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The Phone Card Network

Magazine

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The
1st
U.S. Telecard Magazine

April 1995 - Volume 3 No. 2

Ameritech Retires Coin\$aver



TALK TO THE JUICE!

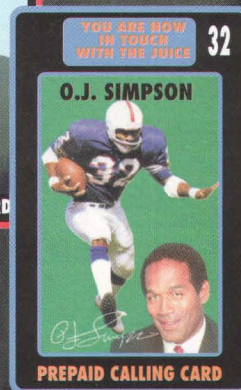
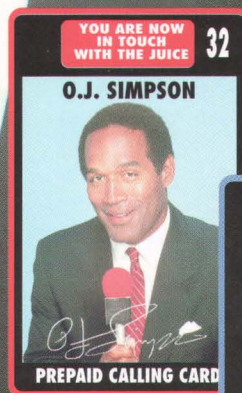
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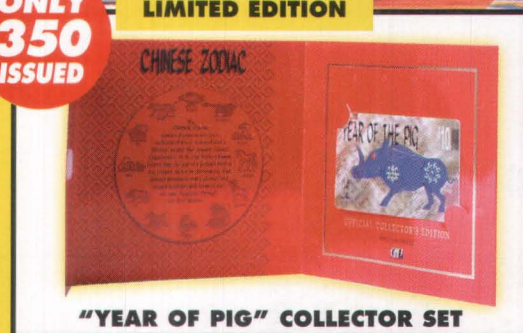


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About the Cover...

You can almost feel the spray of the water and the pulse of competition as competitors at the World Rowing Championships go through their gruel-



ing paces. Held in Indianapolis last September, the World Rowing Championships provided thrills for all who competed and attended. It also served to introduce many to the exiting world of telecards, as each athlete and media person at the event was presented with a forty-cent courtesy card from Ameritech. The card pictured here is from Ameritech's series commemorating the event, one of the last in the coinSaver series.



It's My Call...

TELECARD WORLD '95 WEST — CONFERENCE AND EXPOSITION HELD AT THE LOS ANGELES CONVENTION CENTER, MARCH, 1995 —

Was this a Trade show or a Consumer show? That's what the attendees were asking. The conferences were definitely for the trades, but who ever heard of a weekend trade show? This was a comment from one of the companies that was there specifically for a trade show. Even if it was just for the trades, it wasn't well attended.

"I'm totally disappointed in the show," said Bill Egan, president of Debit Dial Vending in Deer Park, NY, "It's not what we expected in size and attendance."

Actually the most disappointed were the dealers. Some of them came a long way hoping to sell their wares, however it turns out that the show, as the sign in front of the convention center stated, was for "trade only." Maybe the dealers knew this and maybe they didn't, but I think the next time any of us go to a convention we need to ask, "Is this a trade show or is this a consumer show?" This industry is getting big enough now to warrant two types of shows and they should be honestly represented as such. It's pretty hard to combine the two when your audiences are different. I guess we'll all just have to wait and see how this new industry matures.

RADIO FUN

I recently heard a radio advertisement for a new telecard being offered by a major supermarket chain here in California. Is this a sign of things to come? You bet it is.

We spend a lot of time talking about the future here at *Premier Telecard*. It's always a good idea to focus some attention on the potential of tomorrow, no matter what business you're in. But, what will the future bring to the telecard industry that isn't here

already? Increased public recognition and participation? Staggering quantitative growth? Of course. The possibilities are unlimited, as you all know, but realistically, as soon as the average person in the street knows what a prepaid phonecard is, great parts of the fun will be gone. As I cheered to hear a telecard being pitched on the radio, it dawned on me that this is it. Right now, today, is the best possible time to be involved in the world of telecards. To be able to celebrate the little daily victories in the growth of our industry is surely more fun than anything that will come as a result of that growth. Are you with me? I hope so. And just think of all the wonderful personal success stories we'll be able to tell about what it felt like to ride on the crest of one of the biggest technological and financial waves the world has ever seen.

NEW FEATURE

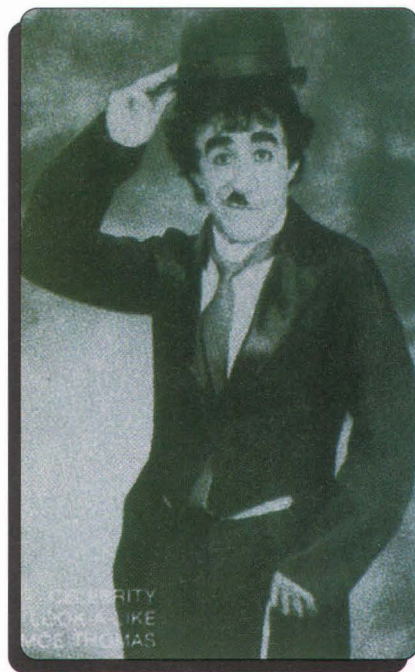
Premier Telecard Magazine includes a brand new section this month entitled "Corporate Profile." Featured in this issue is Canadian powerhouse, BCS Technology, Inc., a 100% owned subsidiary of Sierra Capital Corporation. BCS is the Canadian distributor for Interact, Inc., one of the leaders in advanced call processing technology. You can read all about them beginning on page 18.

In June we will bring you the "Corporate Profile" of another of the many companies helping to define the telecard industry today and shape its tomorrow. This feature is designed to provide the reader

with an in-depth look at the companies behind the cards. From the lowdown on a company's financial standing to the detailed explanation of what makes that company stand out in a growing crowd, you'll find all the information you need right here.

In August look for mini-profiles on a number of telecard companies — a great way to stay up to date on who's on top in the exciting world of telecards.

Enjoy!



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Face Value \$6.00
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Production
limited to 500
cards per design
Manufactured
by Mitsubishi
Materials Corp.

Artist:
**Gregory Perillo
Laurence M. Gartel
Tina Watts
Tony Capparelli**

Serial Numbers issued for each
design 001 to 500
Selling price per set of four cards
\$318.00

plus \$9.00 shipping per set USA
\$21.00 via International Express Mail
(plastic case, certificate and plush velvet
box included for each card)



\$24.00
Set of Four
Polyester Cards

**Set of Four
Polyester
Telephone Cards**
Face Value \$3.00
each card
Production
limited to 2000
cards per design
Manufactured by
Brilliant
Color Cards

Artist:
**Gregory Perillo
Laurence M. Gartel
Tina Watts
Tony Capparelli**

Serial Numbers
issued for each design
0001 to 2000
Selling price per set
of four cards
\$24.00

plus \$4.00 shipping per set USA
\$16.00 via International Express Mail
first four sets



A limited number of the Marlene Dietrich Commemorative Pre-Paid Telephone Card sets have been Produced by Powell Associates with the cooperation of Sprint, Brilliant Color Cards, Mitsubishi Materials Corporation and Curtis Management. This set is considered to be one of the most impressive Telephone Card Issues in 1995. It is the first using four exclusive pieces of art depicting Marlene Dietrich executed by four renowned American artists. It is also the first time ever that Sprint One Gram Gold Telephone Cards have been issued.



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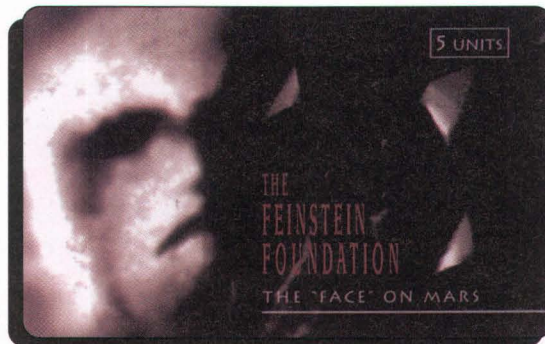
© 1995 Sprint Communications Company LP

First Phone Card To Feature "Face On Mars"!

The first prepaid phonecard to depict the controversial "Face on Mars" has been released by The Feinstein Foundation of Cranston, Rhode Island.

The photograph of the Face, taken in 1976 by the Viking mission, has been the subject of considerable debate among scientists. While many think the photograph is a "trick of light and shadow," others like noted researcher Richard Hoagland contend otherwise, pointing out that the Face's symmetry indicates its origin as an artificial structure.

NASA plans to rephotograph




this area of Mars with sophisticated cameras in 1997. Scientists are hoping the new more resolute photography will answer whether this "Face" was built by intelligent life, possibly hundreds of thousands of years ago.

"The Face on Mars" phonecard, carrying 5 units of time provided by ACMI of Kentucky, will be given as a gift in return for a \$65 fully tax deductible donation or more to The Feinstein Foundation, a non-profit charitable foundation dedicated to relieving world hunger, based in Cranston, RI.

Its founder, Alan Shawn Feinstein, is a noted financial advisor and has contributed significantly to such causes. The World Hunger Program at Brown University is named for him, as is the first high school in the country centered around public service. Both Providence College and Johnson & Wales University have recently presented him with honorary doctorate degrees for his humanitarian work.

This card — striking in appearance — was designed by Ari Feinstein, Alan's son.

"This Face has sparked a new interest in space exploration, that could lead to discoveries of new resources and raw materials that would benefit all mankind," Feinstein said. 

Say Good-bye to Norfolk Island Foenkaad Packs

The first Norfolk Island foenkaad set was issued on October 7, 1994 and is available in three types: the Norfolk Pack, the Euro-pack and the USA Edition. These were prepared for the launches on Norfolk Island, in Australia, in Europe at the "T" card fair in Cologne, and at the Phonecard fair in Houston, Texas. The numbers were 6,000 Norfolk Island packs, 2,500 Euro-packs and 2,500 USA Editions. Small by any standard.

The Norfolk Island Telecommunications authority has decided that these packs, available through the Foenkaad Bureau, will be withdrawn from sale on April 6, 1995, six months after issue. The foenkaad packs and the cards

with their distinctive numbering, will then be destroyed. Following this, the number of packs destroyed will be officially announced. Collectors will thus know the exact number of packs which exist in the market.

Collectors will remember that the card was issued for telecommunications use on the island in its phone booths for international calls. Intra-island calls are free and the phone booths don't need card reading machines. The introduction of phonecards has been a huge commercial success on the island with an increase in phone booth usage of about 70% in the first 3 months. The current issue of cards will therefore remain on sale as a definitive issue for use



Premier Telecard Magazine Publisher Bill Jordan with the Hon. Geoff J. Bennett M.L.A., Norfolk Island Minister for Finance


on the island. The set of cards will be withdrawn on the 6th of October 1996, should supplies last.

The next set of cards will

feature the Norfolk Island Boobook Owl, which has the dubious honor of being the "world's rarest bird." Until recently it was on its own, but a male



New Zealand Boobook Owl was introduced in an effort to see if at least some of the genes

of the Norfolk species can be saved. Fortunately, they paired up and there are now eleven owls on Norfolk Island — but still only one purebred Norfolk Owl. 

An Introduction to Telecard Collecting

The adventure of phonecard collecting begins here!

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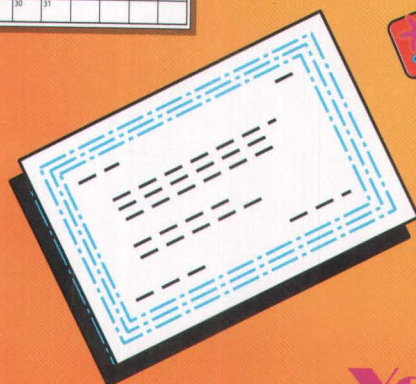
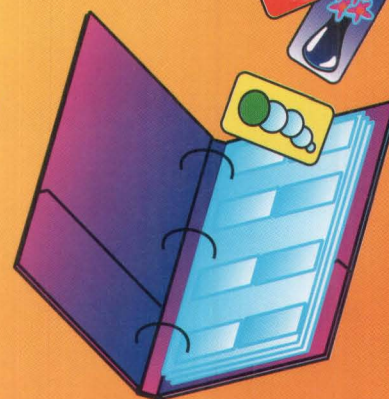
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In 1987, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.



In late 1993, Ameritech conducted an employee trial to test its new, improved telephone debit card.

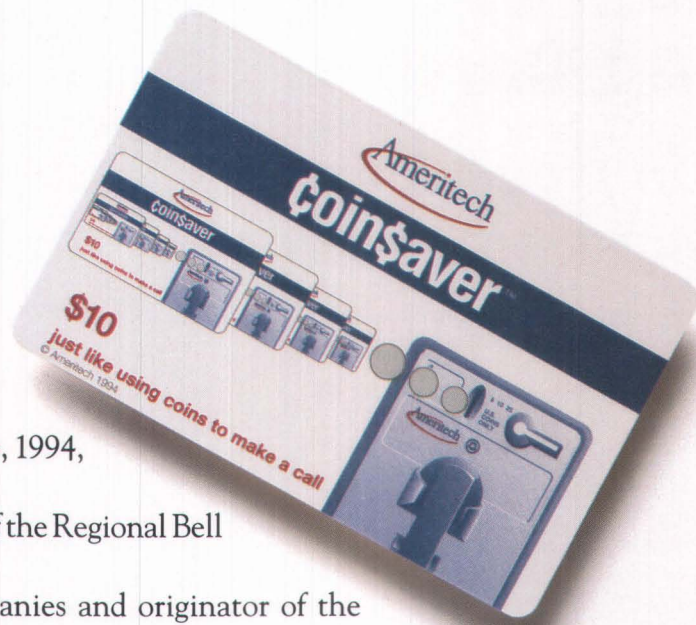


This debit card is one in a series recognizing 1994 world class soccer events held in the Midwest.



This card was produced in honor of the Ameritech-sponsored Senior Open held annually.





On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CA\$H CARD, introduced the first
in a series of new debit cards being offered this year:
the **coin\$aver**SM card.

It's the first remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To locate an Ameritech telecard dealer,
call 1-800-335-3329.



Your Best Link
To Better Communication

Ameritech Retires Coin\$aver Prepaid Calling Cards

Plans in place for new and improved product

A three-card series commemorating the World Rowing Championships is one of the last series of cards that will be retired as part of Ameritech's Coin\$aver family of prepaid telephone card products. The company plans to redesign its prepaid telephone cards to better meet the needs of its customers seeking an alternative to coin calling, and intends to relaunch the new product sometime this year.



According to Joseph Miller, Ameritech's director of trade marketing/specialty products, pay phone services, the Coin\$aver series has been a successful product, but Ameritech customers are looking for even more flexibility from their cards.

"We're planning to introduce a new generation of prepaid telephone cards in direct response to our customers' requests," said Miller. "We're looking at moving from existing coin rates to units which will make the card easier to use. And we're also exploring the possibility of enabling the customer to use our cards from any phone in the domestic United States, and potentially worldwide, as opposed to being able to use it solely from Ameritech pay phones."

The proposed product is expected to generate even more interest from customers already using Coin\$aver products, as well as attract more customers not yet familiar with the convenience of coin-free pay phone usage. Upon introduction of the

new product, sales of the Coin\$aver brand will be discontinued.

When Ameritech became the first regional Bell company in the United States to introduce a remote memory prepaid telephone card last year, the intention was to provide pay telephone customers with a more convenient way to stay in touch. The proposed new family of prepaid telephone card products is reaffirming the company's commitment to its customers as Ameritech explores ways to make it even more convenient.

Ameritech officially entered the prepaid phonecard arena in 1987 when Michigan Bell, an Ameritech company, tested a debit card on the University of Michigan campus. After the trial, which used a set-based technology, the company concluded the debit card was ahead of its time in the United States market. But as prepaid telephone cards have become an acceptable alternative to coins in pay phones throughout Europe, Asia and Australia, Ameritech took another look at a prepaid telephone card product and the Coin\$aver card was born in late 1993.

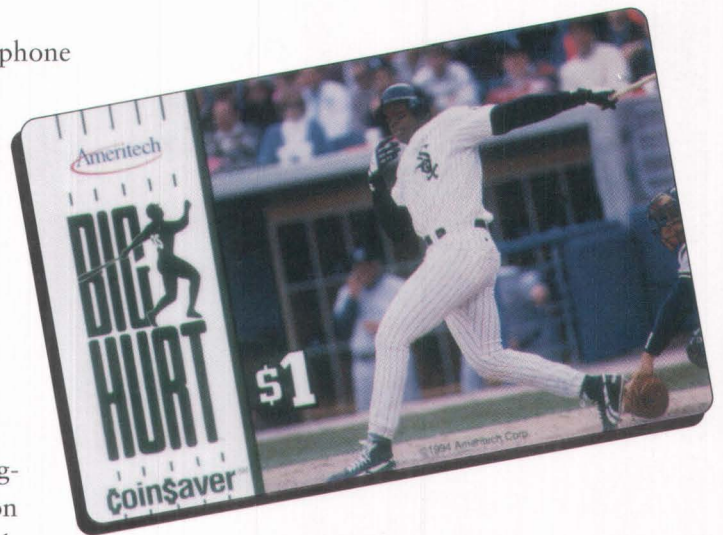
The newly-retired family of products contains 18 different cards or series of cards. The World Rowing Championships cards, one of the last in the Coin\$aver series, was released last September.

"We wanted the cards to commemorate Ameritech's sponsorship of a major sporting event taking place in the heart of our region," said Miller.

The three-card series was issued in denominations of \$1 (10,000 printed), \$5 (9,000 printed) and \$10 (9,000 printed).



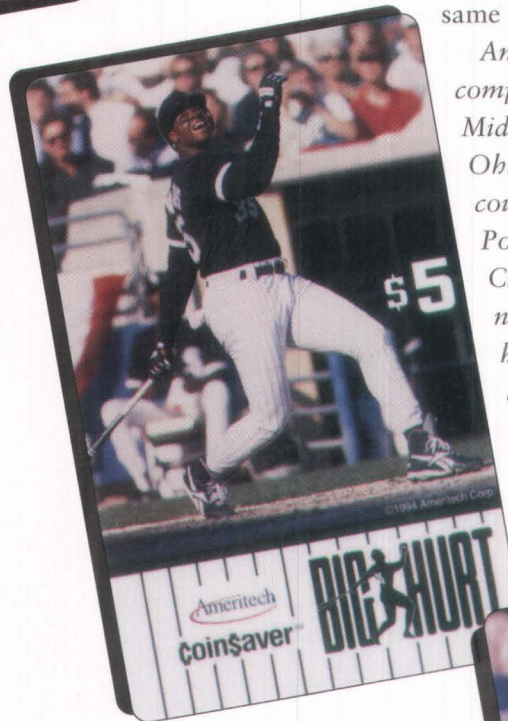
Ameritech's prepaid telephone card is expected to be modified as the product is redesigned, it has been something that has set the coin\$aver card apart from other debit cards. It recently received international recognition when it won the Best Technical Innovation award at CardEx1994 last



The \$1 cards were presented to each athlete and media person attending the event and the remaining cards were sold through the U.S. Rowing Association's concessions during the one-week championships.

The last released series of coin\$aver cards, issued in December, honors Chicago White Sox star Frank Thomas. The three-card series shows Thomas in action, accompanied by the officially-licensed "Big Hurt" logo. The cards were issued in denominations of \$1 (40,000 quantity), \$5 (35,000 quantity) and \$10 (25,000 quantity). The \$1 card, originally slated to be given away at a Chicago White Sox game last September, is scheduled to be given out to the first 15,000 fans attending the May 6 Sox vs. Kansas City game in Chicago. Ameritech is donating a portion of the proceeds from the sale of the cards to the Frank Thomas Charitable Foundation.

Although the technology of



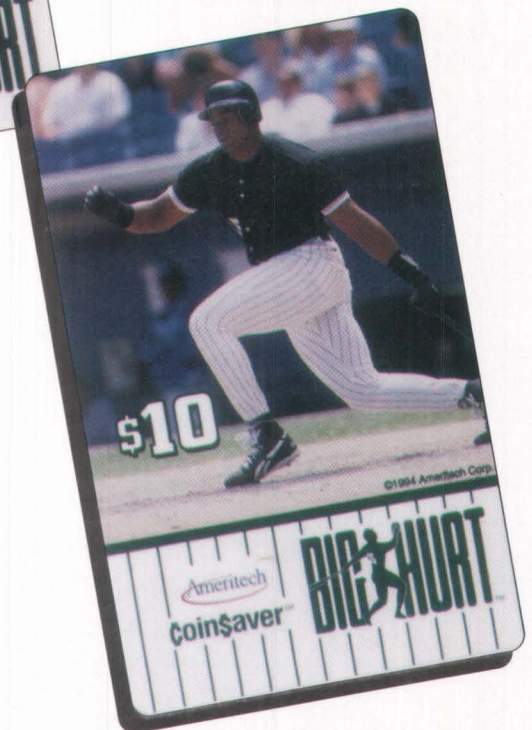
September. The award recognizes the technology that offers consumers the most user-friendly method of placing a call.

Although the coin\$aver family of products has been retired, Miller stresses that the cards currently in circulation remain valid.

"We're hoping to build upon the success of coin\$aver and give our customers more of what they've been asking for," said Miller. "The needs of our customers drive the devel

opment of all Ameritech's products, our new prepaid telephone cards will be developed in the same way."

Ameritech is the regional communications company primarily serving five of America's Midwestern states (Illinois, Indiana, Michigan, Ohio and Wisconsin), as well as several other countries including New Zealand, Hungary, Poland and Norway. Headquartered in Chicago, Illinois, the publicly-traded company has more than 63,000 employees and helps 12 million customers communicate and manage information. Its 1994 revenues were \$12.6 billion.



Canadian Fund Raiser Benefits Two Children's Charities

Americans probably aren't too familiar with the motion picture, "Henry & Verlin," winner of the Best Film award at the 1994 Atlantic Film Festival, but with the help of the Christian Children's Fund of Canada, Giant Steps/Toronto and B & J Telecard, Inc. it will hopefully become better known by all.

"Henry & Verlin" is a natural theme to build a charitable phone card campaign around, for it is the uplifting story of an autistic boy and his mentally-challenged uncle.

On March 8, 1995, B&J Telecard Canada, a division of B&J Telecard, Inc. of Lakewood, NJ, joined with the award-win-

ning motion picture, "Henry & Verlin," in a special fund-raising campaign to benefit the two Canadian charities.




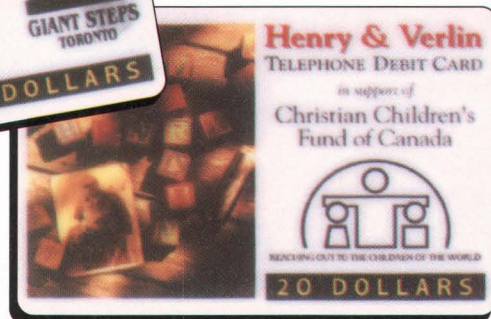
Mr. Jeff Rodman, B&J Telecard's Vice President of International Marketing, stated that all proceeds generated from B&J Telecard's first Canadian tele-

phone debit card set will go to these two charities.

B&J's first Canadian phonecard set was designed to support special preview screenings of Opeongo Films' latest release, "Henry & Verlin." Each of the two rechargeable phonecards, which sell for \$20 (Canadian) for 20 minutes of long distance calls throughout North America, prominently displays the movie poster and the logo of the charity on the front, and includes contact information

for that charity on the back. Proceeds from both the retail sales and the \$1 per minute recharge rate will go to the charities. The cards can be used for long distance phone calls from any touch tone phone in the U.S. or Canada.

To purchase the "Henry & Verlin" phonecard, please call 416-510-3218. 



From Heart to Heart

What other industry is so versatile as to be able to continually come up with ways to help people help themselves? It's truly a heart warming experience to consistently see how these new debit phonecards can benefit so many people.

Have you heard of The MusiCares Foundation? It's a non-profit charity established five years ago by the National Academy of Recording Arts & Sciences, Inc., with the sole mission of ensuring that people involved in music have a place to turn during their times of need. MusiCares focuses the resources of the music industry on human service issues by providing Financial Assistance

Grants, a National Self-Paid Insurance Plan, and a Human Resource Directory and Referral Service.


The phonecard features the MusiCares logo — a white music note in the center of a red heart. To activate the card, which will provide a reduced long distance rate, recipients will simply call a special phone number to purchase as many minutes of long distance phone service as they want.

This phonecard made its debut at the MusiCares Person of the Year Dinner in Los

Angeles on February 27. The new MusiCares Phonecard from B&J Telecard of Lakewood, NJ, will be distributed to the more than 10,000 mem-

bers of the music community who have shown past support for The MusiCares Foundation. In addition, B&J will make the MusiCares phonecard available to the general public on a limited basis.

"This phonecard is designed to provide MusiCares with a unique new way to raise money for people in the music industry who need their help," said Joseph Meerman, President of B & J Telecard, Inc.

For more information on MusiCares, call (310)392-3777 



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Ross Products added impact to their promotion with a special message for card users.

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ConQuest produced an original illustration for this prepaid calling card program.



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Special Events & Holiday Gifts!

Gibson Greetings includes prepaid calling cards in their line of greeting cards. Giving a prepaid calling card as a gift encourages the recipient to call. What better way to tell someone that you care?

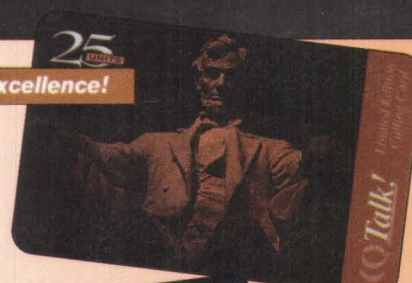


Limited Edition CQ Talk! Cards

Limited Production Runs

Available in a variety of styles, Limited Edition CQ Talk! prepaid calling cards feature exciting photographs, original illustrations, and design consistency to create a high quality product.

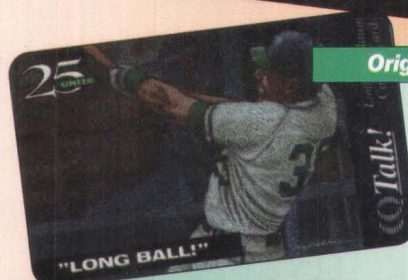
Commitment to Excellence!



Striking Visuals!



Original Artwork!



CQ Talk! Logo Cards

Established Reputation!

It isn't always necessary to build a prepaid calling card program from scratch. Customized packaging, including your name or logo, can transform our existing CQ Talk! logo cards into an exciting program of your own.



Germany & The Big Sky Country

What an interesting way to celebrate the 34th German American Volksfest held in Berlin, Germany, July 29 through August 21, 1994! They picked as their motto, MONTANA — BIG SKY COUNTRY, and introduced a limited edition set of four phonecards. The first three phonecards; Absaroka/Beartooth Custer National Forest, Indian Pow Pow/Helena, and Moise Bison Range were in denominations of U.S. \$1 and were issued in quantities of 3,000 each. The Mission Mountains card has a denomination of U.S. \$5; the quantity issued was 1,000 each.

The remote memory access services are provided by the International Telemanagement Group (I.T.G.) utilizing the AT&T 800 network with a special tollfree access number from Germany, an unusual delivery system for Europe, standard in the U.S.

The cards could only be obtained at the Volksfest and had not been offered elsewhere before that time. Apparently, there are still a few cards available and interested collectors may write to Philadesign, P.O. Box 1437, 38656 BAD HARZBURG, Germany.



Aero-Club Card Set to Soar

A very limited edition of cards designed for the 'Luftsportverein Lüneburg e.V. im Deutschen Aeroclub' are available to collectors. The \$2.50 cards show a glider in flight from a watercolor by local artist A. Pappert. Made in the U.S.A. by GTS to serve as both membership ID and international phonecards, only 980 of these cards were issued, and only 70 will be sold to the public.

There are three distinct types of cards issued in this series:

A) Club-Cards with the number of the German Aero-Club in the upper left corner of the front of the card, and a seal/stamp (Luftsportverein Lüneburg e.V.) on the back. These cards are issued to club members only as identification. There are 304 of this type.



B) Phonecards lacking the Club-Card number and the seal, given to special visitors. 596 of these were issued.

C) A very limited edition of 80 phonecards, signed by the artist on the front. The print numbers of these phonecards are 401 - 480. Because of the extremely small number of cards available, orders must be limited to one card per person.

Order from: Luftsportverein Lüneburg e.V. im Deutschen Aeroclub, Zeppelinstrasse, P.O. Box 2142, D-21311 Lüneburg, Germany.



INTRODUCING

THE SECOND RELEASE BY GTS and UPPER DECK Of

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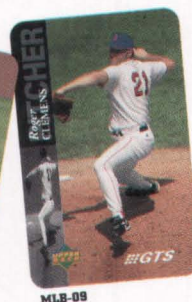
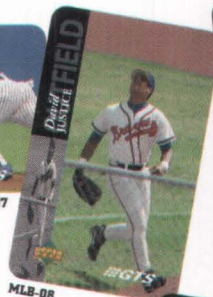
Tony Gwynn
Fred McGriff
Frank Thomas
Ken Griffey JR.
Cecil Fielder

Shipped March 1st.

The Third Release:

Roberto Alomar
Gary Sheffield
Jeff Bagwell
Kirby Puckett
Ozzie Smith

Shipping May 15.



THE SECOND RELEASE:
Barry Bonds, Don Mattingly, David Justice,
Roger Clemens and Cal Ripken JR.
Shipping April 15.



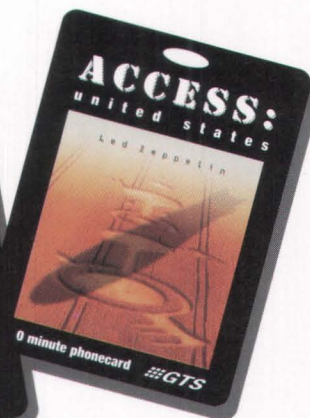
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PhoneCards are produced
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BCS: Canadian distributor for Interact Incorporated

BCS Technology Inc. is the distributor in Canada for Interact Inc., a leader in advanced call processing technology.

The Interact call processing equipment is a multi-tasking, multi-applications interactive voice response processor that significantly increases the overall capacity and flexibility of voice interactive information services. AT&T, Sprint, Motorola, MCI and others use Interact equipment for debit card applications, cellular applications, and interactive television. BCS has installed systems for Dominion Directory Company of the BC Tel Group, which is currently used to operate the highly successful Talking Yellow Pages, and Westel Telecommunications Ltd., for their debit card platform.

BCS is establishing Interact Switch Centers in three centers in Canada and the United States. This will enable BCS to become a full service provider for the debit card industry, offering low cost long distance service to companies involved in marketing prepaid phonecards as well as supporting other promotional and custom debit card applications.

BCS has developed software which enables it to supply an enhanced Talking Yellow Pages™ package. This PhoneRes™ module actually enables a customer to book a hotel room or bus trip, or obtain a ticket for the theater.

Similarly, its Interactive Survey™ module provides market research companies with the latest technology for tele-

phone surveys, which is the future for all market research, student registration and even voting with instant on-line results.

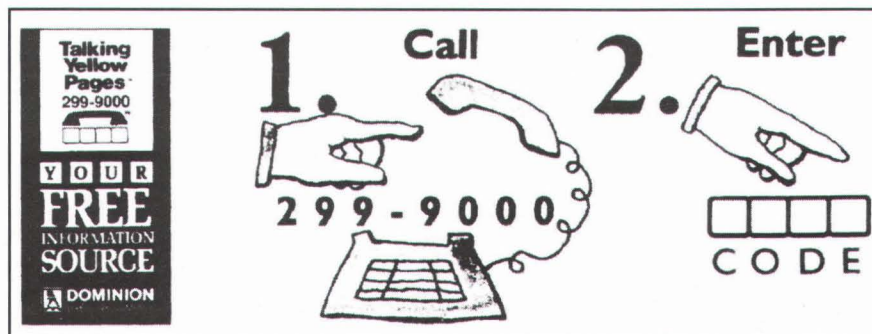
Prepaid Debit Cards are today's hottest telecommunication product.

The long-distance industry in the United States recently discovered what the rest of the world has known for years: prepaid or debit telephone cards pay, and if the trends continue, the telephone company calling (credit) card may soon be a thing of the past.

The new prepaid phonecards are financially efficient, economical and quickly becoming one of the hottest products and marketing tools in the United States.

The prepaid phonecard concept may be a novel approach to Western culture, but some 150 countries worldwide have been using and trading these cards for years. Prepayment is fiscally more practical, much more prudent than paying with coins, calling collect or from a hotel, and on top of that, calling cards make great gifts — financially and aesthetically.

Certain key factors influenced their decision to jump on the bandwagon a mere 12 years after Europe introduced it: profits, profits, profits.



GROWTH IN THE PREPAID CALLING CARD INDUSTRY (NORTH AMERICA)

IN MILLIONS

1995

1996

1997

2000

The major long-distance carriers like AT&T, Sprint, MCI and LDDS MetroMedia in the United States didn't arbitrarily decide to pursue prepayment cards simply because they are used elsewhere in the world. Certain key factors influenced their decision to jump on the bandwagon a mere 12 years after Europe introduced it: profits, profits, profits.

In 1993 alone, U.S. long-distance companies lost \$1.2 billion in credit card fraud. On the other hand, long-distance carriers also understand that automated operator services save a great deal of money, so they put one and one together. Since using prepaid cards requires no live operators, it's no wonder that we are beginning to see signs of a major shift from telephone credit cards to prepaid phonecards.

\$3 Billion Market

A year ago, the prepaid phonecard market was valued at about \$75 million. At the end of 1994, it represented about \$400 million and is now projected to hit over \$3 billion by the end of the decade.

It's a win/win situation. Carriers receive their money up front and labor costs are minimal. Essentially, prepayment is a totally automated way of completing a telephone call, and it's affordable to any market.

Cards are purchased in denominations of about \$5 and up, then either tossed away after the allotted minutes or units are spent, or, in some cases,

recharged via a major credit card over the phone.

Business executives who travel frequently and extensively find prepaid cards invaluable because they allow flexibility to place calls anywhere, anytime, and depending upon the long-distance carrier, at a good rate.

Prepaid phonecards are a simple, economical, good business, and endorsed by consumers.

BCS Prepaid Calling Cards

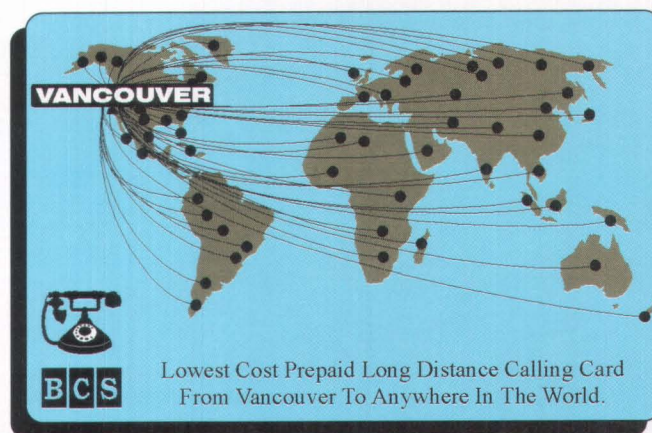
BCS Technology provides a number of its own prepaid calling cards, which are specifically designed to take advantage of the company's technological expertise. A good example of this is the BCS Vancouver Prepaid Calling Card, which provides the lowest cost calling from Vancouver to anywhere in the world, any time of day. Other BCS "City" cards offer similar savings.

Cards are sold over the counter and by vending machines. Apart from educating the consumer as to what a prepaid phonecard is, there has only been one real problem with the sale of prepaid phonecards. That is the fact that the cards have to be treated like cash. The cards are pre-loaded with time and if a card is lost or pilfered at the store, the retailer is out of pocket. But that is fast changing as the industry matures and adopts technology similar to bank machines. Shortly, the cards

will simply be paper or plastic until someone purchases them and they are activated at the point of sale.

BCS has developed a unique application where long distance can be used as a retail "rewards" program.

Existing point of sale devices will soon be used to activate magnetic encoded cards at retail outlets. BCS is providing telecommunications services to DataWave Vending Inc., who are introducing the first vending



machine where the customer can purchase a card with either cash or credit cards, and the card is activated at the same time.

Long-distance carriers and resellers are only one segment of the industry to understand the ramifications of prepayment. As a marketing tool for business,

the cards have far-reaching implications. They are viewed as miniature billboards and marketing agencies, advertising and promotion companies grasp the value and are diving in.

Retail Customer Loyalty Rewards Program

BCS has developed a unique application where long distance can be used as a retail "rewards" program. Cards with magnetic stripes can be tied to product purchase, and similar to an air miles program, consumers can earn long distance time by purchasing particular products at participating retailers. A great way to kick off a program of this type is to use the card, which can be a miniature advertising billboard, with some free time on it tied to purchase of the product(s). This brings the consumer back to the store for other products offered by the same company.

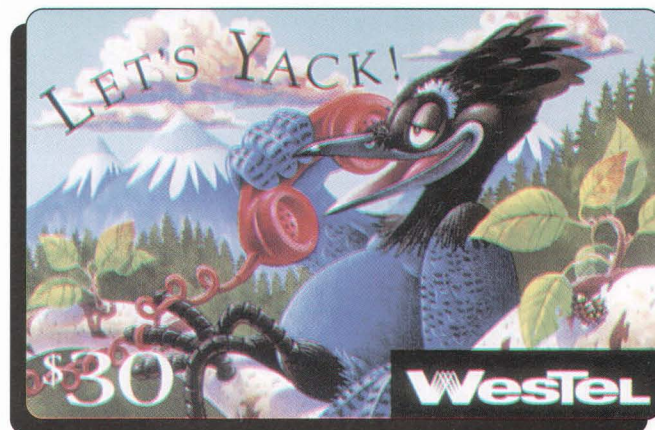
Universal Access Card

Enhanced services can be offered at the switch level. This means that the cards can be used for other purposes as well as making long-distance calls. A cardholder can access other services by selecting voice prompts when using the cards. Road, weather, sports information, customer surveys or anything else that the front end access computer can offer the user, and is either free or requires payment, can be accessed using a prepaid card.

Companies who have been providing 1-900 services will in all likelihood soon switch to payment using prepaid phonecards as the telephone companies no longer guarantee payment.

Companies who have been providing 1-900 services will in all likelihood soon switch to payment using prepaid phonecards as the telephone companies no longer guarantee payment.


BCS Technology's Universal Access Card (UAC) will enable consumers to order and pay for a host of these telecom related products as well as being used for making long-distance calls.



Pay For All 1-900 Telephone Services

Save 50% On Long-Distance Calls Use For Booking And Confirming Entertainment

Access Your Free Voice Mailbox



Use For Booking And Confirming Entertainment

Pay For Public Parking Pay For Specific Information Services On Talking Yellow Pages And Internet

1-900 Service providers will display the UAC logo in their advertisements (like a Visa or Mastercard symbol) so consumers who are calling for services like race results, astrological advice, or adult services can pay for the service using their UAC. The UAC Card may even be able to be used to make a lotto bet, pay for public parking and public transport, or the like. One of their strategic partners in British Columbia, Canada will be Dominion Directors, who operate the "Talking Yellow Pages" and now will be able to be paid for some of their most popular information services.

The companies in the 1-900 business will like this card, as it guarantees them 100% payment.

Ultimately, many U.S. companies will discover phonecards will offer another major method of getting their message out as well as a perfect way to pay for their services. It's not hard to see that a lot of professional services like those in the paralegal, medical and professional fields could be accessed and paid for using the phonecards. The industry is expanding very quickly and the applications are endless.



BCS is a 100% owned subsidiary of Sierra Capital Corp., a listed public company on the Alberta Stock Exchange. (ASE-SJC) For more information, please contact Sierra Capital, Investor Relations at 1-604-683-2227 or 1-604-684-7299



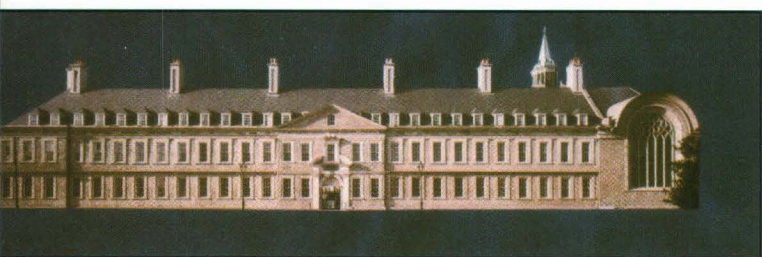
IMPRESSIVE CONNECTIONS

SmarTel prepaid calling card programs provide unique and exciting new promotional vehicles. Connect with your customers by providing free long distance calling and take advantage of this unique opportunity to broadcast customized messages. Share the gift of communication and make a lasting impression with each call.

SmarTel-promotional programs people are sure to talk about.

1995 Irish International: A Recipe For Success

Take a country where phonecard collecting is the most popular hobby; add collectors and dealers from England, Europe, and North America; stir in huge crowds, and serve in a spectacular setting. What do you have? The 1995 Irish International Collectables Fair.



The fair will be held on the weekend of Saturday and Sunday, May 27-28. Advance bookings by standholders are already well ahead of previous years, with collector interest equally high. Without a doubt, both increases are a result of the enormous success of the 1993 and 1994 events, which saw attendance by collectors grow from 2,600 in 1993 to 3,850 in 1994.

Over 50 of the 150-plus standholders will be offering an outstanding selection of phonecards from Ireland and around the world. With over 3,000 collectors expected to attend the Fair, hectic trading activity on the floor is anticipated.


Ireland is the fastest-growing market in Europe for phonecards, and phonecard collecting is now the most popular hobby in the country. Recent estimates put the number of serious phonecard collectors in the Republic of Ireland at over 35,000 — and growing fast. In addition, the Irish International also attracts a large number of phonecard collectors and dealers from England, Europe and North America. With its international flavor and huge crowds, it is one of the most exciting fairs on the annual

phonecard calendar of events.

Of special interest to collectors will be the souvenir pack containing a limited edition phonecard produced especially for the fair. It will be on sale to collectors attending the fair, with a limit of one pack per person at admission while supplies last.

Laden with elegance and rich in history, the Royal Hospital Kilmainham provides the perfect backdrop to this event. One of the most breath-taking buildings in Ireland, it was built by Charles II in 1680 as a home for his army veterans. After going through extensive restoration during the early 1980's, it is now the National Centre for Culture and the Arts, houses the Irish Museum of Modern Art, and is the venue for the most prestigious exhibitions and events taking place in Ireland each year. Close to the center of Dublin and only a half-hour taxi ride from the Dublin Airport, the Royal Hospital Kilmainham is an ideal venue for international events such as this. According to Fair organizer, Peter Sheen, 'It is worth a visit to the fair just to see the building!'

Dublin itself is an inexpensive city to visit, and has a well-deserved reputation as a friendly and relaxed place for business or pleasure. The many U.S. visitors who attended last year's fair enjoyed both an active fair and an exciting weekend in Dublin. In fact, many had such a good time that they stayed on for a short holiday after the fair was over.

From all indications, it appears that fairgoers are in for a rewarding time at the Irish International — they may even strike gold at the rainbow's end. 

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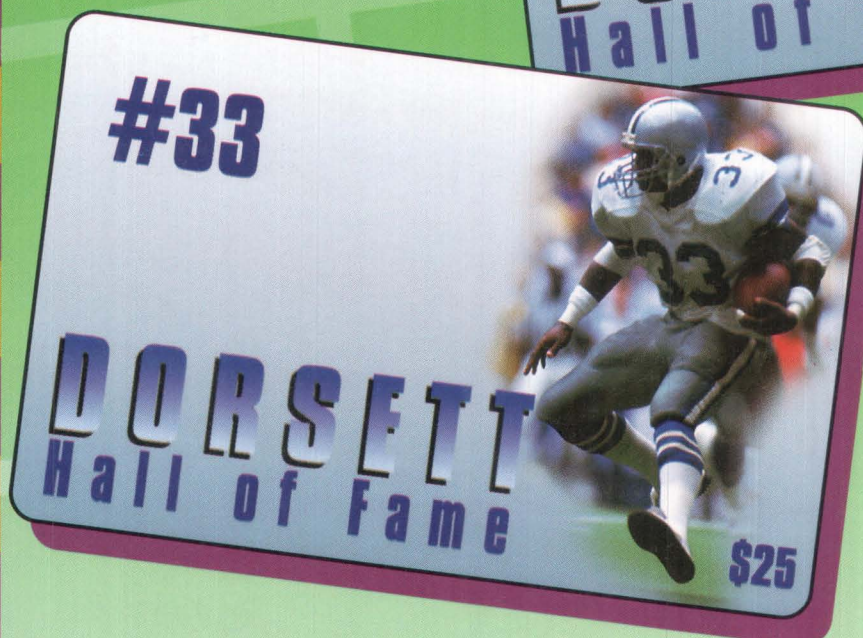
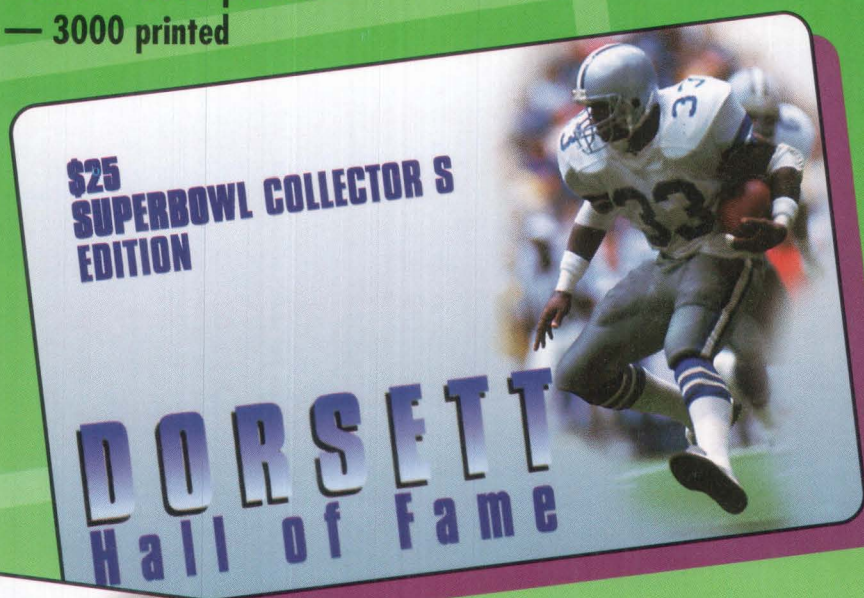


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- Great collectors price
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- Buy 10 cards and receive an
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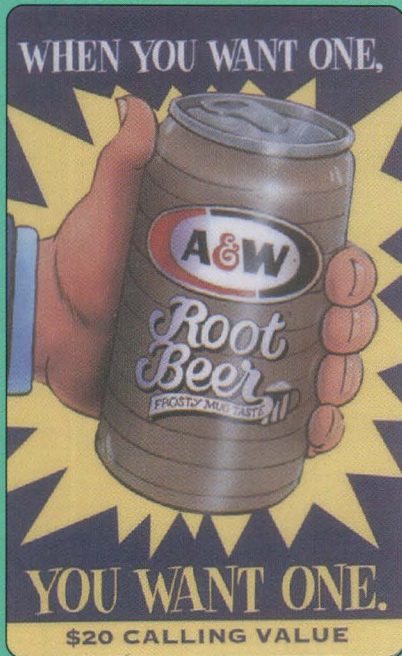
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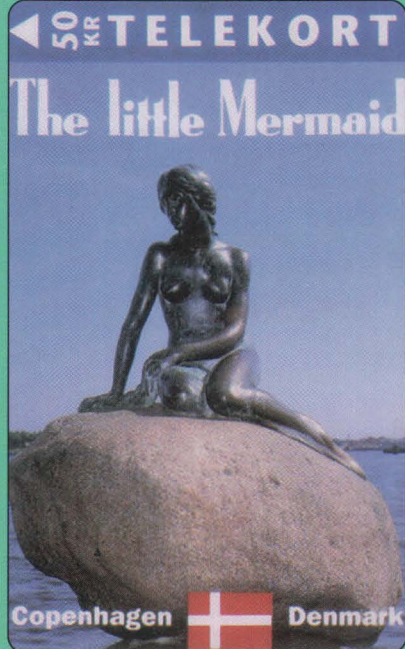
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1-800-353-8945

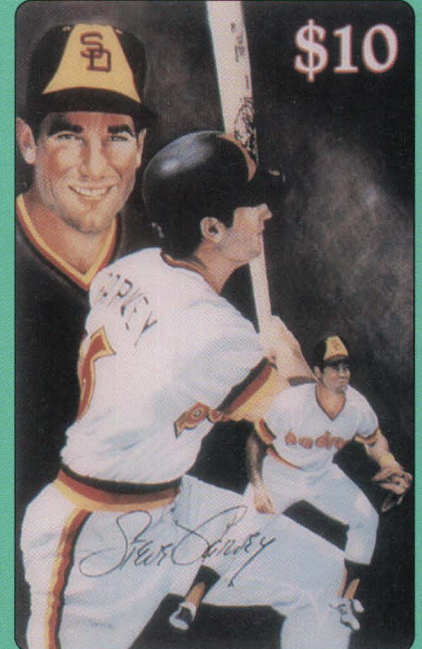
Marketed exclusively by **InstaCall & Associates**



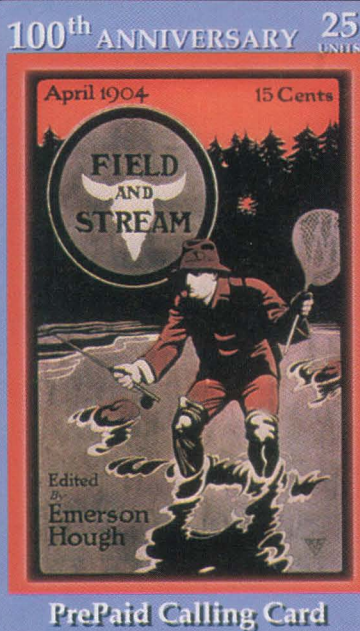
A & W Root Beer
Communications Design Group, RM, R



The Little Mermaid
Tele Denmark, SMS, NR



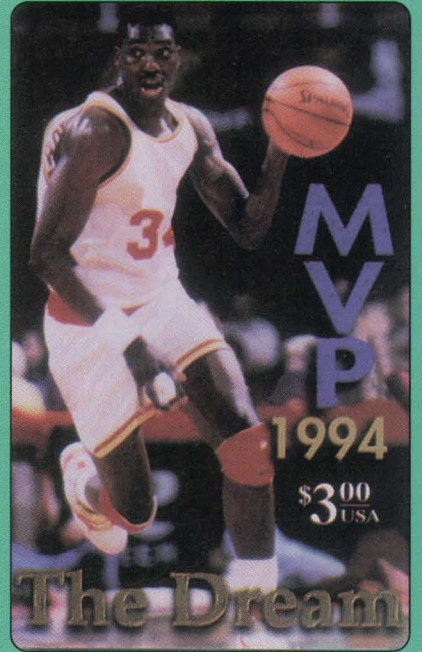
Steve Garvey
TeleTrading Card, RM



Field and Stream
Collector's Communications, RM



Iwo Jima
Vision Telecommunications, RM, R



Hakeem "The Dream" Olajuwon
The Collectors' Advantage, RM, R

Premier Cards

April
1995



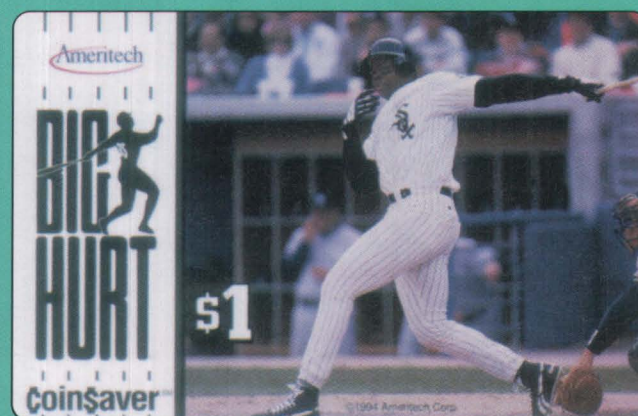
Year of the Pig
GAF Telecommunications, Inc., RM, R



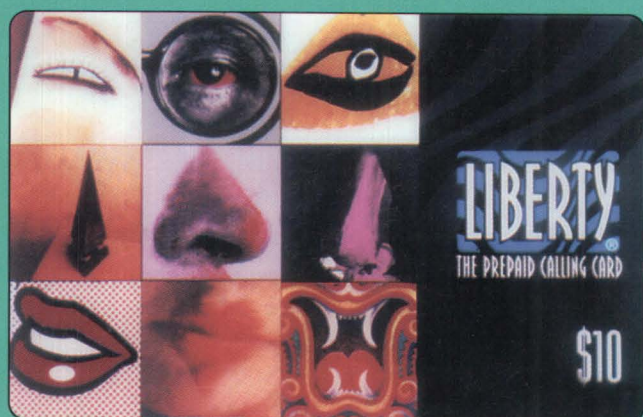
World Rowing Championships
Ameritech, RM, SMS, R



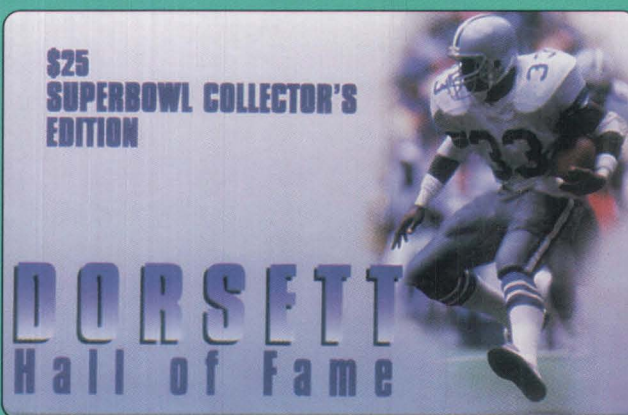
Plane/Rainbow
GTE Airfone, RM



Frank Thomas
Ameritech, RM SMS, R



Funky Faces I
Liberty/Quest, RM, R



Tony Dorsett
InstaCall, RM, R

Mount Rushmore, Columbus Ohio, and Mothers Day?

So, what do these things have in common? Well, they are just a few of the many and varied images represented on ConQuest's innovative line of prepaid phonecards.

While ConQuest's contribution to the telecard market is well-known by all involved with the phonecard industry, perhaps less known is the fact that ConQuest introduced its first cards in December of 1992. Thus, their entry into the then-fledgling phonecard industry truly makes ConQuest an 'old-timer' in an industry in which new companies seem to sprout up overnight.

Entitled "ConQuest Debit Cards," ConQuest's inaugural cards, issued in \$5, \$10, and \$20 denominations, were made of paper and issued in limited quantities, their inventory being destroyed in May 1994. So if you have one of these cards, you have a real treasure.

ConQuest then went on to introduce its Tau Kappa Epsilon Fraternity "Shake, Rattle and Roll!" Card in 1993 — a 3-unit card, with an issue of 500, commemorating the Fraternity's 47th Biennial Conclave — before releasing its popular CQ Telepass in January, 1994 in denominations of \$5, \$10, and \$25.

From there, ConQuest introduced its popular CQ Talk! line of cards, and issued 39 additional designs in 1994 — among them the Assorted Coin Card (March, 1994, 25 units, 5,000 issued), the Lincoln Memorial Card (April, 1994, 25 units, 10,000 issued), and the Eagle & Flag Card (April, 1994, 25 units, 10,000 issue).

Perhaps one of the most inventive uses of the phonecard transpired when ConQuest issued 5,000 Los Angeles Earthquake Cards in February, 1994 to victims of the Los Angeles earthquake. ConQuest donated the design and long distance time of these 5-minute cards, while Brilliant Color Cards donated the print-

ing, and HT Technologies coordinated the distribution with the Red Cross.

Equally innovative was ConQuest's Gibson Greetings Mothers Day Cards, featured in the May, 1994 issue of *Premier Telecard Magazine* (Vol. 2 #5). The four designs issued in May, 1994 in quantities of 7,500 and denominations of 10 minutes, were included in a coordinating greeting card.

The merging of sportscards and phonecards was inevitable. The Telecard Pavillion, sponsored by *Premier Telecard Magazine*, which was part of the International Sportscard & Memorabilia Expo in July of 1994, provided ConQuest the perfect opportunity to turn its eye to the



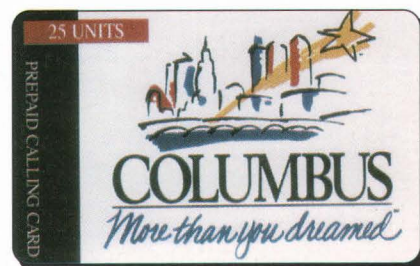
playing field. They issued four sports cards, featuring basketball in the "Fast Break" card, baseball in the "Long Ball" card, hockey in the "Denied" card, and football in the "Crunch Time" card. The 1,500 cards, 25 units each, were available for individual purchase, with the remaining 2,500 available as part of a limited edition five card set, which included the 25-unit Sportscard Expo

Logo card, depicting all four sports images on one card.

Capitalizing on the collectibility of phonecards, ConQuest issued 100 each of a 3-card series (5, 10, and 20 minutes) in its "Sears Coin, Stamp, Precious Metals, and Phone Cards" line, in



September, 1994, featured in *Premier Telecard Magazine*, December, 1994, page 35. Then there was a public card also issued in September, 1994 by the Greater Columbus Convention and Visitors Bureau, 5,000 cards with 25 units each. These were followed by the Nissin Travel Service Card, issued



in November, which bridged the language barrier. Of the 600, 20-unit cards issued, 500 were in the Japanese language. ConQuest wrapped up 1994 with their \$5, \$10, and \$20 "SuperAmerica First Issue Phone Cards," issued in quantities of 15,000, 8,000, and 8,000 respectively.

It is no wonder that the phonecard industry remains one of the "hottest consumer markets today," for, although companies like ConQuest have a long history in the industry, they continue to remain current, innovative, and on the cutting edge of this fast-paced and ever-changing market.



Tele-News Flash Whoops!

What a difference a zero makes! In the February issue of *Premier Telecard Magazine* (Volume 3 No. 1, page 33), we incorrectly stated that Sprint's Marlene Dietrich plastic telecards are limited to 200 serial numbered pieces per design. We should have said they are limited to 2,000 serial numbered pieces per design. We humbly apologize for the mix up. We also reported (page 35) that Amerivox's Indian Cards program series No. 5 are limited to 500 serial numbered pieces per design. Again, we dropped the last zero; these cards are limited to 5,000 per design.

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(Please see page 14 for our newest issues)

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60 UNITS / \$30.00



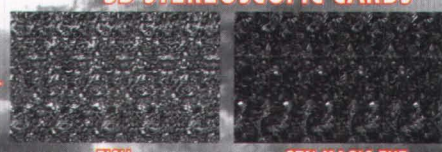
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ISSUED TO DELEGATES ATTENDING
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5000 ISSUED
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GTN MAGIC EYE
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A Portion Of The Re-Charge Proceeds Will Go
Towards The Student Environmental Group.
Save What's Left!

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InstaCall Introduces Limited Edition Tony Dorsett Calling Cards

Football star Tony Dorsett was a four-time college All American with the University of Pittsburgh. In 1976, his senior year, Dorsett won the coveted Heisman trophy as the nation's best college football player. After Dorsett's storied college career, he entered the National Football League and immediately took the professional ranks by storm. He earned the 1977 NFL Rookie of the Year award and provided the Dallas Cowboys with a formidable running attack. Tony Dorsett holds the National Football League record for the longest run, a 99-yard stomp, and is the 3rd all-time yardage gainer in NFL history with 12,739 career rushing yards. He was inducted into the College Hall of Fame and the Pro Football Hall of Fame in 1994.

InstaCall Communications, Inc. has released a limited edition series of prepaid calling cards depicting this legendary Hall of Famer. These highly desirable cards feature a stop-action photograph of Dorsett in full stride. The first card in the series was introduced at Superbowl XXVIII in Miami in January, 1995. This card has a retail value of \$25 and offers a

long distance service to over 1,250 countries and locations around the world.

full hour of prepaid calling time. The second card in the series is referred to as the #33 card; it was introduced at the Telecard World '95 West Conference and Exposition at the Los Angeles Convention Center during the first week of March, 1995. This

card also has a retail value of \$25 and a full hour of prepaid calling time. Each of these collectible cards is sequentially numbered to certify authenticity.

Simple, easy-to-use instructions appear on the back of each personalized card, and an automated voice prompt provides direction in the user's choice of language during calling. Each time the card is used, the automated voice prompt informs the user of the remaining units, including a message for card recharging. Standard features of InstaCall prepaid calling include:

- Domestic U.S. dialing
- International dialing
- Sequential multiple call function
- Three-way call conferencing
- Continual on-line usage by adding additional InstaCall numbers
- Access to information services.

InstaCall has further personalized the cards by featuring Tony Dorsett on all voice prompts as he leads the cardholder through the menus.

As most regular readers of *Premier Telecard Magazine* know, the weakest link in personal and corporate communications in the United States today is often the credit card or calling card products used by sales and service representatives in the field. These field representatives often use public telephones and are subjected to a variety of rates, depending on the provider of the pay telephone. However, the InstaCall prepaid Tony Dorsett calling card series precludes excessive long distance rates, including those charged from pay telephones, by providing convenient 800 access to the prepaid card network. With telephone service provided by WinStar Gateway Network, traveling has never been easier than with the

...For every 10 cards ordered, an authentically autographed card will be sent with the purchase!

InstaCall Tony Dorsett prepaid long distance calling cards. With access from virtually any touch-tone telephone, InstaCall offers long distance service to over 1,250 countries and locations. InstaCall also has inbound service from foreign countries around the world.

InstaCall has poised itself in the highly-competitive telecard marketplace to direct its service toward the medium to large-sized corporation throughout the United States. These corporations' complex telecommu-

nications requirements are vital to their continued overall growth and stability, and relationships with strong and viable telecommunications companies are a must. In order to effectively meet these corporations' needs, InstaCall has

developed a Joint-Venture philosophy through which a strong relationship can be established and a sharing of profit by the Joint-Venture partner can be realized — above and beyond the usual cost efficiency of InstaCall operations. The Joint-Venture relationship ensures a number of things: first, the Joint-Venture partner is ensured that its telecommunications network is at its optimum efficiency and lowest possible cost; second, they are assured that this efficiency and economy will be maintained; and third, because there is financial reward for both parties, a strong relationship is developed that will be profitable for the long term. Because of this desire for mutually-beneficial, long-term relationships, InstaCall offers 50 percent of all profits attributable to the Joint-Venture's business. The sharing of profits complements the direct benefit of reduced long distance costs due to the volume discounts on all InstaCall accounts.

InstaCall has an operating agreement with selected carriers to provide the networking of telecommunications for the services provided by InstaCall. An arrangement of buying and selling long distance service at bulk rates allows InstaCall the opportunity to offer the corporate community substantial saving in communication expense while maintaining the high level of quality communications that corporations require.

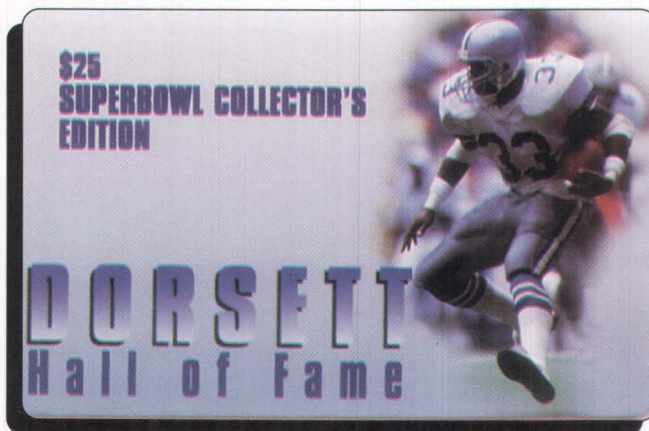
The calls made over these networks are transmitted over the same networks that would be used if a company bought long distance service from one of the major carriers. The main difference is cost. Because of the amount of long distance traffic purchased by InstaCall, they can provide a lower cost to the end user.

In addition to the sheer personal and business rewards of using InstaCall telecards, a special bonus has been announced in connection with the Tony Dorsett prepaid calling card series. This one is hard to resist. For every 10 cards ordered, an authentically autographed card will be sent with the purchase! InstaCall feels very confident that the limited issue Superbowl collector's edition and #33 telecards are a great value, not only for the superior, cost-effective long distance service, but also for the collector who's looking for a once-in-a-lifetime opportunity. InstaCall representatives warn that only a limited number of these cards are left.

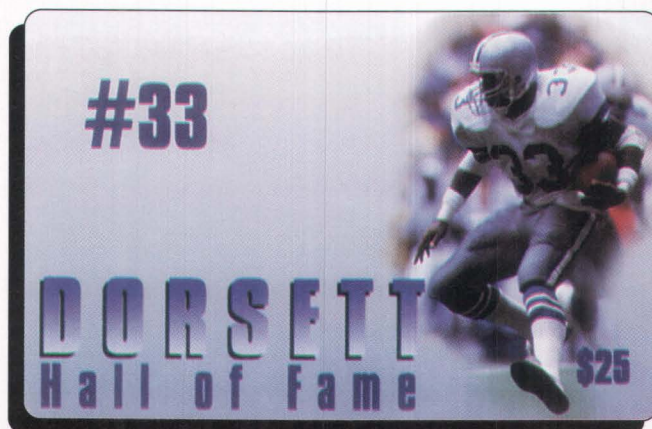
In the future InstaCall Communications, Inc., a Dallas-based company, plans to introduce a series of Dallas Cowboy Legends prepaid calling cards. This series is sure to be a success and a great collectors' addition to the Tony Dorsett cards. Stay tuned for more information on these collectors' musts.

InstaCall Communications, Inc. are also the makers of The Gift Card, and The Thank You Card. Look for more information

on these exciting telecards in future issues of Premier Telecard Magazine.



PTM Magazine publisher Bill Jordan and NFL Hall of Famer Tony Dorsett meet at the Telecard World '95 West Conference in Los Angeles.





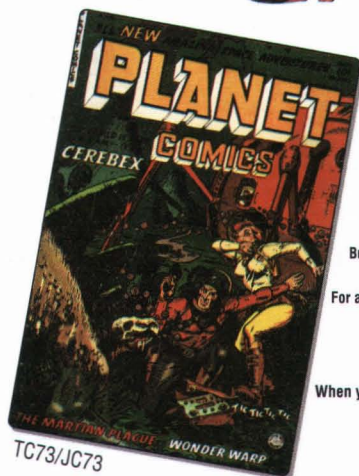
TC70/JC70



TC71/JC71



TC72/JC72



TC73/JC73

GO TO YOUR FAVORITE TELECARD STORE AND SAY TO THE CLERK "TAKE ME TO YOUR LEADER" TELECOMM U.S.A.

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PLANET COMICS 1940 to 1953

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73 Planet Comics book-covers complete 1940 through 1953
Issued with the image of each of the original 73 comic book-covers

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1000 sequentially numbered (20 unit) Telecards at \$10.00 each and
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250 complete sets of original Press Sheets suitable for framing signed and
numbered by the manufacturer at \$199.00 each.

(\$99.00 with the purchase of either complete set)

SAVE 10¢ PER MINUTE ON RECHARGES!!!!

ALL MAJOR CREDIT CARDS ARE ACCEPTED!!!!
TOLL FREE SERVICE 24 HOURS A DAY!!!!

Buy this awesome collection separately for the unrealistically low price of \$10.00 per Telecard (TC01 to TC73), \$50.00 per Jumbo Telecard (JC01 to JC73)
OR

For additional savings purchase either or both of these one of a kind collector sets. The cards of a set will all bear the same sequential number at
\$649.00 for the complete Telecard (TC) set (\$730.00 value), \$3,249.00 for the complete Jumbo Telecard (JC) set (\$3,650.00 value)

OR

\$3,849.00 includes both sets of Telecards and Press Sheets (\$4,579.00 value).

When you buy a complete set of either the Telecards or the Jumbo Telecards you can purchase a set of the original Press Sheets for the ridiculously low
price of \$99.00 (PS01), (Press sheets are also available separately for \$199.00 (PS02) per set.)

Call now for your free brochure 1-800-773-3315 or fax 201-796-2250



TC61/JC61



TC62/JC62



TC63/JC63



TC64/JC64



TC65/JC65



TC66/JC66



TC67/JC67



TC68/JC68



TC69/JC69



TC01/JC01 TC02/JC02 TC03/JC03 TC04/JC04 TC05/JC05 TC06/JC06 TC07/JC07 TC08/JC08 TC09/JC09



TC10/JC10 TC11/JC11 TC12/JC12 TC13/JC13 TC14/JC14 TC15/JC15 TC16/JC16 TC17/JC17 TC18/JC18



TC19/JC19 TC20/JC20 TC21/JC21 TC22/JC22 TC23/JC23 TC24/JC24 TC25/JC25 TC26/JC26 TC27/JC27



TC28/JC28 TC29/JC29 TC30/JC30 TC31/JC31 TC32/JC32 TC33/JC33 TC34/JC34 TC35/JC35 TC36/JC36



TC37/JC37 TC38/JC38 TC39/JC39 TC40/JC40 TC41/JC41 TC42/JC42 TC43/JC43 TC44/JC44 TC45/JC45



TC46/JC46 TC47/JC47 TC48/JC48 TC49/JC49 TC50/JC50 TC51/JC51 TC52/JC52 TC53/JC53 TC54/JC54



TC55/JC55 TC56/JC56 TC57/JC57



TC58/JC58 TC59/JC59 TC60/JC60

CALL in your order 1-800-773-3315 or FAX in your order 201-796-2250

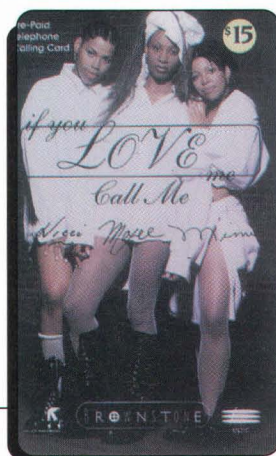
Item #	Quantity	Amount ea.	Item Total	PAYMENT INFORMATION	
	X	=		<input type="radio"/> Check	<input type="radio"/> Money Order
	X	=		<input type="radio"/> Mastercard	<input type="radio"/> Discover
	X	=		Name _____	
	X	=		Street Address _____ Suite# _____	
	X	=		City _____ State _____ Zip _____	
	X	=		Day Phone _____ Eve Phone _____	
	X	=		Credit Card Number _____	
	X	=		Expiration Date: [] [] [] [] Today's Date [] [] [] []	
Allow 4 to 6 weeks delivery			Subtotal _____	Signature _____	
NJ Residents add 6% Sales Tax			Shipping and Handling Per Order	Mail Orders to: TeleComm U.S.A.	
Minimum Domestic \$2.50 (Please add 2.5% up to \$20.00)			Minimum International \$5.00 (Please add 5% up to \$40.00)	17-10 River Road	
TOTAL PAYMENT _____				Fair Lawn, NJ 07410	
				USA	



Cards in Play in the U.S.A.

BROWNSTONE...

The new group Brownstone is being produced by the new division of Epic Records called MJJ Music (as in Michael Jackson). Michael Jackson is actually behind the new success story. Their new LP "From The Bottom Up" was released in early January, as was their new video. This special edition card was distributed to video TV stations similar to MTV in order to promote the new video.



Sold Out

Brownstone

Issuer: Communications Design Group

Carrier: CDG

Face Value: \$15

Release Date: January 1995

Limited to: 250

Manufactured by: CDG



DECEPTOR...

One card of a three card set of Jack Kirby original artwork. This series 1 set is the first of ten sets to be released over the next two years.

Jack Kirby is the original creator of many of the super heroes of today, including The X Men, Thor, The Incredible Hulk,

Captain America and many more.

DECEPTOR

Issuer: Communications Design Group

Carrier: CDG

Face Value: \$10.00

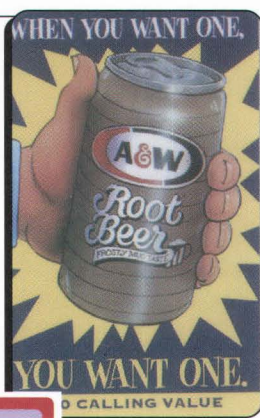
Release Date: August 1994

Limited to: 2,500

Manufactured by: CDG

A & W ROOT BEER...

Schwepps produces the oldest brand of root beer in America. This remote memory card was produced in a gift catalog from which the beverage distributors select gifts.



PRODUCE CARDS FOR VALUE, NOT JUST FOR TELECARD COLLECTORS

by Stephen A. Caswell, Incomnet

As the telecard industry matures, one of the rules telecard providers are learning is that cards should be produced and marketed for their value as a telecommunications tool, not just for their perceived value to collectors. The decidedly lukewarm reaction to cards which are introduced and promoted primarily for their supposed "collectible value" as telecards is forcing market insiders to learn this lesson.

Following are two good reasons to produce telecards:

1. The cards can be used to make long distance calls. Such cards are typically produced by established phone companies, or by entrepreneurial newcomers who have found some niche in the market.

2. The cards can be used in a commercial promotion. This is a great area for newcomers, although it requires phone company skills as well as an ability to work with commercial clients looking for good advertising/promotion ideas.

As a bonus, the cards can be sold into existing memorabilia or collectibles markets, independent of phonecards. Phonecards appear to be ideal collectibles for sports and celebrity memorabilia markets.

Incomnet, for example, provides two types of cards: a discount telecard, SureSaver, with rates of 20 to 25 cents per minute (sold by National Telephone Communications, Inc., a subsidiary), and a line of hockey cards for the sports collectible market. In both cases, the cards were produced with primary consideration focused on their utilitarian value.

As the industry matures, the best advice which can be given to either a fledgling telecard provider or collector is to first look at the value of the card as a telecommunications tool for the mass consumer market. If its value is apparent as a prepaid phonecard, then it is likely to have potential as a telecard collectible.

Premier Telecard TeleFacts

Sold Out

A & W

Issuer: Communications Design Group

Carrier: CDG

Face Value: \$20

Release Date: March 1995

Limited to: 600

Manufactured by: CDG

Cards in Play in the U.S.A.

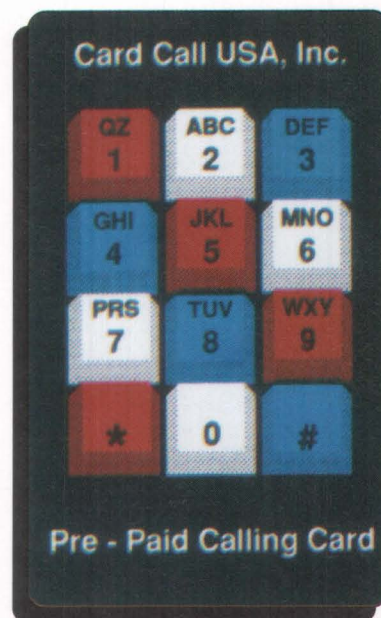


Phoenix, AZ

Card Call USA, Inc., is another newcomer to this fast growing, high-tech field of telecommunications. They are new to the prepaid calling card industry, but their founder is definitely not a newcomer to the telecommunications field. With a degree in Physics, Jeff Smith helped in the development of telecommunications applications utilizing innovative call processing techniques and computer based voice processing business applications, as well as owning and operating one of the largest 1-800/1-900 telecommunications service bureaus in the Southwest. Well, now we feel better, don't we? So many companies are not really very stable these days, but hopefully with some of the new companies having these kinds of

credentials, this industry will indeed grow in stability.

Their first card, titled The Founders card, was introduced in May of 1994 and issued in \$5, \$10 & \$20 denominations. There were 6,000 issued and collectors will be glad to know they are sold out! Their marketing strategy is through a distributor program in which they sell distributorships nationwide. They have custom voice prompting and language choices. An unusual innovation is the option to use the 800 access number or a local (Phoenix, AZ users only) switch access number which gives a discount of \$.10/min. for those using it versus the 800 access number. "We are expecting to put in additional local access lines later this year, possibly in Tucson, then in Los Angeles,"

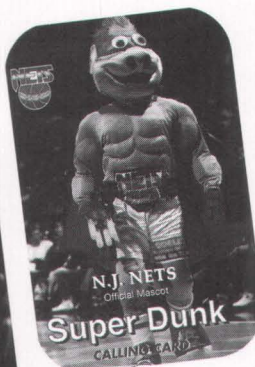
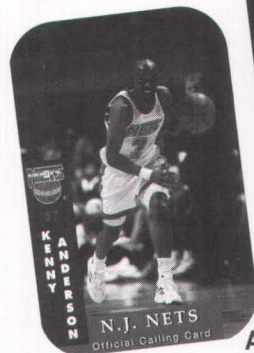
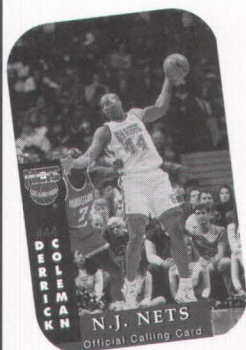


stated Andrew Warianka. Their cards range in price from \$.25 to \$.50 per minute depending on the purpose. No promotional cards have been issued as of this date, however, they do special issues. The cards are remote memory, renewable, and transferable.

They are standard credit card size, and have no activation fees. The Founders card was 12 mil but all current issues are 30 mil solid core plastic.



Finally...Telecards that collect like Sportscards



Available From:



First Telecard ever officially sanctioned and licensed by the New Jersey Nets Pro Basketball Team. Full logos. First class, full color photography.

First Telecard ever for Hall of Famer Willis Reed and '94 All-Stars Kenny Anderson and Derrick Coleman.

Limited run of 5,000 each of 20 cards, sequentially numbered, \$3 prepaid phone cards. (3 cards per pack. Suggested retail price \$9 per pack.)

Foil packs, 3 cards @. For dealers, attractive box with fold-up display lid.

Includes Kenny Anderson and Derrick Coleman, rookie sensation Yinka Dare, players, coaches, Jersey Girls cheerleaders, Super Dunk official mascot and Hall of Famer - now N.J. Nets General Manager - Willis Reed.

Bonus cards, randomly inserted, chances are 1:21, one in every seven packs. 2,500 each of two cards: Willis Reed playing in his glory days and side-by-side Anderson-Coleman '94 all-star card. Cards in \$3, \$6, \$10 and \$25 denominations.

Authorized Global Key distributor
Dealer inquiries welcome.



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Cards in Play in the U.S.A.

Telecards Take Flight

The sky's the limit? Not anymore! With GTE Airfone's offering of the inflight telecommunication industry's first air to ground prepaid calling card, telecards continue to expand boundaries of inventiveness and usefulness.

Featuring a dramatic photograph of a jet airliner flying towards a rainbow set against a cloud-filled sky, the limited-edition card commemorates the 10th anniversary of the first airborne telephone calls placed from commercial aircraft on October 15, 1984. The image, created specially for this offering, will not be produced for future cards. Only 25,000 of these unique cards will be produced.

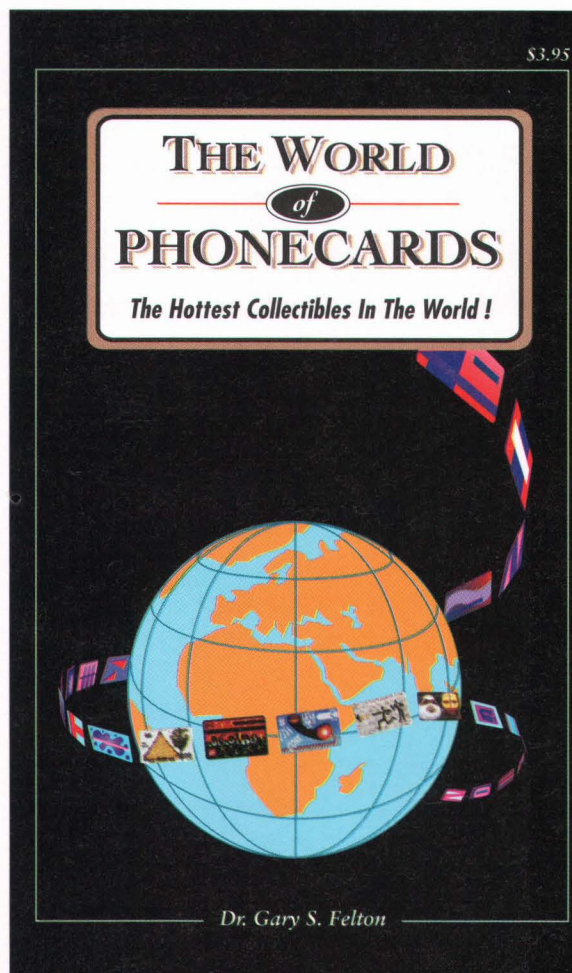
"After just one decade, and nearly 50 million calls on the Airfone Service, inflight telephone service has become an indispensable tool for millions of business and leisure travelers," said Andrea Schnurr, GTE Airfone manager of consumer marketing. "Our prepaid calling card is designed to increase the value of the Airfone Service for new and frequent users."

With a \$15.00 value, good for six minutes of domestic call-



ing in the United States, Canada, or the Caribbean, the card can be used to place calls from any plane having the Airfone Service from GTE. As part of the special introduction, the company is waiving the customary \$2.50 per call connection charge.

GTE Airfone, based in Oak Brook, Ill., provides airborne telecommunications systems to passengers on more than 2,000 commercial aircraft representing 18 domestic and international carriers.



THE WORLD OF PHONECARDS!

The Hottest Collectible in the World

What are phone cards? • How do they work? • How are they made?
Where are they sold? • Why buy phone cards? • Collect or invest?
What's hot? What's not?

The answers to these and many other questions about prepaid, or debit phonecards, also known as telecards, can be found in this new book by Dr. Gary Felton, well-known author and lecturer from Los Angeles California.

THE WORLD OF PHONECARDS is a primer for beginners, introducing them to the hobby of phonecard collecting. With almost 200 full-color pictures of telecards, THE WORLD OF PHONECARDS is an exciting introduction to telegery...a fabulous new collecting pastime.

The perfect guide for new collectors, or as a gift to friends or relatives just now learning about telecard collecting. Order 3 or more, and we'll pay the shipping & handling. \$3.95 plus tax, in California only. Add \$1.50 single copy S&H; Orders of 3 or more, FREE S&H Personal Check or Money Orders ONLY. Allow three weeks for delivery. First Printing, June 1994.

Call and order yours today...

(805) 547-8500 Fax (805) 237-2530

Another Quality publication from...the publishers of Premier Telecard Magazine
BJE Graphics and Publishing, Inc.
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Tele-News Flash

PCA NAMES CHAIRMAN

Joseph F. Clark has been named chairman of The Prepaid Communications Association (PCA), a new industry group formed to educate companies and consumers about prepaid telephone cards. PCA promotes the benefits of prepaid communications services, creating quality assurance standards for customers purchasing the services, and monitoring industry participants supplying the services.

"Based on our projections, the prepaid calling industry will approach \$1 billion in revenue by the end of 1995," Clark said. "By abiding by the principles established by PCA, we can control the destiny of this rapidly emerging industry."

HOMISCO VOICENET



DEBIT SWITCHES
WITH A **TWIST**

Assumptions:

- Switches do call processing
- Features beyond call processing are necessary to be competitive
- Voice processing features are the differentiator for a call processing switch
- Voice processing means
 - Voice Recognition for Dialing
 - Speed Dialing
 - FAX
 - Conference Calling
 - Voice Message
 - Delivery
 - PIN On Demand
 - Real Time Credit
 - Card Validation

Fact:

Homisco has the only true call processing switch with these voice processing features on board, totally co-resident.

For a quote call
Bob Reebeacker

617 665-1997
FAX: 617-665-3013

SAVE ON LONG DISTANCE CALLS



Collector's Communications presents the Field & Stream Centennial Series of prepaid calling cards. Classic covers from 1900-1910 from the archives of Field & Stream Magazine.

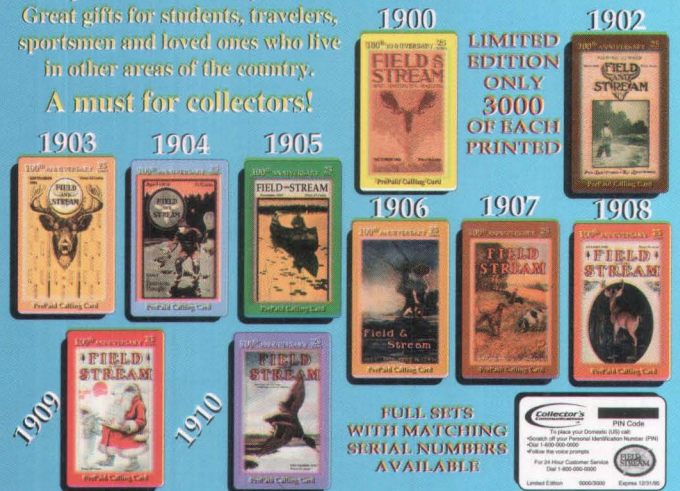
100th
ANNIVERSARY

Each card represents 25 minutes of prepaid long distance time within the United States.

Simple, convenient, easy to use. Great gifts for students, travelers, sportsmen and loved ones who live in other areas of the country.

A must for collectors!

COMMEMORATIVE CALLING CARDS



FULL SETS
WITH MATCHING
SERIAL NUMBERS
AVAILABLE



ITEM	YEAR	Qty.	Price	TOTAL
	1900		\$12.00	
	1902		\$12.00	
	1903		\$12.00	
	1904		\$12.00	
	1905		\$12.00	
	1906		\$12.00	
	1907		\$12.00	
	1908		\$12.00	
	1909		\$12.00	
	1910		\$12.00	
	Full Set		\$99.00	

Shipping
TOTAL \$1.50



DEALER INQUIRES WELCOME

Send Orders To:
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Phone Orders: 800-676-3226
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ORDER FORM

NAME _____ PHONE _____

COMPANY _____

STREET _____

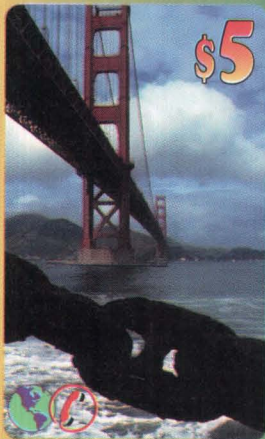
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☐ VISA ☐ MASTER CARD ☐ CHECK (US FUNDS)

Card No. _____

SIGNATURE _____

PTM



FOR ALL YOUR CALLING CARD NEEDS

13-28 MIL THICKNESS SEQUENTIAL/VARIABLE #'S
BAR CODES SMALL & LARGE JOBS
PIN #'S HIGH QUALITY
SCRATCH OFF REASONABLE TURNAROUND

COLORFAST
MARKETING SYSTEMS

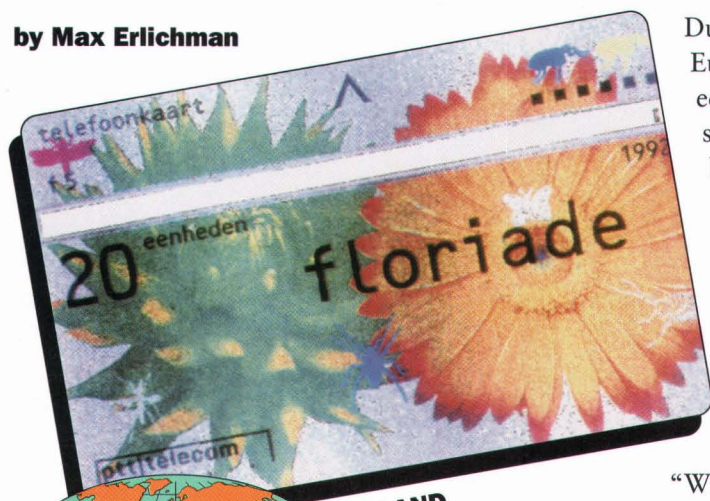
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The Internationalization of the Phone Debit Card *(part 2)*

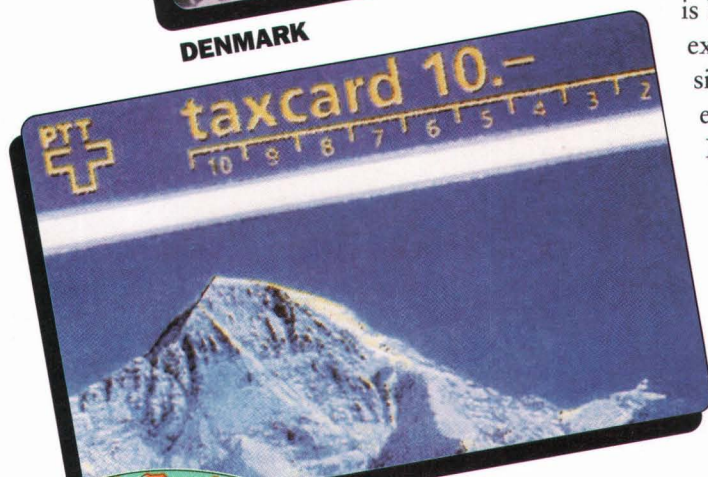
by Max Erlichman



HOLLAND



DENMARK



SWITZERLAND

During my frequent trips to Europe I have been repeatedly confronted with the same question put to me by people in the industry, be they dealers, wholesalers, Telecom company executives, etc. : "What exactly is going on in the U.S. phone debit card industry?"

Usually my answer is another question:

"What do you mean, 'what is going on?'" By replying to the question immediately, I would be admitting that I understood quite well what he/she was talking about. Which is, where do all these phonecard companies come from? It is, for

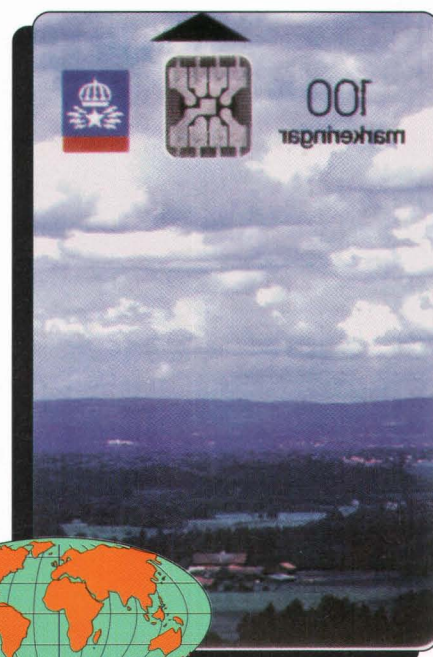
someone in this industry who is based in the U.S., an extremely embarrassing situation. How to explain this? Everyone is aware that we do not have anything remotely approaching a national phone debit card. The rise and fall of so many special phonecard

companies selling and promoting "collector cards" could be justified and would have some purpose if one or two (or maybe half a dozen) of the many companies which appear out of nowhere,

would survive promoting User Phone Debit Cards for the mass consumer market. The U.S. is presently in the experimental stages of its phonecard development, I agree, but some new, surprising, and strange events are taking place.

The first new phenomenon, actually less than 12 months old, is the American "Telephone Card Fair" which could perhaps be more aptly named "How and where to meet old acquaintances, or: for our immeasurable contribution to the Telephone Card industry I issue you an award and you issue me a plaque" (to loud applause).

Second new phenomenon: Once every 3 months a new Telephone Card Magazine appears on the market. A glossy



SWEDEN

or mimeograph.

Third new phenomenon: Within three months the new magazine organizes a "Telephone

Card Show." "Let us see if we can run it simultaneously with an already scheduled show by another magazine. We might be able to kill off the other fair and magazine."

and phone-time traders and we succeed in becoming the laughing stock internationally. And that's why I do not know what

to answer to the question posed above:

"What exactly is going on in the U.S. Phone Debit Card industry?"

In the first part of this article I presented a number of examples of how the U.S. has, in the near and distant past, been beaten to the punch in establishing a leader-

Let us take a look overseas. The telephone companies there have been established for a number of years. There is a mature and solid foundation beneath their telephone card programs. The knowledge and experience exists and the user card is a profitable item. It is apparent that some one of these established companies will soon enter into our domestic market and perhaps, as I said in closing the opening part of this article, run away with what many analysts estimate is a multi-billion dollar consumer market.

So the question remains, what overseas carrier will enter the U.S. market first? Having had several discussions and exchanges of opinion on the potential market here and the feasibility of either entering solo or on a joint venture basis, I am not ready to hazard a guess. By proper preparation there is very little that could stop a major, successful inroad by an overseas carrier in the phone debit card market in this country.

The additional advantage of such a step is the creation of a broader user market. Utilizing the potential of the flexibility of a debit card, and combining the U.S. and the overseas market allows for a broader approach for the prepaid phonecard and the multiple uses and applications offered.

During the past several months, this potential was



FRANCE



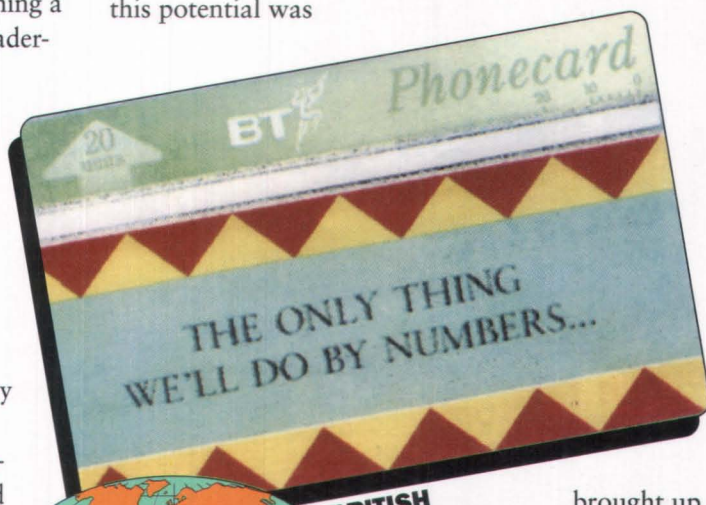
GERMANY



In our philosophy there is of course no merit in cooperating to promote the phone debit card in this country. This would entail, say, for you to schedule one show on the East Coast, and for us to do one on the West Coast scheduled six months apart. Heaven forbid. The shortsightedness and irreversibility of it all.

So within less than one (1) year, we now have big fairs, big little fairs, little little fairs, little big fairs, each one sponsored by telephone card issuers, carriers,

ship role in cutting-edge industries. From new technologies in the steel industry introduced by foreign steel makers, to the recent recognition by Japan, Korea, and Holland of the gold mine that lay in consistent research and development in the consumer electronics market, the U.S. has fallen victim to its own financially motivated short-sightedness. The question is, will the same scenario happen in the American telecommunications industry, especially in the race to establish a solid, broad-based phone debit card consumer market?



BRITISH

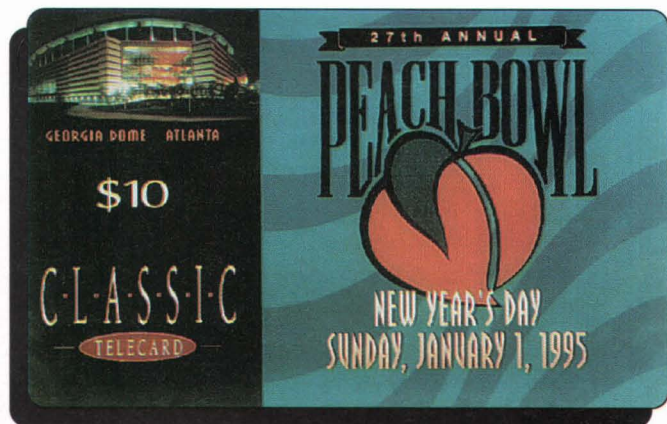


brought up in various discussions in Europe. Feasibility studies are in progress now. So let us wait and see. The U.S. might still have a national phone debit card.

Max Erlichman was formerly databank manager, TeleTicket, AT&T. Today, he is a consultant with Fone Cards International, a Sunnyvale, California-based consulting firm. He can be reached at (408) 773-9370.

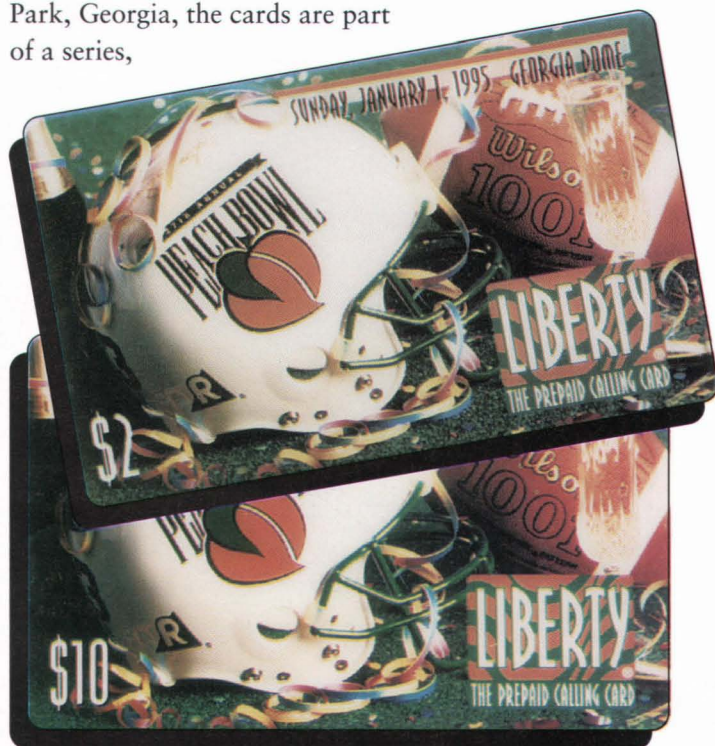
Peach Bowl

As the pigskin took to the air in the 27th Annual Peach Bowl Game on New Year's Day, 1995, fans on the Executive Level of the Georgia Dome received an extra bonus as 10,000, \$2 Commemorative Peach Bowl prepaid telecards were given away. In addition, to the



giveaway cards, \$10 cards were sold at the game and at related events.

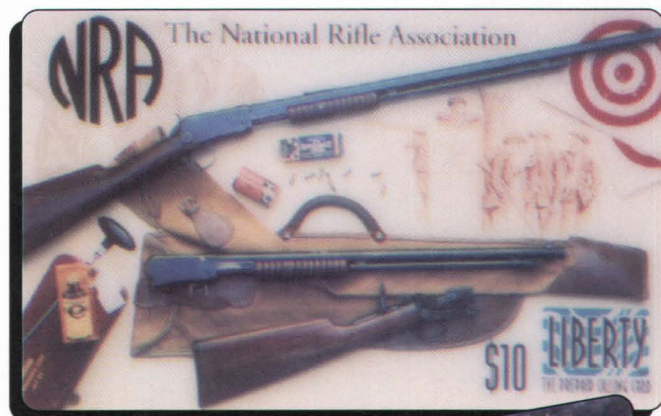
Issued by Quest Telecommunications of Forest Park, Georgia, the cards are part of a series,



comprised of the Liberty Peach Bowl Party Card, the Classic Peach Bowl Party Card, the Liberty Peach Bowl Dome Card, and the Classic Peach Bowl Dome Card. All four cards were issued on January 1, 1995 in denominations of \$10 and in quantities of 2,000.

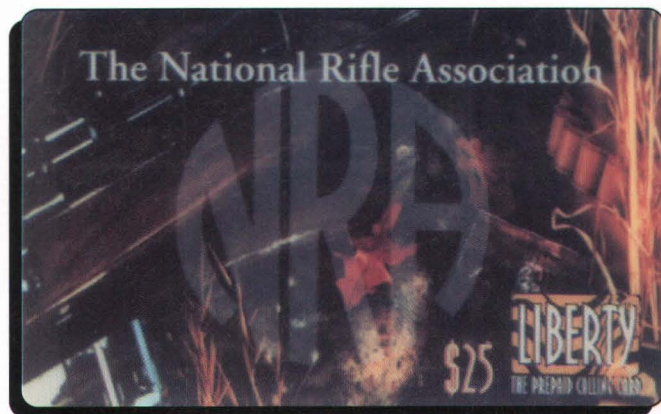
NRA

Targeting the rapidly-moving world of telecommunications, in conjunction with the National Rifle Association, Quest Telecommunications issued its NRA series in November, 1994. Although the cards were initially utilized as a fund-raiser for the National Rifle Association, advertised in *American Hunter*

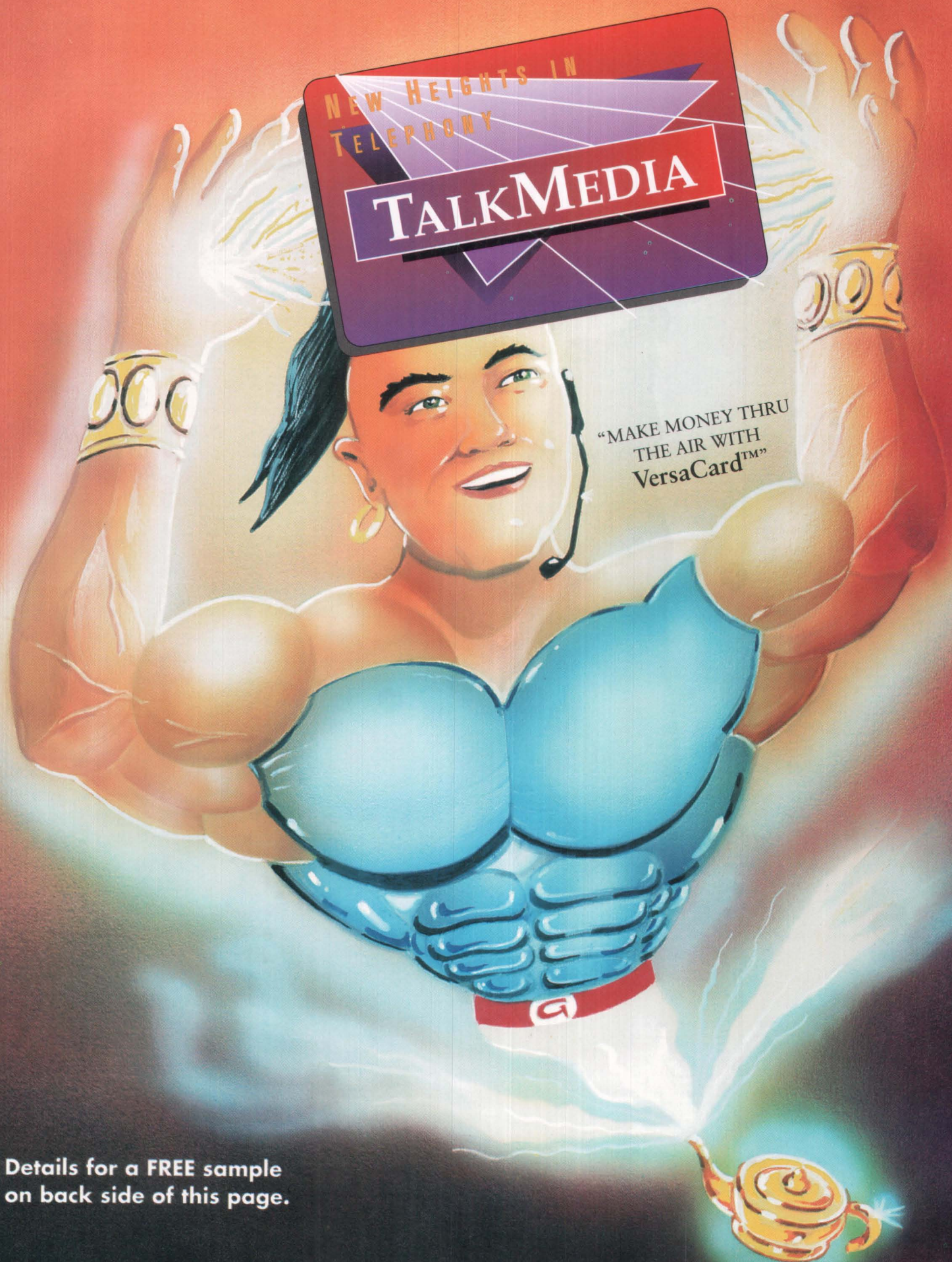


and *American Rifleman* magazines, Quest was also given permission to sell the cards independently.

Printed by Brilliant Color Cards, the series features four designs by J.P. Sartori, including the \$25 "Collage" card, the \$10 "Education" card, the \$10 "Second Amendment" card, and the \$10 "Deer" card. All four cards were issued in quantities of 1,000, and make a striking addition to Quest's growing line of telecards.



COME AND GET IT



"MAKE MONEY THRU
THE AIR WITH
VersaCard™"

Details for a **FREE** sample
on back side of this page.

VersaCards™ . . . Telecards For The Next Generation

Every so often, an item comes along which provides creative marketers the opportunity to enhance their sales and marketing programs, while augmenting their bottom lines.

Introducing the most versatile, revenue-generating pocket information carrier available today, *Premier Telecard Magazine* is pleased to present . . .

VersaCard™. VersaCard™ is a patented information directory designed by Zeisfeld, and distributed by Power Pac Marketing through VersaCard™/VersaCoups® International Promotions and selected agents.

This product is made of state-of-the-art plastic materials. The (custom) insert, sandwiched between the front and back shell panels is a tear-resistant, accordion-fold, synthetic paper pull-out. As a simple phone directory, written information won't smudge.

The VersaCard™ uniqueness lies in its consumer usefulness and its ability to be a great new marketing tool. It is a high revenue generator, and a new innovative vehicle to ensure continued usage. Repeated use by the recipient increases exposure and profits. By retaining the piece, your customer will utilize your network by renewing time on your platform over and over again, all the while viewing and handling your customized VersaCard™. You also save on the wasteful cost of reissuing. Ease of use will create a consumer demand and dependency for your VersaCard™ and the information it holds.

This product has a myriad of applications, and houses tremendous benefits for the VersaCard™ issuer. It provides the flexibility to position yourself with unique marketing applications to maintain and solicit customers. You can also reposition yourself in the minds and hands of past and current customers with a product which will have long-lasting benefits and value. It offers you, as the issuer, a valuable and transportable advertising media space. Uses range from premium advertising space, promotional coupons (VersaCoups®), collector card series information and ordering numbers, listings, schedules, menus, locations, rates, promotions, events, customer service numbers, and many other useful applications. The long-lasting infomercial value of VersaCard™ promoting usage of goods and service loyalty is easily appreciable. With the implementation of this product either through a prepaid/debit telecard program, or as part of a promotional marketing campaign, the return on your investment will be greatly enhanced. Your information regarding products, services, and promotions are perfect for placement in any number of VersaCard™ programs.

The distinct advantage of employing a VersaCard™ program is that your customer will always have your information with them as part of their telecard. At your discretion, it may enable them to have immediate access to pre-selected phone numbers, international dialing

codes, customer service and emergency hotline numbers, etc. – all at their fingertips. Information becomes conveniently accessible. The product will become a constant companion of the individual, and can be utilized by all ages. It will also attract and solicit new customers for future business growth; and your customers will have a truly unique product to apprise them of the goods and services which you provide.

The card can be designed to have any image printed on it (from 1 to 4-color process) on the outside plastic shell, as well as on a customized insert(s). The pertinent information you choose to disseminate can be strikingly displayed, outside and inside. **Optionally, an accordion-fold coupon(s) (2nd insert), with a special offer(s), may be included to create immediate and continuing traffic.**

This Infocard is the most innovative mini-billboard available to reach your target market with your goods and services. VersaCard™ provides advertising space on a new and unique pocket-sized portable, identification-retentive medium. Your advertising and information is "on and in hand."

The immediate impact of bold corporate I.D. graphics, brand names or services, or a limited edition collector series, displayed on the outside face, get attention reinforced by a related message imprinted on the two-sided fastenfold pull-out insert. Because your audience is reading rather than listening, VersaCard™ provides concentrated advertising without the intrusion of sound. Repetition being a key factor in advertising, research and major focus group results show the cards are handled an amazing average of 4.7 times daily, with a customer usage rate of 98%.

By custom-tailoring a program to your specific needs, you will enable your audience to access instant "at-their-fingertips" information about your product. Your name, brand, or service will become a consumer generic, providing increased revenue and market share. VersaCard™ programs have great consumer appeal and value, and will reward you with impressive financial results.

As a courtesy for *Premier Telecard Magazine* subscribers, a VersaCard™ sample card is available from the listing below. The sample card includes a personal telephone directory. Instructions for card use and customer service numbers (for the purchase of time) are printed on the back of the card.

To receive information on creating a custom VersaCard™ program for your specific needs call VersaCard™ / VersaCoups® International Promotions at (905) 770-6721, Jagged Edge Creative at (905) 770-7140, Sage Communications at (603) 434-8400 or contact the publisher of Premier Telecard Magazine at (805) 547-8500.




Ron Contrado of Homisco

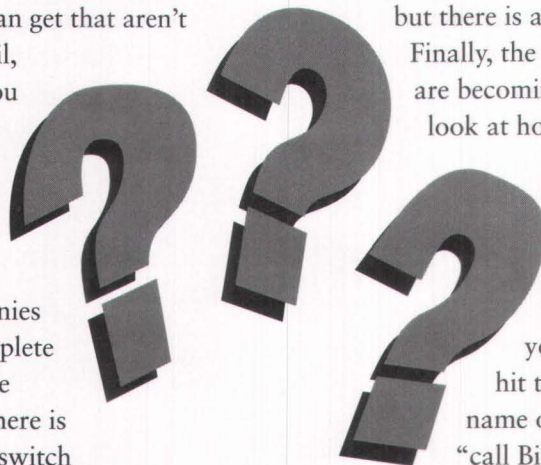
When a card is issued, most users don't realize that the call goes through the equivalent of a telephone company-like "central office." However, due to technology, there are many features the card user can get that aren't available from Telcos such as voice mail, voice message delivery (if the person you are calling is on the line), voice dialing (dial the number with your own voice), fax, conference calling, etc.

What is also unknown by card users is what kind of switch the card issuer is employing. Some companies have small switches that can only complete 12 concurrent calls! Additionally, if the switch does not have "redundancy," there is no way of completing a call when the switch fails. This is not a problem if you are strictly buying cards for their collector value, and do not use the PIN number for making calls. But if you do use the card, then there can be a problem.

Before buying a card, ask the card issuer how many

trunks they are using, what additional features are available, and if there are any costs associated with these features. For example, often the use of voice mail is free, but there is a cost to leave and retrieve messages. Finally, the voice dialing capabilities of switches are becoming increasingly popular and you should look at how this feature can be added to your card as it can save your time. Most voice recognition switches can also allow you to dial by simply saying the person's name or a phrase like "Call Home," and the switch dials your home. When you are finished you hit the (#) key and you are able to say the name of the next person you want to call, i.e., "call Bill Jordan" or "call *Premier Telecard Magazine*." This productivity feature is becoming increasingly popular.

In summary, all cards can look alike, but it is the switch, its features, and the back-up that provide the value and functionality. So don't be afraid to ask questions! 





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Like A Bird On A Wire

Almost everyone has had the experience of viewing a bird on a telephone wire. For many of us the view we tend to have is that of a simple bird in repose, ever so still, perched almost frozen on the line; its talons clutching the wire almost effortlessly while it takes in its world as well as ours. Yet if we were to take more time in our viewing we would expand our awareness of the depth of what is actually taking place in the scene.

by Dr. Gary S. Felton

The seemingly stark and simple image of a bird on a wire, in fact, has more to it than we may realize at first glance. One aspect of this pic-

ture relates to the underlying physics of gravity. Another has to do with the act of standing and grasping. The act of balancing brings us one more consideration. And the list goes on.

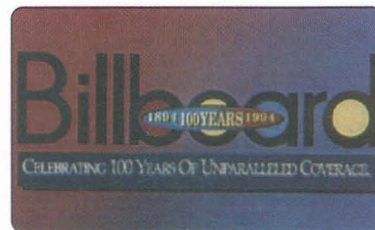
When we take the time to

incorporate these and countless other aspects of what is taking place in the scene, we see several examples of situational 'tension' which exists between certain constituent parts. We imagine the sense of balance operating between the uncomplicated bird and the complex, powerful force of electricity within the wire. And although in this particular scene we are dealing with a more implicit form of 'tension' rather than an obvious one, we find the same 'tension' playing a role in our daily lives.

If we move from telephone wires to more grounded aspects of day-to-day life, we find this kind of 'tension' operating in the world of phonecards and the world of telegery (the hobby of collecting them). In the telecommunications industry we are dealing with a major techno-revolution which has been in effect around the globe for nearly 20 years and in the United States for slightly more than three years. When we review the recent research regarding the growth features of the phonecard industry, we learn that the revenues from phonecard sales in 1994 were approximately \$75 million in this country. When we look at what is expected for 1995, the marketing and economic analysts and planners forecast revenues will exceed \$1 billion, and that by the end of 1996 they will surpass \$3 billion!

These staggering economic jumps for a new product and new technology reflect the powerful force that many phonecard industry experts and developers have seen from the inside of this business for some time. To the outside observer as well, there are many clear signs of the lightning-fast, widespread growth that already is underway with phonecards. For one example, phonecards have increasingly been appearing as adjunctive elements in many combined-package formats. Greeting cards, books, business cards, and compact disks are just a few of the products with which phonecards have been 'bundled.' Various manufacturers are adding new kinds of such carriers to the list.

Another measure of the rapid growth of phonecard use in the United States comes from their having been produced in all possible sizes, shapes, and graphic/color combinations. Given that phonecards do not interact directly with telephones in America (in other countries they do)



they can be manufactured with limitless possibility along these size/shape/color dimensions. The vast spread of alternatives which already exist points to a rapid evolution. Innovative derivatives from this kind of expansion continue to emerge regularly. For example, we have some phonecards the size of pogs, others in the shape of an apple, and still others as large as wall posters. We have phonecards that are thick and phonecards that are thin; rechargeable phonecards, and phonecards with expiration dates; we have phonecards made of paper and others of metal; we even have phonecards made of gold and silver. These are only some of the many variations which are currently available.

In the same manner that a bird on a wire is poised while appearing to be resting comfortably, so it is with the phonecard industry. Though it may seem that not much is happening, our swiftly expanding industry, with its following of nearly five million collectors, is poised to deal with the immense power within its grasp as phonecards move into America's day-to-day life. The 'tension' is evident, phonecards are coming and the market is ready to explode.

As near-future changes become present-day givens, such as the discontinued acceptance of coins by many public telephones, we must acknowledge and work with certain other givens in our world. At the same time that we clearly are headed towards being a phonecard-utilizing culture, the reality is that we live in a coun-

try where less than five percent of the population is aware of this cutting-edge product that soon will be sold, used, and collected everywhere. Therefore we need to take positive steps toward providing widespread public education about phonecards and their effects on all of our lives.

One such step is to make available to the American population on a national basis magazines like this one — *Premier Telecard Magazine* — of which there are ten. The relevant and needed information is available but its dissemination is lagging. Many of the telephone card companies, some publishers of industry and collector magazines, and a number of dealers and major collectors have failed to take the required steps to educate the public. Given that we are soon going to see millions of people in the United States using, as well as collecting phonecards, we need the existing magazines and journals to be sitting in newsstands and bookstores. With broad-based availability and presence, they will help everyone know more about this new telecommunications tool and collectible canvas of the 1990s.

As is true for the bird on a wire, immense power is literally within our grasp. Unlike the bird, we can do something with the power by actively creating a well-informed, technologically prepared, and psychologically primed population. For now, hats off to *Premier Telecard Magazine* for beginning the first-ever national roll-out of a phonecard industry publication.

With this issue (April, 1995) it begins its preliminary national roll-out, and with its June issue, *Premier Telecard Magazine* will become the first magazine of its kind to be readily available in the marketplace at nearly 2000 newsstands, bookstores, phonecard shops, and other retail outlets regularly frequented by the American public at large.



Classified Ads

FREE AD

Premiere Telecard Magazine subscribers may now place a FREE AD to buy certain cards at a stated price. The ad must be mailed or faxed and cannot be submitted over the telephone.

The ad format is specified and must read as follows: WANT TO BUY:

1. Name of cards by issuer
2. Quantity of cards desired
3. Price to be paid
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The ads will run on a space available basis.

RATES: \$1.00 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance.

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1. Amerivox \$10 Nyson 1 Eagle, Pay \$20
2. Amerivox \$5 First Credit Card & Telecard Convention, Pay \$75
3. Ameritech \$1 Snow Flakes Complimentary Card, Pay \$8
4. AT&T McDonalds 3 Unit, Pay \$60
5. AT&T Universal Pictures E.T. 10 Unit, Pay \$20

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T.J. Fan, P.O. Box 244, Hawthorne, NY 10532-0244, (914) 784-7069.

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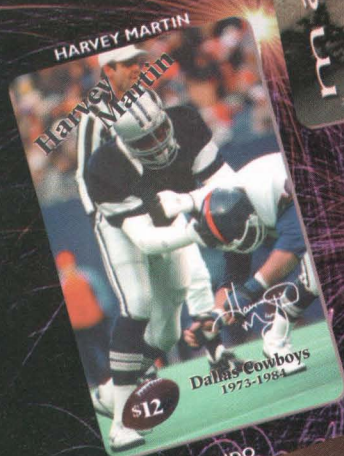
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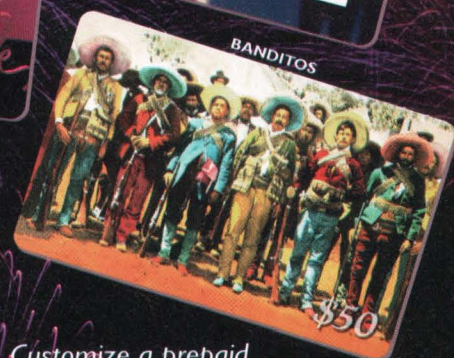
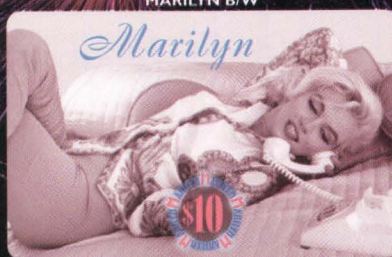
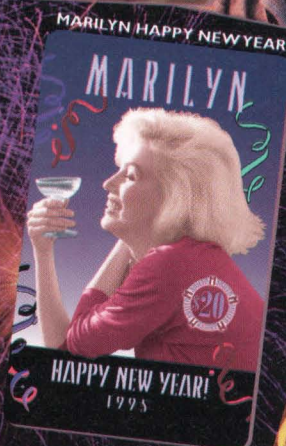
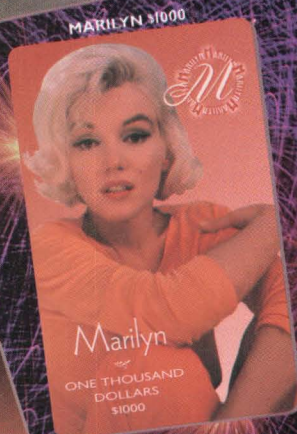
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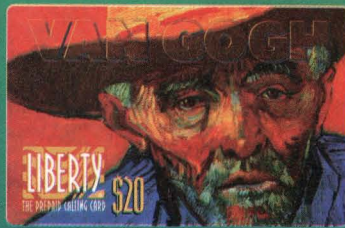
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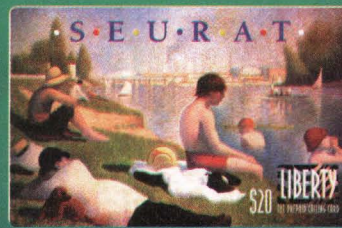
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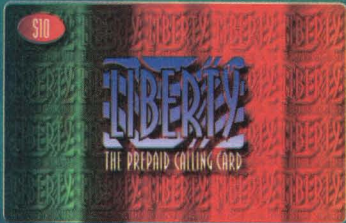
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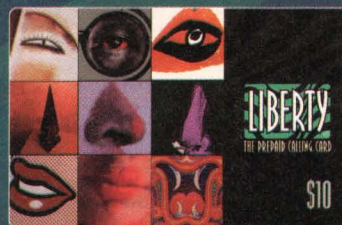
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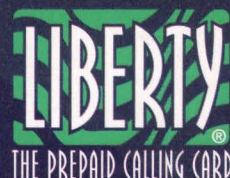
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