

SEGA • GREMLIN
Convert
'a'Game





What is Convert-a-Game™?

It is a new and revolutionary system that allows a Convert-a-Game that has reached the marginal income level to convert that game to a new model.

You state that Convert-a-Game is a system, what does that mean?

By combining the Convert-a-Game cabinet with Sega/Gremlin's modular G-80 hardware, an interchangeable game system is now available. By replacing circuit boards, the control panel and other visual graphics, you have a brand new game.

Why should I buy a Convert-a-Game?

Economics and delivery. There is always a demand for the new "hot" games. Game centers and street locations demand the latest games. The problem is common to

every operator: How to have all of the latest games, when purchase prices are climbing and trade-in values are down.

Let's examine the economics of Convert-a-Game.

Example:

Original New Game

Your Cost **\$3,000**

Alternative A:

Trade in old game and replace with another original new game.

Your cost \$3,000
Less: Trade-in 1,000

Net Acquisition Cost . . . **\$2,000**

Alternative B:

Conversion of Sega/Gremlin Convert-a-Game.

Your Cost* **\$1,000**

*Cost may vary from game to game and on the condition of the old game to be converted.

Delivery of a new "hot" game from Sega/Gremlin can be received as quickly as it takes the distributor to convert the game—possibly one day.

What other benefits do I realize with Convert-a-Game?

- I. Better serviceability. Your service technicians are familiar with the G-80 system designed by Sega/Gremlin. The interchangeability of components from game to game allows for fewer parts in inventory.
- II. The Convert-a-Game cabinet has been designed for durability and ease of servicing such as:
 - a. Front access. The game does not have to be moved for cleaning, adjustment, or service.



- b. Ease of cleaning the CRT.
- c. Built-in fan for ventilation.
- d. Built-in automatic test equipment to check coin system, electronics and control panel.
- e. CRT alignment and option switches displayed for convenience of the serviceman.

III. In most locations, use permits on a game may be maintained on that machine even though the game play changes.

How are my games converted?

You can get all of the pertinent details from your authorized Sega/Gremlin distributor. All you have to do is:

- I. Purchase Sega/Gremlin Convert-a-Games.
- II. When you wish to convert a game, ask your authorized Sega/Gremlin distributor for the latest Convert-a-Game

information.
 III. The Sega/Gremlin distributor will convert your game to a new income producer.

Can I convert all of my Sega/Gremlin games?

Sega/Gremlin will continue to design and manufacture unique games in addition to Convert-a-Game, such as Monaco GP™ and Astrofighter™. Some of these unique games will not be convertible.

Sega/Gremlin will introduce many different models of its Convert-a-Game system and each model may be available in standard upright, mini, and table configurations. Keep in contact with your Sega/Gremlin distributor for the games that are available.

Can I purchase a Convert-a-Game and convert my own games?

Games will be converted only by specially trained and equipped Convert-a-Game distributors authorized by Sega/Gremlin.



SEGA • GREMLIN
**Convert
 'a'Game**

8401 Aero Drive • San Diego, CA 92123
 TLX:910-355-1621

