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PrePaid Cellular Conference

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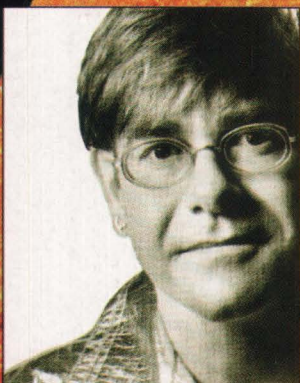


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Nationwide Phonecard Promotion

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JET LITHOCARD

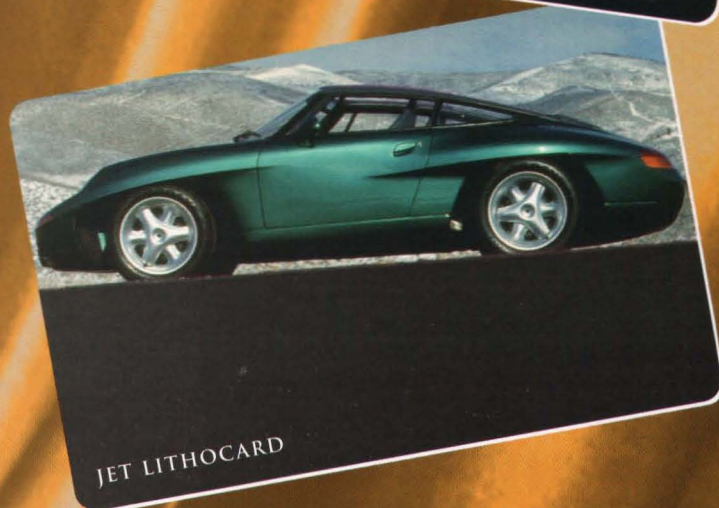
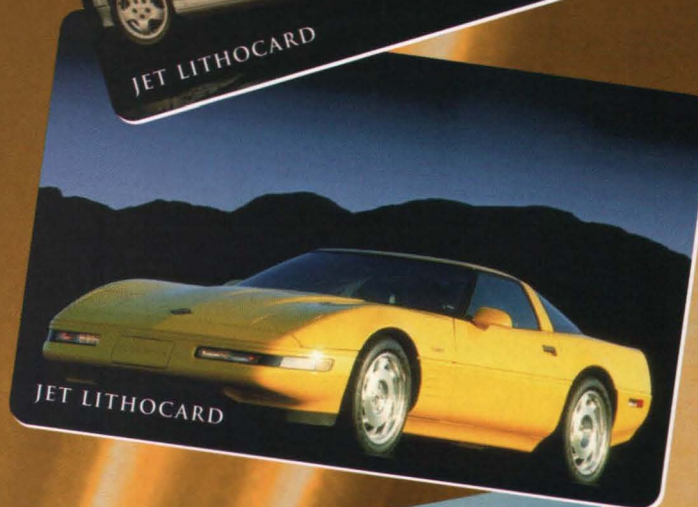
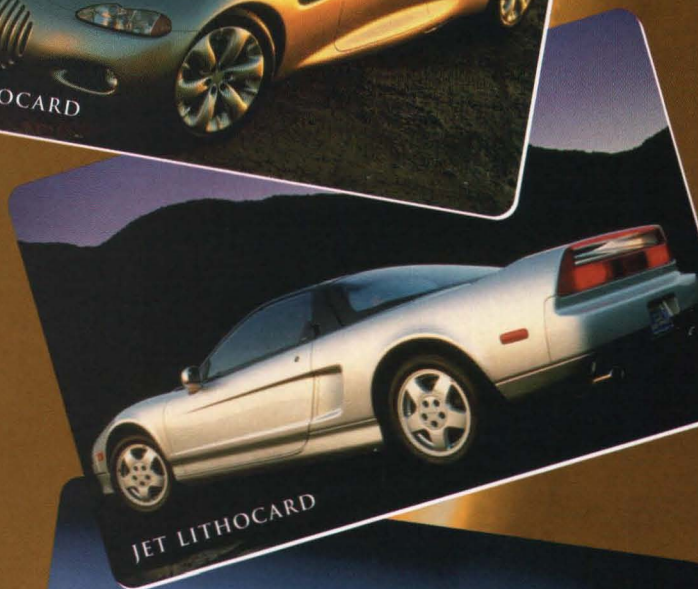
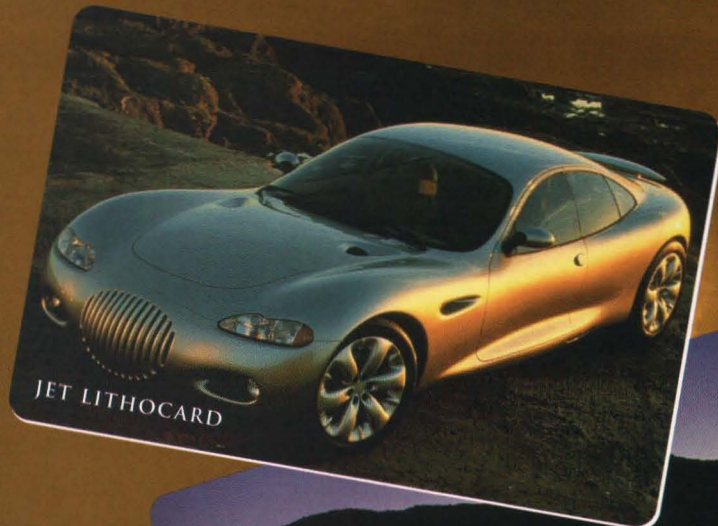
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A photograph of an older man with glasses and a young boy with blonde hair working on a red bicycle. The man is leaning over the boy, who is focused on the task. They are outdoors, with trees in the background.

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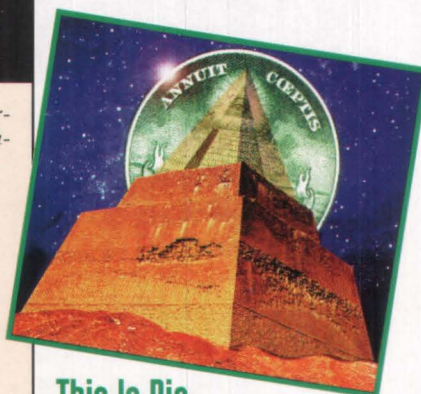
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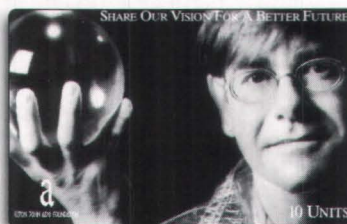
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It's Our Call...

PTM Marks Fourth Anniversary With Mars Rover Card and New Direction.

Where has the time gone? Just four short years ago Premier Telecard Magazine made its debut as the country's first and largest phonecard magazine. Those four years have seen the dramatic growth and maturation of the prepaid phonecard industry. We have witnessed and reported on the expansion of prepaid services into such things as prepaid gasoline cards, special event debit cards and even to the rapidly growing prepaid cellular industry.

With the dramatic growth and expansion of the prepaid world comes change. Our readers have become more sophisticated and are seeking more hard information about changing and advancing technologies. You have told us that you want to know what is happening and who is making it happen. Let us assure you that we are listening. With this issue, you will find our new direction beginning to be implemented. There are fewer pretty pictures and more informative articles. We will report on national and international trade shows and conferences and feature emerging technologies and new marketing ideas. We will highlight new products and help you find strategic partners to help your businesses grow and compete in the national and international marketplace.

Premier Telecard Magazine will become a valuable and trusted source of vital and current information...a must read for everyone in the prepaid services business.

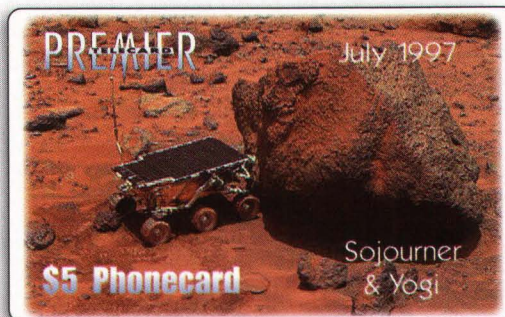
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As we have spoken with our readers and advertisers, we have found many of you are struggling with questions about the Internet. Many have web sites on the World Wide Web but have difficulty in maintaining them. Others have considered hiring a person or team to create and maintain a web site, but can't justify the additional payroll. Others are just confused about the entire issue.

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Mars Rover Anniversary Card

In conjunction with our fourth anniversary, and in honor of the Mars Sojourner Mission, both of which occurred during July, we have issued the first phonecard featuring the Mars Rover. The limited edition phonecard

features the Mars Rover and the famous red Martian rock dubbed "Yogi" by NASA scientists. The card has a face value of \$5 and is produced in a limited edition of 2,000 cards. Phone time is provided by PCS World. To purchase this special edition anniversary card, please call (805) 227-1024.

Famous Last Words

This is your magazine...that means we are publishing it to serve you, the reader and advertiser. If you like something we are doing, let us know. If we have missed something, point it out. If we get it wrong, please tell us. That way, the next four years will be even better than the last. 

The Premier Team

COMING UP IN OUR NEXT ISSUE

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Switch and Platform Review

Value-Added Services and

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Tele-Technology The Driving Force Behind Prepaid Calling Cards

We have all seen the prepaid calling card market grow and change on a daily basis. These changes have been very dramatic given the fact that this industry is under 10 years old in the United States. Some of the least visible changes have been in the development of new prepaid technology. This goes unnoticed because most people who use calling cards may not understand or are not concerned about what type of technology is behind a prepaid calling card as long as the card works and provides all the necessary features. The advancements in computer technology have allowed the industry to offer new enhanced features to prepaid calling cards. Today, you can make calls, receive faxes, call multiple people at once, and check your stock report and a myriad of other functions all with a prepaid calling card. These applications are made possible with the development of new technology. There is a new generation of prepaid platforms using advanced microprocessor technology. One such platform called the Cashel-9000 uses this new technology to allow card providers to process millions of minutes per month.

The computer system that makes prepaid calling cards work is called a platform. This is the most important part of any calling card program. Most prepaid calling cards are vehicles to provide technology to the end user. Many calling card providers spend hundreds of thousands of dollars to make sure they have the most advanced prepaid platform available. In the beginning, companies used traditional telephone switching equipment to make calling cards work. This equipment was and still is great for processing calls. However, many of these switches were not designed to keep track of balances and accounts on a prepaid basis and were not very flexible in handling the kind of enhanced services the industry was requesting. These telephone switches were difficult to modify and very expensive to purchase.

Then came the PC. Many platforms today use microprocessor technology similar to home computers. These industrial-grade PC's are much more flexible and less expensive than traditional telephone switches. As PC technology has advanced so has the platforms that use these PCs.

We now have faster computers that make processing high call volumes easier and faster. New technology allows innovative platform providers to make their platforms faster, more efficient, and more reliable. Microprocessor-based platforms are less expensive and more flexible than the traditional telephone switches. One advantage to these systems is that a provider can start small and add to the platform as their business grows. These platforms are more flexible, allowing card providers to easily develop new features such as voice mail, conference calling, faxing applications and more.

A base platform usually has two T1's. A T1 is a digital transmission line capable of processing 24 simultaneous calls. A basic platform needs two T1's, which gives it 48 phone lines. When you make a prepaid calling card call you use two telephone lines. The "800" call to access the platform uses the first line and the second is used for the destination side of the call.

A base platform is capable of handling 300,000-350,000 minutes a month. This number depends on the calling patterns of your customers. If all your calls are evenly distributed throughout the day then you may be able to process even more calls, but if all your calls are within five hours then this number will be lower.

What makes up a prepaid platform? The more advanced platforms are actually a number of computers connected together on what is called a local area network (LAN). The main computer is called a server. This is a high-powered computer; usually a Pentium based with at least 166 MHz microprocessor and a large hard drive. The server usually contains the account database, rating tables, languages, application software, and other programs to controls the platform.


The server is the most important part of the platform because it holds all the account information and runs the platform. If the server is down or does not work properly, then the platform will not work. On a few of the more advanced platforms a replication server is in place, which is a real-time back up of the primary server. *When purchasing a platform you should insist in having a replication server. This is sometimes referred to as a fully mirrored hard drive.*

The Cashel-9000 goes one step further, using Pentium Pro 200's in their servers. The server also uses the most advanced database engine in the world, Sybase SQL Server. The database is a most important part of the platform because it keeps track of all the data about each account. If the database gets corrupted then you loose much of your information. Some databases can grow to a certain size and then fail, however the Sybase SQL Server was designed for size and speed and will continue to provide service as you grow.

The next piece of the platform is the call processor. These are Pentium-based PC's that connect the platform to the T1's. These call processors accept and place the calls after the server has verified the account number. When additional capacity is needed more call processors are added to the network. These are the workhorses of the platform, receiving and placing hundreds or even thousands of calls per hour. With hot-swappable hardware, a provider can replace or add a new call processor without taking down the system. This makes adding capacity safe and easy.

Basic prepaid phonecard call processing. Dial the 800 number on a phone card, the platform's call processor answers it on the inbound T1. Then the platform welcomes the caller and prompts them to enter their card number. After the person enters their card number, the platform checks the account database in the server to make sure the card number is valid and has the time available. If it is a valid card, the platform prompts the caller to enter their destination number. From here, the server takes the destination number and applies a rate to it, then sends it back to the call processor to place the call via the outbound T1. When the account balance is low a message will warn the caller and when all the time is used the call is disconnected.

Telecard technology has come a long way since calling cards first started. New technology has led the way, so the industry can offer new features and products. The prepaid calling card industry will continue to evolve and grow as technology continues to change.

Contributed by Ed Metcalf Director of Marketing - Cashel Communications. 360-693-1073 or by e-mail emetcalf@cashelcomm.com 

Easy Access, Easy Profits!

Easy Access, known for their irresistible promotions, exciting merchandising and great flexibility, recently made news of a different stripe.

Easy Access International, Inc. announced a definitive stock exchange agreement with Strategic Telecom Systems, Inc. STS is a privately held telecommunications marketing company based in Knoxville, Tennessee. Easy Access International is a telecommunications marketing company focusing on the retail distribution of prepaid telephone cards and prepaid telephone cards with instant win promotional game pieces.

Anthony Catinella, CEO of STS said "We have committed our energies to this stock agreement so that we can maintain the momentum we established during the last two years and at our recent national convention in Atlanta. Access to the capital markets will enable us to accelerate our marketing efforts in the United States and internationally with our new, existing and future product lines."


STS specializes in the network marketing of telecommunications and travel products and services such as pre-paid calling cards, satellite systems, pre-paid cellular phones, home entertainment and voice mail systems, and a wide variety of incentive travel products.

Edward Tinari, president of Easy Access offered "The execution of the agreement now allows us to concentrate on the exciting opportunities to exploit the significant growth potential that exists with the newly created company."

Easy Access, Inc. has grabbed a great big piece of action in the pre-paid phone card industry. Utilizing the GTL Great Rate phone card, together with the tantalizing possibility that the customer has the opportunity to win instant cash, has made Easy Access a great big winner.

There is a game tailor-made for just about anyone's taste. Choose from Tic, Tac, Toe, to Black Jack, Horse Racing, Bingo, Baseball and many others. The phone cards are available for sale at convenience stores, service stations and many other stores where you see the great rate

decal. The great rate phone card is supplied by Schlumberger/Global Tel Link, inc.

Promotions, instant winners...is there any wonder why phone cards are now measured in the billions of dollars? 



How Phonecards Work? Dial the 800 access number, enter PIN number, enter area code & destination number.

HERE'S HOW IT WORKS

As the owner of a prepaid phonecard you are entitled to the local and long distance phone time the card carries. You'll find it easy, economical and fun to turn a plastic card into telecommunication time. You can buy a remote memory prepaid phonecard in any denomination...from as little as \$1 to \$5, \$10, \$20, \$100 or a good deal more. The amount or denomination is of no importance as to how it works.

A 1-800 toll-free number, called an access number printed on the back of the card will connect you to a prepaid phonecard debit switch at a remote location, therefore the term "remote memory" phonecard. A voice-prompt will then ask you to input your Personal Identification Number, or PIN, also printed on the card (some cards have a scratch-off area to conceal the PIN


before use). When asked, input this number and the voice-prompt will tell you how much phone time you have left on your card. A voice will then ask you to dial the area code and number you wish to call. The area code always has to be included even if you are dialing within the same area code. However, it is usually not necessary to dial 1, just the area code and your destination number for calls within the United States.

International dialing differs slightly and precise instructions are usually printed on the reverse of the phonecard. Generally, calls made by prepaid phonecard will save you from 40% to 60% off standard credit card, collect or coin calls.

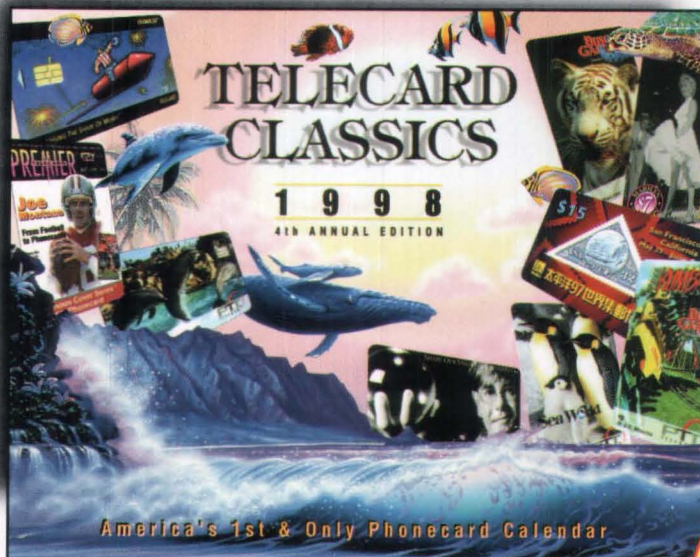
You are saving access fees, surcharges, billing charges, etc. You'll also find that Remote Memory cards are re-chargeable over the phone (usually by credit card). There is also a toll-free Customer Service number available

should the need arise. Remote Memory cards offer a number of options such as fax-on-demand, information services, stock quotes, sport picks, voice mail and speed dial.

While there may be variations of some of the services from company to company, they are minor and for the most part you will always be able to use your Remote Memory telecard from any touchtone phone. There are also chip-cards, or smart-cards that use stored phonetime in a chip imbedded on the card and inserted only into public phones made for this purpose, with slightly different instructions. Other types of cards used both inside and outside the United States feature magnetic or optical stripe memory systems.

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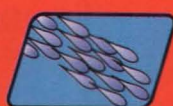
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A Great College Honors General Powell

There are a number of ways an institution of higher learning might recognize the outstanding achievements of one of its alumni. Usually an honorary degree is presented during a graduation ceremony. In situations where the individual has contributed a large amount of money to their Alma Mater, naming a dormitory, library, or athletic field after them is often considered appropriate. However, if a very special occasion arises and a very special graduate is selected to be honored, something extraordinary is in order.

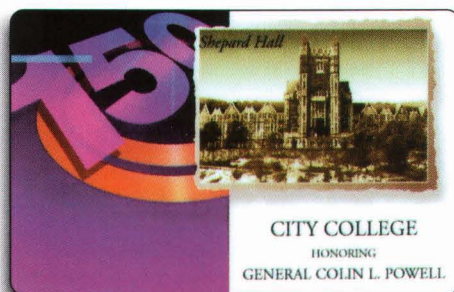
by Martin Riskin

Therefore, in April 1997, the Colin L. Powell Graduate School of the City College of New York was created. This celebrated the 150th anniversary of the founding of CCNY and the ongoing accomplishments of a person who might very well be the next President of the United States.

The life of General Colin Powell and the history of City College have striking parallels. "My American Journey," General Powell's autobiography was number one on the New York Times bestseller list for months. In it he wrote: "I owe an unpayable debt to the New York City public education system. I typified the students that CCNY was created to serve, the sons and daughters of the inner city, the poor, the immigrant. Many of my college classmates had the brainpower to attend Harvard, Yale or Princeton. What they lacked was money and influential connections. Yet they have gone on to compete with and often surpass alumni of the most prestigious private campuses in this country."

Born in Harlem to immigrant parents from Jamaica, Colin Powell has personified the American Dream. For an African-American who did not attend West Point to become the Chairman of the joint Chiefs of Staff made U. S. military history. Currently, as General Chairman of the President's Summit for America's Future, Colin Powell is probably among the most highly regarded and respected public figures in America.

After hearing speeches at the opening ceremony of the Summit by vice-president Al Gore and General Colin Powell, former president Jimmy Carter



commented "I think he'd make a good President." Unfortunately for Mr Gore, he was talking about Colin Powell.

Being a fellow Alumnus of CCNY, I have met General Powell on various occasions, finding him to be a man of unusual dignity and pride, yet extremely understanding and warm. When I received the College's invitation to attend the 150th Anniversary celebration, there was no mention of the Colin Powell Graduate School, since the honor was to be a surprise. The dinner guests would be entertained by Roberta Flack, singing songs with lyrics by another outstanding alumnus, Ira Gershwin, who wrote the words for most of his brother George's melodies.

Memories are wonderful, however I felt the 400 guests attending the event would appreciate a handsome memento of this special evening, which also was useful and in good taste, namely a customized prepaid telephone card. The President of CCNY liked the idea and Amaris, Ltd. produced



Martin Riskin

Editor's Note: Martin Riskin is Chairman and President of Amaris, Ltd. He attended CCNY in New York City and was responsible for printing and producing the phonecard described and shown in this article. Mr. Riskin currently operates his business in Princeville, Hawaii.


10-unit cards utilizing the AT&T network.

From its inception in 1847, City College was dedicated to providing a fine education for the children of immigrants who could not afford to send them to expensive private colleges. Colin Powell is typical of those who strove to realize the American Dream, and succeeded. Our country has been enriched by graduates such as U.S. Supreme Court Justice Felix Frankfurter, U.S. Senator Robert Wagner, Dr. Jonas Salk, Presidential advisor Bernard Baruch, eight Nobel Prize winners and a number of Pulitzer Prize winners. Henry Kissinger attended the college shortly after arriving in America, not imagining he would someday become the Secretary of State of his adopted country.

CCNY students were encouraged to express their artistic as well as intellectual abilities. Upton Sinclair, Carl Sagan, Bernard Malamud, and Paddy Chayefsky became outstanding authors. Theater and film attracted Edward G. Robinson, Cornel Wilde and Zero Mostel.

Although its professors were demanding, and free time was invariably limited, the leading game of New York City playgrounds was very popular at CCNY. Nat Holman, the basketball Hall of Fame Coach, produced the first and only college team to win both the NCAA and NIT basketball tournaments in the same year. One of his All-American players, William "Red" Holzman became the coach of the only New York Knicks teams to win NBA championships, in 1970 and 1973. If the proper balance between different activities can be maintained, exceptional results can be expected.

Thomas Jefferson once wrote: "There is a debt of service due from every man to his country, proportioned to the bounties which nature and fortune have measured to him." Colin Powell is certainly a fine example of his Jamaican heritage, his New York city education, and his devotion to the United States of America.

We could not expect anything more from Colin Powell, except, perhaps... in the year 2000... 

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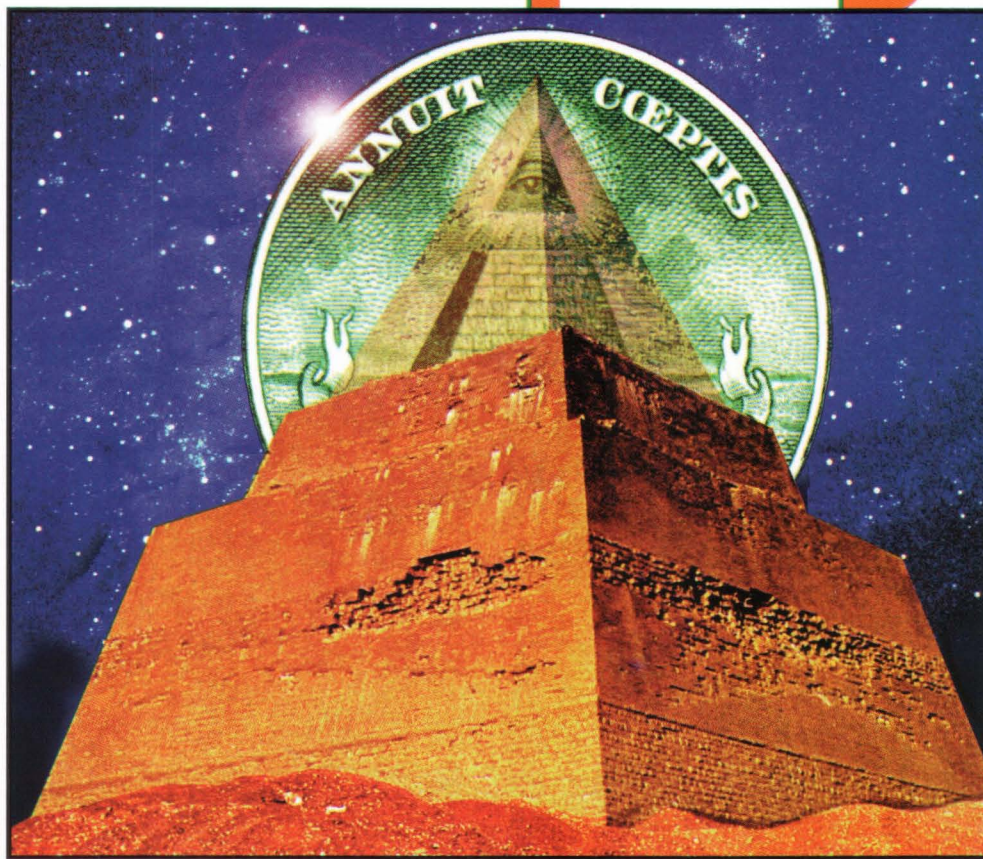


Illustration by Candace Wright

Fernando Sabino, President and CEO of PTT Telekom recently announced a major breakthrough in signing Dollar Rent A Car to a prepaid phone card program. PTT is based in Orlando, Florida and is a major telecommunications company. Mr. Sabino, a pioneer in America's prepaid phone card industry is quite excited about the opportunity to implement this high profile prepaid program, and why not. A 2 million card campaign is something to get excited about.

Dollar Rent A Car has used prepaid phone card promotions quite successfully in the past, but only on a regional basis. Now, as they enter the national and international arenas, they have gone back to PTT to implement this monumental program

Dollar Rent A Car has suburban and airport locations throughout the United States and also serves 65 foreign countries including Australia, Canada, the Caribbean and Latin America. In Europe, Africa and the Middle East, Dollar Rent A Car operates under the name EuroDollar.



This new phone card program will appeal to the consumer as well as to the collector of phone cards. As you look over the cards on this page you will see that PTT produced a wide



variety of images and with a wide range of minutes on each card. Of course, the multi-lingual cards can be used both domestically and internationally. The

Dollar Rent A Car licensee and corporate locations will distribute the cards. There will also be certain limited editions with a mintage of only 2,500, as well as cross-promotions with other travel-related corporations.

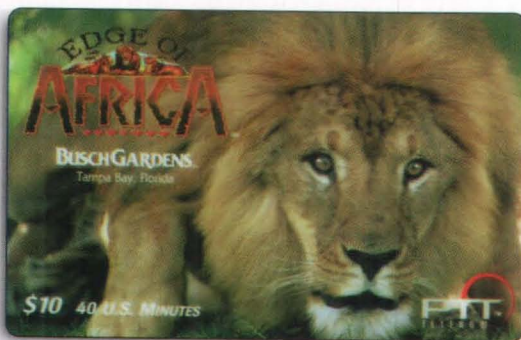
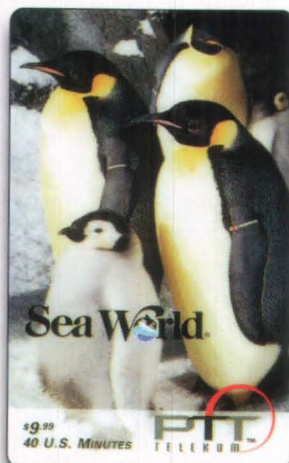
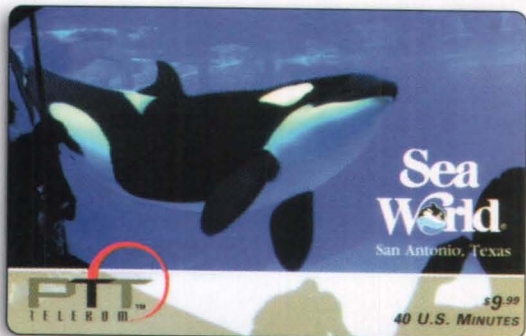
Mr. Sabino said "One of the key reasons Dollar Rent A Car chose PTT Telekom is that PTT will manage and control customer service, production, telecom and all other functions to provide Dollar Rent A Car with turnkey solutions and rapid fulfillment." He went on to say, "We are very excited about providing Dollar, the complete support necessary to launch and maintain an impactful, successful prepaid phone card promotion in the coming years.

At the outset, we said this is something Big, Really BIG.

There is more news from PTT Telekom and Fernando Sabino.

PTT has been granted the licensing rights for Sea World and Busch Garden images to be sold outside the parks. PTT will be the exclusive licensee of Anheuser Busch/Busch Entertainment Corporation and will retail the prepaid phonecards throughout the United States. There are eight Sea World and five Busch Gardens images for this prepaid phone card program.

In addition, PTT is issuing phonecards in four Sea World Parks located in Orlando, Florida, San Diego, California, San Antonio, Texas, and Aurora, Ohio featuring dolphins,



whales, polar bears and a penguin. These \$4.99 to \$9.99 cards will be sold in gift shops throughout the parks.

Busch Entertainment has issued cards through PTT in the past. Since May of 1996, Tampa Bay has been offering PTT phone cards featuring roller coasters and animals. They also issued three promotional give-away cards for Busch and Sea World-Orlando. Visitors may show their phone cards for a special discount on the entrance fee into the park. PTT



We told you this is going to be **BIG...** here's more!

PTT Telekom announced United Kingdom origination for its products. This is a completely integrated network that offers services covering virtually all aspects of the prepaid calling card industry.

The service enables the cardholder to originate a call in the United Kingdom and terminate the call virtually anywhere in the world. Another unique feature is that it can be brought to, and used in, North America. According to sources at PTT, prices for the UK product are extremely competitive in the marketplace. Again quoting Sabino, "With our combined management expertise of more than 20 years as innovators in the telecommunications business, we provide our customers with turnkey solutions and rapid fulfillment."

PTT also introduced its first prepaid card for retail sale in the United Kingdom. The Britannia Series features scenes of British memorials and institutions such as Tower Bridge and a member of the Queen's Guard. Cards are available through the travel industry, various retailers and customer service department of PTT PTT



Miracles Happen To Those Who Believe



Those words make a great phrase... but it also happens to be the source of John Kirby's optimism and faith. Let us tell you a short story.

It was 1979 when John Kirby was struck with a still undisclosed illness. Doctors told Betty, John's wife and children that John would not make the night. Well, he did survive the night and many, many more nights after that. After 89 days in the hospital he returned home to begin a very long recovery. The illness did not claim his life but it did leave behind many physiological problems. The primary culprit that threatened his life was kidney damage.

It has been 18 years that John has lived with the reality that someday he would have to rely on dialysis or have a kidney transplant. A little over a year ago they learned that dialysis was an immediate necessity and that a kid-

ney transplant was the next step. He immediately went on the transplant list.

Friends and family continue to volunteer for the transplant but a good "match" has yet to be found. Expenses continue to eat away at the family business. Fortunately, there are some wonderful children that have jumped in with all hands and feet and then-some. The Kirby children, Kathy, Dianna, John II and David and their respective spouses developed an idea. Why not "do a phone card." Tom and Kathy are associated with Destiny Telecomm International and with their help developed this outstanding phone card.

As you can see, the design depicts the Hale-Bopp Comet. The outstanding work was graciously donated by a Kansas photographer, Vic Winter. This is actually the way the comet appeared on March 15, 1997. The photo shows the comet rise above the tree line near

the Marjorie Powell Allen Chapel located on a lake on the grounds of Powell Gardens near Kingsville, Missouri.

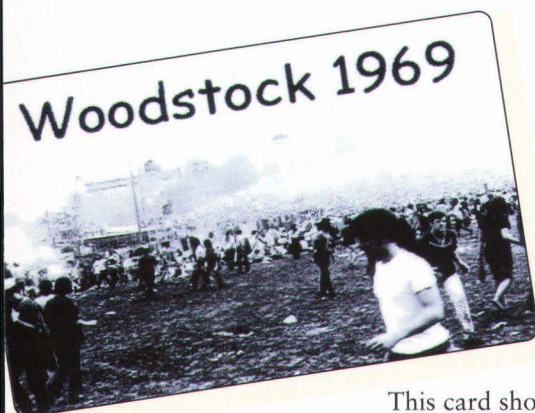
Cable and Wireless, Inc. offers the network services for Tom and Kathy Dobbels on behalf of the John A. Kirby Transplant Fund. There are 1,250 phone cards produced for the express purpose of helping the Kirbys defray expenses for this long-term debilitating disease. The cards are selling for \$10.

Many people have stepped up and volunteered to help the Kirby Family. We would hope that many more will decide to "invest" in a beautiful phone card and a most worthy cause. Like John Kirby says..."miracles happen to those who believe."

Tom and Kathy Dobbels live at 818 Allison Avenue, Manhattan, KS. 66502. PTM

Woodstock Revisited

Nearly thirty years ago, 500,000 people gathered in a field in Bethel, New York. Those hundreds of thousands of devoted people, musicians, singers, writers and folks just like you and me left a message to the world on that memorable weekend... **PEACE, LOVE and MUSIC!**



As you can see and perhaps remember, it rained that weekend. Did it RAIN! What fun to play in the rain and mud. The card shown above should bring back a few memories.

This card shows the monument that stands at the entrance to Woodstock. If you look carefully, you can see Jerry Garcia's name has been placed

on the stone by his fans and followers. Jerry of course, appeared and played at Woodstock. This limited edition phonecard reflects the "Yesterday" and "Today" portion of the commemorative Trilogy.

Karen Dunn, Judy Messenger and Dave Kukula sparked the team effort of producing the cards and developing the Woodstock Commemorative. The phonecards were done by American Telecom Network of Englewood, Florida.

The third phonecard that will make up the "trilogy" will be complete for the thirtieth anniversary of the extraordinary Woodstock Gathering in 1999. Information on Woodstock cards available through American Telecom or call Karen or Judy at (914)794-1261. PTM



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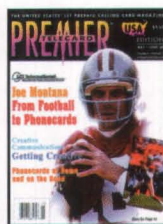
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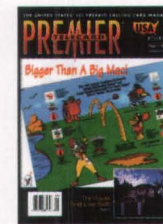
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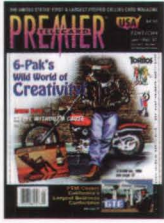
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Notes on the IBC Prepaid Cellular Conference

by Lois Robinson

The August IBC Prepaid Cellular Conference in West Hollywood brought together company executives and specialists from all over the country to discuss the burgeoning prepaid cellular industry.



Sheldon Weisfeld- President
Prepaid Wireless Services

Within a short time, wireless has evolved from a prestigious business tool to an incredibly popular consumer service. Prepaid wireless now makes service available to the nearly 50% of the population previously denied service due, in large part, to their credit ratings.

What makes prepaid cellular so popular? It's easy to sign up, you have control, pay as you go, no credit check, no deposit, and no long term contract.

One of the hottest ideas presented at the conference was the "Phone-in-a box" concept. This provides a pre-assembled package containing a replenishment, conversion or combination card, a wireless handset, and instructions to place handset into the prepaid wireless system. The phone is delivered to the consumer "hot" and ready to use.

There are two predominant types of prepaid cellular products; switch-based debit-ing systems and debit phones that contain a chip in the handset. Although there are still some hurdles to clear and challenges to meet in adding this service to your company, the future definitely will be moving towards this new attractive market. As the quest to make things easier, faster and better for the consumer continues, along with advances in technology to offer "hassle free" wireless service, the industry will grow to a projected \$60 billion by 2004.

The prepaid cellular market has tremendous potential, not only in the United States, but also in the international market where credit based systems are extremely rare.

Vince Hill, president and CEO of CPDI spoke about the technology needed to provide prepaid wireless, the benefits and what to watch for in making a selection. Prepaid wireless experienced a net subscriber growth of

8.8 million from 1996-1997. It is predicted that by the year 2000 there will be 480 million international subscribers. Today, wireless represents 2% of all calls. By the year 2004, as much as 20% of all calls will be wireless. CPDI is a telecommunications software and



Vince Hill- President and
CEO of CPDI



Bill Jordan- Publisher of Premier and Charles
Newman-President and CEO of ReCellular Inc.



Ted Crowther- Director of
Quality Assurance for NACT
Telecommunications, Inc.

hardware development company that is considered one of the foremost provider of prepaid call processing platforms.

Ted Crowther, director of quality assurance at NACT, a major switch system and complete billing package company, spoke about value-added services and features. Eventually, he said, these value-added features (such as voice mail, fax-on-demand, and paging) will be the distinguishing differences between competitors. Crowther expressed his confidence in the future of prepaid cellular, stating that it "is the only choice for the credit challenged who need cellular calling ability."

Dave Gaus from GTE Telecommunication Services talked about maximizing the value of your prepaid wireless program. Gaus suggested that in order to maximize the success of a prepaid wireless program, you need to combine the efficiency and consistency gained through integration of existing post-paid program, with the unique features of prepaid.

Sheldon Weisfeld, President of PrePaid Wireless Services, Inc., talked about the great opportunities in the prepaid cellular market. He focused on creating a winning strategy and identifying your target market. Sheldon is an entrepreneur and his company has initially deployed a switch-independent hand set based prepaid cellular service with nationwide roaming in the South Texas market.

Chris Chessler, VP of Sales and Marketing for Topp Telecom, gave a presentation of the Trac-fone®. Trac-fone® is a debit-based wireless that is marketed through Radio Shack ® and other retail outlets. Topp Telecom is a leader in consumer electronics and is a distributor of cellular telephone equipment. Topp hosted a reception where they presented their prepaid program and where the conferees could mingle and share ideas and business strategies.

I visited with Terry Phillips of Atlas Telecom at the conference. Atlas is a privately owned company with offices in London and Singapore, and headquarters in Oregon. They are a switch-based platform and have a product development division. His company is looking at the prepaid market with specific interest in the fraud prevention aspects of prepaid versus credit.

Charles Newman, President of ReCellular, Inc., showed us how the tens of millions of deactivated cellphones can be used for the benefit of the prepaid cellular service providers. ReCellular refurbishes and repackages used cellphones and converts them for prepaid use. Charles said that his company is only limited by the number of used phones they can buy and are looking for more sources.

Kevin Thigpen, VP of the Boston Communications Group, covered subscriber trends to assure appropriate product development, marketing and customer service initiatives.

IBC's next conference is scheduled for December 3-5, in New York. Please contact Jon Stock at (508)481-6400, Fax (508) 481-4473 for more information. **PTM**

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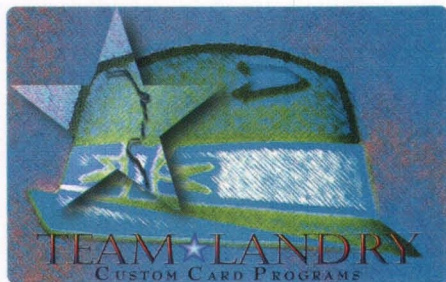
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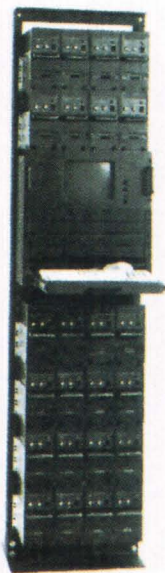
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Minnesota, Hats Off To Thee



That's not just a special headline statement, that's the University of Minnesota **ROUSER!**

Okay now... let's hear it for the Golden Gophers. Are there any Gophers out there? Golden ones, that is?

This is a great story that should make you feel good. It was about this time last year when the University of Minnesota was getting ready to make the push for Big Ten supremacy in Basketball. After all, it was 1982 when Minnesota last won the Big Ten.

Coach Clem Haskins knew he had his work cut out for him. Michigan is always strong, so is Ohio State, Indiana and what about Iowa? They are all tough, but coach also knew he had a fine group of young men to forge into a contender, not only for the Big Ten, but for all the marbles.

Now, let us present Eric Erickson, recent alumni of University of Minnesota.

Eric was introduced to prepaid phonecards about a year ago and determined that he wanted to pursue a career in phonecards, telecommunications, promotion, etc.

What began as a hobby became a full-fledged business, thanks in no small measure to the University of Minnesota's Golden Gophers.

While Eric was pursuing his life's ambition in phonecards, coach Haskins was pursuing the entire Big Ten conference. By season's end they owned a 16 and 2 record in conference play and continued to take on and beat all-comers. They built a 31 and 3 record as one of the Final Four in contention for a National Championship.

Ultimately they lost to Kentucky, in the semi-final. No small accomplishment for the University of Minnesota.

Big Ten Champs, Final Four contender for national honors. That's how Erickson felt, too. Something special needed to be done.

An alumnus of Minnesota, he acquired the license to produce a limited edition phonecard, eventually went to Coca-Cola and obtained permission to use their logo on the card. To quote Eric, "I felt a prepaid phonecard would be a great souvenir to remember a successful season that took Minnesota all the way to the Final Four."

Our resourceful entrepreneur went on to buy phone time from a broker, arranged to design an attractive phonecard and placed 10 minutes of Frontier time on the card. Plastic Resource, Inc. produced the finished product. For his first effort, Eric produced 5000 limited edition cards. We are told that sales are great. What else can we say? Plenty!

For an encore he has recently done a phonecard for Lamberton, Minnesota.

This small community in southwestern Minnesota, near the Iowa border is about to celebrate their 125th birthday. The community is inviting every living person who ever graduated from Lamberton School to "come home" for an old fashioned get together. You can probably gather from all of this that each and every graduate who shows up will be given a phonecard to help them remember this very, very important event.

We started this article with the Rouser, Minnesota, Hats Off To Thee! We would like to amend and add—Eric Erickson, Our Hats Off To Thee! A true Entrepreneur. Eric's company is MSD Collectibles in Oakdale, Minnesota. **PTM**



DOMINIQUE IN ATLANTA

Olympic Gold Medalist Becomes Phone Card Star

Remember that nifty young lady performing with all the other American Gold Medalists at the '96 Olympics? Yes, we did have a full house of Gold Medalists in Atlanta and they were all great...but the one we refer to here is Dominique Moceanu, the youngest and smallest of the team. In addition to her gold medal, she is featured in a series of collectible phone cards.

Dominique makes her home with her folks in Houston, Texas. Recently, her Mom, Camelia and Dad, Dimitry opened a brand new gymnasium that is quite impressive. Perhaps impressive is not the right word. The gymnasium is everything you can ask for in a professional training facility. It is custom outfitted with the latest equipment and features auditorium style seating for 10,000 family and friends of those who participate in the special programs. The opening of the gymnasium coincided with the release of the collectible phone cards.

In this series of Dominique-inspired phone cards there are 5,000 cards produced with 500 available as a signed limited

edition, each packaged in a custom carrying holder. The phone cards were used also for promoting the brand new gymnasium. Dave Black, the photographer who shot Dominique in Atlanta for the Olympics, also provided a unique photo-collage for other phone cards that are planned.

June Blackman-Kutz, a pro shop consultant for Elite Sportswear GK, a world leader in gymnastics apparel, also does marketing for Dominique and her family. The plan now is for Dominique's phone cards to become true collectibles, as she gets ready for the 2000 Olympics. Age is certainly an ally for her as most of the gold medalists for '96 will not be competing. Dominique will not be 16 until September.

A very interesting aspect of this story is the association with Talk 4 Less. This is a relatively new company that was started in early 1997 and is associated with June's husband John, and son, Doug. They are all jumping in with their shoes and socks on, as they have ideas and plans for other licensed products.

The cards were produced by Creative Communications, a division of EqualNet Corporation of Houston, Texas. **PTM**

The Card And The Cause

by Rich Doty

Elton John, born Reginald Dwight, is a world class entertainer in anyone's book. Who could ever forget the PINBALL WIZARD from the Rock Opera Tommy? Those platform shoes were something to behold. During the 1970's Elton John recorded 5-#1 songs, 15-Top 10 songs, 23-Top 40 singles and 15 of John's 16 albums released in the decade went gold.

He has given us great musical memories like his number 1 hits "Crocodile Rock", "Bennie and the Jets", "Lucy in the Sky With Diamonds", "Island Girl" and "Don't Go Breaking My Heart. If you don't remember at least a few of Elton's songs, you were living on another planet for the last 3 decades.

WorldCom, Inc. has taken a very professional approach with the Elton John issue. They have assigned a dedicated manager, Mitch Marcus, to this important project and given him the proper back-up and support to do it right. This has not been the way that I have seen other prepaid collector cards produced by others in this industry. Many of the collector cards produced in the past were real seat-of-the-pants backstreet productions, cheap and dirty. In my opinion, the WorldCom approach is the way it should be done. Planning and production values are all there with the Elton John telecard.

WorldCom has produced an extraordinary, you might even say, a legendary collectible card with the introduction of a black and white classic telecard. There is a super clear photo of Elton John holding a crystal ball. He recently turned 50 and he looks great. (I guess there is hope for the 50 plus set after all.) By the way, Elton's voice is on the opening welcome message thanking you for using the Elton John AIDS Foundation PhonePass. This makes the card not only more collectible but gives the user another important reason for buying the card.

It would be great if WorldCom would make an Elton John series. He has huge fan clubs around the world. millions of fans with no affiliation and who would love to have a memento and at the same time be able to do some good for the people who are afflicted with HIV/AIDS.

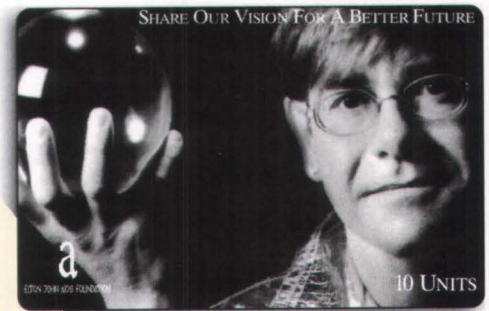
The cards will sell in two denominations, \$10 for 30 minutes and \$20 for 60 minutes. The Elton John card is renewable at the retailers option and will expire 12 months after its first use. Another interesting point; if the time on the card is expired, whatever amount is left will be renewed when the card is refreshed. Now, that's what I call a commitment by WorldCom.

The Elton John AIDS Foundation is an international non-profit organization funding direct patient card services and HIV/AIDS prevention education. There is a broad spectrum of direct patient care services that support men, women, teenagers, children, infants, minorities and families living with HIV/AIDS.

The charity maintains an astoundingly low overhead with 87% of all money raised going directly to funding for patient services. Since it was established in 1992, the foundation has funded more than 400 grants in North America totaling over \$8 million dollars. The foundation has also provided over 4 million for services overseas.

The Elton John Cause-based card is one of the best examples of how a phonecard program should be developed and delivered in the marketplace. WorldCom will be giving a very generous 12 and a half percent of the gross from proceeds to the Foundation. Certainly among the highest reported anywhere.

There are going to be a lot more telecard based cause marketing programs taking place in the next few years. This is going to give collectors an array of new issues to deal with and may lead to a new separate category or collector specialty. Something like "black and white collector" or the "promotional collector" or the "automotive images-only collector." These trends cannot be ignored as the field of collector telecards keeps growing every year.



I believe the Elton John AIDS Foundation card is one that other cause-based cards can be measured. Everyone should have one in their collection as an example of what constitutes a quality issue. The Elton image is strong and simple. The slogan "Share Our Vision for a Better Future" appears across the top face of the card. The gothic foundation symbol that appears in the left hand front corner of the card is in keeping with the image format. The unit number that appears in the right hand corner does not distract from the image or the message.

WorldCom began marketing the card through direct promotions and select dealers a short time ago. The first Keystone mintage will be virtual with special limited editions being considered. For further information you can call 800-72-ELTON.

It's more than a call, it's a calling.

"Keep it Flowing all you Pinball Wizards"

By the way, be on the lookout for the PTM Washington Bureau "Hotline Report" (*An Inside Report For Those Who Need To Know*) **PTM**



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

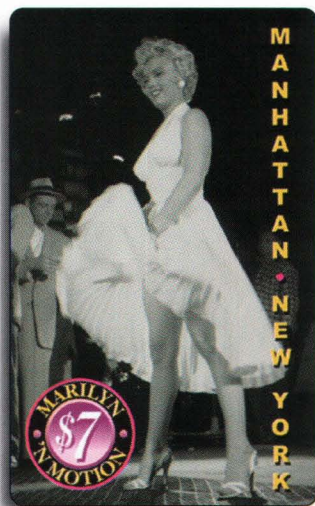
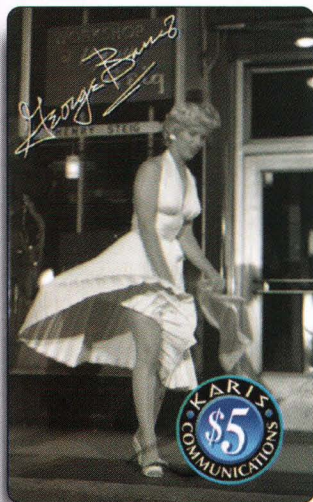
Rich has 30 years of experience in telecommunications, and has been working exclusively with telecard applications and technology for four years. In the early 1970's he was on the Western Union development team that created the "mailgram," a replacement for the "night letter telegram" which was an early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

Tele-Promotions

A brand new release... it's Marilyn Monroe-N-Motion

KARIS Communications of La Mesa, California announced the release of their new Marilyn Monroe pre-paid phonecards. They're called Marilyn -N- Motion. The cards are a "first" as they feature Marilyn in lenticular motion for the first time ever.

KARIS utilized George Barris' rare photos taken during the filming of the famous movie, "The 7 Year



Itch," which was shot in Manhattan, New York. There are three cards in this collection; a \$5, \$7 and the third which was shot in Marilyn's North Hollywood home is priced at \$10.

KARIS is issuing 2,500 cards of each denomination. All cards are fully re-chargeable. Telecommunications services provided by Teltrust, Inc.



The original release date was set for late September, however that date was moved up to August 5, to commemorate the 35th anniversary of Ms. Monroe's death.

KARIS Communications is located in La Mesa, California. PTM



Friends and Partners

Their friendship goes back to their high school days....their business partnership goes back to 1993. Here are two young men who found a great deal in common including making money using their heads, good ideas, and taking advantage of opportunity. Who among us cannot do the same? Apparently not too many.

Let us introduce Matt Kuttler and David Redlich. These fellas have known each other since their high school days, which, considering their ages of 28 years, is not too long a time. Since their sophomore days they have shared promotional ideas, business ideas, and a dream of succeeding in a line of work that demands innovation. Phone cards.

They had the ideas, but needed some start up money and fortunately for them, good friends Rodger and Candy Popkin came through with money and good advice. Fortunately for everyone, the young men listened to the advice and then started their business.

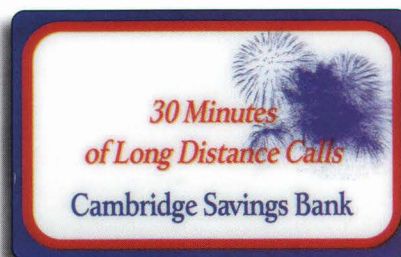
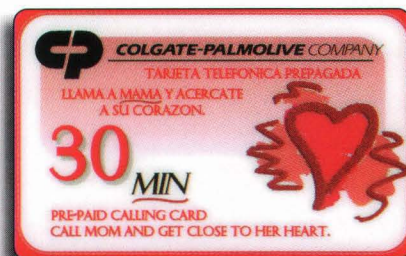
The business is called PhoneCard Express, they are located in Hollywood, Florida and in just a few years have managed to acquire accounts, keep them, win awards for their

clients and develop a list of followers who have become believers.

The first year of their operations they grossed about \$120,000. In 1997

they jumped that figure to \$2 million dollars and are setting reasonable goals and objectives and best of all, reaching those objectives.

We are showing only 3 phone cards that indicates a rather interesting cross section of their client list. We should also add: PhoneCard Express is still located in Hollywood, Florida, have repaid the loan from the Popkins and the Popkins are partners in the business. A pretty good investment for all. PTM



TELE-EVENTS 1997

PROMO EXPO

Sept. 9-11
Merchandise Mart, Chicago, Illinois
(203) 358-3751

PCS EXPO

Sept. 10-12
Dallas, Texas
(800) 269-8999

TELECARD WORLD '97

Sept. 24-27
Javitz Center, New York, N.Y.
(713) 974-5252

NAT'L ASSOC. CONV. STORES

Oct. 5-7
Orlando, Florida
(703) 684-3600

MOTIVATION SHOW

Oct. 6-8
McCormick Place Complex, Chicago, Illinois
(630) 850-7779

INSIDER AMERICAS '97

Telecom Resale Oct. 6-9
Crown Plaza Hotel, Miami, Florida
(407) 773-0639

NAMA NAT'L CONVENTION

Oct. 16-18
Orange County Conv. Ctr., Orlando, Florida
(312) 346-0370

ACUTA FALL SEMINAR

Oct. 19-22
Albuquerque, New Mexico
(606) 278-3338

ICMA MFG EXPO /97

Oct. 19-23
Royal Lancaster Hotel, London, England
(609) 799-4900

CARD EX '97

Oct. 22-26
Conf—Exhibits—Awards Dinner
Les Pyramides & Sheraton Brussels
+44 (0) 1206 791734

CTIA WIRELESS APPS '97

Oct. 27-29
Wash. State Conv. Ctr., Seattle, Washington
(202) 785-0081

FIRST COMPUTER TELEPHONY

Oct. 30-Nov. 1
Disney World Dolphin Hotel, Orlando, Florida
(800) 542-7279

TRA FALL CONFERENCE

Nov. 3-6
Marriott Orlando Center, Orlando, Florida
(202) 835-9898

WINTER EXPO '97

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Expansion to Phoenix

Standard Register has begun printing and packaging prepaid phone cards at its Imaging Services Group facility in Phoenix, Arizona. This additional location is in answer to increasing customer needs and demands. This marks the second facility for Standard Register for pre-paid phonecards. Up to now all cards and packaging was done at the company's Rochester, New York plant.

According to Dave Fehrman, director of Imaging Services Group for Standard Register, "Our prepaid phone card business has grown beyond the capabilities of a single plant location. The Phoenix operation will help us better serve our western customers and bolsters Standard Register's position as the leading domestic packager of prepaid phone cards."

According to Standard Register, GTE is among the prepaid phone card customers serviced by the Phoenix plant. The Imaging Services Group has been in the prepaid phone card industry since its U. S. inception in 1992. 1996 figures indicate that the prepaid phone card market is currently a \$1.4 billion dollar industry in the United States.

Japanese Bank Goes Calling Card

PTT Telekom, Inc., an Orlando-based telecommunications company, is pleased to announce that an agreement has been reached with Orico Bank of Japan to produce a calling card program. The bank has some 8 million cardholders that works in conjunction with their existing Visa, MasterCard and JCB cards.

PTT has developed software that allows cardholders to use their existing card numbers and PINS to access the long dis-

tance system. After dialing an access number, the customer would enter his or her card number, then the PIN. The PTT software checks that against the bank's database, then completes the call. Calls are billed to the cardholder's monthly statement.

Fernando Sabino, President and CEO of PTT says the system is revolutionary in that it uses existing card numbers, PINs and cards. Calls can be made from 40 countries, including the United States. He was quoted as saying "we are extremely excited about the opportunity to implement this unique phone card program."

Phone Cards on the World-Wide Web

In a marketing breakthrough, Star Telecom Network has become the first company to offer a line of limited edition prepaid phone cards honoring the creativity and diversity of the internet.

Star, a pioneer in the creation and distribution of stylish premium phone cards has raised the phone card to a new level of design excellence with the debut of its newest series, called "When the Web Was Young." The idea was conceived by Larry Ball, with Star producing the end product. Star's president, David Eisenstadt said "This is a great way to promote a Web site. Not only does it allow Webmasters to show off their hard work, but it allows users to help support their favorite Web site by doing something we all do—spend time on the phone."

Eisenstadt went on to note that the series, which links together carefully selected commercial and artistic Web sites, has a potential audience of millions. "Our partners include such heavy traffic pages as imusic, the alternative music site, and CyberTown, as well as high-visibility destinations as the sites for

Condomania, Star Chefs and The Year 2000 Information Center."

Star Telecom was founded in 1994 and is one of the most renowned distributors and marketers of prepaid phone cards in the world. Watch for more on STAR Telecom in future issues of Premier Telecard Magazine.

CPDI In the Top Fifteen

The Oregon Business Journal recently released their list of the 100 fastest-growing, private companies in the state and shows CPDI ranked number 11.

For the third year in a row CPDI has been recognized by business journals as one of the fastest-growing in the northwest. The ranking are of independent, privately held companies whose revenues were over \$200,000, and had sustainable growth over the last three years.

CPDI had a 416 percent increase in revenues from 1994 to 1995, and a 690 percent increase in revenue since 1993. CPDI's substantial growth came from offering its CALL CONTROL call-processing platform to companies that market prepaid/postpaid calling cards, prepaid wireless, prepaid residential, and international callback. In addition, over the past three years, two of CPDI's customers have joined us in the top 20 list.

Vincent Hill, who is CPDI's president said "We work hard to continue to produce an innovative and flexible product that keeps us in the forefront of our industry."

TBR in the TOP 50!

The New Jersey Technology Fast 50 publicly recognized the 50 fastest growing technology companies in New Jersey. This program, which includes both public and private firms, ranks companies by percentage of corporation growth over a five-year period.

Transaction Billing Resources (TBR) ranked number 11.

This is the second consecutive year they have been in the top 25% of the rankings. TBR specializes in processing commercial credit card transactions for telecommunications companies. The transactions involve the use of bank cards—Visa or MasterCard—and travel and entertainment cards—American Express or Diners—for telecommunications charges.

TBR president Robert Gein, said "the last two years have been exciting, from the standpoint of both growth and recognition. Last year we were in the Fast 50, High Tech 500 and INC 500. We are delighted to be included in the Fast 50 again this year."

TBR is located in Hazlet, New Jersey.

Big Business for Stan & Ollie

A Laurel and Hardy Classic is found.

Michael Agee of HRS Group of Yorba Linda, California announced a very special "find." A Laurel and Hardy Classic film called Big Business. The film is direct from the Hal Roach studios and very recently, HRS developed a phone card utilizing the original movie poster.

In our next issue, we will show the card that commemorates the film. This classic film is one of the three Laurel and Hardy shorts that are honored on the Library of Congress/National Archive list of only 150 American films lauded by the United State government. This film joins *Gone With The Wind*, *It's A Wonderful Life*, *Casablanca*, *Mr. Smith Goes To Washington* and very few others to be so honored. What a wonderful honor to be bestowed upon these two masterful artists. Further details are forthcoming.

New POS Terminal Prints Phone Cards in 3 Seconds

Atlanta-based LDC Direct has begun manufacturing a point-of-sale terminal capable of printing the entire back side of a standard-sized prepaid phone card. According to the company, applications for the terminal are virtually unlimited. LDC Direct is initially targeting the prepaid long distance, prepaid cellular and customer loyalty industries worldwide.

The LDC system allows phone companies to place virtually unlimited inventory of phone cards at retail locations with no up-front costs. "Our system is a welcome sight to retailers struggling to find a secure and efficient way to sell prepaid services," explains James A. White, Director of Technology. "The LDC system saves retailers time and money - all inventory control is handled automatically by the system resulting in reduced labor expenses and theft is virtually eliminated making the product more profitable."

The unique patent-pending feature of the LDC 384 POS terminal is its ability to print near-laser quality text and graphics directly onto the back of a PVC, polyester or paper card — no other POS terminal has this ability. All of the information that gives the card value (e.g. the PIN number, 800 access numbers and expiration date) is managed electronically and printed on the back of the card in under 3 seconds which allows the company to offer retailers a prepaid services solution with maximum security and flexibility.

In addition to utilizing the LDC 384 POS terminal in its own prepaid services program, LDC Direct is also offering its

new technology to other long distance providers worldwide. The terminal will lease for as little as \$6.50 per month, includes a full one year warranty and will be available in mid-September.

LDC Direct, a privately held company in business since 1995, provides prepaid telecommunications services to retailers throughout the United States and point-of-sale solutions to the prepaid services industry.

Panasonic Picks Vocall

Coming in ahead of competitors such as MCI and Sprint, Vocall Communications Corporation has been selected by Panasonic Communications Systems to provide them with 30,000 promotional prepaid calling cards.

Vocall, a leader in the calling card industry, was selected as Panasonic's exclusive card issuer. Panasonic is using Vocall's card nationwide as a thank you for testing their new products.

Vocall was established in 1990 to supply innovative products and services to the telecommunications industry.

Lucent Technologies Machines Sound Best

Citing new technology from Bell Laboratories — copyrighted voice encoding software and a faster microelectronic chip as the key to their success, Lucent Technologies recently announced the results of independent laboratory tests showing their digital answering machines to have the best voice

quality. In a comparison of the leading digital answering machines based on the sound quality of recorded messages, Lucent Technologies Digital Answering machine 1725 was ranked number one five times as often as the nearest competitor. On June 17, Lucent Technologies and Philips Electronics announced that they would create a joint venture of the consumer communications units of the two companies by October 1. Philips is the market leader in telephone sales in Europe and Lucent is number one in the US. The joint venture, to be called Philips Consumer Communications, will have revenues of about US \$2.5 billion. "This new generation of answering machines sets a world standard in voice quality," said Bill Wagoner, chief technical officer of Lucent's Consumer Products unit. "The 'killer technology' is a new software algorithm that we lifted out of the Bell Labs research area and adapted specifically for this use."

The Bell Labs software language is so efficient it can translate voice signals from analog to digital using only 6.3 kilobits for each second of speech, versus the 16 kilobits normally required. Lucent has copyrighted this technology, which is a unique software algorithm called RCELP, for Relaxation Codebook Excited Linear Prediction encoding.

CommCard Helps Clients Gather Information

Employing more than 300, including 160 multilingual operators, CommCard of Burnsville, MN, has provided prepaid calling card technology to retail and

service providers since 1991.

Focusing on custom programs which can be used for both information dissemination and survey applications, CommCard has successfully integrated long distance phone card platforms into these programs. Using their proprietary software, clients are able to extract data on every detail of card usage with unlimited capacity to promote their business and gather valuable information about their customers.

One such program was the "Partners for Better Health" worksite program created for Health Partners, a Minnesota parent company of health care organizations and group health plans. These plans cover over 700,000 workers around the state.

The "Partners for Better Health" program began with a health risk survey to help tailor wellness classes and programs to the actual needs of the workers. Health Partners worked with CommCard to produce and interactive HMO member survey that used a prepaid card platform and rewarded the participants with 20 minutes of prepaid long distance phone time.

The results were incredible. Survey responses ranged from 30 percent to 100 percent depending on the group, with an overall participation average of 45 percent. Other survey attempts had averaged response rates of just 20 to 30 percent.

Health Partners expressed their satisfaction with the survey's success and cost effectiveness. Based on the rate of response, the participants were satisfied as well.

CommCard is an FCC licensed carrier with its switch facility in Cedar Rapids, IA.



Cards in Play in the U.S.A.

The Denver Summit of Eight

If you look carefully at the 3 phonecards on this page, you will see the similarity of the 3, but upon careful examination, you will see that each is distinctively different one from another. The cards were created especially for the Denver Summit of Eight, June, 1997. The conference brought together world leaders from 8 nations to discuss mutual problems and how best to deal with them. The phonecards are very beautiful cards. At a glance you see the world, a group of flags, the city of Denver, even the state flag of Colorado.

Before we go on, let's identify them for you. First, there is the U S WEST (upper right hand corner) phonecard. It is further identified by the chip imbedded on the card. This card may be used only with phones that are equipped to accept U S West or GTE Smart Cards. They are charged with \$1 (lower right corner).

The other two cards are USACards, almost identical, but not quite. These two show the moon in the upper left corner, clearly indicates the city of Denver in yellow, and like its sister card, the Denver Public Library and a portion of the Rocky Mountains called the Front Range. You will also note that card number 2 is marked VIP and offers 20 units of

phonetime, while the third card is charged with \$5 in prepaid phonetime.

All three phonecards were designed and illustrated by Stephen J. Hume and



USWEST \$1



USACard VIP

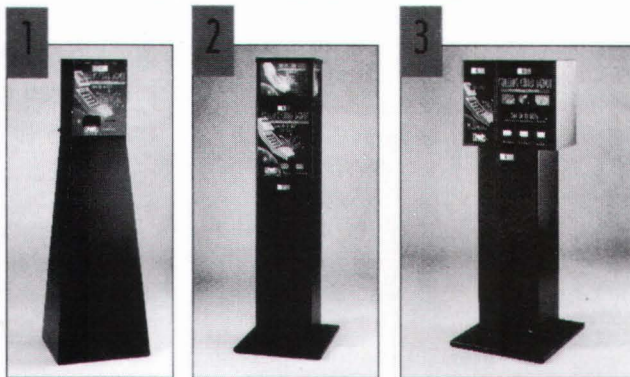
Joe Jones of Denver. Over 400 telecards were distributed to the press for their use, while only 25 VIP cards were given to the Executive Staff of each of the nations. In addition, special cards were given to the Mayor

and Governor, some TV and radio personnel.

The phonecards were sold at the summit conference and

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ability to offer different price points for each column. Bill validators with built-in stackers accommodate up to 300 bills. Operations of all Calling Card Depot™ vending units are controlled by a proven Motorola solid-state microcontroller and proven logic to eliminate jackpots and free vends.

Despite the elegant design of the Calling Card Depot™ machines, they are ruggedly built of handcrafted 14 gauge galvanized steel, rustproofed inside and out to automotive industry standards for years of durable, safe, tamperproof service. Machines come equipped with a tip and theft-prevention auto style alarm system with powerful siren. Calling Card Depot™ units can be placed on countertops, wall-mounted or stand freely on support cabinets or bases.

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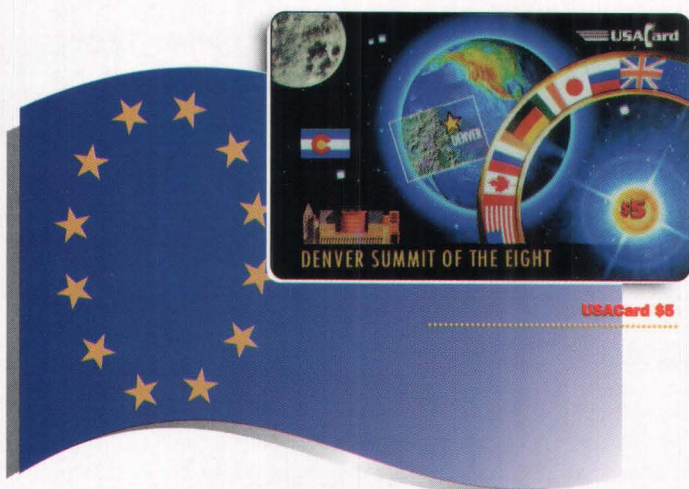


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It's Not a Bird— Not a Plane— Maybe Its Uncle Sam!

Well, it's certainly not Superman. No, it is Uncle Sam, a brand new entry from U S WEST. This is the first in a "Celebration" series of phone cards from U S WEST. There will be more cards later this year and into 1998. Other celebration cards this year will feature Halloween and Thanksgiving.

Jere Smith of Seattle, Washington created this Fourth of July card and as you can see, Uncle Sam is roaring to freedom aboard what seems to be a high-powered firecracker headed for outer space. Naturally there are fireworks galore all over the star-studded sky.

And so, we join with U S WEST in hoping your holiday with friends and relatives was safe and happy as you begin to plan for your next celebration.

Happy New Year...oooops, not yet. PTM



are still available for purchase from USACard, Denver and KARS Unlimited, Ormond Beach, Florida.

As you peruse the cards, see how many of the flags of the summit nations you can identify. There were 8 nations and 1 additional... and reading left to right they are:

United States, Canada, France, Germany, Italy, Japan, Russia, United Kingdom.

If you are wondering about the 9th flag, 12 Gold stars on a field of Blue, it is the European Commonwealth. PTM



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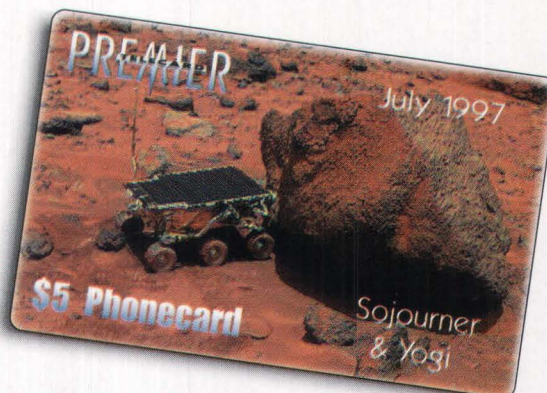
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A Collector's Dream!

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The United States Postal Service produced 2 postage stamps that are triangular in shape and feature two historic means of early mail delivery in the 1800's for the San Francisco area, by sea and by stagecoach. The stamps, as you can see, are beautiful, one red, the other blue and both with a denomination of 32 cents each. Now, for the rest of the story!

Patisant Marketing Group of San Francisco, California created phonecards expressly for this postage stamp. Spokespersons for Patisant stated, "To create these collectors' cards we placed actual U. S. Postal Service stamps on phonecards, then laminated them to ensure the longevity of these highly collectible pieces."

As you can see from the two cards pictured here, these are distinctively different phonecards, fully certified limited edition cards, with only 1000 sets having been produced.



Each two card set features one card displaying the "blue ship" and the second, showing the red "stagecoach."

Patisant has been very fortunate and owns a great track record in the sale of collector phonecards. Earlier this year they sold an unprecedented 3000 sets in one week in commemoration of the Hong Kong handover to China. They enjoyed similar success with the sale of Deng Xiaoping phonecards. Patisant reported record sales of phonecards of the former leader of Red China.

An innovative idea—a triangular postage stamp placed on a specially produced phonecard with an end result of a beautiful collectible telephone card set.

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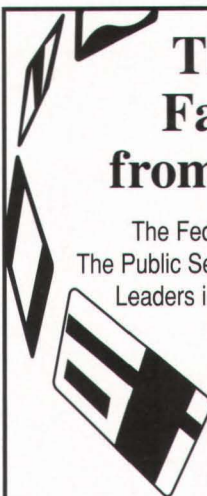


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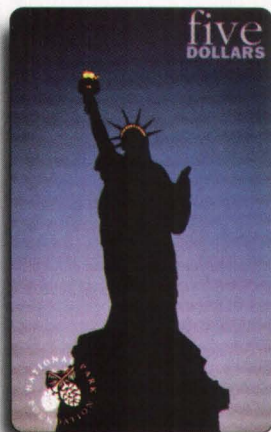
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Cards in Play in the U.S.A.



America The Beautiful

The National Park Foundation and American Express have launched a prepaid phone card series to help raise money for America's National Parks. The campaign is called National Parks - America's Legacy.

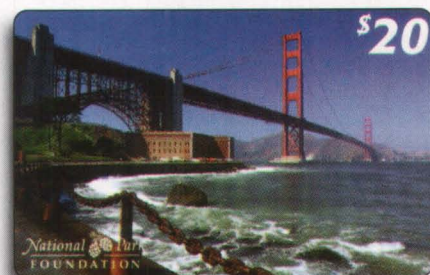


Statue of Liberty — at night

The cards, as you can see are absolutely beautiful, they are rechargeable and replaceable if lost or stolen. Initially, the cards will be available at select National Parks. You may also call and order the cards in denominations of \$5 to \$20. American Express will donate \$1 to the National Park Foundation for funding priority projects throughout the more than 370 sites in the National Parks System.

Jim Maddy, president of the Foundation said "These are new cards and great collector's items and give park enthusiasts a terrific way to contribute directly back to America's

best places." Meanwhile, Anne Hopkins, president of American Express Telecom said "We believe that this product




Golden Gate National Recreation Area



Tipton's Barn—Great Smoky Mountains

will be especially appealing to the consumer because above all else, it's a quality phone card backed by the reliability and security of American Express. It's a wonderful way to help

preserve our nation's natural, cultural and historical treasures for generations to come."

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Tele-Flash

The New Yorker Magazine's New Concept

New York - New York recently asked IdealDial to simultaneously broadcast recorded voicemail messages to hundreds of telephone numbers.

Broadcast voicemail is our latest addition to our broadcast email and broadcast fax services.

This was a novel experiment twisting interactive technology that currently exists to communicate custom information to advertisers in a timely and focused manner. The New Yorker recorded two messages on audio cassettes, then electronically transferred these messages and a list of telephone numbers to IdealDial. Over the weekend, IdealDial's system broadcast dialed the telephone numbers and played the messages, storing them on the contact's voicemail. 

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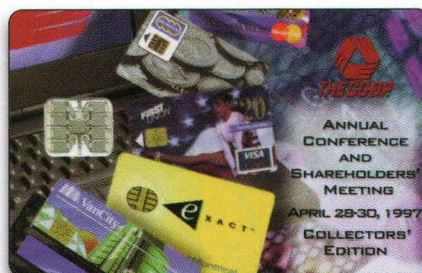
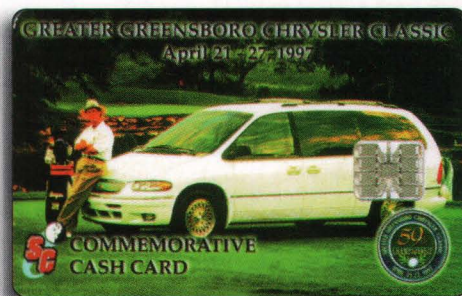
Technology @ Work introduced Smart Card technology to the festival and event industries earlier this year. At the Orange Blossom Festival held in Riverside, California and at the Greater Greensboro Chrysler Classic PGA golf tournament in North Carolina and CO-OP conference Indian Wells Calif, all were stored value cards using embedded computer chips were offered for purchase to event attendees. The cards were also accepted by event vendors for a variety of purchases.

The CO-OP, an association for credit unions sponsored the smart cards used at the Festival. Cards were sold in increments of \$5, \$10, \$20, and \$50. Approximately 50,000 cards were printed. Barbara Sheldon, Festival Director said that "now that we have seen the technology at work that consumer accept it, we will be considering a cashless event for next year."

Meanwhile, West Sports Marketing and Technology @ Work debuted the Sports Cash Card at the PGA tournament. Again, cards were sold in \$5, \$10, \$20 and \$50 denominations and reloadable up to \$300. Four different designs were offered including two featuring golf pro, Tom


Kite. A total of 30,000 Tom Kite cards were produced.

The Saturday of that weekend was a near-record day for concession



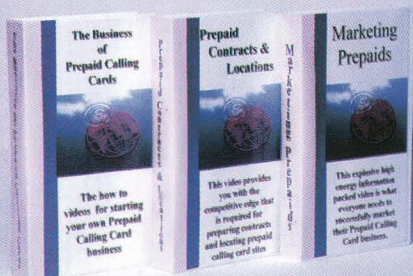
purchases. Tournament officials reported that the card program worked well and provided them with controls and data they have not had in the past.

Technology @

Work continues to actively market their smart card programs. Technology @ Work specializes in software development and design and they are located in Jacksonville, Florida. 

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

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

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InTech Direct... A Specialty House!

Most phonecards function through the use of a unique personal identification number (PIN) to access a computer that keeps track of the amount of time paid for on that specific card.



This is known as a remote memory card. InTech Direct specializes in the processing of this type of prepaid phonecard, by processing, we mean that the cards are numbered, a security system applied and the cards packaged. The numbers are applied individually to the cards. Because the numbers are the key to making the cards work, we also need to protect the value of the cards by securing the PIN numbers. We do this by covering

“Commercial packaging is the single most important aspect of retail distribution.”

the PIN as rapidly as possible after they are numbered. There are several ways of covering PIN numbers in common use, including scratch-off panels and removable labels of various types. The focus of this article however, is what happens after the number is applied and the PIN protection is in place: the packaging.

Commercial packaging is the single most important aspect of retail distribution. When you consider the packaging of phonecards is essentially packaging money. The functions of commercial packaging are diverse. Esthetics, education and marketing are all intrinsic roles of packaging, but paramount in the scheme of phonecards is security. Protection of the PIN is the essential aspect in evaluating phone card packaging. The proliferation of fraud in the phone card marketplace has increased the need for tighter security. Regularly enhancing and modifying packaging standards are needed to keep ahead of any attempts at fraud or deception.


The need to remain competitive is stronger than ever, therefore, this article focuses on ways to deliver the best packaging at the least cost. The

primary system that fits the bill is fin-sealing with standard clear polypropylene film. With a backer board insert or a scratch-off panel, this system is economical and secure. Other modifications of the package include affixing it vertically to a “dollar-bill” sized carrier and over-wrapping the entire piece. This then can be distributed from a retail cash drawer in a store’s register. This package can be produced with a hole-

punched header, so that it can be merchandised from a peg board display. This configuration has been popular because it is so flexible, and some of the inventory can be kept on the display behind the counter while the remainder is housed in the cash drawer for safe keeping.

Another modification of this design is the wide header style. This consists of a wider carrier with a larger display area and the room for the card to be attached in a horizontal manner, similar to the way most “blister pack” cards are displayed. This is an effective piece for a retail peg board and competes economically very well against the more expensive blister pack from the standpoints of both cost and convenience.

InTech Direct, Inc. has introduced a number of other options on the subject of fin seal packaging of phonecards. Two worth mentioning involve security packaging and printing of packaged film. The first is a simple fraud prevention mechanism that randomly repeats a tamper evident security message on the film to authenticate the wrap and let the consumer see the role that film plays in providing a security seal. The sec-

ond one is “Window Pack”. It involves a complete overprint of a metallic film with the area for the face of the card remaining clear to show the card graphics. The foil creates a high impact look to give each card the “snap” of a professionally finished piece. The clear face is framed in a window of color to show only the card and has an opaque back to protect the PIN. InTech inventories the “Window Pack” in an assortment of basic colors for those special runs that you need to get turned around in a hurry and don’t feel like waiting for long lead times. 

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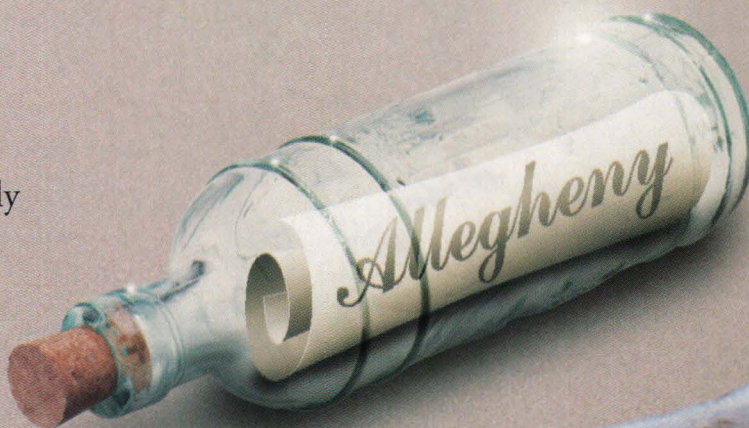
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