

*Introducing*

# DERBY OWNERS CLUB WORLD EDITION

SEGA

Hitmaker

**DERBY OWNERS CLUB – 4-PLAYER**

**ALL THE BENEFITS. HALF THE SPACE.**



*Go Baby Go*

*The sport of kings  
just got more accessible*



SUITABLE  
FOR  
ALL AGES

# DERBY OWNERS CLUB WORLD EDITION

## Derby Owners Club – 4 Player



The highest-earning videogame in the country brings in a whole lot more than just big stacks of quarters. Derby Owners Club ...

- increases food and beverage sales,
  - increases the frequency of guest visits,
  - increases their length of stay, and
  - increases the amount guests spend per visit,
- and, up until now, required close to 400 square feet of floor space.



MIDWEST TRUCKSTOP	WEEK	1	2	3	4	5	6	7	TOTAL
# GAMES	Price per Play	No other games reported							
DOC 4 Player	\$ 2.00	\$ 3,095.25	\$ 2,376.75	\$ 2,682.00	\$ 2,642.00	\$ 2,580.00	\$ 4,011.00	\$ 3,508.00	\$ 22,895.00
Beach Head 2002	1.00	401.00	907.00	492.00	428.00	395.00	411.00	411.00	2,724.00
Pot 'n Silver	0.25	212.75	311.25	290.00	270.25	291.50	306.00	306.00	1,681.75
Bullets (3 days)									185.00
Silent Scope	0.50	114.50	196.50	191.25	251.75	187.25	178.25	178.25	1,113.50
WMS Touchmaster	0.50	179.00	179.00	156.50	136.00	144.00	166.50	166.50	963.00
WMS Touchmaster	0.50	143.25	154.00	127.50	129.50	140.50	145.00	145.00	839.75
WMS Touchmaster	0.50	127.50	106.50	121.00	119.00	128.50	121.50	121.50	722.00
Classic Golf	0.50	61.50	68.50			169.00		117.00	456.00
Pot 'n Silver	0.25			248.75	120.50	210.25	106.00		685.50
Roller - Pin	0.50			90.00	104.50	97.50	80.00		369.00
Sammy Deer Hunter	0.60	38.60	84.50	75.25	101.50	90.00	74.00		463.75
Seega Baseball	0.00	210.00	196.25	50.00	64.25	59.75	70.50		686.25
	0.50	89.00	87.00	89.00	89.00	89.00	89.00		613.00
	1.50	97.75							97.75

Results are in!

Test Location West Coast Location Essex Entertainment Center

DERBY OWNERS CLUB 4 PLAYERS COLLECTION

Week Number	1	2	3	4	TOTAL
# of days game was on location	3 days	7 days	2 days	2 days	
Earnings	\$ 1,700	\$ 3,202	\$ 3,048	\$ 1,407	\$ 14,417
Daily Average	\$ 566.67	\$ 458.86	\$ 1,524	\$ 703.5	\$ 743
7 Days Earning Equipment	\$ 4,164	\$ 3,202	\$ 3,048	\$ 3,138	\$ 6,116

SEGA

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