

## Now Playing

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arcade machine maker, under which Exidy will manufacture for and distribute to the coin-op industry First Star's "Boulder Dash," "Astro Chase," "Flip & Flop" and "Bristles."

Additionally, Micro Lab has entered into a \$1.3 million licensing agreement with First Star for distribution rights on "Boulder Dash" for Apple, Commodore and ColecoVision/Adam versions. It is believed to be the largest licensing agreement for the independent software publishers industry.

★ ★ ★

Cleaning products: A 17-year-old U.K. company, Automation Facilities Corp., has launched its first product in the U.S. pegged to the consumer market. The firm is known

in industrial circles for its computer care products.

The new product, "Floppiclene," comes with aerosol cleaning solution, disk jacket, 20 cleaning disks and two anti-static screen wipes for monitors. The cleaning kit stands out, says a spokesman for the firm, because of its "wet/dry" method. He explains that "Floppiclene" is one of the few care products that contains "no messy, wet-bottle applicators or dispensers, no presaturated container."

For the \$100 million company to win acceptance in the U.S., the spokesman says, it plans to "play up" its industrial association. Floppiclene retails for \$34.95.

★ ★ ★

Accessories department: "It became evident to us that the effort required for continued marketing of

the Power-Stick line of joysticks was going to distract us from our primary goal," says David S. Morse, president of Amiga Corp. Because of this, the Santa Clara, Calif. firm has sold the entire line to Pride Electronics of Salt Lake City for an unspecified amount.

And what is the company's "primary goal," as noted by Morse? It is to focus on the impending launch of the company's 16-bit computer, the Amiga. The computer is expected to be priced in the low thousands and compete with Apple, IBM, Commodore and Atari computer systems.

Morse notes: "While the Power-Stick line remains viable at retail and has made significant contributions to Amiga since its development and introduction, the conflicts in marketing and sales strategy were just too great."

## Video Music Programming

## MTV Adds &amp; Rotation

As of 8/15/84

This report does not include those videos in recurrent or oldie rotation. For further information, contact Buzz Brindle, director of music/programming, MTV, 1133 Avenue of the Americas, New York, New York 10036.

## NEW VIDEOS ADDED:

Fixx, "Are We Ourselves," MCA  
Jefferson Starship, "Lay It On The Line," Grunt/RCA  
Krokus, "Midnight Maniac," Arista  
Pseudo Echo, "Listening," EMI America  
R.E.M., "Pretty Persuasion," IRS  
Romeo Void, "A Girl In Trouble," Columbia  
Rubber Rodeo, "The Hardest Thing," Mercury  
Scrritti Politi, "Wood Bees," Warner Bros.  
Stephen Stills, "Stranger," Atlantic  
Y&T, "Don't Stop Runnin'," A&M

## HEAVY ROTATION (maximum 4 plays a day):

Bon Jovi, "She Don't Know Me," Mercury  
Lindsey Buckingham, "Go Insane," Elektra  
John Cafferty & the Beaver Brown Band, "On The Dark Side," Scotti Bros.  
Cars, "Drive," Elektra  
Elvis Costello, "The Only Flame," Columbia  
Chris DeBurgh, "High On Emotion," A&M  
Corey Hart, "Sunglasses At Night," EMI America  
Dan Hartman, "I Can Dream About You," MCA  
Billy Idol, "Flesh For Fantasy," Chrysalis  
Cyndi Lauper, "She Bop," Portrait  
Huey Lewis, "If This Is It," Chrysalis  
Madonna, "Lucky Star," Sire  
Night Ranger, "When You Close Your Eyes," Camel/MCA  
Ray Parker Jr., "Ghostbusters," Arista  
Prince, "Let's Go Crazy," Warner Bros.  
Prince, "When Doves Cry," Warner Bros.  
Quiet Riot, "Mama Weer All Crazee Now," Pasha/CBS  
Ratt, "Round And Round," Atlantic  
Scandal, "The Warrior," Columbia  
Scorpions, "Still Loving You," Mercury  
Slade, "My Oh My," CBS Associated  
Bruce Springsteen, "Dancing In The Dark," Columbia  
Billy Squier, "Rock Me Tonight," Capitol  
Rod Stewart, "Some Guys Have All The Luck," Warner Bros.  
Tina Turner, "What's Love Got To Do With It," Capitol  
Twisted Sister, "We're Not Gonna Take It," Atlantic  
John Waite, "Missing You," EMI America  
Peter Wolf, "Lights Out," EMI America  
Yes, "It Can Happen," Atco

## MEDIUM ROTATION (maximum 3 plays a day):

Bananarama, "Cruel Summer," London  
Bangles, "Hero Takes A Fall," Columbia  
Berlin, "Dancing In Berlin," Geffen  
Box Of Frogs, "Back Where I Started," Epic  
Bus Boys, "Cleaning Up The Town," Arista  
Cars, "Hello Again," Elektra  
Difford & Tilbrook, "Love's Crashing Waves," A&M  
Ronnie Dio, "The Last In Line," Warner Bros.  
Eurythmics, "Right By Your Side," RCA  
A Flock Of Seagulls, "The More You Live," Arista  
Lita Ford, "Gotta Let Go," Mercury  
Glenn Frey, "Sexy Girl," MCA  
Go-Go's, "Turn To You," IRS  
Sammy Hagar, "Two Sides Of Love," Geffen  
Honeymoon Suite, "New Girl Now," Warner Bros.  
INXS, "I Send A Message," Atco  
Ollie & Jerry, "There's No Stoppin' Us," Polydor  
Rail, "One-Two-Three-Four Rock," EMI America  
Ratt, "Back For More," Atlantic  
Lou Reed, "I Love You Suzanne," RCA  
Rush, "Body Electric," Mercury  
Billy Satellite, "Satisfy Me," Capitol  
Frank Sinatra, "L.A. Is My Lady," Qwest/Warner Bros.  
Spandau Ballet, "Only When You Leave," Chrysalis  
Donna Summer, "There Goes My Baby," Geffen  
Thompson Twins, "You Take Me Up," Arista  
Stevie Ray Vaughan, "Cold Shot," Epic  
Stevie Ray Vaughan, "Couldn't Stand The Weather," Epic  
Whitesnake, "Slow 'n Easy," Geffen

## LIGHT ROTATION (maximum 2 plays a day):

Art Of Noise, "Close To The Edit," Island  
Bachman Turner Overdrive, "For The Weekend," Complot  
Bad Manners, "Samson & Delilah," Epic  
Chicago, "Hard Habit To Break," Full Moon/Warner Bros.  
Bruce Cockburn, "Lovers In A Dangerous Time," A&M  
Rick Derringer, "I Play Guitar," Jem  
Dragon, "Rain," Polydor  
Echo & the Bunnymen, "Seven Seas," Sire  
Fastway, "Tell Me," Columbia  
Fiction Factory, "Feels Like Heaven," Columbia  
Fleshtones, "American Beat," IRS  
Helix, "Rock You," Capitol  
Jermaine Jackson, "Dynamite," Arista  
Howard Jones, "Pearl In The Shell," Elektra

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