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## Nintendo Of America Markets New Radar Scope, Opens New Facilities

NEW YORK CITY — The first product to be marketed directly in the United States and Canada by Nintendo of America's newly established New York headquarters is Radar Scope.

The new coin-op electronic video game, according to the firm, "is engineered to give the operator considerable flexibility of operation. It is available in three designs: cockpit, up-right and cocktail table models. It has a Sanyo full-color monitor that produces outstanding visual images, plus dynamic sound effects to enhance the action on the screen."

Nintendo explained that the game's "cosmic space adventure offers one or two players the opportunity to control an exciting fight between the spaceships and the enemy fleets of UFO's that appear from the ends of the cosmos in a bright, dramatic image on the radar screen. Enemy spaceships and space mines attack from the darkest corners of outer space. Racing at cosmic speeds, their mission is to destroy the player's spaceship. The player defends his spaceship with rapid fire laser shots from his vehicle. When a given number of points is attained, the player will earn an extra spaceship to extend his amount of playing times.

"The five highest scores achieved are stored and continuously displayed on the radar screen next to the player's name," Nintendo officials noted. "This option allows the high scoring player to insert his or her own name, up to 12 characters, into the machine.

### OPERATOR FLEXIBILITY

"The Radar Scope," the firm went on, "provides the operator with flexibility of control not found in many similar machines. Depending upon the skill of the players, the operator can control the degree of difficulty of the game. Adjustable coinage from 25-cents to \$1.25 can be set to determine the individual cost per play. Up to four games may be played in succession. The operator can select to award the extra spaceship at one of four different point levels: 7,000, 10,000, 15,000 or 20,000. The number of initial spaceships that can be set for each game is also adjustable at three, four, five or six."

The firm recently opened its new United States offices at 1107 Broadway, Suite 1420 here. The new space is designed to serve as corporate head-

quarters, and operate as the primary distribution outlet for the firm's electronic video games sold in the United States and Canada. A showroom for demonstrating the game's is also incorporated into the facility.

Nintendo has been manufacturing video games in Japan since 1975. Company president Minoru Arakawa stated that "we feel the timing is right to establish offices in the United States. Our product has been well-received, and incoming orders are at a high level. We believe that we can better serve our customers in the United States and Canada with a closer proximity. Increased product availability and highly responsive service capability will be two immediate benefits. This is only our first step. By the middle of 1981, we hope to have offices and complete distribution/service centers on both East and West Coasts. It's all very exciting to anticipate."

### NEW APPOINTMENTS

In a related announcement, the firm reported the appointment of Alan D. Stone and Ronald J. Judy as marketing managers for the firm. The announcement was made by Nintendo president, Minoru Arakawa.

Stone and Judy will be in charge of the marketing and distributing opera-

tions for the company's line of games sold in the United States and Canada. Prior to joining Nintendo, they were representing the firm's products through a company called Far East Video, Inc. in Washington.

Arakawa observed that "due to the favorable response to our products in the United States over the past 18 months, and a high number of incoming orders, we have established local offices and staff to provide fast, efficient and closer communications between our company and our customers, so as to be able to serve their needs directly."

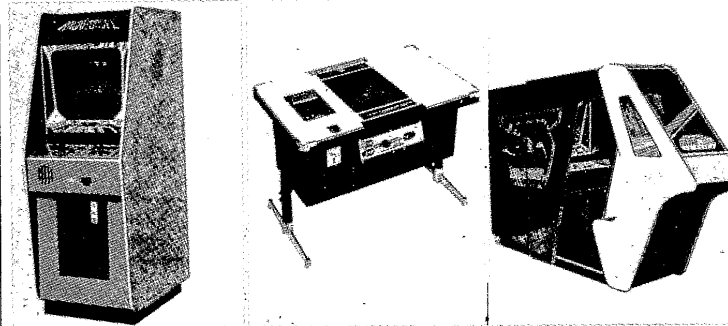
### PRODUCT DISTRIBUTION

Judy stated that "Nintendo will soon be distributing products from distribution facilities on both the East and West Coasts. We now have a parts and service center on the East Coast to serve the entire U.S. and a west coast office is being planned for the near future."

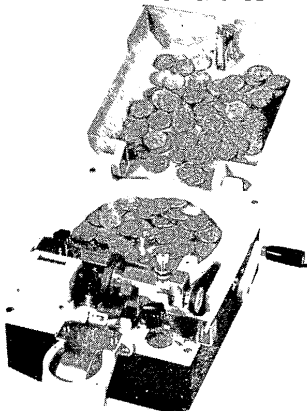
The firm's games are being sold through a network of distributors around the country. Nintendo has been a manufacturer of amusement and gaming devices in Japan and around the world for over 90 years.



NINTENDO NEWS: Above, Nintendo president Minoru Arakawa (left) welcomes Ronald Judy to the staff of the firm. Judy was recently appointed marketing manager and will be based at the firm's new New York facilities (where the photograph was taken). Below are the three versions of the company's new Radar Scope game in (from left) upright, cocktail table and cockpit configurations.



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FRANK FOGELMAN

## Gremlin, Sega Appoint Several New Executives

LOS ANGELES, Calif. — Duane M. Blough, chairman and president of Sega Enterprises, Inc., has announced several new executive appointments at Gremlin Industries (San Diego, Calif.) and Sega subsidiary.

H. Frank Fogelman, one of Gremlin's founders, has been appointed to the post of vice-chairman of Gremlin. He has been president of Gremlin since it was founded in 1970 and as vice-chairman he will be responsible for immediate and long range planning, corporate and product development, as well as having responsibilities for marketing, advertising and public relations.

Joining Gremlin as its new president is Duane M. Blough. He has been president of Sega since 1975 as executive vice-president and general manager of the Sega Enterprises, Ltd. subsidiary in Tokyo, Japan. As president of Gremlin, he will be the company's chief operating officer.

### KEY POSITIONS

In other announcements, Rosen named several new executives at Sega. Ernest Schrenzel has been named executive vice-president of Sega Enterprises, Ltd., Tokyo, Japan. He will be responsible for manufacturing, finance and administration at Sega Enterprises, Ltd., where he joins H. Nakayama, executive vice-president with responsibilities for research and development, sales and marketing.

"We are very pleased to have a man of Schrenzel's background and experience join the Sega organization," Rosen observed.

Schrenzel had formerly been vice-president of Rockwell International Corp. in Harrisburg, Penna. and has held numerous management positions with other electronics manufacturers in both the United States and Japan.

Joseph J. Kally has been appointed director of U.S. Retail Operations and will be responsible for the company's Sega Centers Division which operates "Sega Center" family amusement centers and "P.J. Pizzazz", a family recreation center and pizza restaurant in California.

### SEGA EXECUTIVES

Rosen noted that "we are very fortunate in having a man of Kally's background for this new key position." Kally joins the firm having been in the service industry for more than 20 years.

Robert F. Kupec has been elected vice-president—legal and general affairs. He joined Sega in September 1977 and had been legal affairs manager. In his new post, he will be responsible for all legal matters, employee relations, insurance and other general administrative matters.