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6/94

Inter-Office Memo

CONFIDENTIAL



TIME WARNER INTERACTIVE

To: Distribution

From: Marketing

Date: July 22, 1994

Subject: COLLECTIONS

T-MEK: Longevity tests at Sunnyvale Golfland and with 4 distributor samples look very strong after 8-12 weeks. It is #1 in half the locations, but being beaten by Daytona and Revolution X in a few others.

PRIMAL RAGE: 33" units continue with outstanding earnings. The 25" test in a bowling center also looks good. A second 25" unit in a college arcade dropped to #5 after 3 weeks.

METAL MANIAX: 2 units are out locally, with #1 earnings at one arcade, and #4 in another behind Daytona, RidgeRacer, and Jurassic Park.

COPS: The one test unit was moved to a new location and first full week will be available next week.

REVENGE: We have resumed testing of two upright units of Revenge, assuming we will market a universal kit at a competitive price later in the fall.

Location: Sunnyvale Golfland

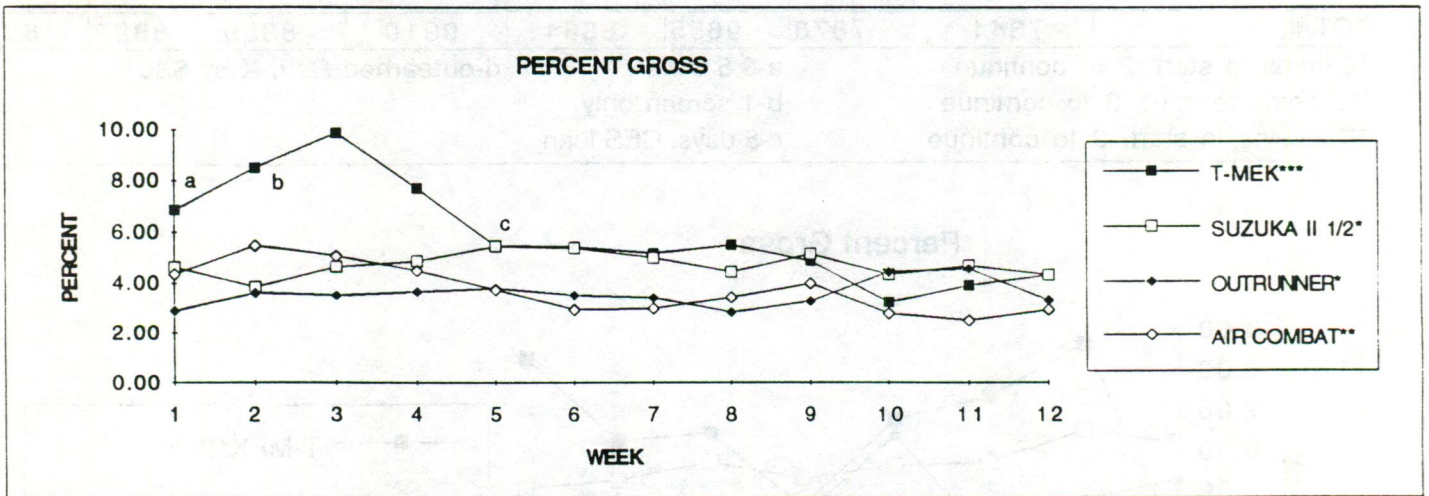
Location Profile: Large arcade with over 90 games.

T-MEK Rank this week: 4 Rank last week: 3
 RAGE Rank this week: 1 Rank last week: 1

Comments:

| WEEK | 5-May | 12-May | 19-May | 26-May | 2-Jun | 9-Jun | 16-Jun | 23-Jun | 30-Jun | 7-Jul | 14-Jul | 21-Jul |
|---------------------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|
| T-MEK*** | 492 a | 603 b | 706 | 538 | 443 c | 399 | 454 | 533 | 408 | 309 | 385 | 411 |
| PRIMAL RAGE 33** | | | | | | | | | | 492 | 542 | |
| SUZUKA II 1/2* | 332 | 273 | 332 | 340 | 442 | 395 | 439 | 431 | 430 | 413 | 461 | 410 |
| OUTRUNNER* | 207 | 257 | 252 | 257 | 307 | 259 | 300 | 275 | 275 | 421 | 447 | 315 |
| SUZUKA II 2/2* | 217 | 238 | | 255 | 366 | 298 | 343 | 283 | 282 | 220 | 341 | 285 |
| AIR COMBAT** | 311 | 388 | 362 | 315 | 303 | 217 | 263 | 335 | 334 | 265 | 247 | 280 |
| SF II CHAMP 1/3 | 255 | 346 | 359 | 332 | 318 | 358 | 269 | 250 | 249 | 228 | 199 | 250 |
| VIRTUA FIGHTER 1/2* | 216 | 350 | 303 | 289 | 442 | 333 | 365 | 326 | 326 | 218 | 263 | 243 |
| SF II CHAMP 2/3 | 145 | 284 | 283 | 281 | 318 | 283 | 257 | 229 | 229 | 213 | 169 | 239 |
| DUNGEONS & DRAGONS | 177 | 206 | 193 | 268 | 317 | 235 | 263 | 317 | 316 | 257 | 187 | 207 |
| MORTAL K. II 1/2* | 181 | 215 | 206 | 183 | 200 | 174 | 0 | 176 | | | 198 | 195 |
| NBA JAM II 1/2* | 206 | 191 | 202 | 180 | 183 | 199 | 221 | 198 | | 206 | 178 | 193 |
| RUN & GUN* | 326 | 235 | 172 | 233 | 233 | 221 | 228 | 310 | 309 | 210 | 224 | 180 |
| VIRTUA RACING* | 243 | 300 | 304 | 303 | 307 | 263 | 252 | 195 | | | 147 | 163 |
| TOTAL | 7171 | 7099 | 7139 | 6992 | 8102 | 7353 | 8788 | 9688 | 8357 | 9494 | 9789 | 9504 |

*2 to start/2 to continue
 **3 to start/3 to continue
 ***3 to start/2 to continue
 ****\$1.00 per play



GAME: T-MEK

Location: JUST FOR FUN, CHICAGO AREA

Location Profile: Large mall arcade with over 85 games.

Rank This Week: 1 Rank Last Week: 1

Comments: Number 1 after 8 weeks! This week it beat a test unit of Revolution X.

| WEEK | 30-May | 6-Jun | 13-Jun | 20-Jun | 27-Jun | 4-Jul | 11-Jul | 18-Jul |
|-------------------|--------|-------|--------|--------|--------|-------|--------|--------|
| T-MEK*** | 273 ab | 680 | 707 | 602 d | 431 c | 540 | 555 | 743 |
| RIDGE RACER** | 454 | 512 | 552 | 499 | 498 | 480 | 469 | 455 |
| MORTAL KOMBAT II* | 387 | 377 | 368 | 568 | 408 | 346 | 426 | 428 |
| VIRTUA FIGHTERS* | 429 | 349 | 476 | 402 | 429 | 351 | | 424 |
| MORTAL KOMBAT II* | 386 | 283 | 332 | 436 | 335 | 271 | 255 | 315 |
| VIRTUA RACING | 186 | 189 | 246 | 187 | | | 218 | 233 |
| RAD MOBILE | 155 | | | 183 | | 252 | 208 | 209 |
| NBA JAM II | 292 | 317 | 356 | 313 | 303 | 214 | 303 | |
| UNDER FIRE | 212 | 198 | | | 229 | | | |
| TOTAL | 7341 | 7878 | 9655 | 8864 | 9310 | 8359 | 8829 | 8947 |

*2 coins to start, 2 to continue

a-3.5 days

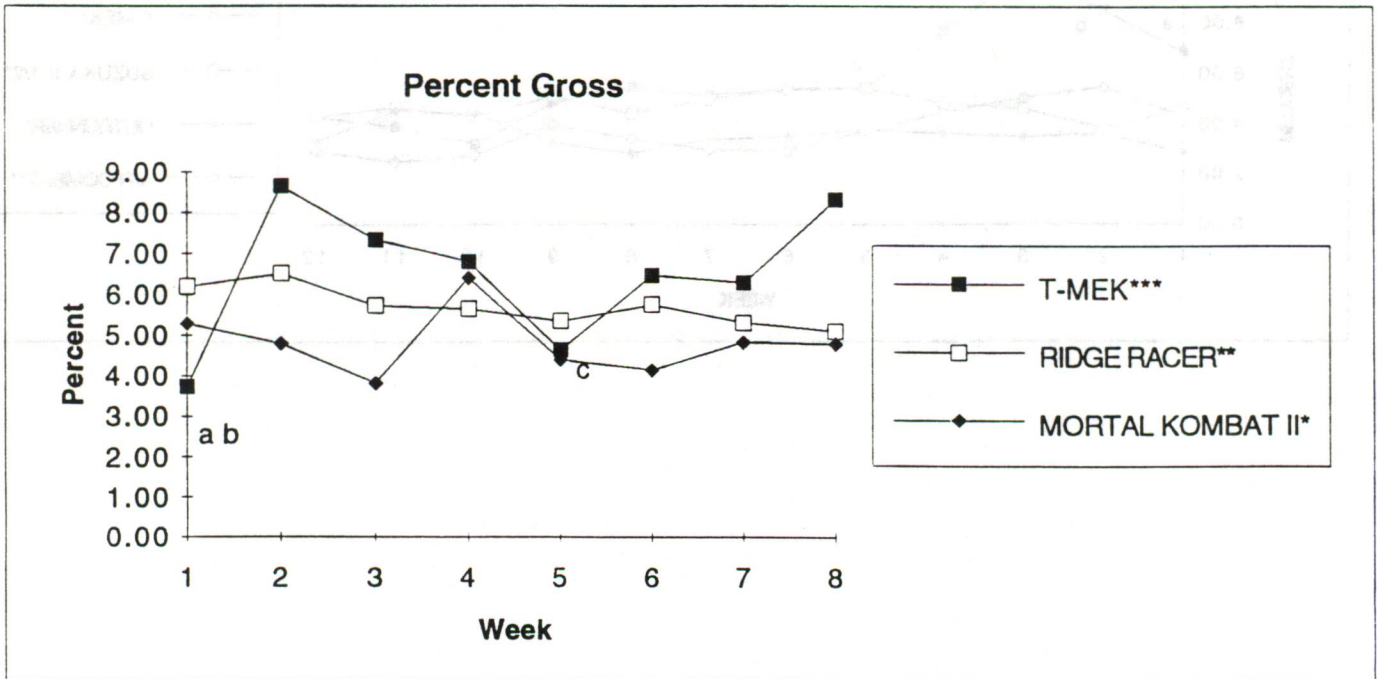
d-outearned Rev. X by \$20

**3 coins to start, 3 to continue

b-1 screen only

***3 coins to start, 2 to continue

c-5 days, CES loan



GAME: T-MEK DISTRIBUTOR SAMPLE

Location: FUN AND GAMES - WILLOWBROOK MALL, WAYNE, N.J.

Location Profile: Large mall arcade.

Rank This Week: 3

Rank Last Week: 2

Comments: After 7.5 weeks, T-MEK is #4 with the strong competition of Daytona and Revolution X.

| WEEK | 30-May | 6-Jun | 13-Jun | 20-Jun | 27-Jun | 4-Jul | 10-Jul | 17-Jul |
|-------------------------|--------|--------|--------|--------|--------|-------|--------|--------|
| T-MEK* | 656 a | 1132 | 1033 | 851 c | 1138 | 1082 | 926 | 959 |
| DAYTONA (2 seater)** | | | | | 1057 d | 2727 | 2262 | 2675 |
| FINAL LAP II (8 Player) | | | | | | 1685 | 1813 | 1713 |
| REVOLUTION X 3 Player | | 1063 b | 1444 | 1223 | 1334 | 1325 | 1074 | 978 |
| FULL COURT FRENZY | 851 | 863 | 958 | 885 | 929 | 1046 | 938 | 899 |
| SUZUKA 8 (4 PLAYER) | 741 | 676 | 874 | 765 | 968 | 955 | 946 | 895 |
| VIRTUA FIGHTING | 750 | 719 | 736 | 768 | 765 | 870 | 811 | 812 |
| VIRTUA FIGHTING | 719 | 705 | 735 | 664 | 747 | 766 | 758 | 812 |
| CYBERSLED* | 703 | 579 | 621 | 585 | | 709 | 632 | 682 |
| VIRTUA FIGHTING | 636 | 694 | | | | 744 | 729 | 681 |
| RUN & GUN | 625 | 550 | 742 | 642 | | 790 | 765 | 613 |
| DUNGEONS & DRAGONS | 891 | 751 | 686 | 573 | 675 | 635 | 569 | |
| OUTRUNNERS | | 544 | 588 | 536 | | | | |
| TOTAL | 5056 | 7732 | 7829 | 6956 | 7613 | 13334 | 12223 | 11719 |

*3 coins to start, 3 to continue

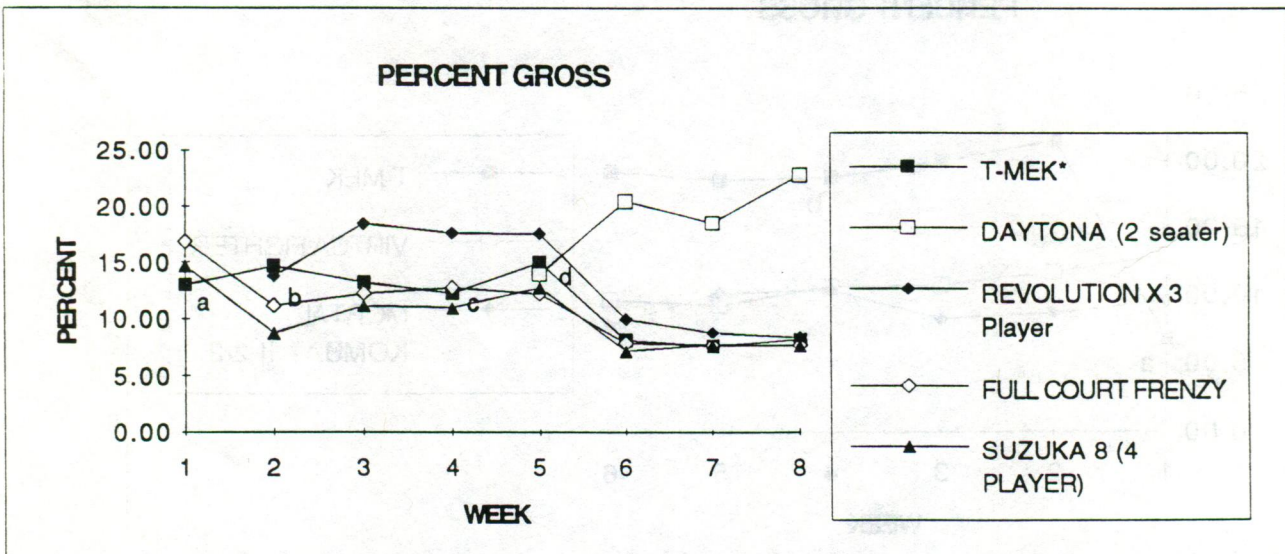
c-1 side down for 2 days with joystick failure

**\$1 per play

d-2.5 days

a-3.5 days

b-5 days



Location: Vista Ridge Mall

Location Profile: Mall theater arcade with over 25 pieces.

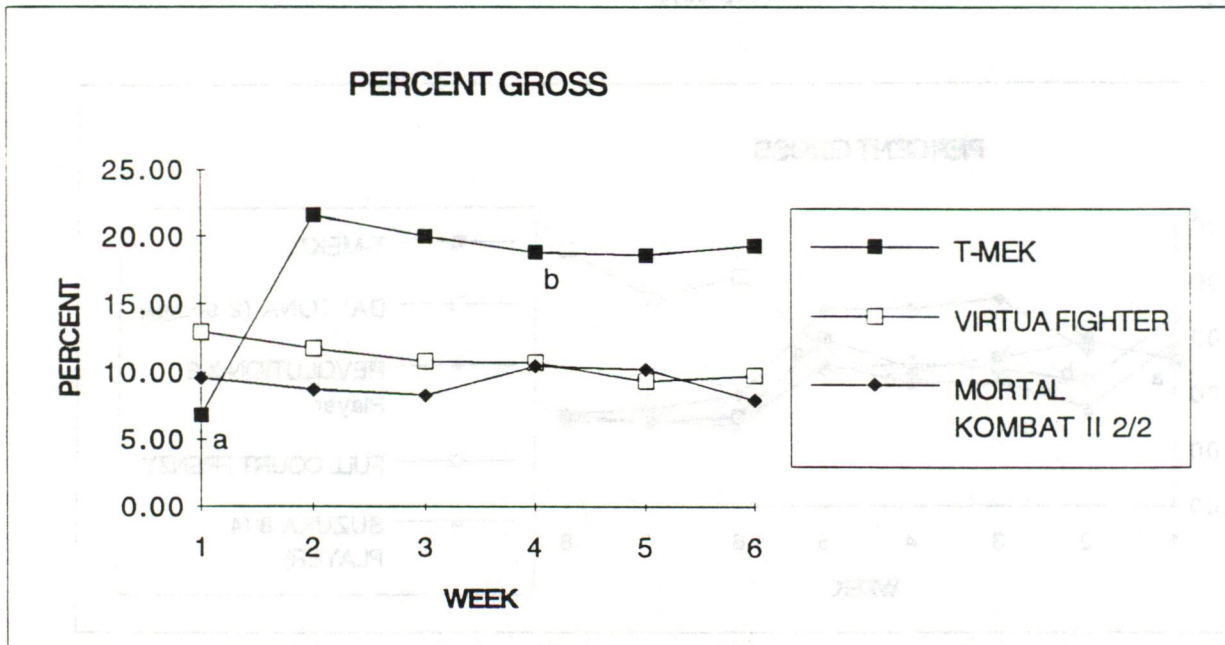
Rank This Week: 1

Comments: Excellent #1 earnings continue after 6.5 weeks.

| WEEK | 3-Jun | 10-Jun | 17-Jun | 24-Jun | 1-Jul | 8-Jul | 15-Jul |
|----------------------|-------|--------|--------|--------|-------|-------|--------|
| T-MEK | 276 a | 807 | 791 | 695 b | 717 | 787 | 695 |
| REVOLUTION X | | | | | | | 480 |
| VIRTUA FIGHTER | 523 | 438 | 428 | 395 | 360 | 397 | 362 |
| MORTAL KOMBAT II 1/2 | 387 | 325 | 329 | 386 | 394 | 323 | 353 |
| MORTAL KOMBAT II 2/2 | 316 | 301 | 290 | 301 | 263 | 254 | 253 |
| NBA JAM II | 346 | 255 | 276 | 233 | 260 | 224 | 209 |
| SUPER SF II TURBO | 257 | 206 | 220 | 198 | 174 | 212 | 188 |
| INDY JONES PIN | 192 | 123 | 91 | 127 | 144 | 180 | 150 |
| PUNISHER | 140 | 139 | 132 | 126 | 132 | 148 | 138 |
| SLUGFEST | 145 | 129 | 117 | 118 | 143 | 142 | 133 |
| TOTAL | 4048 | 3741 | 3965 | 3699 | 3854 | 4080 | 4257 |

a-2.5 week days

b-coinage setting incorrect 1 day, multiple credits were given per coin.



GAME: PRIMAL RAGE SHOWCASE 33

Location: Milpitas Golfland

Location Profile: Large arcade and mini golf center.

Rank This Week: 1

Comments: Despite joystick problems, Rage is holding very well after 8 weeks. Daytona unit is on test and beating Rage.

| WEEK | 2-Jun | 9-Jun | 16-Jun | 23-Jun | 30-Jun | 7-Jul | 14-Jul | 21-Jul |
|------------------|-------|-------|--------|--------|--------|-------|--------|--------|
| PRIMAL RAGE 33* | 747 | 778 | 646 | 695 | 750 | 615 a | 492 b | 513 |
| DAYTONA | | | | | | | | 1229 |
| VIRTUA FIGHTER* | 438 | 462 | 529 | 504 | 450 | 501 | 457 | 474 |
| MORTAL II* | 368 | 394 | 416 | 438 | 443 | 433 | 452 | 463 |
| SUP STREET FIGHT | 469 | 436 | 447 | 517 | 463 | 482 | 484 | 445 |
| MORTAL II* | 366 | 364 | 396 | 424 | 414 | 411 | 427 | 424 |
| REVOLUTION X | | | | | | | | 391 |
| ALIENS 3 | 388 | 349 | 398 | 477 | 383 | 400 | 397 | 384 |
| CYBERSLED** | 464 | 458 | 517 | 520 | 480 | 469 | 417 | 379 |
| ALIEN VS. PRED. | | | | | | 431 | 389 | 359 |
| VIRTUA RACING** | 491 | 426 | 325 | 535 | 480 | 471 | 435 | 356 |
| OUTRUNNERS** | 357 | 319 | 459 | 578 | 488 | 390 | 374 | 346 |
| AIR COMBAT*** | 290 | 287 | 274 | 317 | 291 | 295 | 333 | 239 |
| RUN N GUN | 235 | 259 | 301 | 246 | 260 | 260 | 288 | 230 |
| NBA JAM II* | 273 | 228 | 222 | 221 | 175 | 174 | | |
| TOTAL | 11433 | 11234 | 11333 | 13382 | 12573 | 12290 | 12610 | 14892 |

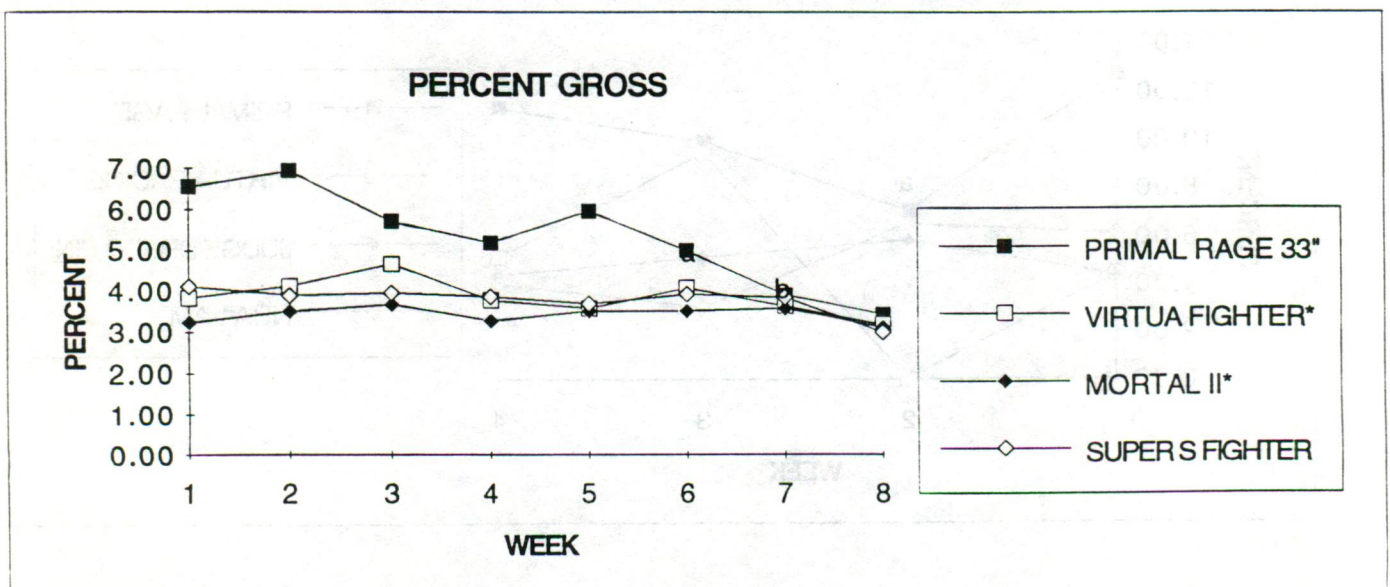
*2 coins to start, 1 to continue

a-down 1/2 day

**2 coins

b-joystick down 2 days

***3 coins to start, 2 to continue



GAME: PRIMAL RAGE - 25" FAMILY CABINET

Location: Saratoga Lanes

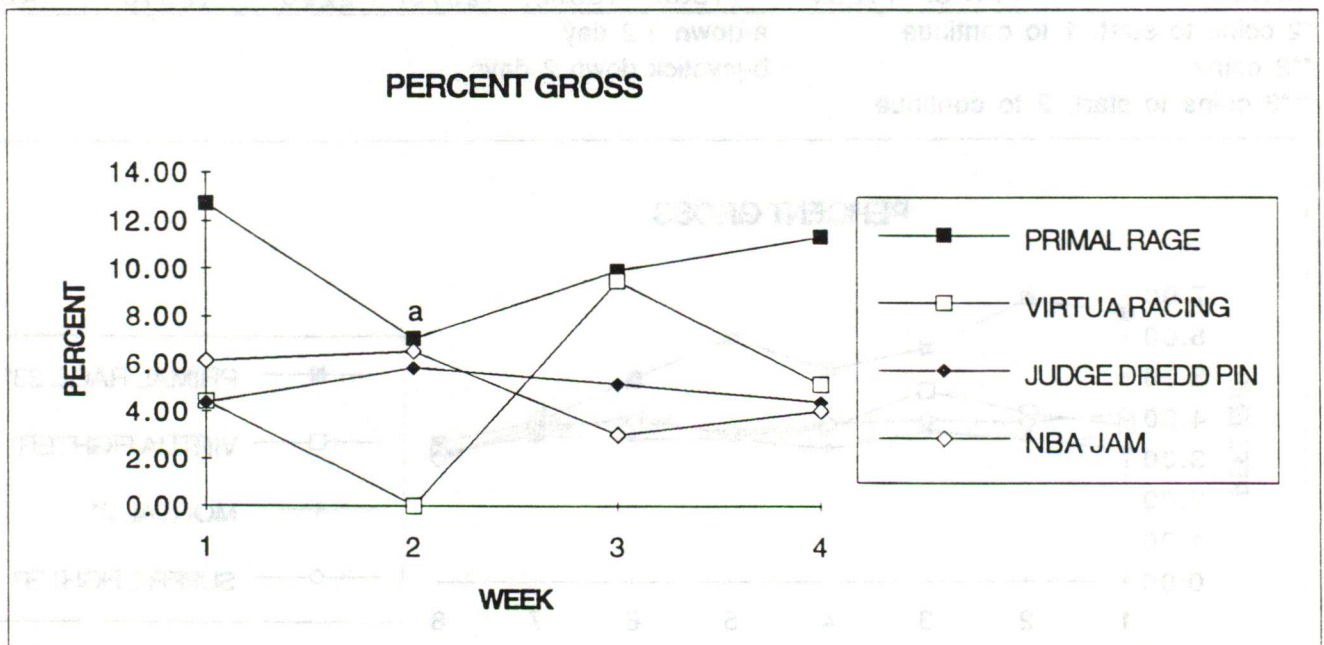
Location Profile: Bowling center game room with 4 pool tables, 6 pins and approx. 14 videos.

Rank this week: 1 Rank last week: 2

Comments: After 4 weeks, this 25" unit is #1 by 116% over the #2 video, MK II. Average game times for 1 player are at 3:00.

| WEEK | 23-Jun | 30-Jun | 7-Jul | 14-Jul |
|------------------|--------|--------|-------|--------|
| PRIMAL RAGE | 297 | 146 a | 218 | 259 |
| POOL TABLE | 187 | 158 | 163 | 195 |
| T. ZONE PIN | 159 | 126 | 133 | 124 |
| MORTAL KOMBAT II | 178 | 145 | 118 | 120 |
| VIRTUA RACING | 103 | 0 | 208 | 117 |
| LETHAL ENFORCER | 64 | 12 | 54 | 106 |
| JUDGE DREDD PIN | 102 | 121 | 113 | 100 |
| NBA JAM | 143 | 135 | 66 | 92 |
| NEO GEO | 48 | 48 | 20 | 19 |
| TOTAL | 2336 | 2074 | 2200 | 2290 |

a-down 2 days (Sunday and Monday)



GAME: PRIMAL RAGE - 25" FAMILY

Location: U.C. Berkeley

Location Profile: Large college game room with over 120 games.

Rank this week: 5

Rank last week: 2

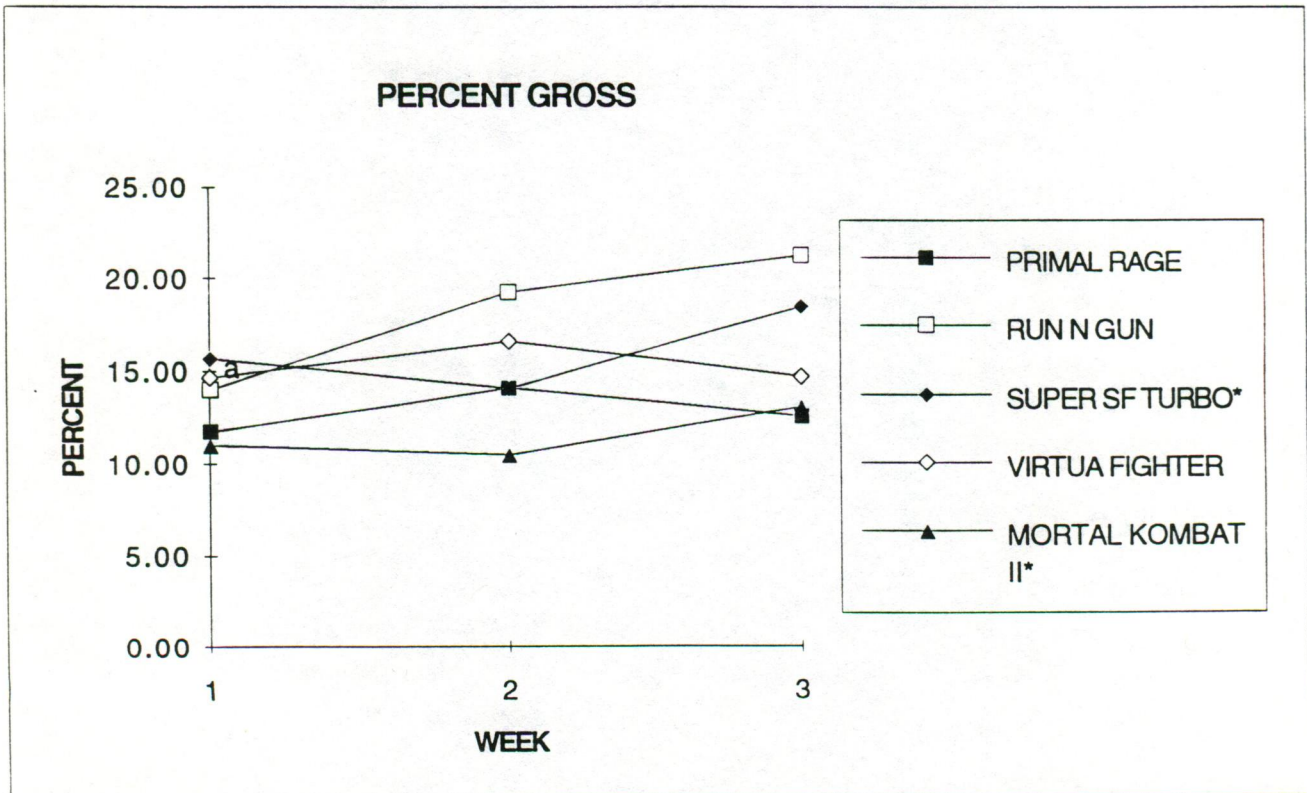
Comments: In week 3, this 25" unit is #5. Average game times are under 3:00 for 1 player. This unit will be pulled and reinstalled in a new location by 7-22.

| WEEK | 2-Jul | 9-Jul | 16-Jul | | | | |
|---------------------|-------|-------|--------|--|--|--|--|
| PRIMAL RAGE | 451 a | 480 | 388 | | | | |
| RUN N GUN | 538 | 655 | 655 | | | | |
| SUPER SF TURBO* | 602 | 478 | 569 | | | | |
| VIRTUA FIGHTER | 564 | 564 | 454 | | | | |
| MORTAL KOMBAT II* | 423 | 357 | 404 | | | | |
| NBA JAM II | 316 | 289 | 342 | | | | |
| DUNGEONS & DRAGONS* | 391 | 313 | 276 | | | | |
| MORTAL KOMBAT II* | 295 | 264 | | | | | |
| MORTAL KOMBAT II* | 265 | | | | | | |
| TOTAL | 3845 | 3400 | 3088 | | | | |

All games are 2 coins to start, 2 to continue, except where noted.

*2 coins to start, 1 to continue

a-5 days



Location: Tilt, San Mateo Fashion Island

Location Profile: Large arcade with over 120 games.

Rank This Week:

Rank Last Week:

Comments: Partial week income from this Showcase Rage looks good!

| WEEK | 4-Jul | 11-Jul | 18-Jul |
|-------------------------|-------|--------|--------|
| RAGE** | | | 348 a |
| SUZUKA 4 PLAYER* | 494 | 498 | 483 |
| VIRTUA RACING 4 PLAYER* | 501 | 588 | 385 |
| REVOLUTION X 3 PLAYER | 517 | 382 | 361 |
| ALIENS VS. PREDITOR | 311 | 368 | 344 |
| VIRTUA FIGHTER** | 393 | 352 | 302 |
| VIRTUA FIGHTER** | 291 | 345 | 278 |
| LUCKY & WILD | 225 | 254 | 272 |
| SUPER SF 8 PLAYER | 225 | 236 | 245 |
| OUTRUNNER* | 253 | 314 | 235 |
| TOP 10 TOTAL | 3210 | 3337 | 3253 |

*3 tokens

**2 tokens to start, 2 to continue

a-2.5 days



GAME: METAL MANIAX

Location: Emerald Hills Golfland

Location Profile: Large arcade/mini golf

Rank This Week: 4

Rank Last Week: N/A

Comments: After 2 weeks, Metal is the #4 game.

WEEK 7-Jul 14-Jul 21-Jul

| METAL MANIAX*** | 310 a | 410 | | | | |
|-----------------------|--------------|-------------|--|--|--|--|
| DAYTONA TWIN**** | 1179 | 1196 | | | | |
| JURASSIC PARK** | 597 | 563 | | | | |
| RIDGE RACER*** | 543 | 519 | | | | |
| REVOLUTION X** | 478 | 369 | | | | |
| ALIENS VS. PRED. 50** | 383 | 388 | | | | |
| VIRTUA RACING** | 320 | 325 | | | | |
| RUN & GUN* | 308 | 310 | | | | |
| LETHAL II* | 238 | 221 | | | | |
| TOTAL | 10037 | 9538 | | | | |

*2 coins to start, 1 to continue

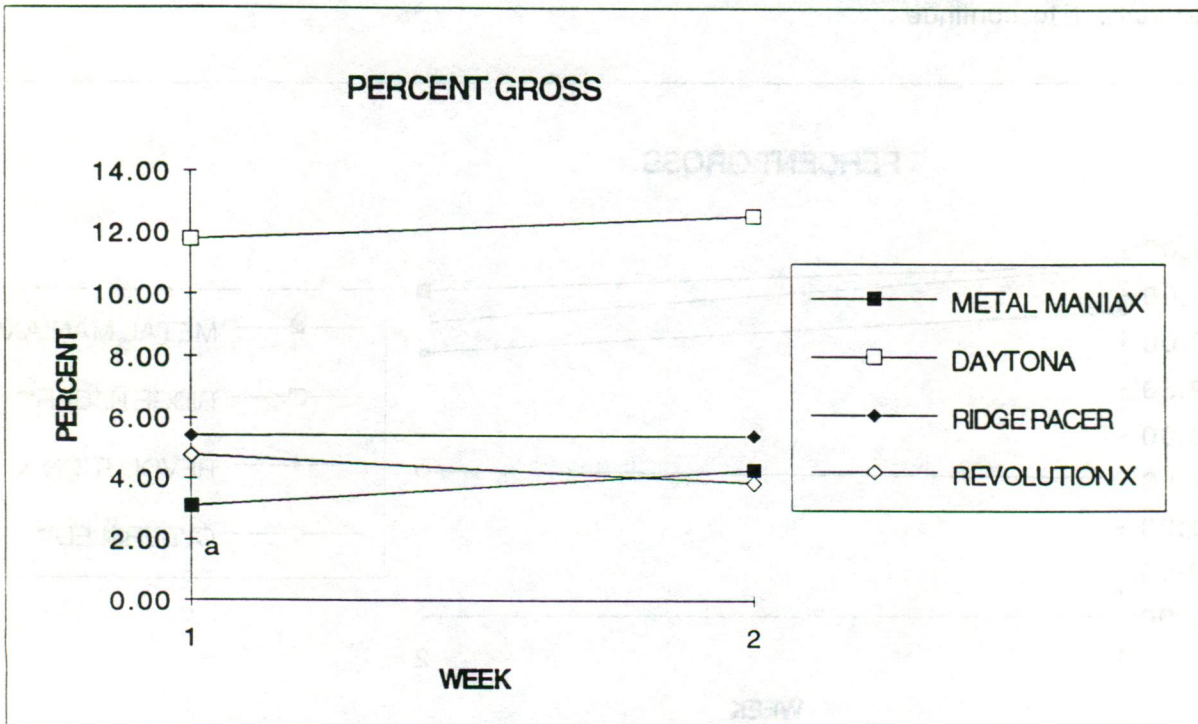
a-4.5 days

**2 coins to start, 2 to continue

b-down 1.5 days with loose connector

***3 coins to start, 2 to continue

****3 coins



Location: Playland Arcade, Pleasant Hill

Note: All games below are set on 2 coins to start, 1 to continue, except where noted.

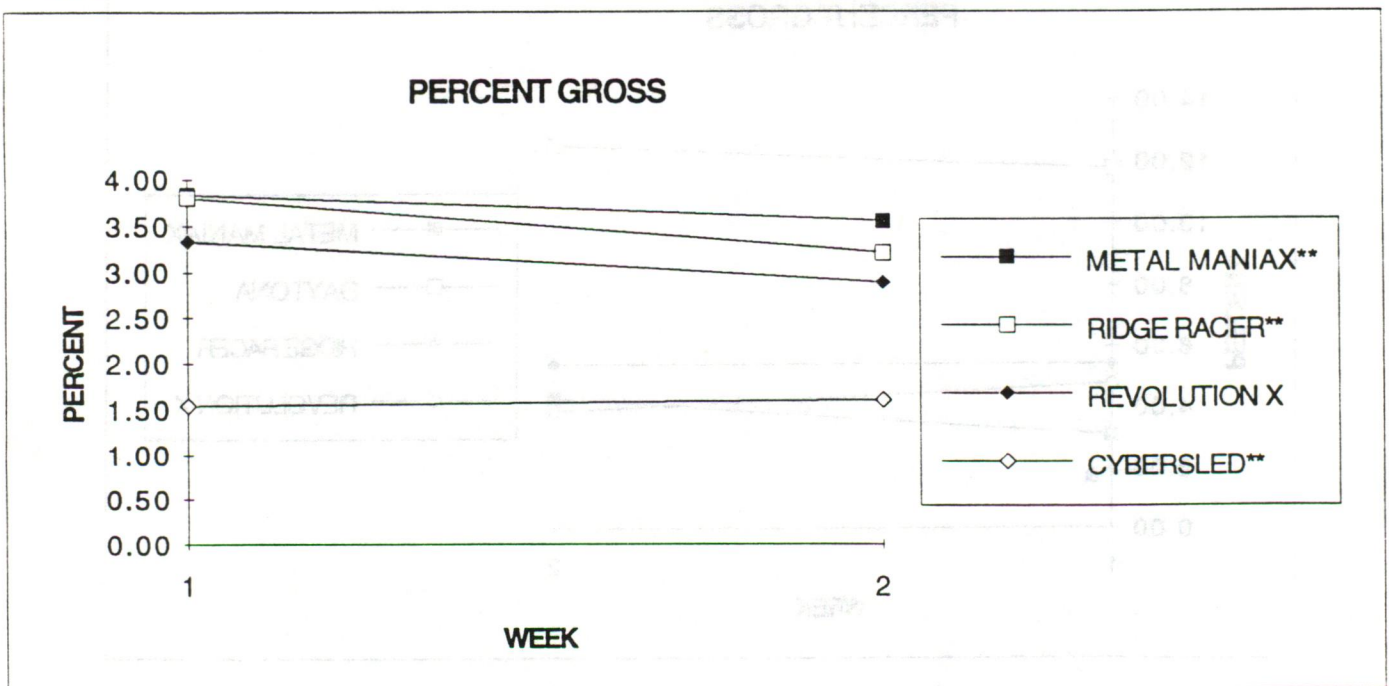
Location Profile: Large arcade which has just undergone major remodeling. It has been closed for 3 months and just re-opened on July 1.

Comments: Metal Maniax is the #1 game after 2 weeks. It is close to 35% in play with 60% continuation. This game was faced in a poor direction making it very difficult to get in on one side. It was relocated on 7-18 next to a newly installed Daytona.

| WEEK | 7-Jul | 14-Jul | | | | | | |
|--------------------|-------|--------|--|--|--|--|--|--|
| METAL MANIAX** | 350 | 415 | | | | | | |
| RIDGE RACER** | 347 | 375 | | | | | | |
| REVOLUTION X | 304 | 337 | | | | | | |
| SUPER S.F. TURBO | 347 | 310 | | | | | | |
| VIRTUA FIGHTER | 318 | 276 | | | | | | |
| RUN N GUN | 234 | 270 | | | | | | |
| ALIEN VS. PREDATOR | 253 | 264 | | | | | | |
| MORTAL KOMBAT II | 173 | 228 | | | | | | |
| OUTRUNNERS** | 177 | 220 | | | | | | |
| CYBERSLED** | 140 | 187 | | | | | | |
| VIRTUA RACING** | 169 | 178 | | | | | | |
| NBA JAM II | 121 | 156 | | | | | | |
| TOTAL | 9132 | 11690 | | | | | | |

*2 coins to start, 1 to continue

**2 coins



GAME: COPS

Location: Malibu Castle, Redwood City

Location Profile: Large family entertainment center arcade

Rank This Week: Rank Last Week:

Comments: This game was set on the wrong option settings until Monday afternoon when it was changed from 2 to start, 2 to continue to 3 to start, 2 to continue.

WEEK 3-Jul 10-Jul 17-Jul

| WEEK | 3-Jul | 10-Jul | 17-Jul | | | | |
|------------------|-------|--------|--------|--|--|--|--|
| COPS**** | | | 257 a | | | | |
| SUZUKA*** | 649 | 747 | 723 | | | | |
| SUZUKA*** | 638 | 722 | 707 | | | | |
| VIRTUA RACING*** | 594 | 615 | 690 | | | | |
| REVOLUTION X** | 207 | 498 | 431 | | | | |
| VIR FIGHTING** | 375 | 436 | 451 | | | | |
| ROAD RIOT*** | 683 | 383 | 453 | | | | |
| CYBERSLED*** | 433 | 382 | 487 | | | | |
| X-MEN | 381 | 348 | 447 | | | | |
| LETHAL ENFORCER | 400 | 336 | 419 | | | | |
| NBA JAM | 287 | 286 | 281 | | | | |
| M KOMBAT II** | 263 | 280 | 260 | | | | |
| M KOMBAT II** | 255 | 276 | 228 | | | | |
| TITLE FIGHT | 290 | 268 | 316 | | | | |
| TOTAL* | 5455 | 5577 | 6150 | | | | |

*Based on top videos only
 **2 coins to start, 2 to continue
 ***3 coins to start, 3 to continue
 ****3 coins to start, 2 to continue
 a-3 days, game installed morning of 7-15

GAME: REVENGE RALLY

Location: Game Zone

Location Profile: Arcade with mini golf, go-carts and 80+ games (32 video and 45 redemption)

Rank This Week: Rank Last Week:

Comments:

| <u>WEEK</u> | <u>3-Jul</u> | <u>10-Jul</u> | <u>17-Jul</u> | | | |
|----------------------|--------------|---------------|---------------|--|--|--|
| REVENGE RALLY UR | | | 23 a | | | |
| VIRTUA FIGHTER | 374 | 322 | 377 | | | |
| VIRTUA RACING 1/2 | 371 | 399 | 419 | | | |
| SUZUKA 8 2/2 | 333 | 346 | 344 | | | |
| VIRTUA RACING 2/2 | 311 | 289 | 319 | | | |
| MORTAL KOMBAT II 1/2 | 259 | 248 | 247 | | | |
| NBA JAM II | 247 | 244 | 227 | | | |
| LUCKY & WILD* | 219 | 169 | 259 | | | |
| DUNGEONS & DRAGONS | 213 | 136 | 173 | | | |
| LETHAL ENFORCERS II | 209 | 161 | 226 | | | |
| SUZUKA 8 1/2 | 172 | 238 | 308 | | | |
| DRUG WARS | 149 | 106 | 117 | | | |
| TOTAL | 4781 | 4567 | 4683 | | | |

All games are 2 coins to start, 2 to continue unless noted.

*2 coins to start, 1 to continue

**3 coins to start, 2 to continue

a-3 days, installed 7-15 a.m.