

Before we begin, we need to look at a short history of what is now currently known as Sega Enterprises, Ltd. using a timeline of events to illustrate their history.

In 1930, president of the Greenpoint Motor Car Corporation Irving Bromberg branched out from motor cars and made vending machines, forming the Irving Bromberg Company. The company would go on to have branches in Brooklyn, New York City, New Jersey, Boston, and Washington, D.C. in the United States.

A few years later in 1934, Irving Bromberg formed a new business known as Standard Games Company in Los Angeles. We have little information regarding what was sold and manufactured by the company, but it eventually disappeared after the war.

With his son, Martin Bromberg (Martin Bromley from 1947 onwards), and his son's friend, James Humpert, they founded Service Games of Hawaii. Unlike Standard Games, which marketed towards the civil side of life, Service Games marketed to the army.

# *Service Games*

In mid-February of 1952, an agreement was made with Richard Stewart where distribution would begin in the Asian country of Japan. The Hawaii branch would supply the machines with a 10 percent commission on gross sales. This led to the founding of Service Games of Japan.

Before we continue, we're going to focus on the Japan branch of the Service Games Company from now on.

After manufacturing many slot machines and amusement machines, Service Games was liquidated in May of 1960. Two companies were given assets, one being Japan Entertainment Trading Inc., a distribution company that traded as Uta Matic Inc., and Japan Machine Manufacturing Inc., a manufacturing company that traded as Sega, Inc.

# SEGA

Four years later, in June 1964, Japan Machine Manufacturing Inc. was acquired by Japan Entertainment Trading Inc. The company kept the name, but the trading name was transferred from Japan Machine Manufacturing Inc.

In mid-July 1965, Japan Machine Manufacturing Inc. would merge with David Rosen's company, Rosen Enterprises, and create Sega Enterprises, Ltd. The enterprise would be bought by Gulf and Western. A parent company would be formed in 1974, called Sega Enterprises, Inc.

# SEGA®

What follows now will be exhibits that the SEGA enterprise has been at.

## The Amusement Trades Exhibition of 1960

Held at Royal Horticultural Hall in London, United Kingdom from February 2<sup>nd</sup> to 4<sup>th</sup>.

SEGA was on display with their Diamond series, though they only appeared at the Phonographic Equipment stand.



The Amusement Trades Exhibition of 1961

Held at Royal Horticultural Hall in London, United Kingdom from January to February.

SEGA had a light-up fruit machine on display this time.

The Amusement Trades Exhibition of 1962

Held at Royal Horticultural Hall in London, United Kingdom from January to February.

SEGA was proud to show off more machines than usual this year. They showed off the Diamond Star, the Bonanza Star, the 777 Sega, and the Copper Sega.

The Amusement Trades Exhibition of 1963

Held at Royal Horticultural Hall in London, United Kingdom from January 29<sup>th</sup> to 31<sup>st</sup>.

SEGA's machines this year were not all that different to last year's, though they replaced their 777 Sega machine with both the 7-7-7 21 Bell and the Mad Money.

The Amusement Trades Exhibition of 1965

Held at Royal Horticultural Hall in London, United Kingdom from January 26<sup>th</sup> to 28<sup>th</sup>.

SEGA was here this year, but were at the Ruffler & Walker booth with the Sega Royal machine.

The Amusement Trades Exhibition of 1966

Held at Alexandra Palace in London, United Kingdom from November 28<sup>th</sup> to December 1<sup>st</sup>.

This year, SEGA showed off their new Ascot and Periscope machines.



The Music Operators of America Show of 1967

Held at Congress Plaza Hotel, Chicago, Illinois, United States from October 27<sup>th</sup> to 29<sup>th</sup>.

SEGA were keen to show off their new machine, Basketball. They were so keen, they had booths number 20 and 21, but are also the first Japanese company that has exhibited there.

The Music Operators of America Show of 1968

Held at Sherman House Hotel, Chicago, Illinois, United States from October 11<sup>th</sup> to 13<sup>th</sup>.

SEGA were back as usual to present two new machines, Helicopter, and MotoPolo. They were also presenting a machine we saw back two years ago, Periscope in particular.

The Music Operators of America Show of 1969

Held at Sherman House Hotel, Chicago, Illinois, United States from September 5<sup>th</sup> to 7<sup>th</sup>.

Here again with SEGA, they're showing two new machines, namely Missile, and Grand Prix.

## The Amusement Machine Show of 1969

Held at Osaka Municipal Exhibition Hall, Osaka, Japan from September 18<sup>th</sup> to 21<sup>st</sup>.

Here in Japan, SEGA are showcasing Derby Day, Grand Prix, Gun Fighter electronic machines. Alongside those, they presented a Rock Ola 440 jukebox, as well as a Williams import known as Paddock.

The Music Operators of America Show of 1975

Held at Conrad Hilton, Chicago, Illinois, United States from October 17<sup>th</sup> to 19<sup>th</sup>.

After a while, SEGA are presenting once again with one brand new machine, the Bullet Mark.

The Amusement Machine Show of 1978

Held at Japan in 1978.

Another Williams import was shown off this time, known as Lucky Seven.



The Music Operators of America Show of 1979

Held at Conrad Hilton, Chicago, Illinois, United States from November 9<sup>th</sup> to 11<sup>th</sup>.

SEGA is back with more to show, including a racing machine called Monaco GP!

The Amusement Machine Show of 1979

Held at Japan in 1979.

Back in Japan again, SEGA is showcasing Monaco GP.





## The Music Operators of America Show of 1980

Held at Conrad Hilton, Chicago, Illinois, United States from October 31<sup>st</sup> to November 2<sup>nd</sup>.

Again, we're here, and again, we have a new SEGA machine to mention. It's called Space Tactics.



## The Music Operators of America Show of 1981

Held at Conrad Hilton, Chicago, Illinois, United States from October 29<sup>th</sup> to 31<sup>st</sup>.

Here we are, the 1981 show. SEGA (alongside Gremlin) are showcasing four machines. There is Eliminator, Frogger, Tactician, and Turbo.



The Amusement Machine Show of 1982

Held at Japan in September.

Back here again, SEGA are showcasing their new machine, Astron Belt.

The Music Operators of America Show of 1982

Held at Chicago, Illinois, United States from November 18<sup>th</sup> to 20<sup>th</sup>.

Here, the innovations of the SEGA company continue with Astron Belt, Buck Rogers: Planet of Zoom, Monster Base, Super Zaxxon, and Tac/Scan.

The Amusement Machine Show of 1983

Held at Japan in 1983.

Once again, over in the home territory of SEGA, being the Japanese market, they're showcasing two machines. They are called StarBlazer and Up'n Down.