

## SNK Corp. of America: Full Speed With the NEO-GEO System

**CURRENTLY GOING FULL SPEED** with its NEO-GEO System, SNK Corporation of Osaka, Japan came into being in 1973. Over the past 17 years, it has developed into one of Japan's leading manufacturing companies. SNK has also gained an impressive foothold in the American market via the licensing of products to other companies such as Tradewest (*Ikari Warriors* and *Victory Road*), Romstar and others. With this kind of impact and market penetration, the next step would have to be the establishment of a U.S. facility.

Thus, SNK Corporation of America was born in November of 1986. Paul Jacobs, a distinguished veteran of the coin-op industry, serves as its president. Under his leadership, SNK Corporation of America has prospered. In the process, it has generated an even greater demand and awareness of the SNK product line in the U.S. marketplace.

The parent company in Osaka has expanded its operation considerably, both in terms of space and capabilities, with particular emphasis on research and development. Right now there are about 120 full-time engineers on the staff. The company also employs two design groups in Tokyo (plus a sales office) along with their 12 design groups in Osaka. At present, their American wing is experiencing growing pains. SNK Corporation of America is scouting around for larger facilities in Sunnyvale, California.

This past March, SNK's NEO GEO Multi-Video System was introduced to the U.S. trade at the ACME '90 convention. It went into domestic shipment in May.

"In order to provide U.S. operators with a healthy head start, SNK is offering their first four game releases—*NAM-1975*, *Baseball Stars Professional*, *Top Player's Golf* and *Magician Lord*—at no charge with the purchase of every NEO-GEO MVS," stated John Barone, vice president of the coin-op division at SNK Corporation of America.

"In addition to the four games already released, eight new titles will be released by the time the AMOA convention opens in New Orleans. Three of the eight titles—*Riding Hero*, *Cyberlip* and *Ninja Combat*—will be released in July," he continued. "By May of 1991, a minimum of 20 totally new video games will be available exclusively for NEO-GEO."

The NEO-GEO Multi-Video System comes in two attractive cabinet sizes, the MVS-6 (25" monitor with the capacity to feature up to six games) and the MVS-4 (19" or 25" monitor with the capacity to feature up to four games).

Barone went on to note that "SNK has entered into agreements with a number of video-game developers



**SNK's NEO-GEO MVS-4 Cabinet, with 19" or 25" monitor and the capacity to feature up to four games.**

who will develop games exclusively for NEO-GEO," adding that, "this translates into a great deal more games on the way."

He also wanted to clarify the fact that the company is not out for quantity. "SNK Corporation will only bring to market what we feel is top-quality fun for the U.S. player. Based on the income reports from around the U.S., the players are obviously having a lot of fun, and that's what it's all about."

Barone also stressed that, "Along with all this entertainment fun, SNK has spent a great deal of hard labor incorporating operator features into NEO-GEO that will make their lives not only more profitable, but a great deal easier. Converting a game on NEO-GEO takes the operator only a few minutes, as every game is on a ROM cartridge that simply plugs into the main PC board. It's as easy as changing a tape on your VCR."

Built into the hardware and software are features that will provide operators with game times, earnings, dipswitch settings, etc. The bookkeeping aspect has the capability to store up to one year's cabinet statistics. The front of the cabinet allows for accessibility to nearly every major function of a video game, and the front-corner brackets reinforce the cabinet for long-term durability. "SNK Corporation has incorporated two very well-thought-out player features," Barone explained. "The headphone jacks provide the player with the full-quality sound even if the operator has reduced the main volume in the location. The memory-card feature enables the player to save and store his game play. The player can then insert the card into any NEO-GEO cabinet and start playing the game from the point he left off."

The SNK Corporation coin-op division, under the direction of president Paul C. Jacobs, consists of John Barone, vice president; Tracy Tate, western sales manager; and Rachel Davies, eastern sales manager. The members of the support group include Susan Jarocki, marketing administrator; Neal Zook, director of operations; Tommy Lynn, service manager; and Tony Archuleta, service technician.

## Anthony P. "Tony" Yula: "Man of the Year"

**WE ALL KNOW HIM** as "Tony," a driving force at Mondial Distributing, Inc. in Springfield, New Jersey, who rose up the ranks to become the firm's senior vice president. During the company's recent (May 4-6) state convention and trade show in Atlantic City, the Northeast Regional Amusement Association singled him out for their "Man of the Year" tribute. This organization, by the way, is composed of the New York State Coin Machine Association, Amusement & Music Operators Association of New Jersey, and Amusement & Music Operators Association of New York, which adds further importance to this honor.

Tony Yula was born in New York City, grew up in the Bronx and is a product of the New York City school system. Following his graduation from high school, he joined the service during World War II and went to sea as a U.S. Merchant Marine. Upon receiving his honorable discharge in 1945, he spent more than two decades working on Wall Street while attending college at night. What was to become his long

association with Mondial International Corporation began at this period of his life, and the rest is history. He worked hard and contributed immeasurably to the company and to the industry, striving along the way to exert every effort towards the transformation of the negative image of the industry that had

existed. As was stated when he received his award, his "attention to detail and integrity have helped to expand the industry."

Right now at Mondial Distributing, there are two Yulas at the helm: Tony Sr. and his son, Anthony "Tony" Jr., who is executive vice president, which makes for a perfect father/son team. Tony Sr. takes a great deal of pride in his son's ac-



complishments and contributions to their team relationship and to the success of the company. Then there's the family unit to which he is dedicated. This includes his wife, Adeline, and his grandchild, Jaclyn, along with his son and daughter-in-law. During the summer months, the Yulas spend time at the Jersey shore and, when not there, Tony loves to work in his garden.

### INDUSTRY CALENDAR 1990

**July 19-21: Billiard Congress of America international trade exposition; Commonwealth Convention Center; Louisville, KY. For info, contact Frank C. Zdy at (619) 278-3877.**

**July 20-21: Pennsylvania Amusement and Music Machine Association; Sheraton Lancaster Resort; Lancaster, PA; state convention and trade show.**

**August 15-18: National Automatic Merchandising Association (NAMA) Education Conference; Ambassador West Hotel; Chicago, IL. For info, contact Richard M. Geerdes at (312) 346-0370.**

**August 16-18: Amusement and Music Operators of Virginia; Cavalier Hotel; Virginia Beach, VA; annual state convention and trade show.**

**August 16-18: Wyoming Candy, Tobacco and Coin Vendors Association; Holiday Inn; Cody, WY; state convention and trade show.**

**August 17-19: Amusement Music Operators of Tennessee; Stouffer Nashville Hotel/Nashville Convention Center; Nashville, TN; annual state convention and trade show. For info, contact Jan Green at (901) 521-1234.**

**September 13-15: Michigan Coin Machine Operators Association; Clarion Hotel; Lansing, MI; state convention and trade show.**

**October 11-14: NAMA (National Automatic Merchandising Association); Orange Convention Center; Orlando, FL; 1990 annual national convention.**

**October 16-18: Amusement and Music Operators of Virginia, Inc.; Cavalier Hotel; Virginia Beach, VA; 32nd annual state convention and trade show. For info, contact Charles Rowland at (804) 262-9283.**

**October 25-27: AMOA Expo '90; (Amusement and Music Operators Association); New Orleans Convention Center; New Orleans, LA; international convention and trade show.**