Thursday, December 23, 1982 O.C.F.

Fun 'n' games

Another Simulation Station opens

OMBINING VIDEO and areade games, as well as fast "fun food," all under one roof is the newest trend in the expanding concept of family entertainment cen-

newest tread in the expanding concept of family entertainment centers.

At the Simulation Station, just opened at Westland Center, young people from tots to teens, along with their parents, can share the pleasure of games and snacks.

Because the station keeps the same hours as the shopping mail, it's an activity that can be paired with a routine shopping expedition. There's enough going on at the station, however, to the shopping the station, however, to the short of the shopping content of the station, however, to the short of the

PALMER OF Marine City is in part-nership with Roger Secord of Lathrup Village, Gary Kugha of Farmington Hills, Richard Kugha of Detroit, who is chalirman, and Bill Browning of Ster-ling Heights. They own Simulation Station facili-

ling Heights.

They own Simulation Station facili-ties at the Renaissance Center in De-troit, at Oakland Mall in Troy and in

the motion simulator featured at all but the new Westland location. Palmer described the simulator as 'an adventure capsule that houses 12 people and provides a visual, sound and motion experience."

But what the Westland station may lack without a motion simulator it makes up for with its chance to play games like Big Rigs.

Palmer said the new game is "based on a Smokey and the Bandit concept, where radio-controlled semi-tractor trailers and police cars chase each other through a mane with sound effects."

The 18-18 inch cars and three-foot-long tractor trailers are maneuvered by control panels that can be manned by Morn, Dad and the kids, in competi-tion with each other or another team.

"THIS IS the first location in the country with the tractor trailers." Palmer said of Big Rigs.
Westland also is the first of the four Simulation Station locations, operated by Kinop Liternational, that serves food. A dining area provides seating for 50 people, who can order fast food from a kicek just inside the entrance. The edibles are the kinds that make good finger foods and all are oriented toward takeout. Hot dogs or cheese dogs on a stick, pocket pizza, fresh fried donuts made with sour cream, dough sticks (popular at West Coast

Brian Palmer of Marine City is in partnership with Roger Secord of Lathrup Village, Gary Kughn of Farmington Hills, Richard Kughn of Detroit, who is chairman, and Bill Browning of Sterling Heights. They also own Simulation Station facilities in Detroit, Troy and Ann Arbor.

theme parks), Belgian waiffles, choco-late-coated fruit on a skewer, and fruit cups with sundae topping are some of the choices.

the choices.

Food and games are all pald for with food and games are all pald for with food and games are all pald for with food and games are priced within the 25-50-cent range.

Other family games at Westland's Simulation Sistion include Boom Ball and Skee Ball, where players rack up points and get prizes if their scores are high enough.

CHILDREN TOO young to play the games can still enjoy themselves in an area filled with kiddle rides.

Parents can even go shopping in other parts of the mall while the chil-dren play at the game center. "Uni-formed people will be controlling the whole operation," Palmer said.

waote operation," Palmer said.
Simulation Center is on the mall's
lower level and may be reached by two
outer level and may be reached by two
outer said wells. A same-level exiswhere the entertainment center is located. New shops will open in the general area, which is being called the
Emporium.

classified ads

Besides the family games, there are video games to play. "They're the state-of-the-art, most recent video games," Palmer said. Some are two-people games, others are for a single player. Games will be rotated with those at the other centers.

"Video games are evolving into more sophisticated entertainment. In two years you won't recognize the average video game," he said. "The games are tending toward the simulator, as a total experience of sight and sound."

ASKED WHY the Motion Simulation wasn't used at the Westland location, Palmer said, "There was no place to put it. Also, it doesn't fit in with this

concept."
He offered a "personal reflection of what's coming down the road," saying the next step for entertainment centers would be to combine them with a retail correction.

operation.

He explained that the rental or selling of computers, tapes and games would be a natural way to expand the

At Westland, the 4,000-square-foot Simulation Station is devoted half to fun food, half to entertainment.



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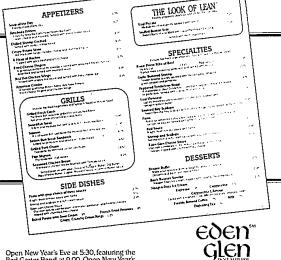
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