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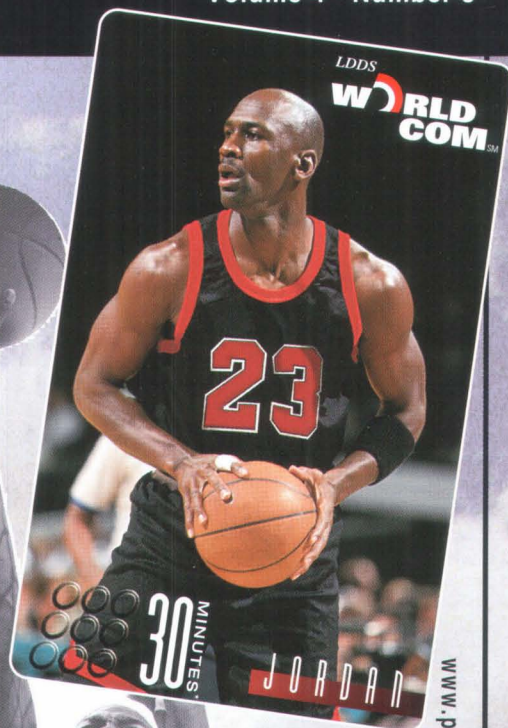
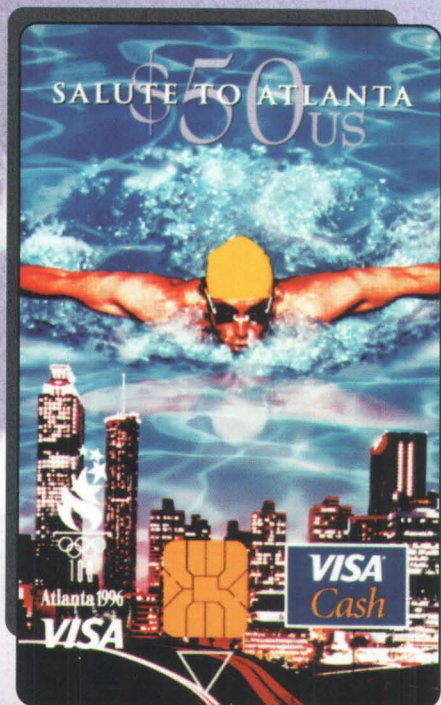


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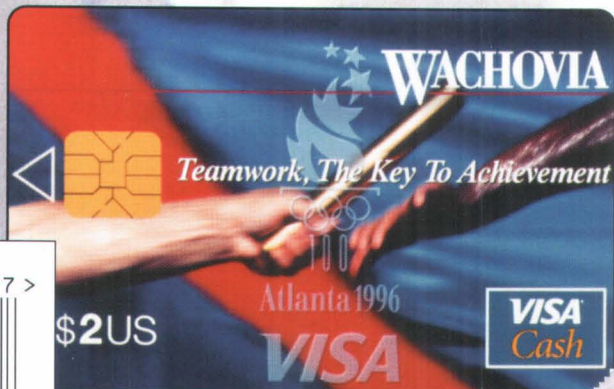
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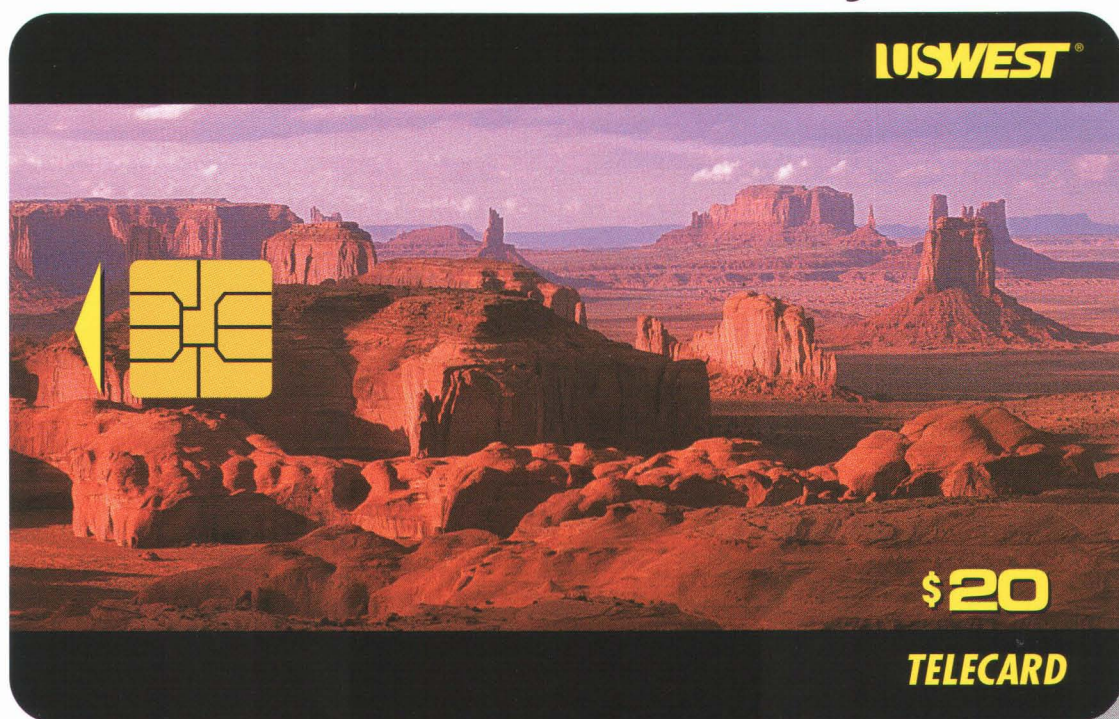


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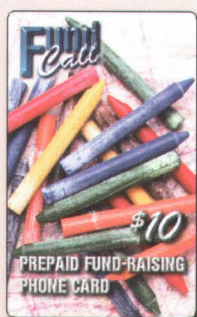
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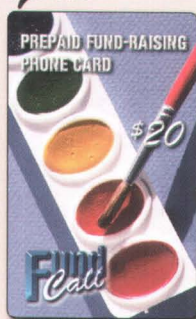
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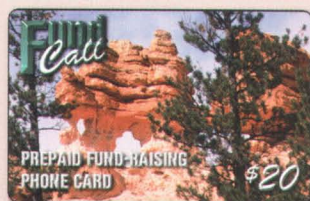
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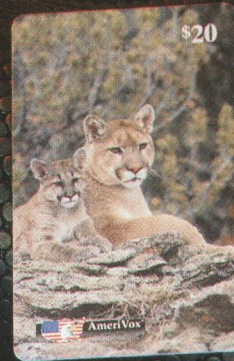


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


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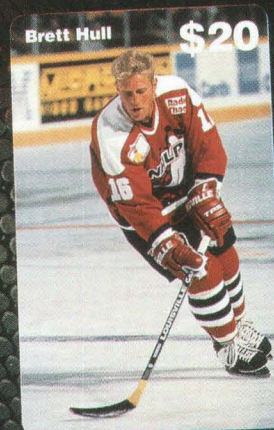
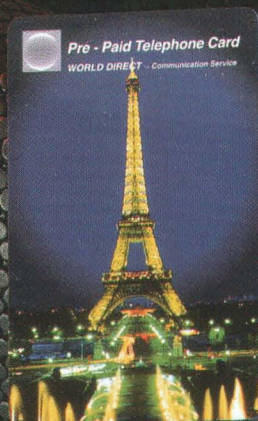
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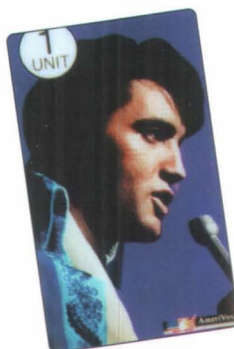
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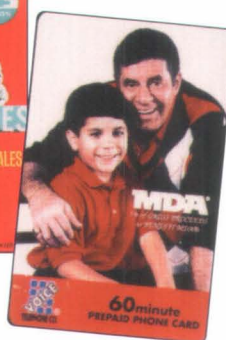
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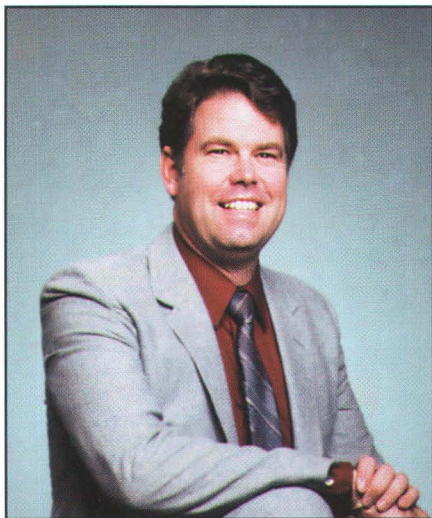


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It's My Call...

Prepaid phonecards and the Internet are the twin step-children of advances in telecommunications technology that have changed the way the modern world communicates. Printed matter (such as this magazine) still reaches millions, but with new ways of reaching out come new challenges and opportunities. Our new web-site is a way to enhance the readership of the magazine by computerizing our contents and adding features unique to the Internet format.

When Frank Zamarripa, Jim Denton, Danny Eggemann and Elizabeth Sloane each discovered \$1,000 phonecards in boxes of Finish Line PhonePaks, we put the story on the Net before it was even published in the magazine (see story pg. 40). Other stories from these pages will also be appearing at our web-site, which will be updated regularly to include more timely news from the prepaid phonecard industry.

If web-sites are going to replace magazines someday, Premier will be ready. The issue in your hands is proof that we're alive and well in print, but we're not stopping there. The Premier Cyberspace Mall (<http://www.premier-tele.com>) accomplishes interactive marvels of computer wizardry that publishers

in the old days couldn't have imagined. These include informative forums on issues that affect your phonecard business (like collecting, taxation and marketing), access to phonecard merchants, vendors, manufacturers, retailers and dealers, hyper-links to other web-sites with a common theme and more. We want to be your total source for phonecard information. Check out the web-site and let us know what you think.

The current issue has stories on enhanced post-paid credit cards, cashless smart-cards that will be used this year at the Olympics, hologram cards, cards from the Corvette Museum, a survey card, packaging phonecards and a look at our own third-year anniversary (and more). Last issue we reported that Bell Canada had converted 16,000 Nortel Millennium payphones to accept their new QuickChange card in the Ontario and Quebec areas, but we're happy to report that the total figure is 50,000 phones converted (what's good for Bell Canada is good for the industry as a whole!) Thanks to Marilyn Koen of Bell Canada for bringing this to our attention.

Reader Chris Wittig of Berlin, Germany, writes to report that not all collector clubs are alike. "In general all of the collector clubs have no membership fee," Chris says in his letter, "such as US WEST, Bell Canada, German Telecom and Southwestern Bell, but



I cannot understand why NYNEX is the only regional Bell company which demands a yearly fee for foreigners of \$22..."

Well Chris, with NYNEX's recent multi-billion dollar merger with Bell Atlantic (see story pg. 16), we can't understand it either. **PT**

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"Air Jordan" named MVP: Most Valuable Phonecard, that is...

Celebrity images are a basic technique for marketing just about anything in America, and sports figures are among the most celebrated images most consumers know. Even if you don't know anything about basketball, Chicago Bulls forward Michael Jordan is still probably known to you as a spokesman for McDonald's, Ray-O-Vac batteries, Gatorade and Nike shoes, among others. As a new spokesman for LDDS WorldCom and appearing on a recent issue of their PhonePass prepaid phonecard, Michael Jordan is now a slam dunk for the telecard business too.

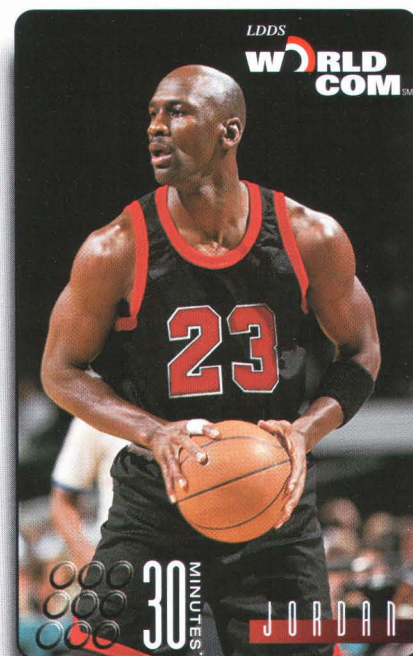
Available at Sears stores nationwide since April, LDDS boasts the Michael Jordan card is "the first time a major sports figure has appeared on a retail prepaid long distance card in the United States". Jordan also appeared on a phonecard marketed by Phame PhoneNet, Inc. in 1994 (see PTM Dec. '94, pg. 36) but the PhonePass card is intended for wider distribution as a new ingredient in LDDS' marketing mix. As a strategy for marketing phonecards, the company knew they couldn't go wrong with Michael Jordan.

According to LDDS publicist Chris Schein, the company has discovered the considerable advantages of marketing phonecards as part of a broader cultural event or recognizable public image. "We looked at the cost of getting this card in the hands of the public," he said, "and the combination of Michael Jordan's

popularity and the Sears retail success gave us the best numbers of customers for the card."

He added that LDDS has had great success marketing PhonePass cards in conjunction with current motion picture releases and brand-name products such as Pennzoil and Pepsi. As retail items rather than collector cards, these PhonePass promotions have been big business for the company, he said. LDDS marketing vice-president Frank Grillo agreed:

"With the image of Michael Jordan on the cards and the marketing reach of Sears, we fully expect the demand will exceed that of any card ever offered," he said. "We have never produced a PhonePass card targeting the collector market, but what we have seen is that many of our cards have become collector items. With the popularity of sports



cards, it would be reasonable to expect the Michael Jordan card would be attractive to collectors."

PhonePass is the only prepaid long-distance card that will carry the image of Jordan, who signed an agreement with the company in December of 1995. The card, which sells for \$9.99, has 30 minutes of time and is available at 810 Sears stores and 110 Sears Hardware stores. Mintage was not announced, but more Michael Jordan cards are planned by LDDS with a variety of images. The first card shows Jordan in the black Bulls uniform, holding a basketball and looking over his right shoulder, ready for another score.

According to Schein, Jordan and his agents felt LDDS would blend in well with some of the other companies he represents. Naturally cautious

How it works

As the proud owner of your first phonecard, you're entitled to the local and long-distance phone time the card carries. But how do you turn a plastic card into telecommunication time? It's easy if you know how it works.

A standard remote memory prepaid phonecard is purchased by the consumer 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. A voice-prompt will then ask you to input your Personal Identification Number, or PIN, also printed on the card (some cards have a scratch-off area to conceal the PIN before use). 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. Many cards are rechargeable over the phone, which means you can call an 800-number and have more phone-time assigned to your PIN (usually by credit card). Most cards also have a toll-free customer service number you can call if you have problems or questions. Some cards cannot be used until they are activated at the point-of-sale location. Many cards also offer enhanced services, such as fax-on-demand,

information services like stock quotes and sports picks, and voice-mail or speed-dial.

Variations on these procedures from company to company are minor, and for the most part you'll always be able to use your remote memory telecard from any touch-tone phone. Chip-cards, or smart-cards, use stored phonetime in a chip imbedded on the card and inserted only into public phones made for this purpose, with slightly different instructions. Other types of cards used both inside and outside the U.S. feature magnetic or optical stripe memory systems.

Now that you know how your new phonecard works, put it to work for you!

about his image, Jordan chooses companies that have a positive, growth-oriented profile, according to Schein, and LDDS was that kind of company. Jordan has already appeared in television ads for the company that were broadcast nationally during the NBA Playoffs, and has committed to print and radio ads as well.

The arrangement brings to bear the notoriety Jordan has earned as a basketball superstar playing almost ten years with the Chicago Bulls. With fans all over the world, Jordan began his basketball career playing for the University of North Carolina after being passed by for All-American selection in high school. In 1983-84 he was named College Player of the Year by the NCAA, and was later named All-American by a unanimous vote.

After he was drafted by the Bulls, Jordan's 28-point per game average earned him the NBA's Rookie of the Year title in 1985. That year he earned 2,313 points, more than anyone that season. Soon he was leading the league in score averages with well

over 30 points per game and some games with over 50-point totals. He was also near the top in minutes played, steals and blocked shots per game. In 1988 he was named both Most Valuable Player and Defensive Player of the Year, the first in NBA history to receive both honors in the same season.

Born in 1963 in Brooklyn, New

consecutive seasons he led the league in scoring, also leading in steals for three seasons. He was on the All-Star team for nine consecutive seasons, and the All-Defensive team for six consecutive seasons.

Before he retired in October of '93, Jordan had become known all over the world as an exceptional guard and forward, adept at plays

"The company knew they couldn't go wrong with Michael Jordan."

York, the six-foot, six-inch Jordan was also a member of the Gold Medal men's basketball teams at the Summer Olympics in both 1984 and 1992. "Air Jordan" led the Bulls to NBA titles every year from 1990 to 1993, earning what became the highest scoring average of any player in the history of the league with 32.6 scores per game.

Superstar Jordan also scored the most points ever by a single player in a playoff game, with an amazing 63 points in a 1986 game. For seven

and shooting, defense, leaping, quickness, rebounds, block shots and steals. But basketball wasn't Jordan's only skill, and in 1994 he signed to play baseball with the Chicago White Sox AA affiliate Birmingham Barons. But a year later, he re-signed to play basketball with the Bulls.

Michael Jordan also established The Michael Jordan Foundation in 1989 to oversee charitable involvements with various children's concerns. Jordan is married with three children and lives in Chicago. **PT**

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Double-duty Credit Cards also Work as Phonecards



Enhanced credit cards can also work as postpaid phonecards through a program at Executive Telecard that was recently launched in the U.S. Both major credit cards and small banks are making the enhanced credit card concept available to their premium card holders around the world, with U.S. banks not far behind.

Working toward a future where one card will handle all your banking and communications needs around the world, Executive Telecard has been turning credit cards into phonecards for years in Europe, Asia, the Middle East, Africa and Latin America. For the user, the service means convenience and security, while for banks it means increased revenue and customer loyalty.

Any credit card can be morphed into a postpaid phonecard through the program, according to credit card specialist Marcia Wright of Executive Telecard. Most users receive the service

phonetime, but it is a way to use your credit card to pay for calls. Wright said the system is being offered by the some of the biggest credit card companies, making them more competitive by offering a new and valuable service.

The new PIN needed for the enhancement is sent to the user. The bank submits only limited card information to Executive Telecard, increasing security. A range of cards are selected for the service...say cards 10 to 1,000...and the company generates a mathematical model needed for the PINs. The algorithm is then sent back to the bank. Bank employees don't see the PINs or the credit card numbers, and Executive Telecard doesn't receive credit account information, making the transaction more secure for the user. Because banks don't have to release their valuable data-bases, the company's fraud rates are significantly lower than the industry average.

Executive Telecard has built-in

"It's simple and easy to use, it's the future."

through their bank, she said, where the enhanced card is often made available to Gold Card or Business Class card holders as a routine option.

By using the same credit card number as they do for other purchases (together with an additional PIN number), customers can make unlimited long-distance calls and have them billed on their credit card. With service available in 80 countries, the international traveler can choose from many different language preferences when he dials a toll-free number to access the system. A touch-tone phone is not necessary.

Once he has accessed the system, the user follows the voice-prompts and enters his credit card number, followed by a special four-digit PIN. Once Executive Telecard's World Direct™ system verifies the PIN, the call can be placed with a record of the transaction appearing on the user's credit card bill.

Because Executive Telecard can place international calls directly without routing them to the U.S., rates are competitive and customers are happy. It's not the same as pre-paying for your

fraud control procedures that can detect suspicious card use, Wright said, and routinely blocks calls from customers singled out by the banks.

Special features available for the enhanced credit card are similar to those available to prepaid card users. The new PIN needed to use your credit card like a phonecard can be customized to make it easier to remember. Executive Telecard recommends not using the same PIN for both banking and phonetime. Also available are speed dial pre-set numbers the user can program into the system for accuracy and convenience, and the 24-hour, live operator "help desk", where users can get country codes and system assistance in many different languages.

Executive Telecard may also soon offer ring-back and follow-me services as well. Ring-back allows the user to program the system to continue dialing a busy number until the connection is made, and then call back the user to complete the call. Follow-me service for travelers establishes a toll-free access number that can be given out to associ-

ates wherever you travel, and then programmed to ring you up wherever you are in the world. Fax and voice-mail service will be available the same way, making it possible to receive fax transmissions or voice mail from anywhere you travel.

Some of the company's current enhanced credit card clients include Mastercard International, EuroCard in Iceland, Denmark and Switzerland, the HSI Service Card, Lufthansa's Travel Card and banks in Sweden and the Czech Republic.

According to Wright, U.S. banks will soon be deciding if they want enhanced credit cards for their customers. "It's simple and easy to use," she said. "It's the future." **PT**



Carson City King

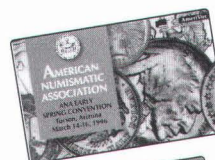
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World Telecom to Supply Orange Calling Cards

The Orange Global Calling Card will be supplied by World Telecom in accordance with a new agreement between the two international telecommunications companies announced in March. The Orange Group, owned by Hong-Kong based Hutchison Whampoa and British Aerospace, chose World Telecom recently to help provide service to more than 440,000 subscribers.

"We chose to work with World Telecom because they offer a technically advanced, flexible and comprehensive service which is in line with Orange's brand values of value for money through per second billing and ease of use," explained Lisa Gernon, group director of marketing for Orange.

Per-second billing is a first-of-its-kind feature for the Orange Global Calling Card, and will be available to existing Orange customers for a one-off 10 Pound charge which entitles users to 20 Pounds of free calls.

With this agreement, Orange joins a growing number of major European and U.S. companies using World Telecom, including MFS Communications, Rank Xerox and Virgin Atlantic.

"We are delighted to partner Orange in the launch and on-

going developments of the Orange Global Calling Card," said World Telecom marketing director Peter Neilson. "World Telecom offers the only major charge card service that can be used to call anywhere in the world from over 200 countries and locations. We also offer a simple charging structure with no surcharges. This saves users from the confusion of multi-tariff billing."

The Orange Global Calling Card can save customers up to 43 percent on the cost of international phone calls from foreign hotels and payphones.

World Telecom tailored their service to Orange to provide the requested per-second billing. Other individual partners have made similar requests and World Telecom has responded. Rank Xerox, for example, wanted electronic journaling back to its cost centers to save executives time filling out expense forms.

The company also offers a range of additional Global Calling Card services aimed at business travelers. These include BBC news headlines, world weather summary, UK stock and currency information, on-line language interpretation and a special 24-hour travel helpline. They also can provide conference calling with up to 300 colleagues in several different countries at the same time.

Other companies using the World Telecom service include Hogg Robinson BTI, British Midland, Honeywell, UBS, Amoco, Glaxo, British Aerospace, Esso, GKN, Virgin Direct, Airbus Industrie, BAT, Coopers & Lybrand, ICL and many others.

The Orange group provides a broad range of personal communications services, including analog and digital cellular, available to 90 percent of the population of Great Britain. **PT**

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Happy Anniversary! Premier Telecard Magazine Celebrates Three Years in Print

Three years after introducing America's first magazine devoted entirely to the prepaid phonecard industry, publisher Bill Jordan says readers of Premier Telecard Magazine (PTM) are still reading his publication cover-to-cover every issue.

"That's a common comment," Jordan said. "People who get Premier will typically read through the whole thing in one sitting."

The typical PTM reader has enjoyed over 20 issues of the magazine that started it all back in July of 1993. With the current issue, PTM marks exactly three years of publishing history as the trend-setting source for information about an industry that has exploded during the same period. As the prepaid industry expands domestically, the magazine has been a part of many different promotions and events. But for Jordan, the reader always comes first.

"Premier has something for everybody," he said. "Because we're user-friendly, people really read the magazine. If you're in the prepaid business, a collector, or even if you've never used a phonecard in your life, we're there as a dependable source of information."

For the industry person looking for marketing techniques, news about card manufacturers, long-distance providers or card printers, PTM can help bring together ideas about card programs that are successful and new. For the casual, serious or investor-level telegerist, Premier features complete information about dozens of hot collectible cards in each issue. In retail, the magazine has attempted to become a first-look source to help acquaint new customers with the basics of phonecard use and sales.

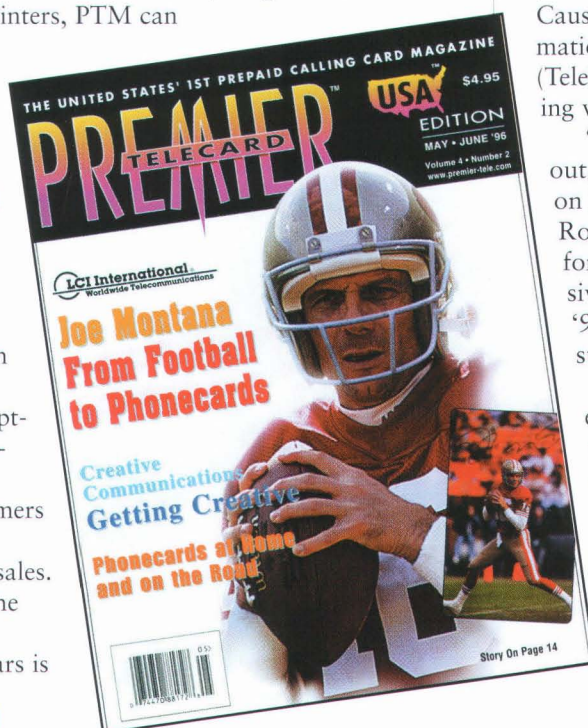
The design of the magazine that has evolved over the years is

the outgrowth of the publisher's attempt to appeal to a cross-segment of the telecard industry. "We've put a lot of money into the graphics," he said. "We're now one hundred percent in-house digital."

He added that PTM intentionally prints articles that start and end on the same page for easy readability. Regular features in the magazine are designed to



"Premier has something for everybody. Because we're user-friendly, people really read the magazine."



"cover all the bases", from how to use your first phonecard (Telebasics) to phonecard fundraising (TeleCards for a Cause), as well as sports collectibles (TeleSports) and information about how cards function and are manufactured (TeleTechnology). Other features, columnists and contributing writers can be found in each issue.

"Our goal is to premiere the cards when they come out," Jordan said, recalling cover stories featuring cards on Elvis Presley, Marilyn Monroe, Michael Jordan, Pete Rose and Joe Montana. Jordan said he held the presses for 10 days to be the first out with a worldwide exclusive on Amerivox's World of Elvis series in November of '93. Since then PTM has been first with many cards and subjects.

With the first issue of the magazine, Jordan got eight different telecommunications companies together to produce a unique set of eight cards celebrating PTM. 2,000 sets were printed with identical artwork (a ribbon of phonecards circling America) on each card, together with the company logo of sponsoring teleco's like NAT, Amerivox, World Call 2000 and Liberty. According to Jordan these were some of the first U.S. cards with scratch-and-reveal PINs on the back, and are currently traded for several times their face value of \$5.

Premier also contracted with artist Margaret Keane for a set of six tiled phonecards based on her painting "Love Makes a World of Difference" in March of '94. Seven different teleco's worked to produce the cards, which show portions of the painting of wide-eyed children, valued at \$200,000. 2,000 sets of these cards were also printed (along with a single commemorative card), with the entire lot now trading for several times their face value.

That same month Premier invited the industry to the first Phone Card Phair in San Francisco, with 113 exhibitors, seminars, displays, meetings and banquets. Between 2,000 and 3,000 visitors enjoyed the show daily. Among the participants were card issuers, manufacturers, teleco's, distributors, vendors, marketers, consultants, collectors and dealers from around the world (the same group that regularly reads PTM).

Part of the three-day "Phair" was the world's first live phonecard auction, where unique and valuable phonecards were sold to the highest bidder, including Elvis Presley cards and signed editions of Margaret Keane's "Love Makes a World of Difference" sets.

Along the way other opportunities have come forth, including publishing the beginning collector's book "The World of Phonecards" by Dr. Gary S. Felton and two editions of the unique Phonecard Calendar for '95 and '96.

"Our goal is to premiere the cards when they come out,"

Felton's book reflects his intense interest in phonecards as a noted collector and lecturer, and provides a complete overview of all aspects of phonecards as an emerging collectible. BJE Graphics and Publishing also offers a collector's starter-pack with 10 valuable cards from various companies, a collector's album, Felton's book and several back issues of the magazine to get new telegerists started on the right track.

Publisher Jordan started with a background in telecommunications that included training sales people for long-distance phone services. He said he saw that prepaid phonecards were going to be a big item, but couldn't find any U.S. publications on the subject. That's when he and two others with telecommunications backgrounds started PTM, with the idea of becoming a national resource for people like himself who wanted more detailed information about this new industry. Their full line of products are well received and continue to expand to fill market demand.

"We had signed contracts before we even had the first issue," Jordan said. "Where else can you have subscribers before you even have a magazine?"

The first issue sold for \$7.50 a copy, a price that has been reduced to just \$4.95 a copy today due to volume sales. They started with a print run of just 5,000 issues, all of which were quickly picked up by consumers. Today PTM has grown to a position as the largest telecard magazine in the world. With magazines going to over 2,100 Walgreen's drug stores, Barnes & Noble, Doubleday and B. Dalton bookstores and large corporations like IBM, Premier has taken the lead in circulation numbers among America's top phonecard periodicals.

PTM now has subscribers in all 50 states, Canada and 23 foreign countries. Jordan is currently in negotia-

tions with an international magazine distributor to circulate PTM at 20,000 outlets worldwide, which might just make this publication larger than all other U.S. telecard magazines combined.

PTM has also inaugurated the



Premier Cyberspace Mall website, providing all the expert information, discussions and merchants normally found in the magazine. The website is planned to provide a total source for both phonecard collectors and merchants, including forums on collecting, taxation and regulation, marketing and other subjects with experts like Dr. Gary Felton, international writer Max Erlichman, sports collectible expert Dan Busby and chairman of the American Telecard Society Rich Doty. The site is also hyper-linked to other websites with a common theme, and includes access to phonecard merchants, vendors, manufacturers, retailers and dealers. Plans for as many as 150 resident participants make Premier's Cyberspace Mall a place where you can network with other phonecard professionals at <http://www.premier-tele.com>.

Jordan and his staff are happy to mark three years of growth and invite readers to note the occasion as an indicator of how well the prepaid telecard industry is doing.

"Premier is available at news-stands for people to pick up as a source of information about phonecards," Jordan said. "Some of these people are looking for possible mediums for their projects, some of them are subscribers, and some of them are just becoming acquainted with the industry. Like I said, we have something for everybody." PT



Pictionary Inventor Remembered with AIDS Benefit Card

When Gary Everson and Rob Angel were waiting tables at the same Seattle Restaurant in the mid-'80's, Rob would sometimes play a game with friends after work. Kind of like charades on paper, the idea was to draw pictures... no letters or numbers... that your team-mate could decipher into a word from the dictionary. It was fun, it was simple, and it was eventually a multi-million dollar idea that Everson, Angel and others would turn into the biggest boardgame success story since Trivial Pursuit.

With the death of Everson from complications due to the AIDS virus ten years later, Angel and partners Richard Gill and Terry Langston were glad to participate in a Pictionary tournament to benefit the Seattle AIDS support group Rise n' Shine on April 14.

His partners at Seattle Games, Inc. remember Gary as one of the reasons Pictionary came to be. Terry Langston recalled how the group pulled together a small amount of

money to publish the first 1,000 Pictionary games. They had budgeted \$1,000 to have half a million cards collated together 500 to a box, when the contractor called a week before their grand-opening party with the news that the job would take two more weeks and another \$2,000. Not to be defeated so easily, Gary and

the others set up card tables in Angel's apartment and spent the next week collating the cards themselves by hand. Working night and day, a boardgame giant was born.

"It was crazy," Langston said. "Really nuts."

Gary was responsible for the look and feel of the game, and also helped create some of the rules. "So much of him is in it," Langston said. "He was our resident artist and graphics guy."

The first Pictionary games were sold by the inventors themselves on the sales floor at Nordstrom's depart-

ment stores. During the holiday rush in 1985, the group dispersed to different Nordstrom's in the Seattle area to set up Pictionary games and played with as many as 10 shoppers passing by at the time. They worked 10 to 12-hour days, selling out their first 1,000 games in just two months. By then Pictionary was a hit, and Nordstrom's picked it up for wider distribution.

By 1996 Pictionary has sold 30 million copies in 30 different countries and 22 languages. Their company, Seattle Games, Inc. keeps on creating new boardgame challenges for new Pictionary versions and other games. The "charades on paper" game has evolved into a classic boardgame. Players pick a card with a dictionary word and must draw pictures to get their team-mate to say the word. They roll the dice and with each success move pieces forward on the board. Categories of words include person, place, animal, action, object, and difficult.

The First Annual Gary Everson Pictionary Tournament to benefit Rise n' Shine was held in a "very large tent" at the Westlake Center in central Seattle. 19 teams competed in 45-



Premier Telecard Magazine publisher Bill Jordan worked with Ad-Net's Awareness Project to produce a special phonecard for the event, with the resulting revenues also benefitting the charity Gary Everson worked for and believed in.

Rise n' Shine director Janet Trinkaus described Everson as a warm and funny man with a zest for life and a caring spirit. "In the short time he was here," she said, "he gave a lot to the kids and the other volunteers because that's the kind of person he was."



Premier Telecard Magazine publisher Bill Jordan with the hosts of the First Annual Gary Everson Pictionary Tournament.

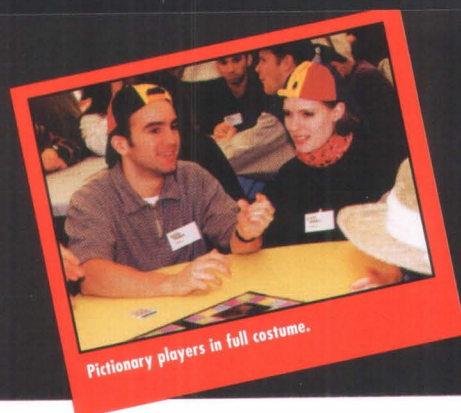
minute double-elimination play for the grand prize of \$1,000. Each team paid a \$100 entry fee, and needed to raise at least \$300 in support for Rise n' Shine. Gary Everson's sisters Gale



The winning Westlake Center team Pictionary Champions holding their new Pictionary phonecards.



Seattle Games, Inc. partners Richard Gill, Rob Angel, and Terry Langston, with Rise n' Shine director Janet Trinkhaus.



Pictionary players in full costume.

Migliazzo and Judy Minke were on hand for the event in honor of their brother.

A silent auction and a live auction was also held for Rise n' Shine, where such items as homemade Pictionary games and Pictionary games autographed by the creators were sold. By the end of the day there were only two teams left, and the championship match began with brand new word categories. "We threw them completely off," Langston said. In the end, the US West Cellular team made a strong 3rd Place show, with the Bank and Office Interiors team taking 2nd Place and the Westlake Center Team crowned Pictionary Champions.

Langston said Gary Everson was actively involved in Rise n' Shine during the last year of his life, and that when the group approached Seattle Games with the idea of a benefit tournament, they were happy to help out. "We wanted to benefit Rise n' Shine and kids impacted by AIDS," Langston said.

According to Rise n' Shine director Janet Trinkhaus, the event raised \$27,000, or as much as \$37,000 if you include sponsorship money. Included in this amount were proceeds from the sale of the Pictionary phonecard. The \$5 card shows the image of the Pictionary logo. 2,500 were issued in cooperation with Ad-Net's Awareness Project. Cards were sold at auction at the tournament, and are still available from Rise n' Shine or at the Awareness Project Internet website at <http://www.awareness.org>. Phonetime on the cards was donated by Premier Telecard Magazine, with publisher Bill Jordan on hand at the event to be first in line to purchase the world's first Pictionary Tournament telecard.

Rise n' Shine is a non-profit group that provides emotional and

other support for children and teens whose lives are affected by AIDS. The majority of their client-children don't have AIDS, but their parents do, a situation that creates long-term suffering for children who are often overlooked, according to Trinkhaus. Special needs are met through programs and activities designed to help children understand AIDS, cope with the impact of the disease, to grieve the death of a parent or family member and to experience normalcy in spite of the disease.

Started in 1988, the group has seen a 49 percent increase in the number of children served since just one year ago, and a 135 percent increase in volunteers for the same period. Programs are supported by grants from foundations and businesses, fund raising events and donations from individuals and groups. Rise n' Shine matches AIDS-impacted children and teens with adult mentors, and also runs a camp for the kids. Considered the first program of its kind just for young people with family members who have AIDS, the organization also provides services like supplying back-to-school clothes and holiday presents.



Third place winners US West Cellular team in action.

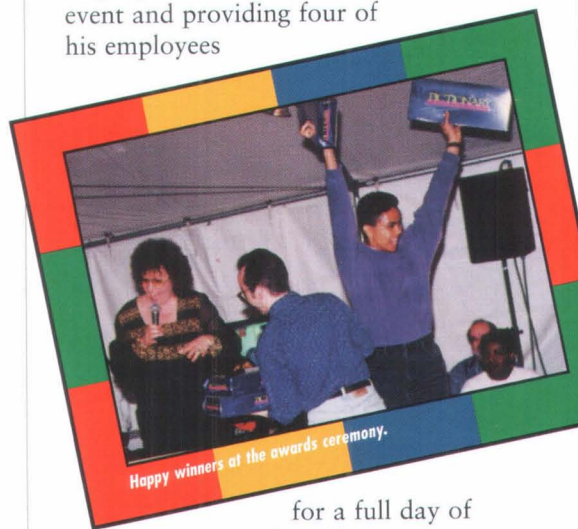
"We sort of embrace the children," Trinkhaus said. "When they come to these activities they know that everybody is safe to talk to. They have a lot of weight on their shoulders. My dream would be that every community would have a pro-

gram like this."

Rise n' Shine serves children from the Puget Sound area, from Portland north to Vancouver. Trinkhaus noted that besides working with the children before his death, Gary Everson also left money for her organization in his will. "We could not do our work if not for volunteers like Gary," she said.

The phonecard, which identifies Rise n' Shine as the beneficiary, was a welcome plus to other fundraising efforts. "The phonecards are different for Seattle, and we're hoping that we could make people aware of the advantages of phonecards and their success as fund-raisers," Trinkhaus said.

Ad-Net Chief Executive Officer Patrick Anderson made a personal contribution to the group, as well as helping issue the phonecard for the event and providing four of his employees



Happy winners at the awards ceremony.

for a full day of volunteer work at the tournament. Ad-Net's Awareness Project promotes cause-related phonecards such as World Faces for AIDS and the Wyland Whale mural cards. Vice-president Michael Henderson said Ad-Net was a community conscious company looking for ways to help people. "We try to find ways to help various projects," he said. **PT**

NYNEX/ Bell Atlantic Merger Creates Corporate Giant

Only weeks after Southwestern Bell acquired Pacific Telesis, another telecommunications merger between east coast Baby-Bells NYNEX and Bell Atlantic has created what will become the second largest corporate merger in U.S. history and the nation's second-largest phone company behind AT&T. The two companies announced the \$24.2 billion deal on April 21, only months after Congress passed the sweeping Telecommunications Reform Bill making such mergers possible.

The new company, to be called Bell Atlantic, will have combined assets of over \$50 billion. It will employ 133,000 workers and serve 26 million customers in 13 states and the District of Columbia, nearly one-third of the U.S. long-distance market in the key northeast region from Maine to Virginia. The two companies have presented their plans to state and federal regulators after weeks of talks.

The Telecommunications Reform Bill passed in February and signed by President Clinton requires local phone carriers to open their markets to long-distance providers, opening the \$70 billion long distance and \$25 billion cable TV markets as well. Analysts hope for more consumer choices and lower prices, with prepaid phone card rates going along for the ride. Others fear the formation of new telecommunications giants could restrict competition. Overall the

industry has lost 75,000 jobs in the past 18 months.

Stock values are up for both NYNEX and Bell Atlantic shareholders. Bell Atlantic chairman Ray Smith will run the new company for a year and then retire. He will then be replaced by current NYNEX chairman and chief executive Ivan G. Seidenberg.

"This new company will serve the world's best communications marketplace," Smith said. "By combining, we will be able to increase our revenues, reduce our costs and improve our service. Under a single brand name we will build on our common strengths and provide our customers with tremendous value. This is the most natural partnership in the world."

"We must remain strong at home if we are to compete in the rapidly growing global communications marketplace," Seidenberg added. "Innovative marketing, quality of service and continuing the development of a modern network will be our top priorities. We remain committed to opening our own markets to competition so that we can quickly enter new markets such as long distance."

The combined annual profits for the new company are \$3 billion, with \$27 billion in annual sales. Information relating to this proposed merger can be found at the Bell Atlantic-NYNEX merger Internet site at <http://www.bell-atl.com/nynex>.

Polaroid Hologram Cards Launched by SmarTel

Polaroid Corporation has signed a joint marketing agreement with Boston-based SmarTel Communications, Inc. to launch phonecards featuring Polaroid's unique photopolymer holograms.

The companies jointly announced that the first SmarTel hologram phonecard will soon be introduced by the world-famous House of Blues cafe. The image on the card will be a three-dimensional rendering of the House of Blues "Godwall" consisting of angels, a heart wrapped in thorns, smokes and several other karmic symbols. The card will entitle its holder to nine minutes of free long-distance calling time. Mintage was not announced.

The Polaroid House of Blues hologram card will also be interactive, with a nine-item menu featuring information on local club concerts, music clips from House of Blues bands, restaurant reservations, television and radio previews and more. The House of Blues will distribute the cards as promotional items, corporate giveaways, backstage passes and retail. Cards will also be available through Sears and Univox.

The combined Polaroid/SmarTel marketing effort means Polaroid will have access to SmarTel's national phonecard distribution, while allowing SmarTel to expand its product offerings to include Polaroid's unique photopolymer holograms. Polaroid's patented holographic process utilizes custom-built models to produce extremely lifelike, three-dimensional images.

"Promotional-oriented companies are drawn to Polaroid holograms because they are seeking a dramatically distinctive visual identity," said SmarTel CEO and president Jonathan S. Slater.

ComTel Features Prepaid Cellular

ComTel Debit Technologies of New Jersey will be providing technology and support for prepaid transactions of Systems/Link Corporations new Home & Roam metered cellular service, which allows cellular telephone companies to limit, monitor and control cellular phone usage nationwide in real-time.

"Home & Roam metered cellular service represents a breakthrough for the cellular industry," said Systems/Link president Diane Sammer. "Without a major investment, carriers can instantly offer metered services that work seamlessly across all major markets."

Before Home & Roam, carriers were limited to products that only monitored usage within a local calling area, according to Sammer. Through this service, customers prepay their cellular usage using cash or credit card. Through the metered billing option, carriers can cap customer's cellular charges or simply keep tabs on specific account balances at the customer's request. Companies that want to limit an employee's cellular phone use might also use this option. Carriers can also monitor usage of high-risk subscribers for credit management as well.

"Home & Roam...can help companies open up previously undeserved markets, including prepaid rentals and customers deemed high credit risks," said Sammer. "And with an estimated 25 percent of potential users of cellular service considered 'credit challenged' under existing approval standards, these markets can be significant indeed."

Sammer added that because all usage under Home & Roam is prepaid, credit is no longer an obstacle to adding new customers. In addition to opening new markets, the service is another weapon for cellular carriers to use in their war against fraud, because fraud exposure is limited to a particular customer's prepaid balance.

Southwestern Bell Rings Up \$16.7 Billion PacTel Deal

In a move that marks the first milestone union of two of the so-called Baby Bells, Texas-based Southwestern Bell (now known as SBC communications) announced in April plans to purchase California's Pacific Telesis Group in a deal valued at \$16.7 billion. The resulting "supercarrier" telecommunications company will be the third-largest in the U.S.

With this acquisition, SBC will control 30 million phone lines with operations in some of the largest metropolitan areas in America, including Dallas, Boston and Los Angeles. The

companies said they hoped to complete the deal by the end of the year, subject to state and federal regulatory approval.

SBC is said to gain access to Asian and Mexican markets with the deal, as well as licenses for wireless service in California. The new company, along with other Baby Bells, are hoping to get into long-distance service over the next few years under provisions of the new Telecommunications Reform Bill that passed into law in February, making the acquisition of PacTel possible for SBC.

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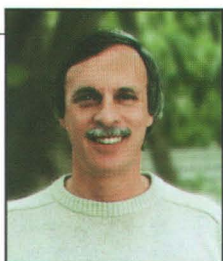
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A Short History of the Telephone through Pictures

by Dr. Gary S. Felton

"When at last this little instrument appeared, consisting, as it does, of parts every one of which is familiar to us, and capable of being put together by an amateur, the disappointment arising from its humble appearance was only partially relieved on finding that it was really able to talk."

...James Clerk Maxwell
The Telephone (1878)



Dr. Gary Felton

Dr. Gary Felton is a leading international writer/researcher/historian on phonecards and the psychology of collecting them. His ongoing series about the art on phonecards, as well as other articles, have appeared regularly in the world's major collector's magazines and journals. He is an international telecommunications consultant and a clinical psychologist in private practice in Los Angeles. Dr. Felton has been actively involved in international phonecard collecting circles since 1983.

Contact Dr. Gary Felton with your questions at Premier's Cyberspace Mall at <http://www.premier-tele.com>

The second week of April 1996 marked the 20th anniversary of the introduction of the phonecard to public use anywhere in the world and the second week of

June 1996 marks the 120th anniversary of the introduction of the telephone to the public anywhere in the world.



The period which is sandwiched between these two significant dates would seem to be the right time to pay attention to their historical importance. In this regard, perhaps what is called for is a short walk through history using the younger of these telecommunications tools, which also is a visual art form, to present evolutionary information about the older, which is not.

Through the latter months of 1975, Italian telecommunications researchers and telephone company personnel developed and introduced the then-novel concept of using a card rather than coins to make phone calls with public phones. Consistent, diligent refinements of the concept led to several variations in design and many experimental versions of a tangible product which became available for testing during this period. At the practical level, there

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→

then followed many trial runs to evaluate the overall effectiveness, usability and reliability of these paper and plasticized prototypes of the telephone card. The end result, which was inaugurated as a limited edition in 1976, was similar to the phonecard as we know it today in Italy. Since that time nearly 200 countries throughout the world have followed suit, including all of the modifications that we have seen take place along the 20-year path. The detailed history and sequence of events which lie behind this story will be elaborated at another time in the pages of *Premier Telecard Magazine*. For now, this thumbnail sketch of the landing of the phonecard in our midst must suffice given that the primary thrust of the present writing is to consider the telephone and how it has evolved over a 120-year span.

Nestled among the many graphics seen on phonecards worldwide is an image which, oddly enough, does not occur very often on them—the telephone itself! This fact is interesting primarily because the telephone of course is the *raison d'être* of these very cards that we telegerists all collect and it would seem that on their artistic canvas we might feature more often the mediating part of the phonecard/telephone tandem.

The derivative roots for the word “telephone” are the Greek “tele” (=far off) and “phono” (=sounding). As most of us are aware, the instrument was a product from Alexander Graham Bell who actually developed the idea in 1874 in Boston, but did not put the pieces all together until 1876. Interestingly, we find a perfect parallel to these two dates when we consider the fact that Roland Moreno invented the integrated card system in 1974. At that time, he patented the electronic card (known as the ‘smart card’)

which contained a miniature data storage device. It was two years later in 1976 when Italy became the first country to use the phonecard publicly, as mentioned earlier.

In fact, the first words heard over the telephone were uttered on 10 March 1876 and from that day to the present the population of the telephone world has mushroomed to the current number of units available around the globe, approaching 500,000,000! Along the way of the intervening 120 years, we have seen the device itself evolve through several different forms or models. First on the scene at the end of the 1870s were operator assisted, nondial-variety telephones. These early instruments were followed in the 1880s by a wall phone which had a hand-held receiver and a crank to signal the operator. At the end of the century and into the first decades of the 19th century emerged telephones of the dial variety, including more advanced wall phones and standup phones. The first desk phone appeared in the 1920s and, after several modifications through the middle part of the century, was followed by the introduction of the push-button phone in the 1960s, and the touch-a-matic phone of the 1970s which dialed a number at the push of one button. From that point until the present everything has grown in a number of different directions—more and more types of phones available in many colors, sizes, shapes and functional possibilities.

As we survey the images and graphics which appear on telephone cards everywhere and zero in on those which depict telephones per se, most of the images that we see are those of contemporary and futuristic units. When we look more closely, we also can see scattered throughout this limited array of



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← 36





'telephone' phonecards, a few pictures of the earlier models, often referred to as 'old-fashioned telephones' or 'antique telephones.'

Examples of all kinds of telephones—from 1876 to 1996—are shown in the accompanying gallery of phonecards where we find images from 22 countries including Bahrain, Belgium, Brazil, China, Croatia, Denmark, France, Germany, Holland, Hong Kong, Hungary, Isle of Man, Italy, Japan, Jersey, Pakistan, Singapore, South Africa, Sweden, Thailand, United Kingdom and the United States. The passage of 120 years reflected through these pictures brings to our view some wonderful canvases of the phone in its development and transition. As we review these graphics, we also can see that it is more than a history of the telephone itself. In an added way it provides us a reading of changes over time in several related components of our day-to-day life, namely formality/informality of dress, style of clothing, hair style, and even the composition and style of telephone switchboards in use.

Overall we have traveled through time and across five continents to capture this chronology of the phone. Perhaps looking through the images from this journey has brought back some familiar memories for you, and/or will allow you to recall certain events from your own background that you may have forgotten or let slide by the wayside!

Note: Dates provided are derived from the information contained on the backs of phonecards or the manufacturers of cards. Do keep in mind that phone style X may be available in one country in a specific year that will vary from the date that the same phone style was available in another country. PT

P. 18 Counter clockwise from right top to right bottom:

- 1: Switchboard / Hungary 1893
- 2: Switchboard / Croatia 1895
- 3: Switchboard / Jersey 1895
- 4: Alexander Graham Bell 1876
- 5: Italy 1876
- 6: France 1876
- 7: Italy 1877
- 8: South Africa 1870s
- 9: Italy 1870s
- 10: Hong Kong 1880
- 11: Italy 1881
- 12: Italy 1880s
- 13: France 1880s
- 14: Italy 1880s
- 15: Denmark 1881
- 16: Japan 1880s
- 17: USA 1880s
- 18: Brazil 1885
- 19: Germany 1885
- 20: Denmark 1885
- 21: Italy 1890

P. 19 Clockwise from left top to left bottom:

- 22: Brazil 1892
- 23: Jersey 1892
- 24: Brazil 1892
- 25: Italy 1895
- 26: Italy 1900
- 27: Brazil 1892
- 28: Hong Kong 1900
- 29: Germany 1900
- 30: Denmark 1900
- 31: Italy 1901
- 32: Italy 1905
- 33: Hong Kong 1905
- 34: Italy 1906
- 35: Italy 1910
- 36: Italy 1915
- 37: Italy 1919
- 38: Brazil 1920
- 39: Thailand 1920
- 40: Brazil 1920
- 41: USA 1920s
- 42: USA 1920s

P. 20 Clockwise from left top:

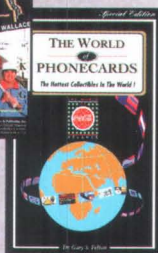
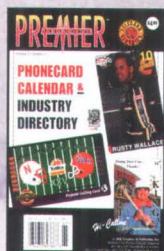
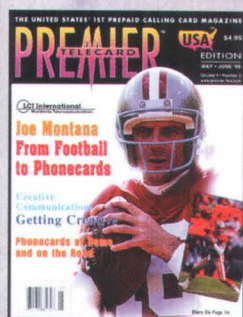
- 43: Brazil 1920
- 44: Japan 1920s
- 45: Italy 1925
- 46: Germany 1925
- 47: Denmark 1927
- 48: Brazil 1930
- 49: Hong Kong 1930
- 50: Belgium 1930
- 51: Germany 1936
- 52: United Kingdom 1940s
- 53: United Kingdom 1940s
- 54: Thailand 1940s
- 55: Thailand 1948
- 56: Denmark 1948
- 57: Denmark 1948
- 58: Denmark 1967
- 59: USA 1970s
- 60: Isle of Man 1990s
- 61: China 1990s
- 62: Bahrain 1990s
- 63: Brazil 1990s
- 64: Pakistan 1990s
- 65: Singapore 1990s
- 66: Sweden 1990s
- 67: South Africa 1990s
- 68: Singapore 1990s
- 69: USA 1990s
- 70: United Kingdom 1990s
- 71: France 1990s
- 72: Germany 1990s
- 73: Germany 1990s
- *74: Jersey 1990s
- *75: Germany 1990s

Collector's Starter Pack

From The Magazine That Started It All In July 1993



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

New Muscle-Car Cards from Corvette Museum

In the history of the American automobile, no other car has so captured the imagination of generations of drivers as the Chevrolet Corvette. In the muscle-car category, it's not the Mustang, the Barracuda or the Firebird that collectors pay hundreds of thousands of dollars for one-of-a-kind classics...it's the 'Vette. Phonecard collectors will soon be able to own images of rare and unusual Corvettes as well with the printing of the first in several series of telecards from the National Corvette Museum in Bowling Green, Kentucky.

The museum is less than a mile from the only Corvette Assembly plant that still builds Corvettes, and is the largest and most comprehensive museum ever dedicated to a single automotive nameplate. A caravan of 4,000 Corvettes from all parts of the U.S. celebrated the opening of the museum with four days of activities on Labor Day weekend in 1994. Over 50 Corvettes are inside the 68,000 square-foot, \$15 million facility, including one-of-a-kind concept cars and production 'Vettes spanning the car's 43-year history.

Visitors can enjoy the 165-seat Chevrolet Theater, where a brief wide-screen film sets the stage for the visit. In the Nostalgia Area, a 1957 Fuelie Corvette is parked under a 1960's Mobil service station scene with authentic gas pumps under the Flying Red Horse. Another area shows a 1961 convert-

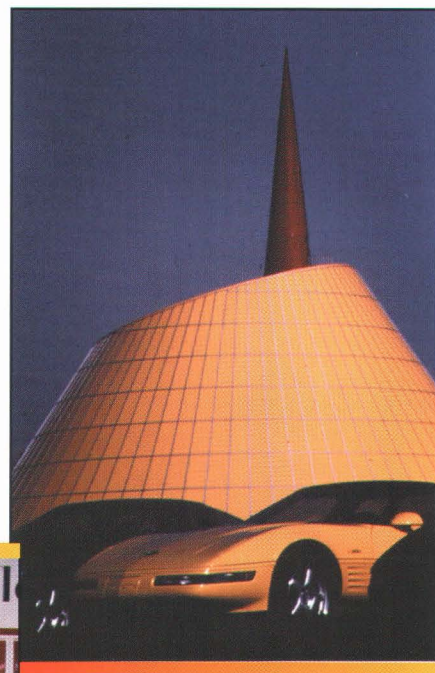
ible identical to the one used in the "Route 66" television show from 1960-'64. There are "split-window" coupes, gas-powered miniatures, open chassis on the assembly line, famous racers and world-record holders, clay models, cutaways, crash-test cars and a gallery of seven concept cars including several seen nowhere else.



Some of these cars may be pictured on phonecards starting with the first issue in April. The first three card set from the museum features original Indy 500 Corvette Pace Cars from 1978, '86 and '95 in a three-card set. The group plans to issue several sets of cards based on rare and unusual Corvettes, and has a contract with Smartelecard of Bowling Green to produce the cards with phonetime carried by MCI. Card values and phonetime on each card were not announced at press time.

"There are a number of Corvettes that were produced from 1953 to 1980 that were one-of-a-kind concept cars," said museum assistant general manager Gray Adams. "There were only one of each of these cars ever manufactured. So we'll do a number of cards based on these cars."

Adams said that he expects the phonecards to be popular not only with telegists, but also with Corvette enthusiasts. Limited Edition Corvettes such as the Manta Ray, Sting Ray, Sting Ray Racer and Grand Sport will be



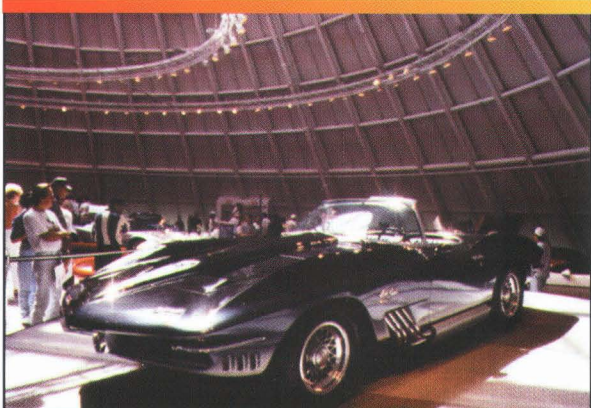
featured on \$5, \$10 and \$20 phonecards with only 1,953 copies of each card printed to remember the year the first 'Vette rolled off the assembly line. Plans are also in the works for 5,000 \$10 cards featuring a red 1989 ZR1 Corvette.

"Corvette enthusiasts are another breed," Adams said. "And the collectors are more fanatical than the owners."

Another special Corvette phonecard series planned by the museum will include the signatures of some of the still-living designers of the beloved machine, such as Zora-Arkus Duntov, Dave McLellan and Larry Shinoda, who designed the controversial 1963 split-window coupe. Corvette and Chevrolet dealers around the nation will also have the opportunity to pass out message-enhanced phonecards from the museum, encouraging customers to buy Chevrolet.

The non-profit museum, which is independent from Chevrolet, is also negotiating with nationally known retail outlets to sell the card sets, which should retail in the \$100 range according to Adams. The first set of Indy Pace Cars will be a three-card set, followed by four-card sets and looking forward to a five-card set based on the 1963 Grand Sport racers, of which only five remain in the world.

"It will be a very, very valuable set," Adams said. **PT**



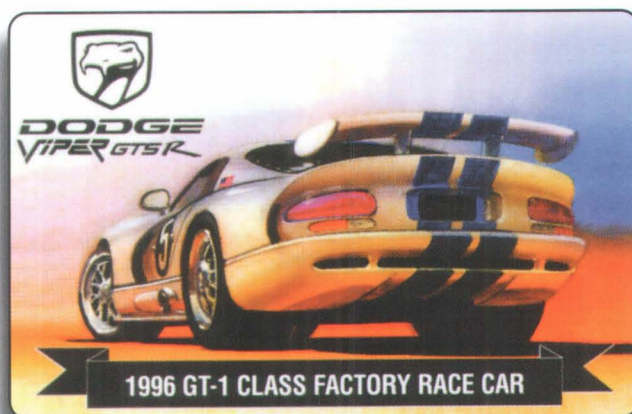
Autos Past and Present from ATCALL

As a symbol of American lifestyles in the 20th Century, the automobile has a special place in American history. Few other innovations have so altered the way we live and work, with the possible exception of the telephone. New sets of prepaid phonecards from ATCALL, Inc. are utilizing one technology to honor the other, with cards featuring images from the 100th Anniversary of the American automobile industry as well as the Dodge Viper sportscar.

ATCALL and Hannibal Communications are issuing three cards for the automobile centennial, calculated from 1896, the year the Duryea brothers built, advertised and sold a production run of 13 matching motor wagons.

The group's State of Michigan commemorative license plate phonecards replicate the actual auto plates the state is offering residents in celebration of their enormous contribution to the auto industry. This phonecard features the red and blue emblem of the American Automobile Centennial Commission (AACC), a gold silhouette of an antique car outlined in red, with three letters and two numbers stamped in blue. Also bearing the legend "World's Motor Capital" in red and a distinctive blue banner across the top identifying the state, this card would be a favorite for collectors looking for auto-related themes. 500 ten-minute and 500 thirty-minute cards were printed.

The AACC was formed to develop programs and events for the centennial celebration. International award-winning Detroit



designer Dominic Pangborn created the logo and emblem featured on the second card created for the anniversary, also with 500 ten-minute and 500 thirty-minute cards produced.


The City of Detroit phonecard promotes this famous city and its crucial role in the American auto industry. Featuring the slogan "City of Detroit...Automotive Capital of the World", the cards are intended as gifts for visiting dignitaries and international trade development teams, and are available at the hospitality center in Detroit's Cobo Hall. 250 ten-minute and 250 thirty-minute cards were minted.

Official sponsors of National Centennial programs are the Chrysler Corporation, the Ford Motor Company, General Motors Corporation and the United Auto Workers union.

Also with an automotive theme, ATCALL and Hannibal Comm. are releasing 3,000 3-card sets featuring highly collectible images of the sleek Dodge Viper. As a special offer by Mopar Parts Division to Viper owners, the cards will be available through catalogues sent to those drivers. Another version of the Dodge Viper card set are also available in quantities of 1,000 each through Powell Associates in New York.

The first card depicts the Viper RT/10 Pace Car from the 1991 Indy 500. The second card is the Viper GTS Pace Car for the 1996 Indy 500, and the third card is the Viper GTS-R-GT-1 Class factory race car. Each card has five minutes of domestic calling time.

Celebrating AlliedSignal Automotive's triumph at the Indy 500, ATCALL and Hannibal are also issuing 350 thirty-minute and 150 ten-minute cards showing twin Marlboro race cars. The cards were given away as mementos to company executives and clients at the 1996 Society of Automotive Engineers convention in Detroit. An additional 1,000 ten-minute cards were available at the TeleCard World '96 trade show recently in Atlanta. **PT**




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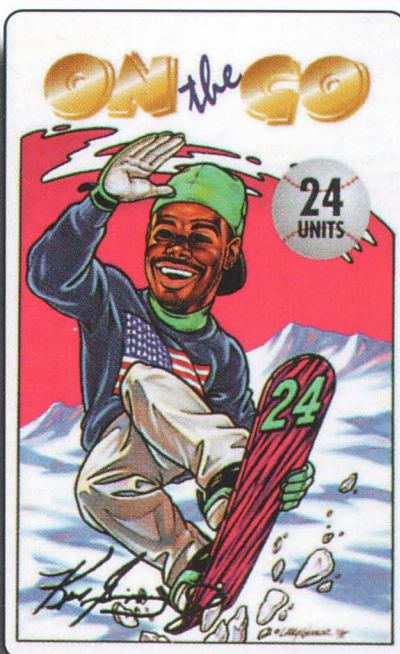
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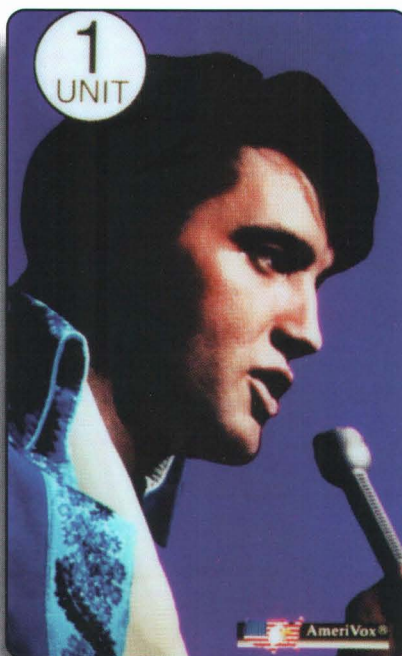
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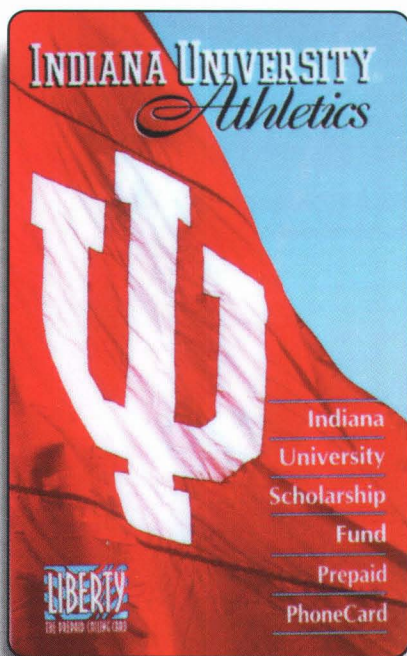
GRIFFEY ON THE GO
WORLD TEL-LINK - RM



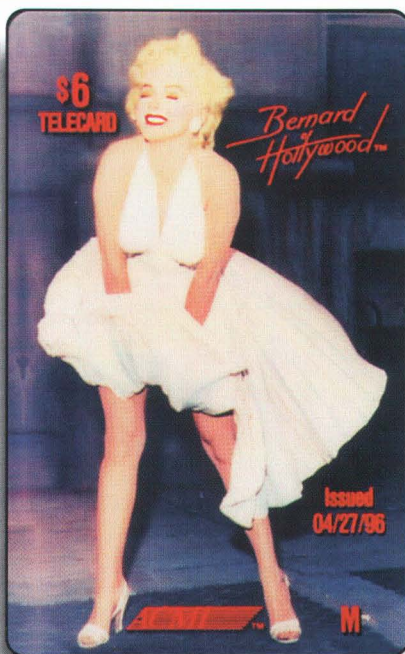
ELVIS IN LAS VEGAS
AMERIVOX - RM, R



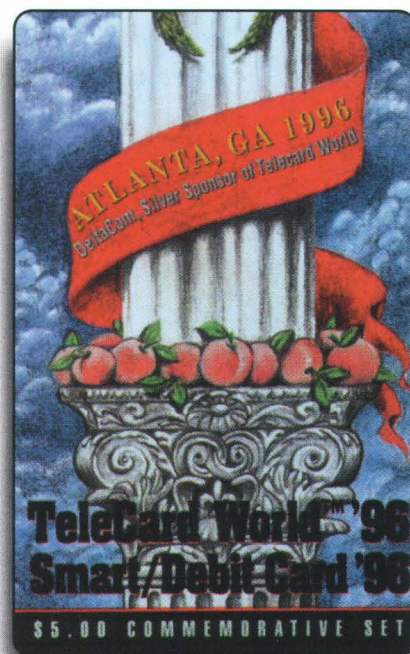
TELECARD WORLD '96
DELTA COM - RM



INDIANA UNIVERSITY
WEST TELECOM - RM



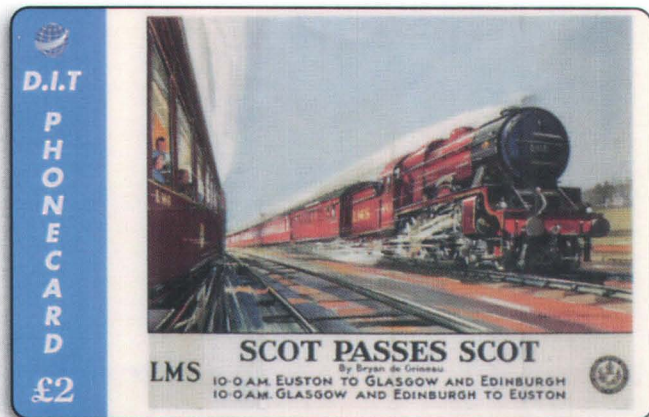
SEVEN YEAR ITCH
ACMI - RM



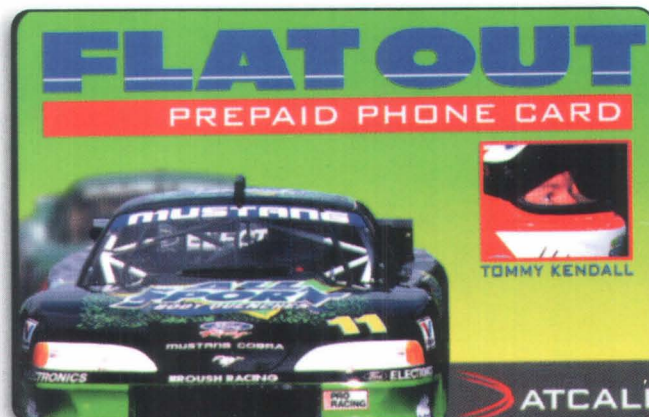
TELECARD WORLD '96
DELTA COM - RM

Premier Cards

Volume 4 • Number 3
July/August 1996



SCOT PASSES SCOT - D.I.T. - RM



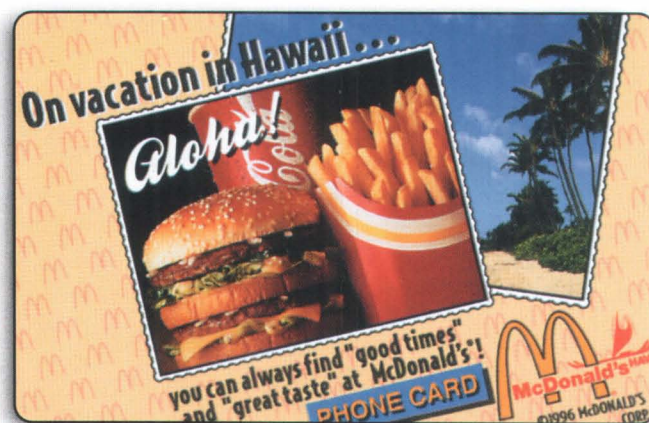
FLAT OUT - ATCALL - RM,R



1991 INDIANAPOLIS 500 PACE CAR - HANNIBAL COMM. - RM, R



M.O.S.A.I.C. - USWEST + SOLAIC SMART CARDS - SMC

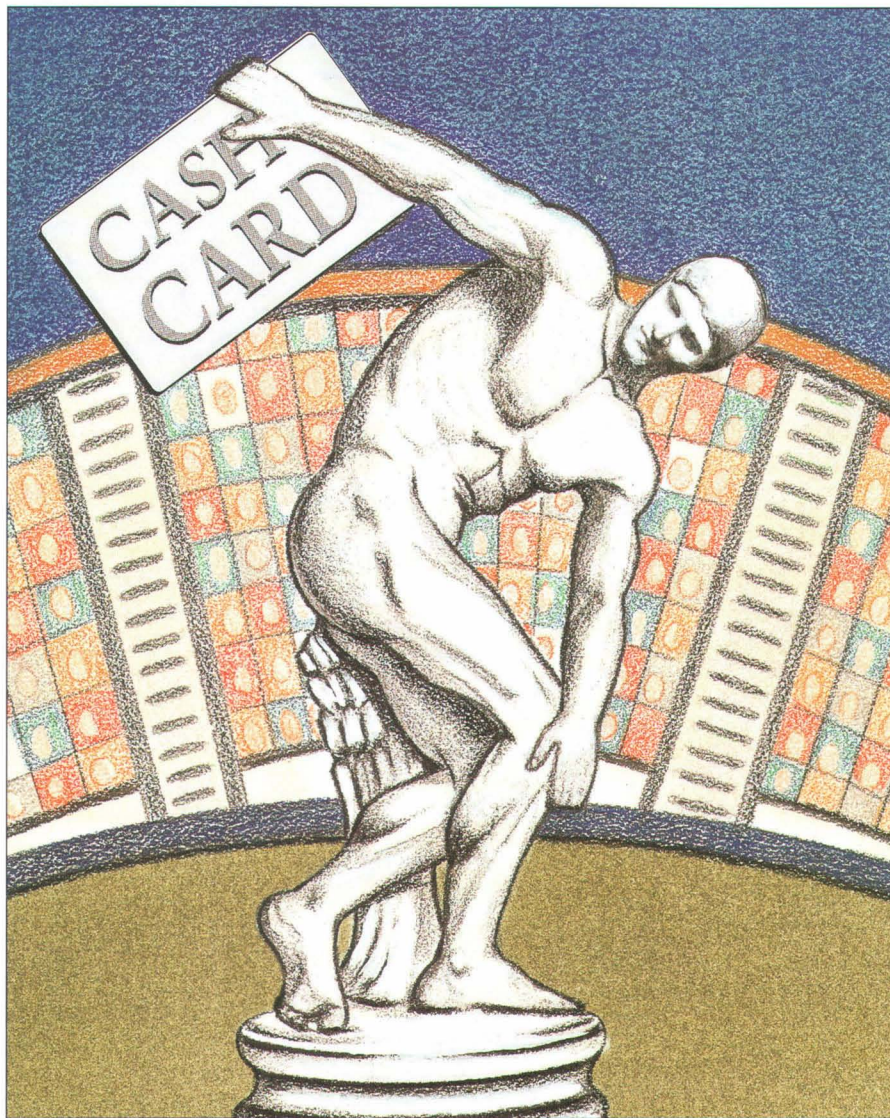


MCDONALD'S OF ALA MOANA - PHONE CARDS HAWAII - RM, R



PÉ DE FERRO - TELEBRÁS - SMS

Cashless Olympics Cards Set Trend for the Future



Electronic cash cards will debut at the 1996 Summer Olympics in Atlanta as three major Southern banks issue card series that will become known as the first wide-scale application of cashless technology in U.S. history. Collectors are already checking out these cards, hoping to become owners of some of the very first cards of this type issued publicly to the American consumer.

With the excitement of the Olympics providing the theme of the cards, VISA International expects 3 million of their stored-value VISA Cash cards to be issued starting in April. VISA Cash will be the only stored-value cards (SVC) issued for the Olympics, where VISA hopes to familiarize the public with stored-value technology that could eventually replace cash for small purchases and services throughout the Western world.

NationsBank, Wachovia Bank and First Union Bank will all be distributing the VISA Cash cards, each with its own series. The cards will be available in a five-county area around Atlanta, and can be used at over 5,000 points-of-sale.

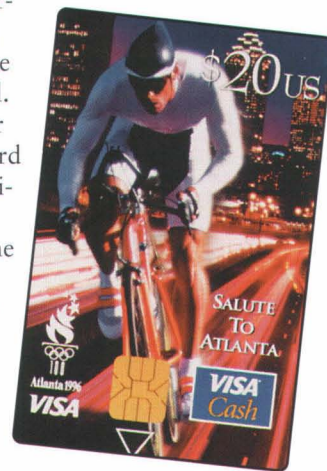
SVC technology, popular in Europe for many years, has yet to penetrate the huge U.S. market. But with ATM cards becoming more popular for point-of-sale transactions, SVC isn't far behind. Ideally, SVC is more convenient, safer and more economical than any other form of cash, providing both the consumer and merchants with automatic accounting for small purchases such as groceries, convenience store items, fast food, restaurants, gasoline, public transportation, payphones and virtually any kind of purchase under \$100.

VISA Cash looks like a credit card, with a microchip embedded in the plastic. Cards are either disposable after they're depleted or (in the case of First Union Bank's version) reloadable at your ATM. The chip value can be \$10, \$20, \$50 or \$100. The exact amount of any purchase at participating merchants is deducted from the chip. Merchants use a chip "reader" to make the sale.

Participating merchants such as Domino's Pizza display the VISA Cash logo. The purchase price is keyed into the SVC terminal. The customer inserts the card into the terminal and the balance on the card is displayed. After the customer approves the purchase amount displayed on the terminal, the amount is deducted from the value on the chip and the remaining balance is displayed.

Consumers don't have to enter a PIN-number, show ID, or wait for authorization as they would using a credit card. There's also no need to wait for change, or to have the right change to make the purchase, as they would using cash. Transactions are anonymous, and cards are easily and discreetly carried.

For merchants and banks, the cost of



Candace Wright

handling cash and coins are reduced. Vandalism, theft and pilfering can be reduced at merchant locations as well. Because it's quicker, more transactions can be handled in the same amount of time.

VISA has tested the cards at their corporate headquarters and in Australia last year with positive results. All three of the banks that will be issuing the cards have also tried them out with employee cards for use in office cafeterias and vending machines. Each bank has its own agreement with VISA, as well as with Atlanta area merchants such as Dunkin Donuts, Texaco, Taco Bell, Blimpie, Bell South, rapid transit (MARTA), United Artist Theaters and Baskin-Robbins. Each bank has also set aside a portion of the cards for collectors through exclusive distributors including Samler of Denmark, KARS of Florida and B & B of California.

NationsBank is the only one of the banks issuing the cards that is an official sponsor of the Olympics. They will have kiosks and card dispensers in the Olympic areas, and will be issuing around 800,000 cards with as many as 18 different designs in denominations of \$20, \$50 and \$100. These will include Olympic images, the Olympic mascot Izzy and other designs manufactured by Gemplus and G & D.

Among NationsBank's cards will be a Metropolitan Atlanta Rapid Transit Authority co-branded card (70,000 issued), a Ribbons of Color gymnast (25,000 issued) a Ribbons of Color hurdler (5,000 issued), a U.S. Olympians in Action diver (54,000 issued) and a U.S. Olympians in Action soccer player (20,000 issued). The NationsBank pilot card issued to employees in October of 1995 was the first VISA Cash card issued anywhere and the first U.S. SVC card.

Wachovia Bank will issue 15,000 each of its five-card "Salute to Atlanta" series starting in April. There will also be a sixth card for employees with a mintage of 5,000 cards. The cards expire in May or June of 1997. Cards in the Wachovia series include images of gold coins and a swimmer over the Atlanta skyline (\$50), as well as a hurdler (\$20).

Wachovia will also issue a reloadable SVC card after the Olympics. The other cards will be sold to the public with no bank account required at more than 90 Wachovia branches throughout Georgia.

First Union Bank's Inaugural Series will also feature coins of brass (\$10), silver (\$20) or gold (\$50) as well as a \$100 card to make four cards in the series. Their Currency and Technology series will show renderings of money in the same denominations. There will also be an American Athletes series showing a runner (\$10), a gymnast (\$20), a swimmer (\$50) and a cyclist (\$100).

Two other series include Georgia Blossoms, with botanical names and photos of flowers indigenous to Georgia, and the Geo-Modern series with vivid abstract renderings of the featured denominations.

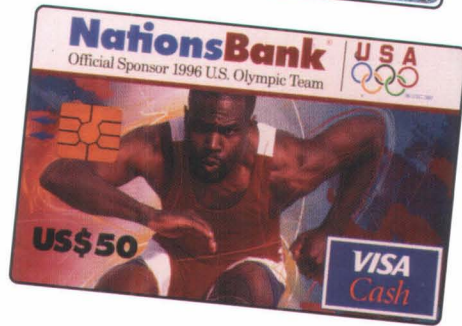
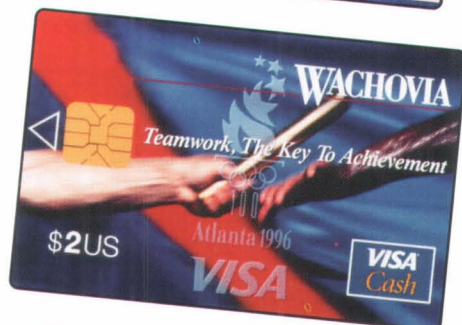
First Union's cards are some of the only VISA Cash cards for the Olympics that will be reloadable. The bank is retrofitting their ATM's throughout Atlanta so that the cards can be loaded with cash-value from any of the machines. They will also serve as ATM cards and debit cards. Cards will be available at dispensing machines at convenient locations in Atlanta, and at any of 78 First Union branch locations in the area.

Alexis Ellison of First Union Bank sees the VISA Cash cards as the wave of the future. "I don't know if a card will replace money for all time," she said, "but I think it will be a major way for people to make purchases in the future. We see the program as having the potential to go far beyond the Olympics as the U.S. catches up with the rest of the world. I think they're watching us to see how the program works."

She added that because many visitors to the Olympics will be from foreign countries, VISA Cash makes it possible for them to make purchases without having to carry cash or remember exchange rates. She said that her company's try-out of the cards last year was "very well-received".

"Once they were educated as to how to use the cards, they were very accepting as to how convenient they were and how you don't need a lot of change and how quick the transaction was," she said.

SVC cards are just like cash and must be protected like cash. If a card is lost or stolen, card-holders cannot get a refund in most cases. Also, if the card does not have sufficient value remaining on it to make a purchase, the value can be used up and the remaining amount of the purchase paid for with another SVC card, cash or credit. Cards can be purchased from banks or card dispensing machines without an account at participating banks. **PT**



Telecard Collecting News



Dan Busby

Dan Busby has over 40 years of sports memorabilia collecting experience. The Baseball Hall of Fame in Cooperstown, New York, has been the recipient of some of his one-of-a-kind rare items. He was one of the earliest U.S. telecard collectors and has built a strong collection. Most importantly, he understands the heart of telecard collectors. His regular columns will present a balanced view of telecard collecting. We welcome him to the Premier stable of writers!

by Dan Busby

Telecard collecting vs. investing.

Too many telecards are being promoted as being the ones that will “steadily increase in value.” Will some telecards go up in value? Of course! Does anyone know which ones will go up in value? No!

Don't use the word *investing* in connection with telecards. Collect telecards strictly for enjoyment. At a recent telecard show, I purchased three or four cards that I had never seen before that were part of the card types that I collect. Finding those few cards made my day!

If you sell some of your cards and make money—fantastic! But if you are looking at your collection from strictly or primarily an investment standpoint, you could be very disappointed.

Collect in a narrow niche. Maybe you like TV or movie stars, McDonalds, Coke, show cards or sports. Unless you have deep pockets, even the sports theme is too broad—choose your favorite sport. With the thousands of cards that are being issued each year, finding your collecting niche is the first step you should take.

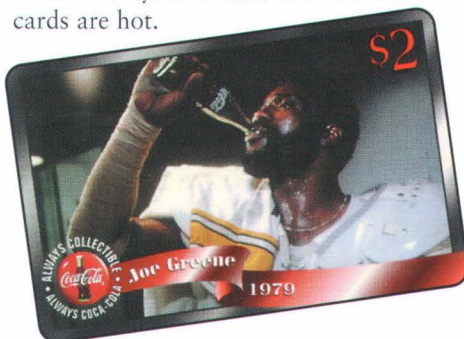
The AT&T Snoopy Card of the Month Issue is the current best seller for Steve Schwartz at Sears. The initial report was that 1,000 of these sets

would be issued—however, the run was only 500. Three of the 12 cards are out with the remainder to come throughout 1996.

These should be very collectible!

Collect corporate promo issues? Take a look at the colorful **Xerox/Mail Boxes Etc.** five minute card issued by OmniTel in January 1996—only 750 made.

Mike Dingwell of Promotional Phone Cards tells us that the **Scoreboard Coke Series II Trays and Cans and Die Cut** cards are hot.



It may be tough to put together a \$1 set of Coke Series II since it appears that WalMart bought most of the run and they will be distributed through their stores. These cards are nice but since Scoreboard does not provide information of the number of cards issued, it is difficult to assess the value of their cards.

The Southwestern Bell Collector's Club already has 1,000 members. The telecard offerings give Southwestern Bell product distribution possibilities outside their five-state (Texas, Missouri, Arkansas, Oklahoma and Kansas) marketing region. Their latest issue includes six greeting card designs in denominations of \$10 and \$20. A complementary greeting card is used to hold the telecard.

Other recent Southwestern Bell issues include 2,000 \$10 and 3,000 \$25 SWBYP (Southwestern Bell Yellow Pages) logo cards, 1,000 \$25 cards (January 1996) for the **National Issues Convention** held at the University of Texas at Austin. They also issued 5,000 \$25 Spectrum Test Cards in July 1995.

The **Scoreboard McDonald's Assets** set will be released in June. This 85-card



phonecard set will come in \$2, \$5 or \$1,000 denominations. The McDonald's racing team will be featured in addition to two cards of Charles Barkley.

The McDonald's Hamburger University cards are selling at around \$100 and are hard to find. These cards were only available to McDonald's franchise employees who went through their training program.

Word on the street—is that LDDS has recalled the **Michael Jordan Jumbo's** because the Chicago Bull's star was not pleased with the readily apparent blemishes on his shoulder in the card photo. No word on whether they will be re-issued. If you have one of the “blemish” cards, you may want to hold on to it for awhile.

Japanese phonecards featuring **Hideo Nomo** are flourishing. At last count, 14 different Japanese cards, featuring the star L.A. Dodger pitcher, have been seen—some in a Dodger uniform and some in a Japanese uniform where he played before coming to the U.S. Ironically, no U.S. phonecards depict Nomo.

Look for more cards to have **four color backs** as well as fronts. We talked with Micheal Brown of Digital Press & Imaging at a recent show. Digital is just one of the companies offering these beautiful full color front and back cards to their customers.

This month's nominations for toughest cards to find: two MCI issues. The first tough set is the four \$20 cards from the 1995 Major League Baseball Players Alumni World Tour set featuring Duke Snider, Steve Garvey, Craig Nettles and Joe Morgan. Tough set #2 is their 1995 issue of **Ken Griffey on the Go**—500 issues with 15 units, a regular and blank back set featuring Griffey on Motorbike, jet ski and in car. If you have even seen these cards, write or fax me. **PT**

Survey Says: VTC's Answer Man for Business

Customer demographics mean more in today's fluid marketplace, and information about your customers is a premium commodity that can be obtained at the point of sale, through the mail, over the telephone or now by Voice Telephone Company's (VTC) Smart Survey Reward Program (SSRP). Making the most of interactive voice response unit (IVRU) technology, VTC intends to offer the most user-friendly and effective customer survey available with a new prepaid phonecard that makes demographic surveys rewarding for both the customer and merchants.

When a business wants to gather demographics from their customer base, VTC's Smart Survey card is distributed free at the point of sale. Cards can be customized with the company logo or other image, making a handy promotional give-away with an attractive five minutes of phontime already on the card. When the customer is ready, he calls the number on the card and is greeted by a message thanking him for his patronage and for participating in the survey. By following the voice-prompts, the customers then provides a wide variety of information. The customer is rewarded with 10 minutes of phone-time added to his card.

Information about customer likes and dislikes, age, sex, zip code and other desirable items are stored on the service bureau database, providing a customer profile. The Smart Survey card allows merchants to probe deeper into the information they want, without alienating the customer through phone calls or mailers. The typical period for a survey is 30 to 60 days, allowing customers to respond at their leisure without pressure. Since the customer is earning free phone time, this type of survey has a better response rate than either mail or telemarketing surveys, according to VTC's chief executive officer Drew Kaplan.

"There's nothing worse than having a telemarketer call you and take twenty minutes to do a survey while you're trying to do something else,"

Kaplan said. "With the Smart Survey card, we eliminate that aspect."

The Smart Survey card can ask up to 30 questions per module, with the option to link modules for longer surveys (although shorter surveys are recommended). Calls can also be transferred directly to a live operator to take orders during or after the survey. As the product is described, for example, the voice-prompt may ask "Would you like to speak with an operator to place an order?" When the customer responds positively, the service bureau is ready for action.

After the survey, VTC's Answer Man survey format generates complete reports on all questions in graphs or percentages. Answer Man can tally responses from 100 to 100,000 or more participants. Questions on the survey can be formulated by VTC or the merchant. Certain questions can be based on the

"There's nothing worse than having a telemarketer call you and take twenty minutes to do a survey while you're trying to do something else,"

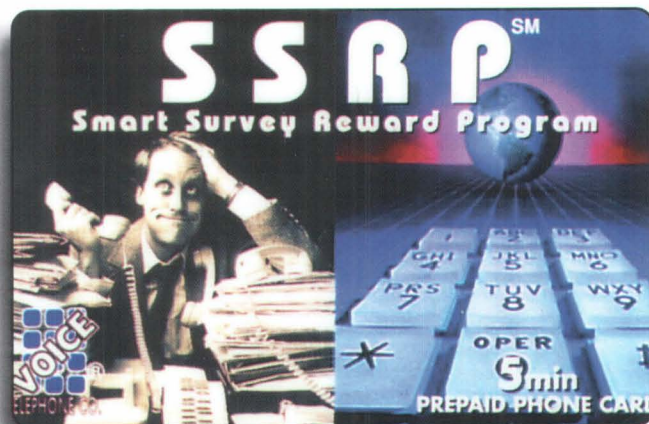
results of other questions as well. Customer call-back numbers can also be entered at the time of the survey, and will be provided to the merchant with the final Answer Man report.

"We can design questions, but the client knows their business better than we do," Kaplan said. "They know what they want to find out."

Clients already using Smart Survey include hotels and convention centers, with some politicians expressing interest as well. Focus groups, fast food restaurants or any kind of mass marketed promotion can use the service with great success according to Kaplan.

"I think it's a great tool," he said. "It's so new that we're just launching it, but the response has been very positive."

A look at a survey report from Answer Man from a survey about the



card showed that of about 100 respondents, 68 percent were female, 43 percent were under age 55 and 76 percent liked the new technology. In the same survey, 33 percent said they had used a prepaid calling card in the past, with most participants saying the card was a gift packaged with another product from a drug store or convenience store.

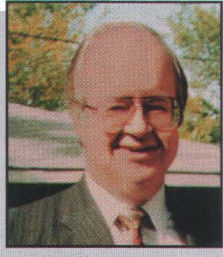
When asked if they would like their own phonecard promotion to gather valuable information about their target market, 98 percent responded positively.

"Our new SSRP phonecard and AnswerMan survey format allows you to reach out, touch your customer and thank them all in the same breath," said national sales vice-president Camille Bovee.

VTC hopes the new format will give companies a competitive edge with a system they believe is quick, private, user-friendly and taken at the customer's leisure, ensuring a favorable response. Because Smart Survey can ask questions based on the results of other questions, trigger new surveys, and prompt callers to enter their call-back telephone number for more information on a product or service, the company's new venture into platform-based surveys and information gathering is seen as the answer to many merchant requirements.

VTC printed 500 of the first SSRP cards in March, with five minutes of phontime carried by VTC, and an additional 10 minutes available when completing the survey. Cards were printed by Colorfast. **PT**

Going Non-Traditional: *It's a radio! It's a lighter! It's a telecard on steroids!*



Rich Doty

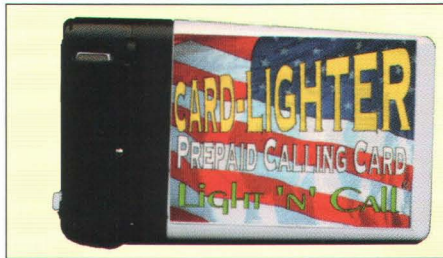
Richard L. (Rich) Doty is a telecommunications consultant and telecard specialist based in Pompano Beach, Florida. Rich is currently serving as chairman of the American Telecard Society and is also engaged in a long-term contract as a telecard consultant to MCI.

Rich has 30 years of experience in telecommunications, and has been working exclusively with telecard applications and technology for four years. In the early 1970's he was on the Western Union development team that created the "mailgram", a replacement for the "night letter telegram" which was an early form of e-mail for business. In the 1980's he was president of a Chicago vending company and CEO of Payline Communications, a private payphone company in Illinois. During this time he was the first person to place cellular private payphones on cruise ships and on board Greyhound buses. Rich has written articles for a number of telecom industry publications over the last 20 years.

A telecard is a prepaid way to make telephone calls, right? It's about the same size and shape as a credit card and is made from plastic, paper or teslin. It has a toll-free number on it and an authorization code. Telecards can make phone calls and, oh yes, by the way, some of us have the strange habit of collecting them for fun and profit.

These characteristics have been the same for years except for some changes in size, shape and materials that have evolved and some very creative packaging that we have seen.

Now comes some really interesting stuff. Consumer products are starting to appear with time on them. Some of



these are meant for the collector market and some are more utility-based products. One of the best of these is a combined telecard and cigarette lighter called "Light 'n Call" by TelTel Corp. This product is start-

"Everyone who smokes and talks can use one of these."

ing to pop up in the Mid-West and on the East Coast. Everyone who smokes and talks can use one of these.

The Light 'n Call presents some interesting collector-based possibilities. For example, they could be used as a ceremonial device in the Olympic Games in Atlanta this year. Just imagine 100,000 lighters lit up all at once as the olympic flame is being lit in Atlanta for the first time during the singing of "God Bless America". What a great memento and collectible!

There has been a small calculator with telecard time on it done by Trescom and a bookmark promo telecard by another company. These are both useful products and utility-oriented as well.

One can only speculate on what else we are going to see telecard time pop up on in the future. Maybe we don't want to know, but it conjures up all kinds of things like disposable cameras, day timers, beepers, watches and similar products. The options are really limitless. Almost everyone carries an electronic address-book or digital diary of some kind, which are also possible candidates.

We have even seen a telecard with its own DTMF touch-tone generator built into it so if you are tired from a rough day of button pushing all you need to do is hold this telecard up to the telephone

handset speaker and push one button to dial the toll-free number and another to dial the authorization code. Sorry, you still have to dial your destination number, but I'm sure they are working on that function too.

There is another product called a FotoTeleCard that you can pick up at telecard shows and other events. This card is the ultimate collectible (one-of-a-kind). You can have your picture put on a telecard as a memento of the event that you are attending. With the FotoTeleCard you may have your personal picture superimposed with a famous person or participating in an activity like sitting in a vintage Corvette or riding a Harley.

Look out Las Vegas, here comes the Lottocard! Yes folks, now you can play your lotto numbers for a quarter. This neat little card is about three times thicker than a standard 30 mil plastic card and has a hollowed-out oval inside that contains small numbered disks. When you shake the card and then stop, the disks settle into a tiny window and the numbers displayed now become your personal Quick-Pick. You can then play those numbers by dialing a special access num-

ber and touching-in the displayed digits, or by touching-in any numeral combination that the Wealth Fairy has revealed to you in your dreams of fame and fortune.

These are only a few of the non-traditional and innovative ways that the industry is accessing the consumer and growing collector marketplace. Right now in the U.S., the true collector universe is small by comparison with the Asian or European market. However, with innovations like we have written of here and new concepts being offered on a daily basis, we will soon reach a critical mass of American collectors.

That day is very near and that is when all of the Doubting Toms (and Mikes and Bobs) who think there is no market will come to life and say, "I remember when you could buy a 'Marilyn Monroe in Singapore' telecard by GEM International for twenty dollars. Now you can't touch them for two-hundred dollars!" These are the same guys who had a chance to buy a corner lot for \$1,500 twenty years ago and were afraid that land had peaked-out, so they passed on the purchase and now there is a shopping center on it and the land is priceless. No risk, no reward!

Keep it flowing! **PT**

Atlanta Trade Show Welcomes Phonecard Industry

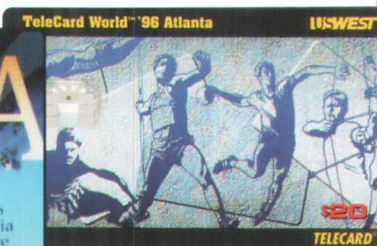
Atlanta the Olympic city put on one of her best smiles as she welcomed the attendees and the purveyors of prepaid phonecards and the related trades. The show site, located just a few miles north of downtown Atlanta in a tree covered area of rolling hills, embraced the senses as you entered The Cobb Galleria Centre where hundreds were gathering for the event. If you were coming from downtown Atlanta you crossed over the Chatahoochee river while in route to the conference. Upon arriving on Wednesday, April 24, 1996, you could have started off your morning with Joe Clark of GTS as he opened the conference with a discussion of Getting Started with Telecards. The program continued throughout the day with topics for the beginner, such as How the Cards Work & Why? with Russell Davis of TSI, to Automated Sales via Telecard Vending Machines by Garnet Rich of Opal Manufacturing, Ltd.

On Thursday the program was varied as conference sessions went on while the exhibit booths were open to the various trade attendees. While Phil Chakiris of WorldCom, Brooks Smith of US South/InComm and Todd Fisch of ITS spoke on Service Bureaus — The Right Choice Will Determine If You Are a Success or Failure!, the Exhibit hall started to come to life with companies promoting their phonecard products to fellow members of the telecom trade.

Friday morning brought a different aspect of the prepaid industry to our attention as the issues surrounding the 1996 Reform Legislation — How It Affects Your Business session unfolded. For the

legal eagles and those with a need to know there was a full fare of items such as Escheat Laws: When Do They Apply?, The Laws on Taxation — What's Due and When? and Taxation Update with Thomas Crowe, Legal Regulations — Facing the Consequences.

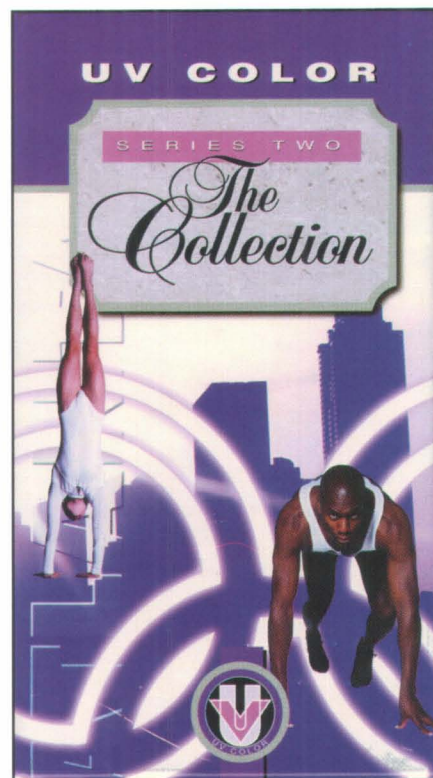
The Awards to exhibitors for unique cards and packaging did not escape our notice as we reviewed the entries. A sampling of both the



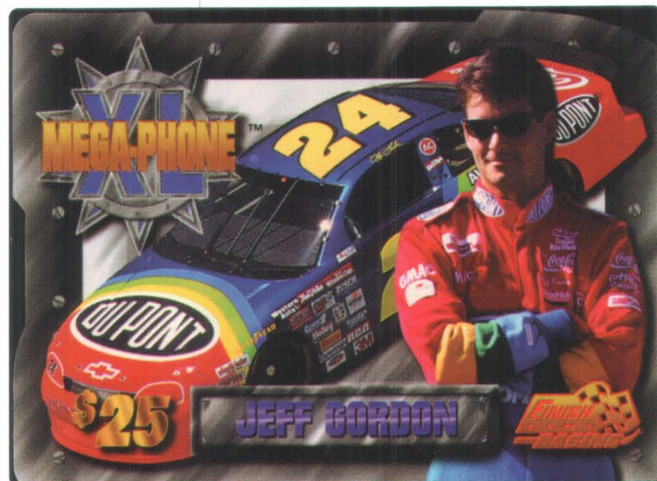
entries and the winners are to be found on this page.

By Saturday the conference was over, just the exhibits remained to allow the last few clients and suppliers to conclude their business and travel home.

Now comes the work of unpacking both your luggage and



your mind and sorting things into their order of importance. Many will look back on this trade show as one to be remembered, where deals were made, solutions found and



prospects were discovered. The prospect of future millions in the prepaid market place fired the hopes and aspirations of many, some will materialize into creative and effective products and programs, others will fade like the light of the evening sun. **PT**

Standard Register: Packaging the Phonecard Package

Small things come in good packages at the Standard Register Corporation (SRC), where packaging phonecards produced a phenomenal \$11 million in business for 1995, with bigger things anticipated for the future.

As director of SRC's Imaging Services Group, Dave Fehrman has seen the company's growth in phonecard packaging explode with the birth of a new industry. Just three years ago in 1992, sales in this area were at \$900,000, but at 30 to 40 percent growth per year since then, SRC's efforts in phonecards have ballooned beyond expectations.

"It's a problem, but it's a happy kind of problem," Fehrman said in a recent interview. "We feel we'll exceed that [\$11 million in sales for 1995]. We're going to have a pretty phenomenal year this year too."

What makes SRC's phonecard program fly has been the company's flexible and effective approach to the whole spectrum of card materials and mailing fulfillment services according to Fehrman. This includes health care HMO cards, retail shopping cards, membership cards, check guarantee cards, ATM cards and other card applications. For phonecards, SRC has handled orders as large as 3 million cards or as small as 25,000 cards for companies like 7-Eleven, Avis, Target, Promise Margarine and ConQuest.

"We will build the packaging the customer wants," Fehrman said. "We do assist in trying to help them decide, but we never tell them they must have a certain kind of package."



Fin wrapped

Types of packages they've done for phonecard promotions in the past include a wide variety of materials printed on a DataCard 9000, or laser or ink-jet technology. Mailer-envelopes, fin-wrap cellophane blister-packs, packages that hang on hooks, packages that go in vending machines, or even phonecard packages in cartons of cigarettes or toys like G.I. Joe are all part of what SRC can do.

"We're pretty versatile about what we do," Fehrman said. "Every concept is different. A company has to be prepared to do something new every time."

SRC's resources for this kind of versatility include multiple warehouses across the country and multiple printing plants, as well as 65 district offices all over the U.S. With 1995 revenues in excess of \$905 million, the company markets business forms and labels, document automation, direct mail marketing and materials management software.

For phonecards, Fehrman's Imaging Services Group constitutes 20 percent of the retail packaging market. Long-distance carriers, advertising and marketing agencies and corporations and retailers are his customers. Standard Register's group can coordinate all aspects of a phone card "package", including handling the printing of the card, printing, assembly and distribution of the package, and working with the long-distance company to coordinate PIN numbers and minutes. Although they work with the long-distance company, they do not buy, sell or negotiate phontime.

Fehrman said SRC studied prepaid phonecard growth in Europe and

they want to accomplish with the program, and phonecards are a growing business."

Phonecard packages vary with each project, according to Fehrman. One contract, such as 7-Eleven's, required SRC to package and ship multiple thousands of cards a week with 18 card variations. Other card packages have a single value, or several values, packaged in clear-wrap or in color, loose or for vending machines, or with coupons added inside.

Promotional phonecards for the Medicine Shop, Finesse Hairspray and the University of Kentucky called for cards in boxes of merchandise, surveys with cards for activation, or packages with two cards instead of one. Sometimes the package can help prevent theft, as in the case of Target cards with special labels that set off an alarm when stolen.

Other cards are printed in Spanish, Japanese or Arabic as global markets are opened to American companies. Fehrman said that as domestic companies are becoming more comfortable with phonecards for U.S. markets, they are also expanding into opportunities overseas. "We're seeing it more and more, and we want to tap that market as a global enterprise," he said.

With all the different types of packaging options, paper, plastic, cardboard, color separation, collating and shipping, the phonecard industry has left the door wide open for creative designs.

"We can use a lot of the same equipment to do different kinds of packaging," Fehrman said. "It's as creative as human beings." PT

Convenience store package

Japan before launching efforts in the U.S. "It fit in very well with our focus," he added. "Our customers have certain goals

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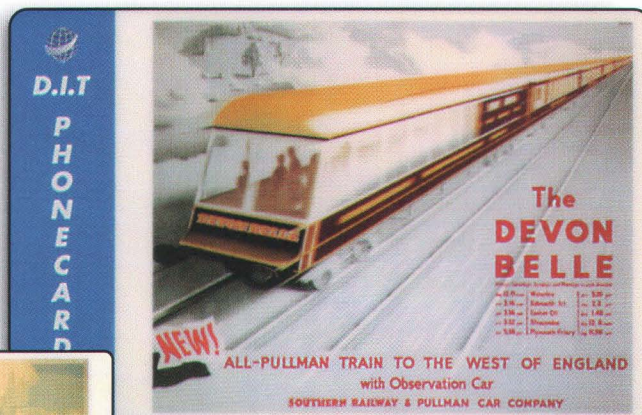
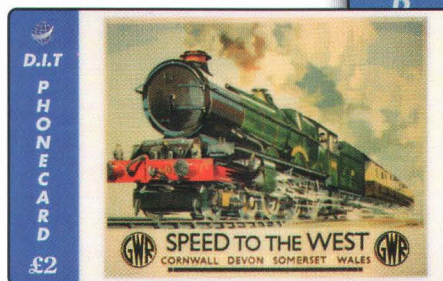
Cards in Play in the U.S.A.

Dialing Up Britain's Railway Heritage

Great Britain gave birth to the steam locomotive hundreds of years ago, and advanced that technology during a time when England's railways were the best in the world. To celebrate the great trains and railway lines of that splendid era, Dial International Telecom, Ltd. (DIT) of Brentford in the U.K. have issued a limited run of their "Railway Heritage Collection" international phonecards. This gorgeous collection of images of the old trains (and some new ones) is sure to be popular with phonocard collectors around the world.

All of the phonecards in this 24-card set have a face value of two British pounds, and have been minted in a limited run of only 1,000 cards each. DIT has a policy of never reprinting any of their collector's issues, adding to the value of the set.

The cards are very striking, showing painting of trains with names like "The Night Scotsman", "The Devon Belle", "The Midland Pullman" and "The Brighton Belle". The

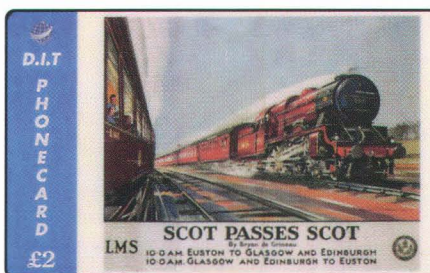
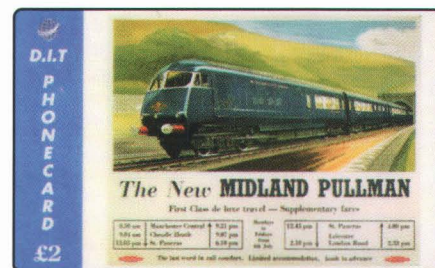


images were taken from old posters of trains running in England before 1948, when the industry was nationalized as British Rail. Before then, companies like the Southern Railway, the Great Western Railway, London Midland & Scotland Railway and the London

& North East Railway advertised special services on these fantastic posters. DIT secured the rights to the artwork from the Science Museum Picture Library in London.

The cards can be used in nine different countries and are intended only for international calls, with phonetime varying from 15 minutes to only 3 minutes depending on the rate to that country.

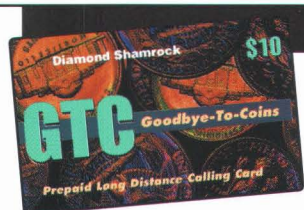
British Rail Telecommunications also issue their own magnetic strip phonecards in very



limited numbers. "Train-spotting" has long been a popular pastime in the UK, where little boys always wanted to be engineers. British Rail has even restored The

Orient Express for luxury vacations on the continent. Popular "train-spotting" attractions in the UK include the National Railway Museum at York, and the London Transport Museum.

DIT has no plans for more than just this set of railway artwork cards, which are available worldwide directly from the company. DIT is a private telecommunications company specializing in low cost international calling, providing service to Europe and America. Their first cards were issued in 1994, and other series have included World War II aircraft, Civil Aircraft, Wildlife, and Sports Cars. **PT**



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Say goodbye to coins and hello to a convenient, low-cost way to make long distance telephone calls -- with Goodbye-To-Coins (GTC), the prepaid long distance card from Diamond Shamrock.

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GTC also gives you more minutes for your money, because we offer lower rates than most long distance calls from pay phones. Plus, it's the same rate, day or night, without the hidden fees or surcharges. And GTC is available in \$5 (.33 cents per minute), \$10 (.33 cents per minute), and \$20 (.25 cents per minute) denominations.

Average 5-minute interstate call, operator-handled collect during standard period.

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GTC Call
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When you use your GTC card, you'll always know how much you're spending. We tally the number of minutes you use and tell you how much time is left at the beginning of each call, and your time doesn't start counting until your call is connected. The GTC card can only be used for calls originated in the Continental U.S. Value will be affected on international calls.

Contact: Cheryl Neece
North American InTeleCom - a subsidiary of Diamond Shamrock

Phone 210-352-1400 • FAX 210-352-1500

Cards in Play in the U.S.A.

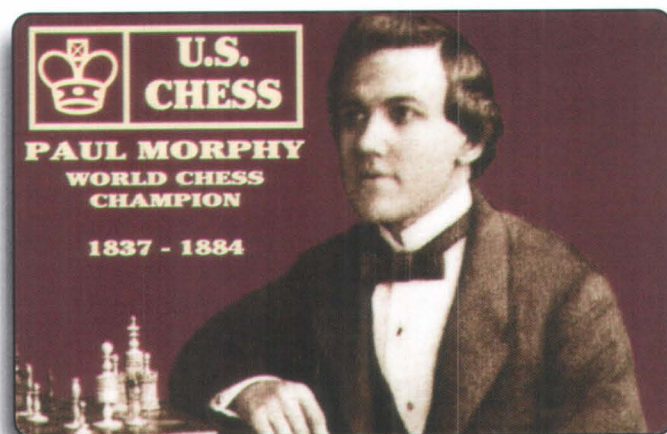


Checkmate for Chess Federation Phonecard

When the White Queen has you cornered on the chess-board of the dawn, give her a call with the U.S. Chess Federation's Fast Information phonecard, a highly collectible issue from America's biggest chess-player's organization.

Originally issued in 1995, the Chess Federation is still printing the first card in the series with turn-of-the-Century world chess champion Paul Morphy's image and information about his game. The card is enhanced with an information service providing serious chess players with their current player rating, and will soon feature other information about the history of chess, important games and tournaments and tips from top players.

The card can also be used to place long-distance calls at 35 cents per minute, carried by LDDS, and has 10 minutes of information services and 10 minutes of phonetime, retailing for \$14.95. A \$5 version of the same card is being offered as a premium with purchases of other Chess



Federation items. 5,000 of the cards were originally issued, with on-going mintage available only from the U.S. Chess Federation in New Windsor, New York.

The U.S. Chess Federation has 85,000 members. The Paul Morphy card can be reloaded by telephone with a major credit card. **PT**

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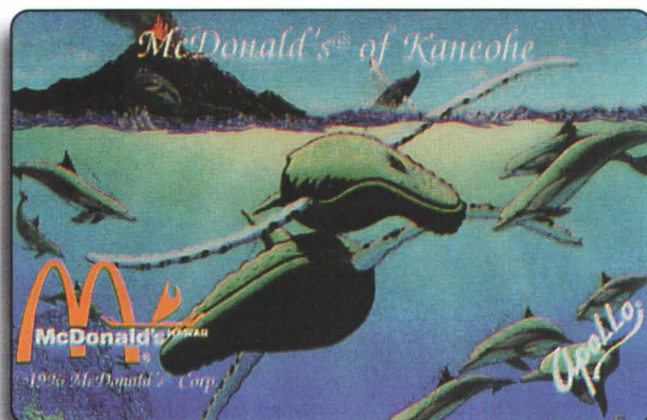
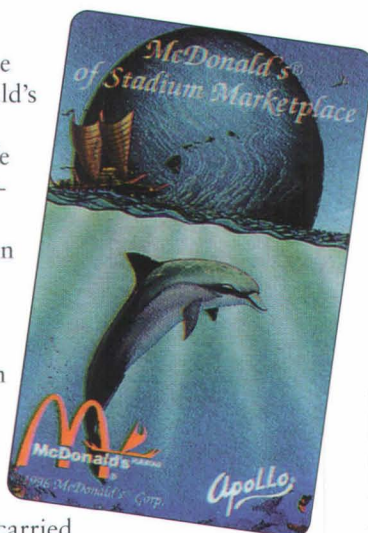
Cards in Play in the U.S.A.

New McDonald's Hawaii Phonecards

Three new telecards from Phone Cards Hawaii and various McDonald's restaurants around the Island State depict gorgeous scenes of marine life above and below the waves as interpreted by Hawaiian artist Apollo.

Released in March in an edition limited to only 1,500 cards, the "McDonald's of Stadium Marketplace" card is the second card for a corporate McDonald's in Hawaii. The phonecard was produced using a photodigital process and is one of a series donated by Apollo. Each serialized card contains 3 units of long distance time carried by ATCALL, and is rechargeable at 25 cents per minute.

The Stadium Marketplace card is titled "Aloha Ke Akua" and features the Hawaiian islands on a globe above the crystal clear ocean with a Hawaiian voyaging canoe gliding on



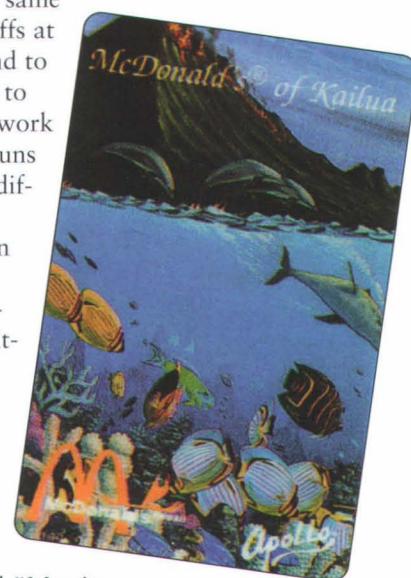
the surface with a dolphin in the center of the card. Details include a bird in flight, tiny bubbles in the water and various sea creatures at the bottom of the image. The Stadium Marketplace McDonald's is named for its proximity to the Aloha Stadium complex.

Also from artist Apollo is a card for the Kailua McDonald's titled "Expressions" and featuring an erupting volcano with lava flowing down a lush green mountain, a school of dolphins jumping over the surface of the ocean and various colorful sea-life. 1,500 serialized cards were issued with 3 units of time.

Both of these cards were offered for sale in March to McDonald's customers purchasing \$3 worth of fast food. During the promotion, the same cards were given to the staffs at the different restaurants and to other corporate employees to thank them for their hard work and dedication in limited runs of 250 cards with slightly different backs. The artist Apollo was on hand to sign phonecards at the kick-off for each card at the restaurants, with proceeds benefiting the Ronald McDonald Charities.

Another card in the series by Apollo was the "McDonald's of Kaneohe" card, featuring an underwater vista of whales playing beneath a volcano titled "Mystic Rhythm". 1,500 of this serialized card were also issued on March 30 with 3 units of phonetime carried by ATCALL.

The unique cards all feature the internationally recognized McDonald's logo. The project was made possible through a licensing agreement between Phone Cards Hawaii and Apollo, who donated the images for the cards. Phone Cards Hawaii provides production and marketing services for Hawaii businesses and produces their own line of collectible phonecards. **PT**



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Cards in Play in the U.S.A.



First Jerry Lewis Card for Muscular Dystrophy

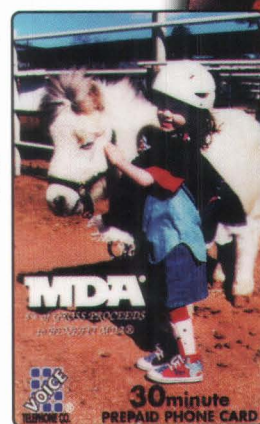
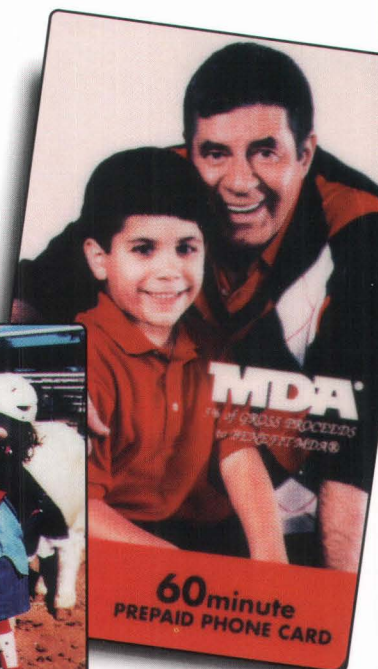
Jerry's Kids can't walk or run, but they can be among the first victims of neuromuscular disease to benefit from the sale of prepaid phonecards. Voice Telephone Company (VTC) of Las Vegas announced in March the issuance of the first nationally approved prepaid calling card with Jerry Lewis' picture. Naturally, Jerry is pictured with one of more than a million Americans suffering from the withered limbs and crippled legs of muscular dystrophy, with the Muscular Dystrophy Association (MDA) getting five percent of gross sales of the cards.

The limited, sequentially numbered run of cards are considered very collectible. "The estimated value in two years will be double the face value..." according to marketing manager Jay Elliott of VTC. 5,000 30-minute cards were issued with a face value of \$10, followed by 2,500 60-minute cards with a face value of \$20. The 30-minute MDA cards feature a touching photo of a crippled youngster with a pony, with Jerry Lewis' picture only on the 60-minute card. Cards were printed by Color Fast, with phonetime carried by VTC.

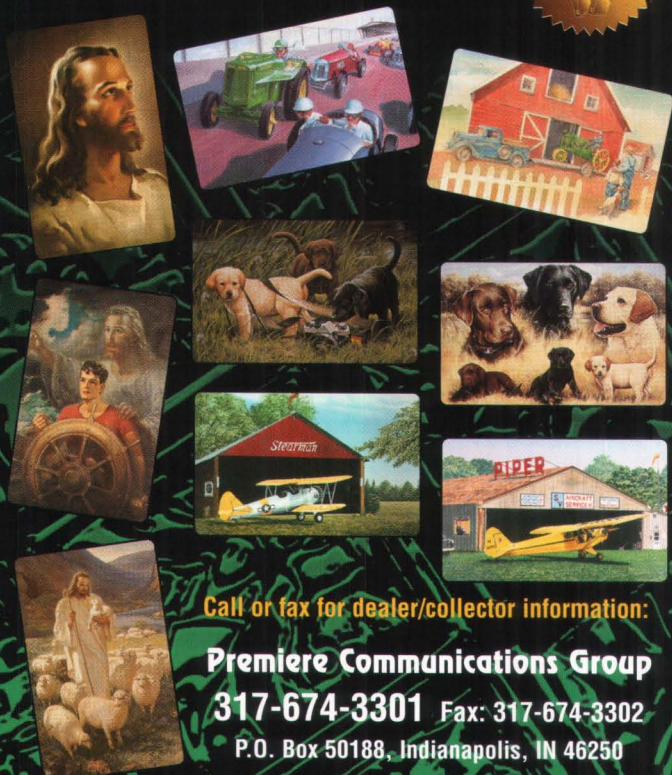
Retail price-per-minute is 33 cents for calls within the U.S. Cards are rechargeable with any major credit card, with five percent of the value of the recharge going directly to MDA.

MDA is a dedicated partnership between scientists and con-

cerned citizens aimed at conquering 140 neuromuscular diseases. The organization provides comprehensive medical services to tens of thousands of the crippled at more than 200 hospital-affiliated clinics across the country. Their worldwide research program, which funds more than 400 scientific investigations annually, represents the largest single effort to find a treatment for these conditions. The association receives no government grants, and does not take fees from patients. PT



Premiere TeleCards



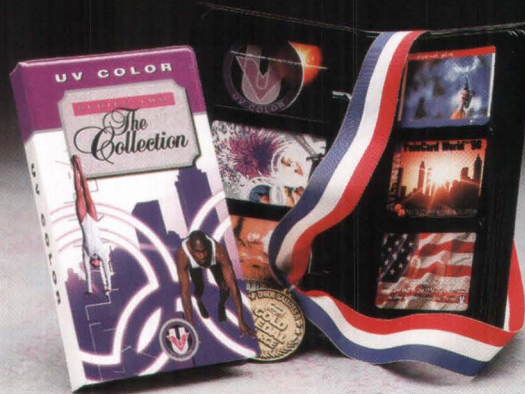
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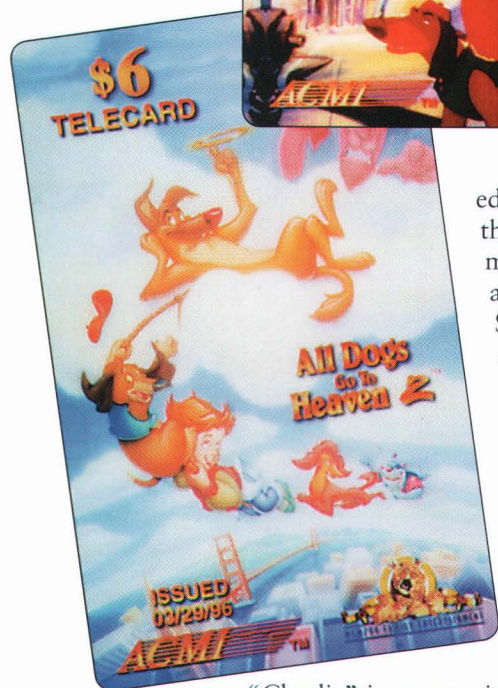
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800-626-5676



Cards in Play in the U.S.A.

Heavenly Dogs on Cards from ACMI

If all dogs go to heaven, what about cats and horses? In the cosmology of MGM's latest animated sequel to the '90's kid-flick "All Dogs Go To Heaven", they probably make it too. Characters from the original and the sequel have made it onto three new phonecards from ACMI just in time to promote "All Dogs Go To Heaven 2", recently in theaters around the nation.



ACMI has printed 1,000 each of the three cards with 10 minutes of phonetime and a face value of \$6. "Heaven Shot" shows the cast floating on a cloud above San Francisco as they confront the baddies from above and below. "Cast Shot" shows Charlie, Itchy, Sasha and David in an earthly pose, while

"Charlie" is a portrait of the hero, a dog with connections in the afterlife. The artwork from Don Bluth's animators is colorful and humorous in a classic Disney style.

Charlie went to heaven at the end of the first movie after redeeming himself from a dog's life of irresponsible carousing by doing a good deed. The sequel is a musical adventure about how Charlie must save Gabriel's magic horn from a Demon Cat, as well as help a small child living on the streets. Charlie and his side-



kick Itchy (Dom DeLuise) descend from Heaven in search of the magical horn which was stolen by the villainous bulldog Carface. Invisible to the physical world, Charlie and Itchy become flesh-and-blood again thanks to magical collars from the mysterious Demon Cat, who wants them to find the magic horn and hand it over before they must return to Heaven. **PT**

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Woman of the '60's Steps Into '90's with Telecom Biz

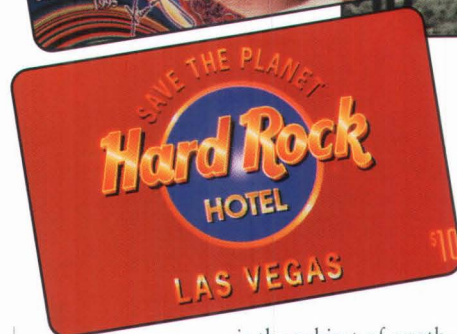
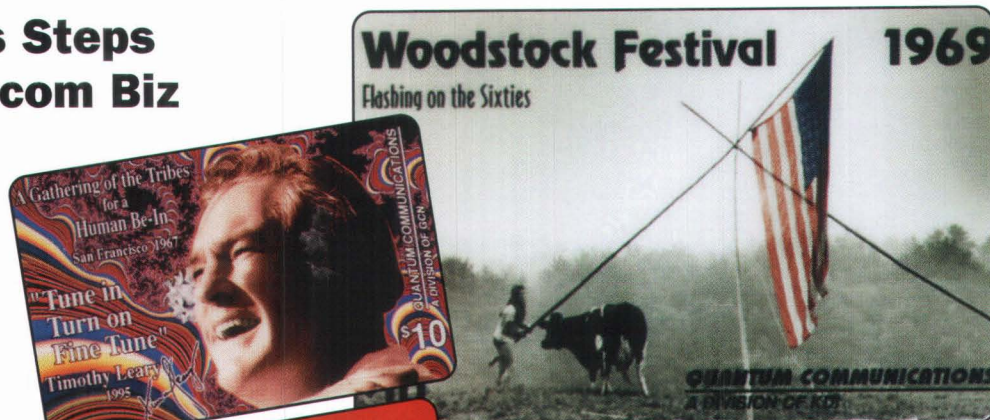
Whatever your politics, everyone agrees that the 1960's period in America was an era of historic cultural change. Prepaid phonecards were not a part of that culture then, but they are now through a series of collectible cards issued by '60's archivist, photographer and documentarian Lisa Law of Quantum Communications. Law's series on the sixties include new cards celebrating the personalities and events of a time when rebellion was the norm and social consciousness was a new standard.

The new cards issued recently with the same nostalgic theme include one dedicated to the period's most controversial spokesman, Dr. Timothy Leary. Law met and photographed Leary in 1967. The official Commemorative Timothy Leary card shows Leary with flowers in his hair as he appeared at the Gathering of the Tribes for the Human Be-In in San Francisco that same year. Leary's new slogan for the '90's is printed on the face: "Tune in, Turn On, Fine Tune".

The colorful card has a face-value of \$10 with 30 minutes of phonetime carried by Global Communications Network (GCN), with whom Law works exclusively. 1,000 of the sequentially numbered cards were printed by Colorfast in a limited edition late last year. Cards are available through the Global Communications Network, who handles the phone time, or from Dr. Leary himself at his Internet site. According to Law, one of her biggest buyers for the card is Mark Mothersbaugh of the alternative rock band Devo.

Other rock 'n roll fans can see some 200 of Law's photographs on display at the Hard Rock Hotel, a casino in Las Vegas. Pictures by Law of Bob Dylan, Andy Warhol, Woodstock and the Beatles document the cultural events of the '60's. Law has also produced the casino's first prepaid phonecard, with 2,500 \$10 cards printed last year. 2nd edition of 2,500 were released in May 1996. Phonetime is carried by GCN at 29 cents per minute, and cards are only available from Hard Rock. She also printed 15,000 cards for the popular Hard Rock Cafes in May 1996. The Hard Rock Cafe is a chain of 15 restaurants with a rock 'n roll theme.

Other cards from Quantum Communications with a '60's theme include a psychedelic hippie bus, one card with an American Indian theme, and an original photograph from Woodstock in 1969. Law's award-winning documentary "Flashing on the Sixties"



is the subject of another card, with artwork from the video sleeve showing a bus-load of hippies parading down a New Mexico street in 1968. All of these cards have a \$10 face value with phonetime carried by GCN at 29 cents per minute.

Another subject of Law's cards is Wavy Gravy, the painted jester and humanitarian known to a generation as a symbol of idealism at work. Wavy was a comedian who toured with Tiny Tim during the '60's, then started a commune and began charity work that included working with terminally ill children, providing eye surgery for 300,000 Nepalese, working with Guatemalan refugees and American Indians and establishing a performing arts camp for underprivileged children.

"My kids went to the camp the entire time they were growing up," said Law, who also ran a camp for Wavy in New Mexico where she lives.

Two Wavy Gravy prepaid phonecards were issued by Quantum, both with a \$10 face value. A new Wavy Gravy card was also recently issued by Larry Brilliant to celebrate Wavy's 60th Birthday.

Law started Quantum Communications in 1994 when she was approached to do a Woodstock card. Since then she has issued 13 cards, all with a cultural or artistic theme.

Besides her photography, movies and phonecards, Law is an author and architect. Her book "Flashing on the Sixties", which

compliments the movie, is selling well, and she expects to do another similar book soon. She also recently moved into the home she built herself in the mountains of New Mexico, complete with solar power, earth-cooled walls, a passive solar greenhouse and rain-catching irrigation system.

"We have to change our thinking to conserve for the next seven generations," Law said. "I recycle everything." **PT**

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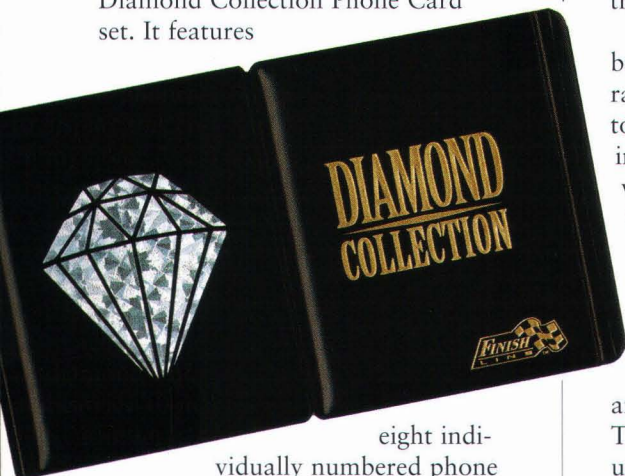


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The Many Facets of Finish Line's Diamond Collection Phonecards

Finish Line Collectibles and Vintage Sports Cards have teamed up to produce a unique set of eight phonecards elegantly packaged as the Diamond Collection Phone Card set. It features

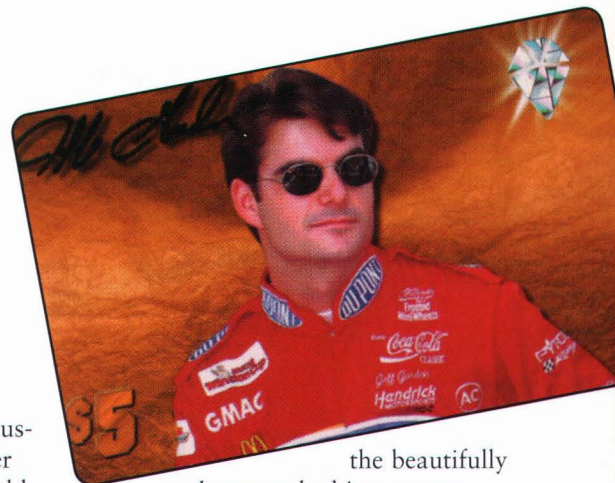


eight individually numbered phone cards picturing the top NASCAR drivers on the Winston Cup Circuit. The entire package is nestled in a fine

Midnight Black museum quality custom holder fitted in Italian Leather style. The gate fold album with gold foil stamping is perfect to display on the coffee table or mantelpiece.

"This is something truly special because even if I knew nothing about racing or phonecards, I would want to display this collection prominently in my home," said Andy Rapoza, vice-president of Vintage Sports Cards. "Most collectibles are stored away, but this exudes elegance and is very much a collector's collection designed to be displayed."

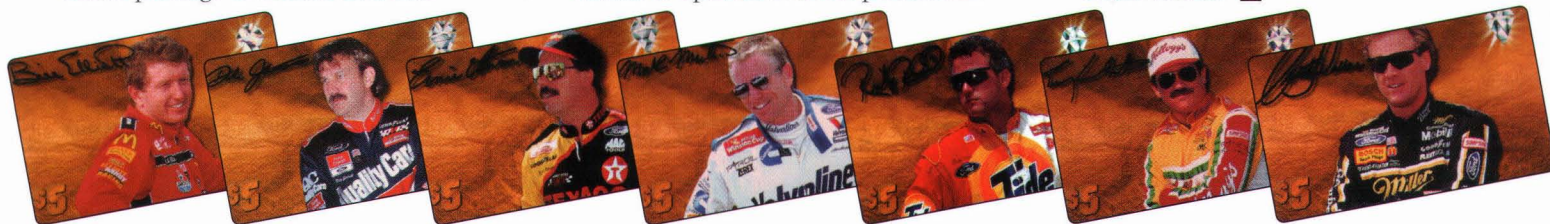
Each of the eight cards features a diamond-foil, prism design stamp and carries 10 minutes of phone time. The entire set is a \$40 value (80 minutes) in phone time alone. The cards fit into black felt-lined holders that display the set when the tri-fold album is opened. Drivers pictured in



the beautifully photographed images are Winston Cup champ Jeff Gordon, Bill Elliott, Dale Jarret, Ernie Irvan, Mark Martin, Ricky Rudd, Terry Labonte and Rusty Wallace.

"The entire package, from drivers, to the cards, to the album itself is a winner on all counts," said Art West, president of Finish Line Collectibles, Inc. "There is nothing like this on the market and we're excited to be working with Vintage to offer this to collectors who really want a quality collectible."

The retail price of the Diamond Collection is only \$29.99. It was introduced at K-Mart, Target and Venture stores in mid-May as well as at military installations around the world and at selected retail chain stores. **PT**



Lucky Collectors Find \$1,000 Cards

Several lucky phonecard collectors have drawn sets of Finish Line PhonePaks™ recently containing one of a hundred special cards worth \$1,000. Frank Zamarripa of Frank & Sons trucking in California bought a box of the popular cards on March 30 and drew out one of the big winners. Frank was surprised to find that the card was a Bill Elliott McDonald card, as a collector of McDonald's restaurant memorabilia.

Frank's find was especially sweet since he has produced eight shows featuring the Ronald McDonald Houses and raised \$650,000, with more than ten cards manufactured just for these

events. Frank also had the original McDonald Number 94 race car on display at his last show.

Another winner: within moments of receiving his first box of Finish Line PhonePaks™, Jim Denton of The Bullpen & Dugout, learned how lucky he was. In the very first pack he opened, Denton found a \$1,000 Rusty Wallace Finish Line Phone Card (number 4 of 25).

Danny Eggemann and Elizabeth Sloane of Blue Ribbon Collecting in Somerville, New Jersey, were just as excited about their find. They opened a case of Finish Line PhonePaks™ and

found a \$1,000 Bill Elliott phone card. His card was number 11 of 25.

"This was really great," said Eggemann, who sells a lot of phonecards through mail order. "Aside from the \$1,000 Elliott card, there were many others including \$100 cards, \$50 cards and lots of fives and tens. This is great stuff."

There are a total of 100 phonecards worth \$1,000 each (25 each of four different NASCAR drivers) in Finish Line PhonePaks distributed early this year (see *PTM Feb./Mar. '96, pg 12*). Only 800 cases were made. An unused \$1,000 phonecard typically may list for as much as \$2,000 depending on the driver. **PT**

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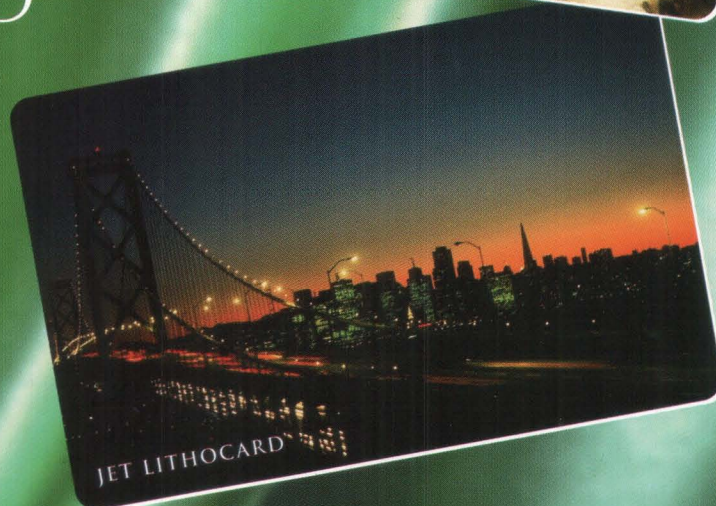
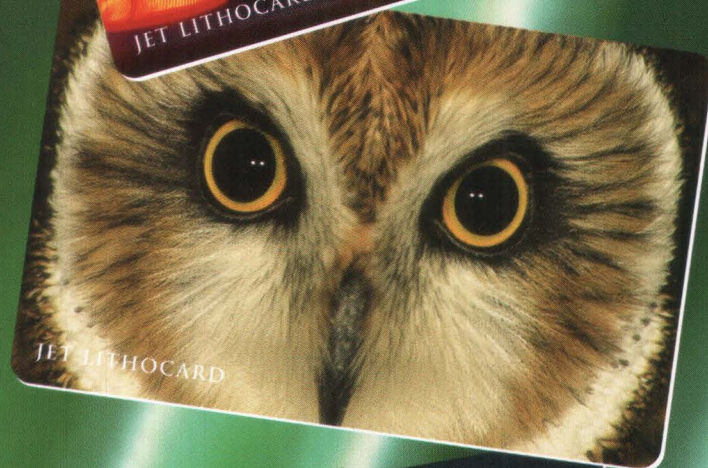
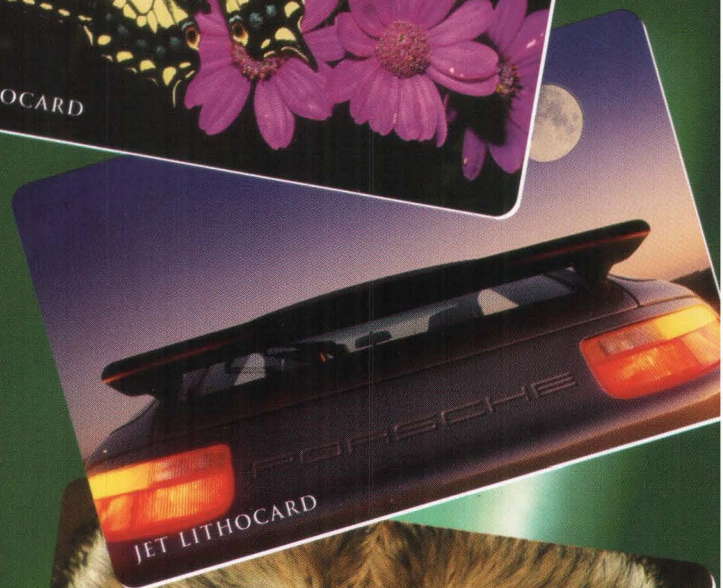
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Phonecards Present Olympic Games of Days Gone By

by Forrest G. Landy

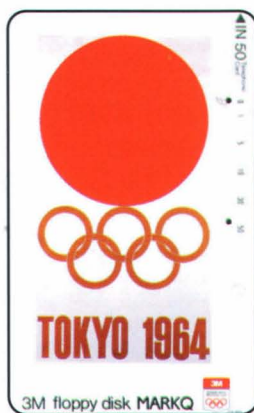
All of us are familiar with the world's most famous international event known as the Olympic Games, unfolding its centennial Summer Competition in Atlanta this month. The current version of the event, in force since 1896, is a modified revival of the ancient Panhellenic Olympic Games.

In ancient Greece, the people believed in honoring their gods in several different ways. One was to hold religious festivals and, in this regard, many tribes and cities carried out such a celebration every four years. This kind of festival probably began before 1400 B.C. and in time four such major national festivals actually emerged—the Isthmian, Nemean, Olympic and Pythian Games. In all of these enterprises, athletics played an important role since the people believed that such competition pleased the spirits of the dead. All in all, the most important gathering really was the Olympic Games which honored Zeus, the king of the gods.

The first recorded Olympic contest took place in 776 B.C. in the Stadium of Olympia in western Greece's valley of Olympia. Its only event was a footrace of about 200 yards (183 meters) and that solo focus held for the first 13 Olympiads! Eventually, however, in addition to an increased number of competitive events in sports, contests of music and literature were included. The victor's prize in all of them was a crown of wild olive leaves.

Things continued in this manner of expansion and modification until the Roman Empire conquered Greece during the second century B.C. and the Games lost their religious meaning. More than 500 years later, in 394 A.D., Emperor Theodosius ordered the discontinuation of the Olympic Games because of the major decline in their quality. Nothing further took place regarding the Games until 1875 when the ruins of the Stadium of Olympia were discovered by German archeologists. This find became a seed for

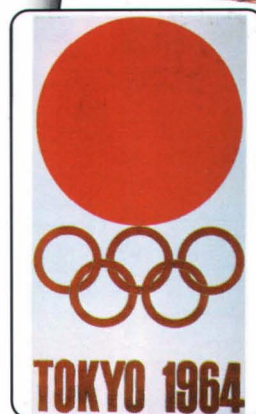
thought which came to a head in 1894, exactly 1,500 years after the ending of the ancient Olympic Games! At that time French educator Baron Pierre de Coubertin publicly proposed a revival of the Games and the first outing was planned for 1896 in Athens, Greece. From that major rekindling forward, the international Games have been limited to sports and



the winners' cherished rewards handed out as gold, silver and bronze medals.

Most of the phonecard magazines around the world in their recent issues have been promoting a number of specialized phonecards from several different companies, all of which feature some aspect of the 1996 Summer Olympic Games and their thousands of participants. As we move back in time to the Olympic Games years of 1994 (Winter), 1992 (Summer and Winter) and 1988 (Summer and Winter), we also saw a few countries issue Olympics' phonecards then. Such cards have been well documented and displayed in phonecard publications over the past eight years and will not be featured here.

What will take front and center stage in this article is a brief look at some phonecards which were released in Japan a few years ago which reflect the



Olympic Games from much earlier times: 1964 and 1896. Given that most phonecard collectors and dealers will never have the chance to see these limited edition, rare cards in common trading or selling circles, I want to present them here moreso simply for their viewing than for any other reason.

What we have in this highly select offering is a trio of colorful and striking cards. Two of them depict the holding of the 1964 Summer Olympic Games in Tokyo and the other, the only card of its kind which has shown up in international phonecard domains anywhere, the 1896 inaugural revival games. The latter is displayed in enlarged format to allow a thorough reading of its fascinating information and complete artistic/graphic detail. Perhaps this presentation will give you a chance to reflect and imagine what it might have been like when even 100 years ago in 1896, as is true today, the vocal signal was given to "Let the Games begin!"

Forrest G. Landy is a writer who occasionally contributes to the pages of "Premier Telecard Magazine". He travels extensively, collects phonecards and lives in the greater Los Angeles area. **PT**

New Telegery™ Software From Jagged Edge

Depending on the size of your collection, phonecard accumulation and storage can mean keeping track of thousands of pieces of information that directly affect the value of your cards. Thanks to the new Telegery(tm) Telecard Collecting Matrix software from Jagged Edge Creative of Ontario, Canada, you can now let your computer handle this task for you with outstanding results.

Telegery is a complete phonecard collector's database management system, which runs on Microsoft Windows 3.1 or Windows 95 on a 386 system with 4 megabytes of RAM. Released in April, the software allows the user to organize a wide variety of data about individual cards, such as mintage, issue date, card thickness, phonetime carrier, image licensing and more. Telegery also has powerful charting and reporting features with intuitive, easy-to-use and comprehensive modes for the beginner or expert.

Another exclusive feature is the data import function that allows connection to the Internet through card data sources such as Premier's Cyberspace Mall. Jesse Gold of Jagged Edge feels his company's software is the best around. "The Telegery software provides a great jumping-in point for both the beginner and the expert collector," he said. "In the near future we will be tying-in to up-coming technology such as the Internet to provide Telegery users with the easiest, most cost-effective, up-to-the-minute telecard information and up-dates."

Equipped with an "elegant" user interface, Telegery users are assisted in organizing their collections with automated "entry helpers" that make personal telecard cataloging accessible and fun. Cards can be searched for by single or multiple criteria as well, and the auto-calculation function allows for easy card value estimation.

Gold said that his company spent several months consulting with top telecard collectors to refine the many features the new software offers. Telegery is more sophisticated than other telecard collecting software, he said, because it allows the user to download Internet information about cards directly from the manufacturer. More features will be added to new versions of Telegery in the future as well. **PT**

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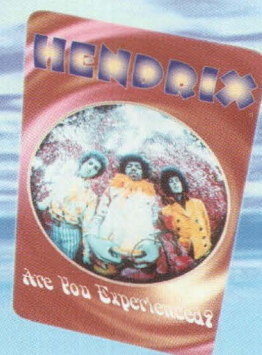
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No More Lengthy Dialing with OSCARD Reader/Dialer

Of the possible innovations available to the prepaid phonecard industry, this little gadget has to be the most practical to date. The Optical Scanner Card Auto Reader Dialer (OSCARD) from OSCARD Technologies in San Rafael, California, takes the pain out of using a phonecard and provides a variety of new applications for handling PINs and other frequently dialed numbers.

Remote-memory phonecards often require dialing as many as 30 digits to reach your destination number. This includes the 1-800 access number, the PIN and the destination number and area code. With the OSCARD, all three of these numbers can be stored on a tiny device that outputs the same DTMF tone used by your touch-tone phone. Just hold the device to the mouthpiece of any telephone handset and press three buttons, and the call goes through without even touching the keypad.

One immediate application is for the blind and disabled. "Prepaid phonecards are really useless to them," said OSCARD Technologies vice-president Peter Biffar. "Especially the blind."

He said that his company was in negotiations with the city of San Francisco to provide OSCARD for their blind and disabled citizens, and that a

demonstration there had proved the invention's effectiveness. "We got an extremely good response because it solves a lot of their problems," Biffar said. "It really helps."

OSCARD can help phonecard issuers as well by providing a new way to encode and distribute access and PIN numbers. Besides dialing numbers, OSCARD acts as a code reader, scanning a bar-code type font (the Oscode) and then storing the number in its computer-chip memory. Anyone with legal access to the copyrighted Oscode can easily print encoded numbers on a plastic card, in a magazine or newspaper ad, on ATM receipts, monthly statements or even in a letter.

"It's like printing any other code," Biffar said. "It has unique technical features, but there's no cost added to card production. There are also minimum printing quality requirements, but you must be authorized."

He added that the OSCARD was designed to read an optical code rather than a magnetic or other type of code to make distribution easier for issuers. The technology needed to create an optical scanner you can keep on a key-chain was also a challenge. "A lot of technology went into creating an opti-

cal reader of that size," he said.

OSCARD is the brain-child of Larry Brilliant and Dr. Sheldon Howard, who came up with the idea over a year ago. The consumer model expected to be available by 1997 will feature an LCD read-out, and will hold as many as 200 numbers. Biffar noted that scrolling through 200 numbers would probably be impractical, but added that programming the unit yourself with five or ten frequently dialed numbers would obviously be very useful. The cost of the unit was not announced, but the company wants to keep the price low according to Biffar.

Field trials of the prototype OSCARD are expected in the Fall, with as many as 20 top communications companies receiving units and codes to test with employees and potential customers worldwide. Biffar said that the unit would be tested in both the U.S. and Europe, and that additional companies with a serious interest in the OSCARD could contact the company to be a part of the trials.

No date has been set for the consumer market release of the OSCARD, but distribution plans include retail sales "wherever you buy prepaid phonecards today." **PT**

Schlumberger Invests in Smart Card Support

The news from giant smart-card manufacturer Schlumberger of France includes two new U.S. development and support centers, as well as technological tid-bits like an economy "subscriber identity module" card with 1k of memory and the launch of an advanced smart-card simulator for terminal manufacturers.

The smart-card simulator is a PC-based tool known as Log-Icc, which will be used for all smart-card applications and microprocessor components to simulate terminal functions and problems. The idea is to reduce costs

and development timescales and bring new applications to market rapidly.

They also hope their new 1k memory card will cut cellphone subscriber costs. Announced in March, the new SIM card provides marketing opportunities such as several different service levels for the same card, complementary cards and other low-cost promotional tools. Schlumberger projects prices below 50 percent of existing designs for the new card.

Schlumberger Smart Cards & Systems is also opening two new U.S. centers to support growing demand. In

San Jose, California, a new center focusing on development and support will be staffed with engineering experts in areas of electronic payments, cellphone subscriber modules and health-care computing. A new research and development center in Austin, Texas will focus on improved software to support new smart card applications.

Both facilities opened March 1, and compliment existing U.S. Schlumberger centers in New Jersey, Virginia and Maryland. The San Jose center will offer engineering resources to help customers develop, prototype and evaluate new smart card functions. This center is strategically located to improve nationwide support for companies involved in advanced digital cellular telephones and electronic payment technologies. **PT**

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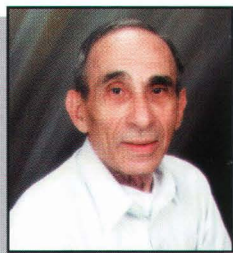
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WANT TO BUY Japanese Coca-Cola Phonecards bought by collector. \$18 ea. Fax-815-498-1002 before shipping, or copies to Mike O'Brien, 215 Meadowlark, Sandwich, IL 60548.

WANT TO BUY Buying used GTS private-label cards for companies such as Dewar's, Dow Chemical, Ford, Lufthansa, R.J. Reynolds, Rollerblade, Success Magazine and Taco Bell (unused). Paying at least \$2; up to 20 each. Larsen Luke, Phone Cards Hawaii, Inc. 1638 Kealia Drive, Honolulu, HI 96817, (808) 847-7015.

French Telecom and the "liberalization" of the French telecom market



Max Erlichman

PTM contributor Max Erlichman is a telecommunications consultant and project manager with extensive experience in market development and international operations in Europe, Africa, Japan, South America, the Middle East and China. As a consultant to foreign government ministries and multi-national corporations, Max has worked as an independent consultant and troubleshooter on international telecommunications projects and joint-ventures with multi-national teams, qualifying him as PTM's resident expert on international phonedcard issues.

Fluent in seven languages, Max worked as Language Associate, Data Base Manager and in domestic marketing of the first broad-based national and international U.S. prepaid phonedcard, AT&T's TeleTicket, in 1992. Promotion and marketing of TeleTicket was done in several European countries and Brazil. He also worked training customer service staff and writing systems and procedures for the project.

As CEO of a joint-venture company with a Japanese firm located in Sunnyvale, California, he was responsible for the development, manufacturing and marketing of electrical and telecommunications specialty products, and was also awarded three patents. He also had overall responsibility for a \$1.15 billion telecommunications project with a Swiss group in Iran. Other activities include consulting for German, Chilean, Algerian and other governmental agencies and groups. He has resided overseas for 22 years.

Contact Max Erlichman with your questions at Premier's Cyberspace Mall at <http://www.premier-tele.com>.

French Telecom, the fourth largest telecommunications company in the world with almost \$28 Billion in annual revenues, like all other national monopolies in the telecommunications industry, has been extremely active in M&A and entering foreign markets since the break-up started of the European Telecommunications State Monopolies. The operative word here is, "liberalization". The French have as yet not started to privatize their monopoly, towards the end of this year they will announce how, what and where.

Domestic

The French consumer has benefited, for now, by the lowering of phone rates, resulting from the liberalization of the telecom industry. As an example, normal rate calls to the US from France went down from \$1.00 per minute to \$0.83 per minute and weekend rates from \$0.90 to \$0.67 per minute. These rates are without tax. One has to add the tax, a VAT of almost 21%. Yes, you read right, twenty-one percent. This is the Value Added Tax, which raised its head here during and prior to the recent primaries, (remember the primaries?) when a lot of people were talking about a "Flat Tax" Income Tax rate of 17%. Here we're talking about a Sales Tax only!

"WANADOO" Internet access and On-Line services.

For a monthly fee of FFrs. 55.00 (\$11.00) French Telecom Interactive, a subsidiary of French Telecom Multimedia which itself is a subsidiary of French Telecom, offers three hours of free access or for FFrs. 110.00 (\$22.00) you get fifteen free hours. Additional hours are charged for at the rate of FFrs. 19.00 (\$3.80) per hour. The sign-up fee is \$40.00¹. French Telecom is busily

engaged in purchasing equity participation in major private sector companies which either already do, or can supply commercial services to FT's WANADOO On-Line Service.

International

After having purchased a minority interest in TIBA (Telepuerto Internacional de Buenos Aires) FCR (French Cable and Radio) (another subsidiary of French Telecom) it can now participate in a network of Satellite Video Transmission system, not only to Europe but also to the US.

So, now on to Eastern Europe. French Telecom will install 300 card operated payphones in Moscow for the local telephone operator, Moskovskaya Gorodskaya Telefonniie Sat. These payphones will use the new microprocessor embedded smart cards and will finally enable people to place local as well as domestic and international calls from public phones in the Russian capital. French Telecom also supplied an initial order of 300,000 phone cards.

Mergers & Acquisition (M&A)

At this stage of the game, it is less merger and more acquisition. We know French Telecom best from its purchase, jointly with the Deutsche (German) Telekom, of 20% of US SPRINT. Their joint venture "Global One", officially took-off earlier this year and is active in some 55 countries. With about 2,700 employees, it expects first year sales to be in excess of \$800 million. Not bad for a start-up.

"Global One" markets and manages its business using "Point of Contacts", where in effect, global account managers handle all aspects of a customer's international telecom business. There will be over 1,000 of these local points of contact which can be reached, around the clock, seven days a week. The market segment targeted is, of course, primarily the businesses community.

The range of services offered is quite broad, and include, but is not limited to: Global Direct Dial, Global Phone Card, Global Call Centers, Global Internet, Global LAN to LAN, Global Frame Relay, Global Messaging, Global Fax, Global Conferencing, Global Systems, Global Service Bureaus, Global Post-Paid Calling cards, Global Pre-Paid Calling cards, Consulting etc.

¹) All rates mentioned here include the 21% VAT. **PT**

Tele-Events 1996

American TeleCard Expo

June 5-7

135 booths, 1000 attendees, trade show,
not open to public

Fontainebleau Hilton, Miami Beach, FL.

(713) 364-0961

TeleCard World '96 Toronto Conference

June 5-7

conference, expo on Canadian telecommu-
nications markets

Embassy Suites, Toronto, Ontario, Canada

(713) 974-5252

Americas Telecom '96

June 10-15

Rio de Janeiro, Brazil

+41 22 730 5689

CompTel Summer Business Conference

June 16-19

sponsored by the Competitive

Telecommunications Association

San Francisco Hyatt, San Francisco, CA

(202) 296-6650

SuperComm '96

June 23-27

sponsored by the Telecommunications
Industry Association and the United States
Telephone Association; with 620
exhibitors, 225 seminars, over 1000
speakers, five areas

Dallas Convention Center, Dallas, Texas

1-800-COMM-NOW

Association of College and University Telecommunications Administrator's 25th Annual Conference

July 14-18

Chicago Hilton and Towers, Chicago, IL

(606) 278-3338

Net World '96

July 22-24

speakers, exhibits, seminars, panels on
Internet business presented by Network
MCI and ADNet International

Roswell, GA toll-free **(888) 880-4888** or

<http://www.adnetintl.com/networld96>

Phone + Show

Aug. 26-28

Hyatt in Peach Tree Center, Atlanta, GA

(800) 280-2255

USTA Consumer Phone Card Expo

Sept. 6-8

sponsored by Ameritech, open to public,
collectors

Chicago, IL

(713) 364-0961

National Card Fest

Sept. 6-8

official U.S. Telecard Association show

Navy Pier, Chicago, IL

(713) 364-0961

ACTA XXIV- America's Carrier Telecommunications Association

Sept. 8-12

Hyatt Regency, Hilton Head, S.C.

1-800-881-2282

TeleCard World '96 East

Sept. 25-28

75 speakers, 200 exhibitors

Jacob K. Javits Convention Center. New
York, NY.

(713) 974-5252

CardEx96

Oct 9-13

conference and exhibition

Maastricht Exhibition & Congress Centre,
Maastricht, Netherlands.

01206-791734

Card Manufacturing Expo '96

Oct 21-25

Marriott Castle Harbour, Bermuda

(609) 799-4900

TRA Fall Conference- Telecommunications Resellers Association

Nov. 18-21

Acapulco, Mexico

(202) 429-6601

IBC Technical Services LTD

Oct. 30-31

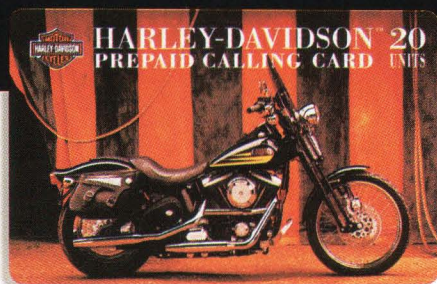
smart card developments in phonecards

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