

COIN-OPER

A quarterly publication for coin-op distributors and operators

March 1994

We Make the Games That Make the Difference



IT'S SHOW TIME!

DEMOLITION MAN

From the first ball to the last blast, this is high-caliber, rapid-fire pinball. The battle begins the minute players grab on to the two-button gun handle grips. These all-new controls for flippers and the Cryo-claw also feature secret button/trigger power-up combinations for added scoring. Featuring two industry firsts, an actual mini car crash and shooting the moving eyeball for Explode Mode, plus custom dialogue by Sylvester Stallone and Wesley Snipes, DEMOLITION MAN is now armed, dangerous and on the street!



WORLD CUP SOCCER

Twenty-four teams from around the world. Fifty-four action-packed matches. Nine cities. One coveted trophy. And a pinball game that captures it all. Bally has captured the spirit of the game with its stadium-shaped playfield, moving goalie, rotating soccer ball diverter, magnetic ball lock and magnetic power flipper. Players create a team, buy souvenirs and tickets, travel to World Cup host cities and actually compete in soccer matches.



REVOLUTION X

New Order Nation, corrupt alliance of government and big business, has launched an offensive to control the world's youth. But they're fighting back... and music is the weapon! Wave after wave, REV X's

unique non-linear playing system transports players through an unprecedented level of interactivity. The game features original speech and digitized footage of Steven Tyler and Aerosmith.



NBA JAM TOURNAMENT EDITION

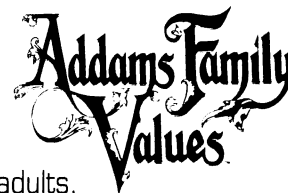
Earnings skyrocket past initial (product launch) numbers by adding update: more players & special guests, more NBA moves & statistics, faster pace, updated sound & graphics, 3 versions: dedicated, conversion kits and ROM update kits for original game.



MORTAL KOMBAT II...the immortal classic is now available in kits.

ADDAMS FAMILY VALUES

Kooky, spooky, ooky...Midway's simple, eye-catching redemption piece for all ages with 4,000 ticket dispenser capacity, adjustable pay-out option and is easily banked.



FLYING SAUCER

It's fun for kids, challenging for adults, it's Midway's newest redemption game. Just shoot token into the playfield targets using the swiveling "saucer launcher" and win up to 100 tickets. Target sizes, redemption values and token acceptor are fully operator-adjustable.



BEHIND THE SCENES

"The popularity of our video tape library has even surprised some of us", Joe Dillon, V.P. Sales commented in a recent planning meeting. "What began simply as a feature/benefit tape produced at the introduction of each new game, has become a multi-faceted effort requiring extensive energy and talent", Dillon explained.

Jim Greene and Art Tianis of Corporate Productions are, likewise, pleased with the response to their work. "To ensure effective and timely video products, we now average 6-8 projects at any given time", commented Greene who manages the department. "The diversity of our workload is an exciting challenge, and we do our best to meet a variety of needs".

distributor sales tool "Game tapes can be used in two ways", Greene continued, "...to educate distributor sales reps, and to promote the product to operators. Malcolm Steinberg of General Vending, for example, dubs 150-200 of each program we produce and sends them to all operators in the country. For him, video is a primary promotional tool. Several of our distributors translate and distribute the programs into their home language including Sente in Spain, PSD in Paris & NOVA in Germany. We furnish advance scripts for translation, and once they receive the tapes they edit and lay in their own narration".

expanded applications The success of these tapes has prompted the company to adapt the basic concept to trade shows, licensing, internal education, service and corporate communications.

Video has become a focal point at our recent trade shows in the form of show floor demonstrations", said Greene. Using a helmet camera and wide-screen monitors, hundreds are able to view gameplay during show hours. After hours, small groups of distributors, such as C.A. Robinson at the Anaheim AMOA, have had private showings of the new games. Additionally, video has become an integral part of the distributor meeting held the night prior to show opening.

"As a licensing tool, video tapes are invaluable", says Roger Sharpe, Director of Marketing Support Services. "Capabilities tapes are used to attract potential licensors, and later in negotiations, tapes serve as a communication device to facilitate approvals of gameplay and artwork", he added.

More than 60 educational tapes have been produced, the latest being the Soldering Tape for employee education. With over 400 soldered parts, this aspect of manufacturing is the most important single element in producing a quality game", Greene explained.

A corporate image video is presently in production. Due to time constraints, visitors to the firm's California address may not have an opportunity to visit satellite locations. The new video will focus on the location of facilities, production capabilities and scope of operations.

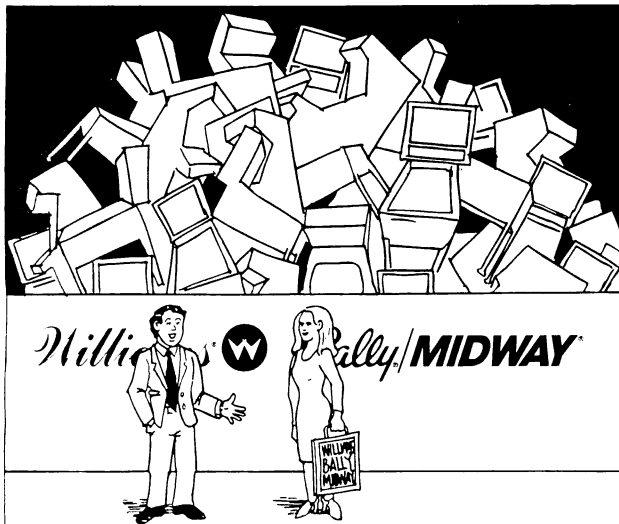


team members from a recent Williams production left to right: Tal Lekberg, Art Tianis, Joe Dillon, Jim Greene, Joan Faux.

Aerosmith live
"Periodically, special projects come along which really give us an opportunity to be highly creative - like REVOLUTION X. In addition to the instructional game video, additional footage was shot with Steven Tyler and

the 5 band members of Aerosmith", Greene said. "During the two days they were in our studios, our two camera crews compiled enough material to possibly produce a video news release for local air coverage or a national entertainment segment. We are also considering a documentary on the making of REVOLUTION X to be made available to players", said Greene.

TOKENS



"I understand Williams Bally/Midway is bringing quite a few new games to the '94 ACME show..."

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PUBLISHED BY
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COIN-OP ED by Kent Fedesna

OUTLOOK '94

Vital issues face our industry as we close this first quarter of 1994. Legislative concerns of counterfeit boards and video violence as well as \$1 Play/Coin continue to demand our attention. This may well be a year of transition, and we all must contribute to our mutual benefit.



Manufacturers, distributors, operators and location owners alike must become more aggressive in our business practices. With input from location owners & operators, we can better understand the customer base - who are the players, the people coming in the door - so that equipment purchased will have a higher probability of success.

We need to offer more value-added on the location level. To draw players in longer & more often, owners and operators must not only maintain the latest equipment, but incentivize the player by staging tournaments and other promotional activities. From a design standpoint, we will offer a diverse selection of product; these new and better games will enable you to more effectively mount such events.

On the video side, in addition to Mortal Kombat II competitions, there is the tie-in with dozens of licensees in the purchase of authentic merchandise. Along with video game gloves, t-shirts, caps, posters and key chains, there is more to come on MK II with the movie release later this year. And recently, we have introduced the NBA Tournament Edition with a special Tournament Mode.

Pinball leagues and one-shot tournaments are proven to be effective in generating publicity and a loyal player base. IFPA (Doug Young at 414/422-0600) & PAPA (Steve Epstein at 212/247-3725) can provide related information, guidelines & procedures to operators and location owners. The Licensing Group (Lisa Lockhart at 310/855-7275) can provide a list of those companies eager to work with family amusement centers, street locations and so on.

The best is yet to come in this year of transition - our collective efforts will ensure our success.

HIGH POINTS

Special Release Announced. A Special Collectors' Edition of the all time best selling pinball, ADDAMS FAMILY, has recently been released - complete with a sequentially numbered plaque on the front of each cabinet. Gold Edition updates include a buy-in feature along with several changes in gameplay & speech.

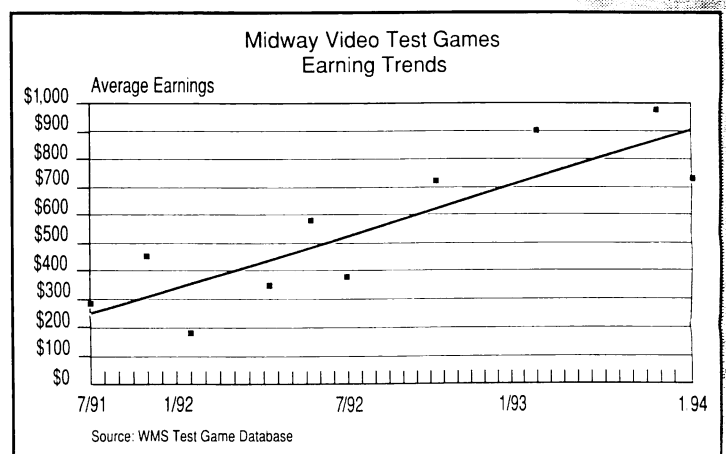


Heinz Warneke of IMS and a group of 20 German journalists tour the California Avenue facility in late February.

Visual touches include gold cabinet artwork, gold side armor and gold front hand protector. Inside the game, the bookcase & Thing's box have been redone in gold plastic. It's kooky, spooky, ooky - and now worth its weight in gold!



AT A GLANCE



DILLON DIRECT



\$1 PLAY IN THE USA The \$1 Coin. Both The AMCA and AAMA have adopted the position "let's keep working for them, but stop waiting for them". It is time to collectively mount an industry-wide educational and promotional effort to raise prices on the top-quality entertainment we offer.

Our company's play-price strategy has evoked praise as well as criticism, but we have taken this strong position with an eye on the future. As we all compete for that hotly sought after entertainment dollar, we will be compelled to bring even more exciting and sophisticated entertainment to the player of tomorrow. To do so, our goal must be \$1 play.

Right now this baseline must be fifty-cents. America's play pricing is the lowest in the world (our highest denomination coin is only .25, and our industry's play price has not dovetailed the increased value of entertainment). Understandably, the operator's biggest fear is losing locations. But consider this; if they cannot afford to supply top equipment, the issue is moot.

Operators cannot keep their profit at the levels they deserve unless we as an industry increase the price per play. More bill validators? It may be a combination, but one additional element is critical - promotion and advertising. Look at price of movie ticket; they do plenty of promotion and advertising.

At Williams Bally/Midway, we are working to give operators the tools they need to realize this goal of \$1 play. For example, our universal door takes any type of bill acceptor the operator wishes to use (at the last trade show every piece of equipment was equipped with a bill acceptor door and electronic rejector).

The enormity of the task ahead may seem overwhelming. But we have a proven track record of success when we all work together toward a common goal. \$1 play...the only way.

REP'S REPORT



Rachel Davies, Eastern Regional Sales Manager, recently attended the 4th Annual PAPA Championships February 4-6 in New York City as a technical advisor. The 3-day event was the culmination of the fall flip-offs held in 3 major cities, and drew over 650 players and 1,300 entries. "It is clear that PAPA is now the coin-op tournament event. Steve Epstein of Broadway Arcade and all those organizing and contributing to the event are to be commended; public relations efforts and the resultant media exposure for our industry were excellent".

Bob Lentz, Midwestern Regional Sales Manager, comments that "Operators in the Midwest are finding tournaments and leagues make dollars and cents. The recent pinball tournament in Kenosha, WI, March 4 & 5 was a great success thanks to the efforts of local operators - over 100 players attended from Indiana, Wisconsin, Illinois and Minnesota". Lentz added, "Additional events in his territory include the IFPA, soon to be held in Chicago April 22 - 24, and plans are under way for an Ohio State Pinball Tournament".



Lenore Sayers, Western Regional Sales Manager, added news of the new Houston branch of Southgate Amusement & Vending, distributor of Bally & Midway games; 4555 Airline Dr., #110, Houston, TX 77022 713/691-7335.

Williams 
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