

# DIGITAL DISC AMERICA

Jefferson City, Missouri-based division of Sunshine Distributing offers operators affordable CD jukebox conversion kits; product line also includes dedicated jukeboxes and brand-new Title Page Kit

The rapid advancement of technology in our industry has been a "good news, bad news" situation for the operator. First, it means operators can offer their locations the latest in high-tech amusement equipment. However, high purchase costs and serviceability can cause many operator headaches. Take for example, CD jukeboxes. There's no arguing that the compact disc format has become the format of choice for locations and their customers. But the high expense of buying the dedicated CD jukebox (as well as finding a place for old vinyl jukes already on location) has spelled trouble for some operators.

Now, relief comes from Digital Disc America (DDA). Thanks to their CD jukebox kits, operators can affordably convert vinyl jukeboxes into CD players and enjoy the increased profits available with CD music. This CD conversion kit was originally developed in England in 1986 by Digital Disc Automation.



Digital's sales rep Rich Grant (center) explains the DJ2000 features to his service staff.

The kit was then brought to the U.S. by Digital Disc America, a subsidiary of Sunshine Distributing (Jefferson City, Mo.).

DDA's been selling and showing the kit at trade shows since 1990. And now, DDA has expanded its music product line to include a title page kit, upgraded jukebox cabinets

and — yes — even some full dedicated CD jukeboxes, if operators want them. Dedicated jukeboxes are not their top-selling product, of course! But the increased credibility that comes from having a full line of music product has boosted DDA kit sales, said the firm.

## CD JUKEBOX KITS

DDA's conversion kit features a 100 CD Philips laser player mech. The complete package is made up of the player, CPU logic board, full control panel, wiring harness with connectors, mounting hardware and CD marquee panel.

According to DDA topper David Loethen, the response has been favorable. "We have sold a lot of our kits to convert Rowe's R-81 and up, Rock-Ola models 464 and up, NSM models Prestige ESH 160 and up, almost all Seeburgs, and a few Wurlietzers, including the One More Time model," Dave explained. "With the success of our kit sales in the past three years," he went on, "it is without a doubt that operators believe in our concept."



DDA's headquarters is housed in Sunshine Distributing's Jefferson City, Missouri office.

## NEWS FEATURE



Distribution division man David Loethen

## COMPANY BACKGROUND AND PHILOSOPHY

Luckily for the operator, Digital Disc America is a true expert in the business. "We have the experience of being an operator, distributor, and now a manufacturer," Dave noted. "And we're using this experience and expertise to give the operator an affordable way to get acquainted with the CD market."

Indeed, Dave Loethen has been in the business since 1971 — starting as a self-employed amusement operator. Years later, he teamed up with his brother Mark, and now-partner Talih Ozturk to form Sunshine Distributing. Now, with the birth of DDA five years ago, the manufacturing end of their business is up and running. Sporting a 5,000-sq.-ft. plant, the company consists of a full administrative and production staff dedicated to meeting the needs of their customers.



The company's receptionist Linda Brooks

Dave explains that DDA exists because of its customers. "We want to help out the operator by offering them an affordable, service-friendly way to provide their locations with CD capability," Dave said. "Conversion is similar to video kit conversion, and takes about four hours at first," Dave explained. "After that, it's easier. Also, the beauty part of our product is that service is accomplished by swapping out the mech and logic board — so no servicing background is necessary!"

## PRODUCT LINE

As stated, Digital Disc America also offers a line of dedicated juke-



DDA International sales topper Talih Ozturk

boxes, as well as a title page kit. Listed in their dedicated line are the '50s nostalgic Golden Age Classic; modern, slanted-angle Super Cougar (available also as an upgrade cabinet); the Bobcat Walkbox, the DJ 2000 (available in upright or hide-away models), and the Cheetah. All of DDA's jukeboxes come with a full one-year warranty on electronics and mechanisms.

According to DDA, the Cheetah enjoyed rave reviews at Nashville's AMOA '92. Their newest juke, this model features two Phillips player heads, eliminating delays between songs (no music downtime). The Cheetah can also be operated in a "split mode," which allows the jukebox to play two rooms simultaneously. "This mode works well if the location would like to play two different kinds of music in each room," explained Dave.



Digital's financial director Mark Loethen

Beyond their dedicated models, Digital Disc has introduced a fully-motorized, 100-CD selection title page kit. The kit displays six artists and CDs at a time and is designed to fit a variety of jukebox models.

## LOOKING AHEAD

With 1993, comes Digital Disc America's intent to continue offering their customers quality CD kits and jukeboxes. The company also plans to focus on strengthening their distribution network in the States and abroad. "We'll keep informing operators about our product," said Dave, "and hope to break the barriers preventing them from fully entering the CD field."

Be sure to stop by DDA's ACME booth 1030 this March in Las Vegas! If then, for more information, contact Digital Disc America, 5617 Business 50 West, Jefferson City, MO 65109; 314/893-8497; fax is 314-893-3601.



DDA's second receptionist Cindy Juckette