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June 1994 - Volume 2 Number 6

Premier
Telecard[™]
The Phone Card Network

Magazine

The 1st
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U.S. Telecard Magazine



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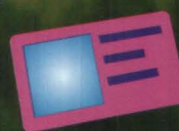
KING OF
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The Celebration of the Arrival of Prepaid Phone Cards in America Continues

The Premier Telecard Magazine

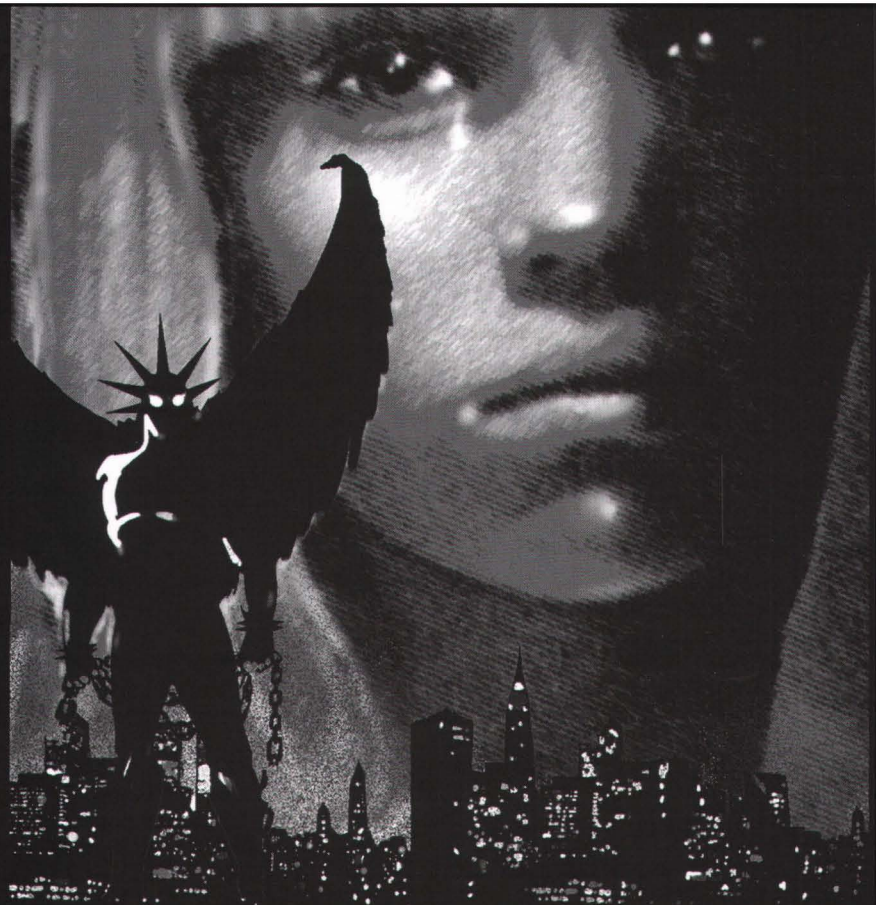
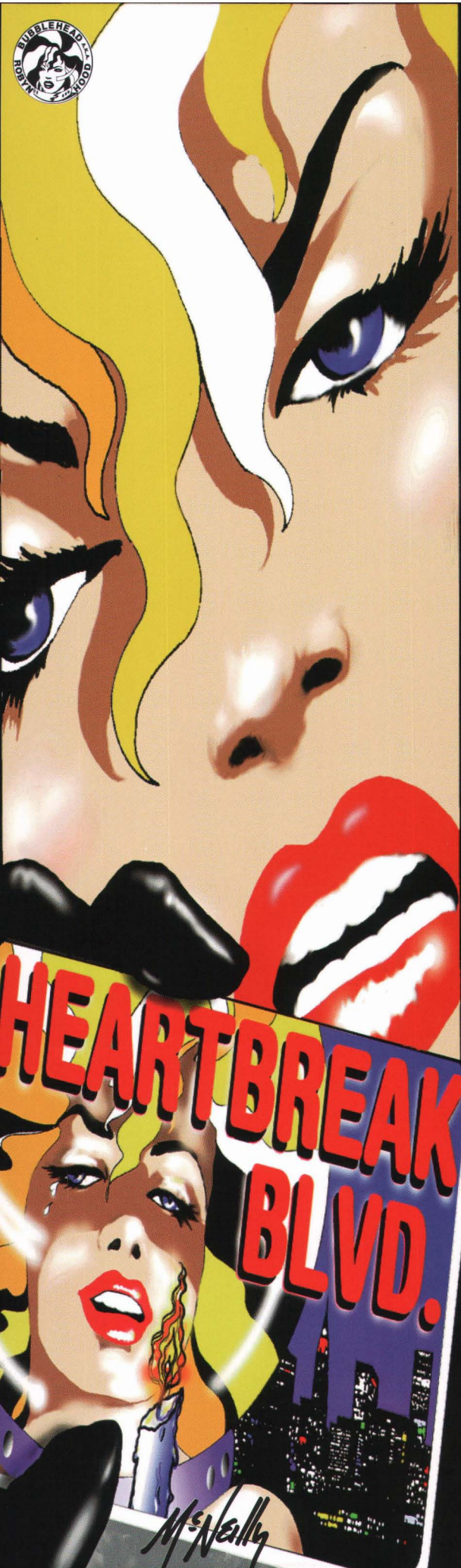
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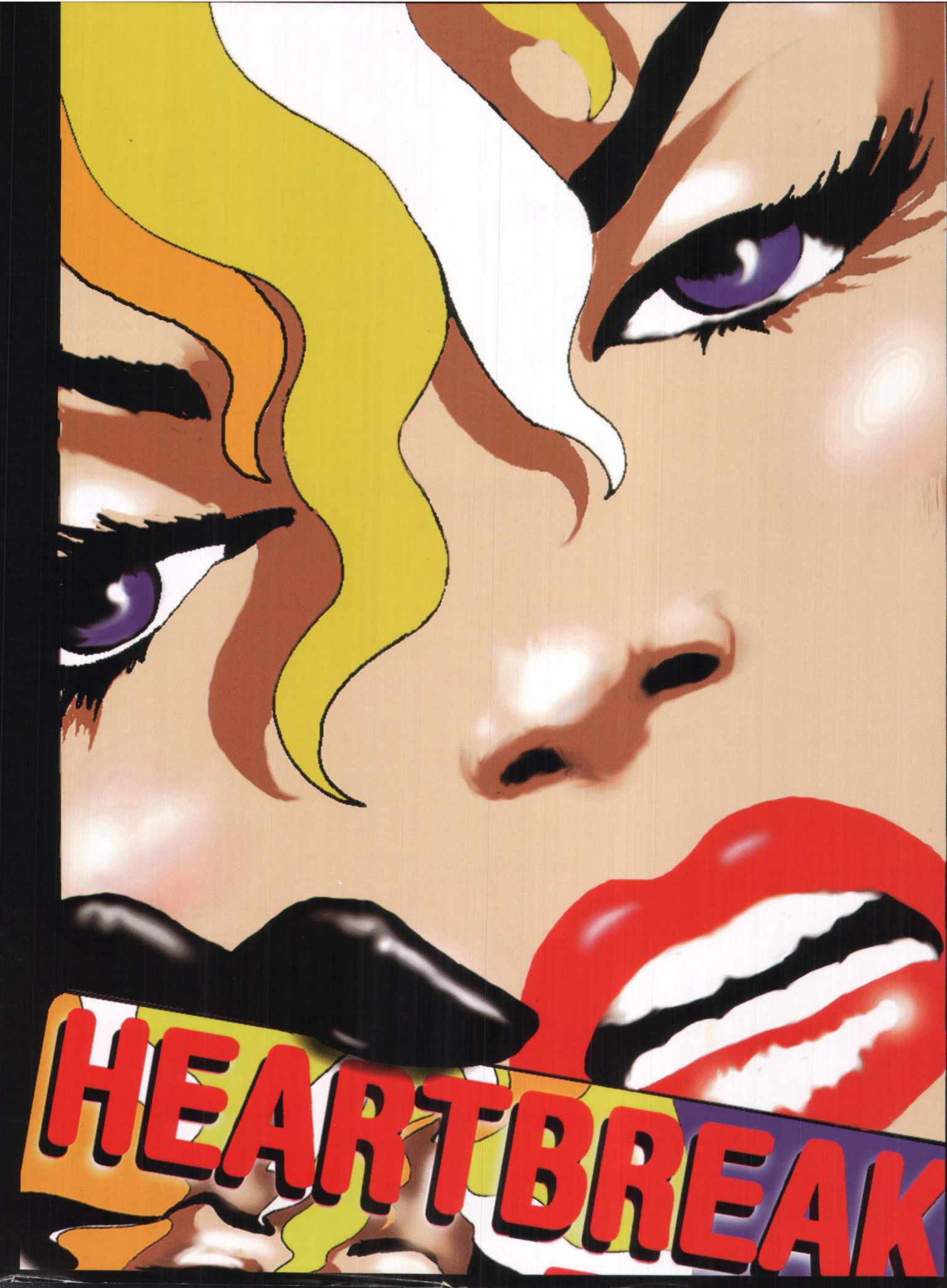


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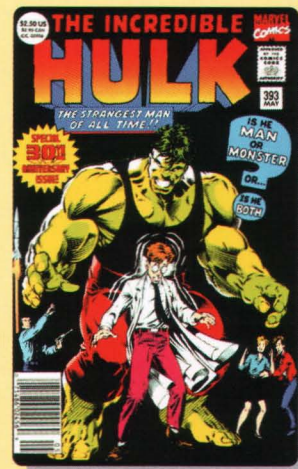
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(FAR RIGHT) THE INCREDIBLE HULK
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(NEAR LEFT) SPIDERMAN

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(LEFT) HENRI DE TOULOUSE-LAUTREC,
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(RIGHT) VINCENT VAN GOGH,
"PORTRAIT OF CAMILLE ROULIN"

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In this Issue...

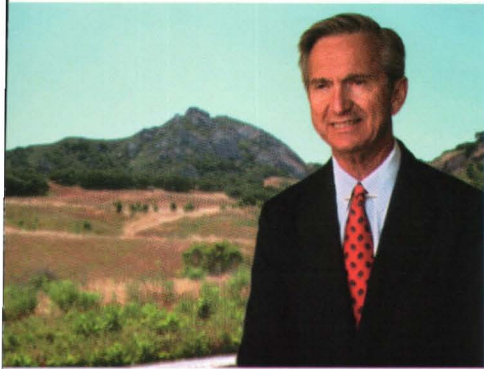
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About the Cover...

On a long-ago June day, in 1944, unmanned lighter-than-air blimps provided cover from air attacks for the D-Day invasion of Europe by the Allies. Today blimps, or airships, are associated with large public occasions... sports events,



grand openings, celebrations. Like the Budweiser Blimp, these stately craft provide silent, stable platforms for cameras with telescopic lenses, so that spectators are given a bird's-eye view of everything below. In September, an observer from such a platform might witness an invasion of another kind, that of the great telecard hordes, assembling for our Phone Card Phair II. The designated beachhead for the whole force is the Sheraton New York Hotel and Towers, and everyone will want to be part of the first assault wave.



It's My Call...

"June is busting out all over" is much more than a pretty phrase from a popular musical; it is an apt metaphor for the activity around our magazine this month. Projects in progress and events in the planning stages are crowding our calendars.

We are excited about Dr. Gary Felton's book, a primer for telecard collectors which we are publishing with Dr. Felton this month (*see ad on page 46*). So many new collectors want to know how to get started in this exciting new hobby; this book will answer their questions, refer them to sources for more information, and hook them with almost two hundred colorful illustrations.


That book, incidentally, will be part of a package made for collectors at another premier event, the Sportscard & Memorabilia Expo in Ahaheim, California, July 19-24. There the telecard industry joins hands with trading card fans in a memorable marriage, with *Premier Telecard Magazine* acting as father of the bride. We are hosting the Phone Card Pavilion at that show. All details about booth reservations are on page 19.

Alex Rendon will speak at the gala banquet highlighting the *Premier Telecard Magazine* Phone Card Phair II, September 30-October 2, at the Sheraton New York Hotel and Towers. So many people wanted to attend our

banquet in San Francisco but couldn't because there simply was not room for everyone. We're providing more space for the affair in New York, but this will still be the toughest ticket in town.

Among the other popular events we are planning is the second of our charity auctions, special promotions by our sponsors with free limited edition cards and at least four seminars. The seminars will address subjects of primary interest to telcos, dealers, and collectors. Look for our announcement with details, and make your reservations early.

Meanwhile, the pace of this telecard movement quickens with every passing week, it seems. Commercial releases are everywhere, and the hype around them almost drowns out the voices of reason, which counsel caution in making choices for investment or collection.

We will almost surely see some of you at one or another of the many events planned for the next few months. We are readily available, however, if you want to talk. It's your call. 

...the pace of this telecard movement quickens with every passing week..."

GERMANY

BRAZIL

UNITED STATES

ITALY

SPAIN

SWEDEN

BULGARIA

MEXICO

ROMANIA

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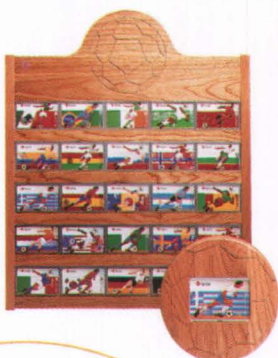
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GTI Flying High with a Real Bargain



Looking for a real bargain? "You can call any time, any day, anyplace in the U.S. for 25 cents a minute," according to William R. Harger, president of GTI Telecom Inc., if you use GTI's prepaid phone cards. Best known as the company with the Bud blimp card, GTI is the only approved Anheuser-Busch Company licensee in the U.S. telecard market. Located in Winter Park, Florida, GTI is a fully licensed telephone company, backed by an optic fiber network, that designs and manufactures its own telecards.

The first telecard released by GTI was the "Space Shuttle," which was available in English, Spanish, and Portuguese. The space shuttle design was chosen to emphasize the advanced nature of American technology, and to draw on the analogy that, once again, technical expertise was being used to adapt and refine a product –

telecards – for use in the United States. GTI released 650,000 of these cards: 50,000 in Portuguese, 100,000 in Spanish, and 500,000 in English. The cards are 20 units with a \$10 face value. Card holders may call anywhere in the U.S. for 25 cents a minute and can renew the cards by calling the toll-free number and paying for additional time.

Users of the GTI telecards can place calls to more than 200 countries worldwide. International rates vary and are available by calling the toll-free number. GTI telecards may also be used to place calls from over 40 countries. Each card has its own PIN that is obscured by a sealed envelope. There are no sequential or control numbers; however, a bar code is used to track the cards. Manufacturing its own telecards allows GTI to maintain quality control and PIN security.

In May GTI released telecards promoting two world famous restaurants in the Walt Disney World Attraction Area: Key W.

Kool's and Pacino's. Each card is valued at 30 units (\$15) and is available at the restaurants or through GTI.

In April of 1993, GTI produced two different telecards for Soletur, Brazil's largest chain of travel agencies and one of the largest coach operators specializing in North American tours. The eight-

unit card retails for \$5, and the 40-unit card is \$20. The

combined quantity of these two cards is 250,000; the cards are not renewable.

Fernando L. Sabino, senior vice president of global development, remarked on GTI's solid relationship with international clients: "I am pleased with the developing international telecard market and the fast growth and success of GTI's international distributors. In fact, we are currently finalizing large-scale marketing arrangements with two overseas PTTs."

U.S. telecard collectors can expect several Anheuser-Bush releases from GTI over the summer featuring the families of beer: Bud,





Busch, and Michelob. Also planned is a telecard depicting the world-famous Anheuser-Busch Clydesdales. GTI telecards will also portray characters, logo designs, and animals from the Busch Entertainment properties that will include Sea World's Shamu, Clyde and Seamore Sea Lions, Dolly Dolphin, Sydney the Shark, Protect our Seas design, Manatees: The Last Generation? and Cypress Garden's photos and designs.

Premier Telecard Magazine readers will recall GTI's first entry into the collectors' market with the release of the Bo Sterk telecards in November of 1993. (Vol. 1, No. 2). The collection consisted of four telecards: Crock Rock - 40 units; Rad Bad Duck - 30 units; Dog Gone Artist - 20 units; Surf the Nile Shark - 10 units. On June 1, the Bo Sterk Signature Collection was released. Only 5,000 of these four telecards were matted, so that both sides of the cards are visible and encased in acrylic. The artist will sign and number each mat. At the time of publication, the price of the sets had not been determined.


So whether collectors "Put This Blimp in Their Pocket" or "Put a Rocket in Their Pocket," GTI telecards users will find more money in their wallet as this 25-cent phone call is a really good bargain. 



What's in a Name?

Dirigible, airship, zeppelin, blimp? Commonly known as a blimp, the airship featured on the "Bud One Airship" GTI telecard is owned and operated by Airship International Ltd. of Orlando, Florida.

Capable of traveling 60 mph and at a maximum altitude of 10,000 feet, the Skyship Series is certified for day and night passenger flights and generally cruises about 35 mph at an altitude of 1,000 to 3,000 feet. The airship is 194 feet long, 67 feet high, and 50 feet wide, with a volume of 235,400 cubic feet of non-flammable helium. Powered by two Porsche 930 engines, five or six passengers can ride with the captain and co-pilot in a beautifully appointed deluxe gondola equipped with state-of-the-art radio and navigational instrumentation. Television coverage is provided by a gyroscopic mounted camera that can focus on images from as high as 1,000 feet. Traveling as a team that includes ground support vehicles are twenty professionals: certified airship pilots, mechanics, riggers, technicians, and crewmen.

A spectacular feature on some blimps is the NightSign™ system developed by Airship International. This full-color aerial display is comprised of two computerized electronic display boards mounted on each side of the skyship. The boards are 118 feet long, 29 feet high, and have 8,500 multicolored blue, green, red, and yellow lamps that are operated by an on-board computer to graphically depict logos, messages, animation, and cartoons. These visual effects can be seen from over a mile away. 



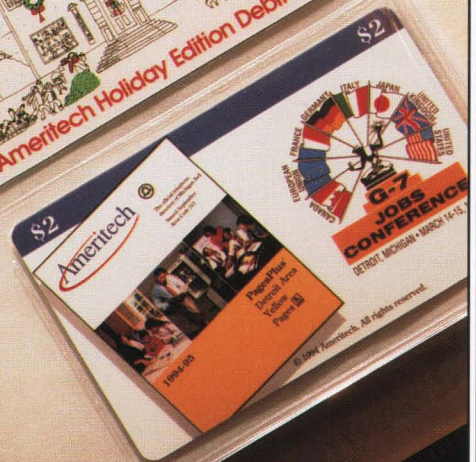
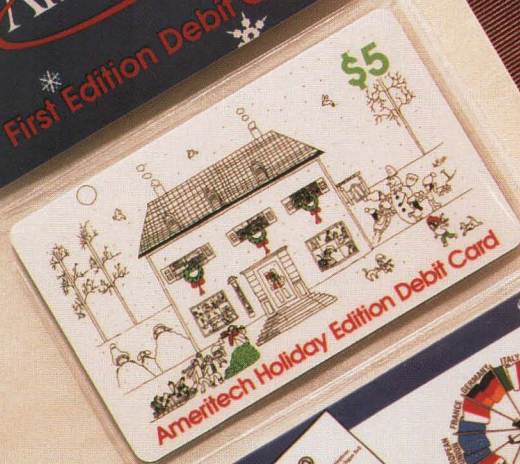
In May GTI released telecards promoting these two world famous restaurants.

In 1988, Michigan Bell, an Ameritech Company, conducted the first U.S. public trial of a telephone debit card.

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

This \$5 debit card, accompanied by a matching holiday greeting card, was designed by a not-for-profit welfare agency serving disadvantaged children.

These cards were specially designed for the G-7 International Jobs Conference held in Detroit, Michigan.

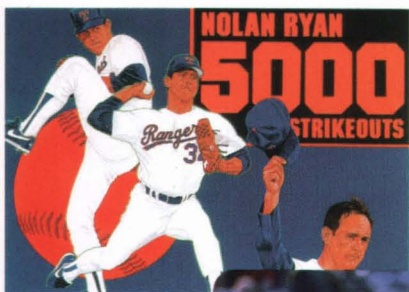




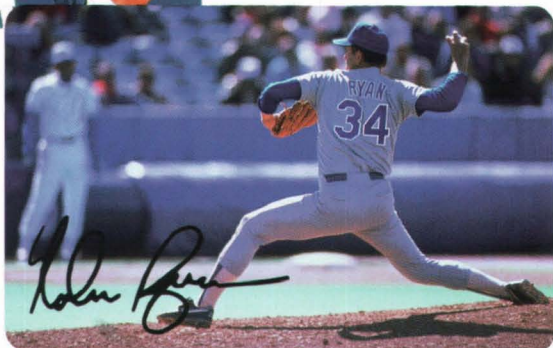
On February 14, 1994,
Ameritech, one of the Regional Bell
Operating Companies and originator of the
Michigan Bell CA\$H CARD, introduced the first
in a series of new debit cards being offered this year:
the **coin\$aver**SM card.

It's the only remote memory debit card issued by
a Regional Bell Company...it can be used at all
240,000 Ameritech Pay Phones. And it's backed by
Ameritech, an established Regional Bell Operating
Company servicing 12 million customers in the
Midwest. To obtain Ameritech cards, contact your
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Sports Telecards Hit the Market



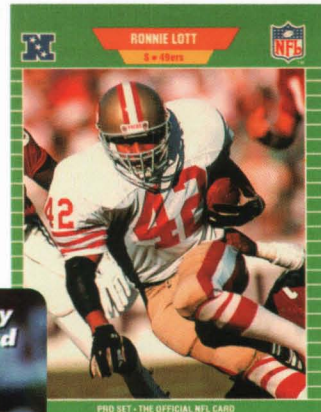
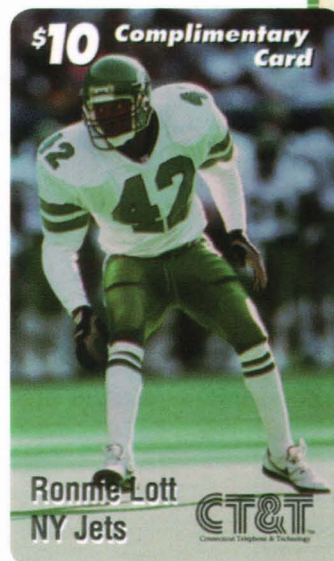
"What's bigger than a stamp and hotter than baseball cards? With several million collectors worldwide, wallet-sized telephone debit cards have become an international craze" – *San Francisco Chronicle*

"Prepaid telephone cards are generating as much excitement as baseball cards" – *USA Today*

"Too old for baseball cards? Try the new collecting craze: prepaid long-distance calling cards." – *Newsweek*
Sports fans, analyze your market: The last few

months have seen a deluge of sports telecards.

For the first time, the phone card industry and trading card fans will come together from around the world at the 1994 International Sportscard and Memorabilia Expo,

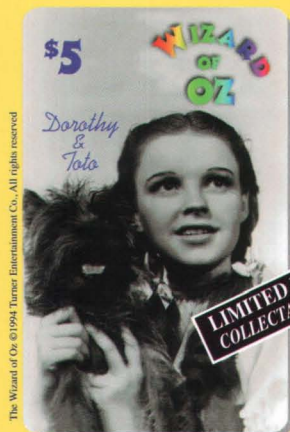


July 19-24, at Anaheim Convention Center, Anaheim, California, to trade, sell, and buy sports cards.

As a special feature, *Premier Telecard Magazine*, exclusive phone card magazine of the Expo,

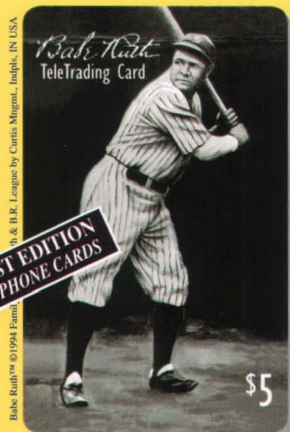
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is hosting a Phone Card Pavilion on the floor of the Convention Center, where the newest and best sport telecards will be exhibited and sold. Informational seminars, lectures, and special events will also be conducted. For exhibitor information call (805) 547-8500. (See ad page 19.)

The Anaheim Convention Center has over 300,000 square feet of exhibit space that will showcase over 400 dealers and



manufacturers from over 20 countries. Attendees will find promotional freebies, sport clinics, autograph signings, and a celebrity line-up headed by baseball greats Hank Aaron of the United States and Sadahara Oh of Japan.

Savvy trading card collectors will definitely plan on doing some inside trading at the 1994 International Sportscard and Memorabilia Expo. 

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"Take Your Children to Work" Day



Ameritech took the concept of "Take Your Daughters to Work" day one step further and broadened their program to "Take Your Children to Work."

Joining more than three million children world-wide, over 500 kids accompanied their parents to the Ameritech-sponsored festivities in the Chicago area on April 28, 1994. The company gave each school-age child of its workers the new prepaid Ameritech CoinSaver \$1 card, along with a hands-on



demonstration of how the card works.

"The kids were genuinely excited about using the product, much like they're interested in playing with computer games," said Jeanne Brohart, the Ameritech manager who staffed the display. "Their interest confirmed our research, which shows that it's a great idea for children. Society's ready for the product."

"Take Our Daughters to Work" is an international public-education campaign that was created with the objective to make girls "visible, valued and heard." The program was designed in 1993 by Nell Merlino of New York as a response to studies showing that adolescent girls receive less classroom attention and less encouragement about their futures than boys, resulting in a loss of confidence and the presence of eating disorders and negative body image concepts.

Ameritech's "Take Your Children to Work" is a positive step in the goal of "continuing dialog toward improving the quality of the lives of women, men, and children" espoused by the founder of "Take Our Daughters to Work."



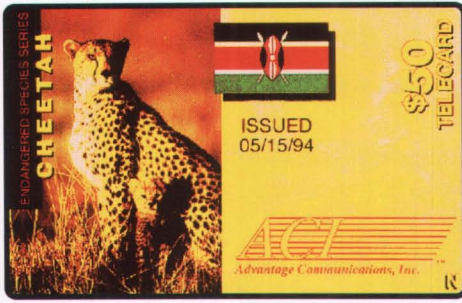
Jeanne Brohart is pictured with children of Ameritech employees.

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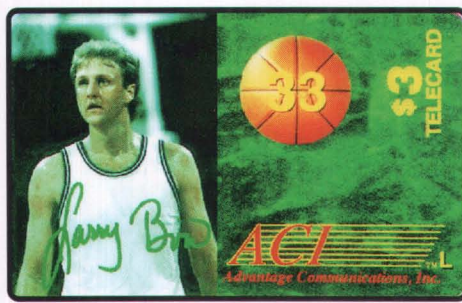
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*All cheetah cards are currently available \$6, \$10, \$24, \$56, \$108

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*Larry Bird "L" Card \$6

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PTI-NAS-5
PTI-NAS-55

Telephone Cards of the World
Catalog
North American Edition \$28
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TeleTrading Card
Dorothy & Toto Card \$5
6 Card Wiz of Oz Series \$30
TTC-WOZ-5 / TTC-WOZ-30



TRAVELTEL
Statue of Liberty
Card \$12
TVL-LIB-12



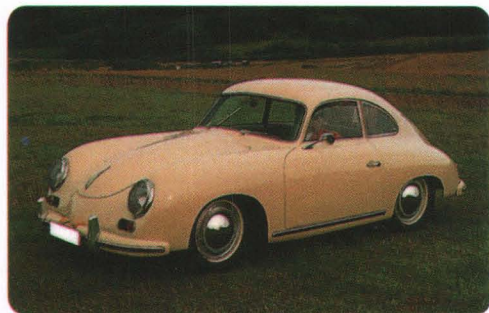
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Marilyn Card \$10
WOR-MAR-10

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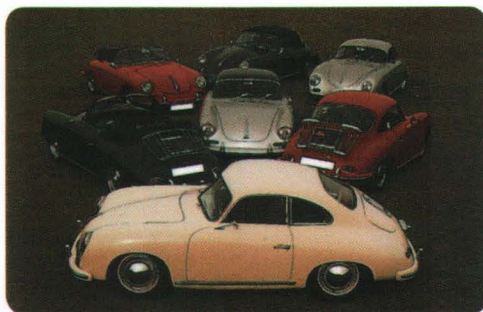
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Card No. <input type="text"/>	
Expiration Date <input type="text"/>	
Authorized Signature <input type="text"/> Date <input type="text"/>	
Name: <input type="text"/>	
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International TeleScene



Porsche 356 Club Cards



Porsche owners and enthusiasts do not need a translation to understand these telecards from Germany.

Commissioned by the Porsche 356 International Club of Germany with the cooperation of a Porsche owners' club in California, this set of four cards was issued by Sprint Communications. The cards have an international calling range, with two cards printed in German and two in English. Only 1,356 sets of these telecards were released, in February 1994. The sets are nicely mounted in a heavy linen-like folder with the following inscription:

In enger Zusammenarbeit mit dem Porsche Owners Club, California (USA), wurde diese vierteilige Collection ins Leben gerufen. Dank der freundlichen Unterstützung der Sprint

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With thousands sold to the U.S. Postal Service, Opal also supplies New York Telephone, GTE, and Mars Electronics, as well as many international governments.



Pictured above is Opal's "Mini" card dispenser.



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LDC Graphics Phone Cards

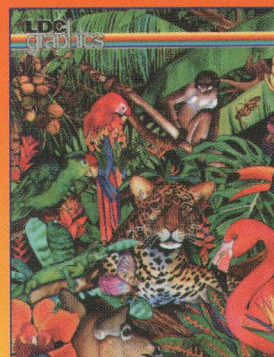
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Communications Company L.P. war es uns möglich, entgegen der sonst üblichen Konvention die Kartenaufgabe der Modellreihe 356 adäquat anzupassen.

Also available from the Porsche Club are three individual telecards portraying the 1959 Porsche 356 A Cabriolet, the 1959 Porsche A Coupe, and a futuristic Porsche by Professor Luigi Colani der Leonardo da Vinci der Moderne. These are chip cards.

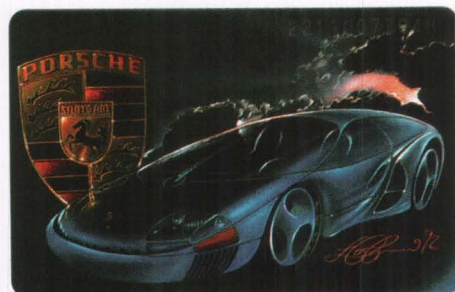
These cards have a definite appeal for all who have or hope for a Porsche in their life. 



356 A Cabriolet
Bj. 1959




356 A Coupé
Bj. 1959



Making Out at the Movies

As home movie watchers in Canada snuggled down with their popcorn and ice cream to watch the popular video *Sleepless In Seattle*, they were pleasantly surprised by a debit phone card leader offered by Columbia Tri Star Home Video and Smart Talk Network (STN) of Markham, Canada.

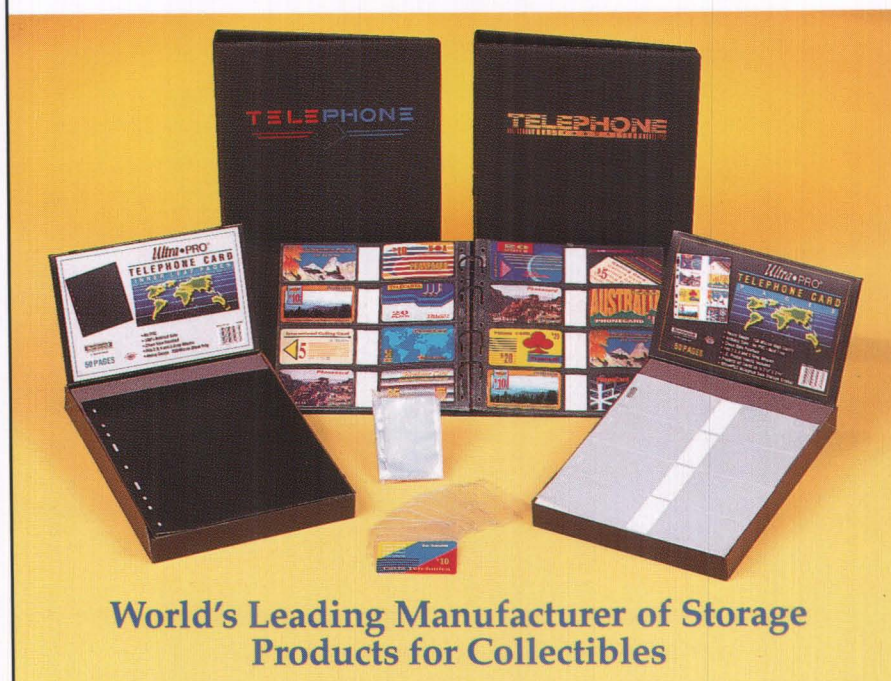
Viewers were given an 800 number to call. Those who subscribed to STN were given a \$75 Debit Card entitling them to 90 minutes of free long distance calling anywhere in Canada or the United States.

Smart Talk Network is Canada's largest long distance residential reseller of time in that country, and "Sleepless in Seattle" was the second debit card issued by them. 



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Wholesale Dealer Inquires Invited

TeleKid Collectors

by Leslie Gainer

Patrick Rendon was five years old when he began to collect telecards. He recalls: "My parents were on a trip and saw this telephone booth [that only accepted

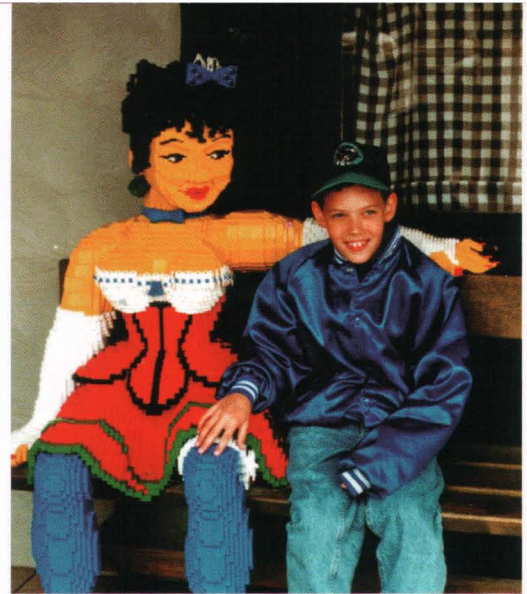
telecards] and didn't know what it was." Patrick's dad Alex had to make a call, and a local explained how to purchase and use telecards. Alex Rendon was intrigued by the concept and became more enthralled when he came across a telecard catalog compiled by Dr. Steve Hiscocks. That was in London in 1989. Alex purchased some telecards and brought them home to his son Patrick, who was fascinated. Now, five years later at age ten, Patrick is an avid collector who turns family vacations into a

treasure hunt for telecards, and collecting has become a family affair.

The Rendons travel to St. Maarten once a year for a family vacation. They took one of their annual trips the same year they began collecting British telecards. Patrick didn't limit his activities to lolling on the beach; instead, he was out scouring the phone booths for telecards possibly left behind by French and Dutch travelers. He recounts: "I would go to each phone booth and feel around the top or look on the floor. There were a lot on the Dutch side, but very few on the French side, because little kids would get out of

school, search for telecards, and give them to their parents, who would send them to France [to collectors]. One day I looked up and there were three French kids holding something. They had seen me feeling around the phone booth. They showed me a big stack of telecards and laughed because they had gotten there first. After that, I would go earlier, and would go where there were fewer kids." Some of Patrick's favorite telecards are from the French series featuring people who invented telephone technology, such as Alexander Graham Bell, Kelley, and Macron.

Patrick observes: "On the Dutch side you can go wherever you want and find a lot." In fact, his repeat visits to St. Maarten and his verve for collecting have resulted in friendships on the island. Patrick says, "This year, I was looking for cards at a phone booth outside a soda shop. The lady at the shop noticed what I was doing. She likes to keep the area clean, so she picks up cards from the telephone booth area. She gave me a big stack of cards and said that when I go back



Patrick & "friend" at Legoland, Denmark - July 1993

next year, she'll give me a whole new collection!"

Patrick's family travels are fairly frequent and worldwide. In March he attended the *Premier Telecard Magazine* Phone Card Fair in San Francisco with his father. While there, Jeremy Baher, a collector, offered to share a booth with Patrick, and by the conclusion of the show, Patrick had earned \$86 by trading and selling from his personal collection. He was thrilled, and since telecard collecting is not his sole passion, Patrick says, "I took that and my other savings to get a portable CD player!"

Patrick Rendon is not all work and no play. One of his other pastimes is building Lego sculptures, and the Lego supplies are expensive. But Patrick, as a collector, knows a bargain when he sees it. He says, "I was at a garage sale and found Lego pieces valued at \$1,050 for only \$50 " You can bet that the set became part of his collection. He is happily at work constructing new designs. Well-traveled yet down-to-earth, bright but not pretentious, Patrick appears to be a young man who will succeed in whatever he chooses and be a great role model for both younger and older collectors.

*Patrick is an
avid collector
who turns
family
vacations
into a
treasure hunt
for telecards*



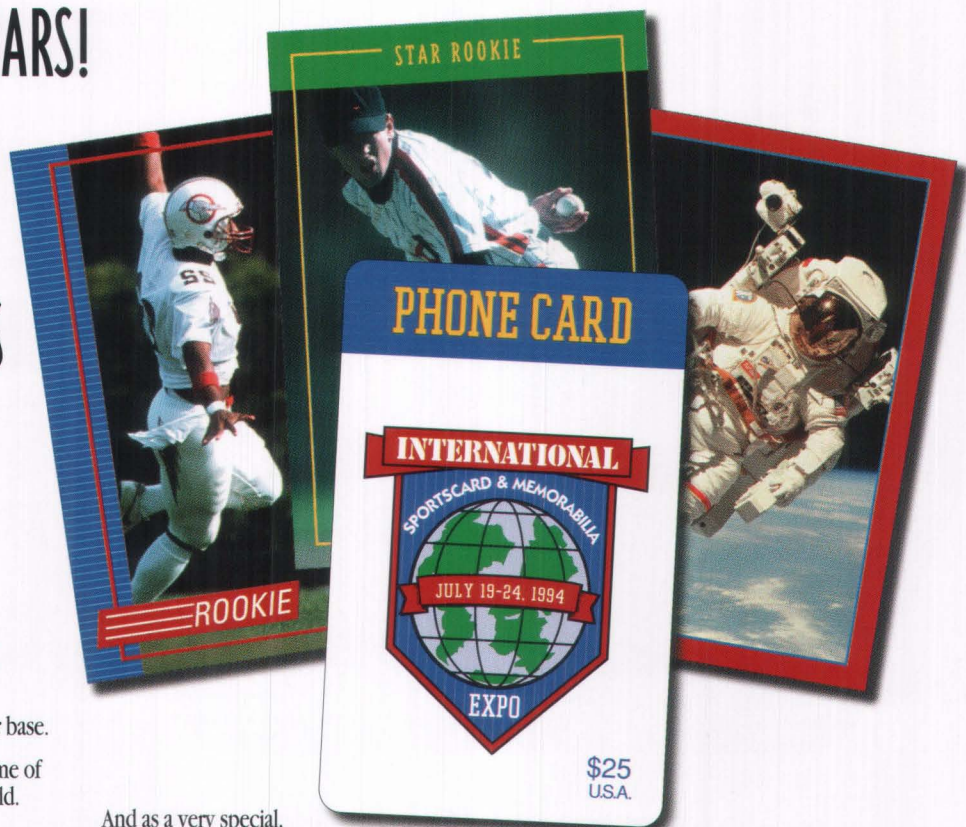
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- A celebrity line-up representing an all collectible field led by Hank Aaron of the U.S. and Sadahara Oh of Japan - the two greatest home run hitters in the world.



And as a very special, first-time ever feature, a Phone Card Pavilion is planned on the floor of the Convention Center hosted by Premier Telecard Magazine, the exclusive phone card magazine of the Expo, where the newest and best Phone Cards will be exhibited and **sold!** There will also be informational seminars, lectures and other events conducted by Premier Telecard Magazine spotlighting Phone Cards - the hottest collectible to hit the market in years!

Whether you're a collector, a dealer or an exhibitor, you can't afford to miss this spectacular event. Make your plans TODAY to attend.

For more information about the Expo contact the show promoter Jack Petruzzelli at (714) 526-5919; fax (714) 526-5559.

For information on becoming a corporate sponsor or partner, call Walt McDonald at (919) 933-3389; fax (919) 933-3394.

For more information on becoming a phone card corporate exhibitor contact Joe Garcia of Premier Telecard Magazine at (805) 547-8500; fax (805) 542-9358.

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TeleTone™ - A Revolutionary Telecard

by Leslie Gainer

Larry Brilliant was attending a smart card meeting in Washington, D.C., last year when a *Wall Street Journal* reporter asked him if he actually uses debit cards. He recalls: "In fact, I didn't, and I felt like a hypocrite when he asked the question." Brilliant Color Cards is a major manufacturer of debit cards. One would logically expect the company's executives also to be users of telecards.



Dr. Brilliant went on to explain some of the reasons certain categories of professionals are not card users. He noted that telecards are a great convenience and provide substantial savings to people who use pay phones and hotel telephone services. They are also an excellent tool to budget time for students and salespeople. However, he explained, "There are people for whom time is more valuable than money, such as doctors and lawyers. These are people who don't have the time or patience to punch in twenty to thirty digits [that are required when using an 800 number remote

memory telecard]." Yet smart cards, which are optically or magnetically read, are impractical in the United States, where over 300 million telephones exist which would have to be converted to accept such cards. "If it costs \$1,000 a phone to retrofit, that would be \$300 billion. That's not going to happen," said Brilliant. The reporter asked what the solution to the dilemma was, and Dr. Brilliant replied that the key was in developing a smart card that does not require an optical reader.

An intellectual spark was born: Dr. Brilliant began contemplating the possible technologies for a readerless smart card. Now, one year later, after intensive brainstorming with an engineer,


Brilliant Color Cards is on the verge of releasing its patent-pending TeleTone™, a smart card that emits a tone which initiates automated dialing of the 800 number access line and the caller's PIN. The caller's only remaining task is dialing the destination number. If the carrier offers the option of speed-dialing, even more time is saved. The prototype of TeleTone™ was unveiled at the *Premier Telecard Magazine* Phone Card Fair, March 4-6 in San Francisco.

The TeleTone™ may be released for use by consumers as early as this summer, but Brilliant

Color Cards wants to properly test the cards before any are issued. Dr. Brilliant says, "We want to make sure that you can wash them and sit on them" and engage in all sorts of human activities that could potentially render the card unusable.

Kevin Pirolo, president of Advantage Communications Marketing, Inc., (ACMI), of Memphis, Tennessee, is so enthusiastic about the cards that he has preordered one thousand. ACMI plans on placing the macaw from the endangered species series on the first set of 1,000. The Macaw TeleTone™ cards will be sequentially numbered. ACMI has begun preselling the first 1,000 cards and, as of mid-March, nearly 500 had been sold.

ACMI is considering adding several customer services that can be used in conjunction with the card, such as weather, sports, and stock market reports, speed-dialing, and fax transmissions. Mr. Pirolo is enthusiastic about the impact that TeleTone™ will have on expanding the customer base for telecards. The preorder response has been so positive that the leaders at ACMI believe that TeleTone™ will be avidly sought by telecard users. Mr. Pirolo, looking ahead, says, "Our desire is to have all future ACMI telecards available in standard and TeleTone [styles]."

He probably expresses the sentiment of many current telecard users when he says: "I use my card on a regular basis, and it would be much nicer to have the card dial for me. It's a revolutionary step forward in the U.S. debit card market." 

Schlumberger Smartcard

In 1992 Schlumberger began marketing a SIM (subscriber identity module) smartcard. Having sold 250,000 cards in 1993, the 1994 forecast is 600,000 to 800,000.

More than fifteen GSM (Group Special Mobile) operators around the world have now adopted these smartcards. GSM is a new international arbitrage arrangement whereby one may cross borders at will and continue to employ the same cellular phone network, via the smartcard. The success of these cards is due to their inherent functionality and the operational flexibility of the Simflex operating software. This software enables telecommunications operators to offer customers a wide range of services. The cards provide full PIN code verification for customer identification and sophisticated encryption algorithms for "active" second-level identifications before granting access to the network.

SIM cards also meet the emergent TE9 European standard, which provides operators with an "open" system that enables them to add new GSM service functions such as abbreviated dialing and short message delivery, as soon as

they become available. The cards come with either 3k or 8k of EPROM (Erasable Programmable Read Only Memory) for storing user data, and they are easily and securely programmable by the operator, using Schlumberger's advanced Simflex software, as mentioned. This flexible operating system provides a very ergonomic user interface, with easy-to-understand high-level commands for programming all administrative functions.

Furthermore, the cards feature dynamic memory allocations, automatically adjusting the amount of memory space to suit the authorized services.

In addition, most conventional smartcards tend to delaminate with frequent use and cannot tolerate temperatures above 70 degrees Celcius (130 F). That makes them unreliable if left in the sun. SIM

smartcards conform to ISO standards and are of a unique single layer polycarbonate construction, proven to work reliably at temperatures in excess of 85 degrees Celcius (173 F).



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Plugged In...

Turned On

by Tom Wilson & Mike Landers

Since the days when local operators completed calls with hand-held connectors, the art of telephone connecting has become an arcane science. The fusion of software, computers, integrated circuit chips, and fiber cabling has revolutionized telephone switching.

The software for prepaid calling cards has become more and more diversified, rugged, robust, and flexible. The industry has forced these changes, and more are likely to come. When making decisions about software for the prepaid calling card or any other long distance product, there are questions to be asked and variables to be reviewed.

The days are gone when a company could simply rely on their switching system to perform automatically on their behalf. There are many reasons for this. Players such as Northern Telecom and Digital Switch Corporation have left the market for the big leagues. Entire research and development teams are working with the MCIs, the Sprints, and the other large carriers on programming specifically developed and defined for those companies' interests. The products and software functions of their prime clients would be compromised should they share their information with the world.

There is also the fact that separate teams develop the software for the smaller long distance carriers. This mass market approach means that ideas are

funneled into the company's software development but their specific needs may not be addressed for a long time.

Of course, the purpose of mass market software application is to bring down costs and provide the little guys some of the advanced features that the big guys enjoy. This is the only way the customers of these smaller companies can afford software for their switching equipment.

Companies want more control over their destiny through the products they offer. They want the ability to make changes more quickly; the opportunity, that is, to address their customers' specific needs.

The development of software houses in the eighties has had a major impact on the telephone industry. Not long ago long distance resellers were scorned if they did not have a DSC 400 or a Northern Telecom DMS Standard tandem switch for their core switching system. Those were the mainstream switches of the day. Even the use of a Stromberg Carlson or a Harris positioned a company as a second-level player, despite the fact that those switches were the only ones proven to have a capacity over 4,000 live ports.

Today many manufacturers have decided they too can develop larger capacity switches while still keeping in tune with their established architectural concepts and designs.

Many of the medium-sized carriers used the switches they

outgrew as front ends or application-specific foundations. They implemented signaling between the older switch and the newer, larger switches, or they did not even connect them into the network at all. They would use these switches for operator services, calling cards (prior to debit cards), prison applications, or other low intensity trunking situations. This was the beginning of the new open network architecture that relied on computer telephony interface technology.

In addition to concerns about cost and implementation problems with the larger vendors, other forces were at work making open architecture systems advantageous. The pricing and availability of personal computers made development of software applications an easier task to accomplish. Companies no longer had to purchase huge mainframes to build their new ideas on. The advent of compatible operating software systems and the advance of systems such as MS-DOS, OS-2, and UNIX made software portability a reality. Millions of personal computers were being absorbed into the nation's business communities.

Local area networking became commonplace. Businesses were able to connect multiple computers using basic operating software such as MS-DOS, which allowed them to use database files and spreadsheet information. Distributed decision-making power was being utilized on the mass market level. The advent of Novell's easy-to-

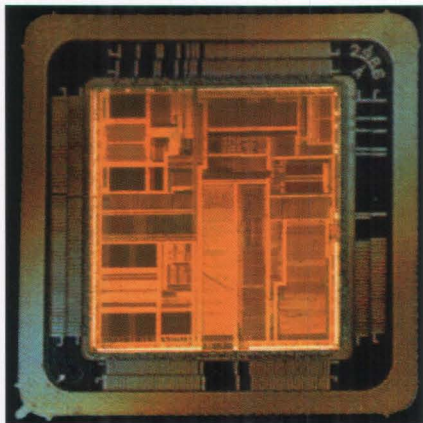
learn-and-operate local area network (LAN) software produced a plethora of multiple computer operations across the country.

Switching systems developers seized upon this technology, using patented proprietary network systems, and were able to build multiple distribution common control networks in their switches. This allowed for redundancy and maintenance to be brought closer to the board level.

As technology became more readily available, it increased the power of the central processing units (CPU), which also became more powerful. Intel started the ball rolling when they came out with the X86 issue central processing chips. The 286, 386, 486 and 586 (Pentium) allowed for generation after generation of software to be run on these computers without having to be totally replaced. That meant data files created ten years ago with the 8088 and 286 generation CPU could still run on the new Pentium chips being sold today.

In 1980 Lockheed and Data General started the war to reduce the size of switching equipment computers. Data General came out with the NOVA 3, a very competent computer at the time but one which would not compare to computers today. Lockheed was also ahead of its time in linking the NOVA 3, with its old core reed (internal relay) five-stage matrix switch, to the automated memory management systems. These two companies, through an expensive

military technical program, were able to put such innovations to use. Of course it cost the government millions, but it produced some of the first computer integration into telephone systems in the industry.




The conversion to smaller and more efficient switching systems had begun. These first electronic switching systems still had only 200 to 300 traffic-bearing ports and required 3,000 to 4,000 square feet to enclose them and were still quite large. It took years to get a program change then, and it usually required exchanging hardware.

The low cost and availability on the open market of such powerful computers as the Intel 486 and the Pentium has allowed entrepreneurs to tackle the development of new software-oriented platforms. Companies such as Dialogic developed and marketed voice cards that allowed other companies to build telephone switching capabilities into a single computer. Although there were immediate

problems with size and function, over time the software was refined and the hardware minimized to its lowest common denominator. Developers prefer in most cases that software control as many functions as possible because software can be addressed and programmed more easily than hardware can be designed and built.

Along with all the development of software features and hardware minimization, information became a buzzword. Bell Core developed a system of information transmittal between telephone systems. AT&T created a method of billing that nobody else had.

In 1984 Judge Greene ruled that AT&T had to divest itself of the Baby Bells. But these local telephone companies were forced to remain local and were not allowed to provide long distance service. MCI wanted fair and equal access to its customers who, unlike AT&T's customers, had to dial a long series of numbers just to reach MCI's switch. Equal access was eventually attained.

Today the integration of disparate but linkable technologies continues with the promise of a utopian communications future built of silicone chips and borne on a beam of light. 

Editor's Note:

Our intrepid duo from Colorado continues their quest for technical truth on a sea of confusion in a later issue.



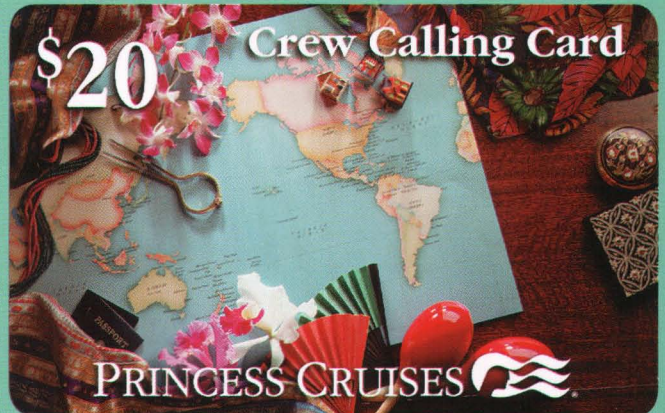
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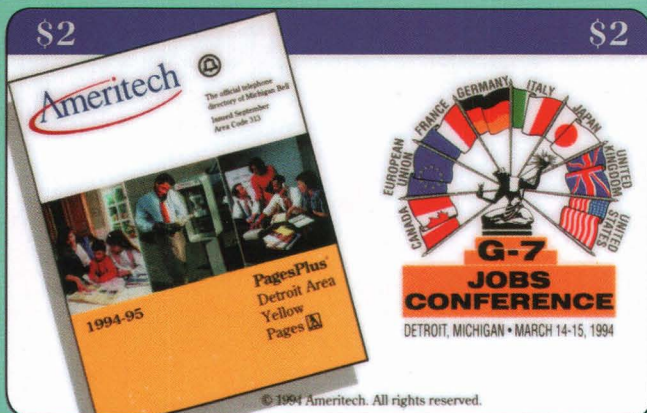
Bud One Airship - GTI - RM, R

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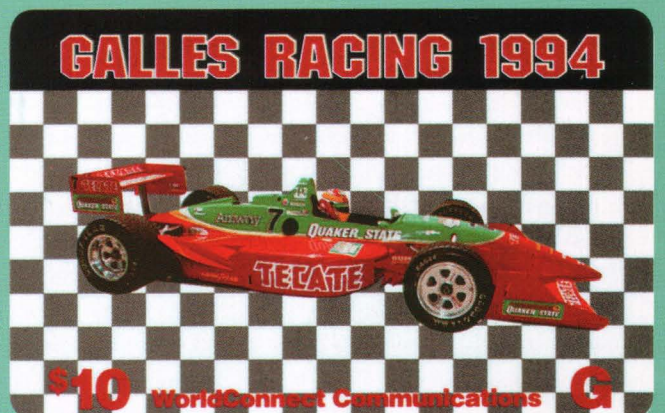
Princess Cruises Crew Calling Card - Telepass - RM 5

5



G-7 Jobs Conference - Ameritech - RM, SMS, R

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Galles Racing 1994 - WorldConnect Communications - RM, R 8

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Premier Cards

June
1994



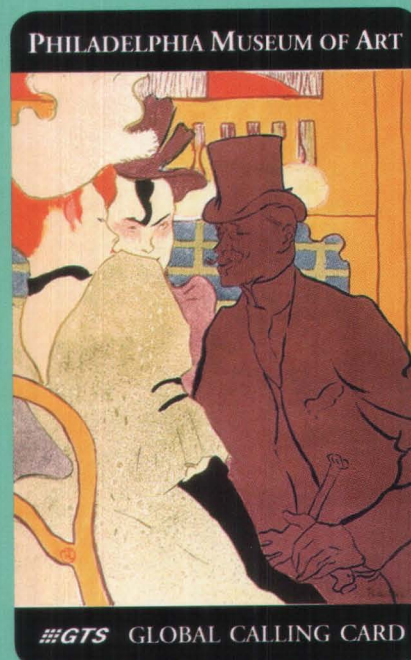
Sure\$aver - Incomnet Telecommunications, Inc. - RM, R 3



Bobby Labonte - Finish Line Racing - RM 6



Torii-Gate - Aero Wave Communications - RM, R 9



L'Anglais au Moulin Rouge - GTS - RM, NR 4



Heartbreak Blvd. - Peoples Telephone Company - RM 10



Peoples Telephone Company Releases First National Prepaid Phone Card Program in U.S.

It's Your Life, It's Your Call

*"Stop the Violence,
Save The Children"*

artist Mike McNeilly

- Playboy Building,

Sunset Blvd., Los

Angeles, California

It's Your Life, It's Your Call, an innovative program to give prepaid telephone cards to kids in trouble, will be launched on June 11 in New York City by Peoples Telephone Company (PTC). This program is the first national release of a major prepaid telephone card program in the United States.

For the *It's Your Life, It's Your Call* campaign, PTC, the largest independent public communications provider in the United States, in conjunction with Telecom International, is sponsoring this public service-oriented "Telecom Highways" project, inspired by the dynamic Mega-Murals of artist Mike McNeilly.

Free phone cards will be given to thousands of disenfranchised youths in major cities across the U.S. The phone card will offer them a direct line to help, while also acting as a call to action for the general public. Not only can the card be used to make a telephone call, but the 800 number on the card also provides the user with an audiotext listing of organizations ranging from National Runaway Switchboard, National AIDS Hotline, Drug & Alcohol Helpline, to Childhelp Hotline, which offer help to those in need.

Jeffrey Hanft, CEO of PTC, explains: "There are so many kids out there who need help, and we are going to provide them with the means to contact that help. We are giving cards to non-profit groups around the country to distribute to

runaway teens. Each organization will distribute the cards to those who need help. A phone card is a communications device which, in this case, is communicating a message of its own. The card may be small in size but the message is powerful."

Peoples Telephone Company has shown it is a phone company for the people by generously offering free calling time and a special toll-free service, 1-800-YOUR-LIFE, to America's children — those who most need these phone cards and a direct line to a way out. It will be advertised through radio and print public service announcements.

To produce the phone cards, PTC and Telecom International have joined forces with Mike McNeilly, who is widely known for his thought-provoking murals called "Lethal Art" since they conceptualize life and death issues. McNeilly has received a great deal of publicity for his murals, which include pieces on AIDS awareness, censorship, and violence. These thought-provoking Mega-Murals are 10 stories tall and are placed on buildings, construction sites, and billboards, where they are highly visible to anyone walking or driving around the city. Cities where McNeilly has displayed his murals include Los Angeles; Washington, D.C.; and New York City.

For this campaign McNeilly has designed a Mega-Mural entitled "Heartbreak Blvd." that will raise

awareness of the problems of kids on the street. The mural incorporates a phone card depicting a modern-day heroine holding a candle to light the way for kids lost on Heartbreak Blvd. This Mega-Mural will be unveiled in New York City and then will be shown in other urban centers around the country to get the entire nation involved.

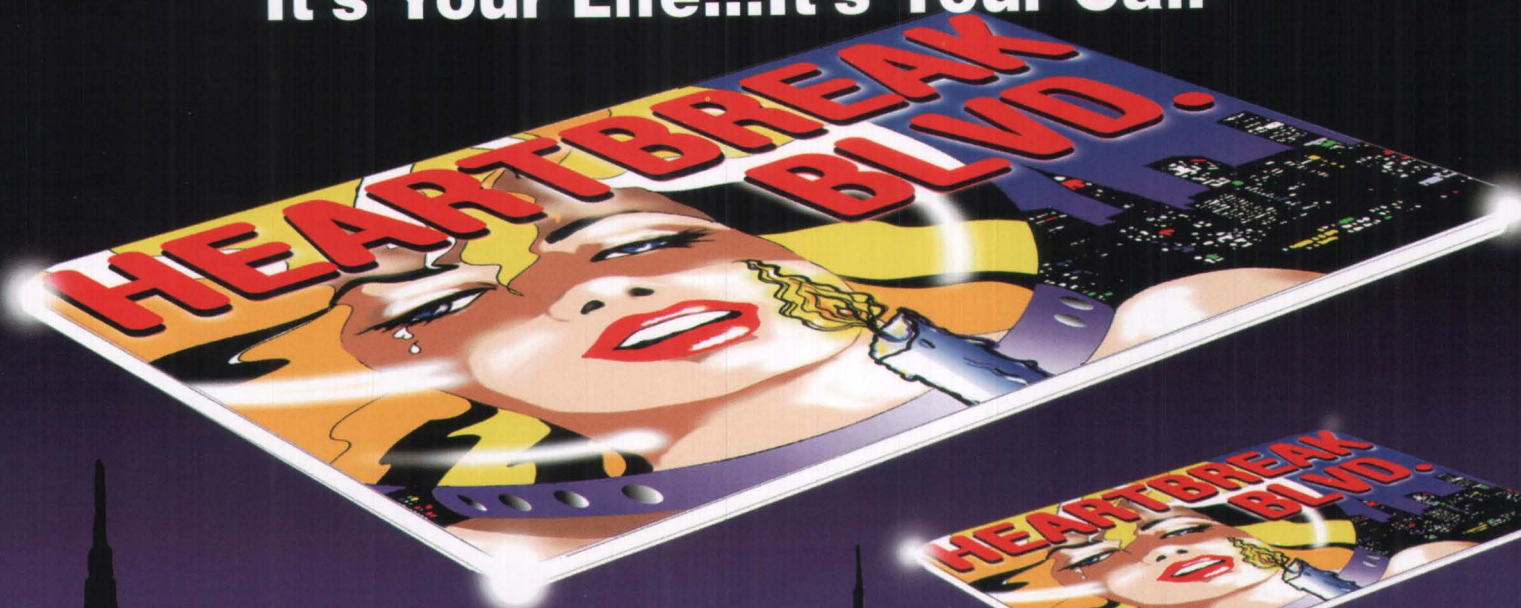
Says McNeilly, "In any city around the world, you can find a Heartbreak Blvd., a street of broken dreams. With this mural, I want to inspire a call to action." Best known for his large works of art, McNeilly explains his decision to expand his media to include phone cards: "Phone cards may not seem as dynamic as a ten-story mural, but the art on the phone cards can go anywhere at any time. They will deliver the message to millions of people." As part of this unique program, it is anticipated that consumer cards will be developed in the near future and be available to the general public at retail.

Headquartered in Miami, Florida, Peoples Telephone Company operates over 50,000 public and cellular telephones in 45 states and utilizes state-of-the-art fiber-optic transmission and digital switching technology for the prepaid cards. The company is expanding into selected new telecommunications services, both in the U.S. and overseas.

See Heartbreak Blvd., p. 28



"It's Your Life...It's Your Call"



Every Day in our Cities

- 1,234 kids run away from home
 - 7,400 kids are reported abused or neglected
 - 322 kids are arrested for drinking or drunk driving
 - 2,860 kids see their parents divorce
 - 2,781 teenagers get pregnant
 - 165 kids are arrested for drug offenses
 - 14 kids are killed by guns
- Thousands of free phone cards (as pictured above) will be given to kids on Mean Streets and Heartbreak Blvds. across the U.S. "It's Your Life...It's Your Call"
- Phone cards that offer a way out. A direct life line for kids.

Debit Card Industry Reps at MegaShow

For the past thirty years, The Selling & Marketing MegaShow, better known as the Premium Incentive Show, has been taking place, and this year was no different. From May 3 to 5 The MegaShow, the largest show of its kind, was at the Jacob Javits Convention Center in New York City, and representatives from *Premier Telecard Magazine* were there.

Manufacturers and distributors of premiums and promotional items had the opportunity to gain exposure and increase sales. Because the debit card industry is so new and becoming so big, it was important for companies in the industry to attend, and approximately fifteen of them were present among the over 1,200 exhibitors.

Premier Telecard Magazine shared a booth at the show with SuperStar TeleMedia Services. This

company recently released *Direct From Broadway*, a series of telecards which they refer to as Coinless Calling Cards, to benefit Broadway Cares/Equity Fights AIDS. Twenty percent of the net profits from the sale of these cards goes to benefit this charitable organization.

Much of the time spent at the booth by Grant Draper and Nancy Batsell of SuperStar was in educating the public about telecards. As the telecom/debit card industry expands, the applications become more numerous.


Nancy Batsell commented that it was the innovative and creative leaders of our industry who understood the value of this show and the need to be represented. For that reason, the leaders in the field were present. Summing up the show, Ms. Batsell said, "We couldn't have been happier.

Usually at a show like this you don't expect to take many orders. You collect business cards and follow up on the leads, and that follow-up is what determines your future success.

And we did very, very well."

From *Premier Telecard Magazine's* point of view, attendance at the show was very beneficial for us. We learned a lot and made some good friends.

The Selling & Marketing MegaShow was produced by Miller Freeman Inc. of New York. Bruce Bolger was the show director.

A partial list of exhibitors from the telecard and telecommunications industries includes: Enhanced Communications Corp.; HELLO! Phonecards; Selectronics, N.A. Inc.; Target Promotions, Inc.; AT&T; Collect-A-Card Corporation; Interactive Telenet USA, Inc.; DirectLink Technologies Corp.; and Intercall. 



Grant Draper with SuperStar TeleMedia Services

Heartbreak Blvd. continues...



PTC is an innovative and diversified telecommunications company, traded publicly


under the symbol "PTEL." In business since the divestiture of AT&T in 1984,

PTC provides quality services and innovative products throughout the world. As the largest independent provider of public telecommunication services in the United States, PTC has current annual sales of approximately \$200 million. Peoples also owns and operates consumer and business telecommunications centers in the United States and Russia. "Joining forces with America's largest independent public

communications provider, Peoples Telephone Company, will bring the network capacity and technology to ensure the success of this customized program," says Barbara Gutman, president of Telecom International.

PTC has pioneered the establishment of prepaid phone card technology for several key markets including prisons, colleges, convenience stores, check cashing stores, and large retail concerns. This state-of-the-art technology has been developed by PTC in close alliance with key equipment manufacturing companies. The result is a system which not only allows in-house support of prepaid

phone card programs, but also allows third-party interface directly with the system. The design of the debit technology platform allows PTC to offer custom programs tailored to the individual needs of their clients. This flexibility is unmatched by other larger telephone companies.

The company has assembled a team of dedicated professionals with significant experience in all facets of telecommunications science, making PTC competitive on a technological and cost basis and, even more importantly, allowing an unsurpassed ability to meet the specific needs of any project. 

The Leaders in the Collectible Calling Card Industry


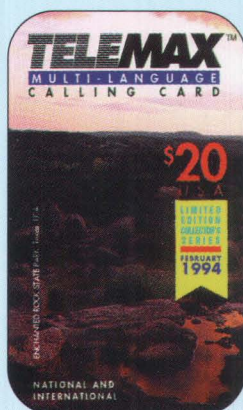
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\$20
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NATIONAL AND
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**LIMITED
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NY Residents Add 7.25% Tax			\$
Add 5% USA/10% INT'L S/H (\$2.50 minimum)			\$
GRAND TOTAL			\$

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Authorized Signature _____

Date _____

Name _____

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City _____

State/Zip _____

Country

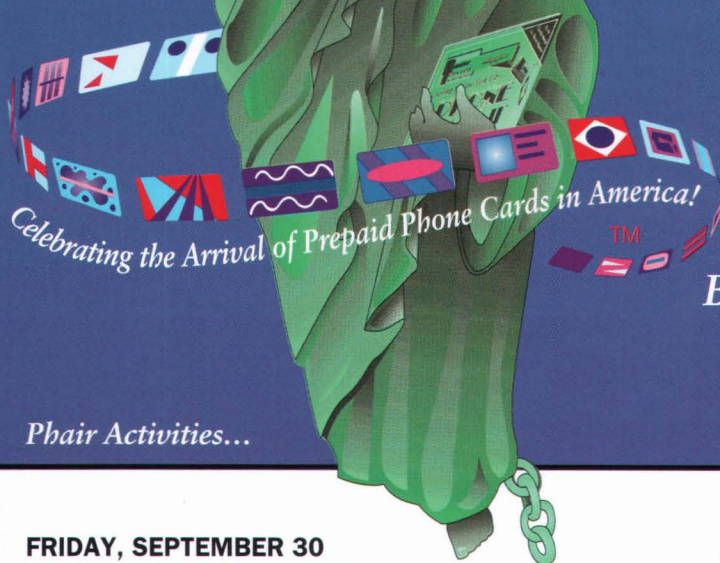
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**Sept. 30 -
Oct. 2,
1994
New York**



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- Spacious exhibit hall filled with trade show booths
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Phair Highlights...

- Elegant banquet with keynote speaker
- An abundance of telecard give-aways
- Commemorative collector cards
- Active trading and selling of phone cards
- Exclusive trading session for exhibitors
- Information exchange on phone cards and equipment
- Introduction of new phone card releases
- Live Auction of phone cards with proceeds to charity
- Meeting of the U.S. Telecard Association International
- Top industry leaders and recognized speakers

Bourse Displays...

- Telcos, Equipment & Card Manufacturers
- Magazines/Industry Publications
- Collectors & Dealers

Phair Activities...

FRIDAY, SEPTEMBER 30

The Sheraton New York Hotel & Towers

Exhibitors Breakfast Buffet
U.S. Telecard Association International Meeting
Exclusive Trading Session for Exhibitors

12 p.m. to 6 p.m. Exhibits Open to Public
Hospitality Reception

SATURDAY, OCTOBER 1

The Sheraton New York Hotel & Towers

Exhibitors Breakfast Buffet
9 a.m. to 4 p.m. Exhibits Open to Public
Live Charity Auction of phone cards
and sets contributed by worldwide donors
(all proceeds to charity)



Celebrities and Card Artists available for
autographs

Gala Banquet Dinner

(limited seating - by reservation only)

Keynote & Guest Speakers

Banquet includes commemorative phone card
give-aways and drawings for phone cards and
card sets.

Dinner proceeds to help fund charter for new
U.S. Telecard Association International

SUNDAY, OCTOBER 2

The Sheraton New York Hotel & Towers

10 a.m. to 4 p.m. Exhibits Open to Public
Farewell Reception

The phone card celebration continues in New York **September 30 - October 2, 1994** **at The Sheraton New York Hotel & Towers**

Premier Telecard Magazine, with readers from around the world, is the first and the only monthly magazine in the United States devoted exclusively to reporting on the prepaid phone card industry and the burgeoning ranks of telecard collectors.

Premier Telecard Magazine, along with several corporate sponsors is hosting the Phone Card Phair II at The Sheraton New York Hotel & Towers.



Over 3,000 telecard fans attended the *Premier Telecard Magazine* Phone Card Phair in San Francisco, and this second international gathering in the United States promises to pick up the pace.

Focusing on the prepaid phone card industry and collectors, Phone Card Phair II is a combination of business and social events that continues as a first-class event.

The bourse will become a telecard field of dreams for all. A number of phone cards will be distributed as a courtesy by exhibitors. A visit to every booth is a must.

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September 30 - October 2, 1994 • The Sheraton New York Hotel & Towers • New York



Cards in Play in the U.S.A.

San Rafael, California

Reminiscent of yesteryear, "Momar and Mom" of the Americana series, the first black and white telecard from AmeriVox, was designed as a special gift for Mother's Day. The first edition printing was limited to 50 cards and will be followed by a second edition of 1,000. The cards are serialized.

This charming series has a sentimental significance for Mary Mulvehill, its designer, as Momar and Mom are her own grandmother and mother, pictured at Bay Ridge, near Brooklyn, in 1943. This black and white series will cover the years from 1908 through the forties. Each card has a denomination of \$5, and a set of four cards is \$40 per set.



Belmont, California

Aero Wave Communications has released a 50-unit U.S. Phone Card portraying San Francisco Bay. Superimposed in front of the Golden Gate Bridge is a red "torii"—two uprights supporting a curved beam, with a straight cross-piece below, gateway to the entrances of Japanese Shinto shrines. The cards were designed by "Shelby Designs and Illustrates," and are attractively issued in a sealed black

window envelope so the PIN code is not visible until the seal is broken.

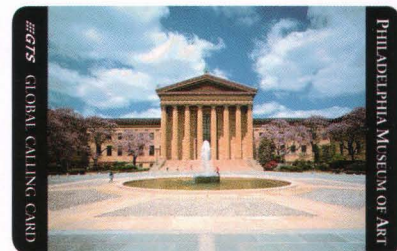
The cards are marketed in the United States, Japan, and the United Kingdom and can be used in most other countries. The back of the card is printed in Japanese, and a cardboard insert gives access numbers for international calling.

Traveltel is the carrier, there were 5,000 cards issued, and the cost is \$25. A call to Japan is 4 units per minute.

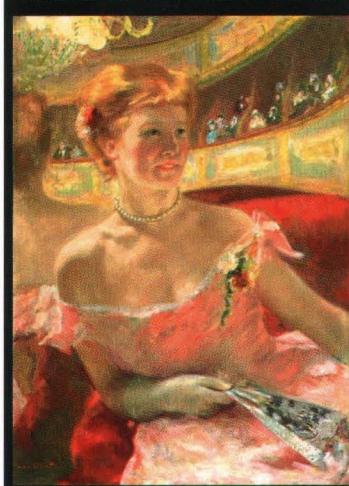


New York, New York

Fine art aficionados have something beautiful in store with Global Telecommunications Solutions' (GTS) issue of



PHILADELPHIA MUSEUM OF ART

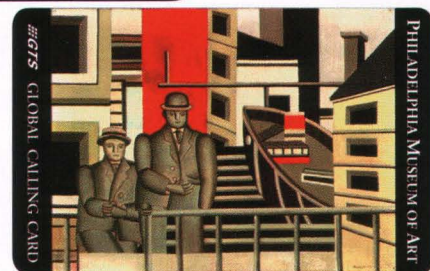


#GTS GLOBAL CALLING CARD

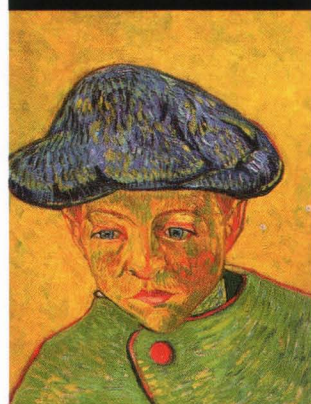
telecards portraying well-known works of art from the Philadelphia Museum of Art. Depicted are the lithograph *L'Anglais au Moulin Rouge*, by Toulouse-Lautrec; and three oils on canvas: *Woman with a Pearl Necklace in a Loge*, by Mary Cassatt;

Portrait of Camille Roulin, by Vincent Van Gogh; *Animated Landscape*, by Fernand Leger; and a photograph of *East Courtyard and Facade*, by Eric Mitchell.

There are five cards in the series, which is a limited edition issue of 1,000 cards. The 20-unit cards, with scratch-off PINs, are \$10 each and can be used in the United States and internationally.



PHILADELPHIA MUSEUM OF ART



#GTS GLOBAL CALLING CARD

Cards in Play in the U.S.A.



Woodland Hills, California

Since November of 1993, Incomnet Telecommunications Inc. has issued over 100,000 SureSaver prepaid calling cards. Recently called "one of the least expensive calling cards... rates vary from 20¢ to 25¢" in the *Business Consumer*

Guide, SureSaver's charges are based on a six-second increment with a 30-second call minimum. SureSaver also targets the international Spanish-speaking market with substantially lower rates. A five-minute phone call to

Mexico is \$2.85, compared to charges as high as \$12 for the same call by other carriers.

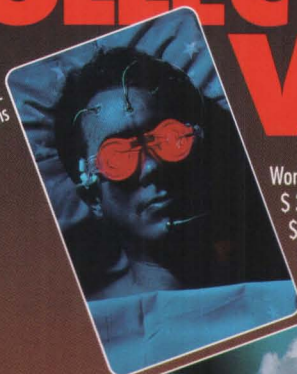
With two colorful and visually



appealing cards depicting families, the SureSaver has a \$20 denomination, is available in both Spanish and English, and is issued through National Telephone Communications, a subsidiary of Incomnet. The card has a bar code and no scratch-off PINs. It is renewable using an automatic "refilling station," a voice-activated system that allows the callers to add to their balance by using a major credit card.

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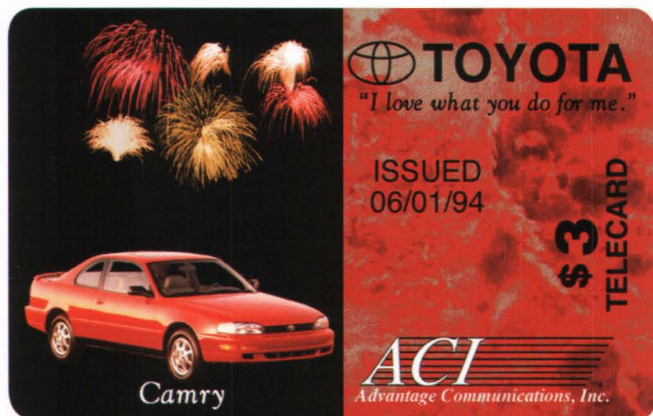


Cards in Play in the U.S.A.

Memphis, Tennessee

Car buyers are able to exclaim with enthusiasm "Toyota: I love what you do for me!" as a result of a telecard giveaway offered by independent Toyota dealers throughout the U.S.A. Advantage Communications Marketing, Inc. (ACMI) has produced a series of Toyota Camry Telecards that may be given as a "thank you" to people who test drive a Camry. Higher denominations may be used for those who actually make a purchase. The promotion is scheduled to begin June 1, 1994.

Toyota dealers who choose to become ACMI agents can recoup some of the cost of buying the cards by earning a percentage when the holder of the telecard purchases additional calling time.





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Issuer: Advantage Communications Marketing, Inc.

Telco: Advantage Communications Marketing, Inc.

Manufacturer: Brilliant Color Cards

Material: 28 ml. - laminated polyester recyclable core - standard credit card size

Features: removable PINs, sequential numbers

Price/Quantity: \$3 (2,500) \$7 (1,500) \$20 (700) \$50 (300)

Calling Range: domestic \$.25 / minute, international rates are available

Date Issued: June 1, 1994

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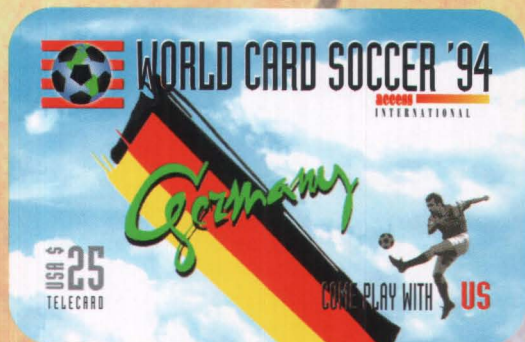
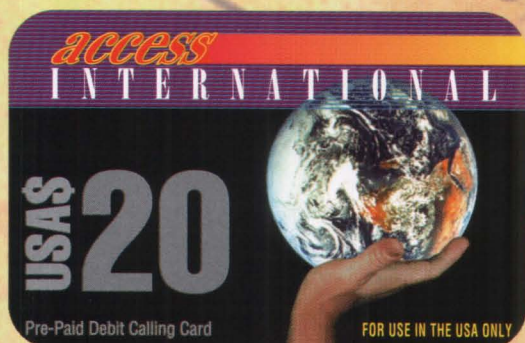
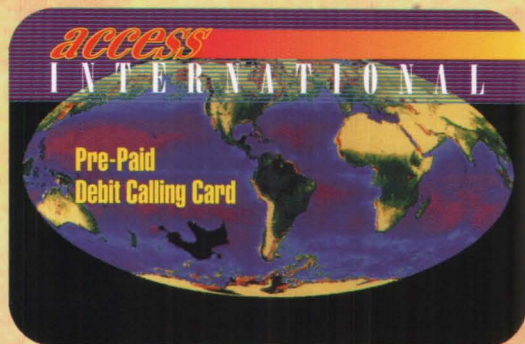




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Ma Bell and the Seven Sisters, or

by Max Erlichman

Considering the fact that the Baby Bells were born over ten years ago, it's difficult to consider them still as babies. And why should we? They will celebrate their thirteenth birthday on August 24, 1995, which in many cultures is considered the age of manhood. Born with a golden spoon in their mouths—if 17 billion dollars can be called “a spoon”—they each wound up as heir to roughly one-seventh of the domestic local telephone market.

Who is going to quibble that the division was not one hundred percent equal? As George Orwell

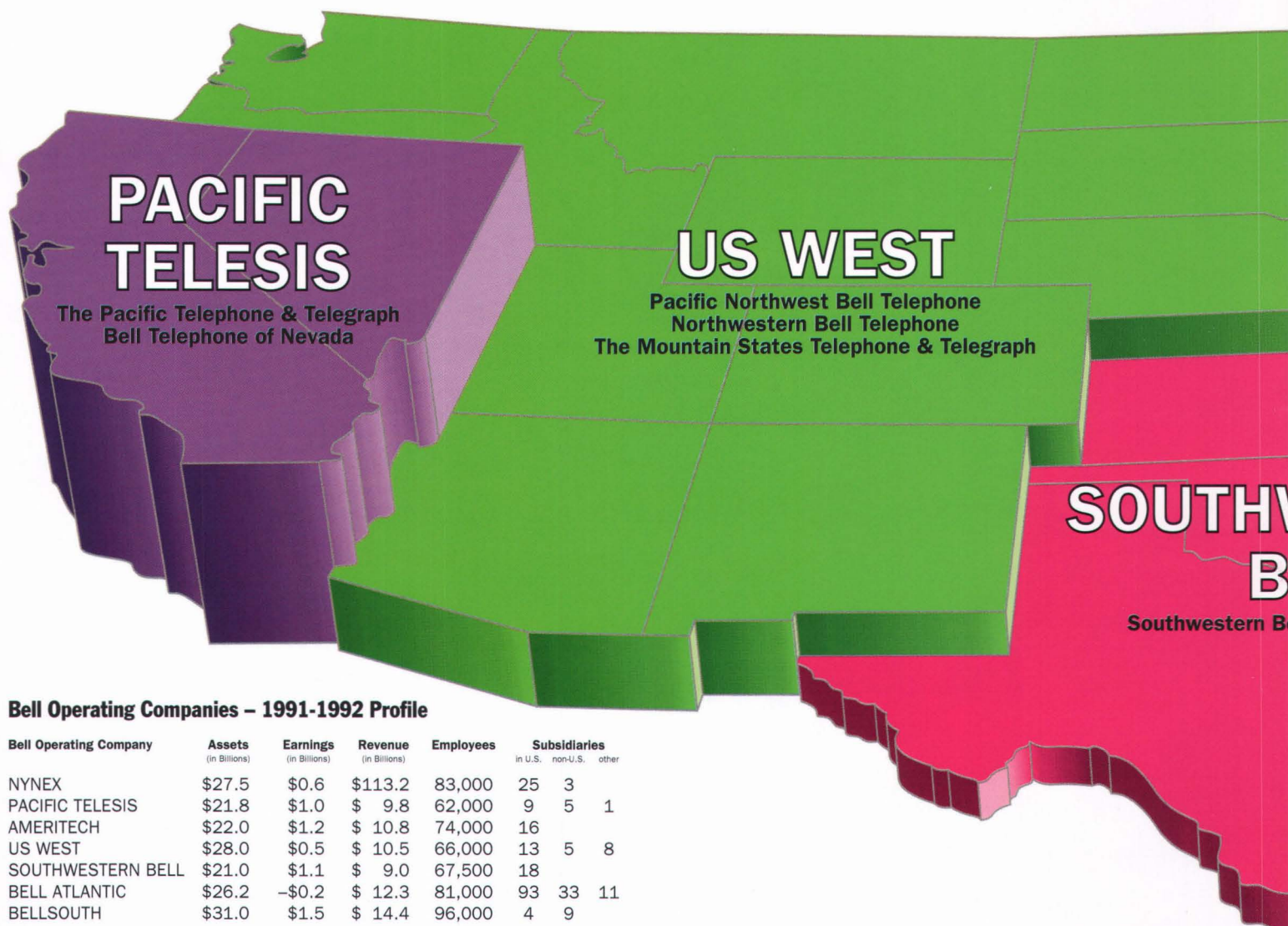
said, “...some are more equal than others,” so if after reducing 22 BOCs to seven, what does it matter if Pacific Telesis wound up with only 15,000,000 phones installed, Ameritech with 23,500,000, and the remaining five babies with numbers ranging between those figures? Who's complaining?

In 1934 Congress enacted the Communications Act, at a time when AT&T was a “Regulated Monopoly” and growing. Congress concurrently established the FCC, which was given the task of regulating this growing industry.

In 1949 the United States Justice Department filed a suit against

AT&T because their operation under the “Regulated Monopoly” label violated the Sherman Antitrust Law. The result of this filing was a Consent Decree that maintained the status quo for the time being, with the exception of a rule prohibiting AT&T from entering into or supplying any other service.

The first breakthrough, though minor, had unforeseeable repercussions. It was made by a company called Carterfone, which manufactured intercom systems that tied into Bell's equipment. That was heresy because Bell had prohibited the use of any equipment not made by them to be tied in any way into their equipment. Carterfone had no other alternative but to appeal to the FCC, which they did in mid-1960. The FCC found against AT&T's unlimited and unrestricted prohibition of third party equipment, designating it as “unlawful, discriminatory, and unreasonable.”



How the Baby Bells Were Born

The FCC allowed third-party equipment to be used so long as it met acceptable standards set by the telephone companies. This general rule, by its wording, opened the door for all types and kinds of telephone accessories and equipment. In 1977 the FCC changed this rule and introduced their "Registration Program," which allowed John or Jane Doe to install any device after registering it with the FCC. This is the ruling that today allows you to enter a store and buy your own phone, answering machine, etc.

Subsequent to opening the door to competition with the introduc-

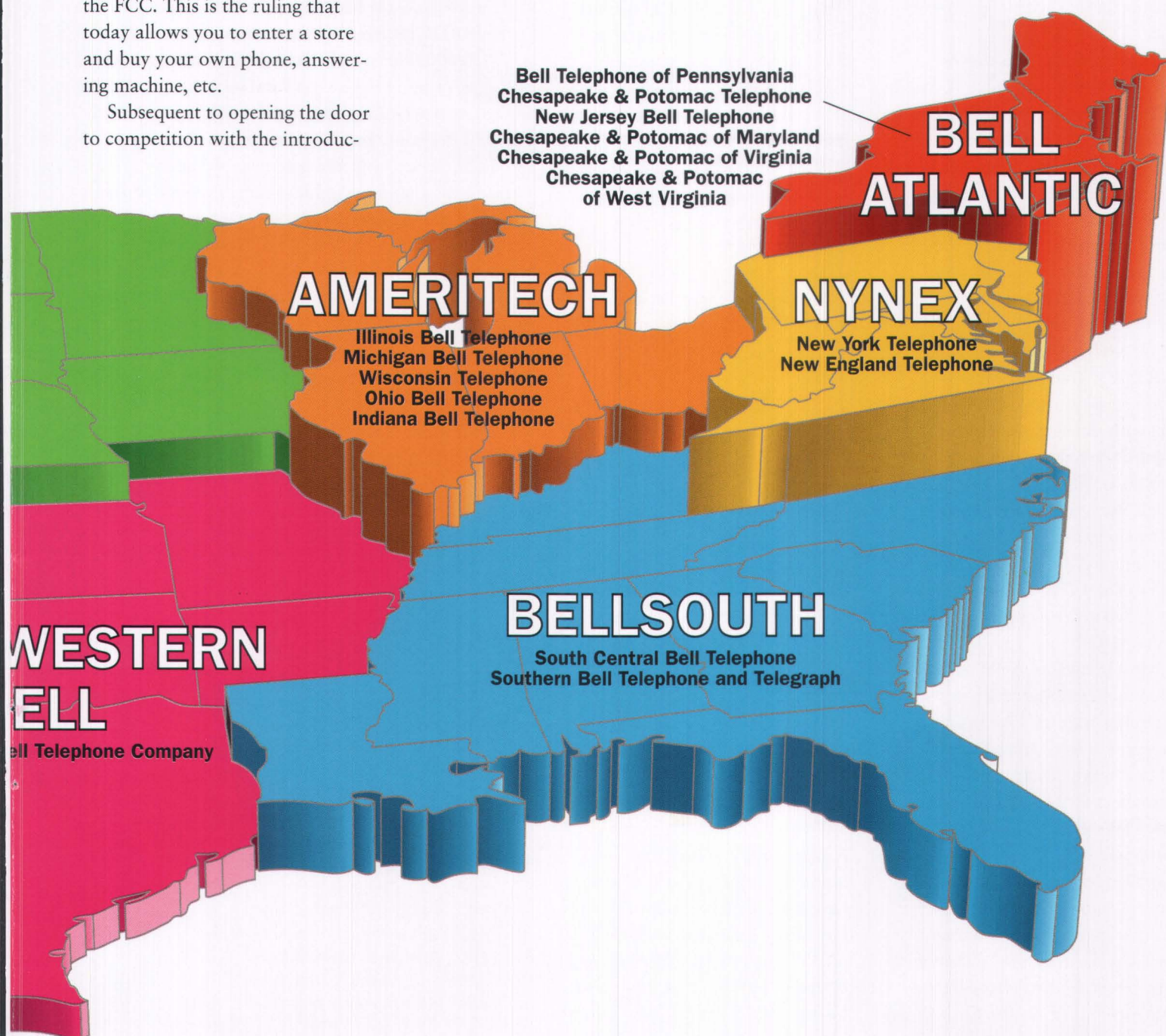
tion by the FCC of the Registration Program, the logical question arose as to how AT&T would compete both in a *regulated* and a *competitive* market. As its competitors were unregulated, they would be able to lower their prices at will, but AT&T would still require regulatory approval.

The inherent danger would be that AT&T could, under existing

rules, use any excess income from its Monopoly (its regulated sector) to subsidize its competitive services—to the detriment of the competition.

Furthermore, it must be remembered that by the Consent Decree of 1956, as a result of the Justice Department's antitrust suit of 1949, AT&T was prohibited from entering any other regulated businesses.

The next milestone and perhaps even more drastic step into the eventual breakup of AT&T was the Computer Inquiry II of 1980, so-called because AT&T



Baby Bells, *continued*

had originally expressed a desire to enter the computer business; that was one of the items Computer Inquiry II investigated. This study foresaw the forthcoming competition and tried to establish an equal playing field. The result of Computer Inquiry II was the decision by the FCC to immediately detariff all competitive services of AT&T, including equipment sales, and to progressively investigate further deregulations whenever appropriate.

The problem was one of AT&T's subsidizing one service by their other services. That problem was solved by AT&T being ordered to create a new entity by which it could offer its deregulated (competitive) services without any ties whatsoever to its regulated services. This gave birth to "American Bell" on January 1, 1983, subsequently renamed "AT&T Information Systems" (ATTIS). That was because, according to the MFJ (Modified Final Judgment), AT&T had to grant the rights to the word "Bell" to the babies (Pacific Bell, Illinois Bell, etc.), with the sole exception of its international operations and, of course, "Bell Labs."

Next on the scene?

Two gentlemen, Jack Goeken and Mike Bader, had determined that microwaves could be used economically and efficiently for wireless transmission and had created a small company called Microwave Communications Inc., better known as MCI. Although most people thought their idea was impossible, Goeken and Bader applied for and were allowed to install and operate the first microwave telephone system, which was between Chicago and St. Louis. Notwithstanding the naysayers, the system worked, and

very quickly a considerable network was created. AT&T ran to the FCC which, in 1975, disallowed MCI from operating. A Federal Appeals Court overruled the FCC ban, however, and instructed Bell to allow MCI's long distance service access to the local phone lines. And in 1978 the Supreme Court upheld the ruling of the Federal Appeals Court.

We now had competition!

In 1981 Congress had decided to set some stricter rules and over the next few years introduced a number of House and Senate Bills, all of which died in committee or never made it to the floor: HR5158, HR3333, and HR6121 and S611, which were later combined into S2872. Politics and lobbying efforts were all in vain or stillborn.

In 1983 Southern Pacific, Sprint, ITT, Western Union, and Satellite Business Systems (SBS) managed to grab 6-7% of the market. That was not overwhelming, but it foretold what was to come.

For those who always wanted to know but were afraid to ask, here's a brief story of how Big Papa Bear, with the help of the United States Justice Department, had to surrender his monopoly, which led to the birth of the babies. (Then again, maybe it was Mama Bear.) For all practical purposes we will overlook the few independent local monopolies that served their own communities.

In the Antitrust suit filed in 1974 by the Justice Department in Federal District Court, one objective, among others, was to have AT&T divest itself of the Bell Operating Companies (BOCs). AT&T fought tooth and nail, and estimates indicate that they spent between \$275 and \$350 million in

doing so. After all, these were the 22 local phone companies that jointly handled approximately 85% of their local customers. All the court fights required expenditures of huge sums—which, of course, gave considerable employment to the legal profession as well as to the many unsung heroes who quietly and unobtrusively invent acronyms. On August 24, 1982, the MFJ was delivered in Judge Greene's courtroom. The MFJ created the ROCs (Regional Operating Companies), by organizing the 22 BOCs into seven ROCs, the minimum allowed. Confused? For an English translation of all these acronyms, send a SASE to *Premier Telecard Magazine!*

Each ROC received assets worth about \$17,500,000,000 and assumed the proportional debt, and their primary business is local service and other unregulated activities. The original BOCs remain, i.e., Pacific Telephone, Southern Bell, et al.

Where are we now and where are we going? Considering that these holding companies today are involved in telecommunications, financial services, real estate, publishing, leasing, software, cable TV, marketing, and too many other activities to mention, both at home and abroad, it is very hard to predict. Then, too, looking at the new high-tech inventions like interactive TV and wristwatch-size communicators, and considering that technology grows at an incremental rate, few would be willing to prophesy where all this is leading to.

Time will tell. 

ACRONYM KEY

What you need to know, but were afraid to ask!

ATTIX	AT&T Interexchange Company
BOC	Bell Operating Company
CALC	Customer Access Line Charge
CSO	Central Services Organization
ENFIA	Exchange Network Facility For Interstate Access
IC	InterLATA Carrier
IRC	International Record Carrier
LATA	Local Access and Transport Area
MFJ	Modification of Final Judgment
MSA	Market Service Area
NTS	Non-Traffic Sensitive Component
OCC	Other Common Carrier
POP	Point of Presence
POR	Plan of Reorganization
ROC	Regional Operating Carrier
SASE	Self Addressed Stamped Envelope
SCC	Specialized Common Carrier
SLU	Subscriber Line Usage
SMSA	Standard Metropolitan Statistical Area

Telecards for a Cause

Senior Golfers Take a Swing for Charity

by Leslie Gainer

The Dallas Reunion Pro-Am Senior PGA Tour introduced telecards to 78,000 observers during a tournament which was held April 18-24. The telecards were sold at the event. Fifty percent of the proceeds are going to Communities Foundation of Texas, a non-profit group that directs donations to thousands of community non-profit agencies throughout the state who offer programs for health, social service, education, youth, arts, and civic improvement.

Barry Soicher, a former golf pro, approached John Denton, General Manager of the Dallas Reunion Pro-Am Senior PGA Tournament, to raise funds for the charity tournament. Mr. Soicher proposed a custom telecard as unique fundraising tool. The idea was born, and on April 18, one thousand telecards were released.

People reacted to the cards with mixed reviews. Despite his personal enthusiasm for telecards, Mr. Soicher says he quickly learned that, "While the people who already knew about debit cards bought them immediately, the retail public doesn't know why they need this [telecard]."

Mr. Soicher believes that at this point "awareness is definitely the problem" and poses a challenge in marketing telecards. He tracked the most common criticisms voiced. Many people said that they hate telephones and object to the

Premier Telecard *TeleFacts™*

Dallas 10th Reunion Senior PGA Tour Pro-Am

Teleco: PTi

Manufacturer: Plastic Graphics

Material: 28 ml., laminated core, standard credit card size

Features: 30 ml - plastic

Quantity: 1,000

Price: \$20; \$10 to charity; 50¢/domestic minute

Calling Range: International from U.S. outbound

Date Issued: April 18, 1994

rates. They were also confused as to whether the telecards could be used from any phone or restricted to certain phones. A great number said that they didn't want to have to think about doing yet another thing differently. It sounds as if there's a raging case of technology burn-out going on in the psyche of the general public. Finally, the fact that the cards are also a collectible didn't seem to mean much to the group that attended the tournament.

Mr. Soicher was briefly discouraged by the response; however, it is clear to him that mass education and mass marketing of telecards will turn the tide toward use of the product by consumers. Meanwhile, Communities Foundation of Texas will continue to benefit from the sale of the remaining tournament cards. For more information about the telecards contact Mr. Soicher at: (214) 661-5673.



Direct from Broadway

SuperStar Telemedia Services (STS) of New York City is about to issue the first six in a series of telecards which will feature Broadway plays. The series is called Direct From Broadway. STS moved its scheduled release from June 1st to June 15 for the Direct From Broadway telecards. The series has also expanded. Originally, four Broadway show cards were slated for release. The number of telecards has grown to six, with an additional twelve shows signed up to appear on one card each in the future. The series scheduled for release in mid-June includes *Angels in America* (two separate cards), *Cats*, *Les Misérables*, *Miss Saigon*, and *Phantom of the Opera*. A donation of 10% from each card sold will go directly to Broadway CARES/Equity Fights AIDS, a foundation that distributes funds to provide assistance for services to people living with AIDS across the United States.

Grant Draper of STS is thrilled with the outpouring of support by the New York City theater community. STS plans to host a party on the evening of the Tony

awards. The Direct From Broadway series will be unveiled at the event.

Premier Telecard *TeleFacts™*

Direct from Broadway

Telco: N/A

Issuer: SuperStar Telemedia Services

Manufacturer: Applied Graphics Technology

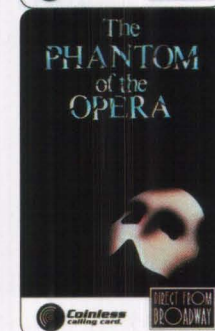
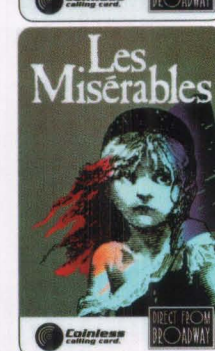
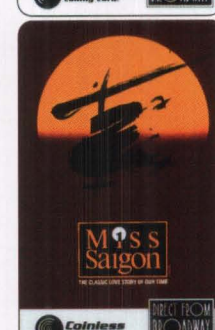
Features: bar codes; PIN concealed by envelope; non-renewable

Quantity: 5,000 of each design

Price: \$20 - 10% to charity / 30 units (domestic)

Calling Range: International

Date Issued: Scheduled for 6/15/94



200 Years and Still Making Cents

by Rich Carolan, Editor of The Collectors' Advantage

In 1976, the United States celebrated its 200th birthday as an independent nation. A spectacular party was thrown in New York Harbor, complete with fireworks and tall ships, for the whole world to see. With the Statue of Liberty as the backdrop for the events, the entire country proudly displayed its two centuries of freedom like a trophy in a showcase window.

That's the way it should be.

Sixteen years later the country reached another milestone in its history: the bicentennial of U.S. coinage. And do you know what the country did to remember this chapter in its history? Nothing.

That's not how it should be.

However, Steve Loewenstein, president of The Collectors' Advantage, felt that something should be done to recognize this important part of our country's past. He has developed a set of eight telephone cards, each



depicting the first denomination of coins in the United States.

"I created this set," he said, "because no one had done anything to remember this event. I feel that 200 years of coins in the U.S. is an important milepost in history."

The first two cards of the set have already been issued, the first being the 1793 chain cent. That year represents the time that regular issue coins were first used.

"Since I started the series in 1993," said Loewenstein, "it was the perfect coin to begin with."


According to Loewenstein, the coinage bicentennial actually began in 1792, when the first test issues were produced.

The second card in the series is a tribute to that particular year. The card is the 1792 half disme (pronounced deme). "The story is that George Washington was so anxious to see coins made," said Loewenstein, "that he and Martha actually melted

down their own silverware to use. Also, it is believed that Martha posed for the front of the coin."

The next in the series is the 1794 silver dollar, while the others will include the 1792 birch cent, 1794 half dime, 1795 \$10 eagle gold piece, 1796 dime, and 1796 quarter. All of the cards are \$10 denominations with the exception of the 1793 chain cent, which is a 20-unit card.

"Telephone cards are a 21st century form of money," said Loewenstein. "I mean, coin people claim that phone cards are like coins, stamp people claim they are like stamps, and so on.

"The cards are probably the most important form of money now because of the computer age. And what better way to pay homage to our old currency than by putting it on our new currency." 

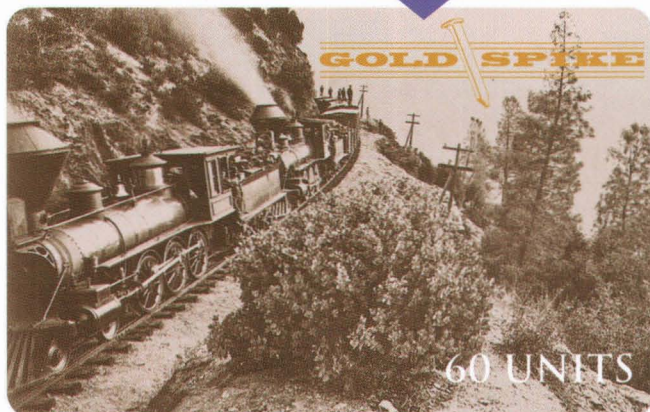


Named & Claimed...

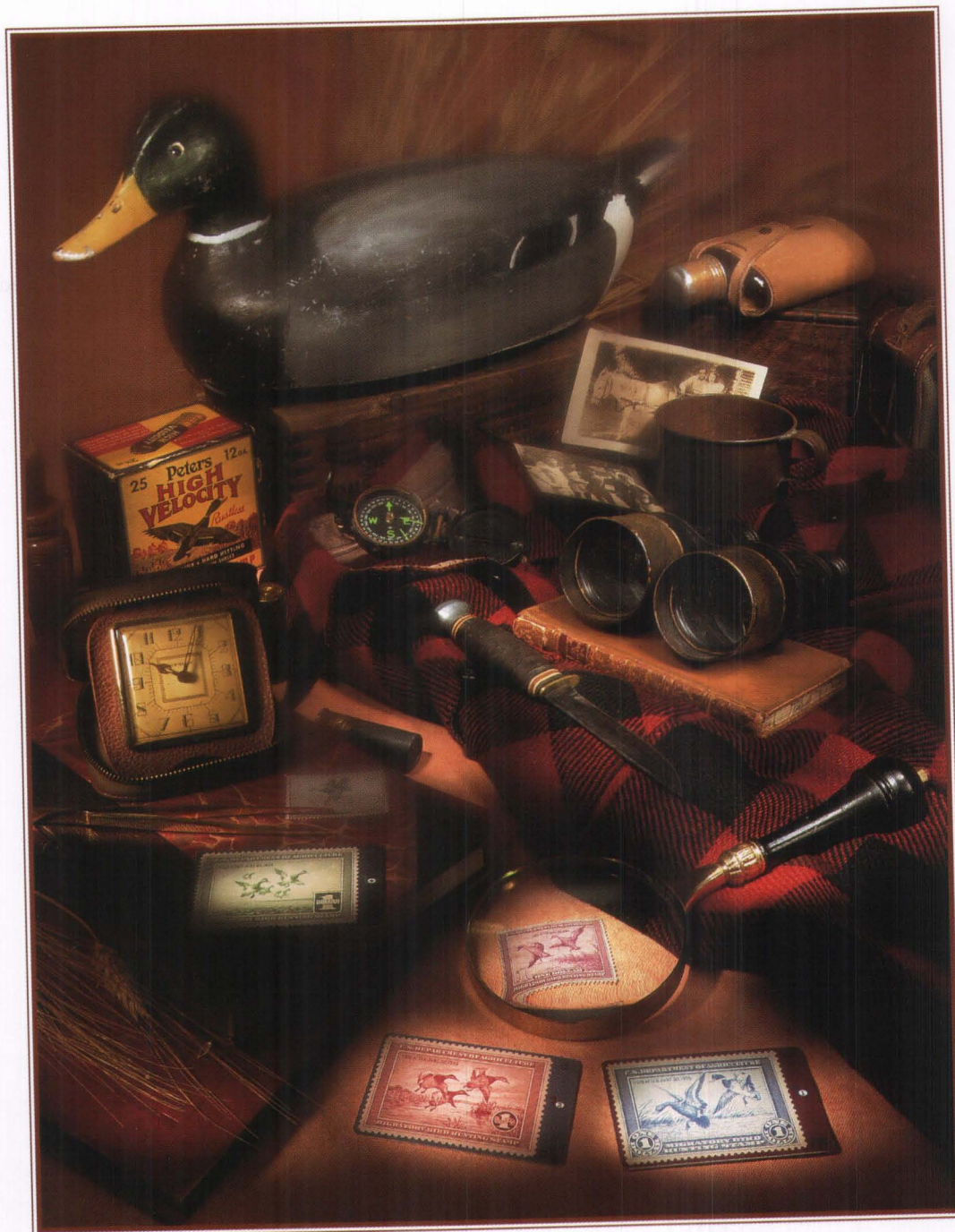


Give us some background information about this card and the name of the company that produced it... and it's yours!

Limited to the first 10 responses.



Our readers correctly identified this card as offered by TelSpec, Telecommunications Specialists, Inc., located at 14589 Grand Avenue South, Burnsville, Minnesota 55306-5771. Phone: (612) 892-7606. Fax: (612) 892-7662. The card is a custom-enhanced prepaid calling and information card.



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Celebrating a World of Difference

Special Issues Sold Out

Eight telephone companies joined with *Premier Telecard Magazine* in creating 2,000 sets of 1st Issue Celebration Cards, a release commemorating our first edition in July 1993. These cards have eight different telco logos and matching serial numbers and have caught the fancy of phone card collectors worldwide. One set was given away with each two-year subscription to *Premier Telecard Magazine*. THESE 1ST ISSUE

CARDS ARE NOW COMPLETELY SOLD OUT. Watch these pages for the next commemorative cards from *Premier Telecard Magazine*, which will again be linked to subscriptions.

Unveiled at the gala Phone Card Phair in San Francisco, the *Premier Telecard Magazine* set of six tiled cards from Margaret Keane's painting *Love Makes A World of Difference* was linked to the Phone Card Phair Commemorative Card given to all registered visitors. Only

2,000 sets of this unique combination were created. THESE CARDS ALSO ARE SOLD OUT. That is, both the set of six tiled cards and the individual Phone Phair Cards are all completely gone. *Premier Telecard Magazine* will issue another commemorative card for the Phone Card Phair II, New York City in September. Watch for it.

Premier Telecard Magazine salutes the subscribers, dealers, and collectors whose enthusiasm made these issues popular. We have listened to your suggestions for improvement to these releases and appreciate the interest and support those comments represent. Thanks.

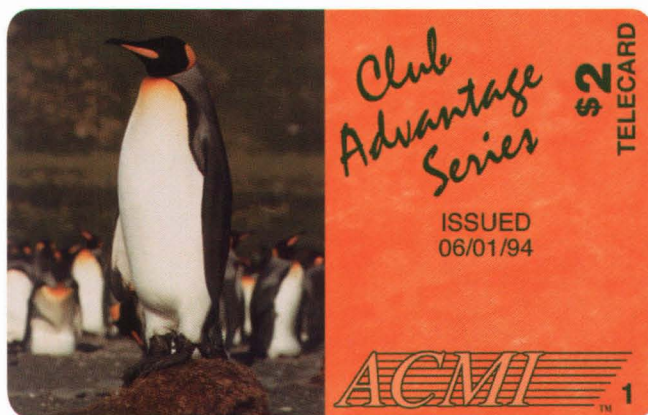
Bill & John

Telecard Trading Association Formed

Advantage Communications Marketing, Inc., (ACMI) of Memphis, Tennessee, announced the launch of the Telecard Trading Association (TTA)TM. The association is offering an array of services to collectors.


Members will receive quarterly newsletters with information about special events, updates on current telecard values, guest articles from key players in telecards, and free classifieds.

In the second quarter of 1994, each association member will be given a copy of Telecard Trading



that says "Club Advantage Series."

Club Advantage was a name considered for the association. The first set of telecards was in production when ACMI opted to revise the name of the club.

For more information contact Advantage Communication Marketing, Inc., in Memphis, Tennessee. 

SoftwareTM, an on-line computer service that allows members to place free classifieds, view information, and conduct trades and sales based on information in the database.

ACMI will also offer the Telecard Trading Association Card SeriesTM to members, who can receive a new card every quarter. The only way to obtain additional cards is to recruit new members, one card being awarded for each member recruited. The first card is the Penguin, which was scheduled for release on June 1, 1994. This card may prove to be of particular interest to collectors since it is the only card

ACI Now ACMI

For the past year, ACI has been known by several names: Advantage Communications, Inc., ACMI, Advantage Communications Marketing, Inc., and so on. As a result of the confusion caused by these different names, it has been announced that the name ACMI has been adopted as their trademark for marketing purposes. Over the next six to nine months, all literature and material will reflect the ACMI trademark.

ACMI has also announced that because of growth and expansion, they are moving into a new location, effective May 16, 1994.

Their new address is:


ACMI

5425 East Raines Road, Suite 1

Memphis, TN 38115

Telephone: (901) 363-2100

FAX: (901) 363-9707

**TeleFactsTM**

Penguin

Telco: ACMI

Manufacturer: Brilliant Color Cards

Material: 30 ml plastic

Features: \$2.00 / \$.20 domestic minute, sequential numbers, no scratch-off PIN

Calling Range: Domestic

Readers Response

March 17, 1994

Dear Sir/Madam

My name is Richard S. Spartveit. I am a foreign distributor for Globalcom 2000 and they inform me that I should in fact subscribe to your magazine.

We are about to launch a new magazine here in Scandinavia all about telegery as Norway continues to surge forward with this relatively young hobby here. Actually Norway first used telephone cards as early as 1984, but up until now, it has been a lack of interest that has stopped us leading the field. We had over 700 members in our first year, but we only deal with the best and serious collectors now.

Swap-Shop has at present 400 members worldwide and continues to build every day. We now have a large amount of Scandinavian collectors within our club. We have 240 legitimate collectors from Norway who collect phone cards in a serious way, as prices continue to bring in thousands of Norwegian kroner. Tele, the Norwegian phone company, sold around 1 million pounds sterling worth of Olympic telephone cards here during the recent Winter Olympic Games.

Please do not hesitate to contact me if you should require anymore information about our club or our magazine.

Best regards,
Richard S. Spartveit
Bergen, Norway

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Chile	Spain
Croatia	Sweden
England	Switzerland
France	Taiwan
Germany	The Netherlands
Hong Kong	U.S. Virgin Islands
Indonesia	Ukraine
Ireland	United States

Dear Bill & Kathy,

Thank you very much for the fax regarding the New York City Phone Card Phair II. As I attended the first show in San Francisco, I will book one booth... I was enjoyed attending the 1st Phair in San Francisco and your team really did a fantastic job. I appreciate your invitation for this second fair. I am looking forward to seeing you again in New York in September.

All the Best,
Hendro Winatan

March 31, 1994

Dear Bill:

I would like to congratulate you on the success of your Phone Fair 94 in San Francisco this past March. We were well pleased with the results.

Access International feels your organization is, by far, the most knowledgeable and widely-read publication in our industry. The results from our ads far exceed any other publication we have advertised in.

We wish you and your staff continued good success.

Sincerely,
William W. Wade, President
Access International

14 May, 1994

Dear Bill Jordan,

Please send me your advertised early issue "COLLECTIBLE" Premier Telecard Magazines.

I would like to take this time to tell you and your entire staff (especially Devri), what a superb job you did on the "Phone Phair." It was a total success. I applaud you all! Although it was not geared for the collector, I accomplished what I had set out to do, enhance my collection. I now have over 2000 cards, some of which are the rare ones. It also gave me a chance to meet some of the companies and dealers I have purchased cards from. Almost all of the dealers recognized me because of my APO box. Not many collectors have an APO... I was impressed to say the least.

I certainly hope, that in the near future you sponsor another show like this one! AGAIN, I congratulate you...
JOB WELL DONE!!

Enclosed is my check for the issues which I requested. Thank you very much,
Dalton E. Hunsaker

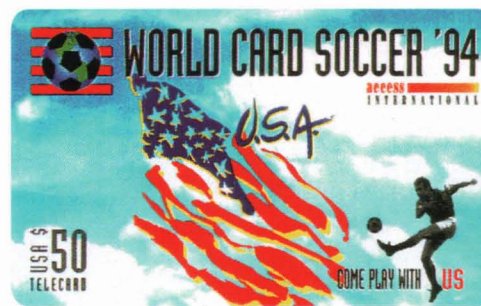


Kickoff by Access International

Access International has added a Collectors Card Dealer Division, headed by April Pone and Bill Wade, Jr., and its first release is the spectacular new 24-card series called World Card Soccer '94. Each of these cards bears the flag of the country it represents against the background of a cloud-filled blue sky. In the lower right-hand corner is a soccer player in the classic pose kicking the ball. Beneath his feet is the slogan — a pun on United States? — “Come play with US.” There were 5,000 of each issued.

Collectible dealers are going to be thrilled by the offer Access International is making: Between June 1 and December 31, 1994, any dealer who sends Access a request on his or her letterhead stationery will receive absolutely free a \$5 international telecard from the series.

Access International of Westlake Village, California, brings more than thirty years to the telecommunications field. They own their own domestic network and have made a substantial investment in the latest switching and network equipment, using fiber-optic circuits for clear connections. Access has a quick connect time and a high level of quality. Soccer fans and all sports enthusiasts will want to own all of these dynamic cards.



Add Finder



Access International 35



Ameritech 10-11



Brilliant Color Cards 34



Cardart 33



Colorfast Marketing Systems 34



CPDI 12



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Peoples Telephone Company 2-3



PhoneCards USA 34



PM Cards - Powell Associates 21



PTi 41



Rembrandt 17



Sprint 7



TeleMax 29



The Collectors' Advantage 13



WORLDCALL 2000 33

Classified Ads

RATES: \$1.25 per "word" (5 letters including spaces = one word). Minimum 25 words. Double the word count for large type headings. All ads must be paid in advance. **SEND CHECK OR MONEY ORDER WITH YOUR AD COPY TO:** Post Office Box 4614, San Luis Obispo, CA 93403 - FAX (805) 547-8503.

FOR SALE

SELLING; IntelExpo \$1000, Planet-Earth \$950, AT&T Democratic and Republican Convention \$1900, Democratic-Up-Date card \$900, Iowa State University \$5 Card only \$60, ET complete set \$300, 10-unit card \$35, Dusseldorf \$40, Peace \$30, NYNEX: package complete \$950, 100 sets Elis Island \$3450, 100 Empire \$2000, Clinton Democratic Convention \$200, Skyline 1 \$70, Luge \$24, List from Christoph Wittig, P.O. Box 450240, 90213 Nurnberg, Germany.

SOUTH AFRICAN PHONECARDS. Retail list on request. Phone 27-11-29-1536, Fax 27-11-333-2491 or Write to P.O. Box 10660 Johannesburg 2000 South Africa. Gary Levitan Phonecards International.

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P.O. Box 5056-PT, Syracuse, NY 13220
Toll-free 1-800-654-0324

South African Phone Cards - 1st wildlife series of the BIG FIVE - call 800-769-5463 ext 8128 or write 101 Braelands dr. Cary NC 27511 for info or send \$40.00 +5.00 s/h for set of 5 cards.

Sell NYNEX, Skyline \$89, Democratic Convention \$249, at night #1 \$24, Ellis Island set \$44, Complimentary Telephone \$69, German cards mint Marvel Superheroes, Felix the Cat, Tarzan \$11.5 each. Free list. W. Hill, 6963 Wickersham Road, Fayetteville, NC 28314, (910) 487-0231.

AMERIVOX-U.S.A.'s "premier" prepaid card. 3 yr. Exclusive Worldwide Distributorship of Elvis! International and customized 5 & 10 minute Promo cards-Renewable & collectible! Dealer inquiries invited. 808-822-0646 Ms. Whatley.

HAWAII, USA & Worldwide mint phonecards. Free list, write ALPHA PHONECARDS, 1150 S. King St., #901A, Honolulu, HI 96814. Ph (808)591-8449, Fax (808)591-8545.

USA PHONECARDS. Write for free list. The Stamp Window, P.O. Box 57-PT, Richboro, PA 18956, (215) 357-2997, Fax: (215) 357-5202.

TELEPHONE CARD Albums and accessories. Send \$1.00 for Product catalog. SAFE Publications, Inc. Box 263-PT, Southampton, PA 18966. (215) 357-9049.

WANTED TO BUY

Want to buy ACI\$3 Panda, pay \$30; ACI\$3 Harp Seal, pay \$20; AmeriVox \$5 First Credit Card & Telecard Convention, pay \$40; NYT \$5.25 Empire State Building 1, pay \$15 (\$18 with folder); NYT Ellis Island Set, pay \$40. Quantities from 1 to 20. T.J. Fan, P.O. Box 244, Hawthorne, NY10532-0244, (914) 784-7069.

USA phone cards wanted for cash. Trial cards, Nynex, Sprint, AT&T McDonalds, Epcot Center, Oceans of Opportunity. Send your Price list for me. Address: Georg Nogai, Schonebergerstr. 4, 22045 Hamburg, Germany.

OPPORTUNITIES

START YOUR OWN PHONE COMPANY. Provide U.S. long distance rates from anywhere. Issue, Call back Accts, or Debit Calling Cards. 800-226-8200 X15, 407-478-1312, Fax: 407-686-7225.

Make money with phone cards and Long Dist Service. Free info pack. Send Name, Address, Phone to GMG, 151 E. Oneida, Chula Vista, Ca 91911.

EVENTS

The 1994 Irish International Coin, Stamp & Collectables Fair takes place in the Royal Hospital Kilmainham, Dublin, Ireland on Saturday and Sunday 28th - 29th May. Featuring over 90 stands of coins & medals, stamps & postal history, telephone cards, etc., with leading Irish and international dealers in attendance. A special limited edition souvenir phonecard will be available at the fair. Contact: Peter Sheen, 27 Willbrook House, Northbrook Avenue, Ranelagh, Dublin 6, Ireland. Telephone (Dublin) 4964390.

TRADING

I am a collector of used phonecards worldwide. I offer fine used commems stamps for used phonecards. I will answer to all letters received. Gianni Porcellini - Via Giarabub, 6-47037 Rimini - Italy.

FREE AD - Premier Telecard Magazine is offering its subscribers the opportunity to place a FREE ad to buy certain cards at a stated price. The ad must be mailed or faxed and cannot be submitted over the telephone. The ad format is specific and must read as follows:

WANT TO BUY:

1. Name of cards by issuer
2. Quantity of cards desired
3. Price to be paid
4. Name, address, phone number.

The ads will be run on a space available basis.

Telecard Glossary

IXC	Interexchange Carrier
BOC	Bell Operating Company
RBOC	Regional Bell Operating Company
LEC	Local Exchange Carrier
OSP	Operator Services Provider
PIN	Personal Identification Number
PTT	Postal, Telegraph, & Telephone
bourse	A convention, exhibition etc. where the sale of special items such as rare coins, stocks, securities, and commodities are regularly bought and sold.
telco	Industry term for a telephone company
obverse	The front side, i.e. the face of a telecard as opposed to the back or reverse side.



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- ☐ **6-ISSUE SUBSCRIPTION** for only \$30, includes S&H.
- ☐ Please send me _____ single copy(s) of **PremierTelecard** for the month(s) of _____ @ \$6.00 ea., includes shipping & handling.

Check/Money Order/VISA or MasterCard enclosed for U.S. Subscription in the amount of \$ _____

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What are phone cards?
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Where are they sold?
Why buy phone cards?
Collect or invest?
What's hot? What's not?
What are my cards worth?

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

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

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Announcements

REPORT:

Prepaid Communications Association

On March 25, 1994, representatives from the following companies met to form the nucleus of the Prepaid Communications Association: Advantage Communications Marketing, Inc.; Ameritech; Bell Atlantic; Bell South; Bellcore; ConQuest; CTG; Global Telecommunications Solutions, Inc.; Innovative Telecom Corporation; Intellicall; ISI; LCI; LDDS; NAT; National Independent Carrier Exchange; Peoples Telephone Company; Pick Inc.; Quest Telecommunications; Southern New England Telephone; TSC and Western Union.

Mission Statement

- Promote and increase the awareness of prepaid telecommunications in the United States.
- Create standards and quality assurance program to promote consumer confidence for the products of the companies that adhere to those standards.

Representatives from any United States' company that provides prepaid communications can obtain information about the group's meetings by sending a copy of their current tariff.

Reported by Ken Lutz, Bellcore, 331 Newman Springs Road, RM 1F213, Red Banks, New Jersey 07701.
Phone: (908)758-2518. Fax: (908) 758-4545.

Telecard Events Calendar

DATE	EVENT
June 1-4	CommunicAsia '94 , Singapore USA - (201) 652-7070
July 19-24	International Sportscard & Memorabilia Expo - Phone Card Pavilion , Anaheim, CA USA - (805) 547-8500
August 27-30	Taipei Telecom '94 , Taipei +44 (71) 486-1951
September 8-11	CardEx '94 , Amsterdam UK - 44 206 768591
September 30 thru October 2	Premier Telecard Magazine Phone Card Phair II , New York, NY USA - (805) 547-8500
October 3-7	CaribeCom '94 , San Juan USA - (305) 670-9444

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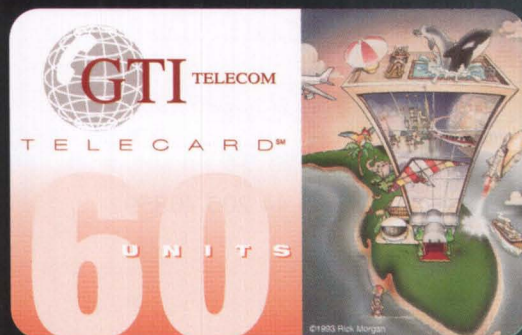
Along With Our New Releases...



\$4 Soletur - 8 units



\$20 Soletur - 40 units



\$30 Florida Attractions - 60 units



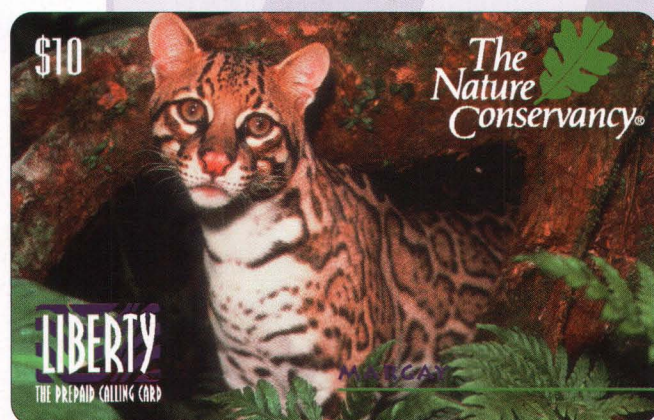
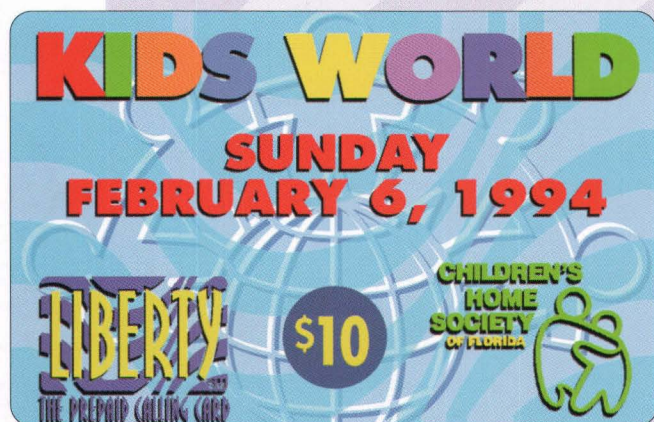
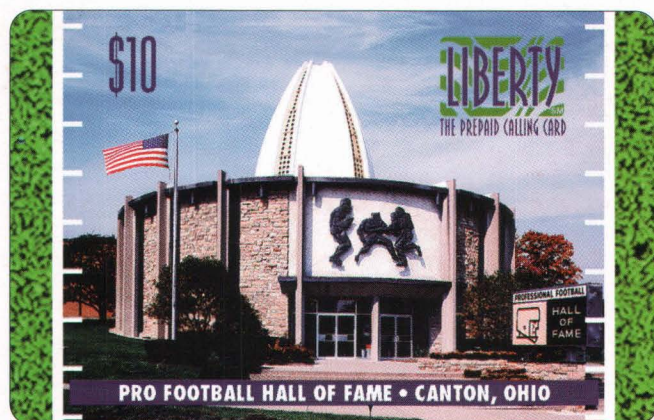
\$10 WLOQ - 20 units

For more information on GTI Telecards, call customer service at 1-800-364-9292 or write GTI Telecom, Inc., 507 N. New York Avenue, 2nd Floor, Winter Park, FL 32789

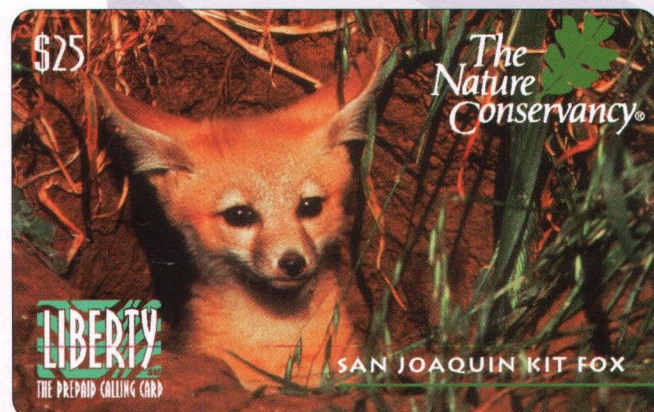
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