



The Beat Goes On

If you left someone in a room with flashing lights, a huge drum set and their favorite song cranked up, who would just sit there? The answer is very few people. Therein lies the growing popularity of a new form of non-violent, coin-op attraction, the musical amusement, of which Deveck Enterprises' all-new, one-player *Drumscape* is a prime example. *Drumscape* was first introduced as a two-player unit in

DEVECKA MAKES AMUSEMENT INROADS WITH NEW, ONE-PLAYER DRUMSCAPE

the fall of 1998, and Deveck has followed up that initial release with a more compact, one-player that takes up about the same amount of space needed for a deluxe video.

Drumscape also offers a new look with external graphics that are brighter in shade and themed with drums, drummers and a stage atmosphere. All of the changes, say company execs, were made based on operator feedback. Deveck is also implementing new video graphics, and has added large viewing windows on the sides of the cabinet for spectator appeal. In its attract mode, the unit features video of players working out on the drums to attract potential customers, and the game start screen will feature video of crowds cheering on the player. All of these new attributes can also be added to existing units.

"Operators were a bit puzzled by *Drumscape*'s concept because they had never seen anything like it before," explained factory President John Deveck. "That was good news. Reading all the trade magazines for years, I knew the industry wanted different product. The ironic thing is when operators see something different, they say it's not going to work and most want to wait until it's proven. The problem with the market is operators are afraid of the risks associated with different games. That is the paradox that new product faces in this market."

Drumscape is an interactive drumming simulator. Players get to jam on real electronic drums along with their favorite song in a stage-like environment. Players can also jam on theme based drum sets like steel drums or timbales. Other drum sets generate guitar, and keyboard and vocal sounds. "Since *Drumscape* uses an actual high tech drum set, musicians often use it as a practice room," notes Al Roque, Deveck's VP. "Many drummers have no place to play. They come in during the slower times and will play for an hour or two a week. It adds to the bottom line. Experienced drummers often excite the crowds and the game gets surrounded and everyone wants to play. It has happened everywhere they are placed." Other promotional opportunities include cross promotion with local music stores, drum contests and even appearances by celebrity drummers at locations, which can be arranged by Deveck.

There are few if any boundaries or limits as far as placement of the game goes with *Drumscape* units finding success in every type of location from a 2000-sq.-ft. arcade to a 70,000-sq.-ft. family entertainment centers, and plans are underway to begin testing in the nightclub and bar market. As with any new game concept there is always a learning period for operators, customers, and manufactures. The games are audio based and therefore operators must make sure the unit's volumes are set properly. Maintaining the proper game volume and keeping the game away from the noisier games in your location can be the difference between success and failure of the piece. To date, musical amusements have proven viable in the amusement market, and while the weekly sales of musical amusements appear to be moderate they often hold their attraction with players longer than traditional videos.

"With certainty, there will be a lot of publicity given to this new format in the near future," says Sales and Marketing VP Erik Berkowitz. "In a few years, musical amusements will be as commonplace as driving and sports games. We are just scratching the surface of its potential on the industry. Operators should take this innovation seriously, because viable new forms of entertainment are needed to keep our facilities an exciting place to visit for our customers. If you were an operator who 'pooh-poohed' music games when they first came out, you might want to take a second look. Games like *Drumscape* are proving to have legs and they are non-violent. It's a good combination and good public relations for your location." For more information, contact Berkowitz 305/672-6444 or call Devecka directly at 201/939-4800.