

Bally

SENTE TODAY™

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7 NEW GAMES, SAC II SYSTEM, DEBUT AT AMOA

SUNNYVALE, CA—In addition to introducing seven new video games at the Amusement and Music Operators Convention (AMOA) in Chicago Oct. 24-27, Bally Sente unveiled a new SAC II system that combines actual player movement with the video game playing experience.

The new SAC II game, called "Shrike Avenger", enables the player to enter a "cockpit" that responds instantaneously to joystick movements. As the player dodges volley after volley of "Space Mines" he reaches an encounter with an alien mother ship. The ensuing battle gives the player a new dimension of game participation as he "pilots" his craft up and down, side to side, forward and backward.

The one piece "Game Frame" of the SAC II system, consists of the moving pilot's chair mounted in tandem with the video game screen. Like the SAC (Sente Arcade Computer) I system introduced in 1983, the SAC II system features an interchangeable cartridge that allows game operators and distributors to change game format within minutes. For instance, a fast paced space oriented game like "Shrike Avenger" could be transformed into a barnstormer pilot game or roller coaster action experience by simply replacing the software package.

In addition to the debut of SAC II, Bally Sente also unveiled a library of seven new games for its SAC I interchangeable game system. The software for the generic arcade style "Game Frame" housing in the Sente system can be interchanged within a matter of minutes by the game distributor or operator... thus alleviating the need to move heavy, bulky game cabinets from location to location.

The seven new games making their public debut at the AMOA included:

"Chicken Shift" . . . A zealous egg laying hen sends her oval progeny down a convoluted series of ramps and tubes on their way to the egg cartons. The game player's task is to make sure the eggs complete their journey in one piece.

"Goalie Ghost" . . . The player directs the action of this games' goal defender. The goalie has the option to send the ball in the air or deflect it along the sides of the playing field. The goalie plays both offense and defense.

"Snacks and Jaxson" . . . A ravenous clown seeks to devour floating foods as they glide around a surrealist kitchen while trying to keep his bulbous nose bouncing. Bizarre, but clever.



PRESENTING SAC II

The second generation Sente Arcade Computer (SAC) II blends real movement with the game playing experience while allowing distributors and operators the opportunity to interchange software like the original SAC I system. The moving "pilot's seat" is mounted in tandem with the video monitor . . . eliciting a real moving experience for the player.

"Off The Wall" . . . A combination of paddle ball, tennis and ping pong. Two player game gives the participant the chance to ricochet the ball around the court and over a net while trying to score a point on his opponent.

"Stocker" . . . A coast to coast highway racing game that gives players the chance to conserve fuel, avoid obstacles and display driving skills and fast reaction times.

"Trivia Pursuit" . . . Players manipulate characters around a computer generated board of topics. Obscure knowledge experts compete with one another for trivial dominance. It's the video version of the popular board game.

"Hat Trick" . . . A hockey game that pits two players against one another. This game gives players the "feel" of the game, the slick surface that it's played on, and the unpredictability of the puck's movements.

According to Bally Sente President Robert Lundquist, new software for the SAC I library will become available to distributors and operators every 90 days. ■

CHICAGO AMOA A CRUCIAL BENCHMARK FOR BALLY SENTE

by Robert W. Lundquist, President
Bally Sente

The AMOA convention in Chicago this Fall represents Bally Sente's emergence as a prolific game designing firm that keeps its eye on entertaining the video game players of the nation while not losing sight of the harsh economic realities of this industry.

The new SAC II system we're debuting brings the dimension of movement and experience into the video game playing arena. The interchangeability of this system will make it more cost effective for the operator and distributor.

Another very important aspect of the convention is the unveiling of our new library of software. Last summer our distributor advisory council told us two very important things. First, they suggested we forestall any SAC I game introductions until we had a "library" of games for the distributor/operator network to choose from. Secondly, they told us that the video games produced in recent years were too complicated for their audience and that simple, sports-related games that encourage interaction between two players were advisable.

Many of the games you'll see on Bally Sente's monitor wall at this year's AMOA were designed with those suggestions in mind. What we want to tell you, the operators and distributors of this business, is that Bally Sente is listening and striving to make

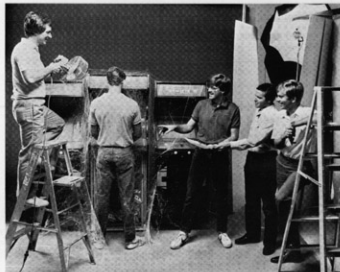
profitable, successful video games within an interchangeable software system.

I'd like to close these remarks with a final word about our most important asset at Bally Sente, our people. Those of you who stop by our booth will witness the labors of a "who's who" among game designers. I like to think that there are only a handful of really creative video game designers in the world and that we have some of the finest. Roger Hector, Ed Rotberg and Howard Delman, formerly of Atari, Dennis Koble, an award winning game designer from Imagic, and some of the finest programmers, illustrators and musicians have been assembled to create the finest entertainment in the industry.

I feel that we've only just begun to show the industry what Bally Sente is all about and invite you to join us as business partners and entertainers. ■



ROBERT W. LUNDQUIST



VIDEO GAMES WILL NEVER BE THE SAME is the caption for a trade ad produced by Bally Sente in presenting the Sente Arcade Computer SAC I system's interchangeable software cartridge, control panels and "Game Frames". Directing the cobweb-laden model/player for the ad layout are (from left to right) Greg Zajack, photographer, Ken Wagener, Bally Sente director of marketing and marketing assistants C. Michael Leone and Arthur Larson.

ADS, PROMOS SPARK MARKETING EFFORTS

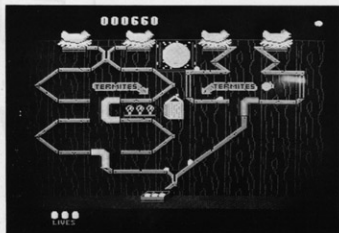
In an effort to market new games in the way in which major motion picture studios premiere a motion picture, Bally Sente has initiated a series of promotions and ads designated to bring attention to its first video game offering, "Snakepit".

The first of these programs was tested in Fresno, Calif., and took shape as a co-promotion involving Bally Sente and Fresno's No. 1 rock station, Y94 FM. The "Whip It And Win" game proficiency contest was held in the city's largest indoor shopping mall. The first place prize was \$940.

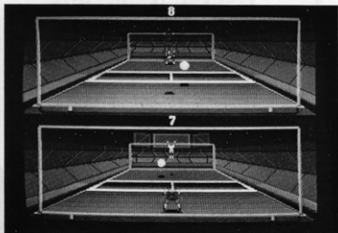
The promotion was touted for more than a week on Y94 and was advertised via newspaper ads and other teen-oriented rock stations. Entry blanks were also available to game players at most Fresno-area game centers.

In all, more than 200 game enthusiasts participated. In addition to gaining exposure for the new game via advertising and promotion several Fresno-based television news stations covered the contest and interviewed Ken Wagener, Bally Sente director of marketing, and other key marketing personnel. ■

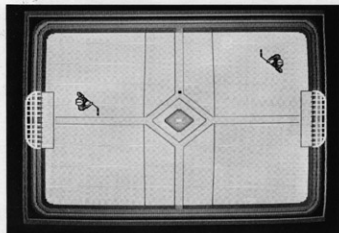
NEW SAC I GAME LIBRARY EMPHASIZES SPORTS, FOOD & TRIVIA



CHICKEN SHIFT



GOALIE GHOST



HAT TRICK



SNACKS AND JAXSON



TRIVIAL PURSUIT

FIVE OF THE SEVEN new Sente Arcade Computer (SAC I) games displayed on the monitor wall at the AMOA convention are featured on this page. These game offerings, as well as "Stocker" (an exciting cross-country driving game); "Off The Wall" (a combination of tennis, ping pong and racquetball) and the premiere SAC I game, "Snakepit" comprise Bally Sente's first "volumes" of video game library specifically designed for the firm's interchangeable game system. According to Robert Lundquist, president of Bally Sente, new interchangeable game software for the SAC I system will be shipped to distributors and operators every 90 days in the form of new hand-sized cartridges and control panels. ■