago Area. 40 games. Annual gross: \$120,000. Net: \$80,000. Price: \$40,000. Inquire: Item 209. Games People, P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Miami, Florida. 40 games. Annual gross: \$150,000. Annual profit: \$126,000. Asking price: \$250,000. Inquire: Item 211. Games People, P.O. Box 67898, Los Angeles, CA 90067.

#### ROUTE FOR SALE

Miami, Florida. 40 games. 11 locations. Net: \$61,000. Price: \$110,000. Inquire: Item 210. Games People, P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Tulare County, California. 60 games. Annual Gross: \$150,000. Price: \$225,000. Inquire Item 71. Games People. P.O. Box 67898, Los Angeles, CA 90067

#### ROUTE FOR SALE.

Vancouver, B.C. area. 40 games. Annual gross: \$200,000. Net: \$50,000. Price: \$90,000 (C). Inquire: Item 127. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE.

Los Angeles area. 28 games. Annual gross: \$130.000. Net: \$60,000. Price: \$150,000. Inquire: Item 102. Games People. P.O. Box 67898, Los Angeles, CA 90067.

#### ARCADE FOR SALE

Southwest Colorado. 11 games plus year-round outdoor resort. Annual gross: \$72,000. Net: \$36,000. Price: \$55,000. Inquire: Item 58. Games People. P.O. Box 67898, Los Angeles, CA 90067

	FREE, DEAL MART. A service to bring buyers and sellers of arcades or
ı	routes together. If you have an arcade or route to sell or want to invest in
	an arcade or route, please fill out the DEAL MART form which will appear
	regularly in Games People.

	[	Deal Mart form		
Name				
Address		City	State	7in
<del>-</del>				
(if selling) Check One:	rcade 🗀	Route 🗀		
Name of business		_		
Address of business		City	State	Ζ'ρ
Number of games owned:		Number of games leased		
Size of premises (in square feet) .		<del></del>		
Or number of locations	_			
Annual gross:		Annual profit	asking price _	
(if buying) check one or both:	Arcade 🔲	Route 🗀		
Area of the country				
Size of investment contemplated				SEND TO:
Check here if you want Games Per	ople to screen	applicants		GAMES PEOPLE
and assign a box number to assu	re confidentia	lity 🗆	LOS	P.O BOX 67898 ANGELES CA. 9006

continued from page 3

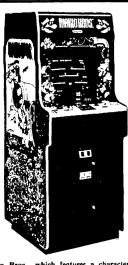
place to resume play. Though the screen is blank for only a short time, the delay is noticeable and several visitors commented this could distract from game play.

Despite the wonderful graphics of this game, players pointed out another design flaw which they felt should have been worked out before the game's introduction. If, in the above scenario, Dirk dies (as is inevitable once he enters this particular room), he is reconstituted in the same room. Therefore, if there is no way out of a particular room (if, as in this case, the fatal mistake was made in the previous room), there is no escape for Dirk, no matter how daring.

Since it is not scheduled for commercial release before June, some buyers expressed hope that Dragon's Lair will show some improvement when it reaches the marketplace.

Unpreparedness seemed to mark the show, especially with such games as Sega's Congo Bongo, an ape game with less than perfect controls (the player's character tended to get stuck on the steps while trying to change directions) and in some of the smaller companies' games, particularly the conversion kits.

Peter Betti, general manager for Betson Pacific, considered the show mediocre, giving Nintendo's Mario Bros., Gottlieb's Mad Planets, Taito's new game Zoo Keeper, and Centuri's latest, Gyruss, the highest ratings.



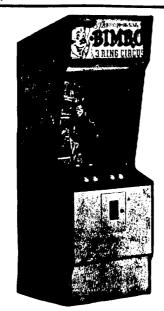
Mario Bros., which features a character from Donkey Kong, had good graphics and sound.

"There were no new Pac-Mans or Defenders," said Betti. "Most of the games shown are 90 day wonders." He considered Bally's premiere of five new games a bad sign, believing that Bally probably isn't sure which of the games will be successful. "The AOE is a good indication that the industry is back to business as usual," Betti stated. "No booms, no busts."

On this last point not all distributors would agree with Betti. Ira Bettelman, vice-president of C.A. Robinson, was also unimpressed with this year's AOE, but saw a disturbing development.

"I was a little disappointed (with the AOE) insofar as no completed games in new technologies were available," said

Bettleman. He went on to say that the floor was laid out beautifully, but expressed concern about "the amount of square footage given to non-video... I've never seen so many (electromechanical) kiddie games at a show in my life."



Bimbo is a non-competitive revival of a 1930's electro-mechanical game.

The new direction of the show's interests was evident in more than "kiddie games." Much of the floor space was taken up by gun games, pool tables, jukeboxes-notably a new "video" jukebox from Video Music International— and novelty items such as a renovated game from the early 1930's called "Bimbo the Clown." Don Taylor Sales, a Pennsylvania-based company, is remarketing this game in hopes of competing with the new host of "kiddie games," including those by Intrepid Marketing. The original game consisted of a marionette who strings were attached to an electro-mechancial circuit which would jerk the strings up and down in rhythm to a music box. The new game puts the "player" in control of the clown. Four buttons control the clown's arms and legs. The operator, upon inserting a quarter, hears a musical selection from an 8-track tape and can choreograph his own dance to the tune. Bimbo is unsual in that it is entirely non-competitive.

Operators and distributors were given a chance to voice reactions to their treatment by manufacturers in a formal question and answer session held the evening before the show opened. Answering questions were Stan Jarocki, Vice President of Bally, Joseph Dillon, Director of Sales for Williams, Gary Stern, President of Stern Seeburg, Bob Rosenbaum, Vice President of Sales and Marketing for Sega and Don Osborne. Vice President of Sales and Marketing for Atari. Most of the questions came from operators interested in knowing what the companies were taking to protect them and lower their costs. The answers generally revolved around more careful control over the

types and quantity of games. Dillon was asked how operators can get ahead with the plethora of new games available. He suggested that the operator was at the heart of the solution, in that it is his choice which games to purchase. Dillon felt that the operator should work more closely with the distributor in choosing new games.

Gary Stern responded differently to the same question. In order to lower the costs to the operator, more conversion kits would have to be offered, and more and more reliance would have to be put



Stern hopes the video-mechanical shooting game Mazer Biazer will anticipate market trends.

on Japanese programming and technologies, presumably because of the lower costs there. In addition, Stern added, there would have to be a restructuring of arcades, but he was not specific on this point.

The issue of conversion kits was a

constant one at the meeting. Both operators and distributors were concerned that some of the companies represented didn't offer conversions, and they weren't appeased by the explanations the companies gave. The general consensus among Atari, Williams and Bally, none of which was offering kits, was that conversion kits were inferior in quality to dedicated games, and that one of the major attractions of the games was the cabinet. By seeing only one cabinet, they argued, players would cease to be interested after a short period of time. It was pointed out that in Germany the cycle of conversion kits has already been completed, and that players eventually preferred dedicated games to the conversions.

Another concern among the three companies not offering conversions was that the cost of research and development needed in order to make the games viable is too high.

One operator commended Nintendo, which wasn't represented at the meeting, for its efforts to track down illegal pirate games, but attacked Bally and the others for not putting enough time into the same thing. Stan Jarocki seemed a bit surprised at the attack, and told the angry operator that Bally, and, indeed every company in business, were spending as much time and effort as Nintendo to collect and arrest counterfeit games and their makers. At this point, Gary Stern, the only lawyer in the group, stressed that the answer was not to spend more money on investigations, but to make such acts as piracy criminal rather than civil offenses. The courts, he said, were beginning to come to the same conclusion.

All in all, 1983's Amusement Operators' Exposition was considered neither an historical event nor a dismal failure. Operators, distributors and consumers saw few new technological breakthroughs, but found a good share of entertaining games to play.

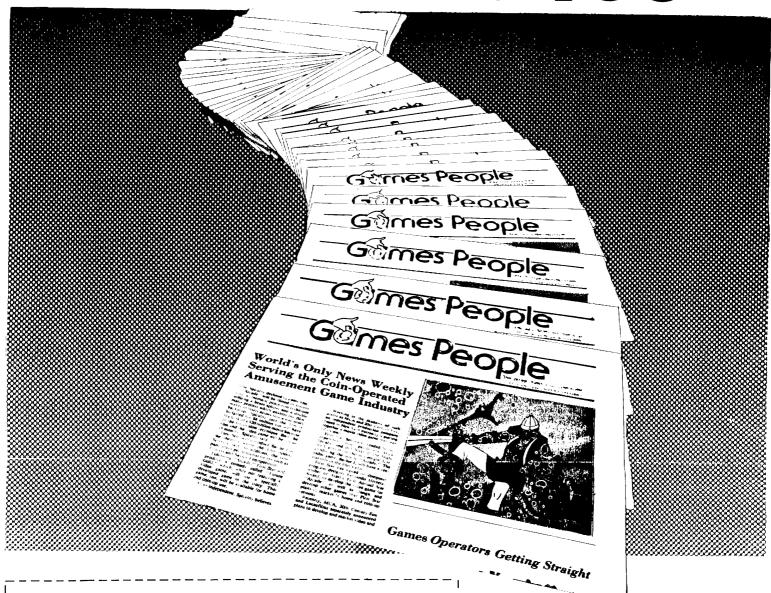


Williams featured a new version of Joust, the first-ever head-to-head pinhall game.

The TOP TEN is a comparative poll. The #1 game in both Arcade and Street locations is represented by 5 game symbols. Relative earnings of the other games are expressed in symbols as a ratio to the #1 game on each list.

· ·		
<u> </u>		3
POLE CPOSITION EFFE	1 POLE POSITION EFFE	
Exevious FFFF	Costar trek fife	
STAR FFEE	FRONT FEFE	
4 MILLIPEDE [ ]	40 XEVIOUS FFEE	
BUMP'N FEET	Edbagman [FF]	
Q*BERT [E]	G MILLIPEDE 666	i
TIME PILOT GEG	Zomappy GEG	
FRONT EEE	E TIME PILOT EEE	ļ
E POPEYE GG		
10 MAPPY EE	11 BABY E	!

# COMING AT YOU



#### Stay on Top of it **Read GAMES PEOPLE**

Yes, I want to keep up with trends in the video games industry. Please send me 52 issues of GAMES PEOPLE at the yearly subscription rate of \$65 (\$1.25 an issue.) Outside the U.S. \$85

#### Send Check or Money Order to:

**GAMES PEOPLE** P O. Box 67898 Los Angeles, CA 90067

Name			Company		
Position					
Address					
City		Sta	ate	Zip	Phone
	e of business: Route Opera	ntor Les	see Ma	ınufacturer	Distributor
Technicia	nother (pl	ease specif	v)		
	games that yo		· -		
0 1-25	5 26-50	51-100	101-200	201-300	More than 300
	l locations		101-200	201-300	more than 30

## bringing you:

- Important News
- Provocative Features
- Expert Game Reviews
- New Game Information
- Authoritative Top Ten Charts

and more of what you need to know to keep up with the fast-moving changes in this dynamic business.