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**Global VR Team Flexes
New Product Muscles
at the AMOA & IAAPA**

Inside: Expo Fotoblitz!

on the **cover**

PHOENIX RISING – Global VR, the video game company known for bringing top grade, licensed home titles to coin-op, is set to take off, after a couple of tough years, with a whole new line-up of games including their new video *Aliens Resurrection*. Their team includes CEO Jim DeRose (left) as well as (clockwise): Jeff Shotwell, Ken Bayer, Caryn Mical, John Ray, Wes Harris, John Hill, Debbie Minardi, Fred Abadi, Rob White, Jay Yuan, Elaine Shirley, Brian Matthews, Mike Kruse, Bob Giavonnettone and Mehdi Eghbal.

Coming Back Strong

Game Maker Global VR is Embarking on its Second Act as a Top Coin-op Factory



The release of **Madden 2** headlined Global VR's AMOA Expo exhibit.

The future looks pretty bright these days at San Jose-based videogame maker Global VR, the firm known for bringing quality home content to coin-op.

They've got loads of new product both currently available and in the development pipeline and a solid, strategic plan to grow the company both through increased market share and diversification.

It's a far cry from where they stood just over a year ago, still reeling from the failure of their initial release of *Madden* football for coin-op and a series of missteps by former top executives.

The credit for this dramatic turnaround, by all accounts, goes to a decision by the company's board to bring in a new top executive, GVR chairman and CEO Jim DeRose.

"When I came on board, this company was like a plane headed straight into the ground," conceded DeRose to a crowd of operators at this fall's AMOA Expo in Las Vegas.

Company leaders like DeRose can relate frankly to outsiders with some level of comfort today because the skies are a lot smoother for the game maker, thanks in no small part to wide-ranging changes put in place by the top executive and his re-energized team of staffers.



CEO Jim DeRose

At this fall's AMOA show, Global VR made its reinvigorated presence known with an impressive booth and an even more impressive line-up of new and updated product, including an all-new version of their ill-fated *EA Sports Madden* football coin-op video, the latest Team Challenge course and

Global VR offers a **full line of videos** including their own driver *Underground* and the *Tsumo* motion simulator, which came along with the impending Tsunami acquisition.





Behind the scenes: this trio is part of the driving force in game development (from left): **Mike Kruse, Fed Abadi** and **Jeff Shotwell**.

game feature update for their popular *EA Sports PGA Golf* and the AMOA Innovator Award winning debut of their unique video flipper *UltraPin*, which features the electronic simulation of dozens of classic flippers, all in one cabinet.

The decision to release *Madden Season 2* has been controversial, but DeRose is confident that it will be well received in its new form. "This is not the same game," he said. "We've brought it back the way it should have been launched originally. There is a demonstrable difference when you play the game."

GVR also took the game on tour earlier this year re-introducing the video to operators in 10 major metropolitan markets around the country. "It's given us a chance to answer a lot of questions," noted DeRose. "People are seeing the change in the game and buying the kit."

The new *Madden Season 2* game is more approachable to the casual



Global VR executive VP **Ken Bayer** is seen here showing off his stuff on *Aliens* with Tsunami founder **Jay Yuan**, who will join the Global VR team.



The corporate execs: that's Global VR's top business minds, VP of finance **Bobby Giovannettone** and VP of business development **Debbie Minardi**.

player sitting in a location. There is enhanced fast action, more touchdowns, simple and basic instructions, less screen clutter, a simplified control panel and a game engine that gives even the most novice first-time player a chance at getting the play right the first time they give it a try.

Madden 2's reprogrammed artificial intelligence makes sure the player's character keeps on moving in the right direction, even if they look down from the screen or take their hand off the proper control for a brief second. Throwing and catching are much easier now, and many of the more complex features are blocked off in the Rookie play mode. The game's Training mode



Ultrapiin Takes Top Honors at AMOA 2006

Global VR's new video pinball game *UltraPin* was one of three product tapped by AMOA as part of their September Expo Innovator Awards program. Operator judges chose the winners for their contributions to industry innovation.

"It is truly an honor to have been selected as a winner of the Innovator Award," said

Global VR CEO and president Jim DeRose. "Equally important is that we are a part of an industry that recognizes such outstanding achievements. Global VR has worked very hard to provide our distributor and operator communities with quality products that present new revenue and profit opportunities and a brand new gaming experience for players. We are quite certain that *UltraPin* will deliver both!"

The *UltraPin* video pinball game electronically replicates

original pinball game action. Game tables from the top names in the industry such as *Attack from Mars*, *F-14 Tomcat*, *Medieval Madness*, *Sorcerer*, *Strikes and Spares* and *Xenon* are all a part of the product offering.

Each game is completely authentic in game play and in pinball movement. Patent pending technology simulates the precise movement of the pinball when hit by the flippers, when it comes in contact with wood, metal or other play table parts, or when it is bumped or nudged by a player.

"We have been able to develop a product that plays like an original pinball game but with one big advantage — it has no moving parts," added *UltraPin* game producer Brian Matthews. "It's a dream for any operator who has pinball games in his/her locations." Matthews continued, "Everyone knows that service is generally a major concern for pinball operators, but we are pleased to say that those issues are non-existent with *UltraPin*. This is one instance where if you think it's too good to be true — it's not. You only have to see it to believe it."



Game producer **Ryan Ramirez** and Global Plus Online Service managing director **Wes Harris** are proud to show off the new version of EA Sports PGA Tour Golf Team Challenge.

has also been redesigned making it more fun and more rewarding for new players, as well as existing tournament competitors. All of this hopefully adds up to a video kit that will find favor with casual NFL fans in route stops and gamerooms.

"We are going to err on the side of fun," said DeRose, noting that the first arcade version of the game was too faithful to the home software and thus too difficult for most coin-op settings. "This new game defaults into a very easy mode."

A New Approach

Madden's new play dynamic is the result of a new way of developing and bringing games to market at Global VR, declared DeRose in a one-on-one interview with *RePlay*.

"When I arrived, we had almost nothing in the pipeline," furthered the former film and home game executive who was tapped by Global VR investors to save the company from near ruin. "It takes 18 months to get a solid, tested, reliable product to market, and that's what we have done to avoid another problem like we had with the first *Madden* or *Ultracade* had with *Breeder's Cup*."

During his brief tenure at GVR, DeRose has seen the infusion of new product through the acquisition of first *Ultracade* and now *Tsunami*, as well as the re-tooling of *Madden* and the creation of *Aliens Extermination*, a classic upright shooter based on the popular movie franchise of the same name. The game is housed in an impressive two-player cabinet that was turning heads and winning advocates easily at AMOA Expo.

Internally, DeRose has also spearheaded a complete restructuring of the product development process, instituting crucial milestones to serve as

checks and balances against the possibility of misguided focus. Former Atarian John Ray, who was already on board as part of the creative team, has now been put in charge of all the company's development initiatives.

Each new prod-



Former *Ultracade* whiz **Brian Matthews** with GVR operations veteran **Rob White**.



Global VR has put a new face on their popular **Kick It Pro** soccer sim.



Global VR also displayed its new, **kid-friendly** face at AMOA with *Prize Monsters* branded games including *Gone Bowling*, *Gone Fishing*, *Feeding Frenzy* and *Big Red Button*.

uct follows a detailed plan of action that involves tracking and testing at every level. If a game is not tracking properly or testing well enough, the creative geniuses at GVR either have to, in De Rose's words, "fix it or shoot it." What they will never do again, he added forcefully, is release a game that hasn't thoroughly run this internal gauntlet.

With these safeguards in place, creative staffers at GVR have actually been granted significantly more freedom to develop innovative game play and features for the factory's new products. "We have subordinated management's ego, and the strength of the company is team work and collaboration," DeRose declared.

Strategic Growth

Global VR is also looking to new vistas for growth including gaming and contract manufacturing, as well as the redemption and novelty game markets. This is all part of what DeRose calls a "strategic repositioning" of the factory's focus to bring in new sources of revenue.

Signaling this new strategy are two key acquisitions. First, GVR has bought the strategic assets from what used to be Ultracade, leveraging their development in classic home video, the aforementioned video pinball game and a host of other technologies underway at that firm.

One of those technologies, namely the creation of new content for casino gaming venues, has thrust Global VR into the behemoth legalized gaming industry as a contract developer for gaming machine maker Bally Gaming. GVR is currently working under a six-titled deal with Bally.

Meanwhile, GVR was also set at press time to close a full-fledged acquisition of motion game maker Tsunami Visual Technologies, bringing aboard that firm's 10 staff members and incorporating both their *Tsumo* motion sims and upright videos into GVR's stable of amusement games. Tsunami had been working on an upright video version of the JVL touchscreen title *Gone Fishin'*, and GVR plans to release that as part of its new Prize Monsters brand of kiddie and novelty games.

Prize Monsters, which refers to a new plush character created by the factory's in-house art division, will also feature the former Ultracade video *Feeding Frenzy*, a kiddie video skill stop entitled

Big Red Button and a new upgrade package for existing crane games themed around the Prize Monster character.

Later this year, the company also plans to announce a formal name change, becoming Global Game Technologies. "It gives us license to play in a broader arena than coin-op," explained DeRose.

Looking forward, the company says it will introduce a new product at every major tradeshow — including this month's IAAPA show in Atlanta — throughout this year and 2007, and that's just what's on the drawing boards today. Those feature releases include several video shooters, *Far Cry* and *Blazing Angels*, new software for the *Vortek* platform called *Dessert Gunner* and a NASCAR title that is likely to use the motion technology acquired from Tsunami.

The factory is also looking at making headway in the home arcade market by repackaging the former Ultracade multi-game classic video that will now be offered under the name *Global Arcade*.

Financially, GVR has stabilized too, instituting stringent cash management strategies and growing revenue through sales of existing and new products. DeRose said he expects the company to generate earnings of more than \$20 million over the coming year.

"It's like a phoenix rising from the ashes," he concluded. "This company should have been belly up. We have completely rebuilt the company. We've gone back to the basics; it's all about coin-drop. Now, we are going to gain market share in this industry and a foothold in other businesses and a larger presence in the worldwide coin-op gaming arena."

A clear demonstration of GVR's commitment to serving an international market is the opening of a new office in Barcelona, Spain, headed by Julian Goicoia, former head of Gaelco.

To learn more about Global VR, check out their website at www.globalvr.com, contact your nearest Global VR distributor or check out their exhibit at this month's IAAPA convention in Atlanta.



The **artistic talent** at Global VR has come up with this licensed *Prize Monster* creature and themed crane upgrade kit