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\$4.95

EDITION

DEC. '95 • JAN. '96

volume 3

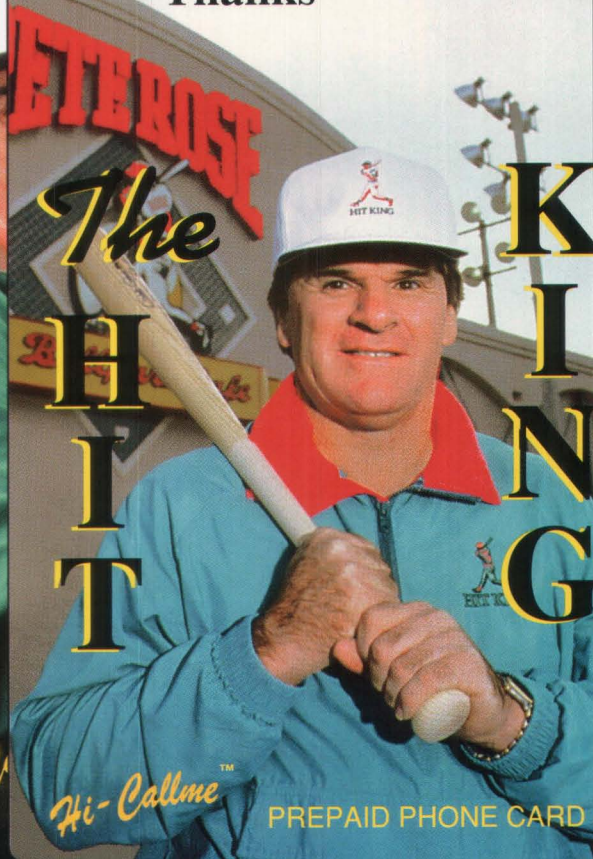
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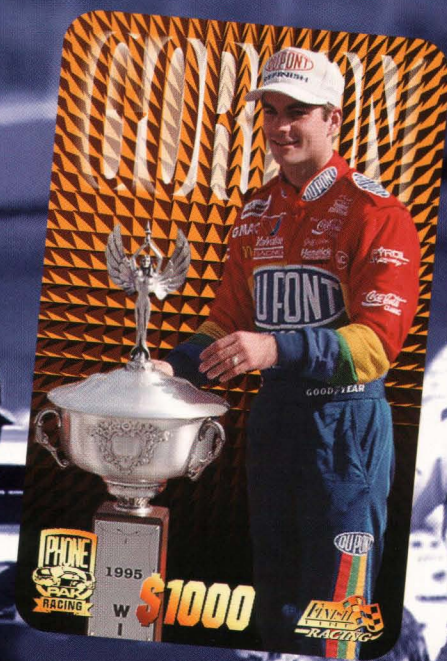
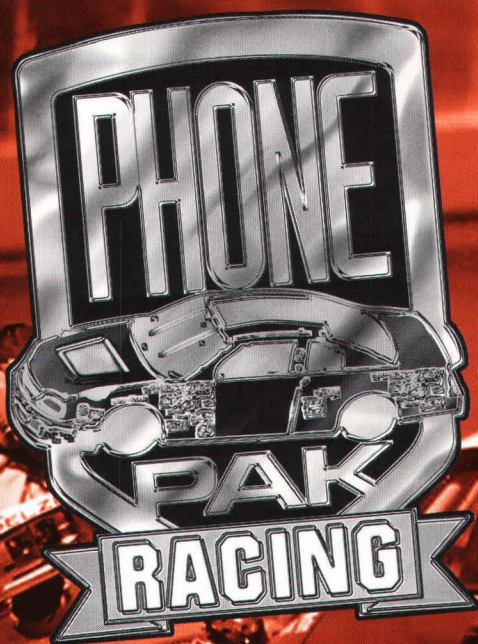
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Hi-Callme™

The Pete Rose Story
see page 12





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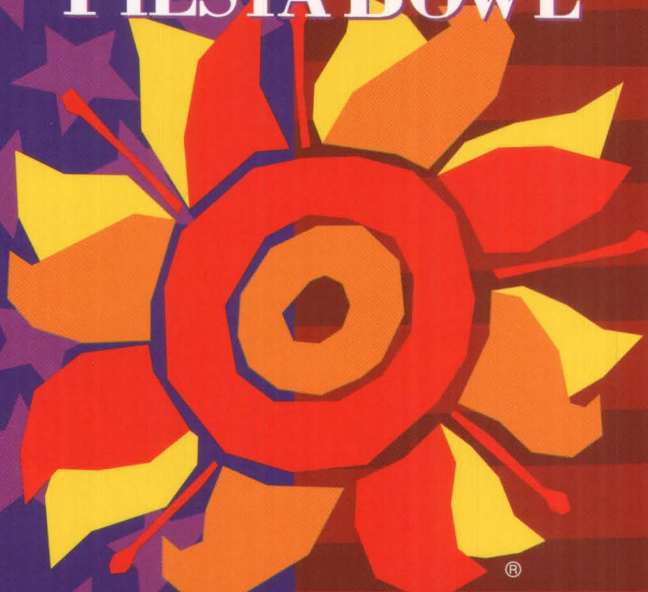


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PREMIER TELECARD Magazine

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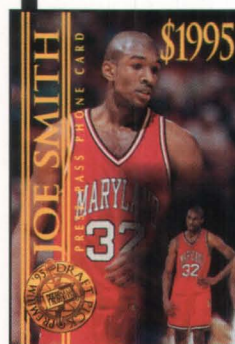
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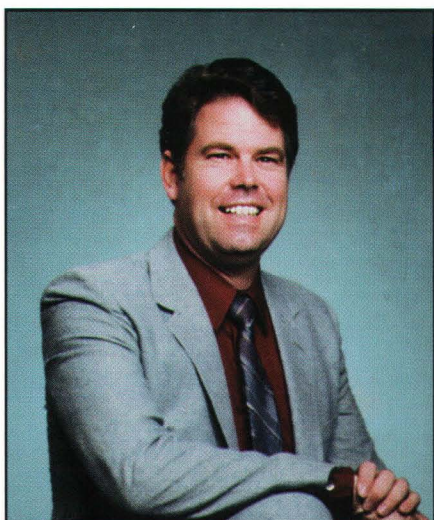
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Bill Jordan, Publisher

The only thing constant in life is change. This is especially true in the publishing business. As such we all bid farewell to Sean McElhiney as the editor of Premier Telecard during 1995. We'll start out 1996, with Michael Phillips handling the oversight of editorial. As the publisher for the last four years, I will continue to make adjustments in the magazine to meet the requirements of our multi-faceted audiences. This would include our accelerated retail distribution at thousands of new locations starting with the Feb/Mar issue. I welcome all comments and suggestions you may have.

Sean wraps up

A year ago I was a total outsider to the world of phonecards. My Pacific Bell credit card was my answer to the question "what's a telecard?" If someone had asked me then what the hottest collectible in the world was I probably would have said baseball cards. Phonecards? Collectibles? Who knew?

What a difference a year makes. From total ignorance I have grown to be relatively well-informed in the ways of the phonecard industry. I've learned the basics — remote memory, stored memo-



It's My Call...

ry stripe, chip cards, PINs, switches, providers, issuers, manufacturers, vendors, dealers, et al — and have even had a hand in teaching these basics to those industry infants who have come after me. I have watched as the average answer to the question "are you familiar with prepaid phonecards?" has changed from "no," to "yeah, I've heard of them." A year from now, the answer will most likely be a resounding "yes." With the steady increase in the mainstream introduction of phonecards and the influx of countless smaller issuers and dealers, the word on phonecards is spreading rapidly. (Quicker than I expected, personally, but right on target with the predictions of most of you who have been around much longer than I have.)

In the last year I have met phonecard celebrities (those behind and in front of the cards) and have been privileged to write about such worthy causes as the National Multiple Sclerosis Society, the Florida Education Association and the Dystrophic Epidermolysis Bullosa Research Association of America. The relationships I have established with many phonecard issuers, subjects, and the public relations firms that represent many industry players have been both enjoyable and rewarding; the friendships I have forged here at Premier Telecard will last a lifetime.

If I sound like I'm wrapping something up, it's because I am. This is the last issue of Premier Telecard with which I will be directly involved. My career in the phonecard industry officially ends today. I have decided to pursue my first love, broadcasting, and to devote my spare time to continued work on some personal writing projects. (Two shameless plugs. First, if you're ever in the San Luis Obispo, California area, tune your radio to Coast 101.3 — I am the news director and announcer there [as Sean Patrik.] Second, look for a movie in the next year or two called "Sandman." My name will follow the words "screenplay by." They say everyone who lives in California is working on a movie; I'm no exception.)

I place my editorial duties into the capable hands of Michael Phillips. Michael has worked in publishing for the last 20 years — he has written for radio, video production companies and a number of different print publications. He won the 1981 Rolling Stone Magazine award for entertainment reporting while working at the Independent Weekly of San Jose State University, a newspaper he also helped found. Michael comes to the world of phonecards eager to inform the public and to promote the industry.

New York, New York

September's TeleCard World '95 East Conference and Exposition is featured in this issue of Premier Telecard. BjE's Bill Jordan and Carol'n Bell attended the show and came back with a stack of new show cards and an equal amount of business cards from industry newcomers. (The theme is growth, I think.) We share our impressions of the show and make way for one disgruntled dealer starting on page 20. You'll also find a number of the most impressive show cards pictured here as well as a handful of great snapshots.

Rose is a Rose

Who is the greatest Major League Baseball player not in the Hall of Fame? The cover is a giveaway, right? Pete Rose is the owner of a number of lifetime baseball records. RIM Corp Promotions President Rick Gipson's entertaining story on his introduction to phonecards and Pete Rose begins on page 12.

New Faces

I would also like to call your attention to this month's Telecards for a Cause (p. 14.) The striking World Faces for AIDs phonecard series will sell extremely well simply for their value as beautiful collectibles. It's the story behind the cards that will make a difference outside of industry confines.

As fall slowly fades to winter, let me be the first to wish you Season's Greetings and the Happiest of New Years. And that's My Last Call. **PT**

Enjoy!

Paper or plastic phonecard?

A Look at SPI Standards

With the remote phonecards used in the U.S., cards can be printed on almost anything. But the most common standard phonecards are laminated paper and die-cut plastic. Any card issuer must eventually decide between the various options available, and Sillcocks Plastics International (SPI) can help with this list of their standard card types which are common to the plastic card printing industry as a whole. SPI was established in 1910, and boasts production of one out of every ten phonecards on the market today.

PAPER LAMINATED CARDS: This type of card is printed on paper, PIN number imaged, and then laminated, generally done in line. Paper laminated cards are generally low cost and their quality may fit some applications.

JEMKOTE PLASTIC CARDS: These cards can vary from .008" to .024" thick, and are offset printed in sheet form, then coated with a clear UV coating to simulate a laminated card. Cards are diecut, and then the PIN number is applied with ink jet imaging equipment or a laser etching system. While still low in cost, these type of cards allow issuers to offer a high quality card without resorting to paper.

FILM PROCESSED CARDS: Photo-imaged on machinery similar to a one-hour photo shop, then the PIN number is imaged by a label printer, roll laminated and diecut. Color matching of logos and PMS colors is a compromise at best, considering the high cost of these cards.

LAMINATED PLASTIC CARDS: These cards can vary in thickness from .010" to .030", are also offset printed in sheet form, then are protected with an overlamine. Next they are diecut and the PIN number is applied on either an ink jet machine, thermal transfer or laser etching machine. While these cards are of the highest quality, they are also the highest cost.

PAPER REPLACEMENT CARD: SPI offers its Jemkote product line, which provides the best alternative to a paper card. At virtually the same cost as paper, the Jemkote line offers quality in a different league than its paper counterpart.

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ing problems that most vending operations face time and time again.

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SPI estimates their phonecard market is growing at a rate of 40 per cent per year, and that by the year 2000 over 1 billion cards will be issued annually

SPI estimates their phonecard market is growing at a rate of 40 per cent per year, and that by the year 2000 over 1 billion cards will be issued annually

Submitted by Michele Logan, SPI Director of Sales and Marketing and responsible for business development through SPI distributors in the U.S. and 32 countries. PT



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Spree Sets the Pace

Nothing is more basic to the success of a phonecard than distribution. Issuers, telephone time carriers and manufacturers agree that the future of prepaid phonecards lies in persuading the American consumer that the product is convenient, simple and easily available. As an example of successful mass market distribution of a single phonecard concept, the Spree card from Sprint shows how to get the job done right.

Spree prepaid calling cards are "jumping off the shelves" in convenience stores, grocery stores and gas stations across the country as Sprint boosts distribution by more than 60 per cent. By adding thousands of new outlets to its nationwide network of retailers for the card, Sprint has captured front-runner status in the race to release a nationally recognized prepaid phonecard brand.

The Spree phonecard works like any standard remote prepaid telecard. The consumer buys the plastic card for \$5, \$10 or more. A 1-800 toll-free number printed on the back of the card connects the user to the telephone time provider system (Sprint). A voice-prompt will ask you to input your Personal Identification Number (or PIN), which Spree refers to as a "card number". To find this number on the Spree card, peel off the paper cover card and scratch off the covering that conceals the PIN. Input this number, and the voice-prompt will tell you how much phone time you have left on your card in dollars and cents. It will then ask you to dial the area code and number you wish to call. Before you run out of time on the card, another voice-prompt will let you know that you're running low. Unlike many cards for which you can buy more time with a VISA a Mastercharge, the Spree card is not rechargeable. Most cards also have a toll-free customer service number you can call if you have problems or questions.

A wide range of new retail chains have recently signed with the company to carry the Spree card. These include the Texaco Star and Texaco Food Marts (East Coast and Midwest), Lucky Stores (California), Smith's Food and Drug (California and Utah), Fry's Supermarkets (Arizona), Cumberland Farms (Northeast), Amerada Hess (East Coast), Super Stop (Northeast), Aplus Mini Markets, Sunoco Food Markets (East and Midwest) and Kwik-Fill/ Red Apple (New York and Pennsylvania).

"Consumers love the convenience of using Spree cards for their long-distance. Retailers love Spree cards because they bring in new, incremental revenue and build repeat business as customers return to buy new cards," said Marlene Waltz, director of prepaid card marketing for the company. "We support consumers with easy-to-understand instructions printed right on the card and a 24-hour customer service number. We support our retailers with a complete program from advertising and promotion to sales support and inventory management. Sprint's name and reputation for quality carry a lot of weight with both consumers and retailers, giving us a clear lead in the prepaid card industry."

Since January of 1994, the number of retail stores selling Sprint's prepaid card (formerly sold as Instant Foncard) has increased at a steady rate of 33 percent per month. This incredible rate of increase in distributors has been matched by a growth in minutes of use of 17 percent per month.

For you smaller prepaid card issuers, take heart: the retail market in 1995 was estimated at \$100 million, and is expected to grow to \$270 million by 1997.



Naturally, the successful distribution of the Spree card is the result of a carefully planned strategy of consumer identification and marketing. It helps if you're a big corporation. Besides convenience, gas and grocery retailers, Spree is available at more than 700 college bookstores nationwide. Consumers can also order via an 800-number and charge the purchase to their credit card. Sprint's Infoline provides updated news, weather and sports. The original Foncards have been used by NBC, Fox and Coca-Cola as sweepstakes prizes, as well as in popular sports trading card packages and Hallmark greeting cards. You could even get Spree with your breakfast in boxes of six cereals from General Mills.

Spree can be purchased in denominations of \$5, \$10, \$20 and \$50. Another strong selling point is long-distance costs to the consumer. Compared to other long-distance dialing methods, Spree is designed to save customers as much as 52 per cent over an operator assisted call, 36 per cent over using coins and 20 per cent over dialing 1-800-COLLECT (for a five minute call from New York to Los Angeles between 8 a.m. and 5 p.m.)

Students, young adults, foreign and business travelers and military personnel make up most of Spree's users. The success of this promotion and marketing plan and the introduction of the card on the retail market can only encourage other businesses looking for their slice of the market pie.

What's good for Spree is good for the industry as a whole. **PT**

Bottom Line Signs Deal For Over 2,500 Circle K Stores

In a move that will position the company alongside such major national phonecard distributors as Sprint and Seven-Eleven, Bottom Line Telecommunications, Inc. (BLT) has reached an agreement with the Circle K Corporation to create a private label phonecard program in over 2,500 stores.

The new Circle K phonecard was available in October, according to BLT chairman and CEO Tom Holce. "Our private label program with retailers around the country has been a huge success," he said, "capped off by this agreement with Circle K."

Holce added that his company was looking forward to implementing the long-term strategic telecard program as partners with Circle K.

The new card will allow Circle K to offer highly competitive calling card rates and adapt quickly to developing market technologies, according to the company's business development manager Kristi Prior. "We look forward to working with BLT to make the Circle K phonecard the calling card of choice for customers," she said.

The new card will replace Circle K's MCI and Sprint phonecard programs and will be sold in denominations of 15, 30 and 60 minutes. Prices for the cards are \$5.99, \$10.99 and \$19.99 respectively. The cards are value-priced to give the lowest rate to customers buying the larger cards.

An initial run of 500,000 cards was "beating the pants off anything they had previously," according to BLT spokesperson Mike Davis. He added that both parties were "extremely happy with the initial roll-out", and that Circle K's future in phonecards looked bright for the holidays in both retail and possible collectible markets.

Circle K will give away free five-minute "Santa-phone" cards to the first 500 customers in participating stores on December 8 (some stores may offer this promotion on Christmas Day). They will also be reducing the price of their 60-minute phonecard from \$19.99 to \$14.99 throughout December.

In addition to its private label phonecards, BLT is best known for providing the Talk N' Toss brand prepaid card. BLT works with retailers to form sales strategies from design and production, through the start-up development, to the delivery of long-distance services to end-users.

BLT is working on technology to dispense cards



from automatic teller machines, and has recently developed a "point of sale" card activation system so its cards would have no value until after the sale, to discourage theft liability.

Circle K is the largest operator of company-owned convenience stores in the U.S., with an additional 2,600 stores operating under their name in 19 foreign countries. They are also the largest independent gasoline retailer.

Among BLT's other retail chain clients are Thrifty/ PayLess, Revco Drug, Albertsons, Southland and Long's Drug. **PT**

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The Voice of Working Women

As the voice of working women in Texas for over a quarter century, Hermine Tobolowsky's legacy lives on with the unveiling of a limited edition collectible prepaid phonecard. Offered in her honor by Dallas Business and Professional Women's Club recently, the memorial card promises to be a favorite with phonecard collectors.

When the "great Texas hero" and mother of the Texas Equal Legal Rights Amendment passed away this summer, an era ended for women's politics in Texas. As a lawyer who resisted discrimination in the pre-war Texas legal and educational systems, Tobolowsky began her 25-year fight for the equal rights amendment for women in that state in 1959 with the introduction of a legal brief to the State Legislature. After many years of ridicule and apathy, the Texas Equal Legal Rights Amendment (TELRA) became law in 1972.

This hard-fought amendment eliminated some 40 laws discriminat-

ing against Texas women which had been on the books for years. These included laws prohibiting women from selling stocks or signing deeds without their husband's consent. Early in her career, Tobolowsky had been

told that women didn't belong in law school, and that women didn't have sense enough to conduct business affairs. Ultimately enlightened by her powerful speeches, political organizing and legal savvy, the Texas state legislature finally passed the bill by a

4 to 1 margin, the largest margin for a constitutional amendment in Texas history.

Ms. Tobolowsky was also active in the movement for a national Equal Rights Amendment, working in Iowa and elsewhere. As president of the Dallas Business and Professional Women's (BPW) Club and a board member of the national BPW federation, her legal knowledge and advice helped direct club policy for many years. Among other honors, she was inducted into the Texas Women's Hall of Fame in 1986 and awarded the Medal of Honor in 1994 by the Veteran Feminists of America.

Along with the introduction of the phonecard in her memory, BPW Dallas inaugurated the First Annual Hermine Dalkowitz Tobolowsky Scholarship Dinner

Fund and reception in October. Through this new scholarship fund, female students who qualify will receive financial aid towards a degree in law or public service. The Tobolowsky phonecard was also be introduced at the dinner. The keynote speaker for this event was Sarah Weddington, a noted attorney (Roe vs Wade), spokesperson on public issues, and close friend of Ms. Tobolowsky

Dallas BPW member Eveline Johnson made it possible to create and underwrite the Tobolowsky phonecard through her position as President of Wireless Services & Communications (WSC). WSC specializes in providing one-plus, 800 and T-1 long distance services along with enhanced voice messaging known as 1CALL. WSC has produced phonecards for The Dallas Morning News and The San Francisco Chronicle as well.



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Eveline Johnson
President
WSC

Limited to an initial run of only 1,500, the Tobolowsky phonecard will be serialized and encased in an acrylic stand. Each card will contain 12 minutes of domestic long distance calling time, along with access to information about the Dallas BPW and TELRA. The platform for these services will be provided by WSC and Enhanced Communications.

This loving tribute marks the passing of a dynamic force for women's issues in Texas and the nation. By memorializing her leadership and educating others about her accomplishments, this dedicated group continues their mission to empower women. They also believe that this limited edition package will be saved by Dallas BPW, Inc. members around the country, as well as women's rights advocates and phonecard collectors looking for a card with special meaning. **PT**

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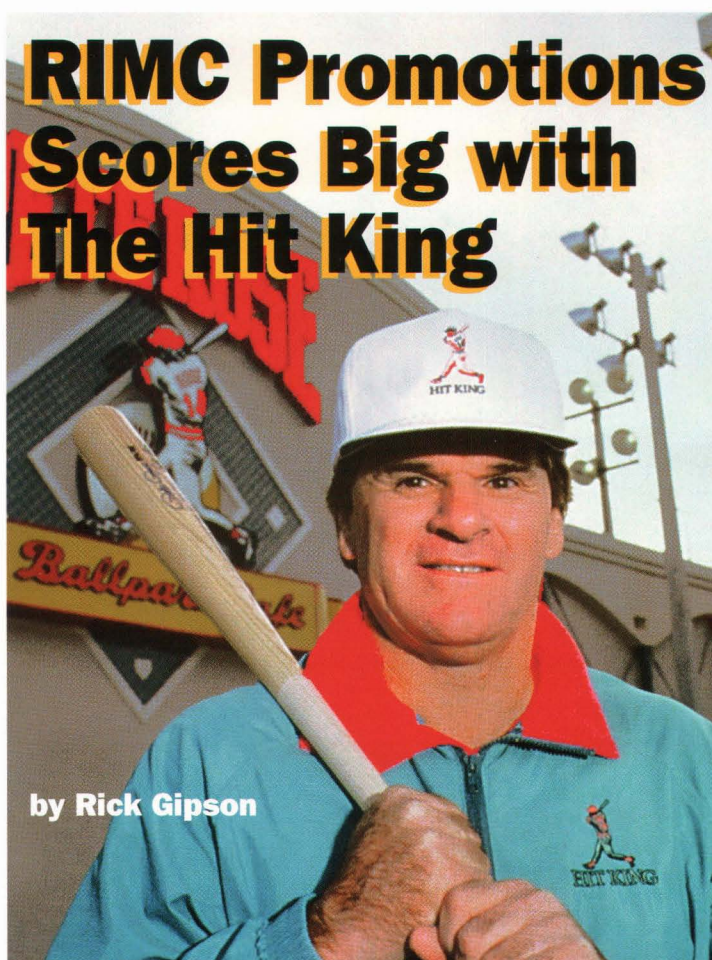
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RIMC Promotions Scores Big with The Hit King

by Rick Gipson



Pete Rose is unquestionably the greatest Major League Baseball Player not currently in the Baseball Hall of Fame. The doors to the hallowed halls in Cooperstown were closed to "Charlie Hustle" when he was banned from baseball for his alleged gambling activities. Today, the public outcry for Pete Rose's reinstatement has reached a deafening roar. The plea has even come from the highest office in the land. In the October 30, 1995 edition of USA Today, former President Jimmy Carter wrote a moving editorial calling for Rose's reinstatement and election to the Hall of Fame.

Pete Rose was the sparkplug that powered the "Big Red Machine" (the familiar moniker of the 1970's Cincinnati Reds.) A hometown-boy-turned-hero, Rose was the ultimate team player. He would lay down a sacrifice bunt, flex his run producing muscle, break up a double play, make a spectacular fielding play and, in short, do nothing less than exactly what it took to help his team win. In the end, Pete Rose did more on the baseball field, more often, and arguably better than anyone who ever played the game. A list of Rose's statistical accomplishments would more than fill this page. Rose played in more games (3,562), had more hits (4,256), more singles (3,315) and more seasons with 200 or more hits (10) than anyone who ever played the game.

The exciting introduction of Reality Interactive Marketing Corporation's (RIMC Promotions) new series of Pete Rose prepaid phonecards is presented here by RIMC's vice-president, a man who has had the privilege of meeting and talking with Pete.

My love affair with the undiscovered prepaid phonecard industry began in 1992. While working as a regional sales manager, a friend gave me a phonecard. I quickly learned how convenient it was to use and how much money it could save me. I immediately cut my phone costs by such a staggering amount that I couldn't help thinking what a tremendous business opportunity phonecards provided.

I started doing research, sending for everything I could get my hands on. I was overwhelmed by how much information I accumulated, but eventually I grew confused. Wading through stacks of "good" information and "bad" information, I could find no one who was really making money on phonecards, at least not on a level at which I could afford to get involved. Was this a great opportunity or just another fatal attraction?

One day, while waiting to pick up a friend whose plane was delayed, I wandered around the airport gift shops. In one shop I spotted a credit card-sized novelty card. It could have been a phonecard, but it had no phone time. It looked like a gold credit card, but it had no value. It was just a novelty card, an essentially worthless piece of plastic that cost 20 to 30 cents to make but sold for \$4.99. It had a novelty saying on it like "For Someone Special, I Love You." By a stroke of luck it was made in St. Louis, my home. I set out to find out about the cards and the company.

It was an 18 year old company that had already sold millions of these "worthless" cards all across the country. Reorders were great, in fact I was told, it was the best marketing campaign in the company's history. At the time I didn't know of anyone who had sold a million phonecards.

I called my friend Roger Church, (RIMC's President) let him in on what I had learned, and told him what I intended to do with the information. Roger (not being any smarter than I) agreed that I had a great idea. We immediately put our heads together and developed a plan of attack. We put together a rack of 96 prepaid phonecards with 24 different novelty slogans, all relating to calling loved ones, like "Thinking of You," and "Phone Home!" We called them "Hi-Callme" phonecards.

In our excitement we took the package to a big national retail chain, and they shot us down. They were afraid of the phonecard business. "It's too new," they said, "a fad." Besides, they didn't like the packaging. We came home with our hopes and dreams still intact and a continued strong belief in our products and system. We redesigned our racks and made our carrier theft proof by using a patented sealed package that you literally have to destroy to remove the card and get the PIN number.

Sometime during this process I attended a graduation for two of my son's college friends. One of my son's childhood friends, Todd Callahan, had just become the producer of the Pete Rose Radio Show. I told Todd what I was doing, and he mentioned that I should do a Pete Rose phonecard. Sure, I thought. Knowing Todd, I really didn't take him seri-

ously. He knew nothing about phonecards and really didn't know how much money was involved in signing a superstar.

A few days later, as Roger and I continued developing the Hi Callme phonecards, Todd called to say that Pete was already talking with a lot of different people about phonecards and that if I was serious I had best come to Florida. With no expectation of pulling off a deal (I told Roger there was no way we could compete with the big boys), we designed a 5 card concept set, made a demo package (thanks to Jonathan and Clifford Slater of SmarTel) and headed to sunny Florida.

After a number of delays (St. Louis was fogged in — I was routed to Miami instead of Ft. Lauderdale — my bags went somewhere else) I arrived at my meeting with the "Hit King" in blue jeans and a sweatshirt. The meeting with Pete, surprisingly, went well and led to three more meetings and eventually he agreed to give us our chance. Great!

Now all Roger and I had to do was put this all together:

- A special 5 card series. New, different, something never seen in the phonecard industry. (Being printed right now [October 1995])
- Develop and produce a 30 minute infomercial starring Pete Rose as a national spokesman for RIMC Promotions. (Production will be complete by the end of the year.)
- Develop a network of independent dealer-distributors over the next two years.
- Do whatever we can to help Pete Rose have his day at the Hall of Fame. (It will happen, with or without us. Pete belongs in Cooperstown.)

Our 5 card series today is considerably different than it was that January day in Florida. Each card has 14 minutes of phone time (14 was Pete's uniform number) for a total of 70 minutes per set. A limited edition of only 4,256 (the exact number of hits "The Hit King" accumulated during his illustrious career — 64 more than the great Ty Cobb) sets will be available. The set sells for \$69.95.

The pictures on the cards were approved by Pete; the headings and thoughts are mine.

Card #1 depicts Pete Rose as a young man. Pete was in his early 20's. It was the 100th anniversary of baseball. Pete had not yet set any records, but he had already earned the nickname "Charlie Hustle" for his all-out style of play.

Sure, you've heard the announcers comparing a player that hustles for a play or a game, but we probably will never see another "Charlie Hustle" for a career. Pete played the game with passion. He accomplished all of his dreams that he had as a young major league ball player and more. I'm sure he's sorry that people today won't just remember him for the things he did on the field.

Card #2 is entitled "No Excuses." No matter what. If the true American baseball fan could vote today, Pete Rose would be in the Hall of Fame.

Card #3 is called "Nobody's Perfect." Rose approached baseball the same way he approaches life: with great passion and love. No matter what, Pete Rose plays to win. Those who have played golf with him say he approaches this game with that same passion. In golf and in life, nobody's perfect.

We all make mistakes and most are either forgiven or forgotten over time.

Card #4 is the "Hi Callme" card. The "Hi Callme" heading is the registered trademark of RIMC Promotions. Pete Rose is now the host of his own Pete Rose Radio Show which is broadcast by Sports Fan Radio Network on over 200 stations coast to coast. On the show, Pete invites all his friends and fans to "Hi Callme" (Ugh — Call him!) to talk sports. During baseball's recent decline Pete Rose has been its greatest ambassador, always working for the good of the game.

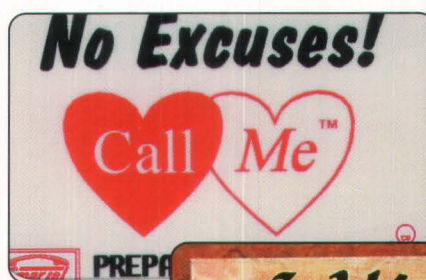
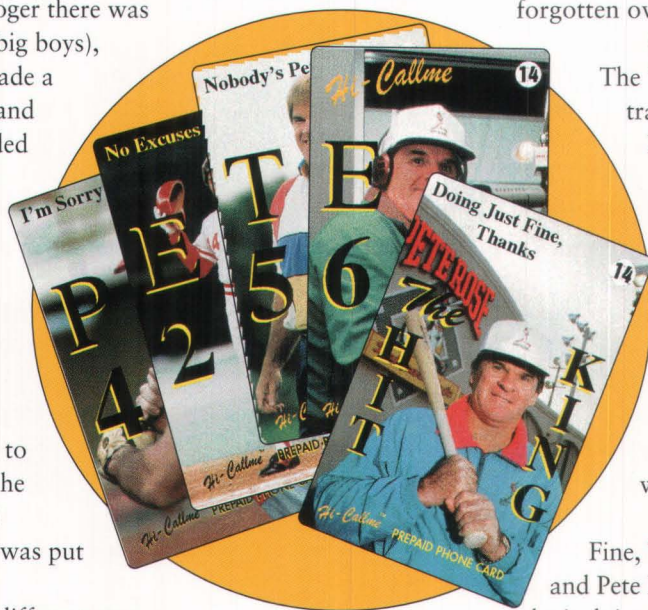
Card #5 is entitled "Doing Just Fine, Thanks." We at RIMC Promotions and Pete Rose himself want you to know that he is doing just fine. After a successful pilot on

Newsport Cable Television which reached 24 million viewers, Pete is currently in negotiations for another television show. This card pictures Pete in front of the Pete Rose Ballpark Cafe where you will most likely find him signing autographs for his friends and fans.

Until January of this year I had never met Pete Rose, yet I, like millions of others, followed his long and illustrious career.

With everything that Pete accomplished on the field, I believe he belongs in the Hall of Fame. Over the last ten months I have gotten to know the man. I have seen first-hand

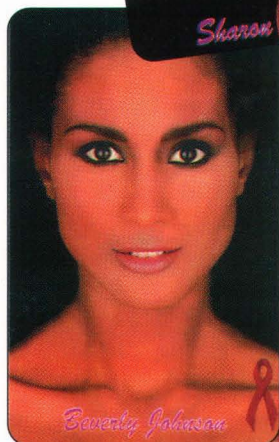
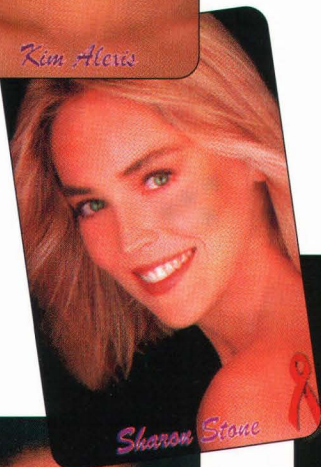
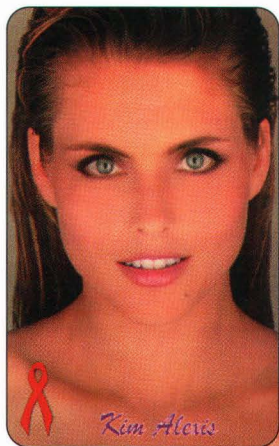
the wonderful way he treats his fans and his employees at the restaurant. Through good times and bad times, Pete Rose approaches life with



a power-positive attitude (the "Charlie Hustle" passion!) It is my opinion that Pete Rose is more than the Hit

King; he is a shining example of the spirit that athletes of today should follow. Pete Rose, the ballplayer, and Pete Rose, the man, belongs in the Hall of Fame. PT

Famous Faces For AIDS



Dazzling photographs of familiar faces from the worlds of fashion modeling and Hollywood films unite to benefit children impacted by the AIDS virus with a new series of phonecards recently issued by KelCards.

With the WORLD FACES series, models like Christie Brinkley, Kathy Ireland and Elle Macpherson, together with film stars such as Heather Locklear, Sharon Stone and Andie MacDowell take a stand for kids hit hard by the disease. KelCards, Inc. of Alpharetta, Georgia premiered the highly desirable collectibles at New York's TeleCard World '95 East show in September.

"We're very excited about this project," said KelCard president Julie Kelly. "It was like having a baby. When the show started people surrounded our booth because the cards are stunning."



Left to Right: Dan Kelly, Julie Kelly and Premier Telecard Publisher, Bill Jordan.

Proceeds from the sale of the first series of 20 celebrity phonecards will benefit kids at Camp Heartland in Milwaukee, Wisconsin. A special place of respite for any child in the country with the HIV virus, Camp Heartland offers a free summer of love to thousands of children who also may have a loved one with the virus or who have lost a family member to AIDS. With the first issuance of the new WORLD FACES celebrity cards, the hope is for continuing revenue for the camp.

Camp Heartland is a very special organization devoted to reaching out to children ages 5 to 16 whose lives are interrupted by AIDS. The full

cost of \$180 a day per child is subsidized by the camp. The devastating emotional, physical and psychological traumas of these special youngsters are answered by a week in the woods at the camp. Friendships are made that will last forever, with special provisions made for sick or impacted children by a staff of professional physicians and therapists.

Freelance fine arts photographer Ian Miles got the support of Elite Model Agency president Monique Pillard for the project. Along with the help of Joe Hunter, president of Ford Models, and the public relations firm of Rogers and Cowan, Miles photographed over 150 international celebrities. Miles' photography is featured regularly in publications like *Vogue* and *Harpers' magazines*, and has been the subject of film documentaries and anthologies.

The first twenty cards released at the September trade show will be issued in five series of four cards each. Each set sells for \$25.00, and each card has ten minutes of pre-paid calling time through long-distance provider Public Phone/Cominex. The limited edition run of 1,000 for each card were printed by Custom Telephone Printing. Cards are also rechargeable.

Series one features Sharon Stone, Beverly Johnson, Kim Alexis and Jerry Hall. Series two features Iman, Brooke Shields, Carol Alt and Andie MacDowell. Series three features Heather Locklear, Michelle Phillips, Chynna Phillips and Nicollette Sheridan. Series four features Christie Brinkley, Paulina Porizkova, Kelly Emberg and Willow Bay. Series five features Elle MacPherson, Christy Turlington, Kathy Ireland and Jill Connick.

"We are very excited about working together and making a difference for children whose lives are impacted by the HIV/AIDS virus," said Camp Heartland executive director Jean Buschky.

For more information on the WORLD FACES phonecard series and Kelcards, call (770)587-3213. **PT**

A VisionArt View of Ancient Japan

The warrior Asano drew his sword from its sheath but did not pause to admire its beauty. Feeling neither sorrow nor remorse for the life he was about to take, Asano entered his finest moment. Without hesitation, he plunged the blade of the sword into his unyielding flesh. Asano fell forward, killed by seppuku, an act of honorable suicide. By taking his own life, this lord and great warrior set into motion a series of events that became the revered Legend of *The 47 Ronin*, a fascinating true story about the masterless warriors and honorable human virtues. The true story has forever immortalized the code of Bushido or "the way of the warrior."

Collectors of phone cards and modern fine art can now acquire their own collection of *The 47 Ronin*. World-renown artist Hisashi Otsuka, who himself trained in the Bushido code of service, duty and discipline, has created portraits of these warriors, which are now available on phonecards. Phonecard collectors can join U.S. art collectors who have amassed 90,000 of Otsuka's works in the last two decades. They can also generate income by enrolling in the VisionArt Company's sales consultant program.

With its inaugural series, *The 47 Ronin*, VisionArt sets a high standard for future releases. This multi-faceted company from Honolulu has designed a program that allows collectors to acquire this series and other magnificent works on phone cards. By simply introducing a few friends to the program, collectors can obtain *The 47 Ronin* at little or no cost.

The 47 Ronin series is limited to 4,700 cards issued (of which only 1,500 will be initially released). Each card has a face value of five units and is presented in an attractive jacket. The remainder of the cards will be released at a later date, possibly internationally. A major museum tour of *The 47 Ronin* art collection is planned for 1997-98.

Collectors enrolling in the VisionArt sales consultant program will also receive a VisionPlus utility card featuring another Otsuka work entitled "Visions." The card comes with 60 units of complimentary calling time as well as voice/fax mail, broadcasting, conferencing and paging capabilities.

VisionArt will also be offering a matching pair of phone cards depicting Otsuka's close up portraits of two Ronin, "Sword of Loyalty" and "Sword of Strength." Because of its popularity and limited-edition size, this offer is expected to be sold out even before its official release towards the end of 1995 or early January.

Visit *The 47 Ronin* phonecard site on the internet at <http://www.vhawaii.com/visionart>, for a detailed storyline, or call (808)737-5599 for information. **PT**



Loyalty of Bushido



Power of Bushido



Soul of Bushido



Fury of Bushido



Path of Bushido



Journey of Bushido



Sword of Strength



Seasons of Bushido



Home of Bushido



Sword of Loyalty



Dance of Bushido

A Traveler's Phone Currency

by Sean McElhiney

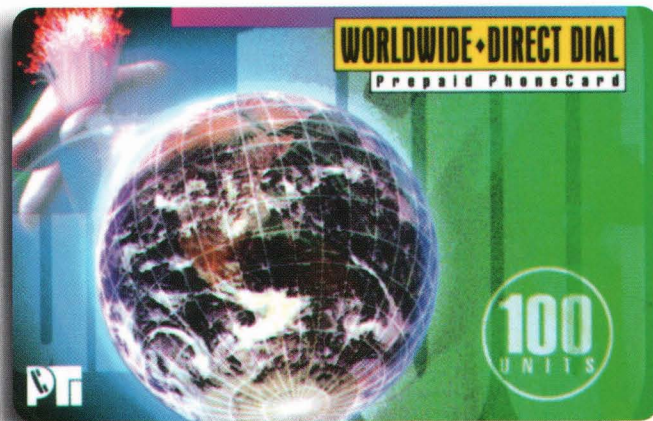
WorldDirect, Ltd., an affiliate of Executive Telecard, Ltd., launched its first "global" phonecards in 1993. (See *Premier Telecard*, November 1993, p. 17.) Since then, the company has expanded its operations to become the largest worldwide direct dial network in the industry. Their remote memory phonecards can now be used to call, or make calls from, over 60 different countries. A recent deal with Cable & Wireless, one of the industry's larger international carriers, has expanded this list. WorldDirect will also be adding 16 to 20 new countries in the next 3 months. Most of these new countries are in South and Central America, but some are as far away and (until now) as inaccessible as Moscow, Russia. Plans are in the works for expansion into a number of South African countries as well.

The company is currently in the process of putting state of the art switches into place in Mexico with TelMex (Telefonicas Mexico). This will allow WorldDirect to directly tap into an immense market which is a common vacation destination for people throughout the U.S. The first Mexican Worldwide Direct Dial cards will feature licensed images of the Aztec calendar from National Geographic magazine. "These are direct dial phonecards, not call backs," said Randy Shoemaker of Prepaid Telecommunications, Inc. (PTI), a WorldDirect representative. "They offer travelers an easy and frugal way to make phone calls."

Each Worldwide Direct Dial phonecard comes with a handy instruction sheet that gives step by step directions on how to place a call. This tri-fold, phonecard-sized information sheet also provides the caller with the toll-free and local (1) numbers neces-

sary to place a call from WorldDirect-accessible countries. A dialing rate chart which allows you to cross-reference countries is also included. By referencing this chart you learn, for example, that when placing a call from the U.S. to Australia, 1 minute requires 4 units of available time. If you are calling the U.S. from Australia, each minute of calling time requires 7 to 10 units. According to Shoemaker, international dialing rates are constantly changing, and WorldDirect's rates automatically reflect these changes. For the most part, rates are consistently going down.

The process of placing a call with a WorldDirect phonecard is as easy as dialing 3 series of numbers. If you are calling from Germany, for instance, you dial 0130 4749 (a toll-free number), enter your card number followed by the # sign, then press the proper numbers



to reach your international destination. You are then connected directly with your party. The recorded messages on the Executive Telecard network are in the language of the country where you bought the card.

WorldDirect Direct Dial phonecards can be purchased through PTI or at a growing list of retail outlets. In addition to the card pictured here, a number of other images are available including a soon to be released series of U.S. Duck Stamp cards. Worldwide Direct Dial phonecards are available in 100, 250 and 500 unit denominations. The Duck cards will also be available with 50 units of phone time.

Don't be surprised if your travel agent offers you access to a WorldDirect phonecard while setting the itinerary for your next trip! These truly international phonecards are the ideal tool for travelers all over the world. **PT**

Hi Dad!

My children moved to Okinawa, Japan in September. Their mother's family lives there, and they are attending school with other English-speaking kids. From home, I call Brian and Aubrey directly. I can't ask them to do the same in return because their phone bill is paid for by my ex-wife (!) One little dilemma I faced (to go along with the primary one of being 3,000-plus miles away from my kids) was providing a way for them to reach me. Enter WorldDirect.

I have sent one phonecard to each of my kids for their use in an emergency. I don't know if they will ever actually use the cards, but I like knowing that I am "in their back pockets" in case they need me in a hurry. The proliferation of remote memory phonecards has in this case offered me a wonderful gift. I certainly don't wish that you are ever faced with a similar scenario, but I think this information provides a perfect illustration of the usefulness of WorldDirect's service.

My only wish is that in the future, the series of numbers necessary to dial out of Japan will somehow be shortened. Perhaps the next thing I send my kids should be an automatic dialer. **PT**

Go West, Smart Caller: US West, That Is

Known as the international alternative to the remote memory phonecards most common in the United States, the chip card is taking a slice of the prepaid calling card market here through recent efforts of US West Communications, Inc. Creating their own market where none existed before, the company is currently expanding sales of a "smart card" to be used with their own payphones across 14 western and midwestern U.S. states.

The first of only a small handful of phonecard providers in the U.S. who utilize smart card technology, US West is growing at a staggering rate. In April of 1995



the company announced the deployment of 16,000 Northern Telecomm Millennium pay phones in selected cities. As US West's home base, Seattle was first on the list of cities, which also includes Portland, Denver, Minneapolis and Phoenix.

To commemorate the occasion, the company has recently issued a beautiful series of cityscape triptychs depicting the skylines of a number of the cities in which the new phones are becoming a regular sight. Pictured here is the Seattle skyline on three cards, consisting of one each \$5, \$10 and \$20 denominations. Similar spreads are available of Denver and Portland

with the promise of more to follow.

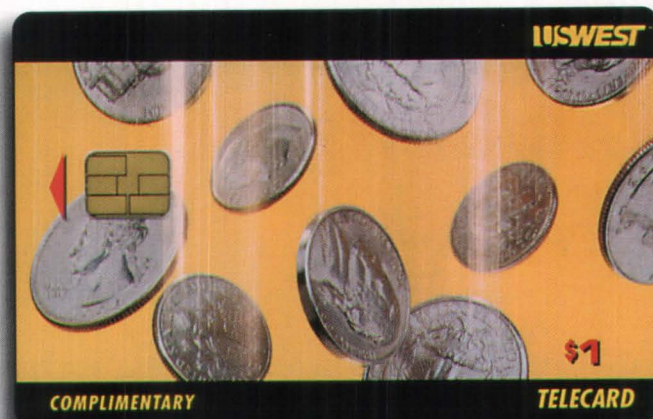
In addition, US West has issued a number of other attractive phonecard sets with the smart chip imbedded in the card for use on their phones. The Adventure Series includes three cards featuring stunning stop-action photographs of winter sports; the Seattle Landmark Series features the Public Market, a Washington State ferry and the "Hammering Man" sculpture outside the Seattle Art Museum; and the



Colorado Lifestyle Series features photographs of ancient Native American petroglyphs, golden aspen trees and a family with a saddled horse. Each of these series of three cards consists of one card each valued at \$5, \$10 and \$20.

Collectors will also be interested in the company's "falling coins" telecard issued as a one-time run of 10,000 cards to be given away to consumers at a wide variety of promotional events. Because these cards will never be sold by US West, this \$1 introductory card is expected to be highly valued by collectors.

Most prepaid phonecards used in the U.S. today are "remote memory" cards. This means the prepaid phone time on the card is stored in a computer which is accessed by dialing a 1-800 number and entering a personal identification number (PIN).



The computer, or switch, keeps track of the time you have used.

But in many countries, prepaid phonecards interact directly with the telephone. In England, for example, a British Telecom card with a stored memory stripe much like the one on the back of your ATM and credit cards, is swiped through a reader which then accesses the information. The chip card works the same way, only instead of a

magnetic strip the card has a magnetic chip that can be read by the special phone. With US West's cards, the user purchases the card at any of

a number of retail outlets identified by the distinctive US West Telecard decal in the window. Cards can also be purchase by phone with a credit card. When you need to make a call, insert the card into the yellow slot and leave it there while the pay phone screen indicates the amount of value on your card. Follow the instructions on the pay phone screen and then remove your card when you hang up.

US West cards can be used to place local, long-distance and international calls. Before you run out of money on your card, you'll hear a voice-prompt telling you that your time is almost up. There is no expiration date on the cards. Chip cards are not rechargeable because the actual chip is burnt up as the call is placed and coins cannot be used to continue a call placed on a card if you run out of time.

An information line is also provided with help about how to use the cards, where to purchase them and to place orders for more cards. **PT**

The Short and the Long of It

by Dr. Gary S. Felton

As we travel the world we find that the dimensions of the phonecard are customarily 54mm x 86mm, the size and shape of a conventional credit card. Although there tend to be slight variations from one country to another (and occasionally among the telcos within a country), these measurements do prevail. At the same time, they do not include the odd shapes or sizes that we see in the United States, where there is total flexibility since the configuration of remote memory cards is not restricted by having

(March/April 1992) and the nine-card Second General Series (aka First Monument Series, April/October 1992 and January 1993).

These phonecards comprised the only two sets of cards issued in the business card-sized format. Only cards 1 through 17 were the 51mm x 89mm size. On January 17, 1993, the first credit card-size AmeriVox phonecard (number 18 in the above two series) was issued in Dallas, Texas, and was called the First Collector's Card. AmeriVox originally chose to manufacture its early phonecards the size of business cards rather than credit cards because the manufacturer was experienced in the production of stationary products, including business cards.

Fig. 1 Businesscard size



Fig. 2 Credit card size

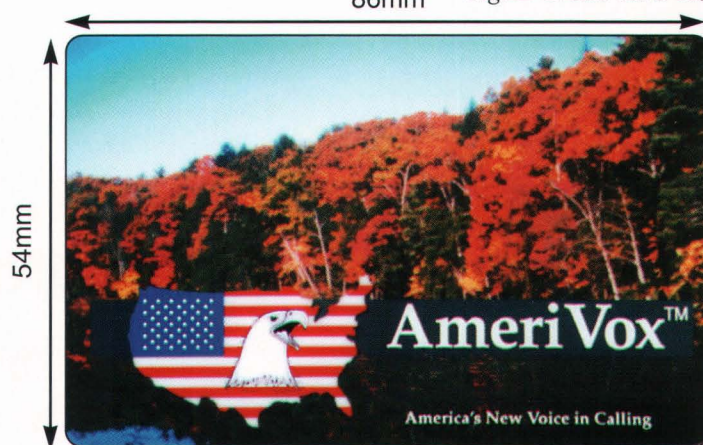


Fig. 3

Fig. 4

to fit into a telephone slot. For collectors interested in a widely released phonecard of a different standard size, let us consider a 1992 issue by Amerivox.

Despite the fact that there are now hundreds of telephone card companies in the United States, few have issued phonecards in substantial numbers with two significantly different sizes. In this case, each size has a specific outside reference for its dimensions, one of them being credit cards. The other came into focus when the company released its first public national prepaid phonecard on March 16, 1992 and, until January 17, 1993, 10 months later, made phonecards the size and shape of conventional business cards instead, namely 89mm x 51mm.

These cards included the nine-card First General Series

Subsequently, in dialogue with Dr. Steve E.R. Hiscocks of ITC London later in 1992, Amerivox learned that the prevailing standards for phonecards was the credit card size rather than the business card size. From that point forward AmeriVox switched to the more common size for its phonecards.

The representative card pairs presented here illustrate nicely what a difference plus or minus 3mm of phonecard image and shape can make to the viewer. Card pair #1 features a scenic view of "Fall in New England" with the first release in March 1992 (1,000 cards issued with cranberry color in the flag) and the second release in April 1992 (20,000 cards issued with red color in the flag). See Figure 1. The newer version of the larger card was released in June 1993 (8,000 issued with red color in the flag). See figure 2.

Another pair of phonecards shows the Capitol Building in Washington. The first version was released in April 1992 (20,000 issued). See figure 3. The more recent version of the larger card came out in June 1993 (8,000 issued). See figure 4.

Other cards reflecting this change in size

include images of the Mount Rushmore carvings, the Washington Memorial, and the Statue of Liberty. For each of these the initial run was 20,000 cards, followed by 8,000 larger cards over a year later.

Finally, we have one of the most attractive images AmeriVox has created — “The Wind Beneath Your Wings.” This special card was

Fig. 6

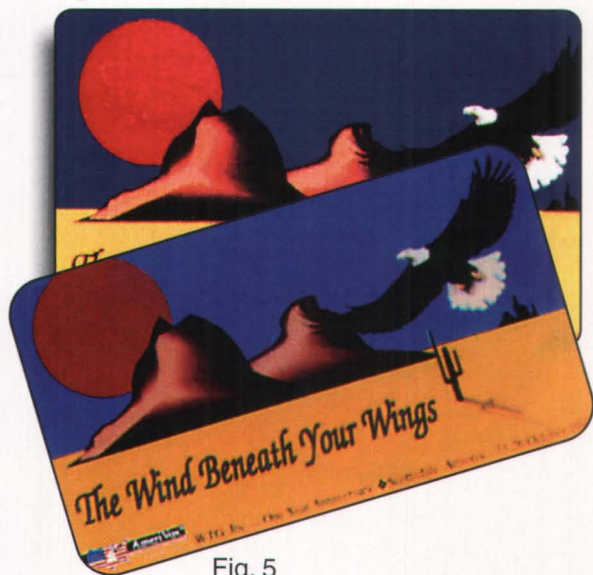


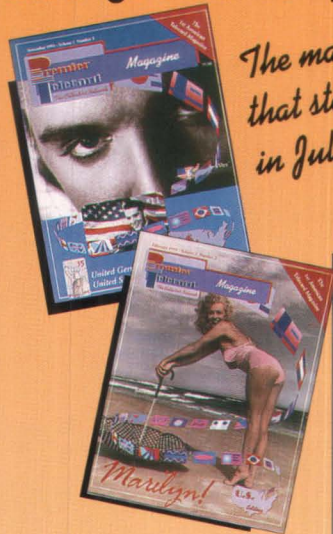
Fig. 5

issued for the all attendees of the One Year Anniversary of AmeriVox/World Telecom Group, Inc. (October 1992, 2,000 issued). See figure 5. The newer version, the size of a standard credit card, was released in September 1993 in an edition of only 77 as prototypes to Priscilla Presley and other top Graceland officials at a meeting with Elvis Presley Enterprises in Beverly Hills, California. See Figure 6.

Overall, there are only two AmeriVox cards (“Ocean Sunset,” not shown here, and “Fall in New England”) that were in the First General Series and also were later issued later in the 54mm x 86mm format. All other business card sized releases shown here and in general which were later issued in the latter format are from the Second General Series (a.k.a. First Monument Series). In addition, the only cards issued by AmeriVox with two kinds of color in the flag background are from this same First General Series. All cards in the first three general series feature what is termed the “Screaming Eagle” logo. This logo was redesigned for the Fourth General Series and is known as the “Silent Eagle” logo. “Screaming Eagle” is an identifier coined by Dr. Steve E.R. Hiscocks.

These kinds of varieties among some very special first cards from AmeriVox are alluring collector’s tidbits and certainly add to the intrigue about collecting premier phonecards. PT

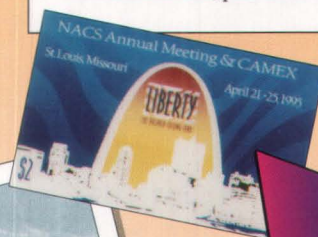
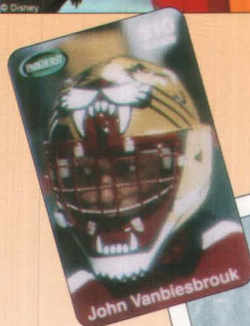
This Phonecard was worth \$5 in 1993 today it's value has grown to \$35



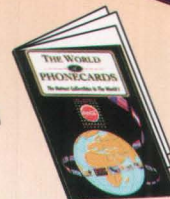
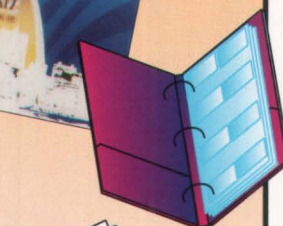
The magazine that started it all in July 1993



- **Premier Telecard** magazine back issues loaded with exciting features of collecting **Now only \$2.95 each.** Regular price \$5 each
- **Telecard Classics**
The 1st U.S. phonecard calendar (a collector's item already) only a few left. **Now only \$3**
- **2 FREE** collector cards with a full one year subscription **now only \$24.95**
- **Premier's** super collector phone card album & kit includes all the above **only \$49.** Total Value \$155 (great for beginners) Includes 10 collector cards worth \$100. Phonecard album, plus a lot more!



The World's 1st Telecard Calendar



HERE'S HOW TO ORDER

Simply write your name and address of what you want on a separate piece of paper for any or all of the above listed items and enclose with a check, money order or postal money order, no cash please.

Mail to: BJE P.O. Box 2297, Paso Robles, CA 93447
(Please add \$2.50 for S&H)

Ph. (805) 547-8500 • Fax (805) 237-2530

The cards shown may or may not be in the actual starter pack.

Warm Weather, Cold Dealers

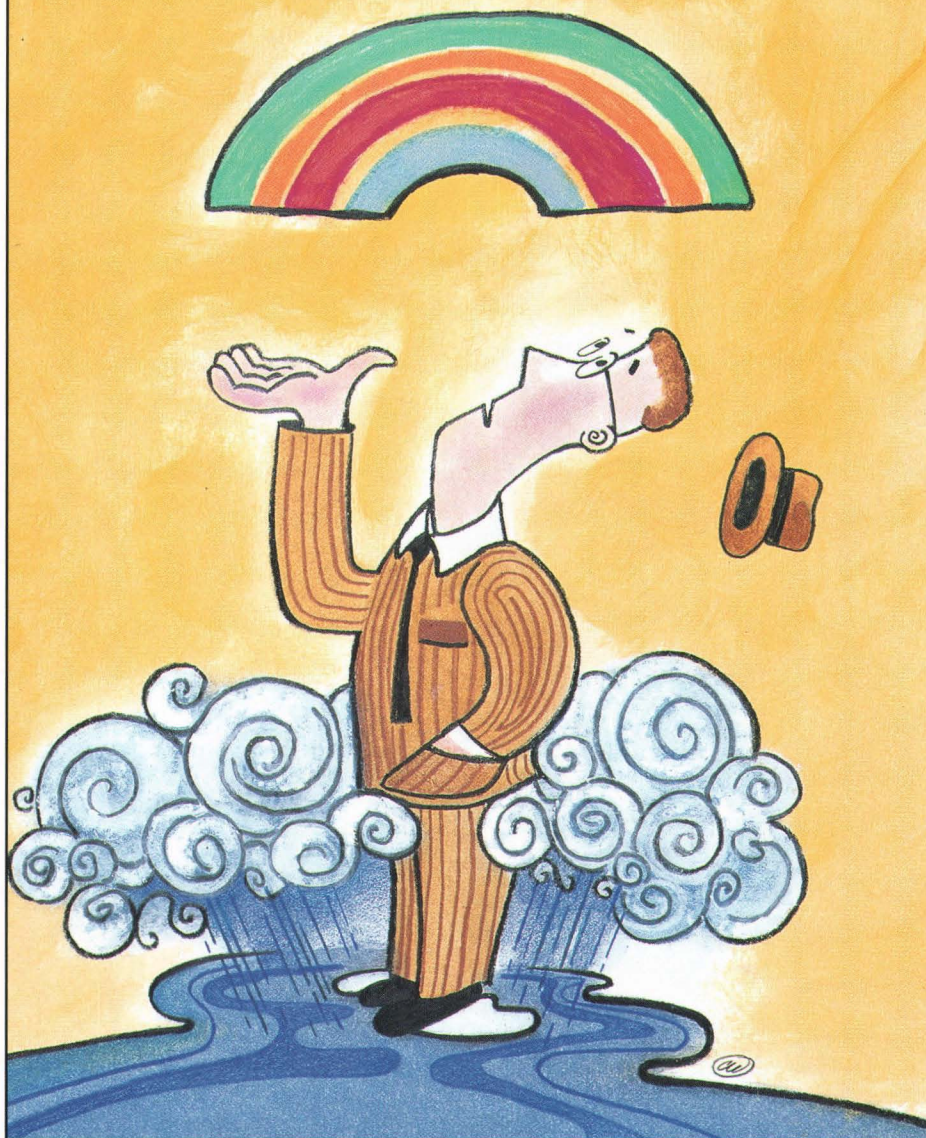


Illustration by Candace Wright

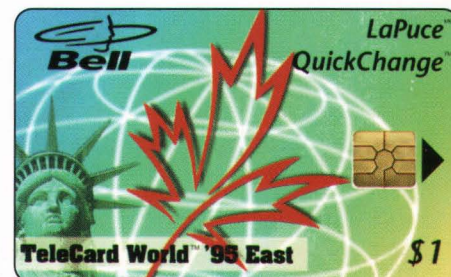
The prepaid phonecard industry's second New York trade show took place at the Jacob Javits Convention Center from September 27-30, 1995. The key word here (the refrain is getting old) is trade. We will get to that in a minute. First, let us look at the positive impacts of this largely successful show.

Most of the phonecard industry, trade-focused companies in attendance made new contacts, reestablished ties with old friends and experienced generally good results. One visible indication of rapid industry growth (and the show's success) was the attendance of more vending machine companies and a larger number of telephone companies. The high turnout of so many new

issuers was also encouraging. More and more people are jumping on the phonecard bandwagon as this "industry of the 90s" matures. It is apparent that throughout the next few years start-up phonecard issuers will come and go. It will become increasingly interesting to see who returns to the next show. And the next.

Weekday attendance at the Expo was excellent. A lot of traffic came through the doors on the first and second days of the show. Saturday was slow, of course, because businesses were closed. This would have been a great opportunity to welcome the public, but...

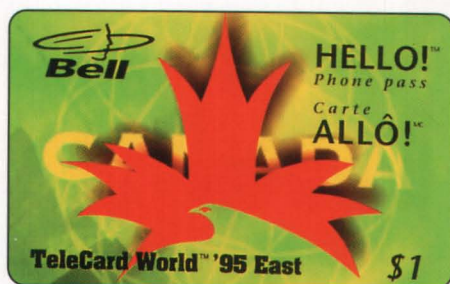
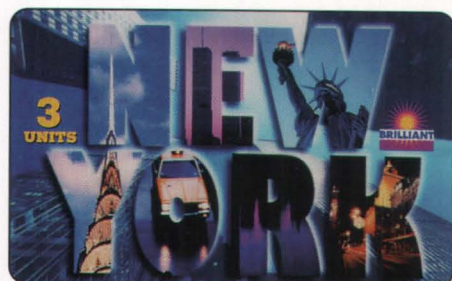
For the second year in a row, Telecard World solicited phonecard dealers to be part of its Expo. And, for the second year in a row they failed to inform them that the show was not open to the public. The fault lies more in what was not said rather than what was. A lot of dealer money and time was spent getting ready for, and traveling to, this show. Dealers came from as far away as England in hopes that they would realize a profit. They brought display cases, banners, cash boxes, credit card vouchers and product (in one case they even brought a popular professional wrestler in full regalia ready to sign phonecards) and in return they got to participate in a trade show.



Why do phonecard show promoters gladly accept money from dealers and hype their shows as the "biggest and best" when they know what they have actually planned is an intensive trade show and expo? Could it be because if they are up front with the dealers then the deal-

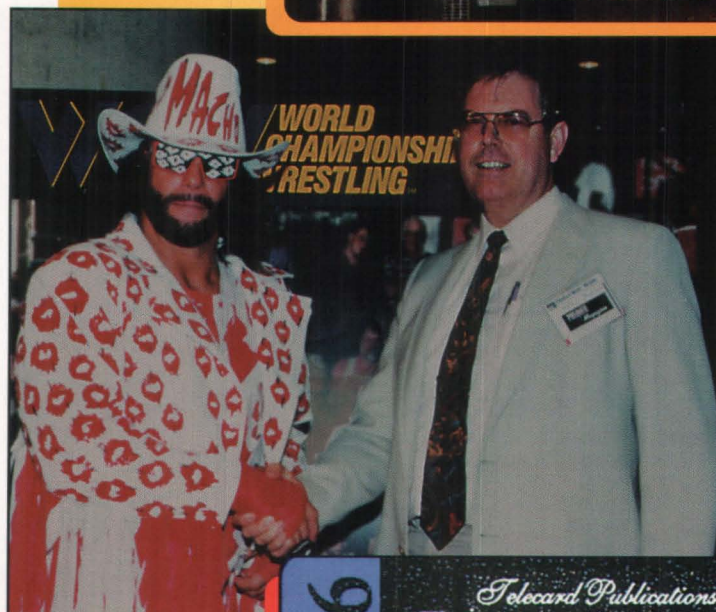
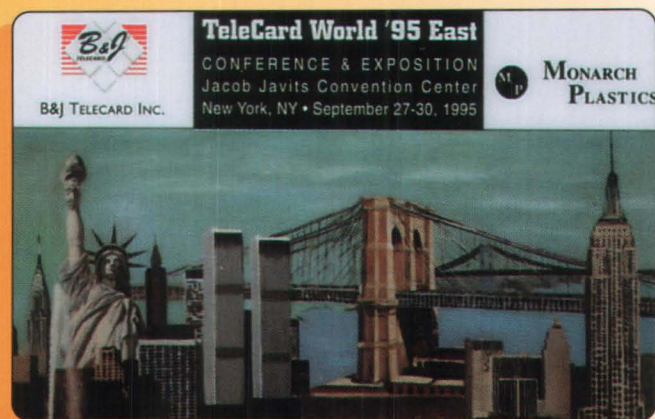
ers will not come? An honest pitch would have gone something like this: "It's a 'trade only' phonecard show. We're not promoting it to the public. You can come to find out what the new issuers are doing, but don't expect to sell anything. Oh, you may have some fun bartering with the other dealers." Is that worth buying space for? Dealers would have accomplished as much simply by attending the show rather than being part of it.

If you look at things strictly from the narrow viewpoint of an average manufacturer, vending machine company or telephone company, then you applaud the lack of public participation. It would have been a waste of time for many of these trade representatives to spend time explaining the industry to individual members of the curious public, one after another after another. They have nothing to offer the public, and the public has nothing to offer them. But even with that inconvenience, they could have

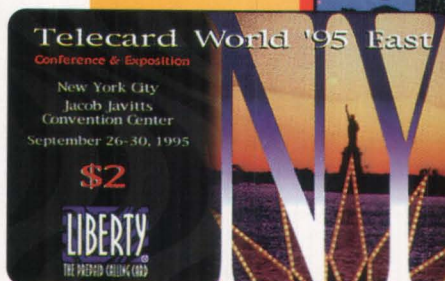


done business. For dealers, their waste of time was virtually all-encompassing. More than an inconvenience, it was a true loss.

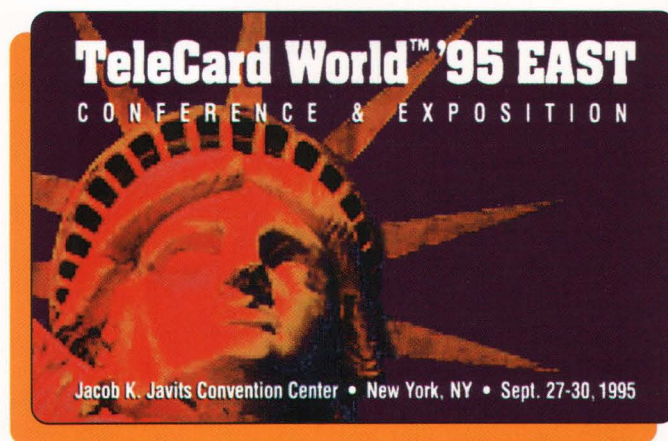
As a trade show, the Telecard World '95 East Conference and Exposition is to be politely applauded. Next time, let us hope the applause is sustained and not scattered with groans. **PT**



Wrestling Champion
Randy Savage
"Macho Man" and
Premier's Publisher
Bill Jordan



Left to Right:
John Avena,
Teresa Conway,
Fred Zivitozsky, Senior
Vice President, S-Tech;
James Conway,
President, S-Tech



Don't Take Our Word For It

Following are excerpts from a letter written to Premier Telecard by Bruce Harmon, President of Acme Telecards, Inc., a Florida phonecard dealer and issuer.

Dear Sir:

... This particular show is considered to be one of the "largest," if not the largest, phonecard show in this country, and yet there were very few people who came to the show because they didn't even know about it. The sad part is that there were two big celebrities who were brought in to sign free autographs and there was nobody there... What's interesting to note is the fact that if these celebrities were making an appearance at a "sports card" show, there is no question that advertisements would have been in local newspapers not only promoting the show but promoting the appearance of the celebrities. Now that's a concept!

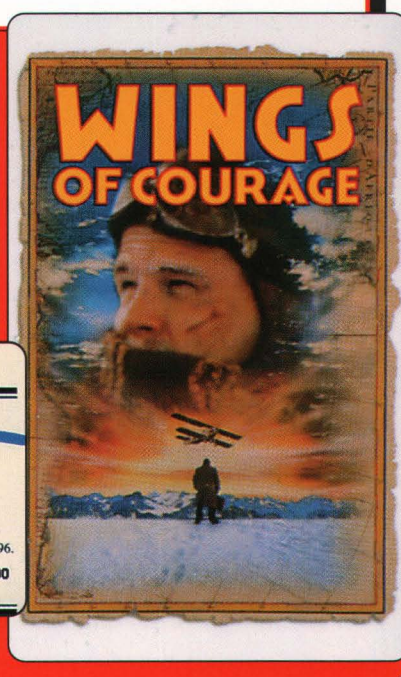
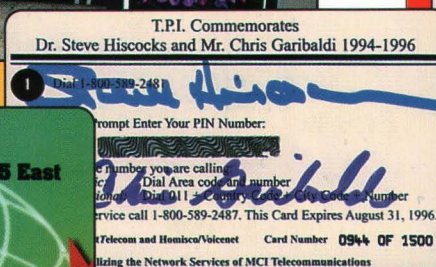
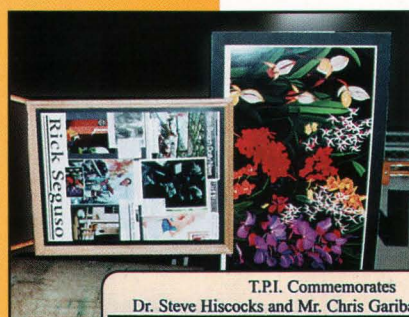
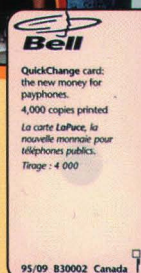
... What I find most interesting about this particular show is the fact that the promoters go after the phonecard dealers encouraging them to spend the money to take a booth out. What these promoters fail to say is that the show is a "trade" show and not open to the public.

... This isn't rocket science I'm talking about, it's about promoting this wonderful and exciting hobby/industry to the general public and most of the promoters are just not doing it! There's been a lot of talk about the lack of young people being interested in this hobby. Everyone keeps asking where the young kids are that collect trading cards, etc. Well, is anybody doing anything to attract them?

... The bottom line is this: If this hobby/industry continues on the course that it has been taking, which is to actively promote these shows within the industry [only], it will not flourish. Everyone agrees that we need to reach out to the general public and that the shows are really the best way. All we need are a couple of promoters willing to listen and willing to do the right thing. Let's hope the shows next year are better promoted.

... As a full time phonecard dealer and writer of many articles pertaining to this industry, I find this to be very upsetting...

Sincerely,
Bruce Harmon



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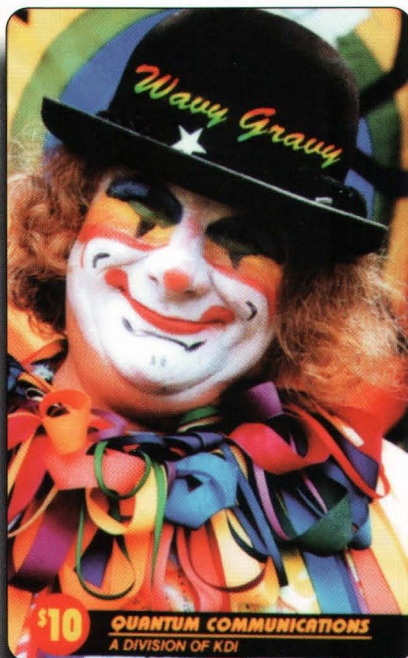
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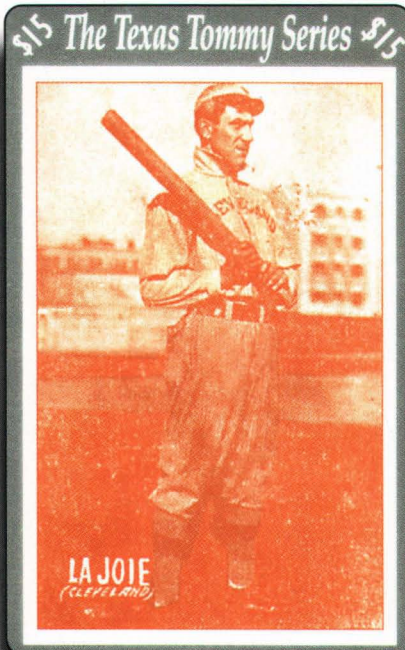
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CLASSIC - RM-R



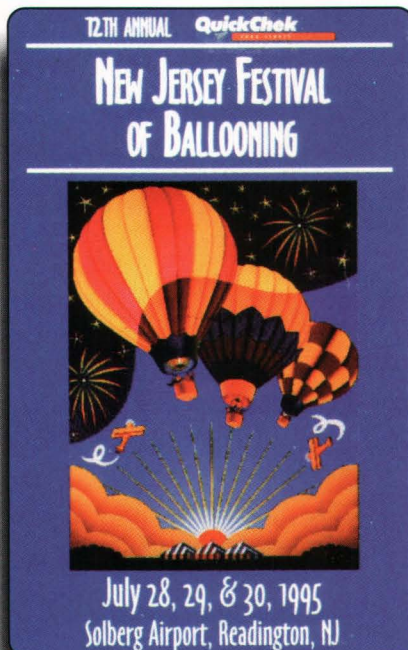
WAVY GRAVY
QUANTUM COMM. - RM-R



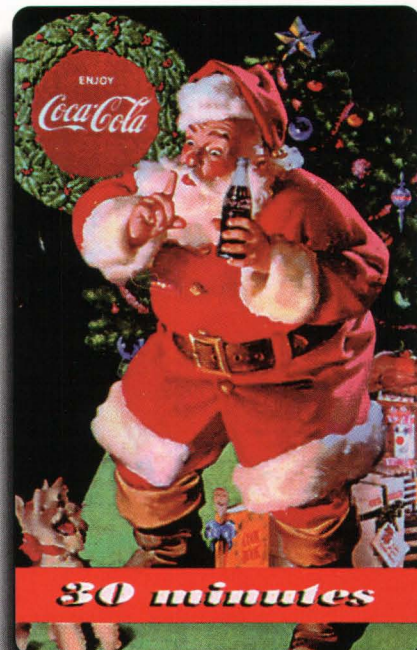
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KELCARDS. - RM



LA JOIE
TEMPUS - RM-R



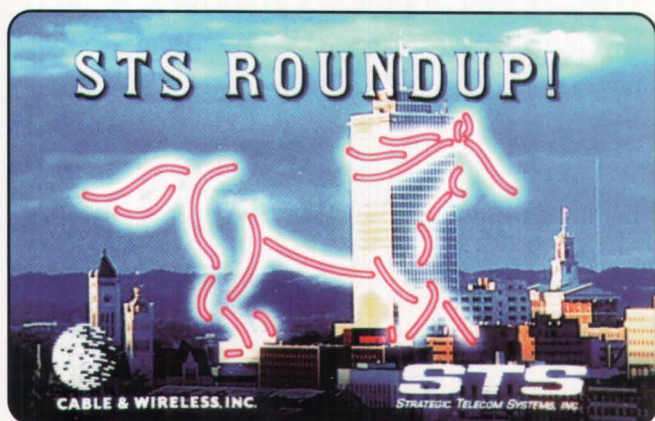
12 ANNUAL NEW JERSEY FESTIVAL OF BALLOONING
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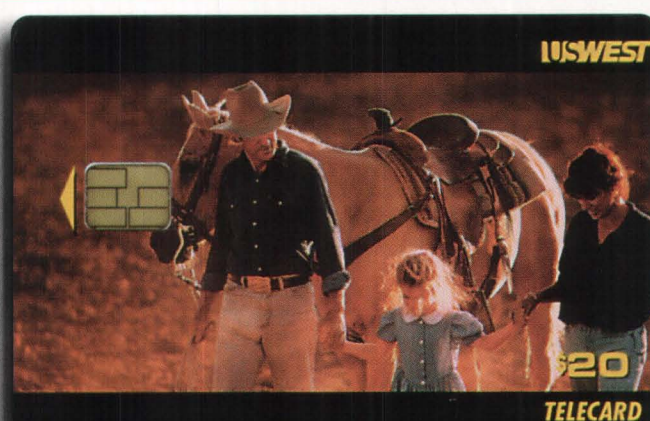
SANTA WITH TREE
COCA-COLA - RM

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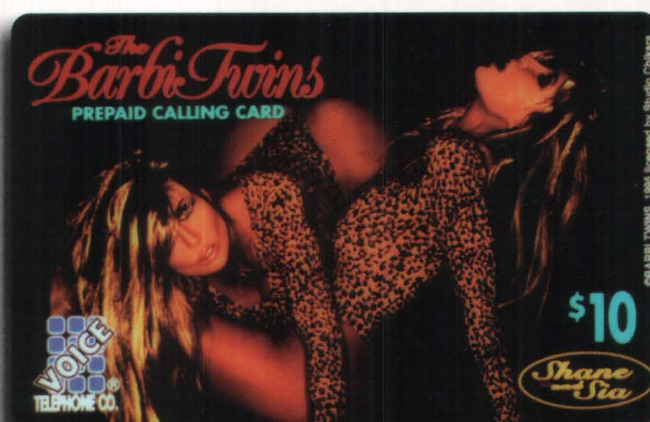
STS ROUND UP!/STS - RM-R



US WEST/WESTERN HERITAGE - SMC



SPRINT/COCA-COLA POLAR BEAR SCOREBOARD - RM



VOICE TELEPHONE CO./BARBI TWINS - RM-R



PHONE HOME/HI CALL-ME RIMC - RM



47 RONIN/KONIYOSHI VISIONART - RM

ACMI's Stamp Act

Collectors looking for the best of the worlds of postage stamps and phonecards will be delighted with the latest issue of PhilaTELECARDS from ACMI. Philatelists (stamp collectors) and telergists (phonecard collectors) agree, these cards offer a unique and valuable twist on both hobbies.

First introduced in January 1995, the PhilaTELECARD is a phonecard with a real postage stamp actually sealed inside. The latest issue of six cards featuring stamps from Grenada promises a \$9.15 collector's value on

will be chosen on the basis of collector value, image appeal and availability.

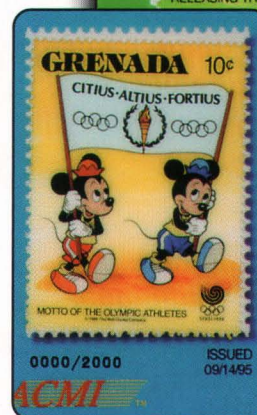
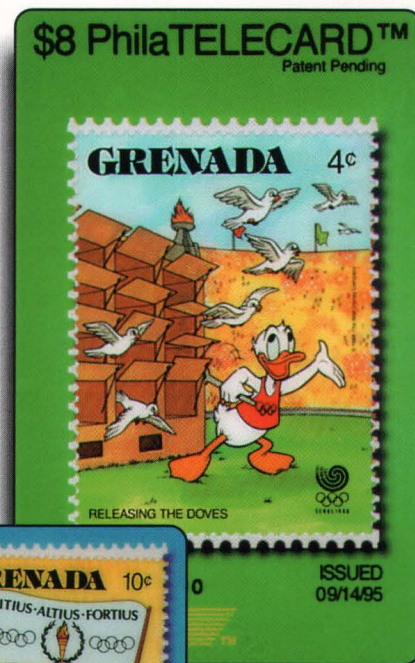
ACMI was approached by Jeremy Baher of First PhoneCard in London, England with the idea of stamp-cards over a year ago. Baher wanted to approach an American company because the U.S. is the only major user of remote memory phonecards, the ideal vehicle for a phonecard with a stamp laminated inside.

Since then ACMI has taken out a Patent Pending on PhilaTELECARDS. Pirolo said there were no challenges to the patent, and that his application had a "ninety-nine per cent" chance of being approved within a year and a half. He added that his company would vigorously pursue anyone who uses the same technology.

ACMI's first set of PhilaTELECARDS came out in January 1995 and featured five cards with a stamp-collecting theme. Another set of five cards in April featured stamps portraying a variety of winter sports. They have also produced a card with an Irish stamp featuring U.S. President John F. Kennedy. ACMI is both the issuer and carries the telephone time on these cards.

Pirolo pointed out that some of the stamp-cards feature stamps with many times their face value.

The PhilaTELECARDS are a welcome addition to hundreds of phonecards ACMI has produced in the past, including cards for MGM, United Artists, American West Airlines and Greenpeace. **PT**



stamps with a face value of only 25 cents. The set sells for \$48. An initial run of 2,000 for each card in denominations of \$8 is now virtually sold out.

"We want to encourage those who collect stamps to collect telecards too," said ACMI President Kevin Pirolo. "It's a fantastic way to reach a whole new group of people."

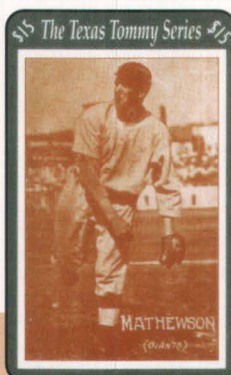
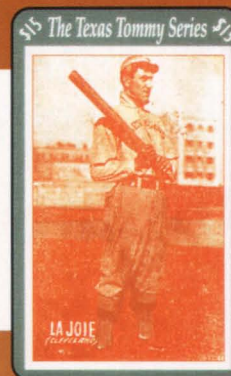
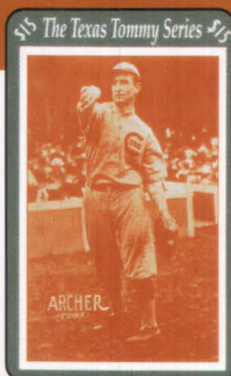
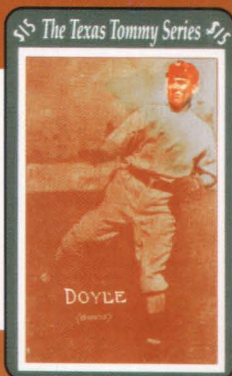
The Grenada stamps portray Disney characters in scenes from the 1988 Seoul Summer Olympics. Mickey rides a jet pack over the stadium, Donald releases doves at the opening ceremonies and carries the Olympic torch with Daisy (and three other scenes), adding value to the collection. Stamps for future ACMI stamp-cards

Who Invented Stamp-Cards?

According to phonecard manufacturer Phil Silverman, the original idea for the stamp-imbedded phonecard was his. Silverman said he came up with the idea in June of '94 after collecting stamps for many years.

"I'm a numismatic nut," he said. "I'm a long-time collector." He added that he fully intends to work things out with ACMI at a meeting hosted by them. "I don't want to rock their boat," he explained. "I believe we will be able to iron it out."

Silverman's Rainbow Productions has produced cards for Amerivox, Collector's Club and Panasonic, among many others, and plans for more "earth-shattering" inventions in the future. **PT**



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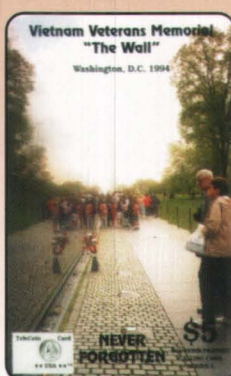
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Calling Card Platforms- The Intelligence Behind the Cards

by Ed Metcalf

When somebody uses a prepaid calling card and enters their calling card number they are actually communicating with a very sophisticated piece of telecommunications equipment. A calling card platform is the intelligence behind the cards. They accept, route and complete the call.

Four basic elements are required for success: a responsive printer, a reliable and price competitive long distance provider, a well thought-out marketing plan and a flexible call processing platform. Although some will argue that marketing and distribution are most important, proper selection of a call processing platform to meet present and future needs is also critical. Without the correct equipment to process the cards, marketing and distribution are worthless. The selection of a calling card platform will probably be your biggest capital investment, so you

want to make sure it can process all your calls without any trouble.

When searching for a calling card platform, there are several components you should consider before making a purchase. Some of these components consist of capacity, access, billing (not a concern with prepaid cards), card activation, recharge capabilities, point-of-sale activation/recharge, fraud control, enhanced functions and information gateway services. The two types of calling card platforms available for people who want to start their own business are switch-based and PC-based.

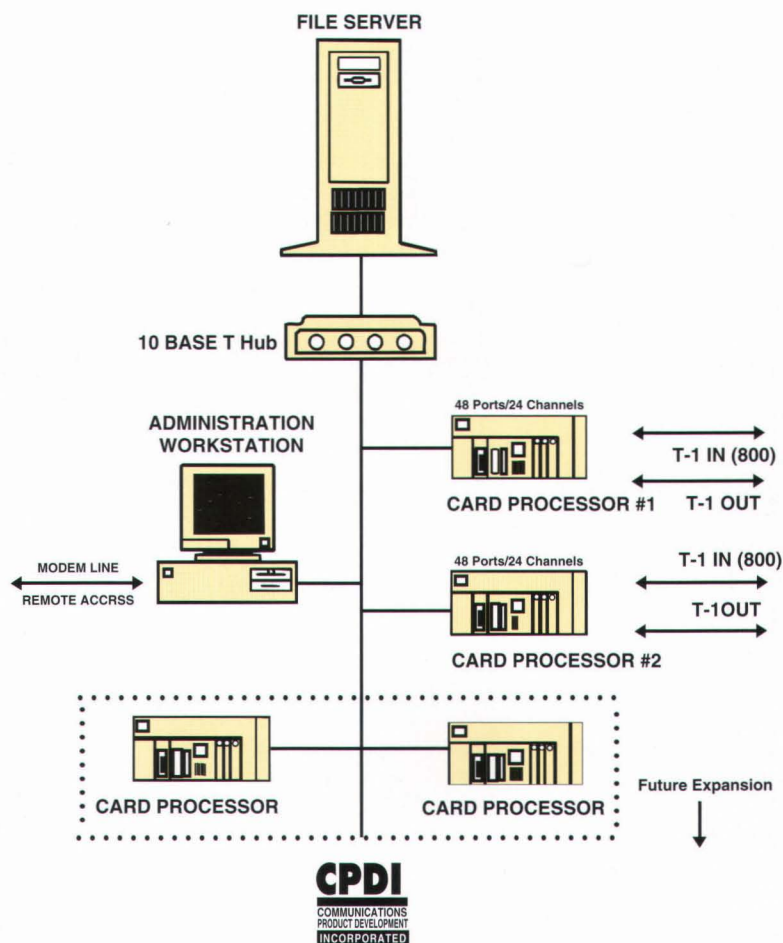
One need that should be addressed is your target market in the near term as well as in the future. If your plan identifies a 1+, inmate call management, or operator services as well as prepaid calling cards, then a switch-based platform may be a good choice. If new features and software customization is important, then PC-based platforms have the edge.

Switch-based platforms usually have higher call capacities (up to 8,000 ports). A stand-alone switch-based platform can range from \$160,000 for the smaller configuration to \$700,000 for the larger configuration. Many switches are not as flexible as PC-based platforms and it can be slow to make changes when you take a new direction. Sometimes switch manufacturers charge extra for upgrades and system enhancements, which can drive up start costs.

PC-based systems generally consist of a file server, a card processor, a workstation, telephone interface cards (Dialogic), local area network (LAN) and some sort of proprietary software. On most systems, the T1's terminate directly into and out of the card processors. Or it can be routed to a switch for least cost routing purposes. A PC-based platform with 96 ports (48 channels) starts around \$60,000, with a full range of features. In a retail debit application that spans all four time zones, the call capacity for a four T1 (2 in and 2 out) system would be around 500,000 minutes per month.

The flexibility of PC-based platforms allow you to add additional card processors as business dictates, freeing up capital to invest in distribution and marketing. The most important aspect of your buying decision should be how flexible the software is to react to different market changes. Not only what it will do today, but what it will

PC-Based Architecture



do in the future and how easy it can be changed for your specific applications. As the industry matures and the competition becomes more fierce, software flexibility will allow some platform owners to survive by differentiating their card products. Those with inflexible systems will be relegated to stiff price competition and lower margins with their "me too" card products.

Whichever platform you purchase, PC-based or switch-based, make sure it has a level of redundancy built in. If you do not have redundant file servers, then you should at least have mirrored hard drives in case one hard drive fails. A tape backup is also necessary in order to backup all open files. In case of a system failure, all the calling cards that were being used at that time could be restored from such a tape backup.

So when you are searching for the right type of platform for your business, it's important to identify what your needs are now and what they will be in the future. Your platform should be able to expand as your business grows. The diversity of the systems is matched only by the potential opportunities that this market has to offer.

Ed Metcalf is Marketing Manager for Communications Product Development, Inc. (CPDI) of Vancouver, Washington, which specializes in PC-based calling card platforms. He can be reached at (360)694-2977. PT

GLOSSARY

Calling card platform- a computer system that processes prepaid card calls

Capacity- the amount of calls that can go through your system

Card activation- a platform function that prepares the system for individual on-going card use

Card Processor- where calls come in and out

Dialogic- Telephone Interface Card brand name, known as the "Cadillac" of the industry

Enhanced functions- voicemail, fax on demand or other services not necessarily associated with calling card use

File Server- voice prompts, data on cards and program resides here

Information Gateway Services- stock reports, weather information, sports scores or other information provided to

calling card holders by another company through your system

Mirrored hard-drive- a second hard-drive used in computer data storage to back up the primary hard-drive

Port- entrance or exit from a network, or a point in a computer where data can be accessed

Redundancy- using more than one system in case one fails

T1- a pipe of telephone lines, or a digital transmission link with a capacity of 1,544,000 bits per second. A T1 can handle 24 voice conversations simultaneously

Tape back-up- magnetic tape storage of computer information used if system fails

Telephone Interface Cards- replaceable circuitry needed for your system to receive outside lines

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Cards in Play in the U.S.A.

B & J "On the Record" With Columbia

B & J Telecard, Inc. of Lakewood, New Jersey has teamed up with Columbia Records to produce two collectible phonecards for the music industry. These promotional cards feature Rhythm and Blues sensations Xscape and Adult Contemporary crooner Michael Bolton. Each card utilizes current interactive technologies to reach out and grab potential CD buyers.

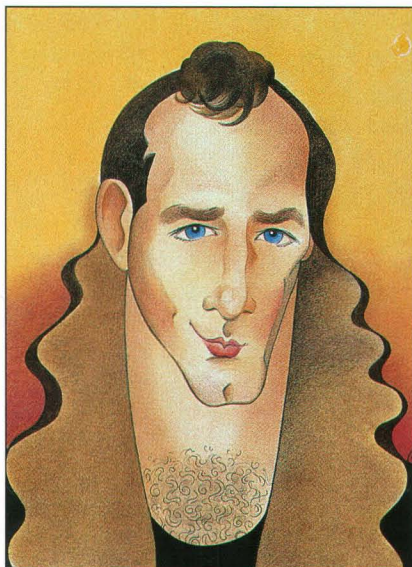


Illustration by Candace Wright

latest CD release. "The 5-minute music sampler is sure to engage any card user," says Michael Kenny, Vice President of Marketing at B & J Telecard. The 21,000 cards were given away at record stores across the country to promote retail sales. The front of this card features a picture of the members of Xscape.

In mid-September, B & J released 20,000 Michael Bolton phonecards to promote the release of the popular ballad singer's greatest hits album. These cards were designed specifically to give Bolton's fans the opportunity to directly dial to radio stations to request that Bolton's new hit, "Can I Touch You... There?" be played on the air. The new song is part of the "Michael Bolton's Greatest Hits (1985-1995)" CD. These cards were also given away at record stores throughout the country as the album was released in stores on September 19.



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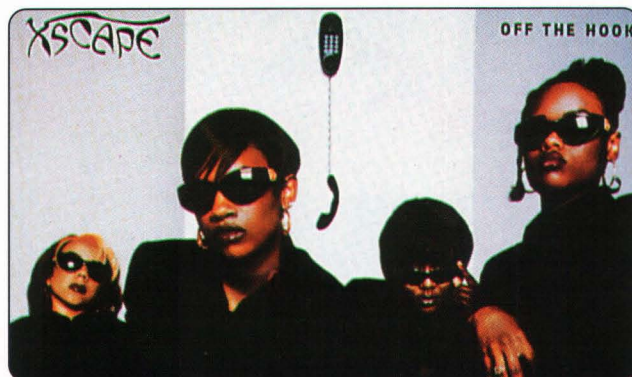
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Fans who used the card were automatically entered into a contest to meet Michael Bolton on his first tour date in 1996 by entering their phone number through a touch tone phone.

Remarkably, the Michael Bolton card was conceived, produced and distributed in less than 2 weeks! Quick turnaround was a must since Bolton attended both the New York and Los Angeles releases on the same day. Kudos to Electric Colourfast Printing, Inc. of Canada for the part they played in meeting the tight production deadline.

B & J Telecard Inc., specializes in the manufacturing and marketing of prepaid phonecards for corporate and not-for-profit fundraising. Founded in June, 1994, this busy company has issued over 40 custom promotional phonecards. **PT**

Cards in Play in the U.S.A.



VTC Phonecards Salute Winkie-Wear

Phonecards are fast becoming the latest promotion and marketing tool for a variety of companies utilizing cards from the Voice Telephone Company of Las Vegas, Nevada. Among these are a car stereo company, an engine manufacturer, a real estate agent, a high school and Winkie Wear Worldwide, featuring Winkie and "the power of friendship".

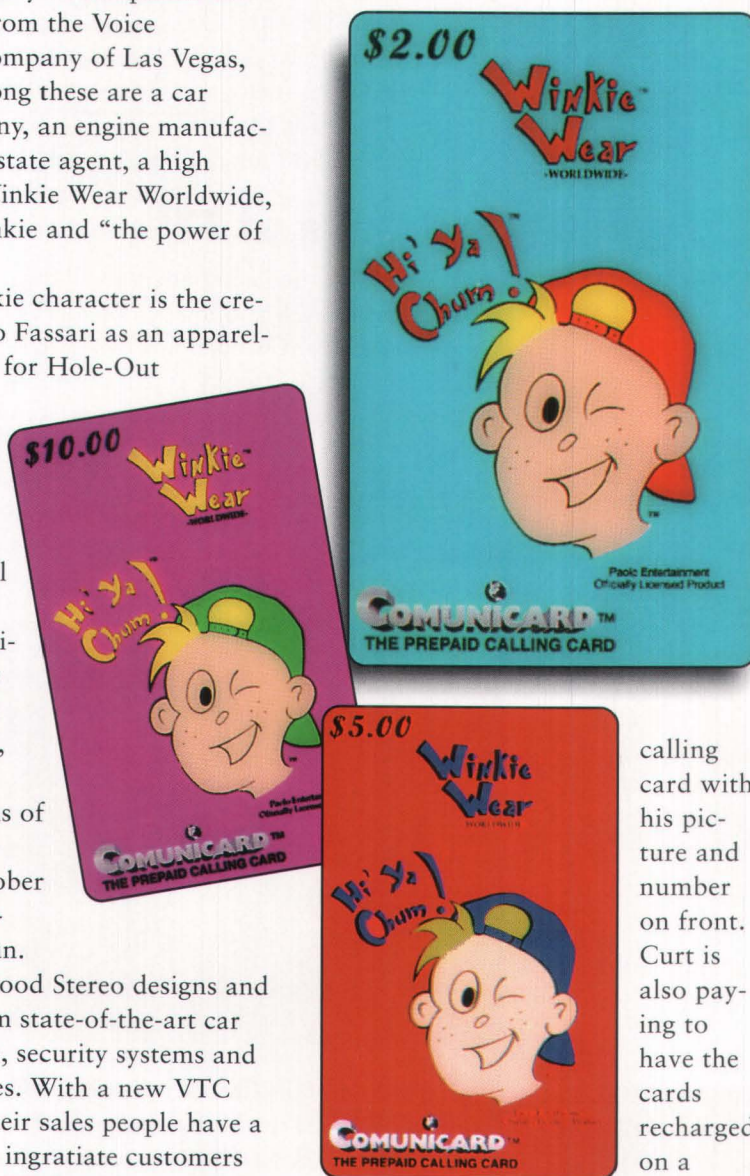
The Winkie character is the creation of Paolo Fassari as an apparel-based project for Hole-Out Golfwear.

Winkie promotes education, self-esteem and positive moral values by using his magical "wink" to travel around the world. \$2, \$5 and \$10 denominations of the card were issued in October in a yet-to-be-determined run.

Sounds Good Stereo designs and installs custom state-of-the-art car audio systems, security systems and cellular phones. With a new VTC phonocard, their sales people have a handy way to ingratiate customers and advertise. With 5 minutes of phone time and an initial run of 100 cards printed on laminated photo paper with the Sounds Good logo and a nice photo, the promotional value of each card may well exceed its face value.

Other such venues for VTC promotional phonecards include Century 21 real estate agents and a

custom engine supercharging business, both using prepaid phonecards as their every day business cards. In the case of real estate agent Curt Sommers, \$5 of prepaid calling time is provided to his customers on a



calling card with his picture and number on front. Curt is also paying to have the cards recharged on a monthly

basis as a way to stay in touch with his customers.

VTC has produced many creative promotional cards in the past months, such as fund raising cards for high schools and colleges across the country. At Westlake High School in the Los Angeles area, for example, 8,000 cards were printed in

\$5, \$10 and \$20 denominations featuring photos of the football team or cheerleading squad. Another innovative VTC card featured a photo of an Agoura Hills home decorated with over 250,000 Christmas lights. 23,000 of the cards were given away in front of the house last year with 3 minutes of calling time on each one. **PT**



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Cards in Play in the U.S.A.

Chevrolet Classics

The classic 1957 Corvette and the favorite 1955 Bel Air roll into phonecard collectible history on two new Chevrolet Motor Division 10-minute telecards from ATS Network Communications.

Chevrolet goes back in time with these cards, having previously featured the 1995 Corvette and Camaro on 5-minute ATS phonecards. (See *Premier Telecard*, June 1995, p. 34.) By depicting the classic lines of these ultimate antique autos (both two-tone red and



Candace Wright

The corporate message callers will hear when using the cards is accompanied by the original "See the USA in Your Chevrolet" theme song. Printed by the Continental Plastic Card Company, the cards have been issued in lots of 5,000 for the Corvette and 2,500 for the Bel Air. **PT**

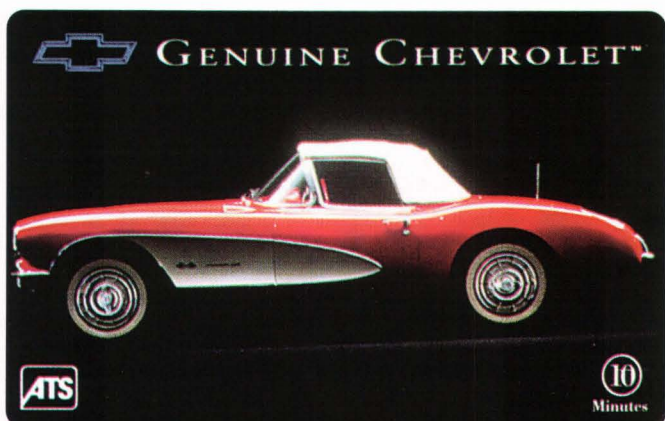
PREMIER TeleFacts

Genuine Chevrolet

Issuer	ATS
Carrier	ATS
Face Value	10 minutes
Release Date	September 1995
Limited to	5,000 Corvette
	2,500 Bel Air
Mfg	Continental Plastics



white convertibles) Gary Lecocq of Chevrolet has produced a nostalgic theme. The cards were given to Chevrolet dealers as thanks for bringing the company from the 1950's "See the USA in Your Chevrolet," to the 1990's "Genuine Chevrolet."



Dog Days at FTI

Animal lovers and outdoorsmen will enjoy the latest release from First Telecard International (FTI), featuring the wildlife art of Larry Chandler in a two-card set with three kinds of Labrador Retrievers as puppies or hunting dogs.

Best known for his accurate portrayal of thoroughbred dogs, Chandler is one of the nation's foremost wildlife artists. Original oils of Chandler's award-winning work has sold at auction for record amounts. His work in waterfowl, birds of prey and North American wildlife have been commissioned and awarded by various groups since 1990.



The first set of the Chandler 10-minute telecards, issued in quantities of 10,000 each, are rechargeable by credit card, have scratch-and-reveal PINs and are sequentially numbered. The initial two-card set includes "Photo Labs" and "Rascals Become Legends", and each card includes a Yellow, Chocolate and Black Labrador Retriever. "Photo Labs" was awarded "Best of Show" at the 1995 Kansas City National Wildlife Art Show earlier this year. Both cards were released in November.

FTI has an exclusive agreement to issue telecards using a number of images from the famous catalog of Chandler wildlife art, and hopes collectors focusing on wildlife themes will welcome these cards. Cards for the Chandler series were printed by SSI, and Teletrust is carrying the phone time. **PT**

Cards in Play in the U.S.A.



Aviation Cards Take Wing

Aviation images of artist Sam Lyons, Jr. are featured on three limited edition cards from First TeleCards International offered at the Oshkosh '95 Air Show this summer.

Paintings by the artist can be found not only at the Pentagon, but at the Blue Angels headquarters, the Smithsonian Air & Space Museum and the Royal Air Force Museum.

The first set of Lyons' three 10-minute telecards, issued in quantities of 10,000 each, are rechargeable, have scratch-and-reveal PINs and are sequentially numbered.

First TeleCards has an exclusive agreement to issue cards using a number of images from the famous catalog of Lyons art. For collectors who choose the aviation theme, the Lyons' aviation series



should be well received not only in North America but around the world, according to FTI president Nathan Birky.

"Most collectors find any collecting hobby is more satisfying if they collect by theme," Birky said, adding that he expects thousands of collectors to select cards with an aviation theme.

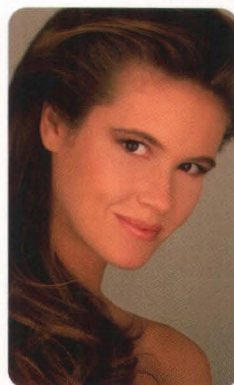
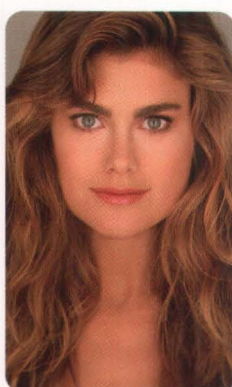
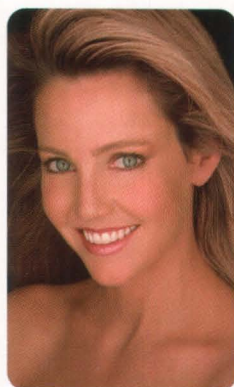
Sam Lyons, Jr. has developed a unique, super-realistic painting style which he continues to perfect daily. A native of Atlanta, Georgia, Lyons' interest in aviation was prompted at an early age by his father, a World War II B-24 pilot.



This first set of Lyons' art by FTI features three of his popular images: Sittin' Pretty with a gleaming yellow J-3 Piper Cub at a typical old hangar, Flyin' Time with a Stearman PT-17 Trainer in a classic post-war setting, and Morning Reflections, showing a beautiful Stinson 108 on floats in a picturesque lake setting. **PT**



Sharon Stone
Elle Macpherson
Kathy Ireland
Andie Mac Dowell
Heather Locklear
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Cards in Play in the U.S.A.

Comic Art Collectibles From Dynamic Forces

In the world of collectible phonecards, few series offer the kind of fantastic artwork and dedicated audience as those based on comic book art. Several new cards from Dynamic Forces of New Jersey are taking advantage of this trend in a big way.

Dynamic has acquired the licenses to several popular characters. Ash, from Event Comics' Joe Quesada and Jimmy Palmiotti, is a heroic fireman whose first two issues burned up the shelves in comic book and collectible shops as a sellout last summer. Hellshock, another hero from Image Comics, is also "hot", together with the beautiful samurai femme fatale Shi from William Tucci of Crusade

Comics. All three of these fantastic characters are featured on prepaid phonecards with \$20 of calling time in runs of under 2,000 cards issued over the summer.



"Phone cards are just beginning to take off here in the United States, and are already huge collectibles in Europe and Japan, not unlike comic books here," said Dynamic Forces

president Nick Barrucci.

"Fans of Shi, Hellshock and Ash will really be blown away by the high quality. It's like trading cards, only one step better."

Each of these characters will be displayed on four cards, with one card featuring a special design addition.

All of the characters are featured in ongoing comic book series. Joe Quesada and Jimmy Palmiotti, creator's of the Ash character, were featured recently on MTV, spotlighting their work as independent artists. The first edi-



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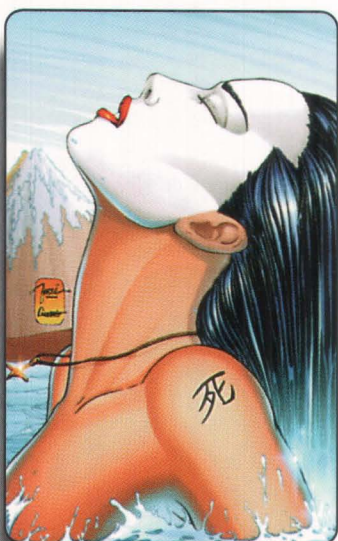
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Cards in Play in the U.S.A.



tion of the Ash series premiered in the top 100 comics nationally. Also from Dynamic Forces in October was the release of more incredible comic book art in the form of Joe DeVito's Fantasy Women phonecards and the Vampirella phonecard with art by Quesada and Palmiotti. DeVito is a renowned cover, poster and trading card artist, whose sexy oil painted images of dangerous women appear on book covers. Four cards in the Fantasy Women set come with 12 minutes of phone time and sell together for \$40. The Vampirella card depicts another popular comic book character on a phonecard with 30 minutes of calling time with a \$20 face value.

In November Dynamic also released the first phonecard in a set of four featuring Kabuki, from Caliber Press. Kabuki is a female operative for a secret organization in near-future Japan, created by writer/artist David Mack. The six-issue storyline earned a five-star rating from Comic Shop News. Each card has 30 minutes of phone time and a face value of \$20. Dynamic's phonecard calling time is carried by ATT. **PT**



Tele Sizzle

When a collectible phonecard gets hot, it can really sizzle! Take ACMI's card with a Grenada stamp featuring Disney characters promoting the 1988 Seoul Olympics on a PhilaTELECARD (with an actual postage stamp imbedded in the card). ACMI sold out the six card set for about \$50 each, yet a dealer in Florida was recently selling the same set for \$120 each, almost a 200 per cent increase in value in just a few months. So we asked the dealers, what makes this happen?

"People collect by theme," one dealer told us. "When there's a new issue with the theme they want, that's when a card will get hot."

Such is the case with cards featuring America's favorite fast-food restaurant. Four dealers in locations across the nation listed cards with a McDonald's theme as

among their hottest cards.

McDonald's has issued several successful phonecards in the past, with many variations, such as Back-To-School, Ronald McDonald House, Have You Had Your Break Today?, and cards featuring different locations. The four card Premier Telecomm McDonald's set is selling for \$140.

A big event can also bring a card to prominence with collectors, such as the Navy Fleet Week card that several dealers said were selling well. With all those sailors getting together for a big time in San Francisco recently, it's no wonder many of them wanted to call home with a phonecard that is also a souvenir. Collectors who identify with military or maritime themes also liked this one, paying as much as \$135 for an 8 card set.

Hot Cards

DEALER	HOT CARD	PRICE
Acme Telecards	C & W McDonald's	\$20
(305)742-9954	"Back To School"	
B & J Telecard	Telecard World East '95 Showcard	\$7.50
(908)905-5000	(transparent)	
Carson City King	Fun Show Card/Amerivox (Jan.)	\$15
(718)531-0490		
Collector's Showcase	World Of Coke No. 3/Soda Jerk	\$65
(510)484-4503		
Hawaii's Finest Telecards	McDonald's/4th Street Mall (2 cards)	\$30
Kars Unlimited	Premier Telecomm	\$140
(904)441-6910	McDonald's (4 card set)	
	Navy Fleet Week (8 card, set)	\$135
Keep The Change!	ACMI PhilaTELECARD	\$120
(407)629-2273	Grenada/Disney (6 card set)	
North Americans	MCI Rolling Stones	\$24
(206)641-6057	(4 card set)	
Phone Cards Plus	ITC LifeSavers (2 cards)	\$30
(405)943-1997		
Promotional Phonecards	McDonald's (4 card set)	\$140
800-722-8993	"Have You Had Your Break Today"	
PM Powell	Sprint/Scoreboard (3 cards, sold out)	\$35
800-528-8819	Coke Around the World	
Telecards Hawaii	King Kamehameha	\$10.50
(808)373-3345		

Not all of the above cards are still available; call individual dealers for information. Prices were current at the time this column was compiled. Individual dealers reserve the right to change prices without notice as the market demands. A listing in **TeleSIZZLE** does not constitute a dealer endorsement by *Premier Telecard Magazine*.

If you are an established dealer interested in adding your input to **TeleSIZZLE** please call (805) 547-8500.

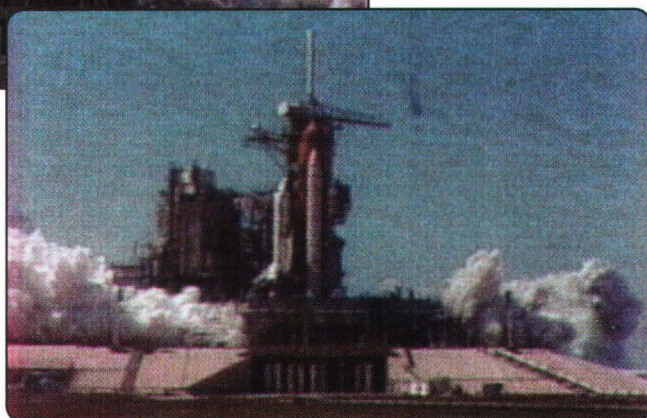
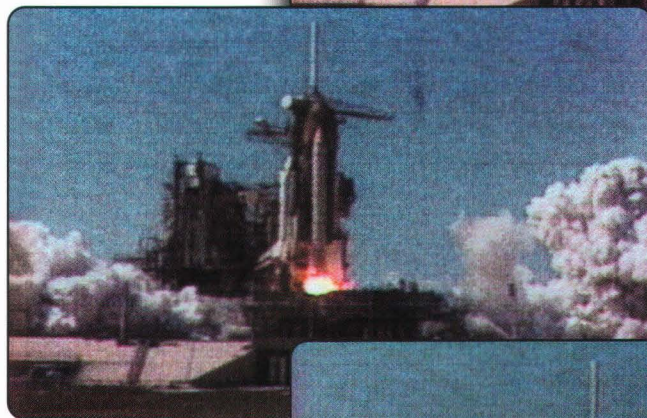
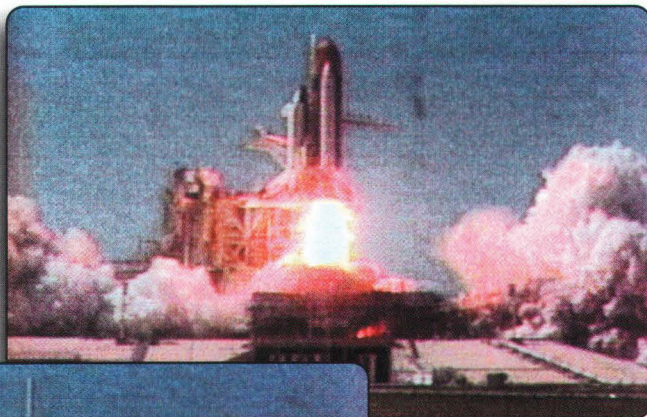
Motion Cards On The Move

The seemingly endless variation on the standard phonecard format took another form recently with the September issuance of the first-ever lenticular lens digital motion cards from PRO///Motion, a company in San Diego, California.

The company premiered these fantastic images to rave reviews at the Telecard World '95 Trade Show in New York, where collectors and dealers got their first look at the digital motion process.

This unique method puts up to 150 frames of live video into action on a flat surface like a phonecard.

PRO///Motion president Jan Matthews said the lenticular lens 3-D effect technology has been around since the turn of the Century. Consumers are probably aware of the lenticular lens effect on children's toys and souvenir items. On their phonecards, PRO///Motion utilized computer scanners to take motion images from high-quality video. The image is then fragmented to accommodate the fifty-five tiny prismatic lenses or clear plastic grooves on the face of the card.



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These lens fractions are optically aligned in such a way that the images move with your line-of-sight.

Among the digital motion phonecards released at the show were a spectacular Spaceshuttle liftoff (6,500 issued), a high-altitude view of a slow roll by four Blue Angel fighter jets (1,000 issued), a walking Marilyn Monroe (1,000 issued) and a provocative image of James Dean lifting his eyes toward you on a beach with breaking waves (2,000 issued). The cards have a \$20 face value and 30 minutes of phone time carried by EZComm, Inc. of Plano, Texas. The lenticular lens manufacturing process for the cards was accomplished by Digital Dimensions.

According to Matthews, subject matter for future digital motion phonecards by PRO///Motions is unlimited. Among the ideas his company is working on are motion images of race horses leaping out of the starting gate and high-definition, slow-motion images of surfers riding the waves. He said he also hopes his company will produce a digital motion phonecard tribute to slain Tejano singer Selena at some point in the future.

Matthews said that his company is selling the cards at a discount to dealers and distributors. He added that the lenticular lens process works with both VHS and Betacam video sources. **PT**

Say It With Flowers (And a Phonecard!)

The new Tell-A-Thought Floral Card from IdealDial adds a whole new twist to sending and receiving flowers. This prepaid phonecard adds a personal touch to a gift of flowers by allowing the sender to record a private message to the recipient which can be accessed via a telecard.

Here's how it works: the florist supplies the sender of the gift with a 1-800 number along with a four-digit personal identification number (PIN). The sender then calls the 1-800 number, enters their PIN number, and records a personal message to the recipient. It's as simple as that!

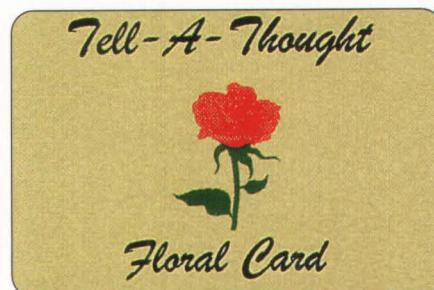
When the recipient receives the gift, the card they receive with the flowers provides them with the 1-800 and PIN numbers to hear a playback of the personal message from the sender. After listening to the message they will then have the option to be directly connected to the sender to say "thank you."

IdealDial introduced this new telecard concept at the Society of American Florists' 111th Annual Convention, September 20-23, 1995 in La Jolla, California. The Tell-A-Thought Floral Card was displayed at the PFCI Premier Products Showcase where IdealDial Account Executive Heather Brooks-Rodriguez was available to answer questions.

"The best things about Tell-A-Thought is that there are no

up front costs, no inventory and no difference from every day order taking," Ms. Brooks-Rodriguez said. The program generates additional income for the florist on top of the total cost of the order.

IdealDial is an authorized distributor of AT&T 800 and 900 services. **PT**



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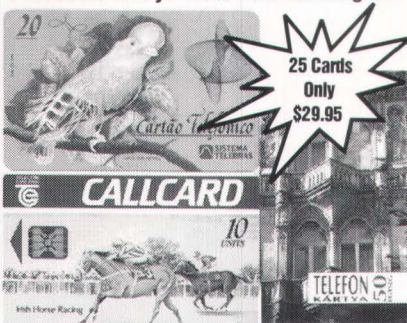
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Slammin' the PRESS PASS Draft Picks

When the collectible phonecard meets the collectible trading card, it can mean big rewards for the lucky purchaser of sets of Press Pass Premium '95 Basketball Draft Picks trading cards. With up to \$1,995 worth of phonetime on very special cards randomly inserted with the sets, these trading cards are a unique example of the versatility of the phonecard as a sports marketing tool.

Released in October, Press Pass is turning some of their trading cards into phonecards as free giveaways to be included in some packs of the 36-card collection. The extremely valuable \$1,995 phonecards, which are the same size as the trading cards, feature basketball's top three '95 draft picks: Joe Smith, Antonio McDyess and Jerry Stackhouse.

Although Press Pass declined to say exactly how many of these top-value phonecards will ultimately be given away, there will be a lot

more phonecards released this way in smaller denominations. Trading cards with phonetime worth \$5, \$10 and \$20 will also be randomly inserted in the 3-card, plastic-wrapped sets. These will feature rookie players like Kevin Garnett, Jason Kidd, Ed O'Bannon, Glenn Robinson, and Rasheed Wallace.

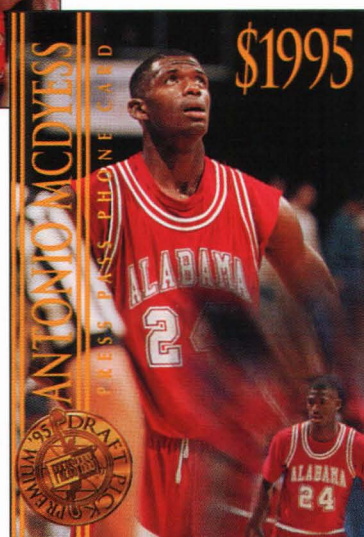
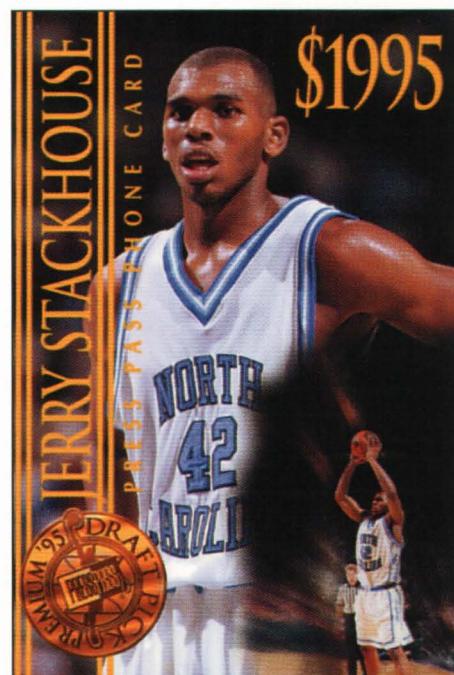
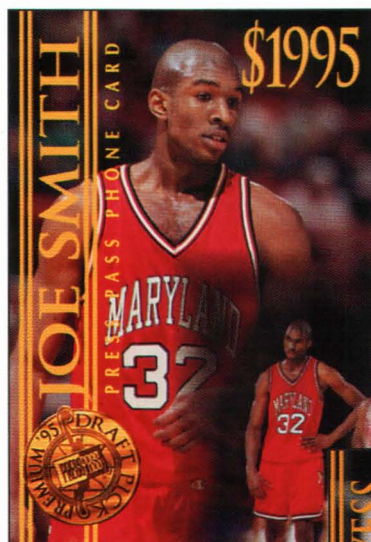
With one phonecard being inserted into each box of 36 packs, 12 boxes per case and 2,500 cases issued, each purchase has one chance in 30,000 of finding one of the phonecards in any denomination, including at least three worth \$1,995. These cards mark the second time Press Pass has used a trading card-sized phonecard insert giveaway with one of their trading card collections.

"The popularity of phone cards has certainly grown in the collectible market," said Rod Ulrich, marketing manager for Press Pass. "We were very successful with our first phonecard insert set in the Premium '95 race cards earlier this

year and wanted to give collectors another chance to receive our unique phone cards. Not only have we included them in the '95 Basketball Draft Picks, but we've added several denomination levels as well."

Classic Games, Inc. and Sprint are also combining their efforts to include prepaid phonecards in packs of 1995 Classic Assets Gold trading cards released in September. The regular cards feature 50 action-packed trading cards of the very best athletes from the world of sports. One Sprint Foncard will be included in every pack of five premium trading cards, in denominations of \$2, \$5, \$25, \$100 and \$1000. Included will be the debut of Classics micro-lined Foncard.

Forty-seven athletes are featured on the \$2 calling cards, with 16 on the \$5 cards, and 5 on the \$25 and \$100 cards. The prized \$1000 cards will feature Shaquille O'Neal, Marshall Faulk, Dale Earnhardt, Drew Bledsoe and Nolan Ryan. **PT**



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ConQuest/ACMI Merger A Sure Thing

Two leaders in telecommunications marketing, long-distance services and pre-paid phonecards will join forces by the end of the year, according to a recent announcement by ACMI president Kevin Pirolo. The Tennessee full-service teleco has exchanged letters of intent with the Ohio-based ConQuest Telecommunications Services Corporation, approved by boards of both companies, by which ACMI is expected to begin operations as a division of ConQuest next year.

"This is a prime opportunity to solidify both companies as one business unit and to position us as a major player in the telecommunications industry," Pirolo said. "ACMI, one of the first telecommunications companies to offer prepaid calling cards in the U.S., has established themselves as one of the largest providers of prepaid phonecards in the nation. ACMI has an established reputation in the collector and promotional telecard marketplace. ConQuest also continues to make advances in the development of strategic relationships for retail and promotional applications. Additionally,

ACMI's prepaid calling card switching platform, in conjunction with ConQuest's robust system, will allow us to provide more redundancy and improved service based on the geographically and physically diverse locations of the companies."

As a switch-based telephone service company, ACMI has an international sales force of 6,000 independent consultants distributing products marketed by the company, utilizing major long-distance services. In the prepaid calling card market, ACMI telecards are among the most sought after by collectors as well.

The company gained major exposure in the industry in 1993, producing 300,000 private label prepaid calling cards for a Ryder Truck promotion. Other telecard programs by ACMI include: Federal Express, H & R Block, America West Airlines and Thrifty Rental Car. More recently ACMI has produced cards for MGM studios to promote movies such as "Blown Away", "Tank Girl" and "The Pebble and the Penguin". The MGM/UA Licensing and Merchandising department referred to ACMI as "...a pioneer in the telecard industry."

Fulfilling that image, ACMI was also the first provider to issue telecards with images of professional sports and musical celebrities such as Jerry Lee Lewis, Larry Bird, Marilyn Monroe and the Green Bay Packer Hall of Fame. Aside from other innovations, the company is active in industry self-regulation and promotional associations.

"The company (ACMI) has set many precedents in the telecard industry," commented ConQuest president James Sobwick. "This innovation has brought great success to ACMI and reflects the entrepreneurial spirit with which ConQuest has built its business."

ConQuest, a switch-based long distance carrier in Dublin, Ohio, has been recognized for the second year as one of the 500 fastest growing private companies by INC. Magazine. The company provides domestic long distance services and enhanced telecommunications services overseas. ConQuest also owns a revolutionary new switching facility in Columbus, Ohio, and an operator center in Pennsylvania, with more than 200 independent sales agents in over 40 states.

Known as one of the top ten operator service providers in the country, ConQuest provides operator assistance to over 150,000 hotel, motel and hospital rooms and 25,000 payphones.

Prepaid calling card programs include the Huntington National Bank, SuperAmerica, Ross Laboratories and Gibson Greeting Cards.

ConQuest also provides direct dial long distance and reservation services, enhanced call answering applications and long distance calling cards to business customers. Internationally, ConQuest offers international call-back, operator assistance to hospitality properties in Europe and prepaid and long distance calling card services. **PT**

Tele-News Flash

From Coins to Cards

After nine months as a rare coins and precious metals dealer, Club International Marketing president Harry Davis Jr. found that phonecards did better business at his dealership north of Syracuse, New York. Making the switch from coins to cards last year, CIM now carries only phonecards.

Davis said he started carrying phonecards in order to offer a variety of products to his customers, but after a three-month trial period the cards were outselling the coins. Early in '95 CIM issued their first 20-page catalog and began distributing cards for 14 companies. By August they had negotiated contracts with six additional companies not only from the U.S., but from Canada, Australia and Germany as well.

Adding clients to this list at a rate of about one company a month, Davis said his catalog has now grown to 28 pages and is sent to 350 people, with 10 new customers a week. CIM will soon produce their own phonecards in conjunction with a local bank, and will be providing bulk rate phone time for minority communities in New York City. Plans for the company include a marketing campaign to reach over 2 million card collectors, with exhibits at all the major trade shows. **PT**

Telco's To Spend \$2 Billion in Four Years

Telephone companies around the world will be spending about \$2 billion to upgrade their network management capabilities over the next four years, according to a new report from Insight Research. The telecommunications market analysis group said that the purchase of new network management systems is driven by new wireline and wireless infrastructure, increasing competition, deregulation and the need to hold down personnel costs.

Network management is the sum of the software and hardware associated with improving network traffic flow and customer service. According to the report, it is

the increasing density of new digital devices being added to networks that are taxing the existing management systems.

"Convergence and competition are forcing phone companies to spend big on developing systems that can manage the millions of digital elements that are gradually being added to their networks" explained Insight president Robert Rosenberg. "Until the early 1980's, the only remotely manageable element in a telephone network was the telco switch. Today, we're talking about at least one element per subscriber, which means hundreds of millions of elements....and that number is going to keep climbing."

Sesame Street Phonecards Licensed

Global Telecommunications Solutions, Inc. announced in September the signing of a licensing agreement to create and market interactive and standard prepaid phonecards featuring the famous characters of Sesame Street from the Children's Television Workshop. Intended to be both educational and entertaining, the cards will feature "Big Bird", "Elmo" and "Cookie Monster" as well as other characters from the popular show.

Debuting in November at FAO Schwarz stores across the country were Kids Emergency Phonecards from GTS featuring the Sesame Street characters. The emergency cards will allow children the convenient ability to automatically dial their parents at a pre-programmed

phone number if the need arises. GTS also has plans for a Story Phonecard that will give kids the chance to interact with Sesame Street characters through the phone. A complete Sesame Street Phonecard product line from GTS is expected to be introduced at Toy Fair 1996 in February.

"Phonecards add a new educational and entertainment medium for families and we're confident that GTS will provide our loyal families with creative and superior products," said Peter Malen of the Children's Television Workshop. CTW is the world's leader in educating and entertaining children, having reached over 120 million kids in more than 130 countries.

Calling Cadillac

ConQuest Long Distance Corporation recently announced the release of a set of five prepaid calling cards featuring famous makes of the Cadillac automobile. The five cards will feature four Cadillac models: a 1903 Model A Runabout, a 1930 V16 Phaeton, a 1957 Eldorado Brougham and a 1995 Seville STS. The fifth card shows the Cadillac logo emblem.

The models chosen for the series serve as historical markers in Cadillac's technological development. The 1903 Model A Runabout was Cadillac's first production car. The 1930 V16 Phaeton was the first car built with a V16 engine. The 1957 Eldorado Brougham was the last hand-built, limited edition luxury automobile produced in the U.S., and the 1995 Seville STS features Cadillac's Northstar System.

ConQuest has produced 2,500 of these sets, which can be ordered directly from the company. Each card has 25 units of calling time. The sets sell for \$43.75.

CTI To Unveil New Card Machine

Composite Technologies, Inc. (CTI) plans to unveil their new laminator/die cutter machine during the first quarter of 1996. The CTI-5000 Thermal Activated Laminator/Die Cutter features several upgrades from previous models of particular interest to the telecard industry.

The concept of the CTI-5000 will remain the same as other CTI laminating/die cut-

ting machines. The new machine converts pre-printed 8-1/2" x 11" sheets into double laminated, die cut telecards.

This new unit has three upgrades from the previous CTI-1000 model. The CTI-5000 can use synthetic sheets instead of paper, produce cards up to 30 mils in thickness and output is supplied as individual die cut cards collected in sleeves, ready to use.

Athena Vends Cards At Baton Rouge Airport

Travellers passing through the Baton Rouge Metropolitan Airport will be able to purchase Athena prepaid calling cards from a newly installed vending machine as of mid-October. The machine is manufactured by Interlott of Cincinnati, Ohio, and will be located in the baggage claim area near the car rental counters.

Athena International was awarded a two year lease to operate the vending machine in the airport terminal through an agreement with the local airport commission. Customers can deposit \$10 or \$20 into the device, which automatically dispenses a prepaid calling card offered by Athena. The service platform for the card keeps a running balance of calling time used, and the card is rechargeable by dialing a toll-free number printed on the back of the card.

Athena provides diverse telecommunications products, including U.S. and international long distance services, and has developed relationships with other major international carriers in Europe, South America and Asia.

Caterpillars Crawl Onto Phonecards

With the October issuance of the very first prepaid calling card from the well-known Caterpillar, TCM Associates is moving mountains. The \$15 card, featuring a crisp photo of Cat's Challenger 55 Ag Tractor, comes as a bonus in a set of 10 wood (yes, wood) Caterpillar trading cards. These unique cards are housed in a handsome teak wood collector case with a slide-top, laser engraved cover.

TCM launched Caterpillar's first trading card issue in 1993 with the Earthmovers series, followed by Earthmovers II in 1994. Cat's first prepaid phonecard is offered by TCM in a run limited to 5,000 cards included with the wood trading sets.

Five new phonecards from TCM will also feature photos of Caterpillar products, turning the earth or tending the fields. These include the 914G Wheel Loader, a 325L

Excavator, a 525 Skidder and a 140H Grader, all on cards with a \$5 value in calling time. Available as a set in a shrink-wrapped folder to store or display, the cards are displayed next to a brief description of the featured machine, including specifications. The fifth card, available as a single with a \$10

face value, features the Cat logo.

Tom Munson, president of TCM, hopes the Caterpillar cards move at more than a crawl. As a producer of other licensed calling

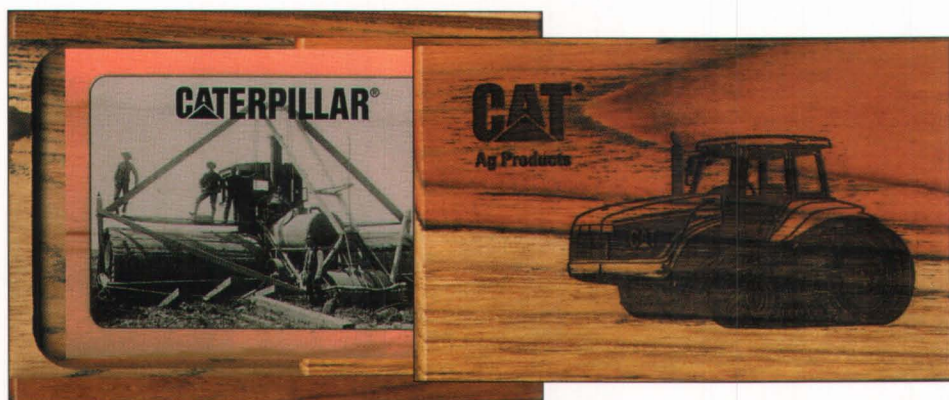


cards, Munson expects to appeal to Cat dealers and phonecard collectors with photos of these impressive and popular machines, now on phonecards for the first time. **PT**

PREMIER TeleFacts

Challenger 55

Issuer	TCM
Carrier	Teleworld
Face Value	\$15
Release Date	October 1995
Limited to	5,000
Mfg	N/A



VTC's Barbi Twins

Barbi's a doll, right? In this case two dolls, Shane and Sia, featured on phonecards offered in December from the Voice Telephone Company (VTC). The twin-sisters, said to look exactly like Mattel's version of the perfect female form, are considered the most famous twin models in the world.

VTC holds an exclusive worldwide license for the Barbi Twins. The two beauties have been featured on magazine covers, posters, calendars and their own comic book from Topps called "The Barbi Twins Adventures". Prince William (age 12) and Prince Harry (age 10) of Great Britain's royal family have also succumbed to the twin's international boy-toy appeal.

One of the new VTC phonecards features a suggestive photo of the twins on a \$10 card with 20 minutes of phonetime. Mintage is listed at 3,000 cards. The other card is an artist's version of the scantily-clad sisters in peril of a fire-breathing monster (cover art from their first comic), with 10 minutes of phonetime on a \$5 card. Mintage is 5,000 cards. Both cards are issued by VTC, who also carries the phonetime.

Does Ken know about this? **PT**



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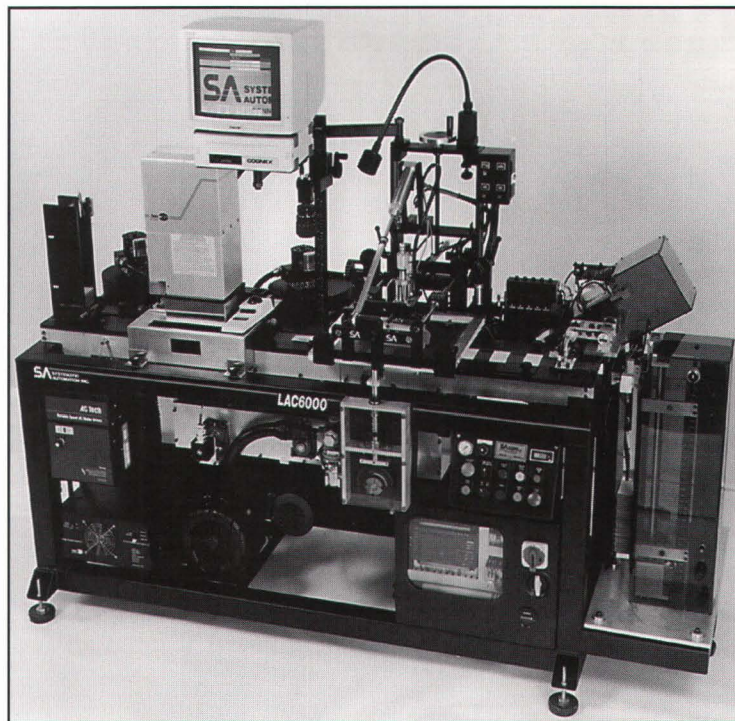
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So You Want to Print a Phonecard

As an example of increasingly sophisticated screen printing machines, Systematic Automation's LAC-6000 high speed precision card printer offers card manufacturers not only a screen printing machine, but an entire screen printing production line all in one package.

The LAC owes its popularity to the fact that it can successfully register an imprint to within (+ or -) .001" at a rate of up to 6,000 parts per hour. The LAC is also reliably versatile by design and can achieve high production rates on all standard plastic card sizes (including Rolodex and odd sizes).

Standard and optional features on the LAC include integrated elevators, loaders and output stackers, shuttered U.V. curing units, cooling blowers, pre-treat and cleaning station, forced peel, part present detection, parts counter and servomotor print head, all sequenced by a PLC. The maximum substrate size is 3 and 1/2 inch by 5 inch with a minimum thickness of .010 inch.



The LAC-6000 debuted in 1993 by Systematic Automation, Inc. of Bloomfield, Connecticut, has become one of their best-selling high-end printing machines. Current applications include credit and ID cards, card keys, luggage tags, magnetic specialties and computer diskettes. **PT**

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Tele-News Flash

Plastic Card Printers Moving Toward Phonecards

Private label card manufacturers like Alex Castaneda and Jesus B Reyes are looking to turn plastic into gold by cashing in on the growing market for pre-paid phonecard manufacturers. Entering the calling card market for the first time, their company, Plastic Printing Innovations, Inc. (PPI) is already manufacturing a variety of plastic cards for ATMs and other applications.

Like a lot of plastic card printers, this California company has discovered phonecards as a marginal market that supplements their other business in labels, credit cards and other plastic cards.

"We're getting more and more requests for four color press and pre-paid calling cards," said marketing director Frank Martin. "Because the calling card market is new and on a smaller scale, there are a lot of brokers and people who aren't brokers buying cards."

Martin said the company has been in business over a year and that the owners have over 15 years experience in card manufacturing. He said that their largest clients are the brokers who package cards, as well as card processing centers and specialists who handle embossing and encoding cards. **PT**

NYNEX Releases New Cards

New telecards from NYNEX include two new versions of their Change Card. The newest \$1 Complimentary Change Card shows graphically how their phonecard + one of the yellow NYNEX phones can bring you the world. A total of 85,000 of the cards



will be issued for promotional purposes. The cards were released recently by NYNEX.

NYNEX is also now preparing the design and production of the Holiday/World Peace '96 Change Card to be issued in December. The original design was created by Kevin Charles, a graphic design student at the Fashion Institute of Technology. His signature will also appear on 600 of the cards.

Charles' design was selected from among works submitted by New York art school students and exhibited at the Telecard World '95 Show. The Holiday/World Peace '96 Change

Card has \$5 of phone time on 15,000 publicly distributed cards.

Other new NYNEX Change Cards include a card tribute to the United Nations 50th Anniversary and the Radio City Music Hall series of three cards. All the NYNEX Change Cards are stored memory magnetic stripe telecards used only in their phones. **PT**

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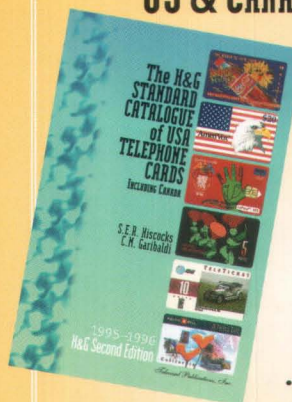
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Walgreens Introduces Interactive Card

Over 2,100 Walgreens Drug Stores will introduce a new interactive telecard in December, with several state-of-the-art time and money-saving features. The new Phonecard Plus™ rechargeable telecard issued by the Walgreens Company of Deerfield, Illinois, features an international menu that identifies a country by code and unit rate, as well as point-of-sale card activation, speed dialing and a 20-percent recharge bonus.

The Walgreens Collector Series # 1 shows the beautifully photographed "Skyline of New York with the Statue of Liberty". Collector Series # 2 shows the opposite U.S. coast with the "San Francisco Golden Gate Bridge" on a 30-minute card. Both cards retail for \$9.99. Because the cards are activated as they are paid for at the register, they can be attractively displayed at checkstands in all of Walgreens' U.S. and Puerto Rico stores.

Calls can be made to all 50 states, as well as Puerto Rico and the Virgin Islands for one low rate, 24 hours-a-day. Customers can save up to 75-percent over coin, collect or credit card calls made away from home. International dialing is made easier by using a helpful menu...an industry first!

Phonecard Plus cards can also be instantly recharged by cash, check or credit card at any Walgreens store, with six minutes of free bonus calling time added to a \$9.99 recharge. Or you can recharge over the phone with your credit card. The new card also offers up to ten "speed dial" presets of most frequently called numbers (*1=mom, *2=work, *3=home, etc.) you can use to reduce errors and time spent looking up numbers. Other electronic features will be announced.



FOR SALE

REMEMBER PEARL HARBOR - see PREMIER TELECARD magazine Oct Issue, pg 17, \$25, Dealer Disc. Avail, Reliable-Box 250-Park Ridge, IL 60068 708-825-5755

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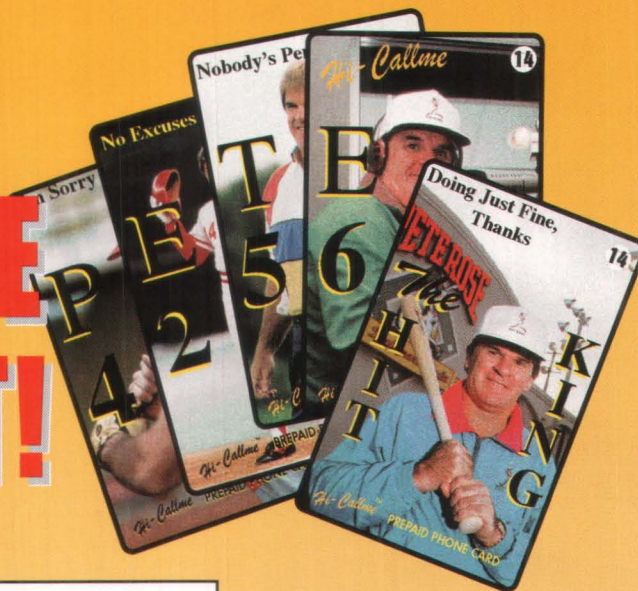
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