

Inter Office Memo



To: Distribution
From: Marketing
Subject: COLLECTIONS

Date: July 2, 1990

GUMBALL RALLY - Of the 10 distributor samples, there continues to be either adjustment (payout) or set-up problems in at least five stores.

Payouts are reported way off at the two AOI stores (12% and 53%). The Brady test piece was not dispensing any tickets and the Aladdin's stat package is reporting extremely low ticket payouts. We are working with the locations to get to optimum settings.

Where there are no reported problems, earnings are fairly good . . . earning between \$443 ad \$164 per week.

PIT FIGHTER - Currently in four locations, but only partial week income in all but one. The Atari Expo test unit has maintained as the number one game for its second full week:

Pit Fighter	\$545
Wedges/Ledges	319
Final Lap	264
Galaxy Force	233
TMNT	216

RACE DRIVIN' - The one field test unit should be updated this week and a second unit should go out.

Distribution:

L. Benzler
S. Breaks
F. Cosentino
C. Downend
M. Fujihara
A. Hayes
J. Momoda
R. Moore
R. Moncrief
J. Lichac
M. Pierce

H. Nakajima
J. Newlander
J. Ray
D. Smith
B. Sheffield
E. Shirley
D. VanElderen
D. Wood
D. Harper
R. Dawe

June 28, 1990

GUMBALL RALLY EARNINGS SUMMARY - DISTRIBUTOR TEST UNITS

BRADY DIST.	WEEK 3		AOI	WEEK 3	
PUTT PUTT	GUMBALL*	114.00	CHARLESTON	GUMBALL*	94.00
	WACKY GATOR	580.00		WACKY GATOR*	244.00
	SKEE BALL	460.00		BOZO*	122.00
				KNOCKDOWN	35.00
* Problems with car and no tickets dispensing.			* 2 coins 53% Payout		
BETSON ENT.	WEEK 0		AOI	WEEK 3	
	GUMBALL*	109.00	YUBA CITY	GUMBALL	93.00
	KLONDIKE	500.00		WACKY GATOR	294.00
	BOOMBALL	114.00		BOZO	140.00
	PRO QB	125.00		BOOMBALL 1	130.00
* 5 days New data N/A from operator.			12% Payout		
SHOW BIZ	WEEK 3		ATLAS	WEEK 2	
	GUMBALL*	124.00	JUST FOR FUN	GUMBALL	233.00
	BOZO	N/A		SKEE BALL	244.00
	LUNAR GOLF	N/A		BOZO	280.00
	FROG BALL	N/A		SHOOT TO WIN	199.00
* not full week, game moved to new location					
SUNBELT	WEEK 2		C.A.R.	WEEK 3	
PUTT PUTT	GUMBALL	396.00	C.E. CHEESE	GUMBALL	443.00
	WEDGES	1794.00		AVERAGE REDEMPTION	300.00
	REBOUND	661.00			
	LOTTO FUN	585.00			
30% Payout			25% Payout		
ALADDINS	WEEK 3		NICKELS & DIME	WEEK 3	
	GUMBALL	164.00		GUMBALL	229.00
	WACKY GATOR	290.00		FOUR TRAX	771.00
	HOOP SHOT	264.00		G-LOC	518.00
	BOZO	102.00		LINE OF FIRE	614.00
				WACKY GATOR	433.00
				BIG MOUTH 1	391.00
			29% Payout		

June 28, 1990

LOCATION: ATARI EXPO, EASTRIDGE - MEGA TWINS (CAPCOM)/PIT FIGHTER

LOCATION PROFILE: Mall arcade with 58 games.

FIRST FULL WEEK FOR PIT FIGHTER: Collections are very strong at \$730, ranking number 1 in the location with 10.2% of the total.

Average play time is very good at 1:44 per credit. A player survey was conducted this week.

FIRST FULL WEEK FOR MEGA TWINS: Income dropped this week even though the game was working properly (compared to several days down in the previous week).

WEEK	6-24		6-17		6-10	
PIT FIGHTER*	730.00	10.21	223.00	3.31		
FINAL FIGHT*	325.00	4.54	322.00	4.78	237.00	4.88
BIG CHOICE	291.00	4.07	298.00	4.42	453.00	9.32
GALAXY FORCE**	289.00	4.04	318.00	4.72	235.00	4.84
FINAL LAP*	283.00	3.96	235.00	3.49	213.00	4.38
UN SQUADRON	251.00	3.51	239.00	3.55	205.00	4.22
AIR HOCKEY*	239.00	3.34				
COMP. BASKETBALL	204.00	2.85				
TURTLES*	177.00	2.48	220.00	3.26	142.00	2.92
STREET SMART	172.00	2.41	170.00	2.52		
STRYDER	153.00	2.14	168.00	2.49	122.00	2.51
MERCS	149.00	2.08	142.00	2.11	126.00	2.59
SHOOT TO WIN	132.00	1.85	194.00	2.88		
WWF*	126.00 ^c	1.76	117.00	1.74	128.00	2.63
WANI-WANI	116.00	1.62	130.00	1.93		
MEGA TWINS*	114.00	1.59	170.00 ^b	2.52	64.00 ^a	1.32
CYBERBALL 2072	100.00	1.40	218.00	3.23		
TOTAL	7151.00		6740.00		4860.00	

*2 tokens

**3 tokens

a-2 days, new

b-mechs not working for at least 2 days

c-down 1 day

June 28, 1990

LOCATION: CLOVERLEAF BOWL - PIT FIGHTER

LOCATION PROFILE: This is a bowling alley with 17 games.

FIRST WEEK FOR PIT FIGHTER: In 2 1/2 days, Pit Fighter earned \$176, ranked as the number 5 game and earned 7% of the total.

WEEK	6-25		6-18		6-11	
MERCS	300.00	11.88	390.00	15.73	266.00	13.30
FINAL FIGHT	276.00	10.93	270.00	10.89	252.00	12.60
BIG CHOICE	250.00	9.90	370.00	14.92	350.00	17.50
NINJA TURTLES	236.00	9.34	320.00	12.90	192.00	9.60
PIT FIGHTER	176.00	a 6.97				
ARCH RIVALS	134.00	5.30	70.00	2.82	62.00	3.10
CYCLONE	132.00	5.23	160.00	6.45	96.00	4.80
WHIRLWIND	114.00	4.51	210.00	8.47	206.00	10.30
TOTAL	2526.00		2480.00		2000.00	

a-2 1/2 days

June 28, 1990

LOCATION: 7-11, MENLO PARK - PIT FIGHTER

LOCATION PROFILE: This convenience store is one of very few game locations in this city and attracts a regular clientele of skilled players.

FIRST WEEK FOR PIT FIGHTER: Pit Fighter earned \$154 in four days and ranked as the #3 game. The Neo-Geo collection is falsely inflated due to an incorrect meter reading the previous week by the operator.

WEEK	6-27		6-20		6-13	
NEO-GEO	392.00	31.79	67.00 ^a	6.56		
VIOLENCE FIGHT	340.00	27.58	196.00	19.20	247.00	21.08
PIT FIGHTER	154.00 ^b	12.49	0.00	0.00		
SMASH TV	140.00	11.35	220.00	21.55	267.00	22.78
COMBATTRIBES	117.00	9.49	288.00	28.21	299.00	25.51
BADLANDS	89.00	7.22	123.00	12.05	101.00	8.62
TOTAL	1233.00		1021.00		1172.00	

a-estimate

b-4 days

June 28, 1990

LOCATION: SUNNYVALE GOLFLAND - HYDRA, RACE DRIVIN'

LOCATION PROFILE: This mini golf arcade currently has over 100 video and pinball games. A large proportion of skilled players frequent this location.

WEEK TEN FOR HYDRA: This test unit was returned to Atari on 6-19.

SIXTH WEEK FOR RACE DRIVIN': Placed as the number 2 game this week with \$445 and 5.1% of the total gross. Percentage of time in play is 29% with average game times of 3:29 per credit.

WEEK	6-21		6-14		6-7	
NINJA TURTLES	489.00	5.63	432.00	5.76	378.00	5.48
RACE DRIVIN**	446.00	5.13	391.00	5.21	420.00	6.09
MERCS	330.00	3.80	276.00	3.68	324.00	4.70
SMASH TV	308.00	3.55	411.00	5.48	370.00	5.36
FINAL LAP*	218.00	2.51	237.00	3.16	160.00	2.32
OFF ROAD	194.00	2.23	105.00	1.40	171.00	2.48
STUN RUNNER*	176.00	2.03	136.00	1.81	116.00	1.68
FINAL FIGHT	175.00	2.01	163.00	2.17	163.00	2.36
BUSTER BROS.	160.00	1.84				
DJ BOY	159.00	1.83	191.00	2.55	0.00	0.00
HYDRA	112.00 <i>b</i>	1.29	136.00	1.81	145.00	2.10
SOCCER	16.00 <i>a</i>	0.18				
CADASH	0.00	0.00	187.00	2.49	229.00	3.32
WHIRLWIND*	0.00	0.00	160.00	2.13	135.00	1.96
ARCH RIVALS	0.00	0.00	140.00	1.87	124.00	1.80
SNOW BROS.	0.00	0.00	133.00	1.77	137.00	1.99
CYBERBALL 2072	0.00	0.00	119.00	1.59	141.00	2.04
ALL AMER. FB	0.00	0.00	110.00	1.47	145.00	2.10
META FOX	0.00	0.00	100.00	1.33	128.00	1.86
ALIENS	0.00	0.00	96.00	1.28	136.00	1.97
KLAX	0.00	0.00	59.00	0.79	111.00	1.61
TOTAL	8687.00		7498.00		6898.00	

*2 coins per play

**3 coins per play

a-2 days

b-5 days

Inter Office Memo



To: Distribution
From: Marketing
Subject: COLLECTIONS

Date: July 24, 1990

PIT FIGHTER - Excellent earnings continue in four test locations with up to five weeks in the original arcade site.

Additional samples now installed with Aladdin's, Nickels & Dimes, Atlas, Mondial and C.A. Robinson.

C.A. Robinson reports a two day collection of \$131 in a location where the top video earns \$700 (TMNT) for the week.

RACE DRIVIN' - Outstanding income in the two new locations.

In Milpitas Golfland, first six days was \$727 compared to the original Hard Drivin which was averaging \$602 for the three weeks prior to Race Drivin.

In the Regency location, Race Drivin again pulled in \$722 for the first full week. The original Hard Drivin was averaging \$346 (4.1%) of total for the four weeks prior, which means the new Race Drivin doubled in income!

Distribution:

L. Benzler
S. Breaks
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M. Pierce

July 24, 1990

LOCATION: ATARI EXPO, EASTRIDGE - MEGA TWINS (CAPCOM)/PIT FIGHTER

LOCATION PROFILE: Mall arcade with 58 games.

FIFTH WEEK FOR PIT FIGHTER: Five weeks and earning strong, \$476 and 7.5% of the total and again the number one game.

FIFTH WEEK FOR MEGA TWINS: Steady earnings continue at \$142 and 2.2% of the total. Game removed.

WEEK	7-23		7-16		7-9	
PIT FIGHTER*	476.00	7.45	472.00	7.07	507.00	6.75
BIG CHOICE	340.00	5.32	372.00	5.57	465.00	6.19
GALAXY FORCE**	290.00	4.54	232.00	3.47	228.00	3.04
TURTLES*	271.00	4.24	162.00	2.43	224.00	2.98
FINAL LAP*	258.00	4.04	250.00	3.74	309.00	4.11
FINAL FIGHT*	218.00	3.41	270.00	4.04	309.00	4.11
AIR HOCKEY*	208.00	3.26	218.00	3.26	237.00	3.16
WEDGES/LEDGES	178.00	2.79				
STREET SMART	172.00	2.69	185.00	2.77	150.00	2.00
MEGA TWINS	142.00	2.22	138.00	2.07	154.00	2.05
UN SQUADRON	0.00	0.00	198.00	2.96	196.00	2.61
WANI-WANI	0.00	0.00	142.00	2.13	144.00	1.92
CYBERBALL 2072	0.00	0.00	129.00	1.93	137.00	1.82
WWF*	0.00	0.00	121.00	1.81	142.00	1.89
COMP. BASKETBALL	0.00	0.00	54.00	0.81	144.00	1.92
SHOOT TO WIN	0.00	0.00	0.00	0.00	112.00	1.49
MERCS	0.00	0.00	0.00	0.00	133.00	1.77
TOTAL	6387.00		6679.00		7511.00	

*2 tokens

**3 tokens

July 24, 1990

LOCATION: CLOVERLEAF BOWL - PIT FIGHTER

LOCATION PROFILE: This is a bowling alley with 17 games.

FOURTH WEEK FOR PIT FIGHTER: Earnings jumped dramatically from \$420 to \$540 this week despite a couple hours of down time due to a scrambled screen.

WEEK	7-23		7-16		7-9	
PIT FIGHTER	540.00	20.80	420.00	16.80	390.00 <i>u</i>	14.55
BIG CHOICE	286.00	11.02	272.00	10.88	317.00	11.82
FINAL FIGHT	262.00	10.09	254.00	10.16	307.00	11.45
MERCS	210.00	8.09	146.00	5.84	182.00	6.79
NINJA TURTLES	196.00	7.55	210.00	8.40	258.00	9.62
COMBATTRIBES	150.00	5.78	188.00	7.52	128.00	4.77
CYCLONE	112.00	4.31	136.00	5.44	146.00	5.45
WHIRLWIND	90.00	3.47	156.00	6.24	152.00	5.67
ARCH RIVALS	84.00	3.24	96.00	3.84	104.00	3.88
TOTAL	2596.00		2500.00		2681.00	

a-power supply problems - up to one day down

July 24, 1990

LOCATION: MILPITAS GOLFLAND - PIT FIGHTER/RACE DRIVIN'

LOCATION PROFILE: This large mini golf location has two separate game rooms with about 183 games. Sega's Moonwalker and Data East's Gate of Doom and several other new games are on test here and not reported below.

THIRD WEEK FOR PIT FIGHTER: After a five and a half day collection, the 7 day collection was estimated to be \$710. It made up 5% of the total and ranked as the number two game behind Race Drivin.

FIRST WEEK FOR RACE DRIVIN: This game was installed about 4:00pm on 7-13. For its first six days here, Race Drivin places as #1 with \$727 and 5.2% of the total gross. Percentage of time in play is 52% and average game time is 2:47.

WEEK	7-20		7-13		7-5	
RACE DRIVIN**	727.00 <i>c</i>	5.16				
PIT FIGHTER	710.00 <i>a</i>	5.04	707.00 <i>a</i>	5.36	755.00	5.29
NINJA TURTLES	696.00	4.94	591.00	4.48	818.00	5.73
COMBATTRIBES	527.00	3.74	497.00	3.77	516.00	3.61
SHUTTLE LAUNCH	505.00	3.59	661.00	5.01	552.00	3.86
TOURN CYBER 2072	389.00	2.76	327.00	2.48	392.00	2.74
SMASH TV	382.00	2.71	444.00	3.37	423.00	2.96
BIG CHOICE	308.00	2.19	339.00	2.57	226.00	1.58
MERCS	291.00	2.07	293.00	2.22	460.00	3.22
FINAL LAP	261.00	1.85	208.00	1.58	248.00	1.74
NIGHTSTRIKER	246.00	1.75	182.00	1.38	255.00	1.79
BIG RUN	221.00	1.57	180.00	1.36	201.00	1.41
TETRIS	212.00	1.51	5.00	0.04	177.00	1.24
ALIENS	162.00	1.15	167.00	1.27	150.00	1.05
TOURN CYBER 2072	159.00	1.13	179.00	1.36	392.00	2.74
STUN RUNNER*	153.00	1.09	124.00	0.94	178.00	1.25
FINAL FIGHT*	152.00	1.08	0.00 <i>b</i>	0.00	0.00	0.00
SNOW BROS.	136.00	0.97	154.00	1.17	153.00	1.07
HARD DRIVIN DLX**	0.00	0.00	583.00	4.42	589.00	4.12
TOTAL	14081.00		13194.00		14283.00	

* 2 tokens/play

**3 tokens/play

a-estimated

b-down

c-6 days

July 24, 1990

LOCATION: 7-11, SAN CARLOS - PIT FIGHTER

LOCATION PROFILE: 7-11 location in San Carlos between El Camino and 101.
Generally a good pinball location with average dollar volume.

SECOND WEEK FOR PIT FIGHTER: Pit Fighter had a strong showing as all other games had dismal earnings. With earnings of \$167 and 48% of the total, it again ranked as the number one game. Weekly totals continue to drop in this location.

WEEK	7-19		7-12		7-5	
PIT FIGHTER	167.00	48.41	133.00	33.25	28.50	6.54
MERCS	64.00	18.55	47.00	11.75	109.00	25.00
HYDRA	48.00	13.91				
DINER-PIN	36.00	10.43				
POOL SHARK-PIN	29.00	8.41				
PHANTOM	0.00	0.00	106.00	26.50	185.00	42.43
THUNDERJAWS	0.00	0.00	64.00	16.00	67.00	15.37
GAME SHOW	0.00	0.00	49.00	12.25	47.00	10.78
TOTAL	345.00		400.00		436.00	

July 24, 1990

LOCATION: 7-11, MENLO PARK - PIT FIGHTER

LOCATION PROFILE: This convenience store is one of very few game locations in this city and attracts a regular clientele of skilled players.

THIRD WEEK FOR PIT FIGHTER: Due to personnel problems affecting game earnings, Pit Fighter was pulled. Earning only \$98, it ranked as the number 4 game with 15% of the total.

WEEK	7-18		7-11		7-4	
NEO-GEO	238.00	36.45	261.00	32.75	363.00	36.30
DJ BOY	194.00	29.71				
COMBATTRIBES	123.00	18.84	137.00	17.19	57.00	5.70
PIT FIGHTER	98.00	15.01	129.00	16.19	222.00	22.20
VIOLENCE FIGHT	0.00	0.00	118.00	14.81	112.00	11.20
BADLANDS	0.00	0.00	80.00	10.04	141.00	14.10
SMASH TV	0.00	0.00	73.00	9.16	105.00	10.50
TOTAL	653.00		797.00		1000.00	

July 23, 1990

LOCATION: SUNNYVALE GOLFLAND - RACE DRIVIN'

LOCATION PROFILE: This mini golf arcade currently has over 100 video and pinball games. A large proportion of skilled players frequent this location.

TENTH WEEK FOR RACE DRIVIN: Remains as #1 this week. Super Stunt track installed on 7-4. It appears tht the new track is a big hit with players, based on stats. This unit should not be considered indicative of actual collection volume, as it has been on location for ten weeks with a partial program.

WEEK	7-19		7-12		7-5	
RACE DRIVIN**	562.00	6.71	545.00 <i>b</i>	6.13	413.00 <i>a</i>	4.50
NINJA TURTLES	394.00	4.71	465.00	5.23	451.00	4.91
NEO GEO	296.00	3.54	335.00	3.77	363.00	3.96
MERCS	284.00	3.39	242.00	2.72	277.00	3.02
VS. VOLLEYBALL	264.00	3.15	0.00	0.00	168.00	1.83
WHIRLWIND	255.00	3.05				
WORLD SOCCER	241.00	2.88	0.00	0.00	287.00	3.13
FINAL LAP*	212.00	2.53	266.00	2.99	244.00	2.66
COMBATTRIBES	191.00	2.28	212.00	2.38	188.00	2.05
SMASH TV	185.00	2.21	234.00	2.63	219.00	2.39
MONACO GP	174.00	2.08	145.00	1.63	173.00	1.89
ALIENS	161.00	1.92	160.00	1.80		
CYBERBALL	151.00	1.80	191.00	2.15		
FINAL FIGHT	143.00	1.71	118.00	1.33	174.00	1.90
OFF ROAD	126.00	1.51	178.00	2.00	107.00	1.17
OPER THUNDERBOL	124.00	1.48	214.00	2.41		
TOTAL	8371.00		8894.00		9177.00	

*2 coins per play

**3 coins per play

a-6 days only

b-8 days

July 24, 1990

LOCATION: REGENCY GAME PALACE - RACE DRIVIN'

LOCATION PROFILE: This is a high traffic arcade with over 100 games.

FIRST WEEK FOR RACE DRIVIN: Earnings of \$722 and 7.9% of the total gross place us as number one, despite easy game tuning and reset problems.

WEEK	7-20		7-13		7-6	
RACE DRIVIN*	722.00	7.94	103.00 <i>b</i>	1.28		
GATE OF DOOM	383.00	4.21	191.00 <i>a</i>	2.38	0.00	0.00
PIG SKIN	326.00	3.59	386.00	4.82	0.00	0.00
G-LOC UR	268.00	2.95	219.00	2.73	219.00	2.42
SMASH TV	240.00	2.64	317.00	3.95	316.00	3.49
NEO GEO	227.00	2.50	253.00	3.16	273.00	3.02
FINAL FIGHT	224.00	2.46	256.00	3.19	266.00	2.94
MVP	213.00	2.34	214.00	2.67	247.00	2.73
TEAM CYBERBALL	209.00 <i>d</i>	2.30	271.00 <i>d</i>	3.38	182.00 <i>d</i>	2.01
LINE OF FIRE*	199.00	2.19	0.00	0.00	246.00	2.72
COMBATTRIBES	193.00	2.12	230.00	2.87	463.00	5.12
VIOLENCE FIGHT	167.00	1.84	0.00	0.00	173.00	1.91
HARD DRIVIN*	0.00	0.00	255.00 <i>c</i>	3.18	325.00	3.59
TOTAL	9093.00		8016.00		9049.00	

*2 coins/play

**3 coins/play

a-2 days

b-1 day, new

c-6 days, removed

d-2 games

Distribution: L. Benzler E. Shirely
S. Breaks D. VanElderen
F. Cosnentino D. Wood
C. Downend M. Pierce
M. Fujihara J. Lichac
A. Hayes J. Salwitz
J. Momoda E. Rotberg
R. Moore R. Owens
R. Moncrief
H. Nakajima
J. Newlander
J. Ray
D. Smith
B. Sheffield



Inter-Office Memo

To: DISTRIBUTION
From: MARKETING
Subject: COLLECTIONS

Date: Sept. 13, 1990

This report includes updates for the past two weeks.

PIT-FIGHTER - After 11-12 weeks, earnings holding at a high volume, considering the end-of-summer declines we are seeing in location income.

RACE DRIVIN - Collections in our two original test locations continue as the #1 game after 8-17 weeks. Problems with the third local unit have occurred during the past two collection periods.

Distributors reporting good income, but some mixed results, as many of the production units are being installed in locations with an original Hard Drivin', which, without the link feature, is hopefully a worst case situation.

GUMBALL RALLY - A unit is being re-tested at Milpitas Golfland to evaluate payout impact at various settings. Income looks good for the past three weeks.

RAMPARTS - Two units remain on location and both are rank as #4 game after 3-4 weeks. These units are experiencing very long game times. A new program update is expected this week. Additional units to go out on September 21.

SHUUZ - Chicago test results in the sports bar have been weak. This unit will be moved to a neighborhood tavern location.

A second unit was shipped this week to Ohio to be tested with our distributor, Shaffer.

COSMO GANGS - This Namco piece is being tested at Milpitas Golfland. It was installed on August 31 and for the first 10 days it has earned \$582. We do not have direct comparisons with other equipment as this game was collected on an off day. It was also without any ticket redemption feature for most of this initial collection period.

Pit-Fighter Distribution Collections

West Coast

New Locations:

Arcade #1 -

Smash TV	280
Neo Geo	275
Pit-Fighter	250 a
Final Fight	240
Beast Busters	220 b

Arcade #2 -

Pit-Fighter	590
Neo Geo	493 b
Moonwalker	447
G-Loc s/d	363

a - 5 days

b - 7 days

Ira - Mini Golf in L.A. - game was moved

		<u>8/28</u>	<u>8/12</u>	<u>8/5</u>	<u>7/29</u>	<u>7/22</u>
1)	TMNT	n/a	650	765	638	695
2)	Moonwalker	n/a	555	400 b	-	-
3)	G-Loc s/d	n/a	497	466	318	488
4)	Line-of-Fire	n/a	459	572	513	544
5)	Pit-Fighter	-	354	411	470	131
	Total	n/a	13,132	13,936	13,521	13,182

a - 2 days

b - 4 1/2 days

Mid-West

Just for Fun - Arlington Hts, IL

	<u>8/14</u>	<u>8/6</u>	<u>First 5 Days</u>
1) Pit-Fighter	675	654	630
2) TMNT	622	449	446
3) Final Lap	597	526	446
4) Bozo	355	310	-
5) Final Flight	322	279	266
6) Smash TV	227	300	227

Aladdins - Wichita Park, TX

	<u>9-7</u>	<u>8-30</u>	<u>8-23</u>	<u>8-16</u>	<u>8-9</u>	<u>8-2</u>
1) Pop-a-Ball	427	527	565	549	571	662
2) TMNT	347	418	522	496	553	577
3) Lasertron *			520	469		
4) Pit-Fighter	347	394	492	504	610	568 a
5) Galaxy Force d/x **	366	370	425	409	472	481
6) G-Loc d/x ***	382	325	395	435	516	523

a - 6 days

* - 2 tokens

** - 3 tokens

*** - 4 tokens

East Coast

Fun & Games - Willowbrook Mall, NJ

	<u>9-10</u>	<u>9-4</u>	<u>8-27</u>	<u>8-20</u>	<u>8-13</u>	<u>8-6</u>
1) 4-Trax D/X ***	669	1196	1348	1087	1235	1089
2) 4-Trax S/D **	481	827	991	848	893	865
3) Pit-Fighter	623	1021	985	972	1011	1110
4) Final Lap #1 *	539	860	833	770	745	716
5) Drivin D/X ***	489	778	817	689	694	688
6) H Drivin D/X ***		738	777	495	651	
7) Final Lap #2	475	766	729	670	601	654
8) Pit-Fighter	533					

a - 6 days

* - \$.50 play

** - \$.75 play

*** - \$1.00 play

Broadway Arcade - (Betson)

	<u>9/6</u>	<u>8/16</u>
1) Pit-Fighter	616	680 a
2) Smash TV	N/A	504
3) Op. Thunderbolt	N/A	447
4) TMNT	N/A	430
5) Final Fight	N/A	426
6) Tetris	401	396
7) Neo-Geo	N/A	357
8) Pig-Out	N/A	331
9) Moonwalker	431	
10) F-15	781	

a - 6 days

Out of Country

Sydney, Australia

	<u>8/24</u>
1) Pit-Fighter	773
2) TMNT	725
3) Pigskin	699
4) Final Fight #1	547
5) Moonwalker	495
6) Final Fight #2	439

Japan (Sega test games) - high volume arcade

1) Pit Fighter	\$150 (Y100/play)
2) Race Drivin	147 (Y200/play)
3) Final Lap II	174 (Y100/play)
4) Super Monaco DX	81 (Y100/play)
5) TMNT - 2 player	55
6) Final Fight	74

wp: pitdc

September 13, 1990

LOCATION: MILPITAS GOLFLAND - PIT FIGHTER/RACE DRIVIN'/GUMBALL RALLY

LOCATION PROFILE: This large mini golf location has two separate game rooms with about 181 games. Sega's Moonwalker and Data East's Gate of Doom and several other new games are on test here and not reported below.

TENTH WEEK FOR PIT FIGHTER: Turned in another strong week at \$609 and 4.3% of the total. Ten week average is \$678 per week.

EIGHTH WEEK FOR RACE DRIVIN: Continues as the number one game after eight weeks.

THIRD WEEK FOR GUMBALL RALLY: After three weeks back in this location, Gumball earnings are fairly good.

COSMO GANGS: Represents 10 days, as it was not collected on the regular collection day.

WEEK	9-6		8-30		8-23	
RACE DRIVIN**	719.00	5.13	638.00	4.89	736.00	5.25
PIT FIGHTER	609.00	4.34	630.00	4.83	611.00	4.36
COSMO GANGS	582.00 c	4.15	0.00	0.00	0.00	0.00
NINJA TURTLES	488.00	3.48	580.00	4.44	731.00	5.22
SKEE BALL	474.00	3.38	405.00	3.10		
TOURN CYBER 2072	390.00	2.78	184.00	1.41	184.00	1.31
SKEE BALL	376.00	2.68	376.00	2.88		
SHUTTLE LAUNCH	371.00	2.65	225.00	1.72	200.00	1.43
NEO GEO	360.00	2.57	0.00	0.00		
TOURN CYBER 2072	340.00	2.42	375.00	2.87	375.00	2.68
SKEE BALL	331.00	2.36	319.00	2.44		
SMASH TV	325.00	2.32	313.00	2.40	314.00	2.24
SKEE BALL	324.00	2.31	293.00	2.24		
SWORD OF FURY	321.00	2.29	0.00	0.00		
MOON WALKER	306.00	2.18	260.00	1.99	106.00 a	0.76
COMBATTRIBES	265.00	1.89	292.00	2.24	292.00	2.08
GUMBALL RALLY	224.00	1.60	202.00	1.55	285.00	2.03
SHOOT TO WIN	221.00	1.58	208.00	1.59		
MERCS	158.00	1.13	226.00	1.73	226.00	1.61
GATE OF DOOM	91.00 b	0.65	159.00	1.22	159.00	1.13
FINAL LAP	89.00	0.63	288.00	2.21	288.00	2.06
TOTAL	14022.00		13056.00		14014.00	

* 2 tokens/play

**3 tokens/play

a-2 days only

b-down

c-10 days (not in same collection period), ticket dispenser installed 9-5

September 11, 1990

LOCATION: ATARI EXPO, EASTRIDGE - MEGA TWINS (CAPCOM)/PIT FIGHTER

LOCATION PROFILE: Mall arcade with 58 games.

ELEVENTH WEEK FOR PIT FIGHTER: Earnings have tapered off to \$411 and 6.1% of the total. Pit-Fighter is still the number one video, but has given ground to Wedges and Ledges as the number one game. Eleventh week average is \$524 per week.

WEEK	9-3		8-27		8-20	
WEDGES/LEDGES	424.00	6.44	580.00	8.58	293.00	4.78
PIT FIGHTER*	411.00	6.25	473.00	7.00	526.00	8.58
BIG CHOICE	328.00	4.99	283.00	4.19	196.00	3.20
HARD DRIVIN SD**	277.00	4.21	223.00	3.30	205.00	3.35
TURTLES*	247.00	3.75	267.00	3.95	249.00	4.06
AIR HOCKEY*	227.00	3.45	223.00	3.30	243.00	3.97
FINAL FIGHT*	215.00	3.27	242.00	3.58	241.00	3.93
FINAL LAP*	207.00	3.15	220.00	3.25	246.00	4.01
UN SQUADRON	204.00	3.10	175.00	2.59	206.00	3.36
WANI-WANI	139.00	2.11	133.00	1.97	142.00	2.32
WWF*	110.00	1.67	99.00	1.46	174.00	2.84
MERCS	86.00	1.31	85.00	1.26	31.00 a	0.51
CYBERBALL 2072	-	0.00	-	0.00	157.00 a	2.56
GALAXY FORCE**	-	0.00	-	0.00	2.00 a	0.03
STREET SMART	-	0.00	-	0.00	129.00	2.11
COMP. BASKETBALL	-	0.00	-	0.00	108.00	1.76
SHOOT TO WIN	-	0.00	-	0.00	57.00	0.93
TOTAL	6579.00		6759.00		6128.00	

*2 tokens

**3 tokens

a-game removed

September 11, 1990

LOCATION: CLOVERLEAF BOWL - PIT FIGHTER/RAMPART

LOCATION PROFILE: This is a bowling alley with 17 games.

ELEVENTH WEEK FOR PIT FIGHTER: After a six day collection week due to Labor Day, Pit-Fighter still was the number one game at \$378 and 17% of the total.

THIRD FULL WEEK FOR RAMPART: Earnings of \$166 and 7.5% of total, Rampart ranked as the number four game in the location.

WEEK	9-11		9-4		8-27	
PIT FIGHTER	378.00	17.03	632.00	18.09	522.00	17.00
GIFT SHOPPE	324.00	14.59	402.00	11.51	423.00	13.78
BIG CHOICE	250.00	11.26	442.00	12.65	267.00	8.70
RAMPART	166.00	7.48	274.00	7.84	288.00	9.38
NINJA TURTLES	158.00	7.12	326.00	9.33	252.00	8.21
WHIRLWIND	116.00	5.23	132.00	3.78	162.00	5.28
CYCLONE	108.00	4.86	150.00	4.29	164.00	5.34
FINAL FIGHT	88.00	3.96	160.00	4.58	172.00	5.60
ARCH RIVALS	82.00	3.69	82.00	2.35	66.00	2.15
TOTAL	2220.00		3494.00		3070.00	

September 11, 1990

LOCATION: NICKELS & DIMES - PIT FIGHTER

LOCATION PROFILE: High Traffic mall arcade in San Mateo Fashion Island.

SIXTH WEEK FOR PIT FIGHTER: Just another week of powerhouse collections
Earnings were \$736 and ranked number three behind two very expensive games
on \$.50/play.

WEEK	9-4	8-28	8-21	8-14	8-7	7-23
FOUR-TRAX*	850.00	859.00	883.00	823.00	878.00	842.00
LASERTRON*	748.00	938.00	1056.00	1094.00		
PIT FIGHTER	736.00	637.00	706.00	768.00	765.00	431.00 a
AIR INFERNO***	651.00	525.00	0.00			
LINE OF FIRE*	498.00	500.00	525.00	543.00	551.00	581.00
FINAL FIGHT	465.00	483.00	489.00	480.00	471.00	512.00
NEO GEO	455.00	417.00	494.00			
TURBO OUT RUN*	408.00	414.00	391.00	429.00	390.00	429.00
FINAL LAP #1*	399.00	352.00	440.00	345.00	366.00	432.00
G-LOC**	387.00	416.00	409.00	392.00	399.00	435.00
FINAL LAP #2*	385.00	347.00	418.00	366.00	391.00	444.00
HARD DRIVIN' D/X*	345.00	400.00	421.00	369.00	355.00	339.00
HARD DRIVIN' COMP	305.00					
TMNT #1	292.00	319.00	398.00	382.00	488.00	441.00
TMNT #2	292.00	360.00	300.00	387.00	449.00	386.00
GUMBALL	153.00					
MOON WALKER	- b	0.00	494.00			
SMASH TV	-	0.00	261.00	296.00	332.00	345.00
TOTAL	N/A	N/A	N/A	N/A	N/A	N/A

* - \$.50 play

** - \$.75 play

*** - \$1.00 Start/\$.75 to continue

a - 3 1/2 days

b - no sound

September 11, 1990

LOCATION: SUNNYVALE GOLFLAND - RACE DRIVIN/RAMPART

LOCATION PROFILE: This mini golf arcade currently has over 100 video and pinball games. A large proportion of skilled players frequent this location.

SEVENTEENTH WEEK FOR RACE DRIVIN: Race Drivin was number one again this week with average game time of 3:50.

FOURTH WEEK FOR RAMPART: Rampart ranks as the number four game this week with \$323 and 3.9% of the total gross. Percent of time in play is 69% and average game times are very long at eight minutes.

FIRST WEEK FOR PIT-FIGHTER: This production unit places as number two behind Race Drivin'.

WEEK	9-6		8-30		8-23	
RACE DRIVIN**	560.00	6.71	524.00	5.80	621.00	6.86
PIT-FIGHTER	415.00	4.97	-	0.00		
MERCS	365.00	4.37	189.00	2.09	214.00	2.37
RAMPART	323.00	3.87	369.00	4.09	368.00	4.07
NINJA TURTLES	316.00	3.79	458.00	5.07	353.00	3.90
MOONWALKER	216.00	2.59	335.00	3.71		
NEO GEO	198.00	2.37	223.00	2.47	242.00	2.67
COMBATRIBES	186.00	2.23	130.00	1.44	195.00	2.16
AIR BUSTER	166.00	1.99	160.00	1.77		
WORLD SOCCER	155.00	1.86	251.00	2.78	177.00	1.96
FINAL LAP*	150.00	1.80	-	0.00	0.00	0.00
KLAX	143.00	1.71	-	0.00	92.00	1.02
OPER THUNDERBOL	129.00	1.55	149.00	1.65	154.00	1.70
MONACO GP	126.00	1.51	127.00	1.41	150.00	1.66
FINAL FIGHT	123.00	1.47	150.00	1.66	174.00	1.92
DINER	121.00	1.45	158.00	1.75	159.00	1.76
METAFOX	120.00	1.44	154.00	1.71	114.00	1.26
STUNRUNNER	111.00	1.33	131.00	1.45	123.00	1.36
CYBERBALL	65.00	0.78	158.00	1.75	147.00	1.62
TETRIS	30.00	0.36	94.00	1.04	134.00	1.48
SMASH TV	-	0.00	223.00	2.47	252.00	2.79
TOTAL	8348.00		9032.00		9047.00	

*2 coins per play

**3 coins per play

a-6 1/2 days

September 11, 1990

LOCATION: REGENCY GAME PALACE - RACE DRIVIN'

LOCATION PROFILE: This is a high traffic arcade with over 100 games.

EIGHTH WEEK FOR RACE DRIVIN: During the week of 8-17 Race Drivin was down with monitor problems nearly all week. On 8-24 the game went down again with monitor problems, the monitor was replaced on 9-5.

FIRST WEEK FOR PIT FIGHTER: A production Pit-Fighter game was installed here on 8-31 and ranks as number one for its first full week.

WEEK	9-7		8-31		8-24	
PIT-FIGHTER	579.00	7.98	-			
TEAM CYBERBALL	315.00	4.34	303.00	3.89	267.00 a	3.37
NEO GEO	274.00	3.78	384.00	4.94	350.00 c	4.41
G-LOC DELUXE**	260.00	3.58	329.00	4.23	273.00	3.44
SMASH TV	217.00	2.99	271.00	3.48	252.00	3.18
PIG SKIN	214.00	2.95	259.00	3.33	160.00	2.02
FINAL FIGHT	207.00	2.85	229.00	2.94	232.00	2.93
MOONWALKER	172.00	2.37	269.00	3.46	297.00	3.74
MVP	158.00	2.18	179.00	2.30	239.00	3.01
LINE OF FIRE*	156.00	2.15	141.00	1.81	197.00	2.48
VIOLENCE FIGHT	155.00	2.14	156.00	2.01	197.00	2.48
PIGOUT	145.00	2.00	190.00	2.44	210.00	2.65
RACE DRIVIN**	117.00 e	1.61	-	0.00	457.00	5.76
GATE OF DOOM	107.00 f	1.48	83.00	1.07	154.00	1.94
TOTAL	7253.00		7780.00		7931.00	

*2 coins/play

**3 coins/play

a-2 games

b-1/2 day

c-1 day with new Ninja Combat

d-down 5 1/2 days

e-2 days only; monitor fixed 9-5.

f-down two days.

September 11, 1990

LOCATION: SPORTS BAR - SHOOZ

LOCATION PROFILE: Typical sports bar in the Chicago area.

	8-27	8-20	8-13	
CD JUKE BOX	125.00	133.00	164.00	a
BASKETBALL	64.00	91.00	153.00	
BANZAI RUN	90.00	116.00	106.00	
DARTS	54.00	57.00	59.00	
SHOOZ	55.00	56.00	33.00	
OUTRUN	-	-	27.00	b
TOTAL	388.00	453.00	542.00	

a - 3 days

b - 4 days

Inter Office Memo



To: Distribution
From: Marketing
Subject: COLLECTIONS

Date: September 27, 1990

PIT FIGHTER - After 12-13 weeks, remains #1-2 in ranking (following Race Drivin').

Distributor samples also continue strong after 6-7 weeks. Two locations continue to send income reports:

Location: Fun & Games, N.J. - after 7 weeks

Pit Fighter #1	\$696
Pit Fighter #2	647
4 Trax DX	666
4 Trax SD	517
Hard Drivin'	479
Final Lap	509
Final Lap	467

Location: Just For Fun, IL - after 7 weeks

Pit Fighter	\$462
Final Lap	326
TMNT	267
Smash TV	224
Moonwalker	209
Magic Sword	228

RACE DRIVIN' - Number one income in three locations after 10-19 weeks in our testing sites.

RAMPART - Two original test units have been upgraded to a new program. Number 2-3 in rank in these location. Two new units have been installed as of 9-21.

SHUUZ - New test started in Chicago area ad initial report looks promising.

A second unit is on location in Ohio and full report will be included in next packet.

COSMO GANGS - This unit was pulled and returned to Namco on 9-25 as we are not licensing this product.

September 24, 1990

LOCATION: SUNNYVALE GOLFLAND - RACER DRIVIN/RAMPART/PIT FIGHTER

LOCATION PROFILE: This mini golf arcade currently has over 100 video and pinball games. A large proportion of skilled players frequent this location.

NINETEENTH WEEK FOR RACE DRIVIN: Race Drivin was number one again this week with average game times of 3:40 and 41% time in play.

SIXTH WEEK FOR RAMPART: With no more free games in the version of the program, Rampart jumps to the number three position this week with \$342 and 5% of the total gross. Percent of time in play is 39% and average game times remain very long.

THIRD WEEK FOR PIT-FIGHTER: This production unit places as number two behind Race Drivin'.

WEEK	9-20		9-13		9-6	
RACE DRIVIN**	489.00	7.16	458.00	6.29	560.00	6.71
PIT-FIGHTER	452.00	6.62	484.00	6.64	415.00	4.97
RAMPART	342.00	5.01	231.00	3.17	323.00	3.87
NINJA TURTLES	217.00	3.18	203.00	2.79	316.00	3.79
MAGIC SWORD	196.00	2.87	0.00	0.00		
CYBERBALL	181.00	2.65	214.00	2.94	65.00	0.78
SMASH TV	173.00	2.53	251.00 b	3.44	0.00 a	0.00
NEO GEO	172.00	2.52	201.00	2.76	198.00	2.37
WHIRLWIND	163.00	2.39	0.00	0.00		
MERCS	153.00	2.24	164.00	2.25	365.00	4.37
BONANZA BROS.	152.00	2.23	0.00	0.00		
PIG SKIN	148.00	2.17	0.00	0.00		
FINAL LAP*	139.00	2.04	113.00	1.55	150.00	1.80
MONACO GP	137.00	2.01	101.00	1.39	126.00	1.51
AIR BUSTER	124.00	1.82	122.00	1.67	166.00	1.99
WORLD SOCCER	117.00	1.71	169.00	2.32	155.00	1.86
MOONWALKER	109.00	1.60	152.00	2.09	216.00	2.59
OPER THUNDERBOL	92.00	1.35	120.00	1.65	129.00	1.55
FINAL FIGHT	82.00	1.20	123.00	1.69	123.00	1.47
COMBATRIBES	79.00	1.16	87.00	1.19	186.00	2.23
TOTAL	6829.00		7287.00		8348.00	

*2 coins per play

**3 coins per play

a-no figure available

b-possibly a two week collection

September 24, 1990

LOCATION: MILPITAS GOLFLAND - PIT FIGHTER/RACE DRIVIN'/GUMBALL RALLY

LOCATION PROFILE: This large mini golf location has two separate game rooms with about 181 games. Sega's Moonwalker and Data East's Gate of Doom and several other new games are on test here and not reported below.

TWELFTH WEEK FOR PIT FIGHTER: Turned in another strong week, ranking #2 with 4.6% of the total.

TENTH WEEK FOR RACE DRIVIN: Continues as the number one game after ten weeks.

FIFTH WEEK FOR GUMBALL RALLY: After four weeks back in this location, Gumball earnings have dropped significantly. This week's earnings are not available.

COSMO GANGS: After 3 weeks on test, Cosmo Gangs' earnings have been fairly good.

WEEK	9-20		9-13		9-6	
RACE DRIVIN**	604.00	6.20	587.00	6.23	719.00	5.13
PIT FIGHTER	447.00	4.59	450.00	4.78	609.00	4.34
NINJA TURTLES	372.00	3.82	351.00	3.72	488.00	3.48
TOURN CYBER 2072	365.00	3.75	313.00	3.32	390.00	2.78
SKEE BALL	342.00	3.51	267.00	2.83	474.00	3.38
SKEE BALL	337.00	3.46	100.00	1.06	376.00	2.68
SKEE BALL	292.00	3.00	79.00	0.84	331.00	2.36
NEO GEO	249.00	2.56	300.00	3.18	360.00	2.57
SWORD OF FURY	245.00	2.51	267.00	2.83	321.00	2.29
COSMO GANGS	227.00	2.33	286.00 b	3.03	319.00 b	2.27
SHUTTLE LAUNCH	204.00	2.09	156.00	1.66	371.00	2.65
FINAL LAP	178.00	1.83	215.00	2.28	89.00	0.63
COMBATRIBES	168.00	1.72	119.00	1.26	265.00	1.89
MOON WALKER	167.00	1.71	175.00	1.86	306.00	2.18
TOURN CYBER 2072	157.00	1.61	170.00	1.80	340.00	2.42
SMASH TV	147.00	1.51	234.00	2.48	325.00	2.32
MERCS	140.00	1.44	107.00	1.14	158.00	1.13
SKEE BALL	135.00	1.39	70.00	0.74	324.00	2.31
SHOOT TO WIN	121.00	1.24	111.00	1.18	221.00	1.58
GATE OF DOOM	71.00 a	0.73	101.00	1.07	91.00 a	0.65
GUMBALL RALLY	0.00	0.00	90.00	0.96	224.00	1.60
TOTAL	9744.00		9424.00		14022.00	

* 2 tokens/play

**3 tokens/play

a-down

b-estimated

September 24, 1990

LOCATION: ATARI EXPO, EASTRIDGE - PIT FIGHTER

LOCATION PROFILE: Mall arcade with 58 games.

THIRTEENTH WEEK FOR PIT FIGHTER: Earnings for all games have tailed off since school has returned. Pit Fighter continues to dominate as the number one game. Both Magic Sword and Moonwalker, new to the scene, can't compete.

WEEK	9-17	9-9	9-3	
PIT FIGHTER*	334.00	349.00	411.00	6.25
BIG CHOICE	250.00	300.00	328.00	4.99
MAGIC SWORD	210.00	0.00		0.00
MOONWALKER	157.00	255.00		0.00
HARD DRIVIN SD**	157.00	200.00	277.00	4.21
FINAL LAP*	150.00	168.00	207.00	3.15
AIR HOCKEY*	137.00	170.00	227.00	3.45
TURTLES*	115.00	190.00	247.00	3.75
FINAL FIGHT*	97.00	130.00	215.00	3.27
UN SQUADRON	95.00	166.00	204.00	3.10
WWF*	53.00	81.00	110.00	1.67
MERCS	51.00	78.00	86.00	1.31
WANI-WANI	0.00	0.00	139.00	2.11
WEDGES/LEDGES	0.00	0.00	424.00	6.44
TOTAL	N/A	N/A	6579.00	

*2 tokens

**3 tokens

September 24, 1990

LOCATION: CLOVERLEAF BOWL - PIT FIGHTER/RAMPART

LOCATION PROFILE: This is a bowling alley with 17 games.

THIRTEENTH WEEK FOR PIT FIGHTER: With school back in session, the total location continues to drop. Pit Fighter continues as the number one game.

FIFTH WEEK FOR RAMPART: Still holding its own at \$176 and 8.5% of the total, Rampart ranked as the #4 game behind Pit Fighter and the redemption pieces.

WEEK	9-24		9-17		9-11	
PIT FIGHTER	286.00	13.87	278.00	13.74	378.00	17.03
GIFT SHOPPE	262.00	12.71	274.00	13.54	324.00	14.59
BIG CHOICE	202.00	9.80	260.00	12.85	250.00	11.26
RAMPART	176.00	8.54	168.00	8.30	166.00	7.48
FINAL FIGHT	162.00	7.86	122.00	6.03	88.00	3.96
NINJA TURTLES	138.00	6.69	142.00	7.02	158.00	7.12
WHIRLWIND	128.00	6.21	132.00	6.52	116.00	5.23
CYCLONE	112.00	5.43	112.00	5.53	108.00	4.86
ARCH RIVALS	74.00	3.59	68.00	3.36	82.00	3.69
TOTAL	2062.00		2024.00		2220.00	

September 24, 1990

LOCATION: REGENCY GAME PALACE - RACE DRIVIN'

LOCATION PROFILE: This is a high traffic arcade with over 100 games.

TENTH WEEK FOR RACE DRIVIN: Earning \$588 and 8.9% of the total, Race Drivin places as number one. The game is in play 59% of its time on with average game times of 3:56.

THIRD WEEK FOR PIT FIGHTER: A production Pit Fighter game was installed here on 8-31 and ranks as the number two game in the location.

WEEK	9-21		9-14		9-7	
RACE DRIVIN**	588.00	8.95	594.00	8.91	117.00 a	1.61
PIT-FIGHTER	497.00	7.56	606.00	9.09	579.00	7.98
NEO GEO	275.00	4.18	266.00	3.99	274.00	3.78
SMASH TV	236.00	3.59	247.00	3.71	217.00	2.99
G-LOC DELUXE**	224.00	3.41	209.00	3.14	260.00	3.58
FINAL FIGHT	167.00	2.54	170.00	2.55	207.00	2.85
MVP	158.00	2.40	153.00	2.30	158.00	2.18
DR. DUDE	154.00	2.34	141.00	2.12		
VIOLENCE FIGHT	139.00	2.12	129.00	1.94	155.00	2.14
MOONWALKER	125.00	1.90	111.00	1.67	172.00	2.37
GATE OF DOOM	125.00	1.90	102.00	1.53	107.00 b	1.48
PIGOUT	123.00	1.87	148.00	2.22	145.00	2.00
TEAM CYBERBALL	121.00 c	1.84	380.00	5.70	315.00	4.34
LINE OF FIRE*	112.00	1.70	130.00	1.95	156.00	2.15
PIG SKIN	96.00	1.46	128.00	1.92	214.00	2.95
TOTAL	6572.00		6664.00		7253.00	

*2 coins/play

**3 coins/play

a-2 days; monitor fixed 9-5

b-down two days

c-down time reported

September 24, 1990

LOCATION: SPORTS BAR - ELGIN, IL - SHUUZ

LOCATION PROFILE: Typical sports bar, Elgin is much more blue collar than Arlington Heights. Elgin is one hour west of Chicago and about a half hour west of Frank Cosentino. He clasifies this as "semi-rural middle America".

FIRST WEEK FOR SHUUZ: Shuuz showed a good opening week at \$64 in 4 days.

WEEK	9-18	9-11		
BIG RUN	174.00	19.73	0.00	0.00
DART 1	164.00	18.59	122.00	14.52
JUKE BOX	119.00	13.49	125.00	14.88
DART 2	114.00	12.93	122.00	14.52
DART 3	94.00	10.66	103.00	12.26
DART 4	93.00	10.54	68.00	8.10
SHUUZ	64.00 a	7.26	0.00	0.00
PLAYBOY PIN	32.00	3.63	60.00	7.14
TRI-SPORTS	28.00	3.17	62.00	7.38
ALL AMERICAN FOO	0.00	0.00	66.00	7.86
POLE POSITION	0.00	0.00	60.00	7.14
M.N. FOOTBALL PIN	0.00	0.00	52.00	6.19
TOTAL	882.00	840.00		

a-4 days

Distribution:

L. Benzler
S. Breaks
F. Cosentino
C. Downend
M. Fujihara
A. Hayes
J. Momoda
R. Moore
R. Moncrief
E. Rotberg

H. Nakajima
J. Newlander
J. Ray
D. Smith
B. Sheffield
E. Shirley
D. VanElderen
D. Wood
M. Pierce
J. Salwitz

Inter Office Memo



To: Distribution
From: Marketing
Subject: Collections

Date: November 26, 1990

Latest update information from test reports covers the past three weeks:

Rampart: After 13 weeks in our first location, the game is the number four game behind top competition.

Income reports from two other street locations and two other arcades show strong longevity after 5-11 weeks.

A remote test in Illinois is underway.

Shuuz: Steady income in two bar locations after 3-6 weeks.

Compact Race Drivin': After five weeks in a bowling location, Compact maintains the number one position by a wide margin.

Distribution:

L. Benzler
S. Breaks
F. Cosentino
C. Downend
M. Fujihara
A. Hayes
J. Momoda
R. Moore
R. Moncrief
E. Rotberg

H. Nakajima
J. Newlander
J. Ray
D. Smith
B. Sheffield
E. Shirley
D. VanElderen
D. Wood
J. Salwitz

November 16, 1990

LOCATION: R.J.'S - SHUUZ

LOCATION PROFILE: Small neighborhood bar with blue collar clientele in Oakland, N.J.

THIRD WEEK FOR SHUUZ:

WEEK	11-6		10-30		10-23	
JUKEBOX	162.00	60.00	163.00	53.44	164.00	51.90
SHUUZ	70.00	25.93	79.00	25.90	83.00	26.27
SHARKS-PIN	25.00	9.26	52.00	17.05	52.00	16.46
AMERI-DART	13.00	4.81	11.00	3.61	17.00	5.38
TOTAL	270.00		305.00		316.00	

a - four days

November 16, 1990

LOCATION: RENEE'S NORTH, COLUMBUS, OHIO - SHUUZ

LOCATION PROFILE: Very typical bar/tavern location in the Columbus area.
In this location, Capcom Bowling averaged \$150 a week in its first 6 months.

SIXTH WEEK FOR SHUUZ: Earnings bounced back after a disappointing haloween week. It collected \$170, 17% of the total, is in play 16% of the time and has 2:30 min playtimes.

WEEK	11-9		11-1		10-25	
ACTION CLAW-CRA	425.00	42.71	640.00	57.87	468.00	45.09
JUKEBOX	182.00	18.29	160.00	14.47	180.00	17.34
SHUUZ	170.00	17.09	124.00	11.21	210.00	20.23
JOKERZ PIN	155.00	15.58	152.00	13.74	150.00	14.45
PLAYBOY-PIN	63.00	6.33	-	0.00	-	0.00
COMET PIN	-	0.00	30.00	2.71	30.00	2.89
TOTAL	995.00		1106.00		1038.00	

a-new program, 3.1

November 18, 1990

LOCATION: REGENCY GAME PALACE - RACE DRIVIN'/RAMPART/PIT-FIGHTER

LOCATION PROFILE: This is a high traffic arcade with over 100 games.

SEVENTEENTH WEEK FOR RACE DRIVIN: Earning \$571 and 7.4% of the total, Race Drivin remains number one.

TENTH WEEK FOR PIT FIGHTER: This production unit is number five in the location

SEVENTH WEEK FOR RAMPART: Ranks as number four this week with \$283 and 3.7% of the total gross. Percent of time in play is 59% and average game time is 4:32.

WEEK	11-9		11-2		10-26	
RACE DRIVIN**	571.00	7.37	573.00	7.62	559.00	7.67
SIMPSON'S	341.00	4.40	98.00	1.30	-	0.00
G-LOC DELUXE**	292.00	3.77	227.00	3.02	197.00	2.70
RAMPART	283.00	3.65	309.00	4.11	288.00	3.95
PIT-FIGHTER	266.00	3.43	350.00	4.66	291.00	3.99
ATAXX	261.00	3.37	217.00	2.89	248.00	3.40
RIVERBOAT	231.00	2.98	222.00	2.95	-	0.00
TEAM CYBERBALL	230.00	2.97	214.00	2.85	245.00	3.36
LINE OF FIRE*	187.00	2.41	160.00	2.13	166.00	2.28
NEO GEO	180.00	2.32	182.00	2.42	147.00	2.02
MAGIC SWORD	170.00	2.19	214.00	2.85	269.00	3.69
SMASH TV	158.00	2.04	130.00	1.73	182.00	2.50
FINAL FIGHT	149.00	1.92	160.00	2.13	178.00	2.44
VIOLENCE FIGHT	139.00	1.79	139.00	1.85	137.00	1.88
PIG SKIN	131.00	1.69	91.00	1.21	119.00	1.63
TOURNEY(cyberball)	128.00	1.65	237.00	3.15	264.00	3.62
MVP	121.00	1.56	142.00	1.89	157.00	2.16
OUTZONE	117.00	1.51	106.00	1.41	135.00	1.85
MOONWALKER	67.00	0.86	73.00	0.97	52.00	0.71
TOTAL	7752.00		7515.00		7285.00	

*2 coins/play

**3 coins/play

a-2 days; monitor fixed 9-5

b-down two days

c-down time reported

d-4 days only; installed 9/24

e-2 days

f-15 in this week

November 18, 1990

LOCATION: MILPITAS GOLFLAND - PIT FIGHTER/RACE DRIVIN'/RAMPART

LOCATION PROFILE: This large mini golf location has two separate game rooms with about 181 games. Sega's GT Rider and several other new games are on test here and not reported below.

NINETEENTH WEEK FOR PIT FIGHTER: Continually strong performance, ranking number four with \$407 and 4.6% of the total gross.

SEVENTEENTH WEEK FOR RACE DRIVIN: Remains the number one game as of the last collection on 11/1 with an average game time of 3:08 and 34% time in play.

FIFTH WEEK FOR RAMPART: Places as the number seven video game this week with \$233 and 2.3% of the total gross. The game is in play 44% of its time on with average game times of 3:49.

WEEK	11-8		11-1		10-25	
NINJA TURTLES	463.00	4.52	274.00	2.71	367.00	3.63
RACE DRIVIN**	0.00 a	0.00	514.00	5.08	547.00	5.41
TOURN CYBER 2072	453.00	4.42	288.00	2.85	496.00	4.91
SIMPSON'S	444.00	4.33	-	0.00	-	0.00
PIT FIGHTER	407.00	3.97	315.00	3.12	398.00	3.94
NEO GEO	303.00	2.96	351.00	3.47	324.00	3.20
TOURN CYBER 2072	279.00	2.72	135.00	1.34	81.00 du	0.80
SKEE BALL	271.00	2.64	386.00	3.82	200.00	1.98
SHUTTLE LAUNCH	247.00	2.41	153.00	1.51	328.00	3.24
SKEE BALL	246.00	2.40	281.00	2.78	176.00	1.74
RAMPART	233.00	2.27	207.00	2.05	278.00	2.75
SKEE BALL	194.00	1.89	241.00	2.38	139.00	1.37
SKEE BALL	181.00	1.77	204.00	2.02	124.00	1.23
DR. DUDE	177.00	1.73	211.00	2.09	185.00	1.83
SMASH TV	176.00	1.72	121.00	1.20	172.00	1.70
COMBATTRIBES	171.00	1.67	148.00	1.46	155.00	1.53
MAGIC SWORD	140.00	1.37	138.00	1.36	157.00	1.55
FINAL LAP	133.00	1.30	112.00	1.11	107.00	1.06
MOON WALKER	-	0.00	-	0.00	-	0.00
MERCS	-	0.00	-	0.00	107.00	1.06
TOTAL	10246.00		10112.00		10112.00	

* 2 tokens/play

**3 tokens/play

a-not collected

b-split of two (weak collection)

November 19, 1990

LOCATION: SUNNYVALE GOLFLAND - RACER DRIVIN/RAMPART/PIT FIGHTER

LOCATION PROFILE: This mini golf arcade currently has over 100 video and pinball games. A large proportion of skilled players frequent this location.

TWENTY-SIXTH WEEK FOR RACE DRIVIN: Race Drivin was number one again this week with average times of 3:23 and 37% time in play.

THIRTEENTH WEEK FOR RAMPART: Rampart ranks as number five with \$211 and 3.0% of the total gross. Percent of time in play is 54% and average game times remain long at 4:44.

TENTH WEEK FOR PIT-FIGHTER: This production unit remains as number two.

WEEK	11-8		11-1		10-25	
RACE DRIVIN**	456.00	6.38	433.00	6.35	436.00	5.92
PIT-FIGHTER	329.00	4.60	309.00	4.53	329.00	4.47
CYBERBALL	318.00	4.45	334.00	4.90	475.00	6.45
RAMPART	211.00	2.95	289.00	4.24	275.00	3.74
NEO GEO	209.00	2.92	203.00	2.98	169.00	2.30
MONACO GP	188.00	2.63	101.00	1.48	170.00	2.31
NINJA TURTLES	169.00	2.36	225.00	3.30	209.00	2.84
MAGIC SWORD	164.00	2.29	137.00	2.01	217.00	2.95
DR. DUDE	164.00	2.29	203.00	2.98	210.00	2.85
ALL AMERICAN FB	134.00	1.87	138.00	2.02	174.00	2.36
ATAXX	134.00	1.87	100.00	1.47	140.00	1.90
FINAL LAP*	121.00	1.69	102.00	1.50	62.00	0.84
SMASH TV	117.00	1.64	114.00	1.67	121.00	1.64
OPER THUNDERBOL	114.00	1.59	111.00	1.63	137.00	1.86
MERCS	111.00	1.55	48.00	0.70	88.00	1.20
MOONWALKER	111.00	1.55	76.00	1.11	99.00	1.35
BONANZA BROS.	110.00	1.54	86.00	1.26	70.00	0.95
PIGSKIN	91.00	1.27	96.00	1.41	150.00	2.04
TOTAL	7151.00		6817.00		7359.00	

*2 coins per play

**3 coins per play

a-no figure available

November 19, 1990

LOCATION: CLOVERLEAF BOWL - PIT FIGHTER/RAMPART/RACE DRIVIN' COMPACT

LOCATION PROFILE: This is a bowling alley with 17 games.

NINETEENTH WEEK FOR PIT FIGHTER: With the introduction of Race Drivin' compact Pit-Fighter was dropped to the number two video in the location.

ELEVENTH WEEK FOR RAMPART: Earnings declined to \$120 and 5.7% of the total gross this week; perhaps partially due to a bad control panel instruction graphic. This unit was returned to Atari on 11/7 for refurbishing. Time in play is 18% with average game times of 3:37.

FIFTH WEEK FOR COMPACT RACE DRIVIN': Race Drivin' compact was placed here on 10/9 at 2 coins per play. This test unit ranks as number one with \$488 and 16.8% of the total gross. Time in play is 46% and average game time is 3.22.

WEEK	11-13		11-5		10-29	
RACE DRIVIN CPT	488.00	16.80	382.00	18.04	366.00	17.05
PIT FIGHTER	286.00	9.85	198.00	9.35	256.00	11.93
GIFT SHOPPE	270.00	9.30	186.00	8.78	206.00	9.60
BIG CHOICE	268.00	9.23	254.00	11.99	302.00	14.07
NINJA TURTLES	266.00	9.16	162.00	7.65	130.00	6.06
WHIRLWIND	170.00	5.85	42.00	1.98	104.00	4.85
CYCLONE	138.00	4.75	106.00	5.00	98.00	4.57
FINAL FIGHT	122.00	4.20	108.00	5.10	68.00	3.17
KLAX	122.00 b	4.20				
ARCH RIVALS	72.00	2.48	50.00	2.36	42.00	1.96
RAMPART	46.00 a	1.58	120.00	5.67	176.00	8.20
TOTAL	2904.00		2118.00		2146.00	

a-1 day only; removed

b-6 days; new

November 19, 1990

LOCATION: ROUND TABLE PIZZA - MENLO PARK

LOCATION PROFILE: This is a relatively high player traffic pizza parlor with four video games.

FIFTH WEEK FOR RAMPART: Earnings have been fair in this location. The test game is in play 32% of its time on with an average game time of 4:30.

WEEK	11-15		11-8		11-1	
NINJA TURTLES	265.00	31.77	147.00	24.02	155.00	23.96
H. DRIVIN' COMP.	221.00	26.50	165.00	26.96	185.00	28.59
NEOGEO	214.00	25.66	198.00	32.35	191.00	29.52
RAMPART	134.00	16.07	103.00	16.83	114.00	17.62
TOTAL	834.00		612.00		647.00	