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February 1995 - Volume 3 No. 1

Premier Telecard

The Phone Card Network

Magazine

The
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U.S. Telecard Magazine

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U.S.

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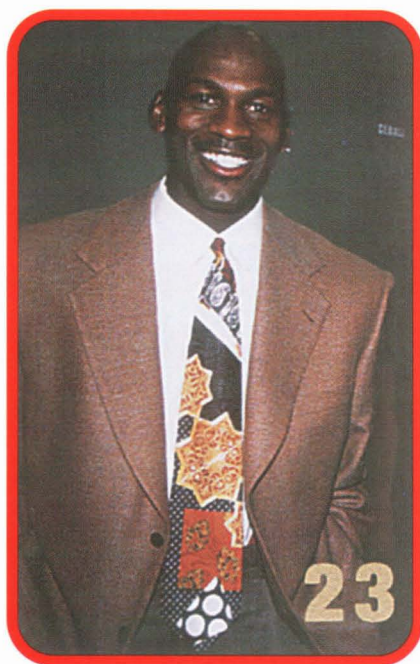
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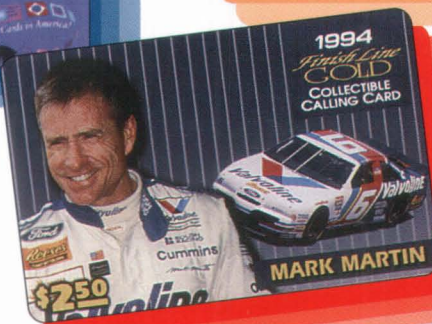
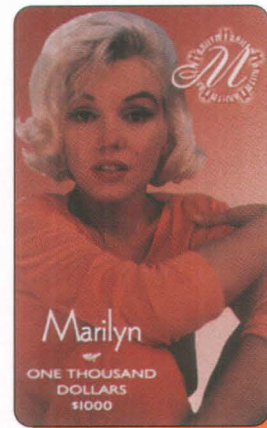
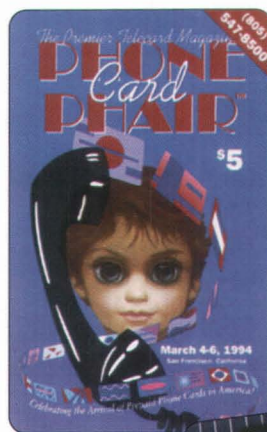
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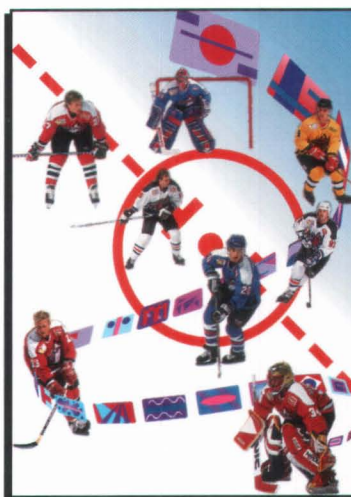
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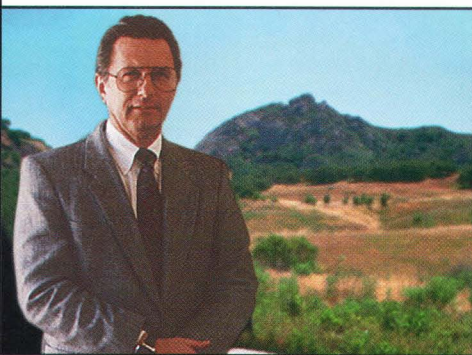
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About the Cover...

The world of hockey has taken a bold and colorful step into the world of telecards through the introduction of a collector's series which commemorates the "Four on Four Challenge" sponsored by the National Hockey League Players' Association this past November. From left to bottom right, the players are: Jeremy Roenick, Patrick Roy, Paul Karlya, Eric Lindros, Doug Gilmour, Luc Robitaille, Brett Hull and John Vanbiesbrouck. These players are the first in what will likely be many telecards from the world of hockey. The telecards are tied to a unique information network which offers callers the latest scores and reports from professional, junior league, and college teams.





by Tom Parsons

A friend of mine recently developed a new sports-oriented product which he plans to test market to selected prospects next month. His potential return is so large he hesitates to do the arithmetic for fear of being motivated simply by greed.

Another friend attempted to develop a prototype for the computer robotics industry a few years ago. The project was funded in part by major sponsors.

And still another friend struggled for several years in the video production industry before he discovered a well-worn product and developed new markets and services for that product which has provided a comfortable lifestyle for himself and his family.

The point here is not to catalogue all the business scenarios of my friends, but rather to emphasize two important elements of successful business activities which are both part of the above cases.

First is the element of market analysis and market testing. People often refer to this as "doing your homework". The second element is research and development where a high level of human energy is focused on a clear objective. A high energy level is necessary for success in just about any project.

It's My Call...

In the cases of my friends, each produced both of these elements in their product development stages. In one instance, the conclusions of market analysis and product research led to abandonment of the project, and in another case, the elements were generated from "on the job training" over a long period of time. In the most recent case, we will know the degree of success of the project after formal test marketing. The limited pre-test pricing surveys look encouraging.

What does this have to do with the phonecard industry? Seeing first-hand the ongoing analysis and relentless energy that went into preparing their products to sell, arouses my curiosity about the strategies being used here in the United States to market phonecards to the broad consumer market, in contrast to the more narrowly-defined collector market.

This issue of the magazine contains three articles which discuss test markets for consumer-based phonecards. The Sprint Instant Foncard project on college campuses will be interesting to watch because this should be a market most receptive to the "new" technology, and because this demographic market will shape the consumer markets in the future.

The BellSouth test market at Birmingham Medical Center seems to be more narrowly focused on a particular market segment. It will be

interesting to learn the conclusions from this savvy and methodical marketing giant.

Lastly, the 7-Eleven card arouses my curiosity the most because of its mass market approach to distribution. It will be interesting to see what impact this card has on the consumer market, and how this retailer measures the success of its Phone Card.

Sprint's analysts say the phonecard market will be a \$1 billion industry by the year 2000, while 7-Eleven analysts project \$3 billion in sales for the industry by 1996. Whatever the final number, the arithmetic says that to reach one billion dollars in annual sales with an average prepaid cost of \$20 per card, the industry has to sell 50 million cards. That's 50 million cards in one year. The phonecard industry is looking directly at the American consumer market to produce those numbers.

However, selling a million or two million cards annually, primarily to a collector's market, will not get us there. This is not to denigrate the current collector cards in any way. We want to keep them special. Keep them beautiful. Keep them in limited issues. And keep them coming. But the time is rapidly approaching when the industry should move into the mass consumer market.

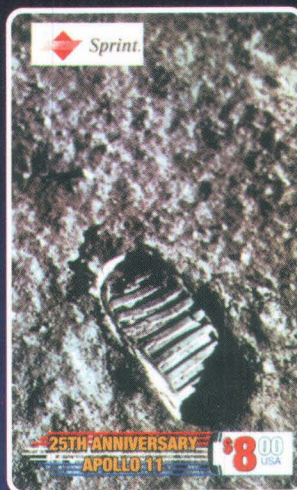
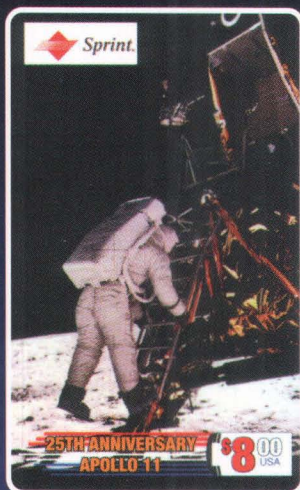
From my observation, there is about a 20-year span between the time a major product innovation is introduced into the market and a "fertile", mature consumer market is developed. The prepaid phonecard will reach the end of that 20-year time frame in another five years. If we do the hard analysis and testing, and put the necessary energy into product development, we could easily make and even exceed Sprint's projections. Even 7-Eleven's numbers might be right on the money.



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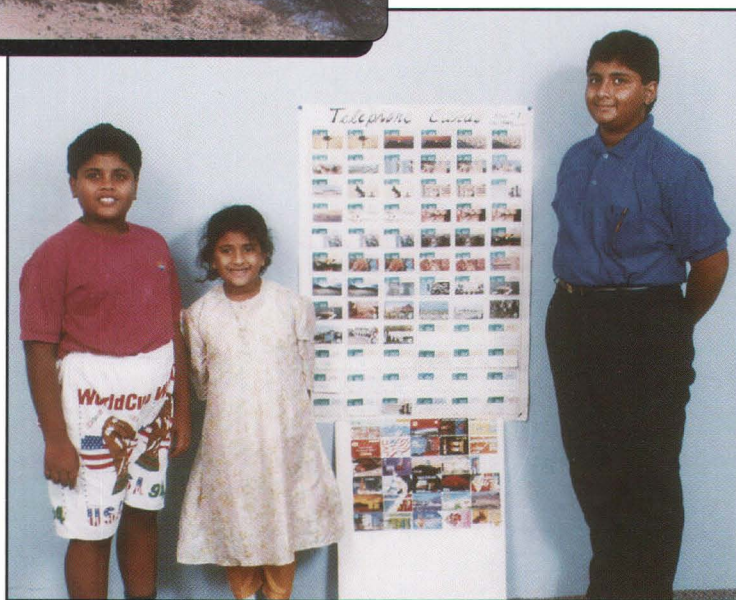
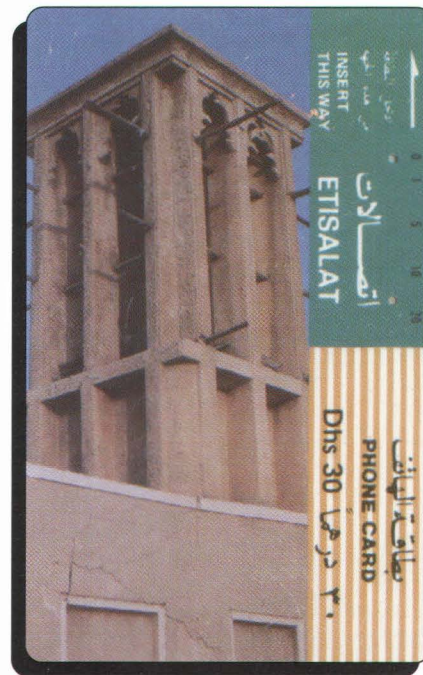
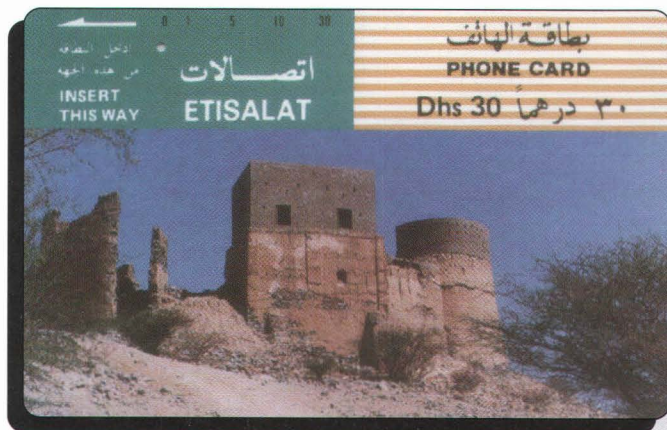
by Brittany Yorkis

Joseph and Thomas John have reportedly collected more than 31,000 used telephone cards from 27 countries throughout Europe and Asia. That's quite a feat for two brothers who are only 13 and 9 years old, respectively. Their dream is to win a place in the Guinness Book of World Records.

"We started collecting stamps to add to our father's old collection," said 13-year-old Joseph. "In 1987, we started collecting telephone cards as a competition among friends. Since then, it has become a hobby."

The boys recently included their six-year-old sister, Anna Mary, in their project. The young Indian nationals all attend Saint Mary's Catholic School in Dubai, United Arab Emirates (UAE), on the Arabian Gulf. Their father works for the British Bank of the Middle East, and their mother is employed by the UAE Department of Health and Medical Services.

What began as a modest challenge among friends has now expanded into a concerted



Thomas John, Anna Mary John, Joseph John (with their collection chart)

effort, as the brothers have enlisted the help of friends, family and the goodwill of teachers and fans throughout the world. The John's collection amounted to 7,500 used phonecards a year ago, when a story in a regional newspaper precipitated a wind-

fall of cards which more than doubled their collection. Over the last six months that number has increased by over half again.

Primarily, the phonecards are discards found at telephone booths. "Our uncle brought us cards

from Germany and Belgium on his last visit," the trio announced proudly.

The phonecards differ from those issued by companies in the United States. In the USA, phonecards operate on what the

industry calls "Remote Memory" or "Remote Access System," meaning that accounting for card usage and calls is handled by computers at remote locations. In Europe and Asia, however, where telecards have been in existence for more than 10 years, a "Smartcard" system was first developed and still remains the primary architecture.

The smartcard telephone actually encodes usage on the card itself, either magnetically or with a "punch-out" mechanism built into the toll telephone.

The advantage of the remote memory system is that it can be used anywhere simply by keying an access line (usually a toll-free "800" line) and encoding a Personal Identification Number (PIN)

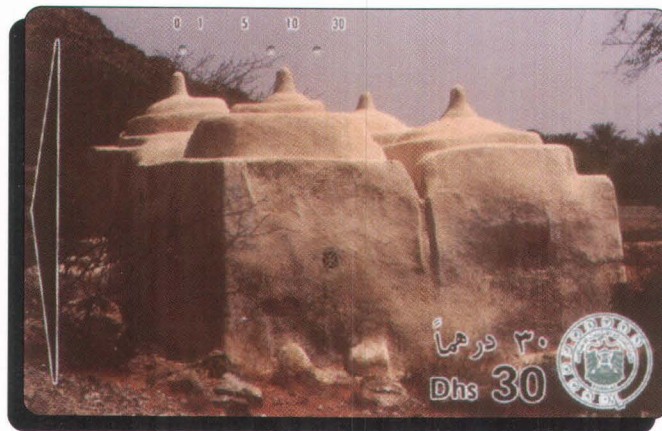
before dialing the destination telephone number. This system allows the caller to dial any number from any touch-tone telephone, from anywhere in the world. This system also allows the phonecard to be "recharged" with a specified amount of time or dollar value once the initial issue purchase value is exhausted.

By contrast, the smartcard can only be used at designated telephones designed for the specific system used by a particular country. The smartcard itself is preprogrammed with a predetermined dollar value or time, and once that value is depleted, the card is worthless, except as a collectible. When the telephone caller throws away the used smartcard, it becomes fair game for the Johns siblings and other collectors.

As collectors, these kids are relatively sophisticated, especially for their young age. They systematically catalogue each telecard, noting the publication date and the number of copies issued, and briefly describing particular characteristics, such as whether it is limited to domestic use or if it can access an international line.

Having learned the importance of record keeping from their father who got them interested in stamp collecting, the youngsters now have roughly 5,000 stamps and coins from 60 different countries in a collection first started years ago by their father.

As for the Guinness Book of World Records, the Johns have found it's harder to get their name published than simply claiming victory. The first response from the world famous publication was that the boys were too young. However, a Guinness spokesman said that "something wrong must have happened. . ." because the Guinness book does not have an age limit. The spokesman further instructed the family to find a reputable and recognized organization to authenticate their collection and then resubmit their letter of application to the record book. Unfortunately, the publication does have a space limit, so their names may never make it officially.



Unofficially, however, these are three of the youngest, most ambitious, and tireless collectors this magazine has yet discovered. With reputable authenticity and no indications to the contrary, *Premier Telecard Magazine* is ready to recognize Joseph, Thomas, and Anna Mary John as possessing the world's largest collection

of phone cards.

Does any dealer, issuer, marketer or manufacturer have any doubt as to which demographic segment makes up the great untapped market for phonecard collectibles?



Joseph John and
Thomas John
P.O. Box 8058
Dubai, United Arab Emirates
Arabian Gulf

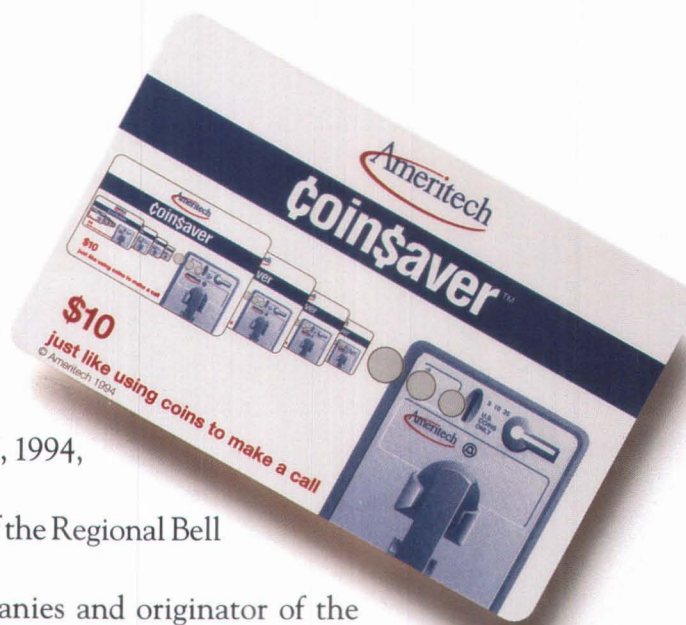
In 1987, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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

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

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





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

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



Your Best Link
To Better Communication

The Ice Age Meets The Information Age

One of the hottest innovations in telecards hit the market when the Hockey Calling and Information Network introduced itself as introduced an integrated telecard and audiotex-based information network designed for the world of hockey.

The Hockey Calling and Information Network allows hockey telecards buyers to make long distance telephone calls from anywhere in North America. In addition, it offers users a unique audiotex information network, delivering up-to-

the-minute scores, inside reports on teams and players, and tips from hockey's all-time greats.

The hockey telecards were developed by Price International, Toronto, Ontario, under license with the National Hockey League Players' Association (NHLPA). Price, which develops and produces hockey trading cards and authentic hockey memorabilia, selected Incomnet, Inc., of Woodland Hills, California, as its telecard and information network provider.

Incomnet is a publicly traded company (NASDAQ: ICNT)

which develops and operates voice and data information networks, while providing long distance phone service via its subsidiary, National Telephone Communications, Inc. Incomnet's best known information product AutoNETWORK, is a satellite-based used parts network over which more than \$100 million worth of auto parts are located and exchanged annually.

"We're very excited to be the first telecard approved by the NHLPA," said Brian Price, president of Price International. "Hockey is an exciting, colorful sport that fits well into the telecard medium."

The first issue from the company is a set of eight superstars who participated in the National Hockey League Players' Association "Four on Four Challenge" held in November, 1994.

The stars in the series are Doug Gilmour, Brett Hull, Paul Kariya, Eric Lindros, Luc Robitaille, Jeremy Roenick, Patrick Roy, and John Vanbiesbrouck. The series is restricted to 2,500 numbered cards per player. According to Price, the printing plates were destroyed after the production run.

Buyers can purchase individual cards or a matched set of all eight players, which includes a free \$20 bonus card of the winning Team Ontario. Each card has \$20 worth of telephone time available for long distance calls or access to the Hockey Information Network.

One particularly innovative feature of this phonecard is the uni-


fied rate structure, applicable to both the United States and Canada.

"Just as hockey stretches across North America without regard to borders, so too do our hockey telecards," said Stephen A. Caswell, Vice President of Incomnet. "We have a unified sport and a unified rate structure," he continued. "You pay the same to place calls or access the Information Network regardless of where you're located."

The Information Network, said Caswell, is particularly valuable for fans, players and even officials from teams in other leagues who want to follow teams which are not covered every day by their local newspapers.

"We believe there are thousands of people," Caswell remarked, "who want to know what's happening in the International, American and other pro leagues, and even in junior or college leagues, on a regular basis. But they can't find the information in their local newspaper like they can about the NHL. We'll keep them in touch on a daily basis," he emphasized.

Caswell said he anticipates that Incomnet will work with Price International to issue additional sets of telecards of NHLPA players in the future. He said also that sets will be issued from teams and players' associations in other professional, junior and college leagues.

"Any hockey team will be able to issue telecards for their fans," he noted. "They will also be able to operate an information box on the Information Network. In fact, because we've designed the product to be cost effective for teams to issue cards in volumes under 500 on a regular basis, each team can issue multiple cards yearly." 



7-Eleven Convenience Using the Telephone

by Rex Nelson

Milk. Bread. Soft drinks. Hot dogs. Proprietary telephone card...? That's right. Add another American staple to the racks of this market-wise sales giant.

The new off-the-shelf prepaid debit telephone calling card is now available at more than 5,300

7-Eleven stores in the continental United States, making the convenience chain the largest national retailer to introduce

a proprietary phonecard nationwide under its own name.

The new card is the perfect product for the company which has made convenience and value its marketing by-words.

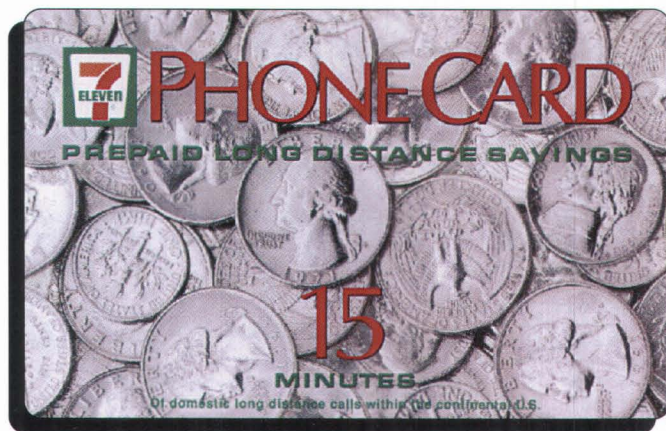
"The 7-Eleven Phone Card can save users up to 50 percent or more on long distance calls compared to calls made with a telephone credit card, pay phone, collect calls and operator assisted calls," remarked Mike Roemer, senior vice president of marketing for the retailer.

The Phone Card offers voice prompts in either Spanish or English with 24-hour bilingual service.

Constructed simply of relatively thick card-stock paper coated with a vinyl film on one side to preserve the artwork and to add a degree of durability, the card was not made to be a collectible per se. Although the 7-Eleven Phone Card is designed

strictly for utilitarian purposes, the serious collector will want to consider this item carefully since the European collectible market has already taken an interest in this unlimited issue.

This initial interest may prove to be prophetic, especially



if the company changes the graphics on the card at some time in the future. However, the company officials say they have no plans to make special edition cards at this time.

Available in denominations of \$5.99 for 15 minutes of calling time, \$10.99 for 30 minutes and \$19.99 for 20 minutes, the card is restricted to domestic calls within the continental United States.

The card's appeal lies not only in its fixed low rate, but also in its limited liability for fraudulent use, since, unlike a telephone credit card, even if the PIN or the card itself is stolen or lost, the loss to the owner is limited to the card's value.

Depending on the region where the card is sold, the retailer uses one of three telecom services. In the Northeast and Chesapeake division, MCI is the carrier. Bottom Line

Telecommunications, Inc., supplies service to the company's Northwest and Southwest divisions, and VarTec Telecom, Inc., handles the Texas, Florida, Midwest and Mountain divisions.

According to marketing executive Roemer, 7-Eleven used the following criteria to select the carriers: 1. Carriers had to have a long history of quality service; 2. Carriers had to be long distance carriers or own their own switching equipment — as opposed to leasing both time and equipment; and 3. Carriers had to have name recognition in their respective regions which is considered important for a co-brand on the Phone Card.

With the introduction of its Phone Card, 7-Eleven has positioned itself as "a driving force" behind what the company projects will soon be "an explosive demand for prepaid telecards in the United States." Roemer said that since 1992, when the prepaid phonecard was first introduced in the United States, the cards "have been used very little."

He also noted that his company is confident in projections which predict the phonecard market will expand from \$75 million in sales in 1993 to \$3 billion by 1996. For those who don't want to do the math, that is nearly a 4,000 percent increase in just three years.

Those same analysts estimate that 50 to 70 percent of long distance calls are made away from home. These users include business travelers, senior citizens, students away at school, children away at camp and military personnel. In addition, telephone industry analysts estimate there are 25 million Americans without telephones and another 37 million who do not have telephone credit cards.

As the marketing experts at 7-Eleven see it, all these people are prospects for the Phone Card.

Worldwide, prepaid telecards are currently sold by 216 telephone companies in 172 countries. The long distance phonecard service has been promoted and used in Europe and Japan for nearly 15 years. In 1993, worldwide sales in phonecards topped \$4 billion, \$1 billion of which was generated in Japan alone.

Roemer admitted that with 7-Eleven's vast nationwide network of retail outlets, the company is poised to dominate the burgeoning domestic market.

The Southland Corporation, parent company of 7-Eleven division's 5,300 stores, operates other convenience stores in the United States as well. In addition, some 8,600 licensees and affiliates operate 7-Eleven stores in the United States and 20 other countries. With the sales power inherent in its market reach, this mass retailer is indeed poised as the major sales engine for the domestic telecard market.



Phone Cards Hawaii And Apollo

Phone Cards Hawaii, Inc., the Honolulu-based marketing firm, selected works by acclaimed environmental artist, Apollo, to adorn the company's first two telecard editions. In keeping with the company's and the artist's appreciation for an unsullied environment, a portion of the sales proceeds from one of the cards is being donated to the Honolulu Zoological Society.

Spectacular is an understatement in describing the colorful art used in these first two editions. The first release, titled "Welcome To My World," depicts a dolphin poking its head above the ocean as it surveys a scene full of sea creatures of all shapes,

Honolulu Zoo. It is this card, bearing the name of the Honolulu Zoological Society, which will benefit the non-profit organization.

"Our goal," said Larsen

merchandise — posters, greeting cards, T-shirts, etc. — with the "Wild In Paradise" theme.

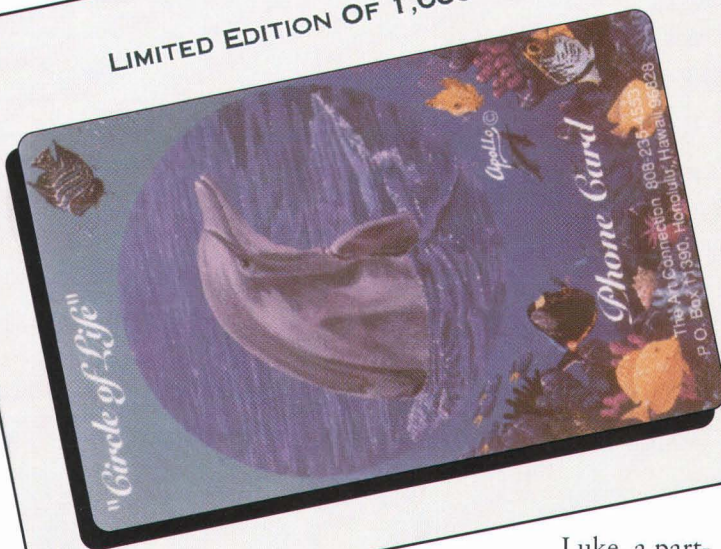
Each phonecard contains 10 units of long distance domestic and international calling time with Conquest Telecom supplying the telephone services.

Issue date for both cards was October 21, 1994, when they were introduced at the Annual Food & New Product Show in Honolulu.

To increase collector appeal, each telecard is attached



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"Circle of Life" Series
"Welcome To My World"

Apollo

*Exclusively produced and distributed
by Phone Cards Hawaii, Inc.*

sizes, and colors.

The original painting is from Apollo's "Circle of Life" art series. The edition is limited to 1,000 cards.

The second release, titled "Wild In Paradise," features a composite scene from the African Savanna exhibit at the

Luke, a partner in Phone Cards Hawaii, "is to support the Zoological Society in its efforts to make the Honolulu Zoo a world-class animal park and visitor attraction."

This premier issue is also limited to just 1,000 cards with serial numbers. The phonecard is available at the zoo's gift shop where visitors will find other

to a custom insert and enclosed in a custom envelope. PIN numbers are concealed by scratch-off material to ensure that "used" cards are not misrepresented as "unused" by traders. In addition, cards can be removed from their envelopes without compromising the PIN.

Phone Cards Hawaii and Apollo have created two pieces which, because of their captivating beauty, collectors will want for permanent display. The "Wild In Paradise" card especially makes an indelible impression on anyone with even the slightest appreciation of aesthetics.



Tele-News Flash

Popular Artist's

"The future of this industry is limited only by our ability to be creative," says Bob Machol, Executive Vice President, and founder of the Phone Card Collectors Club of America, which will feature unique licensed art in limited editions specifically targeted for the collector's market. Bob Machol, a world-class marketer with a background in licensed properties, together with brother and co-founder, Jacques, Jr., an internationally acclaimed collector, has created a far-ranging program of exclusive images, graphics and licensed properties.

Identifying the world's most popular artists can be a close call, but for the Phone Card Collectors Club roll-out series, Machol chose Giordano Studios, designers of best-selling illustrations for a broad range of industries. "Not only are they consummate artists," Machol explains, "but the Giordano's art has tremendous popular appeal."

Look for more information on this series in the next issue.



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We get people talking.

Norfolk Island Foenkaads

Recall Colorful History

The mutiny on the Bounty is legend in the annals of the sea, and today the descendants of those mutineers live in one of the most unique communities on the planet — a speck of

(“foenkaads” in the local vernacular), Norfolk Island commemorates its link with the Bounty.

Following the mutiny, Fletcher Christian sailed the Bounty to Pitcairn Island where the seamen founded a colony so rent with murderous feuds that within a few years all of the founding males had perished, except one. This man, John Adams, converted the survivors from their treachery and created a society described by later observers as “the world’s most perfect and pious race.”

The community flourished and grew to 186 souls before fear of overcrowding led to a search for a new home.

In 1856, the people moved to Norfolk Island, over 3,700 miles to the west of Pitcairn. Located a little over 1,000 miles from Sydney, Australia and mid-way between New Zealand and New Caledonia, the lush isle had once been home for two of the cruelest penal colonies in history, until the year 1856, when Britain removed the prisoners and created a “distinct and separate settlement” by Order in Council of Queen Victoria.

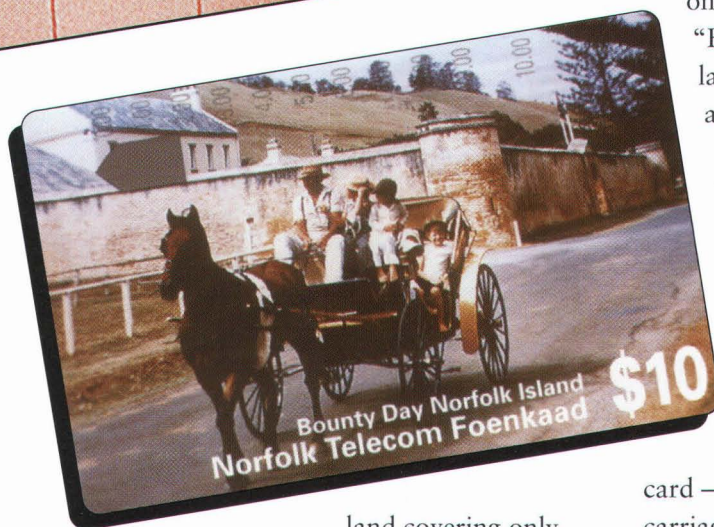
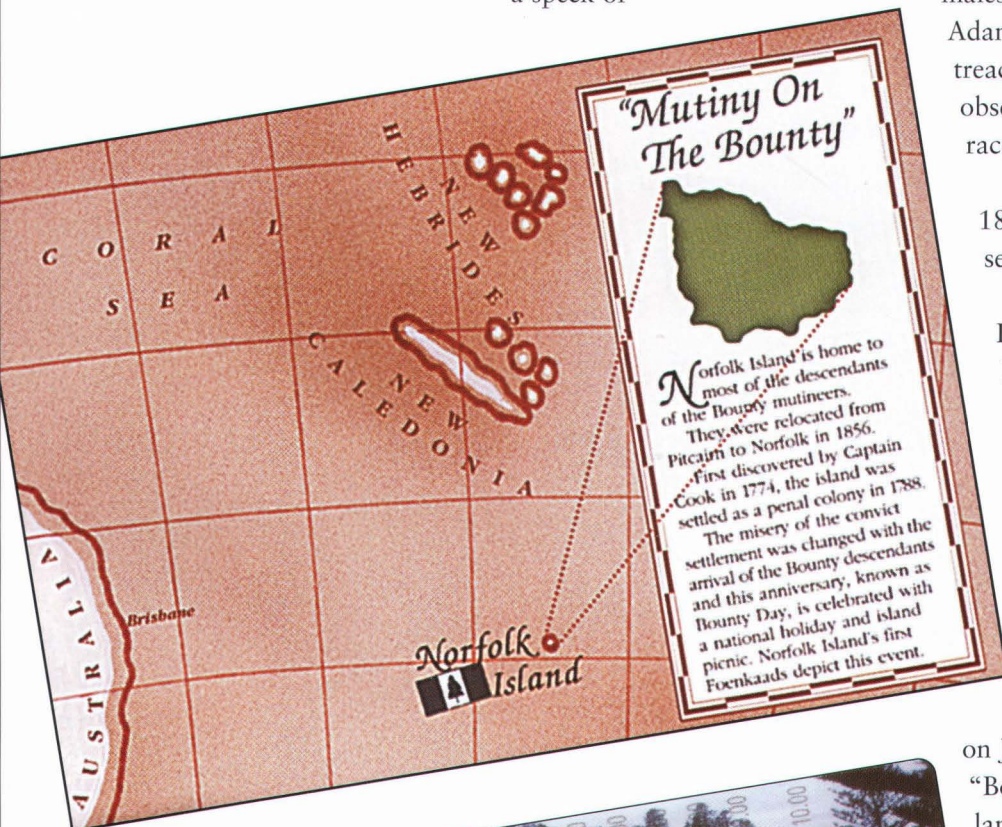
Each year since their resettlement on June 8, the islanders have celebrated “Bounty Day” with a reenactment of their landing followed by a huge communal picnic and an old fashioned Ball.

While Norfolk Islanders are infused with old-world charm, they have introduced the latest state-of-the-art phonecards for callers wishing to make calls outside the island. Local calls on Norfolk Island remain free.

There are three cards in the series.

The \$20 card portrays a visit to the island by the famous Bounty replica. The second card — a \$10 denomination — shows a vintage carriage featured in the annual parade. The third card is priced at \$5 and offers a glimpse of the wonderfully scenic island which Captain James Cook described as a “paradise” when he first discovered it over two centuries ago.

The islanders still speak their own unique

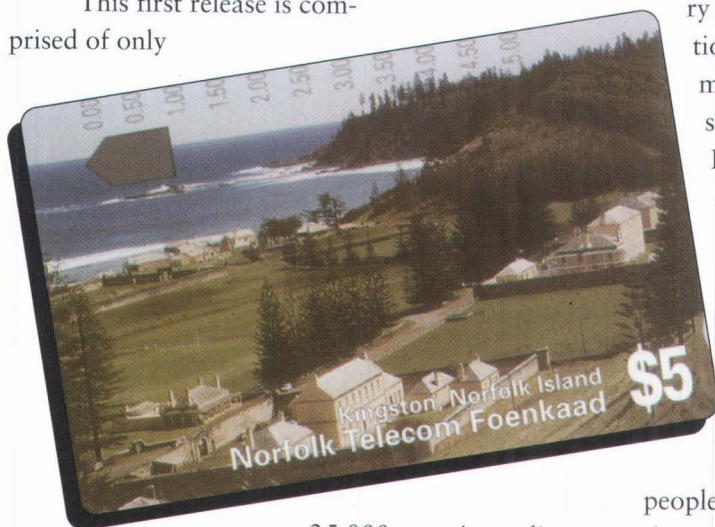


land covering only 8,500 acres in the vast Pacific Ocean known as Norfolk Island.

With the issue of its first series of phonecards

language — a combination of English and Polynesian. It is their spelling which is used in Norfolk Island “Foenkaad.”

This first release is comprised of only



25,000 sets. According to Norfolk Island Foenkaad Bureau, collec-

tors can still get this first issue. Future designs will be based on Norfolk Island's unique history and culture. Possible additional links to the Bounty may feature some of the film stars portraying Christian Fletcher and Captain Bligh from the four major motion pictures which have been produced around the celebrated story.

Today Norfolk Island has a population of approximately 2,000 people with about 40 percent of the population claiming Pitcairn Island ancestry. Beginning in

1914, the island was administered by the Australian government as a territory. However, since 1979, it has ruled its own affairs through a nine-member Legislative Assembly.

As the Norfolk Island Tourist Bureau likes to say, the island “commemorates the perfect marriage of beauty and the Bounty,” and the Norfolk Island Foenkaad captures that marriage in casual colors which allude to the easy life-style of the islanders. Collectors should note that the Foenkaad Bureau plans to issue only three or four editions per year.



Skyline of Luneburg

One of Europe's newest and very limited editions is the first remote memory phonecard created for Luneburg, Germany, a medium-sized city southeast of Hamburg.

The edition is called “Skyline of Luneburg.” Created by Global Communications Solutions, Inc., (GTS) in the United States, only 700 of the cards were issued, and are available exclusively in shops in Luneburg.

The card, with its scratch-off Personal Identification Number (PIN), is unusual for the European market where the technology has focused primarily on optically scanned cards with mechanisms manufactured into the telephone instruments which keep track of remaining time at each individual phone site.

Remote memory access (where the accounting is done by remote computer after the user keys in the access code or PIN) is only recently being test marketed in Europe.

The beautifully-reproduced Skyline of Luneburg may

become one of those rare acquisitions which inspires collectors and commands a high trading price; and since the only place to buy one is in Luneburg, Germany, they may inspire a few travel agents as well.



Norman Rockwell Portraits For The Collector

by Rex Nelson

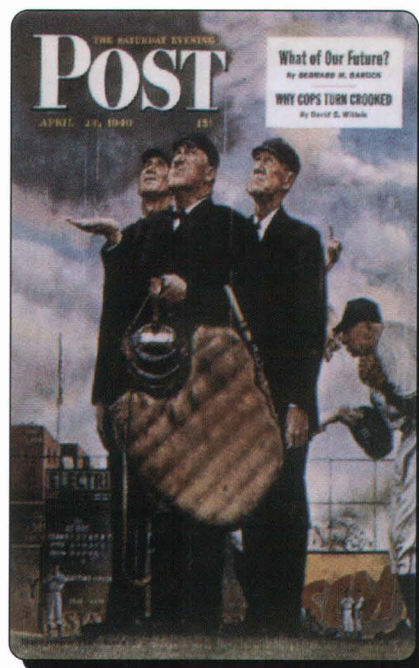
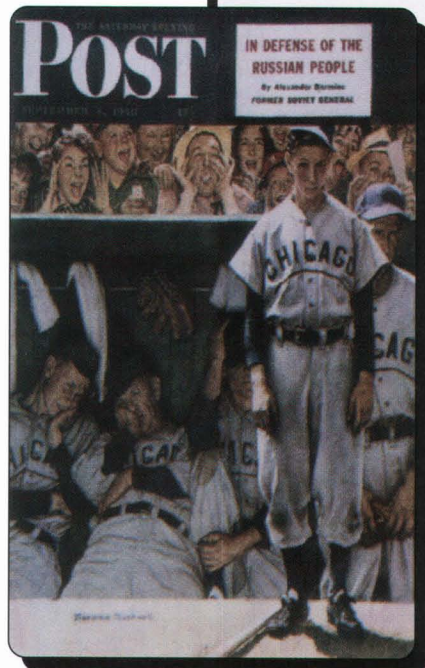
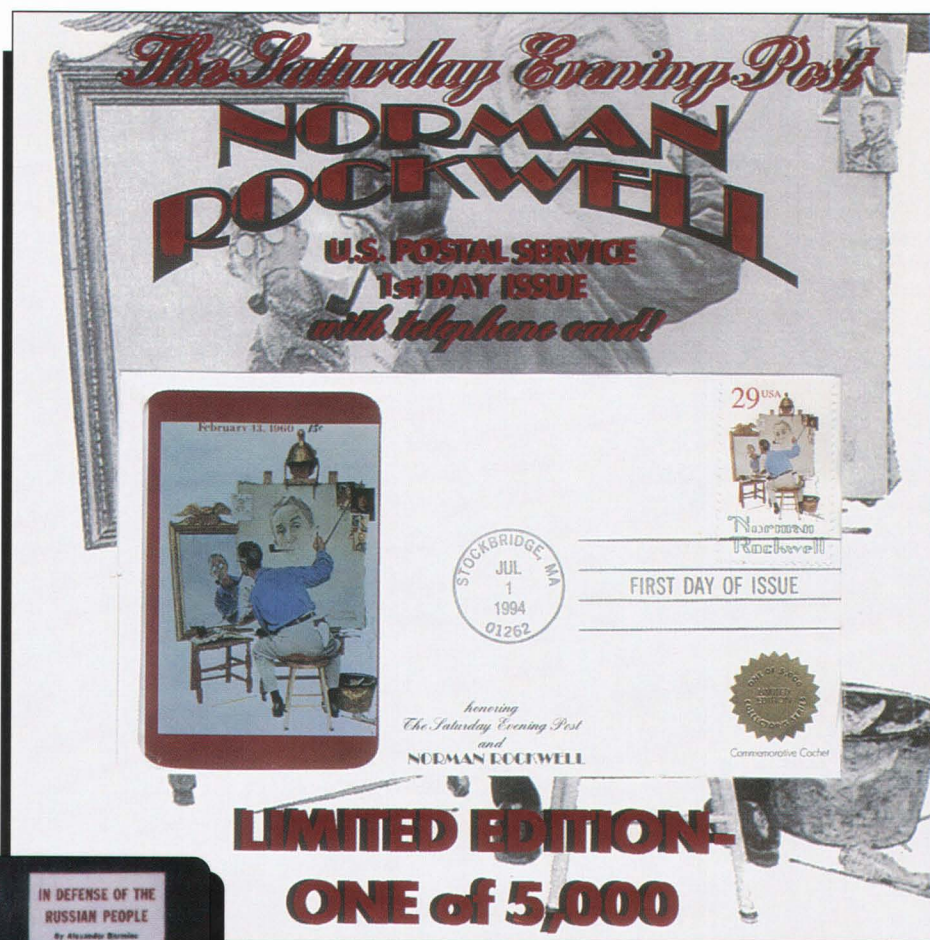
Normal Rockwell is a symbol of America and a part of the fabric of our cultural quilt which comforts us with a peaceful nostalgia. Whether young or old, most of us identify with his vignettes of Americana. Now Rockwell fans and collectors have the chance to own a piece of the artist's work, reproduced on telephone debit cards issued by Integrated Marketing Technologies, Inc., (IMT) Atlanta, Georgia.

Two limited editions of the Rockwell collection are available at Wal-Mart and Sam's Club retail stores. According to Seth Toporek, manager of product development, with more than 40 years' experience marketing collectibles, IMT wanted to ensure its first venture into telecards "would last for generations to come."

For the sport enthusiast, IMT selected three covers originally commissioned by the Saturday Evening Post featuring a baseball theme. These covers include: "The Dugout," from September 4, 1948; "100th Year of Baseball," from July 8, 1939; and "Game Called Because of Rain," April 23, 1949.

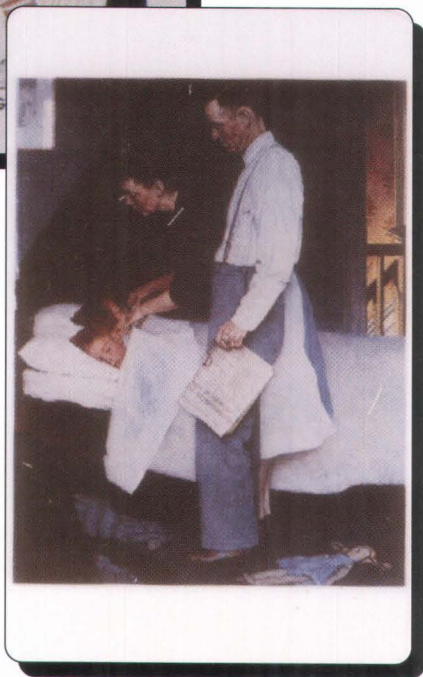
Fifty thousand (16,666 of each reproduction) have been inserted into specially marked boxes of sports trading cards at Sam's Club outlets. Each card initially offers 15 minutes of domestic phone time and can be recharged remotely. The expiration date is December 31, 1995.

The second of IMT's Rockwell series pays tribute to the





centennial celebration of the artist's birth in 1894. This art series made its debut in conjunction with the US Postal Service souvenir sheets of Rockwell stamps on July 1, 1994.

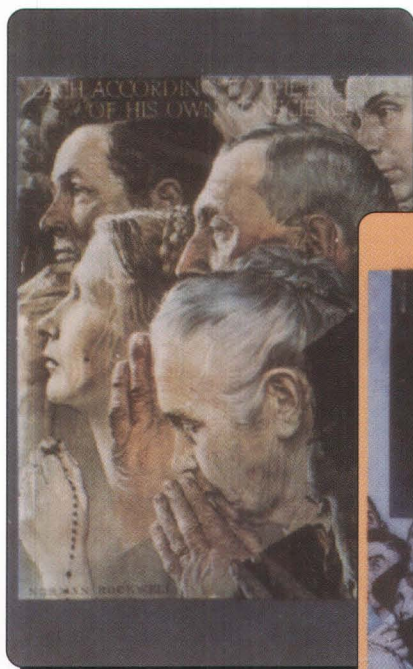



The telecard collection features Rockwell's famous triple self-portrait, a 1960 Saturday Evening Post cover and a series of paintings entitled "The Four Freedoms," which depicts Freedom of Worship, Freedom of Speech, Freedom From Fear, and Freedom From Want.

Five thousand each of these five-minute phonecards have been individually packaged for a price of \$6.95 at Wal-Mart stores. This commemorative Norman Rockwell five-card art series features scratch-off PINs and remote recharge with no expiration date. The cards are good for domestic calls only, including Guam, Puerto Rico, and the Virgin Islands.

"With the introduction of the Rockwell series into the mass retail market, we hope to increase awareness about this new collectible category by the general public and collectors alike," concluded IMT's Toporek.

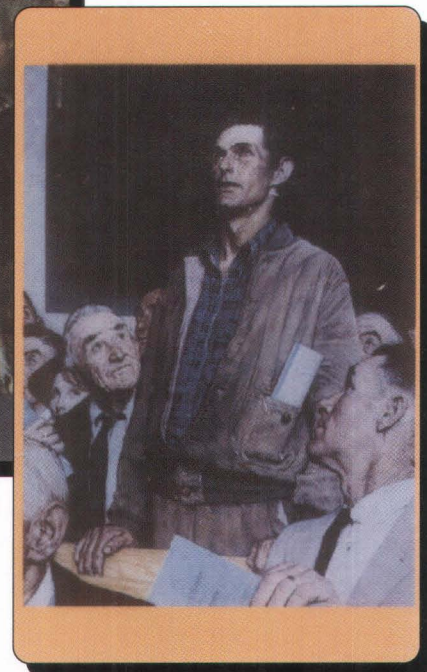
IMT is an established leader in collectibles of sports trading cards, comic books, stamps, and coins. The company's marketing strategy has always been to offer products with a relatively "general" appeal, and characterizes its position as a "consumer research and product development company geared toward provid-



created on top-quality 30 mil plastic using fine-grained color separations to reproduce the sensitive colors and textures of Rockwell's original art. 

ing entertainment products to a mass market."

Both sets of the Rockwell series meet this objective. The cards were



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Champions Forever

by Rex Nelson

"I am the greatest!"

What sports fan could forget Muhammad Ali's proclamation after his first successful defense of his heavyweight crown a quarter of a century ago. At the time, he was probably right -- arguments from old-time fight fans comparing Ali to the less flamboyant, more gentlemanly Joe Louis aside.

Ali was a showman and a fighter; and some were not quite sure which role came first. What is undeniable is that he was bigger than the sport itself.

The current picture of "the greatest" has changed somewhat in its perspective. Today's greatest is a 45-year-old father of several little George's, George Foreman.

Hardly anyone outside his close circle of friends and trainers gave him even half a chance when he climbed into the ring with Michael Moorer. Fight fans expected nothing more than an exhibition -- a fight to see how long Foreman could last and how

much the "old man" could take.

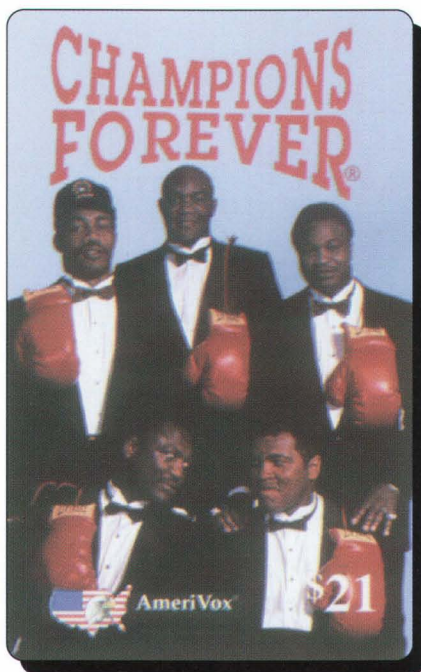
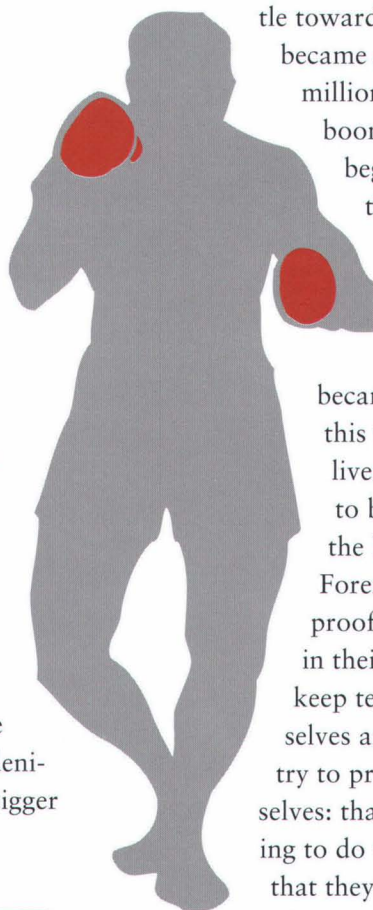
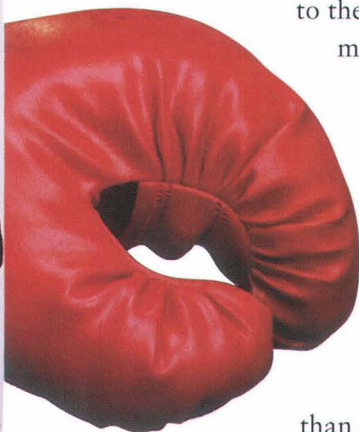
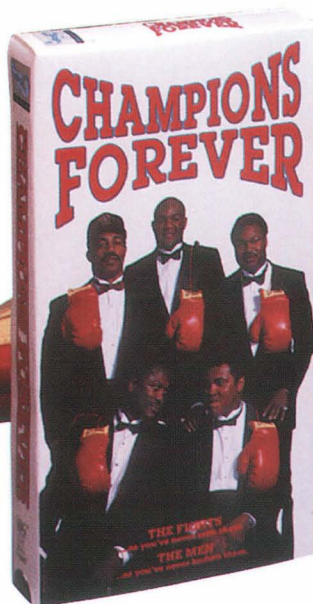
Foreman showed them what he could take and what he could give, and in his battle toward victory, he became a true hero to millions of "baby boomers" who had begun to feel their own vulnerability as the reality of inevitably growing older became an issue at this time in their lives. In addition to being a hero for the boomers, Foreman is living proof of what those in their 60's and 70's keep telling themselves and continually try to prove to themselves: that age has nothing to do with ability; that they are just as good now as they once

were. George Foreman is their icon, their alter ego. The money may have been on Moorer, but the hearts of the fans were with Foreman.

There is little question that Foreman's defeat of Moorer to regain the heavyweight crown after all these years is the greatest comeback story in modern sports.

People forget that the "Rumble in the Jungle," the Foreman vs. Ali fight in Zaire in central Africa for the world championship made sports history over 20 years ago in 1974. And now Foreman is back on top? George! You've just elevated an order of BigMac™ and fries to the status of health food.

With Foreman wearing the



belt again as "Heavyweight Boxing Champion of the World," there is an excitement and a renewed interest in the sport. Thus, *Champions Forever* is once again a film for today's sports fan. It tells the story of five of the greatest boxers to ever put on the gloves. Muhammad Ali, George Foreman, George Frazier, Larry Holms and Ken Norton ruled the heavyweight boxing ring for 25 years as they passed the coveted title from one to another. The film is a profile of these kings of the sport, and it is set to air on pay-per-view television on Superbowl Sunday, January 29, 1995.

To commemorate this television event, Forever Films, Inc., is introducing a *Champions Forever*

phonecard featuring the famous photo of the five men together which was used originally for the video jacket.

The unique made-for-video film, first produced in 1988 and released in the fall of 1989, marked a sports milestone by exploring the real men and their personalities behind the hype and myths surrounding them and their quests to wear the heavyweight belt.

Telecard collectors and sports fans alike can now remember this great era in sports history with what veteran collectors say will be a hot item when it hits the market.

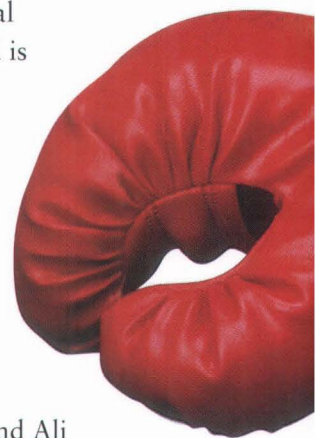
This one-of-kind card was created using high contrast film to capture and accentuate the rich character

of the five fighters suited in tuxedos for their portrait. Official issue date for the phonecard is January 29, 1995.

The card can be used for both domestic and international calls, and is rechargeable with a credit card.

Now there is a telecard to remind sports fans of "The Fight of the Century" between Frazier and Ali in 1971, "The Rumble in the Jungle," the confrontations between Foreman and Norton in 1974, Foreman battling Frazier in 1975, and Ali's tragic loss to Holms in 1980.

Fight fans around the world can retell the highlights of these legendary sports events...and they are sure to be impressed with the new *Champions Forever* phonecard which commemorates that era by featuring the five fighters who made boxing history so exciting.



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RoboCop Teams With PhonePass

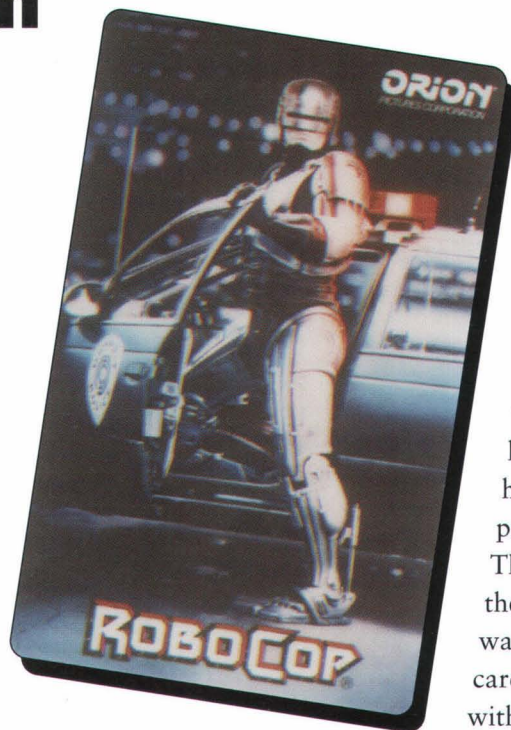
Where's a cop when you need one?

He could be as close as your wallet or organizer since LDDS Communications, Inc., entered into an agreement with Orion Pictures to offer two limited-edition collectable PhonePass telecards featuring RoboCop, that resilient and resourceful defender of our future.

"Practically everyone recognizes him," remarked John Guillaume, LDDS director of PhonePass marketing, referring to the metal-clad android. "The popularity of RoboCop movies and television series has spurred interest in the cards throughout the world," he added.

Both editions of the phonecard portray the futuristic police officer stepping out of his patrol car ready for action. Each issue is a 30-unit card offering the equivalent of 30 minutes worth of USA calling time. The cards are also rechargeable using a major credit card.

When LDDS introduced the two PhonePass cards on September 30, 1994, an autographed 6"x4" "Super PhonePass" card, initially selling for \$100, was offered by



RoboCop in a personal appearance. Only 200 of these collectibles have been produced. The price of the original wallet-sized card is \$35, with a limited

production run of only 2,000.

Each card is a high-quality collector's item. These newest PhonePass products are especially popular with movie buffs, kids, and fans of all ages.

On the practical side, the cards can be used for both domestic and international calls from any touch-tone phone in the United States and the U.S. Virgin Islands. The cards feature speed dial, multi-lingual voice prompts, voice mail, and no pre-call surcharges. Users also have access to advanced interactive services through menu routing. In addition, the cards can accommodate custom greetings and card graphics.

With headquarters in Jackson Mississippi, LDDS Communications provides domestic and long distance telecommunications services through a digital network to both business and residential customers.



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- 1994 Pulitzer Prize Winner
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ATTENTION VENDORS:
Prime exhibit space is filling up fast!
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(800) 883-8353

The image shows a stylized admission ticket for the American Tele-Card Expo. The ticket is oriented horizontally but has a vertical design. On the left side, there is a vertical strip with the text "1995" at the top, "EXPO" in the middle, and "ADMIT ONE" in large, bold letters. The main body of the ticket contains the event name "American Tele-Card Expo" in a large, bold font, followed by the dates "June 1 - 3, 1995" and the location "Riverwalk, San Antonio, Texas". Below this, there are several lines for personal information: "Name", "Title", "Company", "Address", "City", "State", "Zip", "Telephone", and "FAX". A small box on the right side of the ticket contains the text "FAX to: (713) 292-8833". On the right side of the ticket, there is another vertical strip with the text "EXPO" at the top, "EXHIBIT HALL" in large, bold letters, and "1995" at the bottom.

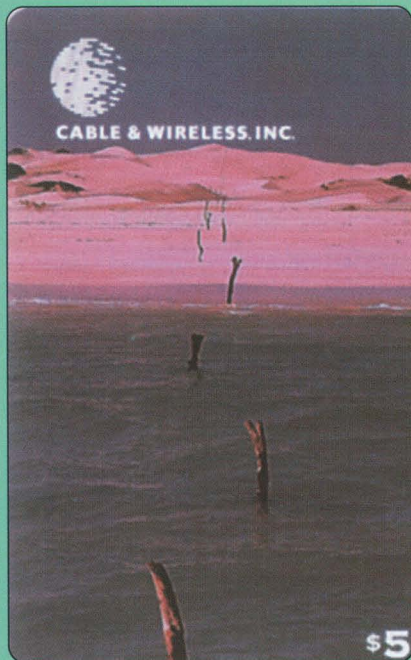
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EXPO
ADMIT ONE

American Tele-Card Expo
June 1 - 3, 1995
Riverwalk, San Antonio, Texas

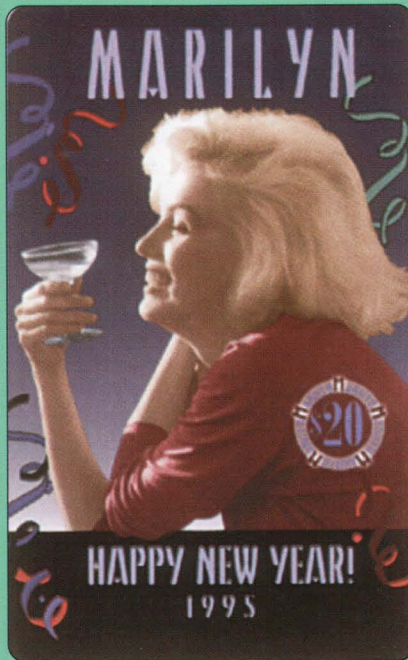
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City _____ FAX _____
Telephone _____

FAX to:
(713) 292-8833

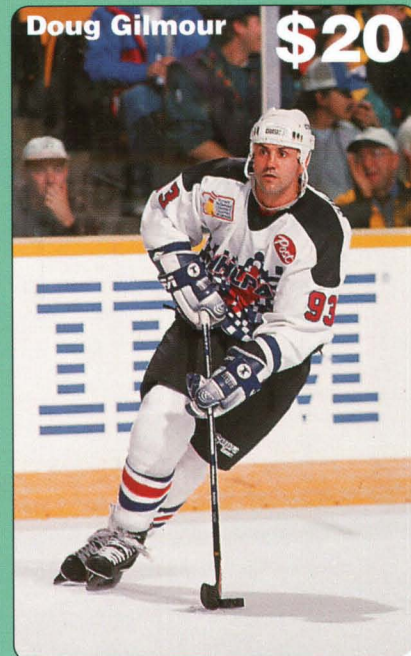
EXPO
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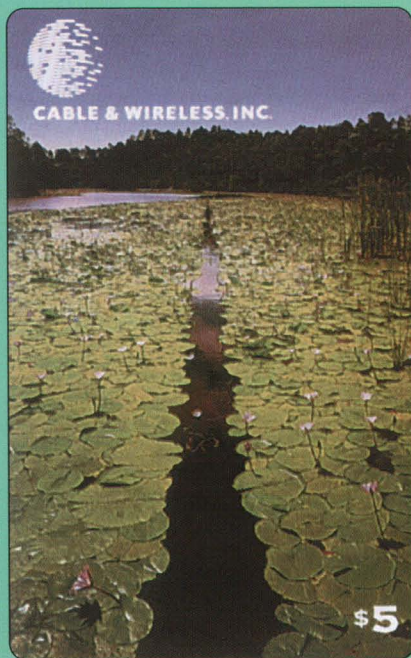
Driftwood Logs - Cable & Wireless, Inc. - RM



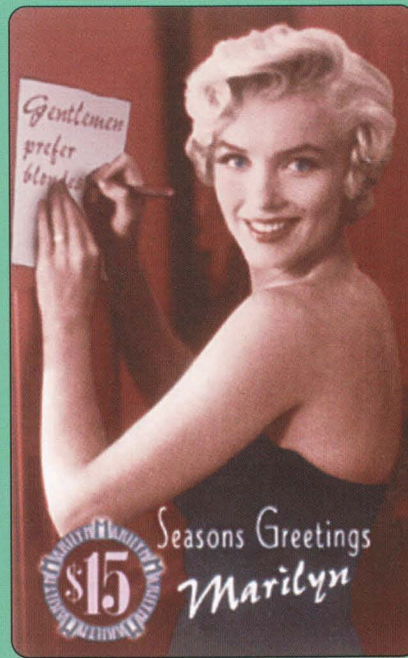
Marilyn-New York 1995 -
GEM International - RM, R



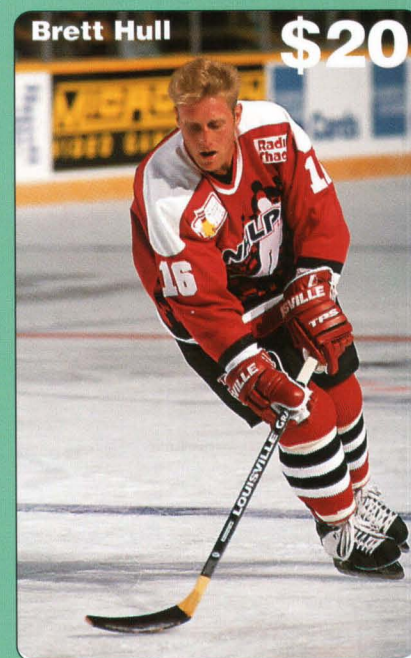
Doug Gilmour - IncomNet - RM



Lili pads - Cable & Wireless, Inc. - RM



Marilyn-Seasons Greetings
GEM International - RM, R



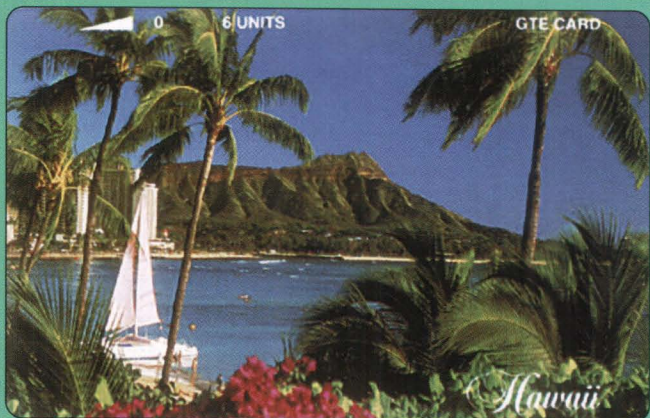
Brett Hull - IncomNet - RM

Premier Cards

February
1995



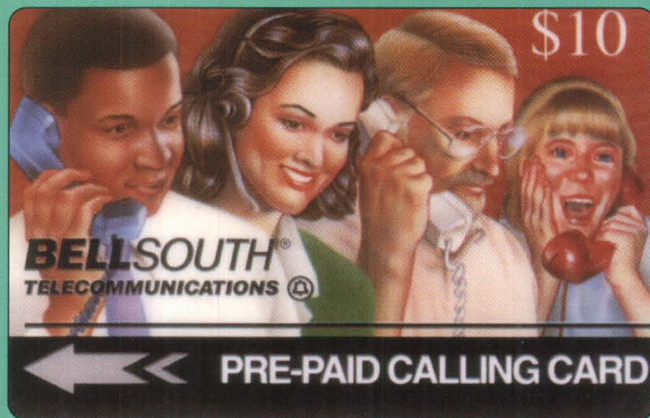
GTE - SM, NR



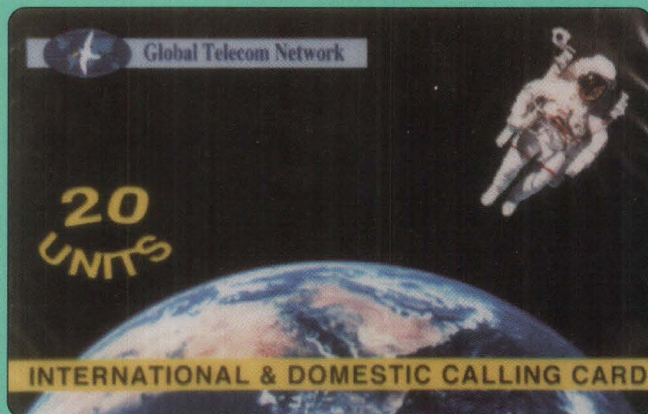
GTE - SM, NR



Bell South - SMS, NR



Bell South - SMS, NR



Astronaut - GTN - RM, R

The Internationalization of the Phone Debit Card.

(Part 1.)

by Max Erlichman

Since the introduction of the phone debit card in the United States in early spring of 1992, little if any progress has been made to penetrate the mass domestic consumer market. Analysts estimate that at most only four percent of the U.S. population is even aware of the existence of telephone debit cards.

Instead of a consumer or business product, what has gradually taken over the current market is the "Promotional Card." This product is essentially a giveaway or "freebie" which, because the promotional card was not designed or promoted primarily to exploit the practical value of the telecard, has not created a broad-based consumer market.

In the long-term scheme of marketing strategies, it would appear at this time that the promotional card will have no more success nor will show any better consumer market results than did the original McDonald's/AT&T phonecard.

The strategy to use promotional cards to attract consumers does not necessarily transfer the value of the phonecard as a "user" card -- a practical, helpful tool to fill specific personal and business needs -- to potential consumers. The irony, however, is that when consumers do understand the uses of the telecard, the product advantages are undeniable.

Where, then, are the concerted marketing efforts, the well planned strategies to introduce this country to telephone debit cards? Are we going to lose this future battle for the consumer market to some foreign telecommunications company who already knows the potential of this product?

What is happening today in the U.S. is the explosive emergence of large, medium and small companies -- some of them one-man kitchen operations -- all of which are introducing and promoting "collectors" cards and "limited edition" cards and saturating the col-

lectible market, while ignoring the much larger and potentially more lucrative mass consumer market.

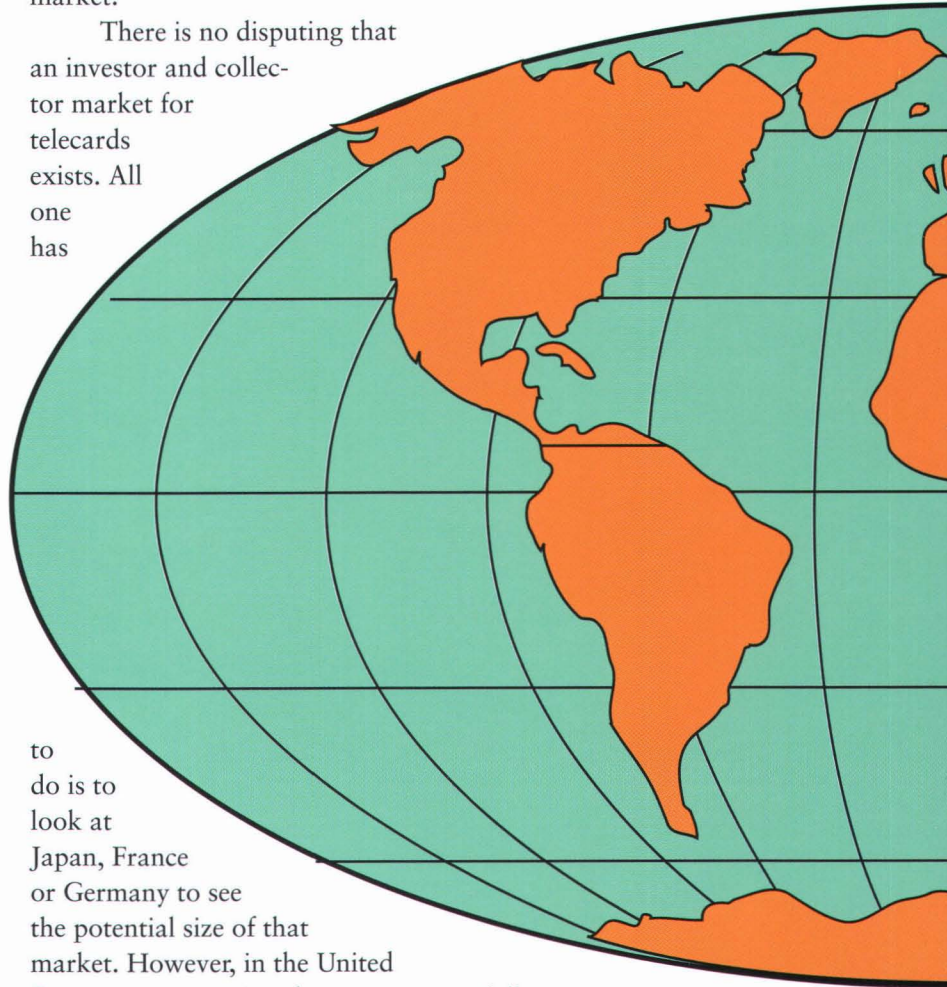
There is no disputing that an investor and collector market for telecards exists. All one has

to do is to look at Japan, France or Germany to see the potential size of that market. However, in the United States, we are putting the cart before the horse. In the foreign markets just mentioned, it was only after the telecard had been introduced and had achieved market penetration as a consumer and business product that collector and investor interest created a market based on the cards' potential appreciation as collectibles.

In the U.S., our companies seem to be trying to pick cherries from a tree which doesn't exist.

Unfortunately, our country has documented all too many case histories of major industries missing the mark in the design, pricing, promotion, and production of basic products. The following are just a few of the more well know examples.

The U.S. steel industry -- It was just over 30 years ago that our big, inefficient steel mills were running at



full speed on outmoded technology and processing. There was little incentive for our major corporations to modernize because they felt protected by pricing formulas which ensured a profit from domestic buyers. Thus, the price of steel in this country increased until our market became very attractive to foreign steel makers with their more modern equipment and more efficient processes. By the time they

entered our domestic market, we were too late to change, and the battle for domestic and foreign sales was a forgone conclusion. Today, our steel industry is only a fraction of what it once was.

The Automotive industry -- It was around the same period that our automakers were building what they were best at -- steel cruiser-tanks disguised as automobiles.

Honda, Toyota, Mercedes Benz, Volvo and others.

Suddenly, our Detroit analysts discovered that the foreign pests were devouring our domestic car market. The U.S. public had a choice, and a large percentage of that public turned away from what Detroit was promoting. By the time the analysts reevaluated the situation, it was too late. Detroit's automobile industry had lost more than 30 percent of the domestic car market.

Fortunately, corporate management did

which the individual companies used for promotion value, as well as a good headline for the industry. But it seemed no one was too concerned about developing and manufacturing consumer products using these new gadgets. Managers decided it just wasn't worth it because it would have meant making an investment in research and development and production with the prospect of not making any profit the first year. Some potential producers bowed out because of even shorter term requirements.

Studies of the U.S. corporate culture has determined that patience and long range planning are not strong suits in our corporate world. So these little gadgets, not taken very seriously in this country, were put on a shelf to gather dust.

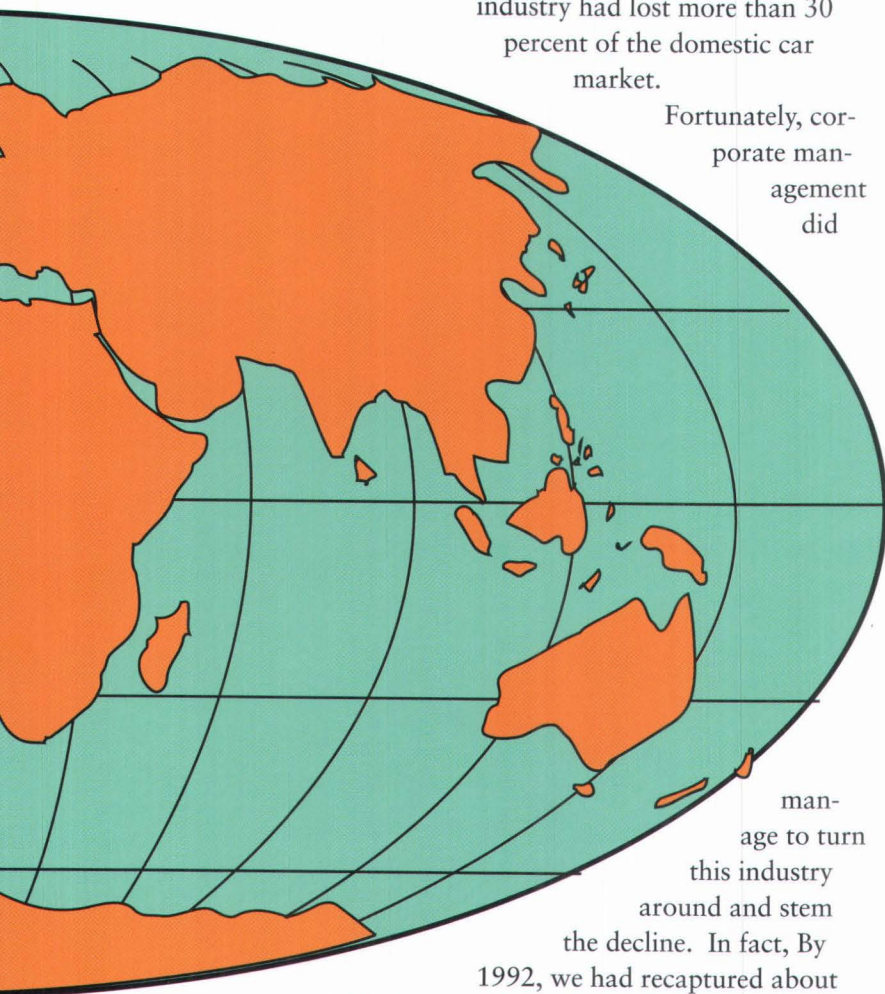
Not so in Japan, or Korea or Holland. They took these gadgets -- sometimes not so little, such as Sony's Trinitron television tube -- and designed various consumer products around them, such as digital watches, small pocket radios, VCR's, automatic cameras, camcorders, big screen televisions and laser-read disks for music and video, just to name a few.

Phone Debit Cards or Prepaid

Phonecards -- The question now is whether or not the same scenario will happen in the American telecommunications industry. We have already opened the door for foreign companies to our domestic consumer market. Telecom carriers headquartered in the United States are continuing to enter overseas markets, creating joint ventures and cooperation agreements. We are buying equity in systems in England, Italy, and Mexico.

One outcome of this international activity and exchange is almost sure to be that of overseas telecom companies making in-roads into our domestic market, for once they see the opportunity, the potential market for consumer telecards, they will make decisive moves to take over the market. Given their expertise and experience with telephone debit cards, with all the potential enhanced features, they may just run away with what many analyst estimate is a multi-billion dollar consumer market.

As one intellectual observer noted many years ago: "L'histoire se rpte." History does indeed repeat itself.



manage to turn this industry around and stem the decline. In fact, By

1992, we had recaptured about eight percent of the U.S. market. Unfortunately, over the same period total automobile sales in the U.S. declined eight percent.

The electronics industry --

This industry, motivated in large measure by the requirements of space exploration, became adept at inventing little electronic gadgets that subsequently became smaller and smaller with each new production run. The products were very interesting and each design represented a first

Spiked

fins rising from the

rear fenders, gas-guzzling 12 miles to the gallon, massive front grilles and over-sized bumpers. Detroit's research and design gurus had analyzed the situation and decided that was what the buyer wanted. But there was soon to be an infestation of bugs in their pristine picture of the consumer market. The Volkswagen had arrived. Then came a whole swarm of foreign intruders like

New Smartcard Payphones from Schlumberger and

Normandy, France...British Telecommunications (BT) plans to replace 39,000 optical card payphones around the United Kingdom with state-of-the-art smartcard technology by the end of 1995. The contract for this major upgrade goes to Schlumberger Smart Card & Systems Communications, a division of Schlumberger Ltd.

According to BT program manager, Sue Fielding, these new phones will play a "crucial role in BT's future marketing strategy by enhancing the potential for new services and improving network reliability."

Schlumberger currently has a reported 150,000 units using the new technology installed in some 60 countries around the world. The BT version is a brand new fourth generation design that should improve the cost/benefit ratio for BT. The public will use the phones in an "off-line" mode, meaning each unit will store data locally until the information is polled and down-loaded to a BT control center.

Fielding reiterated that reliability and cost were major factors in the selection of Schlumberger. She further noted that the French communications company has captured more than half the world market for smartcard payphones, another fact which played a key role for Schlumberger's recognition.

A spokesperson for Schlumberger maintains that smartcards are at the forefront of electronic transaction technology.


"Smartcard-based payment and identification are crucial to the infrastructure of the telecommunications industry," proclaimed Richard Peck, telecom products marketing manager for Schlumberger Smart Cards in the USA. "These new phones are a gateway, not only for telecom-spe-



cific services, but also for a host of other potential applications," he added.

It should be noted here that European electronics companies were the first to offer credit card vending units, such as gas pumps, a precursor to smartcard technology, long before these applications came into common use in America.

Last year, Schlumberger's Smart Card division reached a milestone in the electronics transaction industry in Europe by manufacturing its 200 millionth smartcard. In the United States, we are more familiar with Schlumberger as the company with the big blue and white trucks which perform oil field tool recovery services and seismographic measurements.

The Smart Card & Systems division offers an entire range of smartcard products — from chips and cards to terminals serving banking, heavy industry, parking pay terminals and ticketing systems — as well as the telecommunications industry. 



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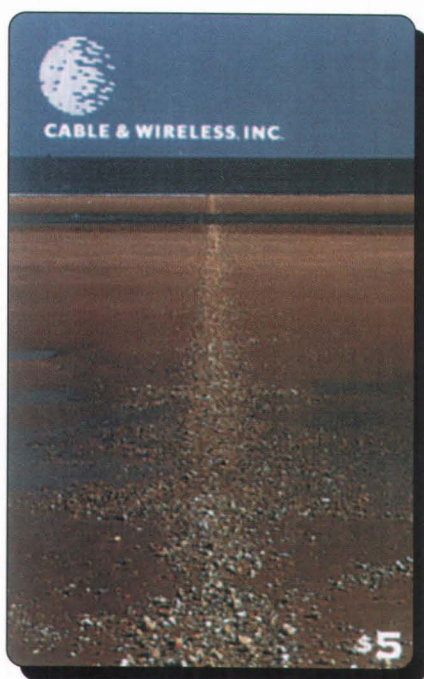
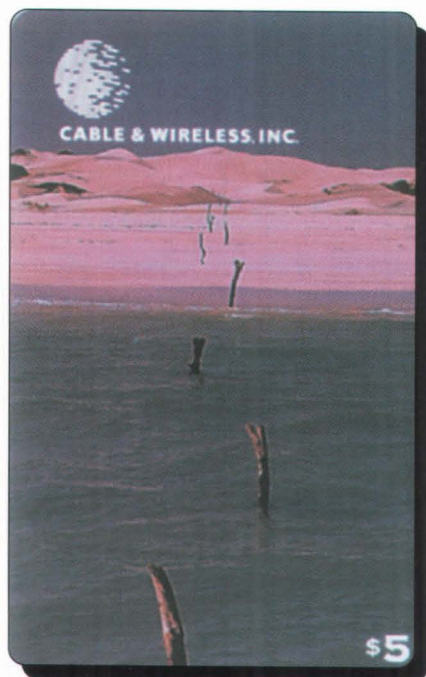
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Cable & Wireless Enters The U.S. Telecard Market

Cable & Wireless, Inc., (CWI) with headquarters in Vienna, Virginia, introduced its first pre-paid phonecards to the United States market last fall.

The two special, limited edition sets commemorate the company's Global Digital Highway -- a network of 12,400 miles of fiber optic cable connecting financial and busi-



ness centers across Europe, North America and the Pacific Rim.

According to Gabe Battista, CWI president and chief operating officer, the company's decision to enter the prepaid calling market gives customers another access to the CWI network.

"This limited edition series is an appropriate 'kick-off' for the service," Battista

said. "The cards provide a visual reminder of the company's global capabilities as well as a dependable, high-quality way to place long distance calls away from home."

The "Premier Series, a set of four cards, each featuring a symbolic representation of the Cable & Wireless Global Digital Highway, is a numbered, limited edition series of 7,500 sets packaged in a card carrier. Each card has a calling value of \$5, and an explanation of the Global

February 1995

Digital Highway printed on the reverse side.

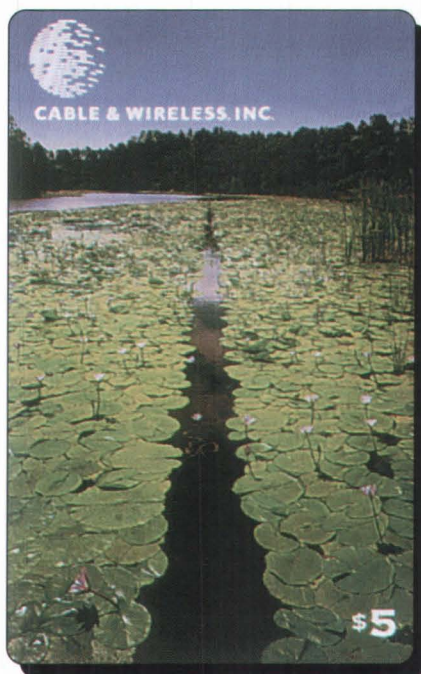
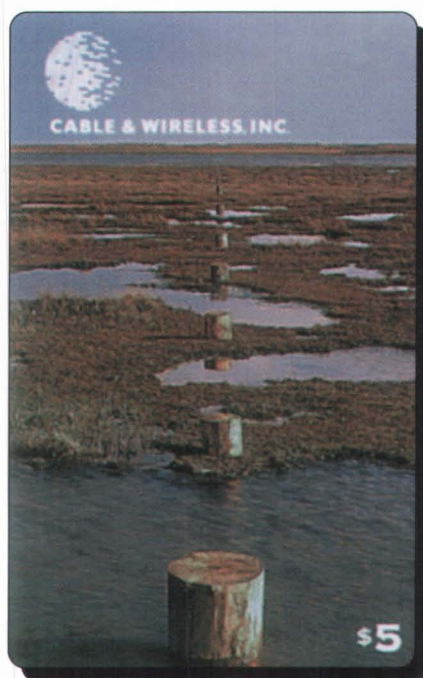
The "First Edition", a two-card set of both a \$5 and a \$10 card packaged in a red carrier, is also a numbered limited edition of 5,000 cards of each denomination. With 4,000

of the two-card sets originally issued in carriers, the remaining cards are being sold individually.

The landscape architecture images on the Premier Series -- scenes of the beach, lily pads, driftwood logs and weathered posts -- were conceptualized by renowned artist Jonathan Froud. The scenes, photographed around the world to metaphorically depict CWI Global Digital Highway, were also part of the company's worldwide advertising campaign promoting the network. The campaign, one of the world's first simultaneous commercial transmissions, was carried over CNN and CNN International.

Cable & Wireless, Inc., is owned by Cable & Wireless (NYSE:CWP), one of the world's leading international telecommunications companies. Operating in the U.S. since 1975, the company provides a wide range of domes-

tic and international public and private networking services exclusively to businesses.



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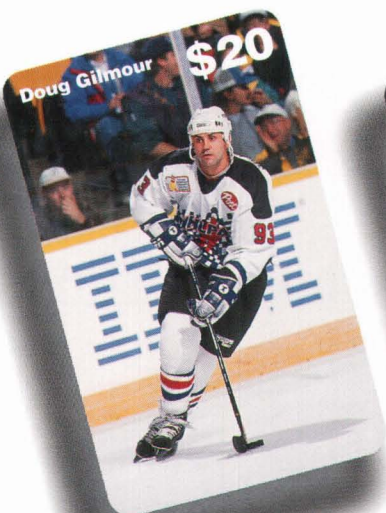
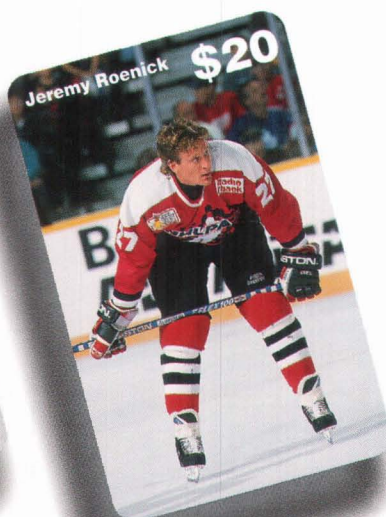
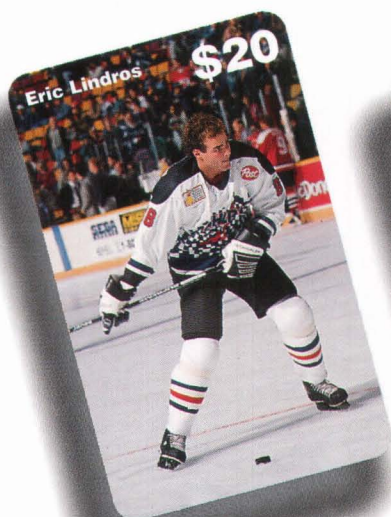
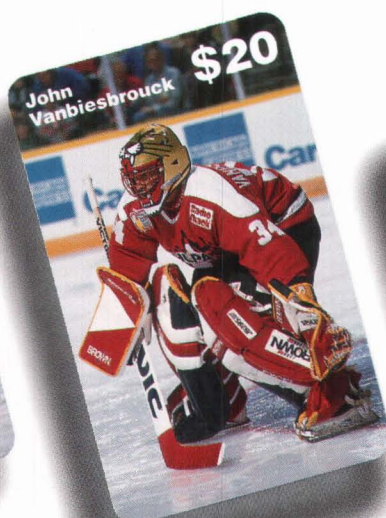
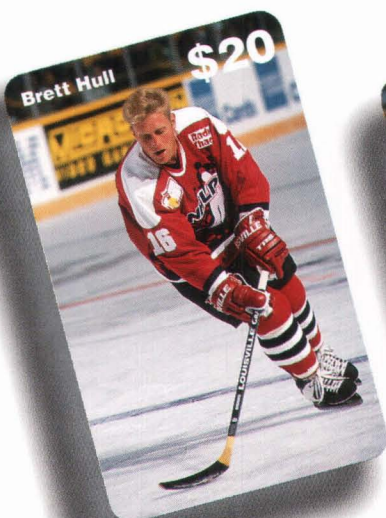
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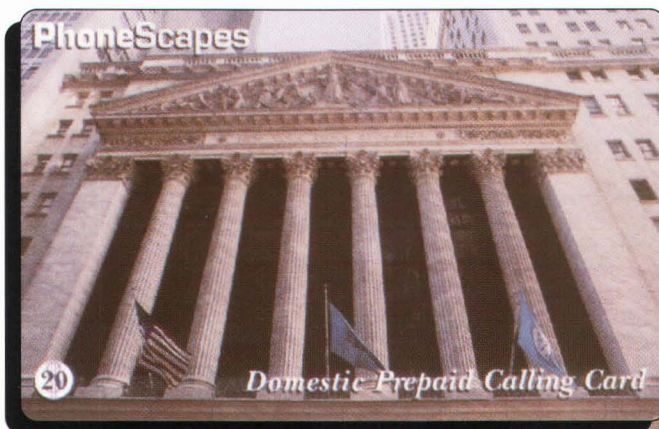
Maxim Communications Corporation, Bridgewater, New Jersey, has inaugurated its first pre-paid phonecard series entitled "PhoneScapes." The five card edition features the work of noted photographer George Goodwin.

Goodwin's photographs of New York landmarks, taken from unusual perspectives, have fascinated native New Yorkers and tourists alike since they were first introduced in galleries.

"The PhoneScapes cards are targeted for collectors as well as end-users," remarked Candler Brooks, president of Maxim. "I believe we were the first company to launch a nationwide radio advertising campaign for pre-paid calling cards," he added.

The company first introduced the phonecard set in July, 1994, and used talk radio shows to educate potential buyers about collectible telecards while promoting its PhoneScapes.

Maxim selected Intellicall, Inc., as service provider for the cards. Intellicall, a leading provider of phonecard call pro-



cessing services, offers a complete service mix to support card programs, including custom voice prompts and messages, card design and fulfillment, regulatory compliance, and account renewal. Sprint is the underlying network carrier.

Intellicall also provides services for the new Prepaid Telecommunications International, Inc., (PTI) phonecard based on the venerable U.S. Federal Migratory Bird Hunting & Conservation Stamp — commonly called the "Duck Stamp."

The new PTI card was issued in conjunction with the U.S. Fish & Wildlife Service. Since 1934, Duck Stamps have

validated hunting licenses and funded the purchase of wetland habitat. The company has set a goal to raise \$1 million from the sale of the "Duck Stamp Series" which will be used for the purchase of wetland habitat.

Duck Stamp designs



are chosen in an annual Federal Duck Stamp Art Contest, which ensures the highest quality artwork. In addition, PTI mandated that the highest quality reproduction processes available be used to create the image on the cards.

The company's first issue in the new card series was released on July 1, 1994, and featured the 1994 stamp design. When completed, the entire set will also contain the first 10 stamp designs from the years 1934 through 1943.

Additional phonecard designs are being released monthly in chronological order, beginning

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with September, 1994, until the series is complete.

The Duck Stamp group is the second collector's phonecard series from PTI which is a collaboration with a U.S. government agency, the Miami-based company having launched the stunning "NASA" collection of 16 cards earlier in 1994.

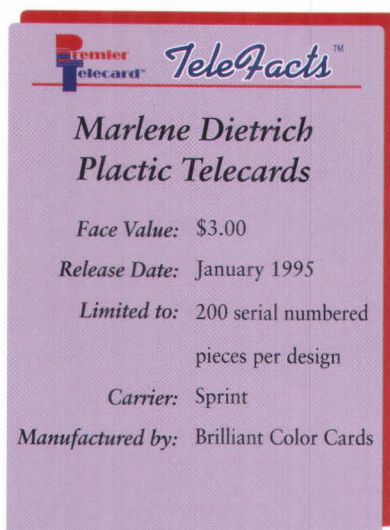
The cards are rechargeable with VISA, MasterCard, American Express, Diners Club or Discover credit cards. In addition, each time a card is renewed, the U.S. Fish & Wildlife Service receives a 10 percent donation.

PTI telecards can be used from any touch-tone phone in the United States, Puerto Rico or the U.S. Virgin Islands. The range is both domestic and international to more than 240 countries worldwide.



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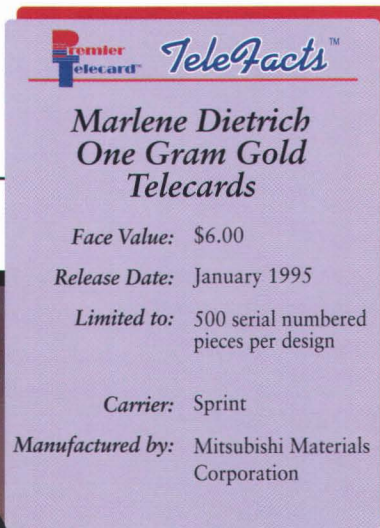


Cards in Play in the U.S.A.

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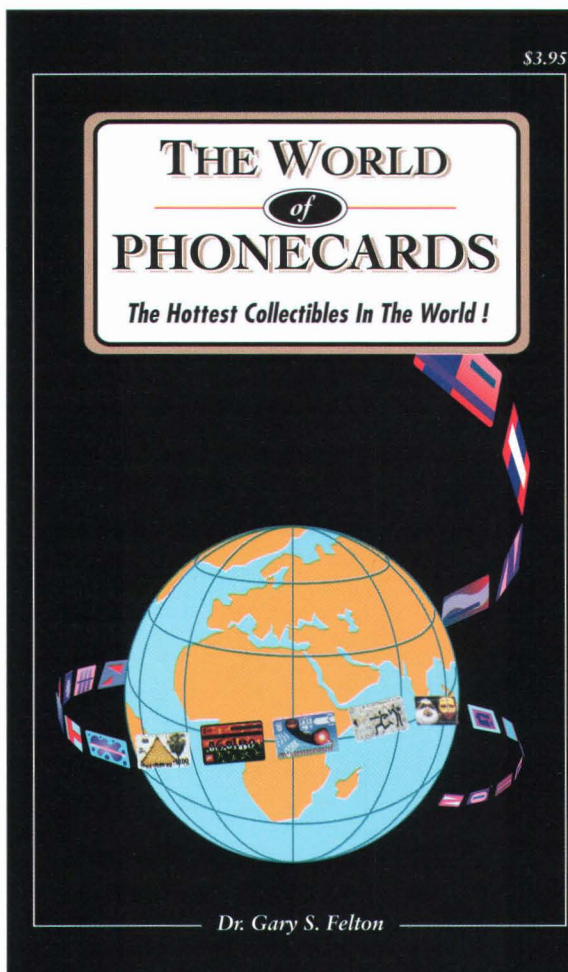
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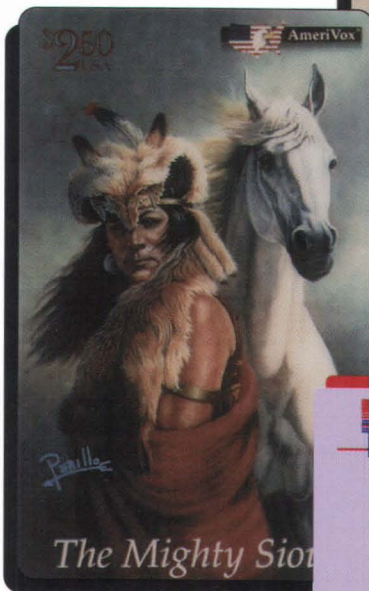


artwork by Gregory Perillo

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The Oregon Trail



The Mighty Sioux

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|------|----------|------|---------|-------|
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| | 1902 | | \$12.00 | |
| | 1903 | | \$12.00 | |
| | 1904 | | \$12.00 | |
| | 1905 | | \$12.00 | |
| | 1906 | | \$12.00 | |
| | 1907 | | \$12.00 | |
| | 1908 | | \$12.00 | |
| | 1909 | | \$12.00 | |
| | 1910 | | \$12.00 | |
| | Full Set | | \$99.00 | |

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TOTAL



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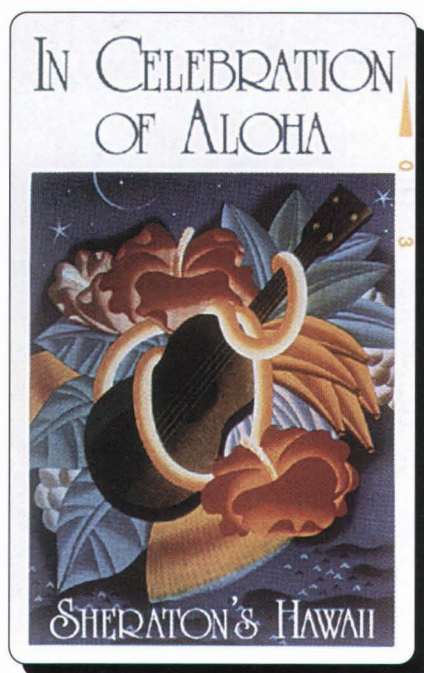
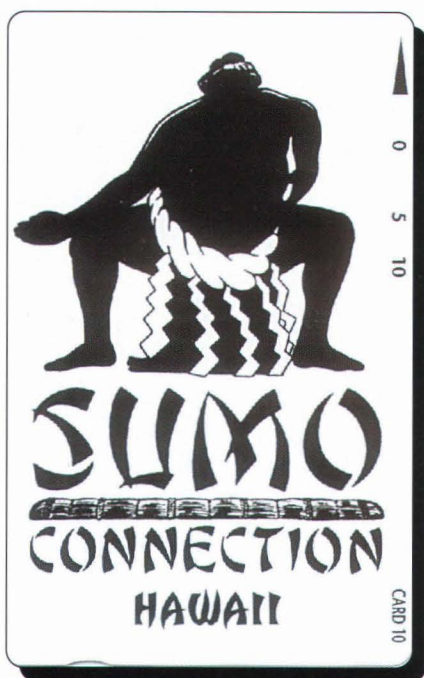
☐ VISA ☐ MASTER CARD ☐ CHECK (US FUNDS)

Card No. _____

SIGNATURE _____

PTM

The Cards of Paradise



Aloha!

The word has become a symbol of the Hawaiian Islands. It can be a warm greeting, a memorable farewell, a rallying cheer for a crowd, or an intimate expression of love. Like the word, the indelible beauty of the islands can also have a variety of different interpretations depending on the context of the observer's experiences.

by Donald G. Whitmore

One of the most spectacular interpretations of this beauty and the island culture is represented in prepaid phonecards designed and produced to be used exclusively in Hawaii's island paradise.

For the collector, these cards are highly prized possessions -- "blue chips," as they are called in the world of collectibles.

GTE Hawaiian Telephone issued its first series of cards five years ago on January 15, 1990, and has since produced a total of 24 different scenic designs. Each of these cards has a serial (or control) number stamped into the front near the bottom edge. On cards with vertical designs, the number is at the left edge. The observer has to look closely because the serial numbers are difficult



to read with the naked eye.

While the cards were created to be used exclusively in Hawaii at 60 different phone locations on the islands of Hawaii, Oahu, and Maui, the majority of the

phone sites are located in the popular Waikiki Beach area. Designed primarily for use by tourists, the cards can be used only for long distance calls outside the island chain.

The system uses a magnetic stripe on the back of the phonecard to access specially designed telephones which mechanically punch holes in cards as the prepaid time is used. The telephones inform users of the total stored time remaining on their cards before any calls are made. This system is an early version of a "smartcard" application.

The phonecards were manufactured by Tamura Company, Japan, which has also made cards for Teleconcepts, a private distributor licensed by GTE Hawaiian Telephone, to issue cards using the GTE logo. With its creation of over 65 separate card issues, Teleconcepts controls the bulk of this unique market.

A much smaller player in the Hawaiian phonecard market is Nippon Telephone & Telegraph (NTT) which has issued six. All are 3-unit cards and feature designs including what are known to collectors as the two "honeymoon" cards: One shows a trolley passing in front of a beach bordered with palm trees; the other shows a couple lying on the beach. Produced for the Japan Travel Bureau, the bureau's logo

is a prominent part of the artwork on both cards.

A single issue card was also produced by Visual Software Expertise (VSX) for the 25th Anniversary of the Hawaiian Open Golf Tournament in 1990. Again, this card was under license from GTE Hawaii.

One of the more memorable cards from the GTE collection is the very first issue showing Diamond Head from a view across Waikiki beach. To celebrate the inauguration of the phonecard service, an overprint of 2,000 of these 10-unit cards were run as collectibles.

Another favorite among collectors is the 10-unit card showing a rainbow spanning a lush countryside. Overprinted to commemorate the solar eclipse on July 11, 1991, the print run for this very limited issue was only 1,000 cards.

A third in this series is the Hanauma Bay card which was overprinted to commemorate the second golf tournament which raised funds for the Nature Conservatory of Hawaii. There were only 145 of these cards overprinted for the tournament participants.

Besides the riveting scenic beauty of these cards, there were also various printing anomalies which have created a collector's treasure. One such printing anomaly occurred when GTE streamlined their logo, and both logos (GTE Hawaiian Telephone and GTE Hawaiian Tel.) were printed on the following cards: Aloha Festivals Rainbow (3 units, 4/93), Aloha Festivals Diamond Head at night (3 units, 4/93), Hawaiian Sunset vertical card (10 units, 5/93), Aloha State Games Medals Card (3 units, 6/93), Aloha Festivals Polynesian Girl (3 units, 7/93), Waikiki Moon (3 units, 12/93),

Hanauma Bay Coastline (3 units, 12/93), Hula Girl (3 units, 12/93), Aloha Bowl (3 units, 12/93) Hula Bowl (3 units, 1/94), Hula Bowl Logo (3 units, 1/94), Hawaiian Open Golf (3 units, 1/94), Canoe (10 units, 1/94), Ilikai Hotel (2nd printing, 10 units, 11/93), Coastal Lights (10 units, 4/93), Aloha Festivals canoe (3 units, 10/93).

Another unique element of the GTE collection is the fact that some of the cards have copper-colored backsides, some silver, and some both. The following are silver-backed cards: the GTE 10-unit test card, the Diamond/Head Waikiki Beach inaugural overprint card (10 units), the Hawaiian Open 25th Anniversary card (10 units), the Tokai University 10-unit card, and the Sun N' Fun Sample card.

Cards with both silver and copper backs include the following: the 10-unit Diamond Head/Waikiki Beach card, the 10-unit Hanauma Bay card, the 3-unit "Moon over Waikiki", King Kamehameha, and the 10-units Waikiki City Lights card.

Perhaps the most interesting anomaly of all, however, is the error on GTE's Sumo Connection card. The first "error card" to be produced by a major company, it was produced for a private Hawaiian enterprise, the owner of which is the only non-Japanese to win the Sumo Wrestling Championship Less than fifty of these Sumo Connection cards were released before GTE Hawaii realized that, although the cards were correctly printed with 10 units on the front, the back was printed with 3 units. Issued in late September and early October, 1994, these extremely rare "error cards" contain a vertical black and white depiction of a sumo wrestler.

A few of the

GTE/Teleconcepts cards had production runs of only 500 and were used for promotional programs by individual companies. The following five separate 10-unit card designs produced exclusively for the Ilikai Hotel are examples of these rare collectibles: The Ilikai Hotel #1 (black lettering, 3/93), Ilikai Hotel #2 (yellow lettering, 11/93), Ilikai Hotel #3 (yellow lettering, same as #2, but with Hawaiian Tel. logo on reverse, 3/94), 30th Anniversary Ilikai Hotel #1 (white and pink lettering on black background, 6/94), 30th Anniversary Ilikai Hotel #2 (black lettering, 7/94).

The remaining custom cards are as follows: Tokai University (10 units, 4/92, 500 cards), Sheraton Hotel (3 units, 11/93, 10,000 cards), Atlantis Submarine (7 units, 12/93, 2,000 cards issued as complimentary cards to patrons), Tahitian Pearl (7 units, 2/94, 1,000 cards issued as complimentary cards only at Tahitian Pearl stores).

According to veteran collectors, there are several factors which make the GTE Hawaiian phonecards a favorite among enthusiasts in the United States: 1) the unbounded beauty emanating from the cards; 2) the intrinsic value of phone time contained in the card, which cannot be turned off, as in the case of a PIN used in remote memory cards; 3) NYNEX (New York telephone company) has switched from optical cards for their applications to the magnetic readers and punch system used by GTE Hawaiian; 4) the stability of the GTE Hawaiian Telephone Company as the major carrier; 5) European collectors have now begun to take a strong interest in the Hawaiian phonecards; 6) and most important, is the limited production runs of these cards.

Of the 98 different cards released to date (including all printing production variations), less than 20 designs have runs exceeding 5,000, while 23 have production runs of 1,000 cards or less.

Taking into account all these positive considerations, it is easy to understand why these "cards of paradise" can help create a collector's paradise anywhere in the world.

Ma halo!




Editor's note: Donald G. Whitmore is a phonecard collector based in New York state. We sincerely appreciate his inspiration, research and expertise which went into this article.

Mr. Whitmore, in turn, wishes to acknowledge the efforts and expertise of the following individuals and organizations in providing information: Ms. Marsha Umamoto, Coordinator of International Prepaid Services - GTE Hawaiian Telephone Company; Phonecards USA, Hawaii; and Mr. Chris Garibaldi, co-author of Telephone Cards of the World.

Field & Stream

VIP attendees at The Annual Shooters, Hunters and Outdoor Tradesmen's Show in Las Vegas (January 19-22) hit the bullseye when they were treated with a prepaid phonecard commemorating Field & Stream Magazine's 100th anniversary. The cards, featuring 5 minutes of domestic long-distance telephone time, depicted the graphics from covers of Outdoor Life, Ski and Skiing magazines, as well as Field & Stream.

The initial print runs of each of the four cards was very small — ranging from 300 for the Skiing program to 600 for the Field & Stream program.

Collector's Communications, a subsidiary of West Sports Marketing, produced the series which, according to President Art West, are the first of several to be produced for Times Mirror Magazines which will test the effectiveness of phone cards to increase subscriptions. This innovative marketing concept follows a pattern introduced by *Premier Telecard Magazine*, when in the inaugural July 1993 issue, a phonecard depicting the cover of the magazine was given away as a premium. Continuing with this concept, Premier Telecard currently offers its newest card, depicting three of its milestone magazine covers. 

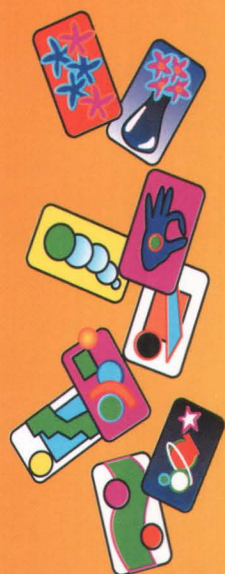


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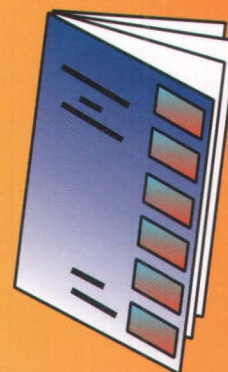
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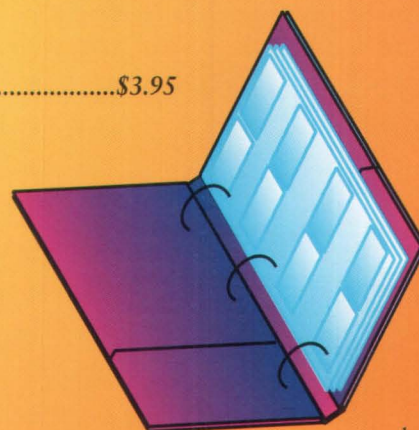
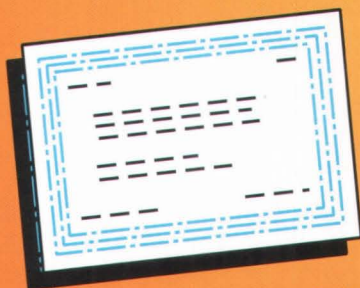
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First Telecard Set From BellSouth

BellSouth

Telecommunications Inc., with headquarters in Atlanta, Georgia, and the largest of the "Baby Bells," has issued its first prepaid telecard. The edition is the focus of a limited time-trial currently being conducted at the University of Alabama Birmingham Medical Center (UAB). The cards expire February 28, 1995.

Designed by Gravlee Graphics with artwork executed by Larry Eldridge, both of Birmingham, Alabama, the initial issue was 80,000 cards in denominations of \$1, \$5, \$10, and \$20.

The trial at UAB involves 15 special phonecard public

telephone sets and ten phonecard vending machines located in three separate facilities at the Medical Center in downtown Birmingham. These areas include waiting rooms where the general public is discovering the convenience of using prepaid phonecards as an alternative to coins.

"Being able to use the telephones without leaving the waiting rooms to hunt change has proved to be one of the most appreciated features of the telecards," commented Ron Royal, BellSouth manager for

public communications.

"The UAB trial is one of sev-



eral planned to test prepaid calling card services using different technologies," Royal continued.

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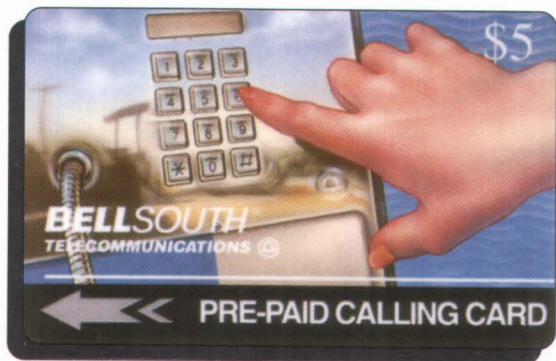
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The Birmingham project will test compatibility and reliability of the magnetic striped phonecards with cash card readers. Customer assistance, proved by UAB and the BellSouth Large Customer Attendant Services Group, is available 24 hours a day.

"Initial results from our trial are overwhelmingly positive," Royal remarked. "Not only has customer acceptance been good, the cards have proved extremely reliable. Plus, we received a great deal of interest in our cards from the card collector community," he added.

The UAB trial is BellSouth's second venture into pre-paid media.

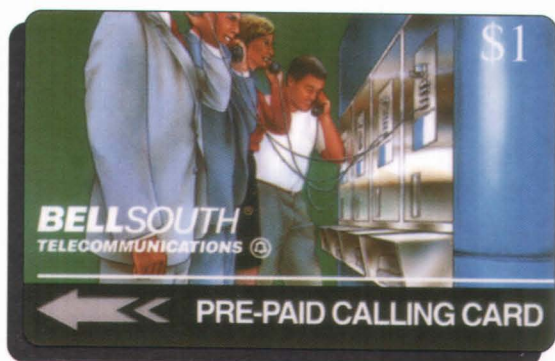
In 1992, the company joined several others in a six-month cash card trial utilizing magnetic-stripped student identification



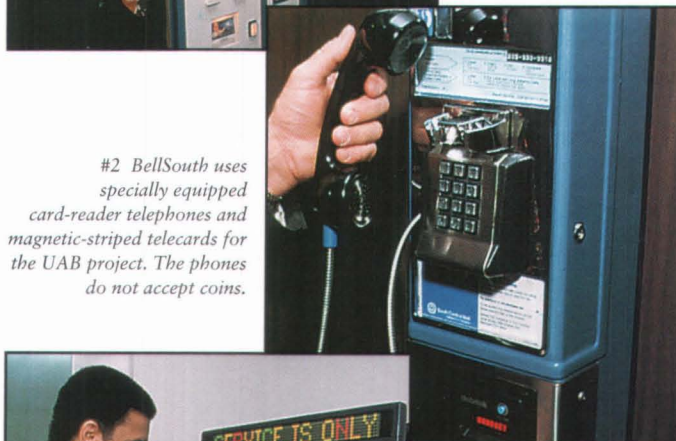
cards at Belmont University of Nashville. The cards, which stored up to \$200 for use in the school's cafeteria, vending machines, laundry machines and pay telephones, created a virtually cashless environment for the University's 2,800 students.

Declaring the Belmont project to be "very successful," Royal noted that cards were popular both with students and administrators as well as with BellSouth.

BellSouth Telecommunications does business as Southern Bell in North Carolina, South Carolina, Georgia, and Florida and as South Central Bell in Kentucky, Tennessee, Alabama, Mississippi and Louisiana. According to Royal, these companies serve more than 19.3 million local telephone lines and provide local exchange and intraLATA long distance service over one of the most modern telecommunications networks in the world.



#1 Ron Royal (left) is BellSouth's product manager for prepaid telecards while Roy Kendrick and Debbie Garrett of the UAB Medical Center help provide card customer support for the UAB project.



#2 BellSouth uses specially equipped card-reader telephones and magnetic-stripped telecards for the UAB project. The phones do not accept coins.



#3 BellSouth's Ron Royal checks the card supply in a telecard vending machine at the UAB Medical Center.

#4 Telecard vending machines are located near the card-reading telephones in waiting rooms at the UAB Medical Center.



#5 BellSouth telecards come in \$1, \$5, \$10 and \$20 denominations. Each features distinctive telecommunications artwork.

Tele Technology **Elvis, World Peace, and Chief John Big Tree**

Although it is an unlikely combination, Elvis, World Peace and Chief John Big Tree do have one thing in common: all are featured subjects on the only three gold phonecards in the world. Given their extreme rarity, it is interesting to examine the chronology of the technical developments which led to the production of these special cards.

by Dr. Gary S. Felton

In some ways, the production of gold phonecards is similar to that of other phonecards. However, as one might expect, the central differences in the process all relate to the use and handling of the 999.9 fine gold, since plastic, celluloid, metals, paper and other laminae are all much more durable than the delicate and sensitive micro-thin core of gold used in this unique production.

The overall manufacturing process was developed by the Mitsubishi Corporation in Japan, the world's only producer of gold phonecards. Mitsubishi originally created a process for making high-end business cards from gold for "discriminating" executives. After the introduction of the business cards, others were inspired to experiment with wedding invitations of gold, birthday cards, "Thank you" cards, special events admission cards and golf club membership cards -- all made from gold.

On the heels of these innovations, producers introduced gold sports trading cards promoting stars in American athletics. Custom-designed gold trading cards soon followed, featuring famous personalities, such as Gene Autry, and well known consumer products, such as Coca-Cola and Harley Davidson motorcycles.

In late 1992, Luis Vigdor, president of

Powell Associates and PM (precious metals) Cards in New York, proposed the idea of adapting the process of making gold trading cards to the production of gold phonecards. His creative initiative led to the introduction of the world's first gold phonocard in November, 1993.

The subject on the card was Chief John Big Tree, famous leader of the Kiowa Indian people who were relocated to Oklahoma. Chief Big Tree was born in 1845, and made his place in history by successfully integrating into the 'white man's' culture while still maintaining the integrity of his heritage. He may have been one of the three Indian chiefs whose likeness American sculptor James Fraser used in creating the portrait which adorns the original U.S. "Indian head" (or "buffalo nickel") first minted in 1913.

Artist Gregory Perillo created the striking image for the phonocard. Considered to be among the foremost Native American and Western Frontier artists in the United States, he is a leading authority on Native American Indian culture, customs, and history.

Shortly after the release of this first card, a second gold phonocard appeared on the market--the World Peace card. Again, collectors can thank Luis Vigdor for his inspiration in developing this card. The exclusive edition of 1,200 cards was released in January 1994.

The work celebrates the beginning of an era of expectant peace and hope following the collapse of the Soviet Union. The computer graphic design was created by Laurence Gartel, one of the leading artists working with



this medium in the United States.

Four months later, in April, 1994, the Elvis Presley gold phonecard was released. Only 9,777 of these cards were issued. The image on the "Elvis" card is the famous portrait of the performer taken by photographer Bob Frank in 1957 showing Elvis in his gold lame suit. The three cards make up what is known to collectors as the "Golden Triangle." The telecom handling and processing for all sides of this collector's treasure went to AmeriVox.

A certificate of authenticity accompanies each card, providing relevant information and collector's specifications about the respective issue.

The basic manufacturing process is also of interest to the collector. In a simple schematic

showing configuration: protector sheet//plastic printed sheet//protector sheet//GOLD//protector sheet//plastic

prints. To produce the first card takes approximately 60 days from start to finish.

There is a certain charm, a warmth, a different feeling which these cards evoke. It is a fascinating and memorable experience just to hold one...and the thought of possessing all three inspires the dreams of serious collectors.

These unique masterpieces are far from ordinary and present a distinct contrast to a conventional phonecard. Since in the realm of phonecard collectibles, playing follow-the-leader is often the highest form of intelligent marketing, look for more editions of gold phonecards in the near future.



of the laminae of the card, a one-gram core of 999.9 fine gold is sandwiched in the middle of six layers of plastic protector sheets and plastic printed sheets so the finished phonecard has the fol-

lowing configuration: protector sheet//plastic printed sheet//protector sheet

Under the Mitsubishi process, the layers are laminated together by hand in a high-tech environment similar to operating room conditions found in hospi-

Note: Many "Thanks" to Luis Vigdor for his valuable information and contribution to this article, and my sincere appreciation for AmeriVox/World Telecom Group, Inc., for going the distance in previously uncharted territory. GSF

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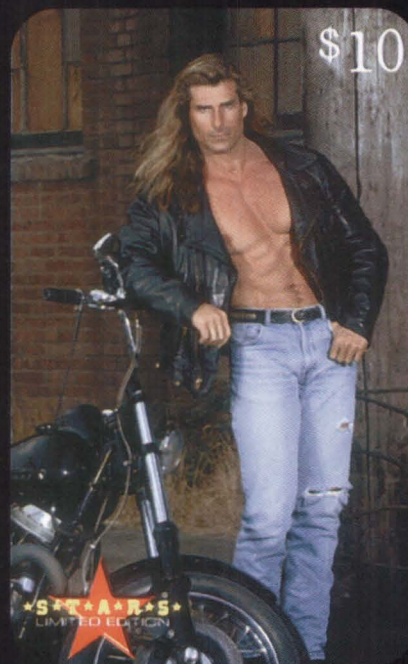
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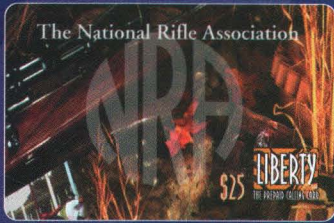
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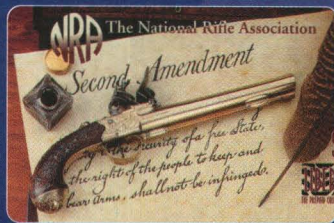


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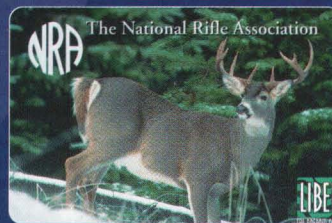
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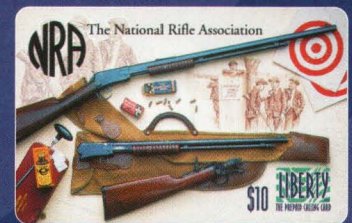
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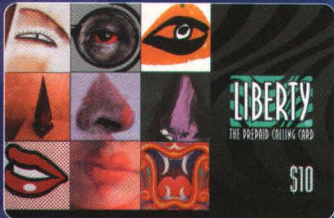
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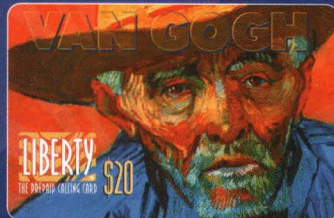
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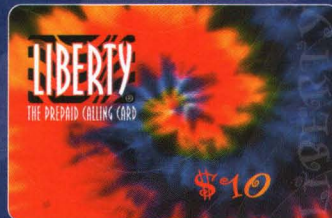
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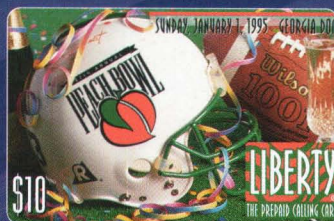
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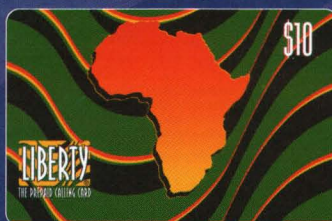
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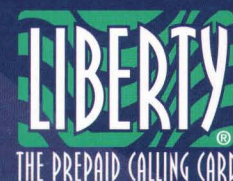
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